

The Billboard

SECTION 1

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OUTDOOR
CONVENTION
NUMBER

featuring the

1953 CAVALCADE
OF FAIRS

NOVEMBER 29, 1952

THE MUSEUM

INDUSTRY'S LEADING NEWSWEEKLY

PRICE: 25 CENTS

Outdoor Year Good; 1953 Forecast Same

AGVA Welfare Plan Stirs Up Battle Royal

By BILL SMITH

NEW YORK, Nov. 22.—A torrent of protests has deluged the American Guild of Variety Artists in its demand on talent buyers to contribute to a welfare fund that was set up in conjunction with the union's accident insurance policy.

The great majority of objections are based on what is called AGVA's dictatorial methods that buyers either pay up or do without shows. Cafe ops, notoriously reluctant to join any organization, are hurriedly banding together to battle AGVA on the welfare contribution. At least two such orgs are preparing legal action, and others are talking heatedly about starting individual suits.

Talent agencies which have been informed by AGVA that they will be required to stop selling talent to buyers who refuse to pay have told AGVA they intend to do no such thing. If buyers are required to pay any welfare, it is up to AGVA to police them, not the agents, they replied.

Outdoor talent buyers have turned down flatly AGVA's demand. The AGVA plan is as follows: Each club date booker will be required to pay the union \$1

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Sherwood for 9 NBC Scripts

NEW YORK, Nov. 25.—Pulitzer Prize-winning playwright Robert E. Sherwood today signed an unprecedented scripting deal with the National Broadcasting Company. The pact, effective January 1, calls for Sherwood to pen nine original one-hour plays for the web over a five-year period. NBC gets exclusive AM-TV rights to the works, and options to continue the rights over five more one-year periods. Sherwood is believed to be getting in excess of \$50,000 for the scripts.

Sherwood, according to terms of the agreement, has complete freedom of independent operation, both in selection of subject matter and treatment. The plan calls for Sherwood to write and NBC to produce the dramas at the rate of about one every

(Continued on page 47)

TV-FILM SYNDICATION

2 Nets' Plans May Spark Big Change

NEW YORK, Nov. 22.—The coming of 1953 is expected to bring with it some radical innovations to the TV film syndication field, changes which may make a deep and perhaps indelible mark on the still infant industry. Among the factors calculated to cause considerable stir are moves by the Du Mont network and the American Broadcasting Company to become major factors in the film business.

Already Du Mont is putting into effect a syndication blueprint not previously used in this field, although of proved value in other aspects of show business and particularly theatrical films. ABC, for its part, is believed preparing to make its move with new methods of its own after its merger with United Paramount Theaters gains final approval.

The Du Mont hope is pinned on the development of a TV film version of the franchise plan. Quietly, the web has undertaken to build a chain of strong distributor links covering all video markets, with a number of key franchises already set. Under this

plan, the holder of each franchise is given distribution and sales rights to properties in the Du Mont Film Syndication department for a specific area. These holders of local franchises are people of high local repute, and frequently of considerable experience, recommended to the web by the TV stations, advertisers and agencies in those localities.

This distribution plan is similar to that utilized by major film companies such as Warner Brothers and Paramount in past years, and is regarded as having done much to help the development of the theatrical film and exhibition industry. By and large, the contractual arrangement between the web and the holders of local franchises—sales made by the franchised firms calls for a 50-50 split of the take due the web's Film Syndication Department, as a result of its deals made with the producers of the films offered for sale.

The franchise plan for distribution still is in use by major record firms. A major asset of this system.

(Continued on page 11)

Early Decision On 'Featherbed' Due

WASHINGTON, Nov. 22.—An early decision is expected from the Supreme Court, which this week (19) heard summary arguments in the case of National Labor Relations Board versus Gamble Enterprises, Inc., involving the test of whether American Federation of Musicians' players must be hired even if their services have not been requested by the employer (The Billboard, October 28, November 22). This week's hearing was short but lively, with several of the associate justices peppering legalists on both sides with queries to establish whether the anti-featherbedding provision of the Taft-Hartley Act had been violated by AFM. Bernard Dunau, NLRB counsel, arguing the NLRB's position before the court, contended that AFM's practice of requiring theaters to employ local musicians when name bands are used does not constitute violation of the anti-featherbedding provision of the Taft-Hartley Act, inasmuch as the local orchestra

was required by the union to perform during periods when the name band was not performing. Frank C. Heath, arguing the case on behalf of Gamble Enterprises, Inc., insisted, however, that AFM violated the law's provision, citing the laws definition that "it shall be an unfair labor practice for a labor organization or its agents to require or attempt to cause an employer to pay or deliver or agree to pay or deliver any money or other thing of value for services which are not performed or not to be performed. This is the first case arising under the anti-featherbedding provision of the Taft-Hartley Act to reach this court," and he added "unless it is affirmed it will be the last."

Justices Robert Jackson and Felix Frankfurter, as well as Chief Justice Fred Vinson, in a succession of queries sought to determine whether there was a distinction between the local orchestra

(Continued on page 19)

Mid-Season's Upturn Offsets Shaky Spring

Barometers Indicate
Plenty Jobs, Stable
Economy for 1953

By HERB DOTTEN

CHICAGO, Nov. 22.—Outdoor show business enjoyed satisfactory-to-good yields in '52 and faces similar prospects in the coming year.

These were the conclusions drawn from surveys conducted by The Billboard as three major segments of the field—fairs, carnivals and amusement parks—awaited the opening here next week of their annual convention.

A glance shows that fairs generally had a big year, that most parks enjoyed grosses averaging close to 10 per cent higher than '51, and that the major part of the carnivals experienced satisfactory business, with only a relatively few reporting either sharp increases or declines from the previous season.

Circuses, both of the indoor and outdoor variety, also chalked up okay business, thanks in a large measure to a mid-season pick-up and a strong finish that overcame weak turnouts in the season's early months. Carnivals, too, had light early-season business, which picked up in mid-season and surged into a strong money-winning stride with the opening of the fair season.

Economic Conditions

The basic economic conditions which prevailed in '52 are expected to continue thru '53. Employment will be high. That, of itself, indicates continued good patronage. But, it also means that some branches of the outdoor field—carnivals, particularly—

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Glasgow Gleanings

By CLIFF HANLEY

GLASGOW, Nov. 22.—There's a saying in show business in Britain that if you can please a Glasgow audience you can get by anywhere. A few recent events have been eroding this tradition and tending to suggest the heretical truth that Glasgow audiences are just as bean-headed as any others.

A few months ago actor-author John Clements appeared here in his "Happy Marriage" and took the town by storm. When the show reached London, some of the criticisms were so vicious that Clements engaged in a public battle with one critic and an unpleasant time was had by all. Then, last week, the musical, "Blue for a Boy" revisited Glasgow. Fresh from a successful two-year London run, it did good business. But on its previous appearance here, before the London opening, it laid an egg. Obviously the same canny Scots who ignored it then have dutifully accepted London's verdict.

Last week, too, the local stock company, the Citizens' Theater, had to take off after six days a new Scottish play, "The Masque of Summer," by Ian Dallas. This is a fairly high-flown piece of poetic drama which gave the players one of the loneliest weeks in their history, although some observers have greeted it gleefully as a work of genius.

SCOT'S INDEPENDENT ON TV VIEWING...

Scotland does, however, continue to make up its own mind on the subject of TV, and still declines to follow the American pattern. The number of viewers is growing, but it has a long, slow way to go. Scots will not accept the view that things which are not in themselves interesting, suddenly become interesting when they appear on a small screen. TV is not a common topic of conversation here. Ordinary people hardly ever mention it in fact. This reporter, either. The medium is just not delivering the goods, and few will buy at a price of \$200 or more for a set, (in view of the fact that the average wage of a way an engineer is \$18 to \$25 a week).

BROADWAY SHOWLOG

Performances thru November 22, 1952

DRAMAS			
Bernardine (Plymouth)	10-16, '52	44	
Dial "M" for Murder (Plymouth)	10-29, '52	92	
Electra (Hollinger)	11-19, '52	5	
Wm. Shilling (45th Street)	2-20, '52	260	
Renard-Barnard Company (27th St.)	11-12, '52	13	
The Deep Blue Sea (Hollinger)	11-5, '52	21	
The Fourposter (Barnum)	10-24, '51	455	
The Male Animal (Music Box)	4-30, '52	236	
The M. Williams (Hollinger)	10-27, '52	43	
The Moon is Blue (Hollinger)	3-8, '51	707	
The Seven Year Itch (Follies)	11-20, '52	4	
The Time for the Cuckoo (Empire)	10-15, '52	45	
MUSICALS			
An Evening With Bertie (Lille)	10-2, '52	60	
Guys and Dolls (45th Street)	12-15, '50	908	
My Darling (45th Street)	10-27, '52	36	
New Faces of 1952 (Follies)	9-16, '52	220	
Pal Joey (Broadhurst)	1-3, '51	373	
South Pacific (Marjorie)	4-7, '49	1,491	
The King and I (St. James)	3-19, '52	1,692	
Wish You Were Here (Empire)	8-25, '52	173	

COMING UP

Week of Nov. 23, 1952	
Devotion (Hollinger)	11-24, '52
Time Out for Oliver (Lille)	11-26, '52

CLOSED

The Climate of Eden (Marjorie Beck)	11-22, '52	12
Point of No Return (Adria)	11-22, '52	349
Devotion (Hollinger)	11-22, '52	8
Time Out for Oliver (Lille)	11-26, '52	

London Dispatch

By LEIGH VANCE

LONDON, Nov. 22.—Most popular spot on the British Broadcasting Corporation's TV service is "The Play." Whenever and wherever it crops up, it gets top viewer reaction and is looked upon as a "must" by the planners. But with very rare exceptions the standard put over on the screens here has been very low. Plays fall roughly into three categories—"classics" or well-known stage successes (usually adapted by the director), plays written specially for the medium by well-known authors and a new work from fledgling writers. It is this last group in which the BBC is most interested. For the peak play spot on Sunday night, which gets an automatic repeat the following Thursday an author can expect around \$1,000—pin money which does little to attract people in the playwrighting class of J. B. Priestley and Terence Rattigan. But for a new playwright, up against the (seemingly) impossible odds of getting a West End management interested in his work, it is not a bad return. Especially as a heart-warmingly high percentage of such plays first aired on TV are later transferred to the stage. Frederick Knott's "Dial M for Murder" is one piece which took this roundabout route to the big money. So, to encourage the unknowns and ensure themselves of a plentiful supply of new plays, the BBC has been doing a little sprucing up in its script department. Recently it created a new job and brought in film scripter Sir Basil Bartlett to run that department with the express object of seeking out and encouraging new talent. Although he has only been on the job a few weeks and none of the plays he has actually handled has yet been screened, he has brought a welcome gust of air to TV's Lime Grove headquarters and new life to regiments of young writers who thought the snailpace script department in its previous form was just one more of the setbacks they have to themselves. Bartlett set about destroying traditional BBC red tape in much the same way he ran his Army film unit during the war. The first thing he did was to get around him four young writers interested in the medium, train them on technicalities and appoint them his assistants to give specialist advice to other writers with good material but little knowledge of camera angles. More than that he is shattering old BBC procedure by coming up with revolutionary ideas. An example is the translation of a successful motion picture (the French "Edward and Caroline") into a TV play. More important than any of these innovations is the fact that the peak spot, one of the fastest-growing medium in show business is in the charge of a man who isn't afraid to experiment.

JULIE WILSON TRIES 'PACIFIC' ... Most critics went along to see night club singer Julie Wilson take over from Mary Martin in "South Pacific" in a state of nervous anxiety. La Wilson is popular over here, but this was a mouthful for anyone to bite off. Most of them went away still anxious. There's a gulf of difference between the floor of the Colony and the stage of the Drury Lane. But over-all the verdict was a good try. Bookings continue solid.

Ann Todd, star of the film "Breaking Through" is waiting to open here in George Tabor's "Flight Into Egypt," which was to have started its pre-London tour around Christmas. The piece is being slightly re-written for England. No leading man has been fixed yet.

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George Axelrod has written a very funny comedy—something with slight overtones of "Dream Girl" and "Voice of the Turtle." It will no doubt draw a churchly raised eyebrow—perhaps even be banned in some ecclesiastical circles—dealing as it does with a husband's straying during a wife's summer sojourn in the country. But an awful lot of customers are going to get an awful big kick out of Tom Ewell's small amorous interlude with the gal who lives upstairs, when events conspire to give him the "Seven Year Itch" after a happy marital span of eight years. Enough customers in fact to give "Itch" comedy's first solid success potential of the season.

As Ewell's co-conspirator in moral turpitude, Vanessa Brown makes the seemingly naive upstairs tenant the kind of dish to stir romance in a summer bachelor. She makes the last just future enough to become a party to such giddy clandestine nonsense. Neva Patterson is handsomely radiant as the wife who wants her yellow skirt sent to the country, and George Keane puts a big bang into a couple of scenes as a professional wolf-caller. Robert Emhardt adds another of his always happy character portraits as a stoutheaded psychiatrist with a

lure up are frightening to behold. And they are there to see, because more than half of Axelrod's philanderer's progress takes the form of acted-out bits of his bedeviled imaginings.

Some seasons back, Tom Ewell registered himself as a top Stern comedian by winning a Donaldson Award for his dead-pan friend-of-the-family in "John Loves Mary." His equally dead-pan publisher in "Itch" only again proves his right to a top niche in his field. The part and he are made for each other, and director John Gerstad, with evilest nuance, is a from father-in-law. Elliott Nugent, has invented hilarious business for him to carry out. Ewell is just great.

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GOP Begins Re-Evaluation Of 'Voice of America' Seg

WASHINGTON, Nov. 22.—Signs of drastic realignment in store for State Department's "Voice of America" when John Foster Dulles becomes secretary of state under incoming President Dwight D. Eisenhower are already appearing. The start of the "Voice's" re-evaluation was under way in advance of the new administration this week as a Senate Foreign Relations Subcommittee issued a report which was eloquent in its lack of praise for the "Voice" and in its high praise for the British radio propaganda set-up under British Broadcasting Corporation. The "Voice" has been sharply assailed on Capitol Hill year after year for ineptness, waste and global junketing.

The Senate subcommittee found that BBC, spending less than the "Voice," has attracted a "huge audience" by its impartiality and general excellence in reporting. The subcommittee expressed interest in the question whether future propaganda plans should en-

vision a co-ordinated program by the Western democracies. The report also recalled that the Smith-Mundt Act, setting up informational services, called for "the utilization of the facilities of private enterprise wherever possible." The report stated that "at present, the principal avenue for such co-operation is the Private Enterprise Co-Operation Staff, a

unit of about a dozen persons attached to the Office of the Administrator."

Coincidentally, Radio Free Europe and Radio Free Asia, independently operated on a shoestring budget compared with the "Voice's," came in for heavy praise this week from Rear Admiral Harold B. Miller, national president of the "Crusade for Europe." Admiral Miller, interviewed by Hazel Markel over the Mutual Broadcasting System, said the best of RFE's operations is in Munich, Germany, where there are nine transmitters, with two more going into action this week and two more by the end of the month. Admiral Miller said the "Crusade for Europe" is an independent corporation in that we do not report to the State Department on anyone else. "We are controlled by a board of directors, consisting of very prominent businessmen who decide the policy," he said. "Because of this, they are able to function quite accurately. We can react on the spot. Right in Munich we can make out decisions and send this news right back."

Robinson Gets ABC Berth

NEW YORK, Nov. 22.—Thomas P. Robinson next week moves into the American Broadcasting Company's Radio and TV Station Relations Departments as regional manager for New York and New England.

With ABC since 1943, Robinson has most recently been director of political sales and business manager for TV network sales. He is author of the textbook "Radio Networks and the Federal Government."

Texas Stations Buy CBS' TV Film Packages

NEW YORK, Nov. 22.—Three new Texas stations this week bought heavily into the catalog of syndicated film packages being peddled by the Columbia Broadcasting System's Film Sales Division. KGNC-TV, Amarillo, bought seven out of the eight CBS-TV syndicated programs available. They are "Gene Autry," "Eddie Drake," "Holiday in Paris," "Jeffrey Jones," "Range Rider," "World's Immortal Operas" and "Strange Adventure."

KROD-TV, El Paso, committed itself for five of the seven shows above eliminating only "World's Immortal Operas" and "Holiday in Paris." KDUB-TV, Lubbock, bought "Gene Autry," "Jeffrey Jones" and "Range Rider."

NBC Names Dick Golden

NEW YORK, Nov. 22.—Richard Golden, formerly producer-writer with Lester Lewis Associates, was this week named manager of sales development and research for the National Broadcasting Company's spot sales department. He reports to H. W. Shepard, manager of sales development, advertising and promotion for NBC's stations.

Golden's previous connections were with Theater Network Television, Columbia Broadcasting System and the Schwerin Research Corporation.

Film Censors Now Eye TV

TORONTO, Nov. 22.—Canada's film censors have decided they have a right to censor television. Following the lead of the Province of Quebec in bringing legislation, most of the Canadian film censors (who prefer to be known as reviewers), meeting in Toronto, let it be known that since they were judges of the peoples' moral insofar as films are concerned they deemed the responsibility of judging TV also their responsibility.

They didn't say how they proposed to go about the matter of censoring TV.

CBS AND NBC JOLTED BY SHEEN'S DU MONT STANZA

NEW YORK, Nov. 22.—Bishop Fulton Sheen and his "Life Is Worth Living" program this week handed both the Columbia Broadcasting System and the National Broadcasting Company a jolt in ratings with his initial program. Sheen, Tuesdays 8-8:30 p.m., came up with a 14.6 Trendex via Du Mont, while Milton Berle and the "Texaco Star Playhouse" dropped to a 3.52 "Leave It to Larry," which stars Eddie Albert on CBS-TV, fell to a 7.6. On the strength of Sheen's

audience, reports are that the low-budget "Keeping Posted," which follows him on the Du Mont network, also had a higher rating last week than the expensive "Red Buttons" sustainer on CBS-TV. This solid rating for the Bishop does not augur well for the future of the two sustainers on CBS-TV nor for Berle on NBC-TV. He is also likely to move Berle further down on the list of top-rated shows. Admiral is the sponsor of "Life Is Worth Living."

Jo Stafford to Preem in Jan.

NEW YORK, Nov. 22.—Jo Stafford is expected to preem in her own projected bi-weekly television show some time in January. That much is certain at this time, but no further details have been set as yet.

The network, time and sponsor depend on a number of factors. These include the birth of her child next month, which network can clear enough stations and which sponsorship bid the songstress accepts. The show will be a 15-minute song session.

Pillsbury Buys 2d Moore Seg

NEW YORK, Nov. 22.—Pillsbury Mills this week bought its second 15-minute segment of the Garry Moore daytime show on the Columbia Broadcasting System's TV network.

The sponsor moves into Mondays 1:45-2 p.m., thus making the sixth time period sold in the half-hour strip. Campbell-Mithun is the agency.

3 NBC-TV Steadies May Get Shake-Up

NEW YORK, Nov. 22.—Three video shows which have become virtual standbys at the National Broadcasting Company this week are regarded as being in difficulties, either commercially or format-wise. The result is that they may be in line for some retooling with even some chance, in at least one case, of cancellation. The shows involved are "Today," "Howdy Doody" and "Kate Smith."

The 7-9 a.m. strip, "Today," never quite has lived up to the expectations of the web nor of Pat Weaver, NBC's chief chieftain. In sharing sufficient participation in bankrollers to become profitable. It has tarried on the alkaline side of the black ink line a few times, especially during holiday seasonal promotions. But it has few sponsors staying with it on a consistent, long-range basis. The cycle for the show ends in mid-December, and management currently is in the midst of reviewing the situation. Altho time already is being sold into next year, there is still a slight chance that the show may not be continued.

Kate Smith

The Smith show has been subjected to considerable criticism within the web, and a format change is deemed almost certain. One of the most vulnerable segments is the 15-minute dramatic sketch aired on the show daily, subtitled "House in the Garden."

which features Ruth Matteson and Tom Taylor and is scripted by Agnes Ridgeway. This item is considered too soapy even for the afternoon hours.

"Howdy Doody" presents a different problem. Altho venerable as moppet TV stanzas go and still doing remarkably well in terms of outside merchandising revenues, it has been unable to peddle the open time slots which have cropped up. Some changes in the show are expected to result.

Sherwood to Do Scripts for NBC

Continued from page 1

fourth month. This would have all nine stanzas airborne within a three-year period.

Sherwood will meet this week with NBC program chief Charles Barry, to settle specific details. No decision has been made as yet whether to air the plays as special one-shots as they are ready, or to use them on existing series, such as the Robert Montgomery show or the Philco-Goodyear Playhouse.

NBC President Joseph H. Mc-

Connell hailed the deal as "a significant milestone in the progress of television," and said this is another of the web's steps "for continually elevating the quality of American radio and television." He added that "It is my hope this will have a constructive influence in attracting other prominent authors to these fields."

Sherwood is a three-time winner of the Pulitzer Prize for drama, and also was awarded the honor once for biography.

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FCC Okays 14 TV CP's for Total of 122

WASHINGTON, Nov. 22.—The Federal Communications Commission jacked the total of post-freeze TV station grants to 122 with the distribution this week of 14 more commercial construction permits, a weekly consignment which has not been topped since the freeze was off. Three of the new CP's are for VHF stations, and 11 are for UHF stations. This brings the total TV authorizations to 230, with the number of grants for non-commercial stations remaining at nine.

Granted CP's this week were: Pikes Peak Broadcasting Company, Colorado Springs, Colo., UHF Channel 13; Prairie Television Company, Decatur, Ill., UHF Channel 17; Signal Hill Telecasting Corporation, Belleville, Ill., UHF Channel 54; Cowles Broadcasting Company, Sioux City, Ia., UHF Channel 8; WIBM, Inc., Jackson, Mich., UHF Channel 48; Michigan Broadcasting Company, Battle Creek, UHF Channel 58; Trendle-Campbell Broadcasting Corporation, Flint, Mich., UHF Channel 16; Inter-City Advertising Company of Greensboro, N. C., UHF Channel 57; WLOK, Inc., Lima, O., UHF Channel 73; Rivoli Realty Company, Johnstown, Pa., UHF Channel 56; Midcontinent Broadcasting Company, Sioux Falls, S. D., VHF Channel 11; Rodman Television Company, Galveston, Tex., UHF Channel 41; Gulf Television Company, Galveston, VHF Channel 11; Ohio Valley Television Company, Henderson, Ky., UHF Channel 50.

At the same time, the FCC indicated that hearings would be necessary on an application of Howard-Yale, Inc., Palm Springs, Calif., to construct an experimental TV station on UHF Channel 49. (A competitive application has been filed for this channel by Joe L. Smith Jr., Inc.)

Chesties Buy Seg on 'Stork'

NEW YORK, Nov. 22.—Chesterfields this week reportedly bought the open alternate half-hour of "Stork Club" on the Columbia Broadcasting System's TV network. Genex last week purchased the program on alternate weeks.

The Chesterfield deal is conditional on whether the network can come up with sufficient station clearances in the 7-7:30 slot Saturday nights.

Cunningham & Walsh is the agency for the client. Chesterfield last season sponsored "Stork Club" in a 15-minute version, twice weekly, on the same web.

Wingate to Join NBC Radio News

NEW YORK, Nov. 22.—John Wingate, in charge of news at WOR-TV, New York, this week resigned to join the National Broadcasting Company's radio network.

His first assignment is believed to be the Esso news strip on the web.

Tele Thaw Ups Employment to 408,200 Peak

WASHINGTON, Nov. 22.—Federal Communications Commission's TV freeze-lift and public clamor for TV sets were credited this week by the Labor Department's Bureau of Employment Security with boosting employment in the communication equipment industry in August to a new post-World War II high of 408,200. The bureau predicted, on the basis of a recent survey of 309 communications equipment manufacturing firms, that the employment upturn would continue thru February, with an increase of 8.5 per cent by February 15. Most of the anticipated rise—7.8 per cent—was expected to be completed by December.

"Since there are only 110 TV stations now on the air and the present goal is 2,000 and industry estimates it takes from nine months to a year to prepare a station for its first telecast, there would appear to be a fertile market for equipment firms for at least the next three years," the Bureau contended. The Bureau further anticipated continued "urgent demand" for electronic defense items, with peak production due by summer of 1953.

Bureau Director Robert C. Goodwin said the employment upswing had been characterized by an increasing manpower shortage, especially of professional and skilled workers, with electronic engineers heading the list. Manufacturers of radios, radio and TV equipment, radar, and phonographs, accounted for 88 per cent of the June to August gain, while manufacturers of radio tubes contributed 6 per cent, the Bureau reported.

Hearst Loses In Channel Bid

WASHINGTON, Nov. 22.—Two Milwaukee applicants for TV stations—Wisconsin Broadcasting System, Inc., and Hearst Radio, Inc.—suffered new set-backs in their four and a half-year-old fight for TV channels when the Federal Communications Commission this week denied their petitions for reconsideration of TV assignments in the area and refused to retain them on the hearing docket.

Both stations had been among the applicants for VHF Channels 6, 8 and 10 in Milwaukee before the TV "freeze." When the freeze lifted, the FCC substituted VHF Channels 4, 10 and 12, with 10 reserved for non-commercial educational purposes, and UHF Channels 13, 23 and 31.

Hearst Radio and Wisconsin Broadcasting System simultaneously petitioned the FCC to "provide four VHF channels for commercial TV stations instead of the two proposed." They urged the assignment of an additional VHF channel to Milwaukee and the shifting of the educational station to the UHF band. They also sought permission to amend their old applications to conform with new requirements so that they might be eligible for hearing without further delay.

Doherty Peers At Biz Future

WASHINGTON, Nov. 22.—Richard P. Doherty, employee-employer relations director for the National Association of Radio and Television Broadcasters, yesterday (21) predicted that the excess-profits tax will be terminated or substantially relaxed by June 30, while wage controls will be washed up within the next five months.

Doherty told a Maryland-D. C. NARTB group in Baltimore to expect the end of government spending as the major stimulant to business, employment and prices, and declared, "We have now entered the period where private business action will equal, and then exceed, government commitments as a basic economic force." He expressed optimism about the over-all economic picture for the coming year.

FCC Turndown Of Noe Plea For N. O. VHF

WASHINGTON, Nov. 22.—A petition by James A. Noe requesting the Federal Communications Commission to reconsider its earlier action denying Noe's proposal to assign an additional VHF channel to New Orleans, was also denied by the FCC this week. The FCC, upon reviewing the petition, concluded that "denial of petitioner's proposal was sound and that the contentions now raised by petitioner do not justify a departure from that result."

Noe's original proposal provided for an additional VHF television channel assignment in New Orleans by assigning Channel 3 to Baton Rouge in place of Channel 2, as proposed by the commission, and by assigning both Channels 2 and 8 to New Orleans instead of substituting Channel 8 for Channel 2 in New Orleans, as proposed by the FCC.

CBS Seeks General Mills For Radio Seg

NEW YORK, Nov. 22.—The Columbia Broadcasting System this week was hot on the trail of the General Mills half-hour evening radio strip which is now programmed over the American Broadcasting Company's radio facilities. CBS received a considerable jolt last week when Procter & Gamble axed two of its 15-minute strips—"Beulah" and "Club Five." These cancellations, combined with the 15-minute strip vacated by Campbell Soup, gave CBS 45 minutes across the board to sell.

General Mills has "Silver Eagle" twice weekly and "Lone Ranger" thrice weekly on ABC, 7:30; 8 p.m., a combination that would fit very well into the CBS open time. Should its overtures to this client fail, it has several new program ideas in the works. The old soap opera, "Second Husband," may be programmed in one of the 15-minute strips on CBS.

TV, AM Growth to Spark NARTB's Board Meeting

WASHINGTON, Nov. 22.—TV's rapid growth and the unbroken climb in the number of AM broadcast outlets will dominate deliberations of the National Association of Radio and Television Broadcasters' board of directors in a succession of meetings next month. With the Federal Communications Commission handing out AM as well as TV grants at a pell-mell pace (see separate story), the NARTB's full board, in its meeting here December 3, will seek to bring the association's bylaws abreast of TV's and AM's growth. The NARTB radio board on December 4 will take a look-see at the association's membership and financial situation, and NARTB's board will confer December 8 and 9 in Catay, Fla. to review the TV code and to deliberate standard contract forms for TV films and standard rate cards. Meanwhile, revision of the association's radio code is in the works.

NARTB's present bylaws regarded as already outdated by TV's expansion, will be revised by the board whose recommendations will be submitted to the full membership in a referendum.

Ross Out of Army To ABC Publicity

HOLLYWOOD, Nov. 22.—Jerry Ross returns to his post as director of American Broadcasting Company's Western Division publicity department after 17 months' duty with U. S. Air Force. Ross will report here December 1. Ross was a reserve information officer serving as a major.

Ross was replaced as head of the ABC Coast Bakery by Vic Rowland who the network named public relations director of Honolulu's new TV outlet, KONA.

Inaugural Ceremonies May Reap Million-Dollar Harvest for Webs

NEW YORK, Nov. 22.—Indications this week were that sponsorship of the forthcoming inaugural ceremonies may reap close to a million dollar harvest for network broadcasters. The pacting of Willys-Overland for AM and TV coverage by the American Broadcasting Company brings the seven-figure mark within striking distance, with two webs still to be heard from. All bankrollers thus far are automotive firms.

The Willys-ABC deal may cost the sponsor as much as \$200,000 depending upon the number of video outlets which can be cleared. The cost, even on a minimum basis, cannot fall much below \$150,000.

Previously, General Motors had

bought radio-TV coverage from the National Broadcasting Company. This is estimated to be costing General Motors \$250,000.

236G for Packard. The deal whereby Packard is sponsoring the radio-TV coverage of the Columbia Broadcasting System will be only slightly less expensive than that of General Motors, costing about \$236,000 on the basis of fewer video outlets involved. Thus costs to all three sponsors aggregate close to \$700,000.

No sponsorship deals yet have been concluded either by the Du Mont network for television nor the Mutual Broadcasting System for radio. However, both are known to be working on them, and if they should be successful,

may boost the total web sponsor take to close to that magic million figure.

The newly-created inaugural committee, headed by Joseph C. McGarragh, has not yet given formal approval to the webs' request for sponsorship permission, but this is now deemed merely a formality. The telecasting of the January 30 ceremonies will be the most intensive yet given an inauguration, and will mark the first commercially sponsored coverage of the event.

Reinstatement Of Rebroadcast Ruling Sought

WASHINGTON, Nov. 22.—Rep. Harry R. Sheppard (D., Calif.) asked Federal Communications Commission this week to reinstate in the broadcast ruling a provision requiring written explanation to the FCC for any denial of consent to rebroadcast. FCC, in a recent ruling, struck the provision from the books. In asking for reinstatement, Sheppard criticized the National Association of Radio and Television Broadcasters, which had asked for deletion of that point. Sheppard contended that hundreds of NARTB members knew nothing about the association's petition and he declared that the NARTB petition was therefore "deceptively filed."

Sheppard further requested the FCC to "take immediate steps to prevent continued abuses of the rebroadcast privileges" which, he said, Congress had intended to convey in the Communications Act. He said he was insisting on this "so that millions more radio and TV listeners will have an opportunity to hear and see thousands of high-grade programs at times when it is possible for them to do so."

He said he was authorized "in writing by over 165 broadcast station licensees of the Commission to testify in their behalf that these stations favor the enactment of rebroadcast legislation."

300G Gillette Bid on Walcott, Marciano Fight

CHICAGO, Nov. 22.—Gillette Safety Razor Company has offered International Boxing Club \$300,000 for the rights to the Joe Walcott-Rocky Marciano heavy-weight championship fight. A decision has not yet been made by the IBC but it is likely the offer will be accepted.

The fight probably will be held in Chicago in March. It cannot be held in New York because the city where the fight is held must be blacked out and Gillette won't stand for blacking out New York.

Earlier the Pabst Brewery had offered IBC \$100,000 for fight rights.

ABC to Sub Name Segs for 'Star News'

NEW YORK, Nov. 22.—After little over a month's operation, the "All Star News" video series, occupying four and one-half hours weekly on the American Broadcasting Company, this week was headed for the scrap heap. The web brass has decided that the series was a mistake, inasmuch as it has been unable to attract any sponsors despite occupying prime evening time and being offered at bargain prices.

The web is moving to strengthen its line-up by adding some shows with name value where possible. This may very well prove the initial move of many along these lines, now that the network is confident that its proposed merger with United Paramount Theaters is almost certain to be approved.

In setting up the news stanzas, ABC hired Louis Ruppel as "managing editor." Ruppel formerly was editor of Collier's magazine, and is a long-time radio veteran. The shows occupy the following slots: 8-10 Mondays, 8-9 Wednesdays, 8-9:30 Thursdays, 8:30-9:30 Fridays, and 8-9 Sundays. Although no shows have been turned up as replacements,

it's understood the web is already well set. The new stanzas will tee off sometime in December, if they can be readied in time.

A FIRST

Tie-In Set With 'Look' By 'Beany'

HOLLYWOOD, Nov. 22.—Bob Clampett's "Time for Beany" series will get the Look magazine "belly-band" treatment in all TV areas during the last week in December, according to a reciprocal promotion tie-in concluded between "Beany" and the Cowles mag. Issue will carry special story on "Beany." Belly-band will plug the show and give air time and station call letters in each of the areas. Furthermore, Look will spotlight the same information in posters, billboards and newspaper space in each of the tele markets where "Beany" is seen.

In return, each station carrying the Paramount network kid show will plug the issue of Look carrying the "Beany" article. This marks the first time a top circulation national mag has afforded this treatment to a syndicated tele show.

Pegler, Back Buy Fairbanks' Stock

NEW YORK, Nov. 22.—Jerry Fairbanks, president of Television Zoomer Corporation, this week sold his 40 per cent interest in the firm to Jack Pegler, general manager, and Frank Back, inventor of the lens.

Pegler becomes president of the newly-organized corporation and Back takes over as vicepres, secretary and treasurer.

Speed and quality in processing are offered to TV film producers by Precision Film Laboratories. Check this and other reliable TV film services listed in this issue and issue in the TV Film Market Place, your programming guide to better TV film fare.

Bus Firm Buys 'Omnibus' Seg

NEW YORK, Nov. 22.—The Greyhound Corporation this week made its debut as a network TV sponsor with a purchase of a segment of the Ford Foundation's "Omnibus" on the Columbia Broadcasting System's TV network. Sponsorship begins January 1.

This is the second client connected with the vehicle to sponsor the experimental program subsidized by the Ford Foundation. Willys-Overland already sponsors it. Three more segments are available to advertisers. Beaumont and Homan, Inc., is the agency.

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

WDEL
AM • FM • TV
Wilmington, Del.

TOPS all stations in this richest market.

"Let it sell your product effectively, economically."

Write for information.

Represented by **ROBERT MEEKER ASSOCIATES**

New York Chicago Los Angeles San Francisco

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

WWJ's

New Listens



BOB MAXWELL . . . Fraternity of Early Risers. A *New Listen* at 6:30 A. M. Monday through Friday.



VICTOR LINDLAHE . . . "To Your Health." A *New Listen* at 9:15 A. M. Monday through Friday.



JOHN MERRIFIELD . . . News for Detroiters. A *New Listen* at 7:00 A. M.—9:00 A. M.



TOM MacMAHON . . . News From The Editor's Viewpoint. A *New Listen* at 1:00 P. M. and 2:00 P. M.



ROSS MULHOLLAND . . . Detroit's most-quoted disc jockey. A *New Listen* at 1:05 P. M. Monday through Friday.



CHARLES PENMAN . . . The Voice With Music. A *New Listen* at 7:00 P. M. Monday through Friday.

Detroit's Station of *New Listens* . . .



The best in programming—for the best in listening

THE WORLD'S FIRST RADIO STATION . . . Owned and Operated by THE DETROIT NEWS

General Representatives: THE GEORGE F. HOLLINGSBET COMPANY

AM—50 KILOCYCLES—500 WATTS
FM—CHANNEL 740—52.1 MEGACYCLES

Dec. 3-4 Wind-Up Of Morals Probe

FCC's Walker to Head Witness List;
Advertising Men Will Also Be Heard

WASHINGTON, Nov. 22.—Chairman Paul A. Walker, of the Federal Communications Commission, will lead a final parade of witnesses at wind-up hearings by the Harris subcommittee investigating TV-radio morals on December 3 and 4. Subcommittee Chairman Oren Harris (D., Ark.) expects that the two days will suffice to terminate the hearings so that the subcommittee can file its report with the House court later in the month. Incidental to the subcommittee's preparation to complete its report, "drys" in a move to capitalize on the subcommittee's report, gained further headway this week when a group of D. C. clergymen and layfolk spearheaded formation of a new national organization called the Television and Radio Advisory Association, which will aim its heaviest cannonading at alcoholic beverage commercials. In earlier hearings before the Harris subcommittee, "drys" had charged that TV-radio beer plugs have been responsible for lowering morals.

FCC Chairman Walker will be followed to the witness stand on December 3 by other FCC-ers, and the balance of the two-day hearings will be devoted to witnesses from the Association of Advertising Executives, American Association of Advertising Agencies and a few others. Frederick R. Gamble, president of the American Association of Advertising Agencies, is slated to speak on behalf of his association against any government threats of TV-radio censorship. Gordon T. Brown, operator of Station WSAY, Rochester, N. Y., is also scheduled as a witness. Brown has been opposing what he describes as "network domination" of programming.

Heading the "dry" group in the new television and radio advisory association which appears to be co-ordinating its drive with the Harris subcommittee report, is Rep. O. K. Armstrong (R., Mo.), who is a Bible class teacher at the local Calvary Baptist Church. Congressman Armstrong has been named president of the association, whose membership is interdenominational. It was indicated that several other congressmen, including Representative Harris, are "interested" in the movement. Dr. Clarence W. Cranford, pastor of Calvary Baptist Church here, among the leaders in this movement, said that "many church people" have conveyed to him "their distaste for such TV commercials that try to convince listeners that they have missed one half of their lives unless they drink a particular type of beer."

The Harris subcommittee announced that any additional witnesses who have not yet been heard from and who have not yet been slated to testify can still ask for such consideration. It is expected that the subcommittee's report will both praise and criticize TV-radio programming. Sharpest criticism by the subcommittee is expected to center on alcoholic ads and some types of crime programs. However, strong caution against recommendation of any legislation that would suppress in the role of interfering with or censoring TV-radio programs is expected to come from a minority group in the subcommittee itself. Rep. Arthur Klein (D., N. Y.) has already cautioned fellow members of the subcommittee against "reposing anything that would smack of government censorship," and he is expected to put his views in writing.

FELLOWS SPEAKS

Says AM, TV Can Live in Harmony

WASHINGTON, Nov. 22.—Declaring that 101 new radio stations have come on the air in the last year while only 11 stations were deleted, President Harold Fellows, of the National Association of Radio and Television Broadcasters, in a speech prepared for delivery before the Tennessee Association of Broadcasters Monday (24) declared radio and TV apparently are capable of thriving together despite critics whom Fellows likened to "tomato throwers in the gallery."

The NARTB proxy, recalling that the number of AM stations has doubled since the war to well over 2,000, took a resounding slap at critics who, he recalled, predicted the death of radio and the degeneration of TV. "A 10-ton truck has been driven over a medium which has done more for human welfare than any other in history," he declared.

"It's wonderful, isn't it, to find so many experts who devote their genius to an evaluation of our media. . . . But surely they must be puzzled to find it so popular with so many people, even people exposed to their commentaries," he said. "There's Sam Rayburn telling us we can't take microphones into congressional hearing rooms, and the State of New York passing a law. High schools are getting that old 'pro bono pro' look and trying to set up miniature National Collegiate Athletic Association plants. 'Brassers' will be demanding dressing rooms and 10-year contracts. One religious group says we should forbid paid religion on the air, another deigns to permit it. We are subject to the laws of libel, and the FCC says we can't censor political speeches. The American Medical Association damns us for harming children and begs us to grant free time to discuss socialized medicine. News editors accuse us of self-aggrandizement, then they sell space for Red Cross campaigns while we give time away. What was it my neighbor said? You guys don't have any problems. We have problems alright, big ones and little ones. Doctors-

critics—authors—politicians—baseball men—foundation executives—it seems like nobody likes us but the public."

"Someday someone will say a piece about how radio and TV have sold Defense Bonds, collected blood and funds for polio, cancer, heart trouble and other human ills. He will tell how radio and TV cover wars and elections, and how they wage a campaign to get out and deliver votes." "We've made mistakes, and will continue to make them, but we're improving all the time."

FCC Nixes Mt. Hood Petition To Amend Bid

WASHINGTON, Nov. 22.—Federal Communications Commission hearing examiner Elizabeth Smith this week denied a petition of Mount Hood Radio & Television Corporation and of three applicants competing for 1270 Channel 6 in Portland, Ore., to amend its application for a new TV station. Mount Hood promptly announced its appeal of the decision, and the FCC continued to December 1 the hearing on the disallowed appeal.

These were the newest developments in a regional battle which rose to national prominence when Ralph S. Siskin, recently resigned president of RKO Pictures Corporation, withdrew from Mount Hood with two other major stockholders on the eve of the hearing for Channel 6 (The Billboard, November 22). Siskin, with Edward G. Burke and Sherill Corwin, owned 43.5 per cent of the Mount Hood stock. Pioneer Broadcasters, Inc., vying with KKL Broadcasters and Mount Hood for the same channel, challenged Mount Hood's description of the proposed amendment on the petition as "minor," and countered that it "amounted to a new application" and should, therefore, no longer be considered by the FCC.

What would a display
like this do for you!



Read how WNBC
Increased Knickerbocker Beer
Sales 300% (please turn page)



In one week, WNBC Spot Radio announcements combined with CHAIN LIGHTNING displays increased the sale of Knickerbocker Beer by an average of 300%.

Quote from the feature article on Knickerbocker's CHAIN LIGHTNING success in the October 20, 1952, issue of Sponsor Magazine:

"... Ruppert bought time on WNBC, New York, in order to get in on that station's [unique*] 'CHAIN LIGHTNING' merchandising plan... Under this arrangement Ruppert was guaranteed exclusive displays in 1,600 chain stores accounting for 62% of the retail food business in the vital New York market..."

"The value of this type of merchandising is attested to by Ruppert Merchandising Manager Ted Brady, who says, 'During the week in which we are permitted our extra display, sales for Knickerbocker increase on an average of 250 to 300%. A 700% increase was experienced in a store in Astoria, L. I.'"

At the end of the first cycle, Ruppert signed a 52-week contract with WNBC and increased their original expenditure by 428% in 1952.

Today the most successful radio advertisers buy more than time...

They buy Radio time that works in the home, as well as at the point of sale.

CHAIN LIGHTNING is Radio at work where desire is created and where sales are made... in the home and in the store. It provides you with 1,600 'special display' stores in the New York market, and the plan will soon be extended to include 3,000 cooperating independent supermarkets.

CHAIN LIGHTNING is also available at WMAQ Chicago, WTAM Cleveland, and KNBC San Francisco, through NBC Spot Sales. If you are an advertiser with 'food store' distribution, you can get the same sensational sales results as Knickerbocker Beer. Call your NBC Spot Salesman or WNBC directly for details on CHAIN LIGHTNING in New York.

WNBC

REPRESENTED BY



SPOT SALES

80 Rockefeller Plaza, New York 10, N. Y.
Chicago Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta
*Singer Laboratories Associates

*No other radio station can offer advertisers merchandising support in as many chain and independent supermarkets as WNBC.

TV Role Big in U. S. Economy—Walker

WASHINGTON, Nov. 22.—TV's big role in the American economy drew recognition this week from Chairman Paul A. Walker, of the Federal Communications Commission, and Laurence F. Lee, president of the U. S. Chamber of Commerce. Walker, in a speech before the Oklahoma Broadcasters' Association this week, said that "the blossoming of television will be a dynamic factor in our American economy," and estimated that the construction of the 2,000 stations which can be built on the allocated channels will amount to more than \$650,000,000. Lee, talking before the Van Wert, O. Chamber of Commerce today, cited TV as an example of an industry opening up new fields of opportunity. While disparaging the nonsense preached in the last 20 years that the nation's economy "cannot flourish without repeated pump-primings with taxpayers' money from the cistern of the Federal treasury," he made clear that "the TV industry was not pumped out of the public cistern."

At the same time Walker urged AM broadcasters faced with seemingly insurmountable TV competition, to reappraise their operations in view of changing tastes of audiences and offered moral support with his declaration that "I am one of those who believe in the future of audio broadcasting." Walker warned that "broadcasters will have to make a more careful study of their community needs than ever before" and recommended greater efforts to

discover "who wants to listen to something that is not now being offered" and less "preoccupation with surveys and ratings." Broadcasters would probably find that "not all people like the same thing," he indicated, and asserted, "The common denominator concept of programming leaves them cold." Television will also find it "profitable" at some later date to study non-viewers, he said.

The FCC, Walker said, is "deeply concerned" that the nation's 3,000 AM and FM stations, representing an investment of more than \$250,000,000, "adjust satisfactorily to TV competition and that they as well as TV operators prosper in the years ahead." He added, "A hand-to-mouth radio operation is not in the public interest."

NEW IDEA

Plastic Props To Be Tested By Colgate

HOLLYWOOD, Nov. 22.—A new wrinkle in tele props will get the acid test Sunday (30) when the National Broadcasting Company will try out plastic props on the Dean Martin and Jerry Lewis "Colgate Comedy Hour." Furth Ullman, show's art director, will design the props.

Plastic molds will replace the usual wood and paper mache. Use of the acetate material allows the construction of a prop in a half hour as compared to the usual two weeks now needed. Plastic will lend itself to painting and flameproofing and is claimed to be durable.

Material comes in rolls which when clipped into solvent becomes very pliable. It is then poured onto the object to be represented in prop form. An exact hollow replica of a piano, for example, can be made easily by pouring the acetate on a piano frame. If the props stand up under the Martin and Lewis punishment, plastic moldings will be incorporated into other "Comedy Hour" sets.

KOREAN NOTE

Seek AM-TV Coverage of Ike's Trek

WASHINGTON, Nov. 22.—TV-radio interests are hoping President-Elect Dwight D. Eisenhower will ease the ceiling to allow TV-radio coverage of his Korean trip. Reconsideration of the brownout was urged Thursday (20) by Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, and also by the Association of Radio News Broadcasters and the Radio Correspondents' Association here.

Contending that limiting coverage to a three-man team—a correspondent, a still photographer and a newsreel cameraman—"does not give radio and television an equal opportunity to fulfill their responsibilities as news media," Fellows urged the addition of a radio correspondent "specifically trained in techniques of radio reporting, including recorded voice interviews" and a television cameraman. In a telegram to Eisenhower's press-TV-radio secretary, James C. Hagerty, Fellows cited TV-radio as qualified to the first order and merit equal consideration. "Fellows said he realized 'this would require carrying two more passengers, but believe interest of the American people in getting full report on trip would compel any reasonable expedient to make this possible.'"

Earlier, Secretary of Defense Robert A. Lovett asked the American people to be tolerant of a virtual blackout of news on the Korean peninsula until the President-Designate leaves Korea, for security reasons. "I sincerely trust that the American people and the American press, radio, television and newsreels will realize the necessity for such precautionary measures," Lovett said.



Mad about Sad Selections!

You'll never see reports when you make your TV film selections from the artist and best offerings of leading producers, distributors and suppliers in The Billboard's TV Film Market Place—a complete easy-to-use directory of all categories of TV films (drama and feature) and film services.

Each and every week makes it a MUST to check and order from...
The Billboard Weekly
TV FILM MARKET PLACE

NEWS CAPSULES—COAST TO COAST

WNBT's Xmas Deal Gives Retailers Half-Minute Spots at \$20 Each

NEW YORK, Nov. 22.—TV station WNBT is offering retailers a special deal for the pre-Christmas period in which they can buy 30-second spots for as little as \$20 apiece. The station is holding availabilities of its local shows for these spots. All the advertiser has to do is turn the gift item over to the station, which will prepare an announcer's copy and production. Station is putting promotion push behind these window-shopping sessions. Shows on which they will appear include "Today," Mervyn Liner's "Breakfast With Music," the Herb Sheldon show "Jinx," Falkenberg's "New York Close-Up," and Skitch Henderson.

NEW STATIONS JOIN NETWORKS...

NEW YORK.—The Du Mont Television Network has signed affiliation papers with four new TV stations, while the TV webs of the American Broadcasting Company and Columbia Broadcasting System have formed one more affiliation each. The four Du Mont affiliations, all of which are due to hit the air by January 1, are WKAB-TV, Mobile, Ala.; WAFB-TV, Baton Rouge, La.; KONA, Honolulu, and KROD-TV, El Paso, Tex. KROD-TV was also signed by CBS. ABC's new affiliate is KTBCTV, Austin, Tex.

MURRAY STUDIO BUYS 1,872 HOURS...

OAKLAND, Calif.—In one of the largest radio time-block sales ever made out this way, the Arthur Murray Dance Studios took the midnight to 6 a.m. slot, six nights a week, on KROV. That totals 1,872 hours a year. The "Pat Henry Show" will occupy the time four nights a week, with staff announcer Walter Jamond hosting the other two. Russell Harris and Wood was the agency for the sponsor, which will plug all its North California stations on this time.

BAB NAMES NEW OFFICERS...

NEW YORK.—Meeting at the Ambassador Hotel Monday (17), the Broadcast Advertising Bureau elected two new officers: John Patt, Goodwill Stations, as treasurer; Simon Goldman, WJTN, Jamestown, N. Y., as secretary. Bill Ryan and Kevin Sweeney were re-elected president and vice-president respectively. Chosen to head the executive committee was Joseph Badino, of the Westinghouse Radio Stations. Kenyon Brown, of KWFT, Wichita Falls, Tex., became finance chairman.

The BAB board approved a new dues structure according to which a member station's dues will be based on a monthly payment equal to its one-hour daytime budget. BAB is now operating on a budget of \$620,000 with 690 station members, having added 145 stations in the past seven months, according to Ryan.

CANADA OKAYS PRIVATE LICENSING...

TORONTO.—Private television is to be given an opportunity in Canada to "serve areas which could not be served at this time by public stations." In the throne speech delivered in Parliament, it was announced that the Canadian Broadcasting Corporation would establish TV stations soon in Halifax, Winnipeg and Vancouver. These will be in addition to the stations now operating in Toronto and Montreal, and one projected for next spring in Ottawa. Parliament is to be asked to make a loan to the CBC for the new stations. The government stated it was now prepared to consider applications for licenses for private TV stations as recommended by the CBC.

NETWORK SHOWS SWITCH SLOTS...

NEW YORK.—A couple of slot switches of network TV shows will take place shortly. "Ozzy Kids" now on the Columbia Broadcasting System Sunday at 4 p.m., moves to Saturday night, 10-10:30, alternating with "Balance Your Budget." "Kids" is sponsored by Catspaw. On the National Broadcasting Company, "Hallmark Playhouse" has switched slots with "Zoo Parade" on the Sunday line-up. Latter will now go on at 4:30 p.m., with "Hallmark" following at 5.

ROANOKE STATION OPENING DELAYED...

ROANOKE, Va.—WROV-TV, which had expected to start programming in mid-December, has been forced to postpone its opening because of delay in delivery of transmitting equipment, according to the station's manager. Frank Koehler, Koehler returned this week from Canada, N. J., where RCA officials told him that barring unforeseen interruptions in production, the remaining equipment would arrive some time in January. The first program will be on the air a few days later. All studio construction and installation of studio equipment is complete.

CKLW SPONSOR PULLS SPONSOR...

DETROIT.—It was all a mistake. E. Wilson Wardell, commercial manager of CKLW, reports the station doesn't really claim to deliver useful audience in New York City. An eager automotive sponsor ran an insertion in The New York Times, advising listeners to tune in to CKLW for election night returns, resulting in some letters that surprised the station until the source of the error was tracked down.

EDUCATIONAL TV CONFERENCE SKEWED...

AUSTIN, Tex.—A conference is scheduled to be held here at the University of Texas on how educators may get the most out of television. The conference is scheduled for December 8 and 9. It was expected that about 1,200 school superintendents, principals and representatives of various colleges throughout the State

would be here to take part in the two-day meet, which would determine, in part, the future of educational television.

AUSTRALIAN ORG FAVORS GIVE-AWAYS...

SYDNEY, Australia.—The Advertising Agents Association of Australia has withdrawn its support of the Australian Federation of Commercial Broadcasting Stations' (AFCBS) ban of give-away programs, which it supported in 1951. The AAAA pointed out that an investigation of the ban showed that it could not be enforced and, furthermore, there was a wide public demand for the give-away programs. The motion to rescind the previous support was carried unanimously at the seventh annual convention of the org.

STATION PLACES 40 ORPHANS...

NEW YORK.—In response to a plea from the Windham Children's Service, WLBB ran a series of special announcements asking listeners to help the Service place 40 Negro orphans. The service has always found it harder to place Negro children because they can only be given to certain qualified homes. However, 105 qualified families responded to the WLBB plea, and the agency placed all 40 children in less than two and a half days. The station has volunteered to perform the same service for Windham if the situation should come up again.

BROOKE TAYLOR NAMED TO WTAM-WNBK POST...

CLEVELAND.—Brooke Taylor, well-known Cleveland radio-television personality, will become creative programming manager for WTAM and WNBK here effective December 15. Taylor, who continues as WTAM program operations supervisor, while Carlyle Freeborn remains in his present capacity as WNBK program operations supervisor.

AFFILIATES HEAR MBS PROGRAM PLANS...

CHICAGO.—Representatives of 150 Mutual Broadcasting System affiliates heard Thomas F. O'Neil, Mutual president, tell of the network's new program plans at a district meeting at the Drake Hotel in Chicago Monday and Tuesday (17-18).

FREE TV TIME TO MF VIA CHRISTMAS THEME...

CHICAGO.—Marshall Field & Company local department store, is taping a bundle of free TV time on a "Christmas Behind the Scenes" theme this year. WGN-TV is making a live pick-up from the store Sunday (23) and NBC's "Today" is doing three pick-ups the following morning. "Impact" local news show, is doing a filmed story on Thanksgiving Day.

WKRC SALES 21.1% ABOVE 1948 RECORD...

CINCINNATI.—David G. Taft, vice-president of Radio Cincinnati, Inc., and managing director of WKRC here, announced last week that for the past six months (May 1-October 31) WKRC time sales exceeded by 21.1% the same six-month period in 1948. The year 1949 was the best ever experienced by WKRC and the last year that Cincinnati radio stations were comparatively free of the television influence. WKRC is in a market of a half million population having seven (Continued on page 32)

WWSW Appeals FCC's Channel 4 Allocation

Pittsburgh, the first to bring a court challenge against the Federal Communications Commission's TV allocation plan, appealed again to the United States Court of Appeals here this week to rule on the FCC's allocation of VHF Channel 4 to Irwin, Pa., and to instruct the commission to reconsider the assignment of the channel "to Pittsburgh with transmitter and antennas at either Pittsburgh or Braddock."

In an amended petition to the court, WWSW, thru its attorney, Paul M. Segal, described the Irwin allocation as an "error in law" and an "abuse of discretion," and charged that the FCC had "failed to perform its statutory duty." To provide an efficient nationwide service with adequate facilities; to make proper regulations to prevent interference between stations; to encourage the larger and more effective use of radio in the public interest.

WWSW was sharply critical of the commission's policy limiting Allegheny County to Channels 2, 11, 13, 18, 47 and 53 since, the station contends, three are for

according to WWSW, that is entirely inadequate for Pittsburgh's Class A retail market with a population in excess of 2,200,000.

"Neither one nor two VHF, general service stations, or even one, are adequate to serve the public needs of the Pittsburgh community even if UHF stations were also to be established," WWSW argued. The station further contends that competitive hearing amongst the various applicants for Channel 11 "cannot be finally resolved within the next three or four years, and it is therefore likely that during the time Allegheny County will have but one VHF TV station."

WWSW was one of four applicants requesting an additional assignment of Channel 4 to Pittsburgh, while the Matta Broadcasting Company requested the assignment of the channel to Braddock, Pa. The FCC denied the counterproposal on grounds that Pittsburgh and Braddock were only 182.5 miles and 169.39 miles, respectively, from Station WLWC in Columbus, O.; the legal separation is 170 miles.

WWSW insists that the FCC is measuring the distance between pinpoint intersections on the map and from post office to post office, "whereas there are in fact substantial areas in the Pittsburgh area from which adequate service can be rendered that area from an antenna located more than 170 miles from the antenna of WLWC." The regulations covering computation of distances between antennas is "entirely capricious," WWSW concluded.

Profitable TV Audience exclusive with

WGAL-TV

LANCASTER, PENNA.

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

Cloir R. McCollough, Pres.

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

THE BILLBOARD

Radio-TV Show Charts

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

Top 10 TV Shows Each Day of the Week in BOSTON

(946,000 TV Sets* Panel Size, 300)

... According to Videodex Reports

WBZ-TV... Westinghouse Radio Stations, Inc. NBC
WNAE-TV... Yankee Network ABC, CBS, Du M

Videodex reports monthly on each of 20 major markets besides publishing a monthly national network report based on all 63 markets. In the 20 markets it has placed dials in a total of 7,700 TV homes. The city reports for those markets, taken the first seven days of each month, contain the ratings for every 15-minute segment of every program from sign-on to sign-off. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each day in any of the 20 markets are determined by comparing the average ratings.

May '52	Pos	Rtg	Program	Time	Station	Rating
OCTOBER, 1952						
SUNDAY, SIGN-ON TO SIGN-OFF						
(4)	28.0	1	TOAST OF THE TOWN	8:00-9:00	WNAE	70.2
(—)	—	2	JACK BENNY SHOW	7:30-8:00	WNAE	45.5
(1)	43.3	3	TV PLAYHOUSE	9:00-10:00	WBZ	44.2
(2)	36.0	4	RED SKELTON	5:30-6:00	WBZ	28.3
(7)	21.3	5	RANGE RIDER (FIM)	7:00-7:30	WBZ	27.5
(—)	—	6	WORLD SERIES	1:45-5:30	WBZ	25.9
(—)	—	7	FEATURE FILM	6:00-7:00	WBZ	21.0
(—)	—	8	THE WEB	10:00-10:30	WNAE	19.8
(—)	—	9	THE DOCTOR	10:00-10:30	WBZ	19.8
(—)	—	10	FRED WARING	9:00-9:30	WNAE	18.8

May '52	Pos	Rtg	Program	Time	Station	Rating
MONDAY, SIGN-ON TO SIGN-OFF						
(1)	51.6	1	I LOVE LUCY	9:00-9:30	WNAE	59.5
(2)	49.9	2	TALENT SCOUTS	8:30-9:00	WNAE	52.6
(3)	34.9	3	ROBERT MONTGOMERY	9:30-10:30	WBZ	33.9
(4)	25.2	4	LUX VIDEO THEATER	8:00-8:30	WNAE	30.7
(6)	17.2	5	WINCHELL MAMONEY	8:00-8:30	WBZ	20.9
(5)	19.3	6	CAMEL NEWS CARAVAN	7:45-8:00	WBZ	20.6
(—)	—	7	WORLD SERIES	12:45-4:00	WBZ	20.0
(7)	13.8	8	STUDIO ONE	10:00-11:00	WNAE	18.3
(8)	11.3	9	THE TWO	8:30-7:45	WBZ	17.6
(—)	—	10	LIFE WITH LUIGI	9:30-10:00	WNAE	17.4

May '52	Pos	Rtg	Program	Time	Station	Rating
TUESDAY, SIGN-ON TO SIGN-OFF						
(—)	—	1	FIRESIDE THEATER	9:00-9:30	WBZ	40.4
(—)	—	2	CIRCUS TIME	8:00-9:00	WBZ	39.7
(—)	—	3	CIRCLE THEATER	9:30-10:00	WBZ	29.1
(5)	6.6	4	SUSPENSE	9:30-10:00	WNAE	23.3
(2)	21.9	5	CAMEL NEWS CARAVAN	7:45-8:00	WBZ	21.8
(—)	—	6	WORLD SERIES	12:45-4:00	WBZ	19.9
(7)	14.6	7	DIMAN SHORE	7:30-7:45	WBZ	19.2
(—)	—	8	TWO FOR THE MONEY	10:00-10:30	WBZ	18.7
(4)	17.9	9	DANGER	10:00-10:30	WNAE	16.8
(8)	13.6	10	KEEP POSTED	8:30-9:00	WNAE	16.6

May '52	Pos	Rtg	Program	Time	Station	Rating
WEDNESDAY, SIGN-ON TO SIGN-OFF						
(1)	49.6	1	GOOFY AND FRIENDS	8:00-9:00	WNAE	47.1
(2)	33.8	2	KRAFT TV THEATER	9:00-10:00	WBZ	34.9
(5)	23.9	3	STRIKE IT RICH	9:00-9:30	WNAE	27.8
(3)	32.8	4	BLUE RIBBON BOUTS	10:00-11:00	WNAE	25.6
(—)	—	5	MAN AGAINST CRIME	9:30-10:00	WNAE	23.1
(4)	26.6	6	CAMEL NEWS CARAVAN	7:45-8:00	WBZ	22.0
(—)	—	7	PEERY COMEDY	7:45-8:00	WNAE	16.2
(—)	—	8	THIS IS YOUR LIFE	10:00-10:30	WBZ	15.4
(9)	17.2	9	THOSE TWO	7:30-7:45	WBZ	14.3
(—)	—	10	WORLD SERIES	12:45-3:30	WBZ	12.5

May '52	Pos	Rtg	Program	Time	Station	Rating
THURSDAY, SIGN-ON TO SIGN-OFF						
(1)	51.9	1	GROUCHO MARK	8:00-8:30	WBZ	50.2
(3)	34.9	2	GANGBUSTERS	9:00-9:30	WBZ	47.9
(—)	—	3	BROADWAY TO HOLLYWOOD	8:30-9:00	WBZ	28.6
(—)	—	4	CHANCE OF A LIFETIME	8:30-9:00	WNAE	26.4
(—)	—	5	FORD THEATER	9:30-10:00	WBZ	24.2
(6)	27.3	6	CAMEL NEWS CARAVAN	7:45-8:00	WBZ	23.6
(5)	28.0	7	RACKET SQUAD	10:00-10:30	WNAE	18.7
(2)	35.9	8	BIG TOWN	9:30-10:00	WNAE	17.9
(—)	—	9	MARTIN KANE	10:00-10:30	WBZ	14.3
(—)	—	10	I'VE GOT A SECRET	10:30-11:00	WNAE	12.7

May '52	Pos	Rtg	Program	Time	Station	Rating
FRIDAY, SIGN-ON TO SIGN-OFF						
(—)	—	1	OUR MISS BROOKS	9:30-10:00	WNAE	39.5
(—)	—	2	LIFE BEGINS AT 80	9:00-9:30	WBZ	38.3
(2)	39.0	3	MY FRIEND IRMA	8:30-9:00	WNAE	33.4
(3)	32.3	4	MAMA	8:00-8:30	WNAE	31.5
(4)	25.2	5	CAMEL NEWS CARAVAN	7:45-8:00	WBZ	23.4
(—)	—	6	MR. & MRS. WORTH	10:00-10:30	WNAE	23.1
(9)	16.9	7	SEA SHOW	8:00-8:30	WBZ	19.8
(—)	—	8	GULF PLAYHOUSE	8:30-9:00	WBZ	18.7
(—)	—	9	WORLD SERIES	12:45-4:00	WBZ	15.9
(8)	18.9	10	BOXING	10:00-11:00	WBZ	15.8

May '52	Pos	Rtg	Program	Time	Station	Rating
SATURDAY, SIGN-ON TO SIGN-OFF						
(1)	38.2	1	YOUR SHOW OF SHOWS	9:00-10:30	WBZ	52.8
(2)	26.1	2	ALL STAR REVUE	8:00-9:00	WBZ	48.9
(4)	21.2	3	YOUR HIT PARADE	10:30-11:00	WBZ	40.8
(3)	23.2	4	BOSTON BLACKIE (FIM)	7:00-7:30	WNAE	30.7
(10)	15.6	5	STU ERWIN	7:30-8:00	WNAE	26.4
(—)	—	6	WORLD SERIES	12:45-3:45	WBZ	25.9
(—)	—	7	FOOTBALL	4:45-7:45	WBZ	16.9
(—)	—	8	FILM	3:45-4:00	WBZ	15.0
(—)	—	9	MYSTERY RANCH	6:30-7:00	WNAE	12.9
(—)	—	10	QUALITY THEATER	11:00-11:30	WBZ	12.4

* NBC estimate for October, 1952.

Share of Total Audience Radio vs. TV in ATLANTA

... According to Pulse Reports Sept.-Oct., 1952

	TELEVISION	Radio	TOTAL
	% of Total Aud.	% of Total Aud.	% of Total Aud.
SUNDAY	53.8	46.2	34.6
MONDAY	50.5	49.5	34.4
TUESDAY	50.8	49.2	34.1
WEDNESDAY	51.4	48.6	35.0
THURSDAY	51.3	48.7	33.5
FRIDAY	47.0	53.0	34.2
SATURDAY	56.7	43.3	35.4

	6 A.M. to 6 P.M.	6 A.M. to Midnight
MON. FRI.	21.1	27.9
ENTIRE WEEK	34.0	27.8

NEXT WEEK

Videodex and Pulse Studies of CHICAGO

Top 10 TV Shows Each Day

... According to Videodex

Top 5 Radio Shows Each Day

... According to Pulse

Share of Total Audience Radio Vs. TV

... According to Pulse

FOR FULL INFORMATION

about all radio and television shows... ratings, audience compositions and the many other factors which determine the success or failure of a program, subscribe to part of or the full services of the research organizations featured on these pages.

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

For full details of the Videodex service, write to JAY G. CRAMER RESEARCH, INC., 342 Madison Avenue, New York.

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

NICE WORK, AND HE'S GETTING IT

CHICAGO, Nov. 22.—Chet Schaffer, disk jockey at WTAQ, independent in suburban LaGrange, received so many requests for numbers that as a gag recently he told his audience: "From now on it will cost you a buck to get a record played and your name mentioned."

Dollars have been flowing in since then, and Schaffer gives the writers their \$1 worth—name and record. He figures if he could find a way to play more than eight records each program, he might have something.

Sharp audience impressions are made by clear quality TV film commercials. Read about Videodex—made by SARRA in their own laboratories. You'll find them listed in the TV Film Market Place with other desirable film services and top-flight TV films of every description.

Top 5 Radio Shows Each Day of the Week in ATLANTA

(159,377 Radio Families*)

... According to Pulse Reports

WAGA	5,000 watts	CBS, Co. Trio	WERO	1,000 daylight	Ind.
WATL	5,000 watts	Ind.	WCST	5,000 day; 1,000 night	ABC
WGE	250 watts	Ind.	WXII	5,000 watts	NBS
WWS	10,000 daylight	Ind.	WWS	50,000 watts	NBC

Pulse radio surveys are conducted in 14 markets and reports are issued bi-monthly except in New York, which is monthly. Information is obtained by the personal interview rating method using a cross-section of homes selected by a modified area sampling method. In the bi-monthly reports, 8,200 homes are interviewed in each market. Ratings are reported by 15-minute segments from 6 a.m. to midnight each day for an entire week. Evening ratings are based on 400 homes in each market. Monday-Friday daytime ratings are based on 1,000 homes.

May '52	Pos	Rtg	Program	Time	Station	Rating
SEPTEMBER/OCTOBER 1952						
SUNDAY, 7 TO 12 P.M.						
(—)	—	1	BEST PLAYS, THEATER	8:30-9:30	WSB	7.0
(—)	—	2	DECEMBER BRIDE	7:00-7:30	WAGA	6.5
(—)	—	3	DORIS DAY, AMOS 'N' ANDY	7:30-8:00	WAGA	6.5
(—)	—	4	WINNER EDGAR BERGEN	8:00-8:30	WAGA	6.3
(—)	—	5	MUSIC ROOM, HARRIS-FAYE	8:00-8:30	WSB	6.3

May '52	Pos	Rtg	Program	Time	Station	Rating
MONDAY, 7 TO 12 P.M.						
(1)	9.0	1	LUX RADIO THEATER	9:00-10:00	WAGA	9.0
(—)	—	2	BOB HAWK	10:00-10:30	WAGA	7.5
(1)	9.0	3	RAILROAD HOUR	8:00-8:30	WSB	7.3
(1)	9.0	4	VOICE OF FIRESTONE	8:30-9:00	WSB	7.0
(1)	9.0	5	ONE MAN'S FAMILY	7:45-8:00	WSB	7.0

May '52	Pos	Rtg	Program	Time	Station	Rating
TUESDAY, 7 TO 12 P.M.						
(5)	9.5	1	ONE MAN'S FAMILY	7:45-8:00	WSB	8.3
(—)	—	2	NEWS OF THE WORLD	7:30-7:45	WSB	7.5
(4)	9.8	3	CAVALCADE OF AMERICA	8:00-8:30	WSB	7.5
(—)	—	4	RICHARD HARKNESS	7:00-7:15	WSB	7.0
(—)	—	5	TRUTH OR CONSEQUENCES	9:30-10:00	WSB	7.0

May '52	Pos	Rtg	Program	Time	Station	Rating
WEDNESDAY, 7 TO 12 P.M.						
(1)	10.8	1	BIG STORY	9:30-10:00	WSB	7.5
(4)	10.8	2	GREAT GILDERELEEVE	8:30-9:00	WSB	7.0
(1)	10.8	3	GROUCHO MARK	9:00-9:30	WSB	6.8
(—)	—	4	CAMEL CARAVAN, BOB HAWK	8:00-8:30	WSB	6.8
(—)	—	5	NEWS OF THE WORLD	7:30-7:45	WSB	6.5

May '52	Pos	Rtg	Program	Time	Station	Rating
THURSDAY, 7 TO 12 P.M.						
(1)	10.3	1	NEWS OF THE WORLD	7:30-7:45	WSB	7.3
(2)	10.0	2	RICHARD HARKNESS	7:00-7:15	WSB	7.0
(5)	9.5	3	ONE MAN'S FAMILY	7:45-8:00	WSB	7.0
(—)	—	4	ROY ROGERS	8:00-8:30	WSB	6.8
(—)	—	5	DRAGNET, TRUTH OR CONSEQUENCES	9:00-9:30	WSB	6.5

May '52	Pos	Rtg	Program	Time	Station	Rating
FRIDAY, 7 TO 12 P.M.						
(1)	9.5	1	ONE MAN'S FAMILY	7:45-8:00	WSB	8.0
(5)	9.0	2	NEWS OF THE WORLD	7:30-7:45	WSB	7.8
(4)	9.3	3	H. V. KALLENBORN	7:00-7:15	WSB	6.8
(—)	—	4	YOUR HIT PARADE	8:00-8:30	WSB	6.8
(—)	—	5	MARIO LANZA, BEST PLAYS	9:00-9:30	WSB	6.3

May '52	Pos	Rtg	Program	Time	Station	Rating
SATURDAY, 7 TO 12 P.M.						
(1)	7.8	1	BARN DANCE	8:00-8:30	WSB	8.3
(—)	—	2	DUKE OF PADOUAN	8:30-9:00	WSB	6.8
(1)	7.8	3	GRAND OLE OPRY	9:00-10:00	WSB	6.0
(3)	7.5	4	GANGBUSTERS	9:00-9:30	WAGA	6.0
(—)	—	5	NBC SYMPHONY	6:30-7:30	WSB	5.8

May '52	Pos	Rtg	Program	Time	Station</
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Ziv Ups Budget to Meet Competition

NEW YORK, Nov. 22. — In anticipation of a tighter competitive situation in the TV film market next year, Ziv Television Programs, Inc., is upping the budget on most of its shows and setting up a special TV exploitation department with an expanded staff. Heretofore, exploitation on both Ziv's radio and TV film shows has been handled thru one department operating from the firm's home office in Cincinnati.

At the same time, Ziv announced that on the basis of business today, TV sales for 1952 should be 115 per cent higher than its record year, 1951. The Adolph Menjou series "Favorite Story," Ziv's newest TV film package, has already been sold in 27 markets, although it won't be released for more than two months.

The budget on the Menjou show was recently upped to \$30,000 from its original \$26,000, and future series in the series are bracketed at around \$35,000. Part of the increased budget will be used to cover location junkies, since Ziv hopes to film many of the series' dramas against their original backgrounds. Classics scheduled include one of Kipling's India yarns, a couple by Anatole France and several other famous stories with European locales.

Frederic W. Ziv, assisted by advertising director Leo A. Guttman Jr., will supervise the work of Ziv's new TV exploitation department, which will operate from Cincinnati. The department will also be staffed by Ziv's TV sale promotion chief, Melville Bernstein, and two new execs, Robert Sands, formerly with United Artists, and Theodore Fredstrom. The former will handle market analyses and report to Ziv on audience trends, while the latter will be in charge of traffic and production.

The department's first project will be the Menjou show, and planning on this is expected to

set a pattern for exploitation on Ziv's other TV film programs. A special feature of the campaign will be heavy promotion by Menjou himself, who will personalize the series' direct mail publicity, via personally signed letters to lists of prospective viewers suggested by local sponsors, and telephone interviews with local TV editors. Other campaign features will be full lithograph posters and close tie-ups with local schools and public libraries.

In line with its expanded sales activities, Ziv has appointed five new TV field representatives. They are Frank J. O'Leary, formerly with the National Broadcasting Company and Conde Nast Publications; William R. Dohard, ex-Letton Agency time buyer; Leon Wray, former Don Lee sales manager; Jack Howard, ex-staffer at KBON, Omaha, and Ben Coleman, formerly Eastern sales manager of the Liberty network.

Pitt Sponsor Heads New TV Film Firm

PITTSBURGH, Nov. 22. — Lew Silberman, owner of the Wilkins Jewelry chain here and the largest user of live TV time in the city, is now heading a new TV film firm. Recently organized under the name of TIX, the firm already has filmed, sold and has in use, a number of commercials for various jewelry firms around the country.

TIX filmed all the commercials used on the Wilkins shows, as well as for Fryrite, Bulova, Lohengrin and Remington shaver products. Silberman has applied the same methods that has made his six shows the highest rated local shows over WDTV, and uses the same cast of Al Nobel, Jane Wilkins, the Westernaires, and the Wilkenettes.

Monday (17), Silberman said he is going into full-scale production of 15-minute films because of the dearth on the market of this length of film. He will start out doing Western segs, and then will go into dramatic and musical shows. He said these films will be ready for national distribution early in 1953.

'Chevrolet' Pix Bolster KTTV 'Big Night'

HOLLYWOOD, Nov. 22. — Station KTTV's much-ballyhooed Tuesday "big night" line-up this week succeeded in luring "Chevron Theater" filmed series away from Station KTLA. Series is filmed by Music Corporation of America's revue productions for Coast sponsorship by Standard Oil Company of California for its Chevron dealers and Standard Stations, Inc.

Show will complete a full year's run on KTLA when it switches to KTTV December 30. Biz was set thru the San Francisco office of Batten, Barton, Durstine & Osborn.

Within the past few months, KTTV has leveled its promotional guns on its Tuesday night line-up of shows to build the programs' ratings. Indie station arrayed some of its most attractive program material and then focused its ballyhoo on the line-up on what it called "the big night." Other "big night" offerings include the Tito Guitierrez Show, a live Latin-flavored telecast; Arrow Productions' filmed "Ramar of the Jungle," featuring Jon Hall, and the Abbott and Costello filmed series "Snaring." KTLA apparently proves the "big night" gimmick is working as a biz builder.

Cornell Gets Weitzman Seg

NEW YORK, Nov. 22. — Cornell Films here this week signed to handle exclusive TV distribution of "The Life and Times of Chaim Weitzman," a film short produced by United Films of Tel Aviv, Israel, shortly before the late Israeli president's death.

Cornell will also book the film for theatrical and non-theatrical release in America.

Du Mont, ABC May Ignite TV-Film Syndication Change

Franchise Plan and UPT Merger Are Prime Factors in Innovations

Continued from page 1

tem, as adapted by Du Mont, is the fact that it is issuing franchises to firms which stand in high regard in the areas they cover. Also, they are in intimate contact with sales prospects, know the local picture thoroughly, can anticipate sponsor and station needs, are close at hand to sew up near-deals, are available to aid in promoting such deals as are on the air, and can follow closely the cycles of local sponsors who may be preparing to change properties.

These all seem to have potential advantages over the distribution methods commonly in use. For the most part, distributors either are centered in a single locality or have a few branch offices, but their salesmen are obliged to cover considerably larger slices of territory, some of which may be less familiar. As a result, these salesmen have to

work under orders fitted to the needs of the situation. One top distributor of TV film, for example, insists that its salesmen, when entering a market, remain on the spot until a sale either is consummated or rejected completely. They may not even leave to go home for the week-end except at their own expense.

This franchise plan, developed by Donald A. Stewart, head of the Du Mont Film Syndication Department and a veteran film man, is being executed by Herbert Jacobs, the department's acting sales manager. Jacobs currently is on the road setting up additional franchise deals and negotiating some regional network sales which are pending. Some 12 franchise pacts already have been signed, with numerous others in the offing.

Stewart now is working on adding some new and attractive

properties to his department for sale locally by the franchise holders. He is on the verge of closing a deal to distribute the 15 and 30-minute weekly films of the preceding week's sports events at Madison Square Garden. These films are turned out by the Garden itself.

Other recent additions to the series availabilities include "Jingle Dingle," puppet weather report jingles, "Looking at Football," series of three-minute films explaining intricacies of the sport; "Family Quiz," dealing with movies; "Jim and Judy," moppet series; "Weather Man," weather jingles, and "Reading the Bible," featuring Henry Wilcoxon with choral selections. Du Mont continues to handle two groups of feature films, the 28 Arcadia features and the 28 illustrious features. The series which continue to be available thru Du Mont are "Speed Classics," "Scotland Yard," "Pathe Hy-Lights," "Streamlined Fairy Tales" and "Holiday of Dreams."

Franchises set up by Stewart thus far include the following outside of New York proper, which will continue, of course, to be handled by his own department itself:

Detroit, Charles Sheppard, two salesmen, entire Du Mont catalog already sold to WJBK, Chicago, Milwaukee and Grand Rapids and Kalamazoo in Michigan, Herbert Laufman Associates, three salesmen; Baltimore; Wilmington, Del. and Reading, York, Harrisburg and Lancaster in Pennsylvania, Harry T. Light, former agency rep, and two salesmen; Seattle and Spokane (latter city not yet on air), Romig Fuller, former commercial manager of KING-TV, Portland, Ore.; Merriman Holtz Sr., distributor and exhibitor of theatrical film on the Coast and Alaska, pioneer in TV-film and former president of Screenadettes, Inc., with three salesmen; Montreal and Toronto, Rediffusion, Inc.; Los Angeles, Tom Corradine, former film buyer for KTTV, Cincinnati, George Brangel; Louisville, Ben Egan; San Francisco, Don Flagg, president of Don Flagg Productions.

Jacobs also is understood to have imminent franchise deals pending in Denver, Salt Lake City, San Antonio, New Orleans and St. Louis.

As for ABC, their projected method of operation is still not known. The web has excluded virtually any syndication activity from its film operations thus far. However, this situation certainly will not obtain once the ABC-UPT merger is effected.

The exact nature of the UPT contribution to ABC's film set-up may be forecast only in general terms at this point. But it is a certainty that an outfit with the film know-how of UPT will have major suggestions to offer and original thoughts to contribute. Long known for its merchandising and sales ability in the theatrical film line, UPT is sure to adapt these to the field of TV film in the comparatively near future. For this reason, the coming activities of both webs will bear close watch by the rest of the industry.

Morris Paris Rep Handles TV Filming

PARIS, Oct. 22. — Tavel-Marouani, representative of the William Morris Agency in Paris, has branched out into TV filming. The company has formed an alliance, Felix Marouani told The Billboard, with Intercontinental Films, for Television Corporation, the American-European TV outfit headed by Ed Gruskin and Marty Poll.

Marouani, who will handle the outfit's television department, has decided to go all out in the field of video films, many working thru Intercon.

Gross-Krasne Buys California Studios

HOLLYWOOD, Nov. 22. — Jack Gross and Phil Krasne Friday (21) won court approval of the sale made by the estate of Harry (Pop) Sherman, original producer of the "Hopalong Cassidy" series. Gross-Krasne made an initial payment of \$50,000. Deal calls for the purchasers to repay \$135,000 the Sherman estate owes the U. S. bankruptcy referee, Benno M. Brink. Hearing by the Probate Court is expected to approve the deal. Gross told The Billboard that the purchase after all debts are paid, will amount to \$200,000.

Productions on the "Lux" series will get under way at the new Gross-Krasne studios in early January. Date when the films will hit the air hasn't been set. Gross-Krasne will also utilize its newly acquired site for the continued production of Lever's "Big Town" and the "Cisco Kid," latter produced for Fred Ziv.

SAG Preps Strike Vs. Users Of Non-Union Pic Commercials

HOLLYWOOD, Nov. 22. — Screen Actors' Guild will call for an industry-wide boycott against sponsors using non-union filmed commercials when it invokes its teleblurb strike December 1. SAG so informed sponsors, ad agencies and producers of TV film commercials in a letter, which also informed them that all members of the entertainment unions will join the Guild in the filmed commercial strike.

This marks the first time in showbiz history that such concerted pressure has been brought

into play in an employer-union hassle. Unless an eleventh hour peace move forestalls the SAG action, this will mark the first time in the history of the Guild that it went out on strike.

SAG also issued a strike notice to all its members, informing them that they are ordered to refuse employment in the TV film commercial field effective Monday, December 1. It told them action has won overwhelming approval of the Guild membership at meetings held here and in New York on November 9 and 16, and rati-

fied by mail ballot.

It also told its members that its sister unions, American Federation of Television and Radio Artists, Equity, Chorus Equity, American Guild of Musical Artists, and Screen Extras' Guild have pledged their all-out support. These entertainment unions, SAG said, have ordered their members not to accept employment in the TV film commercial field until SAG has negotiated a contract with the producers, agencies and sponsors.

... to keep pace with the Programming and Marketing Needs of the fast-moving TV Film Industry

... to present current TV Film Developments and the Answers to Current TV Film Problems

... to provide valuable, up-to-date Business Directories for every branch of the TV Film Industry



THE BILLBOARD TV FILM PROGRAM GUIDE and MARKET REPORT

—Out December 9

THE BILLBOARD TV-Film Buying Guide

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

Listed below are TV film series currently showing on television stations in cities that the American Research Bureau surveys individually. Only films in the program categories indicated are covered in this issue. Film series in other categories will be covered in the next three issues. For each ARB city in which a film is appearing, the show's ARB is given as well as the ARB rating of the preceding show on the same station and the shows on opposition stations at the same time as the listed film. For further information on each show's audience, the reader should consult the American Research Bureau, National Press Building, Washington 4, D. C. This chart does not include filmed programs that may reach the stations thru the facilities of one of the networks. For additional film series currently available, but for which ARB does not now have ratings, see separate chart in this department.

Series Name Length in Minutes No. of Repeats Available ARB Rating

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• TV Station Film Buyers Pick

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

THEATRICAL

THE ADMIRAL WAS A LADY Standard Television Corp., 1203 W. 7th St., Hollywood	Comedy	16mm.	Feature
AGAINST THE WIND Unity Television Corp., 1501 Broadway, New York	Drama	16mm.	Feature
ANGEL WITH A TRUMPET Snader Telepictures Sales, 229 W. 42d St., New York	Drama	16mm.	Feature
CAGED FURY Specialty Television Films, Inc., 1501 Broadway, New York	Adventure	16mm.	Feature
THE CHALLENGE Peerless Productions, Inc., 729 7th Ave., New York	Mystery	16mm.	Feature
DUKE OF WEST POINT Peerless Productions, Inc., 729 7th Ave., New York	Drama	16mm.	Feature
FOLLOW THAT WOMAN Specialty Television Films, Inc., 1501 Broadway, New York	Mystery	16mm.	Feature
FOREIGN CORRESPONDENT Motion Pictures for Television, 655 Madison Ave., New York	Drama	16mm.	Feature
GENTLEMAN AFTER DARK Peerless Productions, Inc., 729 7th Ave., New York	Drama	16mm.	Feature
GETTING GERTIE'S GARTER Peerless Productions, Inc., 729 7th Ave., New York	Comedy	16mm.	Feature
THE GREAT FLAMARION Motion Pictures for Television, 655 Madison Ave., New York	Drama	16mm.	Feature
KLONDIKE FURY Monogram Films, 4376 Sunset Blvd., Hollywood	Adventure	16mm.	Feature
NURSE IN REVERSE Alexander Films, 6040 Sunset Blvd., Hollywood	Mystery	16mm.	Feature
MY SON, MY SON Peerless Productions, Inc., 729 7th Ave., New York	Drama	16mm.	Feature
NOW BARBARA Motion Pictures for Television, 655 Madison Ave., New York	Drama	16mm.	Feature
OUT OF THE BLUE Motion Pictures for Television, 655 Madison Ave., New York	Mystery	16mm.	Feature
PARTON, HALL, ADVANTAGE Motion Pictures for Television, 655 Madison Ave., New York	Drama	16mm.	Feature
THE POWERS GIRL Quality Films, Inc., 1040 N. Las Palmas, Hollywood	Drama	16mm.	Feature
50 EIGHTS OLD NIGHT Standard Television Corp., 1203 W. 7th St., Hollywood	Drama	16mm.	Feature
THE TREASURE OF MONTE CRISTO Tele-Pictures, Inc., 1650 Broadway, New York	Adventure	16mm.	Feature

OTHER

FLYING SAUCER MYSTERY Sterling Television, 316 W. 57th St., New York	Educational	16mm.	Feature
HOW TO CATCH A COLD Association Films, 35 W. 45th St., New York	Cartoon	16mm.	Feature
KING WHO CAME TO BREAKFAST Association Films, 35 W. 45th St., New York	Educational	16mm.	Feature
LAST WILDERNESS Motion Pictures for Television, 655 Madison Ave., New York	Educational	16mm.	Feature
THE MARK OF 'X' Modern Talking Picture Service, 45 Rockefeller Plaza, New York	Documentary	16mm.	Feature
THE QUIET ONE Motion Pictures for Television, 655 Madison Ave., New York	Educational	16mm.	Feature
REFLECTIONS FOR ENERGY Shell Oil Company, 524 S. Michigan Ave., Chicago	Educational	16mm.	Feature
ROMANCE OF SILVER DESIGN Association Films, 35 W. 45th St., New York	Educational	16mm.	Feature
SONG OF THE MOUNTAINS Canadian National Railway System, 630 Fifth Ave., New York	Travel	16mm.	Feature
SUCKER HILL RCA Victor Division, Public Relations Department, Camden, N. J.	Educational	16mm.	Feature
TUNISIAN VICTORY Sack Television Enterprises, 358 W. 44th St., New York	Documentary	16mm.	Feature

• Additional TV Film Series

and markets in which they are currently appearing

Listed below are additional TV film series currently available to stations and sponsors. Films in program categories other than those listed below will be covered in the next three issues. None of these films are currently covered in any of the city reports issued by the American Research Bureau. For ratings of films now showing in any of the markets individually surveyed by the American Research Bureau, see the chart in this issue headed ARB Ratings of Non-Network TV Films.

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Baltimore, Chicago, Cincinnati, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington, Atlanta, Charlotte, Davenport, Houston, Kansas City, Lancaster, Memphis, Minneapolis-St. Paul, New Orleans, Norfolk, Pittsburgh, San Antonio, San Diego, Schenectady, St. Louis.

TV Dick Tracy Toons.....3.....60
Dist.: Screen Gems, Inc.
Boston, Chicago, Cleveland, Columbus, Dayton, Detroit, New York, Philadelphia, Toledo, Washington, Atlanta, Charlotte.
The Vienna Philharmonic Orchestra.....15:30.....13
Dist.: CBS Television Film Sales
New Orleans.
The World's Immortal Operas.....30.....7
Dist.: CBS Television Film Sales

Must Amend Complaint in Snader Case

HOLLYWOOD, Nov. 22.—Louis Snader was ordered by the Superior Court here to amend his complaint against Al Bisno and Sam Markovich and resubmit within 15 days. Snader had asked the court to issue a temporary and permanent injunction against Snader and Markovich restraining them from completing their sale of the Telecriptions library to Ben Frye of Studio Films. Snader also demanded an accounting that a receiver be appointed by the court to supervise sale of the company's assets.

Amendment called for by the court would require that Frye, among others involved in the sale, be named in the complaint instead of referred to as John Doe. According to Oscar Cummins, attorney for Snader, this is a routine legal matter calling for the re-listing of persons who are targets of the complaint.

The bitterness that has marked this battle from the start continued to prevail. Both sides hailed the court order as a sign of victory. Henry Bisno, speaking for his brother, Al, told The Billboard that court's order means that no legal action is currently blocking

Snader-Korda Pkg. Handled By United TV

NEW YORK, Nov. 22.—United Television Programs this week took over interim distribution of the Louis Snader-Alexander Korda package of 14 films and the 26 films in the "Dick Tracy" video series. Snader however, still is trying to sell both series to a distributor outright.

His reported price for the British pictures is \$250,000, and for the "Dick Tracy" series \$130,000 or \$5,000 each program. Distributors here claim that Snader grossed \$377,000 on the Kordas and \$5,000 each on the "Tracy" series while he was peddling them.

Tool Maker Buys TV Seg

NEW YORK, Nov. 22.—The Stanley Tool Works this week was reportedly the first maker of industrial tools for home and factory to buy a video film package. The sponsor bought two segments of the five-minute program, "The Handyman," from United Artists TV for slotting in three markets—Rochester, Syracuse and Binghamton, N. Y.

Should the program click, the client expects to extend his coverage. The deal is firm for 13 weeks.

completion of the telecription sale to Frye, and, therefore, his firm will now go ahead to conclude the transaction with Studio Films. Snader, however, countered that the court order in calling for more indicated its interest to get to the bottom of the issues involved and thereby will most likely grant the restraining order.

KONA Preps Kick-Off, Films for Syndication

HOLLYWOOD, Nov. 22.—Station KONA, first Hawaiian TV outlet, will kick off program telecasting January 1. Honolulu-based station plans to film a number of its own island packages for syndication to tele outlets on the mainland.

KON' this week hired two from the local broadcast ranks to join its staff, and continues to comb the field for others to round out its operating team. Those hired include Bill Ray, for 28 years with KFWB, to serve as its assistant manager and program director, and Vic Rowland, who was appointed director of public relations. Rowland has served for five years with the American Broadcasting Company's Western Division publicity department and for the past year and a half was in charge of the department's radio-TV operations. Forjoe & Company was signed as the outlet's national sales rep. Appointments of Ray and Rowland become effective December 1.

Station went on the air this week with test pattern. It operates on VHF Channel 11 powered at 123,000 erp. Station intends to increase its present power to the maximum TV signal granted by the Federal Communications Commission of 318,000 erp. License is

held by Radio Honolulu, Ltd. Officers include Walter H. Dillingham, prexy; Herbert M. Richards, exec veepee; Arthur Arner, veepee, all of the Islands, and Maurice R. Cantrele, treasurer; William Cottrell, secretary, and George H. Bowles, general manager. Bowles had built San Diego's KGB, Santa Barbara's KDB, Los Angeles' KTN (now KECA) and San Francisco's KTAB (now KSFO).

General Electric equipment worth \$500,000 was air expressed to Honolulu from Syracuse to facilitate completion of the station and putting it on the air within a two-week period.

NW Theater To Install Jumbo TV

PORTLAND, Ore., Nov. 22.—John Hamrick Theaters, Inc., this week arranged for big-screen television equipment to be installed at the Liberty Theater here the first week in December. This gives the Pacific Northwest its second such facility, and the Pacific Coast, its fifth.

The Orpheum Theater at Seattle is the only one in the Northwest now so equipped, but installation also is skedded to be made at Tacoma, Wash. Two theaters in San Francisco and one in Los Angeles are equipped to handle such events, he noted.

The Liberty will use the new dual projector type known as Trad, according to Conner, with images on the full-size movie screen.

Wm. Weintraub Goes Into Film Producing Field

Goodman Distribbs 15-Minute Series, 5-Minute Series Set

NEW YORK, Nov. 22.—The William Weintraub agency has moved into the film producing field as a means of supplementing its income. The agency has set up a film-producing subsidiary, Mansfield Enterprises, to handle this end of its operation.

Already produced are "Night Editor," a 15-minute series which was once sponsored by Kaiser-Fraser, a Weintraub client, and "Strange Experiences," a series of five-minute films with psychological twists. Mansfield Enterprises also has a pilot film of a half-hour series produced by William Weintraub Jr. in Rome last summer.

Mansfield is using Harry Goodman to distribute "Night Editor," and is looking for another distributor for its five-minute series.

Exploitations Adds 3 Films

NEW YORK, Nov. 22.—Television Exploitations, Inc., has added three new feature films to its catalog. Two of them are 1949 Eagle Lion releases, "Guilty By-stander," with Faye Emerson and Zachary Scott, and "Pirates of Capri," starring Louis Hayward. The other is "Paris, 1900," a French-made documentary with commentary by Monty Woolley, which has been shown theatrically in the past year or so.

The firm's execs are still in negotiations to move TV Exploitations into the TV-film series operation.

THE MARKET PLACE for the TELEVISION FILM INDUSTRY

Adventure

TV and AM's best combination offer—"This is the Story," priced right, Morton Productions, 360 N. Michigan Ave., Chicago.

13 half-hour shows, "Rerun of the Royal Mounted," James Newill as Sergeant Rerun. Write M. and A. Alexander, 6040 Sunset Blvd., Hollywood, Calif.

Adventure-Mystery

TV's greatest combination super-sleuth, super-salesman

"BOSTON BLACKIE"

starring Kent Taylor, Lois Collier, Frank Orth as "Blackie" as "Mary" as "Farraday" and an all-star supporting cast! Each half-hour program a complete episode planned for 3 full-length commercials.

ZIV TELEVISION PROGRAMS, INC. 1529 Madison Road, Cincinnati 6, Ohio New York Hollywood

The TV series that will keep your audience SPELL-BOUND AND "SELL" BOUND.

"THE UNEXPECTED"

Each half-hour program a complete original story where FATE writes the "Unexpected" ending! Every week a new cast of top Hollywood actors... 5 sponsor identifications including 3 full-length commercials.

ZIV TELEVISION PROGRAMS, INC. 1529 Madison Road, Cincinnati 6, Ohio New York Hollywood

Children's

"Betty and the Magic Ray," featuring the famous Sue Hastings Marionettes, immediately available for several markets. Write or wire Children's Television Films, Inc., 2405 San Jacinto or Phone FAIRfax 7463, Houston, Tex.

Now available—26 episode, top rated Marshall Field "Uncle Mistletoe" puppet show. King Studios, Chicago, Hollywood, New York.

Commercials

Five Star Productions features "You Set the Budget" TV commercials. Write for brochure, Five Star Productions, 6530 Sunset Blvd., Hollywood, Calif.

SEEING IS BELIEVING... so SARRA makes sure of clear, sparkling reproduction for its productions. As the last link in the chain of quality control for TV commercials, SARRA now offers Video-originals made in its own complete film processing laboratories—every print as sharp as the master print. SARRA, INC., New York, 200 E. 56th St.; Chicago: 16 E. Ontario St.

Drama

For the big "Little Theatre" TV Show—39 in the can. Contact Teevee Co., 211 So. Beverly Drive, Beverly Hills, Calif.

Feature Films

Alexander Korda Features—18 new feature length films, fine British product. Snader Television Sales, Inc., 328 So. Beverly Dr., Beverly Hills, Calif.

Exclusive Masterpiece Pictures available. Write Masterpiece Productions, Inc., 45 W. 45th St., New York, N. Y.

These Top Stars Sell BIG!

Cary Grant, Marlene Dietrich, Linda Darnell, Victor Mature, Gene Kelly, James Mason and many others—all now available in top TV feature films at sensible rates. UNITY TELEVISION CORP. 1501 Broadway, N.Y.C. 18 LQ 4-8234

Film Processing

16MM. TV FILM SPECIALISTS

14 years of specialization in the 16mm. field means unmatched speed and quality in the processing of all varieties of television film material. Let us discuss your requirements with you.

PRECISION FILM Laboratories 21 West 46th St. New York 19, N. Y.

Miscellaneous

BERNARD GIRARD RICHARD J. DORSO New York—Beverly Hills—Nice

AUDITION BRINTS

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

"FAMOUS PLAYHOUSE"

GREAT STARS ORIGINAL STORIES Over 140 audiences building half-hour shows in all categories. Revue Productions, Hollywood, Calif. distributed by MCA-TV LTD.

Distributors of America's finest TV shows 598 Madison Ave., New York City And offices in Beverly Hills, Chicago, Cleveland, Dallas, Boston, Detroit, Minneapolis, San Francisco.

OUR LIVING LANGUAGE

26 brand-new 15-minute shows—dramatizing the human-interest stories behind the odd colloquialisms of our living language. Initial response tremendous. Check now for choice availabilities.

THE MARCH OF TIME 369 Lexington Ave. New York 17, N. Y.

2 BIG NBC FILM SHOWS

"Dangerous Assignment," "Douglas Fairbanks Presents," "Hopalong Cassidy," "Daily News Report" and "News Review of the Week," will all be shown on KGO-TV, Lubbock, Texas, as soon as the new station is on the air. These are top-rated shows. Check us now for remaining availabilities on each.

NBC FILM PROGRAMS

30 Rockefeller Plaza New York 20, N. Y.

News

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

Services

BMI Television Sketch Book. Working scripts for song presentation available every month. Producers & Directors. Write BMI, 580 5th Ave., N. Y. C.

INS TV-WIRE

The first news wire tailored and processed specifically for TV... another unit of the Television-INS complete TV news package—the 21 TV news film service. Robert H. Reid, International News Service, 235 E. 45th St., N.Y.C. 17, MU 7-5800.

CLASSIFIED ADVERTISING

Sports

Sportsman's Club for Portland, Oregon! Exciting 52-week outdoor series based on UHF Station KPTV through Starke-Oavis Co. Choice availabilities still open. Syndicated Films, 1022 Forbes St., Pittsburgh, Pa.

Western

Half-hour and hour quality Westerns—Full length or half hour. Tom Tyler, Cabby Hayes, Jack Perring, Lang Chandler, Bob Custer, etc. Atlas, 15 West 44th St., N.Y.C. 36.

"Heroes of the Alamo"—An American classic that will live forever. Here is a Western adventure epic embodying all the skills that brought this saying "Remember the Alamo" to the lips of Americans for generations. Atlantic TV Corp., 130 W. 46, N.Y.C. 36.

America's greatest salesman with a sensational record sales.

"THE CISCO KID"

"O. Henry's Famous Robin Hood of the starring Duncan Renaldo as "Cisco" and Leo Carrillo as "Pancho," supported by a top-notch Hollywood cast. 3 full-length commercials on each half-hour weekly program.

ZIV TELEVISION PROGRAMS, INC. 1529 Madison Road Cincinnati 6, Ohio New York Hollywood

SELLING...

OR

BUYING...

Let a MARKET PLACE DISPLAY AD put your message across. For only a little more than regular paragraph style an attention-compelling DISPLAY AD such as this can be yours. See the order form below for complete details.

ALL ORDERS AND INQUIRIES TO TV-FILM MARKET PLACE, THE BILLBOARD, 1364 BROADWAY NEW YORK 36, N. Y.

REGULAR CLASSIFIED

Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.
Per word.....\$.30
3 or more CONSECUTIVE or 24 insertions, per word.....\$.18
52 CONSECUTIVE insertions, per word.....\$.16
Minimum \$5.

DISPLAY CLASSIFIED

Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.
Per estate line.....\$1.00
3 or more CONSECUTIVE or 24 insertions, per estate line.....\$.50
52 CONSECUTIVE insertions, per estate line.....\$.30
1 inch equals 14 estate lines.

Trouble in Tahiti

TELEVISION — Reviewed Sunday (16), 3:34-5 p.m., EST. Sustaining via National Broadcasting Company TV. Opera with score and libretto by Leonard Bernstein, conducted by Bernstein. Producer, Samuel Chotzinoff. Associate producer, Charles Polacheck. Television director, Kirk Browning. Settings, William Riva. Costumes, John Boxer. Audio director, George Voutsas. Technical director, Robert H. Cast. Beverly Wolf and David Atkinson. Trio: Constance Brigham, Robert Kole, William Harder.

There are, without doubt, a lot of people who didn't like Leonard Bernstein's "Trouble in Tahiti," either in its previous live performances or in the television version presented by NBC-TV this week. It is indeed a provocative and disturbing work, both musically and dramatically. There will be those who will say this is not real opera, and so forth.

But completely aside from its artistic values, its production on NBC-TV this Sunday was an event of enormous interest to people in the video business. For the show demonstrated a mode of dramatic presentation that is quite daring for television.

"Tahiti" is a satire on a segment of our population, the comfortable suburbanites. The score is direct and frank, indicating deep tensions without benefit of any sensational plot. It traces one day in the life of a married couple, touching on their morning argument, the husband's business conquests of the day, the wife's visit to her psychoanalyst, the husband's afternoon at the gym and their quiet evening at home together. These two characters comprise the entire cast of the drama, tho each scene is introduced by a pop-type vocal trio.

Thus with the utmost economy in plot and character, the work gave a trenchant and believable picture. The sets and art work were in keeping with this essential style. A street corner was indicated by a fire hydrant and lamp post only. When the husband combs his hair at the gym, the mirror is just a frame. The hat shop is suggested by a dressing table. The walls of the living room and office were just bare flats. The interiors always appeared narrow and cramped, in line with the opera theme.

The basic scene, of the pretty little white house in Suburbia, was set by a stylized drawing, over which the camera panned. What all this demonstrates is that very real video drama can be done with only the barest elements, if the styling is shrewd enough to bring out the important points. Of course, the use of only two characters is not as feasible in a straight play, since many of the scenes here were solos, and the music transmits a great share of the dramatic mood.

Bernstein's score satirizes the several popular musical styles to which the characters are exposed. A most amusing scene was the wife's description of the fictitious movie from which the opera gets its title. Beverly Wolf, as the wife, and David Atkinson, as the husband, were excellent, both vocally and dramatically.

Gene Plotnik.

8x10 GLOSSY PHOTOS AS LOW AS **2¢ EACH** IN QUANTITY

Save up to 50% ON FAN MAIL PHOTOS, POSTCARDS, COLORED POSTCARDS, ETC. FAN MAIL POSTCARDS AS LOW AS 47¢ 50¢ PER 1000. FAST SERVICE. SEND FOR SAMPLES AND NEW PRICE LIST TODAY.

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

CALLING ALL COMICS!
COMEDY CARAVAN by ROBERT OREN — 35 page printed book containing 1074 one-line gags routed into 45 sock bits! Only \$4 including a free catalog of gag books. Send to: LOUIS YANNEN 120 West 42nd Street, New York 36, N.Y.

MILT MERRILL, MUSICAL DIRECTOR
Now available (With Travel) for TV—RADIO—SHOWS
Formerly with "BURLESQUE," starring Burt Lane, Gene Kelly, WHITE CANDLES, SHOW BOAT, CIRCUS ON ICE, PENNA. (Striker) HOTEL, N.Y.C., for 3 years. Management: Joe B. Franklin, New York 36, N.Y.

The Gene Rayburn Show

RADIO — Reviewed Tuesday (18), 6:30-8 p.m., EST. Participation sponsorship, via WNBC. New York. Producer, Bob Smith. Emcee, Gene Rayburn.

The long-time partnership of Gene Rayburn and Dee Finch as WNEW's top-rated early morning deejay team came to an end last week when Rayburn moved over to do a solo on WNBC under the aegis of general manager Ted Cott, former program manager of WNEW. To complete the Old Home Week picture, Rayburn's new early morning show on WNBC is produced by another WNEW alumnus, Bob Smith, and the program manager of the radio outlet is ex-WNEW producer Steve White.

WNBC gave Rayburn a send-off worthy of a Jimmy Durante or Tallulah Bankhead, and it undoubtedly paid off on opening day, in the form of a ready-made audience. Now it's up to Rayburn to follow thru and live up to the build-up.

Judging by the show caught (18), Rayburn stands a good chance of making good as a single. He's a personable performer with plenty of zip, and he's wisely playing down the zanier aspects of his personality for the nonce. As a comedian, Rayburn has a tendency to be carried away by his own material, sometimes to the point of no return, audience-wise. Heretofore his ex-partner, Finch, was around to bring him back to earth, but in his present single state his landings might not be as happy. Therefore Rayburn's rather subdued (for him) approach to his new program is a smart move.

However, the personality-switch does subtract some from the merry madness he generated on WNEW, and it is to be hoped that WNBC will ultimately provide him with a suitable sounding partner, along the lines of his old teammate. His real mate, Polly Bradford (Mrs. Rayburn), is on hand to do that now, but her bird-watcher routine doesn't quite do the trick.

Rayburn is an exceptionally handsome man, and his good looks should stand him in good stead when WNBC follows thru on plans to build him as a TV performer.

June Bundy.

Amos 'n' Andy

RADIO — Reviewed Sunday (16), 7:30-8 p.m., EST. Sponsored by Rexall Drug Company, thru Batten, Barton, Durstine & Osborne, via Columbia Broadcasting System. Announcer, Bill Hay. Cast: Freeman Gosden, Charles Correll.

Program number 10,000 in the "Amos 'n' Andy" radio series was a half-hour of nostalgia. For in it Messrs. Gosden and Correll recreated famous moments in the show's past, starting with the arrival of the two characters in Harlem, up from the South; their first meeting with Kingfish; how each met his woman; Amos' frenzied courtship of Madame Queen, and finally the outlandish court action that resulted. The old lines and situations are remarkably durable, for they were still good for many yocks. Bill Hay, who for a long time was the announcer on the show, came back to do the narration for this anniversary special.

This event was something to make radiomen pause and ponder. The program's enduring record is the more amazing when one recalls how difficult it has been to put over dialect shows generally. But the few that have gained audience acceptance seem to have gotten them for keeps.

The characters of Amos and Andy are without doubt much loved by the show's audience. But the inescapable fact is that the program does present a burlesque of fictitious members of a minority group, and on this occasion one can't help but wonder again whether radio should ever have done such a thing in the first place. The sponsors of the series doubtless would vote a resounding yes! Gene Plotnik.

PHOTOS IN MILLIONS
1,000 POSTCARDS — \$10.00
100 \$1.10 — \$4.50
50 \$0.60 — \$2.00
Write for FREE sample & list 88
MOSS PHOTO, 141 350 W. 56, N.Y. 19

Legit Review

The National Theater Of Greece in Electra

(Opened Wednesday, November 19)

Mark Hellinger Theater

A tragedy by Sophocles, translated into modern Greek by J. Gryparis. Staged by Dimitri Rondiris. Setting by G. Clota. Music by Dimitri Mitropoulos. Costumes by Antonios Phocas. Choreography by Loukia Saliariou. Conductor, George Lykoudis. Stage manager, Haralampos Plakoudis. Company manager, Robert Schiller. Press representatives, Bob Jacobson, Lewis Harmon, David Powers. Presented by Guthrie McClintic in association with the American National Theater and Academy.

With the French currently having their innings at the Ziegfeld, the Greeks have temporarily taken over the Mark Hellinger drama-wise. Via the efforts of producer Guthrie McClintic, in association with the American National Theater and Academy, and the financial assistance of local Greek ship-owners, the company of the National Theater of Greece arrives for a two-week stand. Whether the venture will be a financial success, would seem to depend largely on the interest and enthusiasm of those that know the language. But it can be reported from an initial sampling that the troupe offers a brand of theater gauged to lovers of the drama in any idiom.

For its first stanza, the company is presenting Sophocles' "Electra," translated into modern Greek by one J. Gryparis. Oddly enough, the practically no word is understandable, the colloquial switcher loses nothing orally of the classic majesty of the original, and Dimitri Rondiris has staged it likewise in the classic form, with slight allowances for a more dramatic use of a female chorus and rugged background music to point up the dramatic impact of the tragedy. Also, the drama is played in its entirety without interruption which, while making for lengthy sitting, builds its fullest impact without interruption.

Katina Paxinou
This reporter has both moderately liked and disliked Katina Paxinou's work in English. However, in this title role and in her native tongue, he takes every thing back. As the self-tortured, vengeance-driven Electra, Madame Paxinou makes what must be an exhausting, elocutionary tour-de-force always vital and sometimes fairly stunning. No one needs to understand a word she is saying, voice inflection and a superb use of hands do the trick. It is a portrait that likely would have pleased old Sophocles himself.

The star gets excellent support from her fellows of the National Theater, some of whose first names are quaintly designated only by initials. Thus it can be reported that A. Raftopoulos makes an effective Clytemnestra. H. Zafirou is outstanding as the leader of an exceedingly well-drilled chorus, and J. Apostolides is sonorously fine as the tutor. Thanos Cotsopoulos is properly rugged, avenging Orestes, and Rita Myrat's soft-fibered sister provides a sharp foil for Electra's stark hatreds.

Production-wise, as to setting, lighting and costuming, these Greeks have a word for it—fine theater. A reporter has a word for them—they're heartily welcome here.

Bob Francis.

2 CLIENTS SEEK DAYTIME SHOWS

NEW YORK, Nov. 22. — The Colgate-Palmolive-Peet Company and American Home Products this week were looking for additional daytime programs. Both clients are already in TV and have scored with "The Big Payoff" and "Love of Life" respectively. They are interested in low budget properties. Geyer and Ganger is conducting the search for American Home Products.

TV FILM REVIEW

Oh, Baby!

TV FILM — Reviewed Friday (21), 7:30-7:35 p.m., EST. Sponsored by Mennen Baby Products, thru Grey Advertising Agency, via WABD. Produced by Barry and Enright Productions. Cast: Jack Barry and babies.

In this five-minute film, little toddlers are pictured in grown-up situations, and the dialog is dubbed in to synchronize approximately with their random lip movements. On the show caught, for instance, the tots were producing a movie directed by Cecil B. Basinet, and featuring little Dorothy Co-tour. The little cameraman was shown staggering around in a heap of unraveled film.

Of course, babies are the cutest people, and in this humorous type presentation it is well keyed for sponsorship by a baby product. Mennen has it here, and one of its commercials has the baby in a rose, in an ironically glamorous presentation. This plugged Mennen's Baby Magic, which was shown being delicately applied to a little fanny.

Jack Barry does the continuity in his usual jovial manner. The film caught seemed a bit too shadowy for a baby show.

Gene Plotnik.

STINK ENDS

Battle of Deodorants Is Settled

NEW YORK, Nov. 22. — The battle of the deodorants this week was resolved in favor of Jergens. This sponsor had complained about the slotting of Stopette's "What's My Line" before it in the Columbia Broadcasting System's Thursday night radio line-up. Stopette was to go 8:30-9. Jergens alternately sponsors "Hollywood Playhouse" 9-9:30 that evening.

Stopette now takes over on Wednesday night, 9:30-10, the old "What's My Line" time period. Both clients, of course, peddle the same kind of a product, which was the reason for the beef. All now smells sweet over at CBS.

CAPSULE COMMENT

Continued from page 14

Omnibus (TV), CBS, Sunday (16), 4:30-6 p.m., EST.
The contents of the second edition of this series were most disappointing. The Lincoln film displayed a morbid preoccupation with the details of birth and death, and contained little of historical interest or dramatic value. The dance film was a jumble. One bright spot was the segment of the Leonardo film. (See full review this issue.)

Theater Guild On The Air (Radio), NBC, Sunday (16), 8:30-9:30 p.m., EST.

Airing of Tallulah Bankhead in "All About Eve" added up to a smart move on the part of the Theater Guild. Star played herself with all stops open from going to go on for one of the best Sunday night hours the program has come up with in a long time. Script may have been "All About Eve," but more accurate title would have been "All About Tallulah." (See full review in this issue.)

Amos 'n' Andy (Radio), CBS, Sunday (16) 7:30-8 p.m., EST.
Program number 10,000 was a nostalgic recap of high points in the series over the past 25 years. The old lines and situations were still good for many a yock. Bill Hay was back to narrate this special. (See full review this issue.)

MIAMI OUT

NBC Chucks Plans to Use Resort Area

NEW YORK, Nov. 22.—A plan for the National Broadcasting Company to originate several of its "All Star Revues" and "Colgate Comedy Hours" from Miami was discarded this week. It had been thought that because some of the talent on these programs—notably Martha Raye, and perhaps Jimmy Durante—would be working in the resort city this winter, such an origination would have value. The micro-wave relay to Miami will be connected January 1.

After investigation, however, NBC-TV could not find acceptable studio space to stage the originations. Talent working there will make arrangements to fly to New York for their shows as they did last season. NBC-TV will, however, try to work out the plan for next season. The scheme would also be valuable for the Columbia Broadcasting System because Arthur Godfrey spends much of his winter resting in Miami.

CBS Peddling Special Radio Xmas Packages

NEW YORK, Nov. 22. — The Columbia Broadcasting System's radio programming brain trust this week placed on the market five Christmas shows, two of which are gross-priced at \$15,000 another two at \$7,000, and a third at \$14,000. Loretta Young and Greer Garson will star in half-hour versions of "The Littlest Angel" and "The Night Before Christmas" respectively, at the \$7,000 figure.

Bing Crosby and Barry Fitzgerald are ready to be teamed in an hour dramatic musical facsimile of their movie success, "The Belles of St. Mary." This program will cost \$15,000. The hour-long "Christmas Story" features Edmund Gwenn and offers famous short holiday dramas for \$14,000. It will use such supporting names as Cedric Hardwicke and Jean Hersholt, if available. The last package, "A G.I. Christmas," will switch to service installations all over the world and use name choral groups at \$15,000 for the hour.

WOR-TV Sells D'Arcy Time For Coca-Cola

NEW YORK, Nov. 22. — The Coca-Cola bottlers of New York this week thru the D'Arcy agency purchased three half-hours on WOR-TV, here. Coca-Cola will program a local talent quest connected with Metropolitan high schools, which will be emceed by Freddie Robbins, 7-7:30 p.m., Mondays, Wednesdays and Fridays.

The buy is also interesting because the William Esty agency presumably was representing Coca-Cola in the New York area. It points up the fight between the two advertising firms for the Coca-Cola business locally. D'Arcy represents Coca-Cola nationally and had the local account until Esty moved into the picture.

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Detroit Athletic Club, Detroit

(Tuesday, November 11)

Capacity, 275. Price policy, no cover or minimum. Shows at 9:30. Booker, Charles A. Hughes. Estimated talent budget \$2,400.

Shows, using top talent in a carefully balanced bill, are presented one week a month in the dining room of this exclusive club, the habitat of the city's motor moguls. The room is massive and conservative, with dark oak paneling. Proscenium orchestra stage in back of an elevated stage used for the show and for dancing, with tables well positioned for good visibility.

Nanci Crompton, petite dancer, opened in red ballet costume, working with celerity and vivacity, in some amazingly fast variations on pirouettes. Some of her best work is a carefully tailored modification of acro touches to classical ballet, emphasizing the latter thrust.

Nadia Witkowska, relatively new in the cafe field, makes an impressive entrance with a classical aria. Her program is well balanced to display an exceptional range of numbers—appealingly lyric in the unpretentious "They Can't Take That Away From Me," switching to the pyrotechnical coloratura requirements of a fast-paced Rossini number, the varied styles of "Getting to Know You" and other bits from "The King and I," to a lilting, happy mockery in "The Laughing Song" of "Die Fledermaus."

Gi Lamb, headliner, opens with a slow, unpretentious humor, and does a long turn with some novelty interludes held together by excellent patter. Musical effects, absurd dance steps, hard falls and slow-motion postures that are sure of big laughs are only part of his varied bag of tricks. The Gene Eyman orchestra (7) cuts the numerous cues and intricate requirements of the show effectively, with Eyman doubling as emcee.

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Paramount, New York (Wednesday, November 19)

Capacity, 3,654 seats. Price range, 80 cents-\$1.60. Four shows daily. Chain booker, Harry Levine. Show played by Art Mooney's band.

This big house celebrated its 26th anniversary with comparatively little fanfare. It had Virginia Mayo aboard opening day, but that was part of a promotion from the Coast to hypo box office on her current flick, "Iron Mistress," now playing the house.

The set show, however, packed a heavy entertainment wallop with Toni Arden, Jack E. Leonard, Condos and Brandon plus Art Mooney and his band and a pair of his vocalists. Incidentally, Mooney must have done some fast talking to get his singers aboard, what with every act on the bill doing some singing or all singing.

Toni Arden, who closed the show, seldom looked better or was in better voice. Working to an extremely friendly house, the tiny gal with the big pipes gave out with a series of items that sold poignancy, rhythm and just melody in equal doses. The crowd wouldn't let her go until she did "Sorrento" (which was probably rehearsed and included in the routine anyway). She finished, a genuine hit.

Jack E. Leonard

Jack E. Leonard, out ahead of Miss Arden, belted 'em right away with those typical Fat Jack lines that only he knows how to throw. His ad lib styling fractured the band and those hipsters out front that could dig his short-hand talk-style. In the more commercial groove, Leonard leaned heavily on eight bits and insult-type gags that bowled them over out front. He finally wound it up with his surprisingly—Fat Jack's voice is always a surprise—good singing to yocks and boffo mits.

Steve Condos and Jerry Brando again showed one of the best two-man song-dance-instrument acts in the business. The two lads opened fast with amazing hoofology, segueing into two-part singing, trumpet challenge bits, piano and back to the heel and toe pacing for a fast sock act.

Ork Limited

Art Mooney's ork was limited, as most orks are here, but shone briefly because of three things: Mooney's deft emceeing, the boy singer and the girl singer. The kick-off was the band's "Glow Worm," with Allan Foster up front for the vocals. The boy, a short, chunky lad, did a highly skilled job with a styling similar to Perry Como's. Cathy Ryan, a pretty blond canary, also part of the Mooney crew, gave out with "Up the Lazy River," and the house caught it with enthusiasm. The canary has a rich, warm voice with peculiar breaks reminiscent of Kay Starr's.

After the set-show, Virginia Mayo came out to wolf calls, bringing out her husband, Michael O'Shea, for a few minutes of chatter. The dialog was one of those turns—oh-how-I-love-Allan Ladd (the star of the flick) and I'm-not-really-so-mean.

Bill Smith.

The Biltmore Bowl, Los Angeles

(Wednesday, November 19)

Capacity, 850. Price policy, \$1-\$1.50 cover. Shows at 9 and 12. Booking policy, non-exclusive thru Joe Faber. Producer, Dorothy Dorben. Publicity, Maury Fodare. Estimated budget this show, \$4,000. Estimated budget last show, \$4,000.

The Modernaires, who'd probably be doing a lot more personals after January 16, when "Club 13," their long-standing radio tie-up goes off the air, are more than ready for such work. Always visually inclined, the group have refurbished all the old and added two solid bits. At one point, saucy Paula Kelly leaves the floor and the four males do a fine a capella barbershop version of "Lucky the Rest of the World Go By." The other newie is a cute song skit, built on a typical party that is thrown at a private home and turns into a brawl. Costuming on the latter adds much. Their stand-

Latin Quarter, New York

(Tuesday, November 18)

Capacity, 625. Price policy, \$4-\$5 minimum. Operator, Lou Walters. Booking, non-exclusive. Publicity, Bayne-Zusman. Estimated talent budget, \$9,000.

This Broadway club's first new show in months is another commercial melange that blends together very striking productions; gorgeous feds in varying costumes, many showing what l'il girls are made of; hoke comedy, and fast dancing, with the whole thing wrapped up in a package of sock production that Walters knows how to do well.

Costumes are said to have cost \$70,000, give or take a couple of hundred. In any event the productions are probably the flashiest the spot has had in a long time. It's a safe bet that the show will do business. It has the ingredients, the know-how and the basic essentials—girls and comedy.

Among the acts, the Carol Brothers and Paul White drew the biggest returns. The Carolis (one guy works in a clown outfit; the other in a tramp costume) do a musical-panto-talk routine that drew laughs for the pants. The act was well let off results. Paul White, the Ted Lewis grad, is too well known to need further description. His rubber lips, mobile pan and motions are made for comedy. White's satiric "Cry," a la Johnnie Ray, was a hysterically funny number.

The other acts did okay, too. Marcel Le Bon, a handsome, tall lad with a Parisian rep in pictures and musical comedy, sings pleasantly. But he'd look a lot better in an intimate room. Pat Rhodes, a chunky, pretty gal, did a good singing job on "My Man." The Four Fleetwoods did a solid tapping job both in the group and solo spots.

European Import

Warren Latonia and Sparks, a European import, did a fast acrobatic act using breakaway pants and some funny pieces of business. A shirt-tail gimmick was the upper that got them off ahead.

The Dagenham Girl Pipers, bagpipes, drums, sword dancers, etc., made an impressive picture in the finale. Walters had added to the impact by using his line and showgirls to back up the Pipers. So everybody was out in a beating drums for an exciting finish as the club has had in a long time.

Pat Adair, a perf, ballerina, worked well with the amazing Piroks, the lad with those amazing leaps. The Three Murphy Sisters, the current beef trust; Audrey Spelling; Bill Broder, and 17 girls all helped make this one of Walters' better efforts.

Direction and staging by Netaile Kamenova were magnificent. The Elizabeth Adlon costumes were breathtakingly beautiful and provocative. Special songs and lyrics by Walters, Sammy Gallop and Art Waner were tuneful and literate. Art Waner's show backing was never better. He was right on the button with some tough cues. Buddy Hartow's group relished.

Incidentally, the LQ has undergone a face-lifting. It has new drapes, the side boxes have been re-covered in some fresh material and the ceiling has been re-done. The room is now prettier than ever.

Bill Smith.

and "Juke Box Saturday Night" has a complete set of new and authentic impresoes, including the Four Lads, Don Cornell, Les Paul and Mary Ford and the best aping done yet by Johnnie Ray, by youngster Alan Copeland. They are getting their best blend in years. They got consistently big hands.

The Glenns have added a new top mar to their act. He is fluent in their hand-balancing, and, as usual, a fem as the middle man, brings top attention. Frakon did his standard card manipulation, at which he is a master; a new bird cage trick and his usual coin closer to good mitting.

The Dorben dancers contributed several good routines, including a number 4 Brazilian bit. Jack Tygett's new dance partner, Barri Chase, is too big a gal for him and his handling looks awkward. Johnny Sippel

Reviews

Chicago, Chicago

(Friday, November 21)

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

On a strong bill, Nat (King) Cole fills his nickname role and reigns with a rundown of tunes that seem to be made for him. Drawing liberally on his current collection of Capitol recordings, Cole opens with "I'm Never Satisfied" and this is true to form.

His "Because You're Mine" winds up okay, but the forepart of the arrangement takes Cole down to a sandy register that's not the best he could do.

"Walkin' My Baby Back Home" is right down his alley and he's at the peak with "Somewhere Along the Way." Two more are "That's My Girl" and "Fath Can Move Mountains." He stays close to his piano with "Route 66," to produce some jive that's right on the button. This line-up, including encores, draws plenty of applause.

Nancy Evans demonstrates versatility and first-class singing as her share of the show. The Victor artist, recently with Paul Whiteman, opens with "Judgment Day," in a spirited arrangement. A sharp change of pace takes her thru "You Belong to Me," and this is tops. Switching then to a soprano voice, she pleases with "Al Sweet Mystery of Life." Girl owns a winning stage presence.

Less successful are comics Tim Herbert and Don Saxon. Apart from their grotesque version of a symphony conductor, there's little to the act. While they talk rapidly, make lots of faces and hop around enough, they've got no lines to back them up. Allegedly uncontrollable laughter on the part of the singer during the maestro bit is unconvincing and out of character.

The opening spot belongs to Teddy Hale, one of the best tappers to come across this stage in some weeks. He's got a good spinning bit and manages to get in about twice as many taps as there seems to be room for.

Pie, "The Prisoner of Zenda."

Tom Parkinson.

Roxy, New York

(Thursday, November 20)

Capacity, 5,886. Price range, 80 cents-\$2. Four shows daily. Bookers and managing director, David Kail. Producer, Arthur Knorr. Show played by house band.

For the last vaude show before it goes into all ice, the theater put together an entertaining package, even though it lacks heavy box-office names. The headline spot went to Jimmy Nelson and his ventriloquist act. Since the lad hit New York, he's climbed steadily. Besides his regular spot on the Berle Texaco TV show, he's made it in cafes and p.a. His work is always a source of amazement and amusement. His handling of the dummies is masterful, but what is more important is his solid material.

Rosetta Shaw did what was perhaps one of the best singing jobs of her career. Working against magnificent lighting, the girl showed poise, ease and good delivery as she went thru a series of excellently arranged items like, "You Belong to Me," "You're the Tops" and a heavy production tune, "Skyscraper Blues." Considering the sparse house, the girl got a fine reception.

Conrad Group

Instead of the house line, the theater has a couple of groups to fill up the stage. Johnny Conrad and his four girl dancers work in three spots, and the Mello-Larks work in another. Conrad's ballet-tap-story dances were well staged and equally well performed. The Conrad group is rapidly becoming one of the best interpretive groups of its kind around.

The Mello-Larks, three boys and a girl, all who formerly backed Mel Torme, did a great job in their spot. Their singing is melodic, their choreography is simple and doesn't detract from their singing and, added to it all, their comedy sight bits are amusing and refreshing to see. Their set routine consisted of "Clap Your Hands," followed by "Don't Legal" and ending with "Yellow

Palace Theater, New York

(Friday, November 21)

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

The current bill is head and ears over last week's line-up, with no spot that is actually weak. Comedy gets the big nod in the proceedings with two real vet laugh-pullers on deck. Charles (Slim) Timblin is back with his standard black-face preacher routine, to sell belly laughs to a new generation as well as he ever did for an older one. Likewise, a welcome return is diminutive Chaz Chase whose eccentric stepping and ability to eat anything from matches to his own shirt front has been panicking the pewsters these many years. His burlesque strip tease is a dilly of a wind-up. Both vets are solid with Palace customers.

A good latter-half pace change is made by spotting singer June Astor in between the comics in seventh slot. The gal is a graduate of last year's "Bagels and Yox" revue, and definitely knows how to use her vocal cords. She can adapt herself to the styles of Merman, Garland, Tucker and the late Fanny Brice, as well as her own projection, which makes for a well-rounded act. Her "Some of These Days," a la Tucker, and Brice's old smash, "Mon Homme," draw her big hands. Also effective is her finish with a Yiddish-American folk song, called "Sabbath Candles."

Opener

Tapping of Bobby Day and Babs gets the bill off to good start. The pair registers satisfactorily with a gooey soft shoe routine and a fishy fishy rhumba. The Johnny Dee Trio (bass, accordion and guitar) follow with a good brand of vocalizing to their arrangements. However, material consisting of imitations of Johnnie Ray, the Mills Brothers, the Inkspots and the Four Aces, is obviously better gaited to a cocktail lounge or other intimate spot rather than a big theater.

Bob Gentry contributes an additional comedy seg for the show's third slot. Gentry has amusing material, and snares laughs with a lampoon of a typical radio "private eye" program. He should, however, dig up a sharper finish than the song routine he is using.

Top scorers, also, are the ballroom acrobatics of Alfred and Lenore. Actually, they are routine dancers, selling themselves acceptably. What puts them top-side, however, are their really terrific lifts and spins. This is one of very few ballroom acts which spark a spontaneous applause. Gautier's Tally-Ho, miniature dog and pony circus makes a satisfactory closer.

The pic is "Horizons West."

Bob Francis.

Carnival, Pittsburgh

(Friday, November 14)

Capacity, 200. No cover, no minimum. Shows at 10, 11:30 and 1:15. Operator, Eddie Abrams. Exclusive booking, Morry Fremont. Estimated budget: this show \$300.

T. C. Jones, fem impersonator, is the whole show here, and if anyone is to step into the high heels of Julian Eltinge it will be this fabulous young entertainer who has left the starring berth in the Jewel Box Revue to do a single Jones, a graduate of Carnegie Tech drama school, does everything well.

The room hushed as he opened with "Ten Cents a Dance," with a reading after the first chorus of carefully selected Dorothy Parker material. He followed quickly with faultless impressions of Hepburn, Hildgarde, Edith Piaf and Bette Davis. He settled down to serious material again by doing the telephone scene from "The Great Ziegfeld" and then tied the whole thing up with a rendition of "How Did He Look?" Then, with the room rocking, he begged off with special material to "Too Marvelous for Words." It was the fastest half hour the room has ever had. Luis Machin, who backed him in great fashion.

Len Litman

Ribbon." The kids made a great impact.

Pic, "Bloodhounds of Broadway." Bill Smith.

Martini Talks French Vaude For NY Strand

NEW YORK, Nov. 22. — The Warner Brothers' Strand may be taken over by N. Martini, operator of the French Casino, if the present talks jell.

Martini's first plan was to import a French musical; but now he plans to run the theater on a Radio City Music Hall policy plus top French movies. The first plan fell thru when Martini was informed about Equity requirements on bonds, etc.

Martini already has an exclusive on all pictures produced by what he termed as a top French studio which he will bring here. English titles will be dubbed in. The flesh pay of the bill will call for "French type" production, including a large house line, the basically it will be a Music Hall format.

Talks are now underway with the American Guild of Variety Artists on minimum basic terms. Martini has already agreed that the majority of his girls will be Americans, tho the stars will be French.

His deal with the Warners calls for a flat rental plus a percentage.

Martini's French Casino, meanwhile, has bought Frank Sinatra for \$10,000 and has lined up other names to follow. Martini said that he intends to make the club pay off and is ready to buy the biggest attractions for the room.

Middleweight champ Sugar Ray Robinson just wound up a two-weeker at the French Casino. He came in for \$10,000 the first week and \$7,500 the second week.

Parking Law Hits Theaters

DETROIT, Nov. 22.—A serious obstacle to the continued operation of all sorts of stage shows is seen in a zoning principle, involving parking space. Invoked by the suburban city of River Rouge against the Rouge Theater, local picture house which has been closed about three and a half months. The River Rouge council deadlocked on the issue, which the theater has twice taken to the Circuit Court in an effort to obtain a license. When the theater opened anyway, the management was charged with operating illegally because of failure to provide parking space at the ratio of one car for every four seats.

The parking rule, as part of the general zoning requirements, was re-coded last year, but provided, as do most local municipal ordinances of the kind, that established theaters would be exempt. It is now contended by River Rouge proponents of the action, that the three and a half month closing of the Rouge Theater made it no longer an "established" house, and that, in order to reopen it must comply with the requirements of the ordinance.

In Detroit, the parking requirement has effectively stopped construction of theaters for the past ten years with two exceptions.

Jimmy Fazio Sues B. Baer

MILWAUKEE, Nov. 22.—Jimmy Fazio, niter operator, has instructed his attorney, William H. Bowman, to file suit against Buddy Baer, his managers, Gabbe, Lutz & Heller, and the American Guild of Variety Artists for breach of contract.

Fazio claims Baer had been signed for a two-weeker and that at the last moment the Music Corporation of America demanded a higher figure than previously agreed upon.

A last-minute substitute booking for Jimmy Fazio's Supper Club was arranged by bringing in Buddy Moreno as Baer's replacement.

POLICE SAVE HOT PYTHON

PHILADELPHIA, Nov. 22.—It was too hot for the Fire Department to handle when snake-charmer Ellen Leigh and belly-dancer Lydia Hernandez started cutting up in their room in the Lincoln Hotel. Miss Leigh was practicing an addition to her snake dance act, while Miss Hernandez was sitting on the bed laughing because Miss Leigh was having quite a time getting her new partner—a 10-foot python—to cooperate. Finally around 2:30 a.m. the python slipped away and slithered under a radiator. The reptile started hissing up and began hissing louder than the radiator ever did. Scared of the hissing Miss Hernandez called police. They saved the day by taking the cover off the radiator. Miss Leigh then took over.

Loophole Stops Curfew Action

GLOUCESTER CITY, N. J., Nov. 22.—Despite a ban on Sunday liquor sales for Gloucester County in Southern New Jersey at a referendum in the November 4 election, local cafes were able to get an injunction from Superior Court Judge Vincent S. Haneman barring police and city officials temporarily from enforcing the new law. Legal relief was sought by the Gloucester City Licensed Beverage Association, comprising 35 taverns and four niteries owners.

The niteries involved include Andy's Log Cabin, Nickelson's Tavern, Lou Palma's Cafe and the Twin Bars, each offering full-week show stands. The association based its appeal on the fact that the referendum did not specify closing hours on Sunday. They argued they should be permitted to remain open until 2 a.m. and then reopen at 3 p.m. on Sunday afternoon, as they have legally done for the past 17 years.

Set Joey Lewis For Miami LQ

MIAMI, Nov. 22.—Joe E. Lewis will open at Lou Walters' Latin Quarter, Palm Island, early next February, in what is Walters' first attempt to bring names to his club.

Heretofore the LQ went in primarily for big productions with many girls, similar to Walters' policy in New York. Occasionally he used headliners to give the show added heft, but seldom has he used a name as strong as Lewis.

Ciro's will put in a package show tagged "Diamond Jim Brady" set to open January 28. Unit will have Buddy Lester. The Copa City plans to open with Jack Carter. Martin and Lewis, originally set for the preem, fell out because of picture commitments. It is expected, however, that they'll work the Copa either late in February or early in March.

There's a possibility that Phil Foster may go into the Vagabonds Club on a full season basis. So far the deal is in the dickering stage only, and nothing's been set.

New Ops for Conn. London Terrace

NEW LONDON, Conn., Nov. 22.—The London Terrace here, one of the city's largest niteries, was sold last week by Benjamin Walker and Melvin Holtz to Milton Schartz and Ralph Smith of Bridgeport, Conn.

The new partners, who run a public relations firm in Bridgeport, have been booking acts into Eva Hall, Groton, Conn. for the past several months. Starting Thanksgiving, the new ops have the following acts set ahead: Lanny Ross, Bill Lawrence, Bob Eberly and Bobby Brown.

AGVA WELFARE FUND STIRS BATTLE ROYAL

Ops, Agents, Hotels Resist Plan To Tack Bite on Insurance Policy

• Continued from page 1

per person per show. Each cafe will be required to pay AGVA \$2.50 a week per performer, and all outdoor talent buyers will be required to pay \$3.50 per week per performer. The order is to take effect at noon November 21.

While the idea of insurance has met with considerable approval so long as it was run well, the method of installing it and putting it into practice was bitterly fought by Jack Irving AGVA head; Henry Katz, lawyer, and Silverstone & Rosenthal, national counsel. The attorneys argued that tying a welfare contribution to the insurance plan violated certain contracts with agency organizations and minimum basic agreements with talent buyers.

The proponents for the plan were led by Dewey Barto who argued, "It's time we wore long pants" and Margie Coate, head of the Welfare Department who blandly assured AGVA's board, "They (the buyers) will pay it without a single objection. No one will object to paying. I've spoken to many of them, and they'll be glad to pay."

The "Lloyd's Plan" When the Lloyd's American Accident Insurance Company underwrote the policy, the same rates as shown above were in effect. When the company canceled its policy as of November 21, Lloyd's

of London became the underwriter. Under the new plan, club date insurance premiums are to be 40 cents and weekly insurance premiums \$2.40. But where all the premiums collected before were turned over to the company, under the Lloyd plan, AGVA insures its members, and is responsible for the premiums. The difference between what it collected from buyers and what it will pay Lloyd's is placed in the welfare fund.

The lawyers argued that under its contract with Artists Representatives Association and similar agents orgs, it was to charge

Gerson to Op Punch Bowl in Atl. City Hotel

ATLANTIC CITY, Nov. 22.—When settlement is made on the purchase of the beachfront Brighton Hotel with the forthcoming, the operation of the hotel's famous Punch Bowl will go to Dallas Gerson, co-owner of the Latin Casino in Philadelphia. Gerson heads a corporation with Robert Kramer, also of Philadelphia, and localite Esther Kaminsky, which has applied for transfer of liquor license.

The set-up provides for the Gerson-headed Punch Bowl Corporation to take over the entire hotel and lease all but the niterly to a combine headed by Morris and Sar ael Corson, who have been associated with the operation of other hotel interests. Gerson plans to set up a Latin Casino place in the present Punch Bowl. Gerson's Philadelphia spot always shutters for the summer.

The Brighton hotel is now in receivership. The State liquor board is said to be in favor of transferring the liquor license to the Gerson-headed corporation, as long as none of the profits from the sale of liquor go to the Corson Corporation, which will operate the hotel.

License Lost By Flame Bar

ST. PAUL, Nov. 22.—The City Council here Thursday (6) unanimously revoked the liquor and all supplementary licenses of the Flame Bar & Cafe in downtown St. Paul held by Henry Greene.

The action is a sequel to the publicized license matter going back to last winter when Greene and several other bar owners were charged with liquor law violations on the basis of reports given by members of a juvenile gang.

The others were found not guilty, but Greene was convicted on the charge of selling liquor to minors. He has appealed to the State Supreme Court.

The City Council at the time revoked Greene's licenses, but tacked on a proviso that revocation wait until after the State's highest tribunal decides on the appeal.

Shortly thereafter, St. Paul had a municipal election, and John Daubney, who was elected mayor, made quite an issue out of the action by the City Council. Daubney several times has sought to have the immediate revocation of Greene's license take effect, and Thursday's action climaxed that campaign.

Under St. Paul regulation, Greene may apply for new licenses on a pro-rata basis, after his permits are revoked for 90 days. Meanwhile he is waiting the outcome of his case before the Supreme Court.

members only for the actual insurance premiums. If a reduction was obtained, it had to be passed on.

It was on this point that the AGVA National Board ran roughshod over the objectors. Barto's chief cry was, "You just heard the lawyers; now listen to an actor." Miss Coate was equally certain that all that was needed was "a couple of girls and extra space." The lawyers' warnings that negotiations would have to be entered into were pointedly ignored.

Faced with an ultimatum by AGVA, ops in various centers have joined to fight. Erie County Cafe Owners Association, which covers Buffalo, has already retained lawyers to battle the union. One Buffalo op charged that the new plan will add more than \$5,000 a year to his operating costs.

Pittsburgh cafe ops have flatly told AGVA it would be economically impossible to "take on the welfare contribution expense..." They offered as a counter proposal an annual fee of \$90. One suggestion was made that one act on the bill should have the welfare contribution added to his salary. Since it would be made part of the contract, as in the musician's union, there would be no difficulty in collecting. Washington, Baltimore, Philadelphia. (Continued on page 31)

Miami Olympia To Get Vaude

MIAMI, Nov. 22.—Vaudeville returns to the Olympia Theater December 10 after a lapse of several months during which the house operated as a first-run pic spot.

Les Rohde's orchestra (11) will be back on the stage, with the live policy format basically the same as in former years. Harry Levine, of Paramount Enterprises, will continue as booker, with the local end handled by Al Weiss of Florida State Theaters. First-run pix will continue along with the flesh shows, a new policy, inasmuch as second-string films ordinarily backed up the stage acts.

Eat, Drink Spots' Inventories Rise

WASHINGTON, Nov. 22.—Inventories held by all eating and drinking places in the United States December 31, 1951, were estimated at \$492,732,000, the Bureau of Census reported this week. Eating and drinking spots run by organizations operating 11 or more stores (Group II stores) alone held inventories valued at \$14,572,000.

According to the annual Retail Inventory Report published by the bureau, the ratio of sales in all eating and drinking places for the full year 1951 to December 31 inventories was 24.3, and 42.3 in Group II stores. Year-end inventories were up 1.1 per cent over December 31, 1950, for all eating and drinking spots, but down 3 per cent in Group II stores.

RIPPER JACK BARES BACK

MIAMI, Nov. 22.—A local amusement columnist received two publicity releases from the same press agent within the space of four days: "High cost of imitating Johnnie Ray: Dream Bar's Jack Murphy has ripped 49 shirts in record—mimicking the sob-singer." "Jack Murphy has ripped 16 shirts off his back doing his Johnnie Ray routine at the Dream Bar." How many shirts?

MUSIC

Victor, Columbia Tell Distributors Platter Prices Will Not Drop

Capitol, Decca Take Similar Stand; Diskeries Cite Increased Costs

NEW YORK, Nov. 22.—RCA Victor and Columbia Records individually notified their distributors this week that they had no intention of reducing prices on their platters after the first of the year. The RCA Victor statement was issued by Frank Folsom, head of RCA, Tuesday (18), and the Columbia letter by James Conkling, diskery topper, Friday (21).

A Capitol spokesman, in line with the above, emphasized that the firm has no intention to reduce prices. Decca had issued a similar statement a few weeks ago via proxy Milton Rackmil (The Billboard, November 11). The "no price reduction" stand taken by the major firms scotched rumors that there would be a general price reduction on LP platters next January.

Anxiety Created

These rumors had created anxiety among a large number of dealers, who were concerned about the after-Christmas period. In addition, Columbia Records, in its statement to distributors, pointed out that the rising cost of production not only ruled out any possibility of a price reduction, but even created the possibility that a price rise might be necessary on many Columbia LPs, if government regulations permitted.

The RCA Victor release, which reached distributors by wire Wednesday (19), said: "We have no intention now of reducing prices at the end of the present price guarantee period. The record business from now on thru the first quarter of 1953 shows every indication of exceeding previous years." According to the diskery, distributors will relay this message to dealers next week.

Columbia's statement to its distributors was in the same vein, and read in part, "With our increased costs of doing business, of which you and your dealers are surely aware, we most certainly have given no thought to a general price reduction. On the contrary, we find ourselves in a position where an increase in price of many LP Columbia records may be necessary, government regulations permitting."

Increase Uncertain

In regard to the possibility of an increase in price by Columbia, a diskery spokesman said that no

decision has been made as to whether prices would be upped on any LP's at this time. However, the exec did point out that Columbia LP's are priced below those of other major labels. The exec also said that over the last 18 months or so, prices have been steadily creeping upwards for materials, labor and other supplies. Capitol Records noted that from a practical cost standpoint, the firm is close to the line right now.

Both RCA Victor and Columbia recently introduced low-priced LP lines on the market, the Bluebird and the Entree lines respectively. Decca Records too has brought out a less expensive LP disk, the "4,000 series." These lines are in a sense a balance for the majors, in that dealers have a low-priced disk to sell if they wish to exploit that market. The majors also believe that they are giving more value on their classical waxings these days anyway, with the EP 45 disks and the longer playing LP records.

Precedented Ruling By U.S. Court Protects Song Titles

NEW YORK, Nov. 22.—In what is considered a precedential case casting light on the protection of song titles, Shapiro-Bernstein recently was granted an injunction by Judge Ryan, of the United States District Court for the Southern District of New York, against Royal Plastics Corporation, King Records, Keys Music, Inc., and Lois Music Publishing Company. The case hinges around the song titles, "Rainbow at Midnight" and "Answer to Rainbow at Midnight."

In seeking the injunction Shapiro-Bernstein built its case upon two chief points: 1) that King's use of the title represented unfair competition, inasmuch as this title was a thing of value belong-

ing to the writer, Lost John Miller, and the publisher, Shapiro-Bernstein; 2) The similarity of the lyrics of the tune used by King, to two tunes written by Miller and published by Shapiro-Bernstein, represented an infringement of copyright. The injunction was granted November 16.

According to the evidence, "Rainbow at Midnight" and "Answer to Rainbow at Midnight" were written by Lost John Miller and published by Shapiro-Bernstein. The King version of "Answer to Rainbow at Midnight" was attributed to "Arthur Q. Smith."

Judge Ryan's injunction states in part: 1) It is ordered... that the defendants be perpetually enjoined during the remainder of the term of the copyright on the musical composition "Rainbow at Midnight" by Lost John Miller, which copyright began on January 28, 1946, and during the remainder of the term of copyright on the musical composition, "Answer to Rainbow at Midnight" by Lost John Miller, which copyright began on November 29, 1946, now vested in the plaintiff, Shapiro-Bernstein, from directly or indirectly publishing, printing, reprinting, copying or vending for sale the musical composition

YOUNG VENTURA MAKES LIKE POP

PHILADELPHIA, Nov. 22.—It'll be like father like son when the Charlie Ventura music-makers take off at the maestro's Open House roadhouse at nearby Lindenwald, N. J. Charlie Ventura Jr., the maestro's 16-year-old son, received his card this week in the local musicians' union, which will give him the right to sit in with the band for the jam sessions his pop stages. Lad plays the sax, too.

Pub Firm Will Scout Cleffers

NEW YORK, Nov. 22.—Shapiro-Bernstein shortly is expected to assign a man full-time to scout writer talent. Man assigned to the job will probably be selected from within the firm. Initial thinking is that the post will necessitate constant traveling all over the country. The job will call, in effect, for a survey of the clef situation throughout the country, rather than accenting only the New York, Hollywood and Nashville centers.

"Answer to Rainbow at Midnight," attributed to Arthur Q. Smith, and from directly or indirectly publishing, printing, reprinting, copying, vending, offering for sale or in any other manner, either directly or indirectly, using said musical compositions, "Rainbow at Midnight" and "Answer to Rainbow at Midnight" by Lost John Miller, or any part or parts thereof, in any form or manner, or any abridgment or setting of it in any system or notation or any form of record from which it may be read, reproduced, or performing or authorizing the reproduction, mechanically or otherwise, of said musical compositions or songs, or any part or parts thereof.

2) That the defendants, The Royal Plastics Corporation, King Records, Keys Music, Inc., and Lois Music Publishing Company, be and they severally and jointly hereby are directed and required to deliver up an oath, for destruction of the copies of the musical composition, "Answer to Rainbow at Midnight" by Lost John Miller, which copyright began on November 29, 1946, now vested in the plaintiff, Shapiro-Bernstein, from directly or indirectly publishing, printing, reprinting, copying or vending for sale the musical composition

MPPA May Ask BMI On Song Title Bureau

NEW YORK, Nov. 22.—Members of Music Publishers Protective Association, at a meeting Tuesday (18), considered the advisability of setting up a central registration bureau for the protection of song titles. Walter Douglas, MPPA chairman of the board, is expected to sound out execs of Broadcast Music, Inc., with a view toward ascertaining whether BMI publishers could be made a part of such a group.

The MPPA meeting, of course, reflects the anxiety of many publishers over the prevalent duplication of titles. The situation, fully reported in The Billboard, has drawn complaints from many publishers, as well as a formal squawk from Songwriters Protective Association.

The MPPA meeting skirted around the possibility of setting up a registration bureau similar to that of film industry. Some publishers believe, however, that whereas a central registration agency might be effective in the film industry, such an organization would not have the same force in the music business.

List Reasons

Reasons given are that in films, titles are fewer, and the investment in product is tremendous. The latter fact, alone, acts as a deterrent to title duplication. Film execs respect titles. But

Coral Preps New Drive in R&B Field

NEW YORK, Nov. 22.—Coral Records is about set to launch a new drive in the r.&b. field. The move, which calls for the creation of an r.&b. department by the diskery and the linking of established talent, comes at a time when Coral's parent company, Decca, has just given up its bid for a share of the market.

This difference of outlook between two affiliated firms, points up the industry pattern that has made it difficult, if not impossible, for major labels to exploit r.&b. wax fully.

The field is dominated by smaller diskeries, who, thru their independent distributors, can improvise promotional and sales techniques to meet the special demands of the market. A recent development along these lines saw Columbia Records offer its Okeh label r.&b. wax thru indie distributors rather than company branches in many areas.

Add McLaurin

In addition to Coral's r.&b. artist roster is Bette McLaurin, former Derby thrush, whose recent cutting of "My Heart Belongs to Only You," is moving into the higher sales brackets. Her first recording dates for Coral will be held later this month.

Coral is also taking on Derby's a.&r. staffer Phil Rose, who will head up the new Decca subsidiary's r.&b. seg under Coral's a.&r. chief Milt Gabler. He starts with Coral December 1.

Sign Morris as Laurel Agency

NEW YORK, Nov. 22.—Tommy Valando this week signed a three-year pact with Edwin H. Morris Company, Ltd., to serve as selling agent in Canada for Laurel Music tunes. Morris Music will handle all sheet music rights in Canada, including the importation of sheet music from the states as well as printing Laurel sheet music in the Dominion. In addition, the Canadian branch of Morris will handle mechanicals for Laurel tunes north of the border.

As part of the deal, Laurel Music acquired the exclusive renewal rights to "Deed I Do," which Morris Music previously had controlled.

Merc Expands Promosh Drive

CHICAGO, Nov. 22.—Promotion plan to stimulate sales of Mercury Records, inaugurated a month ago (The Billboard, October 18), has met with such success that the diskery is expanding it. Originally men were hired to work out of the Boston, Cleveland, Pittsburgh and Detroit distributor offices contacting disk jockeys and retail stores. Responsibility for their direction, how-

(Continued on page 24)

Hefty Grosses Spur One-Nighter Treks

Three Packages Do \$2 Mil in Fall Tours; Biggest Show 20% Over '51; Big Spring Seen

NEW YORK, Nov. 22.—Plans are now being set for new spring treks thru the lush one-nighter market, by a group of new packages and by promoters who have been spurred by grosses racked up this season. Estimated takes for the three packages winding up their fall tours this week—the Eckstine-Shearing-Basie, "Biggest Show of '52" and Norman Granz "Jazz at the Philharmonic" units—run close to \$2,000,000.

The spring edition of "The Biggest Show of '53," which will tour for five weeks starting mid-April, will feature Frankie Laine, Woody Herman's orchestra and a top singer. Billy Eckstine will also head out again about that time for the South, and a new jazz unit, as well as a possible Carlos Gastel-produced package, are also being planned.

The new jazz package is being prepped by Morris Levey, of Patricia Music, and is expected to feature the Duke Ellington orchestra and Billie Holiday. It will be called "Jazz at Birdland." The Carlos Gastel unit, which is now in the talking stage, may consist of Nat Cole and the Billy May orchestra, and one other act. If this unit comes thru, it will be booked by the Gale Agency, which also books the "Biggest Shows."

The "Biggest Show of '52," with Nat Cole, Sarah Vaughan and the Stan Kenton orchestra, passed the \$900,000 mark in its eight-week

tour, which wound up Sunday (18). This was the biggest total racked up by any "Big Show" so far, and possibly the highest total gross of any arena-auditorium package to date.

The "Biggest Show" will play an additional 10 engagements on the West Coast, February 2-9, with all the stars of the fall package except Sarah Vaughan, who will be in Europe at this time. The unit will hit major cities, including Los Angeles, San Francisco, Portland, Ore., Seattle, and Denver, Vancouver, B. C.

Both the Eckstine and the JATP packages wind up this week, the former tomorrow (23). The JATP unit closed Friday (21) in Honolulu. The Eckstine package is expected to hit total grosses of close to \$400,000.

1-Nighter Demand

A comparison of the receipts of "The Biggest Show of 1951," as against the recently concluded 1952 edition, shows the increasing market for the one-nighter entertainment. The '52 edition ran more than 20 per cent above the '51 show, and grossed more, even though the new show ran only eight weeks as against the last year's run of 10 weeks. Some of the increased grosses can be attributed to the double shows played in the large cities, but another reason is the growing public acceptance of the big-time one-nighter shows.

Melody Trails Sets 7 Ditties

NEW YORK, Nov. 22.—Melody Trails, a new Nashville publishing firm recently formed by Howie Richmond, has seven ditties coming up on wax within the next two weeks.

These include "Please Believe," George Morgan's Columbia disk, by Vic McAlpin and Jack Toombs; "A Thousand and One Nights," by Moon Mullican on King, and Jimmy Selph, who penned the tune, on Rosemary Records; Curtis Gordon's RCA Victor waxing of "You Ain't Seen Nothin' Yet," by Vic McAlpin and Jack Toombs; Jimmy Selph's "I Was Too Late," on Rosemary Records; and Johnny Horton's Mercury waxing of "This Must Be the First Time," by McAlpin and Toombs.

Melody Trails is going on an all-out push on these platters as soon as they hit the market. The general manager of the firm is Vic McAlpin, well-known country writer.

NEW LOW-PRICE POPS

Book Firm Tests 35c Bell Records

NEW YORK, Nov. 22.—Cloaked with a maximum of secrecy, a new line of pop records selling for 35 cents a disk is being quietly tested in a few stores in and around New York. This new label, called Bell Records, is owned by Pocket-Books, Inc., and is the book publisher's first venture as a record producer. The firm has, however, considerable experience in record distribution, serving as distributor for Golden Records, the kidsize line produced by Simon & Schuster.

The new Bell label is a seven-inch, semi-microgroove 78 r.p.m. disk that plays the same amount of music as the normal 10-inch record. The disks are produced by injection molding by Bestway Products in Rahway, N. J., a pioneer in the field of injection molding. Bestway also molds Golden Records for Simon & Schuster.

The release being tested consists of 10 different records, all current or recent pop hits, such as "Jambalaya," "Wish You Were Here," "I Went to Your Wedding," and "Walking My Baby Back Home." The masters for nine of the 10 records were leased from Prom Records, a local 10-inch, low-price pop line which sells for 49 cents. Future releases will be waxed by Pocket Books with the accent on pop hits and standards. Records will be cut with the Jimmy Carroll ork and will make heavy use of Anne Lloyd as the vocalist.

The existence of the new Bell Label was established by The Billboard after discovering the

new line the day after it went on sale in a Brooklyn McGarry variety store. Thus far this is the only store in New York City known to be selling the records. It was later established that the records have been on sale in a few stores outside of New York for the past few weeks. No promotion of any kind has been used by the stores.

Maybe 3 Speeds
In confirming the label, a spokesman for the label emphasized that at the present time it is still in the experimental stage. The tests will be continued, according to him, until about the end of this year. At that time it will be decided whether there is room for a 35-cent pop line. Should the decision be affirmative, Bell would be the lowest-priced pop label on the market. If it is decided to go into wholesale distribution, the line will probably be released on all three speeds (78, 45 and 33½ r.p.m.), each priced at 35 cents.

The results of the test are inconclusive to date, according to this exec, with sales ranging from fair to good. The best sales to date have resulted in the McGarry store previously mentioned. It is known that this store's initial stock of the 10 records amounted to 160 units. These were almost completely sold out during the first day. The store immediately placed a heavy order.

Speculation
The introduction of this new Bell label gives rise to certain speculation. The ability to produce and sell profitably a nationally-distributed line of pop disks to sell at the low 35-cent price will undoubtedly be carefully watched by all segments of the trade. The use of the seven-inch, semi-microgroove disk reactivates speculation in this area. Several months ago Modern and its subsidiary, RPM, began shipping deejay copies of this type disk, although the latter were not injection molded. At that time there were rumors running in the trade that others would follow suit. Philips, the Dutch combine which recently entered the international record business, is pushing this type of platter.

Another area of conjecture is that of injection molding. The major labels are known to have experimented in this field only Golden Records has used this production method to any degree.

Fast Start for 'This Is' Series

NEW YORK, Nov. 22.—Judging from the initial reaction to the new RCA Victor "This Is" series of pop collectors' items, there appears to be a revival of interest in collector sets through the record business. The firm, which is now completing the shipment of the 11 sets of waxings by hands of yesterday, has received initial 100,000 mark.

Included among the new sets which are available on Extended Play 45 and LP are collections of former hits by Glenn Miller, Artie Shaw, Benny Goodman, Tommy Dorsey, Oscar Peterson, Ray Noble, Hal Kemp and Duke Ellington. Topping the list sales-wise is the Glenn Miller Concert—Vol. 3. Close behind are albums by Shaw, the Goodman Quartet, a Dorsey set and a second Miller album. Interestingly enough, orders on EP 45 and LP are running neck-and-neck with the latter currently leading by less than a thousand units.

Dealer reaction to this new series, as reflected by the orders, has pleased the diskery, according to a Victor spokesman, especially since no promotion at all has yet been leveled on them. Key reasons for the fast start, he believes, are the growing collectors' markets, the fact that nearly all of these disks were previously unavailable as singles and never before packaged together, and because the "This Is" collectors' series was included in the label's fall "Best Buy" program.

Freeman Exits Capitol Ranks

HOLLYWOOD, Nov. 22.—Bud Freeman, director of publications and publicity for Capitol Records here for the past two years, departs this Wednesday around the end of the year to devote his time to creative writing in radio and TV.

While with Capitol Freeman edited Music News, directed the recent change of Capitol News to a Quick-sized general music mag, Record News, the diskery's consumer giveaway, and the recently dropped Pickups.

Stern to Distrib Titles Based on 'Best Buys'

NEW YORK, Nov. 22.—A new title strip service for juke box operators based on The Billboard's comprehensive trade survey, "This Week's Best Buys," will be made available to operators on a subscription basis beginning next week. The firm offering the low-cost program is the Yermie Stern Title Strip Company, here.

The program will be integrated with The Billboard's survey, which determines each week those records which are heading into the best-selling categories. All types of records are covered in the survey, and the "Best Buys" selections are made only after a careful analysis of data taken from all trade sources.

The Yermie Stern plan, with only slight modifications, will be paralleled by a program now being set by the Star Title Strip Company, of Pittsburgh, to break about the first of the year. It, too, will be pegged to The Billboard "Best Buys" survey.

"This Week's Best Buys" is a new and accurate buying service for juke box operators and record dealers begun by The Billboard two weeks ago. The purpose of "Best Buys" is to spotlight new tunes with strong potential in sufficient time to be of valuable service to the trade. "Best Buys" selections are based on a thorough analysis of nation-wide reports on the activity of the new records. The recently-released records, which have created activity in a few markets are listed each week

Dozen of Top 40 Tunes of '52 Are by Unknown Writers

Indie Diskeries, Keen Competish, Help Neophytes Break Into Charmed Circle

By BOB ROLOTTZ

NEW YORK, Nov. 22.—The strong chances for an unknown—or comparatively unknown—songwriter to break into the charmed circle with a hit tune is pointed up by a Billboard survey of the top tunes of the waning year. About a dozen of the approximately 40 smash hits of 1952 were penned by new or amateur clifflers, or by writers whose work up to now has been confined to specialized material. Some of the tunes hit the top slot on The Billboard "Honor Roll of Hits." And as an indication that the situation will be much the same in 1953, a number of the possible big ones now thrusting themselves upon the horizon were written by newcomers or non-professionals.

The dozen smash tunes by the newcomers includes "Why Don't You Believe Me?" "Trying," "I Went to Your Wedding," "Half

As Much," "Boch-A Me," "Blacksmith Blues," "Here In My Heart," "Please, Mr. Sun," "Little White Cloud That Cried," "Any Time," "Tell Me Why," "Cry," and "Bermuda." At the start of the year, the smash ditty, "Sin," was also up on the hit list, though the tune started late in 1951.

The most recent songs by neophyte writers to zoom into the hit class are "Why Don't You Believe Me?" by Lew Douglas, C. Laney and Roy Roddy, and "Trying" by Billy Vaughn. The writers of the first named effort are Chicago businessmen, and Roddy runs the Teletronics firm in Chicago. Vaughn, who wrote "Trying," is a member of the Hill-toppers, who waxed the song for Dot, and is also a college student.

The smash "I Went to Your Wedding," which has been one of Patti Page's strongest disks this year, was clefted by Jesse Mae

Robinson, who formerly specialized in r&b. material. Since "Wedding" she has written "Keep It a Secret," which has already taken off via the Jo Stafford Columbia disk, and "I'm Just a Poor Bachelor," just cut by Frankie Laine on Columbia.

It is worth noting that record artists penned and waxed four of the big ones this year. This includes Johnnie Ray's "Little White Cloud That Cried," Al Alberts and Marty Gold, of the Four Aces, on "Tell Me Why," Cynthia Strohner, of the Bell Sisters, on "Bermuda," and Vaughn's "Trying."

"Cry," one of the biggest hits in the last few years, was penned by Churchill Kohlman; "Any Time" by Herbert Happy Lawson, a city original; a country hit before a pop, "Please, Mr. Sun" by Ray Getzow and Sid Frank; "Here in My Heart" by Bill Borrelli, Pat Genaro and D. Levinson; "Half As Much" by Curley Williams, another tune that broke first in the e&w. field; and the Italian import "Boch-A Me," written by R. Morebelli and L. Astore, with English lyrics by Eddie Stanley.

It is a debatable point as to whether the writers who come out of the unknown class suddenly with a smash hit will be able to come thru with more big tunes, or will have the touch only for a once-in-a-lifetime click. However, there are several factors in the present music business that help the unknown cliffler break thru. One of the most important is the large number of small diskeries, which are able to start a tune in a certain territory. If and when the tune catches on regionally, a major publisher usually covers the item, thus bringing to the forefront another new writer. A "potential" example is Dan Howard's "Oh Happy Day," which started in Cleveland.

Another is the keen competition for tunes among the publishers, both large and small. As one active publisher put it, "We run thru every tune that comes in the mail, and we even see writers who are unknown. We have yet to find a hit that way, but we are still hopeful."

Decca Issues New Catalog

NEW YORK, Nov. 22.—Decca Records this week made available a new alphabetical catalog of its complete wax output, the first of its type put out by the firm in the past four years. Copies of the comprehensive 328-page volume will be sent to all active dealer accounts. The diskery will continue publication of its complete numerical catalog, introduced earlier this year.

The new catalog is broken down into the following categories: single records, albums, children's unbreakable records, Gold Label disks and a general artist list. The cross reference between the artist list and title categories is complete. There is also a separate Gold Label artist list.

Decca Renews 4 Aces Pact

NEW YORK, Nov. 22.—The Four Aces, the combo which catapulted into top-selling ranks in its first year, were re-signed this week to a new three-year contract by Decca.

The biggest record of the group on the label was "Tell Me Why," which to date has sold some 1,225,000 copies. Its coupling of "I Understand" and "I'm Yours" has turned over about 500,000. Other big Aces disks include "Perfidia," 450,000, and "Should I," 400,000. More recent releases by the combo, "Heart and Soul" and "La Rosita," taken from their hit album, are also moving up fast as singles.

Early Decision On 'Featherbed' Due

Justices Hear NLRB, Gamble, Inc., Pros and Cons on AFM Theater Taft-Hartley Case

Continued from page 1

was merely appearing as "idle stand-bys" or as orchestras performing a service. Dunau contended that services in the legal sense of the word were performed. Heath, however, described the device as a "make-work" tactic. He argued that Congress' intent in enacting the latest version of the Taft-Hartley law was to wipe out "the abuses and the economic absurdities of union make-work and featherbedding devices." He declared: "So flagrant has been the featherbedding tactic of the American Federation of Musicians and radio broadcasters that Congress had already passed in 1946 the Lea Act or anti-Petrillo Act, imposing criminal penalties on almost every variety of make-work activity in that field." Reviewing history of the NLRB versus Gamble Enterprises, Inc., case, Heath pointed out that the issue concerns the operation of Gamble's Palace Theater in Akron, which has "since the decline of vaudeville

followed a policy of showing motion pictures and an occasional presentation on its stage of "traveling name bands" of national reputation." He said: "For many years prior to 1947 whenever such a name band was hired to play an engagement at the Palace, its buyer was required to hire an additional orchestra of nine local musicians. This local orchestra held itself available to work. But it seldom reported, and except on rare occasions, it did not actually play. What is known as a 'stand-by orchestra' it stood by."

Heath pointed out that after the June, 1947, enactment of the Taft-Hartley amendment to the National Labor Relations Act which included an anti-featherbedding provision, the practice of paying stand-by musicians at the Palace stopped between the date this provision was enacted and the date it took effect." He said that subsequently for a four-month period in 1947 the Palace Theater played seven performances of traveling name bands on its stage without being required to pay local musicians to stand by, and until late October the union "made no objections and no demands for such stand-by employment." The AFM local in Akron demanded that Gamble employ an orchestra of nine local musicians whenever name bands performed. Because of the theater's refusal to comply, there was cancellation of such bands as Ray Eberle, Roy Acuff and his "Grand Old Opry," and others. Heath cited letters received from AFM President James C. Petrillo refusing permission for the name bands to appear.

(Continued on page 40)

London 9,000 Shipment to Get Underway

NEW YORK, Nov. 22.—Shipment of the new London 9,000 series of 10-inch LP's to dealers by the label's distributors starts this week. The first release of these new disks, which sell for \$2.95 (including tax), consists of 17 different items. These are being merchandised to dealers as introductory packages containing one each of the 17 items. With each of these packages, a dealer gets a wire counter rack for display purposes.

These new disks contain short classical works such as overtures, waltzes and arias. Each selection is complete on one side. The decision to introduce these disks is, according to Lee Haristone, the label's sales vicepres, an attempt to re-activate the market, which in the days of 78 r.p.m. purchased 12-inch classical disks heavily.

(Continued on page 14)

Pitt Festival Project Sparks ASCAP Serious Field Hypo

NEW YORK, Nov. 22. — As indicated in The Billboard November 15, the American Society of Composers, Authors and Publishers will step up its activity in the serious music field by co-operating with the A. W. Mellon Educational and Charitable Trust and the Pennsylvania College for Women, in recording the First Pittsburgh International Contemporary Musical Festival. The project, which is designed to furnish long-play disks for permanent study, was announced officially this week by Otto A. Harbach, ASCAP president, and Dr. Roy Harris, executive director of the festival.

John Tasker Howard had given the ASCAP membership meeting, several weeks ago, an outline of the project.

The Society will underwrite the cost of pressing 500 non-commercial record libraries of the Festival. These would be distributed to universities, music schools and via the State Department to musical institutions in foreign countries. Disks will be recorded and pressed by Capitol.

Non-Commercial
The 500 record libraries will consist of 18 long-playing records

containing approximately 900 minutes of playing time. The performances are scheduled for November 24-30 at Carnegie Institute, Pittsburgh. No albums will be available thru commercial channels.

The Festival is intended to provide programs adequately representing nations, trends and styles in 20th century music. An international jury of composers, critics, etc., submitted a list of composers "whose works have been publicly recognized as the most significant music from their respective countries during the second quarter of the 20th century." This jury submitted a list of 336 leading composers. From this list a smaller list of the first 50 composers was tabulated.

Of the 50, ten are from the United States. Countries represented by five composers each are Germany, France and Italy. England is represented with four composers; Russia and Switzerland, three each; Hungary and Argentina, two each, and Brazil, Czechoslovakia, Mexico, Spain, Holland, Finland and Poland, one each.

U. S. Composers

The 10 composers listed as American include Roy Harris, Aaron Copland, Walter Piston, William Schuman, Samuel Barber, Roger Sessions, Virgil Thompson, Howard Hanson, Gian-Carlo Menotti and Charles Ives. Of these 10, nine are ASCAP members. The non-ASCAP member is Charles Ives. One of the ASCAP members, William Schuman, is scheduled to join Broadcast Music, Inc., with the new year.

A number of outstanding foreign composers, such as Igor Stravinsky, Bela Bartok, Arnold Schoenberg and Ernest Bloch, are ASCAP members.

Just what constituted an American composer proved something of a problem. The deciding factor was adjudged this: Whether he became famous in the United States or in the country of his origin.

Allegro Sale Set Tuesday

NEW YORK, Nov. 22.—Considerable trade speculation has been aroused over who will wind up as top bidder for the properties of Allegro Records, bankrupt LP firm. Sale of the trustee's rights, title and interest in the properties consisting primarily of masters and recording equipment, will be held here Tuesday (23) at the United States Court House in Foley Square (The Billboard, November 22).

Altho one offer of \$4,500 has been received by the trustees, others undoubtedly will be made at the Tuesday proceedings. More than 25 inquiries concerning the property have been received by the office of the trustee, Alfred A. Rosenberg, according to his attorney, Irving Schneider.

Attorneys making the inquiries withheld the names of their principals. It is understood that the Allegro properties are subject to liens of varying amounts.

Dome Records Set As Corp.; Owners Get Process Label

CHICAGO, Nov. 22. — Dome Records, Inc., which has been part of Country Music Enterprises for the past five years, has been incorporated by Russ Hull, Association with him are Woody Woodell and Lorraine Yuhasz. Group has also taken over the Process label from Norman Kelly, of Franklin Pa.

Talent roster includes Eddy Wayne, Marty Roberts, Blaine Smith and acts from the Pine Hollow Jamboree show, including Walt Dayton, Johnny Bernat, Denver Bill Clarke and the Bailey Sisters.

Firm has lined up 10 distributors for the label to date. Hull is acting as a.k.a. in deal with Woodell serving as musical director and recording supervisor. Yuhasz is in charge of promotion and sales.

First release is "Elfie and the Elf" with Woodell and the Bailey Sisters. Hull's Country Music firm is the publisher.

LA PAGE GETS KEY FOR CAKE

MILWAUKEE, Nov. 22. — Patti Page collected the eighth key to the city given by this metropolis in its 106-year history. Mayor Frank P. Zeldner presented the gold miniature to Patti as she gave him a wedding cake to symbolize her thanks to Milwaukeeans for making her Mercury platter top the million mark. Event grabbed off plenty of space in the dailies.

802 Grants Live Scales On Tape Show

NEW YORK, Nov. 22. — Local 802, American Federation of Musicians, has worked out a special arrangement with Harry Salter and the National Broadcasting Company, covering pay for musicians on a proposed new radio show. The program, titled "Name-a-Tune," is a half-hour audience participation airer, scheduled for broadcast as a sustaining series by NBC, starting tonight at 9 p.m.

Salter, whose last show was "Stop the Music," proposes to have the new series taped. This would be advisable because proper production on the show necessitates editing, which, of course, could be done on tape. Local 802 was asked to permit payment of live scale, instead of transcription scale, on this series. Live scale for a 30-minute transcribed program is \$54 per man, whereas tape scale is only \$20.70 per man.

The local acquiesced to live scale—even the program will be taped—on condition that certain conditions be met. These conditions are (1) that NBC use outside men—not staff men—for the work; (2) in the event the station sells the time to a commercial sponsor and dismisses the men, the men must be paid the difference between the transcription scale and the live scale to apply retroactively; and (3) in the event the program becomes commercial, the transcription rate will obtain.

Local 802 is permitting this kind of arrangement in the interest of additional live employment. The philosophy is that both the musicians and the producers get a break, with the men getting higher scale should the show get a sponsor.

Miller Week High Success

NEW YORK, Nov. 22. — The Glenn Miller Week promotion, carried out this year by KWLL, Waterloo and Cedar Falls, Ia., may be greatly expanded in scope next year. Ray Siarn, station promoter manager, was recently in town talking with execs of RCA Victor, Universal-International Films and the Mutual Broadcasting System relative to a national promotion in 1953. U-I is soon to go into promotion on a film based on the life of Miller and titled "The Moonlight Serenade."

KWLL's Miller tribute program has been broadcast coast to coast in Canada and has also been sent to the Voice of America. Stations wishing to run the show can get it for postage fee only, by sending two 30-minute tapes to KWLL. The station will send a copy for use. The program is scheduled to be run in 18 States before the end of the year.

Coral Signs Gabby Hayes

NEW YORK, Nov. 22. — Coral Records has signed Gabby Hayes to a term pact to cut sides for exploitation in the kiddie market. His first records will be released early next year and will be offered at \$1 list.

Hayes is the first artist with a significant moppet following to be inked by the diskery. Initial disk efforts will be a "Tall Tale" series. The device has been popularized by Hayes in a children's book and in his television show.

Can. Tariffs To Stand Until Cases Heard

TORONTO, Nov. 22. — No changes in tariff have been made by organizations in Canada holding copyrights in schedules submitted to the Copyright Appeal Board of Canada.

Two tariffs are already in dispute, but the tariffs are expected to stand until test cases, now being or to be heard in the courts, are decided.

One case involves the fees of the Associated Broadcasting Company of Toronto, local franchiseholder for Muzak for the use of the music of Composers, Authors and Publishers Association of Canada.

The other case is a test case in which the Canadian Association of Broadcasters dispute the right of CAPAC to collect a percentage of their revenue.

The Muzak case is to be heard next year by the Privy Council, while the radio case is expected to be heard within the next month by the Exchequer Court of Canada, whence it is expected it will be appealed to the Supreme Court of Canada.

Club-Date Bookkeeping Plan By AFM

HOLLYWOOD, Nov. 22. — Maury Paul, recording secretary of Local 47, AFM segment here, this week worked out a plan to take over bookkeeping for club-date leaders that warrants duplication. About 10 years ago Local 47 started an advancement fund program at Paul's suggestion, whereby club-date sidemen who previously had to wait for their pay until the leader got paid by the agent involved or the buyer, could be paid immediately out of the union's \$15,000 advancement fund.

When the Bartels vs. Birmingham case resulted in a victory for the band buyers and made bookkeepers responsible for Social Security and withholding payments and accounting thereof, many small club-date leaders dropped out of the business because of the heavy bookkeeping involved. Under the new set-up Paul has received approval from the State Department of Employment, whereby the local will act as employer on all club dates. As a result, the entire bookkeeping will be handled by the local's staff. For the service, the union now keeps the surcharge, which ranged from \$1 to \$4 per date, which previously went into the leader's pocket. Paul estimates that the union paid out \$700,000 last year to sidemen thru the advancement fund.

SVENGALI

Capitol Hits Novel Way to Launch Disk

NEW YORK, Nov. 22.—Capitol Records has come up with the most intriguing way to launch a new disk since the record industry discovered the city of Philadelphia. The method is to have a male artist (John Arcesi) singing on a night club (The Thunderbird), an impressionable and beautiful girl hypnotized by his singing, and a record of the tune released while the looker is still in the hospital in a trance.

Carefully executed and planned, this happened in Las Vegas, Nev., last week when John Arcesi sang "Lost in Your Love," which will be released next week by Capitol Records. The hypnotized lass, since recovered, but the diskery does not intend to let the incident pass into limbo.

The waxings of the tune to be sent out to deejays will be in a sleeve with reprints of newspaper headlines about the "trance" girl, and a letter will warn the jocks that if he plays the Arcesi disk, he may hypnotize a few feminine listeners.

BUT DOES HE HAVE THE GAB!

WASHINGTON, Nov. 22.—Teen-agers across the nation appear to be going thru a rugged training for a relatively new profession—the disk jockey. Typical of the new crop is 16-year-old Bernie (The Disk) Sperling, of Calvin Coolidge High School here.

"I would like very much in the future to go into radio and become what is literally known as a 'demon of the turntables' or a disk jockey," he wrote to The Billboard this week. To prepare for this he writes a record column for the school paper; conducts his own morning deejay show over the school p.a. system; heads up the "largest and newest" club in school, the Record Club (membership 152), and promotes record dances and assemblies. He admits to a "mild collection of 504 records," and reads The Billboard.

He'll probably make the grade.

ABC Club Airs Juke Problem of 45's Shortage

CHICAGO, Nov. 22.—Twelve members of the ABC Club met here Tuesday (18) to mull over their problems of being unable to obtain sufficient 45 r.p.m. disks for their juke boxes.

Upshot of the meeting: The members authorized Treasurer Ray Cunliffe to address a letter to John Griffin, executive secretary of the Record Industry Association of America, Inc., outlining the 45 problem as it affects Chicago's largest music operation. The ABC Club has as its members operators who comprise the ABC Music Corporation, one of the "Midwest's top operations. The meeting was held in ABC's headquarters on West Grand.

"Draw Blanks"

Bob Gnarro summed up the situation this way: "I haven't gotten a complete order on 45's since they've been on the market. The record companies say they are pressing 40 to 45 per cent 45's. If so, how come week in (Continued on page 114)

Capitol Huddle On Intl. Trade

HOLLYWOOD, Nov. 22.—Alex Forges, director of the international division of Capitol Records, was huddling here with Glenn Wallichs, the diskery's head, this week-end regarding the firm's expansion world-wide.

Forges and Wallichs spent the past two months together in Europe. During the latter part of their junket they were joined by Bobby Weiss, who is now in charge of Capitol's new Paris office.

Lengsfelder Quits Comm.

NEW YORK, Nov. 22. — The dispute over the refinement of the American Society of Composers, Authors and Publishers' writer's plan (The Billboard, November 22), occasioned the resignation of Hans Lengsfelder only from the augmented writer's committee, not from the Gallatin and Louis Eaton, the voting against the further refinement, did not resign from the group.

Efforts to have Lengsfelder re-join the body, in order to restore a full measure of harmony to the group, "have been made."

Dessau Hall to Book Name Bands, Monthly

AUSTIN, Tex., Nov. 22.—D. R. Price, owner and operator of Dessau Hall, longtime Western music stronghold, has announced that he will institute a new policy. He plans to book a name band once each month, in addition to his Western music policy.

First band to appear here under the new policy will be Tex Beneke.

MUSIC TO CRIME

Legal-Eagles Have Ties With Trade

NEW YORK, Nov. 22.—Wonderment was expressed in many quarters when Thomas Luchese, alias Tommy (Three-Finger) Brown, refused to sing before public hearings of the New York State Crime Commission this week, and was then left off with a stipulation that he would not be called to testify at any future hearings. The notorious Luchese is now being sought by U.S. marshals to serve him with papers that may lead to his deportation.

A curious sidelight to the case is the music industry affiliations of the two attorneys who worked out the Luchese no-performance stipulation. One is Louis D. Frohlich, Luchese's attorney, who is also counsel of the American Society of Composers, Authors and Publishers. The other is the Crime Commission's attorney, Theodore Kiendl, who was retained by ASCAP earlier this year to replace the late Robert Patterson and represent the Society in high level negotiations.

Cap Quarter 5% Below 2d

NEW YORK, Nov. 22.—Capitol Records, Inc., for the third quarter of 1952, ending September 30, was 5 per cent below the preceding quarter in sales, according to royalty returns to publishers.

The Capitol quarter was 18 per cent below the third quarter of 1951, according to royalty returns.

Tops Enters Kidisk Trade

HOLLYWOOD, Nov. 22.—Tops Music Enterprises, who up to now have concentrated on releases in the pop and country field at 49 cents each by selling direct to major retail accounts, is starting in the kiddie line. Carl Doshay, sales manager of Tops' Western division, said that Si Leslie, presy of Voco disks, had turned over national distribution of the Voco kiddie line to Tops. Leslie will continue to press the line.

The catalog includes 40 seven-inch 78 r.p.m. pure vinyl singles in illustrated sleeves, which will retail for 25 cents, and 10 10-inch superflex 78 r.p.m. singles in illustrated sleeves at 40 cents each.

There are four albums of four seven-inch pure vinyl disks, which will retail for \$1.25. Doshay says that Tops intends to expand the kiddie line by conducting sessions here and in New York regularly.

Tops Music has also opened a warehouse in Chicago, thus giving the firm representation in New York, Chicago and Los Angeles.



2 great Individual Artists
Together for the FIRST Time

DORIS DAY *and* JOHNNIE RAY

with a RED HOT RECORD!

'A FULL TIME JOB'

Columbia
39898

"TOPS" Acclaimed by the Trade Papers

New Records to Watch

DORIS DAY-JOHNIE RAY
A Full Time Job
Ma Says, Pa Says—Columbia 39898

The Week's Best Buy

A FULLTIME JOB
MA SAYS, PA SAYS—Doris Day, Johnnie Ray—Columbia 39898
Newly released operator reunion in quarters that have on
current Arnold instantly hit "Ma Says" "Full-Time Job" in the
initial interest on East Coast is on the Max Baer tune while Los
Angeles is enjoying "Full-Time Job."



Trade Mark, "Columbia," "Masterpiece," "Columbia" and "Columbia" are registered trademarks of Columbia Records Co., Inc.

Here Are **6 Wintertime Winners**
For A Prosperous
Season For Everybody

by
Spike Jones



the
Season's Songs...

- **WINTER**
- **I SAW MOMMY KISSING SANTA CLAUS**
Vocal by George Rock
- **BARNYARD CHRISTMAS**
Vocals by The Bell Sisters
- **SOCKO, THE SMALLEST SNOWBALL**
Vocals by The Bell Sisters

And These Christmas Evergreens...

- **ALL I WANT FOR CHRISTMAS IS MY TWO FRONT TEETH**
Vocal by George Rock
- **RUDOLPH, THE RED NOSED REINDEER**
Over 2,000,000 Records Sold To Date

RCA Victor Records

SPIKE HAS THE HIT!

'I SAW MOMMY KISSING SANTA CLAUS'

SPIKE JONES and THE CITY SLICKERS RCA VICTOR 20-47-5067

THIS WEEK'S NEW RELEASES

Release #52-48

Ships Coast to Coast November 29

POPULAR

SPIKE JONES

I Saw Mommy Kissing Santa Claus
Winter

20-5067 (47-5067)*

ALBUMS

- THE DESERT SONG (EPB-3105)* (LPM-3105)**
- NEW DIRECTIONS IN MUSIC (EPB-3115)* (LPM-3115)**
- DON CORNELL SINGS (EPB-3116)* (LPM-3115)**
- FREDDY MARTIN PIANO ECHOES (EPB-3046)* (LPM-3046)**
- HANK SNOW SINGS (P-3070) (EPB-3070)* (LPM-3070)**
- PEE WEE KING'S WESTERN HITS (P-3071) (EPB-3071)* (LPM-3071)**
- HONKY TONK—Vol. II (P-3080) (EPB-3080)* (LPM-3080)**
- AROUND THE WORLD IN MUSIC Latin American—Vol. I (EPB-3093)* (LPM-3093)**
- AROUND THE WORLD IN MUSIC Latin American—Vol. II (EPB-3010)* (LPT-3010)**
- AROUND THE WORLD IN MUSIC (EPB-3011)* (LPT-3011)**

*45 rpm cat. nos.

**33 1/3 rpm cat. nos.

TIPS
BLUE VIOLINS
FANDANGO

Hugo Winterhalter
and His Orchestra

20-4997 (47-4997)*

GOING STRONG



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

- ⑤ I Saw Mommy Kissing Santa Claus/Winter Spike Jones 20-5067—(47-5067)*
- ⑤ Christmas Day/That's What Christmas Means to Me Eddie Fisher 20-5038—(47-5038)*
- ⑤ Don't Let the Stars Get in Your Eyes/Lies Perry Como 20-5064—(47-5064)*
- ⑤ Lady of Spain/Outside of Heaven Eddie Fisher with Hugo Winterhalter Orch. 20-4953—(47-4953)*
- ⑤ The Gal Who Invented Kissin'/A Fool Such As I Hank Snow 20-5034—(47-5034)*
- ⑤ Blues in Advance/Bella Musica Dinah Shore 20-4926—(47-4926)*
- ⑤ Because You're Mine/The Song the Angels Sing Mario Lanza 10-3914—(49-3914)*
- ⑤ I Want to Thank You, Lord/My Desire Eddy Arnold 20-5020—(47-5020)*
- ⑤ Everything I Have Is Yours/Hold Me Eddie Fisher 20-4841—(47-4841)*
- ⑤ Tennessee Tango/The Crazy Waltz Pee Wee King 20-5009—(47-5009)*
- ⑤ Wish You Were Here/The Hand of Fate Eddie Fisher with Hugo Winterhalter Orch. 20-4830—(47-4830)*
- ⑤ Keep It a Secret/Hi Lilli, Hi Lo Dinah Shore 20-4992—(47-4992)*
- ⑤ Nina Never Knew/Love Is a Simple Thing Sauter-Finegan Orchestra 20-5065—(47-5065)*
- ⑤ Jam-Bowl-Liar/You Belong to Me No. 2 Homer and Jethro 20-5043—(47-5043)*
- ⑤ Ave Maria/The Lord's Prayer Perry Como 28-0436—(52-0071)*

COMING UP



... indicates records, which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling hit category. The trade is advised to watch these records carefully in order to maintain stock consistent with demand.



GREYHOUND

Buddy Morrow and His Orchestra 20-5041—(47-5041)*
Disk Jockeys Pick, Billboard, Nov. 22nd issue.



HEAVENLY, HEAVENLY

Art and Dots Todd 20-5028—(47-5028)*
Disk Jockeys Pick, Billboard, Nov. 22nd issue.



I SHOULD CARE

Ralph Flanagan 20-4845—(47-4845)*
Most Played by Jockeys, Billboard, Nov. 22nd issue.

SPIKE'S SANTA SMOOCH A SENSATION!

Each year, as Santa Claus is dusting off his whiskers and getting the reindeer in condition for the big night, one Christmas record seems to break away from the pack and become the Christmas disc of the year. This year we are betting all our mistletoe on the Spike Jones recording of I SAW MOMMY KISSING SANTA CLAUS. The vocal on this tune is by Georgie Rock, who made a national sensation out of ALL I WANT FOR CHRISTMAS IS MY TWO FRONT TEETH.

When we at RCA Victor heard the Spike Jones dishing of I SAW MOMMY KISSING SANTA CLAUS, we knew that Santa was going to be good to us this year. When volume re-orders came a-slinging in from all over the country, we knew we were home. I SAW MOMMY KISSING SANTA CLAUS has already shown the sales pattern of a million seller or better. We're sure that before the reindeer are reined in on Christmas Day, Spike Jones will have won himself a gold record.

There have been years when we just didn't believe in Santa Claus. There have been years when we saw him on every street corner and suspected he was just a lot of guys named Sam, Joe, and Mike, who were working an eight hour day and didn't like snow because it got their feet wet. But this year, whether we see Santa Claus in Times Square or the Hollywood Bowl, in Houston, Texas, or Bangor, Maine, we will know he is the genuine article. If we may revive an old, old line—Yes, there is a Santa Claus. Who else could have given us

I SAW MOMMY KISSING SANTA CLAUS

by

Spike Jones and His City Slickers
Vocal by Georgie Rock
20-5067—(47-5067)

POP DRIVE!

**HOME STRETCH—
KEEP RIDING THE WINNERS!**



RCA VICTOR RECORDS



"His Master's Voice"

Materiale protetta da copyright

On The Way!

**THIRTY-TWO FEET
and
EIGHT LITTLE TAILS**

MILNER MUSIC CORPORATION

Two Great Sides by
MINDY CARSON

**"Barrels 'N Barrels
Of Roses"**

and

**"All the Time
And Ev'rywhere"**

Columbia 39989

MINDY GUY
CARSON-MITCHELL

A Great Duo!

**'Cause I Love Ya
That's A-Why**

SANTLY-JOY, INC.
1619 Broadway New York 19, N. Y.

**"FROSTY
THE SNOWMAN"**

and

**"SUZY
SNOWFLAKE"**

HAVE ARRIVED!

**HILL and RANGE
SONGS, INC.**

Beverly Hills, Calif.

Another BMI Pin-Up Hit!

A FULL TIME JOB

Published by Acuff-Rose
Recorded by
Doris Day-Johnnie Ray (Columbia)
Eddie Hill (Mercury)
Eddy Arnold (Vocal)
Exclusively licensed by
BROADCAST MUSIC, INC.

"SINNIN' AGAIN"

DOROTHY LOUDON
VICTOR

"COOL WATER"

BING CROSBY-ANDREWS SISTERS
OCCA

AMERICAN MUSIC, INC.

1526 Broadway N. Y. • 9189 Sunset Blvd. Hollywood
CO 5-7811 CA 1-3351

5 GREAT SONGS!

- TAKE A CHANCE
- YOU'LL NEVER GET AWAY
- YOU DARLIN'
- ROSANNE
- THE AGNES WALTZ

AAC MUSIC CORP.
BOURNE, INC.

799 9th Ave. N. Y. 19, N. Y.

PROMOTERS

Get on our Mailing List
Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditions and arena. You can refer to our list from your directory or you can write to the nearest office of our company. Please state the date and type of event at least one week in advance. We will be glad to assist you in securing the most desirable and profitable possible underwriting. Write Arena-Auditorium Department, The Billboard, 1281 W. Randolph St., Chicago 19, Ill.

ROCKET TRIP

Jan Garber Offers Up Moon Music

SHREVEPORT, La., Nov. 22.—Jan Garber, well-known band leader now living here, has offered his orchestra and entertainers for the proposed rocket trip to the moon planned by Dr. Robert S. Coles, chairman of the Hayden Planetarium of New York City.

Garber wrote Dr. Coles offering its services and noted that the usual contract procedures could be dispensed with, since such a trip would be out of the jurisdiction of the General Artists Corporation and the American Federation of Musicians.

Dr. Coles thanked Garber for his offer to entertain the "passengers and crew with melody on their first rocket trip to the moon," but pointed out many "major difficulties."

Among them were space—25,000 people want to go. Oxygen would be at a premium; no strings or percussion type instruments would have to be used. Since there's no atmosphere on the moon, no sound could be transmitted. In fact, a one-man orchestra (the limit because of space) would have to double as "cook or flying-saucer observer."

Xmas Parties Aid Palladium

HOLLYWOOD, Nov. 22.—What is normally considered one of the worst lull periods in the ballroom biz has been converted into a lush two weeks by Sterling Way, manager of the Palladium here. In 1951 Way, then a novice manager, started working on a series of pre-Christmas club dates for the Sunset Boulevard danceery, winding up with a number of private parties for the period. In the past six months, Way has worked out such a consistent string of private parties that the Palladium shutters its doors to the general public from December 10 to December 24. During that period the ballroom, which normally operates six nights per week, will be open nightly for private parties, with one major firm taking the danceery over each night. A major manufacturer who had one night of pre-Christmas partying last year, has extended to two evenings. Every one of the 1951 parties was booked for this year. The largest tentative attendance of any of the 14 nights is 8,000 persons, with two nights anticipating 5,000. Freddy Martin's band will play for the dancing periods at the private parties.

Thesaurus Stations Get Army Band Tunes

NEW YORK, Nov. 22.—RCA's Thesaurus is releasing to subscriber stations a new series of military and patriotic music recorded by the United States Army Band. The series will be programmed as a quarter hour of military band music, to be used in conjunction with special U. S. Army recruiting announcements by Pfc. Eddie Fisher and other artists.

Keys to Be Sales Rep of Empire Music in U. S.

NEW YORK, Nov. 22.—Canadian publisher Empire Music has set a deal with Keys Music here to represent the firm as sole selling agent in the United States. The first active tune released under the deal is "I Don't Care If You Go a Little Further," waxed by Ken Marvin for RCA Victor. Empire is located in New Westminster, B. C.

'BOSTON PIVOT' NEW TERP STEP

NEW YORK, Nov. 22.—George Wiener, of Wenmar Music, has bought the ditty, "Boston Pivot" from writers Ralph Care and Sol Marcus and is prepping a new-dance promotion which he hopes will catch on in the New England area. Gimmick was used successfully by the firm with "Castle Rock" last fall, promoted jointly with dance maestro Arthur Murray.

ST. LOUIS LADY ISN'T BELIEVED

NEW YORK, Nov. 22.—The following letter, written by a St. Louis nation, was received this week by MGM Records whose "Why Don't You Believe Me" disk by Joni James has reached smash hit status: "I know that this is unusual, but all my friends keep calling me, and they want to know if I am 'Joni James.' Everyone thinks that I made the record of 'Why Don't You Believe Me.' I keep telling them I didn't, but they don't believe me, so could you possibly send me a statement saying that I didn't make that sound just like her, but I've never made any recordings."

Capitol Inks Dick Stabile To Disk Pact

HOLLYWOOD, Nov. 22.—Capitol Records completed its string of Dean Martin-Jerry Lewis troupe inkings this week when they picked up Dick Stabile, the comedy team's musical director, who will get a build-up via his own diskings. Stabile, long considered dean of the high-register alto saxmen, will cut his solos against a backing of six saxes and rhythm sections. Disks will also feature some vocalist sides.

Stabile previously has backed the Dean Martin vocals on Capitol and will continue to baton the Martin sessions. Lewis is now doing kidkiss for Capitol and has also done comedy novelties for the firm.

Philippine Trek Mulled by Cugat

HOLLYWOOD, Nov. 22.—Xavier Cugat, currently at the Statler here, may wind up with his longest and most lush booking yet, if current negotiations between MCA and the Philippine government works out. The island's brass has sought Cugat's touring band and show for a two-month tour of the republic, starting February 8. If Cugat makes the jump, he'll also play dates in Hawaii. Cugat goes into the St. Francis, San Francisco, November 25, followed by a month at the Last Frontier, Las Vegas, December 26.

Cugat has given a franchise to Ben Zweiger, who currently is licensing 150 local dancing schools as "Cugat dancing schools." Cugat has made special records, explaining the dances, backed by his Columbia and Mercury records. In addition, Cugat and his frau-vocist, Abbe Lane, have made 12 films, films demonstrating the various steps.

Pubs Offered Innovation

NEW YORK, Nov. 22.—A new idea for stock orchestras, arranged to produce the flavor and atmosphere of the hit disk of a song, is currently being offered to music publishers. This innovation with is daily billed as "The 3-in-1 Stock Orchestration" and "An Artistic Vocal Arrangement," was developed by arrangers Paul Weirick and Fred Barovick.

The Jack Gold Music Company, affiliate of the American Society of Composers, Authors and Publishers, was the first to go for this idea, and the first of these new orchestras is available on bands on "My Favorite Song." Included are three different arrangements. One is a regular dance arrangement. The other two are billed as "Artistic Vocal Arrangements," one designed to produce a flavor similar to the Ames Brothers' waxing of "My Favorite Song." The other is styled to the Georgia Gibbs disk version of the tune.

The orchestras are so arranged according to Weirick and Barovick, to be effective whether used by a small combo or a full orchestra. Negotiations are now underway to arrange a similar type orchestration for "Nina Never Knew."

Music Publishers' Record Scoreboard

Sides in Current Release

... for Week Ending November 22

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

PUBLISHERS	TUNE	ARTIST & LABEL
Acuff-Rose	Mallman	Leon Payne, Cap (p)
Acuff-Rose	Sicamous Stomp	Bob Willis, MGM (p)
Ark-La-Tex	I Ain't Sartin' Where I Was	Tommy Hill, Dec (p)
Ben Shuman	Waiting for a Letter	Goldie Hill, Dec (p)
Brereton-Vacoco Group	Santa Claus Is Lately	Billie Barron, MGM (p)
Came	You'll Never Know	R. Clooney-H. James, Col (p)
—Triangle	How Long	Don Cherry, Dec (p)
Broadway	I Wish I Knew	Bill Farrell, MGM (p)
Callahan	In My Baby's Eyes Tonight	Frank Petty Trio, MGM (p)
Central Songs	You Have Used My Heart	Callahan Bros., Col (p)
—Triangle	Up That Trouble Me	Callahan Bros., Col (p)
—Triangle	Hammer	Jimmy Heap, Cap (p)
—Triangle	You Didn't Have Time	Jimmy Heap, Cap (p)
—Triangle	Now and Then	Terry Preston, Cap (p)
—Triangle	Goin' Steady	Faron Young, Cap (p)
Composers Music	Open Up Your Heart	Terry Preston, Cap (p)
Dallas	The Second Star to the Right	Don Cherry, Dec (p)
Disney	You Can Fly, You Can Fly, You Can Fly	Betty Clark, MGM (p)
Four Star Sales	Just One of Those	Faron Young, Cap (p)
Nam Fox	I Let the Stars Get in My Eyes	Goldie Hill, Dec (p)
Frank	Lady of Spain	Arthur Smith, MGM (p)
—Triangle	Wonderful Copenhagen	Guy Lombardo, Dec (p)
—Triangle	Thumbelina	Guy Lombardo, Dec (p)
Hill & Range Group	Rockin' Chair Boogie	Ivory Joe Hunter, MGM (p)
—St. Louis	Music Before Dawn	Ivory Joe Hunter, MGM (p)
—Hill & Range	Lyn' to My Heart	Leon Payne, Cap (p)
—Hill & Range	Peace Be Good While I'm Good	Felicia Sanders, Col (p)
—Hill & Range	Awake But Dreaming	Bob Willis, MGM (p)
—Hill & Range	She Looks	Frances Faye, Cap (p)
—Hill & Range	I Miss You So	Bill Darnel, Dec (p)
—Hill & Range	People in Love Can Be Lonely	Felicia Sanders, Col (p)
—Hill & Range	The Girl Without a Name	An. Lowry, Col (p)
—Hill & Range	Idaho	Ray Anthony, Cap (p)
—Hill & Range	Tonight You Belong to Me	Frankie Laine, Col (p)
—Hill & Range	A Christmas Festival	Leroy Anderson, Dec (p)
—Hill & Range	Snow, Thy Son	An. Lowry, Col (p)
—Hill & Range	Snow, Thy Son	Frank Petty Trio, MGM (p)
—Hill & Range	Don't Let the Stars Get in Your Eyes	Leroy Anderson, MGM (p)
Music Publishing	The Continental	R. Clooney-H. James, Col (p)
—Hill & Range	Winter	Spike Jones, RCA (p)
—Hill & Range	My Esci-Lovin'	Bill Hayes, MGM (p)
Peer International	The More I Give the More You Take	Tommy Hill, Dec (p)
—Peer	South	Arthur Smith, MGM (p)
—Peer	You Don't Know What Lonesome Is	Bing Crosby, Dec (p)
—Peer	You Old Love Letters	Smiley Montford, Col (p)
—Peer	I'm Shuttin' the Door on Love	Smiley Montford, Col (p)
Revere Group	I Saw Mommy Kissing Santa Claus	Spike Jones, RCA (p)
—Hill & Range	I Saw Mommy Kissing Santa Claus	Betty Clark, MGM (p)
—Hill & Range	I'm Goin' That Way	Rusty Gabbard, MGM (p)
—Hill & Range	As Long as You Care	Bill Hayes, MGM (p)
—Hill & Range	You Blew Me a Kiss	Glimy Gibson, MGM (p)
—Hill & Range	Too Far Between Kisses	Glimy Gibson, MGM (p)
Shapiro-Bernstein Group	Anniversary Song	Grady Martin, Dec (p)
—Shapiro-Bernstein	I'm Just a Poor Bachelor	Frankie Laine, Col (p)
—Shapiro-Bernstein	Keep It a Secret	Henry Jerome, MGM (p)
—Shapiro-Bernstein	The Little Match Girl	Blue Barron, MGM (p)
—Shapiro-Bernstein	You Can't Do Wrong	Rusty Gabbard, MGM (p)
Slamper	Challenge of the Yukon	Royal Mousies, Dec (p)
—Slamper	Merry Christmas, Darling	Tony Alamo, MGM (p)
—Slamper	It's Merry Christmas Time	Tony Alamo, MGM (p)
—Slamper	Why Do I Cry	Bill Darnel, Dec (p)
—Slamper	I Wish I Could Shimmy Like Sister Kate	Frances Faye, Cap (p)
—Slamper	People in Love	Ray Anthony, Cap (p)
—Slamper	The Commandments of Love	Bill Farrell, MGM (p)

Sides Released by Label

... for Week Ending November 22

These totals do not include Public Domain and unpublished tunes

LABEL	POPULAR	FOLK	R&B
CAPITOL	8	4	—
COLUMBIA	8	4	—
DECCA	10	5	—
MERCURY	NO RELEASES THIS WEEK	NO RELEASES THIS WEEK	—
MGM	16	4	2
RCA	2	—	—

Total Sides Released by Label

January 1, 1952, to Date

These totals do not include Public Domain and unpublished tunes

LABEL	POPULAR	FOLK	R&B
CAPITOL	59	166	—
COLUMBIA	317	265	113
DECCA	579	157	68
MERCURY	287	85	73
MGM	356	111	14
RCA	333	191	142

Merc Expands

• Continued from page 18

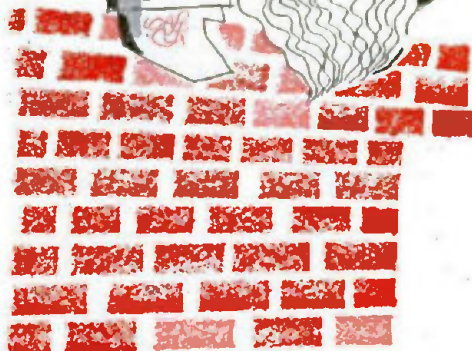
ever, rested with Arnold Silverman, of the home office here. Salaries and expenses are split 50-50 between the distributor and home office.

This past week Bill Usher, formerly singer with Tommy Dorsey, Hal McIntyre and other bands,

became the field man working out of Chicago distributor office. In Philadelphia, Harry Fink was hired for the same job.

Men are now being interviewed for two similar jobs in the South and Southwest. One will work out of Atlanta covering Atlanta, Charlotte and Memphis territories. The other will cover the Houston, Dallas and New Orleans distributors areas.

a very Merry Christmas To all from Vogue...



JOLLY ROGERS
"I Went to Church
on Christmas"
1016 45-1016
"Irish Christmas"
1016 45-1016

BETHE DOUGLAS
The Face with a Voice

"Forgive and Forget"
1013 45-1013

"Memory Lane"
1013 45-1013



SY MELANO
The Golden Voice

"Mi' Amore"
1012 45-1012

"Troubadour"
1012 45-1012



CLAUDE GORDON
His Trumpet and
His Orchestra
"Red River Valley Home"
1011 45-1011
"The We"
1011 45-1011



BOB KEENE
His Clarinet and
His Orchestra
"It Ain't Necessarily So"
1009 45-1009
"It's Easy to Remember"
1009 45-1009

HERB SAUNDERS Album
The Herb Saunders Trio
"Music at the
Bantam Cock"
101M 101-LP



Fashions

IN MUSIC

JOE YUKL's	
"Skaters' Waltz"	1005 45-1005
"That Old Gang of Mine"	1005 45-1005
JERRY WALLACE's	
"Mis'able Blues"	1006 45-1006
"There'll Be Some Changes Made"	1006 45-1006
ARTIE WAYNE's	
"The Last Dance"	1007 45-1007
"I Ain't-A-Gonna Grieve"	1007 45-1007

*Probi
Packages
from...*

Vogue

RECORDS

HOLLYWOOD - NEW YORK



and his



Santa is stocking up
with

"THE SUGAR BLUES ALBUM"

C-311

Exclusive Management



MUSIC CORPORATION

Years in Show Business!

Clyde McCoy

SUGAR BLUES ORCHESTRA featuring BILLIE JANE BENNETT AND CHRIS ABBOT

Steady Seller

**"SUGAR BLUES
BOOGIE"**

b/w

"I JUST LOVE AFFECTION"
CAPITOL 1937

PERSONAL APPEARANCES
CURRENTLY

(CHASE HOTEL)
ST. LOUIS

CBS NETWORK
THRU DECEMBER 14

(ARAGON)
CHICAGO

CBS NETWORK
STARTING DECEMBER 22

Thanks
to my many
Friends
for making
possible my 35
Happy Years
in
Show Business.
Clyde McCoy

OF AMERICA

LONDON
NEW YORK
CHICAGO
SAN FRANCISCO
BEVERLY HILLS
CLEVELAND
DALLAS



More MIGHTY GOOD MUSIC

ART MOONEY "LAZY RIVER" and his ORCHESTRA B/W HONESTLY

MGM 11347 78 rpm
K11347 45 rpm



JONI JAMES WHY DON'T YOU BELIEVE ME

PURPLE SHADES

MGM 11333(78) - K11333(45)

BILLY ECKSTINE

BE COME TO THE FAIR AND MARDI GRAS

MGM 11351 78 rpm K11351 45 rpm



Betty Clark

I SAW MOMMY KISSING SANTA CLAUS and YOU CAN FLY! YOU CAN FLY! YOU CAN FLY!

MGM 11381 78 rpm
K11381 45 rpm

Tony Alamo

MERRY CHRISTMAS, DARLING and IT'S MERRY CHRISTMAS TIME

MGM 11380 78 rpm
K11380 45 rpm

Blue Barron

AND HIS ORCHESTRA

SANTA CLAUS LULLABY and THE LITTLE MATCH GIRL

MGM 11375 78 rpm
K11375 45 rpm

Alan Dean GIVE ME YOUR LIPS

and HALF A HEART

MGM 11365 78 rpm
K11365 45 rpm

Woody Herman I CRIED FOR YOU

and LIVIN' ON LOVE

MGM 11357 78 rpm
K11357 45 rpm

Danny Winchell CAROLINA IN THE MORNING

and THERE GOES MY HEART

MGM 11335 78 rpm
K11335 45 rpm

Hank Williams I'LL NEVER GET OUT OF THIS WORLD ALIVE

and I COULD NEVER BE ASHAMED OF YOU

MGM 11366 78 rpm
K11366 45 rpm

David Rose & His Orchestra THE MAGIC MUSIC BOX

and FLAVIA

MGM 30669 78 rpm
K30669 45 rpm

Fran Warren I WORRY 'BOUT YOU

and ANYWHERE I WANDER

MGM 11352 78 rpm
K11352 45 rpm

Tammy Tucker & His Orchestra A SHOULDER TO WEEP ON

and OUR HONEYMOON

MGM 11368 78 rpm
K11368 45 rpm

M-G-M Means Mighty Good Music

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE. NEW YORK 36 N. Y.

The Billboard Music Popularity Charts

HONOR ROLL OF HITS



The Nation's Ten Top Tunes

... for Week Ending November 22

The HONOR ROLL OF HITS is compiled by a statistical formula which automatically measures the comparative popularity of each tune, based on the results of the applicable Music Popularity Charts in this issue. (P) Indicates tune is from a film. (M) indicates tune is from a legit musical.

This Week

Last on Chart

1. You Belong to Me

1 16

By Pee Wee King, Redd Stewart and Chilton Price—Published by Roseway (BMI)

BEST SELLING RECORDS: J. Stafford, Col 39811; P. Page, Mercury 5899; OTHER RECORDS: G. Auld, Coral; B. Carter, V 20-5001; H. Foster and Rogers, Republic 7013; J. Garner, Cap 2198; Ken Griffin, Col 39817; T. Hayes, V 20-4943; J. James, MGM 11375; M. Katz, Cap 2267; A. Laurie, Okeh 6915; B. Lucas, E. McOriff-Sonny TOL, Jubilee 5094; D. Martin, Cap 2165; P. Martin, V 20-4893; G. Martin, Dec 28388; T. Smith, United 131; J. Stanton, Top 340; S. Thompson, Mercury 6407. TRANSCRIPTIONS AVAILABLE: Dolly Dawn, Thesaurus; Henry Jerome, Lang-Worth; Earl Sheldon, Associated.

2. I Went to Your Wedding

2 13

By Jesse Robinson—Published by St. Louis (BMI)

BEST SELLING RECORDS: P. Page, Mercury 5899. OTHER RECORDS: E. Bass, Coral 68847; J. Bond-H. Carter, Col 21007; H. Brooks, Okeh 6910; S. Gibson and Red Caps, V 20-4835; S. Kaye, Col 39856; L. Laury, Jubilee 5093; G. Lombardo, Dec 28411; G. Martin, Dec 28388; J. Selph, Rosemary; H. Snow, V 20-4908; P. Starr, Top 339; J. Walsh, Cap 2221; F. Wright, Savoy 860. TRANSCRIPTIONS AVAILABLE: Dolly Dawn, Thesaurus; Earl Sheldon, Associated.

3. Glow Worm

3 10

By Paul Lincke, Lilla Cayley Robinson and Johnny Mercer—Published by E. B. Marks (BMI)

BEST SELLING RECORDS: Mills Brothers, Dec 21344. OTHER RECORDS: P. Carle, Col 37567; G. Carter, MacGregor 310; Homer & Jethro, King 15203; S. Jones, V 20-1893; H. Lane, Imperial 1044; J. Mercer, Cap 2248; Pauline Sisters, Col 39840; H. Singer, King 15203; C. Ramsey, Old Timer Records 9004; C. Reyes, Cap 1092; E. Sack, Mercury 10089; Three Suns, V 20-1702; H. Winterhalter, Col 38704. TRANSCRIPTIONS AVAILABLE: Dick Jurgens, Charles Magnante, Associated; Frankie Carla, Lew White, Al Trusc, Milton Charlem, Cavalcade Okeh, D'Artega, Modes Moderne, Lang-Worth.

4. Why Don't You Believe Me

5 3

By Douglas Lancy, Robbins—Published by Brandon (ASCAP)

BEST SELLING RECORDS: J. James, MGM 11333. OTHER RECORDS: G. Lombardo, Dec 28476; P. Page, Mercury 70025; J. Valli, V 20-5017. TRANSCRIPTIONS AVAILABLE: Earl Sheldon, Associated.

5. Jambalaya

4 14

By Hank Williams—Published by Acuff-Rose (BMI)

BEST SELLING RECORDS: J. Stafford, Col 39818. OTHER RECORDS: E. Allen, Dec 28431; Camarata Okeh-S. Lannan, Dec 28367; H. Holt-F. Wayne, Coral 10816; Moon Mulligan, King 1106; J. Selph, Rosemary; J. Stanton, Top 340; T. Turner, Okeh 6907; T. Tyle, V 20-4947; Hank Williams, MGM 11233. TRANSCRIPTIONS AVAILABLE: Leon Payne, Lang-Worth; Dave Terry, Associated.

6. It's in the Book

6 7

By Johnny Standley-Art Thorne—Published by Magnolia (BMI)

BEST SELLING RECORDS: J. Standley-Horace Heidt, Cap 2249. OTHER RECORDS: A. Bernie, Mercury 5911.

7. Lady of Spain

9 8

By Erol Rodhe and Toekhard Evans—Published by Sam Fox (ASCAP)

BEST SELLING RECORDS: E. Fisher-H. Winterhalter, V 20-4953; L. Paul, Cap 2265. OTHER RECORDS: K. Griffin, Rondo 118; E. Light, Cap 2289; E. (Piano) Miller, Rainbow 70046; E. Noble, V 20-1302; H. Oles Trio, Dec 28391; L. Paul, Cap 2265; Philharmonic Trio, Cap 15346; A. Smith, MGM 10360. TRANSCRIPTIONS AVAILABLE: Alvino Trio, Lang-Worth; Ambassadors, Lang-Worth; Cavalcade Okeh & Chorus, Lang-Worth; Wayne King-Alton Roth Okeh, Thesaurus; Joe Soda, Lang-Worth.

8. Because You're Mine

7 10

By Nicholas Brodsky-Sammy Cahn—Published by Felt (ASCAP) (P)

OTHER RECORDS: B. Eckstine, MGM 1301; G. Lombardo, Dec 28476; J. Raft, Dec 28337; B. Wayne, Mercury 5897. TRANSCRIPTIONS AVAILABLE: E. T. Terry, Associated.

9. Wish You Were Here

7 19

By Harold Rome—Published by Chappell (ASCAP)

BEST SELLING RECORDS: E. Fisher-H. Winterhalter, V 20-4830. OTHER RECORDS: N. Brooks, Top 337; P. Carle, V 20-4920; J. Cassidy, V 14-0017; J. Froman, Cap 2154; Harmonicon, Mercury 5900; G. Lombardo, Dec 28388; B. Roman, Top 337; F. Warren, MGM 11270. TRANSCRIPTIONS AVAILABLE: Lenny Herman, Lang-Worth; Earl Sheldon, Associated.

10. Trying

11 14

By Billy Vaughn—Published by Randy Smith (ASCAP)

BEST SELLING RECORDS: Billtoppers, Dot 15018. OTHER RECORDS: J. Desmond, Coral 60823; E. Fitzgerald, Dec 28375; R. Gordon, RPM 269; J. Palmer, Mercury 5904; T. Rhodes, King 4556.

Second Ten

11. OUTSIDE OF HEAVEN (R)	10	8
Published by Birgean, Vocco & Conn (ASCAP)		
12. TAKES TWO TO TANGO (R)	13	6
Published by Harman (ASCAP)		
13. YOURS (R)	12	4
Published by E. B. Marks (BMI)		
14. KEEP IT A SECRET (R)	16	2
Published by Shapiro-Bernstein (ASCAP)		
15. 1 (R)	19	3
Published by Sherwin Music (ASCAP)		
16. SOMEWHERE ALONG THE WAY (R)	14	22
Published by United (ASCAP)		
17. MEET MR. CALLAGHAN (R)	15	13
Published by Leeds (ASCAP)		
17. HALF AS MUCH (R)	17	28
Published by Acuff-Rose (BMI)		
19. MY FAVORITE SONG (R)	—	7
Published by Gold (ASCAP)		
20. HEART AND SOUL (R)	—	5
Published by Famous (ASCAP)		

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without the Billboard's consent. Songs with or without The Billboard, 1564 Broadway, New York, and permission will be immediately granted.

there's Christmas in the Air!

BEST CHRISTMAS BETS

... Based on Actual Capitol Sales Reports

	Record No.
I YUST GO NUTS AT CHRISTMAS	
YINGLE BELLS	Yogi Yorgesson 781
SILVER BELLS	Margaret Whiting and Jimmy Wakely 1255
CHRISTMAS CANDY	
CHRISTOPHER ROBIN IS SAYING HIS PRAYERS	
THE MAN WITH THE BAG	Ray Starr 1256
WHAT'S GONNA GET ME FOR CHRISTMAS!	
BLUE CHRISTMAS	Jan Garber 1257
CHRISTMAS ISLAND	Bob Alcher.
BLUE CHRISTMAS	Dinning Sisters 1258
RUDDOLF THE RED-NOSED REINDEER	
CHRISTMAS BOOGIE	Sugar Ch'lo Robinson 1259
DO YOU BELIEVE IN SANTA CLAUS?	
GABBY THE GOBBLER	Santa Claus, Ken Carson 1260
JINGLE BELLS	Johnny Mercer,
SANTA CLAUS IS COMING TO TOWN	Pied Pipers 1261
WHITE CHRISTMAS	Jo Stafford,
SILENT NIGHT	Lyn Murray Singers 1262
WHITE CHRISTMAS	
I'M ALWAYS CHASING RAINBOWS	Gordon Jenkins 1263
CHRISTMAS CAROLS BY THE OLD CORRAL	
MERRY CHRISTMAS POLKA	Tex Ritter 1264
HERE COMES SANTA CLAUS	
THE CHRISTMAS WALTZ	Cliffie Stone 1265
WHITE CHRISTMAS	
WHAT I WANT FOR CHRISTMAS	Wesley Tuille 1266
THE SYNCOPATED CLOCK	
SLEIGH RIDE	Capitol Symphonic Band 1620
CHRISTMAS DINNER	
A ROOTIN' TOOTIN' SANTA CLAUS	Tennessee Ernie 1830
I WAS SANTA CLAUS AT THE SCHOOL HOUSE	Yogi Yorgesson,
THE CHRISTMAS PARTY	Johnny Duffy 1831
WHITE CHRISTMAS	Voices of Walter
WINTER WONDERLAND	Schumann 1841
I TANT WAIT TILL OUTHIMMUTH	
CHRISTMAS CHOPSTICKS	Mel Blanc 1853
JINGLE BELLS	
SILENT NIGHT	Les Paul and Mary Ford 1881
HANG YOUR WISHES ON THE TREE	
SANTA CLAUS PARTY	Les Baxter 2275
I SAW MOMMY KISSING SANTA CLAUS	
WILLY CLAUS	Molly Bee 2285
SONGS OF CHRISTMAS—	Jo Stafford,
PARTS I & II	Gordon MacRae 7-90032
MISTLETOE KISS POLKA	
HAVE YOURSELF A MERRY LITTLE XMAS	Margaret Whiting 90033
ADESTE FIDELIS	
MERRY CHRISTMAS WALTZ	Gordon MacRae 90034
THE CHRISTMAS SPELL	Peggy Lee, The Jud
SONG AT MIDNIGHT	Conlon Singers 90035
(ALL I WANT FOR CHRISTMAS IS) MY TWO FRONT TEETH	Nat "King" Cole,
THE CHRISTMAS SONG	The Starlighters 90036
I WONDER AS I WANDER	
GESU BAMBINO	Jo Stafford 90037
O LITTLE TOWN OF BETHLEHEM and JOY TO THE WORLD	
CANTIQUE DE NOEL	Clark Dennis 90038
THE MERRY CHRISTMAS POLKA	
HERE COMES SANTA CLAUS	Benny Strong 90039
IF SANTA CLAUS COULD BRING YOU BACK TO ME	
XMAS POLKA	Jimmy Wakely 90040
JINGLE BELLS	Johnny Mercer,
SANTA CLAUS IS COMIN' TO TOWN	Pied Pipers 90041
WHITE CHRISTMAS	Jo Stafford, The Lyn
SILENT NIGHT	Murray Singers 90042
RUDDOLF THE RED-NOSED REINDEER	
THE SWISS BOY	Smiley Burnette 30133

BEST SELLING CHRISTMAS ALBUMS

TITLE	78	45	33 1/3
CHRISTMAS CAROLS—St. Luke's Choristers		ADF-9020	H-9000
CAROLS FOR CHRISTMAS—The Starlighters	CC-9001	CCF-9001	H-9007
THE ORGAN PLAYS AT CHRISTMAS—Buddy Cole	CC-9002	CCF-9002	H-9002
UNDER THE CHRISTMAS TREE—Jan Garber	CC-9003	CCF-9003	H-9008
CHRISTMAS ON THE RANGE—Jimmy Wakely	CC-9004	CCF-9004	H-9004
CAROLS AT CHRISTMAS—Sportsmen Quartet	CC-9005	CCF-9005	H-9005
BOYS' TOWN CHOIR SINGING XMAS MUSIC—Father Flanagan Boys Choir	CC-9006	CCF-9006	H-9006
CHRISTMAS GOSPELS—Pedro de Cordoba	EAS-9010		
THE ST. LUKE'S CHORISTERS—William Ripley Dorr	CC-9012	CCF-9012	H-9012
CHRISTMAS BELLS—Richard Keys Biggs	CC-9013	CCF-9013	H-9013
CHRISTMAS IN THE AIR!—Voices of Walter Schumann	CDM-9016	CDF-9016	H-9016

A Sensational CHRISTMAS record
by Capitol's young new star

MOLLY BEE

"I SAW MOMMY KISSING SANTA CLAUS"
AND
"WILLY CLAUS (Little Son of Santa Claus)"

Capitol Record No. 2285

Les Baxter
plays two new HOLIDAY HITS!
"HANG YOUR WISHES ON THE TREE"
and
"SANTA CLAUS' PARTY"

on Capitol Record No. 2275

a
joyous
Christmas
treat!

THE VOICES OF
WALTER
SCHUMANN

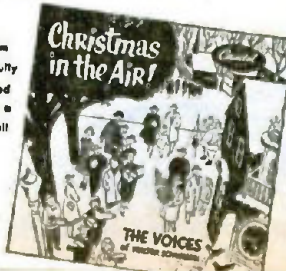
In the unique album

Christmas in the Air!

... favorite Yuletide songs from all over the world, delightfully woven into a specially fashioned presentation... performed by a great choral ensemble with all the inspiring warmth of the Christmas spirit.



Album No. 9016



BEST SELLING CAPITOL CHILDREN'S ALBUMS FOR CHRISTMAS

Based on Actual
Capitol Sales Reports

1. BOZO HAS A PARTY
Capitol 7810BX-3133; 451CBKF-3133
2. THE MOIST EATER
Capitol 7810BX-3132; 451CBKF-3132
3. ROBIN HOOD
Capitol 7810BX-3130; 451CBKF-3130
4. NURSERY RHYMES, VOL. I
Capitol 7810BX-3131; 451CBKF-3131
5. TWEET, TWEET, TWEET
Capitol 7810BX-3134; 451CBKF-3134
6. SPARKY'S MAGIC ECHO
Capitol 7810BX-3135; 451CBKF-3135
7. WOODY WOODPECKER AND THE SCARECROW
Capitol 7810BX-3136; 451CBKF-3136
8. HENRY HAWK'S CHICKEN HUNT
Capitol 7810BX-3137; 451CBKF-3137
9. BOZO AT THE CIRCUS
Capitol 7810BX-3138; 451CBKF-3138
10. HOPALONG CASSIDY AND THE TWO-LEGGED WOLF
Capitol 7810BX-3139; 451CBKF-3139
11. I'M A LITTLE TEAPOT AND THE TEDDY BEARS' PICNIC
Capitol 7810BX-3140; 451CBKF-3140
12. HOPALONG CASSIDY AND THE STORY OF TOPPER
Capitol 7810BX-3141; 451CBKF-3141
13. COUNTRY COUSINS
Capitol 7810BX-3142; 451CBKF-3142

Yogi
YORGESSON
is the YULETIDE FAVORITE!

"I YUST GO NUTS AT CHRISTMAS"
coupled with
"YINGLE BELLS"

Record No. 781

"I WAS SANTA CLAUS AT THE SCHOOL HOUSE"
coupled with
"THE CHRISTMAS PARTY"

Record No. 1831

"YOGI YORGESSON'S FAMILY ALBUM"
Capitol Album
No. 336



The Four
Freshmen

come thru
again on...

"The
Day
Isn't Long
Enough"

and
STORMY WEATHER

Record No. 2286



The Billboard Music Popularity Charts

Favorite Tunes

... for Week Ending November 22

Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level. Results are based on The Billboard's weekly survey of jobbers' orders from retailers throughout the country and are weighted according to jobber importance. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

This Week		Last week	Weeks on Chart
1.	YOU BELONG TO ME (R) Ridgeway	1	14
2.	I WENT TO YOUR WEDDING (R)—St. Louis	2	12
3.	GLOW WORM (R)—E. B. Marks	4	6
4.	JAMBALAYA (R)—Acuff-Rose	3	11
5.	BECAUSE YOU'RE MINE (R) (F)—Feist	5	9
6.	WHY DON'T YOU BELIEVE ME? (R)—Brandon	—	1
7.	OUTSIDE OF HEAVEN (R)—Bregman, Vocco & Conn	8	4
8.	LADY OF SPAIN (R)—Sam Fox	12	2
9.	TAKES TWO TO TANGO (R)—Harman	11	3
10.	WISH YOU WERE HERE (R) (F)—Chappell	7	18
11.	HALF AS MUCH (R)—Acuff-Rose	6	24
12.	TRYING (R)—Randy Smith	9	7
13.	BLUES IN ADVANCE (R)—Hollis	—	1
14.	SOMEWHERE ALONG THE WAY (R)—United	10	22
15.	WALKIN' TO MISSOURI (R)—Hawthorne	13	11

Tunes with Greatest Radio and Television Audiences

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's Audience Coverage Index. Tunes are listed ALPHABETICALLY on both lists. (R) Indicates tune is available on records; (F) indicates tune is from a film; (M) indicates tune is from legit musical.

Top 31 in Radio

A Shoulder to Weep On (R)—Laurie—ASCAP	Ruby and the Pearl (R)—Famous—ASCAP
Because You're Mine (R)—Feist—ASCAP	Rudolph, the Red Nose Reindeer (R)—St. Nicholas—ASCAP
Don't Let the Stars Get in Your Eyes (R)—4 Star—BMI	Silver Bells (R)—Paramount—ASCAP
Everything I Have in Yours (R)—Robbins—ASCAP	Stay Where You Are (R)—Broadcast—BMI
Forgive and Forget (R)—Ladd—ASCAP	Takes Two to Tango (R)—Harman—ASCAP
Glow Worm (R)—Marks—BMI	That's a Why (R)—Sant-Joy—ASCAP
Heart and Soul (R)—Famous—ASCAP	To Know You Is to Love You (R)—Roccom—ASCAP
I Went to Your Wedding (R)—St. Louis—BMI	Walkin' By the River (R)—Sheldon—BMI
I'm Never Satisfied (R)—Acuff-Rose—ASCAP	Walkin' to Missouri (R)—Hawthorne—ASCAP
Jambalaya (R)—Acuff-Rose—BMI	White Christmas (R)—Berlin—ASCAP
Keep It a Secret (R)—Shapiro-Remstein—ASCAP	Why Don't You Believe Me (R)—Brandon—ASCAP
Lady of Spain (R)—Sam Fox—ASCAP	Wish You Were Here (R)—Chappell—ASCAP
Lazy River (R)—Southern—ASCAP	You Belong to Me (R)—Ridgeway—BMI
Love of My Life (R)—Chappell—ASCAP	You Can Fly, You Can Fly, You Can Fly (R)—Disney—ASCAP
My Favorite Song (R)—Gold—ASCAP	Yours (R)—Marks—BMI
Outside of Heaven (R)—Bregman, Vocco & Conn—ASCAP	

Top 10 in Television

All-Dee-Dee (R)—Hilcrest—ASCAP	Lady of Spain (R)—Sam Fox—ASCAP
Because You're Mine (R)—Feist—ASCAP	Never Smile at a Crocodile (R)—Disney—ASCAP
I Went to Your Wedding (R)—St. Louis—BMI	Takes Two to Tango (R)—Harman—ASCAP
I'm Never Satisfied (R)—Simon House—ASCAP	There's a Ship Coming In (R)—Amusement—BMI
Jambalaya (R)—Acuff-Rose—BMI	To Know You Is to Love You (R)—Roccom—ASCAP

England's Top Twenty

Based on cabled reports from England's top music jobbers. American publishers of sheet music are listed in parentheses. Asterisk indicates an American publisher.

1. Here in My Heart—Robert Mellin, Ltd. (Mellin)	11. Somewhere Along the Way—Magna (United)
2. Half as Much—Robbins, Ltd. (Acuff-Rose)	12. Auf Wiederseh'n, Sweetheart—Maurice (Hill & Ranc)
3. Isle of Innisfree—Peter Maurice (Leds)	13. Walkin' to Missouri—Dash (Hawthorne)
4. You Belong to Me—Chappell (Ridgeway)	14. Meet Mister Callaghan—Toll (Leds)
5. Huming Walz—Reine—(Millar)	15. Blue Tango—Mills (Mills)
6. Forget Me Not—Chappell (Chappell)	16. High Noon—Robbins (Feist)
7. Walkin' My Baby Back Home—Victoria (De Sylva, Brown & Henderson)	17. Faith Can Move Mountains—Dash (Hill & Ranc)
8. Zing a Little Zong—Maddox (Burran)	18. I'm Yours—Mellin (Algonquin)
9. Sugarbush—Chappell (G. Shlimer)	19. Faith—Hit Songs, Ltd. (J. J. Robbins)
10. Feet Up (Put Him on the Po-Po)—Claphouse (Hawthorne)	20. Because You're Mine—Robbins (Feist)



DECCA DATA

YOUR WEEKLY GUIDE
TO
AMERICA'S FASTEST SELLING RECORDS

THE GREATEST!
DON'T LET THE STARS
GET IN YOUR EYES
by
Red Foley
28460*

TO BUILD SALES

Published in the Interests of Decca Dealers and Music Operators

TO BUILD PROFITS

NEW RELEASES—SINGLES

KEEP IT A SECRET 28511*
SLEIGH BELL SERENADE
Bing Crosby and John Scott Trotter

WONDERFUL COPENHAGEN 28471*
THUMBELINA
Guy Lombardo
Both from Samuel Goldwyn Production
"Hans Christian Andersen"

HOW LONG 28477*
THE SECOND STAR TO THE RIGHT
From Walt Disney's "Peter Pan"
Don Cherry

WHY DO I CRY? 28505*
I MISS YOU SO
Bill Dornel with Bob Austin

CHALLENGE OF THE YUKON 28066*
Theme of "Sergeant Preston of the Yukon"
Radio and Television Programs
THE MAPLE LEAF FOREVER
The Royal Mounties

I LET THE STARS GET IN MY EYES 28473*
WAITING FOR A LETTER
Goldie Hill

THE MORE I GIVE 28474*
THE MORE YOU TAKE
I AIN'T SETTIN' WHERE I WAS
Tommy Hill

LULUBELLE POLKA 28475*
WAITING FOR YOU
Eddie Hobart

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

BEST SELLERS

...based on this
week's actual sales

WEEKS
ON
LIST

COUNTRY

10	BACK STREET AFFAIR I'LL ALWAYS TAKE CARE OF YOU Webb Pierce	28369*
4	A WEDDING RING AGO I HEARD THE JUKE BOX PLAYING Kitty Wells	28432*
1	"SOMEBODY LOVES YOU DON'T TRIFLE ON YOUR SWEETHEART Ernest Tubb	28448*
4	MY GOD IS REAL THE MOCKING BIRD Red Foley	28447*
15	FORTUNES IN MEMORIES So Many Times Ernest Tubb	28310*
21	IT WASN'T GOD WHO MADE HONEY TONE ANGELS Kitty Wells I Don't Want Your Money, I Want Your Time	28232*
14	JAMBALAYA Two-Faced Clock Rex Allen	28341*
75	PEACE IN THE VALLEY Where Could I Go But To The Lord Red Foley	14573*
2	BOW THY HEAD COUNTRY CHURCH Webb Pierce	28431*
29	THAT HEART BELONGS TO ME So Used To Loving You Webb Pierce	28091*

BEST BETS FOR CHRISTMAS

A CHRISTMAS FESTIVAL (Two Parts) Leroy Anderson	16041*
I'LL BE HOME FOR CHRISTMAS (If Only In My Dreams) FAITH IN OUR FATHERS Bing Crosby	23779*
WHITE CHRISTMAS TWELVE DAYS OF CHRISTMAS Fred Waring	24500*
HERE COMES SANTA CLAUD (Right Down Santa Claus Lane) and Andrews Sisters	24658*
WHITE CHRISTMAS THE ANNIVERSARY WALTZ Guy Lombardo	23738*
CHRISTMAS IN KILBARNET IT'S BEGINNING TO LOOK LIKE CHRISTMAS Bing Crosby	27831*
WE'LL BE COMING DOWN THE CHIMNEY (Like He Always Did Before) CHRISTMAS CHOPSTICKS ('Twas The Night Before Christmas) Guy Lombardo	27802*
WHITE CHRISTMAS BLUE CHRISTMAS Ernest Tubb	46186*
FROSTY THE SNOW MAN RUDOLPH THE RED-NOSED REINDEER Red Foley with The Little Foleys Shirley, Julie and Jenny	46267*
SILENT NIGHT WHITE CHRISTMAS Sister Rosetta Thorne	48119*

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

2 TERRIFIC TUBB TRAFFIC MAKERS!

BLUE SNOWFLAKES
and
MERRY TEXAS
CHRISTMAS, YOU ALL!
28453*

ERNEST TUBB
with The Beasley Sisters

SOMEBODY LOVES YOU
and
DON'T TRIFLE ON YOUR SWEETHEART
28448*

"POP" BEST BETS

YOU BLEW ME A KISS NO DEPOSIT NO RETURN BLUE SNOWFLAKES MERRY TEXAS CHRISTMAS, YOU ALL! BECAUSE YOU'RE MINE WHT DON'T YOU BELIEVE ME	Patty Andrews Andrews Sisters Ernest Tubb with The Beasley Sisters Guy Lombardo	28492* 28453* 28476* 28479*
LOOK OUT THE WINDOW (The Winter Song)	Russ Morgan	28479*
SWEET WORDS CHINA BOY	Gloria Hart	28445*
KENTUCKY BADE WIFFENPOOF SONG	Bing Crosby and Fred Waring	23990*
NO ONE WILL EVER KNOW HOOTIN' AND HOWLIN'	Rex Allen	28446*
FORGETTING YOU I COUNTED ON YOU	Bill Kenny of The Ink Spots	28462*
A SHOULDER TO WEEP ON SOMEONE LOVED SOMEONE	Mills Brothers and Sy Oliver	28459*
CLEMENTINE TRUE LOVE	The Weavers	28434*

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

Rhythm and Blues BEST SELLERS

FRIENDSHIP YOU'RE MUCH TOO FAT TELL HIM YOU SAW ME WHEN I FIRST SOUGHT THE LORD	28444* Louis Jordan 28477*
THE LAST MILE OF THE WAY IN THE GARDEN	Sister Rosetta Thorne with Anita Kerr Singers 28262*
WINE-O-WOMAN CRAWLIN' KING SHAKA	Tony Martin 48288*
PEACE IN THE VALLEY HEAR THE CROSS	Sister Rosetta Thorne with Anita Kerr Singers 48279*

International Series BEST SELLERS

KEYSTONE POLKA LOVE'S JOY BEER AND PRETZELS POLKA STARLIGHT WALTZ	28440* Georgie Cook 28437*
"Whoopie" John Wiffahrt	28240*
BARTENDER'S POLKA BLUE DANCING SHOES	Eddie Hobart
ROCKIN' RHYTHM POLKA OKLAHOMA WALTZ	28331* Bernie Roberts
STRIKE UP THE POLKA BAND—POLKA STELLA WALTZ	28340* Eddie Hobart

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

BEST SELLERS

...based on this
week's actual sales

WEEKS
ON
LIST

POPULAR

10	THE GLOW WORM After All Mills Brothers	28394*
2	DON'T LET THE STARS GET IN YOUR EYES Sally (What A Pal—What A Gal)	28400* Red Foley
6	HEART AND SOUL JUST SQUEEZE ME	28390* Four Aces
2	SLEIGH RIDE SARABAND	28429* Leroy Anderson
5	MIDNIGHT DEEP BLUES	28420* Red Foley
8	TAKES TWO TO TANGO I LAUGHED AT LOVE	28394* Louis Armstrong
10	TRYING My Bonnie Lies Over The Ocean Ella Fitzgerald with Bobby Orton's Teen-Aces	28375* Ella Fitzgerald
1	"LA ROSITA TAKE ME IN YOUR ARMS	28393** Four Aces
3	YOU ARE HAPPINESS Moonlight Mystery Bill "Kenny of The Ink Spots"	28412*
2	GIVE ME THE RIGHT EVERYTHING I HAVE IS YOURS	28418* Roger Coleman
44	BLUE TANGO Bells Of The Ball	27875* Leroy Anderson
4	SOUTH RAMPART STREET PARADE COOL WATER Bing Crosby and Andrews Sisters	28419*
21	AUF WIEDERSEHN SWEETHEART HALF AS MUCH	28271* Guy Lombardo
3	MY FAVORITE SONG WALKIN' BY THE RIVER	28433* Ella Fitzgerald
18	ZING A LITTLE ZONG The Maiden Of Guadalupe	28255* Bing Crosby and Jane Wymen
1	"*OUTSIDE OF HEAVEN HIGH NOON	28449* Fred Waring

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



TWO GREAT NEW
SIDES BY
DOLORES GRAY

DOLORES GRAY

I DON'T CARE and
TWO OTHER PEOPLE

Decca 28469 (78 rpm) and 9-28469 (45 rpm)

DECCA
RECORDS

The Billboard Music Popularity Chart

... for Week Ending November 22

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

ROSEMARY CLOONEY

I Had a Penny.....86
COLUMBIA 35892—Rosemary Clooney again shows that she has a way with a ballad and she hands this appealingly wistful entry a lovely, warm-toned reading that bids fair to be another in her long string of hits. Ork backing is tasteful. Side should break thru quickly and rack up healthy sales as well as juke loot.

You're After My Own Heart.....75
RCA Victor 20-5065—This new ballad smoothly and sincerely, this side is not as strong as the flip. Tune was penned by the Philly-Columbia distributor Stuart Loachem, who also wrote "Mixed Emotions" a few seasons back.

THE SAUTER-FINEGAN ORK

Nina Never Knew.....83
VICTOR 20-5065—This lovely waltz should receive a great bundle of deejay spins. It's the first commercial waxing by the Sauter-Finegan ork, and it features a mighty smooth vocal by Joe Mooney and the chorus on the pretty new tune. With enough push side could make it, and it's worth keeping an eye on.

Love Is a Simple Thing.....79
Here's another good side by the ork on a cute ditty from the show "New Faces of '52." Mooney again turns in a warm vocal, and the chorus supports him neatly. Ork backing is rather gimmicky, but side will pull spins.

AMES BROTHERS-LES BROWN

No Moon at All.....81
CORAL 60870—Could be that this disk will kick off a welcome revival of a tune of a few years ago. The fine Brown background and the Ames' union chanting combine for a neat effort. Watch this.

Do Nothing 'Til You Hear From Me.....80
Only slightly less effective is the effort on this Duke Ellington tune, also of some moons ago.

DON HOWARD

Oh Happy Day.....80
ESSEX 311—A weird one. Don Howard, singing a vocal which tells how happy he is, sounds like he's passing out. The waxing, however, has a sound, and it could bust thru as a big freak novelty hit with enough exploitation.

You Went Away.....77
Doletfully, and without distinction, Howard chants a sad love song. Lacks the sound of the flip.

LEROY ANDERSON

Christmas Festival (Parts 1 & 2).....80
DECCA 16041—Anderson fronts a lush, string-laden ork for a suite-like rendition of a batch of familiar Christmas carols. Little reason why this shouldn't become a good seasonal catalog item.

PEARL BAILEY

Too Too Tootsie, Goudbe.....80
CORAL 60877—Disk is taken from Miss Bailey's album "I'm With You." The songstress punches across the vocal in spirited style with a good assist from the Don Redman ork. Ought to do some business in boxes, including the r.&b. market.

My Ideal.....77
Miss Bailey's dulcet pipes wrap up the evergreen in neat fashion. Tune is a good vehicle for her voice.

LOLA AMECHE

Don't Let the Stars Get in Your Eyes.....80
MERCURY 70023—The country is performed brightly and spiritedly by the thrush, with the Ralph Marterie ork lending solid support. Gals' voice is strong all the way and if the tune cracks the pop field this version should share some loot.

Rock the Joint.....73
Lola Ameche's performance on this rhythm rocker is quite effective, and the ork supports her with a good beat. The tune sounds more r.&b. than pop.

FLASHER BROTHERS

To Live the Life of a Lie.....78
ALADDIN 3156—A standout reading by the Flasher Brothers with one carrying the vocal and the other adding a humming backing. It starts off quietly enough and then starts opening up at the midway point. Instrumental backing is supplied by Maxwell Davis and his All-Stars.

Love Came My Way.....77
The lead singer of the duo comes thru with another moving vocal with rhythmic beat supplied by his brother and the ork.

CHARLES BROWN

Lost in the Night.....78
SWING TIME 238—Electric guitar and piano provide a soft and mournful background for Brown as he warbles of his loneliness. It's a fine blues done in the intimate manner. Good program wax.

Merry Christmas Baby.....74
Blues with a holiday turn in the lyrics is delivered easily by Brown for a good side.

(Continued on page 48)

NEW RECORDS TO WATCH

Popular

SAUTER-FINEGAN ORK

Nina Never Knew—RCA Victor 20-5065—The pretty pop tune is played here with freshness and imagination by the bright-sounding Sauter-Finegan ork. Joe Mooney and the chorus turn in a most persuasive vocal, and the entire performance is lovely. The deejays will probably be spinning this five platter again and again.

AMES BROTHERS-LES BROWN ORK

No Moon at All—Coral 60870—The beatful, unison singing style of the quartet plus the Brown ork's solid backing could stir up a welcome revival of a tune which sold well just a few years ago.

PATTY ANDREWS

You Blew Me a Kiss—Decca 28492

GINNY GIBSON

You Blew Me a Kiss—M-G-M 11383—Plentiful deejay exposure seems assured for this beautiful new ballad, tenderly warbled by the gals on these two disks. Tune could easily catch favor.

RAY ANOTONY ORK

Idaho—Capitol 2293—The Anthony band does a fine job on this rhythmic oldie. It's one that should interest jocks and ops.

Rhythm & Blues

SAX MALLARD

The Bummy Hop—Mercury 70002—Definite potential here as Mallard helps this instrumental rock via some great sax work.

LOWELL FULSON

Ride Until the Sun Goes Down—Swing Time 320—This one looks like a strong coin-grabber. Fulson sells it powerfully and the ork lends a solid beat, which should help it draw the juke coin.

ROSCO GORDON

Too Many Women—Duke 109—A shoutin' Rosco Gordon, a familiar blues and a wild ork backing make this slicing shape up as a potent entry for the r.&b. market.

AMOS MILBURN

Rock, Rock, Rock—Aladdin 3159—Milburn socks across a rousing reading of the rhythm opus. Material and performance make it a likely juke platter.

Rhythm & Blues

LOWELL FULSON

Ride Until the Sun Goes Down.....80

SWING TIME 320—Fulson comes thru solidly on this powerful rhythm item, singing the blues effort with a lot of intensity. The ork backs him with a big beat and a lot of exciting guitar. Side could be a coin-grabber.

Christmas Party Shuffle.....76

This old-fashioned shuffle is handed off instrumentally by the combo. Somewhere in his solo the tenorman slips in a phrase from "Jingle Bells" to fit the title.

ROSCO GORDON.....80

Too Many Women—A familiar blues riff is handed a strong vocal by Gordon over a mighty powerful beat by the Beale Streeters. Waxing builds all the way and looks like a potent entry for the boxes, one that should grab loot.

Wise to My Baby.....75

Gordon comes thru with another good vocal on this story blues while the ork plays quietly behind him. Side looks headed for some spins.

SAX MALLARD.....80

The Bummy Hop—Mallard blows a lot of alto sax on this driving instrumental that rocks all the way. Band riffs away behind him. There could be a lot of action here.

Accent on Youth.....75

Some neat sax improvisation by Mallard shows off his virtuosity on this moody instrumental. Another sax working against Mallard adds interest.

FAIR FOREST THE BEALE STREETERS.....79

Whoopee and Mollie—Gutty blues gets a

gutter, down-to-earth reading from Forest and the combo. It's in the current groove.

Pretty Beale.....79

Driving boogie blues is chanted with much feeling and might catch on.

PEPPERMIN'T HARRIS.....80

MAXWELL DAVIS.....80

Hey, Little Schoolgirl—Peppermint Harris' distinctive warbling coupled with strong backing by Davis' All Stars adds up to a very likely sale. Tune has plenty of novelty, even tho' its ancestry seems obvious.

I Sure Do Miss My Baby.....77

Another interesting side by Peppermint, has a sound, a beat and a good lyric.

JIMMY WITHERSPOON.....79

How I Hate to See Xmas Come Around—This is one of the best holiday items out of the bumper Swing Time crop. Witherspoon does a convincing job of shouting this story blues about a guy with no money to help him celebrate the holiday. Should do well on the coin boxes.

SHADOW BLUES.....77

Here's another effective side by Witherspoon. It's also a story blues and, like the flip, tells a mournful tale.

OSCAR PETERSON.....75

MERCURY 8926—The pianist runs thru the oldie stylishly according to his modern jazz patterns, handing it a very exciting reading that should interest many who enjoy the genre.

Little White Lies.....74

Striking piano work, on the coolish side, as played here by Peterson in a driving interpretation of the oldie, with Major Hatley contributing strong bass backing.

In the opinion of the Music staff the following new records that were reviewed this week merit the special attention of dealers, operators and/or disk jockeys. The listing includes both records which have a strong overall potential as well as records whose appeal may be limited to a specialized field. Records in all categories are considered.

Country & Western

CARLISLES

No Help Wanted—Mercury 70028—Their best in recent months, The rhythm novelty is sold solidly. Could step out.

TERRY PRESTON

Gone—Capitol 2298—Here's an outstanding performance by one of the label's newer folk artists on a sorrowful weeper. He sings it with feeling and intensity, for his strongest wax item to date and one that could create action.

FARON YOUNG

Just Out of Reach
Goin' Steady—Capitol 2299—Two good pieces of material are sold strongly by Young, another new artist on the Capitol label. "Just" is a powerful weeper, and the flip a lively novelty item. Either side could move up.

THE SLEW FOOT FIVE

Sioux City Sue—Decca 28497—The Western band is at its zaniest best in this dishing of the novelty ditty and they have an effort that could pull a lot of juke coin, in pop as well as country areas. The Dot waxing of the tune by Johnny Maddox has already made considerable headway.

HANK WILLIAMS

I'll Never Get Out of This World Alive
I Could Never Be Ashamed of You—M-G-M 11386—Williams has another pair of potential hits here, offered and sung by the artist in his most appealing manner. "I'll Never Get Out" may take off first, but flip could build almost as fast.

Hot Jazz

CHARLIE VENTURA

After You're Gone
Old Man River—Mercury 8957—Two driving readings of the standards by an all-star quartet which should be welcomed by the jazz enthusiasts.

Hot Jazz

CHARLIE VENTURA'S BIG FOUR

After You're Gone.....80
MERCURY 8957—Combo features Buddy Rich, Chubby Jackson, Marty Napoleon and Ventura. The oldie is delivered in a driving tempo, but Ventura sells all the way.

Old Man River.....80
More of the same here.

ILLINOIS JACQUET

Later for the Happening.....77
MERCURY 8951—Here's a mid jump effort with riffs that move, sparked by Jacquet and the driving ork backing. Music is in the progressive vein, but still should create some juke action.

Speedster.....76
Jacquet penned this one, another jump effort but in a restrained groove (compared to the other side) as played by Jacquet and the group. Another listenable side for jazz fans.

ROLF ERICSON

The Nearest of You.....77
DISCOVERY 6067—The Swedish jazz combo surprises with an ultra-smooth and modern reading of the oldie which is both danceable and of interest to jazz fans. Ops should definitely take a listen to this one.

Strike Up the Band.....74
The tempo picks up on this side, but the result is more good music tastefully performed.

ART PEPPER QUARTET

Sassy the Poodle.....76
DISCOVERY 6068—The quartet fronts a fast-moving pop group for a highly attractive cutting of an original instrumental.

Country & Western

FARON YOUNG

Just Out of Reach.....81
CAPITOL 2299—A powerful new weeper is handed a mighty doleful and listenable vocal by Young. This impressive dishing could be a strong coin-grabber and should receive a lot of deejay action. It's a good disk.

Goin' Steady

.....80
This is a mooring and the warbler reads the somewhat familiar new effort with a lot of spirit and freshness. Side looks like a good one for the boxes. Both sides of this waxing could move up fast.

TERRY PRESTON

Gone.....80
CAPITOL 2298—A really sorrowful weeper receives a stylish reading from the husky-voiced chanter, who hands it a sincere, heart-felt performance. Tune is melodic, and the singer's strong vocal could help this one bust out. It's a potent entry and should pull spins and plays.

Now and Then.....74
The singer does a good job on this country-weeper singing it with feeling. Flip side has the excitement.

THE CARLISLES

No Help Wanted.....80
MERCURY 70028—Here's a side that could make a dent. It's a driving novelty ditty with a powerful beat. The Carlises punch out the lyrics in a semi-serious way that registers strongly. Bears watching.

This Heart Is Not for Sale.....72
Group combines for a pleasant reading of a rhythmical ditty. Instrumentation stands out.

SLEW FOOT FIVE

Sioux City Sue.....79
DECCA 28497—Holey style of the combo is well-designed to bring out the qualities of the novelty oldie. Rhythm is sparkling and the slightly zany sound effects used to point up the beat perk interest. An instrumental fans of the band will welcome, as will many others.

September Song

.....76
The western band performs the sentimental ballad at a tempo eminently (Continued on page 47)

Children's

GENE AUTRY

Nerry Texas Christmas, Yoo All.....80
COLUMBIA MJV 150—There may not be any snow in Texas, but Christmas is celebrated there in big style nevertheless. Autry does nicely in this waxing and the seasonal item should sell well. Ditty has also been released as a pop.

The Night Before Christmas (In Texas, That Is).....74
The theme that in Texas the joyous holiday is welcomed in unique style is musically stated again on this side. Material, tho, doesn't shape as strong as on flip.

PETER PIPER

Square Dances for Children.....78
COLUMBIA MJV 147—Obviously this disk could well be a big moppet item in country areas, but it has a universal appeal that cuts across geographical markers. Marion Abeson has written new and charming lyrics to four well-known melodies and they're beautifully preceded by Piper to solid backing by the Tony Motella ork. Ditties, two on each side, are "Do a Little Square Dance Two by Two," "Looby Loo," "Indian Buffalo Dance," and "Yankee Doodle Square Dance."

Latin American

LAS DOS ESTRELLAS

Secretito.....77
VICTOR 23-5878—There's a sentimental old-world quality to this tuneful waltz. It's given a fine rendition by the warblers.

Me Duele el Corazon.....73
The vocal combo sings this waltz ditty with warmth. They're backed tastefully.

RAMON MARQUEZ ORK

Mambo and Fiesta.....76
FIESTA 20-005—The Mexican ork reads this bouncy mambo in pleasurable style. Listeners will enjoy this one. L. A. programmers will find useful.

Prefiero el Mambo.....69
There are a few rhythmic tricks used by the ork to spice this mambo novelty. Chico Andrade is the chanter.

RAMON MARQUEZ ORK

Bim Bim Bo.....75
FIESTA 20-006—The Marquez ork goes all out in this fast-paced mambo instrumental. Rhythm section sparks plenty of excitement. A good side.

Mambolito.....71
A mambo that shows a little more sophistication than most is played by the big band with Chico Andrade delivering the Spanish lyrics strongly.

RATINGS: 90-100, Tops; 80-89, Excellent; 70-79, Good; 40-59, Satisfactory; 0-39, Poor

HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basis of six different categories, each of which is assigned a maximum point score in accordance with its importance to the commercial success of a record.

THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories: Vocal and/or instrumental interpretation 25; Overall exploitation potential, 20; Song caliber, 20; Artist's name value, 15; Manufacturer's distribution power, 10; Arrangement, 10.

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

COLUMBIA COUNTER-POINTS



The Pitch From Mitch

Felicia Sanders. Here's a voice you'll remember from the first moment you hear it, and a personality that is just as strong. She sings with warmth, she sings with feeling, and she sings with intelligence. Give this girl a song, tell her what you have in mind, and she goes home and works on it. Next day she comes back with everything perfect.

And perfect is the description of her first release. We had a hard time deciding what to have her sing—she can do anything. There's a little of Doris Day in her work, a little of Rosemary Clooney, perhaps a touch of Garland, but it all winds up being distinctively Felicia Sanders. If you think I'm flipping over this kid, you catch it conservatively.

Anyhow, her first song is "People In Love Can Be Lonely," which shows off her range and voice quality. We played this one for Jo Stafford, who said it was great and you know what that means. The other side is "Please Be Good While I'm Gone," with "The Four Lads." This one is a lighter ballad with a light bounce in it, and shows that she can wrap her singing around this kind of thing just as brilliantly. Paul Weston conducts for both sides, with some mighty fine arrangements.

So do me a favor. Listen to this girl—you'll never forget her voice, and you'll recognize it instantly. And remember the name—Felicia Sanders. It's going to be big.

Mitch



International Releases

FRANKIE YANKOVIC
MOJA DECLA
MOJA BABA JE PUJANA
10097 • 4-10097

CHESTER BUDNY and his boys
FREEWAY POLKA
TROCAQUERO KICK
10098 • 4-10098

NORBIE BAKER and his Polka Boys
MIDWEST POLKA
PRETTY BRUNETTE WALTZ
10099 • 4-10099

SKERTICH BROTHERS ORCHESTRA
YOU WERE ALL MINE
CRYIN' OVER YOU
10100 • 4-10100

Folk Music Releases

SMILEY MAXEDON
YOUR OLD LOVE LETTERS
I'M SHUTTIN' THE DOOR ON LOVE
21046 • 4-21046

THE CALLAHAN BROTHERS
YOU HAVE USED MY HEART
LIPS THAT TROUBLE ME
21047 • 4-21047

CINDY WALKER
OH, HOW SWEET IT IS TO KNOW
HOLD TO GOD'S UNCHANGING
HAND
21045-1 • 4-21045-1

New Album Releases

POPULAR FAVORITES—VOLUME 6

You Belong to Me—Jo Stafford • High Noon—Frankie Laine • My Tormented Heart—Sarah Vaughan • Blues in the Night—Rosemary Clooney • Half as Much—Rosemary Clooney • Settin' the Woods on Fire—Jo Stafford and Frankie Laine • Jambalaya—Jo Stafford • Walkin' to Missouri—Sammy Kaye
"Lp" CL 6233 • 45 Set B-324

CARLO BUTI FAVORITES

La Vita E Rosa • La Piccina • Violino Tzigano • Rosalie • Mattinata • Reginella Compagnola • Ti-Pi-Tin • Vieni Vieni
CARLO BUTI con l'Orchestra Ferruzzi
"Lp" CL 6229

now on 45!

BENNY GOODMAN CARNEGIE HALL JAZZ CONCERT

Complete—Set A-1035 • Volume 1—Set A-1036
• Volume 2—Set A-1037

New Children's Release

JOSEF MARAIS and MIRANDA

DANCE AND WHISTLE
HOLD YOUR HEAD UP HIGH

Set MJV-131 • Set MJV 4-131

Popular Releases

FRANKIE LAINE
I'M JUST A POOR BACHELOR
TONIGHT YOU BELONG TO ME
39903 • 4-39903

by special request!

ROSEMARY CLOONEY and
HARRY JAMES
YOU'LL NEVER KNOW
THE CONTINENTAL
39905 • 4-39905

FELICIA SANDERS

PEOPLE IN LOVE CAN BE LONELY
PLEASE BE GOOD WHILE I'M GONE
39900 • 4-39900

the first record by a truly great new star

ART LOWRY
SIOUX CITY SUE
THE GIRL WITHOUT A NAME
39904 • 4-39904

Best Sellers

Based on actual sales reports for week ending November 22

JO STAFFORD
KEEP IT A SECRET
ONCE TO EVERY HEART
39891 • 4-39891

JIMMY BOYD
I SAW MOMMY KISS-
ING SANTA CLAUS
THUMBELINA
39871 • 4-39871

DORIS DAY and
JOHNNIE RAY
MA SAYS, PA SAYS
A FULL TIME JOB
39896 • 4-39896

JO STAFFORD
JAMBALAYA
EARLY AUTUMN
39838 • 4-39838

LES COMPAGNONS DE
LA CHANSON
THE THREE BELLS
WHIRLWIND
39657 • 4-39657

FRANK SINATRA
THE BIRTH OF THE
BLUES
WHY TRY TO CHANGE
ME NOW
39882 • 4-39882

SAMMY KAYE
WALKIN' TO MISSOURI
ONE FOR THE WONDER
39769 • 4-39769

FRANKIE LAINE
HIGH NOON
ROCK OF GIBRALTAR
39770 • 4-39770

LEFTY FRIZZELL
I'M AN OLD, OLD MAN
YOU'RE JUST MINE
21034 • 4-21034

ROSEMARY CLOONEY
HALF AS MUCH
POOR-WHIP-POOR-
WILL
39710 • 4-39710

SAMMY KAYE
SANTA, SANTA,
SANTA CLAUS
ALL AROUND THE
CHRISTMAS TREE
39894 • 4-39894

JO STAFFORD
YOU BELONG TO ME
PRETTY BOY
39811 • 4-39811

COLUMBIA RECORDS

"Columbia", "Masterworks", "Red", and "Blue" Trade Marks Reg. U. S. Pat. Off. Mexico Patent Pending

The Billboard Music Popularity Charts... for Week Ending November 22

THIS WEEK'S BEST BUYS

In the opinion of The Billboard music staff, the following new records are most likely to achieve strong popularity in their respective fields. Selections are made, in some cases, after hearing the advance release. Other selections are made after careful analysis of early sales reports and juke box and disk jockey activity. Dealers and operators are advised to analyze their present stocks and future requirements of records applicable to their markets.

Popular

DON'T LET THE STARS GET IN YOUR EYES

LIES—Perry Como—RCA Victor 20-5064

This dishing, out for only a little more than a week, has met with an immediate favorable reaction. Early reports indicate that wailing will establish tune in pop field very rapidly and be Como's biggest disk in some time. Sheet music has already made "raek." Picked as "New Record to Watch" when released last week. "Lies" side also looks strong.

MUST I CRY AGAIN

I KEEP TELLING MYSELF—The Hilltoppers—Dot 15034

Early reports have established this as a good follow-up to "Trying." It is already going well in parts of the Midwest and South with action beginning to start in New York. Both sides good with present preference going to "Must I."

FORGETTING YOU—Richard Hayes—Mercury 5910

This shapes up as a late starter with good potential. Record is number four in Cincinnati, up a peg from last week and ranks third in Mercury's reorders.

HOLD ME, THRILL ME, KISS ME—Karen Chandler—Coral 50831

Another late starter nationally. Record was released first in Los Angeles and became an immediate local hit but failed to pick up nationally. Sales continue in L. A., and disk is now beginning to gain favor elsewhere. Eastern ops are beginning to buy and it's high on Coral's reorder list.

OH HAPPY DAY—Don Howard—Essex 311

Every so often something like this comes along, from out of the blue. It has kicked off a shocked reaction in the business yet the chanter's odd style produces a definite sound and where the record has been well exposed has resulted in definite sales. It's very strong in Boston, Cincinnati and Chicago at the moment.

THAT'S WHAT CHRISTMAS MEANS TO ME

CHRISTMAS DAY—Eddie Fisher—Hugo Winterhalter Ork—RCA Victor 20-5038

These sides are a re-coupling of two tunes in Fisher's new Christmas album. Syndicate stores are behind disk solidly and reorders with the label are big, showing heavy stocking action. Boston operators are showing preference for a single from the album which couples "Christmas Day" with "You're All I Want for Christmas," Victor 20-4911.

Country & Western

I'LL GO ON ALONE—Marty Robbins—Columbia 20122

Newcomer to label is showing definite early strength on this tune. Picked by country deejays. Already on Nashville territorial chart.

A THOUSAND AND ONE SLEEPLESS NIGHTS

A CRUSHED RED ROSE—Moon Mullican—King 1152

Has started off very well in the Central part of the Midwest. Previously picked as "New Record to Watch."

Rhythm & Blues

I DON'T KNOW—Willie Mabon—Chess 1531

This is a blues item which kicked off strongly in Chicago and is starting to show definite action in New York.

SAD HOUR

MEAN OLD WORLD—Little Walter—Checker 784

Two good sides with the early nod going to "Sad Hour." Strength in Midwest and beginning to roll in the South.

Spiritual

MY ROCK—Swan Silverstone Singers—Specialty 838

Previously listed as "New Record to Watch." Solid sales have begun in the South.

The following records have been selected by dealers, disk jockeys and operators as tomorrow's hits, based on early activity. Picks are limited to recent records which have not yet appeared on any of The Billboard Music Popularity Charts.

Coming Up in the Trade

The Dealers Pick

Popular

1. DON'T LET THE STARS GET IN YOUR EYES
Perry Como—Victor 20-5064
2. I SAW MOMMY KISSING SANTA CLAUS
Jimmy Boyd—Columbia 39871
3. WATER CAN'T QUENCH THE FIRE OF LOVE
Giselle MacKenzie—Helen O'Connell—Capitol 2266
4. OH HAPPY DAY
Don Howard—Essex
5. FULL TIME JOB
Doris Day—Johanne Ray—Columbia 39898
6. TILL I WALTZ AGAIN WITH YOU
Teresa Brewer—Coral 60873

Country & Western

1. KEEP IT A SECRET
Slim Whitman—Imperial 8169
2. IT'S THE KIDS WHO PAY
Molly Bee—Capitol 2258
3. THE GAL WHO INVENTED KISSIN'
Hank Snow—Victor 20-5034
4. I'M AN OLD, OLD MAN
Lefty Fitzgerald—Columbia 21034
5. A FOOL SUCH AS I
Hank Snow—Victor 20-5034
6. YOU'RE WALKING ON MY HEART
Hank Thompson—Capitol 2269

Rhythm & Blues

1. SAD HOUR
Little Walter—Checker 784
2. I DON'T KNOW
Willie Mabon—Checker 1050

The Disk Jockeys Pick

Popular

1. THE WORLD IS WAITING FOR THE SUNRISE
Stan Freberg—Capitol 2279
2. DON'T LET THE STARS GET IN YOUR EYES
Perry Como—Victor 20-5064
3. FULL TIME JOB
Doris Day—Johanne Ray—Columbia 39898
4. THE NIGHT BEFORE CHRISTMAS SONG
Rosemary Clooney—Grove Autry—Columbia 39874
5. IF I HAD A PENNY
Rosemary Clooney—Columbia 39892
6. GREYHOUND
Buddy Morrow Ork—Victor 20-5041
7. DO YOU EVER THINK OF ME?
Billy May Ork—Capitol 2284
8. I SAW MOMMY KISSING SANTA CLAUS
Jimmy Boyd—Columbia 39871

Country & Western

1. KEEP IT A SECRET
Slim Whitman—Imperial 8169
2. I'M AN OLD, OLD MAN
Lefty Fitzgerald—Columbia 21034
3. THE GAL WHO INVENTED KISSIN'
Hank Snow—Victor 20-5034
4. TENNESSEE TANGO
Pee Wee King—Victor 20-5009
5. I'LL GO ON ALONE
Marty Robbins—Columbia 21022
6. YOU'RE WALKING ON MY HEART
Hank Thompson—Capitol 2269
7. THE NEW WEARS OFF TOO FAST
Hank Thompson—Capitol 2269
8. MY HEART IS BROKEN IN THREE
Slim Whitman—Imperial 8169

The Operators Pick

Popular

1. DON'T LET THE STARS GET IN YOUR EYES
Perry Como—Victor 20-5064
2. GREYHOUND
Buddy Morrow Ork—Victor 20-5041
3. SLEEPY TIME GAL
Tony Martin—Victor 20-5008
4. TILL I WALTZ AGAIN WITH YOU
Teresa Brewer—Coral 60873
5. CHERRIES
Doris Day—Columbia 39881
6. DON'T LET THE STARS GET IN YOUR EYES
Giselle MacKenzie—Capitol 2266

Country & Western

1. KEEP IT A SECRET
Slim Whitman—Imperial 8169
2. TENNESSEE TANGO
Pee Wee King—Victor 20-5009
3. I'M AN OLD, OLD MAN
Lefty Fitzgerald—Columbia 21034
4. THE GAL WHO INVENTED KISSIN'
Hank Snow—Victor 20-5034
5. THE CHILD'S SIDE OF LIFE
Johnny Hutton—Mercury 7429
6. DON'T LET THE STARS GET IN YOUR EYES
Red Foley—Decca 28460

Rhythm & Blues

1. MAKE BELIEVE DREAM
Dinah Washington—Mercury 5906
2. I DON'T KNOW
Willie Mabon—Checker 1050
3. SAD HOUR

Late Reports on Recent "Best Buys"

Following are condensed reports, based on late field information from all segments of the trade, showing the progress being made by records which have been selected as "Best Buys" during recent weeks.

Popular

IT'S WORTH ANY PRICE YOU PAY

Eddie Howard—Mercury 70015

Pell off top 20 on disk jockey chart, but there's good to strong action at retail and operator levels in such areas as Chicago, Los Angeles and Western New York State. Number two in reorders with label.

I SAW MOMMY KISSING SANTA CLAUS

Jimmy Boyd—Columbia 39871

Picked by deejays and dealers this week. Very strong action at the operator level in many parts of the country. Already among top territorial retail sellers in New Orleans, St. Louis and Philadelphia. Heavy reorders have started on the Spike Jones' Victor version.

LA ROSITA

Four Aces—Decca 28393

Growing strength in New York, St. Louis and Chicago. Number two on Decca reorder list of recent records.

GREYHOUND

STAIRWAY TO THE STARS

Buddy Morrow Ork—RCA Victor 20-5041

Disk continues to grow. Greatest strength in Southern California and in Midwest. Underside is showing activity in some areas.

(Continued on page 42)

Country & Western

KEEP IT A SECRET

Slim Whitman—Imperial 8169

Action continues to grow in many sections. Top pick by dealers, operators and deejays this week. On Houston territorial chart.

THE GAL WHO INVENTED KISSIN'

Hank Snow—RCA Victor 20-5034

Shapes up as one of Snow's strongest. Already among Memphis and Nashville best-sellers. Growing action reported in New England, Middle Atlantic States, around St. Louis and on West Coast.

THE NEW WEARS OFF TOO FAST

YOU'RE WALKING ON MY HEART

Hank Thompson—Capitol 2269

Activity growing thruout country. Side preference split, with Houston going for "Walking" but most others going for "New Wears Off."

DON'T TRIFLE ON YOUR SWEETHEART

SOMEBODY LOVES ME

Ernest Tubbs—Decca 28448

Heavy reorders with label. Growing strength thruout country. Side preference for "Don't Trifle" in most areas. On Memphis and New Orleans territorial charts.

Rhythm & Blues

LYING WOMAN

Little Caesar—Hollywood 236

Continued good to strong activity in Buffalo, St. Louis, and Cincy areas. Growing in New York. Tapering in Philadelphia in op sales after great strength.

I'M GONE

Shirley and Lee—Aladdin 3153

Strong in Cincinnati. Good sales in L. A. and Philadelphia.

RECORD DEALERS—

Each week dealers buy, for customer distribution, over 20,000 copies of Today's Top Tunes—The Billboard's weekly record sales aid. "This Week's Best Buys" are now listed in Today's Top Tunes. For details write: Today's Top Tunes, The Billboard, 2160 Patterson St., Cincinnati, Ohio.

JUKE BOX OPERATORS—

Title strips for each of the records listed in "This Week's Best Buys" are available to you. Only those records suitable for juke boxes are included in weekly title strip releases. For more information write: Title Strip Service, The Billboard, 1564 Broadway, New York City.

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BE SURE ... BUY THE HITS ON



NOVEMBER 22, 1952

THE BILLBOARD

Coming Up in the Trade

The following records have been selected by dealers, disk jockeys and operators as tomorrow's hits, based on early activity. Picks are limited to recent records which have not yet appeared on any of The Billboard Music Popularity Charts.

The Dealers Pick

Popular

1. CONQUEST
Patti Page—Mercury 70025
2. WHY DON'T YOU BELIEVE ME?
Patti Page—Mercury 70025
5. FORGETTING YOU
Richard Hayes—Mercury 5910

The Disk Jockeys Pick

Popular

1. IT'S WORTH ANY PRICE YOU PAY
Eddy Howard—Mercury 70015
2. WHY DON'T YOU BELIEVE ME?
Patti Page—Mercury 70025
4. SUMMER LOVE
Ralph Marteria Ork—Mercury 70006

The Operators Pick

Rhythm & Blues

1. MAKE BELIEVE DREAMS
Dinah Washington—Mercury 5906

Country & Western

4. CHILD'S SIDE OF LIFE
Johnny Horton—Mercury 70014

NEW MERCURY RELEASES

POPULAR

- | | | |
|--------------------|--|---------------|
| 70042 AND 70042X45 | Whispers in the Dark
The Light of My Life | Johnny Long |
| 70037 AND 70037X45 | Waiting for the Robert E. Lee
Marge | Sophie Tucker |
| 70035 AND 70035X45 | I'm Not Blaming You
Someone Loves Someone | Bobby Wayne |
| 70033 AND 70033X45 | Mary Lou
Shangri-La | Bobby Maxwell |
| 70032 AND 70032X45 | Stumbling
After You've Gone | Pete Handy |
| 70029 AND 70029X45 | Five Foot Two, [Eyes of Blue]
Move It On Over | Tiny Mill |
| 70023 AND 70023X45 | Don't Let the Stars Get in Your Eyes
Rock the Joint | Lola Ameche |
| 70024 AND 70024X45 | Maria My Own
My Shawl | Xavier Cugat |

COUNTRY & WESTERN

- | | | |
|--------------------|---|-------------|
| 70043 AND 70043X45 | On a Hill (Far Away in East Texas)
Red Roses for Heart-Aches | Dude Martin |
| 70044 AND 70044X45 | Walkin' 'Round in Circles
You Put My Heart in Prison | Red Kirk |
| 70038 AND 70038X45 | Why Don't You Believe Me
Wishing Well | Johnny Otis |

RHYTHM & BLUES

- | | | |
|--------------------|---|------------------|
| 70039 AND 70039X45 | Leavin' Day
South Bound Train | Big Bill Broonzy |
| 70040 AND 70040X45 | You Didn't Tell Me
Reach | Jay McShann |
| 70041 AND 70041X41 | When a Woman Loves a Man
Why Do I Love You | Beryl Booker |

Watch This Go!

VIC DAMONE
Greyhound 81
MERCURY 70031—The dramatic r.&b. hit receives a mighty strong reading from Damone who sings it out in big style, with the Ralph Marteria ork supporting him with a pounding beat. Side is a potent one and should share some of the loot if the tune busts thru as a pop hit.

... LATE NEWS FLASH ...

"TELL ME YOU'RE MINE" by THE GAYLORDS

... Shows All Indications of Being A BIG Hit in Chicago"
HOWARD MILLER, WING

P.S. ALSO DETROIT, CLEVELAND

THE BILLBOARD

New Records to Watch

Popular

GEORGIA GIBBS

A Moth and a Flame

The Photograph on the Pinno — Mercury 70031 — Miss Gibbs may have another moneymaker with this disk. The "Moth" side is in the exciting vein of "Kiss of Fire" and the flip looks bright for the boxes.

Late Reports on Recent "Best Buys"

Following are condensed reports based on late field information from all segments of the trade, showing the progress being made by records which have been selected as "Best Buys" during recent weeks.

Popular

- CONQUEST**
WHY DON'T YOU BELIEVE ME
Patti Page—Mercury 70025
Side preference swinging to "Conquest."
- IT'S WORTH ANY PRICE YOU PAY**
Eddy Howard—Mercury 70015
Number 2 among Mercury records. Good to strong action in Cincinnati. Reported as strong by Chicago dealers. Operator interest starting in New York City. Top pick by deejays in "Coming Up in the Trade."

RED
HOT!



MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

The Billboard Music Popularity Charts

... for Week Ending November 22

TOP POPULAR RECORDS

Best Selling Singles

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. WHY DON'T YOU BELIEVE ME?—J. James—Purple Shades—MGM(78)1133; (45)K-1133—ASCAP	4	7
2. ITS IN THE BOOK, PARTS I & II—J. Standley—Cap(78)2249; (45)F-2249—BMI	1	9
3. GLOW WORM—Mills Brothers—After All—Dec(78)2834; (45)P-2834—BMI	2	10
4. I WENT TO YOUR WEDDING—P. Page—You Belong to Me—Mercury(78)1899; (45)M-1899X45—BMI	3	14
5. YOU BELONG TO ME—J. Stafford—Pretty Boy—Col(78)3981; (45)P-3981—BMI	5	17
6. JAMBALAYA—J. Stafford—Early Autumn—Col(78)3981; (45)P-3981—BMI	8	14
7. BECAUSE YOU'RE MINE—M. Lanza—Song the Angels Sing—V(78)10-3914; (45)P-3914—ASCAP	7	12
8. TAKES TWO TO TANGO—P. Bailey—Let There Be Love—Coral(78)6017; (45)P-6017—ASCAP	12	10
9. TRYING—Hilltoppers—You Made Up My Mind—Dot(78)15018; (45)M-15018—ASCAP	8	14
10. YOURS—V. Lynn—Love of My Life—London(78)1261; (45)M-1261—BMI	8	8
11. KEEP IT A SECRET—J. Stafford—Once to Every Heart—Col(78)3981; (45)P-3981—ASCAP	20	3
12. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Hand of Fate—V(78)20-4830; (45)P-4830—ASCAP	10	20
13. LADY OF SPAIN—E. Fisher-H. Winterhalter—Outside of Heaven—V(78)20-4953; (45)P-4953—ASCAP	11	10
14. YOU BELONG TO ME—P. Page—I Went to Your Wedding—Mercury(78)1899; (45)M-1899X45—BMI	13	13
15. HEART AND SOUL—Four Aces—Jazz Squeeze Me—Dec(78)2830; (45)P-2830—ASCAP	15	6
16. I—D. Cornell—Be Fair—Coral(78)6017; (45)P-6017—ASCAP	18	4
17. OUTSIDE OF HEAVEN—E. Fisher-H. Winterhalter—Lady of Spain—V(78)20-4953; (45)P-4953—ASCAP	14	9
18. LADY OF SPAIN—L. Paul—My Baby's Coming Home—Cap(78)2265; (45)F-2265—ASCAP	17	4
19. WHY DON'T YOU BELIEVE ME?—P. Page—Conquest—Mercury(78)1899; (45)M-1899X45—BMI	1	1
20. MEET MR. CALLAGHAN—L. Paul—Take Me in Your Arms—Cap(78)2193; (45)F-2193—ASCAP	18	14

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. I WENT TO YOUR WEDDING—P. Page—You Belong to Me—Mercury(78)1899; (45)M-1899X45—BMI	1	14
2. GLOW WORM—Mills Brothers—After All—Dec(78)2834; (45)P-2834—BMI	3	8
3. YOU BELONG TO ME—J. Stafford—Pretty Boy—Col(78)3981; (45)P-3981—BMI	2	16
4. WHY DON'T YOU BELIEVE ME?—J. James—Purple Shades—MGM(78)1133; (45)K-1133—ASCAP	4	6
5. JAMBALAYA—J. Stafford—Early Autumn—Col(78)3981; (45)P-3981—BMI	5	14
6. YOU BELONG TO ME—P. Page—I Went to Your Wedding—Mercury(78)1899; (45)M-1899X45—BMI	6	12
7. YOURS—V. Lynn—Love of My Life—London(78)1261; (45)M-1261—BMI	8	6
17. I—D. Cornell—Be Fair—Coral(78)6017; (45)P-6017—ASCAP	13	4
9. TRYING—Hilltoppers—You Made Up My Mind—Dot(78)15018; (45)M-15018—ASCAP	8	14
10. LADY OF SPAIN—E. Fisher-H. Winterhalter—Outside of Heaven—V(78)20-4953; (45)P-4953—ASCAP	10	8
10. KEEP IT A SECRET—J. Stafford—Once to Every Heart—Col(78)3981; (45)P-3981—ASCAP	20	4
12. OUTSIDE OF HEAVEN—E. Fisher-H. Winterhalter—Lady of Spain—V(78)20-4953; (45)P-4953—ASCAP	11	8
13. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Hand of Fate—V(78)20-4830; (45)P-4830—ASCAP	7	17
13. ITS IN THE BOOK, PARTS I & II—J. Standley—Cap(78)2249; (45)F-2249—BMI	12	4
13. BECAUSE YOU'RE MINE—M. Lanza—Song the Angels Sing—V(78)10-3914; (45)P-3914—ASCAP	18	10
16. COMES A-LOVE—K. Starr—Three Letters—Cap(78)2213; (45)F-2213—ASCAP	15	9
16. TAKES TWO TO TANGO—P. Bailey—Let There Be Love—Coral(78)6017; (45)P-6017—ASCAP	16	4
16. MY BABY'S COMING HOME—L. Paul—My Baby's Coming Home—Cap(78)2265; (45)F-2265—ASCAP	16	2
13. WHY DON'T YOU BELIEVE ME?—P. Page—Conquest—Mercury(78)1899; (45)M-1899X45—BMI	1	1
20. HEART AND SOUL—Four Aces—Jazz Squeeze Me—Dec(78)2830; (45)P-2830—ASCAP	20	14

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. YOU BELONG TO ME—J. Stafford—Pretty Boy—Col(78)3981; (45)P-3981—BMI	1	17
2. GLOW WORM—Mills Brothers—After All—Dec(78)2834; (45)P-2834—BMI	2	10
3. I WENT TO YOUR WEDDING—P. Page—You Belong to Me—Mercury(78)1899; (45)M-1899X45—BMI	3	13
4. ITS IN THE BOOK, PARTS I & II—J. Standley—Cap(78)2249; (45)F-2249—BMI	4	8
5. WHY DON'T YOU BELIEVE ME?—J. James—Purple Shades—MGM(78)1133; (45)K-1133—ASCAP	5	5
6. LADY OF SPAIN—E. Fisher-H. Winterhalter—Outside of Heaven—V(78)20-4953; (45)P-4953—ASCAP	7	9
7. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Hand of Fate—V(78)20-4830; (45)P-4830—ASCAP	12	19
8. LADY OF SPAIN—L. Paul & M. Ford—My Baby's Coming Home—Cap(78)2265; (45)F-2265—ASCAP	17	3
8. JAMBALAYA—J. Stafford—Early Autumn—Col(78)3981; (45)P-3981—BMI	8	14
10. YOURS—V. Lynn—Love of My Life—London(78)1261; (45)M-1261—BMI	10	4
11. OUTSIDE OF HEAVEN—E. Fisher-H. Winterhalter—Lady of Spain—V(78)20-4953; (45)P-4953—ASCAP	13	8
12. YOU BELONG TO ME—P. Page—I Went to Your Wedding—Mercury(78)1899; (45)M-1899X45—BMI	6	13
13. KEEP IT A SECRET—J. Stafford—Once to Every Heart—Col(78)3981; (45)P-3981—ASCAP	15	2
14. I SHOULD CARE—L. Flanagan—Tippin' In—V(78)20-4885; (45)P-4885—ASCAP	9	11
14. TRYING—Hilltoppers—You Made Up My Mind—Dot(78)15018; (45)M-15018—ASCAP	16	15
16. BECAUSE YOU'RE MINE—Nat (King) Cole—I'm Never Satisfied—Cap(78)2213; (45)F-2213—ASCAP	—	2
17. I—D. Cornell—Be Fair—Coral(78)6017; (45)P-6017—ASCAP	13	4
17. TAKES TWO TO TANGO—P. Bailey—Let There Be Love—Coral(78)6017; (45)P-6017—ASCAP	1	1
19. SOMEWHERE ALONG THE WAY—Nat (King) Cole—What Does It Take to Make You Take to Me—Cap(78)2069; (45)P-2069—ASCAP	—	25
20. BUNNY HOP—R. Anthony—Bing, Man—Cap(78)2231; (45)P-2231—BMI	18	2

Best Selling Popular Albums

Albums are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. Separate charts are listed for 33 1/3 r.p.m. and 45 r.p.m. records.

This Week	Last Week	Weeks on Chart
33 1/3 R.P.M.		
1. LIBERACE AT THE PIANO—Liberace—Col(78)308; (33)CL-6217	3	11
2. BECAUSE YOU'RE MINE—M. Lanza—V(78)DM-7015; (45)WDM-7015	1	5
3. MERRY WIDOW—Original Cast—MGM(78)MGM-157; (33)M-157	3	11
4. BENNY GOODMAN—Benny Goodman—Col(78)351-100; (33)B-100	7	7
5. I'M IN THE MOOD FOR LOVE—E. Fisher—V(78)3058; (33)LP-3058	4	5
6. WITH A SONG IN MY HEART—J. Froman—Cap(78)DDN-309; (33)L-309	5	33
7. AN AMERICAN IN PARIS—O. Kelly-G. Guitary-J. Green—MGM(78)MGM-93; (33)M-93	8	34
8. SOUTH PACIFIC—Mary Martin-Eric Pina—Col(78)M-930; (33)M-930	7	98
9. BIG BAND BASH—B. May—Cap(78)MCM-329; (33)L-329	8	26
10. KING AND I—Original Cast—Dec(78)DA-876; (33)DL-9008	8	13
45 R.P.M.		
1. I'M IN THE MOOD FOR LOVE (4)—E. Fisher—V(78)3058; (45)WP-358	1	6
2. BECAUSE YOU'RE MINE (4)—M. Lanza—V(78)DM-7015; (45)WDM-7015	2	4
3. LIBERACE AT THE PIANO (4)—Liberace—Col(78)308; (45)B-308	4	11
4. WITH A SONG IN MY HEART (4)—J. Froman—Cap(78)DDN-309; (45)KDF-309	3	35
5. MERRY WIDOW (4)—Original Cast—MGM(78)MGM-157; (45)K-157	3	8
6. FOLK ACE (4)—Four Aces—Dec(78)A-17; (45)P-17	5	3
7. BIG BAND BASH (3)—B. May—Cap(78)MCM-329; (45)MCF-329	8	26
8. LOVELY TO LOOK AT (4)—Original Cast—MGM(78)MGM-150; (45)K-150	9	20
9. AN AMERICAN IN PARIS (4)—O. Kelly-G. Guitary-J. Green—MGM(78)MGM-93; (45)K-93	8	38
10. EDDIE FISHER SINGS (4)—E. Fisher—V(78)P-3025; (45)WP-3025	24	24

Best Selling Children's Records

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers throughout the country with a high sales volume in children's records. No distinction is made between record speeds. Number after title indicates the number of records in each set.

This Week	Last Week	Weeks on Chart
1. BOZO HAS A PARTY (2)—B. May Ork-P. Colby—Cap(78)DBX-3133; (45)CBX-3133	3	12
2. ROBIN HOOD (2)—B. May-E. Pala-G. Wyke-E. Hayes-L. E. Walker—Cap(78)DBX-3134; (45)CBX-3134	1	18
3. TWENTY PIE (1)—M. Blanc-B. May—Cap(78)CAS-3074; (45)CAS-3074	4	101
4. LONE RANGER, VOL. 1—(He Becomes the Lone Ranger) (1)—O. Trenco—Dec(78)K-79; (45)K-132	3	12
5. LITTLE ENGINE THAT COULD (2)—P. Wing—V(78)Y-364; (45)Y-364	6	82
6. SHOKEY AND THE BEAR (1)—E. Arnold—V(78)Y-459; (45)Y-459	1	1
7. TWENTY, TWENTY, TWENTY (1)—M. Blanc-B. May—Cap(78)CAS-3118; (45)CAS-3118	5	10
8. NOISY EATER (1)—J. Lewis—Cap(78)CAS-3120; (45)CAS-3120	7	11
9. ME AND MY TEDDY BEAR (1)—R. Clooney-P. Faith—Col MJV-70	11	19
10. CINDERELLA (2)—L. Woods & Others—V(78)Y-399; (45)Y-399	8	146
11. BOZO ON THE FARM (1)—P. Colvig-B. May—Cap(78)DBX-3076; (45)CBX-3076	11	81
11. I TAUT I TAW A PUDDY TAT (1)—M. Blanc—Cap(78)3130; (45)P-3130	6	6
12. PETER PAN (2)—B. Driscoll—V(78)Y-4001; (45)Y-4001	1	1
13. BAMBI (1)—S. Temple-Chorus, P. Smith, Director—V(78)M-91; (45)WY-301	6	6
14. BUGS BUNNY IN STORYLAND—(2) M. Blanc-A. Livingston—Cap(78)DBX-3021; (45)CBX-3021; (33)DX-3003	9	9

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SWING and SWAY with

Sammy Kaye



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CAMP DONALDSON Greenville, S. C.	MUNICIPAL AUDITORIUM Atlanta, Georgia	SUNNYBROOK BALLROOM Pottstown, Pa.	PLAYDIUM Sheboygan, Wisc.	ROMAR BALLROOM Des Moines, Iowa	SHALIMAR CLUB Shalimar, Fla.
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AUDITORIUM Rochester, N. Y.	THE COLISEUM Parkersburg, West Va.	WYKAGYL COUNTRY CLUB New Rochelle, N. Y.	LAKESIDE BALLROOM Guttenberg, Iowa	CRYSTAL PALACE Columbus, Michigan	REYNOLD'S GYMNASIUM Winston-Salem, N. C.
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HOTEL DUPONT Wilmington, Delaware	LAKEWOOD PARK Mahanoy City, Pa.	PIER BALLROOM Ocean City, Maryland	ARMAR BALLROOM Marion, Iowa	THE ARENA London, Ontario	FORT BELVOIR Fort Belvoir, Va.
U. S. ARMY CAMP Omaha, Nebraska	HOLLYWOOD BEACH HOTEL Hollywood, Fla.	STEEL PIER Atlantic City, N. J.	TOMBA BALLROOM Sioux City, Iowa	CELORON PARK Jamestown, N. Y.	ONONDAGA COUNTY WAR MEMORIAL Syracuse, N. Y.
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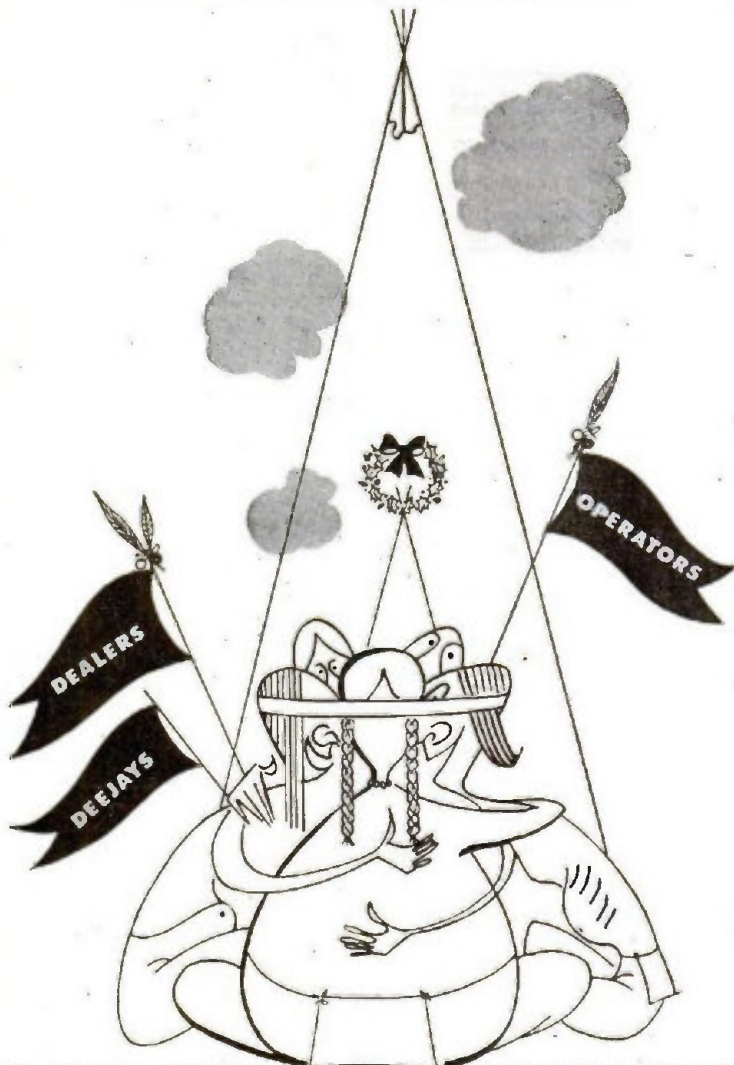
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"WILLY CLAUS"



No. 2285

The Billboard Music Popularity Charts

Territorial Best

Listings are based on latest reports secured via Western Union messenger service from top dealers in each of the markets listed.

New York

1. Why Don't You Believe Me
J. James, M-G-M
2. Glow Worm
Mills Brothers, Decca
3. You Belong to Me
J. Stafford, Columbia
4. Wish You Were Here
E. Fisher-H. Winterhalter,
Victor
5. Takes Two to Tango
P. Bailey, Coral
6. Jambalaya
J. Stafford, Columbia
7. I Went to Your Wedding
P. Page, Mercury
8. Trying
Hilltoppers, Dot
9. Lady of Spain
E. Fisher-H. Winterhalter,
Victor
10. Yours
V. Lynn, London

Chicago

1. Why Don't You Believe Me
J. James, M-G-M
2. Glow Worm
Mills Brothers, Decca
3. Because You're Mine
M. Lanza, Victor
4. Yours
V. Lynn, London
5. I Went to Your Wedding
P. Page, Mercury
6. Takes Two to Tango
P. Bailey, Coral
7. Takes Two to Tango
L. Armstrong, Decca
8. I
D. Cornell, Coral
9. Comes Along A Love
K. Starr, Capitol
10. Adois
G. MacKenzie, Capitol

Los Angeles

1. I Went to Your Wedding
P. Page, Mercury
2. It's In the Book
J. Standley, Capitol
3. Jambalaya
J. Stafford, Columbia
4. You Belong to Me
P. Page, Mercury
5. You Belong to Me
J. Stafford, Columbia
6. Why Don't You Believe Me
J. James, M-G-M
7. Because You're Mine
M. Lanza, Victor
8. Lady of Spain
E. Fisher-H. Winterhalter,
Victor
9. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral
10. Takes Two to Tango
P. Bailey, Coral

Philadelphia

1. Why Don't You Believe Me
J. James, M-G-M
2. You Belong to Me
J. Stafford, Columbia
3. Glow Worm
Mills Brothers, Decca
4. Jambalaya
J. Stafford, Columbia
5. Takes Two to Tango
P. Bailey, Coral
6. Yours
V. Lynn, London
7. I
D. Cornell, Coral
8. Trying
Hilltoppers, Dot
9. Keep It A Secret
J. Stafford, Columbia
10. I Saw Mommy Kissing Santa
Claus
J. Boyd, Columbia

Detroit

1. Why Don't You Believe Me
J. James, M-G-M
2. Heart and Soul
Four Aces, Decca
3. Till I Waltz Again With You
T. Brewer, Coral
4. Glow Worm
Mills Brothers, Decca
5. It's In the Book
J. Standley, Capitol
6. Blue Violins
H. Winterhalter, Victor
7. I Went to Your Wedding
P. Page, Mercury
8. You Belong to Me
J. Stafford, Columbia
9. Keep It A Secret
J. Stafford, Columbia
10. Because You're Mine
Nat King Cole, Capitol

Atlanta

1. It's In the Book
J. Standley, Capitol
2. Glow Worm
Mills Brothers, Decca
3. You Belong to Me
J. Stafford, Columbia
4. I Went to Your Wedding
P. Page, Mercury
5. Jambalaya
J. Stafford, Columbia
6. Keep It A Secret
J. Stafford, Columbia
7. Why Don't You Believe Me
J. James, M-G-M
8. Because You're Mine
M. Lanza, Victor
9. Lady of Spain
L. Paul, Capitol

Seattle

1. Glow Worm
Mills Brothers, Decca
2. It's In the Book
J. Standley, Capitol
3. Lady of Spain
L. Paul, Capitol
4. Why Don't You Believe Me
J. James, M-G-M
5. You Belong to Me
D. Martin, Capitol
6. Heart and Soul
Four Aces, Decca
7. Takes Two to Tango
P. Bailey, Coral
8. Wish You Were Here
E. Fisher, Victor
9. Jambalaya
J. Stafford, Columbia

Denver

1. I Went to Your Wedding
P. Page, Mercury
2. Jambalaya
J. Stafford, Columbia
3. You Belong to Me
J. Stafford, Columbia
4. It's In the Book
J. Standley, Capitol
5. Glow Worm
Mills Brothers, Decca
6. Wish You Were Here
E. Fisher-H. Winterhalter,
Victor
7. Because You're Mine
M. Lanza, Victor
8. You Belong to Me
P. Page, Mercury

Cincinnati

1. Why Don't You Believe Me
J. James, M-G-M
2. Glow Worm
Mills Brothers, Decca
3. It's In the Book
J. Standley, Capitol
4. Forgetting You
R. Hayes, Mercury
5. You Belong to Me
J. Stafford, Columbia
6. I Went to Your Wedding
P. Page, Mercury
7. Keep It A Secret
J. Stafford, Columbia
8. Jambalaya
J. Stafford, Columbia
9. Because You're Mine
M. Lanza, Victor
10. You Belong to Me
P. Page, Mercury

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... for Week Ending November 22

Sellers (Popular)

This Week's Territorial Best Sellers to Watch

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

Boston... **DON'T LET THE STARS GET IN YOUR EYES**
Perry Como—Victor 20-5064

Pittsburgh... **WATER CAN'T QUENCH THE FIRE OF LOVE**
Giselle MacKenzie-Helen O'Connell—Capitol 2286

Pittsburgh... **CONQUEST**
Patti Page—Mercury 70025

Boston

1. **Why Don't You Believe Me**
J. James, M-G-M
2. **I Went to Your Wedding**
P. Page, Mercury
3. **Oh Happy Day**
D. Howard, Essex
4. **I Saw Mommy Kissing Santa Claus**
J. Boyd, Columbia
5. **Glow Worm**
Mills Brothers, Decca
6. **It's in the Book**
J. Standley, Capitol
7. **Don't Let the Stars Get in Your Eyes**
P. Como, Victor
8. **Takes Two to Tango**
P. Bailey, Coral
9. **Meet Mr. Callaghan**
L. Paul, Capitol
10. **Trying**
Hilltoppers, Dot

Dallas-Ft. Worth

1. **You Win Again**
T. Edwards, M-G-M
2. **It's in the Book**
J. Standley, Capitol
3. **Why Don't You Believe Me**
J. James, M-G-M
4. **I Went to Your Wedding**
P. Page, Mercury
5. **You Belong to Me**
P. Page, Mercury
6. **Wish You Were Here**
E. Fisher-H. Winterhalter, Victor
7. **Trying**
Hilltoppers, Dot

St. Louis

1. **Why Don't You Believe Me**
J. James, M-G-M
2. **Glow Worm**
Mills Brothers, Decca
3. **I**
D. Cornell, Coral
4. **It's in the Book**
J. Standley, Capitol
5. **Trying**
Hilltoppers, Dot
6. **Yours**
V. Lynn, London
7. **Keep It A Secret**
J. Stafford, Columbia
8. **Heart and Soul**
Four Aces, Decca
9. **Because You're Mine**
M. Lanza, Victor
10. **I Saw Mommy Kissing Santa Claus**
J. Boyd, Columbia

Washington, D. C.

1. **It's in the Book**
J. Standley, Capitol
2. **I Went to Your Wedding**
P. Page, Mercury
3. **Takes Two to Tango**
L. Armstrong, Decca
4. **You Belong to Me**
J. Stafford, Columbia
5. **Glow Worm**
Mills Brothers, Decca
6. **Why Don't You Believe Me**
J. James, M-G-M
7. **Keep It A Secret**
J. Stafford, Columbia
8. **Because You're Mine**
M. Lanza, Victor
9. **Conquest**
P. Page, Mercury

Pittsburgh

1. **Why Don't You Believe Me**
J. James, M-G-M
2. **Glow Worm**
Mills Brothers, Decca
3. **Heart and Soul**
Four Aces, Decca
4. **It's in the Book**
J. Standley, Capitol
5. **Water Can't Quench the Fire of Love**
G. MacKenzie-H. O'Connell, Capitol
6. **Takes Two to Tango**
P. Bailey, Coral
7. **Because You're Mine**
M. Lanza, Victor
8. **Conquest**
P. Page, Mercury
9. **Jambalaya**
J. Stafford, Columbia
10. **Keep It A Secret**
J. Stafford, Columbia

New Orleans

1. **Why Don't You Believe Me**
J. James, M-G-M
2. **Glow Worm**
Mills Brothers, Decca
3. **I**
D. Cornell, Coral
4. **It's in the Book**
J. Standley, Capitol
5. **Trying**
Hilltoppers, Dot
6. **Outside of Heaven**
E. Fisher-H. Winterhalter, Victor
7. **I Saw Mommy Kissing Santa Claus**
J. Boyd, Columbia




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and

LES BROWN

and His Band of Renown

sing and play

**"DO NOTHIN'
TILL YOU
HEAR
FROM
ME"**

**"NO
MOON
AT ALL"**

CORAL 9-60870 (45 RPM) and CORAL 60870 (78 RPM)

CORAL RECORDS
America's Fastest Growing Record Company

IN CANADA: Metroland Reg'd, Montreal—Apex Records Ltd., Toronto—Johnston Appliances Ltd., Vancouver—T. H. Pascoe Ltd., Calgary—For Manitoba & Saskatchewan: Compo. Ltd., Lachine, P.Q.

CORAL
RECORDSLAWRENCE
WELKand his Champagne Music
plays"OH,
HAPPY
DAY"

Vocal Chorus by Larry Hooper

and

"YOUR
MOTHER
AND MINE"

(From Walt Disney's Peter Pan)

Vocal Chorus by Roberta Linn

CORAL 60893 (78 RPM)

and

9-60893 (45 RPM)

CORAL RECORDS

America's Fastest Growing Record Company

IN CANADA: Metrodax Rec'd. Montreal—Apex Records Ltd., Toronto—Johnston Appli-
ances Ltd., Vancouver—T. H. Peacock Ltd., Calgary—For Manitoba & Saskatchewan
Campo Ltd., Lachine, P.Q.

Early Decision

Continued from page 19

because of the theater's refusal to agree with the union requirements of hiring a local nine-member orchestra. On November 16, 1949, the theater filed with NLRB a charge against the union, the board found that "there was no evidence that the local musicians would not perform the offered services" and that the anti-featherbedding provision was applicable "only when the union members do absolutely nothing in exchange for payment, and that it is inapplicable if the local organization performs any act at all even in situations when the employer does not want, does not need and is not willing to accept such services."

Heath argued: "A union cannot evade this provision by attempting to exact payments for the performance of acts which are neither services nor incidental to services, and which the employer does not want, does not need and is not even willing to accept." He argued that this case was "fundamentally different" from a companion case which was argued on the same day involving American Newspaper Publishers' Union versus NLRB. In the latter case, the Supreme Court was asked to decide whether newspaper publishers pay for cutting "bogus" type. In that case the Seventh Federal Circuit Court of Appeals, Chicago, ruled against the publishers and upheld the NLRB's argument that the Taft-Hartley Act was not violated. In the NLRB versus Gamble case, the Sixth Federal Circuit Court, Cincinnati, upheld Gamble. Heath told the court that the greatest controversy in the NLRB versus Gamble case centers on the meaning of the Taft-Hartley amendment's definition of "services which are not performed or not to be performed. It is the position of the union," he said, "that Congress meant to see to it that the enactment of this statute that no labor organization should receive payment unless it does some act or perhaps omits to do some act regardless of its utility, benefits or desirability." He said that "it is the union's position that it cannot be held guilty of an unfair labor practice as long as it is offering in exchange to do something (or not to do something, whatever these somethings may be) and that an employer can be impelled to pay wages for any act or activity which the union demands to perform. It is most earnestly impressed upon this court," continued Heath, "that this kind of legal interpretation can do little to pass honor upon the law or its administrators." He said that "the record shows that it was the union's insistent demands to play overtures and intermissions at the performances of the traveling name bands at the Palace," and "it is equally clear, and the union does not seriously contest, that the employer had no use for such intermissions or overtures, that they had no entertainment value, that they did not help to draw an audience and that they represented, in fact, a continuing interference to the operation of the theater." He summarized: "It is clear that there were no services to be performed."

King Records

Continued from page 18

tion, to the plaintiffs, at a place in New York City, all copies and mechanical reproductions of the musical composition, "Answer to Rainbow at Midnight" by Arthur Q. Smith, and all infringing copies of publications in any form of said musical compositions "Rainbow at Midnight" and "Answer to Rainbow at Midnight" by Lost John Miller, in their possession or under their control, as well as plates, devices, molds, matrices or other means for making such infringing copies.

The decision comes at a time of peak interest—when many publishers are seeking ways and means of protecting song titles (see separate story). It is to be noted that the contending parties entered into the suit not as bitter antagonists but in order to ascertain whether titles could be protected. It is generally conceded that titles are not protected by statute. That they may be protected under the law of unfair competition is implicit in this case. Under this law, the use of another's title, or the use of a product created by another, is a violation of a common law right.

The plaintiff's case was handled by Rosell & Weinstein, who filed the suit about two years ago. Jack Pearl represented King.

VOX JOX

By GENE PLOTNIK

Chatter

Joe Ryan, WALL, Middletown, N. Y., phoned Frank Farrell during the latter's WMGM, New York, show last Sunday night and asked him if Nick Kenny was the originator of the term "disk jockey." A few minutes later, Kenny called Ryan back from out on Long Island to affirm that he was. Bob Cavanaugh, KRIB, Mason City, Ia., recently asked via this column for the whereabouts of Harry Groves, formerly of KCMO, Kansas City, Mo. Cavanaugh just learned that Groves was returning to Kaycee from Cincinnati when his car ran off the road and he was killed. Sid Collins, WIBG, Indianapolis, recently had Tommy Dorsey on his new late-evening platter show from The Keys niter.

YESTERYEARS' TOPS

The nation's top tunes on records as reported in The Billboard

NOVEMBER 28, 1942

1. White Christmas
2. Praise the Lord
3. Serenade in Blue
4. When the Lights Go on Again
5. Der Fuehrer's Face
6. Mr. Five by Five
7. Kalamazoo
8. Manhattan Serenade
9. There Are Such Things

NOVEMBER 29, 1947

1. Near You
2. I Wish I Didn't Love You So
3. You Do
4. How Soon
5. Ballerina
6. Civilization
7. Too Fat Polka
8. —And Mimi
9. The Whiffenpoof Song
10. So Far

there.... Tod Harding, wake-up man on WNOR, Norfolk, is moving to WCAV, same city.

Van Lane, WEIR, Weirton, W. Va., has started a new Saturday night show from The Blue Danube, supper club in Toronto, O., on which he spins 45's.... Pete and Bunty Win-

ters, who work as a pair on a five-hour Saturday show via WBIR, Knoxville, have a new addition to the family named Kathleen Ann.... Tommy Carle, WROL, Knoxville, and his Quintones are going into the Cave, Middlesboro, Ky., after the first of the year after 22 weeks at the Embassy Club, Knoxville.... Jim French and Bob Ryan are the two latest additions to the deejay staff at KING, Seattle. Gil Henry, of that station, had the whole "Jazz at the Philharmonic" crew in a get-out-the-vote show in a window of the Frederick & Nelson department store.... Tony Caldrona tossed a disk jockey party for the Ink Spots at their opening at his Twin Coaches near Pittsburgh last Monday (10).... Dave Miller returns to WNJR, Newark, N. J., with a daily morning country music show. Louie Quinn moves to WINS, New York, for a deejay show from Duke's in Forest Hills.... Jack Clifton has taken on the job of program director of WCUE, Akron.

Gimmix

On his "Ntely Serenade" via Hazelton, Pa., Bob Richards interviews local disk dealers for their top sellers and predictions of coming hits.... Jim Palmer, KSIM, Sikeston, Mo., has increased mail pull by asking listeners to identify instrumentals from the last 30 seconds of the disks. He gives right guessers duplicate disks in the station's library.... After plugging his Allen Evans, WHOK, Lancaster, O., gets listeners to go to local Music Shop and say: "Mary Ellen" Evans sent us for a copy of "Anything."

Some Comments

Bill Ruff, KOLO, Reno, Nev., "With no TV here and the four radio stations constantly playing disks, record stars go great at the local niteries, while TV stars flop." Wayne Schram, WNDR, Syracuse, "If the shows want to listen to a Christmas disk that really stands out, tell 'em to give a listen to 'Elvis the Elf'."

DEALER DOINGS

By BOB FRANCIS

Success Story

An extraordinary dealer success prescription comes from Edinburg, Scotland. A citizen named Robert Blacklock took over a play-out music shop some three years ago and now has the most potent record outlet in town. His system is simple. He restricts his stock to sellers picked on his own judgment. Each Friday he advertises a dozen to 20 records in the local evening paper as the best buys of the week. Sales results have reached a point where larger competitors call Blacklock on Thursday for advance info on his choices so that they can stock up for the weekly platter bandwagon. Not only is Blacklock's gimmick puzzling the major British recording companies, who find that their London formulas for picking winners have no bearing on Edinburg record sales, but his store has practically eliminated dead-head customers. Records are heard in booths containing only volume control knobs. Disks are played on turntables behind the sales counter and hooked up to booths individually. Nobody but the sales staff handles them until they are sold. The pay-off is that Blacklock doesn't begin to use up his quota of 10 per cent return allowance.

Beefs

Ferguson's Record Shop, Memphis, claims that Victor and Capitol use the same cover design on too many LP's and albums, thereby costing the outlets considerable sales. Customers take a look and think they have already bought the items. Examples cited are all three volumes of the Glenn Miller concert on Victor and all the Classics in Jazz series

on Capitol. While the cover colors may vary, it is hardly noticeable when the design is the same, and the dealer wonders how many sales are lost by casual shoppers not recognizing new releases. Ferguson's likewise thinks Victor should be more consistent on advertising list prices. The shop also says RCA ads list EP's without excise tax, while including it in advertising and mate otherwise. This makes EP selling tough since the tax addition has to be explained to the customer.... Wilsey's Gift Center, Fredonia, N. Y., thinks Andre Kostelanetz is not getting the promotion from Columbia that he should. "With competing orchestras selling big, Kostelanetz should get his fair share, which would incidentally help the dealer to get rid of some of his older stock."

Helping Hand Dept.

Aaron Applebaum, of the Bergenfield Music Shop, Bergenfield, N. J., wants suggestion on how to increase LP sales "short of giving them away at greatly reduced prices." Applebaum says he has tried low-priced LP's, extensive advertising and giveaway gimmicks, but with negligible results. Has anybody got ideas?... Modern Appliances Company, Perry, Ia., writes thanks for info in "Blues on the Delta" platter. Ordered it from Los Angeles and received shipment immediately.... Likewise Gruson's Record Shop, Upper Derry, Pa., wants to thank fellow dealers for response to its appeal for a platter of "Let's Go to Church on Sunday Morning" which it needed for an ill youngster. The Billboard wants to thank Jack Crystall.

(Continued on page 128)

America's **#1** Vocal Group

**THE
HILLTOPPERS**

Featuring the Voice
of the Great
JIMMY SACCA

*In their Great
2 Sided Smash!*



**MUST
I
CRY
AGAIN**

and

**I
KEEP
TELLING
MYSELF**

DOT 15034: 15034 x 45

New Records to Watch
THE HILLTOPPERS

MUST I CRY AGAIN • I KEEP TELLING MYSELF
The 15034—the group, riding high with current hit "Tryin'", turns in a nice job on both of these new ballads, achieving a smooth beat and warm sound. Sides should do well in the boxes.

ORDER FROM YOUR
DISTRIBUTOR
NOW!

... **Dot** RECORDS • • • GALLATIN, TENNESSEE • • • PHONE 830-831

Album and LP Reviews

Popular

CHRISTMAS DAY IN THE MORNING

But Ives brings his warm personality to bear on seven folk songs appropriate to the Christmas season in this attractive set. And the results are full of the charm that has long been the hallmark of the artist. With guitar accompaniment he's heard in "The Friendly Beast" and "The Seven Jors of Mary." The remaining numbers, with Ives backed by chorus and orchestra, include "There Were Three Ships," "Jesus Abatonia," "Down in Yon Forest," and "Kling Herod and the Cook." Should be easy to promote this disk as a gift for children.

CHRISTMAS CAROLS

The ubiquitous Mr. Bloch has put together, via his chorus and orchestra, a very tasteful offering of 13 Christmas favorites. They are all rendered in a spirit befitting the season. There are a host of Christmas albums of this type available, and it's impossible for the average dealer to carry them all. When making the decision which to stock, this one is a very sound bet. It's well done and could become a staple.

COLLEGE FAVORITES

There's always the problem of which colleges to pick when putting together an album of alma mater ditties. This disk, a Signature release, makes for a combination which is probably no better and no worse than other sets of the type available. It's a good album musically, with the Long ork swinging away in very danceable fashion. Franny Lane, the Beachcombers and the Glee Club help out vocally.

BLUE SERENADE

Blue Barron Ork (1-10") M-Q-M (33) E 180 Blue Barron and his ork have appropriately collected eight tunes, all of which contain the word "blue" in the title. Most of them are oldies such as "Blue Room," "Blue Moon," and "Blue Champagne." Of more recent vintage is "Blue Tango." All are rendered instrumentally in the sweet rhythmic styles for which the band is known.

MUSICAL THEMES FROM "THE FIGHTER"

Vincente Gomez (1-10") Decca (33) DL 5415 This is music that Gomez composed and played as background music for the United Artists film, "The Fighter." As excerpted here, in 12 selections, the score evokes an appealing south-of-the-border mood, and one can listen attentively or just absorb it while engaged in other tasks. The main thing, tho, is the Gomez mastery of the guitar, as complete here as on any of his earlier work efforts. Afficionados of the instrument will take to this one easily.

Two Hits On Disk For 49c By B'way

HOLLYWOOD, Nov. 22.—A new 49-cent label, spotting two current hits on each disk, has been started by Vince Puccio, of Puccio Record Manufacturing, East Los Angeles pressery. Started as a special service to the Broadway department store chain here four months ago, the new disks, called Broadway Music, are now being distributed in Chicago by Universal Sales; San Francisco, Tip-Top Sales; and Houston, Broadway Records. Puccio puts out four new tunes on both the pop and h.b. and western side, every month.

Music Up in Air; Fouls Evans Act

CHICAGO, Nov. 22. — Nancy Evans, who can carry a high note, didn't bring any of her notes down when she landed here Friday (21) after a seven-plane flight from Charlotte, N. C. All music for her act at the Chicago Theater remained temporarily lost aboard one of the planes.

She missed the first show at the theater, but by time for the second one, her mother in Chicago had rushed music that had been used for club dates to her. She subbed the second act pending arrival of music for the vaude turn. The singer closed with Paul Whitman at Charlotte Thursday (20).

Late Reports on Recent "Best Buys"

Continued from page 34

WHY DON'T YOU BELIEVE ME CONQUEST

Patti Page—Mercury 70025 Top lid is number 18 in national sales. "Conquest" among Washington, D. C. Best Sellers. Joan James' version hit top spot on sales chart this week.

A FULL TIME JOB MA SAYS. PA SAYS

Doris Day—Johanna Ray—Columbia 38898 Tho only out for a little over a week, disk took off fast this week. Good to strong action in most major markets that have received disk. Activity equally solid on both retail and operator levels. Both sides are strong, but key interest appears to be settling on "Full Time Job."

TILL I WALTZ AGAIN WITH YOU

Teresa Brewer—Coral 68073 Strong in L. A. Good movement in New York, New England and Western New York State. Recorders strong with label.

A SHOULDER TO WEEP ON SOMEONE LOVED SOMEONE

Mills Brothers—Decca 29458 Many areas are still working on "Glow Worm." Movement on this new disk has started in the Midwest, with the strongest reports coming from Cincinnati, Chicago and Buffalo areas.

HOLD ME EVERYTHING I HAVE IS YOURS

Eddie Fisher—RCA Victor 20-4841 Continued strong operator action on East Coast with activity now spreading to Midwest. Side preference still split.

The Billboard Music Popularity Charts

Classical Records

... for Week Ending November 22

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 sample record dealers throughout the country with a high sales volume in classical records. Separate charts are listed for 33 1/3 and 45 r.p.m. records.

This Week	33 1/3 R.P.M.	Last Week	Chart
1.	BEETHOVEN SYMPHONY NO. 9—E. Farrell, N. Merri-man, J. Pearce, N. Scott, R. Shaw, Choral, NBC Symphony Ork, A. Toscanini, conductor...V(33)LM-5009	1	7
2.	SHAW: DON JUAN IN HELL—Sir Cedric Hardwick, Charles Loughton, Agnes Moorehead, Charles Boyer...Col(33)SL-166	2	8
3.	BERLIOZ: HAROLD IN ITALY—M. Primrose, Sir Thom-as Beecham, conductor, Royal Philharmonic Ork...Col(33)ML-4542	3	12
4.	RACHMANINOFF: CONCERTO FOR PIANO & ORK. NO. 2—A. Rubinstein, Piano, NBC Symphony Ork, V. Golschmann...V(33)LM-1005	4	13
5.	RIMSKY-KORSAKOV: SCHEHERAZADE—San Francisco Symphony Ork, P. Monteux, conductor...V(33)LM-1002	5	14
45 R.P.M.			
1.	RIMSKY KORSAKOV: SCHEHERAZADE—San Fran-cisco Symphony Ork, P. Monteux, conductor...V(45)WDM-820	1	97
2.	RACHMANINOFF: CONCERTO FOR PIANO NO. 2—A. Rubinstein, NBC Symphony Ork...V(45)WDM-1075	2	70
3.	TCHAIKOVSKY: NUTCRACKER SUITE—E. Ormandy, conductor, Philadelphia Ork...V(45)WDM-1020	3	70
4.	TCHAIKOVSKY: Swan Lake Ballet—St. Louis Symphony Ork, V. Golschmann, conductor...V(45)WDM-1028	4	48
5.	OFFENBACH: GAITE PARISIENNE—Boston Pops Ork, A. Fiedler, conductor...V(45)WDM-1147	5	14

Reviews of the Current Classical Releases

PROKOFIEFF: "CLASSICAL" SYMPHONY IN D, Op. 25; GERSHWIN: AN AMERICAN IN PARIS—Arturo Toscanini and the NBC Symphony Orchestra (1-12")

This is a rather unusual release for Maestro Toscanini, whose recorded works are, for the most part, from the classic and romantic periods. A listen to these, however, shows the same understanding and mastery that the conductor has brought to his other waxings. There are a number of impressive recordings of both of these works. This is the first time they have been brought together on one disk. This, plus the presence of the Maestro and the NBC Symphony should combine to add up to healthy sales.

VERDI: LA TRAVIATA (Complete Opera)—Orchestra and Chorus of the Teatro dell'Opera; Rome Luigi Ricci. Cond. (3-12")

Here's a well-recorded opera at the label's usual bargain price. Remington actually has another Traviata in the catalog, so the label is competing with itself. Those who insist on the Metropolitan cast and are willing to go the extra price will probably still want the RCA Victor version. But for those who are willing to forego the names, this Italian recording is a good one and at a price that all can pay. The over-all quality of performance is high, with Frances Schimmenti standing out as Violetta. Her rendering of "Ah, Fors' E Lui Che L'Anima" is particularly outstanding.

AMERICAN MUSIC FOR STRING ORCHESTRA—Eastman-Rochester Symphony Orchestra; Howard Hanson, Cond. (3-12")

This second effort by Mercury's current program of waxing American works is distinguished largely by the Arthur Foote "Suite in E." It's a charming work, ably performed by the Eastman-Rochester ork here. No one who shuns modern music for its excesses need shy away from this score. It rests easy in the ears. So also with Thomas Canning's "Fantasy on a Hymn by Justin Morgan" and Louis Menconi's "Arioso," which round out the set. All are LP firsts and should find ready acceptance among the growing group of disk collectors who seek to increase their familiarity with American music. Dealers will probably do well to stress the Foote opus in over-the-counter confabs.

IL TROVATORE (Complete Opera)—Rome Opera House Ork; Luigi Ricci, Cond. (2-12")

The problem of duplication in operas is becoming an increasingly critical one for dealers. There are already two complete Il Trovatore. This one, which was recorded in Italy, is a spotty one. The performances of Sylvia Sawyer as Aiciana and Stella Roman as Leonora are uniformly high. The opening scene of the first act, however, which Ferrando carries almost single-handed is weak. There's a companion disk (P-8178) with the highlights of the opera extracted. This has considerable merit.

In the review of Beethoven's Sonata No. 9 in A, Op. 47 (Kreutzer), featuring Jascha Heifetz and Benno Moiseiwitsch (The Billboard, No. 1), it was incorrectly stated that this LP was a re-issue of an earlier recording. It was pointed out by Mr. Heifetz that he and Mr. Moiseiwitsch recorded the work last year.

RATINGS: 90-100 Top; 80-89 Excellent; 70-79 Good; 60-69 Satisfactory; 50-59 Fair; 40-49 Poor. R.O.W. RATINGS ARE DETERMINED: Each record is reviewed and rated according to factors which affect its commercial potential. The following factors are considered: Artist's name value; quality of performance and recording; appeal of the composition; effectiveness of manufacturer's distribution; promotion accorded the recording; strength of the coupling; competitive entries and price.

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WATCH THIS ONE!

PEGGY ANNE ELLIS

with Glenn Osser's Orchestra



APRIL FOOL

b/w

NAVY BLUE-BLUES

CHARLES RECORDS #C 7-11

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and His Orchestra
STRAUSS WALTZES
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LL 685

MANTOVANI
and His Orchestra
WHITE CHRISTMAS
ADESTE FIDELIS
(O, Come All Ye Faithful)
1280 45/1280

LONG PLAYING 33-1/3 RPM

- LL 570 A SELECTION OF FAVORITE WALTZES**
At Dawning: I Love You Truly: Green-sleeves: Love Makes The World Go Round: Love Here Is My Heart: Moonlight Madonna: Mexicali Rose: Lovely Lady: Dancing With Tears In My Eyes: Monterey: Dear Love, My Love: Was It A Dream?
- LB 381 WALTZING WITH MANTOVANI**
Charmaine: Just For A While: Wyoming: Under The Roofs Of Paris: Kisses In The Dark: For You: Diane: Babette
- LB 218 MUSICAL MOMENTS**
Mexican Starlight: Hejre Kati: Love Is A Song: Tango Balero: Intermezzo: Caribbean Calypso: Oh Mama Mama: Gypsy Trumpeter
- LB 127 A MANTOVANI PROGRAM**
Destiny Waltz: Festival: The Bullfrog: Dreaming: Jealous Lover: Laughing Violin: Somewhere A Voice Is Calling: Legend Of The Glass Mountain

78 RPM ALBUMS

- LA 239 WALTZING WITH MANTOVANI**
Wyoming: Under The Roofs Of Paris: Kisses In The Dark: For You: Diane: Babette: Just For A While: Charmaine
- LA 240 A SELECTION OF FAVORITE WALTZES - Vol. 1**
At Dawning: I Love You Truly: Green-sleeves: Love Makes The World Go Round: Love Here Is My Heart: Moonlight Madonna
- LA 241 A SELECTION OF FAVORITE WALTZES - Vol. 2**
Mexicali Rose: Lovely Lady: Monterey: I'm Dancing With Tears In My Eyes: Dear Love, My Love: Was It A Dream?

45 RPM SETS

- LSF 102 A SELECTION OF FAVORITE WALTZES - Vol. 1**
At Dawning: I Love You Truly: Green-sleeves: Love Makes The World Go Round: Love Here Is My Heart: Moonlight Madonna
- LSF 103 A SELECTION OF FAVORITE WALTZES - Vol. 2**
Mexicali Rose: Lovely Lady: I'm Dancing With Tears In My Eyes: Dear Love, My Love: Monterey: Was It A Dream?
- LSF 100 WALTZING WITH MANTOVANI**
Wyoming: Under The Roofs Of Paris: Kisses In The Dark: For You: Diane: Babette: Just For A While: Charmaine
- LGF 68 MANTOVANI HIGHLIGHTS**
Laughing Violin: Red Sombra: Green Cockatoo: The Bullfrog: Madrugado: El Toreador
- LGF 55 MUSIC FROM THE FILMS**
Warsaw Concerto: Cornish Rhapsody: Claire De Lune
- LGF 27 MANTOVANI MUSICALE**
Barcarolle: None But The Lonely Heart: Traumerie: Romance: Kashmiri Song: Brahms Cradle Song
- LSF 107 MANTOVANI CONCERT**
Oh Mama, Mama: The Gypsy Trumpeter: Carriage And Pair: Bees In The Bonnet: Symphony: Faith
- LSF 106 MANTOVANI DANCE TIME**
El Chaclo: Tango D'Amore: Tell Me You Love Me: The Agnes Waltz: Die Schönbrenner Waltz: Le Chaland Qui Passe

SINGLE RECORDS

78 RPM AND 45 RPM

- 152 40304 CLAIR DE LUNE**
Pts. 1 and 2
- 122 40301 GREEN COCKATOO**
EL TOREADOR

78 RPM 45 RPM

- 121 --- LULLABY OF THE BELLS**
Pts. 1 and 2
- 111 40300 LA MER**
NIGHT AND DAY
- 10013 --- RITUAL FIRE DANCE**
MATURE BOY
- 10076 40091 BARCAROLLE**
TRAUMERIE
- 10077 40092 NONE BUT THE LONELY HEART**
ROMANCE
- 10078 40093 KASHMIRI SONG**
BRAHMS CRADLE SONG
- 10096 40012 RED SOMBRERO**
MADRUGADO
- 10113 40011 LAUGHING VIOLIN**
THE BULLFROG
- 40302 WARSAW CONCERTO**
Pts. 1 and 2
- 40303 CORNISH RHAPSODY**
Pts. 1 and 2
- 12016 40360 LONDON FANTASIA**
Pts. 1 and 2
- 12015 --- AN ITALIAN FESTIVAL**
Pts. 1 and 2
- 12014 --- THE WINDSOR MELODY**
POEM TO THE MOON
- 12009 40359 SWEDISH RHAPSODY**
DEDICATION
- 12006 40358 DREAM OF OLWEN**
SKYSCRAPER FANTASY
- 12003 --- CONCERTO IN JAZZ**
Pts. 1 and 2
- 208 45-208 TANGO D'AMORE**
EL CHOCLO
- 802 --- GYPSY TRUMPETER**
SOMEWHERE A VOICE IS CALLING
- 1170 45-1170 AT DAWNING**
I LOVE YOU TRULY
- 1171 45-1171 GREENSLEEVES**
LOVE MAKES THE WORLD GO ROUND
- 1173 45-1173 LOVE HERE IS MY HEART**
POEME (Moonlight Madonna)
- 1174 45-1174 LOVELY LADY**
MEXICALI ROSE
- 1175 45-1175 DANCING WITH TEARS IN MY EYES**
DEAR LOVE, MY LOVE

78 RPM 45 RPM

- 1205 45-1205 IT HAPPENED IN MONTEREY**
WAS IT A DREAM?
- 1020 45-1020 CHARMINE**
JUST FOR A WHILE
- 1017 45-1017 WYOMING**
UNDER THE ROOFS OF PARIS
- 1019 45-1019 DIANE**
BABETTE
- 1018 45-1018 KISSES IN THE DARK**
FOR YOU
- 1000 45-1000 TELL ME YOU LOVE ME**
LE CHALAND QUI PASSE
- 919 45-919 CARRIAGE AND PAIR**
BEES IN THE BONNET
- 723 --- LEGEND OF THE GLASS MOUNTAIN**
FESTIVAL
- 712 --- MEXICAN STARLIGHT**
TANGO BOLERO
- 711 --- HEJRE KATI**
LOVE IS A SONG
- 330 --- BLITHE SPIRIT**
ONE NIGHT OF LOVE
- 272 --- PRELUDE TO THE STARS**
WAY TO THE STARS
- 207 --- TELL ME I'M FORGIVEN**
TANGO PIZZICATO
- 189 --- CHICUITA MIA**
AMOR TIZIGANO
- 1223 45-1223 SYMPHONY**
FAITH
- 1236 45-1236 THE AGNES WALTZ**
DIE SCHÖNBRENNER WALTZ
- 1237 45-1237 GYPSY LOVE WALTZ**
SOME ENCHANTED EVENING
- 1268 45-1268 BLUE DANUBE**
ROSES FROM THE SOUTH
- 1269 45-1269 VILLAGE SWALLOWS**
WINE, WOMEN & SONG
- 1270 45-1270 TALES FROM VIENNA WOODS**
MORNING PAPERS
- 1271 45-1271 EMPEROR WALTZ**
ACCELERATION WALTZ
- 1272 45-1272 YOU AND YOU**
VIENNA BLOOD
- 1273 45-1273 VOICES OF SPRING**
ARTISTS' LIFE
- 1274 45-1274 TREASURE WALTZ**
1001 NIGHTS

LONDON

RECORDS



YES! IT'S 'TENNESSEE TANGO' GOING UP!

The following records have been selected by dealers, disk jockeys and operators as tomorrow's hits, based on early activity. Picks are limited to recent records which have not yet appeared on any of The Billboard Music Popularity Charts.

The Dealers Pick

- (Country & Western)
3. "TENNESSEE TANGO"
PEE WEE KING
RCA Victor 20-5009

The Disk Jockeys Pick

- (Country & Western)
2. "TENNESSEE TANGO"
PEE WEE KING
RCA Victor 20-5009

The Operators Pick

- (Country & Western)
3. "TENNESSEE TANGO"
PEE WEE KING
RCA Victor 20-5009

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COMPARE!

THE ORIGINAL RECORD

FARON YOUNG

"I HEARD THE JUKE

BOX PLAYING"



G 423

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

The Billboard Music Popularity Charts

... for Week Ending November 22

TOP COUNTRY & WESTERN RECORDS

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Last Week	Chart	Weeks on Chart
1.		JAMBALAYA—Hank Williams Windsor Shopping—MGM(78)11283; (45)K-11283—BMI	15
2.		BACK STREET AFFAIR—W. Pierce I'll Always Take Care of You—Decca(78)128169; (45)P-28169—BMI	9
3.		INDIAN LOVE CALL—Slim Whitman China Doll—Imperial(78)1156; (45)K-1156—ASCAP	18
4.		DON'T LET THE STARS GET IN YOUR EYES— S. McDonald Big Family Trouble—Capitol(78)2216; (45)F-2216—BMI	5
5.		OLDER AND BOLDER—E. Arnold I'd Trade All of My Tomatoes—V(78)20-4954; (45)47-4954—ASCAP	6
6.		MIDNIGHT—Red Foley Deep Night—Decca(78)128420; (45)P-28420—BMI	7
7.		DON'T LET THE STARS GET IN YOUR EYES Slim Willet Honeydew Corners—Four Star(78)1614; (45)45-1614—BMI	4
8.		I WENT TO YOUR WEDDING—Hank Snow Boogie Woogie Flying Cloud—V(78)20-4989; (45)47-4989—BMI	10
9.		DON'T LET THE STARS GET IN YOUR EYES— R. Price I Lost the Only Love I Knew—Capitol(78)21025; (45)K-21025—BMI	2
10.		SETTIN' THE WOODS ON FIRE—Hank Williams You Win Again—MGM(78)11518; (45)K-11518—ASCAP	6

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays on juke boxes throughout the country. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of country and western records.

This Week	Last Week	Chart	Weeks on Chart
1.		JAMBALAYA—Hank Williams MGM(78)11283; (45)K-11283—BMI	13
2.		BACK STREET AFFAIR—W. Pierce Decca(78)128169; (45)P-28169—BMI	9
3.		INDIAN LOVE CALL—Slim Whitman Imperial(78)1156; (45)K-1156—ASCAP	15
4.		DON'T LET THE STARS GET IN YOUR EYES— S. Willet Four Star(78)1614; (45)45-1614—BMI	1
5.		SETTIN' THE WOODS ON FIRE—Hank Williams MGM(78)11518; (45)K-11518—ASCAP	6
6.		MIDNIGHT—Red Foley Decca(78)128420; (45)P-28420—BMI	1
7.		OLDER AND BOLDER—E. Arnold V(78)20-4954; (45)47-4954—ASCAP	6
8.		I WENT TO YOUR WEDDING—Hank Snow V(78)20-4989; (45)47-4989—BMI	10
9.		DON'T LET THE STARS GET IN YOUR EYES— R. Price Capitol(78)21025; (45)K-21025—BMI	3
10.		IT WASN'T GOD WHO MADE HONKY TONK ANGELS—K. Wells Decca(78)128232; (45)P-28232—BMI	17

FOLK TALENT AND TUNES

Communications to ease The Billboard, 6000 Sunset Blvd., Hollywood 28.

By Johnny Singsel

Artists' Activities

Audrey Williams, ex-wife of Hank, the MGM ace, was in Hollywood last week seeking musicians to form an all-girl band. She intends to tour the ark next year. Webb Pierce is playing dates thru Texas with Red Sovine and his Echo Valley Boys. Following this circuit, Pierce moves for a week thru Oklahoma with the Western Cherokees. Pierce may work thru California again in January. Tommy and Goldie Hill dropped their booking ties with Tillman Frank. Arthur (Guitar) Smith and his Cracker-Jacks have contracted with

5 YEARS AGO THIS WEEK

Bob Atcher married Marguerite Churchill in Chicago. Chiffie Stone was doing daily d.j. shots at KFVD and KXLA, and emceeing a Saturday night jamboree from the Placentia, Calif., Legion Hall, featuring Wesley Tuttle, Merle Travis, Judy Hayden, the Oklahoma Sweethearts and Larry Cassidy. The 101 Ranch Boys set up their own diskery. Ray Whitley was running jamboree Sunday nights at the Rustic Cabin, Englewood, N. J., while Mac McGuire was running the same-type events Saturday nights at Memorial Hall, Trenton, N. J. Elmer Newman and the Sleepy Hollow Ranch Grng. WFIL, Philadelphia, switched from Majestic to Victor label. Cowboy Copas took his band to WSM, Nashville, and Pee-Wee King left that station for Louisville. A Grand Ole Opry package did \$18,000 for two shows at Constitution Hall, Washington, October 31.

Procter & Gamble to do five quarter-hours per week over an 18-station regional web for a new soap product. The web includes six 30,000 watters and the deal is set for a full year. Ben McKinnon, manager of the group, reports that Smith and the group (Continued on page 47)

Watch This One!

CURLY WIGGINS

"MY SONG"

b/w

"Tumble Weed Heart"

INTRO 6064

INTRO RECORDS

Beverly Hills, Calif.

America's Favorite FOLK Artist



SLIM WHITMAN

A New SMASH!

"KEEP IT A SECRET"

b/w

"MY HEART IS BROKEN IN THREE"

8169 • 45-8169

Imperial Records

6425 Hollywood Blvd.

Hollywood 28, Calif.

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

Rank	Week	Record	Weeks on Chart
1.	16	JAMBALAYA—Hank Williams. (45K-1128)—BMI	1
2.	8	BACK STREET AFFAIR—W. Pierce. (45K-1128)—BMI	5
3.	8	SETTIN' THE WOODS ON FIRE—Hank Williams. (45K-1131)—ASCAP	4
4.	10	DON'T LET THE STARS GET IN YOUR EYES—S. Willet. (45K-1131)—ASCAP	2
5.	9	I WENT TO YOUR WEDDING—Hank Snow. (45K-1131)—ASCAP	6
6.	3	OUR HONEYMOON—Carl Smith. (45K-1131)—ASCAP	9
7.	2	OLDER AND BOLDER—E. Arnold. (45K-1131)—ASCAP	8
8.	11	FORTUNE IN MEMORIES—E. Tubb. (45K-1131)—ASCAP	—
9.	5	DON'T LET THE STARS GET IN YOUR EYES—S. McDonald. (45K-1131)—ASCAP	3
10.	2	DON'T LET THE STARS GET IN YOUR EYES—R. Price. (45K-1131)—ASCAP	10

Territorial Best Sellers

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

Cincinnati

1. Don't Let the Stars Get in Your Eyes
S. Willet, Four Star
2. Jambalaya
Hank Williams, M-G-M
3. Back Street Affair
W. Pierce, Decca
4. Indian Love Call
S. Whitman, Imperial
5. Don't Let the Stars Get in Your Eyes
S. McDonald, Capitol
6. Older and Bolder
E. Arnold, Victor
7. It's the Kids Who Pay
M. Bee, Capitol
8. It Wasn't God Who Made Honky Tonk Angels
K. Wells, Decca
9. Settlin' the Woods on Fire
Hank Williams, M-G-M
10. Fortune in Memories
E. Tubb, Decca

Memphis

1. Midnight
Red Foley, Decca
2. Back Street Affair
W. Pierce, Decca
3. Don't Tittle on Your Sweetheart
E. Tubb, Decca
4. Don't Let the Stars Get in Your Eyes
S. Willet, Four Star
5. It's the Kids Who Pay
M. Bee, Capitol
6. Gal Who Invented Kissing
Hank Snow, Victor
7. Full Time Job
E. Arnold, Victor
8. Older and Bolder
E. Arnold, Victor
9. Don't Let the Stars Get in Your Eyes
S. McDonald, Capitol
10. I Went to Your Wedding
Hank Snow, Victor

Houston

1. Don't Let the Stars Get in Your Eyes
S. Willet, Four Star
2. Midnight
Red Foley, Decca
3. Keep It a Secret
Slim Whitman, Imperial
4. Settlin' the Woods on Fire
Hank Williams, M-G-M
5. Wedding Ring Ago
K. Wells, Decca
6. You Win Again
Hank Snow, M-G-M
7. Jambalaya
Hank Williams, M-G-M
8. Kisses on Paper
Red Foley, Decca
9. Back Street Affair
W. Pierce, Decca
10. Blackberry Boogie
Tennessee Ernie, Capitol

Nashville

1. Back Street Affair
W. Pierce, Decca
2. Don't Let the Stars Get in Your Eyes
R. Price, Columbia
3. Midnight
R. Foley, Decca
4. Indian Love Call
S. Whitman, Imperial
5. Our Love Isn't Legal
J. Bond, Columbia
6. I'm an Old, Old Man
Lefty Frizzell, Columbia
7. It Wasn't God Who Made Honky Tonk Angels
K. Wells, Decca
8. I Heard a Juke Box Playing
K. Wells, Decca
9. The Gal Who Invented Kissing
H. Snow, Victor
10. I'll Go On Alone
M. Robbins, Columbia

New Orleans

1. Jambalaya
H. Williams, M-G-M
2. Settlin' the Woods on Fire
H. Williams, M-G-M
3. Indian Love Call
S. Whitman, Imperial
4. Don't Tittle on Your Sweetheart
E. Tubb, Decca
5. Don't Let the Stars Get in Your Eyes
S. McDonald, Capitol
6. Back Street Affair
W. Pierce, Decca
7. Older and Bolder
E. Arnold, Victor
8. Tennessee Tango
Pee Wee King, Victor
9. Boogie Woogie Flying Cloud
H. Snow, Victor
10. Don't Let the Stars Get in Your Eyes
R. Foley, Decca

Dallas-Ft. Worth

1. Jambalaya
H. Williams, M-G-M
2. Back Street Affair
W. Pierce, Decca
3. Midnight
R. Foley, Decca
4. Don't Let the Stars Get in Your Eyes
R. Price, Columbia
5. Our Honeymoon
C. Smith, Columbia
6. Don't Let the Stars Get in Your Eyes
S. McDonald, Capitol
7. You Win Again
H. Williams, M-G-M
8. Wedding Ring Ago
K. Wells, Decca
9. I'm an Old, Old Man
Lefty Frizzell, Columbia
10. Country Church
W. Pierce, Decca

This Week's Territorial Best Sellers to Watch

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

- Dallas-Fort Worth... COUNTRY CHURCH
Webb Pierce—Decca 28431
- Nashville... OUR LOVE ISN'T LEGAL
Johnny Bond—Columbia 21007
- Nashville... I'LL GO ON ALONE
Marty Robbins—Columbia 21022
- New Orleans... TENNESSEE TANGO
Pee Wee King—Victor 20-5009

ROUNDUP OF TOP FOLK TUNES

TOP FOR
RETAIL
COUNTERS

TOP FOR
D. J.
SPINNING

TOP FOR
JUKE
BOXES

MIDNIGHT
by
Red Foley

Decca 28420

also recorded by:
Chet Atkins — RCA #20-5010
Joe Costa — RCA #20-5068
Lenny Dee — Decca #28500
Margie Day — Dot #1144

BLUE
SNOW-
FLAKES
by
Ernest Tubb

Decca 28453

POISON
KISSES
by
NEAL BURRIS

Col. 21026

SUGAR
BEET
by
MOON MULLICAN

King 1137

Who'da Ever
Thought
by
BEAVER VALLEY
SWEETHEARTS

Victor 20-4955

TELL ME WHO
and
IT AIN'T NO USE
by
MERCER BROS.

Col. 21031

HONEY-
BUNCH
by
LULU BELLE
and SCOTTY

Mercury 6414

BEFORE YOU KNOW IT
CHRISTMAS WILL
BE HERE
by
ELTON BRITT
and the Beaver Valley Sweethearts

Victor 20-4988
TED WEEMS Mercury

COME
TO ME
by
HOWDY KEMP

King 1115

TANNEN MUSIC,
INC.
146 West 54th Street
New York, New York
BOUDLEAUX BRYANT
Nashville
TED BROWNE
Chicago

6 NEW BIG ONES 6

AMOS MILBURN

"ROCK, ROCK, ROCK"
"BOO HOO"
AL 3159

PATTY ANNE

"MIDNIGHT"
"MY HEART IS FREE AGAIN"
AL 3162

RAY AGEE

"DEEP TROUBLE"
"THE ONE I LOVE"
AL 3163

The FLASHER BROTHERS

"TO LIVE THE LIFE OF A LIE"
"LOVE GAVE ME YOU"
AL 3155

"Peppermint" HARRIS

"I SURE DO MISS MY BABY"
"HEY, LITTLE SCHOOL GIRL"
AL 3154

CALVIN BOZE

"HAVING A TIME"
"SHAMROCK"
AL 3160

ALADDIN RECORDS

BEVERLY HILLS, CALIF.

OUR HIT PARADE!

- 1 "BACK BITER" by T. J. FOWLER #837
- 2 "THEM THERE EYES" by VARETTA DILLARD #839
- 3 "IF I DIDN'T LOVE YOU SO" by BILLY WRIGHT #870
- 4 "What's the Matter With Me" by the FOUR BUDDIES #866
- 5 "HOW MANY TIMES" by the WARD SINGERS #804
- 6 "FAREWELL BABY" by DANNY COBES #800

NEW RELEASES!

- 7 "I CRIED AND CRIED" by VARETTA DILLARD #871
- 8 "OH HAPPY DAY" by MURRAY BAKER #874

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5095—EDNA McGRUFF & SONNY TIL
"Pick-A-Dilly"
"Good"
5093—LITTLE SYLVIA
"I Found Somebody to Love"
"Drive, Daddy, Drive"
5098—THE RAY-O-VACS
"Start Lovin' Me"
Just Released
5102—THE ORIOLES
"You Belong to Me"
"I Don't Want to Take a Chance"
JUBILEE RECORD CO., Inc.
315 W. 47th St., N. Y., N. Y.

The Billboard Music Popularity Charts

TOP RHYTHM & BLUES RECORDS

... for Week Ending November 22

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. YOU KNOW I LOVE YOU—B. B. King	4	12
You Didn't Want Me—RPM 363—BMI		
2. FIVE LONG YEARS—E. Boyd	3	9
Bluecoat Man—Job 1007—BMI		
3. JUKE—Little Walter	2	10
Can't Hold on Much Longer—Checker 758—BMI		
4. MY SONG—J. Ace	1	17
Follow the Rules—Duke 102—BMI		
5. MY STORY—Chuck Willis	5	9
California—Okeh 786603 (45)9-4903—BMI		
6. OOOH, OOOH, OOOH—Lloyd Price	5	6
Restless Heart—Specialty 440—BMI		
7. PORT OF RICO—J. Jacquet	—	1
One Nighter Boogie—Mercury 7819001 (45)9-001X45		
8. HEY, MISS FANNIE—Closers	7	4
I Played the Fool—Atlantic 781977 (45)45-977—BMI		
9. I PLAYED THE FOOL—Closers	—	1
Hey, Miss Fannie—Atlantic 781977 (45)45-977—BMI		
10. GOODBYE BABY—Little Caesar	8	8
If I Could See My Baby—Recorded in Hollywood 335—BMI		

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of rhythm and blues records.

This Week	Last Week	Weeks on Chart
1. FIVE LONG YEARS—E. Boyd	1	8
Job 1007—BMI		
2. YOU KNOW I LOVE YOU—B. B. King	3	9
RPM 363—BMI		
3. JUKE—Little Walter	2	13
Checker 758—BMI		
4. MY SONG—J. Ace	4	11
Duke 102—BMI		
5. PORT OF RICO—J. Jacquet	5	6
Mercury 7819001 (45)9-001X45		
6. OOOH, OOOH, OOOH—Lloyd Price	8	7
Specialty 440—BMI		
7. HEY, MISS FANNIE—Closers	6	4
Atlantic 781977 (45)45-977—BMI		
8. MY STORY—Chuck Willis	—	1
Okeh 786603 (45)9-4903—BMI		
9. I'D BE SATISFIED—Dominoes	10	3
Federal 12105—BMI		
10. EVERY DAY I HAVE THE BLUES—J. Williams	8	4
Checker 762		

This Week's Territorial Best Sellers to Watch

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

Chicago...SITTIN' HERE DRINKIN'
C. Kirtzie—Tennessee 128
Chicago...I DON'T KNOW
Willie Mabon—Checker 1050
St. Louis...EVERY DAY I HAVE THE BLUES
J. Williams—Checker 762

RHYTHM & BLUES NOTES

B. BOB ROLONTZ

Buddy Rich, Flip Phillips and a soon-to-be-selected pianist will form the new Jazz at the Philharmonic Trio this year. The JATP trio will tee off an extensive tour, starting Monday (24) at the Rossonal Lounge, Denver. Pianist for this engagement will be Lou Levy. . . . Mercury thrush Wini Brown goes into the Regal Theater, Chicago, next week. . . . The Five Royales, Apollo Artists, start December 5 on a one-nighter tour thru New Jersey, New York and Pennsylvania, winding up at the Apollo Theater, New York, January 16 for one week. After that, the

group goes on an extended tour thru the South.

The Cecil Young Quartet, King artists, start at the Blue Note, Chicago, next for two weeks, then go to the Times Square Supper Club, Rochester, N. Y., for one week, and next to the Top Hat, Boston, for a one-weeker. The group is also booked for the Ebony Lounge, Cleveland, for three weeks, and Sporter's, Youngstown, O., for a week. . . . Drummerman Stan Field has formed his own jazz org., which will be handled by the McConkey org. agency, Chicago. The crew is slated for location dates and one-nighters thru the East. . . . The Griffin Brothers are searching for a sister team to sing with the band. . . . Jerry Halpern and Ed Krasak, Philadelphia, have formed a new r.&b. diskery. The firm is called Southern Records and it will issue its first side in January. Talent parted by the label includes the Buccaneers and the Ford Brothers.

The Billboard's new r.&b. territorial charts have made a solid impression with many of the r.&b. diskeries, as was noted last week in a separate story. Don Robey, of the Duke and Peacock labels, added to the list of commendations via a communication received this week.

Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

New York

1. Oooh, Oooh, Oooh
L. Price, Specialty
2. Lawdy, Miss Clawdy
L. Price, Specialty
3. Rock Me All Night Long
Ravens, Mercury
4. My Song
J. Ace, Duke
5. Port of Rico
J. Jacquet, Mercury
6. Five Long Years
E. Boyd, Job
7. You Know I Love You
B. B. King, RPM
8. Goin' Home
Fats Domino, Federal
9. Goodbye, Baby
Little Caesar, Recorded in Hollywood
10. Have Mercy, Baby
Dominoes, Federal

Chicago

1. I Don't Know
W. Mabon, Checker
2. Rock Me All Night Long
Ravens, Mercury
3. Five Long Years
E. Boyd, Job
4. Port of Rico
J. Jacquet, Mercury
5. You Know I Love You
B. B. King, RPM
6. Juke
Little Walter, Checker
7. Sad Hour
Little Walter, Checker
8. I'd Be Satisfied
Dominoes, Federal
9. Settin' Here Drinkin'
C. Kirtzie, Tennessee
10. Let's Talk It Over
J. Lee, Modern

Los Angeles

1. Hey, Miss Fannie
Closers, Atlantic
2. Five Long Years
E. Boyd, Job
3. Oooh, Oooh, Oooh
L. Price, Specialty
4. Juke
Little Walter, Checker
5. My Story
C. Willis, Okeh
6. Goodbye, Baby
Little Caesar, Recorded in Hollywood
7. Daddy, Daddy
Ruth Brown, Atlantic
8. Mary Jo
Four Blazers, Atlantic
9. Port of Rico
J. Jacquet, Mercury
10. My Song
J. Ace, Duke

St. Louis

1. Hey, Miss Fannie
Closers, Atlantic
2. Port of Rico
Illinois Jacquet, Mercury
3. You Know I Love You
B. B. King, RPM
4. Everyday I Have the Blues
J. Williams, Checker
5. Rock Me All Night Long
Ravens, Mercury
6. My Story
C. Willis, Okeh
7. My Song
J. Ace, Duke
8. Daddy, Daddy
Ruth Brown, Atlantic
9. Juke
Little Walter, Checker
10. Hey, Mrs. Jones
J. Forrest, United

Philadelphia

1. Port of Rico
J. Jacquet, Mercury
2. My Heart Belong to Only You
B. McLauren, Derby
3. Rock Me All Night Long
Ravens, Mercury
4. I Played the Fool
Closers, Atlantic
5. I'd Be Satisfied

- Dominoes, Federal
6. Five Long Years
E. Boyd, Job
7. You Know I Love You
B. B. King, RPM
8. Hey, Miss Fannie
Closers, Atlantic
9. My Song
J. Ace, Duke
10. Oooh, Oooh, Oooh
L. Price, Specialty

Detroit

1. Hey, Miss Fannie
Closers, Atlantic
2. Rock Me All Night Long
Ravens, Mercury
3. Juke
Little Walter, Checker
4. Oooh, Oooh, Oooh
L. Price, Specialty
5. My Story
C. Willis, Okeh
6. I'd Be Satisfied
Dominoes, Federal
7. Daddy, Daddy
Ruth Brown, Atlantic
8. My Song
J. Ace, Checker
9. Five Long Years
E. Boyd, Job
10. Hey, Mrs. Jones
J. Forrest, United

Washington D. C.

1. Oooh, Oooh, Oooh
L. Price, Specialty
2. You Know I Love You
B. B. King, RPM
3. My Story
C. Willis, Okeh
4. My Song
J. Ace, Duke
5. Juke
Little Walter, Checker
6. Hey, Miss Fannie
Closers, Atlantic
7. Five Long Years
E. Boyd, Job
8. Lawdy, Miss Clawdy
L. Price, Specialty
9. Goodbye, Baby
Little Caesar, Recorded in Hollywood
10. Rock Me All Night Long
Ravens, Mercury

Charlotte

1. Five Long Years
E. Boyd, Job
2. I'd Be Satisfied
Dominoes, Federal
3. Hey, Miss Fannie
Closers, Atlantic
4. Oooh, Oooh, Oooh
L. Price, Specialty
5. Lawdy, Miss Clawdy
L. Price, Specialty
6. My Song
J. Ace, Duke
7. Rock Me All Night Long
Ravens, Mercury
8. You Know I Love You
B. B. King, RPM
9. My Story
C. Willis, Okeh
10. Goodbye, Baby
Little Caesar, Recorded in Hollywood

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Folk Talent and Tunes

Continued from page 44

promoted Carl Smith September 18 at the Charlotte, N. C. ball park, but lost on the date when a rain deluged the field.

Jimmy Dale, WAAT, Newark, N. J., reports that he just picked two Christmas songs for Anchor, the Eastern label. Eddy Arnold, the Oklahoma Wranglers and a group of "Grand Ole Opry" talent appeared on a TV-ed Eisenhower Jamboree November 3 from Ryman Auditorium, Nashville. Telecast was the first from the home of the Opry. Ray Acuff, prominent Tennessee Republican, gave the address boosting Ike. . . . Kenny Roberts moved his family to Dayton, O., where he is now appearing on WHIO-TV. His 45-minute daily show is also carried in Cincinnati. Joe Rockhold and Kay and Herb Adams are working with him, along with the Trill hands. He reports that Ernie Lee, of WLW, has also moved to the

Dayton station, where he is doing a d.j. show over radio and TV. Lee Jones has left WLW. Bill Thall, emcee of the "WLW Midwestern Hayride," lost his wife November 1. She was a heart attack victim. Rome Johnson has given up his radio job in Lexington, Ky., and is singing at the Village Barn, Covington, Ky. Guy Campbell and the Down Homers, who have been at WTIC, Hartford, Conn., for a number of years, are leaving the station November 15. . . . Charles Wright, the Dallas agent, will book Hank Locklin and his eight-piece, featuring Billy Leaders. . . . Jimmie Davis is set for his fifth appearance on the "Big D Jamboree," Dallas, late in November, and for the "West Texas Jamboree," San Angelo, for Alvin Wood. Early in December, he starts a two-weeker at a Detroit nitery for Earl Kirtze, of WLS, Chicago.

Al Dexter is currently working a four-weeker in Detroit.

Leo Miller (Columbia), emcee and singer with the Lefty Frizzell troupe, reports that the show opened the new Canteen, Fresno, Calif., October 29. Longhorn Joe promoted Frizzell's date the week-end of November 1. . . . Charles R. Mason reports that he is promoting an upcoming "Hambin' Tommy Scott" show through the Southwest, Illinois and Missouri. Ray Whitley is with the package. Sammy Bernhardt and Bob and Mandy Perkins have replaced the Curley Williams band which was playing with the show.

Dusty Owens is now doing two shows daily over WHIO, Des Moines.

Bobby Williamson, the new Victor artist, WIAA, Dallas, is the father of a son Bobby Dale, born October 19. . . . Rocky Rauch, who had been working so hard for country music in Denver the past couple years, has moved to KVER, Albuquerque, N. M.

Rauch reports that Wayne Johnston, KSET, El Paso, Tex., is doing a great job with his many d.j. shows. Rauch and his Western Sarsaparilla are doing nightly shows from the Club Chesterfield and he is doing two d.j. shows daily on KVER. His band's personnel includes: Smokey Coast, fiddle; Bill Cooper, fiddle; Jiggs

Arndell, steel; Bobbie Frazier, vocal; and piano, Rusty Powell, bass and Red Rimbart, drums. Tommy Duncan plays the Chesterfield as a single November 24.

Uncle Tom Corwin, 83, veteran member of the WLS, Chicago, staff, died October 23. . . . Bud Jones, Atlanta singer, has entered the Army. . . . The WAGA-TV Westerns, to feature Boots Woodall, the Smith Brothers and Cotton Carrier, staged a big free jamboree at the Sports Arena, Atlanta, October 23, to fete their third anniversary. . . . Piano Red

and his orchestra, featured at Joe Cotton's Rhythm Ranch, Atlanta, will appear on "Chance of a Lifetime," ABC TV show, in December. . . . A crowd of 4,500 attended Wally Fowler's all-night sing at the City Auditorium, Atlanta, October 27. . . . Frances Key and Jack Holden, who operate a disk shop in Atlanta, will start doing a noon d.j. show from the shop over WEAS, Atlanta. . . . The Tower Theater, whose capacity is 1,800, did capacity business for three shows November 2 with a WSN package, featuring Ernest Tubbs, Siring Beas, Red Garrett, a new mimic, and the WAGA-TV Wranglers as guests. Admission was \$1.25 for adults and 60 cents for kids.

Former Lieut. Hardrock Gunter was released from Army duty November 3. He plans to relocate at WAPI, Birmingham. . . . Gene Johnson, country music agent, now working out of Wheeling, W. Va., reports that he has inked Stoney Cooper, Wilma Lee and the Clinch Mountain Gang, of WWVA, to management pacts. The original Golden West Girls are now known as Abbie Neal and the Westerners, working at WDTV, Pittsburgh, daily. . . . Charlie Wright, Dallas agent, reports that he has just inked a pact calling for 104 Army base appearances in Texas, beginning November 15. Cast includes the Callahan Brothers and Dub Dickerson and his band. . . . Jimmie Davis opens for two weeks at the Dixie Belle, Detroit, November 24. . . . Elton Britt appeared as featured vocalist at Frank Dailey's Meadowbrook, Cedar Grove, N. J., November 14-16, with Ray McKinley and his band. It was the first country artist feature for the pop ballroom.

The Mercer Brothers, Wallace and Charlie, are doing their weekly radio shows in Macon, Ga., in addition to holding down regular jobs with the civil service.

Curley Williams, writer of "Half as Much," and his Georgia Peach Pickers have just completed a six-week tour of the Southwest, including: Boots Harris, Joe Gibson and Jack Pruett. They have returned to WHMA, Anniston, Ala., where they are doing a Saturday

(Continued on page 131)

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Record Reviews

Continued from page 32

Country & Western

suited for dancing. Set and guitar take turns at the melody and the effort all round, is one that many should like.

DIETVON SHINER

DECCA 28-106—Country weeper is sung movingly by Shiner. The bottom line says life is hard, worth living without a mate, and Shiner's tearful wailing makes the message convincing. Country beer joints should find it a good party record.
Landslide of Love. . . . 75
Here's another fine warble effort by Shiner, delivered at a pleasant bounce and to real backing by the string band.

JIMMY WALKER

Heart Throb. . . . 77
INTRO 6003—A lively item is warbled with a lot of spirit by Walker. It's sparked by a luscious effort by the band. There's a lot of drive here which could give the cold in the bones.

Love's Country Heart. . . . 75
The pace slackens for this weeper as the singer pours out his heart. It's a fine effort and coupled with the other side makes for a good record.

PAUL & ROY

The Way You Lied to Me. . . . 77
MERCURY 10027—Paul and Roy join together in close harmony to clear items for pleasing results. It's a verse and chorus ditty which should please in the more rural sections of the South.

You Made Me Walk. . . . 78
Another nice effort by the team, but it lacks the lustre of the flip side.

BILLY WALKER

I Had a Dream. . . . 76
COLUMBIA 1047—Pleasant vocal by the warbler on an old-fashioned nature backed by a chorus and honky-tonk piano. Delays will give this one some action.

The Star You Hurt

Walker walks his fortune way thru this so-so weeper, handing it a half-factory performance.

PINTOPPEPERS-MARLEN SISTERS

Jolly Old Saint Nicholas. . . . 75
CORAL 64106—This must have been music for the country and polka music since the diskery offers the very same coupling by the Ames Brothers. It's typical Marlin-Pintoppers fare. The singing is lousy. . . . 74
Same comment.

JOHN BOND

One Love Last Stand. . . . 75
COLUMBIA 1041—An okay recording of the new ditty which has been waded by a flock of folk artists to date. Platter may catch spins.

Back Street Affair

Admirable cover work by the warbler of the ditty now riding high via the Webb Pierce wailing on Decca. This one will have a tough time cashing the Pierce disk.

"RUSTY" McDONALD

Black Angel Heart. . . . 74
INTRO 6004—At Decca, has a piece of material here to which he hands a sincere reading. Decca's should give this a listen.
I've Tried to Forget. . . . 75
Singer fully registers his story as he bends his way thru this rhythmic nature. Nice backing help out.

JACK AND DANIEL

Don't Make Love in a Hurry. . . . 76
DECCA 28-167—An okay, lightweight ditty is capably changed by the duo. Might draw some coin in several locations.
Tennessee Tango. . . . 76
Good enough coverage on the latest P. W. King-Rick Stewart number.

JIM FOX

Just Like My Story Ends. . . . 68
PARKER 10-106—A straight-faced, pop chanter backed by a solo organ runs thru a new ballad, but doesn't figure to get anywhere with this. It's an okay demo disk typical of what rubbers do with new tunes.
Schoolmate of Mine. . . . 35
This side is a new waltz item.

RACHEL WILLIAMS

The Merry Go-Round. . . . 76
PARKER 10-104—Style of Miss Williams, who sounds here as if she was recording with castles in her mouth, as well as a perpetually revolving merry-go-round. Soos seems pleased too.
Gone with the Wind. . . . 30
Omit.

CARL EGAN QUINTET

Forever Polka. . . . 72
GAARE 103—This wide-awake polka ditty receives a snappy reading from the instrumental quintet. Okay for the market.
Elvira Polka. . . . 71
This medium tempo item should appeal to polka fans as played by the group on this sure waltz.

CAMI EGAN QUINTET

Elle Polka. . . . 68
GAARE 104—A pleasant waltz from the quintet. Tune is lively.
Fiddler's Waltz. . . . 69
A happy waltz is performed adequately by combo with the fiddler standing out.

Best Sellers
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AND
Federal
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YORK BROS.
TENNESSEE TANGO
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DELMORE BROS.
THAT OLD TRAIN
I NEEDED YOU
1141
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WAYNE RANEY
THE CHILD'S SIDE
OF LIFE
IF YOU NEVER FLIP
AROUND
1149
45-1149

THE SWALLOWS
WHERE DO I GO FROM
HERE
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4579
45-4579

LULLA REED
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LOVE
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EL GOSTIC
FOR YOU
SMOKE GETS IN YOUR
EYES
4570
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TINY BRADSHAW
SOFT
STRANGE
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45-4577

THE DOMINOES
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NO ROOM
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THE ROYALS
MOONRISE
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Record Reviews

Continued from page 32

Popular

- HADDA BROOKS**
Jump Back Blues... 73
ONEY 8926—Miss Brooks wrote this novelty item which is currently figured to make some noise in the pop field via another disk. If the public is looking for another "Hambone" or "Huckleback" the tune could happen—and this version along with it.
Somewhere in That Direction... 74
This is the latest Benjamin and Weiss ballad. The thrush handles the slickly written item with class.
- WYNONNE HARRIS**
Greyhound... 77
KING 4592—Wynonne's opening words on the rhythm disc are interesting, but the effort is not nearly as strong as Amos Milburn's original wailing on Aladdin, or many of the pop versions. Harris' fans will enjoy it and it may share a portion of the juke loot.
- Red-Get...** 75
The warbler shouts his way thru this wild blues, telling about the effects of drinking rot-gut. Tune is routine, but the warbler's vocal and the pounding backing may help it catch some coin.
- JERI SOUTHERN**
Dancing on the Ceiling... 77
DECCA 28464—Thrush handles this disc in her sweet whispery style. The quiet mood is furthered by the muted strings of the Norman Leyden orchestra.
Overide... 71
More quiet backing by the Leyden group. Miss Southern again handles it a subdued retelling, almost to the point of detachment.
- BING CROSBY**
Sleigh Ride... 77
DECCA 28463—Bing solos on this one and his reading of the Leroy Anderson opus makes for enjoyable listening. Moderate action in all categories is in store.
Little Jack Frost Get Lost... 75
Perry Lee is paired with the Groaner in this cute seasonal ballad and they sound fine together. Should do okay as a cold-weather item.
- FONTANE SISTERS**
Wanderer's Blue Again... 77
VICTOR 20-5049—This swingy reading of the winter ballad should warm any group of listeners. The girls do fine job and the side could earn some of the seasonal loot.
Lonesome Road... 74
The Fontane Sisters are heard in another good effort featuring a bouncy beat.
- VARETTA DILLARD**
I Cried and Cried... 76
SAVOY 871—Related delivery and piece of twisting movement mark Varetta's interpretation of this lament. An attractive side, that could rack up loot, not as strong as the thrush's previous wax. Rudy Tombois penned the tune.
Double Crossin' Daddy... 69
The thrush gets as much as possible out of this blues tune; but the lyric is uncatching. However, it will set some spins.
- LITTLE WILLIE COTTON**
Guitar Shook It Up and Go... 75
SWING TIME ST 318—A boogie blues is sold with some humor and brightness by the warbler over a foot-tapping backing by the Al Prince Orchestra. It's a good, lively side which could catch juke loot in the southern market.
A Dream... 74
Cotton tells about the trouble he is having with his woman on this down home blues. Guitar work is strong on the platter.
- MARSHA DAVIS**
No Deposit No Return... 76
CORAL 60890—When it comes to love, she's like a one-way bottle, warbles Miss Davis convincingly here. She's supported shyly by the orchestra in a side that should please jocks and earn many a juke nickel.
What's Become of You... 73
The sultry-voiced thrush hands the torchy ballad a fresh reading. Arrangement has a steady and penetrating beat that boasts listenability. Side could go pop, as well.
- HOLLYWOOD FOUR FLAMES**
I'm Always Be a Fool... 76
RECORDED IN HOLLYWOOD 164—Lead singer of the Four Flames registers well on this slow item. Rest of group hums in the background.
She's Got Something... 75
The Four Flames give this one a strong beat with their vocalizing. Strong orchestra support is lent by Que Martyn with a fine sax solo and a best organ standing out.
- ALAN DALE—JUDY LYNN**
Do Baby Do... 75
CORAL 60893—Medium jump-ditty is pleasantly negotiated by the warbler and thrush. It's a cute effort and could do pretty well on the juke.
How D'You Do... 73
Boy-girl patter ditty is warmly sung by the twosome to bouncy backing by the Ray Bloch orchestra. Side has enough novelty appeal to win decent exposure.
- JAMES MOODY**
Mr. Heart... 75
MERCURY 70001—A smooth, listenable instrumental cutting of the old favorite with Moody contributing some effective sax work. Deejays may use.
Moody's Theme... 72
This is just what the title says;

Moody's theme wing, a slow bluesy effort featuring the orchestra's sax thrust and the band playing chords behind him.

- MABEL SCOTT**
Boogie Woogie Santa Claus... 75
SWINGTIME 239—The orchestra swings out strongly behind Miss Scott who punches her way thru the rhythm item in exciting style. Good for the jocks and juke.
- That Ain't the Way to Love...** 67
Thrush does her best with this one, although the effort falls to impress greatly. Side has a dated sound.
- GAYLORDS**
Tell Me You're Mine... 74
MERCURY 70030—Romantic ditty with reminiscent flavor. Derived from Neapolitan-type material. Will find takers. Vocalizing pleasant, tho limited.
- Coburn Love Song...** 69
Stylized, charming. More dramatic than the flip, but less over-all appeal.
- LOWELL FULSON**
Lonesome Christmas (Part 1 & 2)... 74
SWINGTIME 242—Fulson injects a good deal of warmth in his mournful warble about not being with his gal at Christmas. The orchestra backs him in great style, but same treatment on both sides of the disk makes for a lessening of interest.
- AL PRINCE**
Don't Love a Married Woman... 73
SWINGTIME ST 317—A standard blues is handled an okay vocal by Prince while the orchestra furnishes a mournful backing.
Wine Talk... 69
Al Prince talks and argues with his women about wine and other things on this unusual talking platter, turning in a clever performance over a bluesy theme by the orchestra. Disk's market is the deep south.
- Dexter Gordon**
Jingle Jangle Jump... 73
SWINGTIME 321—A Christmas jump is sung with drive by Gordon and then the crew break it up with some wild jamming. Adequate was but not exactly for Christmas.
- The Rubeys...** 69
A slight rift item is played cleanly by the orchestra with Gordon blowing some cool sax stylings.
- "BOBBY BLUE" BAND**
Lovin' Blues... 73
DIXIE 8-241—The warbler sings how much he loves his baby on this moody blues item. Singer tells it okay, band backs him adequately. Nothing exciting here tho.
- L. O. U. Blues...** 68
A warm vocal by Bland on a slow-tempo blues, with so-so orchestra support. For the south.
- JOE COSTA**
Midnight... 73
VICTOR 20-5068—The chanter spins out this bluesy ballad convincingly. A good effort.
- Her Little Girl...** 69
Rhythm of this platter is infectious, but that's due largely to the solid backing by the Howard Bess combo. Costa contributes in okay style. Should do best on the coin phonos.
- XAVIER CUGAT ORK**
Yours (Quiero Mucho)... 73
MERCURY 70009—Latin ditty recently returned in pop favor via the Vera Lynn waxing, is given a lush reading by the Cugat orchestra here. A good dance instrumental.
- Recreate Samba...** 68
The technically difficult "Ilora Staccato" is brilliantly played as a mambo solo by Jose Bethancourt to samba-beat support by the Cugat orchestra. Deejays spin, maybe.
- Dinah Washington**
Mercury (33) MG 25140 (1-10")... 70
The fans of the thrush should like what Miss Washington serves up on platter. The sultry style which has made the songstress a top seller is present throughout. Best of the set are "Cold, Cold Heart," "I Apologize" and "Baby, Did Ya Hear."
- KING GUIDON**
Fame Love Song... 70
CORAL 60891—The old fave is handled a rhythmical play by the orchestra while Anne Simms adds a warm vocal.
- Amor...** 70
Another standard is set to a rhombic beat by the orchestra with pleasing results.
- JOEY FAYE**
You Laughed When I Cried Over You... 70
DECCA 28465—More of the same. This is a laughing record which borders between the obvious and the infectious.
- Alchoo...** 68
Lightweight novelty item features the burlesque and musical comedy star in sneezing fit. Good for deejays change of pace material.
- CORKY ROBBINS & JOHNNY BOSWORTH**
Release Me... 69
ONEY 8920—Corky does a particularly interesting job with the new ditty which Robbins has a hand in penning. The sound, combined with the material, makes for interesting listening.
- Conquest...** 68
This currently active ditty, also penned by Robbins, is a deejay's style similar to that of the Bell Sisters.

(Continued on page 49)

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Music as Written

NAME WINNERS IN MILLER CONTEST

Winners have been named in the Big Three's Miller Music Song Contest, run in conjunction with the Steve Allen Song Book. Allen wrote one melody and one lyric. Contestants submitted a lyric to the melody, and a melody for the lyric. Winners were Nick Maldo, of Providence, who furnished the music for "Walking Down a Country Road," and Pearl Kaufman, who did a lyric for "Golden Wedding Waltz." Prizes were a \$250 advance and publication.

KISSIN' SANTA MAY BE TOP HIT

The Jimmy Boyd Columbia waxing of "I Saw Mommy Kissin' Santa Claus," the tune that looks like the big novelty of the coming Christmas season, has passed the 30,000 mark in shipments from the Columbia plant. The tune was written by English clef Timmy Rogers. Harmon Music publishes the ditty.

SOUTHERN RELEASES IVES FOLIOS

Southern Music has just released the first in a series of popular-priced folios, featuring arrangements of traditional folk songs by Burl Ives. Most of the 13 songs in the first volume are available on Columbia or Decca wax.

ROBBINS ACQUIRES TOOL AS I

Robbins Music, of the Big Three, has acquired the country ditty "A Fool Such as I," from Bob Miller for exploitation as a pop item. The tune has been recorded by Hank Snow for RCA Victor.

Detroit

Los Chavales de Espana (The Kids From Spain), unique 11-man musical team, opened this week as the new headliners at the Hotel Statler Terrace Room, following Beatrice Kaye. Rafael Font is fronting the band at the Book Casino, with songs by Candi Cortez.

John S. Kaplan has taken over sole ownership of the Sensation Record label, as well as of Pan American Distributing Company, following departure of his former partner, Bernard Besman, for California.

New York:

Felix Grais, director of publications of the Edward B. Marks Music Corporation, will lecture at Columbia University on "Building of Music." The course will be conducted as a practical seminar for students in the publishing business, and for those preparing to enter the business.

Louis Alter, composer-member of the American Society of Composers, Authors and Publishers, and his wife, Jean, welcomed a seven-pound, nine-ounce daughter, Allison Ann, Monday (17) at the Leroy Sanitarium. Alter wrote "Manhattan Serenade," "Twilight on the Trail" and other hits.

Pat Collins, wife of Lester Collins, contact man for E. B. Marks Music, is now recuperating from minor surgery at the Bronx Hospital. Mitch Miller, Columbia a.s.r. chief, returned this week from a fishing trip in the Florida Everglades. Columbia Records has released the Rosemary Clooney-Harry James cutting of "You'll Never Know" as a single.

The tune was originally in an album. Cecil Abreau, Cuban thrush, finished a week's engagement at the Spanish theater here last week. In addition to her vocalizing, the gal starred in six movies in Mexico. Mark Schreck, professional manager of Peer and Southern Music, was operated on Thursday (20) at New York Hospital. He is recovering nicely.

Columbia Records signed thrush Felicia Saunders this week. The gal is a native New Yorker, and was discovered by Benny Carter. Her first sides will be out next week.

George Goldner, president of Two Records, left Monday on a six-week trip to set up new distributors for the Latin-American label in the Southwest and Midwest. Joni James opens at Ricky's Hialeah Club in Atlantic City for a week on December 1. General Manager Frank B. Walker, of M-G-M Records, returned from a two-week tour of the label's Southern distributors yesterday (21).

Larry Newton, of Derby Records, has signed thrush Bunny Paul from Detroit to a recording pact. The songstress is managed by derjay Robin Seymour.

Si Rady, in charge of Decca's classical and album wax, is on the West Coast to supervise several recording dates. Vic Damone has been promoted to corporal. Newly signed with the General Artists Corporation are Art Mooney and Darro. ABC Music, Bounce affiliate has acquired the ditty, "Good," from Eddie White, of Whiteway Music. The tune has been recorded by Edna McGriff for Jubilee. Tony Alamo is in town for some video appearances before heading West for night club and theater dates in Cleveland and Chicago.

Chicago

Jo Ann Jordan Trio follows Stan Nelson group into the Old Heidelberg here December 3 for a four-week stand. It's first time Mutual Entertainment Agency has booked the group. The Harmonicats open December 5 at the Preview Lounge for a run thru the holidays. Bill Black, of McConkey, has Henry Busse set for one-nighters for December opening December 3 at Charleston, W. Va. On December 31 orchestra moves into the Texas Hotel, Fort Worth, for a month. Many of the bookers here trying to find out what has caused slide-off in business the past couple of weeks. Art Talmadge, Mercury veeep, will make most of last week participating in the Patti Page festivities there.

Hollywood

Harry James is mulling his first theater tour in years to start sometime early next year. Norman Grant has added Joe Guercio, pianist for Patti Page, as assistant recording chief and Eastern promotion man for his jazz items on Mercury. Grant is currently playing his first "JATP" concerts in Hawaii. Big Jay McNeely, recently acquired by GAC, plays the Celebrity Club, Philadelphia, December 22 for two weeks and starts four weeks at the Silhouette, Chicago, January 22. Karen Chandler, the new Coral thrush, and her mentor, Fred Ansel, have returned to Hollywood after a three-week d.j. tour.

Lawrence Welk is negotiating a new full-year pact with the Aragon Ballroom. Hill & Range has made a deal with Bell Syndicate, whereby "Frosty the Snowman" is central figure of a comic strip, which yearly will start an early November thru Christmas run. Slimmy Ennis' band did \$2,044 at the University of Oregon, Eugene, November 8, taking out \$288 in percentage. Larry Layos, head of Color Reproduction Company here, has started Layos Records, a new sacred firm. Billy May and his wife, Arletta, were divorced Friday (21). Mrs. May's settlement includes \$1,800 monthly alimony, 10 per cent of May's yearly income over \$64,800; half his disk royalties and the family home.

Philadelphia

Vocal coach Artie Singer teams with pianist Berni Lere and booker Nat Segall for a new recording combine introducing new voices on wax.

It's New—

"Violets for Christmas"

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"The Broken Picture" b/w
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"What Christmas Is" b/w
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Record Reviews

Continued from page 48

Popular

BECCIE KAY

Christmas the Christmas Tree... 69
DANA 2004—Placid and tuneful, with Beccie Kay delivering a pleasant vocal to the backing of Bernie Wyle's orchestra.

Mr. Snowman... 69

A polka Christmas item. Pleasant and seasonal, with a well-recorded vocal by Gene Cherry.

ROBERT CLARY

Lucky Pierre... 68
VICTOR 20-5066—Platter ditty from the musical "New Faces of 1932" is performed with spirit by the chanter, oke and chorus. Decca's might use sparingly.

I'm in Love With Miss Logan... 65
Cute ditty about a kid's crush on his teacher is read pleasantly by Clary. Song is also from "New Faces" and those who caught the show might buy.

I've Got It Made You Cry... 65
The singer sticks with crooning on this side for another nice effort but fails to hit the level of the other side. Nice okeing helps out at the half-way point.

JERRY COOPER

Have You Ever Been Lonely... 68
ANCHOR 16—Cooper, who specializes in whistling as well as crooning, does a very pleasing job in both categories. He projects nicely with his free and easy delivery. It's a good side which the label should try with.

I've Got It Made You Cry... 65
The singer sticks with crooning on this side for another nice effort but fails to hit the level of the other side. Nice okeing helps out at the half-way point.

FREDDY MENDELSON

Mixes... 68
STANDARD 179—Instrumental thumbe is neatly orchestrated and well performed.

Happy Numb... 64
The Mendelson piano solo with full oke background sounds like a rewrite of a Yiddish "Haydn" folk dance. It's nicely done, but there aren't many lamba dancers around these days.

CLIFF AYRES

Christmas Dream... 66
MONOGRAM M-401—Tender ballad. Cliff Ayres and the Fox Wilder Singers maintain beautiful lyric quality in keeping with the season.

There'll Always Be a Christmas... 65
The warbler and the chorus are effective in this slow, tender affirmation of Noel, in waltz tune.

CARMEN TAYLOR

Let Me Know You Love Me... 65
MERCURY 70000—Gail's voice on this side has range and quality; but material proves uninspiring. Tonsils alone can't make it.

Please Tell Me Why... 65
Same as flip. Thrush's equipment is excellent. Material lacks excitement.

ROYAL MOUNTIES

The Music Leaf Forever... 66
DECCA 28066—Male chorus offers an ode to the friendly neighbor north of the border and it might do some business south of the border.

Challenge of the Yukon... 68
Theme of a Canadian radio-TV program must be good stuff for the listeners and viewers who can't get enough of the theme song.

DANCING AT THE COPA... 68
MGM Do-Do-Do (3-107)
M-G-M (33) E 147

With all the danceable albums by name bands available, the sales potential of this one, using the ditty's oke, seems rather limited. There are, however, probably those who, after a visit to New York and a night at the Copacabana, might want this as a memory souvenir. Disk contains a group of standards with a tango thrown in for good measure.

FRAN McKENNA-THOMAS

Mother's Christmas Tree... 60
CARDINAL 1005—Tune is heavy with sentiment and the songstress milks it to the limit. The Mulcays lead rhythmic harmony in the background.

Winter Wonderland... 58
Nothing wrong with this dishing except it's up against some terrific competition from both new disks and the perennial cutlins. Miss McKenna sings it happily with the electric harmonicas of the Mulcays boking it up behind her.

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21 Parsons Ave. Columbus, Ohio

'52 Attendance Up For Scuit Ste. Marie

SAULT STE. MARIE, Ont., Nov. 22.—Attendance for events at Memorial Gardens here during the summer and fall took a decided upswing, according to Manager H. W. J. Barnett.

The period opened with Vaughn Monroe making his first appearance here and drawing 2,245 paid. Duke Ellington followed and pulled 1,748. Barnett said the entire arena was set up cabaret style with reserved tables. "Grand Ole Opry" continued as a strong attraction here, Barnett stated. Ray Price, Johnnie and Jack, Autry Inman, Kitty

Wells and the Tennessee Mountain Boys attracted 2,084 in September. Hank Snow and his "Opry" troupe set an attendance record here when they played to 4,359 in November.

A hypnotist, The Great Morton, scored with a 4,585 turnout, earning a booking for next season, Barnett said.

Advance for the fourth annual Fall Festival was down slightly; however, 8,943 went thru the turnstiles to see the 65 booths, forestry exhibits, fiddler's contest, other displays. A stage show booked thru the Marvin Wolf office, represented by Alan Thomas for the three days, had Fernando and Fair, Betty Lou Holt, the McNallie Sisters, Daredevil Ault and Millicent, Eddie Hasset and Billy Rayes.

Canadian radio headliners, the Happy Gang, came in during June and pulled 3,122 patrons. It was booked thru Recreation Management Corporation, London, Ont. Roller Skating set new attendance marks during hot summer months. Wrestling is held weekly April thru December 16. Now hockey and ice skating are in full swing.

John H. Harris' "Ice Cycles" is due March 5, 1953, Barnett said he expects to remove the ice about April 15, clearing the way for summer activities.

Martino-Busse Package Folds After 1 Week

Simon Promotion Closes in Columbus; Publicity Blamed

COLUMBUS, Nov. 22.—The "Big Show of the Year," with Al Martino, Henry Busse's orchestra and the Harmonicas, folded here Wednesday (19). It lasted one week and had been scheduled to play auditoriums thru December 2.

Arthur (Buddy) Fields, at the office of booker Mike Falk, Detroit, said the failure apparently stemmed from publicity about Martino's nervous breakdown at Boston recently. He said that at that time local promoters considered canceling the package, but advance sales were okay so they stuck with it. The publicity then hit full force, in towns on the unit's route however, and they canceled, according to Fields.

It was understood that acts and band were paid for the week. Phil Simon, of Grand Rapids, Mich., was the promoter.

Whatever the cause, business wasn't good. At the Cleveland Arena (17) the unit drew 238 persons for the matinee and 499 for the night show, although the promotion budget compared with those for other one-nighters.

The show opened at Saginaw, Mich., and made Flint, Grand Rapids, Fort Wayne, Ind., and Marion, O., in addition to Cleveland and Columbus.

New Minstrel Show Takes 'Bill Bailey' Title for Aud Trek

FORT MYERS, Fla., Nov. 22.—The minstrel show announced recently by Happy Kellens as a revival of the old-timers, will be called Bill Bailey's All-Star Minstrels. It was announced by Marshall Green, manager and general agent for the new show. The production is scheduled to play auditoriums and arenas. It is being organized here and the staff and cast is to be announced soon, Green said.

'Holiday' Opening Big at Canton

CANTON, O., Nov. 22.—A crowd of 4,400 jammed Memorial Auditorium here Saturday (15) for "Holiday on Ice." Sunday performances drew a hefty 4,450 and 3,700, with fog hurting night business. Scale was \$150 to \$3. Run continued thru Friday (21).

Hold 25-Year Shindig in Pitt

PITTSBURGH, Nov. 22.—Seventy delegates from all over the world, including delegates from England and Mexico City, are in Pittsburgh for the 25th annual meeting of Variety International and for the celebration of the 25th anniversary of the Variety Club. George Hoover, first assistant chief Barker from Miami and chairman of next year's Mexico City convention, announced that the Mexican government was giving the tent here \$50,000 to help defray expenses.

The government will also have ambassadors of all countries at the closing banquet as a gesture of international good will. Nathan Golden, chairman of the Heart Fund and member of the Washington tent, stated that since the founding of the Variety clubs 25 years ago here, over \$28,000,000 has been dispensed for charity, \$3,000,000 last year alone.

After Friday's meeting, the internationally famous rib artist, Luke Barnett, started a ruckus with Pappy Dolsen, chief Barker of the Dallas tent and operator of the Dallas nitery, Pappy's Showland, and the hilarity that followed spiced the whole day's festivities. Dolsen didn't know what to do with the veteran ribster after being accused of all types of racial discrimination; so he was led out of the room in real heat.

Stars Participating

He finally came back and shook hands with Barnett after being told of the rib. Meetings will continue thru Saturday night when the big television over WDTV will be staged, with a host of stars and celebrities participating. Radio stations and WWSW will have simulcasts. Stars coming in for the television will be Morton Downey, Dennis James, Fran Warren, Robin Roberts of the Phillies, Joe Black of the Dodgers, Herb Shriner, Senator Warren, Fairbanks, Sandy Solo, Jackie Heller, Fisher and Marks, Betty Carr and Charley Ba'dour, Velma Carey, Forrest Tucker and Tony Romano, Buzz Aston and Bill Hinds, Burl Ives and most of the "Paint Your Wagon" cast, Bob Prince and Bob Caldwell.

Portland Drafts Aud Finance Plan

Exposition Executive Outlines Idea to Eliminate Bond Vote Requirement

PORTLAND, Ore., Nov. 22.—Prospects for construction of a city-sponsored War Memorial civic center to cost 20,000 brightened this week when R. L. Clark, vice-president of the Pacific International Association, disclosed that a financing proposal had been drafted that would eliminate the necessity of a referendum on municipal bonds or taxes. The proposal entails issuance of revenue certificates, which would be repaid out of earnings.

The project now rests with the City Council, Clark said. The Pacific International Association had agreed to donate assets worth \$2,000,000. These include the 42-acre property and build-

ings of the Pacific International Livestock Exposition, now under lease to the U. S. Air Force at a \$144,000 annual rental, and \$300,000 worth of assets of the George White Service Center.

The site of the proposed War Memorial civic center would be Vanport, the war housing city destroyed by flood in 1948, or East Vanport, across a highway from Vanport. Both are in the neighborhood of the exposition property.

Cincy Garden Report Shows Cash Balance

CINCINNATI, Nov. 22.—An interim report filed Thursday (20) in U. S. District Court, showed that the Cincinnati Garden, operated under a trusteeship, had total income of \$146,004.94 for September and October. Total disbursement of \$122,094.76 were shown, leaving a balance of \$23,910.18.

The report was made by Robert Hogan and C. W. Broeman, trustees in proceedings for reorganization of the Garden corporation. They said that operations for the two months were "substantially in line with the projects of the trustees as reported in open hearing October 15." Income during September was \$15,994.78 and disbursements were \$10,246.69.

Chilhowee Leases Building for Events

KNOXVILLE, Nov. 22.—Administration Building at the city-owned Chilhowee Park here has been booked for numerous events during the winter. Included among them are a Hillbilly Queen contest (25), dance (30), amateur show, December 13; Christmas charity work, December 22-24; singing session, December 27; boxing, January 26-29; and cat shows in February and March.

Welfare Director Arthur Atkins said the building recently was painted inside and outside.

AC Convention Hall No 'White Elephant'

ATLANTIC CITY, Nov. 22.—Over a period of years the vast Atlantic City Convention Hall has at times been referred to as a "white elephant" operating at an actual financial loss to the city. However, officials of the building, along with executives from the Convention Bureau, this week debunked the "white elephant" talk and termed the auditorium one of the resort's most vital life-lines. The hall is the largest building of its kind in the world. "If the Convention Hall operated at a loss of \$500,000 annually, which it never has and never will it would still be one of the community's biggest assets," said Philip E. M. Thompson, general manager of the auditorium.

He further added that without the building Atlantic City might remain dormant from September to July 4 when the summer brings millions of visitors to the resort. Thompson said that with some 32 conventions booked into the hall this year, it would mean hundreds of thousands of winter visitors. He added that the average expense of a convention delegate is \$25 per day. Many of the delegates, he said, bring their wives and families with them, thus increasing the per day expenditure.

Dramatic & Musical Routes

American Savoyards (Hartman) Columbus, O., 29-36
Anonymous Lover (Royal Alexander) Toledo
Bells & Vows (Kannan) Cleveland
Bell, Book & Candle (KRT Radio) Detroit
Moines 28; (Omaha) Omaha 28-29
Call Me Madam (Shubert) Detroit
Cornell, Katharine (Cass) Detroit
Country Girl (American) St. Louis
Pierrot Polka (Orpheum) Kansas City, Mo., 27-29
Gypsy (Blackstone) Chicago
Gilt: (Bellevue) Chicago
Gilt: (Bellevue) (Shubert) Philadelphia
Night Night Ladies (Majestic) Baltimore
Orey Road People (Shubert) New Haven, Conn., 27-29
Guns & Demers (Felt Auditorium) Cincinnati
I Am a Camera (Biltmore) Los Angeles
Pey Goll Slapstick (Walnut) St. Philadelphia
Maid of the Oaks (Orpheum) Pittsburgh
Meek & Wig (Elgier) Philadelphia
Miller's, Irvin C. Brown-Skin Models (Liberty) Charleston, S. C., 24; (Utah) Wilmington, N. C., 27; (Herald) Durham, N. C. (Caroline) Sanford 29; (Shubert) St. Rocky Mount Dec. 1; (Royal) Raleigh 2; M. H. H. (Orpheum) Minneapolis, Minn., 24-28; (Auditorium) Rochester 29
Night at Midway (Palmer) Hartford, Conn., 27-29
Oklahoma (Metropolitan) Seattle
Palmer, Wagon (Shubert) Washington
Point of No Return (Shubert) Baltimore
See the Juggler (Forrest) Philadelphia
Burr, The (Orpheum) Washington
Suzanne, Corneille Olla, in Paris 29; Austin, Tex., 28; Port Worth 21; Dallas 28; (Shubert) Dallas 29; (Shubert) Chicago Dec. 1; Wichita, Kan., 2; (Auditorium) Topeka 3; Kansas City, Mo., 4-6
South Pacific (Shubert) Kansas City, Mo., 24-28; (Briarcliff) Chicago
Top Banana (Great Northern) Chicago
Tree Grows in Brooklyn (Shubert) Chicago
Two Is Company (Shubert) Boston

DEE TOURS

Autry Sets England; Danny Kaye to Texas

By DAPHNE (DEE) POLI
DALLAS, Nov. 22.—Gene Autry, who brought his Western Revue to the State Fair Auditorium here Thursday (20), will take the same show to England next summer for a two-month tour.

The State Fair Auditorium is having a busy season. On December 2, a benefit show for the Elks will feature six variety acts and Jan Garber's orchestra. Invitations will go to advertisers in the souvenir programs.

On December 14-17, the same hall will be the scene of the Chas. Wright Club's \$40,000 children's Christmas show and party. Already signed for this are cowboy singer Smiley Burnett, ballerina Martha Ann Bentley, magician Russell Swan, the Balancing Montyones and Hubert Castle, wire act.

Danny Kaye is producing his own revue for the Cotton Bowl show here December 25-January 1.

The Ice Arena, another building at the State Fairgrounds here, is filling out the winter season with ice skating lessons and public skating. Clarence Lanz, manager, says ice is first made at the Ice Arena in October for the "Ice Cycles" during fair week, and left in until the following early spring.

Building seats around 8,000 on permanent chair and bleacher seats, for arena type events, and around 6,000 for skating shows and circuses.

Olsen & Johnson's "Skating Vanities" show will open the Ice Arena's spring season. They have signed a contract to play February 3-8. This is the first time "Skating Vanities" has played Dallas, although it has played Houston for the past 11 years.

Houston Auds Busy
HOUSTON—This is one of the busiest theatrical cities in the country, with full schedules and bookings at both the Sam Houston Coliseum and the Municipal Auditorium as well as the smaller Playhouse Theatre.

Roadshow, symphony concerts, arts and drama recitals fill in between the larger events. The Shrine Circus at the Coliseum just completed the greatest sellout business in its history here.

The two events to follow in Houston are the Olsen & Johnson "Skating Vanities" at the Coliseum, November 25-30, and "South Pacific" at the City Auditorium, December 29-January 3.

PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past, specify whether or not you were financially responsible, and secured responsible underwriting. Write Arena Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

AGVA Welfare Fund Battle

Continued from page 17

delphia, Greater New York, New Jersey, Long Island; Las Vegas, Nev.; Boston, Chicago and West Coast talent buyers are equally irate over the AGVA plan and said they would resist it.

Hotels, only few of which have any agreements with AGVA, have also said they will fight it. One big hotel chain spokesman said that if the order was carried out the chain would either curtail its use of AGVA members or turn entirely to entertaining musicians.

A spokesman for the Hilton chain, probably the largest single talent buyer in the country said, "This (AGVA's action) is without precedent in the field of labor relations. To demand a contribution to a welfare fund without prior negotiations goes beyond the realm of minimum wages. Contributors to such a welfare plan have every right to know the full basis of it, its actives and who is running it and how. We contribute to various union's welfare funds, but we negotiated them first. I'd be willing to talk about it to the heads of AGVA, and hope they'll see fit to set up such a meeting."

Auditorium Managers:

Help us build a list of promoters who are capable of proper promotion. The increased availability of talent and package shows hinges upon the number and quality of local promoters. That is why it will be to your advantage to aid in the compilation of as complete a list of local promoters as you are able to find. Write Arena Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Naomi Horrabin, Des Moines agent, who fought the original insurance plan, said she'd consulted with the Iowa State Insurance Commissioner and she was informed that for the plan to be legal in Iowa, AGVA must either set up an insurance company recognized in that State or have an organized branch in Iowa. This statement was not verified by any State insurance commissioner.

Agents Split

Agents organizations are threatening to split apart on the subject of insurance and welfare. AIA's national officers have tacitly agreed to recommend payment of the \$1 to \$3.50, chiefly because they wish to avoid a costly battle on different grounds. But there is considerable resistance to their recommendations, particularly among the Chicago club-date bookers. They not only object to the welfare contributions, they flatly refuse even to pay the insurance premiums. There's even some talk that they'll walk out of ARA and set up their own org.

Hollywood agents are equally irate. For the past six weeks, the California Theatrical Agents Association has been feeling out ARA for a possible merger. Prior to the present AGVA plan presentation, CTAA favored merger because of its excellent relations with AGVA. Now the feeling is reversed. Some members would be willing to pay the minimum insurance premium, but not the welfare contribution.

Skating Shows

Woolworth Ice Revue of 1952: Milwaukee 27-Dec.; St. Paul 28-Dec.; St. Louis 29-Dec.; (Coliseum) Springfield, Mass., 30-Dec.; (War Memorial) Springfield, Mass., 31-Dec.; (Auditorium) St. Paul 1; (Sports Arena) Hartford, Conn., 2; Dec. 3; (Coliseum) St. Paul 4; (Auditorium) Topeka, Kan., 5-6; (Municipal) Aud., Kansas City, Mo., 7-8

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Peoria Skate Queen
Spotlights Fernwood

PEORIA, Ill., Nov. 22.—Marilyn
Vicary, with 30,000 votes, was
crowned Peoria's skating queen
at ceremonies held November 5
in Mr. and Mrs. Oscar Jellse's
Fernwood Gardens Roller Rink,
reports Ernest A. Hunt, contest
chairman. A total of 113,000 votes
was cast in the contest which ran
from September 24 to Novem-
ber 5.

Doris Hill, who received 19,000
votes, and Dorothy Hill, with 17,
000, were named matrons of hon-
or. A shade behind the matrons
were Dawn Beddows and Jackie
Rakestraw. Honorable mentions
went to Jackie Edenburn, Darlene
Johnson, Sandra De Good, Mau-
reen Dorsey, Dorothy Uhlig and
Mary Rafferty.

To the winner, along with other
prizes, went a \$50 pair of precision
skates, an engraved trophy and a
bouquet. The runner-up received
a \$35 pair of semi-precision skates,
a medal and bouquet, while the
third-place winner won a \$25 pair
of shoe skates, a medal and
flowers. All other contestants re-
ceived a pass good for a month
of skating at Fernwood and a rose.

Among the prizes, all donated
by local merchants, were flowers
valued at \$40, a \$12.50 Ronson

table lighter, \$12.50 necklace, 16
pairs of nylon hosiery donated by
three merchants, \$3 merchandise
gift certificate, \$30 jewelry set,
\$10 doll, \$8 box of candy, leather
brief case, portable home refresh-
ment stand, gift certificate from
a restaurant, gift certificate from
a ready-to-wear shop, \$3
shoe hand bag, pair of house
shoes, \$10 TV lamp, \$10 in cash,
a meal at a drive-in eatery, an
appropriately decorated cake from
a bakery, gift certificate for five
gallons of gasoline, 12 8 by 10-
inch photo enlargements of pre-
sentation ceremonies by photog-
rapher, a \$15 hand-painted pic-
ture, seven quarts of milk from
a dairy, some mural scenes and
a shampoo set.

Fernwood Gardens received
fine publicity in connection with
the presentation, which was em-
ceed by Miles Foland, via a tape
recording of the affair which was
played back over Station WIRL
the following night. Since many
of the merchants who donated
prizes were unable to hear the
recording, they are being invited
to a December 2 playing of it at
the home of one of the contest-
ants.

Another stunt that focused the
public eye on Fernwood was a
trip thru town, prior to the pre-
sentation, by the three finalists
who were dressed in white for-
mals. They made the trip in a
Kaiser Manhattan which was
decorated for the occasion and
supplied by a local auto agency.
When the car wound up at the
rink a side door was opened and
the vehicle was driven into the
building to discharge its passen-
gers in front of the stage which
had been decorated by a florist.

Prior to the presentation a show
was put on by Gus Gustafson, who
plays the rink organ and a
trumpet simultaneously. He also
teamed with Ernie Hunt in a vocal
selection, and there were
comedy skating numbers by a
foursome.

Barnes' Rink
Averts Heavy
Fire Damage

PHILADELPHIA, Nov. 22.—
Smoke and fire awakened Emmett
Fetrow, night watchman at Adelphi
Skating Rink here, Thursday
morning 20 in time to give
warning to a passing policeman.
Smoke was pouring from front
windows of the four-story brick
building housing the rink when
firemen arrived.

The firemen prevented the
flames from spreading to the rink,
confining the damage to the night
watchman's bedroom and to an
adjoining room containing skates
and shoes.

The Adelphi rink is owned by
Joseph Barnes. It closed at 11 p.m.
the evening previous. Barnes said
he did not know what caused the
fire.

Roadshow Rep

BRUNK'S COMEDIANS, under
management of Henry L.
Brunk, closed their season in
Floydada, Tex., Saturday night
(10). Brunk said that the closing
was three weeks early because of
a drought in West Texas. He
added that the first part of the
tour was off from the previous
season but after a wholesale re-
organization in July business was
only slightly off from the org's
banner 1951 season. "One of the
highlights of the season," Brunk
writes, "was the visit of Val Bran-
don, Hollywood talent scout, who
caught the show in Durango, Colo.
The visit resulted in a Hollywood
tryout for two of the younger
members of the cast. The tests
and tryouts are to be made early
in January." Brunk says that
most of the plays the org used
this season were from the pen of
Neil Schuffner. Henry, his wife,
Mercedes and their six-month-old
son, John Michael, went to Dallas
where they plan to spend a little
time. Doug and Yvonne Ackley
also went to Dallas. Jo Schwartz
left for her home in Seattle, while
Betty Honig went to Phoenix,
Ariz. Jimmy Reynolds went to
Los Angeles; Dick Vogel to Chi-
cago; Ed Ward, Tipton, Mo.; Jack
Wheeler, Los Angeles; Willard
Thomas, Wichita, Falls, Tex.;
John, Hank and Ruthie Waxons,
Memphis; Al Russell, Boise City,
Okla., and Klink and Frances
Lemmon, Tampa. Show is stored
in quarters in Boise City, Okla.,
and current plans call for the org
to open the 1953 tour in April.

ARTHUR COUSINS and his wife
are playing church dates
around Huntsville, Ala., with
their puppet show. . . E. M. Gaff-
ney writes from Fresno, Calif.,
that he plans to take it easy for
a few weeks. He's working up
some material for a solo show
with which he will wind his way
back East. "Why don't some of
the old-timers let us know where
they are," Gaffney queries. "I
was pleased to read about the
Craig and DeRus brothers. Where
is Van O. Browne, Buddy Miller,
Jimmy Warren, Wally and Betty
Wallace, Billy (Toby) Young and
some of the others we formerly
met or heard from? Why doesn't
someone send in the roster of the
Kennedy Sisters' rep show?" . . .
Jolly Della Pringle who died in
a Boise, Idaho, hospital Sunday
(9), was believed to have been one
of the first to operate popular-
priced stock companies. Born in
Knoxville, La., in 1870, she made
her home in Boise for the past
30 years. She had her own stock
company for many years and for
two years worked in films at the
Mack Sennett studios. She also
had a stock company in the Pin-
ney Theater, Boise, for five years.
Her only survivor is Mrs. Craw-

ford Eagle, who with her hus-
band, own and operate the Win-
kle Marionettes. They closed re-
cently with the Schaffner Players
and now are at McClure's De-
partment Store, Nashville, for the
Christmas show.

C. C. BOYD comes thru with
the following from Houston:
"I've been in West Texas with a
med and merchandise platform
outfit all summer and fall and I'm
here waiting to get stocked up
for a trip into Arizona and New
Mexico. Caught two tent shows
trying to push me the past sum-
mer and even with good crowds
and spending people their efforts
were pitiful. I take it that you've
got to be able to talk the goods
you offer but both shows had
poor talkers and crude methods
of explaining their items. The
goods were packaged correctly
and all that was needed were
some lectures or talks that were
accurate and made sense. I've
been in the business long enough
to know that most of the spots
that have been shut off for med
were closed because orgs and
salesmen didn't know much about
the stock they were selling. I
did meet one fellow, S. F. (Sandy)
Collins, who was a good salesman
(Continued on page 53)

Drivin' Round
The Drive-Ins

NATIONAL Production Author-
ity last week emphasized that
under present regulations indus-
trial suppliers of theater equip-
ment are not permitted to sell
large quantities of copper wire to
builders of drive-in theaters and
other types of recreational, enter-
tainment and amusement projects.
Beginning May 1, 1953, theater
builders will be authorized to self-
certify for and use 500 pounds
of copper per quarter—300 pounds
above current allotments—in the
construction of each theater
project, the NPA said. Meanwhile
where more than 200 pounds of
copper is required, special per-
mission must be obtained from
NPA. . . George S. Landers,
Hartford, Conn., division manager
of E. M. Loew's Theaters, has
announced closing for the season
of the circuit's open-airers in
Newington, Farmington and Nor-
wich, Conn. All will resume op-
erations early next spring.

WANTED TO BUY
Roller Rink or Building

Suitable for conversion in Chicago
greater or immediate vicinity.
Details to:
BOX 384, c/o The Billboard
188 W. Randolph Chicago 1, Ill.

OPEN A DRIVE-IN THEATRE

AT LOW COST
New and guaranteed rebuilt equipment from
\$1595. Time payment available to respon-
sible parties. Write, giving location and
number of cars. SPECIAL OFFER! Tempered
Marquette & Marquette Lenses, 4" 15¢; 6"
50¢; 10" 80¢. O. & C. CHINA SUPPLY
CORP., Dept. L, 601 W. 52 St., New York 19.

THE "CHICAGO" DANCE SKATE

Approved by
Rawson's Laboratory
Built for Skate Dancers

With suggestions from the leading
expert on dance skating, Mr. Perry
Rawson, CHICAGO, has designed
skate especially for dancing.



No. 287DD

"Not for Jumpers"

Mr. Rawson says: "This type of skate is the skate for dancing." He should know.

CHICAGO ROLLER SKATE CO.

4427 W. LAKE ST. CHICAGO 24, ILL.
Manufacturers of All Kinds of Roller Skates

BONNY'S HUG-ME-TIGHTS
and SKATING SKIRTS

- TIGHTS** are Calanese acetate, streamlined and stretch-
able. 9 distinctive colors. \$11.00 Dos.
- SKIRTS** are full flare, circular style. As-
sorted colors, good detail.

Velvet \$5.75 Each
Corduroy 4.75 Each
Corduroy 24.00 Dos.
(Hugonip or long)



CHILDREN'S
TIGHTS:
4-5-6

ADULTS: Small, Med., Large

JACK ADAMS & SON, Inc. 1471 BOSTON ROAD, BRONX 60, N. Y. DAYTON 9-3403

ONE DAY SERVICE-
AT FACTORY PRICES

THE LARGEST EXCLUSIVE SKATE COMPANY IN THE U.S.
OFFERS COMPLETE LINES OF EVERYTHING MADE BY:

FO-MAC	CHICAGO	HYDE
RAYBESTOS	CLEVELAND	GILASH
PRO-TEK-TOE	ARROW	EMPIRE
SKF-NOEL	SNYDER	ROYALS
HEISER	E-Z-ROLL	BROWNIES

JOHNNY JONES JR.
Representatives for
CHICAGO Roller Skate Co.
51 CHATHAM ST. • PITTSBURGH 19, PA.

RINKS!
Write for
Price List
and
Information

NEWS CAPSULES

WNBT Christmas Deal:
Half-Minute Spot \$20

• Continued from page 9

radio and three TV stations. In the six-month period national sales were up 248%, and local sales 174%.

Taft said the increase was obviously due to WKRC's dominant stand in the market audience-wise. A 10-year chart of Hooper audience surveys, says Taft, shows WKRC climbing from almost last place in 1942 to a healthy first place in 1952.

"Other factors," Taft stated, "are basic and comprise the reasons for the high audience ratings. First, during the past three years Cincinnati has viewed the wonder of television, have seen it blossom and bloom, but have now let it settle down to its rightful place as just another medium of good entertainment and successful advertising along with radio. WKRC has not only survived the impact of television; it is even ahead of where it was before television."

THE RESTLESS PEOPLE AND THE REVOLVING DOOR

Having resigned his post with NBC, Abe Schechter has opened his own public relations outfit at 250 Park Avenue, New York. J. Alphonse O'Connell succeeds Donald Manson as general manager of the Canadian Broadcasting Corporation. Ernest Bushnell, director general of programs, moves into O'Connell's old post of assistant general manager. George Kern, formerly of Benton & Bowles, has joined Geyer Advertising, Inc., as associate director of radio and TV. News commentator John Wingate is leaving WOR-TV, New York, to

take over "Esso Reporter," which moves to WNBT from WPX on December 1. Producer-director-writer Henry Tobias has signed with MCA, Ltd., having obtained his release from the William Morris Agency. Robert Rausche, formerly chief time buyer with McCann-Erickson, has joined WHUM-TV, new UHF station in Reading, Pa., as national sales manager. Paul Benson, media research head at Benton & Bowles, has been promoted to time buyer on Procter & Gamble accounts. Ruth Jones, formerly of Benton & Bowles, has been engaged by Compton Advertising as time buyer. Frances Valtuys has resigned as time buyer for Compton. Wallis Dunlap will be director of operations for WICC-TV, UHF station coming up January 1 in Bridgeport, Conn. Graydon Ausum, manager of WUOA at the University of Alabama, is new president of the National Association of Educational Broadcasters, succeeding Seymour Siegel. John D'Amico has been added to the New York sales staff of the O. L. Taylor Company. Mort Green and George Foster, scripters for the Tallulah Bankhead TV show, have quit to do the legit music, "Two's Company." Donald J. O'Brien has been made a vice-president of The Biow Company. Bernard Kilman will head up TV and trade promotion for the Hirsch-Garfield agency. Jara Kohnol, Czech comic and Iron Curtain refugee, is in the U.S. to make radio and TV appearances on behalf of Radio Free Europe.

Buck Canel, NBC announcer, has gone to Havana to broadcast games of the winter baseball league there in Spanish via station CAQ. Ivor McLaren has joined WTMJ-TV, Milwaukee, as producer-director. John Hicks is new program manager of KQUB-TV, Lubbock, Tex. Jean Herzelt is happy over the review of his just-published translation of Hans Christian Andersen's complete works.

Crosley Broadcasting Corporation, Cincinnati, has appointed two new salesmen to the WLT-TV sales staff. Robert Merryman, former WLW and WLWT announcer, and Stan Cordrey, former automobile sales promotion manager in Cincinnati, are the additions.

Information on coin-operated machines establishments will include data on whether the establishments are operated by individual proprietor, two or more partners, co-operative associations or others. Information on receipts in 1953 will be expected to show total amounts spent by customers in machines in the following categories: Merchandise vending machines showing (a) candy, nuts and other food products except beverages and ice cream; (b) cigarettes, cigarettes and tobacco; (c) apparel; (d) other merchandise. Also, similar information will be sought on amusement machines, which include, phonograph machines and others amusement machines (pinball, gaming, etc.); service machines, which include clothes washing, ironing, drying, lockers, rentals and maintenance (amounts paid for machines rented to others, including repair and maintenance charges). The canvass will seek reports on the number of machines in each category which produced revenue during December, 1953. It also will seek information on merchandise on hand and personnel and pay roll (total pay roll including salaries, wages, etc., for 1953); pay roll classification of employees.

Census, drafting new forms for the 1953 survey, is preparing to consult with industry representatives. Preliminary forms have already been drafted, but evaluations and suggestions will be received from industry prior to setting up the forms in their final status.

Tentative plans, said Commerce, provide for some tailoring of reporting forms to individual industries. The Census Bureau has suggested that those who have recommendations submit them directly to the trade associations or directly to the Washington office of the bureau, if they are not affiliated with a trade association.

Roadshow Rep

• Continued from page 52

and entertainer. If you can't talk your wares naturally then pay someone to put the words into your mouth. It's money well spent." J. O. Figg, writer, from Winchester, Tenn., wants to know what has become of Ralph Herbert, Billy and Kitty Morning, Billy S. and Irene Newton, Dee Haines, Queen Rosella, Doc Berman, Happy Dixon, Bobby La Rue and Jim and Peggy Dawson.

AL N. CHRISTY has been showing his spook show in New England to poor business following a good fall season at Maine and New Hampshire fairs.

George Spicer is en route from Indiana, Pa. to Tampa where he plans to put in most of the winter. He's currently recovering from a bout with the flu. Otto Fancher has a school show operating in Billings, Mont., to fair results after a summer of outdoor stands with small animals and his novelty show. Ernest Kirby, of Lynn, Mass., asks that someone send into this department information on the old 10-20-30 show known as Bishop's Comedians. Bert R. Sautley advises from Birmingham, N. Y., that he can be of assistance to small tricks or others playing that area. Lee L. Moss, who is headquartered in Texarkana, Tex., plans to take on some stores and handle his show and the merchandise he totes. He had a platform show out this summer.

WILLIAM STOCKDEL is playing sponsor dates in New England with a feature film. Louis H. Kennedy is giving chalk talks in New Jersey for sponsors. Kennedy also makes on-the-spot charcoal drawings of his audience.

HAYARD-Rubin S., producer, farm broadcaster, recently in Philadelphia. He was editor of the National Blackman and Farmer when, in 1951, he gave him supervision of all farm broadcasting and market reports, the forerunner of today's "National Farmer's Market." For 21 years he served as a trustee of Pennsylvania State College, where his son, Samuel P. Hayard, is an associate professor of English.

HEAL-Louise Lester, 83, one of Hollywood's best dressed women, November 18 in Hollywood. She had been a successful stage actress and was the first female star of Western films, performing Calamity Ann in a series of Calamity Ann Westerns.

BOLEY-John W., 74, father of film actor John Boles, in Greenville, Tenn., November 18.

BORRERSON-Arthur H., 59, veteran carnival man, November 16 in Detroit. He was in Detroit most recent show connection was with the All Stars Show, but previously he was grouped with the United Exposition, Fred W. Stumbo and Floyd O. Kile shows, among others. Survived by his widow, Mrs. Arthur H. Borrerson, daughter, Mrs. B. V. Martin, and a granddaughter, Kathryn Martin. Services in the Lutheran Church, Atlantic, and burial in Oakwood Cemetery in that city.

BOUCKEY-Paul Stanley, 16, Detroit film projectionist, November 16 of tubercular disease. He was in Detroit theaters for 44 years. During World War II he toured the United States and Canada, putting on shows for Army installations. Interment in Mount Olivet Cemetery, Detroit.

CHAMBERLAIN-Louise E., 88, pioneer motion picture producer and producer of the independent Motion Picture Producers and Distributors Association, November 18 in Los Angeles. His wife, Elizabeth, a son, Mel, Lee K. Chadwick, U.S.A., and two grandsons survive.

COLLE-Baker, 44, carnival boothkeeper operator last connected with the Greater Detroit and Shows, recently in Port Worth of pneumonia and a heart attack. He was born on a carnival grounds and spent his entire life in the business. In former years he operated concessions and sides and also served as a talker. Survived by his widow, a son, Robert Jr., Port Worth, and a sister, Mrs. J. W. Mount Olivet Cemetery, Port Worth.

DINENBERG-Ryan, 54, band drummer in Philadelphia for many years, suddenly died in his home in that city November 9. He is survived by his widow, Kate C.; two daughters, Mary and Sharon; and a son, Sharon. Interment in Mount Olivet Cemetery, Philadelphia, November 11.

E-M-Widow, 88, for the past 10 years a comedian with the Drvin C. Miller Brown Skin Models, carnival and theater attraction, November 18 in Jacksonville, Fla. Survived by two sons living in Washington, D. C. Burial in Pinehurst Cemetery, Jacksonville.

ESSINGER-Otto, 72, former advance man for Sea-Fla Circus, at Port Dodge, Ia., Thursday (18). He had been a theater electrician and years operated an electrical shop in Port Dodge.

FINGEL-Otto D., refreshments concessionaire at Eastern fairs for more than 50 years, November 18 in Detroit. He was married to Kate, who had worked with him.

FODER-Louis F. Jr., 44, November 18. He was general manager of Michigan Text and Apparel Co., Detroit. Survived by his widow, Mary, and a son, James Louis.

FRIEDBERG-Annie, 48, concert manager, November 19 in New York. She was established her own business some 40 years ago. Among artists she managed were Myra Irene, Carl Fredberg, Walter Horowitz, Sam Smeltzer, Mary Davenport and the Budapest String Quartet. The concert pianist, Carl Fredberg, her brother, survives.

GERARD-Mrs. Orie J., 62, dancer and pantomimist known professionally as Martha Morris, November 16 in New York. She had appeared in several "Marionettes" musical shows of the 1920s and in early musical comedies (Broadway). Her husband and daughter survive.

HALLIST-Nel, 58, one of the country's foremost dancer band leaders of the 1920s, in Needham, Mass.

He did this type of work the past summer at Cape Cod, Mass., resort spots. In response to a recent query concerning the songs sung by Reese V. Prosser, Jack Onthank writes from Atlanta that Prosser sang the following during his various stands in the Georgia city: "Sweet Marie," "After the Ball," "Love Me and the World is Mine," and "In the Shade of the Old Apple Tree." Onthank says that his big hit was "Dear Old Girl," which he sang with Al G. Field Minstrels. Norman J. Todd writes from Bridgeport, Conn., that he'd like to have someone send to this corner the roster of Diamond Bros.' Minstrels. Col. Harry Thornhill advises from Boulder, Colo., that he is getting together a solo show with a new bill written by an Easterner. He plans to take on sponsor dates in small towns and work north toward Oregon where he has played during other winters.

HANLON-E. J., 61, projectionist at the Lyric Theater, Cincinnati, November 17 of a heart attack at his home in that city. He was a Cincinnati projectionist for 40 years and was a charter member of the Motion Picture Operators' Union, Local 391. Survived by his widow, two sons, a daughter and a sister. Services November 20 and burial in St. Joseph Cemetery, Cincinnati. Honorary editor of The Critic Circular for almost 30 years.

HOFFMAN-Benard, 60, producer of silent films, November 19 in Hollywood. He produced Clara Bow's first pictures.

HONKING-Harry Roland, 74, a director of the Sakaloon, Sak, Exhibition board and for the last 13 years chairman of the publicity committee, at Sakaloon November 2. He was also president of the Sakaloon Arena. Funeral services were held in Sakaloon and burial was at Kitchener, Ont., survived by his widow.

KILCHE-Arthur, 60, president of the Humboldt, Sak, Agricultural Society since its reorganization eight years ago, at Humboldt November 2. Survived as his widow, one son and six daughters. Burial was at Humboldt.

KING-Sauke, 77, animal and reptile dealer and former circus owner whose real name was William Abraham King, November 17 in Newmarket, Wis.

LOYD-Billy, 40, showman long connected with various shows in fields, recently in Coventry, Wiltshire, England. His mother, wife, daughter, Geraldine, and two sisters, Nelly and Violet, survive.

OLMSTEAD-J. J., 71, a director of the Sakaloon, Sak, Exhibition board, at Sakaloon November 2. Survived by his widow, four sisters and five brothers. Burial was at Sakaloon.

PARKER-John, 77, American-born editor of the British stage-reference book, "Who's Who in the Theatre," November 18 in London. At the time of his death he was 77.

RAUM-Mrs. Anna, 70, a daughter, Fern Anna, to Mr. and Mrs. Martin Baum November 10 in New York. Father is an agent in the Baum-Nesbom agency.

RENNIE-A daughter, Lori Ann, to Mr. and Mrs. Jack Rennie of Amusement Company of America, in Miami October 12.

ROULLON-A daughter, Sharon Lillian, November 13 to Mr. and Mrs. William R. French. Rouillon, father operated a Girl Show on the American Beauty Shows the past season.

BRADLEY-A son to Mr. and Mrs. Fred Bradley in Houston recently. Father is a member of the KPRC-TV staff there.

REIDER-A son to Mr. and Mrs. Clayton Reider November 12 in Mount Sinai Hospital, Philadelphia. Mother is the daughter of Harry B. Syle, president of Station WREN in that city.

COREN-A daughter to Mr. and Mrs. David Cohen October 10 in Mount Sinai Hospital, Philadelphia. Father is co-owner of the City's night club in that city.

EVANS-A daughter to Mr. and Mrs. Bill Evans in Houston recently. Father is with KPRC-TV in that city.

FROME-A son, Michael Jay, to Mr. and Mrs. Milton Frome November 13 in New York. Father is a straight man on the Milton Berle show; mother is dancer Barbara Wallace.

FELTON-A son, Mr. and Mrs. Frank Felton October 26 in San Antonio. Father is a member of the announcing staff of KITS and KPRC-TV in that city.

MIMMO-A son, Robert, to Mr. and Mrs. Mary Mimmo, October 16 in New York. Father is an Italian pantomime comedian. Mother is the former Theresa Gracie, Italian singer once with the Victoria Sisters.

MOLONY-A son to Mr. and Mrs. Tom Molony October 19 in Mount Sinai Hospital, Philadelphia. Father is trumpeter in the orchestra at the Celebrity Club, Philadelphia.

RAINS-A daughter, Judy Ann, recently to Mr. and Mrs. Mack Rains in Williamsburg, Ky. Father is a disk jockey at Station WQCY in that city.

ROSE-A daughter, October 11 in Memphis to Mr. and Mrs. Raymond Rose. Father is a musician and recording artist and is also connected with Kroyal Rock & Bon music publishers in that city.

SCHOCK-A daughter, Patricia Anne, to Mr. and Mrs. William Schock last week in San Antonio. Father is a technical director at KEXL-TV there.

SMITH-A son, Louis Jr., to Mr. and Mrs. Louis E. Smith in San Antonio recently. Father is a WOA-TV time salesman.

TATHAM-A daughter, Linda Mae, November 13 in John Warner Memorial, Clinton, Ill., to Mr. and Mrs. Bill Tatham. Father is owner of Tatham Bros. Show.

WEAVER-A son, C. H. Weaver III, to Mr. and Mrs. C. H. Weaver Jr., in San Antonio October 31. Father is manager of the Hi-Park Drive-In Theater.

WERTON-A son, November 19 in Santa Monica, Calif., to Mr. and Mrs. Paul Weston. Mother is Jo Stafford, the singer, and the father is an orchestra leader.

The Final Curtain

turn of the century he was London correspondent for The New York Dramatic Mirror and later for The New York Dramatic News. He was the editor of The Green Room Book, had written many biographies in the British Dictionary of National Biography, had been active in connection with the Critic Circle where he served as honorary secretary and as president and had been the honorary editor of The Critic Circular for almost 30 years.

FRINGLE-July Delia, 82, former dramatic stock company operator, November 9 in a hospital in Boise, Idaho, where she had made her home for the past 10 years. She was born in Knoxville, Tenn., and was one of the first to operate popular priced stock, she appeared in Marie Bennett pictures for two years and later offered stock in the Phony Theater, Boise, for five years. Her only surviving relative is Mrs. Crawford Eagle, who with her husband has the Van Winkle Marionettes act.

ROTEMBERG-Maurice, 53, owner of Maurice's Cafe, Philadelphia, suddenly died November 14 at his home in that city. He was widely known for his classical record collection of more than 25,000 albums which he housed in his restaurant and where he featured the playing of these many records. His widow, Quasie B., three daughters and a son survive. Burial in Monticelli Cemetery, Philadelphia, November 17.

SCHEPHER-Cliff M., 40, head of the music script department at WLW, Cincinnati, November 17 at his home in that city. He was a violinist and player with the Cincinnati Symphony Orchestra for 11 years before joining WLW 20 years ago. He directed numerous musicals for the British Rite and Station and formerly conducted the Spring band. Survived by a sister, Mrs. M. J. Scheper, 2000 S. Washington, and buried in Bridgeport (O.) Protestant Cemetery.

SCOTT-Vicente, 76, one of France's best known popular songwriters, November 15 in Paris. A writer also of operettas, he was best known for his songs including "Mad as a Hatter" and "La Petite Tonkinoise."

TOWNE-Frank S., 70, director of California County Fair and jumping frog jubilee in Anier Camp, Calif., suddenly died November 15 at his home in that town with gold. November 13 in San Antonio of a cerebral hemorrhage. During a direct improvement program he ordered gold bearing quarters mixed with the paving aggregates. He also added selected gold nuggets and even a small lot of gold. Survived by his widow, Effie, and three daughters.

WILSON-Lynne, 70, veteran circus clown, in Chicago November 12. He had been ill a long time and had undergone several operations. He was well known for 30 years and was crowned with the title of "Haggenbeck-Wallace, Cole Bros., Christy, Campbell, and others. He retired about 1930 and appeared only with indoor shows for the past several years. He had been active in religious work. Survived by a sister in Newton Falls, O., and a daughter in Cleveland. Burial in Cleveland.

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VIDEO—FRIEND OR FOE?

Hamid Discounts Threat of TV to Outdoor Show Biz; Says It Can Aid

NEW YORK, Nov. 22.—While acknowledging the threat of television to all other show business endeavors, George A. Hamid, head of the talent agency bearing his name, said that the medium could easily be turned into an ally instead of a foe.

"The thought that novelty and thrill attractions usually associated with outdoor show business would lose their effectiveness at fairs and other outdoor events as the result of video appearances is nonsense," Hamid said. "Actually, the usual outdoor-type attraction is able to present only 20 or 25 per cent of its routine in television performances because of studio limitations. Merchandising specialists know that if they have a good product it will bear sampling and actually benefit thru this selling process," he said.

Hamid said that a number of fair men had voiced concern over the appearances of acts of the outdoor thrill and novelty variety on television.

Live on Publicity

Discounting this, Hamid said that show business offerings lived on publicity, and that many fair operations could adopt their selling methods.

"For instance," he said, "we contract the most famous per-

formers we can possibly get for the Steel Pier at Atlantic City. We will hire a comedian or other performer who may be featured currently in the area in a full-length technicolor movie such as only Hollywood can make. Although it may seem so, we are not inviting or bucking competition. The movie, radio and television appearances of these stars all help to build our box office. We pay them big money and they are worth it."

Hamid pointed out that even tho many of the acts booked by his office at fairs this year had appeared on television, the grand-

stand receipts at virtually all fairs, except where rain interfered, were at least on a par, and frequently well ahead of last year. "Those facts should speak for themselves," he said.

Distress Cry

"Actually, the same cry of distress was heard with the advent of radio. It was really loud when talking pictures came into their own. Doom for all of outdoor show business, and every other form of show business, was forecast then, but yet it didn't happen. The outdoor show business, and fair business in particu-

(Continued on page 63)

Chi Confab Turnouts Expected to Top '51

Demand for NAAPPB Trade Show Space, Reservations, Surpasses Year Ago

By CHARLIE BYRNES

CHICAGO, Nov. 22.—The annual outdoor show business conventions, which gets underway at the Hotel Sherman here Sunday (30), are expected to at least match—and in some respects—surpass the '51 confab. Reservations not only for hotel space, but for exhibit booths and for social function tickets, have far surpassed those of any recent years.

Attendance at the business sessions of the International Association of Fairs and Expositions are expected to at least match last year's sizable turnouts. If anything, more representatives from county fairs are expected to be on hand for the week's activities.

Demand for space at the trade show of the National Association of Amusement Parks, Pools and Beaches, has surpassed any recent year. Paul Huedepohl, NAAPPB secretary, announced he has turned down as many as 17 requests for space in a single day and could have sold at least 50 more booths.

Carnival representation, both for business and social functions, is expected to easily equal last year. The American Carnival Association, which will hold its annual meeting during the week, expects to discuss a number of timely subjects, including problems facing railroad shows.

The Showmen's League of America, again has slated a heavy convention week program to be climaxed by the annual banquet and ball on Wednesday night (3). Sam J. Levy, chairman of the annual event, has announced that Doug Baldwin, secretary of

the Minnesota State Fair, St. Paul, will be toastmaster. Other items on the SLA agenda include memorial services on Sunday (3), the President's Party that evening and the annual meeting and installation of officers.

From the business standpoint, early indications were that there would be some spirited activity for a number of Midwest fair midway contracts. The air is already filled with a number of important changes that are pending and trade observers look for more switches to show up ere the convention is over.

Detailed convention week programs of the organizations participating in the week's activities appear elsewhere in the outdoor section.

PUBLIC HEARING FIRST

Mass. Names Board To Okay Rain-Making

BOSTON, Nov. 22.—Beach resorts, funspots, carnivals, circuses and all outdoor attractions playing Massachusetts next season are going to have a new problem to contend with—rain-makers!

However, the picture is not as black as it seems, because nobody is going to be allowed to make rain indiscriminately in the Bay State. So says the brand-new Weather Amendment Board.

Rain-makers have to apply to this board before they can make any attempt to bring rain. A public hearing—advertised at least two days in advance—will be held. After the hearing, at which those opposed to rain-making will be allowed to state their views, the board will decide whether to grant a certificate authorizing the rain-maker to go ahead with his plans. If a certificate is issued, the board will specify the conditions under which the attempt is to be made.

If a rain-maker is refused a certificate and he goes ahead and makes rain anyway, he's liable to a fine.

One Refusal

Only one hearing has been held

'53 Outdoor Outlook Seen as Duplicate Of Business in '52

High Employment Indicates Good Crowds; Tight Labor Supply Holds

• Continued from page 1

will continue to have a vexing problem—labor.

However, carnival and circus owners have not grown accustomed to the tight labor supply—and have learned to live with it. Many have introduced devices to cut down their personnel needs, and many of their staffers have been given additional chores. Over the long-term, this will make for tighter, more profitable operation.

Economists hold that there may be some slight decline in the cost of living by mid-season in '53. The beneficiaries in such an event would be the concessionaires, games operators as well as eat-and-drink suppliers, who this year generally reported lower per capita spending at outdoor events.

Biggest Blow

The biggest blow that hit outdoor show business this year was polio, especially in Texas and part of the Midwest and North Central States. A few fairs were canceled out because of the disease and three amusement parks, in areas where polio reached epidemic proportions, were jolted severely.

One of the bright spots of the year, however, was the disclosure that considerable advances had been made toward the development of a vaccine that ultimately may have some effect on the disease and blighting-to-devastating effects upon show business.

A look at postwar years, clearly indicates that the outdoor field has been stabilized in the last few seasons following the lush

three years ending in 1949. In the leveling out, owners-operators have reset their sights and turned to tightening up their operations while at the same time striving to hold more normal grosses.

Attendance at the annual conventions is usually a reasonably accurate reflection of the year's business. The attendance at the confabs next week should be about on a par with the last two or three years, according to officials of the International Association of Fairs and Expositions, the National Association of Amusement Parks, Pools and Beaches, and the Showmen's League of America.

Nunis Again Sets Big Cars At Minnesota

READING, Pa., Nov. 22.—Sam Nunis, head of Sam Nunis Speedways, reported at his headquarters here this week that the majority of his 1952 dates, including Minnesota State Fair, St. Paul, had already been re-signed for 1953.

Nunis attributed the early bookings to the success of his 1952 season. Records were established at a number of events, he said, adding that successful engagements naturally stimulated the early signing of contracts.

Contract for the Minnesota event, one of the big dates on his route, calls for Nunis-promoted races on August 29, 30 and 31.

Nunis will attend the outdoor meetings in Chicago. He said that he expects to have only a few dates open after the conclusion of the business sessions there.

Ramagosa Set To Show New Ride at Chicago

WILDWOOD, N. J., Nov. 22.—S. B. Ramagosa, operator of Casino Park Arcade and a host of other Boardwalk attractions, will introduce his new Tonerville Trolley ride at the outdoor meetings in Chicago. The unit will be manufactured by Carl & Ramagosa.

The new unit, tested here last season, was reported highly successful. Each car seats 10 children. The propelling mechanism and track are designed and built by the Pretzel Manufacturing Company, builders of the Pretzel and Circus Ride units. Track will be available either in 25-foot circles or in oblong designs ranging from 100 to 500 feet.

North Battleford Re-Elects Craig

NORTH BATTLEFORD, Sask., Nov. 22.—A. Millar Craig was re-elected president of the North Battleford Agricultural Society at the fair's 27th annual meeting. Vice-presidents are Clyde Clark and Don Moore.

Paid admissions at the 1952 summer fair totaled 21,000, the highest in years, the president reported. He said facilities were being outgrown by steadily increasing attendance.

N. W. Symonds, secretary-manager, told directors the society had the largest bank balance it had had for years.

Cattle Entries Up 10 Per Cent At Int'l Expo

CHICAGO, Nov. 22.—The 53rd International Live Stock Exposition will open its seven-day run here in the International Amphitheatre November 29, with increased entries in 15 of the 28 breeds of farm animals that will be exhibited at the big expo, officials announced.

A 10 per cent increase is registered for the entire cattle show with Aberdeen Angus cattle topping the list with 584 head. According to officials, Hereford entries, with 520 listed, will run a close second.

Sheepmen are contributing a much larger showing of 12 breeds with seven of the classes registering increases. Total swine numbers are slightly under the '51 tally but two of the eight breeds on exhibit register increases over last year's entry.

Breed Competition

Draft horse numbers are equal to last year. There are three breeds of the heavy animals that will again be in competition—Belgians, Clydesdales and Percherons—of which Belgian and Clydesdale owners are showing increased numbers.

Leading entertainment feature of the week will be the 13 performances of the International Horse Show. For the first time, a national cutting horse contest will be part of the program with riders to compete for substantial cash prizes.

Youth will dominate the first day's program, spotlighting the Junior Livestock Feeding Contest where girls and boys from many States will show their grand champions from other shows.

Peppers United Winding Up Tour

BAYOU LA BATRE, La., Nov. 22.—Peppers United Shows is here this week in its next to the last stand of the season. Org, which has been playing South Alabama spots to good business this fall, will move into Mobile next week and then to winter quarters at Theodore, a suburb of Mobile. Walter Fox, veteran agent, will be in Chicago for the meetings.

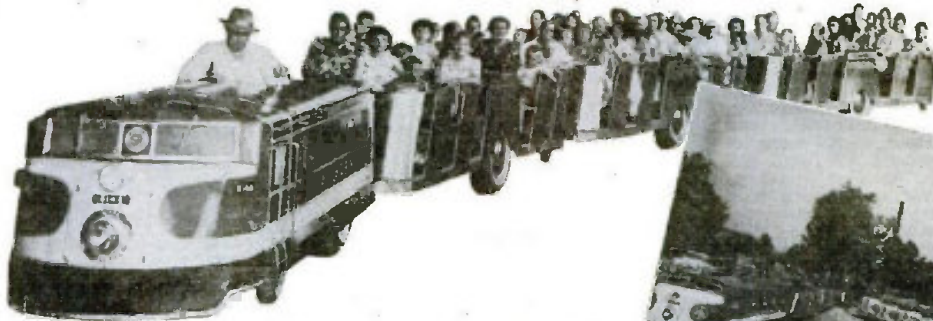
Hold Last Rites For Robert Cole

FORT WORTH, Nov. 22.—Funeral services were held here Saturday (16) for Robert Cole, 58, veteran outdoor showman, who died Friday (15). Death came as result of burns Cole suffered when a stove exploded on the Greater Dixieland Shows last June.

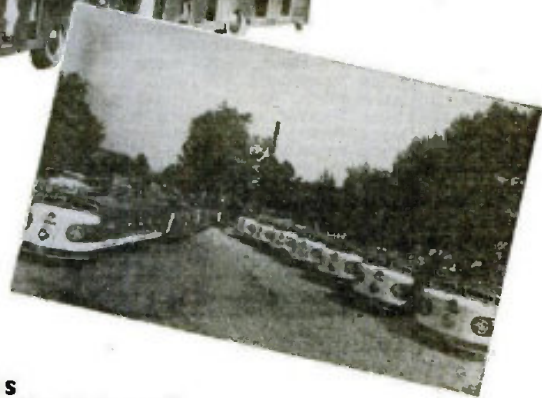
He is survived by his widow, a son, Robert, and a sister, Mrs. Virginia Donohue.

ADDITIONAL NEWS AND ADVERTISING on COIN-OPERATED ARCADE EQUIPMENT appears in the COIN MACHINE SECTION This Week, Beginning on Page 113

National's **NEW!** trackless train



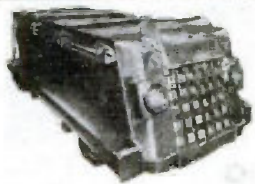
8 trackless trains ready to go overland from Dayton to Toronto . . . a 2-day trip creating interest and enthusiasm all along the way.



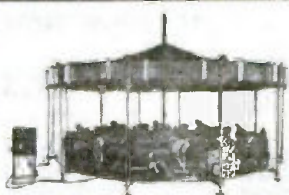
National's NEW trackless train runs anywhere without rails. Ideally suited for Fair and Exhibition Grounds, Zoos, Gardens, Large Parks and other Outdoor Locations.

Built for Capacity—Economy—Easy Handling.

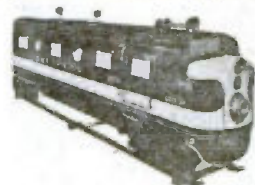
Anyone who can drive an Automobile can operate the Trackless Train.



Streamline Your Coaster with these Super-Safety Coaster Cars



National's 10-Car Deluxe BUGGY RIDE



1953 MODEL CENTURY FLYER

Tested and Operated at Cincinnati Zoo since 1951.

8 Units in operation at Canadian National Exhibition in 1952.

2 Units in operation at Florida's "AFRICAN USA" in 1952 and an additional unit on order for 1953.

SHOWMEN

Look into the Money-Making possibilities of booking one or more of these units at Fairs and other big Outdoor Events.

**SEE US IN CHICAGO
N.A.A.P.P.B. Convention
Nov. 30—Dec. 3**

National's 1953 Model Century Flyer

is the result of 30 years' experience building and operating Miniature Trains, incorporating a powerful Ford Industrial Engine and all features that guarantee

- Unsurpassed Safety ● Rugged Construction
- Low Maintenance Cost ● Simple Operation
- Mass Appeal ● Capacity Loads
- MAXIMUM EARNING POWER

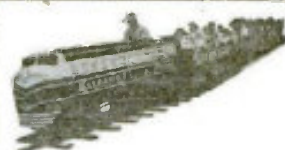


The COMET, Jr.

A Kiddie Coaster sturdy enough to ride Adults in perfect safety.



The Kiddie's Delight—National KIDDIE FERRIS WHEEL



A retired engineer pilots National's CENTURY FLYER around District Park

Write for literature describing all National Money-Making Rides

NATIONAL AMUSEMENT DEVICES COMPANY

Box 488, V A F, DAYTON 7, OHIO

Giveaways, Gimmicks!

Free Literature, Souvenirs Up Effectiveness of Commercial Exhibits at Dallas Exposition

A LONG with increasing emphasis on imaginative showmanship and gimmicks, free literature and samples still make up an intrinsic part of over-all merchandising efforts by commercial exhibitors at a major fair, a spot survey at the State Fair of Texas in Dallas indicated this year.

Exhibitors apparently feel that a more lasting impression is obtained if the fair visitor, viewed as a potential or actual customer, is given something to carry away with him.

This has been a basic public relations policy of Southwestern Bell Telephone Company, which annually has one of the most ambitious, expensive, best organized and most interesting exhibits at the Dallas fair. This year, about 35,000 pocket telephone number books were given away.

Visitors Clocked

The telephone company is one of the few exhibitors at the Dallas exposition that makes an actual mechanical count of people visiting its exhibit. A total of 506,471 was clocked this year.

On the basis of literature reported given away by Dallas exhibitors, it would appear that enough sales pieces ordinarily distributed at point-of-sale or by direct mail can be given away to pay for the cost of exhibit space in terms of postage saved, at least where the direct mail comparison is used.

For example, a plow company reported giving away 20,000 matchbooks and 200,000 booklets. An automobile company gave away 150,000 pieces of literature and an equal number of souvenir key chains. Another auto firm distributed an estimated 300,000 pamphlets, plus 10,000

souvenir tokens on one day alone. Literature was given away by other exhibitors, large and small, in figures usually ranging well up into five figures. The Swedish consulate gave away about 5,000 leaflets, but what was more important, took orders for about \$11,000 worth of merchandise. The British consulate, plugging travel in England and imports from Britain, kept an exact count of travel folders, maps and other literature passed out. The total was 24,320.

Samples, Souvenirs

Samples and souvenirs given away included 15,000 balloons by one firm, matchbooks by several exhibitors, 15,000 cotton bolls by a seed company (many to northern visitors who'd never seen cotton in the boll), 80,000 shopping bags offered by a lumber company, 2,500 one-pound sacks of plant food by a fertilizer concern, and 150,000 lemon drop cookies by a flour company.

A couple of unusual sampling techniques that illustrate the face-to-face advantage of exhibit advertising over any other ad medium were those employed by a perfume company and a mechanical massage firm. An estimated 100,000 fairgoers were squirted with cologne, requiring more than 100 large bottles. The massage firm dispensed about 50,000 sample massages. Clever adaptation of exhibit to fair conditions and needs of fairgoers were mechanical massage pillows, which massaged the tired feet of an estimated 10,000 persons.

Contests and giveaway gimmicks were utilized with ex-

(Continued on page 63)



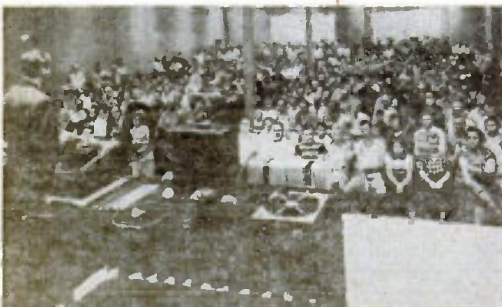
Detailed model of battleship in State Fair of Texas Science-Engineering Show proved fascinating, to the kids especially.



Style shows with good-looking models added to appeal of exhibits in automobile show this year. Dealers registered thousands of interviews with interested people; racked up quite a few actual sales.



Eugene Holman, right, president of Standard Oil Company of New Jersey, inspects the exhibit of a Jersey Standard subsidiary, Humble Oil & Refining Company had a miniature gas pump at which fairgoers could fill their cigarette lighters. Exhibit also featured comfortable lounge chairs where visitors could sit and watch color movies of last year's Southwest Conference football games.



General Electric "House of Magic" free show played to more than 25,000 in this small auditorium in the Electric Building. Several shows were presented daily. Electric Show at Dallas fair has assumed major importance.



Aluminum Company of America featured working-model comparison of old-time farm with modern farm layout. Model was fully animated; wells pumped water, people and animals moved around.

For Amusement Rides that CLICK ... it's **ALLAN HERSCHELL**

MAJOR RIDES... KIDDIE RIDES

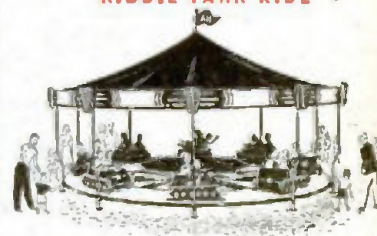
MERRY-GO-ROUNDS



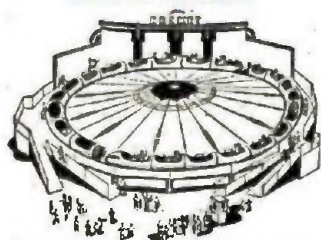
WHIZ BANG



KIDDIE TANK RIDE



MOON ROCKET



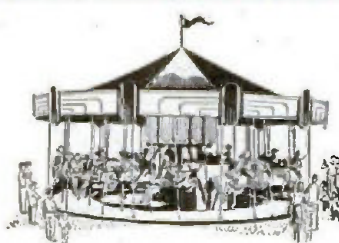
CATERPILLAR



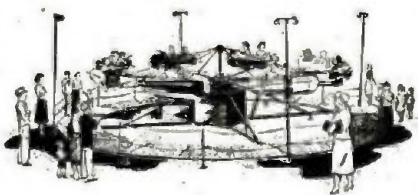
KIDDIE JEEP RIDE



KIDDIE MERRY-GO-ROUND



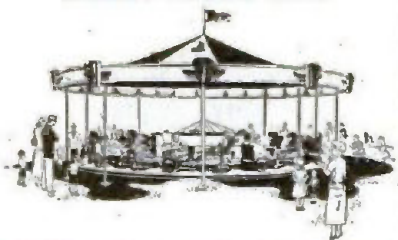
SKY FIGHTER



KIDDIE AUTO RIDE



KIDDIE BUGGY RIDE



LITTLE DIPPER



KIDDIE BOAT RIDE



Visit our Booth at the Convention
Write for free illustrated literature

The World's Greatest Amusement Rides Bear the Name...

ALLAN HERSCHELL COMPANY, Inc. • NORTH TONAWANDA, N. Y.

**ALLAN
HERSCHELL**

• DOWNEY • • • • • "Teleskopik" LIGHT TOWERS

"LIGHTING THE MIDWAYS FROM COAST TO COAST"

THE "ONE" PROVEN AND PRACTICAL LIGHT TOWER

SHOWMEN: Light Up, Flash and Beautify your Midways. The Downey "Teleskopik" Light Towers are endorsed by the LEADING State, County and District Fairs as the most practical. Make a Hit at your dates by lighting the Amusement Areas with the Finest Light Towers on the market. Absolutely fool-proof, attractive in the Air, throwing plenty of light from any height, easy to put up and take down (2 men can easily erect them completely in 30 minutes), light in weight (less than 600 pounds), parts interchangeable, no loose nuts, bolts or screws. Durable and will last a Lifetime.

MANY HUNDREDS NOW IN USE ON THE LEADING CARNIVAL MIDWAYS—From the Largest Railroad Shows to the Smallest Outfits.

EVERY USER IS THOROUGHLY SATISFIED—Not one Single Complaint in the seven years we have been manufacturing these Light Towers.

IN USE WITH PERFECT SATISFACTION at Amusement Parks, Fair Grounds, Kiddie Lands, Drive-Ins, Expositions, Amusement Centers, Stadiums, Parking Lots, etc.

SEND FOR BROCHURE, giving full description, details, prices and terms.

(A) Photo of mockup showing general construction features of light tower section. Tower mounts having 15 in. dia. 3000-A Steeler Aluminum Reflectors burning 500 watt bulbs. Six 8 foot flares and strips burn two 48 watt bulbs on each strip (white light or color ray direction optional with user.)



(B) Showing Downey winch for raising and lowering the pole to required elevation. Each turn of winch lowers or elevates pole by one foot to any height between 21 ft. and 48 ft. Perfect cable mechanism employed in raising and lowering towers. Perfect safety feature.



See Our Miniature Models and Exhibit
on the Mezzanine Floor of
HOTEL SHERMAN
CHICAGO
During the Convention

DOWNEY SUPPLY COMPANY

392 ARCADE BLDG.

Phone: CHestnut 0444

ST. LOUIS 1, MO

SLA to Host 200 Children At Yule Party

Floorshow, Toys,
Refreshments to
Highlight Event

CHICAGO, Nov. 22.—Over 200 youngsters from Chicago area orphanages will be hosted by the Showmen's League of America at the organization's seventh annual Christmas party to be held in the Hotel Sherman, Sunday, December 21, Al Sweeney, chairman of the event, announced. Sweeney will be assisted by a committee that includes Solly Wasserman, Max Brantman, Manuel Blasco, Tom Sharkey, Jack Benjamin, Jimmy Stanton, Chick Bohdan, Ozy Breger, Oliver Barnes, Dave Malcolm, Walter Arenz, Peley Plvor, Jack Hawthorne, George Brooks, Mel Harris, Bob Kelly, Ralph Glick, Isaac and Irving, Malitz, and Charles Zemator Sr.

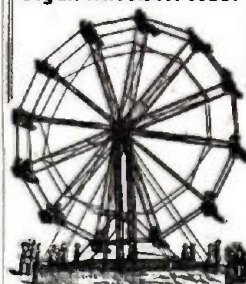
Art Peets will again portray the role of Santa Claus with Mrs. Peets as Mrs. Santa Claus. Mr. and Mrs. Louis Berger will be in charge of the checkroom for the kiddies' wraps.

Toys and cash donations for the party are being made by members of the organization.

The children will be picked up in chartered busses on the day of the event and following an afternoon's entertainment that will include a floorshow, with acts provided by local agents, refreshments will be served and toys passed out.

The room will be decorated by the SLA house committee with the Ladies' Auxiliary and Caravans, Inc. helping in the arrangements.

Big Eli Wheels for 1953!



All our BIG ELI Wheels will be available for 1953 delivery. High quality workmanship and the best of material goes into BIG ELI Wheels. One of the following sizes is sure to fit your needs.

No. 4 BABY ELI Wheel. 17 ft. 7 in. high, tops as a Kiddie Ride. It will seat 12 to 18 kiddies per trip.

No. 8 BIG ELI Wheel. This 40-foot adjustable BIG ELI is a leader in portable rides. This wheel has been a constant money getter for years.

No. 12 BIG ELI Wheel. A versatile riding device, 45 feet high, small enough to be used portably and yet high enough to be an outstanding Park Attraction.

No. 16 BIG ELI Wheel. The king of them all, 55 feet high; is an outstanding Park Attraction.

Stop at Booth No. 89, NAAPP & B Exhibit, Hotel Sherman, Chicago, November 30 through December 3. BIG ELI representatives will be glad to help you plan a BIG ELI future.

ELI BRIDGE COMPANY
Builders of Dependable Products
800 Cass Ave. Jackson, Ill., Illinois

TESTED RIDE BUILDING PLANS

CONCESSIONS
ILLUSIONS
FREE CIRCULAR
BRILL
BOX 875-C
PEORIA, ILL.

HOWDY,
FOLKS,
WELCOME

TO THE HOME OF REAL TEXAS HOSPITALITY Where the Fish Bite Every Day

ARANSAS PASS, TEXAS

MODERN MOTELS
AND COTTAGES

THE WINTER HOME
OF MANY OUTDOOR
SHOWS

MODERN
TRAILER PARKS AND
PLAYGROUNDS

RELAX AND PLAY
DOWN
ARANSAS PASS WAY

BOATS AND GUIDES
AVAILABLE FOR
FISHING AND DUCK
HUNTING PARTIES.

60 DAY DUCK SEASON
STARTING OCT. 31



SPORTSMEN'S
MECCA OF THE
WARM GULF
COAST.
MILD WINTER
CLIMATE

THESE FRIENDLY BUSINESS PEOPLE WELCOME YOU TO YOUR WINTER HOME

ARANSAS BAKERY & CAFE
BEXLEY'S I. G. A. STORE
KUTE KURL BEAUTY SHOP
RILEY'S FLOWER SHOP
CENTRAL PHARMACY
HOVEY'S TACKLE SHOP

ARANSAS PASS HOSPITAL
LITTLE BOB'S DRIVE-IN CAFE
HANDER'S HUMBLE SERVICE
STATION
PLEMONS PICK & PAY
GROCERY & MARKET

FIRST STATE BANK
WOOD LUMBER CO.
CITY GROCERY & MARKET
KAUFMAN DEPT. STORE
UNA KENNEDY REAL ESTATE
& INSURANCE

ARANSAS LUMBER CO.
GARNER'S MAGNOLA
SERVICE STATION
GULF COAST TRADING CO.
SNUG HARBOR TRAILER
PARK

WHERE THE
FISH BITE
EVERY DAY

FOR RESERVATIONS AND INFORMATION—WRITE, WIRE, CALL
CHAMBER OF COMMERCE
ARANSAS PASS, TEXAS

WHERE THE
FISH BITE
EVERY DAY

they're Money-making Twins—

AQUA JET

**DON'T MISS
THE BOAT!**

Get aboard the most profitable tried, tested
and proven kiddie ride made!

The new **AQUA JET** Has a magical attraction
for the younger set! Sensational reproduction of a PT-
Boat—precision moulded of 1-piece seamless fiberglass
that insures a lifetime economy! Advance orders show
another winner for Conat!

AQUA JET'S first cost is its last!
A superb value—the kind of
kiddie ride that has your profits
in mind!

AQUA JET IS THE PRIDE OF OUR FLEET!

- Realistic swift boat-ride sensation
- Designed for absolute safety and comfort
- Exciting **STREAM-STYLED** hull is of glistening multi-colored plastic with mar-proof finish and has continuous flame lines for real rakish look
- Roomy midship cockpit has upholstered vinyl plastic seat with foam rubber cushion and is large enough to seat an adult

- Polished speed-steerer has cast-off and fog-horn button which child operates
- 1/4" Plexi windshield supported by polished chrome brackets that function as boarding handles
- Boarding step plates on deck
- Jet lights in stern—harbor and running lights adorn deck
- Low slung so child can get in and out unaided
- Metal base cabinet—with colorfully screened ocean scenes
- Handsome realistic electronic marine instrument panel with dials and gauges that actually work
- Motor and gear box **UNCONDITIONALLY GUARANTEED FOR A FULL YEAR**—electrical parts for 90 days
- National coin rejector



Length 69"—Width 19"—300 lbs. (Approx.)
Standard 110 V. AC Current

The new **AQUA JET PT BOAT** is built to the well-known Conat-Nasco standards of sound engineering that assure superb service-free performance under all location conditions! The entire electrical mechanism is on Jones Plugs.

and
ATOMIC JET



Base 34"x44"—Overall length 72"—
Height 45"—350 lbs. (Approx.) Standard
110 V. AC Current.

One look at **ATOMIC JET** and
you know why it's a real practical
money maker, that's a proven
traffic stopper on any location!

FLY HIGH

into the big money with

ATOMIC JET

Drawing more play—earning more money than any
ride ever developed—an operator's dream!

ATOMIC JET produces more profits
because it has the greatest collection of special
features ever assembled in a single ride!

- Full flight sensation created by jet-powered air blast
- Lights in tail and nose, crystal lights in dash, flicker and flash
- Atomic ray guns flash red rays
- Twin "enemy" planes revealed in Radvoscope scanner on dash
- Appropriate sound effects—rat-tat-tat of guns and air whistle
- Custom built cockpit is scuff and abrasion proof
- All mechanical parts accessible through two doors and hatchway in base
- All doors hinged and open with keys
- Hull has a genuine Hammer-tone Finish that won't mar, scratch or dent

- Motor and gear box **UNCONDITIONALLY GUARANTEED FOR A FULL YEAR**—electrical parts for 90 days
- Entire mechanism is on Jones Plugs and thumb screws
- National Coin Rejector

Ask any **ATOMIC JET** Operator!

ATTENTION, OPERATORS!

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ATOMIC JET will be held on De-
cember 2nd at distributors' show-
rooms listed below—WITH IMME-
DIATE DELIVERIES THEREAFTER!

Manufactured by NASCO exclusively for

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territories open—write!**

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Active Amusement Machines Co.
666 N. Broad St.
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Automatic Enterprises
2321 W. Pico Blvd.
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Brilliant Music Co.
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Double U Sales Corp.
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Bush Distributing Co.
286 N. W. 29th St.
Miami, Fla.
60 Riverside Ave.
Jacksonville, Fla.

Culp Distributing Co.
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Tulsa, Okla.
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Oklahoma City, Okla.

Bilotta Distributing Co.
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State Music Distributors, Inc.
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Dallas, Texas
Southern Distributors, Inc.
2612 Fausch
Houston, Texas

Southern Automatic Music Co., Inc.
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3011 E. Main Ave., Ft. Wayne, Ind.
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United Amusements Co.
446 E. Main St., San Antonio, Texas

See **AQUA JET** and **ATOMIC JET**
in Booth 18 at the
NAAPPB Show!

Marine Museum Hits Road

Sea Shell Collector Tours Midway With Ship Mounted Trailer-Fashion on Wheels and Hauled by Jeeps, Boat, Exhibits Score Big at Early Stands.

AL RANDALL has parlayed the purchase of shells until his garage and the basement and sun parlor of his home were crammed with them.

Opens Museum

Something like 10 years ago, Randall recounts, he acquired a small collection of sea shells. One thing invariably leads to another, and so it was with him. Soon he found he was an ardent conologist (shell collector). As the years went by he put more and more money into

When the collection assumed such proportions, Randall opened a museum at Provincetown, Mass., at Cape Cod. He ran the museum for several years, meanwhile mulling an idea of putting a sea shell collection on the road.

In December of '51, he put his thinking into action. He contracted for the construction of a 14-wheel chassis to haul the exhibit and at the

same time closed with a New England shipyard for the construction of a boat 45 feet long with a flat bottom and otherwise rakish lines.

By fair time both were completed. The exterior of the boat glistened under five coats of white paint. The interior was of mahogany, and it was finished in the best marine tradition, with emphasis on the use of highly polished brass, well-varnished

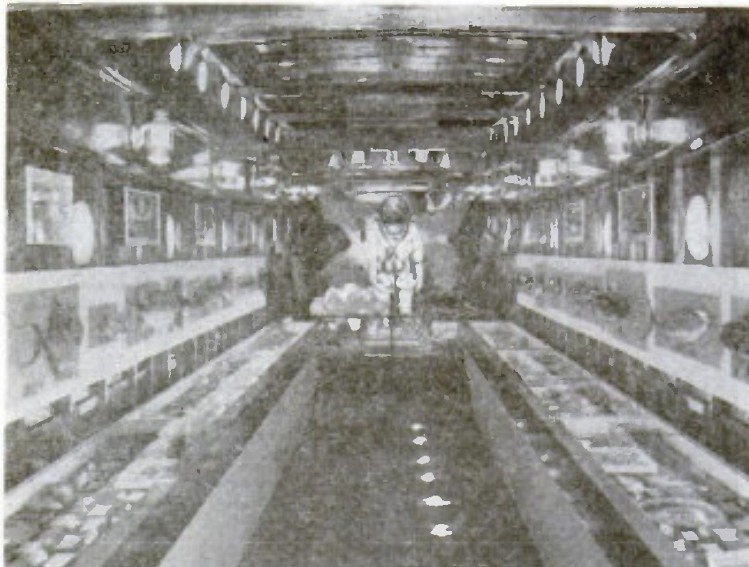
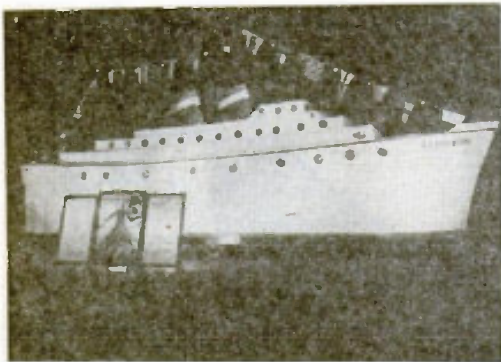
trim and bright lighting.

To make the exhibit comfortable, 30-inch exhaust fans were installed, and that eased the summer heat problem even when as many as 70 or 80 persons boarded the ship.

To add to the appeal, the exhibit's—or show's—staffers were attired in snappy nautical uniforms.

season clicked solidly at three Eastern fairs, including the Eastern States Exposition, where it will probably return in '53.

During the winter, Randall plans to play sports shows and the like and to spend part of the cold months in Florida. During the outdoor season in '53, he expects to play a considerable number of fairs—those, he explains, that have independent midways.



ROCK-O-PLANE
ROLL-O-PLANE
FLY-O-PLANE
OCTOPUS
MIDGE-O-RACER
BULGY THE WHALE

TICKETS

SPECIAL PRINTED ROLL TICKETS. 10,000...\$ 9.95
OR FOLDED MACHINE TICKETS...100,000... 32.00
 Subject to Change Without Notice

RESERVED SEAT COUPON TICKETS
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STOCK TICKETS FOR IMMEDIATE SHIPMENT
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 New York Office—1564 Broadway, Palace Theatre Bldg.
 Plaza 7-1426 (Shamokin—Phone: 8-6803)

NATIONAL TICKET CO.
 SHAMOKIN, PA.

SAY YOU SAW IT IN THE BILLBOARD!

3000 BINGO

No. 1 Cards, heavy white, black back, 3 1/2" x 7". No duplicate cards. These sets complete with Calling Numbers, Tally Card, 33 cards, \$3.95; 50 cards, \$4.75; 75 cards, \$5.49; 100 cards, \$6.25. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, Set Wood Calling Numbers, 34 Printed Tally Card, 154 Colored Heavy Cards, 23, same weight as 21, in Green, Red, Yellow, 96 per 100. DODU GLE CARDS, No. 1 size, \$4.95; 144, 10c ea.

3000 KENO

Made in 30 sets of 100 cards each. Placed in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, Tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow Cards, 3 1/2" x 7". 1000, size \$2.75 per 100, \$1.25. In lots of 1000, \$1 per 100. Calling Markers, \$1.25 per 100.

500 Numbered Ping Pong Balls, \$12.00
 Replacement Numbered Balls, \$5.00
 3000 Jack Pot Bingo Cards of 7 numbers, Per 100 \$4.95; 500 White, 500 Green, Red, Salmon, Yellow
 Per 100 \$4.95
 8000 Small, Thin "Brownie" Bingo Wheels, 5 colors, loose only, no leads, size 4 1/2" x 3" \$1.00
 Plastic Markers, Red or Green, round or square, 1/4" diameter, M \$2.50
 Scallop Edge, Green only, M \$1.00
 Smaller Size, 1/8" diam., Red or Green Plastic, M \$1.50
 Adh. Display Posters, size 7 1/2" x 2 1/2" \$5.00
 Cardboard Bingo Markers, 10 to 100 Rubber Covered Wire Rings with Color, Wood Ball Markers, Master Board, Square layout for 100 \$1.00
 Thin, Transparent Plastic Markers, Brown, 5000, Per M \$1.00
 Featherweight Thin Bingo Sheets, Size 5 1/2" x 8", very large numerals 5 colors, loose, not tabbed, M \$2.75
 Round white N.J. Card 6 1/2" x 9" Markers, 2 sizes, 1/4" inch diam. 1000 to 10,000 size 4 1/2" diam. \$1.00 to 10.00
 Capital Bingo Blower, electric operated complete with 75 numbered Ping Pong Balls, weight 100 lb. Send for illustrated circular for \$4.95. All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
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Baseball Batting Range

Completely Equipped. With location if desired. 5 Feather Markers, Lights, Netting, Balls, Balls, Public Address System, etc. Used in season. Must sell immediately. \$500.00. The Billboard
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NEW SIDE WALL

Water and Mildew Proof

7x100 Feet	\$19.00
8x100 Feet	\$21.00
9x100 Feet	\$23.00

MAIN AWNING AND TENT CO.
 830 MAIN ST. CINCINNATI, O.

WHILE IN WINTERQUARTERS

GIVE ALL YOUR EQUIPMENT
NEW SPARKLE . . . NEW FLASH
LONG LASTING BRILLIANCE WITH

Phelan's CIRCUS FINISHES

PAINTS • ENAMELS • VARNISHES

Write for Color Card and Prices Today!

PHELAN-FAUST PAINT MFG. CO., ST. LOUIS 11, MO.

Manufacturer of

Quality SHOW CANVAS

ARTHUR E. CAMPFIELD, Inc.
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MINIATURE STREAMLINERS

MOST ATTRACTIVE, RELIABLE AND EASY TO OPERATE. Two sizes, 12 and 20 inch sizes. Prompt delivery at present.

WILLIAMS NEW EXCITING KID-E-COASTER

All steel construction. 400 passenger per hour capacity. Engineers for maximum safety. Requires space 36 feet in diameter. Net weight 3000 pounds. Write for free illustrated circular.

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For the finest in Kiddie Rides

★ KIDDIE FIRE ENGINE RIDE ★
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Scoring Sensational
Results at Batting Ranges
all over the country . . .

TELECOIN'S PITCHING ACE

The ONLY TRIED, TESTED and PROVEN
PITCHING MACHINE
on the MARKET!

PITCHING
ACE
PACKS THEM IN!



in
KANSAS
CITY!



in
CLEVELAND!



in
FORT DIX!



in
NEW YORK!

BECAUSE . . . !

- It's Fully Automatic!
- It Has Proven Patron Appeal!
- It Stimulates Repeat Play!
- It Gives Service-Free Operation!

Only such TRIED and TESTED features produce
PROVEN big money returns:

- Life-Like Pitches — accurate over the plate
- Fingertip Adjustable Controls—for variable change of pace
- Service-Free Operation — minimum attention needed
- Assured Performance eliminates extra service calls and guarantees continuous play
- One Attendant can operate a whole battery—just load each hopper up to 500 BALLS
- Sturdy, Almost Human, Pitching Arm has hand-like pocket—permits batter to keep his eye on ball during wind-up and pitch
- Pitches 10 Balls in approximately 1 minute
- Easily Installed — no leveling required—easy adjustment of height of pitch
- All moving parts are either BALL BEARINGS or OILITE BEARINGS — parts are interchangeable for years of service
- Heavy-Duty, Weatherproof Construction—frame of heavy steel — where necessary parts are of tempered steel
- Pitches Big League Baseball or rubber facsimile—even when wet
- Solid Construction — no vibration, NO BOLTING DOWN, no special installation needed
- Slug Rejecting Mechanism with built-in coin counter—visible only to owner-operator, under separate lock

*SPECIFICATIONS: 18, 41" — Width 39"
—Length 63"—Wt. 550 lbs.

Better Equipment at Better Prices for Better Income!

SET UP A PITCHING ACE BATTING RANGE OF YOUR OWN!

There is real money and enormous profits in batting ranges. Interest in this new national sport is sweeping the country! National magazines feature articles on it from coast to coast! New York Telecoin Corporation will back you up with the full benefit of its experience in setting up batting ranges. We will help you with plans, layouts, material lists, estimates, and expert advice on all phases of batting range operation — to keep your construction and operating costs down to a rock bottom minimum!

You can set up a PITCHING ACE BATTING RANGE on your own location — or on any of the following desirable types of locations:

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12 East 44 St., New York 17, N. Y.
Gentlemen: Please rush me full particulars
about your PITCHING ACE and batting
ranges.
Name
Street State
City

Gastonia Grows

**Spindle-Center Agricultural Fair
Launches Ambitious Plant Up-Dating
On Strength of Successful Maiden Run**

ALTHO the Spindle-Center Agricultural Fair at Gastonia, N. C., is a newcomer to the ranks, attendance at its maiden run this year indicated a definite need for expanded facilities. And to meet this problem, an ambitious building program is being launched that should place it among the top fairs in the State.

The fair board, which was activated in April 1952, plans to concentrate on five major projects. These include a large exhibit hall, two live-stock barns, a new stable for race horses and a portable dance floor that will also serve as a platform for bands and acts.

Important Addition

The exhibit hall will be the most important addition. To be built of steel and concrete, the 240 by 260-foot structure will include a stage, facilities for ice and roller skating as well as indoor horse and cattle shows. A cafeteria will be established adjacent to the big building.

The livestock buildings will be 40 by 300 feet and are to be used for cattle, sheep, swine, rabbits, horses and poultry. The stable will be 40 by 200 feet in size.

These additions to existing facilities promise to make the fairgrounds one of the most

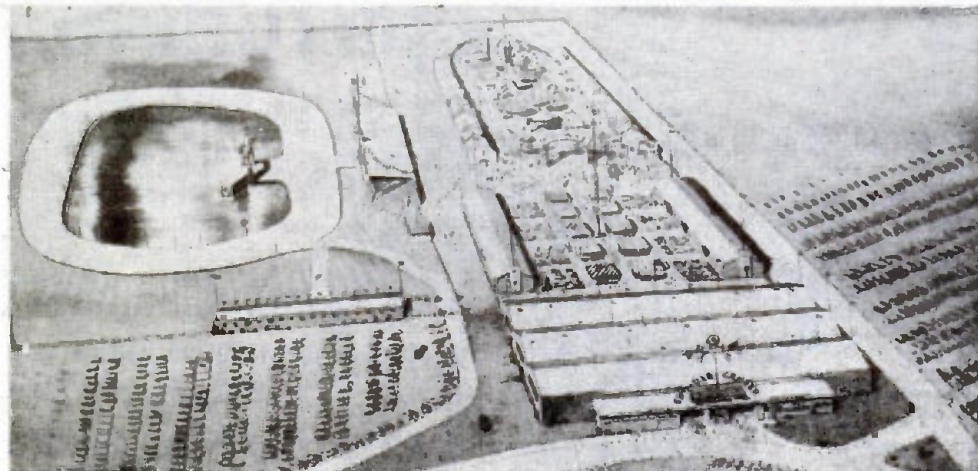
modern in North Carolina. The present plant has a lighted quarter-mile race track, grandstand, stage, modern rest rooms and facilities to accommodate 30 house trailers.

A unique feature of the present layout is that patrons must pass thru the exhibits both on entering and leaving the grounds. This proved popular with commercial exhibitors this year and, as a result, many have already

renewed their contract for '53.

The fair, which is sponsored by the Gaston County Farm Bureau, and managed by Jack A. Partlow, treasurer, and William Howard Robbins, secretary and general manager, feels that the new expansion program should help them to reach their '53 goal, 125,000 attendance.

At the right is an aerial view of the present plant. Below is the architect's conception of the grounds after its up-dating.



PRE-SOLD TO MILLIONS OF CHILDREN THE NATION OVER

The Famous TOONERVILLE TROLLEY



**3 TIMES THE ORIGINAL
COST RETURNED IN
FIRST 10 WEEKS**

At Wildwood, New Jersey's famous Casino Arcade Park, where the TOONERVILLE TROLLEY was first tested; it turned a small out-of-the-way location into BIG PROFITS. Kids ignored perennial ride favorites to repeat on the TOONERVILLE TROLLEY! By actual count it returned more than THREE TIMES ITS original cost!

NEW! YET A PROVEN MONEY MAKING KIDDIE RIDE

We developed the TOONERVILLE TROLLEY for one reason . . . to make money from a small, odd-shaped area in our own park. The response was immediate, and so truly amazing, that I feel certain it will mean increased dollar volume for you.

Ramy

The comic trolley car that has amused kids and grown-ups for more than three generations has been developed into a guaranteed money-maker for you. Licensed by The Bell Syndicate Incorporated, the TOONERVILLE TROLLEY was designed by a successful amusement park operator who understands the meaning of profitable operation . . .

- * Steel and heavy gauge aluminum construction throughout.
- * Power unit supplied us by one of the country's oldest and largest side manufacturers.
- * Adaptable to any size location.
- * Large passenger capacity.
- * Beautifully decorated on treated aluminum for long outdoor durability.
- * Fully licensed and copyrighted for your added protection.

**See Us at the Convention
Booth No. 122**

WRITE! PHONE! WIRE!

Carl & Ramagosa, Inc.
Casino Arcade Park
Wildwood, N. J.
Phone 2-2407
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Pats. App. For

You've never seen a really modern kiddie ride till you've seen "Atomic Space Ranger" . . .

- It ascends
- It descends
- Has slow and fast "strato-movements"
- Joy-stick and two control levers
- Glowing Instrument panel
- Jet-O ray gun
- Rocket air-hisses
- ABSOLUTELY SAFE
- INSURABLE—Parts Underwriter Approved
- Equipped with specially designed RETRACTIBLE CASTERS, STABILIZERS and LEVELERS, that permit feather-touch mobility for movement any place in or outside a location.

Diagram below indicates the extraordinary "soaring" motions of this fabulous ride!



**Priced Right for
PROFITABLE OPERATION!**

See ATOMIC SPACE RANGER on display in Booth No. 79 at the NAAPP Convention.

**Distributors! A few territories
available. Write!**

ATOMIC SPACE RANGER'S "HIGH FLYING" MECHANISM

The only ride that features this exclusive and radically different PNEUMATIC PRINCIPLE—which elevates the rocket and produces an effect of soaring into space. No other ride compares with it! This patented invention leaves the old style agitator mechanisms as far behind as the Model T Ford.

ATOMIC SPACE RANGER gets a terrific repeat business because it has SIX DIFFERENT RIDE MOVEMENTS CONTROLLED BY THE JET PILOT—accompanied by appropriate rocket sounds!

Now operating successfully from coast to coast in many F. W. Woolworth, S. S. Kresge, W. T. Grant, J. J. Newberry, H. L. Green, G. C. Murphy and McCrory stores—and other leading department stores, chain stores, and super markets.

In AMUSEMENT PARKS and ARCADES Atomic Space Ranger is sensational! Batteries of these rides line up like Space Squadrons to excite the crowds of young people who get a thrill out of "flying" in groups!



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UNION, N. J. ELIZABETH 5-4200

DIVISION OF DRUM EQUIPMENT CORP.

Write today for full
information about
ATOMIC SPACE RANGER!

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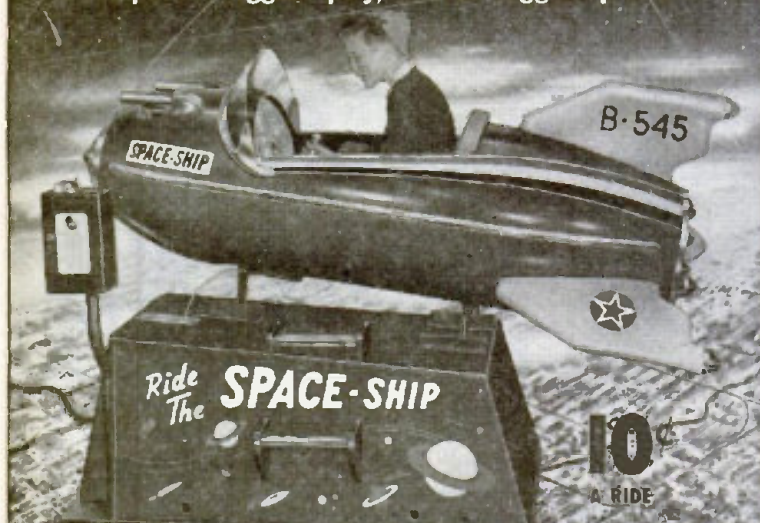
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Gentlemen: Please send me full information
about ATOMIC SPACE RANGER.

Name
Address
City Zone State
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Biggest Money-Makers EVER BUILT IN KIDDY-RIDE CLASS

Bally SPACE-SHIP

new exclusive DIVE-DIP-ROLL-SWING action
captures biggest play, insures biggest profit



THE CHAMPION

COIN-OPERATED

ELECTRIC HORSE-RIDE



- REALISTIC WESTERN HORSE
- GENUINE PONY SADDLE
- SAFE, SLOW-SPEED START
PULL REINS TO TROT OR GALLOP
- LIFE-LIKE RIDING ACTION
- STURDY, TROUBLE-FREE MECHANISM
- SAFE, SLUG-PROOF COIN-CHUTE
- SMOOTH, QUIET OPERATION

10¢
A RIDE

RIDE
THE CHAMPION
10¢

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

CONVENTION DIRECTORY

CHICAGO, Nov. 22.—A free directory of carnivals, booking offices, attractions, and fair and show suppliers will again be maintained by The Billboard in the lobby of the Hotel Sherman during the annual outdoor meetings here.

The trade service is available to all carnivals, booking offices, attractions and suppliers occupying rooms in the hotel.

The directory will go up Sunday morning (30). To obtain free listing, shows, bookers, etc., should turn in their names together with their room numbers at the Showmen's League of America booth in the hotel lobby.

Bill Catlett Intros New Ferris Wheel

BONNER SPRINGS, Kan., Nov. 22.—Bill Catlett, former show owner and ride operator, is planning the formation of a company to build a new type Ferris Wheel which he hopes to market during the winter and early spring. The new wheel would be of a collapsible type, erected and lowered by a hydraulic lift, according to Catlett. This would make it possible to erect the ride within less than one hour. It would also eliminate cables and ropes, generally used for this purpose, Catlett said.

F. M. Curl, owner of the Curl Amusement Company, South Sioux City, Neb., visited here recently and was shown a movie of the erection of the converted wheel with which Catlett has experimented during the past year. Curl said he was greatly impressed and that he believed it had great possibilities in cutting down labor costs.

The ride is mounted on a semi-trailer, eliminating loading and unloading of the device.

Snake King, Reptile Dealer, Showman, Dies

BROWNSVILLE, Tex., Nov. 22.—Funeral services were held here Wednesday (12) for William Abraham King, 77, better known as Snake King, a veteran importer and dealer in Mexican snakes, wild animals and birds, who died here Monday (10). At one time he also was a circus owner.

Born in New York, King came to Brownsville in 1904, where he married Manuela Cortez, a direct descendant of the conqueror of Mexico. The two founded the present business and thru it King became internationally known in the animal markets and show business.

King's best early customers for rattlesnakes were street corner vendors who used the reptiles to draw crowds. Later, when snake venom was in demand for medicine and scientific research, the King organization produced large quantities.

Following World War I, King entered the general animal business. He made his first trip to India and Africa in 1920 and traveled widely until his retirement several years ago.

In the early 1930's, he founded a circus with his son, Manuel, as the principal attraction. Although but a youth, Manuel worked a regular lion act.

For the past several years, King had been retired and living in Mexico City. He recently came back to Brownsville for medical treatment.

PORTABLE KIDDIE RIDES

Sensational 18 Pass Ferris Wheels ready to operate at travel at once. Write for info about 7 other money-making rides including 18 Pass Streamliner Portable Train, also 24, 40, 60, 100 Pass Models. Low prices, beautiful finishes, fully guaranteed. Fire Truck Ride, Airplane Rides, Merry-Go-Rounds.
REMOVE KIDDIE RIDES
Avenue—Jack S. Dunn
Box 13, Mott Station Buffalo, N. Y.

TILT-A-WHIRL



KEEPS THEM COMING BACK!

Like the flame that attracts the moth, so the Tilt-A-Whirl draws both children and adults back again and again.

And why shouldn't it? Tilt-A-Whirl is an exciting, tingling, clean ride that gives enjoyment without danger of spills, sickness or unpleasant memories.

For a profitable visit, come in and

see at the Convention—BOOTHS 5 AND 6, MAIN FLOOR

SELLNER MFG. CO. FARIBAULT, MINNESOTA

FOR THE BEST IN KIDDIE RIDES KIDDIE FIRE ENGINE—SENSATIONAL NEW ROLLER COASTER

See Our Exhibit At The Convention



**OVERLAND
Amusements**
LEXINGTON, MASS.

YOUR AMERICAN RED CROSS IS ALWAYS THERE
AFTER TRAGEDY STRIKES



Nonsi Perfumer exhibit at State Fair of Texas employed novel gimmick, squirting fairgoers with cologne. Firm used up one hundred large bottles of perfume during fair; squirted estimated 100,000 visitors.

GIMMICKS HELP

Giveaways Boost Exhibit Interest

Continued from page 56

cellent results by a number of exhibitors.

Approach Technique

One of the best approaches was still that of the Waples-Platter Company, featuring its White Swan grocery line. Using a technique it has used at the fair for several years, the firm distributed 125,000 numbered tags, some of which matched duplicate tags given out to other fairgoers on the same day. Fairgoers, who found their matching numbers worn by other fairgoers, received free bags of groceries, about 150 of which were given away during the fair. This idea not only generates interest among visitors, but actually makes the fairgoer a walking billboard for the product, since everybody who gets a tag wears it everywhere he goes on the fairgrounds.

One magazine gave away an electric cooker every day of the fair. More than 35,000 persons registered for the giveaway. The publication also bagged more than 500 subscriptions.

A machinery company keyed its magazine advertising to its fair exhibit, and more than 10,000 people brought in advertising coupons that had run in a farm magazine to exchange them for free thermometers. A paint company gave away two gallons of an interior paint each day with more than 15,000 people registering.

A hatchery gave away 100 baby chicks each day of the fair to people correctly guessing the number of eggs in a basket. Another firm had 45,000 people attempt to guess the number of pennies in a pile in a contest for a deep freeze.

Emphasis was on direct selling as well as visual appeal in the fair's whopping Auto-

bile and Electric Show. Automobile exhibitors reported interviews with prospective customers running into the thousands. Numerous actual sales were made. One firm dealing in expensive imported cars sold three, the total sales running upward of \$16,000.

Two automobile companies had style shows in connection with exhibits; most had cut-away models, engineering mockups, intricate factory-built displays. Several also had their futuristic, experimental, "dream cars" on display. The show co-ordinated by the Associated New Car Dealers of Dallas, Inc., included current models of virtually every American make.

In the Electric Show, demonstrations of virtually every type of apparatus were presented. In the Electric Building auditorium, General Electric's "House of Magic" played to more than 25,000 persons.

One firm with an outdoor exhibit dealing in ultra-heavy earth-moving equipment reported three sales, each running into five figures.

Non-commercial exhibit data proved interesting and informative too. Fair discovered that most exhibitors have some kind of yardstick by means of which success or value of exhibit can be measured.

Survey by fair's publicity department, admittedly not as thorough or comprehensive as desired because of shortage of trained personnel, nevertheless brought in a great deal of accurate data that is expected to be useful in future promotions.

Besides providing statistics for sales pitches, first returns of the survey furnished information for a good summary story in the Dallas newspapers immediately following the fair.



British consulate exhibit emphasized travel in Britain. British imports of all types. Exhibit passed out 24,320 travel folders, maps and other literature during 16-day Dallas fair.

AND NOW!!!

THE SHOWMEN'S MOST RELIABLE

CHEVROLET TRUCK AND CAR DEALER IN ST. LOUIS

The Hub of Motor Equipment for Carnivals, Circuses, and all Outdoor Show Business.

AFTER MAKING A THOROUGH STUDY OF THE SPECIAL REQUIREMENTS OF OUTDOOR SHOWMEN, WE CAN NOW PLAN YOUR BEST AND MOST ECONOMICAL MODE OF TRANSPORTATION, WHETHER IT IS A LARGE FLEET OF TRACTORS, TRUCKS AND TRAILERS, OR A SINGLE UNIT.

WE SPECIALIZE IN LOW COST SHOWMEN'S TRANSPORTATION

SEE GEORGE BRICKELL and BILL TICHENOR

at the Sherman Hotel, Chicago, during the Convention, and talk over your Motor Equipment problems with them.

ASK US ABOUT OUR SPECIAL LOW AND EASY SHOWMEN'S FINANCE PLAN



If we miss seeing you in Chicago, wire, write or phone:

GEORGE BRICKELL "The Showmen's Friend" c/o WEBER CHEVROLET CO.
4035 LINDELL BLVD., ST. LOUIS 8, MO. (PHONE: NEWSTEAD 2500)



WHIRL-A-ROUND

New circular sensational Thrill Kiddie Ride for Teeners and Adults, actually two rides in one.

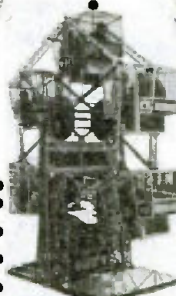


KIDDIE ROCKET FIGHTER RIDE

All steel—complete with cannons and machine guns.

KIDDIE CIRCUS RIDE ON PARADE

Very attractive—36 different animals—24 children capacity.



KIDDIE FERRIS WHEEL

All steel—one of the most modern ever built

KIDDIE LOCOMOTIVE TRAIN

One of the newest and most popular trains ever designed for both children and adults.



Rides built to last a life time—and all parts are standard. All our rides are complete with Fences—Electric Signs—ready to operate with no extra expenses. Convenient terms can be arranged on all riding devices.

Illustrated circulars free

STANDARD KIDDIE RIDES
MANUFACTURING CO.

201 East Broadway, Long Beach, L. I., N. Y.
Phones: Long Beach 6-7361 and 6-5594

(35 Years' Experience in Show Business)

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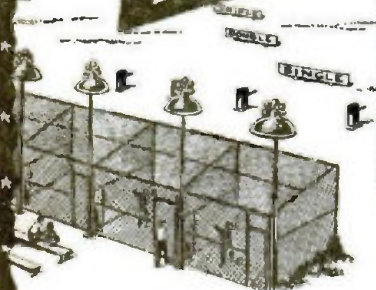
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BUILDER: PAUL BLACK

Injects New Life Into Spartanburg, S. C., Fair

By JIM McHUGH

In less than the six years that he has been at the helm of the Piedmont Interstate Fair, Spartanburg, S. C., Paul Black has been happily faced with a saturation point insofar as the capacity of the grounds is concerned. With attendance at the six-day event now ranging up to the 200,000 mark, the 48-acre plant, which

will lead to pleasure and a large measure of civic pride. That statement adds up to self-analysis since it is the way he feels and the way he operates.

Running a fair, incidentally, is a pretty simple matter, Paul says. The secret is in finding people with talent. Mrs. Margaret M. Moore, who heads up the arts department, is one. Howard McCravy and James M. Zimmerman of the livestock department are others, and so is T. K. Hudgins Jr., who supervises the concessions and grandstand, and Tom Craig Moore, secretary.

The success formula, of course, applies to all business. Paul has made it work in his dairy farming and peach growing, with the latter alone representing 35,000 trees on 350 acres.

Natural Leader

A natural leader, Paul was elected a director of the South Carolina Peach Growers' Association in 1944. Four years later he was named president and in 1950 he was named a vice-president of the National Peach Council, which represents the nation's entire peach industry. In 1951, he was named president of the Council, and next year the annual meeting of that body will be held in Spartanburg's new million-dollar civic auditorium.

The South Carolina Association of Fairs has also been quick to recognize his talents. In 1949 the group named him president, and he has been called upon to succeed himself each year since.

Remembering his initial involvement with the Spartanburg Fair, Paul says, "I never bought into so many law suits in my life. As it was, I learned more about the business than I could possibly have learned any other way. The training was the best I ever had."

Ministers Aid

The fair was in ill repute and the first thing Paul did was to solicit the co-operation of the local clergy. He had a unique art exhibit with a religious theme constructed and then wrote each clergyman individually asking that they attend.

"They came out in droves," Paul recalls. "Naturally, the membership followed them and we were a huge success."

Paul has an outspoken fondness for many show people that is usually found only in old timers in the fair business—that fast dwindling group that grew up with the outdoor show leaders of today. Paul credits Bennie Weiss, the bingo operator; George A. Hamid, the booker, and Jack Wilson, the carnival owner, with much helpful advice.

He is proud, too, of the fact that no written contracts exist between the fair and the Corlin & Wilson Shows, Bennie Weiss, and a number of other shows.

(Continued on page 77)



PAUL BLACK

was enlarged, incidentally, during his reign, is inadequate for the business at hand, as well as that anticipated in the future.

"We'll have to push the fences back," Paul says. Listening to the physically big man talk big, makes his associates believe that big actions will follow. There is evidence that there will, since much has already happened to the event which was wallowing in public disapproval at the time Paul took over.

Talking big and acting big are typical of the man. This points up his success in peach growing and real estate, to name just two of the multiple business endeavors that occupy his time.

Paul got his start in fair business rather late in life, at 45. He is now 51. But the time was ideal, at least for the fair, because financial independence made it possible for him to devote all of the time necessary to its success. Since it is a non-profit endeavor and the earnings are poured back into the plant, Paul's activity can be regarded pretty much as a hobby.

Lists Qualifications

"A good fair man," Paul says, "is prodded by a yearning that

Yes, you will hear claims
and counter-claims,
but with

ELECTRO-PITCH
you know!



Building committee of the Regular Associated Troupers, headed by Fred Smith at chairman, has purchased this 18-room mansion in Los Angeles for its clubrooms. House, located on West Adams, will afford the organization ample quarters. Deal is now in escrow, with the Troupers planning to hold their first meeting there December 4.

the NEW Sani-Serv

the continuous DIRECT DRAW DAIRY FREEZER

DISPENSES AND MANUFACTURES SOFT ICE CREAM, FROZEN CUSTARD, SHERBETS, FROSTED MALTS, WATER ICES, many others.

CONTINUOUS OPERATION ASSURES FRESH FREEZER PRODUCTS AT ALL TIMES.

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NEW NO DRIP DISPENSING VALVE AND SILENT DASHER DRIVE.

Soft Ice Cream alone continues to skyrocket year after year. Take advantage of this ever increasing popularity with the Sani-Serv, America's foremost continuous freezer.

PRODUCES SOFT ICE CREAM, FROSTED MALTS, SHERBETS, FROZEN CUSTARDS, ETC.

NEW, HEAVY DUTY CONTROL SWITCH—SILENT CHAIN OR V-BELT DRIVE.

2 AND 3 H. P. MODELS ARE AVAILABLE A FREEZER FOR EVERY SIZE LOCATION.

WRITE TODAY FOR ILLUSTRATED DETAILS Sani-Serv's first new folder complete with profit sheet. Please send how easy it is to own a Sani-Serv—today!

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Multiplex Faucet Co. Serving the Trade 47 Years

31¢ Profit on a 5¢ Sale! Own a Multiplex

ROOT BEER BARREL

FOUR 8 GAL. 17 GAL. 45 GAL. 60 GAL.

Advantages: Ice Cold Root Beer to attract a large volume of sales at an exceptionally large profit.

Capture volume business and profits with Multiplex.

Exclusive! Draw one size drink continuously without turning lever off—10 to 15 drinks per minute. Drawn delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Also 17, 45 and 60 Gal. Barrels with Two Faucets for two different drinks.

Other dispensers for COCA-COLA, ORANGE GRAPE, DR. PEPPER, CINGER-ALL, PEPPERCOLA, VERNORS and Root Beer for HIRE, RICHARDSON, ROCHSTER, BUCKEYE, DAD'S, LYONS, CANADA DRY, TRIPLE A.A., MENDO BOWEYS, HUNTER, NESBITTS.

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726 Benton Avenue Nashville 4, Tenn.

PROMOTERS

—Get on our Mailing List.

—Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditions and events.

We can refer inquiries from your territory to you.

Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Area Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Out in the Open

Mayor Gordon B. Grant of Regina, who is also a director of the Regina Exhibition Association, was recently re-elected mayor for a second term. J. W. Pasarik, also an exhibition director was named to the Regina school board. N. W. Symonds, secretary-manager of the North Battleford (Sask.) Agricultural Society, has been named an alderman in that city.

Charles Jonah, a director of the Regina Exhibition Association, has retired as vice-president and general manager of the John Deere Plow Company, Regina, after 30 years of service.

Sunny Bernet, veteran outdoor showman, has joined the Boyle Woolfolk Agency, Chicago, as an attraction salesman.

Alfred Kiefer, Dayton, O., promoter, reports he has a number of events lined up for the Collins outdoor arena in that city. Harold L. Barrows, who spent the early part of the past season as a billposter for National Speedways, Inc., the Al Sweeney-Gaylord White firm, is back in Chicago.

Clair L. Hill, Wellington, O., president of the Ohio Fair Managers Association, was recently renamed managing director of the Ohio Poultry Industries Conference at its three-day session in Columbus. Hill was also re-elected a director of the American Poultry and Hatchery Federation, representing the Buckeye State.

Ed Schultz, secretary of the Nebraska State Fair, Lincoln, was a Chicago visitor Tuesday (18) to attend the National Angus Show at the Union Stock Yards. While in the Windy City he huddled with Al Sweeney of National Speedways, Inc.; Jack Duffield, of Thearle-Duffield Fireworks, Inc., and Sam J. Levy of Barnes-Carruthers Theatrical Enterprises on attraction plans for the '53 fair.

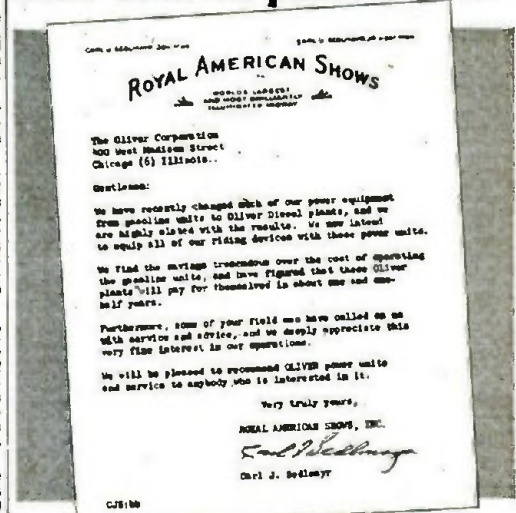
Paul Nicely, former manager of the Heart of Illinois Fair, Peoria, was in Chicago last week to attend the annual convention of the Illinois Agricultural Association. Mr. and Mrs. Boyle Woolfolk, of the Chicago booking agency bearing that name, returned to Chicago Saturday (15) after a two and one-half week vacation and business trip which included top-offs at Los Angeles, San Francisco and a plane trip to Honolulu.

Rotor Inventor To Attend Chi Outdoor Meetings

NEW YORK, Sept. 22.—Ernest V. Hoffmeister of Munich, Germany, inventor of the Rotor ride, will attend the outdoor meetings in Chicago next week.

Accompanied by J. W. (Patty) Conklin, Canadian showman, Hoffmeister visited here for several days this week after spending two weeks in Canada.

"We now intend to equip all our riding devices with OLIVER power units"



Carl J. Sedlmayr's Royal American Shows can handle the largest crowds smoothly and safely because the layout is well managed and well equipped. For example, RAS choice of OLIVER power units for their rides. That means dependable, smooth-flowing power supply, economy in operation and maintenance, and fast service if repair parts are needed.

Get the facts about the advantages of OLIVER power equipment. Write The OLIVER Corporation, 400 West Madison Street, Chicago 6, Illinois.



OLIVER "166-D" Diesel Engine

Model shown develops up to 31 hp. Other models develop 48.5 and 58 hp. respectively. Send outline of your requirements—number, type and size of rides, etc. OLIVER Engineering Service will send a detailed recommendation. Write today to OLIVER Engineering Service, 400 W. Madison St., Chicago 6, Ill.

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HERE'S DYNAMITE!

THE "CURRIER" FULLY AUTOMATIC Baseball Pitching Machine

with coin box and automatic counter

adjusts easily and simply speed of balls, interval between balls, and number of balls you want for 5¢. Hopper can be made to hold as many balls as desired. Fully tested for over 3 years on locations from Coast to Coast.

WRIGHT PRODUCTS CO. 72 Middlesex Road Watertown, Mass.

MOBILE — MONEY MAKING KIDDIE RIDES — STATIONARY

TRUCK MOUNTED RIDES

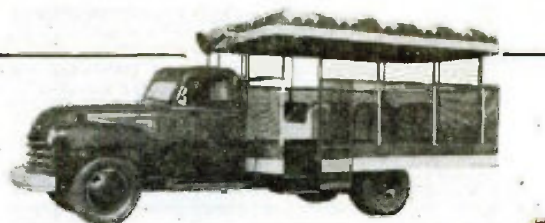
Include Whip (illustrated)
Merry-Go-Round and Ferris Wheel

STATIONARY RIDES

Something Different!
7 Engine Locomotive Ride (illustrated) — Everybody's the Engineer!
9 Car Triangular Whip Ride—A new type Kiddie Ride that runs on a triangular shape!
Airplane Ride—Boat Ride

WELD-BUILT BODY CO.

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Cleveland 8-0593—Navy 8-9413



Be sure to see our Meteor Ship ad, page 128

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BIGGER ATTRACTIONS — BIGGER PROFITS — TOP QUALITY

RIDES . . . POPCORN EQUIPMENT AND SUPPLIES . . . KETTLES . . .

WAFFLE MOLDS . . . CANDY FLOSS MACHINES

THERE'S ONLY
ONE
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SUPPLY CO.

BOAT RIDE "ROUND THE BAY"

thrills the kiddies. Six 1-piece Fiberglas plastic swim-immersed 8 x 8 ft. powered by 1-horse electric motor, carry 80 children. 25-ft. diameter circle easily installed. Boats are dry and heat-proof without cooling or refueling. No maintenance required. Here's a ride for the money! Also **DEEP RIDE** for the kiddies. Top money-maker at all locations. Any number of cars and your own highway layout can be used.



ORIGINAL WAFFLE MOLDS
Add more "sell" to your concession bill of fare. Low cost, big profits. Large 8" commercial size, cast aluminum. Round, 6-sided, scalloped. Wooden handles and formulas.

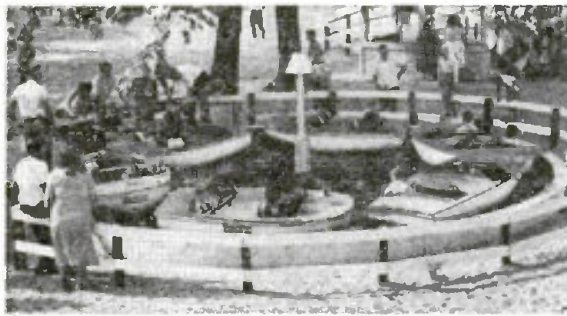
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More production than you've ever seen from one machine! Model 120—Direct drive, variable speed electric motor with heat control, guaranteed six months. We bet. Compact, 25" spun aluminum pan. Smooth, steady operation. Check, too, our complete line of rheostats, voltage boosters, bands and ribbons for all machine makes.



12-QUART SARATOGA POPPER

Here's a dependable, efficient, sturdy popper that's short on price . . . long on value! All aluminum construction. Guaranteed gear alignment. Built to last!



8-QUART LIFETIME POPPER

Ideal for use as an auxiliary popper or during rush periods. Lives up to Concession's high standards. Solid aluminum. Easy to operate and clean.



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OUTDOOR EXPO OF THE NAAPPB**

Hotel Sherman, Chicago—Nov. 30 thru Dec. 3

Video—Friend or Foe?

Continued from page 54

lar, are unique. I believe they'll always be with us, and bigger and better, if anything."

"Television offers very real competition, and like any threat to business, it has to be met and dealt with squarely," Hamid says. "If any act or unit scheduled to appear at a fair has had television appearances, this fact should be ballyhooed loudly."

"Television personalities today draw tremendous crowds thru their personal appearances. There is still no substitute for seeing talent in person."

"The reports from fairs in areas which are blanketed by several television channels are at least as good, and often better, than the reports from fairs that are in areas with only one channel or in those localities which do not yet have television at all. The fairs at Mineola and Syracuse, N. Y., Reading and York, Pa., all of which are in areas saturated by television, are examples."

An excellent example of success in the face of apparent disaster was the Erie County Fair, Hamburg, N. Y. A reported 26 theaters had been closed in that area, which includes Buffalo, because of the inroads of television, and yet the fair was a rousing success, Hamid points out.

At his own annual, the New Jersey State Fair, Trenton, Hamid said every effort was made to obtain television and newsreel shots of the attractions, particularly the thrill shows, so that

these could be shown by Tuesday or Wednesday of fair week. This device, which necessitates special efforts on opening Sunday, has paid off handsomely, Hamid said, building up the final days into important sessions whereas they used to be dull, and valuable principally as a hedge against rain.

"This year, and largely thru our television and newsreel selling efforts, the auto races staged by Sam Nunn on closing Sunday drew a capacity crowd of 11,000 paid in the grandstand, plus 2,600 standees," Hamid said. "You can bet that we would be the first to bar our gates to these selling mediums if they had a detrimental effect."

Selling Effort

Hamid said that the lack of selling effort on the part of show managers could often result in poor business that would likely be blamed on television currently as failures were blamed on other innovations in the past.

"Several hundred window cards sent to one fair were never used," he said. "At another event, packaged publicity material was never even opened, and to top this off, my office had a complaint from that fair because no publicity was forthcoming."

"The fault here is that too many fairs rely on one man to do all of the jobs. It takes a specialist to sell the show features, and every effort should be made to secure one."

Alert Operators Please Note New BARBE-CUTIE



Means
Sizzling
Profits!

A NATURAL FOR:
AMUSEMENT
PARKS
BEACHES
ARCADES
MIDDLANDS

PER CHICKEN

Here is the greatest development in the history of barbecue roasting . . . the new Barbe-Cutie Infra-Red Barbecue Roasting Machine. In a space of only 2 1/2 square feet your customer can barbecue EIGHT WHOLE CHICKENS at a cost of as little as 1 1/2¢ per chicken! It's not hot for additional profits for restaurants, chain stores, super-markets, hotels, taverns, drive-ins, poultry stores, delicatessens, diners and meat markets . . . all unique to cash in on the public demand for barbecued dishes.

You can't help reaping enormous profits with Barbe-Cutie's tremendous mark-up range from \$197.50 a machine. But you must nail down your protected territory . . . be set at once. Write now, be sure to tell us how you operate. Shows your carry, territory you serve.

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ROUTES DAILY
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for your . . .

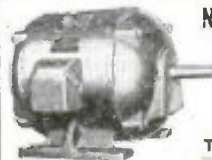
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SCENIC EFFECTS
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LESS trouble means MORE profit for YOU. EASY DIP BETTER BATTER is a top quality mix prepared with the finest ingredients. It is "Tops" for fish, shrimp, chicken, etc. . . . AND EASY DIP OFFERS FREE ENTERPRISE without franchise or restrictions.

TERMS: Cash with order . . .

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100 lb. lots . . . 27¢ per lb.

200 to 900 lbs. . . 25¢ per lb.

1000 or over . . . 24¢ per lb.

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POPCORN CONES

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Dover, Minnesota

—Not just a box or a bag—

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WRITE OR CALL

DON THIELE — C. B. MOORE, INC.

Authorized Chevrolet Dealer

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PRICES

3,000 . . . \$4.95

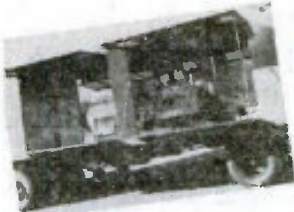
10,000 . . . 7.80

100,000 . . . 26.70

here she is . . .

LEWIS-DIESEL'S "QUEEN of the MIDWAY"

DEPENDABLE
EFFICIENT
COMPACT
MOBILE
**200 K.W.
LIGHT PLANT**
featuring the world-famous
**GM
DIESEL
Engine**



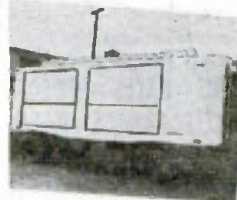
Here's a close-up of the engines and the controls. Note the splendid accessibility . . . the roominess. This view also shows you the specially constructed trusses, designed to give extra body strength to the trailer.



Another view of the world-famous GM Diesel Engine, the controls, and the generator. You can see the chrome on the engine that gives flash and eye appeal. Note the convenience of the junction box.



This rear view shows you the removable steps. You'll also note the over-size radiators that provide for cool operation in hottest weather. Alarm or automatic shut-down for low oil pressure or high water temperature is one of the many outstanding features of Lewis-Diesel's "Queen Of The Midway."



Here it is . . . closed and ready to travel! It's so sturdily built and so easy to handle. This is our own design . . . built specifically for mobile Light Plant use!

Lewis-Diesel's "Queen of the Midway" is truly the answer to the showman's dream. . . It's amazingly EASY to handle, for it's light in weight and yet it's completely and utterly dependable. Just think! The weight of this Light Plant is just 8,189 lbs., with the combined weight of engine and 24-foot trailer just 24,890 lbs. That's REALLY something to brag about! And what a beauty she is! Our "Queen Of The Midway" has flash and sparkle that make it a tremendous attraction in its own right! You'll have a new "Free Show" on your Midway!

One outstanding feature of our "Queen Of The Midway" is the fact that this Light Plant has ONE LARGE GENERATOR rather than small generators. Thus, it is much better able to take care of SURGE loads, giving you more efficient operation with less maintenance cost!

And here's a splendid advantage: Because our "Queen" is powered by a "twin-six," in afternoons when the load is small, you can run HALF of the output! Later when the load becomes greater, you can throw in the other engine. If the load is light at night, you can use just ONE-HALF of your power thus conserving fuel!

The TOWERS on top of the trailer give adequate light for "tear-down" . . . another fine feature of our "Queen"! The towers are collapsible and ride snugly on top of the trailer. One man can put them up and take them down. These towers add greatly to the brilliance of the Midway for each features a cluster of six floodlights and each has a tremendously brilliant string of lights the full length of the tower itself.



SAM VINSON
Vice Pres. and Sales Mgr.

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Values in Equipment

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ARROW RIDES

Flashy Appearance—Lasting Performance
Merry-Go-Rounds Auto Rides
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243 Moffett Blvd. Mountain View, Calif.
Manufacturers of better grade rides.

NEW RIDES FOR THE KIDDIE PARK

Contact us on your requirements in rides for the coming year. We are specializing in the following rides, quality built to last, with an unusual eye appeal.

Merry-Go-Round—Kiddie model and larger.
Large Train—powered with Willys 4 cyl. engine.
Small Train—powered with G.E. electric motor.
Covered Wagon—Street Car—Speed Boat—Auto Ride—Pony & Cart.

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"The Most Complete Machine Shop in the South"



Building SUNSHINE money-making rides, quick set up and operated by almost anyone. Complete ride set up for parks, carnivals, drive-in theaters and individuals. Here are the famous SUNSHINE products: Sunshine Chase Car, Train, Whirlwind, Electric Boat Ride, Kiddie Ferris Wheel, Bucking Horse, also the patented Sunshine counter for all rides. We buy and sell new and used rides. Send for literature and prices today.

LOOK! PARKER DOES IT AGAIN

We have added another model to our famous Baby "Q" Jumping Horse Carry-Us-All. Our new SUPERIOR 30 FOOT TEEN ACER MODEL is more elaborate, has more flash and more equipment. Ideal machine for road and Kiddie Land. Time sales arranged. We trade. Prices start at \$7,500.00. For particulars phone, wire or write.

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KIDDIE RIDES

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PARKS DRIVE-INS KIDDIE LANDS

THE "The Amusement Industry's BILLBOARD" Leading Newsweekly

... with Audited Paid Circulation to match



Winter Fairs

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The Billboard Pub. Co.

Arizona

Mesa—Maricopa Co. Fair, Feb. 21-March 1. Maricopa Depot, 5111 N. 19th St., Phoenix.

California

Imperial—California Mid-Winter Fair, Feb. 18-March 1. D. V. Stewart.
Imperial—Imperial Co. Fair & Nat'l Date Festival, Feb. 18-23. R. M. C. Pallen-wider.

San Bernardino—National Orange Show, March 18-29. W. H. Bule.

Florida

Dade City—Pasco Co. Fair, Jan. 22-24. J. P. Higgins.

Daytona Beach—Hallen Fair, Second week in March. Turner Grot.

Deer Beach—B. Fla. Gladiolus Festival & Fair, Feb. 22-23. R. C. Lawson.

Kissimmee—Lake Co. Fair, March 16-21. Karl Lehmann. Courthouse, Tavares, Fla.

Fort Lauderdale—Broward Co. Fair, March 3-7. B. E. Lawton.

Fort Myers—Southwest Fla. Fair, Feb. 2-7. Jack D. Hughes.

Indian Town—Martin Co. Fair, Jan. 15-17. L. M. Johnson, Stuart, Fla.

Inverness—Citrus Co. Fair, Jan. 26-27. Quentin Medina.

Largo—Pinellas Co. Fair, Feb. 13-21. J. B. Loren.

Orlando—Central Fla. Expo, Feb. 23-28. Crawford T. E. Boyd.

Palmato—Manatee River Fair, Jan. 24-31. Hoke S. Hughes.

Punta Gorda—Charlotte Co. Fair, Jan. 18-24. Harry Jack.

Sarasota—Sarasota Co. Fair, Jan. 19-26. George W. Potter.

Tampa—Florida State Fair & Gasparilla Assn, Feb. 1-14. P. T. Stisler.

Winter Haven—Florida Citrus Exposition, Feb. 18-21. Peter J. Long.

Louisiana

Lafayette—South La. Mid-Winter Fair, Jan. 22-28. Dr. T. J. Arnesen.

Saint Francisville—West Feliciana Fair, Feb. 27-28. C. L. Flowers.

Montana

Bozeman—Montana Winter Fair, March 21-27. George T. Brink.

Texas

Fort Worth—Southwest Expo. & Fair Stock Show, Jan. 26-Feb. 1. W. R. Wall.

Houston—Houston Fair Stock Show, Feb. 4-14. Herman Engel.

San Antonio—San Antonio Livestock Expo, Feb. 20-March 1. W. L. Jones.

COMING EVENTS

Arizona

Florence—Junior Radio & Parade, Nov. 28-29.

Tucson—Old Tucson Stage, Nov. 29-30. Mrs. J. D. McNabb.

California

San Francisco—Antique Auto Show, Dec. 1-7. O. Arthur Blanchard, Shaw Hotel.

Turlock—Fair Way Turkey Trot Show, Dec. 2-4. A. W. Poole, 267 Crane Ave.

Florida

Orlando—Miami—Orange Bowl Festival, Dec. 25-Jan. 2. E. E. Sells, 515 S. W. 2d Ave., Miami.

Palmto—Palmto Co. Fair & Youth Show, Dec. 3-4. H. E. Malley.

Georgia

Macon—Shrine Charity Circus, Macon Auditorium, Nov. 24-25. W. C. Nagan.

Illinois

Chicago—Nat'l AMMA Amusement Parks, Pools & Beaches Convention-Trade Show, Nov. 28-Dec. 2. Paul H. Budepohl, 262 N. Wabash Ave.

Chicago—Int'l Livestock Expo, Nov. 28-Dec. 4. William E. O'Brien, Union Stock Yards.

Indiana

Evansville—Shrine Circus, Nov. 24-26. Lewis I. Petzold.

Louisiana

New Orleans—Mid-Winter Sports Carnival, Dec. 20-Jan. 1.

New Orleans—Shrine Circus, Nov. 21-24.

Michigan

Detroit—Junior Livestock Show, Dec. 8-11. W. J. Chambers, 4750 Dix Ave.

Grand Rapids—West Mich. Fair Stock Show, Dec. 9-11. R. Machiele, Courthouse.

Mississippi

Greenwood—Band Festival & Winter Carnival, Dec. 5. E. M. Blackstone, Box 84.

Montana

Billings—Home Show, Dec. 3-7. Carl Olson, Shrine Auditorium.

Pennsylvania

Hershey—Amusement Show, Dec. 1-4.

Uniontown—Poultry & Farm Show, Dec. 21-Jan. 3. Charles Hustader.

South Dakota

Sioux Falls—Auto Show, Nov. 29-30.

Texas

El Paso—Southwestern Sun Carnival, Dec. 27-Jan. 1. Allan O. Falby, Box 85.

Fort Worth—Shrine Circus, Nov. 21-30. Robert H. Hall, Box 1212.

DOG SHOWS

Alabama

Birmingham—Dec. 7. Jerry Bryan.

Gadsden—Dec. 9. Jerry Bryan, Birmingham.

California

Haltville—Dec. 4. Jack Bradshaw, Los Angeles.

Colorado

Lafayette—Dec. 7. Shirley Moses, 1408 S. Grand, Denver.

Illinois

Des Plaines—Dec. 7. Mrs. H. Southerwick.

Indiana

Portland—Dec. 7. Esther Ferguson, R. 1, Pennville, Ind.

Louisiana

New Orleans—Dec. 14. T. Mania, 401 Jefferson Heights.

Massachusetts

Worcester—Dec. 14. Folly, 2000 Ransford St., Philadelphia.

Oklahoma

Muskogee—Nov. 30. E. A. Mcca, Gretna, N. C.

Pennsylvania

Philadelphia—Dec. 5. Folly, 2000 Ransford St., Philadelphia.

Texas

Corpus Christi—Dec. 14. Clell Diddy, Bilal, Miss.

San Antonio—Dec. 7. Clell Diddy, Bilal, Miss.

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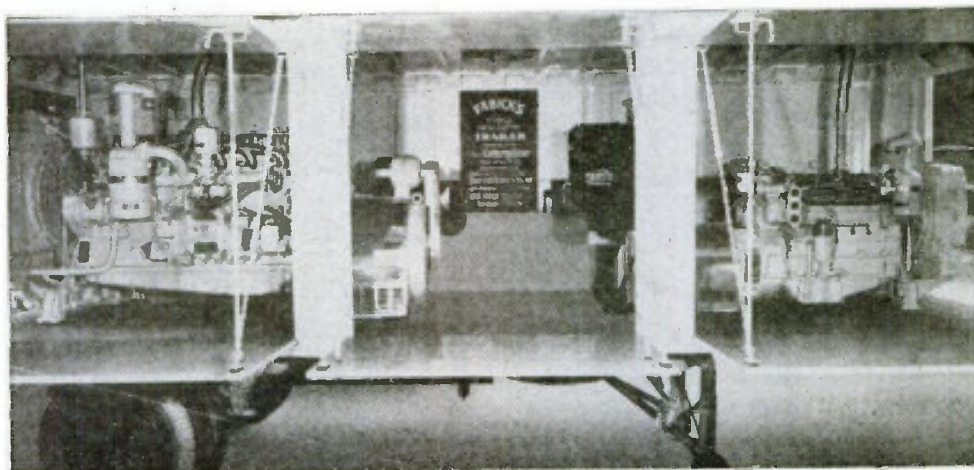
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Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Doris and Vern Orion, of the Sensational Ortons, were in Paris recently where they played an engagement and looked over the building of the Cirque d'Hiver. They also caught the Medrano Circus. The Ortons, opening a tour of variety theaters in England, were recent guests of Bob Alywin, publicity director of the Bertram Mills Circus at the organization's winter quarters at Ascot. Booked solid on the continent for the balance of 1952 and the entire 1953 season, the Ortons will return to the States in 1954.

Harry Froboess, veteran aerialist and stuntman, has entered a new phase of show business, motion pictures, and has established Olympia Film Productions in Santa Fe, N. M. The organization, which is producing colored travelogue novelty films for several European firms, is currently making a geographical fantasy "Symphony in Rocks," a comparison of early cliff dwellings in the Southwest with modern cliff dwellings in Chicago and New York. Froboess, after playing fairs for DeWaldo Attractions this year, played the Arizona State Fair, Phoenix, for Siebrand Bros. Carnival and Circus, and has been signed by Siebrand for the entire '53 season, which begins in March.

Paul Tausig informs that the Novillos, ladders, and Toni the Monkey, have been signed for the St. Louis Police Circus and Shrine circuses in Toledo, O., Hartford, Conn., Ottawa, Ont., and Worcester, Mass. The troupe will play fairs next year for Frank Wirih. Cecil and Shirley, roller skaters, are currently in Chicago after a busy season of Eastern fair dates.

Janet Chuckel, top gal in Janet's Dogs and Ponies, recently purchased a new home in Laurel Springs, N. J., where they have established a new training grounds. The new house, which is near a large lake, affords plenty of fishing and swimming and new barns and training quarters are expected to be finished by the end of November.

Unus, finger stand, is busy operating his Southland Motel in Sarasota, after a good outdoor trek... Bernie Miller, clown, scribes from Wichita that the Orrin Davenport show there played to good crowds thruout the run... Aerial Christiansena and Lew Christies' clowns played the Shreveport, La., Shrine circus after playing the Veteran's Circus at Benton Harbor, Mich.

Acts signed by Boyle Woolfolk Agency, Chicago, for '53 include Rudolph Bensinger, comedy cyclist; Jerry Coe, accordion; Jerry Martin's Three Fearless Stars, high act, and Billy Farrell, emcee... The Lazabees, whips, closed recently with West Bros. Circus and are currently in New Orleans. The act is booked for seven weeks on the West Coast early next year.

Jimmy Curry, stuntman, writes that he is back home in Gastonia, N. C., after a good season with the Congress of Canadian Daredevils. After the close in Canada, Curry worked Southern fairs and wound up his outdoor season with Roy Rumas and his Royal Bros. Circus. Curry disclosed that he is framing a new high for next year.

Excess Baggage, comedy dog act, will play both the San Francisco and Los Angeles sports shows in March, booking handled thru Boyle Woolfolk, Chicago. Dorita Konyot, equestrienne, will also be in the lineup at the San Francisco show... Hawthorn-Mallory Farms, Libertyville, Ill., reports they have framed a second bear act that includes nine varieties of bears. Bears in the act include polar, sloth, Syrian, cinnamon, black, grizzly, Malayan, Himalayan and Kodlak.

Talent signed by Ernie Young Agency, Chicago, for '53 outdoor events included Dick Berg's Movieland Seals; Valencianas, trampoline, perch and trapeze; Dalton and Bailey, comedy trap; Cilly Feindt, high school horse; Tex Morrissey's Hank the Mule, and the Willford-May Trio, jugglers.

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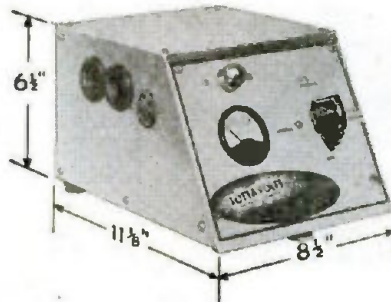
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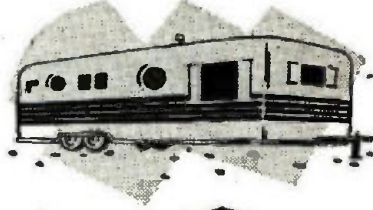
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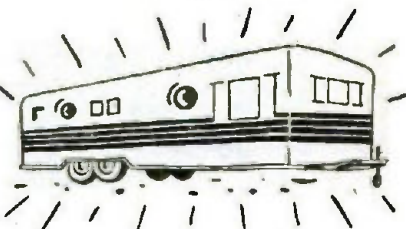
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Fair

GRANDSTAND CAPACITY: 500.
BLEACHER CAPACITY: 500. Plant is
available for: Carnival show lot, circus
show lot.
1952 STILL DATES: Outings, picnics,
politics and dog shows.
ERWIN S. SMITH, North Haven.

IOWA

Mount Pleasant, Henry
County Fair

GRANDSTAND CAPACITY: 1,800.
BLEACHER CAPACITY: 200. Size of
race track, half mile. Track is equipped
for night racing. Plant is available for:
Big car races, hot rod races, midget auto
races, harness races, stock car races, thrill
shows, rodeos, motorcycle races, carnival
show lot, circus show lot.
CITY OF MT. PLEASANT.

KANSAS

Wetmore, Nemaha County
Free Fair

PLANT IS AVAILABLE FOR: Circus
show lot.
1952 STILL DATES: A tent show.
ROBERT CRESS Wetmore.

MINNESOTA

Albert Lea, Freeborn County

Agricultural Society

GRANDSTAND CAPACITY: 5,500.
SIZE OF RACE TRACK: One-half mile.
Plant is available for: Circus show lot.
1952 STILL DATES: Circus in June.
HERMAN JENSEN, Albert Lea.

Hutchinson, McLeod County

Agricultural Association

GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 800. Size of
race track, half mile. Plant is available
for: Big car races, hot rod races, harness
races, stock car races, circus show lot,
thrill show, rodeo.
1952 STILL DATES: water carnival,
thrill show, rodeo.
THEODORE FILK, Hutchinson.

Zumbrota, Goodhue County

Fair

GRANDSTAND CAPACITY: 1,100. Size
of race track, half mile. Plant is available
for: Hot rod races, midget auto races,
stock car races, thrill shows, rodeo,
motorcycle races, carnival show lot, circus
show lot.
A. E. COLLINGS JR., Zumbrota.

NORTH DAKOTA

Winkler, Tri-County Fair

BLEACHER CAPACITY: 2,000. Size of
race track, half mile. Plant is available for:
Hot rod races, midget auto races, harness
races, thrill shows, carnival show lot,
TRI-COUNTY EXHIBITORS' ASSOCI-
ATION, Winkler.

OREGON

Hillsburn, Washington County

Fair

BLEACHER CAPACITY: 2,000. Size of
race track, half mile. Plant is available for:
Carnival show lot, circus show lot.
1952 STILL DATES: Local pony races,
thrill show, drill team, livestock show,
carnival, style review, Uncle's driving com-
petitions, young Oregonians.
A. H. ABIS, Commercial Bank Building,
Hillsburn.

PENNSYLVANIA

Allentown, Great Allentown

Fair

GRANDSTAND CAPACITY: 7,128. Size
of race track, half mile. Plant is available
for: Big car races, midget auto races,
harness races, stock car races, thrill shows,
rodeos, carnival show lot, circus show lot.
H. M. SINGMASTER, P. O. Box 302,
North 17 St., Allentown.

Townville, Townville

Community Fair

BLEACHER CAPACITY: 150. Plant is
available for: Baseball games.
COLISEUM (INDOOR ARENA) SEAT-
ING CAPACITY: 250. Coliseum available
for rental for: Dances, stagshows, sports
shows.

WISCONSIN

Ellsworth, Pierce County Fair

GRANDSTAND CAPACITY: 1,500.
BLEACHER CAPACITY: 1,000. Size of
race track, third mile. Track is equipped
for night racing. Plant is available for:
Hot rod races, midget auto races, stock car
races, thrill shows, rodeo, motorcycle races,
carnival show lot, circus show lot.
1952 STILL DATES: Baseball games.
H. G. SEYFORTH, Secretary, Ellsworth.

Milwaukee, Wisconsin State

Fair

GRANDSTAND CAPACITY: 15,000.
BLEACHER CAPACITY: 17,000. Size
of race track, mile and quarter mile.
Quarter mile track is equipped for night
racing. Plant is available for: Big car
races, hot rod races, midget auto races,
harness races, stock car races, thrill shows,
rodeos, motorcycle races, circus show lot.
COLISEUM (INDOOR ARENA) SEAT-
ING CAPACITY: 5,500. Coliseum avail-
able for rental for: Rodeos, live shows, cir-
cuses, stagshows, trade shows, sports shows.
1952 STILL DATES: Thrill shows; big
car, midget and stock car races; motorcycle
races, circuses, stagshows.
WILLARD M. MASTERSON, State Fair
Park.

CANADA ONTARIO

Belleville, Belleville Fair

GRANDSTAND CAPACITY: 2,500.
SIZE OF RACE TRACK: Mile. Plant is
available for: Harness races, stock car
races, thrill shows, rodeos, motorcycle races,
carnival show lot, circus show lot, sports
shows.
1952 STILL DATES: Baseball, dances,
law bowling, stock car races.
A. O. PINKSTON, Victoria Ave., Belle-
ville.

SASKATCHEWAN

Moose Jaw, Moose Jaw

Exhibition Company

GRANDSTAND & BLEACHER CA-
PACITY: 1,800. Size of race track, half
mile. Plant is available for: Harness races,
stock car races, motorcycle races, circus
show lot.
MRS. V. HYEAND, Box 2 Central
Chambers, Moose Jaw.

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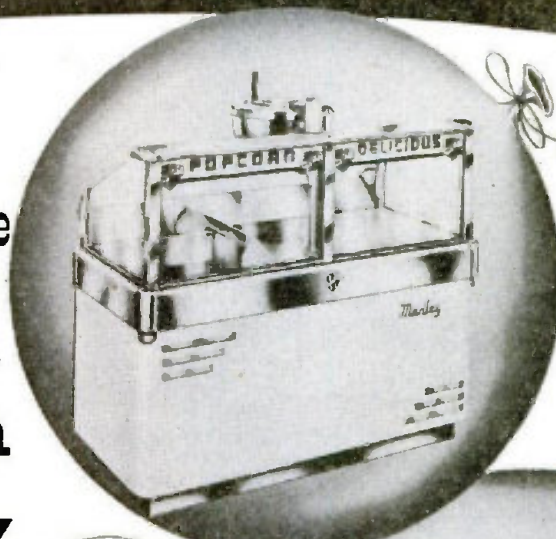
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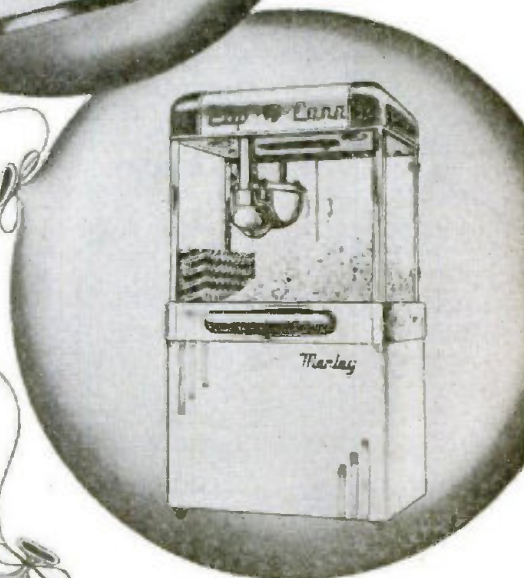


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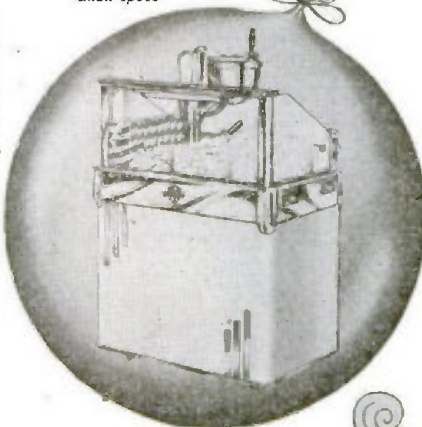
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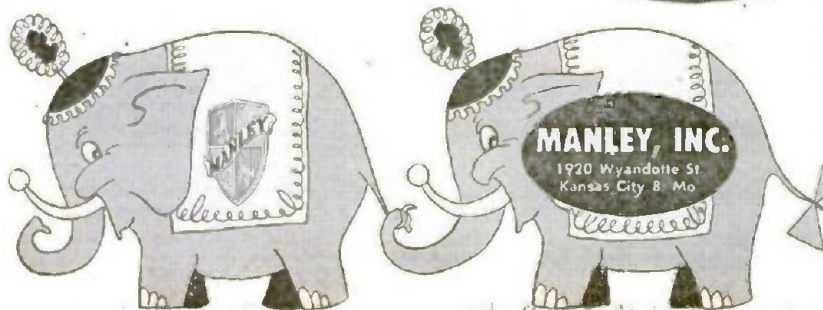
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TOUR-TESTED

D375 Power Units Prove Out for RAS

TAMPA, Nov. 22.—The Royal American Shows, always famed for their brilliant lighting, were a shade brighter this year due to the addition of two electric generator sets complete with chrome plates.

But chrome-plated generators are no novelty to the nation's biggest carnival; the Royal chromed the first Diesels to go onto a midway 16 years ago.

What caught the eye of Diesel men was the installation of a highly portable, 13,000-pound electric set in which the generator was not bolted directly to the engine housing. In short, if the engine went more than 0.17 of an inch out of line with the generator there would be a heated coupling.

Aware that Royal American equipment moves thousands of miles each season, engineers initially said that the show should be satisfied with something less than a 200-kw. set. Instead two Caterpillar D375 electric sets were installed here in March and thru the close of the long Royal American route up into Western Canada and back the sets pumped juice into 1,000-kw. Royal American circuits without any breakdowns.

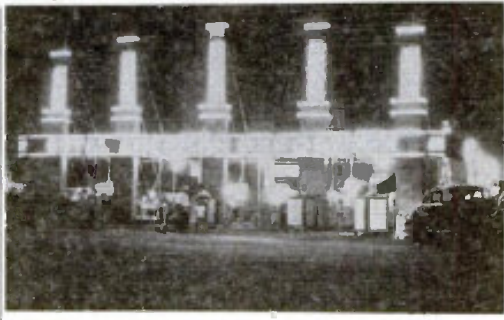
That nothing was added or altered since the two sets went into operation is credited largely to two men, Tom Adams, the Royal American's chief electrician, and Warren Thompson, engine salesman for Peoria Tractor & Equipment Company, the Caterpillar Tractor Company dealer.

It was these two men who installed the D375s in March as an answer to the Royal American's power needs. Carl Sedlmayr, RAS owner, had insisted the show must have larger units but did not want to add another car to the show train to haul power units. Thus the Caterpillar's D375 was picked.

Adams wanted to avoid having to string any more wire than necessary and new externally-regulated units had to be hooked in parallel with the old self-regulating sets. Light failure is prevented by hooking the generators in parallel, for if one set should go out thru lack of water or oil, the other units instantly pick up the load.

First, the old wagons were blacksmithed to withstand the weight and stress. Both horizontal and longitudinal trusses were installed beneath the main frame and the over-all length was extended 15 inches to accommodate the radiator housing and provide the enclosure. The gimmick that amazed engineers, however, was the welding of two vertical gussets directly to the crankcase of the engine, the floor sole plates and the generator base.

It was this extra support that



Brilliant illumination of the Royal American Shows' line-up and entrance stems largely from two D375s installed in the spring. Units proved highly efficient over the Royal American's long route from Tampa to Western Canada and back.

held the engine and generator in line. When tests were made five weeks after the Royal American was out on tour, it was found that the alignment had changed only .002 of an inch.

Air Compressors

Another special adaptation was in the air compressors for starting. Space and weight limitations prompted the use of a Gardner-Denver Company compressor with a 12-cubic-foot tank, and ample air was provided thruout the season. Adams holds that the engine can be started with approximately 100 pounds per square inch in the receiver, as against the normal 250-per-square-inch.

A second space-saver was the use of Maxim Silencers taken from the retired units instead of

the larger ones ordinarily required. Special switch gear included an Esco power panel built especially for the show's requirements. Two Westinghouse A-B circuit breakers of 400 amps each were installed. Thus, in light load periods, when only half the generator is required, only one circuit breaker was used, but adequate protection was given against defects in wagon insulation with either a partial or full load.

In all, the Royal American carries a total of eight generators with a capacity of 1,200 kw's for lot use and has three, each with 100 kw. capacity, on the show train.

Small wonder, with all those power-producing units why the Royal American is the most brilliantly lighted carnival.

Harold English Buys Tourist Court In Lamar, Mo.

LAMAR, Mo., Nov. 22.—Harold English, veteran show secretary, has left the road for a less itinerant business and recently opened the Rock Haven Tourist Courts here. He hopes to establish a meeting place for his many friends who pass thru the area.

English has set aside one room as a showroom for the purpose of cutting up jackies and has already mounted a number of photographs of his many friends on the walls.

The veteran show executive started his outdoor career with the Kemp Sisters' Wild West Show as a bronk rider and since that time had been with a number of big-name shows. Included were the Great Patterson, James E. Strates and Dodson's Worlds Fair shows and for 10 years he worked for Denny Pugh and Joe Murphy at the Dallas fair. In addition, English had his own tent opera for seven years and in '51 managed a park for Harry Illions.

Among acquaintances, who have stopped off thus far, have been Jim Campbell, who lives across the highway from English, Joe Murphy, Chuck Moss, and Mrs. Robert (Hoppie) Lecoq.

Mrs. America Finals Set for Asbury Park

ASBURY PARK, N. J., Nov. 22.—This city has picked up its option for the sixth straight year to play host to the grand finals of the annual nationwide Mrs. America contest, it was announced this week by Mayor George A. Smock II. The 15th annual contest will be held in Convention Hall Sunday afternoon, September 13.

Open to married women thruout the United States and its possessions, regardless of age, preliminary eliminations for the contest will be held in the spring and summer.

This year's winner, Mrs. Evelyn Joyce Sosenk, of New Jersey, is touring the country appearing in department stores, expositions and before women's groups.

Captain Hugo, Wayne Newman, Dale Petross, Walter (Pappy) Pruitt, I. S. Douglas and Glen Davis.

The court boasts 14 cabins and a cafe.

Injects New Life Into Spartanburg, S. C., Fair

• Continued from page 66

concession and attractions men. "Whoever had cause to regret this," he says, "We like to do business that way. A shake of the hand ought to be sufficient. If it isn't, we'll soon find out, and, of course, it isn't likely that the person who violates an agreement will ever be welcomed back."

Actually, Paul dots references to his fair experiences with allusions to show people. He recalls that Bernard (Bucky) Allen, concession manager of the World of Mirth Shows, was the first showman he talked to when he decided to become active in the fair. Other yarns might lead to anecdotes involving Jack Kochman, the thrill show impresario, or Joe Littlejohn, auto race promoter.

Paul is emphatic about a proffered pay-off being the kiss of death at his fair. All that is wanted at Spartanburg, he says, is the best in available attractions and these, he feels, the event rates and has.

No Third Bingo

Not long ago he turned down the offer of an extra \$1,000 for a third bingo. "Competition is fine," Paul says, "but not at the expense of ruining business for the two which are now on the grounds." He feels that he can expect the best as long as he insures the financial well being of those already participating in the annual.

While a lot of work has been done at Spartanburg since Paul and his associates took over the fair, much remains. Shortly after taking over, additional land was purchased to expand the plant holdings to 48 acres. While this made for more roominess, much more land is needed. There is hardly a day during fair week that the grounds are not taxed to capacity. A new cattle barn was added at a cost of \$15,000, and a new exhibit building was added at a cost of \$8,000. The entire midway area was mud-proofed, and many thousands of dollars have been spent on refurbishing the arts building. It is hoped to add to these improvements each year when there is money left in the till.

Paul attended Wofford College in Spartanburg and went on to study medicine, following in the footsteps of his father and brothers who established a private hospital that the family still operates. He had to quit school,

however, because of a kidney ailment. He later studied X-ray and deep therapy treatment and practiced for 24 years while operating his farms at the same time. Because of his medical background, he is known as "Dr. Paul" thruout the area.

All-Out Effort

He says his intense interest in the fair sometimes causes a minor riot at his home, but that is perhaps putting it on a bit, since Mrs. Black seldom misses a day at the fair. He does, however, give himself over entirely to its operation. Inquiries on the renting of a store or other properties he owns in town are shunted off until after the conclusion of the fair.

"It is my desire to have a large fair, not necessarily in acreage," Paul says. "We need a showroom for the Piedmont area that will serve in the development and training of the youth of the Carolinas in a highly cultural manner. The entertainment is important, but still only a sideline."

Future plans are concerned with the building of a new dairy barn, a swine farm, and a grandstand, more or less in that order. The directors, all of them successful businessmen who contribute their time and talents without remuneration, are just as anxious to build a successful fair as Paul is.

Loves Hunting

Next to the fair, or perhaps even in reverse order, Paul enjoys quail shooting. He leaves home the day before Thanksgiving and heads for the Atlantic Coast and some shooting. His best record is 19 out of 21 birds shooting from the hip. He hunts intensively for two days and then trains to Chicago for the fair meetings. After returning home he goes quail shooting every two weeks without fail.

To Paul, quail shooting is fun, as is running a fair, peach farming, and nearly everything else in which he engages. That is the way he likes it, and that is the way he wants it to be as long as he lives.

He's had only two disappointments in life. The first was when he failed to complete his medical education and the second when he did not have a son. For all of that, he has a fine family with two daughters, 8 and 11. It could be, he admits, that the fair might one day have a lady manager.

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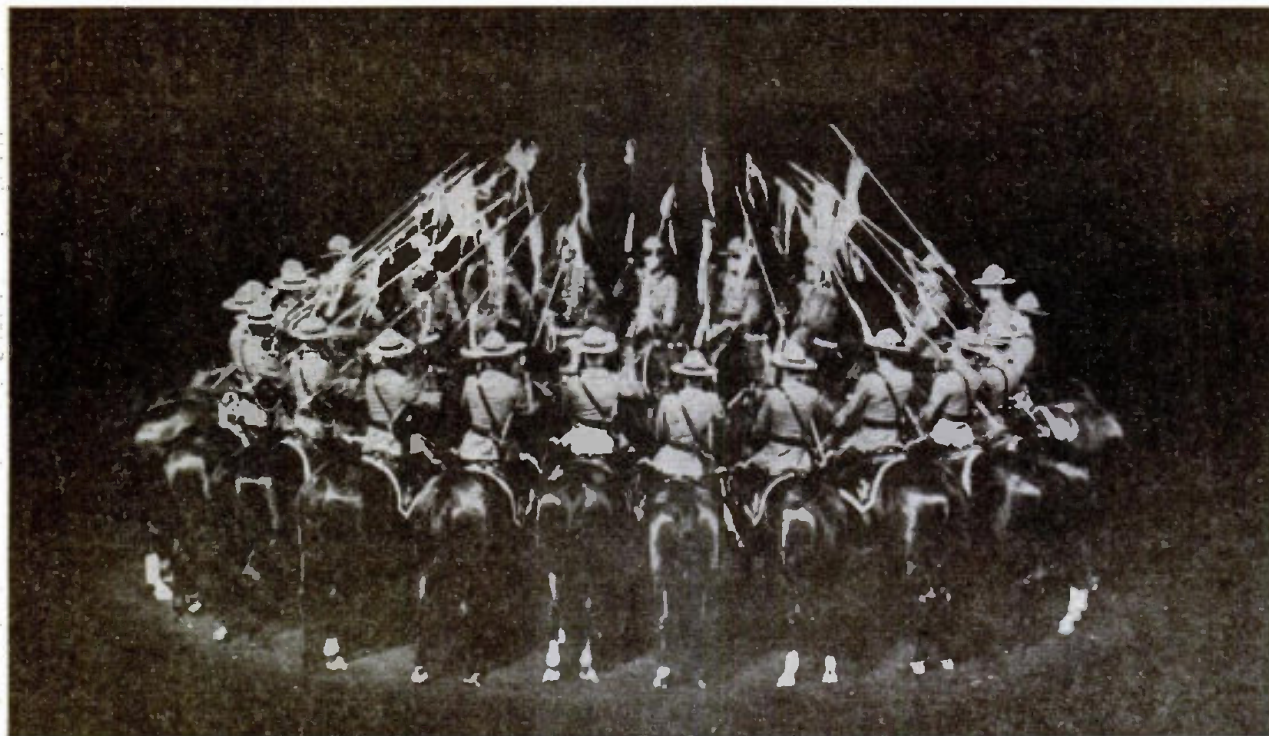
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Mounties at It Again

● By HARRY ALLEN JR.

**Famed Musical Ride Scores Smash Hit
In Revival; Form Second Troupe for '53;
Acclaimed Colorful, Thrilling Show**

ANYONE looking for something so-called Canadian and at the same time wanting a colorful and spectacular show need only see the Royal Canadian Mounted Musical Ride, revived this year after a lapse of several.

The Mounties in their return created a sensation on home territory—the Canadian National Exhibition at Toronto—and then went on to score smash hits in the U. S. at Portland, Ore., Los Angeles and San Francisco. The ride proved so popular that a second company is being formed for '53.

Ordinarily the performance requires 32 riders, but when confronted with space difficulties, as in front of the CNE grandstand, they work with 24 men. The group travels in two sleeping cars, while the horses travel in two specially designed palace cars.

Occasionally the RCMP band accompanies the troupe. When it doesn't, the bandmaster, Sgt. C. G. Bryson, precedes the rail move to arrange with local musicians.

The ride teams with color. The Mounties are arrayed in scarlet tunics, blue breeches, Stetsons, and carry lances, from which fly red and white pennants. Horses, too, are brightly arrayed, carrying full ceremonial gear.

Matched Horses

Most of the horses are black and come from the Mounties' ranch in Saskatchewan, tho occasionally on a tour thru Canada Sgt. C. W. Anderson, who heads up the riders' training in Eastern Canada, picks up a horse.

The riders are specially

selected, after they have been watched carefully during preliminary exercises. Substitutes are trained in case of injury or illness. Usually three extra mounts and as many men are available when on tour. Counting the commissioned officers in charge and other service personnel, the troupe numbers about 40.

The performance, which runs about 20 minutes, is a spirited one, teems with action as the lance-bearing Mounties go thru intricate maneuvers at speeds varying up to charges. The ride opens and closes with the national anthem.

Precision Rides

An exercise in precision, the ride begins with a section movement which seems simple. Then comes "Thread the Needle," in which the whole detachment moves in groups of eight. The "Star" is an intricate movement in which, as the name suggests, the riders move into a perfect star-like formation. The slightest error of judgment could spoil the effect, but rarely do the riders miscue.

Next is "The Dome," for which the troupe forms a perfect circle with the horses' heads pointed inward and the Mounties posing their lances high and sloping into the circle.

Lance Drill

Next is a lance drill in which the riders with their eight-foot lances encompass their horses. Then comes the bridal arch, when two lines of horsemen posed while riders in twos walk-march thru the arch. Following the charge, an awe-inspiring spectacle,

the ride does the march past, 24 or 32 abreast, as the case may be.

Altho the ride has a long history, it has never been a regular presentation. Whether one will be trained in any year is dictated by the availability of men and time. The ride was discontinued during the war years. There was none last year because the time couldn't be spared.

After the war a start was made from scratch with all

new horses, some of which had never been ridden. This year, the horses began with more experience in musical rides than most of their riders.

Learn Hard Way

The riders quickly get experience — the hard way. The training period means a large part of each day on a lightly upholstered horse (lance in the right hand, reins in the left), and going over and over the same routines under a hot sun, amid billows

of dust. There is no posting in this type of riding. The rider grips the horse with his knees and sits flat on the saddle, whether at a walk, trot or gallop.

The ride is as spectacular in the daytime under bright sunlight as it is at night under changing spotlights, either indoors or outdoors. Veteran showmen rate it as Canada's greatest contribution to the fair attraction field — high tribute, indeed!



OLD HAND LOOKS AT CLOWN ALLEY

Sees Decline of Clowning Art; Few Newcomers Fill Ranks

By EARL SHIPLEY

BACKSTAGE visitors to indoor circuses will notice that in addition to the usual typewritten program on the bulletin board is another sheet with the same program printed in large letters. This is easily explained. The clowns have reached the bifocal stage. The fact is that most outstanding clowns today are past the 50-year mark.

That in itself is not too important, but where will clowning be in a few more years, when these old-timers have made their final appearances? There are very few outstanding clowns among the younger ones working now. Who is going to carry on in the years ahead?

There are too many character clowns, especially tramps; too few capable come-in workers; too many relying on big paper heads; too few with props and ideas for big numbers; too many amateurs, and too few well-trained clowns with funny, original material.

The past 20 years brought great changes in the circus world. One by one the old established railroad circuses were taken off the road, and this caused many clowns to turn to other phases of show business. Some of them are faring well playing fairs, indoor dates and thrill shows. Where indoor shows were few and far between, now Tom Parks, Polack Bros., Hamid-Morton, Orrin Davenport, other indoor shows and many independently produced circuses provide much more winter work than in the past.

Yet, with all this work to be had, clowning still has deteriorated.

Easier to Start Now

Years ago it was extremely difficult for a young man to break into the clowning game. Many successful clowns owed their start to the fact they were able to present singing, dancing or juggling turns for the traditional concert or after-show. Others started as race rider clowns, a feature which has disappeared from the modern circus. Many of these rodeo flat races, tandem races, Roman standing races and the inevitable clown cart race. They might also ride in the garland entry, the apece and the street parade.

Young clowns in those days were glad of the opportunity to assist one of the feature clowns and, under their stern tutoring, aspire to being classed as regular clowns themselves. The old timers were hardly gentle on the First of May. (That is a seldom used phrase today, perhaps because there are so many of them.) Today the beginner in clown alley is seldom required to take a slap or a pratfall.

Many an old timer today can recall when he rarely dared speak to some of the successful clowns, and when he did it was not as an equal but as a first. May who had a lot to learn and was fully aware of his ignorance. It took time to be recognized and the weaklings usually didn't last more than one year. It is admitted that sometimes the older clowns were unnecessarily rough with the beginners. All that has changed today, perhaps for the better, but nevertheless those old methods proved successful in the training of capable clowns.

Character Vs. Whiteface

The number of whiteface clowns is out of proportion to the number of character clowns. During the war, laundry problems became serious for the whiteface clowns and securing one-day service for white suits was nearly impossible. Hence, character clowns became all too numerous and many have not gone back to whiteface. Character clowns are as much a part of the circus as ever, but no group of 18 or 20 clowns should include as many as nine or 10 characters—most of them tramp characters.

A great many newcomers now start their careers doing tramp clown, perhaps because it is cheaper to get a Salvation Army salvage suit. But it takes much more than a misfit suit to make a tramp comedian.

Otto Griebling and Emmett Kelly are two of the most copied clowns in show business. The dean of tramp clowns is Paul Jerome, who started in 1919 at the request of John Ringling. Jerome also is a clever whiteface clown. Chester (Bobo) Barnett for years was an outstanding whiteface clown. Felix Adler and Lou Jacobs are two others, and their make-up is widely copied, especially by amateur clowns.

Jobs But No Jokes

Surely there is no excuse for so many clowns taking a contract and then arriving at the show place with nothing but make-up, wardrobe—and the contract. Everyone can't rely on the other fellow to build and bring the props for gags requiring two or more clowns to stage. Outstanding clowns aren't "hitch hikers." Too few clowns have anything to offer in the way of a big number, but someone has to produce the big numbers in every circus program. If such numbers as the clown band, wedding and firehouse are gradually eliminated, then clowning itself might also be eliminated.

When clowning was more competitive, clowns put in more thought and effort to improve their numbers. Today, few have anything worthwhile to offer. Some clowns make every effort to get in a program as many times as possible and others strive to do as little as they can. The latter usually are the ones who wonder why they aren't working now.

Today's indoor circuses offer a

large field for good come-in workers—clowns who can keep large audiences amused before the start of the regular performance. In days gone by the come-in was ably handled by the rube clown, clown policeman or by one of the wonderful bunch who did female impersonations. Rube and Jewish character clowns have virtually disappeared in recent years. Among the outstanding rube clowns were Harry Green, Uncle Hiram and Aunt Lunelindy. Doc Stoddard, George Weiman and Harry Hodges. Herman Joseph was one of the best Jewish character clowns. Others who were outstanding included Shorty Flemm, who later became famous for his little old man character, and Joe Lewis, who later became a clown cop.

Outstanding clown policemen included Dick Ford, Billy Lorette, Jimmy Spriggs, Hank Sylow, Bill Caross, Minert De Orlo, Gary Vanderbilt, Charley Kline, Tom Plank and Abe Goldstein. Joe Lewis is probably the only old-time clown cop still going strong.

Among those who won fame as female impersonators were Freddie Biggs, Albert White, Henry Stanz, Chester Sherman, Lee Norris and Albert Powell. Timing their finish to the minute, they left the audience screaming and sometimes had to remove their wigs to help some poor husband convince his wife that he hadn't been flirting with another woman.

These types of clowns worked the performance as well as the come-in, while some others worked the come-in only. Among the latter was Danny Ryan, who appeared to be a news photographer. He selected couples from the audience and had them pose in such a position that they couldn't see the camera. Then he folded up his tripod camera and walked away, leaving the pair to pose until they realized the laugh was on them.

Old-Time Stand-Outs

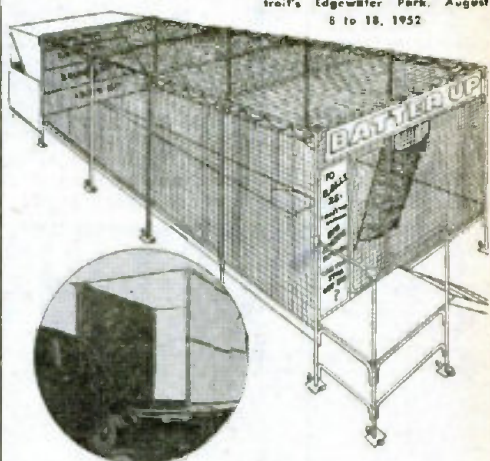
There are very few young clowns who come up with those of 30 years ago. Former standouts were Slivers Oakley, Spader Johnson, Baker and Devoe, Bickle and Watson, who originated the clown band, before going to featured roles on Broadway; Tom and Everett Hart, the Kennard Brothers, Leon Moore, Art Adair, Arthur Borella, Fred Egner, Jim Rutherford, who originated the clown fire house; Lew Nichols and Pete Mardo. Among them, too, were Clark and McCullough, who became a top team in Broadway musical comedies, with Bobby Clark still counted among our greatest comedians, and Pat Valdo, now Ringling-Barnum personnel director, whose whiteface make-up is still used on lithographs. There was Buck Baker, Bluch Landolf, Hank Pearce, Eddie Allen, Louie Plamondon and his trained pigeon, Abe Aronsen and his rabbit dog, Ab Johnson and his

(Continued on page 111)

Grossed \$170 One Day

at '52 Michigan State Fair

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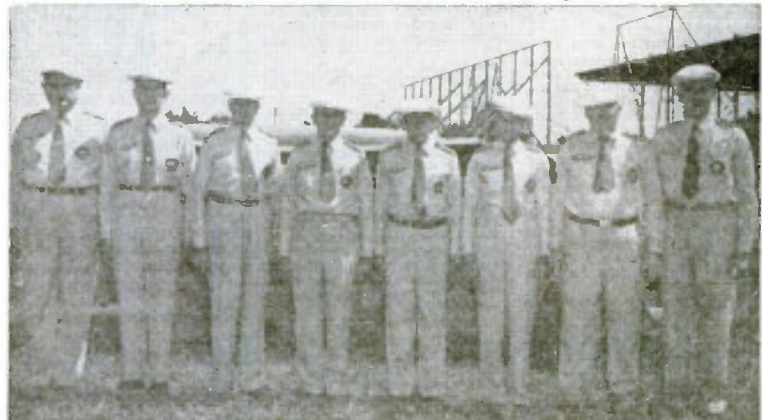
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National Speedways, Inc., headed by Al Sweeney and Gaylord White, scored another auto racing first in 1952 when the organization's staff donned eye-catching uniforms in race days. Apparel consisted of gold-colored lightweight shirts and trousers, white-capped caps and blue ties, with the shirt bearing the red and gold IMCA insignia and epaulets of blue. From left to right are some of the staffers: Mike Cosby, press; Jim Mullins, press; Al Sweeney; Gaylord White; Merle Hearn, track steward; Gene Van Winkle, starter; Norman Thorpe, stock car supervisor, and Bruce Clifton, announcer.

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WHERE ARE THE PRESS AGENTS?

Circus Auspices Race Threatens Vital Exploitation, Editor Charges

By MURRAY POWERS

WHAT has become of the good old-fashioned circus press-agency and exploitation?

What has become of the gaudy, unbelievable heralds?

What has become of the circus ads that one couldn't miss on the theater page?

What has happened to outdoor advertising that made the public so conscious of the coming of the circus?

What has happened to circus managers that they seem to have lost the knack of making their show known to their playing territory?

Has the old circus exploitation been lost in the rush for auspices and sponsorship?

All I know of the circus business is what friends in the circus have taught me as they talked of their problems. With this knowledge and the fact that I have sat at a newspaper desk for some 30 years and have been intensely interested in circuses and circus folk, I feel that in the last five or more years circuses have lost much of their exploitation ability.

Many indoor circuses and a few outdoor circuses have done

exceptionally well thru the years on an auspices or sponsorship basis. As a result, this last season found virtually every circus on the prowl for auspices.

It doesn't seem there are that many good auspices, but maybe there are. Too often the auspices that is brimming with enthusiasm in January or February, when a contract is signed, loses that enthusiasm when summer comes and it's time to pound sidewalks to sell tickets. But whether auspices are good or bad, adequate or inadequate, has little to do with what seems to be a lack of promotion and exploitation.

New York Exceptional

Yes, Ringling Bros. and Barnum & Bailey Circus gets a tremendous amount of free space. The New York newspapers give a scrapbook full of stories to the Big Show. The wire services roll out a lot of copy. Magazines devote pages to circus features each spring. Radio and television personages are delighted to have circus acts and people on their

THE NAME'S SULLIVAN

Blarney Background Aids Boston Publicist

By JIM McHUGH

WHEN Dick Sullivan takes to beating the drums for show business clients, the resultant sound is more than likely to resemble the jungle-hopping tones coaxed out of hollow tree trunks by African natives.

The results, however, will be more concrete because they will appeal to the eye as well as the ear and, indeed, to all of the other senses at times. Documentation could easily be gathered to support the extravagant claims made by the publicist on behalf of innumerable clients and, coincidentally, to support the accolades attributed to the smiling fishman from Boston, or to be more exact, Roslindale, a suburb.

Prematurely grey at 35, Richard has the appearance of a solid man of finance, or perhaps a ministerial student, and it may well be this quality, coupled with the honesty and frankness that might be expected from such a person, that enables him to worm his way into the good graces of the nation's editors and so on to teams of type, lengthy newsreel sequences, and literally hours of radio and television time, all hailing the merits of the various show attractions for which he has fronted.

Stunt Expert

Dick's apparent modesty belies the astuteness which typifies his work. He is the last person you would expect to devise a stunt to tie up traffic in New York's Times Square, Cincinnati's Fountain Square or Boston's sacrosanct Common. He did all of these and, judging by his youth, his ingenuity and ambition, they were just the beginning.

It wasn't until after a three-year stretch in the Army, which included a near decision to spinal meningitis, that Dick plummeted deep into outdoor show business. Maurice Tobin, mayor of Boston and now Secretary of Labor, named him a member of a three-man soldiers' and sailors' committee whose purpose it was to round up, present, and even emcee, talent at veterans' hospitals. With a show business background that included a mother who was a well-known singer in Ireland in her youth, Dick took naturally to the job. He loved every minute of it.

Every job he has taken has led to other employment. It wasn't long before Al Martin, Boston booker, and the late Eli Lagasse, noted New England carnival operator, hired him to publicize the grandstand show at the Weymouth (Mass.) Fair. B. Ward Bean and His Hell Drivers treated him to a gory introduction with a rainout. Enterprising even then, Dick arranged the "rescue" of two of the drivers stranded on top of one of the crash cars which was nearly submerged in the infield. The daring of the rescuers

and the happy landing of the castaways was duly noted in the press and on the radio. The rain date was bigger than the fair and show officials had ever dared hope for the original date and Richard, the publicist, was in at least with Bean who said in effect, "Son, you can join me anytime."

Seven Years With Beam

Dick was never one to wait for a second invitation, as many an editor has discovered, and Beam soon had the benefit of his talent. For that matter he has benefited, on and off, for the past seven years. Obviously, the magic of calling attention to the scheduled appearances of the hell driving unit has continued and the relationship remains an amicable one.

Since then Dick has traversed the country, west to Wisconsin, south to Miami and north to the outer fringes of the Arctic Circle selling the merits of all types of show attractions which, incidentally, he believes in. This belief in what he is selling, coupled with a feeling that his own money is involved, as well as the client's, are largely responsible for his success. Dick believes. After all, he reasons, "If I figure my own money is on the line you can bet that I'm not going to lay down on the job." And he never does.

Dick only last year took over the management of the Norwood (Mass.) Arena, a track suitable for the presentation of many types of outdoor events, including all kinds of auto racing and thrill shows. The season was a highly successful one.

Stunt Pulls Crowds

Beam figured prominently at Norwood. Dick ran newspaper ads seeking "Young, single men willing and anxious to risk their lives in an experimental smash-up race." The press decried this lack of value on human life with one paper even pontificating editorially that only the Almighty should be invested with the power of life and death. The public—or at least a small segment—was

(Continued on page 100)

shows, as witness the excellent Godfrey-Ringling tie-up last spring.

Why does Ringling get all this? Because Roland Butler, Allen Lester, Bill Fields, Eddie Johnson, Bill Roddy, Frank Braden and Bill Antes work terrifically hard for it. They know what to offer, how to co-operate, how to get the right set-up. Then, too, the circus in the spring in New York is an institution that provides a change of pace in features at the time of year it is needed.

But even at that, out in places like Akron the newspaper ads for the Big One were smaller, the outdoor paper hard to find and—well, there just wasn't any of the out-of-the-way promotion.

The same situation holds in the case of the score of truck circuses—the circuses that hold the future of the business in that vast portion of the United States that Ringling never touches.

Everyone is eager for a sponsor that will provide the lot, license, water, police protection and the publicity. Unfortunately after the lot, license, water and police are provided, the auspices hasn't the knack to proceed with the publicity.

(Continued on page 111)

Carnival Routes

Send to
2150 Patterson St.
Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

American Midway: Brownsville, Tex.; Pharr Dec. 1-7.
Brewer United: (4800 Block, Lyons Ave.) Houston, Tex.
Dumont: Augusta, Ga.
Helman United: Lenoir, La.
Kyrone Expo: Vicksburg, Miss.; C.
Olides Am. Co.: Archer, Fla.; Sanford Dec. 1-5.
Great Southern Expo: Ocala, Fla.
Marion Greater: (Fair) Akron, S. C.
Miller, Ralph R.: Golden Meadow, La.
Orange State: (Fair) Gainesville, Fla.
Raines Am. Co.: Sunset, La.; Slidellport Dec. 1-5.
Royal Expo: Belle Glade, Fla.
Stephens, C. A.: Avon Park, Fla.; (Fair) Cocoa Dec. 1-5.
Tassell, Barney: (Fair) Clermont, Fla.
Wilson Greater: Tallahassee, Fla.

Circus Routes

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Ould, Jay: Marshall, Mo.; 28; Independence 29; Brookfield Dec. 1; Trenton 3; Higginsville 3; Centralia 4; Union 5.
Parks, Tom: New Orleans, La.; 24-28.
Polack Bros. (Western): (Field House) Youngstown, O.; 28-29; (Auditorium) Charleston, W. Va.; 29-31.
Robinson Don: Macon, Ga.; 26; Milledgeville 26; Polkton 27; St. George 28; Burnt Port, Miss.; Woodbine Dec. 1; St. Marys 3; Kingsland 3; Spring Bluff 3; Wayneville 3; Everett Store 3; West Brook, Tenn.; 24-29; Wichita Falls, Tex.; Dec. 1-5.

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SAY YOU SAW IT IN THE BILLBOARD!

Beatty Makes Pitch For Fair, Aud Dates

Agents to Attend Chicago Conclave;
No Change Seen in Show's Set-Up

HOLLYWOOD, Nov. 22.—Clyde Beatty Circus is making a pitch to book engagements at fairs and in auditoriums and arenas during next season. The show will have two representatives at the outdoor conventions in Chicago, November 30-December 3, to sell fair dates. The circus this week circled many auditoriums and

arenas with a brochure offering the show.

Altho Owner Cl. Beatty is known to have considered a change in his operation which would have put the show out as a grandstand attraction for part of the season, it was understood such a change was not now contemplated in the present set-up. Instead, the fairs would be booked as part of the full railroad show's regular route and the indoor dates would be for winter engagements or as part of the summer show's trek.

Representing the circus in Chicago will be Harry Golub, Beatty staffer for the past few years, and Archie Gayer, midway showman and former partner in Ward Bros. indoor circus. Golub will return to his California home after the convention.

In 11 Western States, the Beatty show is being offered to fairs and celebrations by the McCauley Artists Corporation. George McCarthy, MAC promotional department chief, offered the circus at the Western Fairs Association convention in San Francisco this week. McCarthy also featured "Ice Cycles," George Arnold's "Rhythm on Ice," Ralph Rhodes' "America," fireworks display and other attractions.

OWNERS HUDDLE

Hamid, Morton Mull Plans For 1953

NEW YORK, Nov. 22.—Col. Robert H. Morton and George A. Hamid, partners in the Hamid-Morton Circus operation, huddled here this week, formulating plans for the 1953 season which will open in Memphis, February 13.

The partners predicted that the year ahead would be one of the best in the history of the circus. Dates at Washington and Pittsburgh are expected to boost the over-all grosses of the show which will play 14 consecutive weeks, with the exception of a break during Kiel Week.

The fall dates, including Atlanta and Newark, N. J., have been highly successful, and this is taken as one indication that the winter and spring showings will be excellent.

As usual, Morton will personally tour the circus unit while Hamid will limit his participation to occasional visits.

Describing the act line-up as the strongest ever toured by the circus, Hamid said that new additional features were being planned. Emphasis has been placed on streamlining, he said.

Bary Zoo Train Makes First Pages In B. C. Dailies

VANCOUVER, B. C., Nov. 22.—Howard Y. Bary's 3-car walk-thru zoo train scored top-flight publicity breaks during its tour of British Columbia. The show was here for the week ending November 15.

Front page stories and pictures were registered in Vancouver, New Westminster and Nanaimo newspapers, as well as others. Show has been using Shrine auspices in most spots and frequently is being called the Shrine's Africa Railroad Zoo.

NOT ENOUGH WORK

Outdoor Act Picture Is Bleak, Hamid Says

NEW YORK, Nov. 22.—An existing tight supply of the outdoor-theatrical-type of attraction is likely to become more acute and lead eventually to the centralization of booking in a few major firms, George A. Hamid, head of the talent firm bearing his name, predicted here this week.

Lack of sustaining dates to fill in after the close of the outdoor season is the principal reason, Hamid said. Indoor circuses can absorb only a small part of the large pool of talent needed to service the outdoor events in their compact season. The Hamid-Morton Circus, for instance, will use a total of only 15 acts in a season. Spots playing vaudeville continue to shutter and the outlook is bleak, indeed.

The attraction for acts in terms of work and earnings in the out-

door field is lessening all of the time, Hamid said. Some few acts may rate bookings of 20 to 25 weeks in a year but this is rare, indeed, and the exception rather than the rule, he said. The norm may be less than half of the foregoing total and this can add up to something less than even a decent living for the talent, he added.

Volume Biz Necessary

According to Hamid, his office, one of the biggest in the field, would deteriorate into a second-rate agency if it were to lose half of its big fair accounts. By the same token, if any other single agency were to win over the bulk of his business it would rate only second-rate status, or even less, Hamid said.

Hamid concluded talks here (Continued on page 109)

Spiegle Opens Don Robinson For Ga. Trek

RAY CITY, Ga., Nov. 22.—James Spiegle, operator of the Diamond Jim Circus for the past several years, has acquired the Don Robinson Circus title and opened under the latter name at Sparks, Ga., November 10.

The show will close at Dixie Union, Ga., December 15, and reopen about January 15 as a three-ring show. It was reported.

The Diamond Jim Circus operated in the South as a one-ring show. Don Robinson Circus was out in 1951 under Howard Ingram and Eddie Billeitt and was built from the Ameri-Congo Animal Expedition.

With the present Don Robinson show are Captain Forkum's Lions, Minnie Spiegle's Dogs, Billy Sheets, equestrian director and tight wire, and Lou Walton, producing clown.

Menagerie consists of four cages. There are seven horses and two donkeys. Boss canvasman Sherry Rhine has a 70 with a 40 and two 20s. Sound truck makes downtown bully.

General Agent is Charlie Campbell and M. Bailey has the bill car a week ahead. Most stands are sponsored by Parent-Teachers associations.

Turnaway, 2 Straws For King-Cristiani

St. Petersburg Pops; Bradenton Produces Big Matinee, Full Night

ST. PETERSBURG, Fla., Nov. 22.—Two straw houses and a turnaway were scored by King Bros. & Cristiani Circus on its one-day stand here Monday (17).

Matinee had them on the straw. First night performance was a turnaway, necessitating the second evening show, and that also was strawed. The circus, first in this year, was sponsored by the Junior Chamber of Commerce. Parade crowd was unusually large.

At Bradenton, sister city of Ringling's Sarasota, King-Cristiani racked up another top day. Matinee was car-full and night house was strawed. Junior Chamber of Commerce was the auspices, and it arranged to have a small monkey cage on the courthouse square for several days in advance. Cage was

loaned by the Circus Antique Shop of Sarasota. Gene Christian, general agent for Beers-Barnes Circus and a Bradenton resident, said King had the best turnouts of any show making the spot in 10 years. Schools were dismissed for the matinee. Ora Parks had good press and the billing was strong.

Earlier, King-Cristiani had a near-full matinee and straw night house at Ocala, Fla., (15) under Jaycee auspices.

JACK MILLS PLANS EUROPEAN JAUNT

Show Owner, Family to Scout Acts At Indoor Circuses in Nine Cities

GREENVILLE, O., Nov. 22.—Jack Mills, co-owner of Mills Bros. Circus will leave in mid-December for Europe on a combined pleasure and talent-scouting trip. He announced the plan from winter quarters of the circus here.

He will be accompanied by his wife and their daughter, Arlene, and will make the trip by plane, leaving Cleveland about December 15. Mills plans to visit Madrid, Rome, Geneva, Amsterdam, Frankfurt, Berlin, Brussels, Paris and London.

The schedule calls for visits to all major European indoor circuses, including London's holiday line-up of three. Among those will be the Bertram Mills Circus. Cyril Mills of that show visited the Mills Bros. show in the United States a year ago.

Mills reported he already has scheduled an interview with an Austrian horse trainer and has a half-dozen other particular acts he wants to see in person. He'll be scouting for others as well.

Mills Bros. has been one of the leading importers of foreign acts during the past several seasons, but this is Mills' first time abroad.

Meanwhile, at winter quarters, local officials and townspeople

WFA to Construct, Own HQ Building; Elects Lagomarsino

700 Western Execs, Attraction Reps Turn Out for 3-Day Convention

SAN FRANCISCO, Nov. 22.—Definite action on the proposal to construct its own office building in Sacramento and the election of John A. Lagomarsino, president, to succeed Russell E. Pettit were the highlights of the 30th annual convention of the Western Fairs Association. The organization ended its three-day convention at the Palace Hotel here Thursday night (20).

While the plan for the new building has been under consideration for some time, it jelled at this session. Resolutions were passed upping the dues for the next two years to help finance the project. However, this proved to be a formality, for the project had been discussed and approved at the area meetings of which there are seven in California's vast and rich fair circuit.

W. C. Woxberg, Merced, headed the building group as chairman. He told the nearly 700 fair managers, directors and representatives of allied fields that the problem had been weighed carefully. It was pointed out that the association pays \$2,700 for rent and additional amounts for meeting rooms. The matter of financing had already been outlined at the regional sessions and was not disclosed in the open session. However, it was pointed out that a lot 100-by-100 feet had been obtained at Stockton and "streets in the capital city."

The organization plans to spend about \$30,000 for the structure, with another estimated \$5,000 going for equipment. Serving on the committee with Woxberg were E. P. (Ned) Green, manager of the California State Fair, and Lagomarsino.

Election of Lagomarsino to the presidency was the only change made in the official slate. R. M. C. (Bob) Fullenwider, Riverside, was re-elected vice-president. Lagomarsino is president of the board of directors of the Ventura County Fair. Fullenwider is secretary-manager of the Riverside County Fair and National Date Festival in India and the Orange Cour. Fair in Santa Ana. While the session was officially

designated as a three-day event, there were meetings of the directors here on Monday (17). Opening to the membership on Tuesday, the first day was given over to committee and area meetings. Service associates, composed of show owners and suppliers, was a feature of the first night.

Wednesday's program opened with a directors' breakfast with Fred Links, assistant director of the Department of Finance, the speaker. Jordan Crouch of Reno, spoke at the noon luncheon and panel sessions were held in the afternoon. That night, "Character Cures" and "The Ohio" was presented with fair managers poking fun in much the gridiron club fashion.

As is the usual policy, Thursday, the third and final day, was given over to the business session. During the morning, 1952 chairmen of the area groups, which meet throughout the year to iron out individual fair problems, reported.

Heard during this session were George Ingram, McA. hur, for the Cascade area; William M. Wilson, Central and Southern Coastal; C. P. Lewis, Lakeport, Northern California; Cecil Mathews, Sonoma; Mother Lode; J. F. Whitaker, Gridley; Sacramento; C. A. Riggsbee, Tullock; San Joaquin Valley; and Paul T. Mannen, El Mar, Southern California.

'53 Chairmen

Area chairmen for 1953 will be Joseph Soares, Red Bluff; Leslie Sanders, Placerville; Ralph Barnes, Eureka; Henri Warner, Ukiah; secretary; Max Schoenfeld, Northridge; Ed Clendennen, Chowchilla; and Richard Walker, Oland.

Highlighting the closing session was a talk by A. E. Snider, chief of the fairs & expositions division. He suggested that fairmen employ students of the California Polytechnic College in San Luis (Continued on page 109)

Kelly-Morris Ends Season, Puts Off Winter Unit Plans

DE LAND, Fla., Nov. 22.—Kelly-Morris Circus closed its season after playing Daytona Beach and has gone into winter quarters. The show's final weeks, including time in Georgia, brought out some top grade business.

Plans to put out a small winter show in Florida have been postponed, at least until January. It was reported that the winter show might use a different title and that there was a possibility that the same title would be retained by the full show for next summer.

Florida Business Heavy for Ringling

ORLANDO, Fla., Nov. 22.—was sponsored by the Good-Ringling Bros. and Barnum & Bailey Circus entered the final week of its season with big business at Jacksonville and Orlando. Earlier stands in Alabama also came up with good turnouts. The show ends its season with a three-day stand at Miami, Friday thru Sunday (23). The home run to Sarasota will put this season's mileage just over the 15,000 mark.

Orlando was good for two near-capacity houses Tuesday (18). The matinee had 8,933 paid admissions and the night show drew 9,920. Schools were dismissed at noon, and the stand

was sponsored by the Good-Ringling Bros. and Barnum & Bailey Circus entered the final week of its season with big business at Jacksonville and Orlando.

Jacksonville, the Monday (16) stand, followed the North Florida State Fair by two days and had a half-filled matinee and straw house at night. The stand was not sponsored.

Albany, Ga., gave a near-capacity matinee and straw night house on Saturday (15), with Kiwanis Club auspices. At Montgomery, Ala., (13), the show had a two-thirds matinee and three-quarters night house without auspices. Birmingham (11) had half and three-quarter houses.

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Mark Anthony

Wirth Circus

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VARIETY



- ★ UNMATCHED IN
ORIGINALITY
- ★ TERRIFIC
ENTERTAINMENT

READ WHAT THE CRITICS SAY

"An outstanding feature of this year's Shrine
Circus." Los Angeles Times

"Among the biggest hits were Lemke's Chim-
panzees." Seattle Times

"Lemke's scene-stealing Chimpanzees added
to the meritment with near human antics."
Flint Journal

For open dates, write **JOE LEMKE**, c/o Polack Bros.' Western Unit
or 8617 W. McMyron, West Allis 14, Wis.

Dressing Room Gossip

Ringling-Barnum

Florida sunshine greeted us as
we entered the State for our last
week of the season. On Sunday
off in Jacksonville, a number of
folks made a quick trip into
Sarasota.

During our Montgomery stand,
Melissa Read had a busy time
when many relatives and friends
visited her. She rated a front
page story in the local paper.
Orlando turned out for its home
town girl, midget Patty Malone,
who had a big day there.

Freddie Freeman and Buddy
North celebrated birthdays. Mable
Black got back on the show in
time for she and her husband
to celebrate their 44th wedding
anniversary. Station WMBR,
Jacksonville, went all out for
plugs about the show and also
had a television show with
Emmett Kelly and Felix Adler
and a morning breakfast show.
In the absence of Bill Antes,
(Continued on page 110)

Orrin Davenport

Kansas City is our last fall
date. Bobbie Nelson, Jimmy Troy
and the Anderson bears will re-
main in K. C. for the winter.
Others are bound for many
destinations.

Going to Chicago are the
Konyots, Lawrence Anderson,
the Gibson troupe, Hattie Shipley,
Anteiks, Orantus, the Sidneys,
Jack Kliffel, Mr. and Mrs. Carl
Marx, George LaSalle, Charles
Manne, Clarence Manne, Preston
Lambert and the Eeronis.

New York City will be the
destination of Hubert Castle, the
Macks, the Rockets, Bert and
Corinne Deoro and Oscar Lowan-
do. Wintering in St. Louis will be
the Kimrl duo, Mr. and Mrs. Bill
(Continued on page 110)

King-Cristiani

Our tour of Florida has given
us some splendid weather. De-
spite some 100 mile jumps, the
street parade always reaches
downtown before the noon hour.
At St. Petersburg, police esti-
mated 35,000 people witnessed
the first street parade there in
almost two decades.

Our closing day in Hawkens-
ville, Ga., November 25, is rapidly
approaching. Everyone is busy
packing and arranging for their
winter activities.

Our Florida trek has been
marked by visits from showmen.
At Bradenton, a large colony from
Sarasota was on hand, including
Fred and Ella Bradna, Mr. and
Mrs. Roland Butler, George W.
Smith, Edward F. Kelly, Mr. and
Mrs. Leonard Aylsworth, Me-
(Continued on page 102)

Under the Marquee

Cliff Darling, of the Hamid-Mor-
ton Circus promotional staff, is
visiting members of his family lo-
cated in Pittsburgh, Buffalo and
Alfred, N. Y. Darling recently
(Continued on page 100)

Polack Western

En route to Huron, S. D., many
of the personnel had the op-
portunity to visit the Orrin Daven-
port show at Wichita. Prior to
the Huron date, everyone caught
up on their rest and movie going.

Guy Theron has a new trailer.
Justus Edwards took delivery on
(Continued on page 92)

PHONEMEN

4 SPOTS FOR 4 SPOTS
CHATTANOOGA — MEMPHIS
JACKSON — NASHVILLE
All Tenures
Phone: Nashville 6-3117 or
Nashville 6-3117
TERRELL & TERRELL

WANTED TO BUY

Good Tent, fifty or sixty foot with two
middles. Must be good shape. Explain
all write
BILLY BEAM
Morristown, Tenn.

MUSICIANS

ALL INSTRUMENTS WANTED
For all white Minutal Show.
BILL BAILEY'S ALL STAR MINUTALS
Box 169 Ft. Myers, Fla.

PRODUCERS

Experienced
Advertising Sales
ANYWHERE IN THE UNITED STATES
You can do it! Sell by phone and direct
3 other salesmen—travel, chance to make
\$50,000-\$100,000 next ten years, only re-
quirements 2 references and \$500. Write
immediately **SALES MANAGER**, Box
D-165, The Billboard, Cincinnati 22, O.

2 PHONEMEN—2

Advertising book, 25% daily.
Veterans' deal.
CHARLIE BUDD
Linden Hotel Indianapolis, Ind.
Phone: Lincoln 9820

PROMOTORS

—Get on our Mailing List
—Each week The Billboard receives inquiries
asking for names of individuals who might
underwrite and promote attractions for
amusement and sports. We can refer in-
quiries from your territory to you.
—Please state the date and type of event or
at least an event which you have promoted
in the past. Specify whether or not you were
responsible for securing responsible
underwriting. Write **Arden-Auditorium**
Department, The Billboard, 188 W. Randolph
St., Chicago 1, Ill.

WILL LEASE

Following Circus Equipment to reliable
party only for 1953 Tent, Marquee, 10
section, seven-day rental. 10 sections dis-
tributed. Light Plant and Transportation.
Will consider furnishing circus site
to satisfactory party.
Address Box 583
The Billboard
188 W. Randolph St., Chicago 1, Ill.

CLOWN & FLAP SHOES

Made of finest quality
leather—wearing materials.
**SEND FOR FREE
CIRCULAR**
LESTER, LTD. 14 W. Lake St.
Chicago 1, Ill.

PHONE MEN—TWO

Moons Christmas Advertising
Groto Cerebral Palsy Show with Tickets
and Advertising in Column. Complete
winter's work. Must be dependable.
HARRY KEROE
3629 Main St.
Kansas City, Mo.

WANTED—OUTSTANDING CIRCUS ACTS

OPENING DECEMBER 16TH FOR 1953 SEASON
Quite lowest winter salary, send pictures and particulars. Following people contact
me at once **HANCOCK, BURLY, SMITH, MEL HALL, IRMA & HIG, CLARK'S
BEARS**. Can also use sober, reliable phone men **FRANK SNOW, AL GREENMAN,
ACE BERRY**. Please contact.
HADYN H. WALKER, WALKER BROS., CIRCUS
San Carlos Hotel, Yuma, Arizona (No collect, please)
P.R. Tom Buchanan got connected with this show.

FLORIDA WINTER TRAINING QUARTERS

For Wild or Domestic Animal Acts, Wild Life, Riding Acts, Bulls, Goats and Chimps.
ACTS PAY UTILITIES. **BURLY, SMITH, MEL HALL, IRMA & HIG, CLARK'S
BEARS**. Can also use sober, reliable phone men **FRANK SNOW, AL GREENMAN,
ACE BERRY**. Please contact.
The Everglades, which offers the best in hunting and fishing. Newly landscaped. Regular
bus service to and from Miami.
CAPT. PHIL C. and MRS. MATHEW
(Manager) (Secretary)
3570 N. W. 14th St., Miami, Florida

PHONEMEN—3

Repeat date. Must be the best and know how to sell from a \$10,000 ten list. No drink-
ing tolerated. No collect calls or wires. Deal starts Monday, December 1st. Do not
contact until then as I won't be in Columbus until Monday. Phone—will be ready.
PROMOTION MANAGER—Franklin County Council American Legion
Memorial Hall—Columbus, Ohio

**YOUR AMERICAN RED CROSS IS ALWAYS THERE
AFTER TRAGEDY STRIKES**



Thank You, Louis Stern



Route 1 Box 318 B
Tarpon Springs, Florida

3-PHONEMEN-3

OFFICE NOW OPEN

U.P.C. and PROGRAM. EXCHANGE
CLUB supplies. More good ones to fol-
low. Steady work year round. AMER-
ICA'S NEWEST STAGE PROMOTION
Will transport crew. No time lost be-
tween deals. These are 5 Ruben's
dates. The BIG CITIES, the BEST SPON-
SORS. Walton, Paul Schmidt, Fredrick,
Cuthbert Smith, phone me, NOT COL-
LECT. Phone DOTHAN, ALA., 3-1000.
Hotel Houston, Room 508.

EXCHANGE CLUB SHOW MANAGER

CIRCUS ACTS

FOUR DAYS, JAN. 8 THRU 11

Acts of all descriptions.

Nothing too big for this date.

Ch'rm K. of C. Circus

963 N. Rural St.

INDIANAPOLIS, IND.

Tel. Market 8753

REQUIRE 7 MEN

NEW PROMOTION

By established corporation. Want men
who can take instructions and stand
promptly as well. No drunks—must
stay strictly sober. No outside work.

B. J. McGUIRE

Suite 328, 705 Olive St., St. Louis 1, Mo.

(Phone: CHestnut 6656)

NAAPPB Confab Looms Big; Set for Sunday Kick-Off

Banquet, Trade Expo Turnouts Expected to Top 1951 Figures

CHICAGO, Nov. 22.—Advance indications point to a large attendance at the convention of the National Association of Amusement Parks, Pools and Beaches here Sunday (30) thru Wednesday (3).

Secretary Paul H. Huedepohl said registrations for the business sessions and trade show will exceed last year's 4,400. Reservations for the park men's annual banquet Tuesday (2) have reached 200, and J. R. Singhisier, chairman, predicted attendance would top 500. Entertainment for the banquet is being arranged by the General Artists Corporation. Band for the banquet and a musical combo for the Pent House Club have been booked.

From Fort Lauderdale, Fla., where he is vacationing, Edward J. Carroll, president of NAAPPB, said he had looked over detailed plans for the convention and was pleased with the prospects.

First event on the convention

calendar will be a directors' meeting at 2 p.m. Sunday (3). Early arrivals are expected to show up in Chicago about Thursday (27), and Huedepohl predicted Adrian W. Ketchum, of St. Louis, again would be the first member to arrive in the city.

TV for Presentation

Television will figure in this year's program. Huedepohl announced. Bert Neffins, of Atlantic City, is completing plans under which the DuMont Television network will broadcast the presentation of a park award to the network. Plans were not complete, but it was believed the presentation would be staged at a TV studio. The TV ceremony might be carried out in the hotel, but not in the park convention room. The presentation also will be repeated during the park session.

A top DuMont executive will receive the citation from

NAAPPB President Carroll. The award is in recognition of the network's part in television programs originating at Palisades Park, Palisades, N. Y.

Huedepohl said that he turned down 17 requests in a single day for exhibit space at the NAAPPB trade show. The show has been a sell-out for several weeks. However, Huedepohl said that four "niches" of less than booth size had been sold this week. Exhibitors who received them are the Auto Lamp Manufacturing Company, Chicago; Burd Metal Products Company, Clearwater, Fla.; Prince Castle Sales Division, Chicago, and White's Comb Vendor, Elgin, Ill.

In addition to the general program, Dr. L. H. Firestone announced that J. W. (Patty) Conklin, of Toronto, would take part in a panel regarding the advisability of self-operation or leasing of park concessions.

Palisades' '53 Season to Get Started Easter: See Big Year

NEW YORK, Nov. 22.—Palisades (N. Y.) Amusement Park will get its 1953 season underway Easter Saturday, April 4, with its top brass, headed by Irving Rosenthal, convinced that the year will be one of the best in the history of the funspot.

"It will be a big year," Irving says, "because we are prepared to give the public more for their money than ever before. Because of this, we can't help but do business, and lots of it. Behind our thinking is the knowledge the people today have plenty of money."

Queried on the validity of his last remark, Irving says, "Now don't get me wrong. People do have plenty of money but none to throw away. Give them value and they'll spend, at least as much, and very likely more than they ever spent before."

The usual bargain deals that prevailed in the past at Palisades are being retained and even supplemented. With Irving any proposal is sure of careful attention and appraisal. At the first telling it can't sound too ludicrous to make him laugh.

"By laughing the first time I heard a stunt proposed, I could have missed many a good promotional gimmick," Irving says.

Something for Nothing
By way of example there is the deal that gives the patron a piece of silver and \$1 in 5-cent coupons when he purchases a 14-cent admission ticket. Hardly mentioned any more, like a specialty of the house, are the free parking, dancing and thrill acts that are included in the admission price.

The 20 coupons are actually worth \$1. Each coupon is worth 5 cents toward the purchase of any item or in the playing of any game. They stimulate spending, of course.

While Palisades is continually striving for new patronage there is naturally a big percentage of repeat patronage that must be considered. Since even the most beautiful or exciting of permanent installations might tend to bore the frequent patron, Irving has been working especially hard this winter to give the funspot an entirely new look. There is evidence that he is succeeding.

Five kiddie rides, including the dry boat, goat, midjet autos and swings, have been thrown out to make way for new features.

New Panoramas

"Even more important," Irving says, "the arrangement of the new units will create an entirely new panorama for patrons entering the park. They'll think that the park has been done over entirely, and they won't be far wrong."

Norman Bartlett's new Rodeo ride, which Irving describes as a brand new version of the Merry-Go-Round, has been added. Double saddles have been installed on the horses so that parents can accompany their children or boys their girl friends.

Preliminary testing this fall showed that 70 per cent of the riders were over 15, Irving said. Along with the intermediate coaster built last year and the Rodeo, the new Turtle, or baby bug, will be erected apart from the regular Kiddieland. The psychology behind this move is that the larger children or adults will not ride these units which are suitable for them if they are located in a strictly juvenile area. On the other hand the small fry patronage will not be lost if these units are located outside of the fenced in area, Irving says.

To Relocate Units

The park is also getting rid of the Rocket, and the Hey Day will be moved to this location where a new front will be added. The miniature railroad will be relocated and the Flying Scooter will

fill in where the railroad was. In back of the Hey Day will be 2,000 feet of lawn which the railroad will encircle.

The Hey Day front and landscaped train area will be redecorated by Jack Ray. The Kiddieland area will get special attention from Ray.

A section of the park suffered after the abandoning of the 125th Street Ferry. The normal heavy flow of traffic in the gate closest to the dock diminished and the work this winter is designed to again build up that midway.

Look for 25 Per Cent Hike

"We are looking for an over-all increase in business of 25 to 30 per cent," Irving said. "This shouldn't be too hard to do. After all we lost eight Saturdays and Sundays, the Fourth of July, Decoration Day and the three-day Labor Day week-end to rain this year."

By way of documenting his confidence in the coming season, Irving announced the just concluded deal to purchase 10 new Electro Freeze frozen custard

(Continued on page 88)

Jantzen Profits Up Despite Gross Dip

Directors Consider PIE Plans, Proposal for New River Bridge

PORTLAND, Ore., Nov. 22.—Directors of Hayden Island Amusement Beach Park here, have declared an \$8 dividend on each \$100 share of stock, Erle Swanson, president-manager, announced this week.

The dividend reflected a successful operation for the year, Swanson said. The net showed an increase over that of 1951 despite a slight decline in the gross. The directors said more efficient operation made this possible.

Discussed at the directors' meeting was the city's proposal to erect a memorial civic center in the Jantzen Beach neighborhood. It would accommodate the Pacific International Livestock Exposition as well as other attractions. A new pattern of highways and properly development would affect park operation. Directors viewed the proposal as a welcome development of the district.

Directors postponed discussion of plans for the park's 1953 operation until a later meeting. They received, however, a report on the current project of painting

the funspot. A new system of liquor sale, as approved in the recent general election, was also discussed.

Receiving consideration of the directors was the possibility of changes in the park layout as a result of a proposal to build a new bridge across the Columbia River. The Beach is at the south end of the present bridge. The State plans call for a second span parallel to the present one. It was not known yet whether park property would be involved, but the park's traffic picture would be altered by any such bridge.

Resort Operator Visits N. S. Home

YARMOUTH, N. S., Nov. 22.—Capt. Harry Wallis, operator of a Clear Lake, Calif., resort, is visiting his home town here. Wallis has a zoo, excursion boats and other facilities at his resort. Formerly, Wallis was a sea captain of Pacific Ocean liners and in that capacity began importing animals. Later, he was a partner of the late Frank Buck in the animal business.

NAAPPB Program

34th Annual Convention, Hotel Sherman, Chicago

Sunday, November 30
2:00 p.m.—Directors' Meeting, Club Room No. 1.
3:00 p.m.—Luncheon, Pent House, Mrs. Ruby Singhisier, hostess.
10:00 p.m.—Pent House Club, House on the Roof.

Monday, December 1
9:30 a.m.—Registration, Mezzanine Level.
2:00 p.m.—Meeting Called to Order, Paul H. Huedepohl, secretary. Invocation, R. M. Spangler.

Report of the Resolutions Committee, R. M. Spangler.
Report of the Program Committee, Dr. L. H. Firestone.
2:10 p.m.—President's Annual Message, Edward J. Carroll.
2:20 p.m.—Reports of Convention Committees.

Beach and Pools, Vernon D. Platt; Location and Exhibits, Edward L. Schott; Entertainment, Banquet, Reception and Social, J. R. Singhisier; NAAPPB Exhibit Awards, Julian Norton; Insurance, Edward J. Carroll; Legislative, Henry Bowen; Music Royalty, Joseph Male; American Recreation Equipment Association, Russell G. Jones; New England Association of Amusement Parks & Beaches, John J. Dineen; Pennsylvania Amusement Park Association, George Horton.

3:25 p.m.—Presentation of Citations to Arnold Gurtler and sons, Irving Rosenthal and the Du Mont Television Network.
4:00 p.m.—Movies of the Rotor ride, distortion mirrors and the NAAPPB Summer Session at Denver.

4:45 p.m.—Executive Session, Edward J. Carroll, presiding. Reports from the Secretary, Treasurer and Finance, Historians, Membership, Museum and Nominating Committees.

10:00 p.m.—Pent House Club, House on the Roof.

Tuesday, December 2

10:00 a.m.—Directors' Meeting, Club Room No. 1.
2:00 p.m.—Announcements and Communications.
2:05 p.m.—Forum, "Problems Confronting Small Park Operators," Roman M. Spangler Jr., presiding. Panel: Harry DeH. Stoner, Willow Mill Park, Mechanicsburg, Pa.; Robert L. Plarr, Dorney Park, Allentown, Pa.; Donald Colvin, Rosebud Park, Canandaigua, N. Y.

2:25 p.m.—"Pressure Treatment of Wood for Park Structures," M. A. Warnes, Koppers Company, Inc., Pittsburgh.
2:35 p.m.—"Silicones, New Engineering Materials as Applied to Park Maintenance," J. W. Thomas, Dow Corning Corporation, Chicago.

2:45 p.m.—Forum, "Refreshment, Games and Rides—Self Operation and Outside Operation," Lawrence Stone, chairman, Paragon Park, Nantasket Beach, Mass. Panel: Russell Jones, William B. Berry Company, Boston, "Advantages of Self-Operation of Refreshments"; J. F. Gorski, Charles E. Hires Company, Philadelphia, "Advantages of Outside Operation of Refreshments"; Fred Pearce Jr., Walled Lake Park, Detroit, "Advantages of Self-Operation of Rides and Games"; J. W. (Patty) Conklin, Toronto, "Advantages of Outside Operations of Rides and Games."

3:15 p.m.—Introduction of New Officers, William B. Schmidt, Chairman of Nominating Committee.
3:20 p.m.—Outstanding Promotions of 1952, participation from the floor.

3:45 p.m.—"Showmanship in Line, Form and Color as Applied to Modern Park Planting," John C. Ray, Ray Studio, Toronto.
4:05 p.m.—Announcements and Communications.
7:30 p.m.—Annual NAAPPB Banquet, Grand Ballroom, followed by the Pent House Club.

Wednesday, December 3

2:00 p.m.—Announcements and Communications.
2:05 p.m.—"Food, Beverages, Rides—Are Prices Too Low?" Report on a Recent Survey, William J. Tarr, Conneaut Lake Park, Conneaut Lake, Pa.

2:10 p.m.—"Publicity Advertising—How Much, How Often, What to Publicize?" Robert E. Freed, Lagoon Park, Salt Lake City, presiding.

2:40 p.m.—"Proper Publicity—Passport to Profits," Richard F. Shappell, Theater and Amusement Editor, The Flint Journal, Flint, Mich.

2:50 p.m.—"Kiddieland Operation," John M. Gurtler, Elletts Gardens, Denver, and Arthur E. Fritz, Kiddieland, Melrose Park, Ill.
3:10 p.m.—"Television as Related to Our Parks," Edward L. Schott, Coney Island, Cincinnati, and Robert A. Guenther, Olympic Park, Irvington, N. J.

3:30 p.m.—"What's New?" Question and Answer Period, George A. Hamid Sr., presiding.
3:50 p.m.—Report of Service Awards Committee, Mrs. Minette Dixon.
4:00 p.m.—Announcements and Communications.
10:00 p.m.—Pent House Club.

Beach and Pool Session Pent House, Hotel Sherman, Chicago

Monday, December 1
VERNON D. PLATT, Presiding
10:00 a.m.—Registration, Welcoming Committee, R. M. Spangler, chairman.

10:30 a.m.—Welcome by Beach and Pool Committee; Roll Call.
10:45 a.m.—Highlights of 1952 Swimming Season.
11:15 a.m.—"Electronic Distress Alarms for Swimming Pool Safety," Carl C. Lienau.

11:45 a.m.—"Aluminum Diving Boards," Norman Buck.
12:15 p.m.—"Report on Taxation of Recreation," Vernon D. Platt.
12:45 p.m.—Round Table Discussion.
3:00 p.m.—Pool and Beach Operators' Cocktail Hour.

Tuesday, December 2

CHAUNCEY A. HYATT, Presiding
10:30 a.m.—"Recent Developments in Filtrations and Disinfection."
11:00 a.m.—"The Complete Story of St. Helen Island, Montreal."
12:00 Noon—Pool and Beach Luncheon, O. B. Jenkinson, toastmaster.

Wednesday, December 3

10:30 a.m.—"The New Indoor-Outdoor Pools," Wesley Bantz.
11:15 a.m.—Round Table Discussions.
12:00 Noon—Outstanding Promotions and Developments of 1952, Panel and Committee.
12:45 p.m.—Plans for 1953, Vernon D. Platt, and Round Table Discussion.

AREA Program

Louis XVI Room, Hotel Sherman
7:30 P.M., Monday (1)
Welcome and Report by the resident, Russell G. Jones.

Greetings from NAAPPB by President Edward J. Carroll and Secretary Paul H. Huedepohl.
Report of Membership Committee, William de Lhorbe Jr.

Introduction of Guests and New Members.
Report of Secretary, Ben Roodhouse.
Report of Treasurer, Fred L. Markey, and Auditing Committee, Jack Eyerly.
Report of Exhibits Committee, Conrad "Trubebach."
"Fast Thinking in Salesmanship," James T. Mangan, Mangan & Eckland, Chicago.
Report of Nominating Committee, R. E. Chambers.
Election of Officers.

ONE-WAY TICKET TO PROFITS...

TICKET SALES SOAR - PROFITS GO UP ... WHEN YOU INSTALL MINIATURE TRAINS

● REALISTIC . . . EXCITING . . . THRILLING

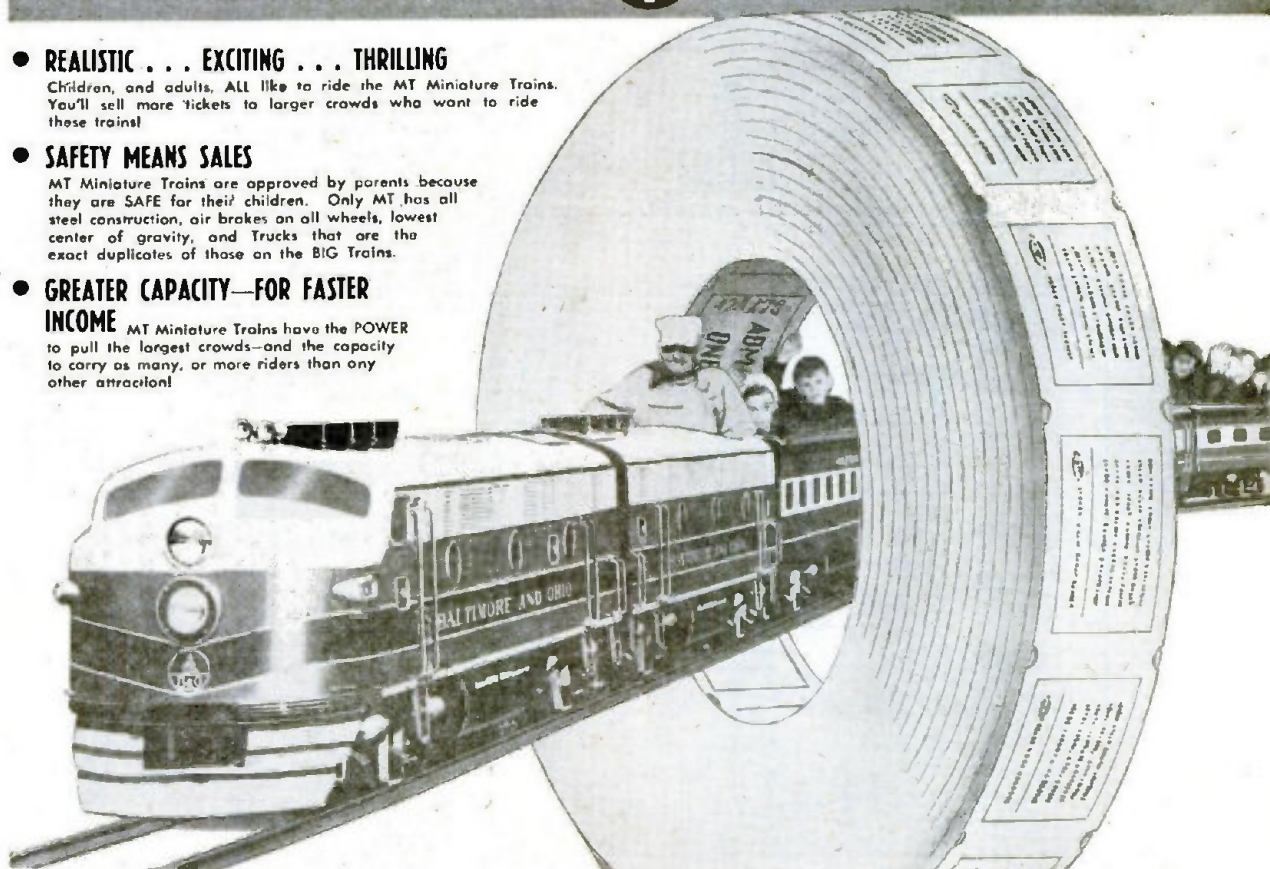
Children, and adults, ALL like to ride the MT Miniature Trains. You'll sell more tickets to larger crowds who want to ride these trains!

● SAFETY MEANS SALES

MT Miniature Trains are approved by parents because they are SAFE for their children. Only MT has all steel construction, air brakes on all wheels, lowest center of gravity, and Trucks that are the exact duplicates of those on the BIG Trains.

● GREATER CAPACITY—FOR FASTER INCOME

MT Miniature Trains have the POWER to pull the largest crowds—and the capacity to carry as many, or more riders than any other attraction!



● TROUBLE FREE OPERATION—INCREASES EARNING POWER

Every MT Miniature Train made is still in "Active" Service. Long, trouble-free service is assured by their engineering standards . . . and the Service Department maintains complete stocks of Original Equipment Replacement Parts always available for immediate delivery.

● MT MINIATURE TRAINS INCREASE TICKET SALES ON ALL YOUR ATTRACTIONS!

They attract more customers to your amusement Center because of their popularity, publicity value, and promotional potential. They can be laid out to circle your other rides . . . and run along highways and traffic centers where they will attract new customers to your entire park.

MANUFACTURED BY THE
WORLD'S LARGEST
MANUFACTURERS OF
MINIATURE TRAINS



MT MINIATURE TRAINS
FOR EVERY LOCATION
any SIZE . . .
any CAPACITY . . .
any PRICE RANGE

WRITE FOR CATALOGS AND DETAILS TO: Dept. B

MINIATURE TRAIN CO.

RENSSELAER, INDIANA

Kid Spot Wins In Shop Zone

Spalinger's Seattle Kiddieland Becomes Integral Part of Big 70-Store Suburban Development



Tractor ride built by Spalinger uses toy models. Duplicates of the vehicles are for sale in the Kiddieland. On the ride, rear wheels of the tractors are elevated so youngsters may use the pedals.

WITH big city merchants moving to suburban shopping centers thruout the country, Kiddielands have been quick to get on the bandwagon. In some cases they have even helped get the wagon rolling.

One of the successful operators of Kiddielands that are tied closely to shopping centers is Vernon L. Spalinger at Northgate, a suburb of Seattle. His spot now is an integral part of the \$20,000,000 Northgate shopping center, which was built by the Allied Stores, Inc., and opened in 1949. Spalinger states the center is the largest in the country.

It covers a 28-block area, with 80 per cent of the land devoted to parking zones for 4,700 cars. At the center is Allied's big Bon Marche department store. There are 70 other shops and stores, a bank, hospital, 1,500-seat theater and office space. Music is piped thru the modernistic center during business hours. The center draws 100,000 persons daily.

Central Location

Spalinger's Kiddieland is located at the center and across a parkway from the Bon Marche store. The funspot moved into its strategic location on a temporary basis. In early 1951 the center's promotion-minded management booked Spalinger's rides for a 30-day stay. Previously, the rides had been used in the downtown Seattle store of Bon Marche. At Northgate, the Kiddieland promotion was highly successful and the operation was continued for nine months. It reopened on the last day of February, 1952, and will have a ten-month season this year.

Kiddieland itself is not large; it occupies one of the shop spaces of the center. The building is about 100 by 250 feet and it's open on three sides.

The ride line-up includes Merry-Go-Round, Miniature Train, Bus, Mix-Up, Airplane, Rocket, Auto, Tractor and Boat devices. A Fire Truck ride operates on the Mall, the center's main parkway and walk. In addition, Spalinger believes he is a pioneer in the Kiddieland use of coin-operated rides. He started with a convertible coin-operated horse and since has added another. He declares his operation proves that two of a kind will more than double the business of one.

Most of the kiddie rides have been built by Spalinger himself. He makes the designs, patterns and castings and completes the machining and assembling. He's pleased to report that in 19 months of operation none of his rides has been out of commission for as much as 15 minutes.

During the same period, there have been no injuries to patrons. More than 500,000 children have ridden the devices and none has been scratched. Spalinger has strict rules governing the selection of employees. Every

ride operator must be at least 55 years old. He believes this results in several benefits, one of which is the fact that the average 55-year-old man is a grandfather and therefore inclined to give children more care and attention than younger persons.

A unique development at Northgate Kiddieland has been the sales of a line of wheeled goods—pedal-powered toy cars, tractors and tricycles. The line was put in after Spalinger used the miniature vehicles as parts of a ride, and as anticipated, children who rode a tractor ride wanted to take a tractor home.

Center-Wide Promotions

A shopping center promotion was responsible for the Kiddieland's opening and from the first the funspot has been tied in closely with over-all promotion of the center. At Easter Time, the center and the Kiddieland followed the same Easter Rabbit theme, and the Kiddie Fire Truck was manned by a big "rabbit." During the Christmas season last year, a tremendous Christmas tree was erected adjacent to the Kiddieland as the central piece of the center's holiday decorations. This year, the entire center is being decorated with Christmas trees, Santas and stars. The central figure, again next to the Kiddieland, is to be a huge Santa Claus, which will tower above the entire center. In each case, the Kiddieland, too, is decorated in keeping with the center's theme.

Hours of operation are linked to those of the stores. On Wednesdays and Fridays the center and Kiddieland remain open until 9 p.m. Big days for the merchants are Wednesdays, Fridays and Saturdays, and those are Spalinger's toppers, too.

To increase business on the other days, birthday parties are promoted, and Spalinger reports these have been highly successful. Similar promotions also have been built around Kiddieland parties for spastic children and, in co-operation with a drugstore in the center, around the donation of toys for war orphans. The Kiddieland advertises in the Northgate weekly newspaper.

Tickets By Dozen

Spalinger's tickets are scaled at 9 cents or 11 for 99 cents. The purchaser of 11 tickets is given one free, making the rate 99 cents a dozen. As an indication of the effectiveness of this plan, Spalinger reports that 15 per cent of the spot's sales are for 99-cent deals. He also states that the free ticket eases the task of keeping records of roll tickets.

Associated with Spalinger in the operation are his wife

(Continued on page 87)



A Christmas tree 212 feet high was the 1951 Christmas feature at Northgate shopping center, Seattle. Spalinger's Kiddieland is to the right of the tree. Hugo Santa Claus will replace tree this year.



Cotton-Tail Carnival was part of the Easter theme at the shopping center and Kiddieland. Rain boosts business for this kiddie ride layout in one of the nation's largest suburban shopping centers.

FOR LEASE

37 by 40 Building in center of bona fide Amusement Park. Contact M. F. Kaufman at Chicago Convention, Hotel Sherman, Nov. 29th to Dec. 4th, or write to Amusement Enterprises, P. O. Box 234, Rochester 1, N. Y.

*Sock him
and Like it*
He's so revolting
you'll ENJOY IT

"MIGHTY MIKE"

the most astounding
coin-operated device
in years

HE DUCKS
JUMPS BACK
HE WEAVES
DARTS FORWARD

Not too easy to hit...
but what a pleasure when you do

A CHALLENGE TO THE SKILLS... EVERY
BLOW REGISTERED. Each round 1 minute. 10c or
25c coin chute. Sock him in the body get 1 point... sock him
in the head get 10 points... knock him out with 300 points.

The Pug-Ugly Everyone Will
Love to Hate. You'll Love Him
For the Money He Can Make.



See the terrifying, wonderful
"Mighty Mike" on display for
the first time anywhere...

BOOTHS 109-110-111

N. A. A. P. P. B. SHOW

Hotel Sherman, Chicago

• If You Are Not Going To The Show
Get The Full Story on "Mighty Mike" from



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PHOTOMAT
PICTURE YOURSELF
50 SECONDS
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**SALE EVERY
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The Amazing
PHOTOMAT *
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set of two fine

**Large Portraits in
Less Than a Minute**

- * Unexcelled Portrait Quality
- * Can Also Deliver Set of Four or Six Portraits
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N. A. A. P. P. B.
Outdoor Amusement
Show, Sherman Hotel,
Chicago.

Write for details on our
other vending machines,
popular amusement
equipment, arcade sup-
plies, etc.

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Mutoscope Corp.**
William Rabkin, President
64-02 Eleventh Street
Long Island City 1, N. Y.
STItewh 9-3800

Floor Space,
50" long, 29" wide.
*Trade Mark.

FOR SALE
66-UNIT GROUP HOME similar to Pen-
sation 18-Unit Derby Racer. The
Turf Club is in condition like brand new.
Contact M. F. Kaufman at Chicago Con-
vention, Hotel Sherman, Nov. 29th to
Dec. 4th, or write to:
Amusement Enterprises
P. O. Box 334 Rochester 1, New York

**AMUSEMENT PARK
For Sale or Lease**
37 acres in all, 15 acres in woods, abt
41/2 180 ft. race track 1/2 mile. Minia-
ture golf course; log cabin drive-in, fully
equipped. Train, 600 ft. track; new pla-
ne boat; bumper, 40 by 30 ft.; fun,
modern house. Picnic tables, modern
toilets in park. R. H. HUNNICUTT,
RFD #2, Syracuse, Ind. Phone 625-R.

FOR SALE
Lusac Water Ride (19 boats and building)
Lusac Scooter Ride (35 cars and building)
Established long time in large Eastern Coast Amusement Park, Scoville Rock,
West Haven, Conn. Doing good business but due to death of one officer,
owners cannot give proper attention to these Rides. Company has other
interests. Cash or terms. Will sell outright or half interest. Address:
JOSEPH GULIANO
191 Wooster St. New Haven, Conn.

SEE ...
MIKE MUNVES
and ASSOCIATES
BOOTHS 109-110-111
N. A. A. P. P. B.
CONVENTION SHOW
Hotel Sherman, Chicago
DISPLAY ...
The Latest Coin Operated Machines.
INTRODUCING ...
Several New Items for the Arcade
and Operator.
MIKE MUNVES
577 Tenth Ave. at 42nd St.
New York 18, N. Y. BRyant 9-6677
40 YEARS SERVICE - EST. 1912

WANT
AMUSEMENT PARK LOCATIONS
FOR THE NEW 1953 DARK
PRETZEL RIDE
Will install and operate on per-
centage with your option to pur-
chase. Will be at PRETZEL booth
Chicago Meeting.
FOR SALE—WAGNER-SON Loco-
motive tender with Coaches; first-
class condition, ready to go.
ROGER E. HANEY
HASLETT, MICH.

● **SAVE MORE MONEY—
MAKE MORE MONEY**
Subscribe to The Billboard
TODAY!
See page 3 for rates

Your ticket to
SALES RESULTS—
the advertising columns of
THE BILLBOARD!

Wilson Boat Line to End 63-Year Run

PHILADELPHIA, Nov. 22.—The
63-year-old Wilson Line, whose
excursion boats have taken thou-
sands of merry-makers up and
down the Delaware River thru the
years, is going out of business. The
line provided evening moonlight
dances during the summer season
as well as the main artery of traf-
fic for visitors to Riverside
Amusement Beach Park at Penns-
grove, N. J.

At a meeting this week, the di-
rectors voted to sell the excursion
boats and most of the line's other
assets and to distribute the cash
to stockholders. While no men-
tion was made of the fact, shut-
ting down the excursion line
would be a serious blow to River-
side Beach Park, which operation
is also linked to the operation of
the excursion line.

Palisades' Season

• Continued from page 34

units. These are direct draw
Model P units which will be
located in three stands. The
stands will also be refurbished
with cathode lighting supplanting
the fluorescent now in use.

"We will make more money
with custard," Irving says, "even
tho we will still sell the product
for 10 cents. And don't forget
that mix is now \$16 whereas it
used to be \$8. The secret, of
course, is more business—just
like the dime stores."

Restaurant Plans

As usual, the planning at
Palisades encompasses the fun-
spot from front to back. The
restaurant, which operated suc-
cessfully last year, will continue
to be subsidized by the park.
It is a distinct asset, in Irving's
opinion, and every park ought
to have a good restaurant with
reasonable prices.

Altho the rest room facilities are
model installations, Irving has
figured out additional improve-
ments in the form of ultra-violet
sanitation units.

The park will again go in
heavy for promotion. A Bock
Beer festival will be held thru-
out the first week and Irving is
hopeful that the event will draw
several hundred thousand pa-
trons, given good weather and
get the funspot off to a flying
start.

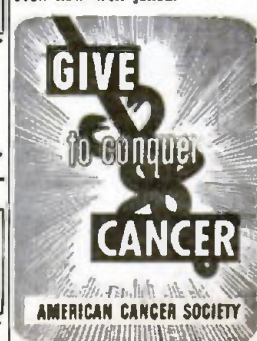
Build Week-Days

The promotional emphasis has
been on week days rather than
on Saturdays and Sundays, Irving
says. The reason is that the
week-ends are already near the
saturation point and much ad-
ditional selling would lead to
cramped patronage and lesser
spending.

Wednesday and Thursday
sessions are now as good as
Saturdays, Irving says, while
Mondays, when many funspots
are usually closed, are also good.

An office staff is already busy
preparing the heavy direct mail-
ing of promotional literature
which has long been used as an
effective selling aid by the park.
The mailings annually run into
literally millions of pieces and
continue thruout the season.

Irving has already held several
conferences with his promotion-
publicity director, Bert Nevins,
and plans for the tub-thumping
which usually resounds loud and
often thruout the metropolitan
area, and even nationally, are
even now well jelled.



the
LONG BEACH
AMUSEMENT CO.
 Now offers 2 great
 Amusement Zones

"NU-PIKE"

On the Ocean—Yet in the
 Heart of Downtown

NU-PIKE has long been the outstanding
 Amusement Zone in Southern California.

VIRGINIA PARK, a well established Fun
 Area was obtained by this company during re-
 cent months. Many improvements are planned.

**"VIRGINIA
 PARK"**

Overlooking the Pacific Ocean
 in Long Beach, California

Enjoy Living . . . in Long
 Beach—Year 'round Operation
 —Year 'round enjoyment for the
 Operator

REPRESENTATIVES OF THE
 Long Beach Amusement Co., will be in Chicago
 during the Convention.

See them at the Hotel Sherman. Consult the Lobby
 Directory for Room Numbers.

LONG BEACH AMUSEMENT CO. 201 West Pike, Long Beach 2, California
 Mason Knight, President • Frank E. Stanton Jr., M. D., Vice President • L. P. (Pat) Murphy, General Manager

BIRMINGHAM BUILDS

Expect New \$650,000 Ag-Dormitory Building to Be Up for 1953 Event

BIRMINGHAM, Nov. 22.—A new \$650,000 youth dormitories-agricultural exhibit building, designed also for multi-purpose use throughout the year, is expected to be erected here in time for the 1953 Alabama State Fair.

The structure, to be situated in the center of the 117-acre fairgrounds, will have dormitories for 500 boys and 350 girls, a show

arena 120 feet wide and 140 feet long, provisions for the fair's general offices, and facilities for women's activities.

Off-season plans call for the use of the building for sporting events and as a general recreational facilities for area activities in the off-fair weeks.

Other improvements to be made in time for the '53 fair include the erection of a seven-foot high steel-wire fence around the entire grounds.

Future planned improvements include the erection of a new conservation building to cost an

estimated \$200,000. Bedford Soule, chairman of the Alabama State Fair Authority, in releasing plans for the building recently disclosed that it will be constructed entirely of materials native to Alabama.

Other planned improvements consist of the erection of a new hog building and an addition to the livestock building, according to R. H. (Dick) McIntosh, fair secretary.

Since the city purchased the fairgrounds in 1947, a \$150,000 Industrial Arts Building and a \$100,000 Livestock Building have been constructed.

New Circuit Organized By Neb. Events

NORTH PLATTE, Neb., Nov. 22.—The South Central Nebraska Fair Circuit has been organized by 10 county fairs in this area, to insure more co-operation between annuals and to facilitate booking of attractions by member fairs.

Monte Kiffin, of Lexington, was named president of the new loop and said an effort would be made to correlate fair dates and equalize concession rates, assessments and premiums. H. B. Manners, North Platte, secretary of the circuit, announced that a number of other area fairs had expressed interest in joining the original ten.

The group has scheduled a meeting to be held during the annual convention of the Nebraska Association of Fair Managers in Lincoln and has invited all attraction representatives to attend the session.

WFA Hits Snag In Resolution

SAN FRANCISCO, Nov. 22.—Passing of resolutions, usually a peaceful procedure at the annual meetings of the Western Fairs Association, struck a snag at the three-day convocation here this week.

Stuart Waite, chairman of the resolutions committee, proposed that money received from the State of California under Section 92 of the agricultural code be listed as "revenue." He pointed out that "a slight change in accounting" could correct the impression given by certain publications that fairs were losing money.

Eric MacLachlan, head of the division of audits, took the stand and declared that at no place in the audit reports was there a listing of "loss" but as "net cost of operation." On his second trip to the speakers' table, he proposed that the resolution be tabled until further discussions could be had.

The committee also resolved that letters of condolence and sympathy be sent to the families of Assemblyman Lester Davis, Cecil A. Thompson, and Bert Thompson, and Bert Morgan. It was emphasized that all had promoted fairs in the State.

A vote of thanks and appreciation was extended to the Western Fair staff in Sacramento. A. E. Snider, chief, division of fairs and expositions, was lauded for his production on a manual of accounting and procedure. Snider took the floor to transfer the orchids to Walter Heineman, who, the chief declared, did the work.

Other resolutions included approval of an increase in dues to defray in part the cost of an office building and two proposed by Ted Rosequist. The assistant manager of the California State Fair urged vigilance in screening shows and asked for an honest report on gross attendances.

Huron, S. D., Fair Ousts Phil Rensvold

Board Charges 'Incompetence, Neglect'; Dismissed Exec Makes Counter Charges

HURON, S. D., Nov. 22.—Gov. Sigurd Anderson has intervened in a bitter controversy which has been raging over the South Dakota State Fair—a controversy that was climaxed last Saturday (15) with the firing by the State Fair Board of its secretary, 33-year-old Phil Rensvold.

Following his dismissal on charges of "incompetence and neglect of duty," Rensvold immediately denied the charges and struck back at the fair board with a series of counter-charges, at the same time calling for a "full scale and thoroughgoing investigation of the State Fair Board's business practices."

Rensvold accused the board of "irregularities in the execution of its contract," and "general incompetence." The deposed secretary charged specifically that contracts negotiated by the fair board and amusement enterprises such as auto races, thrill show, midway and evening grandstand shows were illegal.

Governor Asks Report Governor Anderson, who advised Rensvold not to resign when his dismissal was imminent earlier this fall, entered the controversy Monday (17) with a request that Rensvold submit a complete report of purported board irregularities. The governor indicated his decision on ordering an investigation would hinge largely on that statement.

Meanwhile, State Comptroller John C. Penn, cited a special audit made last year which revealed inadequacies in the fair board's records. The audit was taken when Rensvold took over as State fair secretary last May 1, and covered the year preceding that date. Rensvold replaced Frank L. Hauser, secretary since 1944, who resigned.

Political Row The controversy is a political hot potato for Governor Anderson.

Keene, N. H., Event Re-Elects Ahern, Sets 1953 Dates

KEENE, N. H., Nov. 22.—The New Hampshire Fair Association elected Cornelius J. Ahern president for his third term at a recent meeting of the organization here. Louis Ballam succeeds Burleigh R. Darling as vice-president.

Also re-elected were Joseph Kershaw, treasurer, and Mrs. Mary Hall Fredette, clerk. Directors include Edward Comerford, George T. Kingsbury, Harold B. Nims, Phillip B. Sweet, Lawrence Graves and Archie Coll.

Dates for next year were tentatively set for August 27-29, but the fair board said they may possibly extend the run one day and include Sunday, August 30.

Kershaw announced that fair's income thus far was \$16,843.67 plus \$9,369.88 received from the State as a share of the racing subsidy. Expenses totaled \$17,586.69.

son, as he apparently lined up with Rensvold in advising him not to resign.

The State Fair Board is an all-Republican body, appointed by the governor. Anderson, a Republican, was re-elected this month to his second term. Rensvold, a former Sioux Falls banker, served as an assistant to Anderson when the latter was attorney general prior to his election as governor in 1950.

ESE Concentrates Publicity Program

Roy Winans to Consolidate Efforts, Open Publicity Firm to Serve Area Interests

SPRINGFIELD, Mass., Nov. 22.—Publicity and advertising for the Eastern States Exposition will become a highly concentrated project in a four-month period instead of a year-round program under an agreement entered into by Jack Reynolds, general manager, and Roy Winans, director of publicity and advertising, for the major annual since 1940. New arrangement is part of an expansion publicity program which has been worked out whereby Winans will handle show's public relations effort on a contract basis which will enable him to "shoot the works" with a trained staff from June 1 thru show week, September 20-27.

The shift will enable Winans to not only intensify the exposition news and radio buildup and coverage while the show is on, but also to devote the balance of the year to building up a general publicity counsel business in the greater Springfield area under the name of Roy Winans Associates. With a number of television stations slated to go on the air in and around the Springfield area after January 1, the radio angle offers important opportunities to the newly organized group as well as to the exposition, Winans said.

The Winans Associates also will handle the preparation, publishing and sale during show week of the exposition's elaborate souvenir program and catalog which this year ran to 256 pages with a two-color cover and which sells for 50 cents. An intensified sales effort is expected to show a substantial increase in 1953 circulation.

Varied Background

Winans has a rich newspaper and advertising background to contribute to his personal venture into the field of publicity counseling. For over 25 years he was a member of the staff of The Springfield Union as reporter-photographer and promotion manager. He also served on the city desk and did a short stint as promotion manager for the defunct Toledo News-Bee and in the advertising and publicity depart-

OTTAWA EVENT GOES TO 7 DAYS

Sked Second Saturday to Aid Grandstand, Midway Enterprises

OTTAWA, Nov. 22.—Next year's Central Canada Exhibition will run for seven days instead of the usual six and also will incorporate two Saturdays instead of the usual one. It was decided here last week at the association's annual directors' meeting.

The extra day, which will open the show on Saturday, August 22, will be devoted mainly to amusements. A parade will mark the opening and grandstand shows and midway attractions will be featured.

Livestock competition will not get underway until Monday, August 24, and the exhibit buildings will remain closed until that time. The added day should provide a large measure of rain insurance for the grandstand and midway attractions.

Okay Contracts

Contracts for the grandstand show, which will again be booked thru the George A. Hamid & Son office, New York, and the World of Mirth Shows were confirmed at the meeting which was held at the Coliseum. Hamid will provide special vaudeville programs for the afternoon shows and full-scale revue for the night presentations.

H. H. McElroy, secretary-manager, announced that the second annual exhibitors' party, a novel exhibition which has the fair partying over 1,000 exhibitors, will be expanded this year to include not only agricul-

tural exhibitors, but all exhibitors.

McElroy also reported that the ventilation in the Coliseum had been improved and that this was expected to greatly benefit the horse show and other events which take place there.

Comptroller L. L. Culler, association president, presided.

Buri Renamed Manager at Jeff'son, Wis.

JEFFERSON, Wis., Nov. 22.—Horace L. Buri, manager of Jefferson County Fair here for the past 12 years, was unanimously re-elected to that post by the County Board of Supervisors at a recent meeting. The fair is one of the few Wisconsin annuals owned and operated by the county governing body.

Buri had been attacked this year by agricultural interests who claimed that he was devoting more time to midway and grandstand activities than to agriculture. Following his re-election, Buri said that the 101-year-old fair would operate August 12-16, 1953. No booking will be done prior to the Wisconsin fairmen's convention.

Okayed for spring construction is a new water and sewer system on the grounds. Pending are construction okay for a 60 by 200-foot barn and a combined judging and show arena seating 3,000 people. These two projects will probably be voted upon next spring, with construction of the barn slated for completion prior to fair time.

G. W. Jatters, Jefferson, and Genevieve Zimdars, Sullivan, will continue to act as midway superintendent and office manager, respectively, Buri said.

Oregon Assn. Sets '53 Dates

PORTLAND, Ore., Nov. 22.—The following 1953 dates were assigned at the 25th convention of the Oregon Fairs Association, which closed here Friday (14): Clackamas County, Canby, September 1-4; Columbia County, Derr Island, August 13-15; Coos County, Myrtle Point, August 27-30; Crook County, Prineville, August 7-9; Curry County, Gold Beach, August 21-23; Deschutes County, Redmond, August 21-23; Douglas County, August 4-8; *(Continued on page 92)*

JET LURES 'EM

Dallas Plane Exhibit Viewed by 500,000

DALLAS, Nov. 22.—Newest Cutlass Navy jet fighter was placed on public display for the first time at the '52 State Fair of Texas in Dallas by the Chance Vought Aircraft Division of United Aircraft Corporation and proved one of the most potent exhibits on the big grounds. The aircraft plant is located near Dallas at Grand Prairie, Tex.

Chance Vought officials estimated nearly 500,000 fairgoers inspected the twin-jet, swept-wing fighter. More than 80,000 souvenir photographs of the plane were passed out and about 80,000 filled out tickets for daily drawings to win models of the advanced FTU-3 Cutlass.

The fenced-in Cutlass, guarded day and night by Chance Vought security personnel, was located near the main entrance to the fairgrounds on a heavily-traveled route to the central part of the fairgrounds and to the General Exhibits Building. The outdoor exhibit was spotlighted at night and the airplane's running lights were kept flashing to add to the attractiveness of the exhibit.

For many Chance Vought employees, the exhibit provided the first opportunity to show the rest of their families what a Cutlass looks like on the ground. Part of the exhibit space was turned over by Chance Vought to the Dallas Naval Air Station for promotion of aviation cadet recruiting activities, with Navy personnel manning that part of the booth.

The fighter plane was moved to the fairgrounds during the early morning hours before the fair opened on Saturday, October 4. Dallas police and Chance Vought guards escorted the plane. Its traveling companion in the tow tractor procession was a Chance Vought Corsair fighter assigned by the Naval Air Station as the main feature of a Marine *(Continued on page 92)*

FAIR ASSN. MEETINGS

International Association of Fairs & Expositions, Hotel Sherman, Chicago, December 1-3. Frank L. Kingman, Brockton, Mass., secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 8-10. E. W. (Desk) Williams, Manchester, secretary.

Washington Fairs Association, Olympian Hotel, Olympia, December 12-13. Wendell W. Prater, Route 1, Ellensburg, Wash., secretary.

Minnesota Federation of County Fairs and the Minnesota State Agricultural Society, Radisson Hotel, Minneapolis, January 5-6. Harold C. Pederson, 3331 22d Avenue, South, Minneapolis, secretary.

Indiana Association of County & District Fairs, Hotel Severin, Indianapolis, January 5-7. William H. Clark, 360 Walnut Street, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 5-7. W. H. Eldridge, P. O. Box 286, Plymouth, secretary.

Kentucky Association of Fairs & Horse Shows, Brown Hotel, Louisville, January 8-9. Ray P. Weller, Shelbyville, secretary.

Georgia Association of Agricultural Fairs, Piedmont Hotel, Atlanta, January 12. E. Ross Jordan, 149 Rogers Avenue, Macon, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 13-14. Everett E. Erhart, Stafford, secretary.

Maine Association of Agricultural Fairs, Falmouth Hotel, Portland, January 14-15. Roy E. Symons, Skowhegan, secretary.

Ohio Fair Managers Association, Dresher-Wallick Hotel, Columbus, January 14-15. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

North Carolina Association of Fairs, Sir Walter Hotel, Raleigh, January 15-16. Mrs. Clyde Kendall, Greensboro, secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 15-16. Rolfe E. Singleton, State Office Building, Jefferson City, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 18-20. Harry B. Kelley, Hillsdale, secretary.

Virginia Association of Fairs, Richmond, January 18-20. C. B. Ralston, P. O. Box 482, Staunton, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 18-20. Clifford C. Hunter, Taylorville, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 19-21. H. C. McClellan, Arlington, secretary. South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 14. Tom Craig, Piedmont Interstate Fair, Spartanburg, secretary.

Western Canada Association of Exhibitions, Fort Garry Hotel, Winnipeg, Man., January 19-21. Massachusetts Agricultural Fairs Association, Hotel Kimball, Springfield, January 20-21. Edward J. Carroll, Agawam, Mass., president.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 21-23. Charles W. Swoyer, 522 Court Street, Reading, secretary.

North Dakota Association of Fairs, Gravel Hotel, Fargo, January 22-24. G. A. Ottinger, Jamestown, secretary.

Louisiana Fair and Festival Association, Heidelberg Hotel, Baton Rouge, January 25-28. Adolph Netter, Donaldsonville, secretary.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 25-28. Vera McQuilkin, P. O. Box 974 Oklahoma City, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 25-27. Clifford D. Coover, Shelby, Mont., secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 26. William C. Lynn, 1 West State Street, Trenton, secretary.

Texas Association of Fairs & Expositions, Baker Hotel, Dallas, January 29-31. Ted Overbey, Texas-Oklahoma Fair, Iowa Park, Tex., secretary.

Western New York State Fairs Association, Hotel Lafayette, Buffalo, January 31. Carlton J. Larson, P. O. Box 170, Dunkirk, secretary.

Arkansas Fair Managers' Association, Little Rock, March 21. Mrs. Joseph Bartlett, North Haven, secretary.

PROOF OF PIE NOT IN EATING

HARTFORD, Conn., Nov. 22.—The proof of a pudding may be in the eating, but whether or not a pie may be judged without eating became a subject of debate at the recent fall meeting of the Association of Connecticut Fairs here. In an apple pie baking contest, the judges selected what they considered the best six of 35 entries. All went well until the losers discovered that their pies weren't even sliced. The judges pointed out that the 29 pies were eliminated by appearance. When the losers protested the basis on which the decision was made, Samuel Blakeslee, president of the Goshen Fair offered, as a compromise, the suggestion that another apple pie contest be held at the ACF's spring meeting, slated for early June at Goshen.

Little Rock, February 2-3. Sen. Clyde E. Byrd, 2601 Howard Street, Little Rock, secretary.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 2-3. James A. Carey, State Office Building, Albany, executive secretary.

Association of Connecticut Fairs, Mount Carmel Parish House, Mount Carmel, March 21. Mrs. Joseph Bartlett, North Haven, secretary.

Pacific Int'l Show to Run In 1953—Holt

PORTLAND, Ore., Nov. 22.—There definitely will be a Pacific International Livestock Exposition next year," Walter Holt, exposition manager, told delegates to the Oregon Fair Association convention which closed here Friday (14).

Holt thus set at rest doubts that had arisen over news that the exposition building had been leased for 10 years to the U. S. Air Force.

"We may have to hold it in tents," he said, "but there will be a livestock show. We may have to cut down on the entertainment, but we will have a show."

OPERATION VETERAN

Hoosier Legion Post Builds Winning Fair

LAWRENCEBURG, Ind., Nov. 22.—Dearborn County Fair celebrated its 100th anniversary here this year and its present standing as one of Indiana's most progressive annuals stems from 1921 when it was taken over by the David McAllister Post 239, American Legion. Since that time the Hoosier veterans, who started from scratch, have built a new fairgrounds that is valued at \$150,000 and are operating the fair on an annual budget of over \$40,000.

Prior to the appearance of the Legionnaires, the fair had experienced more than its share of ups and downs. It was hit by floods, partly destroyed by fire and was forced to close down during World War I.

The plant inherited by the young and vigorous Legion post in 1921 was a far cry from today's layout. Its half dozen wood buildings stood inside the city levee that protected them from all but the largest floods, but not from seeping pressure water. The race track was beyond the levee and horse race fans scaled the levee from the inside and found themselves at the top of the grandstand overlooking the half-mile oval.

Form Organization
Eugene O'Shaughnessy, post commander in 1922, was the sparkplug in bringing the fair back to life. As a result of his efforts, the McAllister Amusement Company was organized, and a five-year lease was obtained on the grounds. First officers of the organization included Dr. George F. Smith, president; A. C. Hassmer, Treasurer, and E. E. Elder, secretary.

The first fair under the new management grossed a big \$10,000 but expenses were sizable and when the books were closed they showed a deficit of \$1,500. This didn't deter the vets and they started planning for the second year.

In 1937 the Legionnaires had overcome the effects of the depression when floods swept thru the Ohio Valley and flattened every building on the fairgrounds. The post members, under supervision of Frank Tay-

lor, ground superintendent, got to work, rebuilt the structures and the fair went off as scheduled. The persistent veterans were again called upon several years later when the government built a new 85-foot levee and in so doing absorbed most of the old fairgrounds. The Legionnaires obtained a new plot of ground, whipped it into shape after much back-breaking labor, and were rewarded when the first fair there netted \$5,000.

Leonard (Jim) Haag, former president of the Indiana fair association, and an enthusiastic supporter of the Legion venture recalls that the Goodings, Floyd and Louis, provided rides for the first fair. Other attraction people, who played a role in the fair's growth, according to Haag, included Gus Sun Sr. and Jr., J. I. Thomas, Jack Raum, B. Ward Beam, Henry Lieders and Billy Senior.

Since the fair moved to its new grounds, it has continually plowed profits back into the plant and recently completed payment on its new \$53,000 steel and concrete 3,000-seat grandstand. The past year over \$5,000 was poured back into improvements. As a result, the fair not only has a fine plant for its annual run, but is getting additional revenue from off-season activities.

Newest project, scheduled for next year, is a 50 by 80-foot meeting hall, according to Harold Carlton, fair secretary. In addition to serving as a home for the Legion post, it will be made available to other Lawrenceburg organizations.

The influx of World War II veterans has provided a needed shot-in-the-arm to the fair and, while one postwar event was run entirely by these newcomers, it is now operated by a balance of experienced oldsters and energetic youngsters.

Present officers, in addition to Carlton, include Louis (Joe) Meyers, president; Gene Seitz, concessions manager; Charles Rardin, vice-president; Arlie Baer, grounds superintendent; Thomas Stahl, treasurer, and Chester Leake, board chairman.

EXTRA

★★★★★★★★★★

We are pleased to announce that we have been awarded

THE 1953 MICHIGAN STATE FAIR

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STATE FAIR
MEETING

Gird to Resist Aid Cut Threat in Ore.

Reclassification Urged by State Association As Safeguard; De Long Is Elected President

PORTLAND, Ore., Nov. 22.—The Oregon Fairs Association this week was prepared to defend its member fairs against any attack by the State Legislature that would decrease their share of State income. These revenues are derived from laws allocating to fairs a share of the State tax on pari-mutuels and provide a 1/20th mill tax on county evaluations to be used for fair purposes. In the event the fairs lose their share in pari-mutuel funds, thus necessitating a reclassification of fairs, the association asked the State Legislature to assign an interim committee to study the question.

The action was taken in resolu-

tions passed at the 25th annual convention Friday (14) in the Multnomah Hotel here.

Elected Officers

The association elected as president, Vernon De Long of La Grande, association vice-president for 1952 and youth-work leader in Union County. He succeeds Leon Davis, of Washington County, who is retiring from fair activities. The new vice-president is Howard Smith of Tillamook. This year's secretary-treasurer. The board of directors will select a new secretary-treasurer. New directors elected were H. P. Welch of Lane County, J. H. Clarno of Coos County, and

DOUG BALDWIN, secretary of the Minnesota State Fair, St. Paul, who will serve as toastmaster of this year's Showmen's League Banquet and ball to be held December 3 in the Grand Ballroom of Hotel Sherman, Chicago.

C. O. Galloway of Deschutes County.

The resolution on pari-mutuel funds stemmed from word that a legislative interim committee was considering recommending that State revenue from its tax on pari-mutuel wagers go into the State general fund. Such a development would require that each fair and exposition go to the Legislature with an appropriation request to offset revenue now assigned directly to each event by law.

The Oregon Fairs Association is unalterably opposed to transferring State pari-mutuel revenue, now accruing to the county fairs, expositions and shows, to the general fund.

Ask Levy Continuance

Another resolution urged continuance of the 1/20th mill levy for fairs. Amounts received annually by each county varies as it is based on the assessed valuation of the county concerned. The law sets a \$16,500 limit on this payment, which affects only Multnomah, Oregon's largest county.

However, Duane Hennessy, manager of Multnomah County Fair, explains the legislation has pared this fund so that Multnomah receives only \$5,000.

The law provides that Pacific International, the Poultry and Pet Show, the Manufacturers and Land Products Show and the Pacific Dairy Show—all of which are held in Multnomah County—share in the millage revenue.

After explanation by Hennessy and the three Multnomah County commissioners, the association adopted a resolution asking the Legislature to remove "any special beneficiaries" from the millage revenue. Such action would cost Pacific International \$4,500 annually.

To Drop Racing

Hennessy announced that the Multnomah County Fair would not apply for racing dates for 1953 because the fair's share of racing handle does not permit a profitable operation. The law allows a 12 1/2 percent up to \$68,000, 15 percent above that figure. Of the 12 1/2 percent the State takes 3 1/2 percent, or 5 percent of the 15 percent basis.

The delegates voted to conduct an association referendum on a resolution that would permit fairs to retain all of its elected percentage of the pari-mutuel handle.

The issue on reclassification of fairs proved complex, owing to the variety of bases proposed. These ranged from the type of agriculture displayed, thru premium totals, county population, efficiency of management, to utilization made of fair properties. The opinion was expressed that counties that do not hold fairs or that hold only junior exhibitions should not be entitled to the same share of pari-mutuel funds as counties that hold open-class fairs on a large scale.

Seek Two-Year Study

Other spokesmen voiced a fear that any move to obtain legislative classification of fairs would add impetus to any move to put pari-mutuel funds in the State general fund. It was on this basis that a legislative interim committee was asked to take two years to study the issue in the event pari-mutuel funds did go into the general fund.

Milt Loney of Wells, Wash., an ex-president of the Washington Fairs Association, told of the success in his State in inducing merchants and business houses to put up fair prizes. "Thus giving them a feeling of sharing in the fair operation and enlisting community support for the work."

King-Cristiani

Continued from page 82

Cornel Steele, Micke, Freeman, Gracey Genders, Mrs. Aubrey Ringling Haley, Mr. and Mrs. William Maxwell, Mrs. L. D. Hall, Mrs. William Webster, Mrs. Sheila Blood, Mr. and Mrs. Texas Jim Mitchell, Mrs. Hughie Hart, and Mr. and Mrs. Walpole, and Mrs. Gertrude Rapp.

Other visitors were Elly Ardely, Lorne Russell, Dr. and Mrs. Otto Slack, Dr. H. Chester Hoyt, Mr. and Mrs. Louis Reed, Larry Davis, Wazie Dyke, Joe Trosey, Mike Healey, Mr. and Mrs. Roy Bowen, Alva Johnson and Bobby Hassen.

At St. Petersburg, Charles A. Lenz, insurance man, caught the show along with Mr. and Mrs. Carter. Other visitors at Bradenton were Henry Kyes, Skinny Goss, Jackie Taulifaero and daughter, Mr. and Mrs. Marshall Green, Mr. and Mrs. Slats Beeson, Mr. and Mrs. Earl Myers, Mr. and Mrs. Milt Robbins, Clayton Bohce, Eddi Bilett, H. N. Streit, and T. Ronke.—COL. HARRY THOMAS.

Polack Western

Continued from page 82

a '53 model car. Harold Gautier is busy building new props. Alma Micheals has turned out new wardrobe.

Mac McDonald celebrated his birthday. One of the McDonalds, Siamese cats nearly included herself in the cake.

Eddie and Harold Ward and Ross Paul bagged quite a few pheasants during the local hunting season.

Performers of the International Harvester unit were guests of the show. The group included Johnny Ak, Billie Cutler, Roberta, Mack and Roberta, Camille Watson, and Glen Phillips.—HARRY DANN.

Jet Lures 'Em

Continued from page 90

Corps exhibit at the fair. Flat bed trucks preceded and followed the airplanes as extra insurance against possible damage. During the return trip following the fair, carried out in the same manner, police had to divert a house being moved on a truck and stop a train switching in the path of the airplane so the Cutlass could get by.

Employment and engineering personnel and engineering employees of the aircraft company manned the exhibit in shifts during the fair. Field service personnel were on duty to answer questions and to maintain the airplane.

All exhibit personnel, including guards, assisted in handing out photos of the airplane and in helping visitors to sign up for the drawing for the model airplane.

Questions asked by visitors were numerous and a prepared "script" was a big help. The postcard-size pictures of the Cutlass that were handed out had information concerning Chance Vought and employment opportunities on the reverse side.

Peter J. Wozniak, personnel manager, and Keith Baker, public relations manager, were co-chairmen of the arrangements committee for the exhibit.

Community participation was stressed in the report of the outgoing president, Davis. He said the fair was more than "the showcase of the county," it was a "presentation of a way of life" in that it served to bring together for mutual understanding, elements of a community of diverse viewpoints — labor, industry, agriculture.

He explained that he was leaving fair work "not from disillusionment or weariness" but from press of private affairs.

The convention closed with dancing that followed the annual banquet at which booking agencies provided the entertainment. They were Anderson & Walker, Portland; Spotlight Talent Agency, Spokane; Monte Brooks of Portland and San Francisco, and Consuelo's Electrical Agency, Portland. Entertainers were O'Pilla and Garcia, piano and accordion; Betty Willis, dog act; Rival Brothers, vocal trio; Jack Nash, banjoist; The Hicks, trampoline act; Rex Dorn, harmonica, and John Matson, comedy accordionist.

Ore. Sets Dates

Continued from page 90

Gilliam County, Condon, September 18-20; Grant County, John Day, September 16-19; Harney County, Burns, September 11-13; Hood River County, Odell, August 12-14; Jackson County, August 18-22; Jefferson County, August 28-30; Josephine County, Grants Pass, August 12-15; Lake County, September 5-7; Lane County, Eugene, September 14-19; Linn County, Albany, August 30-September 1-2.

North Marion County, September 17-19; Morrow County, Heppner, September 3-5; North County, September 18-19; Multnomah County, Gresham, August 17-23; Polk County, Rickreill, August 27-29; Sherman County, Moro, September 11-13; Tillamook County, Tillamook, August 12-15; Umatilla County, Hermiston, August 20-23; Union County, Le Grande, September 17-19; Wasco County, Tygh Valley, August 27-30; Washington County, Hillsboro, August 28-September 1; Oregon State Fair, Salem, September 8-12; Pacific International Livestock Exposition, North Portland, October 3-10; Eastern Oregon Livestock Show, June 11-13; Eastern Oregon Wheat League & Mid-Columbia Livestock Assn., June 7-9; Linn Strawberry Festival, June 4-6; Northwestern Turkey Show, December 2-5; Pendleton Round-Up, Pendleton, September 10-12.

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Secretary
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Don H. Palmer, Director
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Clay McGovern
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M. F. Vanhook, Director
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IAFE Convention Program

Hotel Sherman, Chicago

Monday, December 1

10:00 a.m.—Federation of "State and Provincial Associations of Fairs, Everett E. Erhart, presiding.
2:00 p.m.—"Selling Your State Convention," Rollo Singleton, Jefferson City, Mo.
"County Fair Operations," H. C. McClellan, Arlington, Neb.
"State Association's Obligations to Their Membership," William H. Clark, Franklin, Ind.
"What's Your Problem?" Clifford C. Hunter, Taylorville, Ill.
12:00 Noon—Luncheon Meeting of Women's Affiliate Association, Mrs. Edwin Schultz, presiding.
2:00 p.m.—Middle West Fair Circuit, Jade Room.
4:00 p.m.—International Motor Contest Association, Jade Room.
6:00 p.m.—Firemen's Banquet, West Room.

Tuesday, December 2

10:30 a.m.—YOUNG AMERICA
School Promotions: J. Dan Baldwin, Kentucky State Fair; Jack Reynolds, Eastern States Exposition; Richard H. McIntosh, Alabama State Fair.
Teen-Age Programs: R. C. McCallum, Canadian National Exhibition; J. Dan Baldwin, Kentucky State Fair.
Kiddie Land: Peter J. Holand, Mower County Fair; J. W. (Patty) Conklin, Brantford, Ontario.
Special Events: William H. Kittle, Colorado State Fair; Leon H. Harms, New Mexico State Fair.
A Business Man Looks at Fairs: T. O. Robinson, London Fair.
2:00 p.m.—GRANDSTAND SHOW
Value of Name Talent: Hubert W. Elliott, Illinois State Fair.
Non-Professional Shows: M. E. Twedell, Oklahoma Free State Fair; Richard H. McIntosh, Alabama State Fair; C. G. Baker, Oklahoma State Fair.
EXHIBITS
Sportsmen's Exhibits and Shows: Martin Zook, Mid-South Fair, and J. Dan Baldwin, Kentucky State Fair.
Atomic Exhibits: Douglas K. Baldwin, Minnesota State Fair.
Science Engineering Show: James H. Stewart, State Fair of Texas.
College Exhibits: J. Dan Baldwin, Kentucky State Fair.

ATTRACTIONS-SPECIAL EVENTS

Rural Choruses: Hubert W. Elliott, Illinois State Fair.
Hands Across the Border: Douglas K. Baldwin, Minnesota State Fair.
Defense Department Shows: Edward P. Green, California State Fair, and Willard Masterson, Wisconsin State Fair.
All Music Show by Recording Artists: James M. Hare, Michigan State Fair.
A New Use for Name Talent: Hubert W. Elliott, Illinois State Fair.
Sports Events: J. A. Theobald, Utah State Fair.

Wednesday, December 3

10:00 a.m.—WOMEN'S ACTIVITIES
"Invite the Arts to the Fair," Mrs. George B. Moore, Piedmont Interstate Fair.
"Our 100th Anniversary Program," Mrs. Carolyn Holloway, Indiana State Fair.
LIVESTOCK
Poultry Shows: Louis Ritzhaupt, president, American Poultry Association, and Willard Masterson, Wisconsin State Fair.
The Relationship Between Show Ring Standards and Commercial Livestock: Professor R. G. Knox, Ontario Agricultural College.
Livestock Classifications: Carl Tyner, Indiana State Fair, and Rollo Singleton, Missouri State Fair.
AGRICULTURE
Farmers' Information Center: Willard Masterson, Wisconsin State Fair.
Agricultural College Exhibits: W. F. Graham, Purdue University and United States Department of Agriculture; V. A. Smith, Indiana University, and Harris Baldwin, Washington, D. C.
2:00 p.m.—COMMERCIAL SPACE
"Our Experience With Exhibitors," Clarence H. Harned, Saginaw Fair, and Mrs. Carole May, National Bureau for Fairs.
Sponsored Electrical Show: John H. Stewart, State Fair of Texas.
Industry on Parade: J. Dan Baldwin, Kentucky State Fair, and J. A. Theobald, Utah State Fair.
MANAGEMENT OPERATIONS
Free Gates: John MacLennan, Upper Peninsula State Fair.
Anniversaries: James H. Snow, Allegan County Fair, and Carl Tyner, Indiana State Fair.
Grandstand Stages: Robert G. Finke, North Dakota Fair.
Modernizing: Douglas K. Baldwin, Minnesota State Fair.
Personnel: Douglas K. Baldwin, Minnesota State Fair, and James Paul, Edmonton Exhibition.

\$1,500,000 Expo Hall Mulled for Columbus

COLUMBUS, O., Nov. 22.—The outdoor theater at the Ohio State Fair may get a new \$1,500,000 exposition building to accent its role in Ohio's sesquicentennial celebration next year, it was disclosed here this week by the city commission. At the same time, plans were discussed for the construction of a \$110,000 outdoor theater, to seat 1,500, at Ohio State University.
Appropriations for the State's 150th birthday on March 1, are expected to have third priority when the Legislature convenes January 5.
Architects say the exposition building, which would be a permanent addition to the State fairgrounds, could still be finished in time for the 1953 event.

The outdoor theater at the university is planned as the site for a pageant of Ohio's growth in the past 150 years. This pageant, according to estimates, would cost about \$90,000 and the committee has recommended Paul E. Green, Pulitzer prize winning dramatist, as its producer. Green won the Pulitzer award in 1927 for his play "In Abraham's Bosom." According to plans, the pageant would open next summer and run daily during good weather.
Harvey S. Firestone Jr., Akron, is chairman of the Sesquicentennial Commission and Erwin C. Zepp, director of the State Archaeological Society, is executive secretary.

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★ Proudly presenting America's most beautiful and only 16-Pony Hitch.
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1,500 Hoosiers Sing Out

**Massed Women's Choir Thrills CNE Audiences;
Draws Rave Newspaper Reviews; Choir Hailed
As Builder of Good Will Between U. S., Canada**

FIFTEEN hundred women strong, Indiana's unique Home Demonstration Chorus proved one of the hits of the 1952 Canadian National Exhibition, Toronto.

In two performances in the CNE's gigantic Coliseum, the Hoosier women sang their hearts out before a total of 35,000 persons.

From 91 of Indiana's 92 counties, the choir consists of some teen-agers but largely of women ranging in age from 25 to 45, plus some grandmothers and even some great-grandmothers.

The trip to Toronto from Indianapolis was made by four special trains, plus automobiles and busses. In addition to the choristers, about 400 friends and relatives also made the trip.

Canadian papers paid high tribute to the group, not only on its singing but for its contribution to international good will.

Toronto Star Praise

Typically, The Toronto Daily Star in its review said: "The thousands who flocked to hear the choir... experienced a variety of emotions from beginning to end. As you entered you were impressed with the size of the

interior, all draped with flags, the choir which took up nine full sections, and the international meaning of the occasion.

"This aspect was pointed up at the opening when officials spoke, emphasizing the hand-across-the-border significance of the event. The choir

sang the two national anthems.

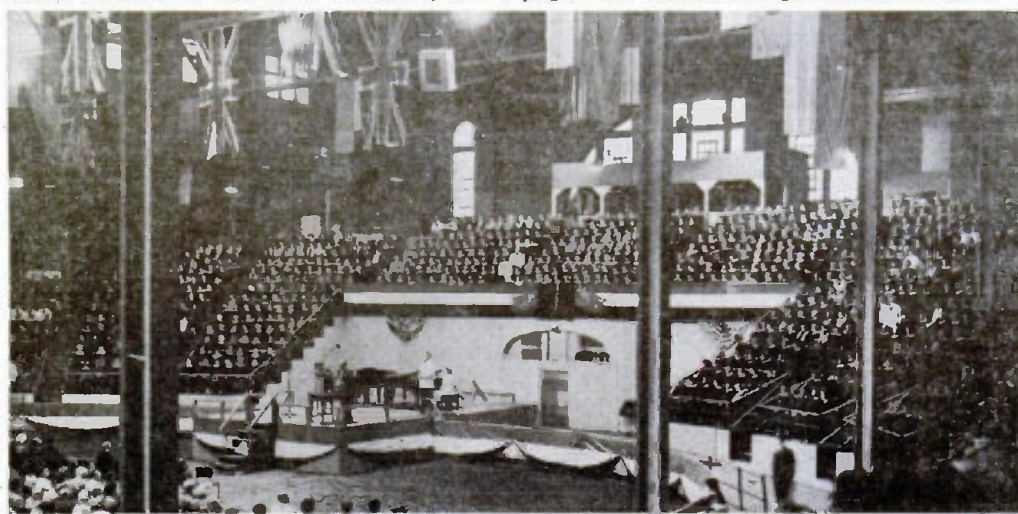
"At this point you were filled with awe. But as the program unfolded, it was surprising how the feeling of high occasion disappeared and was replaced by one of intimacy you'd think impossible at a concert by such a

huge choir in an arena. But that's what happened, thanks to the dynamic showmanship of Dr. Albert P. Stewart, and to the warmth he drew from 91 counties of Indiana in songs of tenderness or unabashed nostalgia."

A half-hour portion of one program was broadcast over

a two nation coast-to-coast hook-up, and the same portion was taped for use on a Voice of America program.

To the women, it was a big emotional experience—to the audience a thrill—and, from an international standpoint, it was a powerful gesture of good will between nations.



Grandstand Biz Ups Bloomsburg

**Healthy Pennsylvania Event Builds
Solidly on Stage, Track Programs;
Plows Profits Back Into Plant**

WHILE paid attendance at the gate is a pretty good indication of how a fair is doing, one of the best indications of how much money people are spending once they get inside is the pulling power of the grandstand show. People who have money to spend at the grandstand usually spread some around at the concessions and on the midway.

Taking the grandstand as a barometer, the Bloomsburg Fair, one of the four major annuals in Pennsylvania, is healthier in its 98th year than it has been in any time in its history.

Records on grandstand attendance go back to 1933 when total attendance was 24,813. Attendance dropped in 1934, but came up in 1935 and 1936.

In the latter year rain hurt the gate in the early part of the week, and there were no attractions, day or night, until Thursday. Day attendance that year was 13,697, with 9,675 at night. The gross take was \$18,000.

Washed Out

The following year the gross was \$26,000. There was only one program washed out, that of racing on Tuesday afternoon. Some 19,115 saw the racing and 15,996 watched the night show, then opening on Tuesday.

In 1951 when a then-new night attendance record was established—the result of a mid-week change in program—the total gate was 32,962 for the evening events and 22,168 for the racing program. That

was the first fair at which Monday racing was staged. The gross was \$79,028.60. That's better than a 200 per cent increase over 1937.

This year's fair saw a paid attendance of nearly 60,000. While the official gross has not yet been released, Harry Correll, fair manager, says that the 1951 record has been shattered.

1950 Figures

The year before, 1950, the total gross receipts of the stands were \$66,241. That year there were 22,123 watching the races, slightly less than in 1951, and 25,645 on hand to view the night show. That presentation was the same all week, with two shows on Friday night.

While 1946 was not the top

year for total gross, more fans were in the stands that year than any other year until 1951. There were 26,000 in the stands during the afternoon shows and 30,230 at night for a total of 56,230.

Cleared Hump

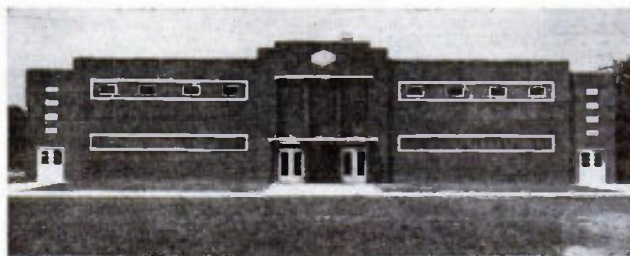
It was in 1940 when the grandstand show first cleared the hump, with a total attendance of 37,094. From that time on the combined day and night attendance has been well above 30,000, and since 1944 has continually had a total of 40,000 or better.

In 1944 there was an attendance of 44,853 and gross receipts of \$42,652. The next year the total went over 50,000 and the gross reached \$53,519. Highest combined total (until the 1952 figures become offi-

cial) came in 1946, while the following year the gross hit a then-record \$70,556. It went up \$5,000 in 1948, neared \$70,000 in 1949, and rocketed to \$80,000 in 1951. This year it may be close to six figures.

While the night snow attendance of recent years has been due, in a large measure to the revues and acts booked thru George A. Hamid, harness racing and the Saturday auto thrill show account for the daytime crowds.

With the establishment of the Bloomsburg Fair Stakes in 1946, the harness racing program has become so attractive that it is no longer necessary to give the program a shot in the arm thru the added attraction of a thrill show as was often the case prior to that time.



Heavy grosses at the grandstand helped provide funds to build this Industrial Arts Building, erected in 1949. The building in turn helps the fair, which helps the grandstand. It works both ways.



Good grandstand attractions mean good crowds and spending for the concessions and for the midway. This shot shows the crowds emptying from the afternoon grandstand show at the 1952 Bloomsburg Fair.



The 4,000-seat grandstand at Bloomsburg is usually filled to capacity for the Saturday afternoon thrill show.

Troupers Purchase 18-Room Residence For Club Quarters

First Meeting Set for December 4; May Rent to Attraction Agents

LOS ANGELES, Nov. 22.—An 18-room residence, located in an area now zoned for business, is being purchased by the Regular Associated Troupers here for clubrooms. The transaction is scheduled to be released from escrow November 24 with the first meeting in the new quarters set for December 4.

The property was originally the home of J. J. Haggerty, founder of a large women's apparel store and one of the early Los Angeles families. The Haggertys sold the home some years ago when they built in the Santa Monica hills. The lot fronts 62 feet on West Adams Boulevard and is 180 feet deep. Among the 18 rooms in the main structure are a conservatory, music and large living room. There are six

rooms on the second floor, where three of the five baths are located. In addition to this property, the Troupers will obtain a large garage with apartment living quarters on the second floor.

The deal for the Haggerty property was handled by a building committee headed by Fred Smith. Serving with him were Frank W. Babcock, Clarence H. Alton, and the late Joe Krug.

The Troupers have for the past six years been meeting in clubrooms they established in the Apartments at Washington and Main streets. The five-year lease expired last July with the club going on a month-to-month basis. Although at present time the matter was in escrow, Smith said that he knew of nothing that would hold up the deal. Plans have been made to move the equipment with Norman (Dutch) Schue set to direct this work about November 28. The first meeting following that date, December 4, will be held in the new quarters. Mrs. Helen Smith, veteran secretary, said that the Troupers' Christmas and New Year's parties would be held at the new address, 3115 West Adams.

Mrs. Smith said that definite plans had not yet been made for the full utilization of the building. Located in a new business area, the matter of renting some of the upstairs rooms to show agents for officers is being considered. While these were originally bedrooms, the Troupers have no plans for making a hotel in connection with the clubrooms.

Columbus, Ga., Re-Contracts Gooding Unit

Turned in All-Time High \$62,000 Ride, Show Gross in '52

COLUMBUS, Ga., Nov. 22.—The Chattahoochee Valley Exposition this week closed contracts which will return the Gooding Amusement Company to the fair's midway here in '53.

Felix R. Jenkins, fair manager, in announcing the contract said that the Gooding rides and shows grossed \$62,000 after taxes here this year.

"That was the highest in the thirty-four year history of the fair," Jenkins pointed out, adding that "over the period the fair had booked in several large railroad shows."

The Gooding organization, which moves by truck and trailer, recently closed to provide the midway attractions at the Atlanta fair which for many years had booked in only railroad shows. The 1953 stand here will immediately follow the Atlanta fair.

Dolly Young Remains Sole Owner of R.C.

TARPON SPRINGS, Fla., Nov. 22.—Dolly Young continues as sole owner of the Royal Crown Shows, she pointed out here this week in correcting a report that the Greco brothers, Don and Sam, of Springfield, Ill., had purchased an interest in the show.

"The Grecos will have the front end of the show, but the terms under which they obtain the front end operation for 1953 do not affect the ownership of the show," she explained.

Touching on her plans as owner-manager, she said she will leave here in time to be in Chicago several days in advance of the opening of the outdoor convention. Upon her return from Chicago, she added, make-ready work on show equipment for winter dates will be pushed in the show's winter quarters here.

This week she was busy on affairs of the Ladies Auxiliary of the Greater Tampa Showmen's Association, of which she is president. Part of her time was devoted to lending a helping hand in preparations for the auxiliary bazaar, to be held December 12-14 in Tampa.

Forecast Big Turnout for NSA Banquet

NEW YORK, Nov. 22.—A capacity crowd was indicated for the 15th annual banquet and ball of the National Showmen's Association, which will be held in the grand ballroom of the Hotel Astor Thanksgiving Eve (26), as the demand for tickets grew brisk this week.

The duets, priced at \$10, include the usual holiday dinner and an elaborate show which will feature many of the top performers currently appearing in New York. George A. Hamid has arranged for the inclusion of a number of notables, in addition to the club officers, for the dais.

Joseph McKee, again in charge of seating arrangements, reported that the demand for choice tables was as heavy as it ever was in the past. This also indicated that the total attendance would be close to the peak of 1,000.

St. Louis Fems Elect Officers

ST. LOUIS, Nov. 22.—Teresa Sidenberg was elected president of the Missouri Show Women's Club at a recent meeting here, succeeding Jeanette Hart, the organization's '52 president.

Clara Campbell was named first vice-president; Verna Schanz, second vice-president; Rose Brown, third vice-president; Nora Gdynia, chaplain, and June Scordias, sergeant at arms.

The new officers will be installed at a dinner to be held in the York Hotel here January 22. Nominating committee included Estelle Regan, chairman, Lotis Francis, co-chairman, Peggy Crimm, Gertrude Lang, Sally Prevost and Josephine Scordias.

READIES KNOCKOUT EVENT

Hard-Hitting Sam Dolman Sets Stage For Winning PCSA Banquet, Ball

By SAM ABBOTT

LOS ANGELES, Nov. 22.—Sam Dolman looks like a fighter, acts like one and chalks up knockouts as would a leading pugilist. The challenges that he as a member of the Pacific Coast Showmen's Association has accepted and won include a record number of new club members in a year, direction of three successive and successful annual memorial services and now a sell-out for the annual banquet and ball at the new Statler Hotel here Wednesday, December 10. In this last endeavor, he had the challenger on the ropes several weeks ago and

the table sales quickly went down for the count.

Dolman trained for 33 years before he took on this last dare. And that period of conditioning presents over half of his life. He is now only 52.

As chairman of the banquet and ball, Dolman, upon his appointment, began preparing to meet the situation in a logical way. It was to be a big event and up to then the biggest thing, perhaps, that he had ever handled. The setting was selected and he obtained the Madison Square Garden of hotels, the new Statler. It was opened this summer and marked the completion of a nearly \$25,000,000 project.

Picks Emcee

The chairman's next move was to get good representation in the ring. He asked Joe Glacy, a veteran banquet and ball man, to emcee the affair. Even before Dolman got down to his road work, he knew pretty much who would be on hand when the gong sounded several months later. He got the best that he could get.

So now it boils down to the coming big night. Nearly all of the tables are sold, but Dolman is scouting around to make room for the late-comers. They, too, will want to be on hand for the classic of the Pacific Coast Showmen's calendar for the year.

The job was comparatively easy for Dolman mainly for the reason that he had a vast background in show business. He coupled this knowledge with effort and it was a cinch for the banquet and ball to be one of the top ones of the club's 30 years of existence.

Dolman was born in Winnipeg

in 1900, the third oldest of 12 children. His father was a tailor and there was never any talk of show business around the household. Just where Sam got the urge to exchange blows with the field is not known. It probably was in the Canadian Army for at the age of 14 he enlisted with the infantry division known as the "Little Black Devils." He was overseas in the trenches of France and Belgium and even then meeting a great adversary, Kaiser Wilhelm's troops.

Joins Show Bps

Upon his discharge, he went into show business. He joined John T. Wortham and in succession trouped with Zeidman & Pollie, Nat Reiss Shows, the John Marks Shows and others. In 1928, he made his first trip to the West Coast but returned East for other tours with Wonder Shows of America, Royal American Shows, T. J. Tidwell, Leavitt, Brown and Higgins, and the Conklin organization.

In 1930, Dolman married Lucille Connors in Bend, Ore., who has given him more opposi-

(Continued on page 109)

Two Iowa Fairs Change Shows; Ink Gold Medal

Davenport, Mason City Close; Denton Org to Carry Ice

CHICAGO, Nov. 22.—Art Frazier, manager of the Gold Medal Shows, announced on a visit here this week that the show had closed 1953 contracts for two Iowa fairs, the North Iowa Fair, Mason City, and the Mississippi Valley Fair, Davenport. In neither fair was played by Gold Medal this year.

The show will jump from Mason City to Davenport, Frazier pointed out, as the dates for the Mason City fair are August 11-18, the dates at Davenport August 18-23.

Johnny Denton, Gold medal owner, is planning to carry an ice show thruout the entire season and is also negotiating for a hillbilly show, Frazier said. The ice will be staged on a portable 40 by 60 feet portable rink owned by Denton.

J. H. Drew Tops '51 Tour

WAYNESBORO, Ga., Nov. 22.—James H. Drew Shows wound up their 30-week tour, which included 16 fairs and four celebrations with earnings ahead of \$1 business, Owner Drew announced here. During the trek the shows covered 5,720 miles in six States and didn't miss an opening night.

The shows closed November 8, at the Nashville, Ga., fair and before leaving the org was again awarded to '53 midway contract.

Drew said that changes for next year include reshuffling of the back end and the addition of two more rides. All other equipment will be repainted and overhauled and new fence has been ordered for all rides.

Drew will make his usual rounds of fair conventions this year. Full-scale work in quarters will begin February 9.

Mike Rockwell Named Prexy Of K. C. Club

KANSAS CITY, Mo., Nov. 22.—Mike Rockwell was elected president of the Heart of America Showmen's Club at the regular meeting of the organization here Friday (14). Rockwell succeeds E. H. Hugo.

Other officers named to serve with the new president include E. H. Hugo, first vice-president; George Gordon, second vice-president; George Kimbrell, third vice-president; George Elser, warden; George Sargent, conductor; and Al C. Wilson, Chaplain. Officers re-elected include George W. Carpenter, treasurer, and Al C. Wilson, secretary.

Board of directors include Fielding Graham, Sam Anshwer, George A. Dean and Cliff Audiss.

Over 50 members were on hand for the meeting and other discussions included planning for the annual banquet and ball on New Year's Eve. The Saturday night lambroes were scheduled to begin Saturday (22) and continue thruout the winter months.

20th Century Pacts Owatonna

OTTAWA, Kan., Nov. 22.—The 20th Century Shows have again signed to provide the midway at the Steele County Fair, Owatonna, Minn., Al Martin, co-owner, announced. Martin said this brings to seven the number of events that have been contracted for 1953.

E. D. McCrary, co-owner of the org, recently returned here from Kansas City, where he placed an order for a complete set of royal blue show tents. The twin searchlights have been sent back to the factory for reconditioning and will be returned to the show in the spring.

Detroit Fair Pacts Wade For 2d Year

Exceptionally Early Signing to Permit Booking of Shows

DETROIT, Nov. 22.—In an exceptionally early move, the Board of Managers of the Michigan State Fair here Thursday (20) awarded the midway contract to the W. G. Wade Shows for 1953, thus making it two years in a row for the Wade organization.

Contract terms are understood to be essentially the same as last year, but details were not disclosed. Agreement calls for 20 major rides, 10 kiddie rides and 20 shows.

No games concessions will be allowed as a continuation of a policy started this year.

The early award of the contract followed a special ruling from the Michigan Attorney General Frank G. Millard, that made it legally possible. Major reason was to allow the carnival given the contract to negotiate for shows during the Chicago outdoor convention the first week in December.

Other board action Thursday was the decision to admit wine and beer exhibits in '53 and to construct a new \$5,500 safety fence around the track in front of the grandstand.

No decision was made on Coliseum attractions but Secretary James M. Hare said the policy of a program featuring recorded artists, which clicked this year, would be continued.

Cedar Rapids Fair Contracts Wagner's Show

MOBILE, Ala., Nov. 22.—The Cavalcade of Amusements have signed to provide the midway attractions at the 1953 All-Iowa Fair, Cedar Rapids, Al Wagner, the show's owner-manager, announced here this week at winter quarters. The fair is a new one to the Cavalcade route.

Wagner also disclosed that the show had signed the Rome (Ga.) Fair, which it played this year. Several new show fronts are being built in winter quarters, the Cavalcade owner-manager reported.

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Midway Confab

Frank W. Babcock, owner of Babcock's United Shows, is touring Europe. He wrote friends in his hometown of Los Angeles that he had flown over the Russian territory on his way to Berlin. He praised the Germans for their job of rehabilitating their country. Babcock added that he would soon visit Paris and then go to Spain for a brief visit before returning to California by way of Brazil.

Harry Webb, for many years a concession op, now a zoo operator, recently arrived back at his winter home in Vicksburg, Ark., after a successful season at Biggs Junction, Ore., where he had his animals on exhibit during the summer. Webb info that he has ordered two elephants, two camels, a buffalo and several llamas for spring delivery. His son, Buddy, is now associated with the elder Webb.

Daisy Hennies, wife of Harry Hennies, former show owner, is in Methodist Hospital, Houston, for surgery.

Destination of personnel on Mad Cody Fleming Shows, following its recent close in Jessup, Ga., were: Mr. and Mrs. Bill Briggs, Fort Pierce, Fla.; Mr. and Mrs. Eddie Herman, Ruskin, Fla.; Fred Williams, Miami; Mr. and Mrs. Norman Rader, Ruskin, Fla.; Mr. and Mrs. Bill Butler, Jacksonville, Fla.; H. N. Cooper, Hickox, Ga.; Mr. and Mrs. Charles Tuttle, Miami; Mr. and Mrs. Erin McMurray, Tampa; Mr. and Mrs. James Clark, Perryville, Mo.; Robert Gregory, Jacksonville, Fla.; Lewis Porter, Brunswick, Ga.; John Williams, and Mr. and Mrs. Grady Welch, Esie Blount, Mr. and Mrs. Win Jameson and daughter, all Hickox, Ga.; Mr. and Mrs. Bill Myers, Waycross, Ga.; Mr. and Mrs. Albert McElroy, Donaldson, Ark.; Mr. and Mrs. Frank Nelson, Atlanta; Clyde (Judge) Dowdy, Hickox, Ga.; Mr. and Mrs. C. D. Dean and daughter, Hastings, Mich.; Dovie Dean, Hogansville, Ga.; Mr. and Mrs. Pete Smith, Vidalia, Ga.; Charlie Miller, Augusta, Ga.; Bennis Welch, Athens, Ga.; Mr. and Mrs. Red Chapman, Ruskin, Fla.; Big Boy Keith, Nahant, Ga.; Mr. and Mrs. Dewey Harrington, Nahant, Ga.; Bill Knox, Reading, Pa.; Dorothy Parker, and Broughton Voyles, Hickox, Ga.; Leonard Dundore, Birdsboro, Pa.; Tess Dundore, Butler, Pa. and Mr. and Mrs. Stebler, Titusville, Fla.

Mrs. E. J. Murphy, ball game operator, the past season with the Royal Crown Shows, stopped off in Connersville, Ind., to visit Clifford and Charlotte Andrews, former shooting gallery operators with the World of Pleasure Shows. Mrs. Murphy was en route to her home in Evansville, Ind., where she expects to get her concession ready for a return to the road in the spring. She reported that the Andrews have retired from the road and are building a home in Connersville. Andrews is now employed in the office of a manufacturer there.

While playing the recent fair at New Bern, N. C., Amber West and Theodore Kite purchased a 28-foot travel trailer. Upon reaching Titton, Ga., they visited Peggy Ewell, Joanne Fay, Sammy Lewis and Bill, Jack Kellaw and Steve Russell, who staged a housewarming party and gave them many gifts for their new home. They will be back at Palm Lake Trailer Court, Miami, in about two weeks, according to Jolly Jenny Jones.

Jean M. McLaughlin and Danny Watts, concession agents on the W. G. Wade Shows, were married in Chicago recently and will winter there. Fred Myers, Parkersburg, W. Va., who spent the past season with the Gem City Shows, was married recently to Billie Bettes, Ozark, Ala., and is now honeymooning. They expect to have their own aerial act next year.

After playing Southern fairs and a few still dates with his wild animal zoo, Walter Lankford closed a spotty season at Boston, Ga. November 1. He plans on building a straight sales concession on a semi for next year at his quarters in Warner Robins, Ga. Lankford, who formerly had a band, said the past season was his 46th on the road.

Rod Hopper, mail man and agent for The Billboard on Siebrand Bros' Shows, is reportedly in the Aransas Pass (Tex.) Hospital recuperating from injuries received when he was struck by an automobile.

Mae Oakes, wife of Ray Oakes, Brookfield, Ill., game manufacturer, is confined to McNeil Memorial Hospital, Berwyn, Ill., with a virus infection. Husband Ray reports he's all set for the Chicago outdoor meetings. Oakes has booth 95 at the show and plans to have a number of new items on display. Willis M. Johnson, veteran one-armed billposter, writes that he plans to return to the road next season after laying off since 1950.

R. C. McCarter was in Chicago last week on business for the Metropolitan Shows. He said a booking trip would make it impossible for him to attend the National Showmen's Association banquet-hill in New York but that he would return to Chicago for the outdoor conventions.

Al Baird has put his freak animal show in the barn and has left for a bird hunting trip to Arkansas. Wintering in the Beaufort (Tex.) Trailer Court are Billy Logsdon, Vicki LaPage, Cliff and Mae Patent, Billy LaBonita, Pinkey Pepper, Al Hunt, Fred Shepard, Helen and Jiggs Prenchek, Louis and Louise Logsdon, Gee Gee Pepper and the Flying Rotels. Recent visitors to the court were Linda Lopez, Billy Bell, Mr. and Mrs. Johnny Taylor, Mr. and Mrs. Odell Farmer, R. Del Mar and Surrey Von, all of the American Midway Shows.

En route to Valdosta, Ga., from Brundidge, Ala., LaVerne (Frenchie) Brooks visited Cleo Stafford and Jack Konie in Bonifay, Fla., and Williamena Dower, Terry Blaine, Lonetta Stewart, Bobby Cork, Sue Dan and Freda Fred Van on Prell's Broadway Shows in Valdosta. She will winter in Valdosta with Carmita Kelly.

J. Raymond Morris stopped off in New York en route to Winston-Salem, N. C. and Florida where he expects to winter. Morris is convalescing after an appendectomy recently in Boston where he has been living. He reports that he is still undergoing treatment for injuries received in an auto accident while billing for the Cavalcade of Amusements a couple of seasons ago. With the Shuberts having discontinued billing Boston, work has diminished considerably in that area, Morris reports.

Mr. and Mrs. Charles H. Hodges, Side Show operators, came to Detroit Thursday (30) from their Coldwater, Mich., home to confer on plans for the '53 season before going to the Chicago meetings. W. G. Wade moved the offices of the Wade Shows from winter quarters at Mason, Mich. into Detroit last week.

Snowfolk at Burge's Lazy B Trailer Ranch in Ocean Springs, Miss., had a double-barrelled celebration recently when they held a surprise party for both Lloyd Burge and Kay Gawie, who celebrated birthdays on the same day. In addition to gifts a turkey dinner was served. Those attending included Lloyd, Ann and Lloyd Burge, Jr., Kay and Walter Gawie, Mildred and Gene Jameson, Nancy and Red Slater, Hilda and Earl Shanteau, Thelma (Continued on page 100)



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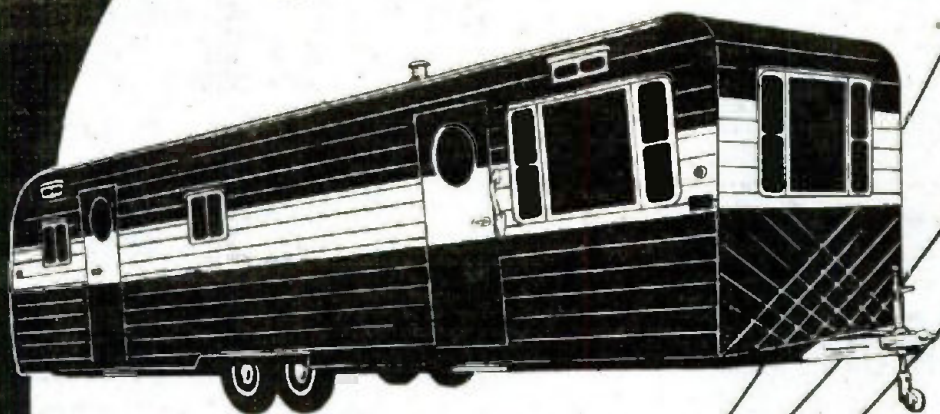
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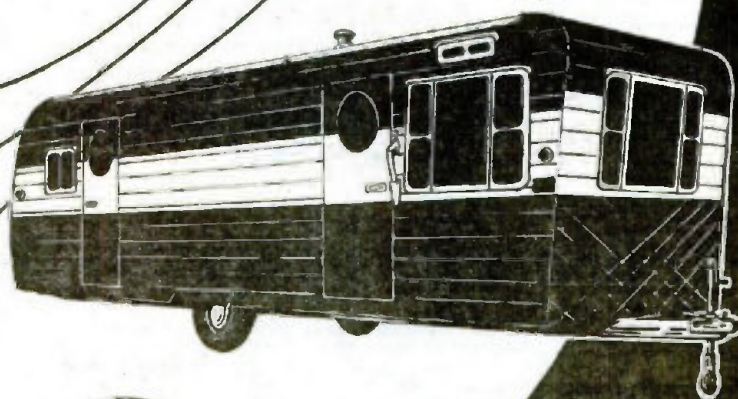
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Trailer (like new, \$1,000.00). One Freshet
Tandem Van, 32 ft., \$1,000.00. One E.S.S.
7 International Tractor, good rubber, new
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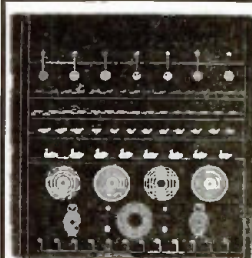
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PLEX**



No State Permits Needed

Luxury-living plus complete privacy through its unique
half-deck design. Two bedrooms upstairs, living room,
kitchen (with breakfast nook) and complete bathroom
downstairs. Yet overall height is only 11½ feet, 6
inches lower than a commercial trailer. Equivalent to
a 48-foot trailer home, yet only 28 feet in length.

There's a Lighthouse Trailer Home for you in every price range.

Lighthouse Trailer Company

5749 WEST TOWN AVENUE

CHICAGO 31, ILLINOIS

E. J. CASEY SHOWS

Want for Western Canada "C" Class Fair, 1953 Season—Two Grand Shows preferred.
Must have their own equipment. Also Operator for our Bingo—We have truck and
complete set-up. Can place repable Cookhouse Manager. See you at the convention,
Hotel Sherman, Chicago.

E. J. CASEY, Owner-Manager WILLIAM M. (BILL) SORRELL, Show Manager

NEW HOME NEXT?

Miami Adds 310 New Members, Reinstates 108

MIAMI, Nov. 22.—A total of 310 new members were added to the rolls of the Miami Showmen's Association during the past season, it was reported at the regular meeting held in the clubrooms Tuesday (18). In addition, 108 persons were reinstated to provide a total boost in membership of 418. Harry Modie, co-chairman of the membership committee, made the report.

The meeting, attended by 165 persons, was one of the largest ever held by the association. Interest in the proposed purchase of a new home was responsible for the turnout.

Buster Westbrook, chairman of the ways and means committee, reported that the revised total of monies raised thru lamborees and special gifts was \$6,800. All of the returns are not yet in.

Charles Walport, next president of the Pacific Coast Showmen's Association, urged the membership to get behind the planned

purchase of a home. His suggestions were well received and members Harry Weiss, Ross Manning, Leonard Lampbell and Phil Cook each contributed \$100 to the project. In return their names will be engraved on the bronze plaque which will commemorate the purchase in the rooms of the new home.

The membership applications of the following were approved: Gene Brodie, John DeMarco, Gerald G. Melanson, Paul F. Radler, Emil Winters, Billy Barton, Leonard Chalfin, John L. Keef, proposed by Patte Finnelly; Sam Rosenthal, by Willie Lish; L. B. McLaughlin, by Johnny Applebaum, and David Backovitz, by Irvine Sherman.

William Cowan, first vice-president, presided. Also on the dais were Mel Dodson, treasurer; Carl J. Sedlmayr, George A. Golden and Robert K. Parker, past presidents; Sam Solomon, past president of the Showmen's League of America, and Phil Cook, executive secretary.

Winter Quarters

American Eagle

GAUTIER, Miss., Nov. 22.—Business during the 35-week season was only fair until Labor Day, but from that time on it was excellent and the season wound up better than average. Show covered about 4,000 miles thru Mississippi, Tennessee and Illinois, closing at Fayette, Miss., and moving to quarters here.

On hand here are Joe and Mary Edwards, Mr. and Mrs. Roy Little, Truman Wright, Louis Elmore, Mr. and Mrs. Richard Welsh, Chuck Bates and family, Arnett family, Jimmy Hart family, Mr. and Mrs. Harry Palmer and Mr. and Mrs. Brock.

Slick and Toots Bickett left for Louisiana after a week of fishing. Danny Arnett is still in the hospital but is expected back soon. Mrs. Jenny Hockett is still in Lafayette Hospital, Greenwood, Miss. She was injured in an auto accident six weeks ago. Visitors at quarters have included—Don Wright, Bill Lambert, Bob Meyers, Tom McManus and Don Prentiss. W. O. Barnett, show electrician, and Mrs. Barnett left for Tampa. Eddie Tubbs left for Lexington, Ky. Maion and Jessie Western are in Gautier for a few weeks of fishing. Glen Hockett is overhauling concessions and building a new

popcorn trailer. His Rollawhirl is to be hooked on with Warner in a few weeks. —MRS. DOROTHY HOCKETT.

G. & B. Rides

PARKERSBURG, W. Va., Nov. 22.—A new Merry-Go-Round and Octopus were delivered to local quarters recently. Also purchased were two new P-8 tractors. Current plans call for the org to open the season next year with six major and two kiddie rides.

Work is progressing here with Steve Mitro, Clifford Mitchell and Oscar Raymond doing the painting and repairing. Owner George Bros, who has been away for the past two weeks, says that next season the shows will play Pennsylvania, Maryland and West Virginia. Added recently were four light towers. —BEULAH BROS.

Drago Amusements

KOKOMO, Ind., Nov. 22.—Following a good season, Owner Paul Drago is constructing a large building here for storage of newly painted equipments. He hopes to have the building completed in a couple of weeks.

Concessionaires were satisfied with the season's takes, and most of them are expected to be back next year. Owner Drago plans to make the Chicago conventions, the Indianapolis fair meeting and the Tampa fair. He has been doing some hunting.

Wintering in Kokomo are Kenneth Ritchie, ride superintendent; Mr. and Mrs. Walter Johnson and Mr. and Mrs. Bill Pratt.—NORA RITCHIE

Glades Amusement Co.

Archer, Fla., Monday, Nov. 24, thru Saturday, Nov. 29, Sanford, Fla., to follow. Out all winter in Florida. WANT HANKY PANKS OF ALL KINDS. Jack Gallagher, Mgr.

LAREDO, TEX. 56TH ANNUAL WASHINGTON BIRTHDAY CELEBRATION

12 Days Two Sundays Commencing Wednesday FEB. 18 thru MARCH 1

J. GEORGE LOOS SHOWS HAVE EXCLUSIVE CARNIVAL CONTRACTS UNTIL 1957

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SHOWS - SIDE SHOW, de Half and Half, (Mile Anthony, wrote.) Fun or Glass House, Monkey Show, Fun in the Dark, Mystery or Rat Show, Girl Revue, Motorcycle, Illusion Show or any other marvellous attraction.

RIDES - Fly Plane, Looper, C.C. Rine, Scooter, Walker, Caterpillar, Miniature or Lasso Whip.

CONCESSIONS - Candy Pans, Short and Long Range Callers, Photos, Novelties, Crowned Ladies, Cream Soda, Soft Drinks, Hot and Cold Refreshments, SODA, ICE CREAM, PEANUTS OR GUMS.

NOTE - The Laredo show has a combined population of more than one hundred and twenty-five thousands. SET AIR BASE FULL OPERATION, WONDERFUL CROPS AND IDEAL CLIMATE.

IT'S A FACT—NOW AS ALWAYS—YOU CAN'T LOSE WITH LOOS—WRITE OR WIRE: J. GEORGE LOOS, BOX 455, LAREDO, TEXAS

FOR SALE—A BARGAIN

1918 Lincoln 1918 car—streamline Caterpillar; also all newly upholstered, new body canvas, turntable, same as new. Wheel, steering drive. This ride in perfect condition throughout, priced at less than 1.25 and can be seen winter quarters, Greenburg, Ind., or 1 will be in Chicago, Sherman Hotel, for Convention Dec. 2-3-4. All replies.

W. H. GREN, Box 25, Greenburg, Indiana

FOR SALE FOR SALE

ALLAN MERSCHALL MERRY GO ROUND—ALLAN MERSCHALL SCAR AUTO RIDE—STANDARD ROLL-UP—SPERRY 6-INCH LIGHT & GENERATOR (with or without track)—TWO (1) SHOWS—GIRL REVUE—FOOT & BANNER—MONKEY SHOW WITH 3 BANNERS—PLENTY OF EXTRA SHOW EQUIPMENT WITH OR WITHOUT TRANSPORTATION.

LESTER NELSON, 127 Wyant Crescent, Rochester, N. Y.

Midway Conlab

Continued from page 96

and Bill Lites, Ann and Pete Callender, and Mary and Roy Burke.

Mr. and Mrs. W. A. Markke, former trouper who now own the Saratoga Bar, Tampa; Lillian (Midge) McGregor and Sam Solomon, Chicago, were recent guests for dinner and a day of fishing at the Homosassa Springs, Fla., estate of Charles A. Lenz, the insurance man.

Ray Cohan, free lance writer, is rounding up material for an expose-type of article on carnival operations for Real magazine.

Phil Cook, executive secretary of the Miami Showmen's Association, reports having heard recently from Frank L. McMillan, John Downing, J. C. McCaffery, Charles Shore, Jim and Hal Cook, Charles G. Kohler, Gerald Bury, Phil Heyde and Barney Renna. The visitor's list is growing daily. Phil reports. Recent arrivals include Johnny Keeler, Sam Spielman, Ruby Klein, S. Tommy Carson, Martin Peakin, Erston Hawkins, Jack Russell, Kanny Meyers, Jerry Saddlemire, Sam Solomon, John Vivona, John Hoffman, Bobbie Allen, Bill Holt, Harry (Snooty) Goldberg, Chester A. Dunn, Carl J. Sedlmayr Sr., Philip Duskin, Herbert Miller, Irving Goldberg, William Wolper, Charles Baldwin, Joseph Goodman, Eddie Owens, Paul Prall, Alex J. Cunningham, William Libak, Shelley Klein, Erwin Eule, John C. Daniels, Bennie Boswell, Harold Hesch and Louis (Peanuts) Baker.

Tommy Fox is reported seriously ill at Pratt General Hospital, Coral Gables, Fla. . . . Isidore Beck declined the nomination to the board of governors of the Miami Showmen's Association. Sam Solomon was nominated in his place. Maxie Glynn has taken over the operation of the restaurant and bar at the Miami club.

Under the Marquee

Continued from page 92

regained use of his limbs after having been incapacitated for two years by injuries sustained in an auto accident. His brother, LeRoy, living in Alfred, is a former clown with the Big Show. . . . F. E. Laughed, drummer, has been playing indoor fairs since closing with Barnes Bros' Circus on the World of Mirth Shows.

Wyatt Darro, clown on the Rogers show this season, worked as guest clown on the King Bros. Christian show November 6 in Bogalusa, La. He expects to play the Tom Pucks indoor date in New Orleans. . . . Lloyd Walton and wife, Lucille, circus musicians, the former on trumpet and the latter on Hammond organ, are playing dates in Texas. They will spend the holidays in Dallas.

The King Bros.-Christian Circus advertising car closed November 11 in Hawkinsville, Ga., with personnel department for the following destinations: Earl DeGlopper, contracting press agent; St. Louis, Robert DeGman, Williamson, Pa.; Buck Ramsey, Reading, Pa.; Al Green, Philadelphia; Clayton Johnson, Stockton, N. Y.; Arthur Stires, Nelsonville, O.; Larry Lawson, Tampa; William Van Derwel, Sulphur Springs, Fla.; Louis Ingelheim, Madison, Ga.; Clint Boude, Huntington, W. Va., and Elmer Kaufman, car manager, Chicago.

Cilly Feindt, former Ringling equestrienne, is to appear on ABC's "You Are the Star" television show Sunday (30). . . . Dee Aldrich, Wallace & Clark Side Show manager last season, was in Chicago this week. . . . Marsha Hunt, daughter of Harry Hunt of Hunt Bros' Circus, was featured in a story in the Philadelphia Inquirer, and her relatives (Peanuts) Robinson joined Orrin Davenport in Kansas City after he closed with Mills Bros.

Roy Barrozz, clown, opened Saturday (15) at an Oklahoma City Department store for the Christmas season. He'll vacation at Hot Springs in January. . . . Bozo Lamont has been ahead of the Owens-Lloyd indoor show for a month and will be back on the show as clown for its tour. Show opens Friday (28) at Owensboro, Ky.

Blarney Background Aids Boston Publicist

Continued from page 90

aroused. The district attorney took note. State police received their orders to view and stop. If necessary, this needless gambling with human life. The recalcitrant turnout was terrific, record-breaking in fact, no lives were lost, or even asked, and the Beum equipment needed only dusting at the end of the performance.

At Norwood Dick greeted customers personally, squared beefs over the pizza pie which was being served (and which he admits was terrible) and posted the actual winnings of drivers each night. This latter innovation quelled all suspicion and brought out from 120 to 150 race cars for each meet.

Dick long has been reluctant to devote all of his time and resources to any one endeavor. New fields to conquer always intrigued him. He has been a mainstay for years with the J. A. Harbacher organization out of Boston. Harbacher's promotions, including the Shrine Circus at Providence, R. I., are big and afford Dick the opportunity to dwell long and loud on the show features. He has often served booker Al Martin and the Brockton (Mass.) Fair. His promotional activities have aided virtually every kind of show business endeavor with the exception of carnivals, on a fulltime basis. Offers from the latter have been numerous, but there has not yet been the opportunity to fit them in.

Goes Western

Dick has thumped for Mona Massey, Charles (Buddy) Rogers, Smiley Burnette and Ken Maynard, among other nationally known performers. It was Maynard who suggested that he go Western if he was to sell a Western show and this he did with varying results. At Maynard's insistence he acquired a Western hat and a pseudo home town of Midland, Tex. The first editor he encountered commented on his Bay State accent, notwithstanding the hat. Dick pleaded that he had been away from "home" for a long time and got by with that excuse.

The next editor Dick encountered happened to be a native of Midland, but the publicist was unaware of this until he claimed the Texas town as his own. This resulted in two stories. The first told of the chance meeting with a "hometown" publicist. The second told of being taken in.

Dick has handled numerous "indoor" accounts, including a number of clubs, hotels, flower, home and motor sports shows. He once did a job for the Bon Aire Hotel in Augusta, Ga., and the national golf tournament, held annually in that town. At the conclusion of the event he staged a cocktail party for winner Jimmy Demaret and invited Dave Endy and Louis (Stretch) Rice, of Endy Bros' Shows, which happened to be in town at the time. The party, Dick recalls, soon resembled the lobby of the Hotel Sherman, Chicago, at outdoor convention time.

Handles Miami Show

Dick flies down to Miami annually to handle the Miami Air Show and the auto races at Sebring, Fla. It may be that he soon will be opening a branch office there. As it is, he is unable to handle all of the accounts offered him, although he does manage to represent a sizable number thru

consultation work.

Despite an around-the-clock interest in his occupation, Dick still has time for one hobby and, as might be expected, it has a direct bearing on his job. He receives and reads assiduously some 50 newspaper each week. By carefully studying the contents he knows exactly what to pitch for when he walks into their shops seeking space.

Alice, Dick's wife, rates considerable credit from the publicist, although she is kept busy at home rearing their offspring, Patricia Ann, 6; Ellen, 4 and Robert Richard, 1.

Dick belongs to the American Legion, Amvets, DAV, Lions and Florida Air Pilots Association.



2nd Lt. Joseph C. Rodriguez U.S. Army Medal of Honor

SIXTY YARDS TO GO. From atop the hill, near Munyeri, Korea, the enemy suddenly opened up a barrage. The squad was trapped. Lieutenant Rodriguez (then Pfc., with only seven months service) broke loose and dashed up the slope. Disregarding the fire concentrated on him, he wiped out three (foibles and two gun emplacements. Alone, he accounted for 15 enemy dead, led the rout of the enemy, and saved the lives of his squad.

"When you have to take chances to reach an objective, that's O.K.," says Lieutenant Rodriguez. "But when you can find a surer way, so much the better."

"That's why I was glad when I heard that people like you own nearly 50 billion dollars in U. S. Defense Bonds. I believe that a strong, peaceful America is our objective. And the sure way to reach it is through backing our strength with your strength by investing in Bonds now!"

Now E Bonds earn more! In All Series E Bonds bought after May 1, 1952 average 3½ interest, compounded semiannually. Interest now starts after 6 months and is higher in the early years. 2) All maturing E Bonds automatically go on earning after maturity—and at the new higher interest! Today, start investing in better-paying Series E Bonds through the Payroll Savings Plan where you work!

Peace is for the strong! For peace and prosperity save with U.S. Defense Bonds!

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Hot Springs Showmen's Association

DeSoto Hotel, Hot Springs, Ark.

HOT SPRINGS, Nov. 22—All officers except First Vice-President Paul Olson and Third Vice-President Jack Ruback were present at the November 13 meeting. President Harry Zimdars announced that the banquet and ball ticket sale, under the direction of Carl Fritz, is moving fast. It is expected to surpass last year's sale. The affair will be held November 20 at the Pines Supper Club.

Entertainment Chairman Clayton Holt is lining up six acts and two bands for the affair. Dwight Bazinet and Whitey Owens, of the program committee, report that the program book will be larger than last year's. Walls of the banquet hall will be covered with posters, pending 30 or more well-known shows.

President Harry Zimdars has appointed Walter Elze, local radio commentator, to head the press committee to succeed W. H. Taylor, who is with Polack Bros. Circus. Officers for the coming year will be H. P. McDonald, president; Paul Olson, first vice-president; John Gallagher, second vice-president; Spike Donofrio, third vice-president; Clint Shufford, secretary, and Clayton Holt, treasurer. Annual banquet and ball will be held November 30. Reservations are the greatest in club history. At the close of the meeting a meal dinner was served by the auxiliary under the direction of Mrs. Daisy Fritts.

Ladies' Auxiliary

The November 6 meeting was called in order by President Betty Bazinet. Also on the roster were Caroline Holt, first vice-president; Jackie Wilcox, second vice-president; Virginia Gamble, third vice-president, and club mother, Daisy Fritts. Invocation was by Chaplain Marion Shufford. Juanita Straussburg was welcomed back by the club after a year's absence.

A "thank you" letter was read from Alice Hennies reporting that Harry was recuperating from recent surgery. A letter was read from Caroline Holt declining the nomination for presidency. Voted on and admitted to membership were Viola Glenn and Olga Glosner. Yorla Goldstone, of the welfare committee, reported that Jack Oliver, an employee of the Kings-Cleveland Circus, is in St. Joseph Hospital here. He suffered a broken leg when the show was here October 27. Ladies voted to take him a radio. Business of the night was the nomination of officers. On the nominating committee were Yorla Goldstone, Juanita Straussburg, Daisy Fritts, Jackie Wilcox, Billie Owens, Virginia Gamble and Marion Shufford. The following ticket was placed on the bulletin board: Vivian Zimdars, president; Caroline Holt, first vice-president; Pearl Weyand, second vice-president; Grace Goss, third vice-president; Ethel Cutler, treasurer, and Billie Owens, secretary.

Installation of officers date was set for December 14. Buffet was served by Daisy Fritts and her committee.

The following were named on the installation of officers committee: Jackie Wilcox, chairman; Yorla Goldstone, co-chairman; Clementine Moss, Jessie Howe, Martha Wagner, Lillian Bowman, Mattie Bybee, Rose Kahn, Marion Shufford, Jennie Giot, Elsie Powell, Carolyn McJunkin, Edith Kelly, Rose Cutler, Lucille Donofrio, Leona Crowe, Virginia Gamble, Caroline Holt and Violet Howe. Sharon Gamble and Sharon Holt were named flower girls.

ATTENTION

Promoters and Show People
FOR SALE

Mickey Cohen's

**\$18,000 BULLET PROOF
ARMOR-PLATED CADILLAC**

The greatest drawing card in history with world-wide publicity. This car will make a fortune if shown to the public. For information contact

J. W. JENKINS

3020 East Beltway Fort Worth, Texas
Phone: Winwood 9292

Carovans, Inc.

P. O. Box 1902, Chicago

CHICAGO, Nov. 22—Claire Sopenar, president, presided over the November 4 meeting to good attendance. Edith Streibich gave the invocation. Vera Schantz and Theresa Sidenberg were elected to membership.

Billie Billiken writes that she is well pleased with the new trailer she purchased. Mail also received from Josephine Haywood. Eva Leroy, who is on the house committee for open house, accepted pledges for donations of refreshments for the round-up.

Emma Atzel, Martha Maris, Mae Oakes and Ann Roth were reported on the sick list. Mae Oakes visited Edna O'Shea Stenson at 129 N. Harvey Avenue, Oak Park, Ill., where Edna is still convalescing.

Edith Streibich is still collecting wrap-in-wax coupons for the club. Wanda Derps reports award books are coming in okay. Pearl McGlynn is accepting donations for the bazaar which will be held during round-up time. A special corner will be devoted to dolls.

Mr. and Mrs. Chester Barker, who spent the summer in Fox River Grove working their popcorn and floss trailer, are enjoying a vacation at Miami Beach. Sophie Gleason is visiting her daughter in Wisconsin but plans to attend the festivities before returning to Florida for the winter.

The batch of fudge made and served by Mary Martin was enjoyed by all who attended the meeting. Evening awards, donated by Ann Slesyer and Helen Wetmore, went to Edith Streibich and Joanne Wall. President Sopenar welcomed the following members after long absences: Pauline Grey, Mariann Pope, Leona Schlossberg, Frances Berger, Becky Lotsey, Edith Streibich and Jeanette Wall.

Sympathies were extended to Tony and Opal Rossi on the death of Tony's mother, Mrs. A. Dinucci and to Myrtle Hult whose mother, Anna Hodges of North Dakota, passed away.

Social held November 11 was a whopping success. Everyone received a prize. Top awards went to Eva Leroy, Edith Streibich, Frances Berger, Pearl McGlynn, Alice McGlynn and Mabel Mullen.

Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, Nov. 22—The regular meeting was opened by Jeanette Hart, president, assisted by Margaret Lohmar, treasurer. Faye Davis, secretary, Babe Weinstein, social secretary, and Nora Gydina, sergeant at arms.

It was moved to have photos of all past presidents framed and hung on the wall. Joan Kohrs was elected to membership. The sick committee reported Faye Heinze was back in circulation after being confined for four weeks following an accident. Flowers were sent to the funeral of Tom Blinn.

Ladies attending the meeting, in addition to the officers, included Vera Schantz, Stell Reagan, Peggy Grimm, Gertrude Lang, Josephine and June Scordia, Daisy Davis, Florence Cobb, Mary Thompson, Leila Graber, Gertrude Donnelly, Jean Wolff, Minnie Quillen, Lois Francis, Rose Brown, Helen German, Sally Prevost, Leonora Gydina, Joan Lipsky, Teresa Sidenberg and Arlene Sidenberg.

RALPH R. MILLER WANTS

For Golden Moments, Louisiana, five weeks on different locations. Some concessions of all kinds, \$15.00 week. Have for sale several new Conquest Tents, 10' x 10', 12' x 12', 14' x 14', 16' x 16', 18' x 18', 20' x 20', 22' x 22', 24' x 24', 26' x 26', 28' x 28', 30' x 30', 32' x 32', 34' x 34', 36' x 36', 38' x 38', 40' x 40', 42' x 42', 44' x 44', 46' x 46', 48' x 48', 50' x 50', 52' x 52', 54' x 54', 56' x 56', 58' x 58', 60' x 60', 62' x 62', 64' x 64', 66' x 66', 68' x 68', 70' x 70', 72' x 72', 74' x 74', 76' x 76', 78' x 78', 80' x 80', 82' x 82', 84' x 84', 86' x 86', 88' x 88', 90' x 90', 92' x 92', 94' x 94', 96' x 96', 98' x 98', 100' x 100'. Also, 12' x 12', 14' x 14', 16' x 16', 18' x 18', 20' x 20', 22' x 22', 24' x 24', 26' x 26', 28' x 28', 30' x 30', 32' x 32', 34' x 34', 36' x 36', 38' x 38', 40' x 40', 42' x 42', 44' x 44', 46' x 46', 48' x 48', 50' x 50', 52' x 52', 54' x 54', 56' x 56', 58' x 58', 60' x 60', 62' x 62', 64' x 64', 66' x 66', 68' x 68', 70' x 70', 72' x 72', 74' x 74', 76' x 76', 78' x 78', 80' x 80', 82' x 82', 84' x 84', 86' x 86', 88' x 88', 90' x 90', 92' x 92', 94' x 94', 96' x 96', 98' x 98', 100' x 100'. 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CHRISTMAS-SPECIALS



Beautiful-Assorted
\$18.00 Per Gr.

Sensational Value 6 PIECE WATCH SET

In luxurious gift box, consisting of new high-grade nationally advertised watch, gold plated case and expansion watch band in cutlery. Lustrous gold plated curb links, key chain and 14K holder. Written guarantee. Complete box and jewelry set.

\$8.50 each set
\$1 additional for samples



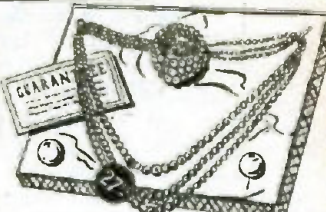
HARRIS TOPS THE FIELD

with the most sensational pearl deal offered yet. 3-strand graduated, indestructible pearl bead necklace with brilliant rhinestone clasp—matching 3-strand indestructible pearl bead expansion bracelet and pair of matching indestructible pearl button earrings. All complete in a silk lined, velvet covered box with \$57.50 price tag.

\$13.00 Doz.

Minimum 4 Sets, \$4.00

This is a terrific flash and sells on sight. Consumers and agents are cleaning up.



SPECIAL



Style Build Treasures Jewelry Chest complete with beautiful assorted 6-piece matched sets with detachable pendant. Guarantee and Price Tag. Set gold plated, Hamilton Finish with lock and key.

\$2.00 Each Set
Minimum Order 4 Sets.
\$22.50 Doz. Assorted Styles

JEWELRY SET

Exquisite 3-piece necklace and matching set with gorgeous, sparkling 18K gold plated, Hamilton Finish. Includes wall set, with \$49.95 price tag.

\$10.50 Per Set
4 assorted, beautiful styles to choose.

THE NEW SENSATIONAL FAST-SELLING PLASTIC WALLET



Consists of 4 card holders, secret pocket and Billfold all in one.

\$3.75 doz. **\$42.00 gr.**

3-PIECE PEN SET

WITH METAL CAPS AND CLIPS



Consisting of a ball point pen, fountain pen and pencil. In beautiful box. Beautiful gold embossed.

\$1.50 each comes with set.
\$4.00 per dz.
\$42.00 per gr.

FOUR PIECE PEN SET

With knife in beautiful box

\$6.50 doz.

FIVE PIECE PEN SET

Consisting of 3 piece pen set, knife and flashlight. **\$13.50 doz.**

Plastic Ball Pen with Metal Clips. Gr. **\$7.50**

DONKEY



Immediate Delivery. Wind-up mechanical Donkey that walks, wags its tail and moves its eyes. Not to be missed in the country.

Doz. \$5.00
Gr. \$57.00

RONSON TYPE LIGHTER



New Ronson type fully automatic. Pocket lighter. Individually boxed. **\$8.75** Doz.

JEWELRY SETS



\$4.00 Each Set
\$42.00 Per Dozen

Fine Rhinestone Sets in exquisite Rhodium finished, hand-brushed mountings. Beautiful assorted styles. 6-piece necklace and bracelet sets complete in gorgeous plush box with price tag. These will positively sell on sight!

CHRISTMAS RED WAX DAHLIAS

Per 100, **\$3.50**

Per 1,000, **\$30.00**

All colors assorted



Cassellini

The Exquisite Rosebud Tailored Set

Detachable Neckpiece can be worn as Brooch, and Heavy Chain can be worn as Neckpiece. Hamilton Gold-Plated Mirror-like finish. Featuring our new Cobra Bracelet with 50% stretch and 3/4" wide band. World's Greatest Buy. Sensational Value. Beautiful Gift Boxes.

\$18.00 Doz.

JEWELRY SET SPECIAL



\$1.50 Each Set
Minimum Order 4 Sets

2-piece Jewelry Set by Annette. Consists of Necktie & Earrings. 14K gold plated, Hamilton Finish with price tag in satin-lined gift box. Terrific buy.

\$14.00 Dozen Sets



\$2.00 Each Set
Minimum Order 4 Sets

JEWELRY SET

Beautiful 3-piece necklace and earring set by L'Amour of Fifth Avenue in satin-lined gift box with price tag. 14K gold plated, Hamilton Finish. Assorted, beautiful styles.

\$18.00 Doz. Sets

JEWELRY SET



\$2.50 Each Set
Minimum Order 4 Sets

New embraceable Camille Expansion Bracelet, Locket and Necktie Set. Guaranteed gold plated, Hamilton Finish in gorgeous plush box with \$19.95 price tag. Pictures of your loved ones can be placed in both lockets. This is a terrific buy.

\$27.00 Per Doz. Sets

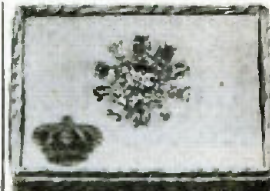


\$2.50 Each Set
Minimum Order 4 Sets

L'AMOUR JEWELRY SETS

3-piece Jewelry Sets by L'Amour of Fifth Ave. in Plush Gift Boxes. Beautiful set consisting of earrings, necklace, brooch and bracelet. Complete with 14K price tag, guaranteed, gold plated, Hamilton Finish. Assorted styles.

\$24.00 Per Dozen



KISS OF FIRE

Rhinestone Pins. All stones hand pronged, 4 different styles.

\$15.00 a Dozen

\$6.00 for a sample order of the 4 styles.

"WANDA"

THE WALKING DOLL

18" tall - Walks, poses and turns. Has one and re-mechanism. Beautifully dressed in the finest material. Every body will love this doll. The greatest mechanical doll in the country. Individually boxed and guaranteed.

\$8.00 Each
\$90.00 Doz.



THE NEW MIRACLE CROSS AND CHAIN

With Magnified Lord's Prayer on Center of Cross.

\$4.50 Dz.



LARGE SIZE

Black Handle Pistol Lighter

\$4.00 Dozen

Pistol Handle, 50-50 Doz.

Sensational Item



Painted Crucifix, very beautiful 6"x12". Beautifully boxed. Gold Metallic Finish.

\$7.00 Doz.

SCATTER PINS

\$4.00 dozen boxes
3 in a box.

MECHANICAL METAL WIND-UP TOYS

Walking Penguin **\$4.00 doz.**
Cook Boy **3.50 doz.**
Jumbo Mechanical Panda Bear **7.20 doz.**
Peking Chuck Chick **2.00 doz.**
Walking, Winking Donkey **5.00 doz.**
Hopping Squirrel **\$8.00 doz.**
Grandfather Monkey that walks with a cane **5.00 doz.**
Large Santa Claus on sled **6.00 doz.**

NEW YEAR'S FAVORS FOR NIGHT CLUBS, BARS, RESTAURANTS AND PRIVATE CLUBS

Jumbo Metal-Makers Gr. 8.90
10" Metal Painted Horns Gr. 10.00
12" Metal Painted Horns Gr. 13.00
Paper Horns Gr. 5.19
Paper Flat Mats, assorted Gr. 4.50
Confetti 12 Lb. Box. 8.50
Serpentine Per 100 Rolls 6.00
Crepe Paper Mats, Fancy Gr. 9.00
Assorted Gr. 2.75
Hawaiian Lei Gr. 115.00 to 14.00
Jumbo Hawaiian Lei Gr. 7.50

SELLING LIKE WILDFIRE



Smallest Lighter in the world. For Ladies and Men. Beautiful chrome finish.

\$2.00 DOZ.

FLOUORESCENT RED PLASTIC CHRISTMAS AND NEW YEAR SIGNS

\$3.00 Doz. \$33.00 Gross
Store-keepers and Peddlers are cleaning up. Retail for 50c.

SPECIAL

MIDGET PEARL PISTOL LIGHTER

\$2.50 doz.
\$27.00 gr.



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25% deposit required—Money order or cash. We ship same day as we receive orders—Ship all over the world.

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BURKE UNDERSELLS EVERYBODY

Buy 28
Sessions
combination



Buy #85 - Italian-style dining room set, including combination. Dancing girl, actual dances a colorful realistic ballroom scene. Dining table 12' x 14', 12" thick, 12" wide, 113.55 ea. - 3 for \$40.00.
Dancing girl clock - 12" x 12" x 12", 113.55 ea. - 3 for \$39.00.
Dancing girl clock - 12" x 12" x 12", 113.55 ea. - 3 for \$39.00.

Buy #86 - Hand-decorated antique self-starring electric clock. Fine china clock, 12" x 12" x 12", 113.55 ea. - 3 for \$39.00. Colors floral design, relief, 12" x 12" x 12", 113.55 ea. - 3 for \$39.00.

Buy #87 - Clock Buy #86 combine with 2 matching lamps with shades.

[illegible]

#320. \$22.50 — for \$100. Silver
 plated open glass with design
 carved into the metal. Ret. \$3-
 \$3.50. — 52. Pearl covered, —
 — \$4.00



Buy 150 — TABLE
 LIGHTER
 Designer model
 Faceted glass, 1975
 model. Lowie
 silver plate — 100-
 Automatic — 100-
 high. \$2.87 —
 — for \$12.

Buy 50 — Faceted
 glass of famous
 \$14.80 Crown table
 lighter. \$1.59 each
 \$13.20 set.

Buy 100 — Faceted
 glass of famous
 \$14.80 Crown table
 lighter. \$1.59 each
 \$13.20 set.

910 Avonlin Table Ligher
\$1.25 ea. - \$12. doz.

Boy #911 - Greatest Lighter buy a
lot! Complete in lighter auto
light consisting of large silver tray
automatic silver table lighter and
cigarette holder.

**Yall All three packs: 90c set.
99 doz. sets.**

Boy TABLE LIGHTER
#912

Set in full 31g
by 5 1/2 inch
lustrous chrome
automatic lighter
set. Over 200
tray 10 1/2 in.
KITCHEN. OZ.

REPLACEMENT \$5.00
PRICE \$1.00 SET. \$10.00 DOZ.

Boy #913 - 7 pc set, similar to #911
with glass top. Includes
recharge matching car tray. \$7.

Buy 75¢ — New! A
top action auto-
matic lighter — press
top, it's lit — release &
it's out! Just \$1.00
\$0.50 originally.
\$5 ea. — \$7 ds.

Gold Plated Magnet Lighter
Retail \$2 Ea. Special—
25c Ea. — \$2 Ds.

Buy 75¢ — New! A
top action auto-
matic — press top, it
lit — release and it
was out! Just \$1.00
\$0.50 originally.

Buy -97 - Full size, automatic, chrome, 100 and liter comb.
\$20.00 Known make, 70 liter, enamel on chrome.
\$3.50 ea. - \$35 ds

Big Size - Hold
50 long-size clips
reiter nr 23 size
\$2 ea. - \$30 ds

Buy -98 PISTOL LIGHTER
\$2.70 DF

Full size, bright chrome, 100 automatic - pull trigger lit up

































































Paper, tables or
books - no have to
detectable.
d. \$72.80 gross.
Smaller size -
\$6.19 Dr. - \$4.00 Cr.

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Cover - \$9.95
12 Piece
Complete
Photo Kit

Ready to
take in-
door flash
and outdoor
snapshots

Consists of 1 Imperial
Synchro-nized Camera, 1 Flash Attachment,
1 Photographic Zipper Gadget Bag,
1 Automatic Press Film, 25 Bulbs,
3 Burrows Instant Black & White
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25% Deposit on C.O.D.'s if Your
Order is Under \$10 Add 30c Service
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Expansion Bracelet—Necklace—
Matching Earrings

Our own Starlight Original, flashing with glamour... loaded with Sales Appeal! Quality expansion bracelet with a beauty that really pulls. 24 Kt. Gold Pl. link necklace, safety clasp, with earrings, and matching expansion bracelet. This is a real find in any market... ready to go like wildfire. Complete with gold-embossed \$19.95 price tags... smartly packaged in a felt-lined box, satin lined. Expansion bracelet on knob-on display pad... on eye-catcher with selling impact!

DOZEN **\$24.00**

4 Asst. Samples Postpaid \$10

BAZZLING CREATIONS... READY FOR SHIPMENT.
GET READY FOR VOLUME BUSINESS! THESE ARE HOT!
25% deposit with order, balance C.O.D.

Available in opals,
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and anal. colors.

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CELEBRATING 25 YEARS ON PARK ROW

Catering to Carnivals, Amusement Parks, Street
Men. If it is something new, you can count on us.

CHRISTMAS SPECIALS

DANGLING FUR SANTA CLAUS W/BELL	\$21.00 gr.
817 SANTA HEAD & BODY BALLOON	5.00 gr.
817 SANTA HEAD & BODY TOSSE W/FEET	6.50 gr.
11 PASTEL SANTA IMPRINT BALLOON	4.75 gr.
15 P MOTTLED SANTA IMPRINT BALLOON	6.50 gr.
14 KAT MOTTLED SANTA IMPRINT BALLOON	7.20 gr.
SANTA ON SLED—MECHANICAL	3.00 dz.
HOPPING SQUIRREL W/FUR TAIL	2.00 dz.
INFLATE RUBBER HORSES SM. \$2.00 DZ., MED. \$3.50 DZ., LGE.	6.00 dz.
INFLATE RUBBER REINDEERS—LARGE	6.50 dz.
CRUCIFIX, PLASTIC, GOLD FIGURE	6.00 dz.

25% deposit required with all orders.

CHARLES SHEAR 150 PARK ROW
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**SHOWMEN!
CONCESSIONAIRES!**
Be Sure To Visit
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Rooms When in
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You Can't Beat BRODY for Merchandise...

WE CARRY A COMPLETE LINE OF
TOYS—KITCHEN UTENSILS—ALUMINUMWARE—IRON—GRINDERS—
Waffle Irons—BABY DOLLS—Bead
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In Business in Chicago for Over 25 Years

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LE-ROY SHANE, INC.

**NOW
NEW PRICE
\$9.60 DOZ.**

6 Doz. Quantities, \$9.00
Here's a clever cocktail apron made of rayon, colored, black material, screened white lettering and decorated with real white lace. Sold separately in good taste. "Dangerous curves ahead," etc. The perfect party item.

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**WE'RE LOOKING FORWARD TO YOUR VISIT
WHEN YOU'RE IN CHICAGO FOR THE CONVENTION!**

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• SLUM • BINGO • NOVELTY • PREMIUM
• XMAS GOODS • EVERYTHING YOU NEED...

CASEY CO. 1132 SO. WABASH AVENUE, CHICAGO, ILLINOIS



Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

Detroit:

A novelty cotton felt Christmas stocking is being put on the market by Service Emblem Company. Carrying out the traditional decorative and gift themes, the stocking is in red, 18 1/2 inches high, and decorated with a figure of Santa Claus and the phrase, "Merry Christmas." It is to be filled with candy, fruit and other seasonal gifts items.

From All Around

Temple Company, Inc., Philadelphia is plugging its new free catalog containing 52 pages of nationally advertised brands. Typical of the products displayed in the volume, says the firm, is the "Leading Lady" double compartment fitted bag in box style selling for \$8. The upper compartment contains mirror, perfume bottle or comb, new Evans ladies' safety razor with three blades and case, compact and key chain flash light. In the lower compartment are a three-piece 24k. gold-plated jewelry ensemble set with imported white and colored rhinestones. The box bag is offered in a choice of navy or black faille or alligator grain plastic.

Levin Bros., Terre Haute, Ind., has announced two assortments for holiday parties. No. 1 consists of 50 large metal noisemakers, four dozen decorated crepe paper hats and four dozen eight-inch fringed horns. No. 2 contains 100 medium sized metal noisemakers; 96 enamel finished, assorted shapes, formed cardboard, adult sized hats and 96 cardboard horns with "Happy New Year" imprints. A complete assortment sells for \$14.55.

A complete line of costume jewelry, appliances, dolls and giftware are listed in a new free catalog No. 200, offered the trade by Blake, of Philadelphia. Latest item introduced by Religious Art Picture Company, Somerset, Ky., is the Lord's Last Supper table cloth, priced to retail from \$2.95 to \$3.95. The cloth, offered in three colors, a 33 by 20-inch picture of the Lord's Supper in the center of a white background, and also features scalloped edges. The Goodyear vinyl film product comes in two sizes—72 by 54 inches and 54 by 54 inches. The firm says it will last for years, won't tear, peel, stain, crack, fade or wrinkle in ordinary use. It is flame and heat resistant and wipes clean with a damp cloth.

Aimed at premium users, Lifetime Cutlery Corporation, Brook-Ville announced a 16-piece stainless steel set—a \$29.75 value—at the low cost of \$4.50 f.o.b. Included in the stainless steel set are a six-piece hollow-ground steak and grill set service with burn-proof handles; bottle opener with screw-protected handle for perfect leverage; three-piece utility knife set composed of broad-bladed vegetable knife, paring and peeling knife and all-purpose utility slicer; three-piece carving set with sharpening steel, and a three-piece cleaver set made up of cleaver, extra-length slicer and thin-blade super slicer with serrated edge for boning, spearing and cheese cutting.

Blind-Eze Company, Otsego, Mich., claims that the drudgery of cleaning venetian blinds has been eliminated by its new device, Blind-Eze, a labor-saving device that cleans slats of blinds without taking the blinds down. The item carries cleaning fluid in a self-contained reservoir and cleans and polishes slats in one simple operation. Complete with a quart of cleaning fluid, it sells for \$2.98 plus 30 cents postage.

D. & H. Associates, selling agents, announce a new patented game called Zingo, a beach, lawn or indoor action game of skill for one or more players. The game consists of an inflatable sheet plastic bag held in a steel angle frame. The bag is blown up tight to a convex surface and a baseball or heavy rubber ball is used to play the game. One or more persons may play a variety of games such as throwing the ball at the bag and catching the rebounding ball without missing. Retail price is \$9.95.

M. K. Brody, Chicago, has issued a new catalog listing and illustrating a wide assortment of

merchandise, from useful items to novelty pieces. Many of the items are ideal for Christmas gift, prize and premium use. The firm emphasizes the wide assortment of Christmas and New Year's Eve decorations listed in the catalog. Cook Bros., Chicago, has introduced its "Klocker Spaniel," a novelty electric clock which is ideal for children's rooms, kitchens, recreation rooms or dens. Designed for use as a mantle or hanging item, the clock is made in the form of a spaniel sitting on its hind legs. The luminous eyes move and the tail wags in unison with the ticking of the clock. Dial and hands also are luminous. Body colors are black, white, tan, red, and yellow. Over-all size of the molded plastic case is 10 1/2 inches high, 5 inches wide and 2 1/2 inches deep. The self-starting motor, licensed by Westinghouse, operates on 110-120 volts, 60-cycle, a.c. List price is \$8.95 plus tax.

Advertisers Publishing Company, Ann Arbor, Mich., producers of advertising specialties, has a new catalog containing a large assortment of gift items suitable for inscription of advertising messages. The firm says the booklet is especially handy at this time of the year to firms looking for low-cost Christmas gift items suitable for advertising purposes. Lucille Ball and Desi Arnaz will play parents to a baby doll which is to be introduced on their "I Love Lucy" TV show. The doll, created for Demco Productions by the American Character Doll Company, is being merchandised through the nation. An extensive advertising and promotion campaign is being outlined for the item. Packaged complete with layette, the doll cries wet tears and comes dressed in flannel gown and lace-trimmed bonnet. Fourteen inches high, it is priced to retail at \$9.98.

ADVANCE 1953 STYLING!



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Just released—copy of high priced watch—complete with handsome leather strap—new design—unbreakable crystal, choice of three different Beau Bob dials.

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HOBBO DOL NOVELTY
12" high, beautifully hand painted. Made of durable rubber plastic. Remable—\$2.50 each. \$2.00 each. With Swiss music \$4.00 each. \$4.50 each.

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Jobs: Write for Quantity Discounts & New Catalogue.

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141 Fulton St., New York 7, N.Y.

Hustlers—Jobbers
ATTENTION!
CASINI and LUCIEN
5-piece beautifully bound costume jewelry sets
\$12.50 ea.—ret. \$15.00
\$12.50 ea.—ret. \$15.00
(Single Sample Sets \$4.50)

2-Button Jeweled Chronograph
\$13.10 ea.—ret. \$15.00
\$13.10 ea.—ret. \$15.00
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Write for 28-page catalog.
25% dep. with order, balance C.O.D.
C & N SALES
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Act Picture Black, Says Hamid

Continued from page 81

early this week with Sam Levy, head of Barnes-Carruthers, Chicago, major Western talent supplier to the outdoor field. Hamid said that the Chicago firm was faced with the same problem—that of harnessing sufficient top

talent for the brief outdoor season.

Only agencies that can offer a sufficient number of weeks to outdoor talent to make their careers profitable are destined to survive in the field, Hamid maintained. The nature of the work performed requires even more training and diligence than that needed by the average stage performers, he says, and that, accordingly, makes it imperative for bookers to find sufficient work to make their efforts pay off. According to Hamid, the principal work of his agency and the Barnes-Carruthers office is to devise ways and means to extend the season in terms of working weeks. For this reason, Hamid adds, he has long urged acts not to seek the top dollar at a few events but rather to look to good earnings at multiple events.

Importation Problems

Hamid said that the principal agencies can and do import and finance acts to provide new entertainment features for clients. The availability of foreign features is great, he added, but there was still the question of providing them with enough work to justify their importation. The employment of foreign importations, apparently, must be considered in terms of a year or more. It is impractical to bring over the multi-peopled turns demanded by fairs and other outdoor endeavors for 10 to 12 weeks. Their earnings do not approximate those of the high-salaried Hollywood performer who finds it profitable to go abroad for as little as two or three weeks because of their tremendous earnings, Hamid said.

The fans, a principal outlet for his talent, are not at fault, Hamid said. Many are currently spending as much as they can on talent. Although, of course, many others have been sticking to the policy of giving their customers the absolute minimum in the hopes of winning, and keeping, big grosses. This, course, Hamid says, is a known fallacy, since it is well document-

ed in the field that only the fairs with big and good shows are able to attract huge audiences and grosses to match them. He listed as examples, Toronto and Ottawa, Allentown, York and Reading, Pa., and Springfield, Mass. York, incidentally, is not a Hamid date and he books in only a part of the show at Toronto.

The best in outdoor talent will always be available for the fairs that want it, Hamid said. The outdoor talent market will never dry up entirely, he says, although there is a good possibility that the users of such may be bled down to major events only. Again, he says, the allusion to major events does not necessarily bear translation in terms of size. Many fairs which are comparatively small in terms of acreage and attendance are of major league status, he says.

Advance Sales Important

The advance sale of seats which was developed within the last 10 years, and which today makes up as much as 50 per cent of the grandstand gross at a number of annuals, is of paramount importance in the success of these events, Hamid says. Ottawa and Sherbrooke in Canada, Rutland, Vt., Harrington, Del.; Toronto, York, Reading and Allentown, Pa., are a few which annually have a winning week in terms of grandstand grosses before the event opens.

The advance buying of ducats has not been stimulated by philanthropic urges on the part of the public, Hamid asserts, but rather as the result of the excellent shows presented each year. There is nothing accidental about grandstand productions and the excellence of the presentations belongs, fundamentally, with the talent employed.

Hamid said that the profit motive is the stimulant for all business. In the case of fairs and outdoor show business generally, the unit dealing with the public, like the fair, is seeking a profit, as does the act which performs and the booker who arranges the show. The formula is foolproof, even the same, inevitably, fall by the wayside.

WFA Elects Lagomarsino

Continued from page 81

Osipso who are interested in fair operation.

Assemblyman H. W. (Pat) Kelly, of Kern County, member of the Assembly interim committee on fairs and expositions, urged that fairs be kept democratic and that the controls remain with the individual board of directors. He also urged that fair managers contact newly elected legislators and acquaint them with the problems of their operation.

Sen. Verne Hoffman, of the Senate interim committee on fairs and expositions, pointed out that the approval of proposition No. 2 on November 4, called for the spending of \$75,000,000 for schools. The legislator said that it would be a problem to raise the money. He urged that fairs not build. He "nan" declared that he was not in a position to discuss proposed allocations but that he felt no fair would be hurt.

Jack Thompson, senator from Santa Clara County and also a vice chairman on Hoffman's committee, spoke briefly. He praised Pettit for his work as WFA president and for building the Santa Clara County fair in San Jose.

Challenge Nominees

The nominating committee for replacements on the board of directors was challenged when it offered its selections at the meeting.

The committee, headed by Tom Dodge, Fresno, submitted for the directorship R. M. C. Fullenwider, Riverside; Joseph Whitaker, Gridley; and Walter Rodman, Cedarville. In announcing the committee's picks, Dodge said that recommendations of the area groups had not been a determining factor in the matter.

The name of Chaffee Young, San Diego County Fair director, was proposed from the floor, Paul T. Mannen, secretary-manager, San Diego County Fair, sought a show that the WFA directors had proposed in various correspondence to let the area (there are seven in the State) pick the men.

After voting, Whitaker had 52; Rodman 45; Fullenwider, 39, and Young, 33. There were 64 ballots.

V. (Ben) Williams, of the Pacific National Exhibition, Vancouver, B. C., was named out-of-State director to succeed A. H. Gresham, veteran manager of the Multnomah County Fair, Gresham, Ore.

Dr. J. N. D. Hindley, Ferndale, and William Randall, Colusa, retiring directors were extended a rousing and rising ode of thanks for their records.

The convention ended with the banquet and ball in the Palace's main ballroom. The show was arranged by WFA thru the Music Corporation of America. Don Mulford represented the agency.

Readies Knockout Event

Continued from page 85

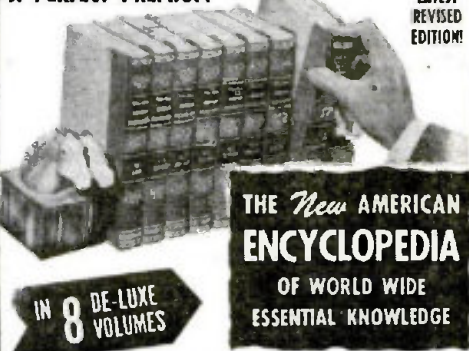
tion in a fraternal way than any of the encounters he had prior to then or later. Her activities include work for the Ladies Auxiliary and chairman of many committees. She is now the president of the distaff side of the Pacific Coast Showmen's Association.

Dolman became associated with the PCSA in 1936 and started out to kick up a storm of activity. He turned out to be a one-man hurricane. In 1943, he signed 313 members to the PCSA forms, a notable achievement upon assuming the chairmanship of the membership drive under Dr.

Ralph Smith's presidency in 1940. This year he turned in 38 members. In recent years he has been chairman of three of the memorial services held in December at Showmen's Rest in Evergreen Cemetery here. He also directed a Hi Jinks party to raise money for the cemetery fund. Prior to assuming the direction of an annual banquet and ball, Dolman helped out on five of the festivities. All of the activities in which he participated were in addition to his work as a member of the PCSA board of governors, on which he has served since 1940.

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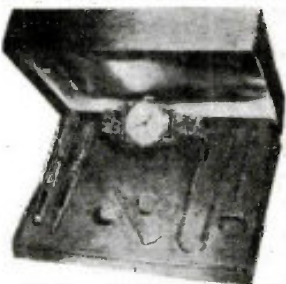
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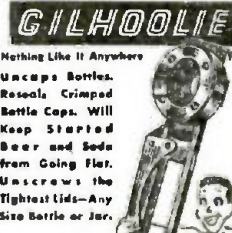
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It's Different...
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Originally made to
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MAKE \$2 HR. SELL RA-GLO SIGNS

To bars, stores, restaurants. New! Bri-
lliant RA-GLO signs. 17 mm. diam. 7x11.
11.00 postpaid. 110 signs. 99.00 postpaid.
\$1.35 each. 50% deposit required on
C.O.D. orders. Send for free literature.

ALL ART SIGN CO.
179 N. Wells St., Dept. 42, Chicago 6, Ill.

Old Hand Looks at Clown Alley

• Continued from page 79

mule, and the late "Valider (Chesty) Mortier.

Among the clowns of that period who still are in the business are Felix Adler, Charley Bell, Lou Jacobs, Harry Nelson, Frankie Salute and Louie Nagi. Two clowns whose ideas and productions would be stand-outs in any period are Paul Wenzel and Paul Jung. Their abilities are among the best and they have produced big numbers on the Ringling show season after season.

Unfair Competition

In recent years there have been a great many amateur clowns whose ambition is to appear in a regular circus program for a day or a week. Many of them are successful business or professional men who for some reason have a suppressed desire to be a clown. Many of them have an income which permits them to ride their hobby in the grandstands and often they are able and willing to spend more for props and wardrobe than the professional clown can. Even so, none of them has originated anything but rather they have copied others' ideas.

Clowns regard this as unfair competition but something which has to be tolerated since often the amateurs have connections with the front office. Would these same amateurs be quiet if a circus clown decided to practice law as a hobby—and with no fees?

Many fraternal organizations have one or more members who like to clown and quite often these members appear in the organizations' indoor circuses. One Southern organization wanted to book a professional circus—except for clowns—explaining their own members could do that very nicely.

The art of clowning is as old as the circus or older. It is something that cannot be learned in one easy lesson. It is true that a local lad appearing before friends and relatives in clown make-up is funny to them. But how will he look in Hoboken, N. J., or What Cheer, Ia.? Amateur clowns should ask themselves whether they would welcome an outsider in their business if he performed the same service gratis. There are about 200 persons who depend on clowning for a livelihood.

Europeans Rarely Click

Altho the importation of circus acts from Europe has added much to the circus, somehow European clowns seldom have met with success in an American circus. The late Marceline was a clever and gifted clown who for years was an outstanding success at the New York Hippodrome and with a circus vaudeville unit. But with the Sells Floto Circus for a few weeks in 1920 he was totally lost in the group of more than 30 clowns and had to wear a sign with his name on it. Some others were adaptable to a new country. Gene Randow Sr. was an outstanding one-ring clown. The Georgetown Brothers have been successful with American circuses for many years and still are active. Some of our great clowns of today are foreign born but had no clown experience in Europe.

With the advent of television, it looked as tho a new field would be opened for a few clowns. But despite the many attractions using a clown to advertise a product, not more than two clowns with circus experience are presently engaged in TV. It should be said that Cliff Soubrier, a radio character actor of wide experience who is a clown on "Super Circus," does a very creditable job. No circus clown could do better. Nick Francis, of the same TV show, has had circus and thrill show clowning experience.

Some other TV programs use clowns in commercials. These are usually a Yama-Yama type and they look and act unlike any circus clown. One program uses more than one person at times to portray the same character clown. The only requirement seems to be that he be five feet nine inches tall and willing to travel. At an indoor circus last spring, one of these clowns made an appearance. After a special announcement and build-up, he chased a young lady with a seltzer bottle and then walked near the box seats to my and squeezing a horn. For this magnificent performance he probably

received several times more pay than a regular clown.

Field Expands

Even apart from television, the field for circus clowns has expanded well beyond the big top, making a greater market for capable clowns. Department stores and thrill shows are among the additional buyers.

For years, department store clowning at Christmas time has been an important source of work, and some clowns have played the same stores for so long they are as much of the holiday plans as the toy department. Mickey McDonald has played a Tulsa emporium 28 seasons. Ed Raymond at Cleveland and Joe Coyle at Chicago have played the same stores for more than 25 years. Otto Griebeling has made St. Louis marts for 20 years, and Felix Adler, Paul Jerome and Paul Jung have similar records. Kenneth Walte has worked in toy departments for more than 30 years and Roy Barrett has 20 years of department store clowning behind him. Thrill shows provide several weeks of strenuous work for clowns each summer for better than average pay. Among those working thrill shows have been the late Whitley Harris, Percy Rademacher, Duke Anderson, Jimmie Davison, Gabby DeKoe, Jeff Murphree, Tad Tosky, Micky McDonald, The Roberts and Happy Maxwell.

"Riding Stops" Recalled
In the old days the lady principal acts usually were the cue for clowns to make their first appearance after the spec. After the riders arrived at their rings, the back door curtain opened and the clowns dashed in for the traditional riding stops. Three or four clowns went to each ring. After the rider had completed the first part of her act, each clown group presented its "riding stop." After the gag, riding was resumed and clowns changed rings.

Riding stops were an important part of clowning and clowns were proud of the various numbers used for them. They had to be careful to attract no attention while the bareback rider was working. A violation could mean a fine levied by the equestrian director, and the rider's horse was not to be startled. Walkarounds were not common in the past, but most did an entry, sometimes a walkaround, while the acts were working in the rings. Only the feature acts were counted strong enough to work alone, and often a clown stole attention from other acts. Only the crazy number was given a special place as a walkaround. In this the clowns of yesterday excelled. There were no big heads covering a clown in street clothes. Some outstanding crazy numbers were copied by clowns on other shows. One of these was the "Eugenie Baby," originated by the Hart Brothers and done for several years at the request of Charles Ringling.

Oldsters Still Work

Among other veteran clowns still performing are Kinko, one of the few contortion clowns, the Small Brothers, Lew Horsey, Arthur Burson, Homer Goddard, Laurence Cross, Jack Klippel, Rube Simonds, Carl Marx, Charley Baker, Horace Laird, George LaSalle, Jack LaPearl, Buck Leahy, Sig Bonhomme, Brownie Gudath, Smiley Dailey, Oscar Lowande, Freddie Freeman, Walter Guile and Frank Cronwell, some of whom switched to clowning after successful careers as performers.

Younger clowns have not been listed, and some of them are doing a good job. But very few are outstanding. There are more forms of amusement toy than ever before and audiences are more sophisticated. But there is something about a clown that appeals to all people. He starts with their attention; whether he can hold it depends upon the clown. Not all clown gags can be good for belly laughs, of course; a few milder and some silent laughs are part of a clown's destiny.

Once a circus performer approached Ben Wallace about a contract for the next season. "Why, I'm not ready to talk about next season," Wallace declared. And to point up his statement, he added, "I haven't even talked to my clowns yet."

Now one major circus talent buyer looks first for acts that mix

Where Are the Press Agents?

• Continued from page 80

licity task. The result has been scores of performances during the season when circus performers have played to a mere handful of customers. Perhaps the show makes out thru the telephone crews' sale of banners and UPC tickets, but this doesn't help the general picture of a performance given for a small house or the word-of-mouth advertising that may hurt future sponsor tie-ups in that town.

Auspices No P.A.

While the sponsor may serve the circus' desires on some angles, we don't think it can deliver the publicity and promotion because it doesn't have the know-how, and the circus itself hasn't the press agent spark to supply that know-how to the sponsors within a period of 10 days to two weeks. Handling some stereotyped press sheets and outmoded mats to a sponsor, who often attempts to get by with as little paid advertising as possible and without the long-expected press passes, isn't any open sesame to a good press.

Even the Ringling-Barnum press agents found sponsors' determination to get by without press tickets in exchange for publicity courtesies was highly embarrassing as they made their rounds. And that had to be changed.

I watched seven or eight circuses last season in my home territory. In most cases there was little paper put up. The one exception was the King Bros. & Christiani show, which had the Akron area literally blanketed. Incidentally, King - Christiani backed up this outdoor paper with a campaign of old-time newspaper ads, its street parade and distribution of old-time heralds.

Around the area where most of the shows were playing it was virtually impossible to know there was a circus near by; there was almost no paper. One outfit that went out early in the season—a Wild West show—was reported to have been built without ever determining whether there was any Wild West paper available. There wasn't. Whether this was one of the several factors that contributed to the show's early closing must be weighed by those more familiar with the business.

Poor Ads, Press Copy

The newspapers in my area carried little circus publicity and little advertising. Where there were ads they were not too attractive. Where there was publicity it was the usual run of stereotyped press copy, glorifying the show beyond reason and making it appear that the show was equal to the Big One.

Too often these circuses had nothing to offer in the press line. On one occasion I asked a press agent for some material so that, as an editor, I might help the show. He had nothing I could use, neither pictures nor mats.

An editor in a near-by city told me he wanted to do something for an incoming show. He tried in every way to contact a press agent, but no one came to his office until the day of the show's arrival and then had little to offer.

I know that outdoor paper is expensive and there is some question in showmen's minds as to its benefit. But if it is to be dropped, then the shows must find some other type of promotion.

The success of the Kelly-Miller show, in addition to its routing, seems to stem from its promotion efforts—its heralds, its large ads inviting the public to see the feeding of animals free of charge and its parade of elephants thru the downtown section at noon. Too, K-M makes its morning entry into town in such

comedy with their acrobatics, riding or aerial work. Then he adds a minimum of clowns. His theory is that if clowns can't supply good comedy, it must be supplied by the others.

There will always be a place for clowns. With all the uncertainty in the world, there is a need for laughs. It is up to the younger clowns to figure out how to produce those laughs if even talking to clowns yet. The challenge to young clowns is plain.

a way that it can't be missed by those persons already on the street and going to work.

Few Press Experts

There undoubtedly is a lack of seasoned press agents. Take those with Ringling off the list and few are left. When there were many shows on the road, including those of the American Circus Corporation, more agents were trained. Bev Kelley, Justus Edwards, Ora Parks are among the last. Fred Stafford, a former newspaperman with Mills Bros. for the last few years, is one of the few good men to be developed. Incidentally, Mills has been able to hit the wires with good yarns fairly often.

I am utterly amazed at the number of youngsters and young adults, too, who have not been touched by a circus, who have never seen a show. Spend a little time with today's youngsters and it will be a lesson in the fertile field that has been untouched by circuses. I have seen dozens of copy boys and copy girls and young reporters who haven't gazed at what is still one of the most fascinating operations today—the visit of a circus. Why is this so?

During the last summer on each of two visits to see the Cleveland Indians play, I found the baseball club entertaining some 7,000 youngsters free of charge. Baseball is facing the same competition the circus faces—dozens of attractions that take the youngsters' attention. But, the baseball club was moving to get the youngsters interested in baseball, to show him how much fun there was in seeing a major league game, giving him the yen to play baseball himself.

And when the All-American Soap Box Derby was held in Akron last August, thousands of tickets were provided thru recreation channels to youngsters—so they might become interested in the Soap Box Derby.

Circuses will say that they provide UPC tickets. Yes, they are sold and they provide revenue to the show and the phone crews, but how many actually get into the youngsters' hands—especially with that overworked "under-privileged" tag on them—

is something to be considered.

With almost every school having motion picture equipment these days, it has surprised me that some circuses haven't made pictures of "A Day at the Circus"—showing the travel, arrival, the set-up of the tents, the backyard, the animals, the horses, the elephants, the tear-down. It would bring the circus to thousands of children who would be potential customers.

The circus is fascinating. Thousands upon thousands of persons have enjoyed it. But there are more thousands who each year by-pass it. They haven't been properly lured to the show. They don't want to bother. They don't want to fight the crowds. They don't want to be pushed about. They don't want to sit on uncomfortable seats.

It's up to the circuses to do a better promotion job if they hope to get their share of America's time.

JAR DEALS

and
MATCH PAK DEALS

PUNCHBOARDS

PREMIUMS

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Very, Very Reasonable Prices.

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HAND-CRAFTED OF GENUINE IMPORTED HORN

Entire ship made of horn with brass riggings

Buffed and polished by hand to a glowing patina, hand carved and fitted. Designed by Nicola Torborelli, famous Italian artist. A ship model of unsurpassed beauty for T.V., office, living room or den. The salesman's dream for flesh and eye appeal.

Over-all size 11" high, 18" long

Individually boxed—complete with light bulb.

IMMEDIATE DELIVERY

FACTORY SALES—16108 Kinsman Road

(Sales Office)—CLEVELAND 20, OHIO

Calendar for Coinmen

November 25—Western Vending Machine Operators' Association, monthly meeting, Unique Cafe, Los Angeles.
November 26—Amusement Machine Operators' Association of Dade County, second annual banquet, Saxony Hotel, Miami.
November 30-December 3—National Association of Amusement Parks, Pools and Beaches annual trade show, Hotel Sherman, Chicago.
December 1—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
December 8—Wisconsin Phonograph Operators' Association, monthly meeting. Meeting place to be announced.
December 10—Music Operators of Northern Illinois, monthly meeting. Meeting place to be announced.

CHAINS TO ROCKETS

Heavy Equipment Firm In Coin Ride Field

UNION, N. J., Nov. 22.—When a manufacturer of amusement games comes out with a new coin-operated ride, the industry is interested, but seldom amazed. However, when a manufacturer of heavy factory equipment comes out with a coin-operated ride — well, amazed isn't too strong a word.

Eight months ago, the Drum Manufacturing Corporation here, was busy producing pneumatic air control equipment, automatic

acetylene cutters and trimmers, automatic machine timers, roller chains and cable conveyors, greasing and cleaning equipment and tanks and steam coils for such firms as the Arabian-American Oil Company, Esso, Lever Brothers and Shell. These products were shipped all over the world.

Today, Drum is still making the same products for the same customers, and has added one more product to its list — the Atom Space Ranger.

A Cup of Coffee

It all began eight months ago when Robert Kaye, Drum's president, was having a cup of coffee with his friend, Harry Pearl, veteran coin machine operator. (Continued on page 127)

COIN ROW

Reshuffling In Offing on 10th Avenue

NEW YORK, Nov. 22.—Within a few weeks, veteran operators here may have trouble finding their way around Gotham's 10th Avenue coin machine row.

Mill Greene, American Vending and Riteaway Sales, is leaving his place at the corner of 44th Street and moving back to Brooklyn, from whence he came.

Leaving Brooklyn to take up headquarters at that location will be Art Herman, King's Amusement. Herman will be the Evans distributor.

Dave Lowy, who moved his offices a half block down the street this summer, is going back to his original location.

International Union of Electrical, Radio and Machine Workers, Local 465, located in Lowy's old office, may be crowded out in the shuffle and is considering new offices.

Meanwhile, Dave Stern, Seacoast Distributors, Elizabeth, N. J., is looking for a 10th Avenue location. For the time being, he will exhibit his Rock-Olas at Dave Simon's.

Distribs Get Bally Beauty In-Line Game

CHICAGO, Nov. 22.—The Bally Manufacturing Company thru Jack Nelson, general sales manager, announced distributor shipments this week on a new five ball game, Bally Beauty. It is a three card unit featuring in-line scoring.

Each of the Bally Beauty's three cards on the backglass contains 25 numbers in varied arrangement. These are connected with 25 numbered playfield holes and light up when a ball drops in a hole.

Scoring is accomplished by lighting up three, four or five backglass numbers in a row. The row can be horizontal, vertical or diagonal. An additional score of 200 may be achieved by lighting up four corner numbers of a selected card.

One of the key points of Bally (Continued on page 127)

Weld Built Announces Plans to Make Boat

NEW YORK, Nov. 22.—Art Nelson, president of the Weld Built Body Company, Brooklyn, announced this week that his firm had just completed a model boat ride, yet unnamed, and that production on this new coin-operated ride was expected to get underway soon. He expects to have models ready for delivery by January 1, 1953.

The ride will be of all-steel construction, 68 inches long, with

steering wheel, port and starboard lights, rope cleats and aluminum loading handles. It will have only two moving parts.

Old Stuff

Oddly enough, while boat rides are a relatively new entry into the coin-operated amusement ride field, boat construction is old stuff to Nelson. Weld Built Body Company was originally organized as the Weld Built Boat Company, and it made cruisers up to 65 feet long.

In 1948, the firm decided to specialize in bodies for outdoor amusement rides, and from there it was a relatively easy transition to coin-operated amusement machines.

This marks the second time in as many weeks that a manufacturer of amusement rides has announced his intention of making a boat. Last week (The Billboard, November 22) Nasco announced it would exhibit its boat at distributors throughout the nation, Friday (26).

MANY MFRS. TURNED AWAY

Stage Set for '52 NAAPPB Coin Rides in Spotlight

CHICAGO, Nov. 22.—The stage was set for what will probably be the biggest annual trade show ever sponsored by the National Association of Amusement Parks, Pools and Beaches and an event which for the first time will be dominated by exhibits of coin-operated equipment. The event runs from Sunday (29) thru Wednesday (3) at the Hotel Sherman.

Hope was abandoned Saturday (22) that the hotel's remodeling of the mezzanine floor would be sufficiently completed to release

some additional booth space to the many firms which had been turned down because of exhibit limitations. Paul Huedepohl, NAAPPB executive secretary, announced that the Sherman's convention manager had informed him that no new space would be available. Huedepohl stated that because of the peak space requests he had been forced to reject the applications of as many as 17 manufacturers in a day.

The final firm to be accepted was the White Comb Vender Company, Elgin, Ill. Although the actual booth space for the trade show was sold out last week (The Billboard, November 22), Huedepohl explained that the vending firm required so little floor space for its product that it was possible to squeeze it in between two other exhibits.

Attendance at the NAAPPB show is expected to pass its annual average of 4,400 because of the high percentage of coin machine displays. Not only will old line coinmen be interested in this year's crop of new units but many newcomers are expected. The latter group will be chiefly interested in the new type ride equipment such as the mechanical animal rides, jet and space ships, boat and auto rides.

In all, 26 of the 76 exhibitors will display items of particular interest to operators of amusement games, rides, vendors and music machines. One of the big questions expected to be settled at or soon after the convention is how far the coin-operated ride interests have progressed in the past several months and how much expansion can be expected in 1953.

Jumpin' Jacks Games Shown By Genco Reps

CHICAGO, Nov. 22.—Genco distributors have started showings of the Jumpin' Jacks upright playfield game. It is basically a six ball game but at his option the player may purchase up to six additional balls.

On Jumpin' Jacks, players guide balls thru lettered channels, lighting up the Jack-in-the-box feature for replays. A skill control button on the front of the cabinet allows players to change the course of the ball after it has been put into play.

The new Genco game requires but one third the floor space of conventional amusement games. It measures 24 by 64 inches and is 17 inches deep. It is available with nickel, dime or quarter coin chutes.

Telecoin Sets Pitch Display

NEW YORK, Nov. 22.—New York Telecoin, manufacturer of Pitching Ace, coin-operated pitching machine, will hold down three booths at the annual convention of the National Association of Amusement Parks, Pools and Beaches, November 30-December 3 at the Sherman Hotel, Chicago. Part of Telecoin's exhibit will be a batting range in operation.

On hand will be Harry Greenwald, head of the manufacturing division; Sam Zeoli, sales manager, and Don Whalen, head of the Telecoin Midwest Corporation, Chicago.

Telecoin began producing batting ranges seven years ago. The current model has a hopper with a 500-ball capacity, which feeds the balls automatically. Telecoin has been producing this model since July.

WORLDLY LOOK FOR EXPORTER

PHILADELPHIA, Nov. 22.—The bulk of the business of the International Amusement Company and the Scott-Crosby Company here is in the game and juke export field. So, when time came to re-decorate the firm's showrooms here, co-owners Sam Groenman and Abe Witsen decided that the motif should reflect the business. As a result, the walls are covered with pictures of the leading cities of the world and a jumbo world map.

MIGHTY MIKE

Coin-Operated Pug to Preem At NAAPPB

NEW YORK, Nov. 22.—Mighty Mike, a coin-operated sparring partner, will be exhibited for the first time at the annual National Association of Amusement Parks, Pools and Beaches at Chicago, November 30-December 3. The machine is made of sponge rubber, with a latex cover, and is modeled after a prize fighter.

According to George Richmond, president of Richmond Products, New York manufacturer of Mighty Mike, the device feints, bobs and weaves, emulating a fighter in the ring.

A scoreboard is set some eight feet high over Mike, who stands 5 feet 8 inches. Points are given for head and body blows on the part of the player, and points subtracted for foul blows. A knockout is attained by scoring three points.

The player is allowed one minute of punching before Mike stops his motions. Play price will either be 10 cents or 25 cents.

Associated in the venture with Richmond are Jerry Moss and Joe Munves.

Finance Plan Covers All 6 Exhibit Rides

CHICAGO, Nov. 22.—All six coin-operated rides manufactured by Exhibit Supply now are available under a finance plan, Frank Mancuri, sales manager, announced this week.

The units covered by the plan are Space Patrol, space ship ride; Roy Rogers' Trigger and Big Bronco, mechanical horses, and Rudolph the Red Nosed Reindeer, Pete the Rabbit and Rawhide, mechanical rides featuring a reindeer, rabbit and pony.

The finance plan is worked thru Exhibit Supply distributors and is backed by the Walter Heller Company, industrial financiers who have had long experience with coin machine accounts. Under the plan a small down payment delivers the product and the balance is paid in 12 months.

EYE FIRST QUARTER

Game Metal Quotas Seen Holding Steady

WASHINGTON, Nov. 22.—Copper and aluminum allotments to amusement game manufacturers in the first quarter of 1953 will be unchanged from the current quarter allotment but a 15 per cent steel bonus over and above the amount originally scheduled for the next quarter is being worked out by the National Production Authority, it was learned this week. Due to the steel shortage resulting from an industry strike, the NPA had originally planned to keep steel allotments for the first quarter at 33.3 per cent of the base period, which is approximately 40 per cent less than the allotment authorized for the third quarter of

this year and 33 per cent less than the present quarter.

An NPA spokesman said there was "every indication that first quarter steel allotments would reach those of the fourth quarter of this year," but urged amusement game manufacturers "if they hurt to tell the NPA about it, and how much they need, and when."

Set Mutoscope NAAPPB Booth

NEW YORK, Nov. 22.—Bill Rabkin, president, and Herb Klein, sales manager, of International Mutoscope here, leave Saturday (29) for Chicago where they will attend the annual convention of the National Association of Amusement Parks, Pools and Beaches, November 30-December 3.

Klein said that the firm's booth would feature the Photomat machine, which has been in production since summer. He said that Photomat sales are running high, and that the plant was also busy with defense work.

Sutton Joins Keeney Staff

CHICAGO, Nov. 22.—President Roy McGinnis announced Friday (21) the appointment of Gordon Sutton as a sales representative of the J. H. Keeney & Company television division.

Sutton has been in the coin machine industry for the past two decades. He was a distributor of Wurlitzer products for several years and headed distributing (Continued on page 127)

ADDITIONAL NEWS AND ADVERTISING
on
COIN-OPERATED ARCADE EQUIPMENT
appears in the
GENERAL OUTDOOR SECTION
This Week, Beginning on Page 54

MUSIC MACHINES

Written Contracts Protect Music Firm's Investment

Good Contract Proves Who Owns Equipment, Service to Be Given

By DICK SCHREIBER

CHICAGO, Nov. 22.—Any music operator who has found himself in the position of having to prove that a particular machine in a particular location actually belongs to him appreciates the necessity for obtaining some sort of written agreement with his locations—even if that agreement is little more than a receipt for the phonograph.

When a tavern is forced to lock its doors because its creditors are weary of excusing the owner's

failure to meet his obligations, decals or metal plates on the phonograph—carrying the operator's name and address—may help the operator recover his equipment, but the job would be infinitely easier and more effective if the operator had taken the precaution of obtaining a written contract or receipt.

There are, of course, those tavern owners who might object to signing any paper which looks like a legal document. For those

locations, the receipt (which spells out clearly the ownership of the

THIRD IN SERIES

This is the third in a series of articles dealing with written contracts and agreements between music operators and their locations.

machine) may prove less objectionable. If a store owner refuses to sign a receipt, be careful of him in all dealings because he probably won't last long as a customer.

SPELLS OUT DUTIES

A common idea about written contracts is that they protect an operator against losing a location. Any well-written contract will

(Continued on page 118)

DO'S & DONT'S OF CONTRACTS ON JUKE ROUTE

CHICAGO, Nov. 22.—Because there are many misconceptions of what contracts do and do not do for operators, as pointed out in this week's article dealing with written contracts, here's a quick checklist of some of the important "do's" and "don't's."

1. Contracts do not have to be complicated to be legally effective. A simple receipt often does the job.

2. Contracts do not protect an operator from losing a location if his service in that location is not what it ought to be.

3. Contracts do not lessen the operator's obligations. The good contract clearly details what the operator will render in the way of service.

4. Contracts do set forth what both the operator and the location promise to do.

5. Contracts do decrease the chances for misunderstandings later because the agreement is in black and white.

6. Contracts do furnish legal evidence of equipment ownership in the event of a misunderstanding, sale of a location or bankruptcy.

Latin Demand Up 40 Per Cent In Fla. Boxes

MIAMI, Nov. 22.—The man who predicts hits in Latin-American records and assists Miami juke box operators in making selections, says the demand for such music has jumped about 40 per cent in the past two years.

Jose Catarineau, in charge of the Latin-American record section at Seacoast Appliances, Florida distributor of RCA Victor records, attributes the increase to the ever-rising number of Latinos who are making their homes in Miami.

A native of Puerto Rico who came to Miami 10 years ago, Catarineau has been with Seacoast since October, 1950. Not only does he beat the drums for wider use of Spanish numbers, but he often spots one breaking for a hit long before it crowds the leaders.

It's gratifying, notes Catarineau, to see an artist like Perez Prado cracking juke boxes with his popular mamboes. It proves that the drawing power of Latin music is not confined to one segment of the population.

Rock-Ola Workshops Held Before Showing

CHICAGO, Nov. 22.—Five Workshop sessions were held in this country and Canada this week in anticipation of the second International Rock-Ola day showings Sunday (23), K. T. Kluever, assistant sales manager of Rock-Ola Manufacturing Company, announced.

The Workshops followed the pattern of earlier service courses the company conducted prior to introducing its Fireball 120-selection phonograph. Purpose of the Workshops is to acquaint sales agency's service personnel with the new phonograph.

Jack Barabash, Midwest district manager, conducted a Workshop November 18-19 at the Mount

Royal Hotel, Montreal. Approximately 21 persons from Rock-Ola's Canadian sales outlets were on hand. Representatives were present from Daniel Amusement Company, Montreal, and Cliff Davis Amusement Company, Toronto. Following the sessions, Barabash left for a business trip which took him to Boston, New York, Philadelphia and Miami.

Fred Schulz, a service supervisor, conducted Workshops at the Whitecomb Hotel, San Francisco.

(Continued on page 118)

Chief Engineer Appointed by Wurlitzer Co.

NORTH TONAWANDA, N. Y.

Nov. 22.—Sven W. E. Andersson has been named chief engineer for the Rudolph Wurlitzer Company's North Tonawanda Division to succeed Charles J. Hall, recently appointed works manager. Andersson's appointment was announced by Fred H. Osborne, director of engineering. The North Tonawanda Division produces both phonographs and electronic organs.

Andersson came to Wurlitzer from Qualitrol Corporation, East Rochester, N. Y., where he had served briefly as product manager. From 1928 until earlier this



SVEN W. E. ANDERSSON

year, he was associated with Servel, Inc., Evansville, Ind.

Educated in Europe, Andersson is a graduate of the Realgymnasium and Chalmers Institute of Technology in Gothenburg and holds some 60 U. S. and foreign patents. Mr. and Mrs. Andersson

(Continued on page 118)

MOA PRESIDENT URGES FULL USE OF WRITTEN CONTRACTS

OAKLAND, Calif., Nov. 22.—George A. Miller, president of Music Operators of America, Inc., this week endorsed the idea of using written contracts between the music operator and the location.

"I think every operator who places a new phonograph on location should protect himself and the distributor," Miller declared. "Obtaining at least a two or three year contract from the location would assure both the operator and the distributor of the necessary funds to pay for the equipment."

Miller said he referred specifically to new equipment "because it is much easier to get the location signature on a contract at the time it wants new equipment. Frankly, I think all locations should be on contract regardless of the newness of the equipment."

Many operators in California use location contracts and have done so for the past 10 years. The fact of the matter is the California Music Guild furnishes location contracts to its members at no cost so that as many locations as possible can be put on contract. In my estimation, it would stabilize the industry."

Chicago Operators Say 45's Shortage Poses Big Problem

Small Routes Okay, But Larger Operations Run Short Weekly

Continued from page 20

and week out I draw blanks on my orders."

Gnarro said the record companies' standard reply was, "We are out of stock."

Consensus among the ABC Club membership was that the record firms are paying closer attention to their dealer outlets than to the phonographs. They reported that operators "no have retail record stores as well as routes 'seem to have better luck' in getting the number of 45's they need to stock their machines."

Larger operators, who buy direct from the record manufacturers, are getting the worst of the situation, according to Gnarro. He pointed out that smaller operators can go to a one-stop, pay a nickel more and get what they want, or at least be in a position to personally make a switch to another tune if they have to.

"But we have to order from the record company's salesman," Gnarro continued. "They assure

us they can deliver—and, I'm sure, they mean well in what they say. But when the stock room gets around to handling the shipment, the salesman is out of the picture."

Gnarro and other ABC Club members are sold on the future of 45's. Their continuing inability to secure what they need in 45's causes problems in location relations, they point out.

Gnarro said there have been weeks when his company has received only 15 per cent of what it ordered. "Since practically all the bu. today (of phonographs) is 45, this is beginning to be a serious thing," he concluded.

NY Op Heads Expected to Be Re-Elected

NEW YORK, Nov. 22.—Albert S. Denver, president of the Automatic Music Operators' Association, is expected to be returned to office together with other present officials of the local operator group at the organization's annual election meeting Tuesday (25) at the Park Sheraton Hotel. Although nominations from the floor will be solicited, no serious contest is expected.

One spot on the AMOA board of directors, however, will be left open. Arthur Hermann, current

(Continued on page 118)

Name Ad Contest Judges; Over 350 Operators Enter

GRAND RAPIDS, Mich., Nov. 22.—Over 350 music operators entered the "write an ad" sponsored by AMI, Inc., and a panel of judges selected from the Grand Rapids Advertising Club's membership will sit down early next week to determine the prize winners.

Bill Fitzgerald, AMI's advertising and sales promotion manager, said the judging probably would be done Tuesday (25) and the results announced shortly thereafter.

(Continued on page 118)

Stern to Distrib Low-Cost Titles Based on Billboard's 'Best Buys'

Continued from page 19

but rather reports on those records already out in the field for several weeks, which have caught a firm hold on public favor.

Stern subscribers will contract for a minimum of two strip cards (40 strips) a week for each record appearing in the "Best Buys." The basic package will cost \$3 a month, with the per unit cost dropping as the order is increased. The minimum contract term accepted is three months. A promotional mailer plugging the service will be distributed by Stern next week.

Star, which now supplies a list of operator subscribers with an automatic distribution plan, will step up its distribution program once it initiates its "Best Buy" service. The kick-off of the plan awaits completion of a deal now being negotiated with a major

manufacturer of coin phonographs, which is expected to promote the service thru its distributor organization.

Star's rates for its "Best Buys" strip service is expected to start at about \$3.50 for a two-card order. The basic order will cover 12 records, however, even the Billboard listings for any one week might be less than this number. Subscribers will be given the opportunity to make up the difference, if any, by requesting additional strips of their choice. This, Star will fill from its stock. Mailings will be made promptly.

According to best estimates no more than 15 per cent of all operators are now being serviced with subscription title strip plans of any type. The trade estimates also indicate that about 25 per

cent of all operators use some printed strips on their machines. About half of this 25 per cent use printed strips almost exclusively.

By far the greater number of operators still rely on handwritten or typed strips, despite an accumulation of evidence that neat, printed strips make phonographs more attractive and invite additional play. The main potential of the two new plans is seen in this large untapped market.

CHICAGO, Nov. 22.—The J. P. Seeburg Corporation has declared its support of title strip subscription service based on The Billboard's "Best Buys." It was learned at press time. The phonograph manufacturer will ask its distributors to plug use of the plan set by the Star Title Strip Company.

Nebraska Ops Set 2-Day Meet

OMAHA, Nov. 22.—The Music Guild of Nebraska will hold its regular quarterly meeting December 6-7 at the Hotel Madison in Norfolk.

Howard Ellis, secretary and treasurer, stated the program would open at 5:30 p.m. Saturday (6) with registration. Refreshments will be served at 6:30, with dinner at 7:30 p.m. A board of directors meeting will start at 8:30 p.m.

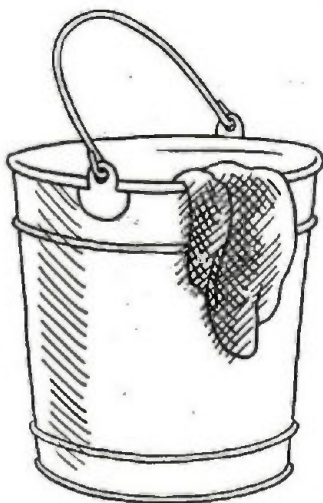
The Sunday (7) program will start at 2 p.m. with a business meeting. A cocktail hour, commencing at 5 p.m., will conclude the two-day meeting. Boyd Worley will host the gathering.

WESTCHESTER OPS MAY JOIN MOA IN DEC.

NEW YORK, Nov. 22.—There is a better than even chance that the Westchester Music Guild, a suburban juke box and cigarette operators organization comprised of most of the operators in Westchester County, will soon become affiliated with the Music Operators of America.

A survey of the membership indicated that most of the operators want to join the national organization, and the group will probably vote on asking for membership at its next meeting, December 15. WMG officials have requested details about the national organization from Al Denver, president of the New York Automatic Music Operators' Association, an MOA member. The vote will be held if Denver's report comes in time for the December meeting.

Keep It Clean!



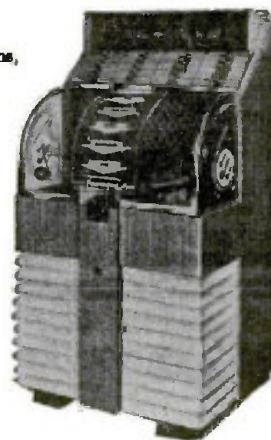
Smart operators make sure that the juke box is the neatest, cleanest, brightest object in the location. Whatever its make, you'll increase the take, when the juke box looks inviting.

The swish of a damp cloth, a dab of wax and your Model "D" looks factory fresh. Its trim lines and readily cleanable materials quickly

respond with an attractive appearance that inspires more play.



The "D" is available in 80 and 40 selections, blond or mahogany cabinets.



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B. D. LAZAR COMPANY
1635 Fifth Avenue, Pittsburgh 19, Penn.

MUSIC & TELEVISION CORP.
1119 Commonwealth Avenue
Boston 15, Massachusetts

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

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

MIDWEST

BADGER NOVELTY COMPANY
2546 North 30th Street, Milwaukee, Wis.

BINCO MUSIC DISTRIBUTING CO.
1329 S. Calhoun St., Ft. Wayne, Indiana

BRILLIANT MUSIC COMPANY
19963 Livernois Ave., Detroit 21, Mich.

CALDERON DISTRIBUTING
450 Massachusetts Ave., Indianapolis, Ind.

DIXON DISTRIBUTORS
3808 Southern Blvd., Youngstown, Ohio

H. Z. VENDING & SALES COMPANY
1205 Douglas Street, Omaha, Nebraska

IDEAL NOVELTY COMPANY
2823 Locust Street, St. Louis 3, Missouri

LA BEAU NOVELTY SALES CO.
1946 University Ave., St. Paul & Minn.

LAKE CITY AMUSEMENT CO.
4533 Payne Avenue, Cleveland, Ohio

NORTHWEST

SAVAGE NOVELTY COMPANY
629 Third Street, Beloit, Wisconsin

UNI-CON DISTRIBUTING CO.
3410 Main Street, Kansas City 2, Missouri

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

CUSSON DISTRIBUTING COMPANY
3131 S. E. Division St., Portland, Oregon

PUGET SOUND NOVELTY CO.
114 Elliott Ave., West, Seattle, Wash.

SOUTHERN

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

N. M. BRANSON DISTRIBUTING CO.
811 E. Broadway, Louisville, Kentucky

CAPITOL MUSIC COMPANY
135 E. Amite Street, Jackson, Mississippi

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

FRANCO DISTRIBUTING CO.
24 North Perry, Montgomery, Alabama

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

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

SOUTHERN MUSIC CORPORATION
2828 So. Blvd., Charlotte, North Carolina

SOUTHERN MUSIC DIST. CO.
418 Margaret St., Jacksonville 6, Florida

FRANK SWARTZ SALES COMPANY
515-A Fourth Ave., S., Nashville, Tenn.

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

SOUTHWEST

BORDER SUNSHINE NOVELTY
2919 N. Fourth Street
Albuquerque, New Mexico

BOYLE AMUSEMENT COMPANY
522 North West Third
Oklahoma City, Oklahoma

FRONTIER AMUSEMENT
2020 Myrtle Avenue, El Paso, Texas

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

RUTHERFORD ENTERPRISES
608 Johnson Street, Amarillo, Texas

UNITED AMUSEMENT CO.
446 N. Main St., San Antonio, Texas

FT. WORTH AMUSEMENT COMPANY
1210 S. Main Street, Ft. Worth, Texas

WESTERN

N. E. BRINCK
625 East Front Street, Butte, Montana

MODERN DISTRIBUTING CO.
3222 Tejan Street, Denver 11, Colorado

OSBORN DISTRIBUTING COMPANY
2647 Thirty-Eighth Street
San Francisco, California

DAN STEWART COMPANY, INC.
2667 West Pico, Los Angeles, California

DAN STEWART COMPANY, INC.
140 E. Second, South, Salt Lake City, Utah

LATIN AMERICAS

ALMACEN LAS AMERICAS
San Salvador, El Salvador

BRACHO AND BOCCHECIAMPE
Aportado No. 523, Maracabo, Venezuela

J. ROMERO HERNANDEZ
Ponce De Leon 1663, Santurce, Puerto Rico

MIGUEL G. HERNANDEZ
5A Calle S. E., No. 504
Managua, Nicaragua

VALERIANO MIRANDA
Apartado 1803, San Jose, Costa Rica

LA COMERCIAL PROSPERI
Apartado 409, Pedrera A Gorda 62
Caracas, Venezuela

DAVID L. ROMERO
Boja California 5, Mexico D. F., Mexico

ROBERTO ROSS
Apartado 107, Santiago, Cuba

AMALIA SANDOVAL DE NICOL
8A Avenue Sur #109
Guatemala City, Guatemala

JOSE SASTRE
San Rafael 874, La Habana, Cuba

CANADA

CLIFF DAVIE AMUSEMENT COMPANY
300 Bay Street, Orlia, Ontario, Canada

LAMIEL AMUSEMENT INC.
1807 Notre Dame, West
Montreal 3, Quebec, Canada

WILLIAM POUND AGENCIES
140 New Cover Street
St. John's, Newfoundland

SUN SPECIALTY COMPANY
10147 112th Street
Edmonton, Alberta, Canada



ROCK-OLA Manufacturing Corporation
800 North Kedzie Avenue, Chicago 51

Materiai protetto da copyright



Model 1436

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk readers, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

AMI	Issue of Nov. 22	Issue of Nov. 15	Issue of Nov. 8	Issue of Nov. 1
Model A	\$239.00 260.00	\$239.00 260.00	\$239.00 260.00	\$239.00 260.00
Model B	325.00 350.00	350.00	350.00	350.00
Model C	360.00 450.00	395.00(2)	395.00(2)	395.00(2)
Model D	435.00 460.00	450.00 475.00	450.00 475.00	475.00(2)
Model E	475.00	495.00	495.00	495.00

CHICAGO COIN

Hit Parade 100.00

EVANS

Constellation 475.00 425.00 425.00

PACKARD

Marathon 76 79.00 89.00 79.50 99.00 99.00

Model 7

49.00 49.50

ROCK-OLA

50-51 450.00 450.00 450.00 450.00

1422 89.00 94.50 89.00(2) 100.00 89.00 150.00 89.00 99.50

1423 100.00 150.00 150.00

1426 129.50 175.00 124.50 175.00 175.00

1428 150.00 250.00 250.00

1432 435.00 445.00 435.00 445.00 435.00 445.00 435.00 445.00

SEEBURG

Classic 49.00 49.00 49.00 49.00

Energy 49.00 49.00 49.00 49.00

N-140 M Midway 94.50 94.50

P-147 M Midway 110.00 110.00

N-148 M Midway 229.00 229.00 229.00

N-246 M Midway 99.00 99.00

Highway 49.00 49.00 49.00 49.00

N-100-A 78 RPM 695.00 695.00 695.00 695.00

Major 49.00 49.00 49.00 49.00

146 150.00 150.00 150.00

146 Highway 150.00 150.00 150.00

146 M 129.00 125.00 129.00 125.00 129.00 125.00

146 S 129.00 129.00 129.00 129.00

147 175.00 175.00 175.00 175.00

147 M 140.00 149.00 140.00 149.00 149.00

148 195.00 195.00

148 Blunder 275.00 275.00 275.00

148 Highway 195.00(2) 195.00 195.00

148 M 240.00 240.00 240.00 240.00

148 SL 219.00 219.00 219.00

148 Highway 99.50 99.50

148 Highway 195.00 195.00 195.00

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'RAY DAY'

Juke Boxes Loaded for Homecoming

DALLAS, Ore., Nov. 22.—You could only get one vocalist on this town's juke boxes Tuesday (18)—Johnny Ray.

It was Johnny Ray day celebrating the homecoming of the local boy who overcame a hearing handicap to become a No. 1 favorite on juke boxes. Operators, tying in with the big civic promotion, dug up all the well-worn Ray platters they had in stock and put them on their boxes.

Far into the night, long after Ray had ceased regaling the crowds with his songs, locations ran with the tunes Ray built into favorites.

It was a city-wide holiday. Schools closed, a parade moving down Main Street and two assemblies were held in the school Ray used to attend. Mayor Hollis Smith presented Ray with the key to the city, a banquet was held, followed by a dance, and the press trooped along on a pilgrimage to the old homestead outside town.

With Ray were his sister and parents, Mr. and Mrs. Elmer Ray, for whom the singer has bought a farm near Salem, Ore.

N. Y. Op Heads

• Continued from page 114

board member, will not place his name on the ballot to conform with association by-laws barring distributors from office. Herman was recently named distributor in this area for H. C. Evans & Company.

The annual dinner-meet will hear a report on the state of business from Denver, who will also speak on the growth of the association and prospects for the coming year. AMOA attorney Sidney H. Levine will discuss legal matters concerning a phonograph operation, as well as proposed legislation that may affect the industry.

Present AMO. officials expected to stand for re-election include Charles Bernoff, vice-president; Sal Trella, secretary; Harry Wasserman, treasurer, and board members Al (Senator) Bodkin, Lou Hirsch, Joe Connors and Charles Aronson.

Rock-Ola Workshop

• Continued from page 114

cisco and the Olympic Hotel, Seattle. The former was held November 18-19, the Seattle session November 20-21. Schulz planned to visit Rock-Ola sales outlets in Salt Lake City and Denver when the sessions were concluded.

Benny Pinton, a service supervisor, was in El Paso, Tex., for a November 21 Workshop held at the Hilton Hotel. Representatives were on hand from Rutherford Enterprises, Amarillo, Tex.; Border-Sunshine Novelty, Albuquerque, N. M., and Frontier Amusement, El Paso, Tex.

Art Janacek, manager of Rock-Ola's service department, held a Workshop November 20 in Montgomery, Ala., for representatives of the Franco Distributing Company, Montgomery; Frank Swartz Sales Company, Nashville, and the Capitol Music Company, Jackson, Miss. Janacek planned to visit New Orleans, Memphis and Johnson City, Tenn., before returning to Chicago.

Chief Engineer

• Continued from page 114

now reside at 459 Bernhardt Drive, Snyder, N. Y.

Osborne likewise announced the appointment of Ira M. Laurien as an aid to Anderson. Laurien has been a staff engineer for the company the past six years and now holds the title of assistant to the chief engineer. Laurien is a graduate of Syracuse University and obtained a master's degree in engineering at Yale. From 1938 to 1940 he was with Stone & Webster Engineering Corporation. In 1941 he joined the Pratt & Whitney Aircraft Corporation, Mr. and Mrs. Laurien reside at 210 Victoria Boulevard, Kenmore, N. Y.

PRODUCTION OUTLOOK

No Change in Juke Output in Early '53

WASHINGTON, Nov. 22.—Altho already notified their 1953 first quarter allocations of steel would be drastically cut, juke box manufacturers could take some heart from statements issued by the National Production Authority to the effect that a "bonus" of steel was being planned.

When NPA sent out the manufacturers' allotments for the first three months of next year, steel was shaved to an average 33.3 per cent of the base period, which is approximately 40 per cent less than the allotment authorized for the third quarter of this year and 33 per cent less than the present quarter.

Late this week, however, NPA spokesmen said a 15 per cent additional allotment was being planned for juke box manufacturers. NPA said the steel strike was responsible for the drastic cut-backs announced earlier.

No Rules Yet

Regarding the proposed steel bonus, the NPA spokesmen said, "We have no ground rules yet," but advised juke box manufacturers, "if they hurt, tell NPA about it, and how much is needed and when."

Pointing out that manufacturers were "just beginning to feel the effect of the steel strike," the spokesman said, "There is every indication that first quarter 1953 allotments will reach those of the fourth quarter of this year."

At the same time, NPA assured producers of coin-operated phonographs they could count on the same copper and aluminum allotments during the first quarter of 1953 which they received the final quarter this year. The copper allotment of 50 per cent of the base period is 10 to 15 points higher than during the first quarter of 1952, while the 55 per cent aluminum allotment is 20 per cent larger.

Written Contracts

• Continued from page 114

help an operator hold a location, but the principal purpose of the contract is to spell out the obligations of both the operator and the location owner. If either fails to live up to these obligations, the contract is worthless.

Written contracts will help avoid misunderstandings between the operator and his locations. An informal conversation between the two parties at the time the machine is installed actually constitutes a contract, but a verbal agreement—also it is binding—cannot be produced at some later date in black and white, to settle a difference of opinion.

PROTECT INVESTMENT

With the cost of equipment and installation running from \$1,000 to as high as \$3,000—where auxiliary equipment is installed—it simply makes good business sense that an operator protect his investment with a written agreement. The written contract also impresses the location owner with the size of this investment and with the operator's own business-like approach.

Briefly put, a location contract can save an operator money by clearly setting forth the obligations of both operator and location and also by serving to prove ownership of the equipment in the event that ownership is ever challenged.

(Next week: Some contract ideas which music operating firms have found useful in creating a business-like approach to locations.)

Contest Judges

• Continued from page 114

after. First prize will be a new AMI juke box.

The judging panel will consist of Claude Mecons, president of the Advertising Club and advertising manager of Rapid Standard Company; Dave Wallace, Wallace-Lindeman, Inc., advertising agency; Jack Dekker, advertising manager of Knappe & Vogt, manufacturers of hardware accessories; Percy Nickel, advertising manager of Bissel Carpet Sweeper Corporation, and Dave Schmidt, vice-president of Wesley Abes Advertising Company.

What the NPA announcement means in terms of phonograph production is this:

1. If manufacturers get as much metals in the first quarter 1953 as they did in the present quarter, production will at least hold even, may even show some slight increase as manufacturers find ways and means of using their supply more efficiently.

2. Increase in the aluminum allotment, and in stainless steel, means some manufacturers will be able to "dress up" the exterior of their cabinets.

CHANGING TASTE

Miami Route Shows Trend From Blues

MIAMI, Nov. 22.—Ed Railey, who services the race route of Deale Music Company here, notes a decided change in the music tastes of Negro locations. Railey says the trend is away from strictly blues and rhythm tunes and into the straight pop field.

The Deale operation of approximately 150 colored spots stretches from Miami south to Homestead and represents an excellent cross-section of this area's Negro population.

Patti Page and Rosemary Clooney are getting to be favorites in the Negro spots, observes Railey. "Not long ago I received a request for 'I Went to Your Wedding,' so I put it on the machine," he said. "In a matter of days we had every colored spot on the route asking for this Patti Page number. It surprised us because we hadn't expected that kind of reaction to a pop tune in a Negro location—except for, say, Nat King Cole whose songs always click."

300 Invites Out for N. Y. Evans Show

CHICAGO, Nov. 22.—Les Reick, sales manager of the H. C. Evans Company, will be on hand at the Park Sheraton Hotel, New York, when Herman Distributing Company, Inc., Brooklyn, introduces the Evans' Century, 100-selection phonograph, to operators in that area.

Reick said the distributing firm had mailed out over 300 invitations to operators, including the entire memberships of the Automatic Phonograph Operators Association and the Westchester Operators Guild.

Herman Distributing is headed by Art and Al Herman. The firm's appointment as New York area distributor for Evans was announced last week (The Billboard, November 22).

Only the
WURLITZER
FIFTEEN HUNDRED
Plays
104 TUNES
on 45 and 78 RPM
RECORDS INTERMIXED

USED
**JUKE BOX
RECORDS**
All race or assorted—3¢ each.
Cash with order.
BIRMINGHAM VENDING COMPANY
540 1st Avenue North
Birmingham 4, Alabama

MUSIC SYSTEMS

THANKSGIVING SPECIALS ON WALL BOXES

SEEBURG

3W7-L56 (5-10-25¢ 3 wires) \$34.50

3W2-L56 (5-3 wires) 12.50

W1-L56 (5-5 wires) 5.00

W6-L56 (5-10-25¢ wireless) 29.50

Wurlitzer Model 3020 \$22.50

Peckard Chrome Wall Boxes 5.00

PACKAGE SPECIAL

Wurlitzer Model 2140, eleven boxes with two transmitters. Complete... **\$100**

Clean Equipment—Ready for location
Write, wire, phone. 1/3 deposit, balance C.O.D.

MUSIC SYSTEMS, INC.
DETROIT, MICH.—10217 LINWOOD LAUSING, MICH.—1224 TURNER
CLEVELAND, OHIO—2600 ECLIPSE TOLEDO, OHIO—1302 JACKSON

when answering ads...

SAY YOU SAW IT IN THE BILLBOARD!

Coinmen You Know

Chicago

Richard Cole, vice-president of Cole Products Corporation, back from Atlantic City feeling fine after his firm's showing of the Cole-Spa line in a Boardwalk showroom. Occasion was Cole's special exhibit during the American Bottlers of Carbonated Beverages' annual convention and exposition, smack across from the big Convention Hall powwow.

Silver King Corporation may start to put some steam

Tavern Operators See How New Juke Draws Extra \$\$

GRAND RAPIDS, Mich., Nov. 22.—When the National Licensed Beverage Association held its annual convention here this week, an AMI Model D-80 was used in a sales skit to show how the modern tavern can profitably increase its customer services.

One of the business sessions was held in a downtown theater, with the stage decked out as O'Shaughnessy's Saloon—an old-fashioned tavern. Experts proceeded to remodel the saloon to demonstrate to some 1700 tavern owners how modernization pays off. During the remodeling, the new AMI box was wheeled in.

McNulty Added to Rock-Ola's Staff

CHICAGO, Nov. 22.—James E. McNulty has been added to the sales and advertising staff of Rock-Ola Manufacturing Company, according to an announcement made by K. T. Kluever, assistant sales manager.

Prior to joining Rock-Ola, McNulty was with the Pennsylvania Railroad's industrial development and public relations department.

behind its Charm King bulk vender line. Harold Burt, president, feels the charm-ball gum unit should find a ready and growing market.

General Vending Machine Corporation is having all phone calls to its Chicago quarters referred to its Philadelphia offices. General manufactures bottle soft drink vending equipment. . . Harold Schaefer, head of Victor Vending Corporation, is nursing a bad ankle. He manages to keep in good spirits, however, with distributors channeling in news of initial reception on the Project-o-View Baby Grand model. Other Victor bulk vender models, Topper Deluxe and Topper Half-Cabinets, are also pulling good operator demand, he reports.

Local Lions sponsorship is being confined to two types of penny gum venders, a bulk unit from one of the leading general market firms in this field, a top tab gum model. A local distributor, which handles both lines, arranged the program.

Leon Segal, who with partner Sam Kogen heads Kandy Korner, has some good words to say about cookies. They are proving a good plus-market item in plant stops, add dollars to total gross business.

Nate Feinstein, Atlas Music Company, reports activity moving to a higher level these days on new Seeburgs. Multi-selection equipment is proving a big factor in the bettered operator picture, over-all, he says.

Irving Oviitz, head of Aeme International, reports activity in the in-line scoring games has been so big that it is a full time effort to keep them in stock. Oviitz adds that his over-all business has increased steadily and is now looking for larger quarters. . . Emmett McGinnis, brother of the Keeney president, Roy McGinnis, passed away early this week. He lived in Joliet, Ill.

The merchandise division of First Distributors has grown rapidly in the past few weeks. Five staff newcomers are Bob Rissman, Willie Diegel, Dorothy Steen, Flora Callery and Doris Schuler. Wally Finks states the increase in business in the past few weeks has been phenomenal. The firm has taken over a large part of its basement warehouse for use by its basement warehouse division.

Detroit

The Ray-O-Lite Company, operating a mixed route of shuffleboards and pin games in the metropolitan area, has been renamed the Ray-O-Lite Amusement Machine Company. A new salesroom has been opened in the north end, but the company retains an office in a central location on East Grand Boulevard. Owners are A. Jordan Spring, who has been in business here for over 10 years, and Joseph Minkiewicz, associated with him for about the past six years.

Ted Parker, sales manager of Angott Distributing, reports the entire staff busy filling orders for delivery of the new Wurltzlers. Carl Angott Jr., who has been associated with the Angott organization, headed by his father, for the past year, left to join the Navy Wednesday (19). Thomas (Bud) Cocking, Century Coin Machine Company, Flint, left for the north woods, resolved to get his deer this year.

Russ Hoemer, Oakland Coin Company, Pontiac, has gone to the Upper Peninsula to bag his deer. . . Bill Dallas, Angott Sales record department, is eagerly inviting all operators to inspect his colorful new drapes in the salesroom. . . Albert A. Weidman, head of Weidman National Sales Company, vending machine distributors, has returned from a two-week trip to Florida. . . Dale Sauve of A. P. Sauve & Son left Wednesday (19) with Jake

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

TITLE STRIP SERVICE READY. A new title strip service for juke box operators, based on The Billboard's comprehensive trade survey, will be made available to operators on a subscription basis next week (Music Department).

LOW-PRICED POP LINE SET. A new line of pop records, selling for 35 cents a disk, is quietly being tested in a few stores in the New York area (Music Department).

DISK PRICES STEADY. RCA Victor and Columbia Records individually notified their distributors this week that they had no intention of reducing prices on their platters after the first of the year (Music Department).

CORAL MOVES R&B. Coral Records is about to launch a new drive in the R&B field (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Dumler of D & P Service on a hunting trip.

Norman LaFlaur reports the Detroit Shuffleboard Association membership getting ready to hold the annual election of officers the first Thursday in December. . . Arthur Sauve was due back the end of this week from an early hunting trip.

New York

Mike Munves says his Jet Saucer is selling well. Mike has taken four booths for the NAAPB convention in Chicago, November 30-December 3, and will exhibit three new games, Rowboat, Football and Hockey. . . Gil Gilbert, United Play, says he wants to be known as Tex. United is handling Hyman Rosenberg's new Try 'n' Tie conversion for shuffleboard games.

Abe Schaffer, of Ro-Mar, plans to expand his cigarette route to include juke boxes and games. . . Lou Wolberg, Runyon Sales, is passing out cigars. It's a girl—Harriet, Runyon's Irv Kempner is on a sales trip.

Joe Madden, of Old Reliable Venders, has returned from his Florida vacation. . . Joe Hahman, of Gordon Amusement, is home from the hospital and doing nicely. . . Lou Serlin, of County Enterprises, had \$1,000 stolen from the trunk of his car. . . Globe Juke Box Company, Nassau County, has joined the AMOA.

Mary Calland, wife of Drew Calland, of Local 786, is recuperating after a brief illness. . . Nat Cohn, of Conat Sales, returned from a seven-day trip thru the South. Southwest and Atlantic Seaboard. His top sales were to Abe Sussman and Bob Hunter, State Music Distributor, Inc., Dallas; Manny Landsberg, Manny Amusement Company, New Orleans, and Abe Feldman, Atlantic.

Harry Berger, West Side Distributors, announced that West Side's connection with the Merry-Go-Round Manufacturing Company has been severed. He said that he plans to announce a working arrangement with another manufacturer soon. Meanwhile, Berger announced that he is installing casters on his rides so that the rides may be more readily shifted on locations. The casters will sell for about \$15 to \$20 per ride.

Miami
Mrs. Marie Goecke is the new secretary at Bush Distributing, replacing Mrs. Bernice Handler, who returned to New York. Mrs. Goecke's husband is currently in Sao Paulo, Brazil, where he is helping to build the new Bendix factory which will produce washing machines. Ken Willis is calling on Bush customers in Central Florida. Orle Truppan just returned from a business trip to the company's branch office in

(Continued on page 124)



SEE EVANS' 100 SELECTION CENTURY PHONOGRAPH NOW ON DISPLAY AT THESE DISTRIBUTORS' SHOWROOMS!

EASTERN

GENERAL MUSIC SALES CORP.
Biddle & Howard Sts.
Baltimore 1, Maryland

HERMAN DISTRIBUTING CO., Inc.
1505 Coney Island Ave.
Brooklyn 30, New York

SCOTT-CROSSE CO.
1421 Spring Garden St.
Philadelphia 30, Pennsylvania

WILLIAMSPORT AMUSEMENT CO.
233 West Third St.
Williamsport, Pennsylvania

MIDWEST

AUTOMATIC GAMES SUPPLY CO.
302 University Ave.
St. Paul 3, Minnesota

EMPIRE COIN MACHINE EXCH.
1012-14 N. Milwaukee Ave.
Chicago 22, Illinois

JOE'S PHONOGRAPH SERVICE
2334-36 Olive St.
St. Louis 3, Missouri

LIEP MUSIC DIST. CO.
1640-42 Payne Ave.
Cleveland 14, Ohio

VIC MANNHART CO., Inc.
1705 W. Clyburn St.
Milwaukee 3, Wisconsin

A. P. SAUVE & SON
7525 Grand River Ave.
Detroit 4, Michigan

SOUTHERN

ALL COIN AMUSEMENTS CO.
1103 N. Bayshore Drive
Miami 36, Florida

T. B. HOLLIDAY CO., Inc.
717 Main St.
Columbia, South Carolina

SOUTH COAST AMUSEMENT CO.
314 E. 11th St.
Houston 6, Texas

WESTERN

ADVANCE AUTOMATIC SALES CO.
1350 Howard St.
San Francisco 3, California

DENVER AMUSEMENT CO.
1845 Arapahoe St.
Denver, Colorado

WESTERN DISTRIBUTORS
3126 Elliott Ave.
Seattle, Washington

CANADA: REGENT VENDING MACHINES, LTD., 179 Bank St., Ottawa, Ont.

100 SELECTIONS—50 RECORDS—45 RPM

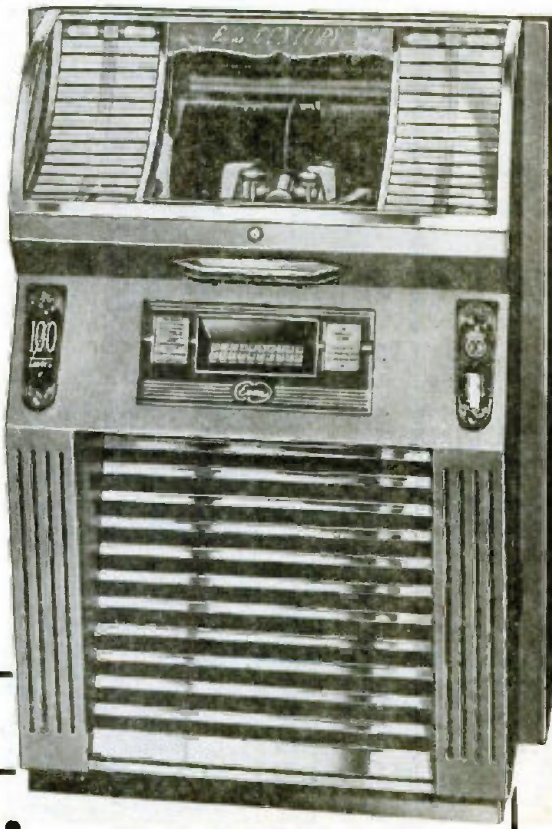
"CENTURAMATIC" SELECTION • EYE-LEVEL PROGRAMMING •
"ENCORE" MECHANISM

And
Don't Miss

EVANS' PROFIT-PROVEN
JUBILEE 40/45 • JUBILEE 40/78 •

40 SELECTIONS • 20 RECORDS
• 45 RPM

40 SELECTIONS • 20 RECORDS
• 78 RPM



H. C. EVANS & CO.
1556 W. Carroll Ave., Chicago 7, Ill.

New Charms Hypo Ball Gum Vending; Demand Doubles

Five Mfrs. Vie for Hit Items, Ops Wooded by \$3 Million Industry

By FRED AMANN

CHICAGO, Nov. 22.—During the past year the charms field has seen a rebirth of interest on the four fronts pertinent to its existence: the manufacturer of

This is the first in a two-part series on charms, the trends, potentials and production facts in this field. Next week, activities of the five leading charms manufacturers will be detailed.

charms and bulk venders, the operator and the consumer (The Billboard, October 25).

With manufacturers producing new and better charms and special charms model venders, and operators gaining new volume thru the use of both, the

focal point of the entire trend has been the consumer response. Formerly a moppet item almost exclusively, charms are now made in such variety and of such quality that they now draw teenage and in some instances adult interest. This wider market has resulted in better turnover for the operator.

The extent to which charms have re-captured the consumers' interest is evident by sales reports from all five manufacturers: three reported 1952 volume to date was 100 per cent over that of 1951, two cited "tremendous increases" over sales during the past two years.

This, they agree, was due to two factors, both dependent upon the final consumer demand: (1) operators are placing a greater number of charms in each vender, and (2) the brand new Canadian field was opened this year for the first time to volume placement of charms and ball gum equipment.

More of Same

A steady rise in volume is expected by the five manufacturers during the next two years. Bearing out this prediction are the charms makers' expansion moves. The majority have added plant space or moved in new and more expensive molds for new items.

The upturn in business has resulted in several of the leading manufacturers hitting the \$1 mil-

lion level this year. As this figure represents approximately 300 million charms, the unit-volume of the industry reaches into the billion bracket.

Price-wise, while the basic fill lines are 20 to 30 per cent lower than last year, and 40 per cent lower than in 1948, the feature charms are higher. This tends to hold the over-all charms market about on a price-par with the last several years. This is due to higher mold, materials costs.

Currently, competition is keen, and becoming more so. This also is resulting in a continuous stream of new and better items for operators.

Materials

Materials are another aspect of charms production that is taking on new importance. New (Continued on page 125)

Progress Bows New Soup Base

CHICAGO, Nov. 22.—Progress Food Specialties added a new beef soup concentrate base this week to its line of vending soups.

Tom Somlo, sales manager, said the new flavor contains real beef extractives. It will not settle out and will remain fresh for several days, he stated. The operator's cost is under 1-cent per drink.

NPA Sees 1st Quarter Steel Bonus for Venders

WASHINGTON, Nov. 22.—The National Production Authority this week held out hope to the nation's vending machine manufacturers that allotments of steel, drastically curtailed as a result of an industry strike, would be augmented during the first quarter of 1953 with a 15 per cent bonus allotment.

Originally, the NPA planned to keep the allotment for the first quarter at 33.3 per cent of the base period, which is roughly 40 per cent less than the allotment authorized for the third quarter of this year and 33 per cent less than the present quarter.

At the same time, NPA declared that copper and aluminum allotments to vending machine manufacturers during the first quarter of the new year would be as large as those received during the final quarter of this year. The copper allotment (50 per cent of the base period) is actually 10 to 15 points higher than during the first quarter of 1952, and aluminum (85 per cent of the base) is 20 per cent greater than

for the corresponding period last year.

A high spokesman for NPA, said that the steel bonus allotment had not yet been formally decided, but he pointed out that "there is every indication" that vending machine manufacturers will be eligible to get the materials so as to avoid serious hardship. The spokesman said that, in any event, the agency would want to be informed about all "hardship cases."

Hardship cases should be reported as usual to the nearest local NPA office, it was announced.

NEXT WEEK

News and feature coverage will highlight charms, their manufacture and use, along with bulk vender charm model availability and ball gum supply. Typical ball gum-charms operations will be described.

For the first charms feature, see story this issue.

BULK VENDERS ON A RIDE; BUS 'ROUTE' EXPERIMENT

LYONS, Ill., Nov. 22.—A dozen penny bulk venders are currently in experimental operation on the Bluebird Coach Lines, Inc., which operate thru many of Chicago's suburbs.

Roger Beaurline, who installed the Victor Baby Grand machines, plans to add similar experimental operations in bus and metropolitan transportation systems shortly.

The venders are installed in the front of each bus, next to the change and fare mechanisms. Beaurline reports the bouncing and jarring has not adversely affected vender operation.

Originally, nickel Baby Grand models were used to vend Chloro Trees, but it was discovered the penny models were a better answer when odd-cent fares are charged.

Beaurline stated that the machines, installed a few weeks ago, will be supplemented by additional Blue Bird installations if early sales volume continues to hold up.

Bert Mills Sums Up TV Experience

LOMBARD, Ill., Nov. 22.—Herbert Chadwick, vice-president of The Bert Mills Corporation, reported this week that with coffee operator benefits still materializing as a result of the firm's 13-week television show sponsorship, the experiment in public relations was considered a success.

The Mills' 15-minute evening telecast, once a week over WNBQ, ended September 15. Chadwick pointed out it was not the basic purpose of the program to sell coffee machines; rather to suggest using a coffee vending service to industrial management, and to let employees see such a machine in action via the "commercials."

Results

Two direct results were reported by operators in the telecast area; first, some location prospects decided to install coffee equipment after viewing the program, and second, approaching a new location was no longer a "cold" proposition. Many of the latter had, thru management or thru employee comments in suggestion boxes, learned of the desirability and convenience of in-plant coffee venders. In both instances, the knowledge was

gained from their home television screen.

Because of the easier location entree, and better understanding of coffee vending afforded industrial executives, Mills promotion is going down in company records as a profitable venture.

"The creating of good will, and raising the status of coffee vending generally, were valuable results gained thru the three months of television programming," Chadwick stated.

Spacarb Names Southern Rep, Sets Contest

STAMFORD, Conn., Nov. 22.—The appointment of Maurice B. Spillane as Southern sales representative for Spacarb Inc. was announced this week by H. J. Foster, vice-president and sales manager.

Spillane will headquarter in Atlanta. His territory includes North Carolina, South Carolina, Georgia and Florida. He will handle the Spacarb multiple-flavor cup beverage dispenser, the Bert Mills Coffee Bar and Fred Hebel multiple-flavor ice cream vender, for which Spacarb is national sales representative.

Sales contest for Spacarb distributors and salesmen was also announced. To run for four months, it will feature cash awards for each month and a grand prize based on total sales during the contest period.

Qualification quotas were made known to distributors at the annual Spacarb sales meeting held in Chicago recently. Prizes have not yet been determined.

PER CAPITA CIG SALES OVER 10 PACKS IN SEPT.

RICHMOND, Va., Nov. 22.—Per capita cigarette consumption in September in the U. S. increased from 9.23 packs last year to 10.20 packs in 1952, according to the National Tobacco Tax Research Council, Inc.

The Council reported that 1,260,000,000 packs were taxed in September in 41 States and the District of Columbia levying "suc" taxes. All States, with the exception of Idaho, Mississippi and the District of Columbia, showed gains. The greatest increases in per capita consumption were in Texas, Nevada and Delaware, where more than three packs were added.

The lowest consumption was in Arkansas, with 5.66 packs per person. Nevada was the highest, with 21.12 packs per capita. The Council pointed out that Arkansas imposes a 6-cent per pack tax; Nevada a 3-cent tax. Louisiana continues to have the highest cigarette tax, 8-cents per pack.

BOOKKEEPING

System Used By Small Op Described

DETROIT, Nov. 22.—A flexible and simple system of business control for the one-man operation is important, according to coffee operator Ralph Sharkey.

It took Sharkey a year, however, to work out what he considered the most practical system of bookkeeping thru knowledge gained by trial and error. He has come to believe in a system which is similar to that recommended by authorities in the field for a small operation, with the actual technique of bookkeeping up to the individual's selection of books and records. What is (Continued on page 125)

Auto. Products Holds Atlantic City Display

NEW YORK, Nov. 22.—Automatic Products Company was much on hand during the Atlantic City convention of the American Bottlers of Carbonated Beverages this week (16-20).

With the three-year ban on cup beverage equipment still holding for ABCB's 1952 exhibit, Sam Kresberg, Automatic Products president, rented the entire Bowers Building adjoining Convention Hall. The three and six-drink SodaShoppe models were shown.

Separate model displays were set up for Pepsi Cola, Coca Cola, Nehi and Doctor Pepper brands. In addition to Kresberg, Automatic was represented by Dan Gould, Mel Rapp, Dan Subarsky, Al Bendas and Ben Palistrant, New England divisional manager.

CIG TAX EFFECT ON PER CAPITA VOLUME: NATD

NEW YORK, Nov. 22.—The degree to which high State taxes affect per capita cigarette consumption was stressed this week in the market analysis released by the National Association of Tobacco Distributors. (See full story elsewhere in this section.)

Citing per capita consumption for 1951, the following table depicts with remarkable clarity the way cigarette purchases within the borders of a taxing State decline under the impact of unreasonable high taxes. NATD stated:

State	Pack Tax	Per Capita Consumption
Wisconsin	2c	8,790 packs
Indiana	3c	8,264 packs
Illinois	4c	7,843 packs
Oklahoma	5c	7,120 packs
Arkansas	6c	5,261 packs
D. C.	10c	3,674 packs

CIG VENDERS UP \$ GROSS

Sales Ratio to Over-All Market Off 1.79% in 1951

NEW YORK, Nov. 22.—Altho over-all volume of vender sold cigarettes increased from \$446,290,000 in 1950 to \$589,280,000 in 1951 for a gain of \$22,990,000 or 3.55 per cent, the percentage of vending volume in the total retail cigarette picture declined 1.79 per cent, according to the second annual survey released this week by the National Association of Tobacco Distributors' Market Research Division.

During 1951, vending machines accounted for 16.4 per cent of all retail cigarette volume, topped only by independent food stores with 19.1 per cent. Venders topped chain supermarkets (12.3 per cent), cigar stores (11.7 per cent), independent drugstores (9.7 per cent), and restaurants,

bars and liquor stores (7.1 per cent).

The report pointed out, however, that the decline from 1950 did not necessarily describe a continuing situation, and it hinted that this decline may be erased when the 1952 figures are compiled.

Taxes, Prices

While the report concluded that "vending machines continue to demonstrate their efficiency as a medium of merchandising cigarettes," it emphasized that the increased cigarette tax, combined with marked consumer resistance to higher prices, had resulted in declines of vending machine cigarette sales in some areas.

The major cause of these declines was attributed to the

spread in price between cigarettes purchased over the counter and cigarettes purchased thru vending machines. The trend toward carton cigarette purchases at several levels of retail distribution was also cited as a contributing factor toward the market share decline.

Another factor to be considered is that the volume increase in vending machine sales accounted for 10.9 per cent of the total gain in cigarette sales during 1951.

Industry Picture

The industry itself sold 378,300,000,000 tax paid cigarettes in 1951. This represents slightly more than 3.6 per cent of all non-durable goods expenditures in the United States during that (Continued on page 125)

**"Smokeshop
Lo-Boy"**

THE NATION'S FINEST
CIGARETTE VENDOR!

**486
PACK
CAPACITY**

Tear Out
and Mail
This Ad
for
Details

AUTOMATIC PRODUCTS CO.
230 W. 17th St., New York 10, N.Y.
Phone 7-3113

CANADIAN OPERATORS!

We are the Canadian
distributors for

**OAK'S
ACORN
VENDOR**

The finest in the
vending industry

LEAF BALL GUM

NEW! Internationally
Famous Oakley
Pleaser Series,
\$16.00 per M.
Contact the nearest
office for immediate
delivered!

INTERNATIONAL VENDING CO., LTD.
400 Gerrard St. E.
Toronto, Ont.
Harvey 3179

501 Gladstone
Ottawa, Ont.
Ottawa 3-5792

**CHAMP
BALL GUM**

The Bubble Gum with the Soft Chew

4 STANDARD SIZES
210's • 170's • 140's
430 Count Tabs

8 ASSORTED COLOURS—8 DELICIOUS FLAVORS
Employs machines tested.
No clogging.

Write for Plans and Information

BALL-GUM, INC.
2610 W. 19th St. Chicago 8, Ill.
Send the Best
DO NOT ACCEPT SUBSTITUTES

CIGARETTE MACHINES
Specially Priced for Quick Sale
Silver Quarter-King Size Included

Reconditioned and
Unconditionally Guaranteed

- Rowe President, 8 & 10 Cols. \$123.00
- U-Need-A-Pak Model 580, 7 & 9 Cols. 90.00
- U-Need-A-Pak Model A, 8 & 9 Cols. 65.00
- Rowe Imperial, 8 & 9 Cols. 50.00

1/2 dep. bal. c.o.d.
Write—Phone—Wire
Parts for All Machines Available.

JEM VENDING SERVICE
7147 79th Street Brooklyn 14, N.Y.
Phone: BR 6-3395

**DO-ALL
VENDORS**
for
Mugs-Gum
Chicle Treats
12 or 36 play

\$12.95 each

**BLOYD
MFG. CO.**
Valley Sta-
tion, Ky.

**GIVE TO THE
RUNYON CANCER FUND**

VEND—PUBLISHED BY THE BILLBOARD

**HUNDREDS OF MONEY-MAKING
VENDING IDEAS**

Cost you a fraction of a cent a
piece—when you subscribe to VEND—the
magazine of automatic merchandising!

Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 23, Ohio
Yes—Please sign me up for Vend for
☐ 1 year at \$4. ☐ 2 years at \$6. ☐ 3 years at \$7.50
Foreign rates upon request.

Name.....
Address.....
City..... Zone..... State.....
Occupation.....

Sierra Candy Buys San Jose Chase Factory

SAN FRANCISCO, Nov. 22.—Sierra Candy Company has concluded the purchase of Chase Candy Company's San Jose plant. Theodore A. White, vice-president of Sierra, and Charles Chase, general manager of Chase Candy, jointly announced the sale.

The transaction includes all of Chase's finished and raw material inventory in the plant, which served an 11 Western State market area, in addition to the Hawaiian Islands, Alaska and Japan. The sale involved over \$300,000.

White declared that his firm was committed to fill all present Chase orders, effected prior to the sale.

Sierra Candy, formed over 25 years ago, is a division of McPhail Candy Corporation. It claims the largest candy producing facilities west of the Mississippi.

Officials of Sierra, in addition to White, include Tom S. Swan, sales manager, and Rene Blanquies, assistant general manager.

Officials of Sierra, in addition to White, include Tom S. Swan, sales manager, and Rene Blanquies, assistant general manager.

Controls would be reimposed, however, it was announced, should bottled drink prices go over suspended ceilings in a "substantial proportion" of localities.

Universal Match Votes Special 5% Dividend

ST. LOUIS, Nov. 22.—A special 5 per cent stock dividend, in addition to the regular quarterly cash dividend, was voted this week by the board of directors of the Universal Match Corporation here. The regular return is equal to 30 cents a share on \$12.50 par stock.

Asaon Fischer, president, said that anticipated 1952 earnings, before taxes, should exceed \$2,000,000. This would represent net earnings of about \$2.50 a share, compared with 1951 earnings of \$2.46.

★ **"FIVE STAR"**
★ **PIONEER CHARM MIX**
★ The five Outstanding CHARMs current on the market today.
★ Consisting of the following:
★ 200 Fibra Teeth
★ 200 Auto Tires with Hub Caps
★ 200 Gold and Black Camoes
★ 200 Impaled Metal Rings
★ 200 Metal Scissors

Total 1000 for **\$12.50**

This FIVE "STAR" 1952 PIONEER CHARM MIX is the answer to every operator's need.

PIONEER VENDING SERVICE
590 Albany Avenue Brooklyn 3, N.Y.
Phone: PR 4-5355

Greene Heads Coin Division Of Polio Drive

NEW YORK, Nov. 22.—Robert Greene, president of the Rowe Corporation, has accepted the chairmanship of the Coin and Vending Machines Division in the current \$4,000,000 Greater New York Campaign of the National Foundation for Infantile Paralysis. It was announced this week by Edward J. Noble, general chairman of the drive and chairman of the American Broadcasting Company and the Lifesaver Corporation boards.

Greene's acceptance marks the third consecutive year he has served as divisional chairman. He plans to name an industry committee to aid in the drive.

Coffee Keys Hot Bev Op in Pitts.

PITTSBURGH, Nov. 22.—Coffee tops the hot beverage vending picture here as in other metropolitan areas, a survey of beverage operators revealed this week. (Chicago, Philadelphia, Milwaukee reports on hot beverage vending appeared in the November 22 issue of The Billboard; Detroit was covered in the November 8 issue.)

Chocolate, when vended, was sold thru hot units on regular cold drink machines. However, instead of removing the hot units in summer, operators usually disconnect the attachments and add a cold drink flavor to supplement the cola, orange or root beer selections.

Over-all, hot beverages increase annual volume about 10 per cent, was the consensus. Hot chocolate poses special problems for the operator, however. It was pointed out it was impossible to get all of the sirup out of the original container, and the sirup often thickens or sours.

SILVER QUARTER OPERATION—KING SIZE INCLUDED!

SPECIAL!
NEVER BEFORE OFFERED
AT THIS PRICE!

Every column can be used for King Size or standard size vending as desired.

SPECIAL!
ROWE TAC CUM,
5 Cols., 16, 400
Mounting Bracket, \$1.50
Extra

**WRITE—WIRE—PHONE
YOUR ORDERS!**

One Palace Ave.
VENDORIZED
Prevents Pooling,
Sticking & Rusting.

SPECIALS ON CANDY MACHINES
D.O. Candyman, 73 Cps.,
Without Base \$7.50
D.O. Candyman With Base \$12.50
Grape Candy, 100-Bar Cps.,
With Base \$14.50
National Candy #14, 141 Bar
Cps. \$16.00

All Equipment
Unconditionally
Guaranteed
Trade Prices
175 Cps.
Bal. C.O.D.

UNEEA VENDING SERVICE, INC.
The Nation's Leading Distributor of Vending Machines
NEW... RECONDITIONED LIKE NEW
166 Clymer Street, Brooklyn 11, N.Y. • Evergreen 7-4568

UNEEA VENDING SERVICE, INC.
The Nation's Leading Distributor of Vending Machines
NEW... RECONDITIONED LIKE NEW
166 Clymer Street, Brooklyn 11, N.Y. • Evergreen 7-4568

For the Finest Vending Machines Always Buy **VICTOR**

**VICTOR'S
Topper Deluxe
Globe Style**

**VICTOR'S
Topper Deluxe
Half-Cabinet Style**

**VICTOR'S
BABY GRAND**

1 to 23 \$14.20
24 to 47 14.00
48 to 99 18.75
100 or more 18.20

\$13.00 each
\$12.00 each
100 or more

PARKWAY MACHINE CORP.
715 Ensor Street Baltimore 2, Maryland

VICTOR'S NEW DELUXE STYLE

**TOPPER DELUXE
globe style**

**TOPPER DELUXE
half-cabinet style**

BABY GRAND

\$14.20 Each—Packed 4 to a Case. Less in Quantity Lots.
Immediate Delivery on All Models. Time Payment Plan Available—
Trade-Ins Accepted.

BABY GRAND CHICLE TREETS

2 for 1c. 300 Count. Capacity: 5 1/2 Pounds.
45c per lb. 25 lb. Cartons

NOW VENDING CHLORO TREETS
A Delicious... High Quality Chewing Gum... Featuring That
Sensational Health-Giving CHLOROPHYLL.

2 for 5c
250 Count
Capacity: 5 1/2 Pounds
70c per lb.—25 lb. cartons

ALSO VENDING CHLORO TREETS
2 for 1c. 336 Count. Capacity: 5 1/2 Pounds
52c per lb.—25 lb. cartons

Write for Our Complete Charm List
Price subject to change without notice.

PIONEER VENDING SERVICE
590 Albany Avenue Phone: PR 4-5358 Brooklyn 3, N.Y.

INTRODUCTORY OFFER

FOUR 1c BABY GRANDS
plus 25 pounds of
CHICLE TREETS—Total... **\$63.25**

FOUR 1c BABY GRANDS
plus 25 pounds of
CHICLE TREETS—Total... **\$65.00**

FOUR 5c BABY GRANDS
plus 25 pounds of
CHLORO TREETS—Total... **\$69.50**

BABY GRAND NOW IN DELUXE STYLE

Featuring the NEW

- PROJECT-O-VIEW WINDOW OF TRANSPARENT LUCITE
- DOUBLE LOCK
- DELUXE CAPACITY—
6½ Lbs.



TWO LOCKS—ONE FOR FAST, EASY, TOP FILLING OF MERCHANDISE . . . and ONE FOR MONEY COMPARTMENT.

Patent Pending

VENDE

Chloro Treets . . . 2 for 5c 250 count. Capacity 6½ pounds. Operators gross approximately \$6.25 per pound.

BABY GRAND DELUXE

Also vends CHLORO TREETS . . . 33¢ count or CHICLE TREETS, 6 colors . . . 6 flavors . . . 300 to the pound . . . both 2 for 1c . . . Capacity 6½ pounds.

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

VICTOR VENDING CORP.

5707-13 W. GRAND AVE.
CHICAGO 39, ILLINOIS

Materiale protetto da copyright

Pachinko Expension

TOKYO, Nov. 22.—Pachinko Parlors continue to grow in Japan's metropolitan areas. Currently, there are 5,678 such locations here featuring Pachinko play, which is the Japanese equivalent of pinball.

Miami Firm to Move

MIAMI, Nov. 22.—The Miami-American Shuffleboard Company will move to larger quarters at 436 S.W. Eighth Avenue in early December. The firm is headed by Morris Marder and Dave Friedman.

Drake Names Sales Mgr.

CHICAGO, Nov. 22.—Drake Manufacturing Company appointed Rex Munger sales and advertising manager this week. Drake produces signal and jewel light assemblies of types used commonly on coin-operated games and rides.

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange
for Coin Machine
Personal, Products,
Services and
Opportunities

★
CLASSIFIED
ADVERTISING
★

Business Opportunities

Com. Radio and Television: buy direct from manufacturer and save; steel cabinet, modern design, coin reflector. Write for prices and full story, Coin Radio & Television Corp., 190A Duane St., New York City.

Distributors for nationally advertised Sno-Ball and Sno-Cone Machines: wonderful proposition. Sno-Master Mfg. Co., 124 Hopkins Place, Baltimore 1, Md.

Help Wanted

Experienced Mechanic on all types of Pin Balls and Photographs; territory in Southern Ohio. Box M-25, The Billboard, Cincinnati 22, O.

Wanted—Coin Machine Mechanist for Pin-Balls and Photographs; South Carolina route. Box 580, The Billboard, Chicago 1, Ill.

Wanted—Pin Ball Mechanist; top salary for A-1 one ball man. G. S. Novotny Co., 2900 St. Clair Ave., East St. Louis, Ill. Phone Union 3-6883.

Wanted—Salesmen and Distributors. Don't wait! new delay; coin-operated television is a new industry offering new profit to the average individual. Get in on the ground floor now. Write Box M-24, The Billboard, Cincinnati 22, O.

Parts, Supplies & Services

Charm Users—New present: will pay up your sales, genuine foreign stamp in tubes. Numerous repeat sales value; 1,000 points paid, \$5.75; free samples. E. O. Likem, Frankfurt, Ky.

For best buys in bulk vendors and supplies write for literature. Canoe Vending Service, 432-B W. 42nd St., New York 18, N. Y.

Stamp folders, direct from manufacturer: unlimited quantities, immediate delivery; write for price. Vendo Sales Co., 2124 Market St., Philadelphia 2, Pa. Local 7-1448.

Routes for Sale

Rio Grande Valley, Texas—50 Photographs. 25 Bowlers and 50 Cams, about \$25,000 yearly take, \$10,000; will handle. Box 551, The Billboard, Chicago 1, Ill.

Route of 84 pieces, 3 W. Wisconsin; 43 Photos, 41 Bowlers, Pins, etc.; unlimited possibilities; partnership dissolving; reasonable. Box 552, The Billboard, Chicago 1, Ill.

Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

Cigarette Machines, Ring Size Conestants, 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3907 Pavani St., Philadelphia 4, Pa. EV 6-4244 and BA 8-8710.

Cigarette Machines, quarter operation; Uneda, latest model, \$55; Counter Model, \$22.50; U-Select-It, 72-bar candy vendor, \$27.50; 74-bar, \$37.50; Shipman like new Candy Bar Machines, \$22.50—cost \$69.50. 2717 N. Park Ave., Philadelphia, Pa.

Five S-Player United Alloys, \$100 each; Twin Shuffleboard, \$75; Twin Harp, \$60; Ed Regel, 212 Smith St., Joliet, Ill.

For Sale—Mills, Jennings, Pace, Watling Bells, Spot Bell, Super Bonus Bells, Double Up; perfect condition; Evans, \$100. Wanted—Mills and Jennings Bells, also Pin Games. General Coin Machine Co., 225 N. 9th St., Philadelphia, Pa. Walnut 2-4378.

For Sale—United Stam, like new, best offer taken. Manning Road, 115 E. Superior St., Muskegon, Mich.

For Sale—Wurlitzer Photographs, 39—10155 (190K), 4—10175, 8—3033; Wall Boxes and 6 Speakers, good condition; warehouse Phoenix, Ariz. Also 11—10125, 20—10175, 1—10180, 1—150, 91—3033; Wall Boxes, 52 Packard Wall Boxes and 4 Speakers; warehouse Salt Lake City. Write, wire, phone CHAC Corp., 50 Church St., N. Y. 7, N. Y.

For Sale—30 Duplex 1¢ and 5¢ Combination Nut and Candy Vendors, \$17.50—\$25 each; cost \$49.50. J. W. Tarmey, 2901 20th, Great Bend, Kan.

Photomatic, postwar, \$100; metal cabinet, new in operation; have new glass for signs in top of machine; 1/2 doz. bal. C.O.D. Sportland Arcade, 129 W. Bay St., Jacksonville, Fla.

Securities—AET Challenges, \$27.50; David Bell March, \$19.50; Advance Shockers \$14.50; Kicker and Catcher \$18.50; Gleno Sales, Box 835, Bluefield, W. Va.

Scales—Watling and Kirk Guesser; used on public locations; like new; \$100 each. Gleno Sales, Box 835, Bluefield, W. Va.

Used 1c-5c Candy, Nut, Ball Gum Vendors

29 Like New Silver King 5¢ Hot Nut Vendors, \$10.75 and \$9 ea. 12 Very Good Conditioned 5¢ Auto Hot Nut Vendors, \$12.50 ea. 29 Like New Silver King 1¢ Ball Gum & 5¢ Charm Vendors, \$10.95 ea. 23 Like New Northwestern Model 39's 1¢ 5¢ Ball Gum, \$9 ea. 20 Like New Cadillac 1¢ 5¢ Nut Vendors, \$7.50 ea. 35 Slightly Used 5¢ Arlo Bantam, \$7.50 ea. 5 Used Hawk-eyes 1¢ Nut Vendors, \$5 ea. 5 Used Masters 1¢ or 5¢ Vendors, \$5.50 ea. 15 Like New 1¢ Columbia 5¢ Ball Gum Vendors, \$5.50 ea. All of the above prices F. O. B. King & Co., Northwestern Distributors, 2700 W. Lake St., Chicago 12, Ill. Our terms 1/2 deposit, balance C.O.D. Write for our price list of merchandise, Northwestern Vendors and parts.

Wanted to Buy

Want to Buy—Like Pin Route in Kentucky. Box 582, The Billboard, Chicago 1, Ill.

Wanted—1¢ Vendors; state price, condition. Memphis Nut Co., 1823 S. Chicago St., Memphis, Tenn.

Wanted—Bally's Broadway; what is your price? American Amusement Co., 1200 W. Willis Ave., Syracuse, N. Y. Phone 8-4928.

Wanted—Used Coradisi; state number, model, age, condition and best price. Box M-25, The Billboard, Cincinnati 22, O.

Wanted—10 Seaburg 100 B and AM Model D; used; also used Cigarette Machines. Ed Martell, Turners Falls, Mass.

WATCH THIS SPACE

EVERY WEEK

(This heading 8 pt. Spartan medium)
for samples of different size type available to users of display-style advertising.

Put your message across with an attention-getting display ad. See order blank for complete details.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Nov. 22	Issue of Nov. 15	Issue of Nov. 8	Issue of Nov. 1
ABC (United)	\$135.00 165.00	\$135.00 165.00	\$150.00 165.00	\$165.00 180.00
ABC (United)	175.00 190.00	175.00 190.00	195.00 210.00	195.00 210.00
Allice in Wonderland (Gottlieb)	95.00	95.00	95.00	95.00
Aqueduct (United)	49.50 79.50	49.50 65.00	49.50 65.00	49.50 79.50
Archie (Williams)	195.00	195.00	195.00	195.00
Archie (Williams)	95.00	95.00 99.50	95.00 99.50	99.50
Archie (Williams)	475.00	475.00	475.00	475.00
Archie (Williams)	95.00	45.00 49.50	45.00 49.50	49.50
Archie (Williams)	17.50 64.50	64.50	64.50	64.50
Archie (Williams)	225.00 250.00	225.00 250.00	194.00 225.00	195.00 225.00
Archie (Williams)	89.50 95.00	89.50 95.00	89.50	200.00
Archie (Williams)	94.50	94.50	94.50	94.50
Archie (Williams)	185.00	185.00	185.00	185.00
Archie (Williams)	125.00	50.00 125.00	50.00 125.00	125.00
Archie (Williams)	64.50	59.00 64.50	59.00 64.50	64.50
Archie (Williams)	59.50	59.50	59.50	59.50
Archie (Williams)	40.00	40.00	40.00	40.00
Archie (Williams)	275.00 311.00	275.00 311.00	275.00 311.00	275.00 311.00
Archie (Williams)	89.50	89.50	89.50	89.50
Archie (Williams)	50.00 74.50	74.50 79.50	74.50	79.50
Archie (Williams)	250.00 290.00	225.00 290.00	225.00 290.00	195.00 225.00
Archie (Williams)	290.00	290.00	290.00	290.00
Archie (Williams)	345.00	249.00 345.00	300.00	300.00 311.00
Archie (Williams)	200.00	200.00	200.00	200.00
Archie (Williams)	64.50	59.00 64.50	59.00 64.50	64.50
Archie (Williams)	74.50	74.50	74.50	74.50
Archie (Williams)	64.50	50.00 64.50	50.00 64.50	64.50
Archie (Williams)	65.00	65.00	65.00	65.00
Archie (Williams)	94.50 95.00	94.50	94.50	94.50
Archie (Williams)	50.00 99.50	89.50	89.50	89.50
Archie (Williams)	220.00	220.00	220.00	220.00
Archie (Williams)	49.50	49.50	49.50	49.50
Archie (Williams)	29.50	22.50 29.50	22.50 29.50	22.50 29.50
Archie (Williams)	65.00 74.50	50.00 65.00	65.00 74.50	65.00 74.50
Archie (Williams)	59.50	74.50 59.50	74.50	59.50
Archie (Williams)	65.00 79.50	59.50 65.00	65.00 79.50	65.00 79.50
Archie (Williams)	70.00 79.50	79.50	79.50	79.50
Archie (Williams)	17.50 39.50	39.50	39.50	39.50
Archie (Williams)	24.50 30.00	30.00 49.50	39.50	49.50
Archie (Williams)	35.00 49.50	79.50	79.50	79.50
Archie (Williams)	59.50 89.50	89.50	89.50	89.50
Archie (Williams)	345.00 350.00	325.00 345.00	310.00	310.00 355.00
Archie (Williams)	25.00	25.00	25.00	25.00
Archie (Williams)	115.00	115.00	115.00	125.00
Archie (Williams)	230.00 249.50	230.00 249.50	230.00 249.50	230.00 249.50
Archie (Williams)	29.50	29.50	29.50	29.50
Archie (Williams)	210.00	210.00	210.00	210.00
Archie (Williams)	49.50 65.00	49.50 74.50	49.50 74.50	49.50 74.50
Archie (Williams)	74.50	74.50	74.50	74.50
Archie (Williams)	99.50	65.00 99.50	99.50	99.50
Archie (Williams)	239.50	239.50	239.50	249.50
Archie (Williams)	39.50	39.50	39.50	39.50
Archie (Williams)	80.00	80.00	80.00	80.00
Archie (Williams)	75.00 84.50	75.00 85.00	75.00	75.00 84.50
Archie (Williams)	95.00	95.00	95.00	95.00
Archie (Williams)	75.00 99.50	99.50	99.50	99.50
Archie (Williams)	190.00	190.00	190.00	190.00
Archie (Williams)	49.50 65.00	49.50	49.50	49.50
Archie (Williams)	95.00 100.00	60.00 100.00	100.00	100.00
Archie (Williams)	110.00 115.00	89.50 115.00	89.50 115.00	113.00 175.00
Archie (Williams)	175.00	115.00 175.00	175.00	175.00
Archie (Williams)	49.50 50.00	49.50	49.50	49.50
Archie (Williams)	259.50 275.00	259.50	259.50	259.50
Archie (Williams)	110.00 115.00	110.00 129.50	110.00 129.50	110.00 129.50
Archie (Williams)	210.00	210.00	210.00	210.00
Archie (Williams)	94.50	94.50	94.50	94.50
Archie (Williams)	250.00	250.00	250.00	250.00
Archie (Williams)	90.00 100.00	100.00	100.00	100.00
Archie (Williams)	50.00	50.00	50.00	50.00
Archie (Williams)	99.50	99.50	99.50	99.50
Archie (Williams)	15.00 59.50	59.50	59.50	59.50
Archie (Williams)	90.00	90.00	90.00	90.00
Archie (Williams)	189.50 270.00	189.50 270.00	189.50 270.00	189.50 270.00
Archie (Williams)	145.00	145.00	145.00	145.00
Archie (Williams)	29.50	29.50	29.50	29.50
Archie (Williams)	109.50	49.50 85.00	85.00 109.50	109.50
Archie (Williams)	135.00 185.00	135.00 165.00	210.00 129.50	175.00 210.00
Archie (Williams)	210.00 229.50	195.00 200.00	210.00 229.50	229.50
Archie (Williams)	22.50 24.50	22.50 24.50	22.50 24.50	22.50 24.50
Archie (Williams)	175.00 180.00	100.00 175.00	180.00 210.00	180.00
Archie (Williams)	29.50	29.50	29.50	29.50
Archie (Williams)	50.00	50.00	50.00	50.00
Archie (Williams)	169.50	169.50	169.50	169.50
Archie (Williams)	69.50 99.50	69.50 99.50	69.50 99.50	99.50
Archie (Williams)	99.50	99.50	99.50	99.50
Archie (Williams)	21.50	21.50	21.50	21.50
Archie (Williams)	65.00	20.00 65.00	65.00	65.00
Archie (Williams)	230.00	230.00 235.00	235.00 240.00	240.00
Archie (Williams)	250.00	250.00	250.00	250.00
Archie (Williams)	54.50	54.50	54.50	54.50
Archie (Williams)	110.00	110.00	110.00	110.00
Archie (Williams)	99.50	99.50 105.00	99.50 105.00	99.50
Archie (Williams)	30.00 40.00	24.50 40.00	40.00 59.00	39.50 40.00
Archie (Williams)	45.00 69.50	59.00 69.50	69.50	69.50
Archie (Williams)	95.00	95.00	95.00	95.00
Archie (Williams)	25.00 21.00	49.50 75.00 21.00	75.00 75.00	75.00 90.00
Archie (Williams)	79.50 21.00	15.50 21.00 90.00	90.00 99.50	99.50
Archie (Williams)	119.50	99.00 119.50	99.00	99.50
Archie (Williams)	39.50	39.50	39.50	39.50
Archie (Williams)	175.00	110.00 125.00 175.00	125.00 175.00	125.00 175.00
Archie (Williams)	175.00	175.00	175.00	175.00
Archie (Williams)	60.00 79.50	60.00 79.50	60.00 79.50	60.00 79.50
Archie (Williams)	84.50	84.50	84.50	84.50
Archie (Williams)	49.50	49.50	49.50	49.50
Archie (Williams)	39.50	39.50	39.50	39.50

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1: First, print or type your message here, figuring five cents to the line. If you want a "display-classified" indicates in the margin what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted, please figure 6 additional words.

3: Then check here for: Whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch:

☐ Display Classified
☐ Regular Classified

2: Now check off the classification you want your advertisement to appear under:

- ☐ Agents and Distributors Wanted
☐ Help Wanted
☐ Parts, Supplies and Services
☐ Positions Wanted
☐ Routes for Sale
☐ Used Coin-Operated Equipment
☐ Want to Buy

4: And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:

gentlemen: Run this in your "Market Place" as indicated below:

☐ Next 6 Issues ☐ Next 4 Issues ☐ Next 3 Issues ☐ Next Issue only

\$ _____ Payment enclosed ☐ Bill me (on 3 or more issues only)

Name _____

Address _____

City _____ Zone _____ State _____

ADVERTISING RATES

REGULAR CLASSIFIED

Usual wanted style, one paragraph, no display. First line set in 6 pt. bold, balance 8 pt. light.

Per word 6.30
3 or more consecutive or 36 insertions, per word 1.10
18 consecutive insertions, per word 1.10
Minimum 53

DISPLAY CLASSIFIED

Shaffer Specials

in better quality buys

AMI		WURLITZER	
Model A	\$274.50	1250	\$439.50
Model C	449.50	1100	289.50
5-lb. WOM	29.50	1015	139.50
Shopper	29.50	750-M	49.50

ROCK-OLA		WALL BOXES	
1428	\$279.50	Wurlitzer 3020	\$27.50
1426	129.50	Wurlitzer 3020 (48 Sol.)	39.50
1422	94.50	Seeburg 5-10-25c (3 Wire)	34.50
		Seeburg 5-10-25c (Wireless)	27.50

SEEBURG
SHOOT THE BEAR GUN.....\$209.50

Write for Illustrated Catalog of Late Model Phonographs
Terms: 25% Deposit, Balance C.O.D.

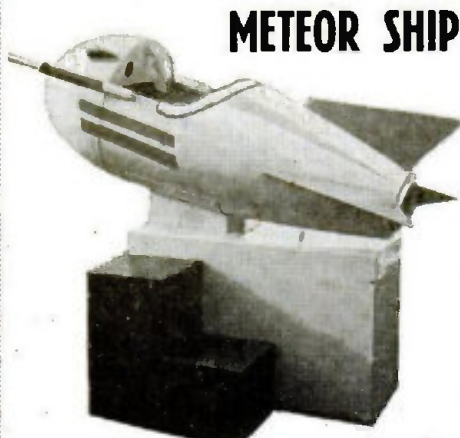
Shaffer Music Co.

Columbus, Ohio
606 S. High St.
MAM 5563

Cincinnati, Ohio
1200 Walnut St.
MAM 6310

Indianapolis, Ind.
1827 Capitol Ave.
Lincoln 5571

Exclusive Seeburg Distributors



METEOR SHIP

We manufacture many
kiddie rides—be sure
to see our Kiddieland
ad. page 67.

- ★ ASCENDS 18 INCHES
- ★ Real Gun Handle
- ★ Deep, Safe Cockpit
- ★ Noise Makers
- ★ Ruggedly Built for Outdoor Locations
- ★ Hydraulically Operated
- ★ Coin-Operated Mechanism

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COR. RALPH AND FOSTER AVES. BROOKLYN 34, N. Y.
CLOVERDALE 6-0593 - NAVARRA 8-9413

MUSIC! MUSIC! MUSIC!

SEEBURG 1-44	\$134	WURLITZER 1017 HIDEAWAY	\$154
SEEBURG 1-46 HIDEAWAY	154	WURLITZER 750	99
SEEBURG 1-47	179	ROCK-OLA 1425	199
SEEBURG 1-48 SCORP	229	ROCK-OLA 1433	179
SEEBURG 1-49 HIDEAWAY	199	ROCK-OLA 1433	443
SEEBURG 1-50	249	A.M.I. MODEL A	369
WURLITZER 1015	199	A.M.I. MODEL B	469
WURLITZER 1016	249	A.M.I. MODEL C	479
WURLITZER 1018	279	A.M.I. W.O.M. 5/104	50

Reconditioned—Refinished—Terms: 1/3 Down, Balance C.O.D.

FORTEIGN BUYERS—Write for Latest Postwar Phonograph Catalog
ATLAS MUSIC COMPANY
2200 N. WESTERN AVE., CHICAGO 47, ILLINOIS Phone: ARmington 6-5003

THE "The Amusement Industry's
BILLBOARD" Leading Newsweekly

... with Audited Paid Circulation to match



THE BILLBOARD Index of Advertised Used Machine Prices

• Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard times as indicated below. All advertised used machines and prices are listed. Where more than one firm advertises the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quality discounts are advertised, as in the case of bulk orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time or location, territory and other related factors.

	Issue of Nov. 22	Issue of Nov. 15	Issue of Nov. 8	Issue of Nov. 1
Am. Bomber (Mitsubishi).....	\$150.00 195.00	\$150.00 195.00	\$150.00	\$150.00
Am. Bomber (Mitsubishi).....	125.00(2)	125.00(2)	125.00(2)	75.00 125.00(2)
All Star Baseball.....	49.50	49.50	49.50	49.50
Astronaut 10c.....	95.00	75.00	75.00	95.00
Baseball (Got Life).....	95.00	75.00	190.00	190.00
Baseball (Got Life).....	190.00	190.00	190.00	190.00
Big Bowling (Bally).....	185.00 195.00	185.00 195.00	125.00 185.00	149.50 185.00
Billboard (Seeburg).....	100.00	100.00	100.00	100.00
Bombardier (Amusement Corp.).....	45.00	45.00	45.00	45.00
Boat Race (Mitsubishi).....	25.00 34.50	25.00 34.50	290.00	290.00
Challenger (A.B.T.).....	20.00 29.50(2)	20.00 29.50	29.50(2)	29.50
Chicken Sam (Seeburg).....	105.00(2)	105.00(2)	105.00(2)	105.00(2)
Couster Grip (Mitsubishi).....	100.00 150.00	110.00 150.00	150.00	150.00
Devil Gun (Seeburg).....	54.50 65.00(2)	54.50 65.00(2)	54.50 65.00(2)	63.00(2) 64.50
Devil Gun (Seeburg).....	69.50 75.00	69.50 75.00	69.50 75.00	75.00(2) 75.00
Devil Gun (Seeburg).....	94.50 100.00	94.50 100.00	94.50 100.00	94.50
Defender (Bally).....	95.00	95.00	95.00	95.00
Deluxe Athletic Scale (Mitsubishi).....	79.50	79.50	79.50	79.50
Derby 4 Player (Chicago Coin).....	195.00 225.00	195.00 225.00	195.00	100.00 195.00
Drop Kick (Mitsubishi).....	75.00(2)	75.00(2)	75.00	149.50
Flash Hockey (Chicago).....	150.00	150.00	150.00	150.00
Flying Saucer (Mitsubishi).....	59.50 85.00	59.50 85.00	85.00 119.50	85.00 95.00
Gopher (Chicago Coin).....	130.00 119.50	130.00 119.50	125.00	119.50 125.00
Grip Water Device.....	140.00	140.00	140.00	140.00
Gun Patrol (Exhibit).....	215.00(2)	215.00(2)	215.00(2)	215.00(2)
Heavy Hitter (Bally).....	65.00 69.50	65.00 69.50	69.50	69.50
Hi Ball (Exhibit).....	55.00	55.00	55.00	55.00
Hockey (Chicago Coin).....	65.00 75.00	65.00 75.00	65.00 75.00	65.00 75.00
Irish Poker.....	85.00	85.00	85.00	85.00
Jack Rabbit.....	99.00(2) 109.50	99.00 109.50	99.00 109.50	99.00 109.50
Jumpstart (Exhibit).....	215.00 225.00	215.00 225.00	215.00 225.00	215.00 225.00
Jet Gun (Exhibit).....	265.00	225.00(2)	265.00	265.00
Kicker and Catcher.....	25.00	25.00	25.00	25.00
Line Launcher.....	95.00 99.50	95.00 99.50	99.50	99.50
Low Hitter (Exhibit).....	39.50	39.50	39.50	39.50
Midget Ski Ball (Chi. Coin).....	125.00 199.50	125.00 199.50	125.00 199.50	125.00 199.50
Miss Bomber (Mitsubishi).....	150.00	150.00	150.00	150.00
Paratrooper.....	225.00 240.00	225.00 240.00	225.00 240.00	225.00 240.00
Periscope.....	49.50	49.50	49.50	49.50
Photomagic (Mitsubishi).....	250.00(2) 295.00	250.00(2) 295.00	250.00(2) 295.00	250.00(2) 295.00
Phantom (Exhibit).....	550.00(2)	550.00(2)	550.00(2)	550.00(2)
Pistol Pete (Chicago Coin).....	650.00(2) 650.00(2)	650.00(2) 650.00(2)	650.00(2) 650.00(2)	650.00(2) 650.00(2)
Pitch 'Em & Hit 'Em (Scientific).....	140.00 185.00	140.00 185.00	140.00 185.00	140.00 185.00
Puller Jr. (Scientific).....	99.50 125.00	99.50 125.00	99.50 125.00	99.50 125.00
Puller Jr. (Scientific).....	125.00	125.00	125.00	125.00
Pony Express (Exhibit).....	345.00	345.00	345.00	345.00
Pool Table (Exhibit).....	75.00	75.00	75.00	75.00
Punch & Ball (Scientific).....	15.00	15.00	15.00	15.00
Q-Ball (Scientific).....	125.00	125.00	125.00	125.00
QT Pool Table.....	100.00 110.00	100.00 110.00	100.00 110.00	100.00 110.00
Quicker.....	85.00 95.00	85.00 95.00	85.00 95.00	85.00 95.00
Rapid Fire (Bally).....	125.00	125.00	125.00	125.00
Recordio (Witco-De).....	120.00 150.00	120.00 150.00	120.00 150.00	120.00 150.00
Rifle Range Ray Gun.....	105.00	105.00	105.00	105.00
Shimano Air Show.....	49.50(2) 99.50	49.50(2) 99.50	49.50 99.50	49.50 99.50
Shooter (Acme).....	20.00 24.50	20.00 24.50	24.50	24.50
Shooter (Acme).....	24.50	24.50	24.50	24.50
Shooter (Acme).....	229.50	229.50 245.00	229.50 245.00	229.50 245.00
Shoot the Bear (Seeburg).....	275.00(2)	275.00(2)	275.00(2)	275.00(2)
Shooting Star (Exhibit).....	295.00(2)	295.00(2)	295.00	295.00
Slim Sucker (Exhibit).....	150.00	150.00	150.00	150.00
So Shooter (Exhibit).....	165.00 175.00	165.00 175.00	165.00 175.00	165.00 175.00
Star Gun (Chicago Coin).....	175.00	175.00	175.00	175.00
Star Gun (Chicago Coin).....	150.00	150.00	150.00	150.00
Star Gun (Exhibit).....	150.00	150.00	150.00	150.00
Star Gun (Exhibit).....	35.00 39.50	35.00 39.50	39.50	39.50
Star Gun (Exhibit).....	35.00 39.50	35.00 39.50	39.50	39.50
Star Gun (Exhibit).....	125.00	125.00	125.00	125.00
Star Gun (Exhibit).....	60.00	60.00	60.00	60.00
Star Gun (Exhibit).....	300.00(2)	300.00(2)	300.00(2)	300.00(2)
Star Gun (Exhibit).....	325.00	325.00	325.00	325.00
Star Series (Williams).....	95.00 100.00	100.00 139.50	75.00 100.00	75.00 100.00
Star Series (Williams).....	139.50	139.50	139.50	139.50
Star Series (Williams).....	125.00	125.00	125.00	125.00
Star Series (Williams).....	79.50	79.50	79.50	79.50
Star Series (Williams).....	95.00 125.00	95.00 125.00	95.00 125.00	95.00 125.00
Star Series (Williams).....	79.50 125.00	79.50 125.00	79.50 125.00	79.50 125.00
Star Series (Williams).....	169.50	169.50	169.50	169.50
Star Series (Williams).....	75.00 169.50	75.00 169.50	75.00 169.50	75.00 169.50
Star Series (Williams).....	24.50	24.50	24.50	24.50
Star Series (Williams).....	95.00	95.00	95.00	95.00
Star Series (Williams).....	425.00 525.00	425.00 525.00	425.00 525.00	425.00 525.00
Star Series (Williams).....	85.00	85.00	85.00	85.00

DEALER DOINGS

• Continued from page 40

of Commodore Record Shop, N. Y., for his prompt phone call of same.... The inquiry (see this column November 15) as to the pressing of "I Think of You" the "Song for Sale" TV program prize-winner, has brought a reply from the author, Simon Sandler, of Dover, N. H. Writes Mr. Sandler, "The song is to be published

by Larry Spier, Inc., of New York, but I have not yet been informed by Mercury Records, who promised on the "Songs for Sale" show to record my winning song, as to who will record it or when it will be released." The author also expresses gratification that interest in "I Think of You" is still alive.

Runyon to Give Tickets to Ops For Hoop Tilts

NEWARK, N. J., Nov. 22.—A promotion involving free tickets to sporting and special events in the New York area has been initiated by the Runyon Operating Division, New Jersey's largest operator of juke boxes, games and coin operated cigarette equipment.

The promotion, aimed at location owners, is explained in a brochure containing a card, which the location owner is asked to fill out and return to Runyon. The winners are selected from those sending in cards.

Ed Burg, Runyon exec, said the first tickets will be awarded Saturday (29). Six pairs of tickets will be distributed for each of the following basketball games at Madison Square Garden, December 11, Manhattan-Louisville and Seton Hall-West Texas State; December 18, N.Y.U.-Temple and Seton Hall-Western Kentucky, and December 20, St. John's-Holy Cross and Manhattan-Furman.

Set Showings, Name Distribs For Aqua Jet

PHILADELPHIA, Nov. 22.—Showings of Nasco's new Aqua Jet ride, originally slated to be held by distributors thruout the nation, Friday (28), have been re-scheduled for December 2, 3 and 4. The boat ride will be available for delivery soon thereafter. It also will be exhibited at the Chicago convention of the National Association of Amusement Parks, Pools and Beaches in the Sherman Hotel, November 30-December 4.

Meanwhile, Conat Sales, New York, national distributor for Nasco, has announced three new Texas distributors. They are: Southern Distributors, Inc., Houston; United Amusement Company, San Antonio; and State Music Distributors, Inc., Dallas.

Nat Cohn, head of Conat Sales in New York, said that showings of Nasco's new horse ride, "Trixie," would be simultaneously, as would showings of the Atomic Jet. Trixie is made of cast aluminum and gives a one-minute ride for 10 cents.

Coinmen You Know

• Continued from page 124

L. R. De Rosa, Western sales manager for Mari, Inc. spending a week in town making the rounds with sales Representative William E. Doyle. Doyle reports candy volume holding up, with steady flow of orders rolling in. His plans call for a trip to the Upper Peninsula of Michigan and then a couple of days in mid-December to the Windy City for a company sales confab.

Badger Candy Club prezzy, Joe Spasaro, announces decision of the club's executive board to go ahead with plans to conduct an annual Candy Carnival next fall in spite of date conflict with National Candy Wholesalers. Members felt that their successful trade show would be endangered if allowed to drop for one year. Opinion was voiced also that buyers would still manage to drop by to take in the Badger show in spite of the Windy City competition, while those who did not intend to take in the neighboring convention would still be loyal to the local gathering.

Every conceivable kind of
**EQUIPMENT
SUPPLIES AND
SERVICES**

has been sold in
The Billboard

WHAT DO YOU
HAVE TO SELL
Write The Billboard
2180 Palmer
Cincinnati 22, Ohio

FOLK TALENT AND TUNES

Continued from page 47

night barn dance. . . . Redd Stewart was in Hollywood last week for the yearly Business meeting of Ridgeway Music, the firm he and Pee Wee King and Charley Adams operate. Gene Stewart, Redd's brother, who had been ill, is back with the King band playing bass. Gene Engle, pianist and accordionist with the band, has been off recently because of an emergency appendectomy.

Fabor Robison, the manager, was in Hollywood last week and has returned to KWKH, Shreveport, with Hillbilly Barton, one of his artists. Robison is re-activating his Abbey record label. He has worked out a deal whereby 4 Star, which did his pressing and was part of the firm, is stepping out of the picture. . . . Faron Young, the new Capitol warbler at WSM, Nashville, may go into service soon. . . . Annie Lou and Danny Dill, the veteran duo at WSM, Nashville, are parents of a daughter, Ava Tyanna, born November 3. . . . Specialty Records, and not Imperia Records, has linked Johnny Tyler to a waxing party. Tyler is returning to Dallas where he appears frequently over WFAA. . . . Art Young, Donna Lee, the Cakhus Kid, Harmonica Bill Russell and Smokey Pleacher are set for two-and-a-half months of International Harvester dates, starting January 5. They will continue to be heard daily over WWOL, Buffalo.

Disk Jockey Doings

Smokey Miller, KAWT, Douglas, Ariz., reports that Rex Allen's

granddad, Joe Clark, ran for sheriff in the local primary, but was defeated. . . . Harry Baldwin, WGAC, Cedarstown, Ga., reports that Georgia Jim Odom has inked with Speed Records, a new label.

Frank Simon, KXLA, Pasadena, Calif., has added an hour early evening show to his sked. . . . Bobby Whitmore, steel man with Ted Kirby, WZOB, Fort Payne, Ala., has signed with Blue Ribbon Records. . . . Frank Page, KWKH, Shreveport, La., writes that CBS is starting a new half-hour Saturday night seg. (9:30-10 p.m., CST) December 6, when they air the "Louisiana Hayride." The half-hour seg will again air the KWKH jamboree January 7. The show will feature various big jamborees each Saturday night. The Hayride will air from 8 to midnight between January 1. It's now on until 11 p.m.

Dan Ross, WATL, Atlanta, has organized an all-girl band for personals in the area. . . . Jack Davis, WORD, Spartanburg, S. C., wants to hear from any fiddlers and accordion players looking for work.

Shel Horton, WVAM, Saxton, Pa., who has been mulling a h.b. and western d.j. jamboree, reports that he is visiting New York in two weeks to talk over such a convention and would like fellow d.j. reaction as to whether they could attend if it were held in Nashville. . . . Joe Clark, KVON, Napa, Calif., back at the mike after vacation.

Smokey Smith, KINT, Des Moines, has a new Sunday morning all-sacred show. . . . Mack Sanders, KFBI, Wichita, Kan., reports he emceed an Ernest Tubb package October 24 that did 10,000 payees. . . . Jim Flaherty, WHAY, New Britain, Conn., has a new seg of his show set aside to promote new artists. He wants to hear from novice waxers.

Bob Ferguson, KWSC, Pullman, Wash., is doing a remote from a local theater weekly with his own band, the Ramblers. . . . Tex Clark, WDOI, Cleveland, wants new records. . . . Jim Spoto, KRUX, Glendale, Ariz., reports that Bob Newman King has joined the station as a d.j. . . . Sammy Bland, WQEC, Rocky Mount, N. C., wants Decca and Capitol releases. . . . Doug Smith, WTAR, Norfolk, recently was married to Helen Byrd, Richlands, Va., non-pro. . . . Lonnie Barron, 21-year-old singer, is back at the mike at WSDC, Marine City, Mich., after a stint in the air forces.

Jack Davis, WORD, Spartanburg, S. C., is still seeking h.b. musicians and singers for the station's new barn dance. He also would like traveling names to guest on Saturday night. . . . Leroy Woodard, WVJS, Owensboro, Ky., reports that Lonzo and Oscar did 4,000 and 7,000 on two nights at the Sports Center and Merchants Exposition there. . . . Alben Barkley joined them at the exposition and told some of his famed stories. . . . John Utley, WFMV, Greensboro, N. C., is planning some h.b. camp shows in his area. . . . Skip-A-Long Mathaway, KUGN, Eugene, Ore., is now doing commercials for the local Arena Ballroom, whose manager, Don Tungate, regularly uses traveling names. Joe Massey and the Frontiersmen is the house band.

Bob Ferguson, the KWSC, Pullman, Wash., d.j., is playing steel for Arkie Shibley, in addition to fronting his own band, the Ramblers. . . . Uncle Remus, WILD, Birmingham, is now doing a two-hour show Thursday night, on which he'll spin disks and use live talent, amateur and pro. . . . Gene Rahr, WPGH, Pittsburgh, gripes that checks with retailers in his region indicate that they cannot get country and western disks until long after they have reached their peak. . . . Red Jones, KVET, Austin, Tex., reports that Jerry Green will soon cut his first four sides for Specialty. . . . Ann Jones, KVAM, Vancouver, Wash., is using Rusty Meyers and the Western Stars on personals. T Tex Tyler did 1,150 at the Wagon Park, Camas, Wash., recently. . . . Cactus Joe Nixon, KCUI, Fort Worth, reports that Billy Walker

drew a good crowd at a recent personal at Danceland.

Hank Thompson, Carl Smith, George Morgan and Aubrey Inman drew 6,000 for two shows November 2 at the Auditorium, Memphis, when Bob Neall, WMPs, Memphis, put on his second annual "Happy Birthday Jamboree." . . . Cactus Jack Strong, WGAC, Augusta, Ga., reports that Claude Cassey and the Sagedusters are now working three hours daily on the station and doing nightly personals in the area. . . . Jimmy Swan, WFOR, Hattiesburg, Miss., is now doing an hour daily d.j. show and a 15-minute daily show with his band. . . . Dick Carter, d.j. at WRRP, Washington, D. C., has his own band, the Circle C Ranch Hands. . . . Smokey Stover, KREL, Naylor, Tex., has signed with Specialty Records.

Conn. Tax Receipts Up

BRIDGEPORT, Conn., Nov. 22. —William F. Connelly, State tax commissioner, reported this week that collections, exclusive of the sales tax, amounted to \$1,085,819 for the first four months of the fiscal year beginning July 1. This is an increase of \$72,712 over the comparable period in 1951.

The bulk of the increase was accounted for by receipts from the tax on coin machines, cigarettes, and inheritance taxes, the report stated. The principal decrease, Connelly reported, was \$184,210 in the corporation business tax.

Tax collections for October, exclusive of the sales and use tax, totaled \$179,848 above October, 1951, with the corporation business tax accounting for \$209,526 of the gain for the month.

Connelly said that sales use receipts for the quarter, ending September 30, amounted to \$8,678,150, an increase of \$172,928 over the comparable quarter of last year.

WILLIAMS FOUR CORNERS Sensational new 5 ball game. Fast! Furious! Exciting! Designed to be the greatest repeat play game yet. See it—order it. COIN COUNTER Counts coins, wraps them. Works less than 8 hrs. Complete with tubes and reset timer. Counts 1¢, 5¢, 10¢, 25¢. \$159.50	GENUINE DELUXE FORMICA TOPS Get the best! Get the GENUINE Formica Top at World Wide. Saves time and money refinishing playfields. Ea. \$16.95 5 or more, \$15 ea.	ROCK-OLA 1953 FIREBALL 120 120 selection phonograph. Accumulates up to 40 plays. Fastest and best selection. 45 RPM or 78 RPM models available new. See it—hear it! You'll like it! WILLIAMS MUSIC MITE Brand new. Modern design. Ten selection 45 RPM phonograph. 5-10-15¢. \$145 \$195
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5 BALL SPECIALS • COMPLETELY RECONDITIONED

WILLIAMS DALLAS \$ 66 DEERAY 65 EL PASO 65 HAYBURNERS 185 MARYLAND 65 MAJESTIES 75 RAC MOP 65 ST. LOUIS 65 SARATOGA 65 TUCSON 65 CHE. COIN 65 FIGHTING IRISH & 95 HOLIDAY 119 PIN BOWLER 119	BEST BUYS GENCO CANASTA \$50 FLOATING POWER 50 HARTY TIME 45 MERCURY 85 RIP SNORTER 95 ROCKET 75 SOUTH PACIFIC 75 THREE FEATHERS 75 TRISCORE 75 EXHIBIT CAMPUS \$95 TUMBLEWEED 85	GOTTLOB BUFFALO BILL, 5 58 BUTTONS & BOWS 68 DALE, SHUFFLE 92 FOUR HORSESHOES 115 GIN RUMMY 58 JOKER 110 JOKER 31 110 KNOCKOUT 75 KING ARTHUR 95 OLD FAITHFUL 110 ROCKETTES 110 SELECT-A-CARD 95 THREE WUS 95 KESTERS 95 WATCH MY LINE 110 TERMS: 1/2 deposit, balance light draft.
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4 SEEBURG MODEL 100-B

45 RPM, First-Class Condition
 \$775.00 each.
 Send 1/2 deposit. Money order or certified check. Balance light draft.
SOUTHERN AUTOMATIC MUSIC CO.
 1000 BROADWAY CINCINNATI, OHIO

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BIG PROFITS

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10¢ VENDORS
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SEE
Mighty Mike
THE MECHANICAL SPARRING PARTNER
PAGE 88

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*Appealing Colorful Beauty and
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**4-IN-LINE BALL TRAP
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ROTATION NUMBER-SEQUENCE LIGHTS ROLL-OVER BUTTON for REPLAY
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REPLAYS for HIGH SCORE
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Wurlitzer 656, 50, 100, 250, Reconditioned	\$9.50
Wurlitzer 657, 50, 100, 250, Reconditioned	\$9.50
Wurlitzer 658, 50, 100, 250, Reconditioned	\$9.50
Wurlitzer 659, 50, 100, 250, Reconditioned	\$9.50
Wurlitzer 660, 50, 100, 250, Reconditioned	\$9.50
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PAGE 88**

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IN CHICAGO IS IN URGENT NEED OF ENGINEERS
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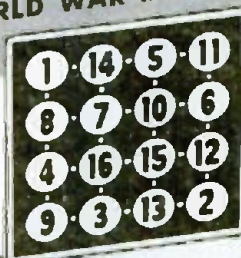
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IS THE FIRST
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THE END OF WORLD WAR II!

IN-LINE
SCORING
plus
HIGH
SCORES
FOR REPLAYS!



IT
ADDS
UPI!

LOOK!
REPLAYS
for
3 IN LINE
4 IN LINE
4 CORNERS

IMAGINE!
When 4 corners are
made 4 rollovers
on both sides and
3 special bumpers
at top score replays!

Tantalizing
THUMPER BUMPER
AND
FLIPPER ACTION!

TAKES ONLY
ONE MINUTE
+ 10 SECONDS
TO PLAY 5 BALLS!



CREATORS OF DEPENDABLE PLAY APPEAL!
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CHICAGO 24, ILL.

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Also made for many foreign coins

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MUSIC BOXES \$1.00 at 10c Play

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see page 3 for rates



More fun for players, more profit for you,
thanks to new **SELECT-A-SPOT** feature
and new **TRIPLE-SPOTS** roll-over feature

BALLY BEAUTY



Popular 3-4-5-IN-LINE scoring
HORIZONTAL, VERTICAL, DIAGONAL

Plus attractive 4-CORNERS SCORE

Advancing SUPER-SCORES

dramatized in frills of Beauty Queens on backglass

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Players love to diddle the Selector-Knob to fill in a missing number to build an in-line score. "Second-guessing" is always fun. That's why the new SELECT-A-SPOT feature brings players flocking to BALLY BEAUTY.

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Roll-overs hit when lit spot 2, 4 and 6—all 3 numbers

Popular EXTRA-BALLS feature

Advancing flash releases up to 3 Extra Balls

BALLY BEAUTY will put new life into your locations... add important dollars to your daily collections. Get BALLY BEAUTY now from your nearest Bally Distributor.

THE CHAMPION
the HORSE that always wins
SPACE-SHIP
newest Kiddy-ride sensation
SEE PAGE 136

When **SELECTION-FEATURE** lights, player turns knob to **SELECT-A-SPOT**
Choice of 19, 20, 21 or 22
Player can change choice until fourth ball is shot

5 BALLS plus extra balls
3 SCORE CARDS
REPLAY SCORES

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

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Keeney's

**TEN
PLAYER BOWLER**

2 FIVE-MAN TEAMS

A REAL *Surprise!*

KEENEY'S TEAM BOWLER

★ The only bowler that truly incorporates the two full five-man team feature as in regulation bowling.

★ Player's name and high score may be chalked in square area under each score.

★ JUMBO LITE-UP PINS on transparent plastic permit player to shoot for readily visible rollovers.

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STRIKE IT RICH!

YOUR DREAM COME TRUE!

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1 extra shot for "Spare" and 2 extra shots for "Strike" on 10th frame!

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FROM KEENEY!
SEE YOUR KEENEY
DISTRIBUTOR

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JUMP**

with

GENCO'S Sensational NEW

'JUMPIN' JACKS'

UPRIGHT BALL GAME

**JAM-
PACKED
with
ACTION,
THRILLS,
Excitement!**

**GIFFY-FAST FOR
JUICY PROFITS**

- Special "JACK-IN-THE-BOX" Replays Put Extra "Jack" in your Cash Box!
- Exclusive "Skill Control" Feature adds to the Play—Adds to your Pay!
- Compact, Taster, Trouble-Free Action!
- 200 Replays for Lighting up complete "JACK-IN-THE-BOX"
- 100 Replays if "JACK IN" or "THE BOX" are lit on first coin
- Up to 20 Replays for 3-to-6 letter combinations

**UP TO 12 BALLS
PER GAME!**

- Balls on First Coin
- Extra Balls for 6 Extra Coins

**ULTRA-MODERN
DESIGN SAVES
SPACE!**

takes only 1/3 the space of conventional game. 24" wide, 17" deep, 64" high.

GET THE "JUMP" ON BIGGER PROFITS
WRITE, WIRE, OR PHONE your GENCO
Distributor—today!

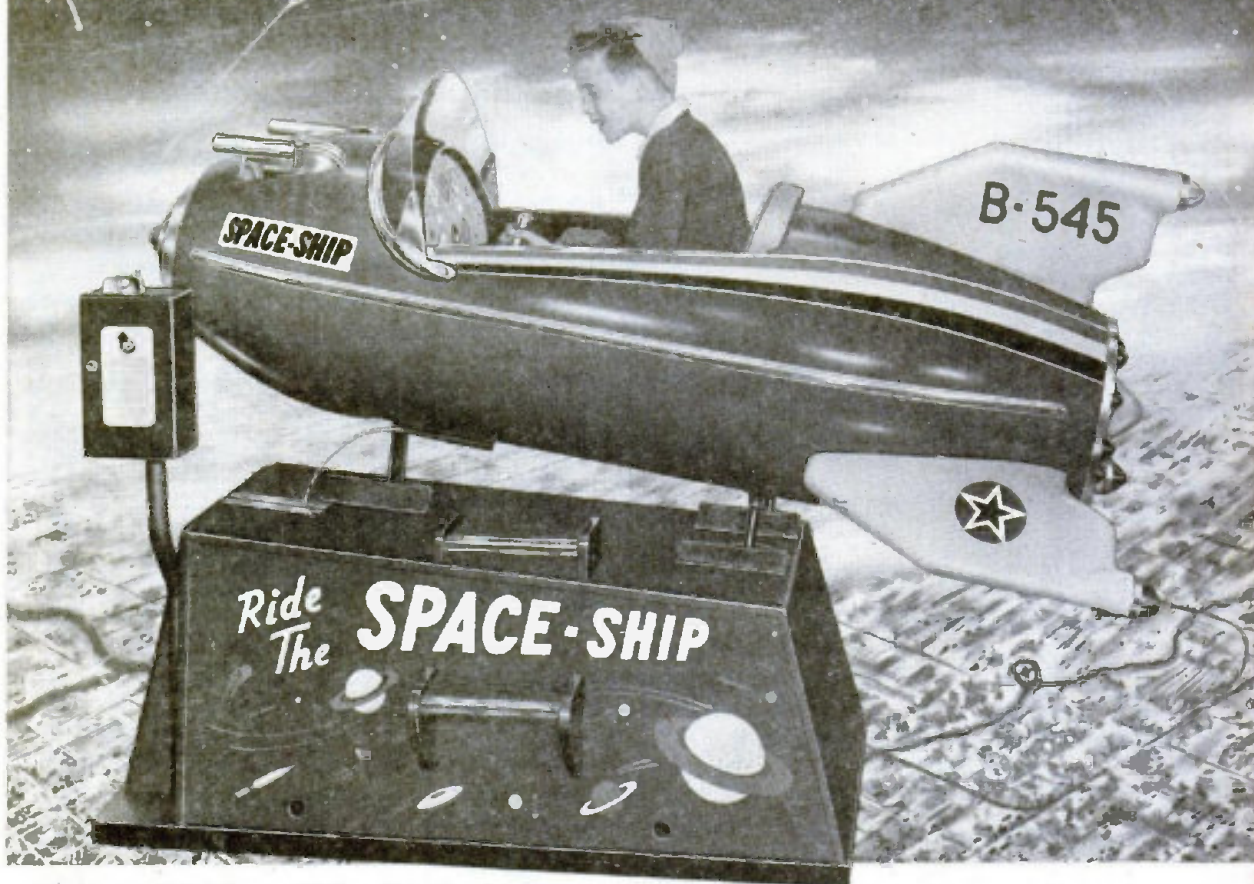
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FASTEST PROFIT-PRODUCER EVER BUILT IN KIDDY-RIDE CLASS

Bally SPACE-SHIP

new exclusive DIVE-DIP-ROLL-SWING action
captures biggest play, insures biggest profit



- ★ Exclusive new Thrill-Action . . . ship dives, dips, rolls and swings
- ★ Variable speed controlled by pilot ★ Colorful Eye-Appeal attracts attention on location
- ★ Colored Lights flash in nose, tail, wings, and dials of realistic instrument-panel
- ★ Airblast blows from concealed blower ★ Twin Ray-Guns with exciting sound-effects
- ★ Positively Safe ★ Sturdy Construction ★ Simple Mechanism ★ National Rejector

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NOW AVAILABLE
SEE YOUR DISTRIBUTOR

See the Bally SPACE-SHIP in action . . . surging forward, gliding backward . . . dipping and rising . . . rolling from side to side . . . swinging and banking like a jet-fighter in battle . . . and you will see why junior space-pilots prefer the Bally SPACE-SHIP . . . why kids coax their parents to patronize the store with the Bally SPACE-SHIP. And remember . . . you can build a big-profit route of Bally Kiddy-Rides with a small cash investment. Ask your Bally Distributor for details of the Bally Kiddy-Ride Finance Plan.



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DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

WE HIT THE NAIL ON THE HEAD WITH
THIS...THE GAME OF THE YEAR!

chicago coin's SIX PLAYER BOWL-A-BALL

It's Realistic
It's Natural

★ NEW! FASTER!
45 SECOND SCORING!

★ HIGH SCORE OF THE WEEK
★ 7-10 SPLIT PICK-UP
★ EASY TO READ INDIVIDUAL SCORE DIALS

★ JUMBO "FLY-AWAY" PINS
★ FORMICA PLAYFIELD
★ REBOUND ACTION 20-30 SCORING

★ IT'S 9 FT. 11 INCHES X 2 FT.

TAKE TO MOVE
BALL BEARING
CASTERS

AVAILABLE IN
2 MODELS

MATCH BOWLER—USING CHICAGO COIN'S
① MATCH A NUMBER ②
MATCH A STAR FEATURE!

3DTH FRAME FEATURE
BEER FRAME FEATURE—
SCORES MADE IN FIFTH
FRAME DOUBLED!

PLAYERS ACTUALLY
BOWL WITH A BALL—
NOT A PUCK!

BALL REBOUNDS FOR
FASTER PLAY!

PLAYERS BOWL
WITH EASE FROM A
NATURAL BOWLING
POSITION!

PLAYER CAN EITHER
"HOOK" THE BALL
OR TWIST IT FOR
EXTRA "ENGLISH"!

*Write us for
complete in-
formation on
proven tested
chests!

chicago
coin
MACHINE COMPANY

1735 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

3 Spectacular MONEY MAKERS..

Gottlieb's CORONATION

A NEW QUEEN OF PLAY—A NEW REGIME OF PROFITS

Williams 4 CORNERS

NEW—AMAZING—EXCITING

Chicago Coin BOWL-A-BOWL

A Natural Step Forward in the Development of the Bowling Game
EXCLUSIVE GOTTLIEB, WILLIAMS, SEEBURG AND CHICAGO COIN DISTRIBUTORS

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IN NEW ENGLAND
IT'S TRIMOUNT

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Tel. BU 7-5110

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Select-A-Card	30.00	Saratoga	20.00	Backdoor, Gottlieb	150.00
Paradise	30.00	Grand Award	30.00	Baseball, Gottlieb	150.00
Show Boat	30.00	Build Up	30.00	Cassiopea, Gottlieb	175.00
Summertime	30.00	Catskills	30.00	Pinky, Williams	75.00
Western	30.00	Roundabout	30.00	Pearl Stars, Gottlieb	190.00
King Cole	30.00	Just 75	30.00	Super World Series	200.00
Go Rummy	30.00	Maryland	30.00	Williams	210.00
Blue Shes	30.00	Mean Game, United	30.00	Control Tower	110.00
Sally	30.00	Virginia	30.00	Knockout	55.00
See Wa Ditty	30.00	Star Dust	30.00	Arkade, Williams	110.00
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Climo	30.00	Saratoga	30.00	Madison Square	90.00
Pinch Hitter	30.00	Shuffle, Williams	30.00	Green	90.00
Wisconsin	30.00	It's New	110.00	Majorville, Williams	100.00
Caroline, United	30.00	Shoot the Moon	100.00	Diablo Trotter, Galt	175.00
Major League	30.00	Quit Big, Chd. Cain	100.00	Quartette, Gottlieb	100.00
Baseball	30.00	Hit & Run, Gottlieb	85.00	Shoe Shoe	55.00
Acavado	30.00	Pin Bowler, Chd. Cain	75.00	Bowling Champ, Galt	50.00

NEW FIVE BALL
GOTTLIEB's Chinatown — Correlation & WILLIAMS's Hong Kong — Four Corners
UNITED's New Ten Frame Star Shuffle (VTR) — Four Corners
20 New Chinese Packard Wall Boxes (VTR).

ROCK-OLA 1953 PINEBALL 120—Taking First Spot in Music

H-Z VENDING AND SALES COMPANY
1205 DOUGLAS STREET OMAHA, NEBRASKA

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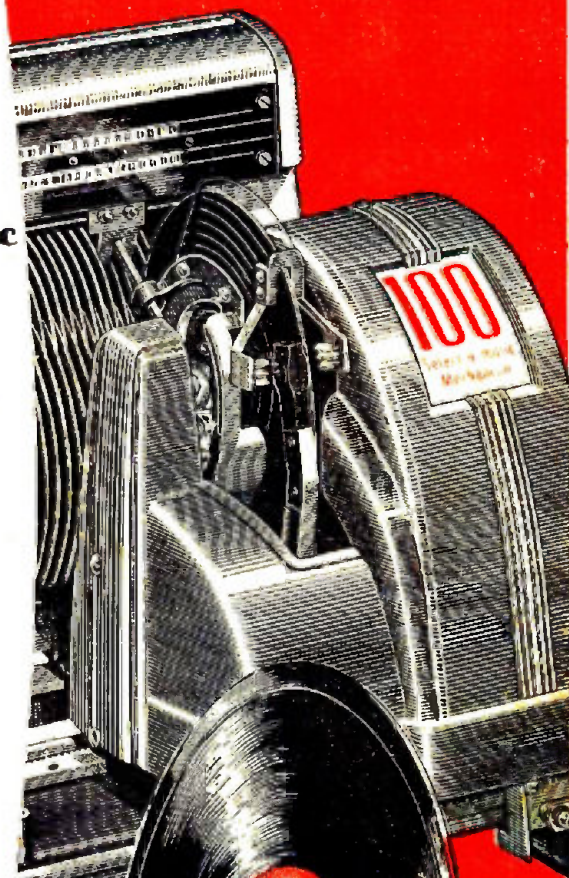
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