

# The Billboard

DECEMBER 6, 1952 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

## Theater TV, Films Launch Battle for Convention Dough

### STRICTLY FOR THE BIRDS!

NEW YORK, Nov. 29.—Chicago disk man Jimmy Martin is having much success with a side titled "How to Teach Your Parakeet to Talk." There's great vogue for the birds currently. A trader remarked: "That's the cheapest recording date yet. . . . you just give him bird seed!"

### Plan Resort For All Races

HOLLYWOOD, Nov. 29.—Plans were being laid this week by a group, including Hugh MacBeth, local attorney; Morris Gaylord, Studio City, Calif., furniture store op. and Cecil Crumley and his son, Cecil Jr., Las Vegas, to establish a new 160-acre international inter-racial village in Las Vegas. The settlement, three miles north of Las Vegas, would include a \$5,500,000 hostelry, complete with casino and entertainment rooms and would cater to especially to Negroes, Chinese, Mexicans and other races. An entire village, including shops and residential section, is planned. Las Vegas today is the outstanding show capital of this country and the planned expansion would make it even bigger in that it now boasts six major talent buying spots, with a seventh to open in December.

## N. Y. Okays AGVA Welfare Program

NEW YORK, Nov. 29.—The Welfare Plan, under which the American Guild of Variety Artists is insuring its members, has been okayed by the New York State Department of Insurance. An opinion was sought Wednesday (26) by Gabriel Galef, of Galef and Jacobs, attorneys for Griffiths Tate, Ltd., insurance agents representing Lloyd's of London which issued the AGVA policy. The insurance department official told Galef he could see no reason why the policy couldn't be written, as it did not violate any New York State insurance laws. The plan, which has been called many things, is actually a welfare program under which AGVA asks

### Picture Firms Eye Rival TV Sales Medium

#### Hunt Properties To Sponsor; Spot Selling Pays Off

NEW YORK, Nov. 29.—Several motion picture companies, notably Metro-Goldwyn-Mayer, this week were looking around for TV programs to sponsor. Many film firms have bought TV spots in the past to sell their pictures to the public and have found that they got results, and now are seeking even greater use of the medium. Columbia Pictures was the first to make extensive use of the medium via spots for "711 Ocean Drive."

It is not generally known that the film industry, as a group, put in a bid to sponsor Bishop Sheen, but by the time the offer was made, Admiral had already firmed up the churchman. Now individual companies are ready to undertake sponsorship. They are not exactly set on the kind of programming they want, but it must be distinctive and bring prestige to them.

### IF RADIO TAKES SHEEN, CAN HE BE CANCELED?

CHICAGO, Nov. 29.—The Admiral Corporation this week was making overtures to several radio networks to see whether they would carry the AM version of Bishop Fulton J. Sheen's TV show on their network facilities. Several of the webs are not exactly excited over the prospect of broadcasting the eminent church figure, altho they can use the business.

These networks feel that the sponsored show would be welcome now, if and when Admiral decides to cancel Bishop Sheen they would not be able to drop him from radio as they would a normal sustainer without alienating a large segment of his religious following. Admiral sponsors him on the Du Mont TV network.

## Outdoor Folk Gather in Chi

By HERR DOTEN  
CHICAGO, Nov. 29.—Switches in carnivals by two Southern fairs for 1953 were announced here today as fair execs, carnival reps, park owners, attraction suppliers and concessioners poured into the Hotel Sherman for the opening tomorrow of the annual outdoor show business conventions.

The changes will put the Royal American Shows into the Mississippi State Fair, Jackson, and the Gooding Amusement Company into the Pensacola (Fla.) Interstate Fair. This year the Royal American provided the midway attractions at Pensacola; the Gooding organization, at Jackson. While unscheduled, there is a possibility that the American Guild of Variety Artists' drive to advance its insurance-welfare plan may break out in convention proceedings of the International Association of Fairs & Expositions (Continued on page 49)

## Businesses Split On Type of Coverage

### Bendix, Colgate, Lees Carpets Lead Revolution in Method of Staging Meetings

NEW YORK, Nov. 29.—With the concept of sales meetings and conventions of business firms undergoing a revolutionary change, a battle is foreseen between film interests and theater television people for the patronage of large organizations. With James Lees & Sons Carpets slated to hold the initial national sales meeting via theater-TV on December 8, and with Bendix skedded to follow on December 30, the Colgate-Palmolive-Peet Company will hold its sessions the second week of December via use of film. Executives of other major organizations will watch the three events carefully to determine which medium offers greater possibilities. With these events taking place within the same month, it's expected to encourage many other large firms to utilize one of these methods in 1953.

The Colgate sessions will be held simultaneously in New York, Chicago, San Francisco and New Orleans, and will feature the annual sales presentation of the

firm's advertising department to the sales managers and district supervisors. This year, however, instead of holding a single meeting in one location or organizing (Continued on page 4)

## George Murphy For Inaugural

WASHINGTON, Nov. 29.—George Murphy, Metro-Goldwyn-Mayer star, will head professional entertainment activities at President-Elect Dwight D. Eisenhower's inaugural festivities January 18-20, it was learned this week. At the same time, the Eisenhower inaugural committee gave its official and unprecedented green light this week for commercial sponsorship of TV-radio coverage of all of the inaugural events except the Capitol Plaza sweating-in ceremony which will be covered on a sustaining basis.

### COLLEGE RECORDS

## Custom Pressers See 500G Year

NEW YORK, Nov. 29.—Custom record-pressing firms are readying their crews for the annual influx of college business, which this coming year is expected to total well over \$500,000 at the retail level. Recordings of college musical groups for consumption by its own student and alumni body has become a steady source of income for the few pressing outfits, which solicit the business, and it has grown considerably

since the introduction of LP disks several years ago. Most of the recording dates are held during the six to seven-week period bracketing Christmas. At this time college orchestras, bands and glee clubs have their season's repertoire well rehearsed and ready for waxing. The rest of the year is devoted to promotion and sales, with the money earned usually earmarked for uniforms, music, instruments and other school equipment. Trade estimates place the number of LP's manufactured annually for this growing segment of the educational market at about 150,000. Many, however, are still produced on 78 r.p.m. wax, altho this speed is being limited more and more to southern areas. About 10 per cent of the 1,500 recognized (Continued on page 15)

## Sen. Tobey Blast May Stall Date for ABC-Para Merger

WASHINGTON, Nov. 29.—Sen. Charles Tobey (R., N. H.), who becomes head of the Senate Interstate and Foreign Commerce Committee in January, has advised the Federal Communications Commission that he is "concerned" over hearing examiner Leo Resnick's recommendation for the merger of American Broadcasting Company and United Paramount Theaters, Inc., it was reliably learned by The Billboard. Tobey's advisement is quietly being given consideration by the FCC which yesterday (28) got a new strong blast from its Broadcast Bureau against the merger. The Broadcast Bureau, headed by Curtis B. Plum-

mer, whose hearing division chief, Frederick W. Ford, had strongly opposed the merger in look-circus decision filings, took vigorous exception to examiner Resnick's initial decision of November 13. The Broadcast Bureau contended that, unless reversed by the commissioners, the Resnick finding will establish a new interpretation to the commission's rules on license controls and "overlapping" ownership. Just how much weight will be carried by either the Tobey communique to the FCC or by the Broadcast Bureau exceptions is uncertain. The odds continue to favor a green light for the merger, inasmuch as the Broadcast Bu-

reau's blast had been anticipated. However, industry circles and, for that matter, a large part of the FCC staff, have been unaware of Tobey's communique on the Resnick decision. Tobey's observations were called November 17 from Paris, where Tobey is a U. S. delegate to United Nations Educational, Scientific and Cultural Organization. Tobey's message was answered by Vice-Chairman Rosel K. Hyde in the absence of Chairman Walker. Hyde's reply, which was sent November 21, stated in part: "As you are no doubt aware, the law requires that the hearing (Continued on page 5)

### FROM RACS TO RICHES

No more messy rags and liquids! Here's a strange, new "dry" window cleaner that glides and cleans like magic and sells like wild! A sure road to riches for anyone seeking immediate profits. This valuable item is listed in this week's bargain-filled classified advertising pages! While you're about it, check all three Billboard classified sections for the best buying and selling opportunities of the day. What Do You Want to Buy or Sell? Turn now to pages 39, 60, 81.

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# Billboard Backstage

By JOE CSIDA

I stood at the door with my confere, Lee Zhito, saving good night to three of the nicest people I've met in a long time: our host and hostess, Eddie Kay and his charming wife, and Billy Brody, of Wm. Brody Productions, of the foyer, at our feet, flat on her back, lay Celeste Holm. A three-quarters full tumbler of water stood on Miss Holm's forehead. The tumbler was of a somewhat unusual design with a not-quite-flat bottom. It wobbled precariously as Miss Holm slowly raised her head, her neck, her shoulders. Miss Holm executed this without touching either the floor or the tumbler with her hands or any part of her arms. These she utilized in the manner of a tightrope walker. The Kay's dog, whose name I have forgotten, became curious and advanced toward Miss Holm just as the small of her back lifted from the floor.

Miss Holm noted his advance, made desperate signs with her eyes, but continued to balance the dancing water in the tumbler. The Kay's manservant said to the dog:

"You not careful, you gonna cause a catastrophe."

The dog backed off reluctantly, and Miss Holm made it to her feet, the tumbler still perched on her brow. The hands of people in the living room off to the left of the foyer, and those standing around the buffet in the dining room at the right applauded hap-

pily. In appreciation, Miss Holm slowly sank back to the floor, letting herself down carefully onto her seat, then leaning back until she was once again flat on her back, the glass of water still untouched on her forehead. I thought it was more difficult going back down.

What I am trying to do here is to review a record album, which has already been reviewed by Bob Rolnitz, of our music staff. Miss Holm's feat, performed without fuss or fanfare, in this warm and attractive home in the San Fernando Valley about midnight of a windy Wednesday, is a touch of the essence of the album I'm talking about. My description, perchance, may have made the incident seem one of those ribald, desperately giddy bits that are supposed to take place at Hollywood parties. Truly this wasn't. One, at least of all Miss Holm, had had too much to drink. Her little routine was spontaneous, unstudied. It was simply that the urge had come upon her to contribute a small measure of entertainment to a most pleasant, relaxed evening, the trick, as performed, had a quality of sheerest whimsy. A pixie thing, which grown-ups too frequently have long forgotten and will never see again.

The major portion of the evening's entertainment was a musical ensemble, the arrangements for which were written by Eddie

Kay, who also conducted. The same pixie, whimsical quality of Miss Holm's acrobatics was evident in some of the tunes the group played, but in all of them there was considerably more. A delicacy, a freshness, a charm and warmth such as I had never previously heard. Intermingled with the instrumental numbers were vocal offerings, featuring a young lady named Francis Farwell. Miss Farwell is six feet two—all of it fresh, wholesome, sparkling-eyed beauty. Her voice is of a unique quality to match the group which accompanies her. She sings the gamut from provocative items like "Hold Me," thru "Swing Low, Sweet Chariot," and imparts to each just a little more than the composer really had in mind.

The group and Miss Farwell perform in the lived-in, homey Kay living room, and the audience consists of friends and neighbors, plus an occasional stranger like me. The Kays serve refreshments during the concert and a fine, buffet supper after it's over.

The record album of Eddie Kay's music is called "Music for the Tired Businessman" on the Tempo label. That name is the only thing I don't like about it. I think it's music for tired grown-ups, businessmen or otherwise. Rolnitz rated it an "F", which is "good by our rating system. I'd rate it 108. For delightful, imaginative, relaxed listening, I've never heard anything better.

## Legit Line-Up

Results of a continuing drive to drum up subscription road trade were made known this week. The Council of Living Theater, the Theater Guild and the American Theater Society have each put up 25G for the ballyhoo. Subscriptions to date in 22 cities have totalled 109,141, about 60 more than last year, with Minneapolis, Baltimore, Cleveland and Wilmington, Del., reporting increases of over 1,500. Of the cities polled, Washington and Philadelphia have reported declines. Warren Caro, Willard Keefe and Ralph Lyett are the gentlemen spreading theater's gospel.

"Mrs. McThing" will close at the 48th Street Theater, January 10, opening in Boston January 12. "Be Your Age" will follow into the 48th Street January 14. Eugene O'Sullivan has taken over the direction of "Whistler's Grandmother" from Guy Thomson. Norway's leading actress, Lilleble Ibsen, has been offered a coast-to-coast tour of the U. S. by Erwin Parnes in scenes from plays by Ibsen and other Scandinavian writers. The show would play theaters and college auditoriums. Actress Lily Cahill plans to re-establish her Theater San Antonio next season, with name players supported by local thespans. Richard Whork and

Menasha Skulnik will co-star in "The Fifth Season," scheduled to open in Boston, December 29. Perry Watkins and Doris Julian are preparing a musical, "Be My Guest," with music by Duke Ellington and lyrics by Miss Julian. Adrien & Myers have added Milton Lazarus "High Pitch" to its schedule. Equity Library Theater will offer "As You Like It" at the Lenox Hill Playhouse, December 3 thru 7.

### D. FERRY PLAYHOUSE IS RE-OPENED

In line with Actors' Equity's current pitch for more winter stock is the newly renovated Dobbs Ferry (N. Y.) Playhouse, which opened Wednesday (19) with "Peg o' My Heart." Earning such praise from the press as "the theater is charming," and "Peg o' My Heart" is done with more bounce and less sentiment.

In fact, both theater and show have delightful new faces. The project looks to have been launched on a long-term venture. Other managers contemplating such a move might do well to copy the pattern laid down by James B. McKenzie, producer. Those of the east earning good notices are Jeanna Bolan, Robert De Cost, Betty Jensen, Francis Cassidy and Paul Ballantyne. Each bill runs a week and a half,

with "Petticoat Fever" up next on December 3. Seats are scaled evenings from \$1 to \$2, plus tax; matinees, 60 cents to \$1.50, plus tax.

### SAN ANTONIO GETS 'MENAGERIE'

The Arena Players' current bill in the Colonial Room, Menger Hotel, San Antonio, is Tennessee Williams' "Glass Menagerie."

Armed Forces will stage "Death of a Salesman" for the benefit of the local USO units, at the Warners' Earle Theater, Philadelphia, with Bernard L. Sackett producing. Pennsylvania U's "Here's Howe" all-male college show begins its East-Midwest tour in Wilmington, Del., December 6.

Extending runs on Broadway thru the Christmas holidays are the New York City Center Ballet Company and the French Renaud-Barrault Company at the Ziegfeld Theater. The Greek National Theater has extended its run only thru December 8.

The League of New York Theater will again explore the Monday night 7 p.m. curtains, in view of slackening at the box office. "Guys and Dolls" and "Pal Joey" are planning to go back to the 8:30 curtain around December 8. No general action has yet been taken.

## Picture Business

By LEE ZHITO

HOLLYWOOD, Nov. 29.—The Paramount Theater on Wednesday night resounded with gasps of apparent amazement from an audience invited to witness the premiere of Arch Obler's "Ebwan Devil." The audience reaction was the result of the three-dimensional effects achieved thru the Natural Vision Corporation's process and could in no way be attributed to the story contents, acting or direction of the feature-length film.

All efforts of the production seemed to be centered on situations and shots that would demonstrate the three-dimensional illusion. Obler went out of his way to show what the Natural Vision process can do. It seems logical for a producer to utilize a so-called new medium to the hilt so as to better show what can be accomplished when another dimension is added to the motion picture screen.

Despite the all-out effort to achieve depth, the film fell quite flat as far as this reviewer was concerned. And despite the ohs and ahs that from time to time echoed thru the theater, I'll bet the paper-framed polaroid glasses that were handed to me and to

everyone attending the demonstration that the lion's share of the house left with the same opinion.

To begin with, let's discount the poor story and stilted acting, and say that this was merely a demonstration of a new process and as such the merit of the new system should not be degraded because poor material was used. Obler himself voiced a word of apology during the between reel intermission necessitated by the process. Since both projectors are in simultaneous use, time was needed by the operator to change reels. This period was used by Obler to defend his offering as well as inject somewhat distasteful inference aimed at Cinerama. Obler asked the audience not to consider the process in the light of the demonstration film, but rather study the merits of third dimension as to its future potentialities. He brushed off Cinerama as "that new method of projection," which would imply that the natural vision process was superior.

"Ebwan Devil" has three effective shots. One is during an African native dance where the feathered head-dress of the participants appears to hang out into the audience. The other was during the thrust of a spear in which the weapon seems to jut from the screen. The third, was a landscape scene showing one of the actors standing on a cliff with the canyons and mountains in the background providing an illusion of depth. Other attempts to utilize the dimensional effect were meaningless. The much-advertised scene of a lion charging off the screen into the audience failed to materialize. Love scenes in which the principals are supposed to create the effect of coming at the viewer seemed silly and pointless. As far as this moviegoer is concerned, the three "acting" moments when dimension was used to good effect were far outweighed by the discomfort of having to juggle the paper polaroid glasses and the eye strain they created. If it takes peering thru glasses or a break in the continuity of the film to get three dimension, I, for one, would just as soon take the clarity and comfort of good old flat dimensional movies.

In these trying times for the (Continued on page 10)

# Washington Once-Over

By BEN ATLAS

WASHINGTON, Nov. 29.—TV-radio will undergo an acid test of restraint in covering President-Elect Eisenhower's inaugural festivities, which will be sponsored commercially for the first time in history. The repressed newsmen are likely to be National Broadcasting Company's during coverage of the inaugural parade. Tho their show will be sponsored by General Motors, the NBC men won't be able to tell the TV-radio audience that the new President's parade car is a Cadillac.

### CONGRESS STUDIES ELECTIONEERING

Don't expect quick answers despite Congress' haste in plunging into many-sided study of electioneering on TV-radio. Two separate inquiries by House and Senate committees now under way (see news story for details) are merely curtain-raisers for broad investigation upcoming next year. Everybody wants to get into the act, and it looks as if everybody will. Current statutory ceilings on campaign spending have long been acknowledged as unrealistic. Exactly how much political coin went into TV-radio in the recent national election will never be known, but guesses have ranged from \$7 millions upward. Statutory ceiling of \$3 millions per political committee has been rendered meaningless by multiplicity of committees created each election year. If current plans materialize, aim of new legislation will go far beyond mending loopholes. Object will be to gear the election laws to TV-radio's unprecedented role in campaigns. TV and radio cost plenty this year, and congressional leaders are aware that future campaigns will use TV-radio even more extensively. Legislative changes will be more than a year in the making. Goal is to modernize the statutes in time for the 1954 congressional elections.

### BUILDING BOOM DUE IN 1953

A mild amusement construction boom is due in 1953. That's the word from Commerce Department insiders. There'll be at least a 20 per cent spurt in showbiz building even tho Uncle Sam's current ban on amusement construction isn't completely relaxed. The rise will go much further, of course, if the construction ban bows out. Right now it's expected that construction controls will follow the trend of fading ceilings on prices, wages and salaries. . . .

A new drive for legislation to create a national legit theater and opera house is being readied for next Congress. Latest drive is timed to coincide with a proclamation which incoming President Eisenhower will make sometime next spring. Proclamation will declare a "national theater week."

TV-radio newsmen are chucking over a Federal Deposit Insurance Corporation report this week which carries a cover-page notation as follows: "Reading time of text: 13 minutes." Finely printed text runs 64 pages (9 by 12 inches) which couldn't be read in anything less than 12 hours—not even by H. V. Kaltenborn.

## Rome Round-Up

By SYD STOGEL

ROME, Nov. 29.—David Selznick, describing his initial movie venture on Italian soil as "a baptism of fire," told The Billboard he likes making flicks over here and intends to make a lot more in the near future. He lashed out against the Hollywood labor union campaign seeking to prevent American producers from shooting flicks abroad. Aside from the fact that with blocked foreign currency and other considerations it was economically advantageous to shoot pix overseas, Selznick pointed out that a vital political factor was in the matter. "In fighting foreign film production," he said, "the unions who battle Communism are innocently following Stalin's new line of divide and conquer. When we make films here we're working and cooperating with our neighbors in the best possible manner. Here is the real way to cement international relations and give these people a first-hand look at Americanism. Can you tell me any better way to beat Communism abroad than this?"

### COUNTRY GETS LP DISKS

Two years ago the Italian government announced that the nation would stop having TV, and we're still waiting. Now, with no fanfare, it looks as if Italy is finally getting long playing records at last. All the music shops are blossoming out with displays of the latest longies by Columbia, Decca, Capitol and other American diskeries. Columbia's Italian affiliate has just come out with a superb radio-phonograph set featuring the three record speeds at about \$150, which is reasonable compared to the old Italian radio-phonos sets. A current big-selling disk, by the way, is Decca's 33 r.p.m. platter of soprano Renata Tebaldi singing "Boheme" and "Madame Butterfly."

London's Festival Ballet, somewhat smaller than the original British version, is making its first Italian tour, and has just finished two weeks of s.r.o. at the Four Fountains Theater. Italian reviewers were unanimous in their praise of the show and are clamoring for a return engagement. . . . For the first time in many moons we saw a long queue in front of a Rome theater. We passed the Sistine the other morning and counted a crowd of several hundred waiting to buy hit musical, "Everyone Does Broadway." The cast of the Henri Bernstein play, "The Claw," at the Quirino Theater, threw a party for star Ruggero Ruggeri last week. Believe it or not, Ruggeri was celebrating his 51st birthday! . . . Vittorio Gassman opened his Theater of Italian Art company Wednesday (26) at the Valle with "Hamlet."

## BROADWAY SHOWLOG

Performances thru November 29, 1952

### DRAMAS

Bernardine (Playhouse).....	10-16, '52	52
Dial "M" for Murder.....	10-29, '52	100
Mrs. McThing (Plymouth).....	2-20, '52	268
Mrs. McThing (48th Street).....	11-24, '52	7
Oedipus Tyrannus (Hellinger).....	11-12, '51	21
Renaud-Barrault Company (Ziegfeld).....	11-5, '52	29
The Deep Blue Sea (Morasco).....	10-24, '51	463
The Four Poster (Barrington).....	4-30, '52	244
The Millionaire (Musica Box).....	1-17, '52	51
The Moon Is Blue (Shubert).....	3-8, '51	715
The Seven Year Itch (Fulton).....	11-20, '52	12
The Time for the Cuckoo (Empire).....	10-15, '52	53
Time Out for Ginger (Lyceum).....	11-26, '52	5

### MUSICALS

An Evening With Bretton Lillie (Booth).....	10-2, '52	68
Guys and Dolls (48th Street).....	12-15, '50	916
My Darling Aida (Winter Garden).....	10-27, '52	44
New Faces of 1952 (Royale).....	5-16, '52	228
Pai Joo (Broadhurst).....	1-3, '52	308
South Pacific (Majestic).....	4-7, '49	1,500
The King and I (St. James).....	3-30, '51	699
With You Were Here (Imperial).....	8-25, '52	181

### COMING UP

(Week of November 30)		
I've Got Sappiness (Barrington).....	12-2, '52	
See the Jaguar (Cort).....	12-3, '52	
Two's Company (Alma).....	12-4, '52	

### CLOSED

Electra (Hellinger).....	11-23, '52	6
(Opened 11-19, '52)		

# London Dispatch

By LEIGH VANCE

LONDON, Nov. 29.—This is the time of year when the London theater prepares itself for the onslaught of Christmas pantomime. The effect is on a par with that of the theater in interesting. Right now four or five good plays are stacked up on the pre-London circuit waiting for a West End theater to fall vacant. Of this there is little chance until late January, with the top pantomimes running clear into March. All this means good Christmas-time work for hundreds of artists, mainly from vaudeville, with a few straight actors thrown in. But for the main body of Equity members it is sheer hell.

That industrious man of the theater, Jack Hylton, has teamed with Val Parnell to present a stage version of that motion picture box office winner about the police, "The Blue Lamp." This was originally written by Jan Reid and Ted Willis, from whose treatment T. F. B. Clarke adapted the screenplay. Now the two authors have come up with a slightly adapted version of their original put on a revolving stage at the London Hippodrome and should fill the Hipp for many a month to come — despite the pantomime.

## HOME AND THIRD HAVE TROUBLE . . .

The British Broadcasting Corporation radio programs fall into three wavelengths, the Home Service, the Light Program and the Third Program. For almost a year now the first and last, more serious of the bands, have been showing a big drop in listening figures, with set owners drifting away to TV. To counteract this swing, the BBC, which firmly believes radio still has a future despite video, has put in two ginger men to recapture the lost listeners.

The BBC has called a conference on December 2 of television chiefs from France, Holland, West Germany, Belgium, Italy, Switzerland and Denmark. They will discuss what facilities those countries want on the Coronation.

## LYNN AND HARE WITH 'HORSES' . . .

Longest-running shows in London in the 1920's and 1930's were undoubtedly Ben Travers' drawing room farces starring comedians Tom Walls and Ralph Lynn. In their later epics was a humble little fellow called Robertson Hare who was always losing his pants. Now Ralph Lynn is back at the Aldwych Theater, scene of his earlier triumphs, in another Travers piece of nonsense, "Wild Horses." Only this time Lynn shares top-billing with Hare. Walls died a few years ago. The play looks set for a year.

# Paris Peek

By ANNE MICHAELS

PARIS, Nov. 29.—The International Federation of Actors met this week in Paris, and its actions could have far-reaching effects on the radio, music, film, theater, TV and TV film industries, including those of the U. S.

The IFA was born in Paris in April, 1951, and was put into working order this past June in London. Composed of the majority of actor's equities in all entertainment fields of Europe, and having correspondent members in North and South America, the IFA would try making the union laws standardized in all member nations and give the same treatment to foreign artists as local actors enjoy.

Among the projects which have been worked out among the member nations are the easing of frontier entries for actors entering a foreign nation for work purposes; provision of the same working facilities; the waiving of Equity dues in a nation which requires foreign actors to join the local union; information exchange, and the protection of foreign actors to the same degree as the local artists.

## BIG PROBLEMS ARE RECORDS & TV FILMS . . .

The two problems which seem uppermost are the working out of agreements with record companies and formulation of standards to govern TV and TV filming.

What has been the issue for those artists recording in France, which French Equity has been fighting, is the refusal of the syndicate of record-makers to talk to the unions toward agreement on working arrangements. French Equity insists royalty go to the artist appearing on a record broadcast over the radio. The diskers have refused.

As far as TV and TV film production is concerned, the IFA seems to be feeling its way. Execs admitted the association was just learning about TV and especially the influence of American TV markets, and that the regulations governing that field would have to be tentative since each contract signed must be regarded as a sort of test. As far as local television is concerned, what the association will fight for in each nation is a raise in pay; more films or direct programs rather than the showing of old films; the refusal to allow sound tracks of television films to be broadcast over radio; a ban on direct transmissions from theaters, and the right of actors to refuse use of their films for broadcast over foreign TV stations.

## FILM UNIONS ARE EXPERIMENTING . . .

American productions in France are concerned at the moment, the unions are still in the experimental stage. So far only two contracts have been signed with the union, Reynolds and Bill Marshall's. As far as the regulations to date have been established, what the unions are asking for are a 10-year limit to the showing of the film; that actors be paid their salary plus a percentage (with the two above contracts the percentage has been kept at a token amount of 1 per cent), and that films stipulated as TV productions not be allowed to be shown in movie houses.

The IFA is in negotiations with American unions, and hopes that the U. S. will become part of the organization. This org seems to be the answer to the alleviation of a lot of red tape that has plagued many a foreign film company in production here.

# Highlight Reviews

## ICE SHOW

### Milw'kee Showing of 'Hollyw'd' Cues Prediction of Long, Smooth Glide

By TOM PARKINSON

Now well into its second season with dainty Barbara Ann Scott as the headliner, Arthur M. Wittz's "Hollywood Ice Revue" is rolling along in top form.

It was at last year's Milwaukee stand that Barbara Ann made her first appearance with the show. The intervening time has given her more self-assurance, more effective theatrical abilities, and her skating, of course, is of championship calibre.

Carol Lynne again takes the numbers calling for the more spectacular skating and in this position performs the leading part in several of the show's high points. Her skating and personality do much to put the production over, and without her it would be severely lacking in ice show appeal. Andra McLaughlin, fills several skating niches. One gains the impression that she's there largely to give the customers what they came to expect as standard when Sonja Henie headed this show.

The production opens with a big chorus number. Michael Kirby, suave and capable partner, has his chance at individual skat-

ing in the second stanza. This is a "Me and My Shadow" act, with George Wagner as the shadow, and the wind-up comes with the shadow going the wrong way.

Carol and Hans Kuster, Swiss champions, are newcomers to the show, but their performance here was not reviewed.

Miss Scott's first number follows an impressive build-up and she performs expertly the Olympic skating routine. Andra McLaughlin's dance production is topped with hot jitterbugging, with a hula as a second thought.

"Autumn Leaves" features Carol Lynne and Skippy Baxter in one of the show's outstanding choreography productions. This pair here, as well as in their separate appearances, performs some neat acrobatic and figure skating. Comic Freddie Trenker turns up in his familiar and effective routine, for which he is billed as the "Bouncing Ball of the Ice."

The "Fairy Doll Ballet" shows Barbara Ann in her new somewhat standardized portrayal of the sweet and petite. No one does it better. She's a fairy doll and Kirby is the prince in the graceful ballet skat-

ing, while the chorus appears as toys and the Three Bruises are the toy master and assistants. This appealing number gives the audience plenty of conversation material for intermission.

A gypsy setting entitled "Rhapsody" brings Andra McLaughlin back for a number with the chorus. There's much spinning and pirouetting, a massive sort of production with the whole chorus doing it.

Comedy takes over when the Three Bruises come in. They're again doing their scrub women characters and it wins full support of the audience. The entrance gag of an automobile driving into the darkened ring still clicks, even with those who have seen it before. When lights come on, they reveal the "car" is no more than a Bruise holding headlight.

This year's top production number is "The Tango." Here costumes are the most outstanding for both chorus and principals. Barbara Ann Scott is lofty Spanish royalty and Michael Kirby a courtly suitor. It's ice show production at its best. And the couple's skating thruout, but particularly for the

(Continued on page 46)

## ICE SHOW

### 'Holiday on Ice' a Gay Blader; Busts All Marks for 11-Day Toledo Run

By JACK ELLIS

If business in Toledo is any indication, this could easily be a banner year for "Holiday on Ice." The annual blader has shattered all attendance and b-o. marks at the Sports Arena for its 11-performance stint which opened last Saturday (22). Business here and elsewhere is up 15 per cent over '51 figures.

It's a bright combination of costuming, choreography, icing, lighting and wonderful pacing that has given the Chaffer-Gilbert-Tyson package a phenomenal average of 5,400 spectators at each performance thus far. Show closes Sunday (30) with a matinee and evening stint.

Too much can not be said for the Donn Arden-Ron Fletcher choreography. It's such a visual improvement over the sometimes too tame routines of last year's show that comparison reaches the night and day level. If this sounds like a warning to other blade festivals—it is—they face stiff competition.

"Holiday" has spent a bundle on costumes, some of which are

as lush as could be seen on any movie set. They've pepped up routines, added a bit of the spectacular here and there, and in general have a fine balance that's a tribute to the show's producers, George and Ruth Tyson.

Opener, "Freedom Is Everybody's Business," with 36 girl and boy skaters plus novel recorded choral arrangements, gets show off to a sock start and puts horse right in skaters' hip pockets. Fine pacing moves offering to Bob Saccate, recently raised from chorus level, who mazes with arels, leaps and turns of startling quality.

The Freisingers—Leo, Mae and Joan—are back again; Leo with his leaps thru knife-filled hoops, Mae with her perennial waltz number with veteran Phil Hiser, and 12-year-old Joan, who appears in solo with her pop and stars in a nursery rhyme bit aimed at the moppet set. Family registers well and audiences seem to regard them as old friends. Flip and Flop, with Marvin Shaw, break it up with screamingly

funny comic stuff—routines on firemen and a strikingly original burlesque on TV wrestling.

Nominal stars are Joan Hyldoft, in her second year with the show, and Michael Meehan, in his third appearance with "Holiday." They do their usual fine blading and get off to good hands in their two spotted numbers.

Production-wise, this show may have it over rivals, for such numbers as "Jungri-La," an Aztec-accented bit with Meehan; "Springtime In Japan," with Bill Blocker and Genevieve Norris; plus the show's finale, "Cotton Ball," a plantation-themed number, are as good or better than what an arena-goer could see in movies or on stage.

But it is the first act closing, "Undersea Wonderland," that is the stand-out production. The Hyldoft girl appears with almost a fire cast in fantasy type offering featuring fishes and other flora and fauna of the deep. Number has sock closing with millions of bubbles being cleverly blown

(Continued on page 46)

## NIGHT CLUB

### 'Voice' Rocks 'Em as of Yore, in NY; Bow With New Tie, New Personality

By BILL SMITH

Frank Sinatra's preem at New York's French Casino brought out what was possibly the biggest showbiz mob seen in a local coffee shop in a long time. The ring-side looked like a "Who's Who" of showbiz names plus the usual Broadway mob.

Sinatra's personal troubles didn't dampen the wild-eyed enthusiasm of the back-of-the-room customers. The squeals, shrieks and yells made it sound like a Sinatra opening at the Paramount when he was on top. Girls were huddled around the stage and one girl managed to get on and plant a kiss on his neck—and it wasn't a plant either.

As a singer and a performer Sinatra seldom did a better job. Coming out in a ribbon tie, he started it off with timely chatter about his hassle with customs officials, Africa and similar topical

subjects, handling them with ease and a keen sense of comedy timing for a maximum of friendly laughs. But if he did a fine tailoring job, it was his singing that really rocked them.

Using a well-balanced series of items, veering from pops to productions like the "Soliloquy" with a couple of novelties thrown in for extra bounce, Sinatra sang his heart out. His voice was superb as he sold the opener, "When You're Smiling," and then into "You Belong to Me." After those two he had them eating out of his hand. When he followed with his latest Columbia recording, "Birth of the Blues" and the flip, "Why Try to Change Me?" even those customers who sat on their hands, gave up and applauded like crazy.

Sinatra was on for more than 40 minutes singing with heart and pace. When he finished he was

the old master again. If the crowd had its way he could have stayed on another hour and not worn out his welcome. The fact that he gave an impression of boyish humbleness, instead of his former irritating aggressiveness, also helped out.

Bill Miller, Sinatra's accompanist, did a fine backing job. Vincent Travers, house leader, gave the Sinatra arrangements a superb interpretation. Incidentally there were no strings, outside of bass, in the Travers band. It was all brass.

Incidentally Sinatra's lighting was handled by Monte Proser. It put the singer in the best possible colors.

The rest of the show has been reviewed previously. It's still the same long, dull production piled on production that started off when the room opened last July.

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## Theater TV, Pix Square Off For Business Meeting Coin

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a touring junket to hit each locality individually. Colgate has prepared virtually the entire program on a 90-minute 16-mm. sound film. Prints of the film will be shown at each meeting.

Television has been the factor which has caused adoption of this new technique. Because of its adherence to and reliance on video and on TV showmanship in putting across its products with the public, Colgate tappers feel they must use an equal amount of showmanship now in its own intramural sessions.

The film will contain excerpts from all of Colgate's sponsored radio and TV shows, including "Comedy Hour," "Strike It Rich," "Howdy Doody," "Mr. and Mrs. North," "Big Payoff," "Our Miss Brooks," Louella Parsons, etc. The stars of the shows also filmed special greetings to the personnel attending the sessions, as did president Joseph McConnell of the National Broadcasting Company and other top execs from outside the immediate Colgate family. Colgate's use of media other than broadcasting also will be represented on the film. Colgate's ad manager and other top brass will make their pitches in the film also, rather than in the flesh.

### 16G for Film

The film itself, which took about two weeks to make, is estimated by The Billboard to have cost the company about \$15,000. It was shot in New York and produced by Colgate itself with production supervised by Leslie Harris, the firm's radio-TV chief. Filmways, Ed Kasper's firm which is active in TV-film was the outfit doing the shooting. Chances are Colgate will utilize

the film for local sales meetings throughout the country after the big splash has been made.

The Bendix use of theater-TV on December 30 replaces the traditional regional dealer meetings, and will be shown in theaters in more than 40 cities to an audience of over 100,000 distributors, dealers, salesmen and invited guests. Audin S. Sayre, vice-president of the Bendix Home Appliance Division, said that the cost of the showing would be as high as staging ordinary regional meetings, but the saving in time and travel makes it highly preferable.

### Cities Included

The program will originate in the Garrick Theater in Chicago, and will last one hour. Services of a name emcee, possibly from the entertainment field, are being sought. Cities to be used include Albany, N. Y.; Atlanta; Buffalo; Charlotte, N. C.; Cincinnati; Cleveland; Columbus, O.; Jacksonville, Fla.; Baltimore; Boston; Philadelphia; Washington; Chicago; Des Moines; St. Louis; Dallas; Birmingham; Houston; Milwaukee; St. Paul; Kansas City, Mo.; Memphis; New Orleans; Omaha; Gary, Ind.; Indianapolis; Louisville; Denver; Phoenix; Ariz.; Salt Lake City; Los Angeles; San Francisco; Seattle, and Portland, Ore.

This Bendix session was set by Teleconference, Inc., which is serving as the organizer-distrib-

utor by arranging for the lines and theaters. President of the firm is Stanley Barr, and vicepres are Thomas W. Casey and Aaron Feinstot. Barr and Casey are public relations men formerly with Barber & Barr Associates. Feinstot, likewise out of public relations, is still connected with Conference Counselors. The firm's secretary and general counsel is Gerald Dickler, an attorney. Teleconference, Inc. was incorporated in New York State some half year ago.

### Carpets Deal

Meanwhile, the first theater-TV conference, that of the Lees carpet firm, is now all but set in its arrangements. Prepared by the Tele-Sessions division of Theater Network Television, Inc., it will be emceed by Kate Smith, and will embrace 18 houses in 17 cities as of the week-end, with more still likely to be added. The show will originate from studio 8G at the National Broadcasting Company, with Miss Smith working from the Hudson Theater. New York houses showing the event will be the Colonial and the Guild Newsreel.

Producer-director for Lees is Herbert Sussan, former director of such TV shows as Ken Murray, Kate Smith, Fred Waring, "Beat the Clock" and "Actors Studio." He is injecting such showmanly devices as musical backgrounds, illusory projection and opening and closing films.

## Educators Get Aid Via RCA's 25 Set Gifts

WASHINGTON, Nov. 29.—The nation's capital, for the past three years a pioneer in classroom training by television, is counting on reaching more youngsters with the presentation this week of 25 TV sets to the District Board of Education by the Radio Corporation of America. In ceremonies televised over WNBW, the commercial station which has been carrying the school board's music, French, Spanish and science courses, Henry G. Baker, vice-president and general manager of RCA Victor home instrument department, officially turned over the 17-inch sets to Dr. Hobart M. Corning, superintendent of schools.

Dr. Corning called the District's TV experiment "marvelously successful," and pointed out that a single educational program last week was viewed by 14,000 pupils in 430 classes. Federal Communications Commissioner Rosel Hyde emphasized that schools "recognize the value of visual teaching," and added, "it is from here that several of our football games, new medium for imparting instruction and knowledge will, in a large measure, spread to the homes, which already feel the impact of pictured news entertainment and recreation by radio."

## Video Series May Emanate From Dallas

### NBC Asks Margo Jones to Prepare Dramatic Stanza

NEW YORK, Nov. 29.—The National Broadcasting Company is now considering the origination of its first weekly TV series from the Southwest. The network has asked Margo Jones to prepare material for a dramatic stanza that would be produced from Dallas when the microwave relay becomes interconnected. This hook-up is expected to be ready by January 1, in time for the Cotton Bowl football game to be telecast.

Miss Jones is one of the nation's top theatrical producers outside of New York. Her Dallas repertory theater, played arena style, is still going strong after several years in that city. She is well known for her contacts with new writers and for her production of new material. In addition, she is popularly credited with introducing Tennessee Williams to the theater-going public, since she was associate producer of "Glass Menagerie" and producer of "Summer and Smoke" on Broadway.

The video program however, would not be staged arena style unless the network wishes it. Miss Jones is also investigating filming facilities in Dallas so she can integrate film if certain dramatic demand it. The show will probably run a half hour but can be easily lengthened into an hour.

### BEERCASTING

## Renew Efforts To Ban Liquor On TV, AM

WASHINGTON, Nov. 29.—Renewed efforts to curb advertising of beer and liquor on radio and television will be stepped up by the National Temperance League, Inc., as a result of resolutions adopted last week at its biennial convention in Flint, Mich. The NTL will call on the Federal Communications Commission "to make a careful study of alcoholic beverage advertising on radio and television, including both program and commercial materials, making proper recommendations to the end that the public interest be safeguarded."

Simultaneously, Congress will be urged to "pass a law banning interstate advertising of alcoholic beverage," and to further this objective the NTL will ask the House Interstate and Foreign Commerce Committee to "include strong recommendations against decreasing in their forthcoming report on the investigation into objectionable material on radio and TV. The NTL further resolved to commend congressional sponsors of legislation banning liquor advertising and beer-casting" and to encourage State departments of the organization to develop local campaigns against "beer-casting."

## First Nielsen Report Out

NEW YORK, Nov. 29.—A. C. Nielsen Company yesterday began shipping the first Nielsen Coverage Service report to station subscribers. The company expects to complete the shipment to stations within 10 days. Agency and advertiser subscribers will get their reports subsequently.

Dr. Kenneth Baker's Standard Audit and Measurement Service, which has also done a coverage study this year, is still in the tabulating stage.

## NARTB to Ask Broader Tele Sports Program From NCAA

WASHINGTON, Nov. 29.—Contending that "television has now joined newspapers and radio in helping to interest more parents and women fans in sports contests," the sports committee of the Radio-Television Manufacturers' Association will call Monday (1) on the National Collegiate Athletic Association to broaden its program for 1953 by "permitting more individual decisions by colleges wishing to televise their games reasonably to their alumni, friends and neighbors."

The sports industry in 1952 realized one of its best years with total income from gate receipts and other sources reach-

ing a new all-time high of more than \$1,700,000,000. The RTMA sports committee, in its annual report, released in Murray, N. Y., adding, "We like to think that television and broadcasting have helped to achieve the excellent results this year." The committee denied that "the rapid growth of TV has hurt either spectator or participating sport," and urged baseball club owners at their annual meeting in December to consider a "very thorough study on attendance by the research and sales promotion men in the country."

Quoting American Research Bureau figures that show TV audiences for major sports events often exceed 30,000,000 viewers, the RTMA report emphasized that women and children frequently equaled the number of men in such audiences—proof that televised sports programs create new fans and build larger potential gates than ever before.

Citing Princeton and Pennsylvania studies which show that the average adult does not go to one baseball or one football game a year, RTMA declared, "If TV could help get everyone to go to just one game of each annually, there would not be enough capacity in all the parks and all the stadiums to hold them."

RTMA predicted that despite a 15 per cent drop in male college enrollment over the past four years, college football would exceed its all-time 1949 peak of \$106,000,000 in gate receipts by the end of 1952. Professional football, racing and boxing will also enjoy record gate receipts this year, according to RTMA. Professional baseball, the only major sport to show a definite decline in attendance and income, has partially recouped this loss through the sale of radio and TV rights for nearly \$5,000,000. RTMA pointed out.

## Lucky Strike Inks Heidt

NEW YORK, Nov. 29.—Lucky Strike cigarettes this week finally signed Horge Heidt to do his much-rumored traveling youth opportunity TV show. The program is tagged for the Columbia Broadcasting System's radio web, probably following Bing Crosby on Thursdays from 10:30 p.m. indications also are that Lucky's "Hit Parade" is coming to the end of its career on the National Broadcasting Company's radio web.

## Report Tuttle Leaves R&R

NEW YORK, Nov. 29.—Willson (Bill) M. Tuttle this week reportedly resigned as vicepres and director of radio and television at Ruthrauff & Rens. His successor is believed to be Tom Slater, his assistant and a vicepres at the agency.

Tuttle has been with the agency for many years. His plans are unknown.

## Chevy Eyes Dinah Shore for Radio

NEW YORK, Nov. 29.—Chevrolet this week reportedly was interested in sponsoring Dinah Shore in a radio show on the National Broadcasting Company. Miss Shore was canceled by Procter & Gamble last week on the Columbia Broadcasting System's radio web.

Should she agree to the deal, the program would begin in January or February.

## Father of Bernice Judis Dies in N. Y.

NEW YORK, Nov. 29.—Realtor Irving Judis, father of Bernice Judis, general manager of radio station WNEB, died here Thursday (27). Funeral services were to be held at the Riverside Chapel on Sunday (30).

## Como First On NCCM Show

WASHINGTON, Nov. 29.—Singer Perry Como will read from the Catholic translation of the Bible on the "Living Word" over the National Broadcasting Company network December 7. The selections chosen for reading by Como will follow the theme of Advent and Christmas with portions from the Book of Isaiah foretelling the coming of the Messiah.

The program is the first of a series to be produced during December and January by the National Council of Catholic Men in cooperation with NBC, on which dramatic readings from the Bible by outstanding personalities will be featured. The Rev. John Dougherty, professor of sacred scriptures at the Immaculate Conception Seminary, Darling, N. J., and one of the translators of the Old Testament in the new Catholic version, will interpret the selections.

## Mossman Takes Maxon Exec Post

NEW YORK, Nov. 29.—Jack Mossman has joined the Maxon agency as executive assistant to James Andrews, director of radio and TV at the advertising firm. Mossman was formerly with the Harry B. Cohen agency in a top post in its radio and TV department and before that was with the Biow Company for many years.

### CBS-TV ON GLEASON

## Sales Pitch Quotes Rates vs. 'Revue'

NEW YORK, Nov. 29.—The Columbia Broadcasting System this week was peddling one-third of the Jackie Gleason show on its video web for \$32,000 gross, including both time and talent. The National Broadcasting Company, similarly, is trying to sell one-third of its "All Star Revue," slotted opposite Gleason, for \$42,000 gross time and talent. NBC-TV offers more stations than the CBS-TV property, which accounts somewhat for the difference in price.

The third of the Gleason show became available to sponsors when the Clorets division of American Child decided to drop its share of the program at the end of its current cycle. CBS-TV is very hopeful that it will be able to come up with a client for Gleason, because the way it claims he has cut into the "All Star Revue's" audiences. CBS-TV points to an advance Nielsen of 44.2 for Gleason on October 23, in

comparison to the "All Star" 39 rating.

### 10-City Trendex

CBS-TV is also flashing a 10-city Trendex rating around to prove Gleason's audience pulling power. This shows that the paunchy comic bettered his rating the second time around against every one of the all-star line-up except Jimmy Durante, and he cut into Durante's share of audience by nearly five points.

Gleason stacked up especially strong against the weaker members of the NEC-TV line-up. The first time against George Jessel, he had a 21.5 compared with his opponent's 22.7. The second time around, Gleason had a 24.7 against Jessel's 20.8. Similarly the second time he was matched against Martha Raye, he nearly caught her, with a 22.6 to her 23.7. And the second time he was programmed against Tallulah Bankhead he hit a 23.3 to her 22.1.

# Ingenious Methods Aid Vote Campaign

WASHINGTON, Nov. 29.—The dynamic role played by radio and television in helping get out the record 61,000,000 vote in the recent election was further pointed up this week in reports from 649 of the 3,699 radio and TV stations which participated in the National Association of Radio and Television Broadcasters' register and vote drive. NARTB antici-

pates that the balance of the stations will report in by January 1. Among the "thousands of ingenious methods employed to get out the vote," NARTB said, were special events broadcasts taped at the whistle-stop appearances of the presidential candidates; play-by-play voting booth commentaries; and foreign language broadcasts beamed at national groups on registering and voting. Stations also sponsored discussion forums in local colleges, offered special service announcements of available transportation to registration offices and polls and free baby sitters.

Station KGMC, Amarillo, Tex., called every number in the phone directory on the day before election making a personal appeal to vote, and in the District of Columbia, where there is no vote, stations WRC and WNBW carried 10 programs giving information on the rules and procedures for the use of absentee ballots, NARTB disclosed.

Biggest increase in vote figures was recorded in the South where the broadcast drive was heavy, a perusal of reports already received at NARTB headquarters reveals. In some cases, the 1948 tallies were better than doubled. A total of 178,630 spot announcements, ranging from station breaks to one-minute spots, were used by the reporting stations. Register and vote programs, varying from five minutes to 1½ hours, totaled 7,488. Some stations carried more than 1,000 announcements during the campaign.

# WNBC Cashes In on Daytime Program Blocks

NEW YORK, Nov. 29.—Block programming in daytime radio is paying off here for WNBC. The station's new block of afternoon programs took over WNBC's noon to 2:30 p.m. time period less than three months ago, and is virtually sold out today. Sales on the new shows, which feature records, news and big name emcees, are 50 per cent higher than those chalked up by program previously aired at that time. The latter were primarily network shows (including the Kate Smith show), with local WNBC airters penciled in on an "island" programming basis.

The new daily line-up tees off with Faye Emerson, followed by Skitch Henderson at 12:45, Conrad Nagel at 1:35 and Herb Sheldon at 2:05, with three five-minute newscasts sandwiched in between programs. With the exception of one news stanza, the time is completely sold to a group of participation sponsors.

### 2C Per Week

In keeping with its name talent policy, the station launched the new block with a "Daytime is big time on WNBC" slogan, and the results have paid off in big money for the performers. For instance, Faye Emerson, whose program was sold out the first week she was on the air, collects a fixed talent fee of \$250 on each spot. The show currently carries 10 participation sponsors, which means the actress takes home more than \$2,000 every week—a lot of shekles for a local radio stint.

# Single Rate For Don Lee

HOLLYWOOD, Nov. 29.—Don Lee Broadcasting System is slashing its present rate structure so that the Class B time rate will serve as a single rate for the hours between 7 a.m. and 10:30 p.m. New rate set up goes into effect January 1. The Don Lee regional net has 45 outlets in California, Nevada, Oregon, Washington and Idaho. The new rate, for both day and nighttime, will be \$1,500 per hour as compared with the current \$2,700 nighttime rate, and is identical to the present time charge between 8 a.m. to 1 p.m. and 10 p.m. to midnight. Rate for the latter periods will be \$1,000 per hour. Weekly discounts will remain unchanged. Rates also affect net's owned-operated outlet (KJLH, Hollywood); KFRC, San Francisco; KJB, San Diego) and affiliates.

# KHJ-TV Gets USC, UCLA Hoop Games

HOLLYWOOD, Nov. 29.—Station KHJ-TV will exclusively carry all the home basketball games of the University of California at Los Angeles and University of Southern California teams. This marks the second consecutive year the Don Lee outlet has carried the basketball games of both local schools.

Outlet will televise both conference and non-conference games, starting with the season opener December 5, in game between UCS and Hawaii. Total of 22 games will be televised.

## ANOTHER ONE

# Space Show Prepped By Coast CBS

HOLLYWOOD, Nov. 29.—Columbia Broadcasting System is joining the space show parade. CBS Programming Veepee Harry Ackerman this week concluded a deal with Mike Moser for the preparation of a kid science fiction TV series to be tagged "Kit Carter, Space Marine." Moser created the "Space Patrol" series.

Program is sketched to "blast-off" sometime after the first of the year. It will originate here for the net as a live telecast. CBS is packaging the show. Moser will participate with the net in any merchandising revenues that may result from the series.

Miniatures and special effects will be used to create the desired futuristic setting. Ackerman said the series will be aired live as opposed to filming the show due to the higher cost of producing a space show on film.

# Sponsors Buy Yuletide Segs

NEW YORK, Nov. 29.—Two advertisers this week bought hour Christmas shows, one on radio and the other on TV. General Motors bought an hour program on the National Broadcasting Company's TV network, which will be produced by Leon Leonidoff.

Mutual of Omaha has purchased 2-3 p.m. on the Mutual Broadcasting System's radio web for a show that will consist of phone calls from parents and friends of servicemen to Korea.

# Two Clients Hunt Agents

NEW YORK, Nov. 29.—Two clients this week left their agencies and were looking for new advertising affiliations. Jackson-Perkins, rose-grower, has left Huber-Hoge, and Dan River Mills has left Anderson & Cairns. Jackson-Perkins has used network radio occasionally.

## POLITICAL VIDEO

# House Group Seeks Law Modernization

WASHINGTON, Nov. 29.—TV-radio's major impact on electioneering will come in for official attention at a special House Committee on Campaign Spending hearing which opens Monday (1). The special House committee, headed by Rep. Hale Boggs (D., La.), is seeking to determine how to modernize the "antiquated" federal laws governing election campaign spending. The important role of TV and radio, requiring increased outlays for electioneering, is recognized as a vital factor in modernizing the laws. On the Senate side, a special Senate Committee on Privileges and Elections has been gathering data from TV and radio stations for several weeks on how much money was spent by political committees and individuals for TV-radio time during the 1952 campaign. The Senate committee's data, which is now being tabulated, will cover only spending for the national campaign and will not touch spending by local committees and individuals.

Harold Hardy, government relations director of the National Association of Radio and Television Broadcasters, will appear Wednesday (3) in behalf of the trade association as a witness at the Special House Committee hearing. Also invited by Chairman Boggs to testify next week are the Federal Communications Commission, Justice Department and Bureau of Internal Revenue. The witness line-up also includes Walter Williams, Citizens for Eisenhower; Rep. Clarence Brown (R. O.), who was a major cog in the Eisenhower campaign machine; Stephen Mitchell, chairman of the Democratic National Committee; Arthur Summerfield, president-elect; Eisenhower's designated postmaster general and chairman of the GOP national committee; Sinclair Weeks, chairman of the Republican Finance Committee; Dr. James K. Pollock, chairman of political science, University of Michigan; Staebler Neil, Michigan State Democratic chairman; Thomas E. Whitten, chairman of the All-Party County Republican Committee; James L. McDevitt, head of the Labor League for Political Education (American Federation of Labor); Herman Dunlap Smith, chairman of Volunteers for Stevenson.

## TOURIST TRADE

# Kentucky Lures Visitors Via WLW-T's Spots

CINCINNATI, Nov. 29.—The State of Kentucky, deep in competition to attract tourist trade, has just concluded a successful television campaign. Marshall Pearce, associate director of the Kentucky Division of Publicity, announced last week-end. Using WLW-T, Cincinnati, the Kentucky organization used a series of spots which cutluffed other media at considerably lower cost, according to Pearce. "During the fall campaign, when we used television for the first time, our costs were 40 per cent less on television than in any other media," Pearce told WLW-T officials. He added that the success of the fall campaign means a stepped-up spring and summer drive using the Crosley Cincinnati outlet. The Kentucky tourist industry is annually worth \$335,000,000 to the Commonwealth. The State hopes to create a \$500,000,000 tourist trade by 1955.

# Zurich Video Bows July 1

WASHINGTON, Nov. 29.—Official TV broadcasting will begin at Zurich, Switzerland, on July 1, with TV sets adjusted to receive only Swiss telecasts. The Commerce Department reported this week. Until then, experimental TV will be continued.

Commerce also revealed that the Swedish Television Commission has proposed construction of experimental TV stations at Stockholm and Uppsala, to be completed by July 1, and two additional experimental stations at a later date. The Stockholm and Uppsala stations would cover an area with a population of 1,200,000, and the commission hopes that 30,000 receivers will have been installed by 1958, according to the Commerce Department.

# Sen. Tobey Blast May Stall Date for ABC-Para Merger

• Continued from page 1

examiner. In preparing his initial decision, make an independent evaluation and base his findings and conclusion upon the testimony, pleadings and other matters of record. All of the parties, including the commission's Broadcast Bureau, which is on the record as opposing the merger, now have the right to file exceptions to the initial decision and to request oral argument before the commission. In their exceptions and in oral argument, the parties have a full opportunity to call into question any errors in fact, law or judgment which they believe the examiner has committed. After this, the commission will give full consideration to all of the questions raised by all of the parties, and will arrive at a final determination based upon the record as a whole. You may be assured that the commission will give this proceeding careful study and consideration before issuing the decision."

One effect of Tobey's interposing in the ABC-Paramount case may be a slowing down of FCC's final decision which originally had been expected before Christmas. Tobey's chairmanship of the Senate Interstate and Foreign Commerce Committee will give him considerable power over FCC legislative matters. His committee acts as "watchdog" over the FCC and has authority to recommend or reject presidential nominations to the White House. While Tobey has not obliquely called for a reversal of the Resnick decision, he has reiterated his concern over the subject of TV-radio broadcast control.

The FCC Broadcast Bureau, in taking exceptions to the Resnick initial decision, stated that "the principal error into which the examiner fell" resulted in his conclusion that Paramount did not control Allen B. Du Mont Laboratories, Inc. "The initial decision thru overemphasis on the lack of present activity of Paramount representatives in the day to day operation of Du Mont while practically ignoring the effect of the legal rights and powers of Paramount and its representatives to exercise such control undertakes to find a lack of control."

The Broadcast Bureau contended that Resnick's use of the word "control" places an interpretation on it which "will cut across and affect the whole body of commission concepts on the control of licenses and render a nullity the interpretation placed on these sections by the commission." In a previous landmark case involving New England Theaters, Inc. "The effect of such an erroneous interpretation," stated the Bureau, "will be to permit companies, by the factual device employed by Paramount, to obtain ownership in and control of an unlimited number of television stations, thus paving the way for complete monopolization of this important medium of mass communications. This one fundamental error alone would justify the commission in ordering oral argument in this proceeding."

If the FCC opens the case to oral argument, as requested by the Broadcast Bureau, there is no telling when a final verdict

would come, but it certainly would be delayed for some months. Unless a verdict is reached by next June, under current regulations, the merger proposal would be nullified. The Broadcast Bureau argued that "the question of whether the so-called 'merger' applications should be granted involves principally a question of judgment on whether the expected beneficial consequences of a combination of a motion picture chain and the ABC network of radio and television stations outweighs the risks to the public interest involved in permitting such a force to come into existence in the television field."

Profitable TV Audience exclusive with

# WGAL-TV

LANCASTER, PENNA.

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

Clair R. McCollough, Pres.

Represented by

## ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles

NEWS CAPSULES—COAST TO COAST

Storer to Build \$4.2 Mil Studios; Crosley Expands Merchandising Org

DETROIT, Nov. 29.—A construction program of \$4,200,000 was unveiled this week by Storer Broadcasting Company for its flagship stations, WJBK-TV and WJBK. Major unit will be a 10-story office building here housing studios and offices. Amazing aspect of the spending program is that WJBK, as the parent station, is still a mere 250-watt on AM, tho slated to build to the 10,000-watt class shortly. Headquarters of the Storer Broadcasting Company will remain at Birmingham, 20 miles north of Detroit.

CROSLY EXPANDS MERCHANDISING . . .

CINCINNATI—The WLW stations here have added the Kroger Company to their Point of Purchase merchandising plan, popularly known as POP. Meanwhile, the Crosley station in New York, WINS, is kicking off a merchandising plan next Monday (1) to be known as "WINS Stores." They have five grocery chains participating.

DURKEE BUYS ABC PROGRAMS . . .

CHICAGO — Durkee Famous Foods next week begins 52-week sponsorship of "When a Girl Marries," soap opera, and "Don Gar-

BBB Probing TV, AM Spots

WASHINGTON, Nov. 29.—The Better Business Bureau of Washington is investigating local radio and TV spot commercials on the quiet, it was learned. A Bureau spokesman, commenting on the check, said that he saw "no evidence of skullduggery yet." He made clear this was not the first investigation of the kind undertaken in the district. The Bureau shuns publicity on the probes, preferring to direct criticism privately to advertisers who are not peddling products as represented, the Bureau spokesman said, adding, "and we generally do get a correction!" He said similar investigations have been undertaken from time to time in other cities at the discretion of local Better Business Bureaus. He said that the inquiries are on "a purely local basis" and not nationwide. He emphasized that investigations by local Bureaus went beyond similar projects initiated by the Federal Trade Commission which, due to the size of the national field and limited staff, can only spot radio and TV checks, concentrating on border stations where advertising may be in violation of interstate commerce regulations.

Hudson Dealers Buy 2 Ziv Films

CHICAGO, Nov. 29.—A Chicago advertiser who sought an hour film show, but was confronted with a shortage of good features, has signed with WGN-TV for the 8:30-9:30 p.m. spot Thursday, and will show two half-hour films, "Ziv Story Theater" and "TV Theater." The client is the Hudson Dealers of Chicago, who had a feature film weekly on the same station last year.

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

WDEL AM • FM • TV Wilmington, Del.

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

diner, news, via the American Broadcasting Company radio network. Deal was set thru the Leo Burnett Company. ABC Radio this week also got 52-week renewals from Philco on "Breakfast Club" and Goodyear-Tire on "Greatest Story Ever Told."

COLGATE RENEWS CBS STANZAS . . .

NEW YORK — Colgate-Palmolive-Poet this week renewed sponsorship of its radio properties on the Columbia Broadcasting System's radio network. They are "Mr. and Mrs. North," "Our Miss Brooks" and the five-minute Louella Parsons show.

HOLLES TO REP AM IN KOREA . . .

NEW YORK — Everett Holles, of the Mutual Broadcasting System, was chosen to be the combined radio networks' representative on President-Elect Eisenhower's trip to Korea. He was chosen by Lt. Julius Zenier, of the National Broadcasting Company, now in Tokyo, will handle the TV networks' pool assignment once the General has reached Korea.

SAMUELS NEW MANAGER OF WJZ . . .

NEW YORK — Three promotions were effected within the organization of WJZ here, including the naming of Hartley Samuels to the post of station manager. William Materne, former manager of the station, has been boosted to the spot of national spot sales manager of the owned radio stations of the American Broadcasting Company. Michael Renault, in account exec with WJZ, has been made sales manager of the station.

SET 18-HOUR SHOW FOR PALSY FUND . . .

NEW YORK — A filmed statement from President-Elect Dwight Eisenhower will kick off the second annual "Celebrity Parade for Cerebral Palsy," at 8 p.m. Saturday (6), via WJZ-TV here. Show will begin at 8 p.m. and run until 2 p.m. the next day. Charles Holden is exec producer and Ray Abel exec director of the special show.

NBC AFFILIATES NOW TOTAL 77 . . .

NEW YORK—New TV station affiliations signed up this week will bring the National Broadcasting Company's TV family to 77. NBC's new affiliates include KTSM-TV, El Paso, Tex.; WFPG-TV, Atlantic City; KTBC-TV, Austin, Tex., and KGMB, Honolulu. The Atlantic City station will also affiliate with the American Broadcasting Company's WATR-TV, upcoming UHF station in Waterbury, Conn., has signed The William Rambaue Company as its national rep.

TEXAS STATION TAKES TO AIR . . .

AUSTIN, Tex.—The first local TV station, KTBC-TV, took to the air here Thanksgiving Day (27) with special ceremonies preceding the telecast of the Texas-Texas A & M game. J. C. Kellam, general manager announced that the station's staff would include Cactus Pryor, program director; Elmo Brown, film editor, and Harry Voelker, director of merchandising and promotion.

WNBC SIGNS 6 NEW ACCOUNTS . . .

NEW YORK — The NBC flagship here, WNBC, this week signed six new advertisers. Dolcin Corporation will sponsor the 6:30 p.m. news on Monday, Wednesday, and Friday, beginning January 1. Spot buyers include: Kemp (tomato juice); General Motors, for Pontiac; Ford dealers; Standard Labs and Packard Motor Company. Latter two are buying participations on Gene Rayburn's new early-morning show. Spot sales on WNBT were made to Sunskist and the New York State Department of Commerce.

WLBI SKEDULES MOISHE OISHER . . .

NEW YORK — Moishe Osher, well-known Jewish cantor, will be featured on a weekly hour. (Continued on page 48)

CBS TV City To Originate 4 New Shows

HOLLYWOOD, Nov. 29.—Harry Ackerman, Columbia Broadcasting System programming veepee, is currently preparing four dramatic network shows for live telecasting to originate from the newly opened TV City Studios.

Programs will include a half-hour mystery anthology series tagged "Pursuit," a half-hour sentimental drama with continuing story line and cast, and two quarter-hour soap opera strips for across-the-board airing. One of the latter is tentatively titled "I Love a Star." All four dramatic series are now in the script stage. Pilot kines of each will be lensed in the first part of the year.

Present plans call for "Pursuit" to use established screen names. Show name is identical to that used by CBS in its woodunt radio series. Since net owns the title, TV show will get the name and the radio package will be eliminated. Ackerman said there was no connection in program contents between the radio series and the projected TV program.

WAITS OKAY

He's Not Yet Licensed, But Ready

NEW YORK, Nov. 29.—Sam Huffman, proxy-general manager of WCMW, Canton, O., was in town this week to line up a network affiliation for his forthcoming TV outlet in Canton, in anticipation of the Federal Communications Commission granting him a construction permit at a Washington hearing December 8. The exec said that new TV studios are in readiness, so that he can be on the air 20 days after the construction permit is granted.

While in New York, Huffman is also sizing up available TV film product for future programming. The exec said his program schedule will be at least 50 per cent film, with the other half equally divided between live local and network shows. Huffman is particularly interested in news and music film features.

Boxers Invade WBKB Studios

CHICAGO, Nov. 29.—The oft-predicted eventuality of boxing being moved into television studios is near reality at WBKB. The station is preparing to build a regulation ring on the stage of its large, and largely unused, Garrick Theater studio in the Loop. The Catholic Youth Organization has approved plans for television bouts of the CYO amateurs. WBKB will put the fights in the 9:30-10:30 Saturday night time slot if a sponsor can be found.

Radio Healthy, Fellows Tells Tenn. Group

NASHVILLE, Nov. 29.—The Tennessee Broadcasting Association held its fourth annual association meeting at the Andrew Jackson Hotel here November 24, and heard Harold C. Fellows, executive director of the National Association of Radio and Television Broadcasters, say "The boogie men who have been saying that TV is killing radio had better take a closer look at the figures." He added that more stations have been granted franchises and fewer have lost money this year than ever before in the history of radio. Bill Stubberfield, of the station relations division of NARTB, gave a report on the current projects sponsored by the division.

The association's business meeting during the day elected as president for the second consecutive term Parry Sheffalt of WJZM, Clarksville, Tenn.; vice-president, Earl Winger Wood, Chattanooga; secretary-treasurer Mrs. Ruth W. Clinard, WMAK, Nashville. The association also elected as members of the board for the new term as follows: Carter Farham, WDEF, Chattanooga; John Cleghorn, WBBQ, Memphis; and F. C. Sowell, Wlac, Nashville.

Moon Mulligan and Cbet Adkins from "Grand Ole Opry" and Miss Marguerite McClelland and Jim Sanders, from WSM-TV, handled the entertainment portion of the program.

FCC Approves 8 More Video Applications

WASHINGTON, Nov. 29.—The number of post-freeze TV station grants reached 130 this week with the issuance of eight more commercial construction permits by the Federal Communications Commission. Three of the new CP's are for VHF stations, and five for UHF stations. This brings the total TV authorizations to 236, with the number of grants for non-commercial stations pegged at nine.

Granted CP's this week were Page Broadcasting Company, Inc., Mobile, Ala., VHF Channel 10; Mid-America Broadcasting Corporation, Louisville, UHF Channel 21; Edward D. Steers, Kalamazoo, Mich., UHF Channel 36; Skyland Broadcasting Corporation, Dayton, O., UHF Channel 22; Pennsylvania Broadcasting Company, Philadelphia, UHF Channel 29; Westex Television Company, San Angelo, Tex., VHF Channel 8; Oshkosh Broadcasting Company, Oshkosh, Wis., UHF Channel 48; and TV Colorado, Inc., Colorado Springs, Colo., VHF Channel 11.

At the same time, the FCC ordered that the application of Smith Radio Company, Port Arthur, Tex., for TV Channel 4 be designated for hearing in the consolidated proceeding with those of Lufkin Amusement Company, Beaumont, Tex., and Port Arthur College, Port Arthur, beginning here December 15.

The FCC further announced that it would begin to process Group D applications for new TV stations Monday (1). Under priority FCC rules, Group D cities with a single operating TV station, headed by St. Louis, Pittsburgh and Buffalo-Niagara Falls, N. Y., will be considered first.

37 Stations Join NARTB Line-Up

WASHINGTON, Nov. 29.—Thirty-seven more broadcast stations—31 radio and six TV—have joined up with the National Association of Radio and Television Broadcasters. It was announced this week NARTB President Harold E. Fellows said the rise in membership indicated "an increasing unity which serves to strengthen the broadcasting industry, and attributed it to expanded efforts on the part of NARTB's 17 district membership committees.

MT. HOOD PLEA

Asks FCC to Reverse Smith Ruling on Bid

WASHINGTON, Nov. 29.—Mount Hood Radio & Television Corporation, one of three applicants fighting tooth-and-nail for VHF Channel 6 in Portland, Ore., was back in the news for the fourth consecutive week when it petitioned the full Federal Communications Commission to reverse a ruling by FCC Hearing Examiner Elizabeth Smith denying the corporation's petition for permission to amend its application for a new TV station. Mount Hood also asked the FCC to continue to December 8, or until FCC action is taken, the hearing on the disputed channel, now scheduled to begin Monday (1).

In its most recent petition, Mount Hood claimed that "overwhelming demands of public interest require a grant of the Mount Hood amendment." The station charged that Examiner Smith "erred in concluding that petitioner had failed to demonstrate good cause for the grant of its amendment," and that she gave "no consideration or inadequate consideration" to its arguments. The proposed amendment, storm center of the Channel 6 feud, is an outgrowth of the resignation of Ralph Stolk, former RKO Pictures Corporation president, and two other major stockholders from Mount Hood on the eve of the hearing for the channel. Mount Hood claimed that an amendment substituting the names of other stockholders should not affect its pending application. The corporation's rival for the channel, Pioneer Broadcasters, Inc., and KXL Broadcasters, disagreed.

Chi's 'Champ' Goes to Coast

HOLLYWOOD, Nov. 29.—"Hail the Champ," Chicago originating live TV kid show, is now being made available for local or regional sponsorship on the Coast. Series was sponsored for 39 weeks by the Fred W. Amend Candy Company for Chucky's candy in 17 markets via the American Broadcasting Company. Series returns to the Midwestern tele airways for the same sponsor December 27.

Program package owners, Gresham Allen & Martin are now peddling the kid series for local sponsorship. Since integrated commercials are used in the Chicago original, separate "Hail the Champ" version will be staged here for local or regional banking. Program originally was born on the Coast and was carried for two and a half years via station KLAC-TV for Powerhouse candy bar. Herb Allen is now on the Coast to set Western sales.

Advertisement for WJW-TV, featuring the text 'WJW 1922-1952 30th Year' and 'NBC AFFILIATE in DETROIT'. It also includes the name 'THE DETROIT NEWS' and 'THE GEORGE HOLLINGBERT COMPANY'.

THE BILLBOARD

Radio-TV Show Charts

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

Top 10 TV Shows Each Day of the Week in CHICAGO

(1,235,000 TV Sets\* Power Size, 450)

... According to Videodex Reports

Table listing TV stations and their affiliations: WKBK (Balaban & Katz Corp., CBS), WGN-TV (American Broadcasting Co., ABC), WGN-TV (WGN, Inc., De M), WNBQ (National Broadcasting Co., NBC).

Videodex reports monthly on each of 20 major markets, besides publishing a monthly national average report based on all 43 markets. In the 20 markets it has placed orders in a total of 7,700 TV homes. The city reports for these markets take the first seven days of each month, consider the rating 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.

Table for NOVEMBER, 1952, SUNDAY, Sign-On to Sign-Off. Lists shows like 'WHAT'S MY LINE?', 'JACK BENNY', 'COMEDY HOUR' with ratings.

Table for MONDAY, Sign-On to Sign-Off. Lists shows like 'LOVE LUCY', 'TALENT SCOUTS', 'LIFE WITH LUIGI' with ratings.

Table for TUESDAY, Sign-On to Sign-Off. Lists shows like 'BUICK CIRCUS', 'ELECTION RETURNS', 'BEULAH' with ratings.

Table for WEDNESDAY, Sign-On to Sign-Off. Lists shows like 'GODFREY AND FRIENDS', 'THE NAME'S THE SAME', 'STRIKE IT RICH' with ratings.

Table for THURSDAY, Sign-On to Sign-Off. Lists shows like 'DRAGNET', 'GROUCHO MARX', 'RACKET SQUAD' with ratings.

Table for FRIDAY, Sign-On to Sign-Off. Lists shows like 'OUR MISS BROOKS', 'MY FRIEND IRMA', 'MR. AND MRS. MORTH' with ratings.

Table for SATURDAY, Sign-On to Sign-Off. Lists shows like 'YOUR SHOW OF SHOWS', 'JACKIE GLEASON', 'MY LITTLE MARGIE' with ratings.

Share of Total Audience Radio vs. TV in CHICAGO

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

Table showing share of total audience for radio vs. TV from 7 P.M. to Midnight. Shows radio share increasing from 37.1% to 38.5% and TV share decreasing from 37.1% to 38.5%.

Table showing share of total audience for radio vs. TV from 6 A.M. to 6 P.M. Shows radio share at 25.5% and TV share at 74.5%.

Table showing share of total audience for radio vs. TV from 6 A.M. to Midnight. Shows radio share at 42.0% and TV share at 58.0%.

NEXT WEEK Videodex and Pulse Studies of CINCINNATI

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 & GRAHAM RESEARCH, INC., 342 Madison Avenue, New York.

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

By-Laws Meet By NARTB

WASHINGTON, Nov. 29—National Association of Radio and Television Broadcasters board of directors expects no difficulty in setting up revised by-laws recommendations next week to gear the association to TV's growth.

Meanwhile, Chairman John E. Fetzer of the TV Code Review Board, denied this week that his board has been considering action which would deny "free religious time on television." The report creation came from a representative of the National Council of Churches earlier in the week.

Top 5 Radio Shows Each Day of the Week in CHICAGO

(1,448,206 Radio Homes\*)

... According to Pulse Reports

Table listing top 5 radio shows: WAAF (1,000 watts), WAIT (5,000 watts), WBBM (50,000 watts), WCPB (50,000 watts), WCCW (250 watts).

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except in New York, which is monthly. Information is obtained by the personal interview roster method using a cross-section of homes pre-selected by a modified area sampling method. Ratings are reported by 15-minute segments. 8,200 homes are interviewed in each market. Ratings are reported by 15-minute segments from 6 a.m. to midnight each hour for the entire week. Evening ratings are based on 400 homes in each market. Monday-Friday daytime ratings are based on 1,000 homes.

Table for SEPTEMBER-OCTOBER, 1952, SUNDAY, 7 TO 12 P.M. Lists shows like 'INNER SANCTUM', 'FRANK FONTAINE, EDGAR BERGEN' with ratings.

Table for MONDAY, 7 TO 12 P.M. Lists shows like 'LUX RADIO THEATER', 'GODFREY'S TALENT SCOUTS' with ratings.

Table for TUESDAY, 7 TO 12 P.M. Lists shows like 'MR. AND MRS. MORTH', 'TRUTH OR CONSEQUENCES' with ratings.

Table for WEDNESDAY, 7 TO 12 P.M. Lists shows like 'GROUCHO MARX', 'THE BIG STORY', 'GREAT GILDENSLLEEVE' with ratings.

Table for THURSDAY, 7 TO 12 P.M. Lists shows like 'FBI IN PEATZ AND WAR, JR. MISS', 'STEVE ALLEN, BING CROSBY' with ratings.

Table for FRIDAY, 7 TO 12 P.M. Lists shows like 'POLITICS, OZZIE AND HARRIET', 'THIS IS YOUR FBI', 'JOHNSON, MEET CORLISS' with ratings.

Table for SATURDAY, 7 TO 12 P.M. Lists shows like 'GANGBUSTERS', 'NATIONAL BARN DANCE', 'TARZAN' with ratings.

Table for MONDAY-FRIDAY, 6 A.M. TO 7 P.M. Lists shows like 'ARTHUR GOODEY', 'GRAND SLAM', 'NEWS-BENTLY' with ratings.

Table for SATURDAY, 6 A.M. TO 7 P.M. Lists shows like 'THEATER OF TODAY', 'BASEBALL', 'FOOTBALL' with ratings.

Table for SUNDAY, 6 A.M. TO 7 P.M. Lists shows like 'DORIS DAY, AMOS 'N ANDY', 'DECEMBER BRIDE, JACK BENNY' with ratings.

\*Based on U. S. Census Radio Ownership of 1950 and Sales Management 1952 estimate of families in the Chicago metropolitan area, including Cook, DuPage, Kane, Lake and Will counties, Illinois, and Lake County, Indiana.

\*NBC estimate for October, 1952.

# Film Producers Push Skeds To Beat SAG Strike Threat

NEW YORK, Nov. 29 — Producers of TV-film commercials this week were pushing their recording schedules to the limit in preparation for the beginning of the projected Screen Actors Guild strike on Monday (1). One producer indicated that he expected to have some six weeks' work on hand when the strike begins as a result of recording and shooting already completed. In a few cases producers will be able to work with sound provided by the advertiser or his agency, and in some cases there will be re-working of materials already used. But, aside from that, producers revealed no planned method of surmounting the strike should it be prolonged, without getting on the SAG on a fair list, and some of them were doubtful as to just what that would mean.

At the meeting of the National Television Film Council here last week, Mel Gold, the organization's president, blasted SAG for its adamant stand on licensing payment for actors in TV-film commercials. He charged that this repayment principle was completely unrealistic and unprecedented in film production. SAG based the demand on the practices obtaining for television

Authority and the American Federation of Television and Radio Actors in live video, which, Gold said, the film producers could not understand.

Pointing out that the commercial producers had gone up from \$55 to \$70 per day in payments for actors when the TV film producers on the West Coast did, Gold declared that agreement on price is not difficult, but that the repayment principle demanded by SAG jeopardized the whole practice of putting TV commercials on film. He said that the repayment system could start a precedent by which all union workers and even the producers themselves could demand repayment for re-use to the point that the price of commercials would become absurd.

In his talk before NTFC, Gold outlined the scale and repayment

system that the producers had offered SAG in their counter-proposals. This would be for actors whose faces are shown carrying the sponsor's message or are on camera at least half the length of the spot.

According to Gold, the producers offered these actors a scale beginning with \$50 for a half day, \$70 for a full day, \$80 for shooting two commercials in one day, \$105 for three, on up to \$135 for five in one day and another \$10 for each spot over five in one day. The producers have refused to agree to pay strictly per spot, rather than per day. Gold argued that an actor could make as much as \$500 for an hour's work if he were paid \$70 per spot, as SAG proposed.

The producers proposed that the initial payment to these actors, Gold said, covers only the first 26 weeks on a national basis (defined as more than 30 stations), 39 weeks on a regional showing (6 to 30 stations) and 52 weeks locally (one to five stations). The period of use would be measured in each city individually, and concessions would be made for showings in the largest cities. The actor, according to the proposal, would then be repaid for the second, third and fourth times the commercial went thru any of those cycles, and then complete ownership of the commercial would go back to the producer.

## O'Neil-Landau Dicker on Film Package Deal

NEW YORK, Nov. 29.—Ely Landau this week was reported dicker with Tom O'Neil, head of the Mutual Broadcasting System and General Teleradio for several of his film packages. O'Neil is interested in "networking" them among a group of stations. Landau originally blue-printed about 12 film packages but found that only five met with strong response from stations.

O'Neil is believed to be interested in a half-hour series built around cases from the files of the United States Army's Criminal Investigation Division; the half-hour "Adventures of Buzz Bean," a kid show; "Magic Barber Shop," another kid show which features Cliff Edwards, and a 30-minute juvenile science fiction show. Two other possibilities, both five-minute shows, would be "Inspector Brent, Homicide," and one which uses comedia monologists.

## Vitapix Execs Meet; See TV Need for Film

HOLLYWOOD, Nov. 29.—Five-day policy huddle of the newly formed Vitapix Corporation execs was concluded here this week. Meeting was conducted between William F. Broidy, veepee in charge of Vitapix production; the company's prexy, Robert E. Wormhoudt, and treasurer, Don G. Campbell. New firm will produce and distribute TV film series. It will headquarters in New York where Wormhoudt and his sales staff will center their activities in newly opened offices at 509 Madison Avenue, while Broidy will helm its production on the Coast.

Wormhoudt is currently on a tour of the TV markets. Following conclusion of the policy and production talks here with Broidy, he left for San Francisco where he will continue his in-person survey of station film programming needs.

"Steadily rising costs in live television production, the lack of necessary mobility of action in staging and the dearth of sufficient creative talent at the local level, indicates beyond a question that motion picture film is the only answer to the great need for program material for television consumption," Wormhoudt said.

"It is merely a question of time until America's and the world's television stations will be dependent upon film material for as much as 85 per cent of its total telecasting hours. It also is inevitable that Hollywood must become the virtual center of all television creation if only because the motion picture capital holds the greatest concentration of creative and technical talent of any other city in the world. And to fill this great need for continuous hours of telecasting, Hollywood will jump from a colony of eight major studios to one with more than 30 or 40 so-called 'majors.' It will require the maximum output of at least that many 'major' studios to fill the great program void, and it can be filled only via film."

## K&E, WBSA Buy Service

NEW YORK, Nov. 29. — The Thomas L. Milana Company here this week sold its TV film availability and research service to Kenyon & Eckhardt, Inc., and WBSA-TV, York, Pa. The latter will become the second UTP station on the air, when it begins operation, December 1. Milana is now servicing 65 clients in 40 cities.

## COUNCIL NOMINATIONS

# NFTC Draws Slate With Heated Debate

NEW YORK, Nov. 29. — The nominations for presidency of the National Television Film Council at the organization's monthly meeting here Wednesday (28), was the occasion for some heated words when the current chairman, Mel Gold, put in a nomination for Arche Mayers, head of Unity Television. Mayers, who is currently board chairman of the org. got up and said he wouldn't be able to give the job the time it required, and then nominated the entire current slate of officers, which brought a loud "hear, hear" from the crowd. At that moment, Jacques Kopstein, Astor Peitures, who had nominated Paul White, head of PSI-TV, for the presidency, jumped up and objected to the nomination of the entire slate in one motion.

Mayers, remarking that this was only the third time that he had seen Kopstein at an NFTC meeting this year, then withdrew his nomination of the full slate, and Gold reiterated his nomination of Mayers.

Following the nomination of Sidney Mayers, attorney and brother of Arche Mayers, Kopstein jumped up again and demanded that Arche Mayers state there and then whether or not he was accepting the nomination. Kopstein said he agreed that Mayers was a good man for the job, but that he thought it would be unfair of him to imply his acceptance now and then decide he wouldn't have time for it and send out a letter at some later date declining.

**Mayers Accepts**  
Mayers then quietly rose again and, while Gold kept urging him in a low voice to take it, stated that he was accepting the nomination. The crowd applauded, and Kopstein withdrew White's name.

The rest of the proceedings went along in orderly fashion. Andy Jaeger, PSI-TV, was also nominated for president. For vice-president, Dave Savage, WCBS-TV, and Sally Perle, Mescal Organization, were nominated. For secretary, Dave Bader, of Film World; Bill Van Praag, commercial producer, and Miss Perle were put on the ballot. For treasurer, Bill Reddick, of Germaine, Inc., and Waldo Mayo, of Mayo Video,

were named. For the board of directors, in addition to Gold, Bader, Jaeger, White and the two Mayers, the names of Bill Holland, Hyperion; Henry Brown, Atlas; Gene Sharin, Transatlantic; Frank Bibas, McCann-Erickson; Connie Lazar, Unity, and Lou Cameron were placed in nomination.

Further nominations will be accepted by mail up until the election meeting in December.

## Ford, Luckies Are Unhappy About Series

NEW YORK, Nov. 29. — Two clients—Ford Motors and Lucky Strike—this week were unhappy over their current film series. Ford owns a half-hour series produced by Screen Gems, and Lucky Strike owns "Biff Baker." The former is on the National Broadcasting Company's web, Thursdays 9:30-10 p.m. and the latter, a half hour earlier the same night on the Columbia Broadcasting System's TV network.

It is reported that Ford has been burning up the wires with complaints to the Coast. The advertiser is said to be paying \$20,000 weekly for the show, but the contract guarantees that about \$27,000 worth of production value was to be put into the show. Screen Gems, of course, was to recapture this portion of its investment on re-runs. Ford feels the show should be better in order to get a higher rating.

Lucky Strike feels much the same way about "Biff Baker," but has a firm 26-week contract with the Music Corporation of America, the producer of the series. The reviews on the program were bad. Execs at Batten, Barton, Durstine & Osborn, the Lucky Strike agency, are now supervising the program more closely, in an attempt to improve its content.

## UTP Catalog Sells to Two New Markets

NEW YORK, Nov. 29.—United Television Productions this week started making hay in the new TV markets. Two stations in Roanoke—WROV-TV and WSLV-TV—and two stations in Spokane—KHQ-TV and KSPQ-TV—both purchased the initial catalog of Studio Telecriptions from UTP. These are the 400 musical films produced by Studio Films.

UTP, however, this week discontinued its efforts to sell the Dick Tracy series and the Alexander Korda feature pictures which are owned by Snader and are now on the open market.

## Consolidated Handles 'Carol'

NEW YORK, Nov. 29.—Consolidated Television Sales, Inc., this week acquired exclusive TV distribution rights to a half-hour film version of Dickens' "Christmas Carol," featuring Vincent Price as narrator, Taylor Homes as Scrooge and the Mitchell Boys Choir. In view of its seasonal program appeal, Consolidated anticipates that most of its sales will be made to stations, rather than directly to advertisers. The film was produced by Tableau Productions, Ltd.

Consolidated's TV film series, "Hollywood Half Hour," will bow over WCBS-TV here, January 1, 1:30 p.m. under the sponsorship of Medaglia D'Oro coffee.

## NEXT WEEK—

make it a special point to get...



## THE BILLBOARD TV FILM PROGRAM GUIDE and MARKET REPORT --Out December 9th

...featuring valuable Market Data, Program Ratings and Helpful Statistics on TV Film... Important Up-to-date Business Directories... Latest TV Film Developments and the answers to Dozens of Current TV Film Problems.

The Billboard, 1164 Patterson St., Cincinnati 22, Ohio

Please send me The Billboard for the next 52 weeks, including 12 TV Film Program Guide and Market Report numbers, beginning with the December 13th edition—out next week.

\$10 (includes 53 on single copy rates)  Send bill 602

NAME .....

ADDRESS .....

CITY .....ZONE.....STATE.....

COMPANY .....

Use the Convenient Money-Saving Coupon... to be sure you get this important TV Film Special—and the next 51 issues of The Billboard—including 11 more monthly TV Film Program Guide and Market Report numbers.

# 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, 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	ARB Rating	ARB Rating of Preceding Show	ARB Rating of Opposition Shows
<b>WESTERN</b>				
Cisco Kid	30	78		
Dist.: Ziv Television Productions				
BALTIMORE (3 stations)				
WBAL, 7-7:30, Tues.		29.0		
Previous Month's Rating		(17.4)		
Opposition Shows, 7-7:30		6.3		
WBAR—Sun Papers News; Washington Feature		3.2		
WAAW—Viewpoint, People's Political Poll		1.0		
CHICAGO (4 stations)				
WGN, 11:30, Sun.		9.0		
Previous Month's Rating		(11.4)		
Opposition Shows, 7-7:30		8.5		
WGBB—Feature Film		1.5		
WGN—WNBC—World Series		37.0		
CHICAGO (3 stations)				
WCPC, 6:30, Sun.		31.0		
Previous Month's Rating		(23.9)		
Opposition Shows, 6-6:30		4.9		
WENT—The Hop Between		3.2		
WRCB—Man of the Week		3.2		
CLEVELAND (3 stations)				
WBNS, 12-12:30, Sat.		9.7		
Previous Month's Rating		(11.5)		
Opposition Shows, 12-12:30		6.3		
WVTV—The Big Top		7.2		
WVTV—Feature Film		2.3		
DETROIT (3 stations)				
WXYZ, 7-7:30, Thurs.		32.0		
Previous Month's Rating		(24.4)		
Opposition Shows, 7-7:30		16.0		
WJMK—Headlines on Parade; Political Speech		3.4		
WJW—Michigan Outlook; Living Today		4.9		
PHILADELPHIA (3 stations)				
WCAU, 7-7:30, Fri.		28.7		
Previous Month's Rating		(17.7)		
Opposition Shows, 7-7:30		3.0		
WP12—Herman Hekelman; Handy Man		4.3		
WFL—George Walsh, News; Newslet		4.9		
SAN FRANCISCO (3 stations)				
KRON, 7-7:30, Thurs.		22.8		
Previous Month's Rating		(20.4)		
Opposition Shows, 7-7:30		5.6		
KPIX—Sports, It's a Good Idea		1.8		
KGO—Gene Autry		14.0		
WASHINGTON (4 stations)				
WNBW, 3:45-4:15, Sat.		14.3		
Previous Month's Rating		(9.4)		
Opposition Shows, 3:45-4:15		25.7		
WTTD—No Service				
WTOP—Armed Forces Football		2.8		
ALSO CURRENTLY SHOWING IN:				
Anne, Atlanta, Birmingham, Birmingham, Bloomington, Buffalo, Charlotte, Columbia, Dallas-Fort Worth, Dayton, Des Moines, Erie, Grand Rapids, Houston, Greenboro, Indianapolis, Jacksonville, Johnsons, Kalamazoo, Kansas City, Lancaster, Lansing, Memphis, Miami, Milwaukee, Minneapolis, New York, New Haven, New Orleans, Norfolk, Phoenix, Providence, Richmond, Pittsburgh, Rochester, San Diego, Schenectady, St. Louis, Seattle, Syracuse, Toledo, Utica.				

Series Name	Length in Minutes	ARB Rating	ARB Rating of Preceding Show	ARB Rating of Opposition Shows
Oct. ARB Rating		11.0		
(Previous Month's Rating)		(5.8)		
Opposition Shows, 7-7:30		15.8		
KNXT—Blue Ridge Boat		20.4		
KNX—Dead Old Moola		4		
KHJ—Newspaper of Air		5.2		
Movie Quick Quiz		1.3		
KTV—Premiere Theater		6.0		
KLAC—Invitation Playhouse		6.4		
SAN FRANCISCO (3 stations)				
KGO, 7-7:30, Thurs.		14.0		
Oct. ARB Rating		19.0		
Opposition Shows, 7-7:30		22.0		
KPIX—Sports, Good Idea		1.8		
ALSO CURRENTLY SHOWING IN:				
Birmingham, Dallas-Fort Worth, Denver, El Paso, Huntington, Lubbock, Memphis, Minneapolis-St. Paul, New Haven, Omaha, Providence, Seattle, St. Louis.				
ALSO CURRENTLY SHOWING VIA CBS TELEVISION NETWORK				

**WARNING • WARNING • WARNING**

Check distributor for availability. Any of the films listed here may be available in the immediate or near future, regardless of markets in which they are now being shown. Query distributor promptly on any film in which you are interested.

Series Name	Length in Minutes	ARB Rating	ARB Rating of Preceding Show	ARB Rating of Opposition Shows
<b>Hopalong Cassidy</b>				
BALTIMORE (3 stations)				
WBAL, 12:30-6:00, Sun.		6.2		
Previous Month's Rating		(16.0)		
Opposition Shows, 12:30-1:30		3.3		
WAAW—Double Feature		5.2		
WMAW—Candy Carnival; Film Theater of the Air		4.3		
BOSTON (4 stations)				
WBZ, 11:45-12:45, Sat.		9.4		
Previous Month's Rating		(2.5)		
Opposition Shows, 11:45-12:45		6.7		
WJAC—Smilin' Ed's Gang; The Big Top		6.7		
CLEVELAND (3 stations)				
WBNS, 3:45-4:15, Sat.		8.4		
Previous Month's Rating		(7.3)		
Opposition Shows, 3:45-4:15		17.3		
WVTV—Armed Forces Football		1.6		
WVTV—Saturday Matinee		5.5		
COLUMBUS (3 stations)				
WTVN, 5-6, Sun.		16.1		
Oct. ARB Rating		16.1		
Opposition Shows, 5-6		3.0		
WVTV—World Series; Film Shows; Mr. Wizard		6.7		
WBNS—Rebellion		1.7		
DAYTON (2 stations)				
WVTV, 11:30-12:30, Sat.		9.5		
Previous Month's Rating		(31.9)		
Opposition Shows, 11:30-12:30		3.6		
WVTV—Smilin' Ed's Gang; Big Top		9.1		
DETROIT (3 stations)				
WVTV, 5:15-6, Sun.		10.7		
Oct. ARB Rating		10.7		
Opposition Shows, 5:15-6		10.2		
WJMK—Sports Film; Political Speech		4		
WXYZ—Super Circus		17.8		
NEW YORK (7 stations)				
WNBT, 11:30-12:30, Sat.		1.8		
Previous Month's Rating		(2.5)		
Opposition Shows, 11:30-12:30		2.5		
WCB—Smilin' Ed's Gang; Bob Top		5.2		
WABC—Kids and Company		7		
WJZ—Pud's Pizz Party; Films of Interest; Italian Cookery		4		
WPIX—World Series Film		4		
WATV—Feature Film		4		
PHILADELPHIA (3 stations)				
WPTZ, 6-7, Tues.		31.2		
Previous Month's Rating		(22.6)		
Opposition Shows, 6-7		10.2		
WPTZ—Super Circus; Paddock Parade; Eso Reporter; Political Program		8		
WCAU—Today's Movie; Names in News; On the Line; TV News; Randy Carter		3.5		
WASHINGTON (4 stations)				
WNBW, 11-12, Sun.		10.2		
Oct. ARB Rating		10.2		

Johnston, New York, Philadelphia, Pittsburgh, Rochester, Schenectady, Syracuse, Washington, Boston, New Haven, Providence, Atlanta, Charlotte, Greensboro, Jacksonville, Louisville, Miami, Norfolk, Dallas, Houston, New Orleans, Oklahoma City, San Antonio, Tulsa, Cleveland, Columbus, Dayton, Detroit, Grand Rapids, Kansas City, Milwaukee, Omaha, St. Louis, St. Paul, Toledo, Salt Lake City, Seattle, Phoenix.

Series Name	Length in Minutes	ARB Rating	ARB Rating of Preceding Show	ARB Rating of Opposition Shows
<b>The Range Rider</b>				
BOSTON (2 stations)				
WBZ-TV, 7-7:30, Sun.		36.5		
Previous Month's Rating		(28.8)		
Opposition Shows, 7-7:30		15.7		
WVTV—Gene Autry		15.2		
LOS ANGELES (7 stations)				
KNBC, 7-7:30, Thurs.		7.0		
Oct. ARB Rating		5.2		
Opposition Shows, 7-7:30		5.4		
KNXT—Big Top		5.0		
KTLA—Newspaper		3.5		
KECA—The Ruptured		18.8		
KTV—In Our Times		2.7		
KLAC—You're Never Too Old		6.6		
SAN FRANCISCO (3 stations)				
KPIX, 7-7:30, Thurs.		8.4		
Previous Month's Rating		(25.0)		
Opposition Shows, 7-7:30		3.2		
KRON—Science in Action		11.2		
KGO—Western Football		10.6		
ALSO CURRENTLY SHOWING IN:				
Haverport, Cleveland, Dallas-Fort Worth, Dayton, El Paso, Houston, Indianapolis, Minneapolis, New York, Philadelphia, Providence, New Orleans, Omaha, Phoenix, Portland, San Diego, Seattle, Washington.				

Series Name	Length in Minutes	ARB Rating	ARB Rating of Preceding Show	ARB Rating of Opposition Shows
<b>Crusade in the Pacific</b>				
DAYTON (2 stations)				
WVTV, 7-7:30, Thurs.		23.9		
Previous Month's Rating		(16.5)		
Opposition Shows, 7-7:30		15.7		
WVTV—Captain Video		14.8		
ALSO CURRENTLY SHOWING IN:				
Brownsville, Kansas City				
<b>Clete Roberts' World Report</b>				
LOS ANGELES (7 stations)				
KNBC, 6:45-7, Fri.		1.2		
Oct. ARB Rating		1.2		
Previous Month's Rating		(1.4)		
Opposition Shows, 6:45-7		1.8		

## • 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

Title	Station	Time	Genre	ARB Rating
COURAGEOUS SIR PENN	M. & A. Alexander, 6040 Sunset Blvd., Hollywood	16mm.	Feature	
DIARY OF A CHAMBERMAID	Standard Television Corp., 1203 W. 7th St., Hollywood	16mm.	Feature	
MR. EMANUEL	Unity Television Corp., 1501 Broadway, New York	16mm.	Feature	
FABULOUS SEVANN	Unity Television Corp., 1501 Broadway, New York	16mm.	Feature	
THE HAIRY APE	Seeline Television Co., 316 W. 37th St., New York	16mm.	Feature	
HANGMEN ALSO DIE	Unity Television Corp., 1501 Broadway, New York	16mm.	Feature	
INTERNATIONAL LADY	Peerless Television Productions, Inc., 729 S. 57th Ave., New York	16mm.	Feature	
MAN FROM PRIMO	Hollywood Television Service, Republic Studios, N. Hollywood	16mm.	Feature	
MEET THE MAVOR	Motion Pictures for Television, 655 Madison Ave., New York	16mm.	Feature	
MIRRELY MR. HAWKINS	M. & A. Alexander, 6040 Sunset Blvd., Hollywood	16mm.	Feature	
ODETTE	Snader Televisions Sales, 229 W. 42d St., New York	16mm.	Feature	
PAVOR HALL	Motion Pictures for Television, 655 Madison Ave., New York	16mm.	Feature	
ON THE WAGON	Motion Pictures for Television, 655 Madison Ave., New York	16mm.	Feature	
SHANGHAI GARDNER	Unity Television, 1501 Broadway, New York	16mm.	Feature	
SLEEP MY LOVE	Quality Films, Inc., 1040 N. Las Palmas, Hollywood	16mm.	Feature	
TOMORROW THE WORLD	Quality Films, Inc., 1040 N. Las Palmas, Hollywood	16mm.	Feature	
THORNADO	Specialty Television Films, Inc., 1501 Broadway, New York	16mm.	Feature	
WITHOUT HONOR	Quality Films, Inc., 1040 N. Las Palmas, Hollywood	16mm.	Feature	

### OTHER

Title	Station	Time	Genre	ARB Rating
ENCHANTED HOLIDAY	Moure-McCormack Lines, 5 Broadway, New York	16mm.	Feature	
FIRE AND SMOKE	Kona Company, Sweden	16mm.	Feature	
GRANDMA MOSES	A. F. Films, Inc., 1600 Broadway, New York	16mm.	Feature	
HOW TO CATCH A COLD	Animation Film, 347 Madison Ave., New York	16mm.	Feature	
TROPICAL BATTLEGROUND	Jesuit Mission Bureau, 4511 West Mission Blvd., St. Louis	16mm.	Feature	
UTILITY UNLIMITED	Bell Aircraft Co., Public Relations Dept., Buffalo, New York	16mm.	Feature	

Series Name	Length in Minutes	ARB Rating	ARB Rating of Preceding Show	ARB Rating of Opposition Shows
<b>Crusade in Europe</b>				
Dist.: 20th Century-Fox				
LOS ANGELES (7 stations)				
KNBC, 7-7:30, Thurs.		4.1		
Previous Month's Rating		(2.5)		
Opposition Shows, 7-7:30		5.0		
KNBC—Natalie Nevans; These Two; News Catavan		1.2		
KECA—Cleo Kid; KX Carson		16.0		
KHJ—Movie Quick Quiz		10.4		
Name of Show		10.4		
WVTV—Bar 11 Reach; From Page Detective		3.4		
KLAC—Million Dollar Movie		3.1		
ALSO CURRENTLY SHOWING IN:				
Cleveland, El Paso, Houston, Philadelphia, Seattle, Spokane.				

Series Name	Length in Minutes	ARB Rating	ARB Rating of Preceding Show	ARB Rating of Opposition Shows
<b>Miscellaneous</b>				
Dist.: United World Films, Inc.				
BOSTON (2 stations)				
WBNS, 7:30-7:45, Tues.		1.7		
Previous Month's Rating		(10.1)		
Opposition Shows, 7:30-7:45		4.1		
WVTV—Dinah Shore		19.8		
DETROIT (3 stations)				
WXYZ, 9:30-9:45, Thurs.		9		
Previous Month's Rating		(2.3)		
Opposition Shows, 9:30-9:45		4.0		
WVTV—Big Top		24.9		
WVTV—Pod Playhouse		26.2		
PHILADELPHIA (3 stations)				
WPTZ, 6:45-6:55, Sun.		13.6		
Previous Month's Rating		(12.9)		
Opposition Shows, 6:45-6:55		16.2		
WFL—Clyde and Bunny North		3.8		
WCAU—See It Now		4.0		
ALSO CURRENTLY SHOWING IN:				
Buffalo, Dallas-Fort Worth, Jacksonville, Nashville, New Orleans, Oklahoma City, St. Louis, San Antonio, San Diego, San Francisco, Schenectady, Seattle.				

Series Name	Length in Minutes	ARB Rating	ARB Rating of Preceding Show	ARB Rating of Opposition Shows
<b>Stranger Than Fiction</b>				
Dist.: United World Films, Inc.				
BOSTON (2 stations)				
WBNS, 7:30-7:45, Tues.		1.7		
Previous Month's Rating		(10.1)		
Opposition Shows, 7:30-7:45		4.1		

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...

Table with columns for Western film series, including 'The Quarter Cripple Show', 'Cinema-Corona', etc.

Table with columns for Quiz film series, including 'Going Places', 'Search-A-Team', etc.

Table with columns for Documentary film series, including 'King's Crowns', 'March of Time', etc.

NEW SERIES

Classics to Be Filmed By N. Y. Org

NEW YORK, Nov. 29.—J. Milton Salzbarg, head of Pictorial Film and Cornell Film, has formed a new org, Novel Films, Inc., for the production of TV-film programs...

ITALIAN ORG PREPS FOR TV FILMING... NEW YORK—Italian Films Export has set up a TV section with Ralph Serpe in charge...

THE LITTLE SHOW IS PACKAGED... NEW YORK—Sterling Television Company has put together a package of 26 15-minute films...

UTP Adds 4 To Program Sales Staff

CHICAGO, Nov. 29.—Four additions to the United Television Programs sales staff were announced here this week...

Table with columns for Miscellaneous film series, including 'Advertisements in Living', 'Best Things in Life', etc.

MISCELLANEOUS

Table with columns for Miscellaneous film series, including 'Advertisements in Living', 'Best Things in Life', etc.

RELIGIOUS

Table with columns for Religious film series, including 'Bible Readings', 'Du Mont Television Network', etc.

Picture Business

Continued from page 2

motion picture industry when the movies are fighting a losing battle over audience with television, a dangerous temptation may exist to resort to impractical gimmicks...

Producers and exhibitors should remember, however, that no matter what new processes are added to the movie medium, the play remains still the thing, and that great performances and direction are still the most potent magnets...

This in no way means that color detracts from a picture's true value. A film such as 'Quo Vadis' or 'Greatest Show on Earth' would indeed lose a measure of its appeal had it been filmed in black and white...

Some day when three-dimension arrives it will change the art form of the movie. Writing, acting and direction will have to be altered accordingly to utilize the new addition to the medium of the screen...

expansion move is the anticipated acquisition of several additional properties. First to be announced is the Studio Teletype Library...

IT COST THEM COMING, GOING

NEW YORK, Nov. 29.—When Marathon TV Newsreel, Inc., made location shots aboard the Zephyrette, rail diesel car, during the filming of its new TV public information film, 'Clear Iron'...

The train, which usually commutes from Salt Lake City to California, covered a mere 40 miles with Marathon, but the red-faced conductor insisted on collecting fares from his only passengers...

THE MARKET PLACE for TELEVISION FILM INDUSTRY

Adventure

TV and AM's best combination offer—"This is the Story" (night), Morton Productions, 300 N. Michigan Ave., Chicago.

"Young Eagles"—13 episodes of thrilling adventure. The story of America's Boy Scouts and their perilous exploits. Atlantic TV Corp., 130 W. 46, N.Y.C. 36.

13 half-hour shows, "Master of the Royal Mounted," James Maxwell as Sergeant Ranfrew, with M. and A. Alexander, 6000 Sunset Blvd., Hollywood, Calif.

Adventure-Mystery

TV's greatest combination super-sleuth, super-artist.

"BOSTON BLACKIE"

Each half-hour program a complete episode planned for 3 full-length commercials.

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

"THE UNEXPECTED"

Each half-hour program a complete original story where FATE writes the "Unexpected" ending!

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

Children's

"Betty and the Magic Key" featuring the famous live Havings Marionettes, immediately available for several markets.

New available—26 episode, top rated Marshall Field "Uncle Mistletoe" puppet show.

Comedy

One a Day—350 Raring Comedy, 15 minutes each. Children's show a specialty.

Commercials

Five Star Productions features "You Set the Budget" TV commercials.

12 of N Y's Top 15 TV Airers Use Film

NEW YORK, Nov. 29.—Eight of the top 15 local TV shows here are on film, and 12 of the 15 are aired over WNBT, according to the November Pulse ratings.

The Pulse study also showed that radio listening in local TV homes has increased from 13.8 in November, 1950, to 17.3 this year.

The top 15 non-network TV shows here in November were: The Horn and Hardart "Childrens Hour," WNBT, live, 25.7; "Foreign Intrigue," WNBT, film, 19.3; "Dangerous Intrigue," WNBT, film, 18.3; "Jeweler's Showcase," WCBS-TV, film, 16; "Hopalong Cassidy," WNBT, film, 15; "Magic Clown," WNBT, live, 14; "The Unexpected," WNBT, film, 13; "WNBT Saturday News Special," live-film, 13; "WCBS-TV Sunday News Special," live-film, 13; "Rootie Kazootie," (local then, now on network) WNBT, live, 12.3; "Time for Adventure," WNBT, live-film, 11.7; "The Cisco Kid," WNBT, film, 10; "The Early Show," WCBS-TV, feature film, 9.8; "Football Preview," WNBT, film, 9.7; "11th Hour News," WNBT, live-film, 9.2; "Rootie Kazootie," "The Early Show" and the "11th Hour News" are across-the-board shows.

UNEXPECTED" WNBT, film, 13; "WNBT Saturday News Special," live-film, 13; "WCBS-TV Sunday News Special," live-film, 13; "Rootie Kazootie," (local then, now on network) WNBT, live, 12.3; "Time for Adventure," WNBT, live-film, 11.7; "The Cisco Kid," WNBT, film, 10; "The Early Show," WCBS-TV, feature film, 9.8; "Football Preview," WNBT, film, 9.7; "11th Hour News," WNBT, live-film, 9.2; "Rootie Kazootie," "The Early Show" and the "11th Hour News" are across-the-board shows.

Avon Hunts 1/2-Hr. TV-Film Drama

NEW YORK, Nov. 29.—Avon Products this week was looking for a half-hour video film series. The advertiser would like to program the series in several Eastern markets.

CLASSIFIED ADVERTISING

"FAMOUS PLAYHOUSE" GREAT STARS ORIGINAL STORIES Over 140 audience-tested half-hour shows in all categories.

HAPPY HOLIDAY for HONOLULU

KCMH-TV, Honolulu, scheduled to be on the air around Christmas week, has planned a Christmas treat for Hawaiians.

News

SPOT NEWS PHOTOS

IMP's dramatic spot news pictures give you swift, timely coverage for TV newsmen.

Services

Syndicators, Sponsors—Syndicated package series shipped, followed up for reports, inspected, cleaned and stored.

Film Processing

Weekly entertainment newsletter digests reviews, covers NYC & LA TV, Radio, Films, Night Clubs, Legit; \$25 a year.

Sports

Cemeseo Beer was sorry about Sportsman's Club—saw there were only 52 in the series available—after tremendous record on WJW-TV, Rochester.

Western

America's greatest salesman with a sensational record sales.

"THE CISCO KID"

"D. Henry's Famous Robin Hood of the Range" starring Duncan Renaldo as "Cisco" and Leo Carrillo as "Pancho."

ZIV TELEVISION PROGRAMS, INC.

1529 Madison Road, Cincinnati 6, Ohio

ADVERTISING RATES

Table with columns for Regular Classified, Display Classified, and All Orders and Inquiries to TV-Film Market Place.

THE BILLBOARD, 1504 Broadway, New York 36, N. Y.

Those Two

**TELEVISION—Reviewed** Wednesday (19), 7:30-7:45 p.m. EST. Broadcast Mondays, Wednesdays, Fridays. Sponsored by Procter & Gamble, thru Benton & Bowles, via National Broadcasting Company. Producer-director, Ben Brady. Writers, Seaman Jacobs and Jack Crutcher. Music, Harry Lubin. Choreography, Lou de Pron. Cast: Pinky Lee, Martha Stewart, others.

This thrice-weekly stanza gives promise of developing into a pretty good entertaining opus after a considerable amount of floundering around earlier in its career. Now originating from Hollywood, instead of New York, it has added a new script staff and revised its format. The results are a decided improvement over previous efforts.

The biggest change in format is the addition of a story line which runs thru the three weekly episodes. Pinky Lee still is an eager, clumsy little character who seeks to further the career of the heroine, played by Martha Stewart. Instead of placing the action in a summer resort, it now comes off in a boarding house. There is this much to be said about the scripting: it does provide some laughs, which was something not said very often last season.

Current week's editions deal with Pinky's efforts to get an invitation for Martha and her lady friend to attend a party for one Prince Bonaparte thru the aid of Pinky's employer, a society columnist. After the usual problems, the tickets finally were procured and Martha even was slated to sing at the party, when the Prince turned out to be a prize-winning French poodle.

The plotting and execution both could use a little more subtlety rather than the trip-hammer approach. Pinky's characterization still seems too much on the mawkish side, but then that's Pinky, and if he changed he wouldn't be himself. Miss Stewart makes an attractive heroine. On the show caught she warbled "Getting to Know You" to nice effect, and Pinky did a comic rendition of "Sometimes I'm Happy," topped off with some slick tapping to a variety of rhythm changes.

Plugs for Tide consisted of a typical film pitch, and a live plug aired just before the discovery that the Prince was a pooch. This enabled the characters to take off on their impressions of royalty palaver, using the sponsor's product as the subject matter. It made for a clever and well-conceived commercial. Sam Chase.

Ding Dong School

**TELEVISION—Reviewed** Tuesday (25), 9:30 a.m. CST. Sustaining via National Broadcasting Company from WNBC, Chicago. Producer and director, Feinold Werrenrath Jr. Cast, Dr. Frances Horwich.

"Ding Dong School" is a television program for children of pre-school age. The show reviewed, which was typical, was the second on the network. Only one person was seen—Dr. Frances Horwich, a child psychologist, known to her audience as Miss Frances. The half hour was utter simplicity. The background was plain, broken only by some pictures drawn by children, and some toys and small objects which have been used on past shows. The action in the show consisted largely of Miss Horwich talking to the children, showing them how to plant some bulbs whose

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Television Radio Reviews

All Star Revue

**TELEVISION—Reviewed** Saturday (22), 8-9 p.m. EST. Presented by Pat Milk, Kellogg and Del Monte, thru the Gardner Agency, Leo Burnett Agency, and McCann-Erickson, via National Broadcasting Company TV. Producer, Bill Harmon. TV director, Sid Smith. Production supervisor, Joe Bigelow. Special lyrics and music, Sid Kuller and Hal Borne. Music by Lou Brigg. Cast: Ritz Brothers, John Ireland, Mimi Benzell, Noreen Nash, Bill Skipper, Harvey Grant, Richard Eyer, others.

Using a series of their standard night club routines and tying them up via a thin story is hardly the formula to bring the Ritz Brothers fame in television. The basis of their second venture on network TV was a contrived informality that never jelled. After an opening showing, the Ritzes caged as "wild animals" and their rushing thru the audience working with stoges, including a guy in a gorilla costume, they went in a gimmicked story line. The gimmick in this one was to have Harry Ritz's two boys, dressed in pajamas pleading for bedtime stories. The two noppets were cute and read their lines with a lot more plausibility than their father or their two uncles. In any event this segued into a series of productions starting with a girl dressed as Indians in a spirited dance. The Ritzes followed as Pilgrims with Harry yelling his famous tag line, "Don't hollah," plus a gag that ran, "What's a Jane Russell?" The answer: "A Pilgrim who's never made any progress!" Even the studio audience gave that one heavy breathing. Then came the Ritzes' famous "Snow White" routine, which has been done by them in cafes all over the country so many times it is doubtful if it created new friends.

Probably the best routine in the hour-long show was the "Ivanhoe" production spotlighting a number "We Are the Ladies in Waiting in King Richard's Court." Up to then the laughs were few. John Ireland, as Ivanhoe, was a pretty fair actor. But, as Ivanhoe, he read his lines like he was reading the small print in his contract.

Mimi Benzell's job was to exchange lines with the brothers and Harry's two kids and then do an aria. She did the latter acceptably.

Show ended with the Ritz boys going into their classic, "The Guy in the Middle Is the Funny One." This one was funny the first time around. It is now frayed at the edges. The boys must've made plenty on this single routine. It's about time they retired it.

A show like this cannot help the Ritz Brothers. Not only was it a reprise of their cafe act, already seen by thousands, but doing the same act for audiences of millions may hurt them in future cafe bookings.

Bill Smith.

growth they will follow in coming weeks, and doing some finger painting, which the youngsters were supposed to do along with her.

Miss Horwich is adept at talking to children, avoiding condescension, talking slowly, using alliteration and repetition.

Captures Kids

She projected a kindness and understanding which by all available evidence completely captures the children. While the show was on only locally, WNBC received an unusual quantity of mail from mothers, praising both the quality of the show and the station for taking the kids off their hands for half an hour in the morning.

Miss Horwich used the final few minutes to talk to mothers, to tell them that the kids had learned that morning and give a little advice on how to keep them occupied during the day. Although the show aims at probably the most limited audience of any in broadcasting, it can be an intensely loyal audience, and would seem ideal for selling children's products. It is carried on the net for half-an-hour every week day.

Jack Mabley.

CAPSULE COMMENT

Those Two (TV), NBC-TV, Wednesday (19), 7:30-7:45 p.m. EST.

After a considerable amount of floundering around earlier in its career, this show now gives promise of developing into a pretty good entertaining opus. The main reason is a change in format providing a stray line running thru the three weekly outings. The show caught had a nicely integrated live commercial which had humor and originality. (See full review this issue.)

The Longines-Wittnauer Thanksgiving Festival Hour of Music (TV), CBS-TV, Thursday (27), 5-6 p.m. EST.

The fourth annual presentation of this traditional Thanksgiving airer belonged in the program's usual super-colossal production category. In view of the Titan-like dimensions of its production layout, the hour-long show moved along at a remarkably airy pace with the dignified artistry of the Symphonette still the best part of the program. (See full review this issue.)

New York Cooks (TV), WPIX, New York, Thursday (20), 1:30-2 p.m. EST.

This daily Manhattan food series is chiefly distinguished by the fact that its culinary queen, Betty Baker, neither gushes nor giggles while she works. On the show caught (20), the attractive blonde home economics expert played hostess to a specialist in Italian cooking, Maria Luisa. (See full review this issue.)

Report to the People (Radio), WMCA, New York, Wednesday (19), 9:30-10 p.m. EST.

First in this series on city wellfare problems covered street crime. Dorothy Dunbar Bromley brought in interviews of persons who had been involved in muggings. These were followed by spot checks on police patrolling of the neighborhoods cited. With the aid of street noises in the background, the show got across a sense of realism and urgency. (See full review this issue.)

Opera Cameos (TV), WPIX, New York, Sunday (16), 7:30-8 p.m. EST.

This program has steadily improved in quality and production technique. This season's debut stanza showed a notable gain over last year's effort by offering a summary of the plot and an improvement in the physical staging. The opera presented, the second act of "La Forza Del Destino," contained some lovely melodies which were excellently sung by the three principals, Nicola Moscona, Rina Telli and Lloyd Harris. The commercials were announced by David Ross for Progresso Foods. They were simple and effective. (See full review this issue.)

All Star Revue (TV), NBC-TV, Saturday (22), 8-9 p.m. EST.

Second venture of the Ritz Brothers on network TV showed a reprise of their standard cafe and theater act tied together via a thin story line. Basic format was series of bedtime yarns acted out by the three guys plus the help of chorus line, choreography, John Ireland and Mimi Benzell. The highlight was the "Ivanhoe" sketch. The madness that has been long associated with the Ritz Brothers seldom came thru with any conviction. (See full review this issue.)

Ding Dong School (Television), NBC Network Tuesday (25), 9:30 a.m. CST.

The network has taken this unusually successful WNBC kid show which is aimed only at children under 6 or 7. Frances Horwich, child psychologist, was the only live person on the show. She talked to the youngsters and showed a few visual tricks, such as finger painting, looking at toys

The Longines-Wittnauer Thanksgiving Festival Hour of Music

**TELEVISION—Reviewed** Thursday (27), 5-6 p.m. EST. via Columbia Broadcasting System-TV, New York. Producer, Alan Cartoun. Directors, Cartoun, Ted Estabrook. Musical arranger, Louis Brunelli. Cast: The Symphonette, The Choriers, Corps de Ballet. Set designer, Kathleen Ankers.

The Longines-Wittnauer Thanksgiving Festival Hour of Music was presented for the fourth successive year Thursday afternoon (27) with production in the show's traditional super-colossal category.

The hour-long airer utilized 12 different settings, and a cast of over a 100, including a symphony orchestra, a choral group and a special corps de ballet. It moved along at a remarkably airy pace in view of the Titan-like dimensions of its production layout, which covered two complete studios.

The ballet was all over the place in a succession of elaborate picture stories illustrating everything from "Alexander's Ragtime Band" (a conflict) caper at a New Orleans Mardi Gras) to a rather pretentious interpretation of the spiritual, "My Lord Says He's Going to Rain Down Fire."

Dancers on the latter were overpowered by too many arty special effects—flames, smoke, etc. In line with this, it's worth noting that in many instances dancers on the show were called upon more for pantomime work than actual stepping.

In spite of the spectacular production numbers tho, the best part of the show was provided by the dignified simplicity of the Symphonette musical numbers, particularly a selection from Dvorak's "New World Symphony," accompanied by a series of magnificent scenic film clips.

June Bundy.

New York Cooks

**TELEVISION—Reviewed** Thursday (20), 1:30-2 p.m. EST. Participator, sponsorship, via WPIX New York. Director, Freddie Bartholomew. Emcee, Betty Baker. Guest, Maria Luisa.

This daily Manhattan food series is chiefly distinguished by the fact that its culinary queen, Betty Baker, neither gushes nor giggles while she works. Instead, the attractive blonde home economics expert conducts herself in a brisk, breezy manner rarely displayed in the vicinity of a video kitchen range.

She obviously knows her trade well enough to dispense with the usual flowery phrases and coy mannerisms of the professional "homemaker," yet her approach is informal enough to keep the

(Continued on page 12)

Report to the People

**RADIO—Reviewed** Wednesday (19), 9:30-10 p.m. EST. Sustaining via WMCA, New York. Produced by WMCA's Public Service Division. Cast Dorothy Dunbar Bromley.

New York's WMCA has set its tape recorders to whirling out the streets again in the public interest. It now has writer Dorothy Bromley interviewing people on city welfare problems, the first show covering street crime. Against a background of horn and traffic noises, Mrs. Bromley

(Continued on page 12)

and books, and planting bulbs. Its simplicity made it effective.

Faces in the Window (Television) WNBC, Chicago, Saturday (22) 11:30-11:56 p.m. CST.

This show was a successful attempt to put a mystery on television in its simplest form. Announcer Ken Nordine read Poe's "The Black Cat." One camera was used and only special effect was dramatic lighting of Nordine's face. It was a good, inexpensive, late-evening program.

Opera Cameos

**TELEVISION—Reviewed** Sunday (16), 7:30-8 p.m. EST. Presented by Progresso Foods thru the Carlo Vinti Agency via WPIX, New York. Director, Lou Ames. Script, Joseph Venti. Staging, Anthony Stevanello. Ork conducted by Giuseppe Bambaschek. Singers: Nicola Moscona, Rina Telli and Lloyd Harris.

For the third straight year local devotees of the opera will hear their musical needs catered to thru the medium of "Opera Cameos." The program has steadily improved in quality and in production technique, and this season is better conceived than ever before. It now uses a narrator who relates the story in capsule form and also gives the names of the principals in sub-titles as they begin their singing.

The second act of Giuseppe Verdi's opera "La Forza Del Destino," started the new season. Singing in the leading roles were Nicola Moscona, the Metropolitan basso; Rina Telli, and "Opera Cameo" find, and Lloyd Harris, Basso buffo. The second act of the opera is depressing. Two lovers are accused of the death of the girl's father, which was really an accident. During the action she comes to a convent to repent and is sent to a grotto to spend the rest of her days. The act contains some lovely melodies which were beautifully sung by the three principals. Miss Telli deserves a special nod, for she carried most of the vocal burden.

The direction was capably handled by Lou Ames. The commercials for Progresso canned foods stressed the quality and taste of the product.

Leon Morse.

Faces in the Window

**TELEVISION—Reviewed** Saturday (22), 11:30-11:56 p.m. CST. Sustaining via WNBC, Chicago. Director, John Hines. Narrator, Ken Nordine. Writer, Maw David.

For an inexpensive bit of midnight programing, this show is hard to beat. It consisted of actor Ken Nordine reading Edgar Allan Poe's "The Black Cat," with only slight modifications in the original story to quicken the pace. One camera was used. Relief from a steady head-on shot was obtained by dollying to and from close-ups, and by dramatic lighting of Nordine's face. Nordine wore a dark business suit, and read from a book on a desk in front of him.

When Nordine read a particularly gory bit of the story, the lighting was altered to give him an evil, devilish mask that went well with the first-person narration. One advantage in production was that the show was the final for the day, and Nordine was able to read the story as written, instead of trimming it to conform to a specified time period.

WNBC program director George Heinemann scheduled "Faces in the Window" on the old "Lights Out" theory that anything goes in the line of horror at that hour of the night, as long as the horror is oral instead of visual. Poe's tale, and others that will follow, matches almost anything written for gruesomeness, and Nordine gave an effective reading. But there could be little objection to the choice of subject matter, inasmuch as Poe is still regarded as literature.

The idea and execution of "Faces in the Window" were good enough to warrant some experiments at a better time with different subject matter.

Jack Mabley.

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# TV-Film Reviews

# Legit Reviews

## At Home With Robert Frost

**TV FILM** — Reviewed Sunday (23), 5:30-6 p.m., EST. Sustaining via National Broadcasting Company T.V. Producer-director, Richard de Rochement. Cast: Robert Frost, Bela Kornitzer.

Richard de Rochement seems to be one of filmlandia's leading practitioners of the blunt approach. In his filming of "At Home with Robert Frost," second in NBC's series of interviews with great men, nobody seemed at home. There was little attempt to give the viewer a picture of how and where the poet lives. And, moreover, Frost did not appear to be the host.

In the beginning Frost was shown entering the living room, where he was greeted by writer Bela Kornitzer. Frost sat down on the edge of his chair and seemed quite ill at ease for the first 10 or 15 minutes. Kornitzer threw him a series of formally worded questions replete with quotes, which Frost dutifully answered. When the half hour approached its end, Kornitzer got up and thanked Frost, and the latter walked out of the room.

With this format, a more apt title might have been "At Home With Bela Kornitzer."

### Few Touches

In the course of the interview, the camera did, on a few occasions, stray from Frost and take in a few details of the living room. When nature was mentioned, the camera brought in a bowl of flowers. At another moment, the camera brought in a shot of a briefcase with books bulging out, which was difficult to distinguish at first. And twice there were shots of Frost's hands, but their movement did not appear to be related to what he was saying.

Of course in a film of this kind simplicity is essential. It's the face and figure of the great man that's important. But with a little more imagination, Frost's personality could have been given much greater elucidation. If he could have been interviewed at dinner, or at his desk or while doing whatever he does up on that farm, he might have been made more vivid for the TV audience.

Kornitzer's interviewing method was stiff and formal. There was more than one awkward lapse of silence. And at one point there was an embarrassing clash. When Kornitzer asked Frost if he were an optimist, Frost, hesitant at first, replied, "Well, are you an optimist?" To this, Kornitzer said, "I'm asking you, Mr. Frost." Frost didn't let him get away without an answer.

This suggests that these interviews might be better done by someone more remote from the status of the great man himself. Many men of intellectual stature will admit that they can talk most freely in the presence of their inferiors. A couple of younger people, even adolescents, might have been able to bring Frost out of himself more than Kornitzer did. Gene Plotnik.

## Schlitz Playhouse Of Stars

**TV-FILM** — Reviewed Friday (28), 9:30 p.m., EST. Sponsored by Joseph Schlitz Brewing Company, thru Young & Rubicam, via Columbia Broadcasting System T.V. Produced by Meriden Pictures, Inc. Associate producer, William Self. Directed by Roy Kellino. Writer, Edward Sherman. Cast: Sally-Forrest, James Young, Barbara Billingsley, Mario Siletti, Norman Leavitt, David Bruce, Key Morley.

The first half-hour film got the new "Schlitz Playhouse" series off on the right foot. The seg featured an adaptation of an old Good Housekeeping mag yarn, "Barrow Street," which lent itself excellently to the compulsion of 30-minute tailoring.

The story line was simple, gauged thruout to close-up characters at the same time, with a good surprise wind-up for anybody who hadn't read the original story. Writer Edward Sherman packaged it compactly for TV consumption, and director Roy Kellino held it to an underplayed key right up to the aforementioned surprise twist. Ninety per cent of the time it had the aura of a live dramatic show.

Sally Forrest rated a hearty salute as the little Greenwich Village artist whose hero walked out on her when he got a better commercial inserted at the half-way mark was well filmed to spotlight Schlitz' "infinite capacity for taking pains" with its product. However, a comparison of beer to Michaelangelo's sculpture seemed something of a reach. Bob Francis.

Current format appears to call for the weekly star to host the proceedings, introducing and, to some extent, backgrounding the script. Miss Forrest performed these chores admirably. The one commercial inserted at the half-way mark was well filmed to spotlight Schlitz' "infinite capacity for taking pains" with its product. However, a comparison of beer to Michaelangelo's sculpture seemed something of a reach. Bob Francis.

## Report to People

Continued from page 11

brought in testimony from several citizens who had been involved in assaults or muggings. Following a couple of these, there were typical WMCA spot checks. From units in neighborhoods cited, a dispassionate voice reported that no police prowler or patrolman had been seen in so many hours.

Mrs. Bromley also interviewed Bruce Smith, head of the mayor's management survey, who testified to the lax crime recording system employed by the Police Department. Mrs. Bromley tied the show together generally with her own summaries of the street-crime situation in different sections of the city.

The tape techniques used, essentially the same as in the station's "Killers" series on auto accidents, succeeds in giving the report an air of local color and realism, so necessary in a public service program of this type. Gene Plotnik.

## 2 Stations Buy Wurtzel Pkg.

NEW YORK, Nov. 29.—WCBS-TV, here, and WTOP-TV, Washington, this week bought the Sol Wurtzel package of 18 films from Unity Television, its distributor. Both stations will have the feature pictures exclusively in their markets.

The films, mainly B pictures

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## My Hero

**TV FILM**—Reviewed Saturday (22), 7:30-8 p.m., EST. Sponsored by Dunhill Cigarettes, via National Broadcasting Company-TV. A Golden Key Trust film production. Producer, Mort Greens. Executive producer, Don Sharp. Cast: Robert Cummings, Julie Bishop, John Littel, others.

"My Hero" is just as silly as its leading man's name, Robert S. Beanblossom, and we do mean, "silly tskl tskl" not "silly-haf hal!" The fault lies almost entirely with the scripting, which is on an adult comic strip level and plays as tho the performers were being moved around by a college drama professor to illustrate the step-by-step technique of a standard slapstick gag. (1) Beanblossom enters right with long pole. (2) He turns sharply, timing it so pole swings around and hits boss. (3) Boss explodes, and Beanblossom backs out hastily, catching pole in doorway as he leaves.

On the show caught (22) the carefully built framework of each stock comedy situation was clearly visible thruout the half hour. The actors, all of whom outclassed their material, tried hard to inject some warmth into their stereotyped roles, but for the most part were unable to achieve any real feeling of spontaneity.

Consequently, even the most sure-fire gag (i.e. the pole-in-the-kisser bit, etc.) fell flat because the viewer couldn't establish any real sense of identification with the script's caricatured characters. A variety show perhaps can get by with a pat formula for laughs, but a situation comedy series is cold turkey if its leading players aren't human.

### Some Shooting!

Last Saturday's airer spotted Beanblossom (Robert Cummings), a lovable, ineffectual dope type, putting his wrong foot forward as usual by selling the lot across the street to his boss' biggest competitor. Ultimately, the boss (John Littel), Beanblossom and the boss' secretary (Julie Bishop) wound up in Kentucky, where Beanblossom got mixed up in a shootin' feud, while trying to settle a real estate deal with a hillbilly. He was almost bullied into a shotgun marriage with an amorous mountain lass, but all ended happily, with the hillbilly finally putting his "X" on the contract.

Cummings, Littel and Miss Bishop are all talented motion picture thespians, and Cummings in particular has a lot to lose by getting tangled up with such an inept production for his initial TV series appearance. Dunhill king-sized cigarette commercials, played in a swank set of a legit theater lobby, provided some rather incongruous intermission plugs for the corny main bill. June Bundy.

## New York Cooks

Continued from page 11

show from turning into one of those clockwork affairs wherein the preparation of every dish takes on the antiseptic aura of a surgical operation.

On the show caught (20) a Miss Baker played hostess to a specialist in Italian cooking Maria Luisa, who prepared some of her favorite recipes, including an apple dessert, featuring two cups of white wine. The airer signed off with "budget buys" seg, via a blackboard listing of daily market prices and "good buys" on current food stuffs.

All food products used or the show are supplied by A&P food markets, and each day's recipes are packaged as a weekly giveaway item. June Bundy.

made between 1946 and 1949, comprise the latest feature package to be released to TV stations by film makers. Such names as Marilyn Monroe, Paul Kelly, Jeff Chandler, William Gargan and Donna Drake are in some of the pictures. The deal was consummated by Dave Savage, film buyer for the Columbia Broadcasting System's owned and operated stations. The package begins its TV run January 1 on WCBS-TV's "Early Show" and "Late Show."

## TIME OUT FOR GINGER

(Opened Wednesday, November 26)

### Lyceum Theater

A comedy by Ronald Alexander. Staged by Shepard Traube. Setting by Ridon Heist. Business manager, Edward Choate. Stage manager, Daniel Brown. Press representatives, George Ross, Madeleine Hirsch. Presented by Shepard Traube and Gordon Pollock in association with Don Hersey.

Ronald Alexander has scripted an innocuous little comedy about the growing pains of three teenage daughters of a small-town banker, with the accent particularly on the youngest of them. There is quite a lot of fun in his idea, and inventiveness as well as considerable tenderness in its development. "Time Out for Ginger" is no ball of fire, but it has an amusing premise and spotlights a nice, friendly family. Pewsitters can get a lot of chuckles out of the dizzy atmosphere of the Howard Carol menage, when its tomboy teenster makes the high school football squad. It looks good for a run.

Faultwise, "Ginger" appears to be suffering from too much pre-Broadway doctoring. This, of course, is merely suspicion. But certainly Alexander appears to have started out to write a tender, domestic comedy about adolescence, and then, about half-way thru, switched to out-and-out farce. There are scenes so evidently gagged-up strictly for laughs that they don't jell with the rest of the piece.

However, there is otherwise enough in Alexander's conceit to carry it thru a generally light-hearted evening. An amiable father touches off a small, local youth explosion with a speech to the effect that teensters shouldn't be forced to do anything they don't want to. His youngest daughter "doesn't want to not go out for football." So she does— and makes the squad, with some rather hectic publicity for the rest of the family. However, like most 14-year-olds, she eventually comes to the conclusion that a party dress and gentlemen are more exciting than a fem end-run.

### Douglas Is Parent

Melvyn Douglas gives everybody a right good time as the genially loquacious parent and has a hilarious one for himself, when he is actively describing the final minutes of a football game, a scene written with Alexander's best typing fingers and cannily staged by director Shepard Traube. Polly Rowles is delightful in his quizzical helpmeet, who has been smart enough to buy her youngest daughter a party dress before all the trouble got started.

Young Nancy Malone makes a very happy stem debut out of her assignment to the role of pigskin passer. She looks and acts right, even in some of the comedy's obviously hoked-up passages.

Mary Hartig and Lois Smith give proper teen-age color to her older sisters, and there are competent contributions from Laura Pierpont, Philip Loeb and Roland Young. Larry Robinson and Conrad Janis are less successful as a pair of youthful swains, but their efforts are handicapped by a script which makes them amazingly unbelievable youth products.

For the farce which "Ginger" evidently aspires to become, Shepard Traube rates a bow for direction. Likewise, Eldon Elders' set of a nice middle-class living room, which actually looks as if it is accustomed to being lived in, is a small triumph. Bob Francis.

## The National Theater Of Greece in 'Oedipus Tyrannus'

(Opened Monday, November 24)

### Mark Hellinger Theater

A tragedy by Sophocles, translated into modern Greek by Photos Politis. Staged by Alexis Minotis. Setting by C. Clonias. Costumes by Antonios Phocas. Choreography by G. G. Vassiliou. Conductor, George Lykoudis. Music by Katina Paxinou. Stage manager, Haralambos Fotiadis. Company manager, Robert Schnitzer. Press representatives, Flo Jacobson, Lewis Harmon, David Powers. Presented by Guthrie McClintic in association with the American National Theater and Academy.

The fault may lie in the translation into modern Greek by Photos Politis, but for one reporter the National Greek Theater's version of "Oedipus Tyrannus" lacks the poetic majesty of the troupe's previous offering of "Electra." There is certainly no fault to be found with the production as a whole. It is beautifully considered and staged meticulously along classic lines. As such, it is a stimulating experience for any student of drama. But it is also true that in its earlier scenes the Politis translation seems curiously declamatory without building the undercurrents of excitement necessary to the stature of the theme.

Obviously, the focal point of this "Oedipus" is on Alexis Minotis, who stars in and has directed the proceedings. Also, it is more or less natural to compare his performance of the title role with that of Lawrence Olivier in the W. B. Yeats English version half-a-dozen years back. From this perspective the scales swing heavily toward Olivier. Perhaps an understanding of the language would increase the impact of Minotis' portrait, but up until the final, devastating moments of the tragedy there is little more to his reading than any good, thoughtful actor would bring to it. His Oedipus is a sound, workmanlike job of acting, but never does he achieve the pitiable, broken grandeur of Olivier's tortured king. Olivier's sightless anguish left a pewsitter emotionally shattered. Minotis leaves him merely with admiration for an obviously excellent technique.

It still can be reported that not a few of the supporting players rise above the somewhat prosaic quality of the script. Katina Paxinou gives a richly shaded performance in the comparatively short role of Jocasta, again demonstrating her brilliance as an actress in her native tongue. To Teiresias, the seer, J. Apostolides brings Sophoclean stature and the aura of foreboding disaster for sharp dramatic impact. There are compelling contributions, likewise, in the Creon of N. Hadziscos, the shepherd of P. Zervos and the messenger of St. Vocovitch.

Thanos Cotsopoulos' readings as the leading Theban elder are splendid. So also is Agapi Evangelidou's manipulation of the chorus, which is stylized close to classical ritualistic lines. The over-all effect is superior to anything of the kind this reporter has seen before. This is a matter in which the Greeks definitely excel.

Over-all, despite certain disappointments of the current production, the Greeks are experts at putting on their native classic drama. It is pleasant to report that they will be with us for an extra week, thru December 7. It is a pity that they cannot stay longer. Bob Francis.

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(Thursday, November 20)

Capacity, 3,643. Price range, \$5 cents to \$1.10. Four shows daily. Exclusive booking, Joe Hillier. Show played by Max Adkins house orchestra.

This is the most unwieldy show the house has played in years, and it is almost entirely due to the presence of George Arnold's "Rhythm on Ice" revue, which has had a lot of success in vaudeville but is lost on this vast stage. The rest of the show tries to hold the production together, but the ice show is on too long and does not meet the high artistry of the other performers. Marquee-wise, this show is not too strong either, and it is unlikely that the house will crack the nut.

Ted and Flo Vallett, a pair of top-drawer baton twirlers, got the show off to a good start, and it was off and running when Joey Bishop came on and rocked the house with a lot of new and fresh material. Since Pittsburgh has watched Bishop grow from a \$35 a week house comic to a star of his present magnitude, the house was with him all the way, and yoked it up at every line he threw. He went off to a big hand but couldn't beg off and had to do another five minutes before going off in favor of the ice revue.

After the ice show really cooled off the house, the poor Ames Brothers had to come on and pick up the show. They struggled for a few minutes, but once they went into "Clancy Lowered the Boom," Vic Ames, the lean hungry looking member of the group, got them back on the Bishop kick with loads of laughs thru the number. He stood out thru the rest of their stint, and the brothers showed a world of improvement since their last appearance here. Each of their record numbers got a big hand, and they stopped the show cold when they went into their impressions. Pic. "You for Me."

Len Litman

**Carnival Room,  
Sherry-Netherland,  
New York**

(Tuesday, November 25)

Capacity, 150. Price policy, \$1.50-\$2 cover. Shows 9:30 and 12:30 (closed Sundays). Manager, Serge Ohlenisky. Booking, non-exclusive. Estimated talent budget, \$650.

Helene Francois' return to the room she debuted at last year displayed a sharply improved performer; one who knew what to do with her hands, how to walk and how to stroll. Judging from the applause, the "Blue Book" customers liked her enormously. But if gal's poise and stance has improved, her material left much to be desired. Using a routine consisting mostly of French pops and standards, she showed a pleasant approach to the sameness of the tempo made for a lackadaisical selling job.

Girl also did two strollers, one to "Mile de Paris" in French (plus a few bars of English), and an American standard. "I Don't Know Why I Love You Like I Do." Latter was over-emoed giving it a heavy dramatic phrasing that detracted from any impression she tried to make. Using a standard like "Crush" and song-talking, it might be more suitable. Hugo Pedell's ork played Miss Francois' music, and also for dancing. Jan Bruneseo's Tziganes relieved.

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**CHRIS POWELL**  
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WA 3-6277 and 2-3175

# Night Club-Vaude Reviews

**Ciro's Hollywood  
(Wednesday, November 26)**

Capacity, 450. Price policy, \$2 cover. Shows at 10 and 12. Operator, Herman Hoyer. Publicity, Jim Byron. Estimated budget this show, \$3,750. Estimated budget last show, \$4,400.

This spot is playing a novelty acrobatic act, the Seven Ashtons, as headliners in perhaps the first time it's been done here. The Australian team rates the spot all the way, for after their eight minutes of top thrills, it would be hard to find an act to follow. The stage is returned to its normal intermission dinner level and the six boys and a girl work within inches of the diners. The space is cramped, they work with tremendous speed and daring in a series of Risley bits that are breath-taking and scream-provoking. Act, probably the greatest Risley turn ever, got a terrific closing mitt, for turn 1, so fast that there's little applause during it, lest somebody miss a terrific trick while they're palming.

Amru Sani, a terrifically-built and gowned Eurasian beauty, mixes up songs of many languages, but gets mixed up herself a bit on her English. When she does her between-act patter, she has a marked accent, but when she does "Come Closer to Me" and several others with English lyrics, she has no accent. This incongruity destroys the Oriental background! she is trying to create. Gal, as a fiery approach to a lyric. With sufficient good publicity, gal could build to name stature. Johnny Sippel.

**Boulevard Room,  
Hotel Jefferson, St. Louis  
(Monday, November 17)**

Capacity, 475. Price policy, \$1-\$1.50. Booking, Merriell Abbott. Publicity, Bud Thompson. Estimated budget this show, \$3,500.

Headliner is young singing impressionist, Sonny Howard. Mercury Records artist. Besides a warm, vibrant baritone voice, Howard displays real showmanship in his almost uncanny take-offs of Billy Daniels, Frankie Laine, Johnnie Ray and others. Probably the best are Mario Lanza and Tony Martin; the weakest, an impress of Maurice Chevalier. He had to beg off.

Juggler Bobby Jule displays amazing dexterity with Indian clubs, balls and other miscellany. Lad exhibits plenty of talent and scores a nice hit here.

The Merriell Abbott girls are still the finest group of dancers

**Cafe Society, New York  
(Thursday, November 20)**

Capacity, 210. Price policy, \$3-\$4 minimum. Shows at 10, 12 and 2. Operator, Rocky Camera. Booking policy, non-exclusive. Estimated talent budget, \$2,000.

If the spot intends to continue with its new talent policy, it might also give some attention to a name that can cut the show. On the night caught, two singers, Danny Davis and star Virginia O'Brien, in her first Stem date, had tough times on cues and tempos. Not to mention a thin audience.

Virginia O'Brien, M-G-M's dead-pan singer, looked lush and radiated an ingratiating charm. Unfortunately, her material didn't keep pace with her looks. The singer's dead-pan stuff, which won her attention out of "Meet the People" and was parlayed into a Metro contract, may still be good for one number. But not for almost an entire routine, particularly when most of the present generation has forgotten the connection. Her single special, "Looking on the Outside," with the use of a prop window may eventually be something. On the show caught it was meaningless and confusing. Actually Miss O'Brien, a looker, has a warm pleasant voice. Using it for pops and ballads, with only a quickie dead-pan bit thrown in for identification, might prove more successful.

**Crowd Not Hip**

Gene Baylos needs a sharp crowd, preferably garment trade, to register. He didn't have it here. Instead of yocks, he got titlers. Instead of titlers, he got heavy breathing.

Danny Davis, an ex-Sammy Kaye vocalist, opened the show and displayed a good selling style and an admirable voice. The M-G-M record singer started it off, with "Jealousy," followed with "Went to Your Wedding" and then went into his sharp trumpet bit incidentally playing a hell of a horn) preceded by short vocal of "You Made Me Love You."

The Cy Coleman Trio is an extremely skillful group, tho its intricate jazz patterns were lost here. Coleman on the piano is probably one of the best interpreters around. His intricacies, however, have to be reduced to a more common denominator to get attention here. Bill Smith.

this town has ever seen. Ork drummer as Elgart cuts difficult show and serves up excellent dance music. Abie L. Morris.

**Palace Theater,  
New York  
(Friday, November 28)**

Capacity, 1,650. Price range, \$5 cents to \$1.50. Four shows daily. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Jo Lombardi's ork.

Novelty acts got this bill off to a sock start with juveniles in a post-holiday audience. The new week's fare seemed to please their elders about equally. Along with George and Ann Oliver, who open the show with their standard roller routines, are Bob Hammond's rocketoons; the Florida Trio, the rag doll contortionist comedy seg, and Dalton and Bailey, fem aerialists, who use the stooge - from - the - audience - into-the-act gimmick. All of them score handsomely on the Thanksgiving week program.

Also a solid click is Steve Evans, in a return to next-to-closing slot. Evans offers his standard equipment—the Polish drunk, the hole in the shoe yarn, and finishes with his laugh-mimicking routine. At the show caught, he got terrific results and he knocked himself out to keep pace with his laughs. Likewise, definite crowd pleasers are the stepping contributions of Jesse, James and Cornell. The boys have smooth salesmanship and excellent technique in all departments from taps to acro terping.

Raymond Chase, new to this reporter, appears to be able to do about everything possible with a concertina, letting his skill sell itself. It does sell, because the lad comes close to virtuosity when he goes to work on such items as "Hot Canary" and "Malaguna."

The Satisfiers, a chanting quartet (three men and a fem), live up to their billing after a doubtful medley start. The novelty finish, with a studio piano, saves the day. They are classy harmonizers, but lack real zip in projection,

**Billy Gray's Band Box,  
Hollywood**

(Wednesday, November 18)

Capacity, 300. Price policy, \$2.50 minimum. Shows at 9:30 and 12. Operators, Billy Gray and Sammy Lewis. Publicity, Maury Foleदार. Booking policy, non-exclusive. Estimated budget this show, \$4,400. Estimated budget last show, \$3,500.

The dynamic combination of Billy Gray, Patti Moore and Ben Lessy is making a quick return to the Fairfax fun house. Tho they were here only four months ago, it's almost all new routines, and the trio work individually as two separate acts and team up for skills that sock continuously. Effervescent Miss Moore and the lacertine but mugging Moore have some wonderful new parodies, "Too Old to Cut the Mustard" and "A Guy is a Guy" in addition to their standard stuff.

Gray and the duo introduced a waiter-customers' skit the last time in, and the bit, after a shake-down, is a highlight now. In addition, they do a new collegiate routine, built around Lessy as the intellectual, Miss Moore as the coed and Gray as the grid star, that should develop equally well.

Gray, on his own, knocks out his standard stuff, built on entertainment spots like Miami Las Vegas and Hollywood, and each is sparked with lots of new gags and throwaways. His "Appliance for Jake" and "Mule Train" parodies, by Sid Kuller, are new and broke up the house.

The spot is now using a trio, led by Larry Greene, a youngster who up to now has done piano backing for Moore and Lessy. Backed by guitar and bass, Green shows great potential as a jazz pianist. In fact, the trio is ready to tour jazz bistros. A diskery interested in a jazz group that combines the best of the Shearing and Page Cavanaugh styles should ogie this group.

The Taylor Maids opened the show with a trio of numbers which failed to excite. The three good-looking gals need some original material and some visual appeal other than their beauty to click. Johnny Sippel.

and the gal is inclined to overplay a cute mime approach. The pic is "It Grows on Trees." Bob Franca.

## Caught Again

**BLUE ANGEL, NEW YORK:** Current show here is a fast-moving package with its usual share of sly comedy, chief exponent being Stan Freeman. Boy's material has been added to considerably since last caught. Not only is it genuinely funny, but it's literate and adult. The crowd kept calling him back for encores. Annette Warrens, in a return date, has dropped much of her standard song material switching to specials with vinegar. As a straight song-seller, gal gives a lyric a reading that makes it almost a classic. As a light comedienne, she still has much to learn on timing. But the over-all result is not unpleasant. Her scrubbed good-looks and genuine singing ability will not make it easy for her to be accepted as a double canary.

Eartha Kitt, now an established semi-attraction, has developed a polish and a slickness which makes her more professional. At the same time, it has subtracted from her original freshness plus the sly selling ability that first won her notice. Some of her new material was meaningless, others were hackneyed. Girl needs to take a step back and take a long look at herself.

The Cheerleaders, three boys

and two girls, make a fresh-looking bunch. Kids blend voices pleasantly thru a cappella and instrumental backing on standards and semi-specials. Some of their stuff is too much in the jazz idiom to appeal to a Blue Angel audience. On looks, effort and ability, however, the kids should be able to make it. Bill Smith.

**COPACABANA, NEW YORK:** Jackie Miles, in his third date here, is still one of those rare comics who can begin slow and easy and then slip into material that he sets up so well for maximum laughs. Working to a Thanksgiving Day mob, Miles stayed on for almost 45 minutes and killed them each minute he was on. His mild approach to situation yarns, with that characteristic sob in his voice, is made to order for his poor-little-guy-look - what - they - a - doing-to-me routines. With the exception of the opening few minutes, most of Miles' material was familiar. Tho new or old, Miles, an ingratiating performer, is still one of the best situation comics around.

Billy Daniels, a holdover, did his typical body-English type (Continued on page 45)

Dear Bill,  
Please note new address.  
The Sands, opening December 15th, is the newest and finest hotel on the strip in fabulous Las Vegas. It is a two hundred room resort hotel, and each room has all the informal comfort of home.  
We have a wonderful opening show planned, starring Danny Thomas, and for future shows I have lined up other great stars such as Lena Horne, Edith Piaf, Billy Eckstine, Johnnie Ray, Dean Martin and Jerry Lewis, and many others.  
I'll be expecting to see you on my opening day, and please tell my friends they can reach me at The Sands, Las Vegas, Nevada.  
Your friend,  
Jack Entratter  
Jack Entratter  
a place in the sun

RETURN ENGAGEMENT—HELD OVER!  
The Spider & the Lady!  
**MAUREEN—**  
with **SKINNY STROUD**  
CLUB 509, Detroit, Mich.  
Thanks to Benny Roth

# Piston May Follow Schuman to BMI

Composer Gives Notice; ASCAP Pub Attempts to Forestall Deal

NEW YORK, Nov. 29.—Broadcast Music, Inc., which recently signed composer William Schuman to a writer's pact (The Billboard, November 8), this week seemed to have the inside track leading toward a similar deal with Walter Piston, eminent hghar writer and professor of music at Harvard University. The strong probability that Piston too will leave the American Society of Composers, Authors and Publishers to go BMI points up the inroads the latter licensing agency is making in the field of serious music.

Piston, it was established this week, gave his leave-taking notice to ASCAP prior to October 1. It takes effect January 1, leaving him free to pick up a proffered contract with BMI. The three-month notice is required under ASCAP bylaws.

While ASCAP, which has long regarded itself as the custodian of American musical culture, has been unable to sway Piston from his resolve by moral persuasion, it has been established that some highly-placed ASCAP publishers have taken it upon themselves to win Piston back. This they are attempting to do by offering him exclusive writer pacts that are comparable financially to the guarantees held out by BMI.

**Negotiations Underway**  
Piston told The Billboard yesterday that negotiations with several ASCAP publishers are still underway and that the issue "hasn't yet been decided." Meanwhile, on expiration of his late five-year contract with ASCAP publisher Boosey & Hawkes, he has removed all compositions submitted to the firm which have not yet been published. These copyrights will be assigned to whichever publisher holds out the best deal.

The situation has placed Piston, and Schuman before him, in a position almost unique for an American composer of serious music. To himself far from a starving artist, he is now in the enviable spot of choosing the best of several tempting financial bids for his future creative output.

Schuman, who is also president of the Juilliard School of Music, has been signed to a BMI pact which becomes effective January 1 and runs for seven years. He also has inked a five-year contract with the licensing agency as consultant. Asked this week why he switched affiliation, he declared:

"I've been a member of ASCAP since 1938 or 1939—a loyal member. I have no animosity. But now BMI is serious about the serious composer, and ready to do a job for him. I've thrown my lot in with them."

**Same Pubber**

Schuman said he joined BMI with the understanding that G. Schirmer, his present publisher, would continue to publish his works. Radio and television performance rights on new compositions, however, would go to BMI. Performance rights on older works would remain in ASCAP until ASCAP's current

## Les Abbott Back to U.K.

NEW YORK, Nov. 29.—Leslie Abbott, professional manager for the English office of Southern and Peer-International Music Firms, returns to England this week after a three-week visit here.

He made deals for a number of American tunes for the British market, including "My Baby's Comin' Home," published by Roxbury, three tunes from E. B. Marks, including "Didn't He Ramble," and "Blues in Advance" from Howie Richmond. He also took several other tunes from small publishers, and made some first option deals with major publishing firms.

contract with users runs out.

It had been speculated that Schirmer might form a BMI affiliate to hold Schuman. This the ASCAP firm has decided, is not practical. So long as only one composer is involved, it plans to split the rights with BMI. A Schirmer spokesman admitted, however, that this dual arrangement might become too complex if more than one writer were involved.

BMI's bid for the rights to the works of Schuman and Piston assume long-term significance when viewed against the backdrop of the composers' special niche in the American music

## 'BOLERO' TO BE KRUPA WAXING

NEW YORK, Nov. 29.—One of Gene Krupa's first Mercury waxings with a big ork (The Billboard, November 22), will be the well-known classic, Ravel's "Bolero."

The waxing will feature the drummerman with a 40-piece ork, with flutes, oboes and all the classical accoutrements, plus some big-name jazz artists.

scene Schuman, at Juilliard, can be expected to exercise considerable influence on fledgling composers learning their craft at his school.

Piston, at Harvard, is in a similar position and like Paul Hindemith before him, is fast becoming the figurehead of a special school or method of composition. Through his books on harmony, Piston's influence now extends far beyond the halls of Harvard.

## CHRISTMAS SINGLE LIST OF MAJOR DISKERIES

Here is a complete list of all new single Christmas disks released this fall by the major record companies. The listing presented as a service to dealers, contains title, artist's name and record number. Next week The Billboard will list in the "Best Buys" chart those Christmas singles and albums that have shown early sales action among dealers in key markets.

**CAPITOL**

- Hang Your Wishes on the Tree Santa Claus' Party  
Lex Baxter Ork .....Capitol 2275
- I Saw Mommy Kissing Santa Claus  
Willy Claus .....Capitol 2285
- Molly Bee .....Capitol 2285

**COLUMBIA**

- Merry Texas Christmas, You All The Night Before Christmas  
Gene Autry .....Columbia MJV 150
- The Night Before Christmas Song Look Out the Window  
Gene Autry-Rosemary Clooney .....Columbia 39876
- I Saw Mommy Kissing Santa Claus  
Jimmy Boyd .....Columbia 39871
- Santa, Santa, Santa Claus All Around the Christmas Tree  
Sammy Kaye Ork .....Columbia 39894
- Christmas Roses  
Frankie Laine-Jo Stafford .....Columbia 39898

**CORAL**

- The Night Before Christmas Song The Little Match Girl  
Ellen Barton .....Coral 60880
- Sing a Song of Santa Claus Winter's Here Again  
Ames Brothers .....Coral 60861
- Let's Have an Old-Fashioned Christmas I've Got the Christmas Spirit  
Don Cornell .....Coral 60859
- Christmas in the Air Christmas Is the Time  
Johnny Desmond .....Coral 60862
- Elfie the Elf Sleighbell Polka  
Kenny Roberts .....Coral 60884

**DECCA**

- A Christmas Festival Leroy Anderson Ork .....Decca 16041
- The Night Before Christmas Song Christmas the Christmas Tree  
Big Jon Arthur .....Decca K-82
- White Christmas Winter Wonderland  
Louis Armstrong-Gordon Jenkins Ork .....Decca 28443
- Sleigh Ride Little Jack Frost Get Lost  
Bing Crosby-Peggy Lee .....Decca 28463
- Look Out the Window Russ Morgan Ork .....Decca 28479
- The Night Before Christmas Song Willy Claus  
Russ Morgan Ork .....Decca 28493
- Merry Texas Christmas, You All Blue Snowflakes  
Ernest Tubbs .....Decca 28448
- Jingle Bells Santa Claus Is Comin' to Town  
Guy Lombardo Ork .....Decca 28408
- Silent Night Jingle Bells  
Maddox Brothers and Rose .....Decca 28478
- I Saw Mommy Kissing Santa Claus Snowy White Snow and Jingle Bells  
Mervin Shiner .....Decca 28504

**LONDON**

- White Christmas Adestes Fideles  
Mantovani Ork .....London 1280

**M-G-M**

- Merry Christmas, Darling It's Merry Christmas Time  
Tony Alamo .....M-G-M 11380
- Santa Claus Lullaby The Little Match Girl  
Blue Barron Ork .....M-G-M 11375
- I Saw Mommy Kissing Santa Claus Betty Clark .....M-G-M 11381

**RCA VICTOR**

- Christmas Day That's What Christmas Means to Me  
Eddie Fisher .....RCA Victor 20-5038
- I Saw Mommy Kissing Santa Claus Spike Jones Ork .....RCA Victor 20-5067
- Soak the Smallest Snow Ball A Barnyard Christmas  
Bell Sisters-Spike Jones Ork .....RCA Victor 20-5015

# Disk Sales in Sharp Up-Surge Thru East

Dealers Smile As Christmas Selling Period Gets Under Way in Earnest

NEW YORK, Nov. 29.—Following several weeks of doldrums in the trade, the record business broke wide open at the retail level in Manhattan the day after Thanksgiving. Dealer after dealer, when queried, reported a sudden and sharp increase in customer traffic and, even more important, in sales. A consensus of dealer reaction seemed to indicate that the Christmas selling period had finally begun. Reports from several other Eastern cities indicated that the same up-surge was taking place elsewhere in the country.

In New York, heavy business was written across the board, with LP's showing up especially well so that the average transaction resulted in a higher-than-usual average dollar sale.

**Christmas Merchandise**

A specific check on the sale of Christmas merchandise made throughtout the country by The Billboard early in the week showed little or no activity on yuletide items, with the exception of Jimmy Boyd's "I Saw Mommy Kissing Santa Claus" on Columbia, which was moving strongly in a number of areas and appears on this week's Best-Selling Singles chart.

Tho no Christmas singles broke out fast in New York yesterday, strong Christmas album movement pointed up a number of early sales leaders in this category. Ten albums particularly were making fast get-aways, based on key dealer reports. These, which include re-issues as well as newly-released sets, were Vol. I and II of Victor's "Christmas Hymns and Carols" by the Robert Shaw Chorale, the two volumes of carols by the Randolph Singers on Westminster, "A Music Box of Christmas Carols"

on Vanguard, the Bach Choir on London, the Bing Crosby Decca Christmas album, Perry Como's Victor album, the new Victor Caruso-McCormick set of Christmas Music and "Christmas at Organ and Chimes" on Biblesone.

The Billboard will make an other survey in key market areas this week and in the December 13 issue will list the Christmas singles and albums, based on the survey results, which can be considered Christmas "Best Buys."

## G. Keller Gets German 'Joey'

NEW YORK, Nov. 29.—Viennese actress and songstress Greta Keller this week obtained production rights to the Broadway musical success "Pal Joey" for Germany, Austria and Switzerland. The rights were acquired from Richard Rodgers, who wrote the music for the show which originally opened on Broadway on Christmas Day, 1940, and is currently enjoying a successful revival on the Stem.

Miss Keller is currently at work buttoning up plans for the overseas productions. She will portray the role of Mrs. Vera Simpson in the musical, and is negotiating with Axel Ambesser, the German producer, to co-produce "Pal Joey" with her. She hopes that the opening presentation can be pulled together in time to coincide with the Vienna Music Festival late next May.

In addition to closing the deal on "Pal Joey," Miss Keller has just been inked to a recording pact by Atlantic Records. She is scheduled to cut an LP before leaving for Europe after the first of the year.

## M. Schreck Dies at 52

NEW YORK, Nov. 29.—Mark Schreck, professional manager for Southern and Peer International publishing firms, died late Sunday night (23). He had undergone a major operation Thursday (20) at New York Hospital. He was 52 years of age.

Schreck joined the Southern and Peer firms in 1941 as a contact man. He was promoted to professional manager in 1946, a position he held up to his death Sunday.

## Set Long Tour For Yma Sumac

HOLLYWOOD, Nov. 29.—Yma Sumac and her composer-conductor hubby, Moises Vivanco, embark on an extended tour, starting December 26, when they tie off a four-weeker at the Edgewater Beach Hotel, Chicago. It's their first Chicago date, outside  
(Continued on page 13)

## Supermarkets to Sell Disks & Sheet Music

NEW YORK, Nov. 29.—The first sale of sheet music in supermarkets and a greater use of these outlets for disk sales was indicated by a kiddie promotion blueprinted by the Storecast Corporation of America. Titled "Birthday Club," the plan ties in the local supermarket with theaters, and hopes to work in local music distributors too.

The debut show of this promotion will be held January 10 in theaters in Westport and Ansonia, Conn., and will feature Frank Luther, the Decca kiddie record star. Arrangements are now being worked out to display his records in the lobbies of both theaters.

But the more ambitious aspect of the promotion concentrates on the supermarket. The "Birthday Club" build consumer relationships for the stores by giving children of ages ranging from three to 12 birthday gifts. They receive birthday cakes and pony rides from the stores, and movie tickets from the local picture house.

They are also to have sections of the stores set aside for club houses where they can plan activities. Once this fact of the operation is firmly organized, the next

step will be to move kiddie items into the supermarkets. Disks and sheet music have high priority on the list of products to be sold to the children. The local theaters, of course, are useful for the staging of shows and benefit thru reciprocal publicity.

Storecast services more than 700 supermarkets with music paid for by advertisers. It is in locations throughtout New York, New England, Pennsylvania and goes as far west as Chicago. Another important function to its service is the distribution of the sponsor's products in prominent places on the shelves of the stores. It is now reaching between 3,500,000 and 4,000,000 people weekly.

## 'SATISFIED' PUB IS SIMON HOUSE

NEW YORK, Nov. 29.—The tune "I'm Never Satisfied" was incorrectly listed in The Billboard's Radio and Television top tunes last week. The song is published by Simon House, a Broadcast Music, Inc., firm.

BOOLA, BOOLA, ETC.

Custom Disk Plants Find 500G Market

Continued from page 1

American colleges are estimated to release a new waxing, or re-issue an old one, each year.

Some pressing firms offer the schools more than routine recording and pressing services. Allentown Record Company, for instance, provides a package serv-

ice, if requested, including art, label and jacket, and sales solicitation, accomplishing the latter thru alumni lists provided by the college. In some cases, the firm also will finance the project.

Twelve-inch LP's in jackets are delivered to the schools at up to \$2 each for the first 1,000 ordered, with the per unit price decreasing with greater quantities. These, the schools usually sell at \$4.95 to \$5.95, often realizing substantial sums to finance services not covered in school budgets. Carnegie Tech, for instance, with a student body of about 3,400, clears some \$4,000 a year on the sale of around 1,500 LP's of a recording made three years ago. Like many other such wax efforts, the release has become a consistent seller.

Push Planned For Damone After Army

NEW YORK, Nov. 29.—Plans are underway to rebuild warbler Vic Damone as a talent property as soon as he gets his Army discharge. Corporal Damone, it is expected, will be returned to civilian status by late February or early March, and a year's tour of duty. Marvin Camo, his manager, has already virtually set a flock of theater and club appearances, and has scheduled a long series of disk jockey interviews.

Many of the theater and merry dates are not quite jelled, but negotiations are close to completion to meet commitments at the Chicago Theater, Chicago, and later the Paramount, New York. Approximately the end of April, Damone is likely to go to Las Vegas, Nev., to open at the Desert Inn, El Rancho or The Sahara.

Spring Dates

This coming spring Damone is likely to play Bill Miller's Riviera, Fort Lee, N. J. Warbler Tony Martin often opens the Riviera in April. If he does it this year, then Damone may go into the spot in June. Somewhere between April and June, too, Damone may be slotted into the Mocambo, Hollywood.

Damone's film pact with M-G-M still has four years to run. His first post-war pic is scheduled to be "I Just Love You," co-starring Jane Powell and produced by Joe Pasternak. The M-G-M film pact prohibits television appearances. William Moe's Damone's agents, may set a radio program if the price is okay and arrangements can be made to have the show taped, so as not to interfere with other commitments.

Prior to making any club or theater appearances, Damone will do his disk jockey tour, sponsored by Mercury Records. The warbler plans to live in Hollywood.

COOL VS. HOT

M-G-M Pits 2 Jazz Orks On One Disk

NEW YORK, Nov. 29.—In an unusual recording session, M-G-M waxed a jazz album last week which pits "cool" and "hot" jazz interpretations of the same tunes against each other. Called the "Battle of Jazz," the album date was held at Birdland, local jazz spot, with a group headed by trumpeter Dizzy Gillespie handling the "cool" takes and a combo led by trumpeter Jimmy McPartland making with the "hot" versions.

Each band cut the same four tunes, "Indiana," "How High the Moon," "Muskrat Ramble" and "Battle of the Blues." The LP disk will spot one band on each side.

The session was cut as a location date and was fed to radio station WMGM where it was taped under the supervision of the diskery's record chief, Harry Meyerson. Dick Lyons, A&R man, handled the operation at the Birdland end.

The Gillespie group included Buddy de Franco, Don Elliott, Ray Abrams, Max Roach, Al McKibbon and Ronnie Hall. With McPartland were Edmund Hall, Vic Dickinson, Dick Cary, George Wetting and Jack Lesberg.

LOSES TUX, BUT IN GOOD CAUSE

NEW YORK, Nov. 29.—Perry Como, no lover of tuxedos, wore one for the first time in many years last Saturday night when he was honored by the Washington Variety Club, and before the night was completed he had auctioned off the tux for \$1,000. The money was contributed by Como to a four-year-old polo victim whom he met earlier in the day when the RCA Victor singer visited the Capital's hospitals. Top bid for the tux was put in by Alex Foreman, a Washington liquor dealer. The Variety Club presented Como with an award as the top show business personality of the year.

KENTON CULT

'Prologue' Cues Scope of Modern Music

HOLLYWOOD, Nov. 29.—Stan Kenton has probably the largest cult of consistent followers of any orkster in the business. Prior to the release of his "Stan Kenton's Prologue" album (Capitol 388), Kenton's fandom wasn't exposed to his sincere explanations of everything he's tried to do in advancing the scope of modern music. I, and many other fortunate guys in the business, have spent hours arguing and agreeing with The Man, but every time I've palvered with Kenton, whether I've agreed or disagreed, I've left him more convinced of his sincerity.

In the 11-minute "Prologue" Kenton contributes a running commentary, describing what makes up the Kenton band, analyzing each sideman, after which

(Continued on page 13)

Names-House Band Combo Trend Back

Pre-Depression Policy Monopolizes Coast Pic; Palladium Eyes Martin

HOLLYWOOD, Nov. 29.—The trend toward the one-time policy of top locations using house bands, fronted by top personalities, appears to have monopolized the local ballroom picture. The last of the major public danceeries to withstand the inroads of this return to the pre-depression policy, the Palladium, is seriously considering a t p name, such as Freddy Martin, currently doing a two-monther there, as a steady house band, starting sometime late next spring or early summer.

The band buying switch from a consistent chain of names or semi-names to a one-band per year policy is another return to the old vaudeville style of presentation, brought on by TV impact. The city-wide trend started 18 months ago when the Aragon Ballroom, Santa Monica teryery, brought in Lawrence Welk for an extended run. The lengthy run has continued because of Welk's success as a TV attraction via his KTLA Friday night hourly band seg, which became and still is a commercial seg with a rating that keeps it in the top 10 locally. The Spade Cooley show, a Saturday-night KTLA hour feature also in the top 10 locally, the more of a variety show, with the Cooley band as a back-up org and semi-featured attraction, regenerated interest in the Cooley ballroom, which is located near the Aragon on Santa Monica Beach. The Triton, Southgate danceery operated by Lee Davis for owner Horace Heidt, has recently started over KECA Thursday nights, featuring Benny Strong's band.

The policy of using one ork at a house via a TV build-up has a number of advantages. Economically, the use of one band consistently means that promotion can be amortized over a longer period of time and newspaper ads and show card promotion and sniping is much cheaper, for the

changes in such ads are eliminated if the same band is used regularly. In addition, use of a house band normally means using a Local 47 band, which knocks off the 10 per cent traveling tax. This 10 per cent tab can mean an additional \$200 to \$400, depending upon what the band is guaranteed

(Continued on page 18)

Stryker Wins 7G Decision In Disk Tiff

HOLLYWOOD, Nov. 29.—Fred Stryker, of Fairway Music here, returned from Nashville this week with a \$7,700 settlement in his controversy with Tennessee Records. Allan and Reynolds Bubb and Howard Allison, of the Nashville label, worked out the cash settlement with Stryker and his attorney, Ward Hudgins, last week shortly before a hearing was slated in the Nashville Superior Court.

Stryker, thru his attorney, had filed suit against Tennessee Records early this year, asking for an accounting of royalties due on "Mine, All Mine," which was the flip side of the big Del Woods Tennessee dinking of "Down Yonder." A check by Stryker, Hudgins and Harold Orenstein, Stryker's New York attorney, had disclosed that the Tennessee diskery pressed 350,000 copies of the disk in various indie pressing plants across the country. The out-of-court settlement also called for a regular accounting of future royalties every 30 days from now on by the Nashville waxery.

Stryker also put on Randy Hughes, sideman with George Morgan's band, to cover Nashville and the South for his Fairway firm.

Capitol Gross Tops 1951 By Over \$1 Mil.

NEW YORK, Nov. 29.—Capitol Records, Inc. for 12 months ended September 30, 1952, totaled \$14,312,917, an increase of \$1,068,172 over the \$13,244,845 reported for the corresponding period one year ago.

In the 12 months ended September 30, net income, before federal taxes, but after all other charges, amounted to \$953,721, compared with \$868,738 for the same period one year ago. Provision for federal taxes for the 12 months ended September 30 last, totaled \$514,000, compared to \$391,000, in 1951.

Net income for the 12-month period ended September 30, after federal taxes and other charges, was \$439,721. This was equal, after preferred dividends, to 87 cents a share.

A Capitol spokesman disclosed that license fees to all publishers in the third quarter are 25 per cent above fees paid during the second quarter. This contradicts a statement in The Billboard (November 29) and other trade papers that Cap's third quarter royalties dipped. The firm's third quarter was larger than in 1951, with September the second largest month that Cap has had in its history.

Goodman Pubs Click on Hits

NEW YORK, Nov. 29.—Gene and Harry Goodman's publishing firms, Regent and Harman Music, which have been riding along in low gear since World War II, have suddenly blossomed out with a succession of hit tunes over the past four months. "I Saw Mommy Kissing Santa Claus," which is published by Harman, looks like the biggest Christmas ditty since "Rudolph" a few years back. The combined sales total of the "Mommy" waxings to date, on Columbia, Capitol and RCA Victor records, has passed the 1,000,000 mark, with the Columbia slicing way out in front. Sheet music sales on "Mommy" have passed 75,000 copies.

Regent started the hit list for the Goodman's music firms with "String Along" last September. The Ames Brothers' waxing on Coral was a good seller, and the firm sold about 40,000 pieces of sheet music. After that, "It Takes Two to Tango" as recorded by Pearl Bailey for Coral pulled Harman out of the doldrums. The record broke thru as a big one, and the firm's copy sales moved past the 200,000 mark last month. "My Heart Belongs to Only You," the Regent tune which started slowly via Bette McLaurin's Derby record a few months back, has now built to where it is being covered by Ella Fitzgerald on Decca and June Christy on Capitol Records.

Advertisement for Miller Music Corporation featuring records by Patty Andrews and Ginny Gibson. Includes text: 'Picked By "BILLBOARD" And "VARIETY" To Go To The Top!', 'YOU BLEW ME A KISS', 'NEW RECORDS TO WATCH', 'The Billboard', 'Best Bets', 'Jocks, Jukes and Disks'. At the bottom: MILLER MUSIC CORPORATION • 709 Seventh Ave., New York 10, N. Y. • LESTER SIMS, Gen. Prof. Mgr.

# New BB 'Best Buys' Charts Aid to Ops

Programming for Profit Enhanced by New Presentation Is Industry Feeling

NEW YORK, Nov. 29.—The fact that The Billboard's new record charts will help solve juke box operators' key problem—that of programming their boxes for the highest return—is the main theme of a highly favorable reaction to the recently introduced chart revisions and additions by key members of the music machine industry. The new method of presentation, which permits greater ease in reading and in making comparisons, also came in for a share of the praise.

A month ago The Billboard introduced new chart features which are designed to help operators, dealers and disk jockeys in the selection of records. The core of the new set-up—"This Week's Best Buys"—is an accurate buying guide for new records. Each week, key markets of the country are surveyed to determine how much activity newly released disks are receiving. The results are then analyzed, and these records which have begun to stir up activity in a few markets are spotlighted in "This Week's Best Buys" for operators and the trade elsewhere in the country as records that can be safely bought and programmed.

Additional changes in the chart format include several other aids to operator programming. Territorial charts are now featured for hillbilly and rhythm and blues records as well as for pop disks. New records which appear for the first time on any of the territorial charts are featured as "Territorial Favorites to Watch" for ready reference. The best of each week's reviews of new records are spotlighted for the trade's convenience as "New Records to Watch."

## Juke Box Makers Approve

The reaction of key executives of juke box manufacturing firms was very favorable. Carl T. McKelvy, v. p. and director of sales of the J.P. Seeburg Corporation said, "I think the new format is a great improvement. The charts are much easier to read. The territorial charts in particular should be a great aid in programming for the operator." William FitzGerald, advertising and sales promotion manager of AMI, Inc., Grand Rapids, Mich., commented, "The new chart set-up seems to be a splendid thing. I particularly like how quickly you can make comparisons with the new format."

From A. D. Palmer, advertising and sales promotion manager of

the Wurlitzer phonograph division came the following: "I feel that The Billboard has gone all-out to help operators solve one of their most important problems—"  
(Continued on page 78)

## TURKEYS

# Martin Block Plays Group Of Flop Disks

NEW YORK, Nov. 29.—Deejay Martin Block presented for the second year in a row the "Turkeys of the Year" on his Thanksgiving Day "Make Believe Ballroom" program over radio station WNEW. The records played were those submitted by record companies and music publishers, as the disks that fell far short of expectations.

Among the disks played were Al Martino's "Say You'll Wait for Me" (Capitol); "Padam, Padam," Tony Martin (Victor); "Wedding Bells," Rusty Erpper-Patti Page (Mercury); "My Downfall," Bob Savage (Capitol); "Baby Doll," Doris Day (Columbia); "There's Always Room in Our House" and "I Can't Help It," Guy Mitchell (Columbia); "From the Time You Say Goodbye," Vera Lynn (London); "My Mother's Pearls," Don Cornell (Coral); "Jump Thru the Ring," Vic Damone (Mercury); "What There Be Lovin' You," James (M.G.M.); "There's Doubt in My Mind," Burt Taylor (Columbia), and "Raminay," Jo Stafford (Columbia).

# Urania Plans Low Priced LP's

NEW YORK, Nov. 29.—Urania Records, indie LP classical diskery, will bring out a new line of low-priced LP disks and Urania EP 45 r.p.m. sets after the first of the year. The inexpensive LP's will list at \$3.50 each and will be marketed under a different label, which will be selected in the near future. The EP sets, which will be competitively priced with other classical LP's, will contain lighter works from the Urania catalog.

Urania is the first classical indie to introduce a low-priced LP line along with their regular \$5.95 platters. In a sense they are following the pattern started by RCA Victor and Columbia, who introduced the \$2.95 Bluebird and Entree LP's a few months ago. Urania's first issue of the cheaper disks will include about 10 items. About 20 EP sets will be released by the firm in January.

# King Cole to Star in Pic

NEW YORK, Nov. 29.—Nat King Cole has been signed by Warner Brothers to co-star in the forthcoming movie, "Blue Gardenia." Cole will be spotted throughout the film, singing and playing the only song in the picture, which is titled the same as the film.

Co-featured with Cole will be Anne Baxter and Richard Conte. Cole will leave for Hollywood after his current engagement at La Vie En Rose for the filming which will start on December 22.

# Toni Arden to End Pact With Purcell

NEW YORK, Nov. 29.—Toni Arden is terminating her personal management contract with Gerald Purcell. The Columbia thrush has made arrangements to settle the agreement amicably. No new manager is contemplated at this time, and the singer will continue to be booked by Music Corporation of America.

# Denmark Books Many American Bands, Artists

Coming Season Will Top All Others for Number of U.S. Bills

COPENHAGEN, Denmark, Nov. 29.—I. Blicher-Hansen, most active of the Danish bookers of concert artists, returned last week from a trip to Paris and New York with a batch of contracts which indicate that the coming season will top all previous years in the number of American singers, musicians and dancers set to work here.

Among the large groups pencilled in for Copenhagen appearances are Eugene Ormandy and the Philadelphia Orchestra, Marguerite de Cuevas ballet troupe, Katherine Dunham's company, the Spike Jones ork and Duke Ellington's band.

Benny Goodman is to be brought here to appear as soloist with either the Danish State Radio Orchestra or the Danish Royal (opera) Orchestra. Also set for appearances here are Rise Stevens, Kurt Baun, Jeannette MacDonald, Nelson Eddy, King Cole, Billie Holiday, Josephine Baker, Mata Hari, and Edith Piaf. In addition, Blicher-Hansen is angling to get Margaret Truman for a concert.

It is definitely announced that Count Basie, with a 17-piece band, will be at the big K. B. Hall for two nights at the end of April or early in May. Basie and his band are skedded to start a tour in Paris, on April 1, which will take them thru Belgium, Denmark, Finland, Germany, Holland, Italy, Norway, Sweden and Switzerland.

# Bobby Mellin Off to Europe

NEW YORK, Nov. 29.—Music publisher Bobby Mellin leaves January 13 for various European capitals.

With firms currently organized and operating in England and Canada, Mellin will set up his own firms in Brussels, Belgium; Paris, and Berlin. He will be abroad for four or five weeks.

# Liberty Moves To List Prices

NEW YORK, Nov. 29.—The Liberty Music Shop took another step this week in what now appears to be a slow but steady return to list prices. Early this week, the swank record and music store established a new policy of giving discounts only on those items above \$3.45.

About six weeks ago, the outlet set a list price policy on all merchandise up to \$2.50. Before that, a straight 30 per cent off was available on all items.

# BG Album to Sell at \$33.48

NEW YORK, Nov. 29.—Columbia Records will release a six LP set of Benny Goodman ork waxings next week titled "The Kingdom of Swing," that will retail for \$33.48. The package will contain previously released items including the recently issued two LP sets, "The Benny Goodman 1937-38 Jazz Concert," the Goodman ork two LP Carnegie Hall Concerts of last year, one LP with the BG sextet and one Goodman ork LP from the "Golden Era" series.

This is the first large-scale jazz package released by the diskery. Columbia has issued the two Pablo Casals festival LP's in multi-set units, as well as a Beethoven Quartet series. Decca Records has also issued special classical works in multi-set LP packages.

## UP FOR GRABS

# Anyone Likely to Hit Top In Ballroom Biz—D. Chinn

HOLLYWOOD, Nov. 29.—Doc Chinn, erudite proxy of the National Ballroom Operators' Association, says that anyone is likely to hit it in the ballroom field if hard work and long hours combine with a natural amount of brain tissue and an interest in the business.

Backgrounds of ballroom owners are as varied as can be imagined. Ken Moore, the Prom, Inc., Midwest chain, was a broker. Tom Archer went from a 1918 GI to Cheyenne, Wyo., where he did his first promoting. Larry Geer, Fort Dodge, Ia., was a railroad passenger agent. Jerry Jones, Salt Lake City, is still an attorney and is a member of the Utah Legislature. M. D. King, Seattle, was a former pro football player. Oliver Kaldahl, Glennwood, Minn., was a pro ski jumper. Leo Ketterer, Montevideo, Minn., is a retired captain in the U. S. Navy. George Devine, Milwaukee, was a sports promoter and ex-champion roller skater. Ben Leicar, Riverside, Ill., was and still is head of a construction company.

Cooney Estler, Appleton, Wis., is still running an insurance company. Jimmy Apt, Fort Wayne, Ind., was a court reporter. Vic Sloane, Lincoln, Neb., was a civil engineer. Allee McMahon, Indianapolis, was a secretary. Burt Potter, Edelstein, Ill., still runs a farm implement business. Joe Malec was originally interested in the florist business in Omaha. Lawrence Duchow, Appleton, Wis., has been a polka band leader and

Victor recording artist for years. Clarence Peterson, Waterloo, Ia., has been in the electric utilities business there for years. Sterling Way, Hollywood, is a former theater manager. Fred Ott, Marysville, Kan., has owned a record shop and music store for years. Chinn studied for the ministry. M. A. Morrill, Kent, Wash., was a banker. Kirk Hayes, Oakland, Calif., was in furniture manufacturing.

# 'Cry' Cleffer In Muddle With Pubber

NEW YORK, Nov. 29.—A hassle developed this week between Churchill Kohlman, writer of "Cry," and Mellow Music. Perry Alexander's firm which publishes the tune. Kohlman claims that Mellow has not paid him money due for performances, and therefore he has taken the tune back from the music firm. This week, his lawyers, Freedman and Lindenthal, sent a letter out to a number of diskeries, stating the tune was no longer with Mellow and that all royalties should be paid to Kohlman.

A spokesman for Mellow, however, said that the firm has paid Kohlman all royalties due him, and that his contract does not call for any performance money split with the writer. The firm also stated that under the provisions of the contract, Kohlman cannot take the song out of Mellow as long as the firm continues to pay him royalties. As of now, the firm says that Kohlman has received over \$15,000 in royalty money.

# Donaldsons File Royalty Suit Vs. R&H

HOLLYWOOD, Nov. 29.—Shella and Elen Donaldson, daughters of the late Walte Donaldson, this week filed a suit asking for an accounting and payment of back royalties from Music Publishers' Holding Company, Remick and Harms, in Federal District Court here. Acting through their guardian and mother, Mrs. Dorothy Donaldson, the daughters allege they are co-owners of a one-half interest in the renewal copyrights of 12 songs, named in the suit. The complaint alleges that copyright renewals were secured on 12 songs, written by Donaldson, who died January 15, 1947, from November, 1948, to the present. The suit claims that the daughters have asked for an accounting, but did not receive one. Tunes involved include: "My Buddy," "Carolina In the Morning" and "Down South."

The suit estimates that MPH has received \$20,000 in licensing of performing rights to ASCAP and thru mechanical and sheet music since the renewals.

# Martin Re-inks MCA Pact

HOLLYWOOD, Nov. 29.—Freddie Martin, long-time MCA chatter who had been rumored anking the office for the past six months, re-signed with MCA here.

It's understood that MCA and Martin are making a concerted pitch to re-enter Martin as an important TV personality.

The Martin crew did a half-hour kind of a TV show here Tuesday (18) at KNXT. Kine was jointly bankrolled by Martin and MCA.

# Harris Injunction Granted Granz

NEW YORK, Nov. 29.—Norman Granz was granted an injunction Friday (28) against Harris by Federal Judge Sylvester J. Ryan in the Southern District Court here.

The injunction was granted in the case of Granz against Harris, doing business as Slinson Music, concerning the sale of the album "Jazz at the Philharmonic, Volume 1" (The Billboard, August 30). Granz had been awarded an injunction against Harris by the U. S. Appeals Court in August, but the case had been returned to the District Court.

# M-G-M Releases More Lions

NEW YORK, Nov. 29.—Following a favorable trade reaction to its initial release of the low-price Lion label, M-G-M shipped samples of four more Lion LP's to distributors yesterday (28). The Lion label, a line designed specifically for dance music, is available only on LP at \$1.69 plus tax.

The four new "Designed for Dancing" disks include dance music that ranges from fox trots to Latin-American music. Eight current hits recorded by the Henry Jerome ork are included in one disk. Another features eight standard tunes waxed by the Ed. Oliver ork. Rhumbas, mambos and sambas are presented in a package by the Raphael Font ork. The fourth disk consists of waltzes and tangos played by Maximilian Bergere and his ork. Jerome has a recording pact with the firm, while the other three bands were hired just for these disks.

To help merchandise the Lion label, M-G-M is making wire counter racks available to dealers for display use.

# United Records Adds 3 to R&B Talent Stable

CHICAGO, Nov. 29.—Gene Ammons, Memphis Slim and Leo Parker were added to the talent stable of United Records this week, Lou Simpkins, president, announced.

Ammons moves over from the Decca label, his first release is scheduled by United for mid-December with "Street of Dreams" and "Just Chips" back to back. Memphis Slim, formerly with Mercury, will tee off his blues singing style with "Back Alley" and "Living the Life I Love" in the next fortnight. Leo Parker, baritone sax jazz great, has cut "The Kid" and "Cool Leo." Release date is set for January 1.

United has also paced a deal with Jazz Disques of Paris for pressing and distribution of its disks abroad. First 20 masters were sent this week. The Van Hooten brothers of Antwerp, Belgium, have been appointed distributors for the United label in the low countries.

# Capitol, RKO Set Program Of 1-Reelers

NEW YORK, Nov. 29.—Capitol Records and RKO have worked out a program for a series of one-reelers that will feature the diskery's artists. The first short, which was completed here this week, featured Molly Bee, the firm's young thrush.

The short has a complete story line, etc., and the youngster sings some of the tunes she has waxed for Capitol. It is due to be released to movie theaters throughout the country in January.



SEE PAGE 16



MY FAVORITE SONG  
by  
Ella Fitzgerald  
28433\*

# DECCA DATA

YOUR WEEKLY GUIDE  
TO  
AMERICA'S FASTEST SELLING RECORDS



YOURS  
and  
ALWAYS IN MY HEART  
by  
Bob Eberly and Helen O'Connell  
with Jimmy Dorsey  
28457\*

TO BUILD SALES



Published in the Interests of Decca Dealers and Music Operators



TO BUILD PROFITS

### NEW RELEASES—SINGLES

HAPPY BIRTHDAY ANNIVERSARY SONG Grady Martin and The Slow Foot Five 28472*	A STOLEN WALTZ TWO FOOLISH HEARTS Al Morgan 28501*	MOST OF ALL YOU CAN'T BE A BRIDE WITHOUT A GROOM Marla "Red" Taylor 28496*
I NEVER HEARD YOU SAY DOODLE BUG RAG Jane Wyman and Hoagy Carmichael with Vic Schoen 28498*	OH, HAPPY DAY TILL I WALTZ AGAIN WITH YOU Dick Todd 28506*	DOES YOUR SWEETHEART SEEM DIFFERENT LATELY? ALL OF A SUDDEN Astry Inman 28495*
		OOOH YES! PLEASE DON'T PASS ME BY Stomp Gordon 48289*

## BEST SELLERS

... based on this week's actual sales

WEEKS ON LIST	COUNTRY	Artist	Record No.
2	SDNEBDDY LOVES YOU DON'T TRIFLE ON YOUR SWEETHEART	Ernest Tubb	28448*
11	BACK STREET AFFAIR I'LL ALWAYS TAKE CARE OF YOU	Webb Pierce	28369*
5	A WEDDING RING AGO I HEARD THE JUKE BOX PLAYING	Kitty Wells	28432*
	BEU' SNOWFLAKES MERRY TEXAS CHRISTMAS, YOU ALL	Ernest Tubb with Beasley Sisters	28453*
	TENNESSEE TANGO DDN'T MAKE LOVE IN A BUGGY	Jack and Daniel and Scurwood Mt. Boys	28467*
16	FORTUNES IN MEMORIES, So Many Times	Ernest Tubb	28370*
5	MY GOD IS REAL THE MOCKING BIRD	Red Foley	28447*
	NO ONE WILL EVER KNOW HDDTIN' AND HOWLIN'	Rex Allen	28446*
22	IT WASN'T GDD WHO MADE HDNKY TONK ANGELS I Oan't Want Your Money, I Want Your Time	Kitty Wells	28232*
76	There'll Be Peace In The Valley For Me Where Could I Go But To The Lord	Red Foley	14573*

## BEST SELLERS

... based on this week's actual sales

WEEKS ON LIST	POPULAR	Artist	Record No.
11	THE GLOW WORM After All	Mills Brothers and Hal McIntyre	28384*
3	DON'T LET THE STARS GET IN YOUR EYES	Red Foley	28460*
7	HEART AND SOUL JUST SQUEEZE ME	Four Aces	28390*
2	LA ROSITA TAKE ME IN YOUR ARMS	Four Aces	28393*
11	TRYING My Bonnie Lies Over The Ocean	Ella Fitzgerald with Bobby Orten's Teen-Aces	28375*
	A SHOULDER TO WEEP ON SOMEONE LOVED SOMEONE	Mills Brothers and Sy Oliver	28459*
6	MIDNIGHT DEEP BLUES	Red Foley	28420*
	SWEET WORDS CHINA BOY	Gloria Hart	28445*
4	YOU ARE HAPPINESS Moonlight Mystery	Bill Kenny of The Ink Spots	28412*
9	TAKES TWO TO TANGO I LAUGHED AT LOVE	Louis Armstrong	28394*
3	SLEIGH RIDE SARABAND	Jerry Anderson	28429*
45	BLUE TANGO Belle Of The Ball	Leroy Anderson	27975*
	WNT DON'T YOU BELIEVE ME BECAUSE YOU'RE MINE	Guy Lombardo	28476*
21	AUF WIEDERSEHN SWEETHEART! HALF AS MUCH	Guy Lombardo	28271*
2	OUTSIDE OF HEAVEN HIGH NOON (Do Not Forsake Me)	Fred Waring	28449*
	LAZY BEVER (I YI YI YI) WISH ME GOOD LUCK, AMIGO	Mills Brothers	28458*

**2 LOUIS JORDAN FAVORITES!**

**FRIENDSHIP** and  
You're Much Too Fat (And That's That)  
Decca 28444 (78 rpm) and 9-28444 (45 rpm)

for Xmas  
**MAY EVERY DAY BE CHRISTMAS**  
and Bone Dry  
Decca 27806 (78 rpm) and 9-27806 (45 rpm)

## DECCA BEST BETS

KEEP IT A SECRET SLEIGHBELL SERENADE	Bing Crosby and John Scott Trotter	28511*
YOU BLEW ME A KISS NO DEPOSIT NO RETURN	Patty Andrews and Vic Schoen Andrews Sisters and Vic Schoen	28492*
SLEIGH RIDE LITTLE JACK FROST GET LOST	Bing Crosby Bing Crosby and Peggy Lee	28463*
(That's Just My Way of) FORGETTING YOU I COUNTED ON YOU	Bill Kenny of The Ink Spots	28462*
SIoux CITY SUE SEPTEMBER SONG	Grady Martin	28497*
LOOK OUT THE WINDOW (The Winter Song)	Russ Morgan	28479*
I SAW MOMMY KISSING SANTA CLAUS SNOWY WHITE SNOW AND JINGLE BELLS	Mervin Shiner	28504*
KENTUCKY BARE WHIFFENPOOF SDNG	Bing Crosby and Fred Waring	23990*
THE NIGHT BEFORE CHRISTMAS SONG WILLY CLAUS (Little Son of Santa Claus)	Russ Morgan	28493*
QUERIDA DANCING ON THE CEILING	Jari Southern	28464*

### BEST SELLING CHRISTMAS SINGLES

WHITE CHRISTMAS God Rest Ye Merry, Gentleman	Bing Crosby	23778*
SILENT NIGHT ADESTE FIDELES	Bing Crosby	23772*
JINGLE BELLS SANTA CLAUS IS COMIN' TO TOWN	Bing Crosby and Andrews Sisters	23281*
A CHRISTMAS FESTIVAL (Two Parts)	Leroy Anderson	16041*
WINTER WONDERLAND CHRISTMAS ISLAND	Andrews Sisters and Guy Lombardo	23722*
BLUE CHRISTMAS The Mistletoe Kiss	Russ Morgan	24766*
JINGLE BELLS SANTA CLAUS IS COMIN' TO TOWN	Guy Lombardo	26408*
WHITE CHRISTMAS TWELVE DAYS OF CHRISTMAS	Fred Waring	24500*
SILVER BELLS That Christmas Feeling	Bing Crosby and Carol Richards	27229*
TWAS THE NIGHT BEFORE CHRISTMAS (Two Parts)	Fred Waring	23662*

### Rhythm and Blues BEST SELLERS

FRIENDSHIP YOU'RE MUCH TOO FAT (And That's That)	Louis Jordan	28444*
SILENT NIGHT WHITE CHRISTMAS	Sister Rosette Tharpe with Rosette Gospel Singers	48119*
There'll Be Peace In The Valley For Me	48279*	
NEAR THE CROSS	Sister Rosette Tharpe with Aali'e Kerr Singers	48262*
ADESTE FIDELES IT CAME UPON THE MIDNIGHT CLEAR	Marie Knight	28417*
FEEL HIM YOU SAW ME WHEN I FIRST SOUGHT THE LORD	Sister Rosette Tharpe	

### International Series BEST SELLERS

KEYSTONE POLKA LOVE'S JOY	Georgie Cook	28440*
BEER AND PRETZELS POLKA STARLIGHT WALTZ	"Whoopie" John Willfahrt	28427*
ROCKIN' RHYTHM POLKA -OKLAHOMA WALTZ	Bernie Roberts	28331*
FIREMAN! FIREMAN! SAVE MY HEART! POLKA	Georgie's Tavern Band	28455*
EVERYTHING'S BEAUTIFUL (When You're In Love)		
BARTENDER'S POLKA BLUE DANCING SHOES	Eddie Hebert	28240*



# GLORIA HART

**SWEET WORDS** and **CHINA BOY**

Decca 28445 (78 rpm) and 9-28445 (45 rpm)



**FANDANGO**  
Recorded by  
**HUGO WINTERHALTER... RCA Victor**  
**VICTOR MARCHESE... MGM**  
MILLS MUSIC, INC.

**"SINNIN' AGAIN"**  
GROOBY LOUOON  
VICTOR  
**"COOL WATER"**  
BING CROSBY-ANDREWS SISTERS  
OCCA

**AMERICAN MUSIC, INC.**  
1576 Broadway N.Y. 9109 Sunset Blvd Hollywood  
CO 5-7880 CR 1-3254

Another Sleeper Hit!  
**IT WOULDN'T BE THE SAME**  
(without you)  
**LILLY ANN CAROL**  
RCA VICTOR 20-4985

Another BMI Pin-Up Hit!  
**DON'T LET THE STARS GET IN YOUR EYES**  
Published by a STAR  
Recorded by (Capitol)  
**GISELLE MACKENZIE** (Mercury)  
**LOLA ANSCHUTZ** (Victor)  
**PERRY COMO** (4 Star)  
**SLIM WILLET** (Great)  
**SILEEN BARTON** (Columbia)  
**RAY PRICE** (Capitol)  
**BOB DYLAN** (Capitol)  
**RED FOLEY** (Decca)  
Exclusively licensed by  
**BROADCAST MUSIC, INC.**

**"FROSTY THE SNOWMAN"**  
and  
**"SUZY SNOWFLAKE"**  
HAVE ARRIVED!  
**HILL and RANGE SONGS, INC.**  
Beverly Hills, Calif.

MINOY GUY  
**CARSON-MITCHELL**  
A Great Duet  
**'Cause I Love Ya That's A-Why**  
SANTLY-JOY, INC.  
1619 Broadway New York 19, N. Y.

**5 GREAT SONGS!**  
● TAKE A CHANCE  
● YOU'LL NEVER GET AWAY  
● YOU DARLIN'  
● ROSANNE  
● THE AGNES WALTZ  
ABC MUSIC CORP  
BOURNE, INC.  
799 7th Ave N. Y. 19, N. Y.

when answering ads...  
say you saw it in  
**THE BILLBOARD!**

**TUNE MELON**  
**Pillar-to-Post Story Behind 'Belong' Hit**

HOLLYWOOD, Nov. 29.—The old story of a tune getting kicked around from pillar to post before it hits was duplicated in the recent topper, "You Belong to Me." The tune was written several years ago and just lay among a number of unpromoted manuscripts in the possession of Pee Wee King. Over two years ago, King visited Cliff Parman, the arranger, while in Chicago and turned over a number of tunes, including "Slow Poke" and "You Belong to Me" to Parman, who put them into Alton Music, his own firm.

After King and Redd Stewart, his vocalist, hit on "Tennessee Waltz" and Bonaparte's Retreat, King asked for both tunes to be returned to him. The Parman readily returned them, King graciously turned over half of the publishing rights to "You Belong to Me" to Alton, which by that time was a partnership between Parman and Archie Levington. First disk on the now big tune, coincidentally, was a Sharp recording done by Joni James, who, with the tune, was doing her first session for Jimmy Martin, the Chicago distributor. The disk was cut four months before the Jo Stafford Columbia rendition.

**Frog Hop Ballroom Destroyed By Fire**

ST. JOSEPH, Mo., Nov. 29.—The Frog Hop Ballroom, operated by Tom Archer of Des Moines, located on the outskirts of St. Joseph, Mo., was destroyed by fire Sunday morning (23). No one was injured in the blaze, which started several hours after the place had been closed.

The loss was estimated at approximately \$150,000 with the entire structure destroyed. The spot was rebuilt in 1945 after a previous fire.

**Kenton Cult**  
• Continued from page 15

the tooter plays a separate, short theme. The careful, sincere dissection of what makes the Kenton crew click not only gives the listener a great insight into the musical mechanics that make a band, but also impart, for the first time, the sincere salesmanship of the ex-Kansas 88-er. The album, too, is notable, for it should start a trend of similar albums containing explanatory commentary. The pertinent remarks of Kenton weld this album into a revealing continuity that should add many more fans to Kentonism. In addition, the scholarly approach should receive good play from d.j.'s who have previously avoided Kenton's music as too difficult for pop listeners to understand. The variety of themes in the album ranges from symphonic to jazz to be-pop. The 11-minute epic should also prove just as strong on personals as the comedy "St. James Infirmary Blues," which is a standard must for the band in ballrooms, theaters and concerts.

The "Prologue" album, unfortunately, is being released shortly after the most progressive of the Kenton efforts thus far, "City of Glass" (Capitol 353). This Bob Graettinger impressionistic album is probably the closest that modern dance band music has come to mating with longhair. Graettinger, who has gone a step further than the Schellinger system in linking mathematics with music, provides a work that should interest longhairs as well as general music fans who are seeking the unorthodox. The work, more apparently discordant and themeless than anything done by Bartok, Hindemith or Hansen, is interesting musical algebra and would make good pacing for any d.j. show, simply from the standpoint that a listener, on a first hearing, will wonder what it is. It is as completely abstract as any music form thus far conceived. This package will profit from "Prologue," but a one or two-minute recorded commentary by the astute Kenton would have done much for its sale. Johnny Sippel.

**Music Publishers' Record Scoreboard**

**Sides in Current Release**  
... for Week Ending November 29

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, each week are all latest releases on which The Billboard has been able to secure information from all available reliable sources. Sides listed may actually be issued a few days prior to or following publication of this scoreboard.

PUBLISHERS	TUNE	ARTIST A LABEL
Acuff-Rose	Stoney	Stoney Cooper-Wilma Lee, Col
Adams-Yee & Abbott	Wake Up Fool	Eddy Arnold, RCA
Beacon	Oh, Happy Day	Otis Blackwell, RCA
Breeman-Vocco-Conn	Please Help Me Find My Way Home	Otis Blackwell, RCA
Burley	Oh, Happy Day	Dick Todd, RCA
Chappell	I Picked a Crooked Partner	Diamond Brothers, RCA
Chappell	April in Portugal	Freddy Martin, RCA
Dreyer Group	Your Mother and Mine	Doris Day, Col
—Raleigh	Salty Tears	Chuck Willis, Col
Forrest	All A Sudden	Autry Inman, Dec
	You Can't Be a Bride Without a Groom	Merle (Red) Taylor, Dec
Frank	Penn' Tans	(Red) Taylor, Dec
General	A Tear Can Fall	Treniers, Col
—Hill & Range	The Greatest Sin	Lily Ann Carol, RCA
—Hill & Range	Gigglette	Curtis Gordon, RCA
—Hill & Range	Over the Mountain	Joe Allegro-Jim Timmes, RCA
Hub	No Deposit, No Return	Percy Faith, Col
Kirby Smith	Lookin' for My Baby	Andrews Sisters, Dec
Leeds Group	Penny Whistle Blues	Big Boy Crudup, RCA
—Leeds	Pearly Lee	Percy Faith, Col
—Leeds	Cares	Curtis Gordon, RCA
—Leeds	You Ain't Seen Nothin' Yet	Curtis Gordon, RCA
—Leeds	Hi-Lo Silver	Treniers, Col
—Leeds	Mr. Tap Toe	Doris Day, Col
—Leeds	The Things I Might Have Been	Lily Ann Carol, RCA
—Leeds	Stigh Bell Serenade	Bing Crosby, Dec
—Leeds	Doodle Bug Rag	Hoagy Carmichael-Jane Wyman, Dec
—Leeds	Does Your Sweetheart Seem Different Lately	Autry Inman, Dec
Old Charter	Open Your Heart	Joe Allegro-Jim Timmes, RCA
Peer International Group	Did You See My Daddy Over There	Eddy Arnold, RCA
—Peer	Junja-Junja	Three Suns, RCA
—Peer	Most of All	Merle (Red) Taylor, Dec
—Peer	Twilight Boogie	Three Suns, RCA
—Peer	Linger Awhile	Arnett Cobb, Col
—Peer	You Blew Me A Kiss	Patty Andrews, Dec
—Peer	Wrong Like to Catch A Fish	Chuck Willis, Col
—Peer	Hickory Stick	Diamond Brothers, RCA
—Peer	The Night Before Christmas Song	Russ Morgan, Dec
—Peer	Keep It A Secret	Bing Crosby, Dec
—Peer	Willy Claus	Russ Morgan, Dec
—Peer	The Clinch Mountain Waltz	Wilma Lee-Stoney Cooper, Col
—Peer	Bill I Waltz Around With You	Dick Todd, Dec
—Peer	(Lil) Sonny	Arnett Cobb, Col
—Peer	Save the Pieces	Polly Possum-Joe Wolverton, Col
—Peer	I Never Heard You Say	Jane Wyman, Dec
—Peer	Good Yes	Stomp Gordon, Dec
—Peer	Please Don't Pass Me By	Stomp Gordon, Dec

MILLS MUSIC Presents:  
**2 Great Records Of...**  
**FANDANGO**  
**VOCAL**  
Victor Marchese  
M.G.M.  
**INSTRUMENTAL**  
Hugo Winterhalter  
R.C.A. VICTOR  
Sweeping The Country!  
Karen Chandler  
CORAL  
Roberta Lee - Jerry Gray  
DECCA  
The **Four Aces** have a  
SING-ational hand with...  
**Take Me In Your Arms** DECCA  
Bing Crosby puts everyone in the  
Christmas Spirit with  
Leroy Anderson's **WINTER CLASSIC...**  
**Sleigh Ride** DECCA  
100% Recorded On All Major Labels  
Music From The Great Catalog Of

**Sides Released by Label**

For Week Ending Nov. 29, 1952  
These totals do not include Public Domain and unpublished tunes

LABEL	POPULAR	FOLK	RECORDS
CAPITOL	NO RELEASES THIS WEEK	NO RELEASES THIS WEEK	NO RELEASES THIS WEEK
COLUMBIA	4	3	7
DECCA	10	4	14
MERCURY	NO RELEASES THIS WEEK	NO RELEASES THIS WEEK	NO RELEASES THIS WEEK
MGM	NO RELEASES THIS WEEK	NO RELEASES THIS WEEK	NO RELEASES THIS WEEK
RCA	8	6	14

**Total January 1, 1952, to Date**

CAPITOL	510	166	676
COLUMBIA	321	200	521
DECCA	589	161	750
MERCURY	287	83	370
MGM	356	121	477
RCA	241	197	438

**Names-House Band**  
• Continued from page 15

or takes out in percentage. The idea of a house band policy also eliminates considerable rehearsal worry and expense when the terperly decides upon Steady TV, The Palladium, which utilized a weekly TV seg recently for about 10 weeks, found that its policy of changing orks made it imperative that some bands, less given to showmanship, rehearse more than others, which normally did

much floorshow work in ballrooms. If a show clicks, like the Cool and Welk segs have, the ballroom which initially bankrolled the seg, is taken off the hook by commercial sponsor. Another factor which encourages house bands is the fact that a band, bought over a longer period of time, can be purchased more cheaply than for a short run. The leader, in bargaining, realizes that he can play more economically, for the traveling expenses are cut down. (The Billboard, November 8). In addition, his sidemen, who normally work cheaper on extended location, are easier to secure from the crowded ranks of AFM local

**Set Long Tour**  
• Continued from page 14

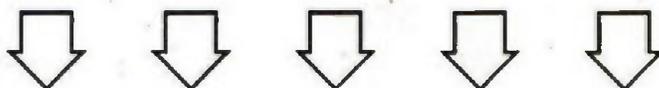
of a one-nighter for a newspaper-sponsored music festival last year. Pair are getting \$3,500 per week at the hostelry. Following Chicago, they'll play New York, with both the Hotel Pierre and the Waldorf bidding for the act. Miss Sumac, who up to now has confined herself to chanting the Incan folk ditties, worked up by her husband, intends to utilize standard semi-classical and operatic themes in her appearances. Sometime this summer, the couple intend to start a four-month international tour, working the British Isles, France, Germany, Belgium, Italy, Spain, the Scandinavian countries, South Africa and Egypt. Tour is being enlarged over their first overseas junket, which included only four countries, because of her Capitol disks' sales report from abroad.

**Junga Junga** WHAT?  
SEE PAGE 38

By

# POPULAR DEMAND!

## LES PAUL and MARY FORD



# BYE BYE BLUES

AND

# MAMMY'S BOOGIE

*Your requests forced us to release this record from Les 'n' Mary's Hit album, "Bye Bye Blues!"*



Record No. 2316

**USE THIS HANDY ORDER BLANK FOR QUICK DELIVERY**  
Mail to your nearest Capitol Distributor  
RUSH to me the following quantities

_____ 2316 (78 rpm)	_____ F2316 (45 rpm)
Quantity	Quantity
Dealer/Operator Name _____	
Address _____	
City _____	Zone _____ State _____
by _____	



**NO. 1 IN THE NATION**

**JONI JAMES SINGS**

**WHY DON'T YOU BELIEVE ME**

*W* **PURPLE SHADES** **MGM 11333 (78) K 11333 (45)**

**Best Selling Singles**

This Week	Last Week	Chart
1. WHY DON'T YOU BELIEVE ME? J. James	4	7

Purple Shades—MGM 11333; (45)K-11333—ASCAP

**BILLY ECKSTINE**

**EVERYTHING I HAVE IS YOURS**

and

**I'LL BE FAITHFUL**

MGM 10259 78 rpm  
K10259 45 rpm

**A NEW HIT!**

**ART MOONEY & His Orchestra**

**WINTER and HEART-BREAKER**

MGM 11386 78 rpm  
K11386 45 rpm

**ALAN DEAN**

**HALF A HEART and GIVE ME YOUR LIPS**

MGM 11365 78 rpm  
K11365 45 rpm

**ACQUAVIVA & His Orchestra**

**HOLIDAY IN RIO**

and

**HER TEARS**

MGM 30703 78 rpm — K30703 45 rpm

**JON TILMANS TRIO**

**DYNAMITE**

and

**I'LL BE YOURS**

MGM 11373 78 rpm — K11373 45 rpm

**BEYOND THE NEXT HILL**

and

**TILLIE'S TANGO**

MGM 30614 78 rpm — K30614 45 rpm

**HANK WILLIAMS**

**I'LL NEVER GET OUT OF THIS WORLD ALIVE**

and

**I COULD NEVER BE ASHAMED OF YOU**

MGM 11366 78 rpm — K11366 45 rpm

**TOMMY EDWARDS**

**YOU WIN AGAIN | SINNER OR SAINT**

MGM 11326 78 rpm — K11326 45 rpm

**M-G-M RECORDS**

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701 SEVENTH AVE NEW YORK 36, N. Y.

**M-G-M means Mighty Good Music**

**The Billboard Music Popularity Charts**

**HONOR ROLL OF HITS**

**The Nation's Ten Top Tunes**

... for Week Ending November 29

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

- | This Week   | Last Week | Chart |
|---|-----------|-------|
| <b>1. Why Don't You Believe Me</b><br>By Douglas Laney, Roddes—Published by Random (ASCAP)                    | 4         | 4     |
| <b>2. You Belong to Me</b><br>By Pee Wee King, Redd Stewart and Chilton Price—Published by Rideaway (BMI)     | 1         | 17    |
| <b>3. Glow Worm</b><br>By Paul Buckle, Lilla Cuskey Robinson and Johnny Mercer—Published by E. B. Marks (BMI) | 3         | 11    |
| <b>4. I Went to Your Wedding</b><br>By Jesse Robinson—Published by St. Louis (BMI)                            | 2         | 14    |
| <b>5. Jambalaya</b><br>By Hank Williams—Published by Acuff-Rose (BMI)   | 5         | 15    |
| <b>6. It's in the Book</b><br>By Johnny Stanley and Thoresen—Published by Magnolia (BMI)                      | 6         | 8     |
| <b>7. Lady of Spain</b><br>By Erell Reader and Tolchard Evans—Published by Sam Fox (ASCAP)                    | 7         | 9     |
| <b>8. Because You're Mine</b><br>By Nicholas Brodsky and Sammy Cahn—Published by Feist (ASCAP) (F)            | 8         | 11    |
| <b>9. Takes Two to Tango</b><br>By Al Hoffman and Dick Manning—Published by Harman (ASCAP)                    | 12        | 7     |
| <b>10. Outside of Heaven</b><br>By Sammy Gallop and Charles Conn—Published by Regman, Vocco & Conn (ASCAP)    | 11        | 9     |

- Second Ten**
- |  |    |    |
|--|----|----|
| 11. KEEP IT A SECRET (R)                     | 14 | 3  |
| 12. TRYING (R)                               | 20 | 13 |
| 13. WISH YOU WERE HERE (R)                   | —  | 14 |
| 14. DON'T LET THE STARS GET IN YOUR EYES (R) | —  | 1  |
| 15. YOURS (R)                                | 13 | 5  |
| 16. I (R)                                    | 15 | 4  |
| 17. MY FAVORITE SONG (R)                     | 18 | 8  |
| 17. HEART AND SOUL (R)                       | 20 | 6  |
| 19. WALKIN' TO MISSOURI (R)                  | —  | 10 |
| 20. BLUES IN ADVANCE (R)                     | —  | 1  |

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# Capitol Buyboard

## TOP SELLERS - POPULAR

Based on Actual Capitol Sales Reports

	Record No.
1. IT'S IN THE BOOK, PART I IT'S IN THE BOOK, PART II	J. Standley 2249
2. MEET MISTER CALLAGHAN TAKE ME IN YOUR ARMS AND HOLD ME	L. Paul & Mary Ford 2193
3. LADY OF SPAIN MY BABY'S COMING HOME	L. Paul & M. Ford 2265
4. BECAUSE YOU'RE MINE I'M NEVER SATISFIED	M. Cole 2212
5. I SAW MOMMY KISSING SANTA CLAUS WILLY CLAUS (Little Son of Santa Claus)	M. Bee 2285
6. COMES A LONG A-LOVE THREE LETTERS	K. Starr 2213
7. DON'T LET THE STARS GET IN YOUR EYES MY FAVORITE SONG	G. MacKenzie 2256
8. WATER CAN'T QUENCH THE FIRE OF LOVE A CRAZY WALTZ	G. MacKenzie & H. O'Connell 2266
9. HIGH NOON DO YOU EVER THINK OF ME?	B. May 2284
10. YINGLE BELLS I JUST GO NUTS AT CHRISTMAS	V. Yorgesson 781
11. THE RUBY AND THE PEARL FAITH CAN MOVE MOUNTAINS	M. Cole 2230
12. THE CHRISTMAS SONG (Ah I Want for Christmas Is) MY TWO FRONT TEETH	M. Cole 90036
13. BUNNY HOP BLOW, MAN, BLOW!	B. Anthony 2251
14. IDAHO PEOPLE IN LOVE	B. Anthony 2293
15. STORMY WEATHER THE DAY ISN'T LONG ENOUGH	Four Freshmen 2286

## BEST SELLING POPULAR ALBUMS

Based on Actual Capitol Sales Reports

	Alb. No.
1. BYE BYE BLUES	Les Paul & Mary Ford 356
2. WITH A SONG IN MY HEART	Jane Froman 309
3. PENTHOUSE SERENADE	Nat (King) Cole 332
4. BIG BAND BASH!	Billy May 329
5. UNFORGETTABLE	Nat (King) Cole 357
6. CITY OF GLASS	Stan Kenton 353
7. STAN KENTON CLASSICS	Stan Kenton 358
8. ROUGHHOUSE PIANO	Joe (Fingers) Carr 345
9. YOGI YORGESSON'S FAMILY ALBUM	Yogi Yorgesson 336
10. GORDON MACRAE SINGS	Gordon Macrae 231
11. 8 TOP PODS	Nat (King) Cole 9110
12. MUSIC FOR LOVERS ONLY	Jackie Gleason 352
13. TODAY'S TOP HITS, VOLUME VI	B Top Artists 9108

FRANCES FAYE sings...

"I Wish I Could Shimmy  
Like My Sister Kate"

Backed by "SHE LOOKS"

Record No. 2278



## TOP COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

	Record No.
1. DON'T LET THE STARS GET IN YOUR EYES BIG FAMILY TROUBLE	J. McDonald 2216
2. THE NEW WEARS OFF TOO FAST YOU'RE WALKING ON MY HEART	H. Thompson 2269
3. GOIN' STEADY JUST OUT OF REACH (Of My Two Open Arms)	F. Young 2299
4. GONE NOW AND THEN	T. Preston 2298
5. HIGH NOON GO ON! GET OUT!	F. Ritter 2120
6. BLACKBERRY BOOGIE TENNESSEE LOCAL	T. Ernie 2170
7. I AIN'T GOT TIME I SAW YOUR FACE IN THE CROWD	J. Skinner 2231
8. THAT'S ME WITHOUT YOU COOL, COLO AND COLDER	S. James 2259
9. FEAR NOT CRYIN' HOLY UNTO THE LORD	M. Carson 2252
10. RAINBOW AT MIDNIGHT WHEN IT'S HARVEST TIME, SWEET ANGELINE	J. Wakely 2272

## LATEST CAPITOL RELEASES

(National Release Date December 15th)

	No. 347
	Record No.
GONE THE NEW WEARS OFF TOO FAST	G. MacKenzie 2307
MY HEART BELONGS TO ONLY YOU I WAS A FOOL	J. Christy 2308
HOW STRANGE	M. Cole 2309
COMIN' ON PICKIN' THE CHICKEN	J. Bryant 2310
STRAIGHT AND NARROW BROTHERLY LOVE	G. MacRae 2311
POOPSIE WOOPSIE IF YOU SEE STARS IN MY EYES	J. Garber 2312
BUY ME A BOTTLE OF BEER SATURDAY NIGHT FOR LOVE	J. Willard 2313
GOODBYE MY LOVE I'M NOT WORTH YOUR YEARS	C. Sauceman 2314

## BEST SELLING

## CAPITOL CHILDREN'S ALBUMS

Based on Actual  
Capitol Sales Reports

- BOZO HAS A PARTY  
Cap 1781 DBX-3133; (45) CBXF-3133
- ROBIN HOOD  
Cap 1781 DBX-3138; (45) CBXF-3138
- BOZO AT THE CIRCUS  
Cap 1781 DBX-3114; (45) CBXF-3030
- I'M A LITTLE TEAPOT  
THE TEDDY BEARS' PICNIC  
Cap 1781 CAS-3083; (45) CASF-3083
- TWEET, TWEET, TWEETY  
Cap 1781 CAS-3118; (45) CASF-3118
- WOODY WOODPECKER AND THE  
SCARECROW  
Cap 1781 CAS-3140; (45) CASF-3140
- I TAUT I TAW A PUDDY TAT  
YOSEMITE SAM  
Cap 1781 CAS-3104; (45) CASF-3104
- NURSERY RHYMES, VOL. I  
Cap 1781 CAS-3128; (45) CASF-3128
- HENERY HAWK'S CHICKEN HUNT  
Cap 1781 CAS-3137; (45) CASF-3137
- COUNTRY COUSINS  
Cap 1781 CAS-3135; (45) CASF-3135
- HOPALONG CASSIDY AND THE  
STORY OF TOPPER  
Cap 1781 CAS-3110; (45) CASF-3110
- THE NOISY EATER (Jerry Lewis)  
Cap 1781 CAS-3120; (45) CASF-3120
- BOZO ON THE FARM  
Cap 1781 DBX-3076; (45) CBXF-3076
- BONGO THE CIRCUS BEAR  
Cap 1781 CAS-3132; (45) CASF-3132
- TWEETY PIE  
Cap 1781 CAS-3074; (45) CASF-3074

The Year's Most SENSATIONAL Ballad!

TWO STRONG VERSIONS FOR EVERY TASTE

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GISELE MacKENZIE | TERRY PRESTON

— backed with —

"THE NEW WEARS OFF TOO FAST"  
Record No. 2307

Capitol

— backed with —

"NOW AND THEN"  
Record No. 2298



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**IT'S ON ITS WAY FOR A HIT!**  
**THANKS DISK JOCKEYS, JUKE BOX OPS AND DEALERS—**  
**"TENNESSEE TANGO"**

- ★ MOLLY BEE Capitol 2258
- ★ PEE WEE KING Victor 20-5009
- ★ YORK BROS. King 1135
- ★ EILEEN BARTON Coral 60882
- ★ JACK & DANIEL and the Sawwood Mountain Boys Decca 28467

**"CRAZY WALTZ"**

- ★ HELEN O'CONNELL GISELLE MACKENZIE Capitol 2266
- ★ PEE WEE KING Victor 20-5009

**RIDGEWAY MUSIC, INC.**  
 CHARLIE ADAMS  
 6087 Sunset Blvd. Hollywood 28, Calif.

The Billboard Music Popularity Charts

**Favorite Tunes**

for Week Ending November 29

**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	Chart
1. YOU BELONG TO ME (R)—Ridgeway	1	15
2. I WENT TO YOUR WEDDING (R)—St. Louis	2	13
3. GLOW WORM (R)—E. B. Marks	3	7
4. WHITE CHRISTMAS—Berlin	—	10
5. BECAUSE YOU'RE MINE (R) (F)—Feist	5	1
6. RUDOLPH, THE RED NOSE REINDEER—Golden	—	1
7. WHY DON'T YOU BELIEVE ME (R)—Brandon	6	2
8. JAMBALAYA (R)—Acuff-Rose	4	12
9. HOLD ME, THRILL ME, KISS ME—Mills	—	1
10. TAKES TWO TO TANGO (R)—Harman	9	4
11. LADY OF SPAIN (R)—Sam Fox	8	3
12. TRYING (R)—Randy Smith	12	8
13. MEET MR. CALLAGHAN (R)—Leeds	—	10
14. FROSTY THE SNOWMAN (R)—Nelson	—	1
15. HALF AS MUCH (R)—Acuff-Rose	11	25

**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 O. Pasternak'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**

Anywhere I Wander (R)—Frank—ASCAP	Ruby and the Pearl (R)—Famous—ASCAP
Because You're Mine (R)—Feist—ASCAP	Rudolph, the Red-Nosed 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 Is Yours (R)—Robbins—ASCAP	Sleepy Time Gal (R)—Miller—ASCAP
Forgetting You (R)—De Sylva, Brown & Henderson—ASCAP	Sleigh Ride (R)—Mills—ASCAP
Glow Worm (R)—Marks—BMI	Stay Where You Are (R)—Broadcast—BMI
Heart and Soul (R)—Famous—ASCAP	Taboo (R)—Feet—BMI
I Went to Your Wedding (R)—St. Louis—BMI	Takes Two to Tango (R)—Harman—ASCAP
Jambalaya (R)—Acuff-Rose—BMI	Walkin' by the River—Sheldon—BMI
Keep It a Secret (R)—Shapiro-Bernstein—ASCAP	Walkin' to Missouri (R)—Hawthorne—ASCAP
Lady of Spain (R)—Sam Fox—ASCAP	When I Fall in Love (R)—Young—ASCAP
Live Oak Tree (R)—Burvan—ASCAP	White Christmas (R)—Berlin—ASCAP
Meet Mister Callaghan (R)—Leeds—ASCAP	Why Don't You Believe Me (R)—Brandon—ASCAP
My Favorite Song (R)—Gold—ASCAP	Wish You Were Here (R)—Chappell—ASCAP
Outside of Heaven (R)—Bergman, Vocca & Conn—ASCAP	You Belong to Me (R)—Ridgeway—BMI

**Top 10 in Television**

Because You're Mine (R)—Feist—ASCAP	Nine Never Knew (R)—Jefferson—ASCAP
Glow Worm (R)—Marks—BMI	Tennessee Newboy (R)—Talent—ASCAP
Jambalaya (R)—Acuff-Rose—BMI	Trying (R)—Randy Smith—ASCAP
Lady of Spain (R)—Sam Fox—ASCAP	Wish You Were Here (R)—Chappell—ASCAP
Lover (R)—Famous—ASCAP	You Belong to Me (R)—Ridgeway—BMI

**England's Top Twenty**

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

1. Here in My Heart—Robt. Mellin, Ltd. (Nelson)	11. Walkin' My Baby Back Home—Victoria (De Sylva, Brown & Henderson)
2. Isle of Innisfree—Peter Mauriac (Leeds)	12. Somewhere Along the Way—Magna (United)
3. Half as Much—Robbins, Ltd. (Acuff-Rose)	13. Meet Mister Callaghan—Toff (Leeds)
4. You Belong to Me—Chappell (Ridgeway)	14. Faith Can Move Mountains—Dash (Hill & Range)
5. Homing Widge—Reine (Miller)	15. Blue Tango—Mills (Mills)
6. Forget Me Not—Reine (Chappell)	16. Auf Wiederseh'n, Sweetheart—Maurice (Hill & Range)
7. Sugarbush—Chappell (G. Schirmer)	17. High Noon—Robbins (Feist)
8. Feet Up (Put Him on the Po-Po)—Cinephonix (Hawthorne)	18. I'm Yours—Mellin (Algonquin)
9. Zinc a Little Zang—Maddox (Burvan)	19. My Love and Devotion—John Fields (Shapiro-Bernstein)
10. Walking to Missouri—Dash (Hawthorne)	20. Because You're Mine—Robbins (Feist)

**VOX JOX**

By GENE PLOTNIK

**Chatter**

Wally Williams, KCKY, Coolidge, Ariz., is clean out of records for his "Wally's Platter Party" since a fire recently destroyed the station's whole plant. He is pleading with diskeries for all the wax they can spare. . . . Irv Miller is back on his afternoon disk show at WJLN, Merrill, Wis., after a sojourn with Uncle Sam. . . . WJNR, Beckley, W. Va., went indie Monday (17), and is now featuring 19 hours of music, news and sports per day with Dick Lawrence spinning the pops and rhythm and Denny Hollandsworth taking care of the hill-billy. . . . Johnny Desmond dropped in on Don McLeod at WJBK, Detroit, recently and took over the disk spinning for awhile. . . . Sam Blessing, of KMAN, Manhattan, Kan., reports they'll have a new manager December 1. Wayne Harris, of WCRT, Roanoke Rapids, N. C., is joining the deejay staff of WSRK, Shelbyville, Ind. . . . Rollie Scott, WRJM, Newport, R. O., has increased the mail for his "Lonesome Lem and Homer" hillbilly show over 800 letters a month. . . . Hal and Nancy Berg, WLLK, Wilkes-Barre, Pa., are now doing their "Song Shop" from their home. . . . Robin Basso is now doing his nightly show via WITTH, Port Huron, Mich. In his pajamas—from a studio built in his new home. Rob started it off Monday (24) with taped "hellos" from other Michigan deejays. Rob intends to spot

**YESTERYEARS' TOPS**

The nation's top tunes on records as reported in The Billboard

**DECEMBER 6, 1947**

1. Near You
2. You Do
3. I Wish I Didn't Love You So
4. How Soon?
5. Ballerina
6. Civilization
7. Too Fat Polka
8. —And Mimi
9. The Whiffenpoof Song
10. Golden Earrings

**DECEMBER 5, 1942**

1. White Christmas
2. Fraite the Lord
3. Serenade in Blue
4. Der Fuehrer's Face
5. There Are Such Things
6. Mr. Five by Five
7. When the Lights Go On Again
8. Praise the Lord
9. I Had the Craziest Dream
10. Daybreak

new jazz releases on his Friday night seg. . . . Bill Lightfoot, KREL, Baytown, Tex., writes that Smokey Slover has joined their hillbilly staff. . . . Chief Wash New Orleans, who says he's not an American citizen but a citizen of the Creek Indian Nation, has joined KRUX, Phoenix, with music and stories for kids. . . . Warner Brothers Pictures, Inc., is sending promotion to jocks for Peggy Lee's appearance in "The Jazz Singer."

**Words and Worries**

Jack Stuart, WTAL, Tallahassee, Fla., polled listeners of his "Studio Breakfast" on "It's in the Book," and got about a 50-50 response. One pastor of a local church said he likes the song, comparing it to the New Yorker's brand of humor. Another preacher gave Stuart 15 minutes of reasons why it was wrong, and almost stopped the show. . . . Murray Arnold, WIP, Philadelphia, says that Theresa Brewer's new "Hello, Bluebird" on Coral is one of the most refreshing platters in many a mood. The deejays at KGLX, Colfax, Wash., write that they can build the greatest disk consciousness in their listeners by playing the records when they first come out and then lending the listeners on by commenting from time to time on the records' rise on the popularity lists. The KGLX boys, including Reenie Moore, Jim Goodrich, Larry Short and Oscar Anderson, ask listeners to identify well-known voices frequently, and get from 25 to 30 wrong answers by phone.

# COLUMBIA COUNTER-POINTS



### The Pitch From Mitch

Did you ever see with your ears? You have if you've been following Doris Day's records. Doris is a girl who can actually conjure up a picture with her singing, and what a picture! She did it with "A Guy Is A Guy," and now she does it again with her newest release. If you'll remember before, you really saw that character follow her down the street, and this time she tells about a happy type who comes tap-toeing down the street and makes you see him, too.

It's hard to say how she does it, except that there is such enthusiasm and good humor in her singing that you're sure you see the sharply dressed fellow who's singing about. His name is "Mister Tap Toe," and you can hear the tap-tap of his feet coming along the avenue, and you know why Doris is so anxious to join in for a step or two. On the flip side, Doris has another natural. There hasn't been a big "mother" song since "Mother MacIntire," but this is it. It's from the new Walt Disney production "Peter Pan," and it has everything a sentimental song should have, plus the Day delivery. Paul Weston backs Doris on both sides, and it's a side to watch. Remember how Columbia breaks 'em wide open in early December!

You might notice too what a good arranger can do for a song. Percy Faith is a good arranger if there ever was one, and what he does with "Over the Mountain" is worth anybody's time. Listen especially to that introduction, how he gets you right up to that mountain. It's a beautiful song, and a beautiful piece of work all the way through. The other side is a lovely waltz written by Percy himself, rich and colorful, and the whole record is a fine exercise in top-notch music-making. Only two records this week, but what records!

*Mitch*

Columbia's Great New Discovery  
**FELICIA SANDERS**  
PEOPLE IN LOVE CAN BE LONELY  
PLEASE BE GOOD WHILE I'M GONE  
39900 ★ 4-39900

### New Folk Releases

**POLLY POSSUM and JOE WOLVERTON**  
JUST FIVE YEARS AGO  
SAVE THE PIECES  
21048 ★ 4-21048

**WILMA LEE and STONEY COOPER**  
THE CLINCH MOUNTAIN WALTZ  
STONEY  
21049 ★ 4-21049

**THE JOHNSON FAMILY SINGERS**  
FAITH OF OUR FATHERS  
BRIGHT MANSIONS ABOVE  
21050 ★ 4-21050

### New Okeh Releases

**THE TRENTERS**  
HI-YO SILVER  
POON-TANG!  
6932 ★ 4-6932

**ARNETT COBB**  
"LIL" SONNY  
LINGER AWHILE  
6928 ★ 4-6928

**CHUCK WILLIS**  
SALTY TEARS  
WRONG LAKE TO CATCH A FISH  
6930 ★ 4-6930

### New Popular Releases

**DORIS DAY with PAUL WESTON**  
MISTER TAP TOE  
YOUR MOTHER AND MINE  
from "Peter Pan"  
39906 ★ 4-39906

**PERCY FAITH**  
OVER THE MOUNTAIN  
CARESS  
39907 ★ 4-39907

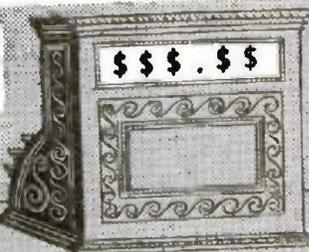
### Another great Columbia jazz classic!

**BUNK JOHNSON and his BAND**  
The Entertainer ★ Someday ★ Choo ★ The Minstrel Man  
★ Till We Meet Again ★ You're Driving Me Crazy ★  
Kinklets ★ Some of These Days ★ Maria Elena ★ Hilarity  
Rag ★ Out of Nowhere ★ That Teasin' Rag. "LP" CL 520.

### Latin American Best Sellers

**CANCIONES DEL CORAZON**  
Besame Mucho ★ Perdida ★ Te Quiero Dijo  
★ Amor ★ Aquellos Ojos Verdes ★ Maria Elena  
★ Quiero Mucho ★ Salameña Una Vez.

**TRIO LOS PANCHOS**  
"LP" CL 6230 ★ 45 Set B-313



### New Extended Play Releases

**THE NEW BENNY GOODMAN SEXTET.**  
Undecided ★ Between The Devil And The Deep Blue  
Sea  
45 Set B-1561

**LIBERACE BY CANDELIGHT**  
Tchaikovsky's Piano Concerto No. 1 ★ I Don't  
Care ★ Jalousee ★ September Song  
45 Set B-1562

**DAY IN HOLLYWOOD**  
Doris Day in: Moonlight Bay ★ Lullaby of Broadway  
★ I'll See You in My Dreams ★ Tea for Two  
45 Set B-1563

**HONKY TONK PIANO**  
Art Lavry in: The Gang That Sang "Heart Of My  
Heart" ★ Somebody Stole My Gal ★ The Curse Of  
An Aching Heart ★ That Teasin' Rag  
45 Set B-1565

**DUKE ELLINGTON and his Orchestra**  
Take the "A" Train ★ Perdido.  
45 Set B-1566

**FESTIVAL TIME**  
Percy Faith in: Delicado ★ Festival ★ My Shawl ★  
Funny Fallow.  
45 Set B-1567

**THE COUNT AND PREZ**  
Count Basie and Lester Young in: Shoe Shine Boy  
★ Evenin' ★ Boogie Woogie ★ Lady, Be Good.  
45 Set B-1568

**JUST A MOOD**  
The Teddy Wilson Quartet in: Just A Mood ★ Ain't  
Misbehavin' ★ Honeyuckle Rose.  
45 Set B-1569

**FRANKIE YANKOVIC—America's Polka King**  
Just Because ★ Tic-Tock Polka ★ Beer Barrel Polka  
★ Hoop-Dee-Do.  
45 Set B-1570

### Best Sellers

Based on actual sales reports for week ending November 29

**JIMMY BOYD**  
I SAW MOMMY KISS-  
ING SANTA CLAUS  
THUMBELINA  
39871, 4-39871

**LES COMPAGNONS  
DE LA CHANSON**  
THE THREE BELLS  
WHIRLWIND  
39657, 4-39657

**ROSEMARY CLOONEY**  
HALF AS MUCH  
POOR WHIP-POOR-  
WILL  
39710, 4-39710

**DORIS DAY and  
JOHNNIE RAY**  
MA SAYS, PA SAYS  
A FULL TIME JOB  
39898, 4-39898

**SAMMY KAYE**  
WALKIN' TO MISSOURI  
ONE FOR THE WONDER  
39769, 4-39769

**LEFTY FRIZZELL**  
I'M AN OLD, OLD MAN  
YOU'RE JUST MINE  
21034, 4-21034

**JO STAFFORD**  
KEEP IT A SECRET  
ONCE TO EVERY HEART  
39891, 4-39891

**FRANKIE LAINE**  
HIGH NOON  
ROCK OF GIBRALTAR  
39770, 4-39770

**RAY PRICE**  
DON'T LET THE STARS  
GET IN YOUR EYES  
I LOST THE ONLY LOVE  
I KNEW  
21025, 4-21025

**JO STAFFORD**  
JAMBALAYA  
EARLY AUTUMN  
39838, 4-39838

**JO STAFFORD**  
YOU BELONG TO ME  
PRETTY BOY  
39811, 4-39811

**ROSEMARY CLOONEY**  
YOU'RE AFTER MY  
OWN HEART  
IF I HAD A PENNY  
39892, 4-39892

# COLUMBIA RECORDS

"Columbia," "Masterwork," "Midi," and "Trade Marks Reg. U. S. Pat. Off. Musical Registrations"

The Billboard Music Popularity Chart

... for Week Ending November 29

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

FRANKIE LAINE
I'm Just a Poor Bachelor
COLUMBIA 39903

TOUCHI YOU BELONG TO ME
The writer chances pace here and stirs in a smooth, warm reading of the lovely riddle, over a swiny ork backing by the Western crew.

GISELE MACKENZIE
The New Wears Off Too Fast
CAPITOL 2307

COOL
A most attractive new ballad, also previously released in the C&W field, receives a first-rate rendition by the attractive Gisele Mackenzie.

BING CROSBY
JOHN SCOTT TROTTER ORK
Keep It a Secret
DECCA 28511

DECCA 28511—A beautiful recording in form and in tender reading is his best in some time. Quiet and lovely arrangement by the Trotter ork plus a nice job by the Rhythmatics adds to the attractiveness of the tune.

SLASH BELL SERENADE
Tune is a fine vehicle to show the effectiveness of Crosby's singing. It's a pleasant winter tune.

THE FOUR LADS—MITCH MILLER ORK
Blackberry Boogie
COLUMBIA 39902

THE GIRL ON THE SHORE
This side is done in dreamy style with the ork singing nicely in setting the mood. Group has a fine "clean" sound.

PATTY ANDREWS—VIC SCHORN ORK
You Blew Me a Kiss
DECCA 28492

NO DEPOSIT, NO RETURN
Another fine effort by the canny. She injects much warmth in this wailing of the cute novelty. Should do well on the boxset.

GUY LOMBARDO ORK
Thumbelina
DECCA 28471

WONDERFUL COPPERHEADS
Another tune from the same film is given a very warm play in the typical Lombardo style. Vocal by the Quartet is a good one. There are two good Lombardo sides which should do okay.

GUNNY GIBSON
You Blew Me a Kiss
M-G-M 11366

YOU'RE BETWEEN KISSES
Another fine wailing by the canny read with the same persuasion as film. Material, tho, is not as strong.

LIBERACE
I Miss You So
COLUMBIA 39895

I DON'T CARE
This one was penned by the piano-playing chanter. The style is as above, but the material isn't tried and proven, yet.

ANNE SHELTON
The Wallflower Waltz
LONDON 1264

NEW RECORDS TO WATCH

Popular

THE FOUR LADS—MITCH MILLER ORK
Blackberry Boogie—Columbia 39902—Here's a driving version of the Tennessee Borne ork tune which could keep the juke boxes jumping.

BING CROSBY
Keep It a Secret—Decca 28511—The tune has started off fast and looks big enough to handle a number of versions. This one, by Bing, is his best effort in some time.

GUY LOMBARDO ORK
Thumbelina—Decca 28471—A tune from Loesser's "Hans Christian Andersen" is lovingly projected by the Lombardo ork. Disk should please both operators and the ork's many fans.

FRANKIE LAINE
I'm Just a Poor Bachelor—Columbia 39903—Laine has two strong tunes here, both of which could be winners. "Bachelor," a drinking song with bright lyrics was penned by the writer of "Keep It a Secret"; "Tonight" is the lovely evergreen.

GISELE MACKENZIE
The New Wears Off Too Fast—Capitol 2307—An attractive new ballad taken from the country field is handled a first-rate rendition by the thrush and could easily break thru as a big one.

Popular Album

LES PAUL-MARY FORD
Bye Bye Blues Album—CDN 356—This set should be a big seller thru the Christmas season. It features the duo turning in some bright guitar and vocal stylings on eight old favorites. The title tune "Bye Bye Blues," which could be a smash hit if released singly, should help sell this fine set.

Spiritual

DIXIE HUMMING BIRDS
Trouble in My Way—Peacock 1705—A very exciting record that should find ready acceptance. Lead singer Tucker keeps it building all the way.

Rhythm & Blues

AMOS MILBURN
Rock Me Back
ALADDIN 3159

BOA HOU
Good blues dirty is warbled with warm appeal by Milburn. Good contrast to flip.

BIG MAYBELLE
Rain Down Rain
ORKE 6931

GABRIEL BINES
Big Maybelle vents her scorn on a ratty female who gets away on this talking dirking. It doesn't come off tho, and the excitement is all on the other side.

MICKY BAKER
Oh Happy Day
SAVOY 874

LOVE ME BABY
Only accompaniment in Baker's guitar, but it sounds big behind the chanter's able projection of the ballad.

JIMMY WITHERSPOON
Co. Whiskey
FEDERAL 12107

TRILLIE BABS
A pleasant weeper receives a warm, sincere performance from Witherspoon, while the band supports him tastefully. Jocks should spin.

BROWNIE MCGHEE
Bad Nerves
SAVOY 872

TRILLIE BABS
Chatter has another appealing item here. Teasing bel by his supporting combo helps things along.

CALVIN BONE—MACKWELL DAVIS ORK
Shamrock
ALADDIN 3160

THE HILLTOPpers ORK
Word Is A Cry
KING 818

LOVE ME BABY
Only accompaniment in Baker's guitar, but it sounds big behind the chanter's able projection of the ballad.

(Continued on page 46)

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

LITTLE JIMMY DICKENS
You Don't Have to Love at All—Columbia 21038—Dickens has another potentially strong one in this cleverly clefted dirty. He makes it ride all the way.

HOMER AND JETHROE
You Belong to Me No. 2
Jam-Bow-Lie—RCA Victor 20-5043—One of the group's strongest. Top side particularly is well done—with a set of side-splitting lyrics.

TINY MURPHY
Nicotine Fits—United 132—This is a real side-splitter. Murphy gets the most out of the funny lyrics, changing them in great style to jumpy backing. Side could quickly become a winner on the juke.

EDDY ARNOLD
I Want to Thank You Lord
My Desire—RCA Victor 20-5020—Two fine efforts by Arnold. Disk should become a standard item.

Rhythm & Blues

MICKY BAKER
Oh, Happy Day—Savoy 874—Baker, to the slim but tasteful backing of his guitar, turns in a convincing reading in this first r.&b. version of the left-field ballad. There's plenty of listener appeal here and the effort could easily step out.

BIG MAYBELLE
Rain Down Rain—Okeh 6931—Big Maybelle, a new addition to the label, shows off a pair of powerful pipes, and voice loaded with excitement, as she socks over this blues for the blues warbler.

JIMMY WITHERSPOON
Corn Whiskey—Federal 12107—This dirking could entice juke coin. Witherspoon shouts his way thru the swiny blues over a rhythmic, handclapping background, and a cute gimmick at the end of the disk.

Spiritual

DIXIE HUMMING BIRDS
Trouble in My Way
PEACOCK 1705

I KNOW I'VE BEEN CHANGED
The tempo is slower, but the beat is still there and strong emotion is generated by the group.

THE CHRISTLAND SINGERS
I Know My Jesus Is the Lord of the World
PEACOCK 1592

LET ME TELL YOU ABOUT MY JESUS
Robert Harris takes the lead the first time thru and then it's picked up by J. H. Medlock with the Christland Singers backing nicely. It's moving story of the death and resurrection of Christ.

ROBERT ANDERSON
Pleading in Glory for Me
UNITED 1114

O LORD IS IT I...
Anderson turns in a sincere vocal on this serious religious item, selling it strongly. A good disk.

CLARA WARD—THE WARD SINGERS
Prince of Peace
SAVOY 4030

(Continued on page 43)

Country & Western

HANK WILLIAMS
I'll Never Get Out of This World
Allie
M-G-M 11366

HOMER AND JETHROE
You Belong to Me No. 2
V 20-5043

JAM-BOW-LIE
Another fine effort by the duo on "Jam-Bow-Lie." Together, these two sides make for a very strong disk. Should do okay.

LITTLE JIMMY DICKENS
You Don't Have to Love at All
COLUMBIA 21038

TINY MURPHY
Nicotine Fits
UNITED 132

(Continued on page 34)

Sacred

EDDY ARNOLD
I Want to Thank You Lord
V 20-5020

MY DESIRE
The sacred song, written by the Thomas Dorsey, is given a very strong reading by the Tennessee Plowboys again with fine support from the chorists and musicians. There are two fine sacred sides which should enjoy steady sales for a long time.

CARL SMITH
Fedsman
COLUMBIA 21040

THE BLOOD THAT STAINED THE OLD RUGGED CROSS
Carl Smith, supported by the Carter Sisters and Mother Maybelle, in a from the heart rendition of the hymn. Disk successfully evokes the sacred track.

REMY GARRARD
You Can't Win the Prize
M-G-M 11376

I'M GOIN' THAT WAY...
Same comment.

Children's

MIR. I. MAGINATION (Paul Tripp)
Space Ship to Mars (Part 1 & 2)
COLUMBIA 31154

CLARA WARD—THE WARD SINGERS
Prince of Peace
SAVOY 4030

(Continued on page 43)

Hot Jazz

CHARLIE BARNETT
Blue Moon
APOLLO 814

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 the record.

THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories: Vocal and/or instrumental interpretation, 25; overall explanation presented, 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.

*the season's big novelty hit!*



**the  
right  
combination**

**DORIS DAY** *and* **JOHNNIE RAY**  
*in*

# MA SAYS, PA SAYS

backed  
with  
**"A Full  
Time Job"**

from the repertoire of Josef Marais and Miranda  
with Paul Weston and his Orchestra

78 rpm 39898 ★ 45 rpm 4-39898

**COLUMBIA**  **RECORDS**

Trade Marks "Columbia," "Masterworks," ®, ® Reg. U. S. Pat. Off. Marcas Registradas

## The Billboard Music Popularity Charts... for Week Ending November 29

## 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.

(Watch this feature next week for a complete listing of Christmas Best Buys.)

## Popular

**IF I HAD A PENNY**—Rosemary Clooney—Columbia 39892  
New diskings by Miss Clooney has shown early strength in the Middle West and on the West Coast. Good re-orders have started with the label. A previous "New Record to Watch."

**I SAW MOMMY KISSING SANTA CLAUS**—Spike Jones Ork—RCA Victor 20-5067

Label is all out on this one. Columbia, which had the Jimmy Boyd version out about a month before Victor, appears to have locked up a big portion of the operator business. The real battle appears to be drawn at the deejay and retail levels. Re-orders have been tremendous for both labels. Early retail strength is being shown by the Jones version in the Middle West. Picked by deejays this week. In this battle, the Molly Bee version on Capitol cannot be discounted.

**THE MOTH AND THE FLAME**—Georgia Gibbs—Mercury 70034  
The disk has not yet been received in some sections of the country early strength is being shown in Cincinnati, Buffalo and Philadelphia. A "New Record to Watch" selection.

**BYE BYE BLUES**—Les Paul-Mary Ford—Capitol

This single is taken from the duo's new album of the same name. The disk was initially taken from the album for operators and the reaction was so great that the label has decided to make it a general release. It looks big.

## Country &amp; Western

**I'LL NEVER GET OUT OF THIS WORLD ALIVE**  
**I COULD NEVER BE ASHAMED OF YOU**—Hank Williams—M-G-M 11366

Early reports show this to be another winner in Williams' steady output of hits. Previously listed as "New Record to Watch."

**I'M A LONE WOLF**—Hawkshaw Hawkins—King 1134

Growing strength in South and Middle West. Stacks up as a very good disk for juke boxes.

## Rhythm &amp; Blues

**ROCK, ROCK, ROCK**—Amos Millburn—Aladdin 3159

Re-orders already starting to flow into label. Strong in L. A. areas and in and around Cincinnati. Growing action in Chicago. Listed as "New Record to Watch."

**TOO MANY WOMEN**—Rosco Gordon—Duke 109

Another "New Record to Watch" which has started off strongly. Good early action in part of the Southwest, West Coast and Ohio.

**RIDE UNTIL THE SUN DOES DOWN**—Lewell Fulson—Swingtime 320

Powerful jump blues item has taken off in parts of the Middle West and in and around L. A.

## 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

**DON'T LET THE STARS GET IN YOUR EYES**

**LIES**  
Perry Como—RCA Victor 20-5064

Disk hit strongly during the past week. It soaked into the best-seller chart at number 11 and is 18th on the jockey list. It's on territorial sales charts in Atlanta, Washington, Detroit, Boston, Cincinnati and Chicago. Continued strong buying by operators. All indications point to it being Como's biggest since "If."

**I SAW MOMMY KISSING SANTA CLAUS**  
Jimmy Boyd—Columbia 39871

Heavy re-orders continue to be racked up by label. Hit national sales chart at 13th position. Hit territorial best-sellers in Pittsburgh and Boston as well as continuing on charts that it appeared on last week.

**GREYHOUND**  
**STAIRWAY TO THE STARS**  
Buddy Morrow Ork—RCA Victor 20-5041

Continued strength in areas reported last week. On this week's juke box chart.

**TILL I WALTZ AGAIN WITH YOU**

**HELLO, BLUEBIRD**  
Teresa Brewer—Coral 68073

Coming up strongly among national best-sellers. Continued strength in areas reported last week. Second among the label's re-orders. Flip is getting some action in Chicago.

**IT'S WORTH ANY PRICE YOU PAY**  
Eddy Howard—Mercury 70015

Back on the disk jockey list at number 15. Coming up strongly on national best-seller list.

**OH, HAPPY DAY**  
Don Howard—Essex 311

Increasing action as it hit number 19 on sales chart this week. On territorial charts in Pittsburgh, Detroit and Chicago as well as continuing as a Boston best-seller. Lawrence Welk's Coral recording is getting some West Coast action as is the Dick Todd Decca waxing in the North Carolina area.

**FULL TIME JOB**  
**MA SAYS, PA SAYS**  
Doris Day-Johnnie Ray—Columbia 39898

Second on label's re-orders. On St. Louis territorial chart. Also strong in Buffalo and Chicago with growing strength in Boston.

**MUST I CRY AGAIN**  
**I KEEP TELLING MYSELF**  
The Hilltoppers—Dot 15034

Re-orders coming in strongly to manufacturer. Growing strength throughout the South and Midwest.

**HOLD ME, THRILL ME, KISS ME**

Karen Chandler—Coral 60831

Coming up strongly on best-seller list. Continues on Los Angeles dealer list and on Detroit list for first time this week. Tops on label's re-orders.

(Continued on page 43)

## 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

- FULL TIME JOB**  
Doris Day-Johnnie Ray—Columbia 39898
- TILL I WALTZ AGAIN WITH YOU**  
Teresa Brewer—Coral 60873
- BLUE VIOLINS**  
Hugo Winterhalter Ork—Victor 20-4997
- GREYHOUND**  
Buddy Morrow Ork—Victor 20-5041
- APRIL IN PARIS**  
Doris Day—Columbia 39881
- MUST I CRY AGAIN**  
Hilltoppers—Dot 15034

## Country &amp; Western

- THE GAL WHO INVENTED KISSING**  
Hank Snow—Victor 20-5034
- IT'S THE KIDS WHO PAY**  
Molly Bee—Capitol 2258
- THE NEW WEARS OFF TOO FAST**  
Hank Thompson—Capitol 2269
- A WEDDING RING AGO**  
Kitty Wells—Decca 28432
- DON'T TRIFLE ON YOUR SWEET-HEART**  
Ernest Tubb—Decca 28448
- A FOOL SUCH AS I**  
Hank Snow—Victor 20-5034

## Rhythm &amp; Blues

- SAD HOUR**  
Little Walter—Checker 764
- GUMBO BLUES**  
Smiley Lewis—Imperial 5208
- YOU KNOW I LOVE YOU**  
Five Royals—Apollo 441
- V 8 FORD**  
W. Love—Trumpet 175

## The Disk Jockeys Pick

## Popular

- BOOMERANG**  
Lina Kirk—Victor 20-5016
- FULL TIME JOB**  
Doris Day-Johnnie Ray—Columbia 39898
- I DON'T CARE**  
Vic Damone—Mercury 70031
- I SAW MOMMY KISSING SANTA CLAUS**  
Spike Jones—Victor 20-5067
- THE WORLD IS WAITING FOR THE SUNRISE**  
Stan Freberg—Capitol 2279
- TILL I WALTZ AGAIN WITH YOU**  
Teresa Brewer—Coral 60873
- NINA NEVER KNEW**  
Sauter-Finegan Ork—Victor 20-5065
- A MOTH AND A FLAME**  
Georgia Gibbs—Mercury 70034

## Country &amp; Western

- THE GAL WHO INVENTED KISSING**  
Hank Snow—Victor 20-5034
- YOU DON'T HAVE TO LOVE AT ALL**  
Jimmy Dickens—Columbia 21038
- I'LL GO ON ALONE**  
Matty Robbins—Columbia 20122
- A FOOL SUCH AS I**  
Hank Snow—Victor 20-5034
- DEEP BLUES**  
Red Foley—Decca 28420
- TENNESSEE TANGO**  
Pec Wee King—Victor 20-5009
- A WEDDING RING AGO**  
Kitty Wells—Decca 28432
- DON'T TRIFLE ON YOUR SWEET-HEART**  
Ernest Tubb—Decca 28448

## The Operators Pick

## Popular

- LAZY RIVER**  
Art Mooney Ork—M-G-M 11347
- A SHOULDER TO WEEP ON**  
June Vall—Victor 20-5017
- SLEEPY TIME GAL**  
Tony Martin—Victor 20-5008
- GREYHOUND**  
Buddy Morrow Ork—Victor 20-5041
- MA SAYS, PA SAYS**  
Doris Day-Johnnie Ray—Capitol 39898
- DON'T LET THE STARS GET IN YOUR EYES**  
Giselle MacKenzie—Capitol 2256
- IF I HAD A PENNY**  
Rosemary Clooney—Columbia 39892
- TILL I WALTZ AGAIN WITH YOU**  
Teresa Brewer—Coral 60873

## Country &amp; Western

- IT'S THE KIDS WHO PAY**  
Molly Bee—Capitol 2258
- TENNESSEE TANGO**  
Pec Wee King—Victor 20-5009
- THE GAL WHO INVENTED KISSING**  
Hank Snow—Victor 20-5034
- THE NEW WEARS OFF TOO FAST**  
Hank Thompson—Capitol 2269
- MY HEART IS BROKEN IN THREE**  
Sam Whitman—Imperial 8169
- DON'T LET THE STARS GET IN YOUR EYES**  
Red Foley—Decca 28460

## Rhythm &amp; Blues

- SAD HOUR**  
Little Walter—Checker 764

## 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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# TOP BEST SELLERS!



## PATTI PAGE

### "WHY DON'T YOU BELIEVE ME"

AND  
"CONQUEST"

MERCURY 70025-70025X45



## RICHARD HAYES

### "FORGETTING YOU"

MERCURY 5910-5910X45



## EDDY HOWARD

### "IT'S WORTH ANY PRICE YOU PAY"

AND  
"KENTUCKY BABE"

MERCURY 70015-70015X45



## GEORGIA GIBBS

### "MOTH AND THE FLAME"

AND  
"PHOTOGRAPH ON THE OLD PIANO"

MERCURY 70034-70034X45

BREAKING BIG!

## THE GAYLORDS

### "TELL ME YOUR'E MINE"

MERCURY 70030-70030X45



## VIC DAMONE

### "GREYHOUND"

AND  
"I DON'T CARE"

MERCURY 70031-70031X45

FIRST WITH A WINNER!

# "PRETEND"

A BEAUTIFUL NEW HAUNTING MELODY

## RALPH MARTERIE

AND HIS ORCHESTRA

Flip "AFTER MIDNIGHT"

MERCURY 70045-70045X45



The Billboard Music Popularity Charts

... for Week Ending November 29

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.

Table with 4 columns: This Week, Last Week, Weeks on Chart, Record Title. Includes entries like '1. WHY DON'T YOU BELIEVE ME?—J. James', '2. IT'S IN THE BOOK, PARTS I & II—J. Standley', etc.

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.

Table with 4 columns: This Week, Last Week, Weeks on Chart, Record Title. Includes entries like '1. GLOW WORM—Mills Brothers', '2. I WENT TO YOUR WEDDING—P. Page', etc.

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.

Table with 4 columns: This Week, Last Week, Weeks on Chart, Record Title. Includes entries like '1. YOU BELONG TO ME—J. Stafford', '2. GLOW WORM—Mills Brothers', etc.

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.

Table with 4 columns: This Week, Last Week, Weeks on Chart, Album Title. Includes entries like '1. BECAUSE YOU'RE MINE—M. Lanza—V LP-2015', '2. BENNY GOODMAN 1937-38 JAZZ CONCERT No. 2—B. Goodman—Capitol 1190', etc.

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.

Table with 4 columns: This Week, Last Week, Weeks on Chart, Record Title. Includes entries like '1. ROBIN HOOD (2)—B. May-P. Pata-G. Wyle-E. Hayes-L. E. Watkins—Capitol DBX-3130', '2. BOZO HAS A PARTY (2)—B. May Ork-P. Colvig—Capitol DBX-3131', etc.



"charmaine" ...  
 "auf wiederseh'n sweetheart" ...  
 "yours" ...



and  
 now

**another  
 great  
 London  
 record!**

**anne  
 shelton**

"THE

# WALLFLOWER WALTZ"

with accompaniment directed by Harry Grove  
 backed by

"LITTLE DROPS OF WATER"

1264 45-1264

**ffrr**  
**LONDON**  
 RECORDS

## The Billboard Music Popularity Charts

# Territorial Best

Listings are based on late reports secured via Western Union messenger service from top dealers in each of the markets listed.

### New York

1. Takes Two to Tango  
P. Bailey, Coral
2. Why Don't You Believe Me?  
J. James, M-G-M
3. Glow Worm  
Mills Brothers, Decca
4. You Belong to Me  
J. Stafford, Columbia
5. Trying  
Hilltoppers, Dot
6. Wish You Were Here  
E. Fisher, H. Winterhalter,  
Victor
7. Because You're Mine  
M. Lanza, Victor
8. I Went to Your Wedding  
P. Page, Mercury
9. I  
D. Cornell, Coral
10. You'll Never Get Away  
D. Cornell-T. Brewer, Coral

### Detroit

1. Why Don't You Believe Me?  
J. James, M-G-M
2. Till I Walk Again With You  
T. Brewer, Coral
3. Hold Me, Thrill Me, Kiss Me  
K. Chandler, Coral
4. It's in the Book  
J. Standley, Capitol
5. Glow Worm  
Mills Brothers, Decca
6. Don't Let the Stars Get in  
Your Eyes  
P. Como, Victor
7. Heart and Soul  
Four Aces, Decca
8. Oh, Happy Day  
D. Howard, Essex
9. Blue Violins  
H. Winterhalter, Victor

### Chicago

1. Why Don't You Believe Me?  
J. James, M-G-M
2. Glow Worm  
Mills Brothers, Decca
3. Oh, Happy Day  
D. Howard, Essex
4. Takes Two to Tango  
P. Bailey, Coral
5. Yours  
V. Lynn, London
6. Three Bells  
Les Compagnons De La  
Chanson, Columbia
7. Trying  
Hilltoppers, Dot
8. You Belong to Me  
J. Stafford, Columbia
9. I Went to Your Wedding  
P. Page, Mercury
10. I  
D. Cornell, Coral

### Boston

1. Why Don't You Believe Me?  
J. James, M-G-M
2. I Saw Mommy Kissing Santa  
Claus  
J. Boyd, Columbia
3. It's in the Book  
J. Standley, Capitol
4. I Went to Your Wedding  
P. Page, Mercury
5. Oh, Happy Day  
D. Howard, Essex
6. Glow Worm  
Mills Brothers, Decca
7. Takes Two to Tango  
P. Bailey, Coral
8. Lady of Spain  
L. Paul & M. Ford, Capitol
9. Keep It a Secret  
J. Stafford, Columbia
10. Don't Let the Stars Get in  
Your Eyes  
P. Como, Victor

### Los Angeles

1. I Went to Your Wedding  
P. Page, Mercury
2. It's in the Book  
J. Standley, Capitol
3. You Belong to Me  
P. Page, Mercury
4. Hold Me, Thrill Me, Kiss Me  
K. Chandler, Coral
5. Because You're Mine  
M. Lanza, Victor
6. Jambalaya  
J. Stafford, Columbia
7. Why Don't You Believe Me?  
P. Page, Mercury
8. Why Don't You Believe Me?  
J. James, M-G-M
9. Lady of Spain  
E. Fisher-H. Winterhalter,  
Victor
10. You Belong to Me  
J. Stafford, Columbia

### Pittsburgh

1. Why Don't You Believe Me?  
J. James, M-G-M
2. Heart and Soul  
Four Aces, Decca
3. It's in the Book  
J. Standley, Capitol
4. Keep It a Secret  
J. Stafford, Columbia
5. I Saw Mommy Kissing Santa  
Claus  
J. Boyd, Columbia
6. Glow Worm  
Mills Brothers, Decca
7. Takes Two to Tango  
P. Bailey, Coral
8. Three Bells  
Les Compagnons De La  
Chanson, Columbia
9. Oh, Happy Day  
D. Howard, Essex
10. Because You're Mine  
Nat King Cole, Capitol

### Philadelphia

1. Why Don't You Believe Me?  
J. James, M-G-M
2. Glow Worm  
Mills Brothers, Decca
3. I Saw Mommy Kissing Santa  
Claus  
J. Boyd, Columbia
4. You Belong to Me  
J. Stafford, Columbia
5. It's in the Book  
J. Standley, Capitol
6. Don't Let the Stars Get in  
Your Eyes  
P. Como, Victor
7. My Heart Belongs to Only You  
B. McLaurin, Derby
8. I Went to Your Wedding  
P. Page, Mercury
9. Outside of Heaven  
E. Fisher, H. Winterhalter,  
Victor
10. Takes Two to Tango  
P. Bailey, Coral

### Washington, D. C.

1. It's in the Book  
J. Standley, Capitol
2. Glow Worm  
Mills Brothers, Decca
3. Takes Two to Tango  
P. Bailey, Coral
4. Don't Let the Stars Get in  
Your Eyes  
P. Como, Victor
5. I Went to Your Wedding  
P. Page, Mercury
6. You Belong to Me  
J. Stafford, Columbia
7. Keep It a Secret  
J. Stafford, Columbia
8. Lady of Spain  
E. Fisher, H. Winterhalter,  
Victor
9. Why Don't You Believe Me?  
J. James, M-G-M
10. I  
D. Cornell, Coral

... for Week Ending November 29

# 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.

- New York... **YOU'LL NEVER GET AWAY**  
D. Cornell-T. Brewer—Capitol
- Chicago... **OH, HAPPY DAY**  
D. Howard—Essex
- Chicago... **THREE BELLS**  
Les Compagnons De La Chanson—Columbia
- Detroit... **BLUE VIOLINS**  
H. Winterhalter—Victor
- Dallas-Ft. Worth... **YOU WIN AGAIN**  
T. Edwards—MGM
- St. Louis... **FULL TIME JOB**  
Doris Day-J. Ray—Columbia

### Atlanta

1. **It's in the Book**  
J. Standley, Capitol
2. **I Went to Your Wedding**  
P. Page, Mercury
3. **Wish You Were Here**  
E. Fisher-H. Winterhalter, Victor
4. **TRYING**  
Hilltoppers, Dot
5. **Glow Worm**  
Mills Brothers, Decca
6. **Outside of Heaven**  
E. Fisher-H. Winterhalter, Victor
7. **Jambalaya**  
J. Stafford, Columbia
8. **Why Don't You Believe Me?**  
P. Page, Mercury
9. **Why Don't You Believe Me?**  
J. James, M-G-M
10. **Don't Let the Stars Get in Your Eyes**  
P. Como, Victor

### Seattle

1. **Glow Worm**  
Mills Brothers, Decca
2. **Why Don't You Believe Me**  
J. James, M-G-M
3. **It's in the Book**  
J. Standley, Capitol
4. **Takes Two to Tango**  
P. Bailey, Coral
5. **Heart and Soul**  
Four Aces, Decca

### Dallas-Ft. Worth

1. **Why Don't You Believe Me?**  
J. James, M-G-M
2. **It's in the Book**  
J. Standley, Capitol
3. **Wish You Were Here**  
E. Fisher-H. Winterhalter, Victor
4. **You Win Again**  
T. Edwards, M-G-M
5. **You Belong to Me**  
P. Page, Mercury
6. **Trying**  
Hilltoppers, Dot
7. **Keep It a Secret**  
J. Stafford, Columbia

### Denver

1. **I Went to Your Wedding**  
P. Page, Mercury
2. **Glow Worm**  
Mills Brothers, Decca
3. **Jambalaya**  
J. Stafford, Columbia
4. **You Belong to Me**  
J. Stafford, Columbia
5. **Wish You Were Here**  
E. Fisher-H. Winterhalter, Victor
6. **It's in the Book**  
J. Standley, Capitol

### St. Louis

1. **Why Don't You Believe Me?**  
J. James, M-G-M
2. **Keep It a Secret**  
J. Stafford, Columbia
3. **It's in the Book**  
J. Standley, Capitol
4. **Glow Worm**  
Mills Brothers, Decca
5. **I Saw Mommy Kissing Santa Claus**  
J. Boyd, Columbia
6. **Because You're Mine**  
M. Lanza, Victor
7. **Outside of Heaven**  
E. Fisher, H. Winterhalter, Victor
8. **My Baby's Coming Home**  
L. Paul-M. Forl, Capitol
9. **Full Time Job**  
Doris Day-J. Ray, Columbia

### Cincinnati

1. **Why Don't You Believe Me?**  
J. James, M-G-M
2. **It's in the Book**  
J. Standley, Capitol
3. **You Belong to Me**  
J. Stafford, Columbia
4. **Keep It a Secret**  
J. Stafford, Columbia
5. **Glow Worm**  
Mills Brothers, Decca
6. **Don't Let the Stars Get in Your Eyes**  
P. Como, Victor
7. **Forgetting You**  
R. Hayes, Mercury
8. **Lady of Spain**  
E. Fisher-H. Winterhalter, Victor
9. **I Went to Your Wedding**  
P. Page, Mercury
10. **Outside of Heaven**  
E. Fisher-H. Winterhalter, Victor

### New Orleans

1. **Why Don't You Believe Me?**  
J. James, M-G-M
2. **I Saw Mommy Kissing Santa Claus**  
J. Boyd, Columbia
3. **Glow Worm**  
Mills Brothers, Decca
4. **Lady of Spain**  
E. Fisher, H. Winterhalter, Victor
5. **You Belong to Me**  
J. Stafford, Columbia
6. **Takes Two to Tango**  
P. Bailey, Coral
7. **It's in the Book**  
J. Standley, Capitol
8. **Trying**  
Hilltoppers, Dot
9. **Yours**  
J. Lynn, London
10. **I**  
D. Cornell, Coral

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# "GONE"

and  
**"The New Wears Off Too Fast"**

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SONGS BY ONE  
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**DORIS DAY with PERCY FAITH Orchestra**  
COLUMBIA RECORD No. 39881



words and music by  
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No. 39893

**MA SAYS, PA SAYS  
DORIS DAY-JOHNIE RAY**  
COLUMBIA RECORD No. 39898

**CROSS MY HEART,  
MADAM**  
COLUMBIA RECORD  
No. 39868



Words & Music by  
**JOSEF MARAIS**

**HENRIETTA'S  
WEDDING**  
COLUMBIA RECORD  
No. 39818

Both recorded by **CHAMP BUTLER**

## THE PITCH TO MITCH

We are sincerely grateful to the many recording artists, our disc jockey friends, our publisher associates, music machine operators and the press.

But we'd like to point with deepest affection to the one man who has made this possible for all of us—MITCH MILLER.

*Josef Marais & Miranda*

New Album!  
**JOSEF MARAIS  
& MIRANDA**  
Columbia Album CL 6225

Contents: A-ROUND THE CORNER — MOUNTAIN IS FAR — CECILIA — BEAU REYNOLDS — BULU THE ZULU — UMBIRA MELODY JONATHAN—FRANCES, OH FRANCES.



Words & Music by  
**JOSEF MARAIS**

New Children's Record!  
**DANCE AND WHISTLE  
HOLD YOUR HEAD UP HIGH**

**JOSEF MARAIS & MIRANDA**  
Columbia Record MJV-151

New Album!  
**SOUTH AFRICAN  
FOLK SONGS  
JOSEF MARAIS  
& MIRANDA**  
Columbia Album CL 6226

Contents: SARIE MARAIS—MA SAYS, PA SAYS—WHEN IT RAINS—TRAIN TO KIMBERLY—PITY THE POOR PATAT—ANIMAL CRIES—OH BRANDY LEAVE ME ALONE—SUGARBUSH.

# COLUMBIA RECORDS

The Billboard Music Popularity Charts

# Classical Records

... for Week Ending November 29

## Best Selling Classics

Records are ranked in order of their current national selling importance as the result of a special survey. Results are based on the Billboard's weekly survey of 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	Week on Chart
1.	BETHOVEN SYMPHONY NO. 9—E. Farrell, N. Merriman, J. Pearce, N. Scott, R. Shaw, Choral, NBC Symphony Ork. A. Toscanini, conductor. V(33)IM-6009	8	8
2.	SHAW: DON JUAN IN HELL—Sir Cedric Hardwick, Charles Laughton, Agnes Moorehead, Charles Boyer Col(33)SL-166	2	9
3.	BERLIOZ: HAROLD IN ITALY—M. Primrose, Sir Thomas Beecham, conductor, Royal Philharmonic Ork. Col(33)ML-4542	3	13
4.	RACHMANINOFF: CONCERTO FOR PIANO & ORK NO. 2—A. Rubinstein, Piano, NBC Symphony Ork. V(33)LM-1005	14	14
4.	RIMSKY-KORSAKOV: SCHEHERAZADE—San Francisco Symphony Ork. P. Monteux, conductor. V(33)LM-1002	5	15
45 R.P.M.			
1.	TCHAIKOVSKY: NUTCRACKER SUITE—E. Ormandy, conductor, Philadelphia Ork. V(45)WDM-1020	3	71
2.	RACHMANINOFF: CONCERTO FOR PIANO NO. 2—A. Rubinstein, NBC Symphon. Ork. V(45)WDM-1075	2	71
2.	TCHAIKOVSKY: SWAN LAKE BALLET—St. Louis Symphony Ork. V. Golschmann, conductor. V(45)WDM-1028	5	50
4.	RIMSKY KORSAKOV: SCHEHERAZADE—San Francisco Symphony Ork. P. Monteux, conductor. V(45)WDM-920	1	98
5.	OFFENBACH: GAITE PARISIENNE—Boston Pops Ork. A. Fiedler, conductor. V(45)WDM-1147	3	15

## Reviews of the Current Classical Releases

**J. S. BACH: CHRISTMAS ORATORIO**—Akademie Kammerchor, Soloists, Vienna Symphony Orchestra, Ferdinand Grossmann, Cond. (3-12")  
Vox (33) PL 7713

The less frequently staged in complete form than Bach's "St. Matthew Passion" or his "B-Minor Mass," the "Christmas Oratorio" is a work of near equal magnificence. Vox has an excellent waxing here. All participants perform at a level rarely encountered so consistently in a lengthy work. Solo choral parts (though here they sound like labors of love) are handled by Elizabeth Roon, soprano, and Walter Berry, bass. The set, including a German-English libretto, should sell steadily, if not spectacularly. Surely, it makes an appropriate, albeit expensive, holiday gift and should be displayed prominently for the Christmas trade. There is one other LP of this work on the market.

**ANNA RUSSELL SINGS**—(Advice on Song Selections for Concert Singers); Harry Dworkin, piano (1-12")  
Columbia (33) ML 4504

This disk was cut at an actual recital by Miss Russell at New York's Town Hall early this year. And the belly laughs that greeted her efforts there should now be echoed by many. Miss Russell, a talented comedienne with a good voice, parodies vocal techniques ranging from folk song to Wagnerian opera. She also furnishes the between-selection commentary, letting her wit range where it may. Hers is the kind of humor that should appeal most to musical sophisticates who can accept good-natured spoofing, and there should be moderate numbers of these creatures about. But the legions of voice students should not be neglected. Many of these will buy, if exposed. Liner notes and art maintain the spoofing attitude.

**FREDERIC CHOPIN: COMPLETE WALTZES**—Leonard Pennario, piano (1-12")  
Capitol (33) P 8172

This 12-inch disk contains the entire repertoire of Chopin waltzes—all 14 of them—rendered in exquisite taste by Leonard Pennario. The pianist's technique is brilliant and sensitive, well-suited to the lyric magic of the pieces. From an engineering point of view, the Capitol disk is excellent, registering Pennario's subtle tonal nuances. This album, of course, runs up against very strong competition. Victor has the waltzes recorded by Brailowsky on a 12-inch LP, and Columbia has a rendition by Lipatti on a similar-sized disk.

**VOICES OF SPRING IN THREE-QUARTER TIME**—Elizabeth Roon, Vienna Symphony Orchestra; Karl von Pausperl, Cond. (1-12")  
Vox (33) PL 20900

Miss Roon is the possessor of a lovely, high soprano voice. She has already shown, as soloist on previous Vox waxings, that she can use her gifts with rare ability in classical and religious works. Here, she displays yet another facet of her art. She's heard in seven coloratura readings of Viennese waltzes, taking their many technical hurdles in easy stride. This is an album that should have an immediate appeal for lovers of the more florid vocal art. Five of the waltzes are by Johann Strauss, one by his brother, Joseph, and another by C. M. Ziehrer. Vox, unhappily, again reverts to its sometime habit of tiling works in the original German. Dealers, generally, would find it easier to sell "Voices of Spring" than "Frühlingsstimmen," to cite an example from the set.

# DEALER DOINGS

By BOB FRANCIS

### Holiday Disks

Elsewhere in the music section you will find a listing of all new Christmas singles from the major diskeries, with name of artist, song and catalog number. It might be smart to save this listing for order purposes, since it comprises only new releases, with no reissues included. Meanwhile, cut it out and past it on your counter for customer info, during the holiday rush.

Renee Manola, of Carlisle Record Company, Carlisle, Pa., beats the drum for local radio station. W H Y L, announcing that the station changed hands this month and that real deejays are back, with bows to Clint Mores, W. Porter and Jack Simmons. "Therefore," carols Renee, "Let salesmen send samples. W H Y L needs records. The boys'll play 'em, and we'll have a market for platters once again." ... Lester's Providence, after a preview of the new Les Paul album, opines that "Bye-Bye Blues" will take off in Rhode Island the same way that "One More Chance" got its initial local push. The outlet comments that R. I. gets very little recognition music-wise, altho "Chance" swept the country after a local start. So "B. B." is headed likewise, on Lester's chart. It could be... Smart flack efforts of Decca distrib boss, Don Thorin, pulled in over 1,000 fans to the Helen Gunnis Music Store, Milwaukee, last week for album autograph and kick-off party, featuring local lad, James Swittel, with "Hymns to Blessed Virgin Mary." Gunnis' sales force wrapped up right onto 49 LP albums and over 200 singles of singer's personally clefted version of "In My Heart I'll Sing a Song to Mary." Thorin claims that album is now in top spot locally saleswise and picking up all thru the state... Edward M. Swacke, formerly associated with various record outlets, is taking over the New York Music Store, Detroit. Former operator, John Zenechenko, is moving to Florida. Store, which recently moved to a new site when its old base was taken over for a bank, specializes in record and TV fields... Harry Sultan, of the N. Y. City record shop bearing his name, has opened another local disk outlet. The new store is managed by Leonard Sultan.

**69 BRAHMS: LIEBESLEDER WALTZES, Op. 52; GERMAN FOLK SONGS**—The Roger Wagner Chorale; Roger Wagner, Cond. (1-12")  
Capitol (43) P 8176

Brahms Liebeslieder Waltzes were originally written for quartet performance but are more often performed now by a small choir. The waltzes are mainly concerned with the delight of love and convey a feeling of joyfulness thruout. These light dance songs are quite capably performed here by the Robert Wagner Chorale, a competent and assured choir. The chorale is very effective as well on the 10 German songs by Brahms, which are in reality German folk melodies lovingly arranged by the composer. Both the Liebeslieder waltzes and the songs are sung in English on this set. The waltzes use the English lyrics contained in the Drinker Library collection, and the songs were translated into English by Harold Heiberg.

**VERDI AIDA (Complete Opera)**—Stella Roman, Sylvia Sawyer, Gino Sarri, Antonio Manca Serra; Home Opera House Chorus and Ork; Alberto Paolletti, Cond. (3-12")  
Capitol (33) PCR 8179

**HIGHLIGHTS (1-12")**  
Capitol (33) P 8177

Capitol is bucking pretty stiff competition here. There are three other fine waxings of the complete "Aida," already available on LP, and this one, altho capably performed, offers no special bonus, quality-wise, to spur noteworthy action. There's some extra inducement in the lower Capitol list price, however, and that may help here. The prospects are considerably brighter for the "Highlights" disk where six of the best known excerpts from the Verdi masterpiece are neatly packaged. Recording is good.

**THE SINGING BIRD**—Murray Korda, His Violin and Gypsy Orchestra Orfeo (33) LP-12

This album of gypsy music is beautifully performed by violinist Murray Korda. Korda's violin is accompanied by second violin and viola, cello, bass and cymbalom—an authentic gypsy combination. The selections, in addition to "The Singing Bird," are "The Sunrise," "Shepherd's Song," "Fly, My Love," "The Little Gate" and "Gypsy Dance"—the melange comprising melodies of Hungarian, Rumanian, Armenian and Russian derivation. Korda's work is technically notable and emotionally satisfying, capturing the firm melody and pathos of this type of music. Production-wise too, this is a fine LP, the instrumental work registering very well.

**65 CHOPIN: 14 ETUDES**—Leah Effenbach, pianist (1-12")  
Orfeo (33) LP 11

Miss Effenbach, one of the finer young American pianists, takes these difficult works in easy stride. Technical problems are easily surmounted and she is able successfully to devote her attention to their musical content. But waxings of the Chopin Etudes are already plentiful in varied assortment. The set, then, can best be promoted to buyers who want this particular grouping. Available on a single disk only in this collection are the Opus 10: Nos. 1 thru 9, and Nos. 12, and Nos. 6 thru 9, and No. 11, of Opus 25. Recording has a live sound.

**IN THREE-QUARTER TIME**—Radio Vienna Grand Symphony; Max Schoenherr, Cond. (1-10")  
Viennola (33) VNL 1008

This set contains eight familiar waltzes nicely played by the Radio Vienna Orchestra. Selections include "Espagna," "Estudiantina," "Moonlight on the Alster" and "The Last Drops." The titles may be unfamiliar, but the melodies are not. Tho the set is not up to the waxing level of the average LP, the low cost of the disk and the waltz tunes will interest some.

**60 ZIEHRER OF VIENNA**—Radio Vienna Grand Symphony; Max Schoenherr, Cond. (1-10")  
Viennola (33) VNL 1009

Carl Michael Ziehrer was a prolific composer of waltzes (over 600) and operettas (22). He was born in Vienna in 1843 and started composing at an early age. He was well known thruout Europe for his musical work for more than half a century. This diskling features waltzes and marches by the Viennese composer, played adequately by the Radio Vienna Orchestra. Most of the selections are second-rate Strauss, but the low price of the diskling may make it of interest to insatiable waltz fans.

**RATINGS:** 90-100 Top; 80-89 Excellent; 70-79 Good; 60-69 Satisfactory; 50-59 Poor, NOW 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 prices.



**Best Sellers King AND Federal RECORDS**

**POPULAR King**

**STEVIE LAWRENCE**  
TANCO OF ROSES  
HOW MANY STARS  
HAVE TO SHINE  
15208  
45-15204

**DANNY SUTTON**  
MIDNIGHT IN PARIS  
I PROMISE YOU  
15204  
45-15204

**FOLK King WESTERN**

**YORK BROS.**  
TENNESSEE TANGO  
RIVER OF TEARS  
1113  
45-1155

**MOON MULLICAN**  
PIPE LINER BLUES  
SUGARBEET  
1137  
45-1137

**DELMORE BROS.**  
THAT OLD TRAIN  
I WISHED YOU  
1141  
45-1141

**WAYNE RANEY**  
THE CHILO'S SIDE  
OF LIFE  
IF YOU NEVER FLIP  
AROUND  
1149  
45-1149

**RHYTHM King**

**THE SWALLOWS**  
WHERE DO I GO FROM  
HERE  
PLEASE, EARLY PLEASE  
4579  
45-4579

**LULLA REED**  
MY STORY  
LET ME BUY YOUR  
LOVE  
4578  
45-4578

**EARL BOSTIC**  
FOR YOU  
SMOKE GETS IN YOUR  
EYES  
4570  
45-4570

**TINY BRADSHAW**  
SOFT  
STRANGI  
1271  
45-4577

**Federal**

**THE DOMINGOS**  
I'D BE SATISFIED  
NO ROOM  
12103  
45-12105

**THE ROYALS**  
MOONRISE  
FIFTH STREET  
EYES  
12083  
45-12083

**Federal**

**THE ROYALS**  
A LOVE IN MY HEART  
I'LL NEVER LET HER GO  
12099  
45-12098

**THE FOUR INTERMES**  
COINTE YOUR MANY  
BLESSING  
GOING BACK  
TO JESUS  
12097  
45-12097

**King**

1540  
**BREWSTER AVE.**  
**CINCINNATI 14**  
**OHIO**

**RECORDS INC.**



**Jimmie Logsdon**  
Singing His Own Songs...

**THAT'S WHEN  
I'LL LOVE YOU  
THE BEST**  
and  
**I WANNA BE  
MAMA'D**  
Songs published by..

DECCA RECORD  
#28502



**MELODY TRAILS**  
OF NASHVILLE, TENNESSEE

The Billboard Music Popularity Charts

**TOP COUNTRY &**

**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
1.		BACK STREET AFFAIR—W. Pierce I'll Always Take Care of You—Dec(78)28369; (45)9-28369—BMI	2 10
2.		JAMBALAYA—Hank Williams Window Shopping—M-G-M(78)11283; (45)W-11283—BMI	1 16
3.		INDIAN LOVE CALL—Slim Whitman China Doll—Imperial(78)8156; (45)M5X8156—ASCAP	3 19
4.		DON'T LET THE STARS GET IN YOUR EYES— Slim Willet Hoodoo Corners—Four Star(78)1614; (45)S-1614—BMI	7 5
5.		OLDER AND BOLDER—E. Arnold I'd Trade All of My Tomorrows—V(78)20-4954; (45)47-4954—ASCAP	5 7
6.		DON'T LET THE STARS GET IN YOUR EYES— R. Price I Lost the Only Love I Knew—Cap(78)21025; (45)4-21025—BMI	9 3
7.		MIDNIGHT—Red Foley Deep Night—Dec(78)28420; (45)9-28420—BMI	6 4
8.		DON'T LET THE STARS GET IN YOUR EYES— S. McDonald Big Family Trouble—Cap(78)2216; (45)F-2216—BMI	4 6
9.		I WENT TO YOUR WEDDING—Hank Snow Boogie Woogie Flyin' Cloud—V(78)20-4909; (45)47-4909—BMI	8 10
10.		I'M AN OLD, OLD MAN—Lety Frizzell You're Just Mine—Cap(78)21034; (45)4-21034—BMI	— 1

**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
1.		JAMBALAYA—Hank Williams M-G-M(78)11283; (45)K-11283—BMI	1 14
2.		BACK STREET AFFAIR—W. Pierce Dec(78)28369; (45)9-28369—BMI	2 10
3.		INDIAN LOVE CALL—Slim Whitman Imperial(78)8156; (45)M5X8156—ASCAP	3 16
4.		MIDNIGHT—Red Foley Dec(78)28420; (45)9-28420—BMI	6 2
5.		DON'T LET THE STARS GET IN YOUR EYES— S. Willet Four Star(78)1614; (45)S-1614—BMI	4 2
6.		DON'T LET THE STARS GET IN YOUR EYES— S. McDonald Cap(78)2216; (45)F-2216—BMI	— 5
7.		OLDER AND BOLDER—E. Arnold V(78)4954; (45)47-4954—ASCAP	7 7
7.		I'M AN OLD, OLD MAN—E. Frizzell Col(78)21034; (45)4-21034—BMI	— 1
9.		I WENT TO YOUR WEDDING—Hank Snow V(78)20-4909; (45)47-4909—BMI	8 11
9.		KEEP IT A SECRET—S. Whitman Imperial 8169—ASCAP	— 1
9.		I'D TRADE ALL OF MY TOMORROWS—E. Arnold V(78)20-4954; (45)47-4954—ASCAP	— 1

**Most Played by Jockeys**

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week	Last Week	Chart	Weeks
1.		DON'T LET THE STARS GET IN YOUR EYES— S. Willet Four Star 1614—BMI	4 11
2.		BACK STREET AFFAIR—W. Pierce Dec(78)28369; (45)9-28369—BMI	2 9
3.		JAMBALAYA—Hank Williams M-G-M(78)11283; (45)K-11283—BMI	1 17
4.		SETTIN' THE WOODS ON FIRE—Hank Williams M-G-M(78)11283; (45)K-11283—BMI	3 7
5.		MIDNIGHT—Red Foley Dec(78)28420; (45)9-28420—BMI	— 1
5.		KEEP IT A SECRET—Slim Whitman Imperial 8169—ASCAP	— 1
7.		OUR HONEYMOON—Carl Smith Col(78)1099; (45)4-21000—BMI	6 4
8.		OLDER AND BOLDER—E. Arnold V(78)20-4954; (45)47-4954—ASCAP	7 3
9.		I WENT TO YOUR WEDDING—Hank Snow V(78)20-4909; (45)47-4909—BMI	5 10
10.		DON'T LET THE STARS GET IN YOUR EYES— S. McDonald Cap(78)2216; (45)F-2216—BMI	8 6

**ATTENTION, DEALERS AND OPERATORS ONLY**

**SOLVE** YOUR RECORD BUYING PROBLEMS BY USING OUR ONE-STOP SERVICE

Ordering and Getting Records Is a Difficult and Trying Problem. Let Us Be Your Errand Boy! Let Us Do All the Hustling and Running Around to the Various Houses.

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Materials printed on heavy light

... for Week Ending November 29

# WESTERN RECORDS

## Territorial Best Sellers

City-by-city listings are based on sales reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

### Nashville

1. **Midnight**  
Red Foley, Decca
2. **Don't Let the Stars Get in Your Eyes**  
R. Price, Columbia
3. **I'm An Old, Old Man**  
Lefty Frizzell, Columbia
4. **Back Street Affair**  
W. Pierce, Decca
5. **Gal Who Invented Kissing**  
Hank Snow, Victor
6. **I'll Never Get Out of This World Alive**  
H. Williams, M-G-M
7. **Indian Love Call**  
S. Whitman, Imperial
8. **I'll Go on Alone**  
M. Robbins, Columbia
9. **New Wears Off Too Fast**  
Hank Thompson, Capitol
10. **I Heard a Juke Box Playing**  
K. Wells, Decca

### Memphis

1. **Midnight**  
Red Foley, Decca
2. **Gal Who Invented Kissing**  
Hank Snow, Victor
3. **Don't Trifle With Your Sweetheart**  
E. Tubb, Decca
4. **Older and Bolder**  
E. Arnold, Victor
5. **I Heard a Juke Box Playing**  
K. Wells, Decca
6. **Back Street Affair**  
W. Pierce, Decca
7. **Don't Let the Stars Get in Your Eyes**  
S. McDonald, Capitol
8. **Don't Let the Stars Get in Your Eyes**  
Johnnie & Jack, Victor
9. **Full Time Job**  
E. Arnold, Victor
10. **It's the Kids Who Pay**  
M. B. S., Capitol

### Houston

1. **Don't Let the Stars Get in Your Eyes**  
S. Willet, Four Star
2. **Midnight**  
Red Foley, Decca
3. **Jambalaya**  
Hank Williams, M-G-M
4. **Keep It a Secret**  
S. Whitman, Imperial
5. **Back Street Affair**  
W. Pierce, Decca
6. **Settin' the Woods on Fire**  
Hank Williams, M-G-M
7. **You Win Again**  
Hank Williams, M-G-M
8. **I'm an Old, Old Man**  
Lefty Frizzell, Columbia
9. **Wedding Ring Ago**  
K. Wells, Decca
10. **Blackberry Boogie**  
Tennessee Ernie, Capitol

## 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.

- Nashville... **I'LL NEVER GET OUT OF THIS WORLD ALIVE**  
H. Williams—M-G-M
- Nashville... **I'LL GO ON ALONE**  
M. Robbins—Columbia
- Memphis... **DON'T TRIFLE WITH YOUR SWEETHEART**  
E. Tubb—Decca

**COMPARE!**

THE ORIGINAL RECORD  
**FARON YOUNG**  
"I HEARD THE JUKE BOX PLAYING"

**GOTHAM**

G 423

**BLUE SNOWFLAKES**

**ERNEST TUBB**  
with the Beasley Sisters  
Decca 28453

**R. F. D. MUSIC, INC.**  
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Proudly Presenting Songs from

# MELODY TRAILS OF NASHVILLE, TENNESSEE

VIC McALPIN, General Manager

A NEW HOME FOR COUNTRY AND FOLK SONGS (and Singers)

## MELODY TRAILS OF NASHVILLE, TENNESSEE



# PLEASE BELIEVE

words and music by Vic McAlpin and Jack Toombs

Recorded by

**GEORGE MORGAN**

—COLUMBIA RECORD No. 21052

## MELODY TRAILS OF NASHVILLE, TENNESSEE

# THIS WON'T BE THE FIRST TIME

words and music by Vic McAlpin and Jack Toombs

Recorded by

**JOHNNY HORTON**

—MERCURY RECORD No. 6418



## MELODY TRAILS OF NASHVILLE, TENNESSEE



# A THOUSAND AND ONE SLEEPLESS NIGHTS

words and music by Jimmy Selph

Recorded by

**MOON MULLICAN**

—KING RECORD No. 1152

## MELODY TRAILS OF NASHVILLE, TENNESSEE

# YOU AIN'T SEEN NOTHING YET

words and music by Vic McAlpin and Jack Toombs

Recorded by

**CURTIS GORDON**

—RCA VICTOR RECORD No. 20-5062



## MELODY TRAILS OF NASHVILLE, TENNESSEE



**JIMMY SELPH**

singing his own songs

**I WAS TOO LATE**

**A THOUSAND AND ONE SLEEPLESS NIGHTS**

Rosemay record No. 1002

## MELODY TRAILS OF NASHVILLE, TENNESSEE

and those 2 new JIMMIE LOGSDON songs—see Decca ad opposite page

### MELODY TRAILS, INC.

2516 FRANKLIN ROAD, NASHVILLE 4, TENNESSEE

VIC McALPIN  
General Manager

HOWIE RICHMOND  
New York Representative



The Billboard Music Popularity Charts

for Week Ending November 29

# TOP RHYTHM & BLUES RECORDS

**RED HOT  
IMPERIAL  
R & B  
RECORDS**



**DAVE  
BARTHOLOMEW**  
"WHO DRANK MY BEER  
WHILE I WAS IN THE REAR"  
"THE REST OF MY LIFE"  
Imperial 5210

**FAT MAN  
MATTHEWS**  
And The Four Kittens  
"LATER, BABY"  
"WHEN BOY MEETS GIRL"  
Imperial 5211

**ARCHIBALD**  
"EARLY MORNING BLUES"  
"GREAT BIG EYES"  
Imperial 5212

**IMPERIAL  
RECORDS**

6425 Hollywood Blvd.  
Hollywood 28. Calif.

**THEY IT!  
"BACK  
BITER"**  
#87 by T. J. FOWLER  
IS A HIT  
ON ALL CHARTS

**SAVOY RECORD CO., INC.**  
58 Market St. Newark, N. J.

Your key to  
**SALES RESULTS—**  
the advertising columns of  
**THE BILLBOARD!**

## Territorial Best Sellers

Listings are based on late sales reports received via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

- New York**
- Oooh, Oooh, Oooh  
L. Price, Specialty
  - Lawdy, Miss Claudy  
L. Price, Specialty
  - Port of Rico  
I. Jacquet, Mercury
  - Goin' Home  
Fats Domino, Federal
  - Rock Me All Night Long  
Ravens, Mercury
  - You Know I Love You  
B. B. King, RPM
  - I Played the Fool  
Clovers, Atlantic
  - Goodbye, Baby  
Little Caesar, Recorded in Hollywood
  - My Song  
J. Ace, Duke
  - Five Long Years  
J. Boyd, Job

- Chicago**
- Five Long Years  
E. Boyd, Job
  - Sad Hour  
Little Walter, Chess
  - Rock Me All Night Long  
Ravens, Mercury
  - I Don't Know  
W. Mabon, Chess
  - Port of Rico  
I. Jacquet, Mercury
  - You Know I Love You  
J. B. King, RPM
  - Juke  
Little Walter, Checker
  - I'd Be Satisfied  
Dominoes, Federal
  - Settin' Here Drinkin'  
C. Kittrie, Tennessee
  - Let's Talk It Over  
J. Lee, Modern

- Los Angeles**
- Five Long Years  
E. Boyd, Job
  - Hey, Miss Fannie  
Clovers, Atlantic
  - I Played the Fool  
Clovers, Atlantic
  - Juke  
Little Walter, Checker
  - My Story  
C. Willis, Okeh
  - My Song  
J. Ace, Duke
  - Oooh, Oooh, Oooh  
L. Price, Specialty
  - Daddy, Daddy  
Ruth Brown, Atlantic
  - Mary Jo  
Four Blazers—Atlantic
  - Port of Rico  
I. Jacquet, Mercury

- St. Louis**
- Johnny, Johnny  
Mair Jones, Modern
  - My Story  
C. Willis, Okeh
  - Hey, Mrs. Jones  
J. Forrest, United
  - Hey, Miss Fannie  
Clovers, Atlantic
  - I Don't Know  
W. Mabon, Chess
  - I Played the Fool  
Clovers, Atlantic
  - Port of Rico  
I. Jacquet, Mercury
  - Five Long Years  
E. Boyd, Job
  - Sad Hour  
Little Walter, Checker
  - Rock Me All Night Long  
Ravens, Mercury

- Detroit**
- Port of Rico  
I. Jacquet, Mercury
  - My Song  
J. Ace, Duke
  - Juke  
Little Walter, Checker
  - Oooh, Oooh, Oooh  
L. Price, Specialty
  - Rock Me All Night Long  
Ravens, Mercury
  - I'd Be Satisfied  
Dominoes, Federal
  - Daddy, Daddy  
Ruth Brown, Atlantic
  - Hey, Miss Fannie  
Clovers, Atlantic
  - Five Long Years  
E. Boyd, Job
  - Hey, Mrs. Jones  
J. Forrest, United

- Philadelphia**
- I'd Be Satisfied  
Dominoes, Federal
  - Port of Rico  
I. Jacquet, Mercury
  - You Know I Love You  
B. B. King, RPM
  - Rock Me All Night Long  
Ravens, Mercury
  - Oooh, Oooh, Oooh  
L. Price, Specialty
  - I Played the Fool  
Clovers, Atlantic
  - My Story  
C. Willis, Okeh
  - Three Letters  
Ruth Brown, Atlantic
  - My Heart Belongs to Only You  
B. McLauren, Derby
  - Five Long Years  
E. Boyd, Job

- Washington D. C.**
- You Know I Love You  
B. B. King, RPM
  - Oooh, Oooh, Oooh  
L. Price, Specialty
  - My Story  
C. Willis, Okeh
  - Five Long Years  
E. Boyd, Job
  - I Played the Fool  
Clovers, Atlantic
  - Hey, Miss Fannie  
Clovers, Atlantic
  - My Song  
J. Ace, Duke
  - Lawdy, Miss Claudy  
L. Price, Specialty
  - Goodbye, Baby  
Little Caesar, Recorded in Hollywood
  - Rock Me All Night Long  
Ravens, Mercury

- Charlotte**
- Hey, Miss Fannie  
Clovers, Atlantic
  - Oooh, Oooh, Oooh  
L. Price, Specialty
  - Five Long Years  
J. Boyd, Job
  - I'd Be Satisfied  
Dominoes, Federal
  - My Song  
J. Ace, Duke
  - Lawdy, Miss Claudy  
L. Price, Specialty
  - Rock Me All Night Long  
Ravens, Mercury
  - You Know I Love You  
B. B. King, RPM
  - My Story  
C. Willis, Okeh
  - Goodbye, Baby  
Little Caesar, Recorded in Hollywood

## 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. JUKE—Little Walter	3	11
2. FIVE LONG YEARS—E. Boyd	2	10
3. MY SONG—J. Ace	4	18
4. YOU KNOW I LOVE YOU—B. B. King	1	13
5. MY STORY—Chuck Willis	5	4
6. OOOH, OOOH, OOOH—Lloyd Price	6	7
7. I DON'T KNOW—W. Mabon	7	2
8. HEY, MISS FANNIE—Clovers	3	5
9. PORT OF RICO—I. Jacquet	7	2
10. I PLAYED THE FOOL—Clovers	—	1

## 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	9
2. YOU KNOW I LOVE YOU—B. B. King	2	10
3. JUKE—Little Walter	3	14
4. OOOH, OOOH, OOOH—Lloyd Price	6	8
5. MY SONG—J. Ace	4	12
6. PORT OF RICO—I. Jacquet	5	7
7. HEY, MISS FANNIE—Clovers	7	5
8. LET'S CALL IT A DAY—S. Thompson	—	5
9. I'D BE SATISFIED—Dominoes	3	4
10. I DON'T KNOW—W. Mabon	—	1

## 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... **SETTIN' HERE DRINKIN'** C. Kittrie—Tennessee  
Chicago... **LET'S TALK IT OVER** J. Lee—Modern  
St. Louis... **JOHNNY, JOHNNY** M. Jones—Modern  
Philadelphia... **THREE LETTERS** Ruth Brown—Atlantic

**RHYTHM AND  
BLUES NOTES**  
— BY BOB ROLONTZ —

Atlantic Records will release the wild mambos "Anabacoa" and "Five Vocals and One Mambo," by Damron and his ork. Tune was previously released in New York, but never distributed nationally. Roy Eldridge has returned from his JTAP trip to the Hawaiian Islands. Christine Kittrell, of Tennessee Records, joins the Paul Williams ork for a tour thru the Deep South starting December 24.

Mahalia Jackson, Apollo's great gospel singer, is packing them in throughout Europe on her current tour of The Continent. Paris, Copenhagen, and London audiences jammed the theaters where she appeared, and her record of "Silent Night, Holy Night" sold 20,000 copies after she sang the carol over the air. Slim Gaillard will cut four sides for Norman Grantz on the Mercury label in a few weeks. Charlie Barnet and the Five Keys open at the Arredia in Providence on Christmas Eve. Hank Harvey, of mas Eve.

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(Continued on page 38)

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SEE PAGE 40

RHYTHM & BLUES NOTES

Continued from page 36

KVMA in Magnolia, Ark., informed us that the stallions' two r.&b. shows, his own "Sleepy Deacon Show," and Dudley Walter's "Seven-Eleven Club" were able to raise enough money to buy a paralyzed youngster a record player and a dozen records, plus \$20 in cash. He says "I think this is notable because the donations came from people in all walks of life... and we think this has brightened his (the boy's) life a little." T. M. T. Tribble first time in at Philadelphia's Top Hat... Pianist Jeff Lambert and his guitarist brother Eddie Lambert, have reorganized the Five Dukes combo bowing at the 1901 Bar in Philadelphia... Latest Philadelphia locations spotlighting the musical units include Emerson's Cafe, kicking off with organist Billy Gaines. The Jet with Lonnie Shaw, and Christy's with Teddy

Coles... Drummer man Tommy Simms replaced Earl Curry with the Louie Juice quintet, with Earl returning to the Norma Carson band... Earl Plummer, who left Steve Gibson's Red Caps to step out on his own, opens at Spider Kelly's Philadelphia, backed by Eddie's "Lovers" band. Songbird Beulah Franklin rejoined the Top Notes at Philadelphia's Red Rooster... Powellton Cafe, Philadelphia, signed the Bobby Walker combo for 13 scattered weeks during 1953... Lionel Hampton will re-light the Earle Theater stage in Philadelphia Christmas week... Tenor saxist Myrtle Young and her all-girl gang, after one-nighting in Southern territory, locates at Lawson's in Harrisburg, Pa. She was formerly with the Sweethearts of Rhythm and other girl bands before starting a unit of her own.

Record Reviews

Continued from page 24

Country & Western

The item strongly to hulk and booney support by the string band. Here's a wailing that could easily step out. It seems especially good for tavern juke. It's All Your Fault... 71 Another good side by the chanter. It also features a strong and brisk beat. Flips, tho, is the better bet.

BOBBY WILLIAMSON

1 Remember... 77 V 20-505—Pretty ballad associates a romantic memory with all the good things in the past. Williamson warbles the slow and gentle ditty with great tenderness. A good side. Recipe for Love... 75 Another fine effort by Williamson. This one has much humorous appeal. Good, rhythmic contrast to the dreamy nature of the flip.

LONE PINE AND HIS MOUNTAINEERS

Liveliest on Your Collar... 77 V 20-504—The warbler has lively novelty here and he hands it a bright performance with solid support from the Mountaineers. Side should pick up foot in the areas where Lone Pine is a favorite.

Don't Step—I Like It... 72

Material here is not up to the other side, the Lone Pine and the group romp thru the fast-tempo item in spralling style.

COLDIE HILL

I Let the Stars Get in My Eyes... 77 DECCA 2847—Here's the musical answer to the original cliché "Don't Let...". The gal sings out strongly and the aching band and piano keep things moving at a rapid bounce. A natural for juke and juke, as the tune is the same as the original! Waiting for a Letter... 71 Straightforward style of the new DECCA songstress comes across effectively in this country weeper. A good side.

GRADY MARTIN—THE SLEW FOOT

Happy Birthday... 75 DECCA 28472—The group awards the traditional item a happy and freewheeling reading that's up to their usual, bokey standard. Side could easily become a standard "special-occasion" dishing and more moderately well year in and year out. Multi-section juke count so find a permanent slot for it. Anniversary Numb... 75 Same goes for this straight version of the Johnson standard.

WILLIS BROTHERS

May Be Lonely... 75 V 20-507—Chamber of the group does the lyrics of the pleasant ditty easily fit a good country effort. Tune is chummy and well protected by the combo. Hired Bachelor Baby... 72 Cute novelty compares this unfaithful phenomenon. It's performed well, for a side that should do some business on the coin boxes. Deejays also might use.

MERVIN SHIMER

I Saw Mommy Kissing Santa Claus... 75 DECCA 28504—If a straight interpretation of the cute, new holiday item can make it in the country field, this pleasant effort by Shimer stands a good chance. There's good listening here. Snowy White Snow and Hazy Hells... 69 New seasonal ditty has a certain charm, but little to lift it above many other entries. It's sung simply by Shimer here and should appeal to the kiddies.

CLIFFIE STONE

Dirty CAPTIVE... 229—Cliffie and the boys combine on a laughable story of the recently divorced guy. More good 78-time material. Everyone's Sweetheart and Nobody's Gal... 72 Stone handles the vocal on this bokey-

took version of the age-old story. This fans will go for it.

WILF CARTER

Sweet Little Lover... 74 V 20-504—Carter both sings and yodels but way thru this self-witted ditty, selling the cute effort in happy style. Those who enjoy country yodeling will like this platter. Hucklebuck, Hucklebuck, Hucklebuck... 70 An upbeat novelty is read brightly by Carter but the tune is just average.

THE AMBER SISTERS

When I Want Love, Baby... 73 I Want You... 73 CAPITOL 2289—Cute novelty-type ditty is smartly done by the girls and country ork. Should get some spins. Loveless Road Blues... 70 The fem trio knocks out the traditional, up-tempo blues item with the kind of drive well-suited to get the country tea to tapping. Get come up with some real harmony hits, too.

GENE AUTRY

I've Got a Lifetime for You... 72 COLUMBIA 21035—Pretty country tune is waltzed well by the movie star. Noisy Book of Love... 69 Autry turns in his usual quiet reading of an okay weeper that his fans will enjoy.

COUNTRY ALL STARS

Midnight Tramb... 72 V 20-506—This is the second ditty by this all-star group consisting of Chet Atkins, Homer and Jethro, Dale Porter and Charlie Green—all fine musicians, well-known in the country field. Tho there's good instrumentation by all, it lacks a certain sparkle. Night will some like coin, tho. It Goes Like This... 78 An old happy ditty is vocalized by an unblemished member of the group with the rest of the aggregation chiming in. It seems rather odd that with a group of crack instrumentalists here, that the accent is on singing.

TOMMY HILL

I Ain't Sessin' Where I Was... 69 DECCA 28474—Sincere delivery of routine country love plaint, written and sung by Tommy Hill. Keeps a steady pace, never hitting a peak of interest but never lapsing badly. The New 5 Gigs, the Mooe You Take... 67 A weeper, delivered with sincerity by Tommy Hill. Not quite as effective as the flip.

BOB WILLS

Awake and Dreaming... 67 M-G-M 11377—Curious mixture of singing and recitation to the accompaniment of gag commentary by another voice falls to some across strongly. Might attract some deejay twists, however. Steamboat Stomp... 66 Rhythm item is given a routine performance by the chanter. Ork best is solid.

ROY KING

Mirror, Mirror on the Wall... 65 MERCURY 70026—Roy King doing an adequate vocal on a bubbly tune, the phrasing of which is too artificial. A routine product. Yodeler's Polka... 60 Not much excitement is generated by this country yodel. As on flip, Roy King delivers a routine vocal. The sentiment lacks a true, heartfelt quality.

DANNY FATE

Blue... 65 TREPUR 48—Fate shows occasional life on this blues effort, but as a whole the disk is dull. Yodeler's Love Me a Little Bit Better... 30 This side isn't worth talking about. Performance and tune are poor.

FOLK TALENT AND TUNES

By JOHNNY SIPPFL

Artists' Activities

Faron Young was inducted into the Army at Nashville November 19, according to Hubert Long, the personal manager. He is taking his basic at Fort Jackson, Columbia, S. C. Jimmy Smith, the new Victor artist, and his manager, John Elder, are making an extended tour of the West Coast and the Southwest, promoting Smith's first releases. Smith recently sold his interest in Joe Cotton's Rhythm Ranch, Atlanta. Jack Kingston (Capitol) is masterminding a new Canadian jamboree project at CHML, Hamilton, Ont., which he joined recently after a period with CKNX, Wingham, Ont. Kingston wants traveling units for the big Saturday night show. He used Ray Price's group on the opening show. Cast is made up of Canadian artists. Tawnee Hall, 25, guitarist with

Lefty Frizzell and once with groups like the Western Cherokees, died November 21 at his home in Eastman, Ga. He became ill while traveling with the Frizzell troupe on the Coast and was rushed to his home. Roy Nichola has replaced him with Frizzell. Frizzell broke the house record at Baldy Evans' Curve Ballroom, Rosenberg, Ore., November 18, doing 1,342 dancers at \$2 per Frizzell works thru Arizona and New Mexico until December 13 for Americana Corporation. Laura Lee Owens just finished two weeks on the Coast for Americana. Porter Wagoner (Victor) guested at the WHO, Des Moines, barn dance November 22. Carl Rogers and Ray Langham have formed a new BMI pubbery in Los Angeles, Blue Jay Songs. Tex Ritter did a week at the Capitol Theater, Washington, and MCA has him working in Texas. (Continued on page 48)

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# Record Reviews

Continued from page 24

## Popular

yet to go anywhere pop-wise, but it could move out via the substantial rendition by Anne Sichel. The English thrush performs it with warmth, doting with herself via dub-ink. Flatter beats watching.

**Little Drops of Water...74**  
Miss Sichel's own effective job on the attractive ballad, and the ork backs her smoothly. Raindrop gimmick could help it get spins.

**BILL DARNEL-BOB AUSTIN ORK**  
**I Miss You So...75**  
DECCA 28405—Eichine has a touch of the plaintive mood that made the chanter's dishing of "Lonely Wine" a money earner. A good follow-up in the same vein and it stands a chance.

**Why Do I Care?...77**  
Tune of this new ditty has more than a passing familiarity. It's retentive nature and the paragon style used in the arrangement make of the wailing a likely juke contender.

**MANTOVANI ORK**  
**White Christmas...77**  
LONDON 1264—The superb Mantovani ork does a lovely job with the Christmas favorite, showcasing the ork's singing strings, along with Christmas bells, etc. on this attractive platter. Disk should receive some hefty spins by the deejays.

**Adelste Fideles...75**  
Those who enjoy lush versions of Christmas carols will want this beautifully arranged cutting of the favorite tune, as played here by the English ork.

**RAY ANTHONY ORK**  
**Idaho...77**  
CAPITOL 2293—Plenty of drive in this instrumental. The Anthony band's arrangement is hot and cool and maintains interest. A good disk that could grab juke.

**People in Love...73**  
The ballad gets a tasteful treatment by the band, with Tommy Mercer and the Anthony Choir featured on the vocal. A pleasant side, and quite a change of pace from the flip.

**WINIFRED ATWELL**  
**Lady of Spain...76**

LONDON 1278—Winifred Atwell sparks this string of the hill olidie with some dinkie piano work over a sharp rhythm backing. With the Lew Paul and Ben Light instrumental ditties already released this disk has tough competition, but it may catch some juke.

**Taboo...76**  
The pianist has a very listenable arrangement of the olidie here, and she plays it with feeling, displaying fresh musical stylings, and fine technique. A good disk.

**ART MOONEY ORK**  
**Heartbreaker...76**

M-G-M 11186—The olidie gets a typical Art Mooney treatment—a pulsing beat and arrangement which evokes another day. A chanting chorus group does a para-style vocal.

**Winter...75**  
Bango bells and a chanting chorus give this "Winter" ditty considerable atmosphere and movement. Side is a bright one.

**FRANCES FAYE**  
**I Wish I Could Shimmy Like My Sister Kate...76**

CAPITOL 2278—The catchy old standard, whose entrance is more than double, gets a very good performance here from Frances Faye. The latter's vocal projects much of the singer's intriguing night club style. Dace Cavonius's backing is deft.

**See Looks...69**  
Piquant material given a smart interpretation by Frances Faye; but the side is by no means as impressive as the flip.

**LES BASTER ORK**  
**Hang Your Wishes on the Tree...76**

CAPITOL 2275—A touch of sacred in this Christmas ballad, done nicely by Baster ork and chorus. Baster's arrangement catches the holiday spirit.

**Santa Claus' Party...75**  
Tasteful rendition of this Christmas item by the Baster ork and chorus. Background of sleigh bells etc., adds to the disk.

**ARTHUR (Guitar Boogie) SMITH**  
**Lady of Spain...75**

M-G-M 11179—Good coverage of the currently active revival figures to do just a bit of the business according to the ditty because of the honky-tonk guitar, bango, bones and whistling rendition.

**Smith...75**  
The olidie gets a typical Smith guitar reading.

**BLUE BARRON ORK**  
**The Little White Girl...75**

M-G-M 11175—Betsy Clark and the ork's vocal group combine on the lovely story lyric based on the familiar folk tale about the little girl whose matches lit the streets of London during Christmas. Should do some yuletide business on the basis of the familiarity of the story—if the disk gets exposure.

**Santa Claus Lullaby...71**  
Another new Christmas ditty is smoothly handled.

**MITCH MILLER ORK**  
**Without My Love...73**

COLUMBIA 39901—Mitch Miller, Columbia's pop m.A.R. chief, leads his

ork accurately thru this haunting bolero-studio, with harpichordist Stan Freeman jolting thruout. It's an interesting reading with the brassy ork sound standing out. Side lacks excitement but it should pull spins.

**Just Dreaming...78**  
The ork plays this one carefully but the tune doesn't go anywhere. Buddy Weed is on harpichord, and a choir can be heard over the ork now and then.

**DICK TODD**  
**Till I Wake Again With You...75**  
DECCA 28406—This resonant warble of the pleasant ditty, that belies its title beat by being in fox-trot tempo, should be enjoyed by many. A happy dishing.

**Oh, Happy Day...70**  
Fast cover of the fast-rising ditty has some of the flavor of the original Essex wailing. If some makes it big enough, this might cut in some.

**THE THREE SUNS**  
**Just a Little...76**

V 20-5083—The trio comes up with a spaced-out samba-type instrumental which should please their fans and make good change of pace material for platter shows.

**Twilight Rouser...77**  
Aside from the light hoopie or shuffle tempo, this is a typical Sons' instrumental item.

**TONY ALAMO**  
**Merry Christmas, Darling...74**

M-G-M 11130—Another new Christmas ditty is handed a smooth and honey reading by Alamo and the Norman Grecco ork. In all, a nice platter.

**It's Merry Christmas Time...73**  
Alamo, the former Sammy Kaye vocalist, does well enough but the slow tempo bulks him back on an attractive new seasonal entry.

**REISS MORGAN ORK**  
**Willy Claus...74**

DECCA 28493—One of the cuter new Christmas ditties, this one tells how Santa's son acts as a stand-in when the old man takes ill. Morgan, the chorus and ork do nicely by it. Could do a little, too.

**The Night Before Christmas Song...72**  
Here's another cover wailing of the Christmas item based on the famous holiday poem. All contribute pleasantly. Can also go as a moppet item.

**THE MELTONES**  
**Christmas Morn...70**

REGENT 189—This re-issue was reviewed in The Billboard last year, as a spiritual item. It's a strong disk that could go well in many fields, and might catch some pop spins.

**White Christmas...73**  
This is a smooth and musically good reading of the fine old seasonal favorite. Rendition is by a female vocal group backed by a small but good ork.

**HENRY JEROME ORK**  
**Don't Let the Stars Get in Your Eyes...74**

M-G-M 1135—The Jerome sultrier trumpet, "midway" ork, suits a neat coverage wailing of the new ditty which seems to be getting some healthy action. This could get a share of the business.

**Keep It a Secret...71**  
More good coverage, but the potential is just a bit slimmer because of the stronger competition.

**FREDDY MARTIN ORK**  
**April in Portugal...73**

(The Whispering Serenade) V 20-5052—A delightful melody is given a stock Freddy Martin instrumental orking. As well done as it is, this seems to need a larger and lustier orking. Still sounds like a good Martin wailing.

**Penny Whistle Blues...73**  
The saxophone section switches to flutes for a smart, danceable reading of the South African ditty which made the disk rounds some months ago in the London and M-G-M diskings of the picture tune.

**BILL FARRELL**  
**The Commandments of Love...73**

M-G-M 11174—Perhaps the ditty is just a little pretentious, tho the basic idea for a song is a good one. In any event, the good ingredients of an okay tune, fine orking and good chanting by Farrell don't quite jell.

**I Wish I Knew...73**  
The flick song is handled a strong reading from Farrell who seems to have deserted his former exaggerated style in favor of the new, and better, straightforward chanting.

**LILY ANN CAROL**  
**A Year Can Fall...73**

V 20-5081—The singer injects much feeling into her reading of well-worn new ditty. Good listening, tho.

**The Things I Might Have Been...70**  
As usual Miss Carol, the former Louis Prima band thruat, delivers a "near-to-the-voice" reading of the attractive ballad. Her crying style bow ever seems too exaggerated.

**FRANK PETTY TRIO**  
**Slow City Sue...72**

M-G-M 11182—Ragtime reading of the olidie sounds like good material for juke. The ditty by a standard and the hokey piano and temple clocks rickety-add interest.

**In My Baby Blue Tonight...68**  
An okay and listenable dishing of an okay ditty—nothing more.

**MEG O'HARA GIBNESS**  
**JOE REYNOLDS' ORK**

Don't Know His Name But I Love It...73  
PYRAMID 3000—Sophisticated lyrics of this nitery-type ballad are read quite effectively by Miss O'Shaughnessy.

easy. Late-hour deejays might program with fair response.  
**Who Rotten Root the Red When the Good is So Good...67**  
Torchy input is sung in a heavy, brooding manner by the thrush. An okay effort.

**CLIFF AYERS**  
**Rosary Lane...73**  
DISCOVERY 1206—Ayers, with the able support of The Gracinos is heard in a warm and persuasive reading of the beautiful ballad. It's a good wailing and with exposure might catch hold.

**Smile With the Sun...64**  
Ex-basketball star Tony Lavelli, who penned this show-type item, accompanies the chanter on accordion. Fair, waltz-tempo wail.

**MARK MATHEWS**  
**When I Fall in Love...71**  
BLUF MILL 102—Mathews impresses with his warm singing style on the pretty new ballad which has been getting some action via other versions. This deserves to be heard—and so does Mathews.

**Lesser...69**  
Not much can be expected with another version of the tune, but Mathews does fine job with it.

**PEGGY ANNE ELLIS**  
**April Fool...71**  
CHARLES 7-11—Miss Ellis handles the dreamy new ditty with great charm. Her warm personality comes thru well on ball, and the effort should earn spins if exposed.

**Navy Blue-Blues...62**  
Thrush does her best here, but material is weaker than flip.

**TEDDY PHILLIPS ORK**  
**Open House...71**  
KING 1512—Interesting conception in a celebrating style. Phillips' ork and Lynn Hoyt's vocal capture a party atmosphere.

**Mary, Mary...68**  
Novelly adapted from the nursery rhyme given a simple, facile tho undistinguished treatment. Teddy Phillips ork beats it out rhythmically, with the ensemble, a vocal group, featured.

**BILL HAYES**  
**My Ever-Lovin'...70**  
M-G-M 11384—The Sigmund Hildard ditty from the flick "Stop, You're Killing Me" sounds like it could create some kind of stir, but Hayes' reading is just a little too wooden to.

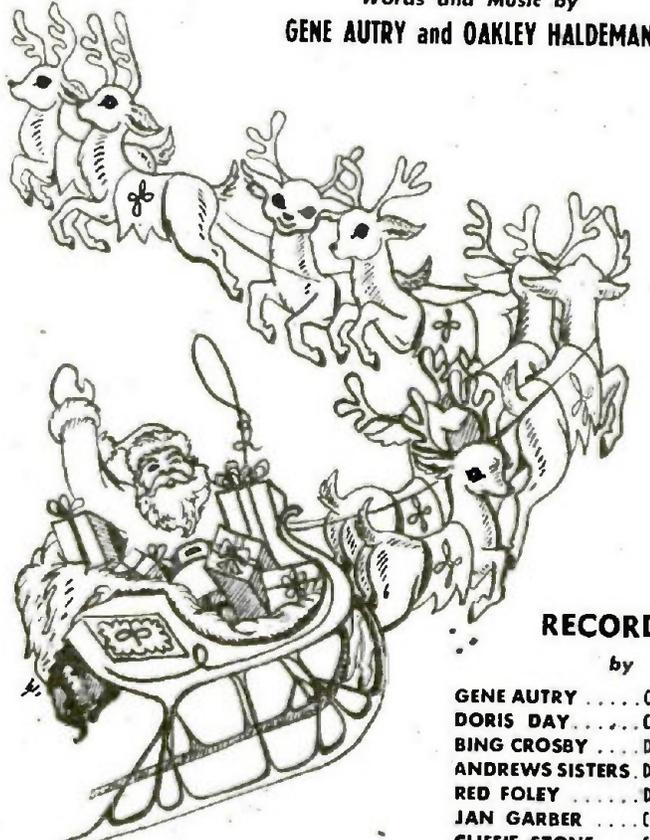
(Continued on page 43)

★ ★ ★ ★ ★

# HERE COMES SANTA CLAUS

(Right Down Santa Claus Lane)

Words and Music by  
**GENE AUTRY and OAKLEY HALDEMAN**



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**ANDREWS SISTERS . . . . . Decca**  
**RED FOLEY . . . . . Decca**  
**JAN GARBER . . . . . Capitol**  
**CLIFFIE STONE . . . . . Capitol**  
**BENNY STRONG . . . . . Capitol**  
**SAMMY KAYE . . . . . Victor**  
**JESSIE ROGERS . . . . . Victor**  
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# "I Tan't Wait Till Quithmuth"

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VOCAL BY **Mel Blanc**

### SHEP FIELDS PLAYS BRIDGEPORT RITZ...

Shep Fields, playing a one-nighter at the Ritz ballroom, Bridgeport, last Sunday (22), was the first band since Ralph Flanagan to go into percentage this season. Charlie Spivak is booked to play Thanksgiving night and Blue Barron next Sunday (30).

### TOUZET CUTS FIESTA SIDES...

Reno Touzet, Cuban pianist and composer of "Let Me Love You Tonight" and "Made for Each Other," is cutting sides for Jose Morand's new Fiesta label. He has already waxed four sides which will be released soon, and will cut four others next week.

Touzet has previously recorded with Capitol and RCA Victor.

### NOW A SINGLE...

The Les Paul-Mary Ford waxing of "Bye Bye Blues," which was originally released as one of the selections in the duo's new Capitol album of the same name, will be issued as a single next week. The disk was released for operators only about 10 days ago, but is now being shipped to distributors and deejays. The plat-

# Music as Written

ter is backed with "Mummy's Boogie," featuring Paul on guitar. **CARROLL WAX TO DERBY...**

Derby Records has taken over the masters of the Bob Carrell waxings of "Where" and "Say It With Your Heart," both Big Three titles. The platters were originally under Charlie Green's supervision for the Comet label.

### 'JUNGA JUNGA' WAS PENNED BY ABBOTT...

The Southern Music tune, "Junga Junga," which was waxed by the Three Suns for RCA Victor last week, was originally "Jungle Rhythm," written by an English general manager, Leslie Abbott.

### BART STEWART INKS SEGER PACT...

Seeger Records has signed Bart Stewart, Texas chanter, and the Norman Aires Quartet. The firm has also parted Sid Ascher as publicist, and Paul Brown for record promotion.

## Oberstein Buys Allegro Assets To Expand Line

NEW YORK, Nov. 29. — Eli Oberstein, of the Record Corporation of America, was high bidder at the Allegro Records auction Tuesday (25) and acquired the trustee's rights, title and interest in the bankrupt longhair diskery for \$75,000. Bidding started at \$4,500.

Oberstein, it has been learned, is also negotiating a deal with the representative of the Musiccraft creditors for use of the extensive Musiccraft catalog of masters on a leasing arrangement. The deal, which will run for three years and calls for a yearly guarantee to the creditors, may be set next week.

About 150 of the near 1,400 Musiccraft masters have been used by M-G-M Records, which let its deal with the creditors lapse this year. M-G-M's lease arrangement, entered into in August, 1950, was to run five years. Upon its failure to pay the second year's annual guarantee of \$25,000, however, the remainder of the catalog reverted to its present holders. Included in the catalog are waxings by Artie Shaw, Duke Ellington, Sarah Vaughan, Teddy Wilson, Mel Torme and many others. It also includes classical and kiddie items.

Oberstein has begun sifting the Allegro property, comprising of some 160 LP's. He plans to use these recordings as the nucleus for a new RCA line (retaining the Allegro name) to sell at a higher price than his Royale label. Allegro disks, formerly marketed at \$5.95, will probably carry a list of \$2.85 under its new sponsorship. Twelve-inch Royale LP's sell at \$1.89.

The firm is also prepping a line of Royale EP's, to sell at 69 cents. The 45 r.p.m. disks, packaged in hard jackets, will be pressed on clear red vinyl and are due to hit the market just before Christmas.

## ASCAP-NBOA Close to Pact

NEW YORK, Nov. 29. — The American Society of Composers, Authors and Publishers and the National Ballroom Operators Association are close to a licensing deal. Details are not yet worked out, but the pact, which is likely to become effective shortly after the first of the year, will be a blanket license arrangement. The Society, it is understood, will receive seven-tenths of 1 per cent of the ballrooms' gross at the door, after the admission tax is taken out.

The old ASCAP-ballroom deal called for a flat payment, depending upon size of ballroom and type of location. The new arrangement, initially, will be regarded as an experimental pact.

### FRANCES FAYE SIGNS PACT WITH GAC

Frances Faye, a recent addition to the Capitol Records artist roster, has been signed by the General Artists Corporation. The deal was set by Tommy Rockwell. GAC will spot the warbler in radio and television appearances.

### New York

Molly Bee, Capitol artist, who has been here for the last three days visiting deejays, will visit jocks in Boston, Cleveland, Detroit and Chicago next week, before she returns to Hollywood. The Ray Anthony ork is at the Fox Theater, Detroit, this week with Georgia Carr and the Calvary Brothers. Wednesday night (26), the ork played a one-nighter in Indianapolis to big grosses. . . . Bernie Simon, of the Music Shop chain and one-stop in Buffalo and Western New York, is in town for the Thanksgiving week-end with his wife and family. . . . Herb Dexter, flack for Jubilee Records, will handle publicity for Encore, a new pop label. . . . Vince Carbone is now in charge of Tom Dor, the Tommy Dorsey booking agency. . . . Roy Gerber and Norman Weiss have joined Mercury Artists agency. . . . J. Russell Robinson, well-known composer, has opened his own music firm bearing his name. . . . Joni James opens at the Capitol Theater, Washington, for a week, December 11. . . . Georgia Gibbs starts at the Coconut Grove, Los Angeles, December 3, for two weeks.

Vaughn Monroe's ork plays the Chalfonte-Haddon Hall in Atlantic City for one night, December 6. . . . Gene Block, who helped program and produce Martin Block's "Make Believe Ballroom" on

## Sholes, Sons Disrupt Long Partnership

HOLLYWOOD, Nov. 29. — By mutual agreement, Steve Sholes, Victor's country a.&r. chief, and the Sons of the Pioneers have ended one of the firm's longest rustic artist-company relationships. The famed western barmony group were released this week by Victor after they had been with the firm for eight years. It's understood that Paul Cohen is making a hefty pitch to ink the fiveosome.

Coincidentally, Sholes has inked Bob Nolan, one-time baritone with the Pioneers, who left that group about three years ago. Nolan, writer of such hits as "Cool Water" and "Tumbling Tumbleweeds," will have his first release soon, pairing "The Mystery of His Way" and "Angel in the Choir."

Charles Gordon, veteran in the Atlanta-Mobile area, has been inked by Victor. Texas Jim Robertson, who was released recently by Victor, has joined M-G-M Records.

## 802 Prepares For Election

NEW YORK, Nov. 29. — Elections at Local 802, American Federation of Musicians, take place Thursday (4), with a record vote expected. Balloting will be under the aegis of the Honest Ballot Association. Local's house organ, "Allegro," devotes a good section of the current issue to an exposition of the voting procedure. Running for top offices on the Blue Ticket (incumbent) slate are Sam Suber, president; Jack Downey, vice-president; Charles R. Iucci, secretary; and Jack Stein, treasurer. These offices, respectively, are opposed by Al Manuti, Al Knopf, Aldo Ricci and Hy Jaffe.

## BMI TO FETE HIT CLEFFERS

NEW YORK, Nov. 29. — Broadcast Music, Inc., will hold an informal party December 11 in honor of affiliated writers and publishers whose tunes won hit status in 1952. The affair will be held at the Waldorf-Astoria.

WNEW, donned an Army uniform yesterday (28). His place was taken by Harvey Geller, formerly of London Records. . . . Leonard Wolf, Decca deejay promotion staffer, is handing out cigars to mark the birth of a son, Alexander Reid, to his wife, Lila, Wednesday (26). . . . Leonard Faust, president of the Music Publishers' Association, will be a guest speaker at a meeting of the Canadian Music Publisher's Association in Toronto, December 10. . . . The New York Herald-Tribune will run a special record section, December 7. . . . Alan Dean moves into Frank Dalley's Meadowbrook for a week, December 8. . . . Jim Peppé, Sammy Kaye's former manager, will be given a testimonial dinner in Columbus, O., December 10.

Jimmy Boyd, Columbia kid artist, will be in New York next week to appear on some radio and TV shows. . . . Mitch Miller, Columbia a.&r. topper, left for the West Coast Friday (28) for some recording sessions. . . . The Polio Foundation's movie short this year is being made by M-G-M, and will feature Howard Keel singing Vincent Youmans' "Through the Years." . . . Freddy Cole signed with the Music Corporation of America last week as a single.

Compo Company, Ltd., Canadian distributor for Decca, will stage a party in Toronto for the Four Aces and the Andrews Sisters December 3. On hand from diskery headquarters will be Jimmy Hilliard, a.&r. chief; Mike Conner, head of artists relations, and Hubert Stone, export exec.

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**Country & Western**

• *Continued from page 26*

**KEEP IT A SECRET**  
Slim Whitman—Imperial 8188  
Made the country deejay and juke box charts this week and showed on Cincinnati territorial. Growing sales elsewhere.

**THE GAL WHO INVENTED KISSING**  
A FOOL SUCH AS I  
Hank Snow—RCA Victor 20-5034  
Growing strength in just about every country area. Coming up strongly on national best-seller list. On Dallas-Fort Worth and Nashville charts. Flip side getting some action around Buffalo with both sides showing up well around Chicago.

**THE NEW WEARS OFF TOO FAST**  
Hank Thompson—Capitol 2283  
Coming up on juke box list. On territorial charts for New Orleans and Nashville. Picked by dealers and operators.

**I'LL GO ON ALONE**  
Marry Robbins—Columbia 20122  
On Nashville territorial chart. Good to strong reports thru-out Middle West and around Charlotte and Durham. Coming up on deejay list.

**ONE THOUSAND AND ONE SLEEPLESS NIGHTS**  
A CRUSHED RED ROSE  
Moon Mullican—King 1152  
Growing operator action thru-out Midwest.

**DON'T TRIFLE ON YOUR SWEETHEART**  
SOMEBODY LOVES ME  
Ernest Tubb—Decca 28448  
Growing strength in Midwest. Continues on New Orleans territorial chart.

**Rhythm & Blues**

**I DON'T KNOW**  
Willie Mabon—Chess 1531  
This has become a very big record in New York with growing action elsewhere. Still strong in Chicago, now strong in Cincinnati and the South. Already on both sales and juke box national charts.

**SAD HOUR**  
MEAN OLD WORLD  
Little Walter—Checker 764  
Increasing action in many parts. Coming up on national sales chart. Picked by dealers and operators. On St. Louis territorial listing.

**I'M GONE**  
Shirley and Lee—Aladdin 3153  
Strong action started in South along with continued strength in areas reported last week.

**Spiritual**

• *Continued from page 24*

from Clara Ward and the precise Ward singers. Disk is a good one, and it should be strong in the spiritual markets.

**I Heard the Voice of Jesus**... 69  
The group gets a chance to show off its intricate and effective style on this gospel tune and Clara Ward also lets go with her dulcet pipes, but the tune doesn't go anywhere.

**GOLDEN HARP GOSPEL SINGERS**  
**I'll Make It Somehow**... 75  
PEACOCK 1598 — Jeanette Harris and Ann Grant work against each other nicely in a slow but strong performance while the Gospel Singers back quietly.

**THE DANIEL SINGERS**  
Jesus... 74  
APOLLO 267 — Spirit and a lot of enthusiasm, plus a good beat, make this a listenable disk.

**I Shall Be Free Some Day**... 68

The lead singers do an effective job on this tune, with the group helping strongly behind them. Tune is routine.

**THE WARD SINGERS**  
Glory, Glory, Hallelujah... 73  
SAVVOY 4021 — The bonny gospel item is sung with a lot of spirit by the girls with the lead sparring the bright platter.

Silent Night... 70  
The group has worked hard on this one and they come thru with a listenable arrangement of the famous carol, that should catch some spins during the holidays.

**International**

**JOHNNY PECON**  
I Lied to You... 75  
CAPITOL 2283 — The Midwestern oik delivers another of its straightforward, staccato polkas with the vocal handled in stark style. Good dance disk.

Plata's Polka... 75  
Ork's sideman Eddie Platt penned this instrumental. Again it's fine for the tarp and should go well in Pecon's territory.

**MIKE NOVAK**  
Halo Polka... 74  
CAPITOL 2281 — The guitar handles the melody line in a Hawaiian music, while the rest of the boys supply the polka beat and harmony. Closes polka idea which comes off nicely.

Holiday Obeek... 69  
The four-piece combo gets a nice full sound on a typical obeek instrumental item.

**EDDIE HABAT**  
Waiting for You... 73  
DECCA 28475 — Lively side, with Habat's ork beating out an infectious polka. On this one the vocal choruses are chanted by Ray Young and Eddie Habat and they are stronger than on the flip.

Latabelle Polka... 69  
Gay rendition with true polka movement. Chorus features an adequate vocal by Ray Young and Frank Rizzanti.

**WALTER GORECKI**  
Money Polka... 70  
CAPITOL 2282 — The small combo delivers a bright and happy instrumental polka which will serve the dancers well.

Happ's Miami... 70  
King of the same here.

**Popular**

• *Continued from page 39*

anything more than attract his TV fans.

As Long as You Care... 68  
Another flicker item from "The I Don't Care Girl" scene and again Haven is just so-so.

**BETTY CLARK**  
I Saw Mommy Kissing Santa Claus... 68  
M-G-M 11381 — Good as it is, this one will have trouble bucking the stronger versions already on the market.

You Can Fly! You Can Fly!  
You Can Fly!... 67  
Chirp Clark and the vocal group are all out of the Blue Baron band. Unidentified oik accompaniment is undoubtedly the Barron crew. The ditty comes from Disney's "Peter Pan." Could interest the kids.

**ALAN PAUL-BUDDY KOSTER'S ORK**  
The Wise Man... 68  
RIALTO 600-A slow tempo is set to a danceable beat by the Koster group. Restrained record by Paul is very warm.

Time and Again... 65  
Pleasant waltz is warbled fittingly by the singer with nice support from the chorus and the ork.

**BOBBY FRANCO-AL LOMBARDO ORK**  
Love of Mine... 65  
DISCOVERY 1205 — Franco projects nicely with his husky voice on this sentimental tune while the Lombardo ork backs him up with an attractive string-filled arrangement.

Hear My Confession... 65  
Tune is a little involved, and the effort by all hands fails to come up to the other side.

**LONNY RAINE**  
Would You Care... 68  
UNIVERSAL G-6018 — The ookie is sung pleasantly by Miss Raine with lots of violins behind her.

Gee, Ain't I Had... 68  
I Gotta Be Good... 68  
Bouncy ditty is handled brisily by the through with the ork providing okay support.

**HACK SWAIN ORK**  
Christmas in Florida... 68  
SUNSHINE 2155 — So-so seasonal ditty is sung heartily by Lou Swain and the Sun Maid. Tho the ork sounds alive.

Mask of Miami... 48  
The warbler is better here, but he can't do much with this material.

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## IT'S ROUGH IN GERMANY

### Reporter Gives First-Hand Account On Acts' Bad Working Conditions

By MURRAY LANE

ROME, Nov. 29.—American acts looking forward to work in the U. S. Zone of Germany can expect a rough time. Not only is money bad, but of the many acts who do get work, less than 5 per cent are Americans.

Most of the jobs go to German or Hungarian acts who work for peanuts and don't talk back. Few Americans can take the beating or the bowing and scraping demanded of them by U. S. Army small-time brass.

I have just spent weeks in Germany and covered Frankfurt, Wiesbaden, Mainz and Fulda. I worked several jobs and was set to get more until an Air Force captain discovered I was gathering material for The Billboard. I was immediately informed my services were no longer required and asked to leave the zone.

#### Agents

Practically all the area is booked by three agents: Albert Licart, Frankfurt; Johnny Dane, Wiesbaden, and Don Angel, out of Munich. Dane buys acts for about \$70 a week and works them as many shows as possible. Licart pays \$15-\$25 a show. Angel works about the same as Dane. No British or American agent books the sector. An American, Fred Gordon, has been waiting around for weeks, waiting to be cleared as an agent.

An act working by the show can expect to get two to six shows weekly. Trios get from \$17.50 to \$27.50 a show. Doubles get \$15-\$20. Acts can draw only \$35 a week in military script. Some never make that much. German and Hungarian acts get 40 to 60 German Marks or \$10 to \$15. Acts who get over eight shows a week can be counted on one hand.

But before an act gets a job, he has to go thru plenty at the hands of Army brass who don't know showbiz. A major heads the European Armed Forces Professional Entertainment branch and processes all acts who come over for Camp Shows. He also buys package shows from other agents. Men working for him have no idea what it's all about. An Air Force captain, for example, will

## NEW BATTLE OF THE DJ'S

NEW YORK, Nov. 29.—The battle for guests, and "blowing the whistle" on those who do appear on disk jockey shows found Buddy Allen, Barry Gray's manager, and Jimmy Lyons, Eastern director of the American Guild of Variety Artists, in a ring-around-the-rosy.

Last week Maxie Rosenbloom went on Gray's show from Chaudron's restaurant. He was called in by AGVA to explain why he appeared in violation of its rule that says any member who goes on a deejay show originating from a restaurant or cafe be paid \$100 or face penalties.

Rosenbloom was let off with a warning, after explaining he had just returned from Australia and didn't know the rule. But Allen did a burn and wanted to know why Gray was "discriminated against" and why were others not watched. He mentioned as chronic violators, Jack Eigen from Chicago's Chez Paree and others. And then to nail it down gave Lyons a list of AGVA members who appeared on Bee Kaimus' deejay show originating from Olm's restaurant. The list included: Don Anthony, Dave Apollon, Marian Davis, Leonard Coner, Alan Gale and Billy Daniels. Mel Torme, it was charged, appeared on the Henry Morgan d.j. show coming from Hut-

tons. Each was promptly notified by AGVA to come in and explain. Oddly enough, Torme showed a check for \$150 from WMGM that he said was paid him for appearing.

book an eight-act bill, five being acrobats, with each acro following the other.

#### Free Auditions

But getting the first job and getting an okay isn't enough. As an act moves from one sector to another, he must do a free audition at the officer's club. So the brass gets a free show which the enlisted men's club pays for. Besides that an act must get the okay each time around from an agent's secretary, a hostess in the service club and a sergeant who acts as manager of enlisted men's clubs.

An act coming from the United States or England on a contract will find he hasn't any security. After auditioning a free show, and this goes for the act who comes in from another zone where it performed satisfactorily, he might find he's not liked by the girl or wife of the fellow who books the club and is fired on the spot. All the money used for transportation is lost. There is no recourse to anyone.

Acts live in hotels like the Allied Hotel, Frankfurt; the Dalheim, Wiesbaden, or the Golden Rose, Heidelberg. A bed costs 25 cents to 50 cents a night and consists of an army cot or a wooden folding cot in a room with three

other people. Some have running water. An act that stays out after 2 a.m. is locked out. Once an act finishes, he is kicked out of the hotel. Acts are no longer given PX privileges. Consequently, a pack of cigarettes costs 50 cents; no coffee is allowed because it's rationed. Nearly every European group cooks for themselves because they don't make enough to eat out.

#### Transportation

An act moving from one zone to another pays his own transportation. The once he's in the zone, he's provided transportation to the club he's working. The clubs are usually pretty crummy judged by American standards. Liquor is sold in enlisted men's, non-commissioned officers' and officers' clubs. Most of them are run like night clubs, with four to eight-piece orks playing dance music. The trouble is the soldiers have nobody to dance with. Every unit carries its own trio or piano player, because the club bands can't cut shows.

The only club where liquor isn't sold is the service club. The boss in these service clubs is either the hostess or the manager-sergeant who rates the shows bad, fair, good, excellent, superior or sensational. The entire show may be rated bad if one act isn't liked, or hasn't a friend in court. I have never seen such inefficiency in bookings or running of shows. A corporal assisting on the show said, "If you think this zone is bad, you should see the rest."

## Extra Added

### New York

Harvey Stone left Eddie Eikort and is now with the William Morris office. . . . Buddy Howe, of General Artists, is mourning the recent death of his brother, Joe Gas and the Grade office are setting a flock of acts for England and Paris. . . . Joe Lopez, ex-maitre d' at the Copa, is back at his old post. . . . Meg O'Shaughnessy, red-headed blues singer, is at Cafe Society. . . . And blues singer Blackie Jordana is at the Chez Zizi. . . . Alan Gale was called in by the American Guild of Variety Artists for going on Bee Kaimus' deejay show. . . . Fran Warren filed a voluntary petition in bankruptcy in Federal Court. . . . Gene Courtney, straightwoman, is now doing a song-talk act as a single.

Don Howard, the lad who made "Oh Happy Day," is being sought by the major talent agencies for personal appearance dates, but so far nothing doing. . . . Joni James' asking price is now up to \$2,000. Gal broke Patti Page's house record at Blinstrub's, Boston. . . . Al Martino, who got into a hassle at Blinstrub's recently, goes into the Latin Quarter, Boston.

Wally Wanger now has the line at the Town Casino, Buffalo. . . . The Szonys were asked to double from the Pierce Cottillion Room to Lou Walters' Latin Quarter. Time conflicts made the deal impossible. Acts working in Mexico on non-AGVA contracts may have to pay Mexican Artistes Association \$5.85 filing fee, plus 8 per cent of their salary, plus 8 per cent to the Mexican Government. To beat the bite, acts should have a clause inserted in their contracts the management will assume all liabilities and the salary shall be net.

## Miami Olympia Back On Flesh

MIAMI, Nov. 29.—Frances Langford will headline the opening bill at the Olympia when vaude comes back to the theater December 10 after a six-month hiatus. Miss Langford will be backed by four additional acts and a first-run movie. This will be singer's first time to play the Olympia.

Booker Harry Levine, of Paramount, which controls the house, and local rep Al Weiss are trying to work out a formula to book acts which have never appeared on this stage. Les Rohde's 11-man ork will be back on the podium.

## NY Insurance Dept. Gives Welfare Plan Of AGVA Approval

### Official Tells Galef, Lloyd's Rep, Plan Doesn't Violate State Law

Continued from page 1

working and who are reported as working.

#### Plan Varies

This plan varies considerably from the original insurance program under which the Indemnity Company of North America was the issuer of the policy. In that case, the assured were members of AGVA, and not AGVA itself. In the Lloyd's plan, the assured is the AGVA Welfare Fund, and as such it will be responsible for the payment of premiums. If AVGA doesn't collect it from ops, it will have to pay it from its own funds.

Galef said that he would seek rulings from all State insurance departments, but in his opinion the decision of the New York Department of Insurance will be upheld wherever it is presented.

Questioned on the issuing of certificates to members of AGVA, Galef said that inasmuch as AGVA's Welfare Department alone was the assured, it alone need have the certificate. What it did with its members was its own problem.

#### Working in Office

Galef also said that an employee of Galef and Jacobs was already working in the AGVA office, checking reports, collections, claims, etc. He emphasized that AGVA would not have the right to pass on any claims, or pay any claims. All these will be handled by Lloyd's or its representatives.

In the meantime talent buyers are continuing to resist the AGVA demands for welfare fund contributions. One out-of-town cafe op representing an association, said, "If we have to pay it, we will do it passively like we pay contributions to Broadcast Music, Inc. Every time they catch us, we'll pay a little."

To show it meant business, AGVA late last week sent registered letters to more than 2,000 cafes with which it has minimum basic contracts, notifying them that AGVA was cancelling its contract (it can cancel on 30 days prior to December 31) so it could negotiate new contracts which will include the welfare fund provision.

Galef said a board of trustees will be set up using welfare plans in other unions as a pattern. Employers or contributors (ops and other talent buyers) will probably be asked to serve on such a board. In addition to the em-

ployers, trustees will include Jack Irving, AGVA's administrative secretary; Bob Hope, AGVA president; AGVA attorneys, and some members of AGVA's national board.

CHICAGO, Nov. 29.—Information obtained by The Billboard Friday (28) indicated the new insurance plan of the American Guild of Variety Artists has not been qualified for operation in this State.

The information was based on statements made Friday by the Illinois Department of Insurance and by Vincent McKarrew, of Griffiths Tate, Ltd., brokerage house which is handling the insurance here for Lloyds of London.

The department of insurance told The Billboard that the master policy has to be filed and approved by the department. It also stated that each person covered by the insurance must be issued a certificate and a copy of the certificate also must be filed with and approved by the department. The department said it was not possible to check at once on whether the policy and the certificate had been filed.

However, McKarrew, said that the master plan was not filed and that "there is no such thing as a certificate." He said the filing was not necessary.

McKarrew said he did not know how it would be possible to issue a certificate to each person covered by the insurance.

#### Surplus Line

The only type of insurance for which the master policy and certificates need not be filed is that called "surplus line." This is insurance for risks which no other company will handle, insurance authorities said.

The second source said that in order to be authorized to write "surplus line" insurance, the agent or broker must file with the State an affidavit that he has tried to obtain the insurance thru at least three other companies and that he was unable to get them to take the policy.

It was not believed likely that AGVA's policy is "surplus line" insurance since a similar policy previously was in force and therefore Lloyds would not appear to be the only one willing to take it. Gabriel also disagreed with the Chicago interpretation that AGVA's acceptance of the Lloyds policy was not in keeping with the practice of "surplus line" insurance.

Eight companies were approached by AGVA to underwrite the policy, and all but one turned it down. And that one sought a higher rate and offered smaller benefits than Lloyds', said Galef.

## Philly Niteries In Competition

PHILADELPHIA, Nov. 29.—Active competition for names is threatening to break out between the Latin Casino, Little Rathskeller and Chubby's. Latter spot is across the river in Collingswood, N. J.

Latin Casino, long a big name buyer, has a verbal commitment for Donald O'Connor to play the room on his first Eastern tour. Club also has Johnnie Ray set for March 5, and is seeking other attractions.

Little Rathskeller, taken back by its original owners, Si and Joe Kalimer, formerly a low budget club, brought in Mickey Shaughnessy and is following him with Hazel Scott. Latter is getting \$4,000 which is a record for the room. In the meantime the Kalimer's are out bidding for names and requesting of agents that

(Continued on page 45)

## WALTERS IRKED

### Miami B. Law Hits Artist Book By LQ

MIAMI BEACH, Nov. 29.—When Lou Walters reopens his Latin Quarter here Christmas Eve he'll be faced with the problem of what to do with one of his star act imports, the French female impersonator, Guida. Based on a recent ruling, the Miami Beach City Council has abolished female impersonators from performing in a niterly within city confines.

Walters is taking his case right to the mayor, and in a letter to Lee Powell, he told the chief city official he booked Guida for the Latin Quarter here over a year ago "before I had any knowledge of such a law being passed" in Miami Beach. His letter stated: "It would be a terrific hardship to send him back to France after having him come to this country expecting to be employed. It appears to me that this ordinance must be aimed at impersonators who offer a performance that is ugly or lascivious. This man is neither."

"Sanity must prevail. While I'm heartily in accord with the council or with any government body that wished to keep ugly, lascivious entertainers out of places of performance, there is most certainly a difference between ugliness and art, and between sex and art."

The statue of Venus de Milo is art — so-called French postcards are sex. One is exhibited in our finest museums — the other is barred by law. If the council sticks to the letter of the law, it might be quite likely that they would have to bar Ray Bolger and 'Where's Charley?' from appearing in any theater; or, if they wish a strict interpretation, from appearing on any screen in any theater—a procedure that would be ludicrous."

## Club Offers Free Cabs

SAN ANTONIO, Nov. 29.—A. C. Nichols, owner and operator of the Round-Up Club, is offering free taxi transportation Thursdays to and from any downtown point for parties of four or more. Spot features Western band music.

## Copa Answers OPS Charges

NEW YORK, Nov. 29.—The Copacabana has denied the claim of the Office of Price Stabilization that it violated price ceilings. OPS had earlier announced it was suing the Copa for alleged failure to revise prices downward.

Under the pre-Korean base period, at which OPS maintains prices should be held, restaurants are permitted to keep to a predetermined ratio adjusted each four months. OPS makes three annual checks to see that the rule is obeyed. The Copa attorney, Jack Rosenbloom, said had the Copa taken advantage of the strict OPS interpretation it could have raised certain prices enabling it to make \$83,000 more than it did.

"But we didn't raise our prices. Our minimums are the same," said Rosenbloom.

The Copa's minimum is considered the lowest in the city among the top niteries. It ranges from \$3.50 on week nights to \$5 on holiday nights.

The OPS announced it was also suing Danny's Hideaway and four other restaurants involving a total of \$100,000 in triple damages.

# Burlesque Bits

By UNO

Of vital importance is the decision handed down on November 24 by Judge Frederic Cole in Superior Court, Newark, N.J., meeting John B. Keenan, public service director, to issue a license to Harold Minsky for the production of burlesque shows at the local Adams Theater. The judge stated that the commission had no right to refuse a license merely because Minsky brand of burly shows had had a bad reputation, because that would constitute acceptance of hearsay evidence. Attorney Paul Weintraub, former counsel to the Burlesque Code Authority under the National Recovery Administration, said, upon hearing of the verdict, "We regard it as a moral victory which presages the re-opening of burly shows in the (N. Y.) Metropolitan area."

Stan Harris, house singer at the Gayety, Detroit, is taking time out for a honeymoon in New York following his marriage on November 20. Johnny Hoard is filling in during his absence. Delores Del Ray, new feature on the Hilt Wheel, a native of Canton, Ohio, is an Arthur Clamage graduate out of the parade girl ranks of the Gayety, Detroit, from where she migrated to work California theaters and niteries. Benjie Moore, eemie, while in Oakland, Calif., recently was made an honorary member of the Kiwanis Club under the sponsorship of Pete DeCentele, owner of the El Rey burly house.

Harry (Slinky) Fields is planning to organize a company to serve burly under a tent located in Miami. While in St. Louis he negotiated with Ernie Campbell, of the Campbell Tent and Awning Com-

pany, of Alton, Ill., for the purchase of a tent.

Vivienne Morgan, who wound up an extra-attraction tour of First houses November 22 to play niteries for three weeks starting in Waterbury, Conn., also did a burly pic, "East of Broadway," for Delta Studios in New York, with Zorita, Lili St. Cyr and Beverly Marr as co-features. Film is to be released the end of this month.

Marie Shipman has been promoted to captain of the line girls at the Grand, St. Louis. A new member is Dorothy Nurdyke coming from girl shows in carnies.

Vera Duncan, another chorine, has graduated into a strip. Still another, Betty McDaniel, has been raised to assistant producer and talker in scenes. Tirza's wine bath show at the Club 500, New York, has, for its complete personnel, Dan Healy, emcee; Eddie, Chester, Charzan, July Manners, Jean Lollie, Emilio Reyes, ork, Bill Dely, supervisor; Betty Meyers, wardrobe and Larry Cropper, electrician. Lew Karns, acro vaude act, following engagements at the Jungle Club, Westville, Ill., and the Reptile, Calumet City, Ill., opened November 24 for eight weeks at the 509 Club, Detroit.

Nita Darnay, currently featured at the World Theater, St. Louis, coming from the Burbank, Los Angeles, and due to open soon at the White Swan Club, Nameokn, Ill., was featured last week at Robert A. Darmos. Ceremony took place on a bridge at Jeffersonville, Ind. Newlyweds are from Cincinnati.

Al Baker Jr., son of straight man Al Baker and Marcella, first circuit principals, is assistant treasurer of the Grand, St. Louis.

Dick Bernie is one of the cast of eight in the new comedy, "Whistler's Grandmother," due to open at the President, New York, December 8.

# Danish Aliens Earn 414G

COPENHAGEN, Denmark, Nov. 22. Some \$414,434.65 was paid out during the first nine months of 1952 to alien artists working in cafes and circuses of Denmark, according to officials of who assist the Danish government officials in screening demands for labor permits.

The above sum does not include salaries or percentages of the unusually large number of high-salaried singers and musicians that appeared in this country during the same period, among whom were Marian Anderson, Lena Horne and Louis Armstrong. Neither does it cover such large groups as the Katherine Dunham company, Norman Granz's unit and the Jubilee Singers; nor such "name" artists as Danny Kaye, Bob Hope, appearing here as concert artists.

From January 1 thru September 31, 341 aliens received permits to work in cabarets and vaude spots and 173 were okayed for circuses—a total of 514, which is the largest.

(Continued on page 48)

# 'Family Price' Battles Slump

DETROIT, Nov. 29.—The Fox Theater has started a reduced "family price" to bring out early trade in a move to battle the traditional pre-Christmas slump. The theater, with a stage show headlined by the Ray Anthony orchestra, set a price of 82 cents for adults and 21 cents for children, effective until 2 p.m. The past policy with stageshows has been the full night prices—\$1.25 or \$1.50, depending on talent budgets.

Both the Anthony show and the picture, "My Pal Gus," are being used in promotion via a major selling campaign pin-pointed to the prospective audience, using newspapers and radio spots and concentrating on the early morning hours before patrons get away from home to go to work.

# Caught Again

Continued from page 13

song selling to a receptive crowd for big hands.

Landre and Verna, a standard ballroom team, also new here, were impressive with their like routines featuring sensational lift spins. The team was so good it was forced to take three extra bows in addition to its encore.

The rest of the show was unchanged; a fast series of productions, good songs, the fine chanting of Ray Steele and the likeable dancing of Carol Lee. The latter is good enough to warrant major attention from pie and legit musical buyers. Bill Smith.

VILLAGE BARN, NEW YORK. The deliberate hayseed and corn atmosphere the spot has fostered for all these years is still paying off. It has the square dances, hillbilly music dished out by Zeb Carver's outfit, plus a decor which includes a live rooster that crows at the most inopportune moments, drawing the tourist trade.

The set show changes frequently with a budget for three acts that seldom goes above \$500. Current show has a comic, a dance team and a girl singer, plus the Carver outfit that does voice and music, strutting across the floor in parade fashion.

Myles Bell, current comic with a lot of singing parodies, is a husky guy with a glib style that is pleasant most of the time. His slightly blue material is what they like here so he's a real hit. Dance team, The Rogers, are fair, getting a lot of movement in standard terms. They did better with a finish set to the Charleston with a rib at dances of the Roaring Twenties.

Penny Kopper (Harry Deimar's wife), a pretty reddish-blond, showed a legit voice and a good selling style. Unfortunately, the audience here isn't interested in a good voice—just a loud one. Miss Kopper, who's played in Broadway musicals, would be admirably suited for more of the same, or for rooma c'er than the Barn.

Bill Smith.

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# Hocus-Pocus

By BILL SACHS

**GEORGE SCHINDLER**, the amiable joker and trixster from out Brooklyn way, gives the New York magical picture, to wit: "Things around the Big Town are not too exciting, magically. Dominique is still picking pockets at the LaParisienne. Lucille and Eddie Roberts were in town recently with their comedy mental turn. Lou Tannen came in for a swell plug in The Brooklyn Eagle on occasion of his moving his magic emporium into larger quarters in the Wurflitzer Building. Hal Greenberg, using a rifle for a magic wand at Fort Dix, N. J., has a great new act geared for the Army and Special Services. Arthur Godfrey's recent TV-er, featuring an hour of magic, was a corker. Star and teacher was our own Fred Keating. Biggest laugh we got was seeing Bruce Elliott looking like a hospital orderly as he assisted the Great Keating. George Schindler (yours truly) still working steadily on Long Island, playing repeats at the same clubs as last year. Magicians are getting set for Christmas shows and all the kiddie magic is coming out of the attic. Frank Garcia and Jackie Flossa still at their magic stand in the Hotel McAlpin lobby. Jay Marshall as always, killing 'em with his vent. A TV date thrown in now and then with his theater work makes Jay the most popular magician in these parts these days.

Ray Amy reports that his five-people mystery unit, just finished with Tennessee dates, is set thru December in Nebraska, with auspicious dates to follow in Colorado in January. Joan Brandon, after winding up a Southern trek with a five-day stand at Township Auditorium, Columbia, S. C., planned to Billings, Mont., for a like engagement at Shrine Auditorium there. From Billings she flies back to Boston to begin a string of one-nighters thru New England. Miss Brandon opens at the Monte Carlo Supper Club, Pittsburgh, December 19.

**DUKE MONTAGUE** and Myr-polla are making school assembly dates thru New England on a tour arranged by Howard Higgins of Rochester, N. Y. A number of repeat dates in Pennsylvania and New Jersey are included in the trek. The Montagues are using little magic on the tour, relying chiefly on comedy. For the last two summers Duke and Myr-polla were featured with the Tilton Comedians under canvas with their magic and escapes, mentalism, hypnotism and mari-onettes. Following the New England swing, they jump into the Western and Intermountain States where they have played for many years. They have covered nearly 80,000 miles in the last two seasons.

Constance Tijeros, described as a comer by magic vets who have caught his turn, is knocking off quite a few dates in the Charles City, Ia., area. Youngster is using the billing of *Sonny the Magician*. Prince Zogi is playing Nebraska and Kansas under civic club sponsorship with a two-hour show.

Famous O'Conner, of Salt Lake City, is working clubs in the Denver sector. Hal Haviland has dropped his h's since his recent visit to England and is now billing himself as *Al Avlon*. He is slated for an appearance on the Don Alan magic show over a Chicago TV station December 14.

We have had a number of inquiries recently concerning the whereabouts of the Blackstone show. Does anybody know sumpin'?

Al Sharpe, of Sharpe's Studio of Magic, formerly Joe Berg's magic shop, Chicago, typewrites a what's what as pertains to the management of the company. "Many magicians," writes Sharpe, "are puzzled as to the situation that exists here, due to the fact that Joe Berg has remained on at the store after our purchase of it from him. Berg is no longer connected with us. We are doing retail, mail-order and wholesale business under our own name. Berg is doing wholesale and mail order only while in Chicago under his own name. It is rumored, however, that he will open a retail store on the West Coast."

# Philly Niteries

Continued from page 44

whatever is submitted to the Latin they also get a chance to bid for. Chief difficulty is that names accustomed to working the Latin prefer it to the Ratshkeller. Chubby's, long known as a buyer of record names, has also joined the bidding picture. Room lost Don Cornell to the Kaliners but has contracts on Billy Daniels and King Cole, and recently played Dagmar.

The agents prefer the competition they're cautious, wondering how much to raise the ante before clubs get into trouble.

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NEWS NUGGETS

Autry Trek Ends In New Orleans

NEW ORLEANS, Nov. 29.—Gene Autry will wind up a string of 20 one-nighters with an appearance in Municipal Auditorium here Sunday (7), with Gar Moore as the local promoter.

CANADIAN BUILDINGS BOOK ICE SHOW DATES...

REGINA, Sask.—"Ice Cycles" has been signed by the Regina Exhibition Association to appear in the Exposition Stadium February 9-12.

O'LAUGHLIN CONTRACTS TROTTERS IN IOWA...

SIoux CITY, Ia.—Tommy O'Laughlin will handle an appearance here December 4 by the Harlem Globetrotters.

"HOLIDAY" DRAWS 37,000 AT CANTON; DERBY IN...

CANTON, O.—"Holiday on Ice" drew 37,000 people in seven days at Memorial Auditorium here.

GUELPH MANAGER TELLS PACKAGES' ATTENDANCE...

GUELPH, Ont.—Manager Howard E. Radford of Memorial Gardens here said the past 12 months' attractions and their attendance included Patti Page.

Henie Review Plays Canada

FREDERICTON, N. B., Nov. 29.—"Wildcatting on Skates" would be The Billboard's nomination for a title for the current edition of the Sonja Henie Ice Review.

After St. Andrews, the show moved to Fredericton for a three-day stand, beginning Monday (24) and then Saint John for the second half of the week.

Pilot for the Canadian tour is Tommy Gorman, who met the blade-bone pilgrim at St. Andrews.

Just how the sudden change of venue will effect previously announced plans to televise the ice review for commercial theater screenings is not forthcoming.

PROMOTERS

—Get on our mailing list —Each week The Billboard receives inquiries asking for names of individuals who might accept and promote attractions for auditoriums and arenas.

ton, 490, and Nat (King) Cole. Sarah Vaughan, 1,701. House seats 6,000 for concerts and operates the year around.

DETROIT UNIVERSITY OPERA MEMORIAL HALL

DETROIT.—First public use of the new University of Detroit memorial hall, 7,000-seater, was an 11-day run of "Light Up the Land."

BRITISH COLUMBIA TOWN OPENS ARENA

FERNIE, B. C.—Fernie's new 1,200-seat arena has been opened. It is 224 by 161 feet and has space for an 80 by 190-foot ice surface.

AUTRY ADVANCE SALE SETS HOPE SELLOUT

HOPE, Ark.—Bob Shivers, manager of the fairgrounds Coliseum here, reported advance sales for Gene Autry's Western show were unusually good.

"ICE FOLLIES" DOES 220G AT CINCINNATI GARDEN

CINCINNATI.—Shipstads and Johnson's "Ice Follies" grossed a whopping \$220,000 in a 15-performance engagement at the Cincinnati Garden.

145G Arena Set For Danish City

FREDERICIA, Denmark, Nov. 29.—This city of 26,000 inhabitants is starting construction on a large exhibition hall and arena which will cost more than \$145,000.

The Danish government has allotted \$36,250 toward the building cost and the municipality, \$48,575.

Dramatic & Musical Routes

Anonymous Lover (Srlington Buffalo 3-6 Regis and York (Shubert) Philadelphia Bell Theater (Boston O. H.) Boston, Bell, Book and Candler (Davidson) Milwaukee (Pittsburgh 11) Constant Wife, with Katharine Cornell (Case) Detroit, Countess Orl (Blackstone) Chicago, Call Me Madam (Royal Alexandra) Toronto, Fourposter (Shubert) Detroit, Gray Eyed People (Walnut St.) Philadelphia, Gilt (Harold Chicago, Good and Dolls (Murray) Indianapolis, Good Night, Ladies (Metropolitan) Providence, H. I., Giltner & Sullivan (Ford) Baltimore, Intruder The (Lorain St.) Philadelphia, I am a Camera (Bilmore) Los Angeles, Kansas City, Mo., 4-6, Rev. Melrose 8 Omaha 6; Auditorium Pueblo, Colo., 11 Scribe, The (Nixon) Pittsburgh, Skating (Lantern) Chicago, South Pacific (Robinson Memorial) Aud., Little Rock, Ark., Tree Circus in Brooklyn (Shubert) Chicago, Top Banana (Great Northern) Chicago.

Skating Shows

Hollywood Ice Revue of 1951; Milwaukee Ice Capades of 1952; (War Memorial) Syracuse, N. Y., 1-7; (Isports Arena) Hershey, Pa., 1-8; (Arenal) New Haven, Conn., 7-14; (State) Vanities-Olsen & Johnson (Municipal Auditorium) Topeka, Kan., 3-1; (Municipal) Auditorium, Kansas City, Mo., 5-7; (Forum) Wichita, Kan., 11-7.

MCA Schedules 90 One-Nighters For Spike Jones

HOLLYWOOD, Nov. 29.—MCA is currently setting a 90-date one-nighter trek for the Spike Jones troupe, which will take the Victor tinsler from Coast to Coast and into Canada.

The tour will be broken by a possible nine-day location at a manufacturing show in Minneapolis in March. The Jones troupe will include the Blue Streaks, skating duo; Lottie Bruno, juggler; Wayne Martin Trio; Helen Grayco; Peter James, Earl Bennett, Bill King and the Jones' band.

Duggan Quits Portland Aud

PORTLAND, Ore., Nov. 29.—William M. Duggan this week resigned as manager of the Public Auditorium here, citing pressure of personal business as his reason.

A successor will be named in January and the City Commissioner Nate Boody will manage the building. Duggan was manager about four years and spearheaded a program to renovate the building.

Hollywood Ice Revue

(Reviewed at Milwaukee Arena, Friday, November 28)

Arthur M. Wirtz, producer; William H. Durr, assistant producer; Dorothy Littlefield, choreographer; and Eugene Luce, Kasperbaum, manager; Orace Huston, costumes; Paul Van Loan, musical director; Gene Littlefield, assistant choreographer; Ray Gaylor, stage manager; Tommy King, prop.

PRINCIPALS: Barbara Ann Scott, Carol Lynne, Andy McLamb, Michael Kirby, Arthur Baxter, Freddie Trenkler, The Three Ruses, Carol Ann Koster and Gerry Wagner.

CHORUS: Betty Bogard, Marge Erickson, Gloria Traver, Yvonne Holland, Doree Montgomery, Marie Scherer, Olga Dage, Betty Egan, Irene Goldberg, Jane Kasperbaum, Julie Kacka, Rosalia Trasko, Dolores Dralimier, Pat Fernandez, Rusty Larson, Irene Kenosha, Leila Rakotic, Catherine Weber, Janet D. Baker, Barbara Franklin, Virginia Hendrickson, Pat Lemarie, Betty Rossmore, Carol Hilleck, Dominick Resnik, Ralph Evans, Frank Hoffman, Ken Leslie, Robert Quick, Harold Sherr, Fred Barton, Gene Priddy, John and Leslie Lott, Bud Robinson, Don Stewart, Ronald Brown, Richard Gelbach, Kurt Langguth, Arthur Newman, Kenneth Root, George Wagner, Robert Casler, Ray Hendrickson, Johnny Lacrois, John Phillips, John Roubil, James Werra, Joseph Barber, Pete Pazandak, Nick Powers, Sandy Quine, John Paris, Arthur Erickson, Hugh Pote and Robert.

VOCALISTS: Tom Barry, Rita Stevens and Cecile Decant.

Continued from page 3

tango itself, is superb. Miss Scott's tossing of her hair and handling of her fan are business, which, even so small, are attributes to the skater.

Skippy Baxter takes the spotlight for speed and acrobatic skating. The now tiresome barrel-jumping has been eliminated here. Baxter holds the audience through his performance so that eyes are on him for his spectacular back flip for the finale.

Winding up the show is "Rainbow's End," a lush costume affair which calls for some chorus work and a bow by each of the principals.

Wirtz's new organization has had its shake-down cruise. Now it's a smooth-operating aggregation that holds promise of consistently good entertainment for a long time to come.

Record Reviews

Rhythm & Blues

Continued from page 24

and side could stir some action with overjays and on the boxset.

Holiday on Ice of 1953

Production, George and Ruth Tyson, Associate producer, Dolores Pallet, Choreography and icing, Donn Arden and Ron Fleischer, Costume designer, Billy Morris, Scenic effects, Ted Mesa, Company manager, A. R. Grant, Musical director, Ben Stabler, Show director, Rudy Richards, Wardrobe, Connie Gatzner, Press representative, Paul Dempsey.

Principals

Wayne Thompson, Bob Saccente, Joan Freisinger, Phil Hiser, Ted Mesa, Bill Blocker, Nancy Bauer, Jackie Grant, Art Pinson, Lynn McCleary, Flip and Flop and Marvin Shaw, Michael Meenan, Jinx Clark, Mae Freisinger, Mary Jane Eaucan, Candy Taylor, Mary Elizabeth Blocker, Regina Rubacky, Leo Freisinger, Bill Sessody, Bill Mobley, Rudy Richards, Genevieve Morris, the Stuarts, Betty Manners, Pat McAdam, Paul Andre and Joan Hydloff.

Glamour-Icers

Maureen Glinther, Joan Liess, Joan Ion, Dorothy Wells, Mona Spod, Andre Dumont, Ari Pinson, Johnny Castro, Fred Napoli, Paul Deslover, Gary Gullyary and John Lemieux.

Ice-Squires

Kenny Brent, Leo Brink, Bill Mobley, Andre Dumont, Ari Pinson, Johnny Castro, Fred Napoli, Paul Deslover, Gary Gullyary and John Lemieux.

Continued from page 3

thru vents in wiring overhead. Number is sufficient to leave audience well set for second half of show.

Pacing continues in fine style as the Stuarts, one of the better trampoline acts, follow the "Dixie" Foot Fantasy production. Stuarts' two brothers do better than usual trampo acts with the enormous bed that's wheeled out onto ice. Also back this year are Rudy Richards and Jinx Clark in their calypso bit, which has proven so popular that it's a good bet it'll be a standard in many shows to come.

"Holiday" also enjoys the enviable reputation of building solid friends—potential repeats for years to come—in each town it hits. In the local case, the box office has been jammed thru efforts of press rep Paul Dempsey, who has maneuvered fat tie-ups on radio and TV thruout area. At least one "Holiday" skater has been appearing arisive every day on at least three shows in area. Fine tie-up was full-page coloroto of Hydloff which graced cover of Sunday section of local paper the week before the show opened. Tie-up included double-truck spread on five gals in show who hail from Toledo.

"Holiday" needn't worry about a holiday at the box office here or anywhere else on its route. They've got a solid hunk of top-draw'er entertainment which seems to grow better and better each year.

The following is route which show will follow thru February 18: December 2 thru 7, Catholic Youth Center, Scranton, Pa.; 8 thru 13, Armory, Rochester, N. Y.; 14 thru 24, Christmas vacation; 25 thru January 1, Armory, Rock Island, Ill.; January 2 thru 6, Municipal Auditorium, St. Paul, Minn.; 8 thru 12, Stadium, Grand Rapids, Mich.; 13 thru 17, M.S.U. Ice Rink, Lansing, Mich.; 18 thru 26, Milwaukee Arena, Milwaukee; 26 thru February 1, Jefferson Armory, Louisville; February 2 thru 6, Memorial Auditorium, Chattanooga; 7 thru 18, Municipal Auditorium, Atlanta.

Big Maw and Caboose Blues... 73

The boys shout out the vocal on this jump effort, and the band bands the ditty a strong performance. Tune in nothing to get excited about, however.

Joe (Panone) FRITZ

Better Wake Up Baby... 76 PEACOCK 1606 — An evasive lyric and a moody chant by Fritz add up to an above average blues decline. Real Fine Girl... 73 Up-tempo should item get a good reading.

MARGIE DAY

My Stars... 76 This ditty was waded by Red Foley for the C&W market a few months ago. The thrash ditty is in fair style here accompanied by an unnamed warbler, over okay ork help.

TERRY TIMMONS

Real Fine Girl... 73 KINO 1594—It's been a long time since Oran Page hit with a big one. This is a high tempo, swinging Disk instrumentally well set in Paris, France—and some of the sidemen sound like first-rate two-beat students. The party-like lyrics are good for some laughs.

Old Faze... 79

The boys switch to a slow blues tempo while Page delivers some Armstrong-like chattering in an ode to Paris.

HOT LIPS PAGE ORK

Last Call for Alcohol... 75 KING 1594—It's been a long time since Oran Page hit with a big one. This is a high tempo, swinging Disk instrumentally well set in Paris, France—and some of the sidemen sound like first-rate two-beat students. The party-like lyrics are good for some laughs.

Old Faze... 79

The boys switch to a slow blues tempo while Page delivers some Armstrong-like chattering in an ode to Paris.

ENSKINE HAWKINS ORK

Weary Blues... 74 V 20-589—This is a re-echo of an old Hawk blues tune a few years back when the band was riding high. On this platter the band sells the blues in a quiet awing style, featuring the Hawk on a muted trumpet.

GRANT (Mr. Blues) JONES

In the Dark... 73 UNITED 133—Jones belts across an ork by blues ditty to appropriate ork support. Hello Stranger... 71 Another okay blues rendition by Jones. Story topics show imagination and are aided by good orking.

IVORY JOE HUNTER

Rockin' Chair Boogie... 73 M-G-M 1178—Rhythm ditty shows little originality, but it's handled a samey pep job by Hunter. Driving ork backing helps sustain interest. This one can do okay on the coast phonographs.

Music Before Dawn... 76

Slow but penetrating beat has an almost hypnotic effect. A piano instrumental, with Hunter showing effectivity on the 88's.

PAUL RASCHON

Coquette... 73 STATES 1232—Bassoon blues some pretty sad on this listenable wailing of the oldie, over a nice beat by the ork. Got Cool Too Soon... 65 Material here is below average and it is no fault of the ork that they can't do too much with it. Camp vocal is okay.

TOMMY DEAN

Raising... 73 STATES 1388—A blues ballad with a good beat receives an effective reading from Dean and the chorus, while the band lends good support. Flatter could catch apins tho the material is routine.

Fontell... 66

Jewell Bell tells about her broken dreams on this adequate ballad, while the Dean ork backs her with taste. Disk is competent but not much happier.

NELVIN SMITH

Call Me Dear... 73 V 20-5058—The chanteuse comes thru with a good reading of the ballad. Should get some action. Sarah Kelly... 43 Smith is hard enough, but this is pretty sad material for the rhythm and blues market. The ork, too, delivers a driving beat, but to no avail.

Auditorium Managers:

Help us build a list of Promoters who are capable of properly booked and underwritten attractions in your building. The increased availability of facts, attractions and contacts through the number and quality of local promoters. This is why we are so interested in you. Send us the name of the promoter in your area, the name of the Auditorium, Department, The Billboard, 188 W. Randolph St., Chicago 1, Illinois.

## Roadshow Rep

**R. E. TORREY** has been working a fair business around Chisholm, Minn., with his vaudepic outfit. He's playing school dates. . . Grimaldi Players, with Joseph Grimaldi in the leading role, are on their regular fall tour of New England. Unit plays of French-speaking groups and this season is featuring "Wilmore and Polema," a semi-musical. . . In answer to a recent query here from Ralph Davidson, concerning the Raymond Stock Company, Al Pitcaithley advises from Carlsbad, N. M., that "Raymond Ketchum passed away in the spring of 1933 in Iowa City, Ia. His widow, Sally, is in Washington. Ray had a brother, M. F. Ketchum, who had a showprint firm in Newton, Ia. He also is dead, I believe. Boyd Trowsdale at one time was a partner with Ketchum in a stock date in Waterloo and Cedar Rapids, Ia. Boyd now operates a tourist home in Denver. I recently had a good visit with Bob

and Pearl La They, whom I hadn't seen in years. Bob gave me a good photo of Lassus White Minstrels for the 1922-23 season and I've had it framed for my collection."

**MR. AND MRS. ROBERT C. FONTINELLE**, known to their host of friends in the rep-tent show field as Mom and Pop, will celebrate their 55th wedding anniversary December 2 at their home in St. Louis with a family reunion. Pop is 78, Mom 71. They owned the Fontinelle Stock Company and operated it in established territory in Missouri, Iowa and Arkansas for over 30 years. Prior to entering the rep-tent show field, Pop, Mom and their daughter, Nina, were circus performers and did a wire act known as the Three Fontinelles. The Fontinelles have two sons, Hal (Toby) and Robert E., and four grandchildren. Nina makes her home with Mom and Pop and Robert also lives in the Mount City. Toby makes his home in Joplin, Mo. William A. Doherty, who passed away in a private sanitarium in Santa Monica, Calif., November 21 following a four-week illness, was associated with many Midwestern tent shows and also was a member of the Ted North Players thru the Midwest for several years prior to his retirement from the field. Prior to moving to California two years ago, Doherty made his home in Denver where he was associated with the Seams Reebuck Company for 12 years. He and his widow, Victoria Maynard Doherty, celebrated their 20th wedding anniversary recently.

## Drivin' Round The Drive-Ins

**JACK PEERCY** has been named manager of the Lariat Drive-In Theater at Kermit, Tex. Spot was opened recently by Kermit Theaters, which is owned by Video Theaters, Inc. It has a 480-car capacity. . . Carmen Lopez, of Texas City, Tex., has announced plans for the construction of a new 700-car capacity drive-in for Houston. It is expected to be completed and ready for operation by next spring. . . Maurice Cole has opened the 600-car capacity Key City Drive-In Theater at Abilene, Tex. Cost was estimated at \$117,000, and was started last January. Cole formerly owned and operated drive-ins at Fort Worth and Corsicana, Tex. . . All Boy Scouts in Pleasantville, N. J., were guests of the Atlantic Drive-In Theater management last week. All had to attend in full uniform. It was a promotion staged by Manager Dave Weinstein for the showing of "Something for the Birds." Held in an essay contest with the booking, with the Boy Scouts invited to compete by writing on the topic, "Why We Should Conserve Bird Life in the United States." . . Mel Geller and Sam Taustin have closed their Brandywine Drive-In near Wilmington, Del., for the season.

**C. HANNON**, owner of the Suburbia Drive-In Theater, Gainesville, Fla., last week announced that the spot has been leased to Shafer Theaters, Inc. Robert Larmon, Gainesville resident manager, and other members of the personnel will continue under the new manager. Pearce Parkhurst, Lansing, Mich., is in charge of advertising and publicity for the theater. . . A State charter has been issued to Owens Drive-In Theater, Inc., Charleston, W. Va., which listed authorized capital stock at \$50,000. Incorporators are Fred L. and Ethel M. Helweg and Allan F. Gunter, all of Charleston.

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**C. M. McCaULEY** pens from Bonnets Ferry, Idaho, that he has been making some school and other indoor dates in that region following a successful season with a platform show. "This is a light business sector," McCauley writes. "Schools are small and some can't be dated. I've had my best business in a church or hall where I presented my Swiss bell and musical show. I'm alone so I don't need too much coin in order to carry on. That helps." . . Keltie Heaston, old-time rep and stock show performer, writes from Geary, Okla., that memories of the old days in the rep column are thoughts of happy days. Her husband, who died recently, also was a well-known rep and stock performer. . . "I've been in this town for a few days on a subscription sales deal and it has brought back to memory the time I came here to join the Wallace Bruce Players in 1940," scribbles A. A. Trowsdale from St. John, Kan. "I didn't join the show because my place had been filled but I nailed a job with a med (Continued on page 48)

## Thanksgiving Programs at Hartford Spot

**HARTFORD, Nov. 29.** — Irving Richland, of the Hartford Skating Palace, ran special programs in conjunction with Thanksgiving, November 26-27. Servicemen were admitted free on both evenings, with doors opening at 7:30. Thursday night's "Thanksgiving Fun Festival and Football Jam-boree" featured presentation of Skating Palace trophies to the outstanding backfield player and lineman of the Hartford-Weaver high schools football game by Mayor Joseph Cronin. Members of all city high school teams were invited guests. Richland ran special matinees from 2 to 5 on weekdays this week.

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all kinds of secondhand Roller Skates  
**MADAME RENEE'S**  
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## S.R.O. Sign Hung Out for Oaks Show

**PORTLAND, Ore., Nov. 29.** — The Oaks Skating Clubs four-show "Singing in Rhythm" extravaganza, which closed at Oaks Roller Rink here Monday (24), played to standing-room only crowds, said Robert Bollinger, rink owner.

Despite a general admission price increase to \$1 from last year's 85 cents, the fifth year of the event drew better than in 1951. Customers were turned away last year, some 6,000 seeing the show. By adding bleacher seats this year all ticket holders were admitted, though many had to stand. New this year was an advance ticket sale, which was successful, with reserved seats on sale for \$1.50 at a downtown ticket office.

Night shows were staged Wednesday (19), Thursday (20) and Monday (24) with a matinee Sunday (23). Sunday show was most heavily attended. Seventeen acts, using costumes and special lighting, were put on by members of the club. Direction was by Dale Pritchard, Oaks professional, and his wife, Jeanne. A disappointed act was Dean Songer, rink manager, who came down with the flu the day of the opening and was absent for the duration of the show. Bollinger said that although attendance surpassed last year, figures would

not be compiled until Songer returned.

Monday night's show was attended by operators and professionals from 21 other rinks in Oregon and Washington. Proceeds are used for expenses of Oaks club entries in roller contests.

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She now has her own  
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## Mineola Gives 10 Turkeys as Door Prizes

**MINEOLA, N. Y., Nov. 29.** — Turkey night was observed Wednesday (26) at Mineola Roller Rink, operator Earl Van Horn awarding 10 Long Island turkeys as door prizes — five to men and five to women.

Next big event on the rink calendar, is the annual silver apple party to be held December 10. Hidden in hundreds of apples which will be passed out to patrons will be \$100 in silver coins, ranging from a dime to a dollar. About 1,000 skaters attended the rink's 19th annual fall opening. Elaborate souvenir programs were passed out. Highlights of the evening were skating exhibitions by Mineola's national champions: Anne Van Lone and Edward O'Donnell; Ruth Henrich Judy Snyder and Larry Seagott; Frank Heinrich, Janet Chmiel and James Lodi, and Susan Lesne, Patricia MacMullen and Robert Chitsey.

The management staged its usual big Halloween party, offering prizes valued at \$300 for a costume contest. Three women and three men each received a Bulova wrist watch for the finest, most original and funniest costumes. In addition, \$30 in cash prizes was awarded at a children's party to participants in a costume contest.

Square dancing continues at Mineola on the second Monday of each month. Paul Hunt and Fred Franz, noted callers, are in charge of the dances.

## Plan Skating Rink

**SEA ISLE CITY, N. J., Nov. 29.** — Plans for a municipally sponsored skating rink for this seashore community have been announced by city commissioners. Funds will be sought by public subscription for the building of an ice and roller skating rink along with an outdoor basketball court on the Parkway.

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# The Final Curtain

**ACHENBACH—THOMAS**, 37, musician, composer and teacher, November 25 in Easton, Pa. He was the organizer of the Achenbach String Quartet and was concertmaster of the old Easton Symphony Orchestra. He also founded the Easton Junior Symphony and the Achenbach Music School.

**BARIE—William W.**, 60, veteran, concessionaire and whale showman, November 26 of a heart ailment in Wadsworth General Hospital, Sawtelle, Calif., following an illness of four years. He was born in Eastwin, Mich. His mother was the elder sister of the late Bill Rice, who broke his nephew into the business. Barie was in the executive departments of various Wortham shows until World War I. Then he went to Huntington, Calif., where he operated two theaters for several years. He toured with whale shows in 1928. He managed the midway and was a concessionaire at the Pacific Exposition, Long Beach, Calif., and at its conclusion put out a whale show with Ruch Fouser and Winger Condit Barie also served as midway manager at the 44th exposition in San Diego in 1935. Survived by his widow, Jean. Military funeral at Sawtelle December 1.

**BEHNE—Cathy Lee**, eight months, daughter of Mr. and Mrs. Bob Behne, of the Flying Genes, flying



**IN MEMORY OF**

**Mack D. Ferguson**  
PASSED AWAY  
NOVEMBER 29, 1951

He Will Live in  
Our Hearts Forever

YOUR LOVING WIFE  
**VIVIAN KEENAN FERGUSON**

YOUR LOVING FAMILY  
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**MRS. WARNER M. PROCTER**  
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In Loving Memory of  
**MY DEAR WIFE and PAL ROSE MARY RUBACK**

Who passed away Dec. 4, 1950  
**Jack Ruback**

TO THE MEMORY  
of My Very Best Friend  
**ROSE RUBACK**  
Who passed away December 5, 1950  
with each passing day we miss her more  
and more in every way  
**MARTHA RODGERS**  
**SOPHIE FRENCH**

IN MEMORY OF  
My Dear Beloved and Best  
**ROSE MARY RUBACK**  
Who passed away Dec. 4, 1950  
**A. H. Wright**

fallen act, in a Chicago hospital Saturday 22. Burial in Chicago November 24. Surviving, in addition to the parents, is a daughter, Jean.

**BLINN—Tom**, Paris, 81, former concessionaire, November 8 at the LaSalle Hotel, St. Louis, where he made his home. He joined the Patterson Shows with concessionaire John Augie in 1912 and spent many years with the John Francis, Con T. Kennedy and William Blinn shows in recent years. He had been with Moore's Modern Shows and the past season with the Mount City Circus. Burial in Burrill Cemetery near his home town of Franklin, Ind. Survived by two brothers, James and Jess.

**BOWMAN—James M.**, 59, former of the Bowman Brothers, known on minstrel stages and on the Keith-Orpheum circuit for many years as the Blue Grass Trio, recently of Earl's attack at his home in Lakeland, Fla. Survived by his widow.

**BUTLER—Mrs. Elizabeth H.**, 44, wife of Philip M. Butler, State electrician in Chicago, November 24 in Trenton, N. J., November 24 in St. Francis Hospital, Trenton. In 1921 she was an understudy at the Trenton Theater. In addition to her husband, she is survived by a son, Robert A., a daughter, Mrs. Edna E. Butler, and her son, Robert, all of Trenton. Services November 24 at St. Basil's in Colonial Memorial Park, Trenton.

**CAMPBELL—John**, 61, former baritone in opera around the turn of the century and later a theater actor in Chicago, November 24 in Los Angeles. Campbell worked with the Russian Opera Company and others until 1916, when he became an exhibitor in Chicago. Recently he had been a vocal teacher. Dennis Day was one of his pupils until July, 1941, when he was bedded by serious illness. His daughter, Harriet Hillard Campbell, a former national mistress, is the wife of the late Sally Winwood, an actress at the turn of the century.

**DOHERTY—William A.**, 61, formerly a member of the Ted North Players and other troupes, October 21 in a private sanitarium in Santa Monica, Calif., from the effects of a stroke suffered about two years ago. He retired from the profession about 14 years ago to work for the Sears-Robuck Company in Detroit. He moved to California about two years ago. Survived by his widow, Victoria Maynard Doherty. Body was cremated in Los Angeles and remains were sent to Denver.

**GERLIN—William J.**, 71, retired vocalist who was prominent in vaudeville during World War I, November 17 in Mobile, Ala. He was known as the "golden voice" tenor. He was a native Mobilian, but resided at Gulfport, Miss., for many years. He was married to his wife, Mrs. Le. Mobile, and two sisters, Mrs. Laura C. Pearson, Coral Gables, Fla., and Mrs. Louise C. Winick. Burial in Catholic Cemetery, Mobile, November 18.

**GOSS—Joseph E. Sr.**, 71, November 23 at Cadillac, Mich. He was former owner of the J. C. Oest Company, Detroit, retiring in 1936 to establish the Goss Canvas Products Company, Cadillac, Mich. He was married by his father, John C. Goss, in 1878. He made big tops for circuses years ago and in later years made big tents, also. Survived by his widow, a son, Charles Jr., and a daughter, Mrs. Claudia Kopp.

**GHARNIER—Antonia**, 72, noted Italian conductor who retired five years ago due to illness after having conducted Milan's La Scala Opera and in leading European capitals, November 25 in Milan, Italy.

**JEWELL—John H.**, 81, November 15 at the Columbia Presbyterian Medical Center, New York. He was associated for many years with his mother, Anna Jewell, and her sister, Jennie Manning. Services were conducted in Palisades Park, N. Y., where he made his home. He is survived by three sisters.

**JOHNSTON—Lockwood A.**, 74, old-time fiddler and orchestra leader, November 16 at his home in Conshohocken, Pa.

**LORD—Illmer A.**, 72, circus, theater and film house manager for 43 years, November 18 at Mercy Hospital, Philadelphia. He began his career with the old Keith circuit in Philadelphia in 1910 and was later manager of the Orpheum Theater and was the first manager of the old Edgemoor Theater in Philadelphia. He later managed three theaters in Atlantic City and then served as city manager for Warner Bros. theater in Pottsville, Pa. For the past 10 years he has been associated with Harry Denbow in the operation of the Congress Theater, Market House, Pa., and the Media Theater, Media, Pa. His widow, Jeanne, survives. Services November 21 in Chester, Pa. Burial in Hartsboro (Pa.) Cemetery.

**MCLAREN—Will E.**, 87, theater owner, November 21 at his home in Jackson, Mich. After experience with the old Walter Opera House in Arbor, Mich., he opened the town hall in Chelsea, Mich., as the Syrian Theater with live productions in 1928 and opened the new Michigan Theater there about 1935. In 1938 he also opened the Colonial Theater in Jackson and later had the Majestic there, the Dawn in Hillsdale and the Rialto in Charlotte. Selling out his interests he returned to his former employer of the hotel with the late Frank Case, who later became manager and owner of a central hotel in Jackson. Literary and theatrical world, Mitchell leaves a wife, two sons and two grandchildren.

**MITTENBERG—Edward**, 58, father of Eugene Mittenberg, Tucson, Ariz., who formerly was manager and part owner of Radio Station WGRB, Cincinnati, November 21 in Tucson. Also surviving is a brother, Charles, of Cincinnati. Services, November 21 in Cincinnati and burial in Vine Street Hill Cemetery, that city.

**O'CONNOR—Mary**, one of the Six O'Connor Sisters, a head-line harmony singing act in the 1920s, November 18 in Toronto, She and her sister first attracted the attention of the late Jerry and Mike Stone, of the Chicago theater circuit. They later gained success in New York and played all of the major circuits. Her mother, six sisters and a brother survive.

**SCRIECK—Mark**, 52, professional manager for the South-east and West International music publishing firm, November 23 in New York. (See Music section.)

**RIEMANN—George**, 78, former director of the Baltimore Symphony Orchestra, November 21 in New York. He was also a composer and pianist.

**SMITH—George**, 69, old-time vaudeville star "on the Keith Circuit," November 23 in New York. He has been on Broadway in several productions, including "Bringing Up Father" and "Lover, Look and Listen." His sister survives.

**SOVINO—Frank**, 74, for more than 50 years a circus acrobat and serving in numerous other capacities, recently in Jackson, Ga. Died in Macon. (Details in Circus section.)

**VERLOGE—Joseph**, 61, engineer on the miniature railway in the Detroit Zoo, November 22 in Detroit. He had been engineer on the ride since its establishment 21 years ago. Survived by his widow, Phyllis, and a daughter, Mrs. Eunice Leonard. Interment in Grand Lawn Cemetery, Detroit.

**TYLER—George M. (Pop)**, 78, who for many years wanted all road shows playing Ithaca, N. Y., theaters, died in New York City. Former actor, man and now in the trade journal business in Minneapolis, November 18. Survived by his widow, Mrs. and son.

**WESSLING—Mrs. G. L.**, November 17 in an auto accident. She operated the Reading Theater, Reading, Mich. Survived by her husband, Frank, and two sons, all in the Navy.

## Marriages

**BERRY-BARKLEY**, 21, former WLAI-TV sales staffer, and Dorothy Barrett November 29 in San Antonio.

**GRANT-ST. JOHN**, Peter Grant, who has the part of Lieutenant Cable in the London company of "South Pacific," and Bette St. John, who had the role of Liat in the show and who quit the company recently to accept a Hollywood film contract, November 27 in London.

**ROSTROM-KELLY**, Emmet (Alvin) Rostrom, drummer, who has been with Peacock Circus, other circuses, and Mrs. Nettie Ann Kelly November 18 in Galva, Ill.

## Births

**BAKER**—A son to Mr. and Mrs. Harold Baker November 12 in San Antonio. Father is building superintendent at WOAI and WOAI-TV, that city.

**BEAR**—A son to Mr. and Mrs. Joe Behar November 20 at Hahnemann Hospital, Philadelphia. Father is director at Station WPTZ, television station in that city.

**CEDERBERG**—To Mr. and Mrs. Carl Cederberg a son, Jon Christian, November 23. Father is newsreader on WWJ, Detroit.

**KLEIN**—A son to Mr. and Mrs. Leo Klein November 20 in Philadelphia. Father is television staff director at WFL-TV in that city.

**GORMAN**—To Mr. and Mrs. Earl Gorman a daughter, Lorrie. Father is a Detroit radio writer.

**LUFFY**—A daughter November 21 to Mr. and Mrs. Ed Luff in Santa Monica, Calif. Mother is singer Judy Garland and father is a film producer-agent.

**REINHARDT**—A son to Mr. and Mrs. Ted Reinhardt November 24 in Jefferson Hospital, Philadelphia. Father is producer of the Steve Allen show on Radio Station WFN in that city.

**SCHWARTZ**—To Mr. and Mrs. Bernard (Sonny) Schwartz a son, Gaby. Father is former owner of the Ambassador Theater, Detroit.

**TATE**—To Mr. and Mrs. John Tate Jr. a daughter, Julian, recently in Detroit. Father is manager of the Casino Theater in that city.

**PONDERHEID**—A daughter, Mary Elizabeth, to Mr. and Mrs. Henry L. Ponderheid in Nesbit Memorial Hospital, Kingston, Pa., October 16. Father is manager of Burtin Bros. Circus.

## Divorces

**WRIGHT**—Teresa Wright film actress, from novelties Niven Bush November 25 in Santa Monica, Calif.

## NEWS CAPSULES

# \$4.2 Mil Studio Plan Unveiled by Storer

Continued from page 6

and-a-half program over WLIB here, beginning Sunday, December 7, from 3 to 4:30 p.m. The program, slotted in WLIB's Anglo-Jewish programming block, will spotlight live music, records and interviews. The alter will be in English. New WLIB spot sales this week were made to Sunset Stores and Crawford Clothes. Former is buying a 52-week lineup of participations in the station's Negro programming block. Latter is picking up the tab for 20 weeks on WLIB's Anglo-Jewish show seg.

## THE RESTLESS PEOPLE AND THE REVOLVING DOOR

Martin Stone, formerly program director of Street & Smith's "Living for Young Homemakers" and copy staffer at Anderson & Cairns and Benton & Bowles, has joined the copy staff of Dorrance Arnold Benson and Jim Mullen have joined WNBC-WNBT, New York — former as chief copy writer for both stations, latter as promotion man and copywriter for WNBC. George Hamilton Combs, WMGM news analyst and member of the New York Bar, has resigned as Special Assistant United States Attorney and chief trial counsel for the OPA effective November 30. He will re-

sume private practice, and continue his radio-TV commitments. . . . Byron Goodell, ex-CBS-TV sales, has joined the New York staff of Robert Meeker Associates, station reps. . . . William G. Geoghegan has resigned as vice-president of Compton Advertising. . . . Howard E. Sands Jr. has joined Benton & Bowles to handle special projects in the media department. . . . Auriel Macfie, NBC's magazine chief, married Russ Douglas, non-pro, Friday (28). . . . Richard Chalmers, sales staffer, WICC, Bridgeport, Conn., upped to sales manager status, succeeding Manning Slater, who will devote full time to WICC's forthcoming TV operation. . . . Newscasters Don Goddard and John B. Hughes have joined WOR-TV, N. Y., replacing John Wingate who has moved to WNBT. . . . Jean Hershoff arrives in New York December 4 for a three-day visit. Replaces Robert Ross, formerly with Metropolitan Life Insurance, has joined Kenyon & Eckhardt as assistant to the K & E prey in non-administrative functions. . . . Buddy Basch's flackery signed to handle radio and deejay promotion for Snooky Lanson, Village Music Company and Finburgh Music, with Dick Gersh as account exec for all three.

## FOLK TALENT AND TUNES

Continued from page 31

on one-nighters. . . . Carolina Cotton is doing a country music show for the Armed Forces Radio Service. . . . Lonnie Glosson, now working out of Fort Smith, Ark., where he has his harmonica company, writes that Mary McCullough, promising 19-year-old d.j. at KWHN there, has signed with King. Another new d.j. in Fort Smith is Uncle Elmer Morris, heard over KFSA Glosson is now pitching resurrection plants on e.t. via 120 stations. . . . News Starnes reports that the Western Cherokeees are doing a daily radio

show at KTOK, Oklahoma City, Okla., and playing one-nighters in a three-State area. During December they do dates with Wayne Raney and Webb Pierce. Danny Brown, of the Cherokeees, became father of a son, Bob, recently. . . . The Maddox Brothers and Ross report that they definitely will join WKWH, Shreveport, La., as permanent members of the Hayride cast, starting January 10. The group now has simultaneous releases on 4 Star, Columbia and Decca on the market. . . . Jack Lloyd, former country artist at KFMB, Shenandoah, Ia., is now managing the new station at Maryville, Mo., KNJM. . . . Del Roy, the flack, just completed a 3,000-mile junket up the Coast for Ridgeway Music and Wade Ray. He reports Jack Rivers did a full hour Pee Wee King show over his KRSC, Seattle, d.j. seg. . . . The Grand Ole Opry, WSM,

## Danish Aliens

Continued from page 45

est number of aliens granted labor permits in any year since pre-war days. In cafe dates, Germans topped the list with 110 persons. The French and the Chinese tied for second place, with 38 each; followed by British, with 25; Italians, 20; Americans, 19; Spaniards, 15; Austrians, 14; Dutch, 13; Norwegians, 11; displaced persons, 9; Austrians, 6; Belgians, 6; Swiss, 5; Czechs, 4; Hungarians, 4; Greeks, 2; and Hindus, 2.

## Circus Aliens

Aliens working with Danish circuses were: Germans, 93; British, 26; French, 14; Belgians, 9; Spaniards, 8; Austrians, 8; Italians, 6; Dutch, 5; Norwegians, 4; and Swiss, 2.

Release of these figures by the Danish Artists Federation is part of a campaign this organization is waging against the American Guild of Variety Artists and the (British) Variety Artists Federation because of the high fees these orgs slap on Danish artists appearing in the United States and in the British Isles.

Danish artists are also burning, because while no alien acts are taxed by Denmark, the Danish artists pay taxes here regardless of where they worked. The irony of the dispute is that the DAF would probably cool off if British and American acts working in Denmark would voluntarily come in and pay the small DAF monthly dues of \$1.16 per person while working here, which only a few of them do.

## Roadshow Rep

Continued from page 47

show and eventually became its owner. I made more money with the show in one season than I could have in 10 with rep. I wonder if any of the Wallace Players are still active. Zori, the Magician was the feature on the show which had a good cast."

Nashville, celebrated its 27th anniversary November 28. . . . Bill Nettles, his daughter, Loyce, and Jiffy Fowler, of Monroe, La., have formed their own discery, Sky Line Records. . . . Capt. Sully and the Buccaneers, WLS, Chicago have inked with Rondo, the Chicago label. They were with Decca. Georgia listeners are being asked to vote for their favorite d.j. in the Atlanta area in a contest, promoting the December 7 all-star jamboree at the Municipal Auditorium.

## AGVA Plan May Again Spark Outdoor Meeting

Continued from page 1

and also of the National Association of Amusement Parks, Pools & Beaches.

At this time last year, the AGVA was pushing an insurance plan, and the IAFE program presented several AGVA reps as speakers. Their appearance sparked heated discussion that highlighted the fair men's convention and also dominated the park men's proceedings.

This year no AGVA reps are down as convention speakers, but it is possible that delegates to the park or fair meetings may bring it to the floors of their respective conventions. Last year both the park and fair group expressed strong objections to the AGVA plans.

As convention delegates arrived today, word was received from Al Wagner, owner-manager of the Cavalcade of Amusements, one of the larger railroad carnivals, that he would make a one-day appearance at the convention despite injuries he sustained Tuesday (18)

in an automobile accident in Mobile, Ala.

Hospitalized in Mobile, Wagner phoned that he would be able to attend the meetings here Tuesday (2), his physician having given the go-ahead. Wagner sustained several fractured ribs and a wrenched back when his automobile hit a deep hole.

His wife, Hattie Wagner, and Bobby Kline, his general agent, are here and will handle his show's negotiations for fair dates until his arrival.

Other early arrivals included Carl Sedlmayr, owner of the Royal American Shows; Floyd E. Gooding, operator of eight midway ride units, and the following carnival owners: William T. Collins, L. I. Thomas, Al Martin, Don Franklin, Curley Reynolds and Fritz Brown, J. W. (Patsy) Conklin, Canadian midway biggie, and Mrs. Conklin headed an early-arriving delegation from Toronto.

Other early arrivals noted included the following fair execs: Doug Baldwin, R. H. McIntosh, Leon Harris, Emery Boucheer, Pete Baker, Rollo Singleton and Frank Kingman.

Check-ins before noon today also included Bob Lohmar, Bob Parker, Tommy Thomas, Virginia Kline, John Galligan, Art Signor, Sam Norris, Gaylord White, Mr. and Mrs. Nat Rogers, Curtis Bokkus, Hal Effort, Harry Stork, Ned Torti, Mrs. Dwight Bazinet, Al Baysinger, Don Graco, Neal Webb, Slim Wells, Bill Cowan, B. Ward Beam, Rube Liebman and Aut Swenson.

Also Ray Marsh Brydon, Sally Rand, Red Luxemburg, Paul Olson, Al Kunz, Noble Fairly, Bobbie Mack, Elmer and Curtis Velare, Harry Julius, Joe Chitwood, Mr. and Mrs. Ralph Lockett, Ted Webb, Frank Shortridge and George Golden.

## No. Michigan Assn. Schedules Two-Day Meeting in Clare

CLARE, Mich., Nov. 29.—Northern Michigan Fair and Racing Association will hold its annual meeting in the Doherty Hotel here December 3-6, William J. Logan, association president, announced.

Logan will preside at the sessions. Speakers will include Mayor Howard Everett, city; Hugh Johnston, speed secretary; Clarence L. Bolander, supervisor of Michigan fairs; Arnell Engstrom, State representative, and Lloyd Honeywell, director of the United States Trotting Association.

The banquet will be held Friday night with Herman Dignam, East Lansing, as toastmaster, and Owen J. Cleary, Secretary of State-elect, as the principal speaker.

New feature this year will be an open discussion of fair problems slated for the Saturday morning session.

## V. S. Scott Buys Gavin State Firm

NEWCOMERSTOWN, O., Nov. 29.—V. S. Scott & Sons, decorators of fairgrounds and celebration grounds, have expanded their facilities by the recent purchase of Gavin State Decorating Company of Cleveland. V. S. Scott, owner, announced.

The organization has also acquired the Great Scott Bros. Miniature Circus and this will be shown over the firm's route. Expansion of facilities has necessitated two units for '53. The circus unit will be booked on large fairs and celebrations with the second unit to specialize in decorations only, Scott said.

The Scott organization was out this year for a total of 30 weeks and expects to surpass this next year. They have already signed the Ohio State Fair and the Fairport, O., July 4 celebration. Scott is married to Mrs. Scott and has their two sons, Vane Jr. and K. Edward.

## Wirth Signs Hefly Hershey Xmas Show

NEW YORK, Nov. 29.—The annual Christmas show at Hershey, Pa., will be headed by Hefly Shrinier, TV comic, booker Frank Wirth announced this week. The heavy budgeted affair will be presented free to employees of the Hershey Chocolate Company and the Hershey Estates, December 20-21, in the Hershey Arena.

Other acts include Mimi Benzell, opera star; Gaudsmith Brothers and their poodles; Beck Brothers, trapezists; Sharkey, the Seal; Fannie and Foster, dance team; Florida T. L., pantomime; Tokayars, acro; Bobby Winters, emcee, and Bert Hirsch, musical director. John Loneragan, who is convalescing after a recent operation, will handle the show for Wirth, who returns this week to his Florida home where he will remain until the Pennsylvania State meeting in January.

## Snider Urges WFA to Adopt Trainee Plan

SAN FRANCISCO, Nov. 29.—That the California Department of Fairs and Expositions does not intend to be caught with its secretary-managers down, was indicated here when A. E. Snider, chief of that department, addressed the Western Fairs Association.

Snider proposed that fair managers employ students of the California Poly-Technic College, San Luis Obispo, during the summer months. This, he de-emphasized, would give them a chance to study fair operation. As the college is an agricultural school, the experience could be used by the students in their county agent or fair management work.

Establishment of a short course on fair management is also being planned. This, however, may not become a reality until 1954, Snider said.

## Packs Louisiana Dates Win Crowds

NEW ORLEANS, Nov. 29.—Tom Packs Circus drew approximately 28,000 persons for a two-day stand at Baton Rouge, La., and opened a 10-day run in New Orleans with full and overflow houses at the Municipal Auditorium.

Baton Rouge Memorial Stadium held about 20,000 for the show's first day (17). The second day of the stand was postponed from Tuesday to Wednesday because of rain, and the Wednesday (18) show attracted about 8,000. Packs Staffer Jack Leontini said the date was better than last year's.

At New Orleans, the seventh annual date was heralded by a parade on Canal Street Thursday (20) night, with circus and Shrine units among those participating. Weather limited the turnout.

Opening night (21) drew a full house. Saturday (22) was heavy and the Sunday matinee was a turnaway. By Wednesday (26) the house had been sold out for the remainder of the stand, which ends Sunday (30).

New Orleans radio and TV stations and newspapers have treated the show well. Feature stories and guest interviews have been used daily. Reviews were good. In ceremonies on Friday (21), Tom Packs and the Shrine presented a camel to the Audubon Zoo.

On Thanksgiving Day (27), Packs and the Shrine were hosts at a party for circus personnel. The event followed the night show and was in one of the auditorium's entertainment rooms. Packs took personal charge of the circus production. He was assisted by C. W. (Bud) Hoerber and Jack Leontini. John Manko

## GOTHAM JOTTINGS

### NSA Members Mourn Lack of Facilities

NEW YORK, Nov. 28.—Keen disappointment in the lack of suitable clubroom facilities was voiced by a number of members of the National Showmen's Association, in town this week for a round of festivities which included the annual banquet Thanksgiving Eve (26) at the Hotel Astor. Announced plans to purchase the Hotel Sharon at a cost of \$245,000 have failed to jell. However, it can be assumed that that plan has not yet been completely abandoned, since the club has \$14,500 invested in deposits. The abbreviated office quarters were jammed thruout the week. Open house and other events attracting large audiences were held at the Sharon Hotel.

#### The End Results

In a presentation speech at a testimonial dinner honoring Bernard (Bucky) Allen, retiring NSA president, at Leon & Eddie's 52d Street bistro Monday night (24), George A. Hamid, president emeritus, took it upon himself to enlighten a handful of sight-seers on midway operations. He began with the front end and wound up with the "rear" end. Corrected on his terminology by some of the tented theater brethren, George, nevertheless, continued with his choice of terms and wound up doing a pretty good job at making up a definition to fit.

#### Well Remembered

Sam and Shirley Lawrence, operators of the new railroad, Metropolitan Shows, had as their guest at the president's party and the banquet, Arthur Tracy, the Street Singer. He consented to do several numbers, and the applause of the audience indicated that the former star who once had a radio schedule that rivaled the one filled today by Arthur Godfrey, still retained his voice and personality. Agent Stanley Wharton recalled that he once booked the vocalist in Dublin, Ireland, at \$1,500 a week—a lot of shekels in those days.

#### A Job Well Done

Louis (Cada) King and Dave Brown rated considerable glory

for the party they staged in honor of Allen. Well planned, the affair ran thru from start to finish without a hitch. The biggest problem? Dada says it was trying to determine what to buy the boss with money contributed by his associates on the World of Mirrh Shows. He finally settled on a solid gold, diamond-encrusted belt buckle. Seems that Bucky has all of the accessories imaginable.

#### Doctor's Orders

Frank Bergen, general manager of the World of Mirrh Shows, missed for the first time attending the NSA Gala Week because of a cold which kept him confined to his Richmond, Va., home. It is unlikely that Frank will attend the Chicago meetings, having passed up that town for the past several years after having contracted pneumonia there.

#### Every Plug Helps

Art Lewis's Sea Gull Hotel, Miami Beach, got several plugs from acts working the banquet show. Talent had previously worked the plush Florida spot and were obviously conscious of the presence of Art on the dais. Rumors persist that the former railroad show operator, who this season handled the front end for the James E. Strates Shows after having been off the road for a number of years, will again head up his own unit.

#### Hughes to Canada

Joe Hughes, general representative of the George A. Hamid & Son talent agency, broke away from the banquet early to train to Toronto where he will attend this week-end a farewell party for Elwood A. Hughes (no relation), who is retiring as general manager of the famed exhibition in that town. Joe and his daughter, Jane, had their Thanksgiving dinner at the banquet. The trip mixed Joe's usual culinary activity over the holiday period—an art in which he excels.

Fred H. Phillips, New Brunswick publicist and show business

(Continued on page 59)

## Norfolk Event Changes Name

NEW YORK, Nov. 29.—Sam Burgdorf, general manager of the annual in-garaged in Norfolk, this year reported here this week that the title of the event had been changed from the Norfolk Tri County Fair to the Norfolk Tideland Fair Association, Inc.

Burgdorf said that the success of the initial event had created a demand for participation from surrounding counties and the new title was created so as to include all of the tideland area.

A permanent office has been established in Norfolk with Charley Lawrence in charge. A meeting will be held in January for the election of officers and the new execs will attend the Virginia Association of Fairs meeting at Richmond.

## Outdoor Showbiz Performers Take Part in Parade

NEW YORK, Nov. 29.—Performers in outdoor show business were in action here in Macy's annual Thanksgiving Day parade, while a record-breaking 2,250,000 lined downtown Gotham streets to view the festivities.

Featured were Jack Sterling, the Ringmaster, and his clowns, Bozo and Lassie, and Jack Mahoney, the Range Rider, and his horse, Flashide, Jack Gleason, comic, was grand marshal, while Uncle Hirman and Aunt Matilda, vaudeville performers, did their stuff in their trick-performing car. Floats included Mighty Mouse and the Space Man. Star performer, was, of course, Santa Claus.

In near-by Newark, N. J., an estimated 500,000 persons watched the Thanksgiving Day parade, sponsored by L. Bamberger & Company.

## Fort Worth Posts Record 1726 Prizes

FORT WORTH, Nov. 29.—A total of \$172,373 in premiums will be offered by the Southwestern Exposition and Fat Stock Show January 30-February 8. The record-breaking total is an increase of \$9,673 over last year. The figure includes \$26,705 for the horse show as well as cash awards for the rodeo. The 1952 show had its greatest attendance in the history of the 58-year-old institution.

The exposition is held in the Will Rogers Memorial Coliseum and 14 other structures which gives the show 32 acres under roof.

Amos G. Carter, Fort Worth newspaper publisher, is chairman of the board, and W. R. Watt is president-manager. Ernest Allen is vice-president; Raymond E. Buck, secretary; and J. Lee Johnson, treasurer. Assistant managers include W. A. (Bill) King, livestock superintendent, and Douglas B. Mitchell, horse show superintendent.

The exposition co-operated with the State Fair of Texas at Dallas this fall in promotion of a Fort Worth Day which was successful. To reciprocate, the State Fair will help promote a Dallas Day at the Fort Worth show.

## Mull Showboat Theme Revue

CINCINNATI, Nov. 29.—Anton Scibilla, of the Frank Scennes agency here, is mapping plans for a show carrying a showboat theme for presentation before grandstands at 1953 fairs.

Scibilla has enlisted the aid of Billy Bryant and his wife, Josephine, in putting the show together. The Bryants formerly operated the Billy Bryant Showboat on the Ohio River and in recent years have been lecturing on showboat entertainment. The Bryants are expected to take part in the show, which will offer special music, scenery, costumes and a couple of names.

## Dania, Fla., Sets Tomato Festival

DANIA, Fla., Nov. 29.—The 23rd annual Tomato Festival will be held here February 26, Paul E. Turner, secretary of the Dania Chamber of Commerce, sponsoring organization, announced. Plans are still in the making, according to Turner, but may include an indoor midway for this year with shows, concessions and rides booked individually.

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## Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Lou Karns, acro and hand-balancing, opened recently with an International Harvester unit for an eight-week engagement to be followed by a two-week stint at the 509 Club, Detroit. Karns recently played the Jungle Club, Westville, Ill., and the Ripside, Calumet City, Ill.

Two Brockways, comedy cyclists, who played for the Hamid office during the past summer, left New York recently for an engagement in Birmingham, England. Rickey and Rooney, phonograph record pantomime, have signed to play '53 fairs for the Boyle Woolfok office, Chicago.

Miss Hugette, equestrienne, arrived in Chicago last week from her Rogers, Ark., ranch, for the outdoor conventions. Takoyars opened at the Bellevue Casino, Toronto, Monday (24) for a two-week stint and will follow with a two-day engagement in Quebec City.

Aerial Dobritch, loop-the-loop, have been signed by Vic Brown for the December 14 "Super Circus" TV show, which is videoed from ABC's Chicago studios. Also in the line-up will be the Four Mamedils, perch; Two Eric, finger stand and cane balance, and Nolle Tale's dogs. The following Sunday's bill will include Amandis Troupe, teeterboard; Riccardys, trampoline; Johnnie Laddie, unsupported ladder; and dogs, and Royal's chimpanzee.

Adrianna and Charly and Galosso were in the line-up of the Benny Fox camp show at Camp Campbell, Ky., last week. Craig's Chimpanzees have been booked to play six weeks of fairs for the Barnes-Caruthers office next year, as well as Chicago Stadium circus. Booking was handled by Toby Wells.

Acts signed to play outdoors for Ernie Young in '53 include J. J. Lynch, archery; Boss Harrell, comedy; Frank Torrance, high act; Great Smetna, slack wire and perch; Jefferys, trapeze and rings; Jewellis, balancing, and the Winslos, cyclists.

Folkwing an appearance on the Big Top Circus video show, Saturday (29). Glenn Martin's trampoline act headed for the Jefferson Theater, New York, and is also set for an engagement at the State Theater, Baltimore. Act

was recently out with Al Brown's Christmas Circus in Iowa and Nebraska and also played the Greenville, S. C., America Legion show. Line-up of the latter included the famous Felix Morales, head slide; Fred Valentine's flyers; Gabby Wendt, high pole; animals from the Hagan-Wallace show handled by Swede and Hunky Johnson and Roy Thomas' clown alley.

News from the Sealatorium and Oatrich Farm at the Junction of 101 near Oxnard, Calif., is that Reuben Castang, whose chimp is still entertaining at the Louis Goebel Wild Animal Barn in Thousand Oaks, recently visited the Sealatorium. He is working in the Robin Hood series of motion pictures, having the part of the leading man's falconer and adviser. Homer Show's sea lions, penguins and pelicans, have been signed for the Christmas shows in San Diego. Snow and his group, features at the Sealatorium, recently appeared on television in Hollywood. The shows included "Dixie Showboat," "Circus Peanuts" telecast, and the "City of Hope" television production. Snow is scheduled to speak before the Santa Barbara Museum of Natural history, Gene Holter, who has the racing ostriches, stopped at the Oxnard spot on his way to Los Angeles from the meeting of the Western Fairs Association in San Francisco. Pinky, the albino Java Monkey brought to this country by Capt. Guy Leslie from Manila, where he appeared with the E. K. Fernandez Circus, is to be shipped to an all-white stock ranch in Nebraska. The Sealatorium is handling the shipment.

The Herman Cepler family high wire, are back in their San Antonio home, following a good season that included a trek to Japan with the E. K. Fernandez circus troupe. Mrs. Cepler is up and about again following an accident at the Monroe, Wash., fair where she fell 25 feet while coming down the rigging.

The London Girls played a date for the Greensboro (N. C.) Social Club on their way to a Shrine engagement at Macon, Ga., where they opened Monday (24). King Reynolds is on the same program with his wire act.

## Shrine Opens Macon Annual With 6G Sale

MACON, Ga., Nov. 29—Macon's annual Shrine Circus, promoted and operated by Al Sihah Temple, opened Monday (24) with an advance sale of more than \$6,000. Chairman Will C. Ragan announced.

The Macon show gives one performance each night on the stage at the Macon auditorium. Only matinee was Wednesday when a free show was given to all children from institutions in the Macon area.

Acts include: Harris (King) Reynolds, wire performer, who is a native of Macon; Valencionas troupe, trampoline, trapeze and perch acts; Armstrong Duo, balancing and trapeze; Juggling Jewels, and Great Eugene, high wire, whose rigging is in front of the stage. Regular admission is 25 cents, show getting its principal revenue from concessions manned by Shriners.

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Set Numbered Ping Pong Balls... 673.00  
Replacement, Numbered Balls, ea. .30  
3000 Tally Card (strip of 7 numbers), Per 100 1.35  
Middleweight Cards, 6 1/2 x 7 1/2, White Green, Red, Yellow 1.00  
Per 100 1.00  
3000 Small, Thin, 6 1/2 x 7 1/2, Bicolor Sheets, 2 colors, loose only, 50 pads, size 4 1/2, 1.50  
Plastic Markers, Red, 2.00  
Round of wafers, 3 1/2" diameter, M Scalloped Edges, 100 per 100, 1.50  
Smaller Size, 3 1/2" diam, Red of Green Plastic, M 1.50  
Adv. Display Posters, size 10 1/2 x 14, Cardboard Strip Markers, 10 M for Rubber Covers, Salmon, 16.00  
Chair, Wood Ball Markers, Mass. 1st Board, 3-piece (suit for 2), 1.00  
This, Transparent Plastic Markers, Brown, 1/2-inch, Per M 1.00  
Featherweight Thin Plastic Sheets, Size 5 1/2 x 7 1/2, very large numerals 3 colors, 100 not included, M 2.25  
Round white M. Cardboard Markers, 2 size, 1/2 inch diam., 100 in lb. larger size, 46 diam., 1000 in lb. smaller size, 70.00  
Central Bingo Blower, electric operated, complete with 75 numbered Ping Pong Balls, weight 100.00  
Send for illustrated circular for 1952. All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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## CLOSE-UPS: CLINT FINNEY

# Beau Brummel of Agents Piloted the Wild West

By TOM PARKINSON

"When the Shrine Club of Aurora, Ill., planned a major gathering a year ago, the problem of feeding the hundreds of visitors fell to Clint Finney. At the outset, he had no idea about how he would manage. But his old circus experience didn't fall him. He learned the knack of doing the impossible as a contracting agent, adjuster, manager and general agent of some of the most famous tented aggregations the country has produced.



CLINT FINNEY

Visiting every restaurant and cafe that could muster as much as one table and a stove, he made his plans. Then on the big day he dispatched 3,200 hungry people to dinner. Every one ate and every restaurateur in town did a big day's business. For Finney, it was just like the old days.

For more than 40 years, he was the Beau Brummel of the Agents. His cane, spats and carnation comprised a flamboyant trade mark.

Finney got into the game early in life. He left the family farm in Clark County, Indiana, while still a youngster and soon was connected with hall shows. He was agent for road companies and continued with Klaw & Erlanger units during winters after turning to outdoor show business.

**Newman Influence**

The man who put him into circus business was one who trained or influenced most of the agents prominent in recent years, J. D. Newman. The two met in New York during the winter. In the spring Newman took Finney to join the Gentry Bros' Dog & Pony Show where Newman was general agent.

This was 1901, as Finney recalls, and he became a lithographer on the bill car. At mid-season he was promoted to car manager, and for the next season the youngster—Finney was in his mid-twenties—was named legal adviser. His Gentry association was one of Finney's most pleasant, and he's a great booster for the Gentry clan's operation.

Once he told the executive of a major theater chain that the chain's much-publicized dress-parade ushers had nothing on those with the old Gentry show, where ushers, menagerie hands and others were neatly uniformed and trained in courtesy.

Finney recalls that once the doors were open the Gentry layout was on its best behavior. No coats or canvas or other equipment, could be draped over the cages. Quarter poles were lined up with precision. There was a uniformed attendant at a special tent for checking baby carriages. In the big top, hundreds more uniformed men circulated thru the audience with ice water which was free to ladies and children. The famed Gentry ponies were exhibited amid lush piles of fresh straw, and the menagerie was sprayed with altar of roses at door time to greet customers pleasantly.

This was in the period that

the Gentry brothers operated from two to four shows each season, and Finney was with the No. 1 unit, managed by H. B. Gentry. Thru 1907 he was fixer and assistant manager. He still has among his files a number of letters from high officials of West Virginia, Kentucky and other States asking for passes to the Gentry show. "Our tickets were 25 and 35 cents," he recalls. "Can you imagine high State officials writing for a half dozen two-bit passes?"

For 1908, Finney was manager of the No. 2 Gentry show and in 1910 he was general agent. The next season he left his first show love to be bill car manager of the Ringling-owned Forepaugh-Sells Circus. With 4-Paw shepherded the next season, Finney went to Ringling Bros' Circus as adjuster, where one of his routine duties was to ride the steam calliope in parades to see whether there had been any accidents needing his attention.

The Gentrys had curtailed operations by 1913 and had a 15-car and a 2-car show. Finney came back as manager of the 2-car unit. In 1914 the second show opened with five cars—three flats, a stock car and a sleeper. Then at mid-season, the parade was cut and other stuff was eliminated to reframe it as a 2-car show. Finney directed the switch without the loss of a day's business.

Both 1913 and 1914 were poor years for the canvas operas, so the Gentry aggregation was trimmed to a single show for 1915. That's when Finney stepped out to see what the other shows could offer.

First he put in a season with Jerry Magivan's Famous Robinson Circus as contracting agent under General Agent George (Continued on page 53)

### Out in the Open

George Lafouz, New York agent and importer of acts, was in Chicago during Thanksgiving week to visit his sister for the holidays and at the same time huddle with Windy City bookers on acts for the '53 outdoor season.

Arnell Engstrom, veteran secretary of the Northwestern Michigan Fair, Traverse City, and a longtime member of the Michigan House of Representatives, has announced his candidacy for the post of speaker of that body. Engstrom previously served on the house ways and means committee.

La. Joe Chambliss, who trained and won his wings in Texas, is now stationed in Anchorage, Alaska, his father, Norman Y. reports. Joe aided his dad in staging the family-owned Rocky Mount (N. C.) Fair before entering the service.

### Carnival Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

(Routes are for current week when no date are given. In some instances, possible mailing points are listed.)

All Texas (Greg St. & Hare) Houston, Tex.  
American Midway (Pharr, Tex.) Harrison 8-14  
Arcade Amusements (Valdosta, Ga.) Ocala, Fla. 8-13  
Dumont (Augusta, Ga.)  
Florida Expo (Augusta, Ga.)  
Oliver Am. Co. (Bartlett, Pa.)  
Orest Southern Expo (Orla, Tex.) Mission 8-13  
Berlan United (LaRue, La.)  
Raines Am. Co. (Burrill, La.)  
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Texas Fairer (Waller, Texas) W. W. Winter Park 8-13

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Harris & Rowe; LaFayette, Ind. 1-9;  
Washington 1-10  
Polack Bros. (Western) (Aurora/Ill.)  
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# West Coast Firm to Build, Operate Portable Rotors

Velare Brothers, Kight, Murphy Join Myers in New Ride Venture

LONG BEACH, Calif., Nov. 29.—The foreign designed Rotor Ride, device that holds riders suspended in mid-air by centrifugal force, is to be manufactured in this country with a portable model to be ready by April. Rights to build in the United States and Mexico have been assigned to Mason Kight and L. P. (Pat) Murphy by Ernst Hoffmeister, inventor and holder of world patents.

Associated with them in the construction of the Rotors will be Elmer and Curtis Velare, veteran Sky Wheel builders and operators, and Max Myers, who made in England the Rotors now located in Chicago, San Francisco and here.

The new company, which will probably be called the U. S. Rotor Manufacturing and Operating Company, will concern itself first with the production of portables. The first is due to be operated at the Battle of Flowers in San Antonio in late spring. An agreement has already been made with Jack Ruback of the Alamo Exposition Shows for the operation there. A second Rotor is scheduled to come off the lines late in June for a tour of the larger fairs.

The movable model will be 45 feet high at the tip of the center pole. The cylinder in which the patrons are suspended in mid-air against the sides will have a diameter of 15 feet. The front will be 52 feet. Several new features will be made into these portables and the use of much aluminum to reduce weight is planned. The Rotor proper will be mounted on a specially constructed 32-foot semi truck bed, which can be wheeled into place and operation started in about six hours. It is estimated that only five hours will be needed for tear-down. The ride can be moved over the road as fast as any similar size.

Estimated cost per mobile unit is \$70,000. However, the Rotors will be leased, as are the three on permanent locations at River-view in Chicago, Playland in San Francisco, and at the Nu-Pike here.

The announcement of the tie-up with Hoffmeister came on the heels of the news that Velare Bros. had sold their only portable Sky Wheel to Donald Dowis at the close of their Houston engagement earlier this month. This double-Ferris wheel was built in 1947 at a cost of \$135,000.

On the fair midways where it had played, the wheel pulled top money.

Kight and Murphy became interested in the ride when one was installed in the Nu-Pike area, operated by the Long Beach Amusement Company. Installed late in June, it went into operation July 3, pulling 7,000 admissions of 30 cents each. The ride is the top money maker in the fun zone of which Kight is the president and Murphy general manager.

The USRMO will operate as well as manufacture Rotors. The construction will be in the shops of Velare Bros., set up for the construction of the Sky Wheels. As the Velares, well known in carnival and ride businesses, toured with these large rides, they may also take Rotors over the fair circuits. The crew that operated the duo Ferriss is still intact and could be switched to the new ride.

### Draws Spectators

On the road, the Rotor admission price will be 35 cents. Tickets will be sold to spectators, who may ride if they wish without extra charge. However, the suspension of the patrons in mid-air after the floor in the cylinder has dropped down has proved as much of a crowd puller here as has the trip thru the tube. The ride is said to handle 2,000 people per hour, including spectators who view the riders from four levels. The floor is hydraulically controlled.

Elmer Velare said that a three-inch scale model would be made immediately. Production is set to start January 2. The Velares are enlarging their shop to take care of the project. New tooling will be necessary and preliminary moves have already been made.

Kight, Murphy, Myers, Elmer Velare and Hoffmeister will attend the conventions of the International Association of Fairs & Expositions, Showmen's League of America and National Association of Amusement Parks, Pools and Beaches in Chicago in the interest of this venture.

## KETCHUM LOSES ARRIVAL TITLE

CHICAGO, Nov. 29.—Adrian W. Ketchum, manager of Forest Park Highlands, St. Louis, stepped down this week as the champion early arrival for the annual convention of the National Association of Amusement Parks, Pools and Beaches. This time he was second.

John T. Gibbs of Beverly Hills, Calif., became the first arrival, according to Paul H. Huedepohl, NAAAPP secretary. Ketchum and Gibbs spent Thanksgiving Day with Mr. and Mrs. Huedepohl.

## STILL ON THE JOB

# Portland Park Act Ignores Season's End

PORTLAND, Ore., Nov. 29.—Altho Portland amusement parks have long since been battered down for the winter, a solitary figure remains at Oaks Park here as an operating attraction.

He is W. L. (Happy) Howard, who claimed this week he had broken the world's record for flag-pole sitting.

Howard climbed a pole at Wagon Wheel Park at Washougal, Wash., June 14. Two months later he shifted to a portable pole mounted on a truck and was moved to his present perch at Oaks. He contends his act was continuous in that he didn't touch the ground while making

# Park Men Convene For 34th Conclave

Gavel Poised to Start Sessions; Huedepohl Sees Large Turnout

CHICAGO, Nov. 29.—National Association of Amusement Parks, Pools and Beaches will get its 34th annual convention underway at the Hotel Sherman here Monday (1), with the NAAAPP trade show scheduled for a Sunday opening. The conclave runs thru Wednesday (3).

Paul Huedepohl, NAAAPP secretary, said advance indications were for a strong turnout. Banquet reservations were on a par with last year. The trade

show promised to overflow the exhibit hall; however, because no lobby space is available, it will be somewhat smaller than that of two years ago.

Program for the banquet, Tuesday (2), has been arranged by Floyd Shays, of General Amusement Corp., Chicago, and is to include the Jeffereys, trapeze, the Barons, Risely, the chords, music; Phil and Bonnie Banta, perch; Eddie Burnette and Yvonne, illusion; Gold Dust Twins, boxing; Virginia Sellers, vocal, and Billy Grant, emcee and vocalist.

Final details for televising of a presentation to be made to the Du Mont Television network had not been announced by Friday (28).

Dr. L. H. Firestone, of Flint Park, Flint, Mich., is chairman for the general program sessions, scheduled for Monday, Tuesday and Wednesday afternoons. Vernon D. Platt of Somerset Springs, Pa., is in charge of beach and pool sessions during the mornings. J. R. Singhier, Fontaine Ferry Park, Louisville, is chairman of the banquet and social committees.

Directors of NAAAPP will meet Sunday and Tuesday, with President Edward J. Carroll presiding. A ladies' tea is scheduled for Sunday afternoon.

American Recreation Equipment Association will meet Monday night this year. Usually this meeting has been scheduled for Sandays.

## PUSH STOCK

# 4 Games Gross 60G In 12 Wks.

NEW YORK, Nov. 29.—A concession formula calling for the distribution of stock in quantity to the public resulted in four units grossing a total of \$60,000 at Long Beach, N. Y., in 12 weeks this past season. Max Gruberg announced here this week.

The units were operated by Louie Wish of Detroit on percentage. Gruberg said that buildings owned by him, and used for concession purposes in the past, were converted into four 30-foot stands. They contained a cat joint, an game, roll down similar to poker and huckley buck.

Stuffed toys, including bull dogs and teddy bears, and dolls and lamps were popular. All were awarded lavishly, according to Gruberg, and this increased interest in the games.

Gruberg pointed out that the weather was of no help, since a number of important days were lost to rain.

## Convention Hall to Be Air-Conditioned

ATLANTIC CITY, Nov. 29.—The city plans to spend \$250,000 to a r-condition the ballroom in Convention Hall next year. Mayor Joseph Altman disclosed this week. The job is expected to be finished the latter part of June, in time for the convention of the Railway Supplies Association.

Convention business, which has been booming here this year, will continue good right into next year, according to Albert H. Skean, Convention Bureau manager, in disclosing recent bookings of several large meetings and exhibits—one of them for 1956. The outlook for 1954 is unusually good, he said, with the canners' convention and the American Association of School Administrators set, along with a number of groups.

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## KING-CRISTIANI ENDS BIG SEASON

Moves to Macon Quarters, Plans Additions to Street Parade in '53

MACON, Ga., Nov. 29.—King Brothers-Cristiani Circus came into winter quarters at Central City Park here Wednesday (26) after two whopping big days in South Georgia, ending what co-owners Floyd King and Lucio Cristiani described as a "highly successful" season.

Show returned larger than it left, having bought a polar bear, several other menagerie animals and five motor units on the road. Jumping out of Florida, the show played a fresh town, Baxley (24), to two capacity crowds Monday, and next day, Hawkinsville (25), gave a two-thirds matinee and capacity at night for the finale.

Move of 50 miles into quarters was made without mishap and practically all of the equipment had been stored by Friday (28).

Show had a tour of 235 days and for the second consecutive year did not miss a performance. No Sunday date was played, which made the playing season 201 days. Unlike other seasons, only one two-day stand was played, Paterson, N. J., May 23-24. Total mileage was 11,214.

Pennsylvania topped States in

the number of stands, 24 playing dates having been set in the Keystone State. North Carolina was second with 20, and New York third with 16. Show's home State, Georgia, had 12 stands, the same as Florida. Jumps were shorter than usual, longest being a run of

(Continued on page 59)

## Cable Replaces Rope on R-B's Kid Show Top

SARASOTA, Fla., Nov. 29.—Next year's Side Show top for Ringling Bros. and Barnum & Bailey Circus will use a new plastic and aluminum product in place of rope. The top already has been completed with the material.

While the big top will use conventional rope in 1953, the 1954 model will use the new cable if the Side Show experiment proves successful.

The new cable is a product of the DuPont company. It is said to be durable and it can be spliced. It was perfected for use by the Armed Forces.

Lief Osmundsen, chief of the show's tent-making department here, has designed a square big top for possible future use, according to The Sarasota Herald-Tribune. It would call for four rings instead of the present three and would place all seats equally close to the rings. Seating capacity would be unchanged.

## Shrine Show At Shreveport Pars '51 Take

SHREVEPORT, La., Nov. 29.—A lower net made it possible for the Shreveport Shrine temple to equal last year's circus take despite a drop in gross, it was reported this week. Show had a turnaway Friday (21) and ended its four-day run with three performances Saturday.

Program included the St. Leon-Marcus Troupe in five numbers; Miller's Baby Elephants with Bill Woodcock; the Henrys, Christiansens, Chief Keys, Princess Ala Ming, O'Neals and five clowns.

Jack Bell had a 10-piece band. Visitors included Mr. and Mrs. Herb Walters, of Cole & Walters; Mr. and Mrs. Wayne Sanguin of Hugo, Okla.; Slivers and Jo Madison; Tommy Randolph; Jim and Dolly Conners and C. D. McDermott. The O'Neals came on to replace the Flying Romas. Mary Atterbury worked with the O'Neals. The St. Leon-Marcus Troupe left for an engagement in Mexico.

## Good Kick-Off Of West Jaunt

CINCINNATI, Nov. 29.—Al Kayda's West Bros' Circus has been playing to capacity houses in auditoriums under civic auspices thru Arkansas, Louisiana and Mississippi since opening November 1. Kayda has set the route, which includes a long tour thru Western States.

In the line-up are Marcus Troupe; Wally Wallace's clown act; Jim and Dolly Conners, dog, wire and rolypoly; the Farnas; Cap Henderson and his chimp; Les Larabies, whip act; Art Henry's military ponies; Sonya and trampolone company; West Bros' dog, pony and monkey circus; Marie, baby elephant; Great St. Leon Troupe; Bernidette, swinging ladder; Jimmy O'Neil, ring master, and Irene Vermilion, ballet acrobatics. Musical accompaniments are furnished by Kermit Dart on the electric organ. Irene Vermilion's ballet line of eight is being added for California dates.

## HEAP CHANGE IN PAPOOSE TALK

BANFF, Alta., Nov. 29.—A group of Stony Island Indians and Cowboy Gerry Campbell have returned to Alberta after an 11-months tour of England with Billy Smart's New World Circus. One of them, Diane, four-year-old daughter of Mr. and Mrs. Eli Rider, came home with an English accent.

## Tom McLaughlin Sells Interest In Cole-Walters

HUGO, Okla., Nov. 29.—General Agent Tom McLaughlin this week sold his one-fifth interest in Cole & Walters' Circus to the other four owners and resigned the agent's post.

The sale came as a result of policy differences between McLaughlin and Manager Herb Walters that have been brewing all season. Owners of the show now are Walters, Dory Miller, Kelly Miller and Mrs. Lydia Miller.

McLaughlin and his family left Hugo for Hot Springs, where they will vacation. He was agent for the Cole-Walters show since it was organized in 1950 and prior to that was agent for Stevens Bros. and brigade manager for Kelly Miller. He also has been with numerous other shows and in past years has owned several circuses.

The Cole-Walters show is in winter quarters here.

## Under the Marquee

Clowns playing the Fort Worth Shrine Circus included Charley and Peggy Cline, Van Wells, Billie Burke, Jack Harrison, Dick Doud, Jeff Murphree, Colbert and LaPearl, Chick Yale, Walter Schuyler, John Siems, Johnnie Wright, Chick Dale, Dean Morey and Charles Lewis.

George A. Bodo, of the Bouncing Bodos, caught Mills Bros' Circus in Greensboro, N. C., and visited with Billy Hammond and Jack LaPearl. Prior to their return to St. Petersburg, Fla., for

(Continued on page 59)

## Final Week Gives RB Banner Business

Bristol, Va.-Tenn., Produces Top Day Under Canvas; Florida Best

SARASOTA, Fla., Nov. 29.—Ringling Bros. and Barnum & Bailey's final week of the season proved to be one of the best, with all the spots giving top-notch turnouts.

Starting at Jacksonville, Fla., Monday (17), the banner business held up thru Orlando (18), West Palm Beach (19), Fort Lauderdale (20), and the three-day finale stand at Miami, Sunday thru Tuesday (21-23). West Palm Beach had a near-capacity matinee and straw house at night; others followed that pattern.

The circus moved to Sarasota winter quarters following the Miami date, and work of storing equipment got underway. At the same time, the show was preparing the unit which it will send to Havana for a month's run starting in mid-December.

While no official statement yet has been made, Ringling's season generally was believed to have been a strong one despite a slow start. Business was off for the two months between the Washington, D. C., and Chicago stands.

But in earlier indoor stands and at subsequent outdoor towns crowds were big. Turnaways and straws were scored regularly during several weeks, starting with the late-August Chicago run. Banner day of the under-canvas season was Saturday, October 25, at Bristol, Va.-Tenn.



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## N. C. Execs Campaign To Secure State Aid

NEW YORK, Nov. 29.—A drive to secure State aid will be launched at the annual meeting of the North Carolina Association of Agricultural Fairs which will be held at the Sir Walter Hotel, Raleigh, January 15-16, Norman Y. Chambliss, program and banquet chairman, announced here this week.

In addition to State funds, which would be acceptable either as an outright contribution each year or in the form of reimbursement to cover the distribution of premium money, an effort will be made to strengthen the laws designed to protect legitimate agricultural efforts from the encroachment of promotional events, Chambliss said.

Chambliss said that the banquet, which drew 289 in a revival session last year, is expected to draw at least 350 this year. Advance interest has been heightened by the announcement that Kay Kyser, famed exponent of the "Kollege of Musical Knowledge" has agreed to appear at the banquet. Kyser, long-time friend of Chambliss, is living in retirement at near-by Chapel Hill.

Many members of the North Carolina group are interested in

pioneering a State aid program in the South, Chambliss said. Some hold the belief that the proposal might be favorably received, especially since the importance of the State fair at Raleigh is currently being recognized thru a multi-million dollar expansion program.

Indicating that there had been a measure of leniency in enforcing the existing laws which are designed to protect the bona fide agricultural fair, Chambliss said that the body would petition the governing agency, the Department of Agriculture, to both increase the coverage of the laws and their enforcement.

Chambliss is being assisted by Dr. A. H. Flaming, Louisburg, and Willard Kaiser, Kinston.

## American Royal Sets '53 Dates

KANSAS CITY, Mo., Nov. 29.—The 55th annual American Royal Livestock and Horse Show will be held here October 17-24 in 1953. The new dates were announced this week by William E. (Bill) Preston, secretary-general manager.



JOSEPH HUGHES, general representative of the George A. Hamid & Son booking agency, had a banquet staged in his honor last week by officials of the Skowhegan (Me.) State Fair in recognition of his 50 years in show business. From left to right are Valton Neil, president; Lyndall T. Smith, vice-president; Hughes; Roy E. Symons, general manager; Harry E. Smith, member of the executive committee. Hughes has booked the grandstand attractions at the Skowhegan event for many years.

## Giguere, Kay Named to Top Berths in Mass. Fair Org

WEYMOUTH, Mass., Nov. 29.—Henry F. Giguere, of South Weymouth, and Mrs. Augusta Kay, of Whitman, were elected president and secretary-treasurer pro tem, respectively, of the Eastern Massachusetts Agricultural Fairs Association at an organization meeting held in the general manager's office of the Weymouth Fair Wednesday (19).

A pro tem executive committee includes Vasey F. Peirce, of Hingham; E. M. Dwyer, Marsh-

field; Leo F. Doherty, Woburn; Frank L. Davis, Walpole, and Joseph T. Brown, Brockton.

The annual meeting will be held at the Weymouth Grange Hall April 30, 1953, when a permanent slate of officers will be elected and the new bylaws ratified.

The purpose of the new association is to advance, encourage and protect the interests of agricultural fairs and agricultural exhibitions in the area which roughly comprises two-thirds of the population of the State.

Besides carrying on an active educational program for the promotion of agriculture thru agricultural exhibitions, the association contemplates taking an active part in matters pertaining to legislation affecting agricultural institutions.

## O. Race Exec For Levy to Aid Annuals

COLUMBUS, O., Nov. 29.—A suggestion made Tuesday (28) by O. C. Belt, chairman of the State Racing Commission, would create a fund of more than \$800,000 for the support of Ohio county fairs.

Belt said he would "like to see" the Legislature place an additional tax on pari-mutuel betting of 2 1/2 per cent of the gross handle, then earmark 1 per cent of this for county fairs.

If such a law had been in effect this year it would have yielded \$544,000 to divide among fairs and \$1,266,000 for the State general fund.

## Greshan, Ore., To Stay Put

PORTLAND, Ore., Nov. 29.—County Commissioner M. James Gleason this week sought to ally rumors—persistent in outdoor entertainment circles—that the Multnomah County Fair soon would move to a North Portland location.

The fact is, said Gleason, that the county fair, admittedly crowded in its property at Gresham, might as easily move eastward as northward when the time comes to acquire larger quarters.

"It's largely wishful thinking," he said of reports the North Portland area was under consideration. Spokesmen for the William Kine interests, who operate the Portland Meadows track, have approached the county commission in an effort to arouse interest in that property, but the three commissioners have given no time to the Kine proposal, Gleason said.

Rumors linking the county fair with North Portland gained impetus recently during promotion of a proposed War Memorial civic center in that district. The area is attracting growing interest for outdoor entertainment with present facilities located there including Jantzen Beach Park, Portland Meadows, stock-car racing at the Portland Auto Track, midget racing at a track in Jantzen Beach Park, and the Pacific International Livestock Exposition, which this month leased to the United States Air Force its

## Shreveport Sets Paid Gate for '53

### Switches Policy After Ten Years Of No Admissions

SHREVEPORT, Nov. 29.—The Louisiana State Fair will operate with a paid gate in '53, returning to the policy that existed 10 years ago. W. R. Hirsch, secretary-manager of the annual, announced here this week at a meeting of the Chamber of Commerce civic affairs committee.

Hirsch said the fair's board of directors is now gathering data to determine what rates to set for the outside gate.

The annual has operated with a gratis admission since 1942 when prices were 25 cents for each person and a car. Previous to '42, the gate charge had been 50 cents.

Joe T. Monsour of the fair staff also reported this week that the annual's gross income was in the neighborhood of \$160,000. Melvin Johnson, committee chairman, announced that his organization is discussing whether to recommend legislative funds for the fair.

## DECK THE HALLS

### Dallas Yule Decorations Cost \$12,000

DALLAS, Nov. 29.—The State Fair of Texas will spend in excess of \$12,000 to decorate a portion of its fairgrounds for two weeks during the Christmas season.

The fair's esplanade, flanked by the General Exhibits and Automobile buildings, will be lined with 50 multi-colored, lighted Christmas trees and a giant-size tree will be placed at one end of the reflecting pool that is the central feature of the esplanade. At the opposite end of the pool will be three large Gothic arches framing scenes of the Nativity.

Peter Wolf, scenic designer for the State Fair Musicals and other productions, Winniford Morton, who designed the fair's "Story Book of Texas Agriculture" the past two years, and Jack Bridges, who built the fair's king-size cowboy figure, "Tex," last year, are associated in the project.

More than 100,000 people are expected to visit the fairgrounds during the holiday season, 75,504 of them for the New Year's Day gridiron classic between Tennessee and Texas in the Cotton Bowl. Others will come for the Southwest Conference pre-season basketball tournament in the Automobile Building, the Danny Kaye show in the Auditorium, and for special exhibits at the fairgrounds museums.

## Edmonton Ex Mulls Auxiliary Lights For Two Buildings

EDMONTON, Alta., Nov. 29.—The Edmonton Exhibition Association is considering the provision of emergency lighting service for buildings on the fairgrounds such as the Gardens and the livestock pavilion. Cost of a portable auxiliary lighting plant would be between \$6,000 and \$7,000, directors were informed by James Paul, manager. The possibility of having a special standby line from Calgary power sources also will be investigated. Forty pari-mutuel wickets will be built on the mezzanine floor of the grandstand at a cost of \$24,500.

buildings and is pushing the civic center project as a locale for its own shows.

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## FAIR ASSN. MEETINGS

Wyoming Fair and Rodeo Association, Casper, December 7-8. R. S. (Bob) Latta, Casper, secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 8-10. E. W. (Deak) 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, 3531 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 266, 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, Deshler-Wallick Hotel, Columbus, January 14-15. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

North Carolina Association of Fairs, Sir Walter Hotel, Raleigh, January 15-16. Mrs. Clyde Kendall, Greensboro Fair, secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 15-16. Rollo E. Singleton, State Office Building, Jefferson City, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, Janu-

ary 18-20. Harry B. Kelley, Hillsdale, secretary.

Virginia Association of Fairs, Richmond, January 18-20. C. B. Ralston, P. O. Box 482, Staunton, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 18-20. Clifford C. Hunter, Taylorville, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 19-21. H. C. McClellan, Arlington, secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 14. Tom Craig, Piedmont Interstate Fair, Spartanburg, secretary.

Western Canada Association of Exhibitions, Fort Garry Hotel, Winnipeg, Man., January 19-21. Massachusetts Agricultural Fairs Association, Hotel Kimball, Springfield, January 20-21. Edward J. Carroll, Agawam, Mass., president.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 21-23. Charles W. Swoyer, 522 Court Street, Reading, secretary.

North Dakota Association of Fairs, Graver Hotel, Fargo, January 22-24. G. A. Ottinger, Jamestown, secretary.

Louisiana Fair and Festival Association, Heidelberg Hotel, Baton Rouge, January 25-26. Adolph Netter, Donaldsonville, secretary.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 25-26. Vera McQuilkin, P. O. Box 874 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 Overby, 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, Hotel Marion, Little Rock, February 2-3. Sen. Clyde E. Byrd, 2001 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.

## Marks Reports 10% Gain in Total Take

1953 Fair Schedule Near Completion; Report Owner Considers Retirement

NEW YORK, Nov. 29.—Agent Allan Travers this week reported that 90 per cent of the 1953 fair route had already been set for the John H. Marks Shows. The past season saw total grosses

ahead of 1951 by about 10 per cent and show execs believe that next year should be just as good, if not better, he said.

Queried on the constantly occurring rumors that Marks might retire from the carnival field, Travers said that any action along this line would come as no surprise to associates. Options to buy the show property have been held by Johnny Deaton and Ari Lewis. Lewis, who returned to the field this year after an absence of several years, has been connected up with several purchase rumors.

Marks, who owns considerable real estate in Richmond, Va., where he resides reportedly will be ready to do business when a prospective buyer shows up with 60 per cent of the sale price in cash, plus an agreement to pay off the balance in two years.

### Plans Trip to S.A.

Travers said that Marks' eyesight has been improving. Mr. and Mrs. Marks are planning a lengthy trip this winter to South America.

The show this year broke in two new still dates, Scranton, Pa., and New Rochelle, N. Y. Both were reported good. Earnings at other still dates would have been good, it was said, except for the adverse weather which prevailed throughout the still date season.

The fairs were better than last year and the increased revenue earned by the shows was largely garnered at the annual events. Top earnings were registered at Hickory, Wilson and Fayetteville, N. C., Greenwood, S. C., and Covington, Va., Travers said.

Indications are that the personnel will remain virtually unchanged in 1953.

### ADD MEMBERS

## Five NSA Ladies Earn Gold Cards

NEW YORK, Nov. 29.—Five members of the Ladies' Auxiliary, National Showmen's Association, earned gold life membership cards in less than one year for their successful efforts in a membership drive. Each secured 25 new members for the organization.

President Bess Hamid, who awarded the gold cards at the annual NSA banquet in the Hotel Astor Wednesday night (28), said that she believed this to be a record accomplishment on the part of any women's show group.

The recipients included Patricia Hamid, who was first to secure the necessary 25 members. In her absence, her card was accepted by Zyne Hamid Caloca, her sister-in-law.

Marion Allen, who was assisted by Hilda Bergen and Marion Lasures. Her card was accepted by her husband, Bernard.

Mabel Strates, whose husband operates the James E. Strates Shows, was assisted by Jean Dellabate and Frances Fornier.

Sadie Wilson, wife of Jack Wilson, Celin & Wilson Shows, who was assisted by Irene Moore and Raynell Golden. Mrs. Moore accepted her card.

Amia Goldie, corresponding secretary, whose card was accepted by Lydia Nall, recording secretary.

## Strates Inks Greenville, S. C.

NEW YORK, Nov. 29.—The midway contract for the 1953 Greenville (S. C.) Fair has been awarded to the James E. Strates Shows. It was announced here this week by Allan Travers. The date, played this year by Cavalcade of Amusements, will run the week of September 28 or October 12.

Travers also announced that the Greenwood (S. C.) Fair had been signed for the Model Shows, a second unit operated by Strates.



PHIL ISSER, general manager of the I. T. Shows, was installed as president of the National Showmen's Association Tuesday night (25) in ceremonies at the Sharon Hotel, New York. He succeeds Bernard (Bucky) Allen.

## 1,000 FROLIC AT 15TH NSA BANQUET AND BALL

Eastern Groups Well Represented At Gala Event Staged in Hotel Astor.

By JIM McHUGH

NEW YORK, Nov. 29.—Close to 1,000 members and friends of the National Showmen's Association attended the 15th Annual Banquet and Ball staged in the grand ballroom of the Hotel Astor here Thanksgiving Eve (26).

The affair was as glittering as any ever staged by the association in the past, and the net proceeds, including revenue from a fat program, are expected to match, or even exceed, former earnings. The profits are earmarked for the association's charitable endeavors.

Altho the formal program, beginning with a holiday dinner promptly at 8 p. m., lasted until 2 a. m. when the star-studded stage-show concluded, the six-hour session never dragged for a moment.

Persons who have attended many of the former events tagged the affair one of the best, and the banquet committee, headed by Jack Rosenthal of Palisades (N. J.) Park, earned considerable praise.

### Allen Ends Term

Besides representing the annual post-season gathering of the East's outdoor showmen, the occasion served to mark the conclusion of a successful two-year term as president by Bernard (Bucky) Allen, concession manager of the World of Mirth Shows.

In outlining the progress made during the Allen regime, George A. Hamid, president emeritus, reported that club received \$7,941 as the result of jamborees staged during the past season. In his talk, Allen expressed regret that the association was unable to achieve its goal of obtaining a new and permanent home while he was in office, but he predicted that the wish would become a reality during the term of his successor, Phil Isser, general manager of the I. T. Shows. Allen promised a continuing effort on the part of the World of Mirth Shows that would equal the contributions made during his administration.

Speechmaking was held to a minimum. James A. Farley, chairman of the board of the Coca-Cola Company and internationally known political figure, addressed the audience briefly, as did Robert E. Christenberry, chairman of the New York State Boxing Commission and president of the Hotel Astor. Both stressed Americanism.

## Marine Band To Play at PCSA Rites

LOS ANGELES, Nov. 29.—The U. S. Marine Band from the El Toro Base near Santa Ana will appear at the annual Pacific Coast Showmen's Association memorial services December 7 at Showmen's Rest in Evergreen Cemetery here. Harry G. Seber, chairman of the event, said that confirmation of the group's appearance had been received.

The services will tee-off a round of events that include a ham dinner and bazaar directed by the Ladies' Auxiliary. The dinner is being handled by a committee of which Madison Hopes is the chairman. Fay Prosser is the chairman of the bazaar to be held December 7-8.

Monday, December 8, will mark the election of the 1953 officers of the Ladies Auxiliary, Lucille Dolman, the group's president, said. The polls will be open from 5 to 9 p. m. The officers will be installed January 15.

December 9 has been set aside for the Ladies' Auxiliary open house.

The club's annual banquet and ball is set for Wednesday night (10) at the new Hotel Stalter. Sam Dolman is chairman.

Other events of the Auxiliary include Past Presidents' Night, December 15. Elsie Brzandine is the chairman. A Christmas Party is scheduled for December 22 and a Birthday Party on December 29.

The PCSA Past Presidents' Night will be held in the Embassy auditorium on Saturday, December 13. It will be directed by Mike Doolan, a past president, as chairman.

## Sellout Looms For PCSA Ball

LOS ANGELES, Nov. 29.—With only a week more of ticket selling left for the Pacific Coast Showmen's Association banquet and ball, it was indicated that the event will be a sellout. Under the direction of Sam Dolman, chairman of the committee, the event will be held in the new Stalter Hotel here on December 10.

Dolman said that the limit on tables was rapidly being approached. Covers will run about 400. Tickets are \$10 each.

Dave Barry, veteran comic, will emcee the show supplied by the Walter Trask Agency. Five well known vaudeville acts will also appear on the bill. Music for the show and for dancing will be by Nat Young and his New Hotel Stalter Recording Orchestra. The aggregation features the vocalist, Patricia Manners.

The following committee chairman and members were announced. (Continued on page 59)

## Manning Bags Three Annuals In Carolinas

ASHEBORO, N. C., Nov. 29.—Three fairs in the Carolinas have been signed for the Ross Manning Shows. Jack Perry, general agent, announced here this week at the firm's Southern offices. They are the Great High Point (N. C.) Fair, Tri-City Fair, Leaksville, N. C., and Lancaster County Fair, Lancaster, S. C.

Perry predicted the strongest fair route in the history of the Manning organization in 1953. He will continue his booking activities thru all of the Eastern fair meetings. He will be joined by Manning at the South Carolina meeting.

### BOOKING PICTURE DEVELOPS

## Epic Battles Loom Despite Static Eastern Situation

NEW YORK, Nov. 29.—Despite the fact that something less than a fluid situation prevails in Eastern fair circles, insofar as midway contracts for 1953 are concerned, agents and managers are preparing for what may well be epic battles in some sections.

The advance planning is eased to some extent due to the fact that a number of the principal events are already committed to various show organizations. The route of the World of Mirth Shows, reported solid several weeks ago, removes a number of triple A events stretching from Canada to Georgia.

Similarly, a number of major annuals can be allotted to the James E. Strates Shows and the Celin & Wilson Shows despite

the fact that official announcements have not yet been made. The big three in the East point up the power of the railroad organizations. Their booking commitments, however, hold little meaning for most truck shows since the authorized units compete for the same dates with the railroads in only a few instances.

### Truck Shows Suffer

However, the number of railroad units in any given territory can make considerable difference in the routing of truck units. The advent this year, and the continuance next season, of the Model Shows managed by David B. Endy simply means that something must give and since the truck shows generally are considered the most vulnerable, they

are the ones that must suffer.

The expiration of a couple of seasons ago of Endy Bros Shows and the Johnny J. Jones Exposition made a number of important fair dates available to truck shows for the first time in many years. It is this knowledge that usually occasions the launching of a new unit, or the reconversion of a truck unit to rails.

With the Levy-McCarter combination converting the Lawrence Greater Shows to form the Metropolitan Shows and go out on rails next year, yet another unit will be selling the prestige that goes naturally with a railroad show. Maneuverings to date indicate that the Metropolitan unit will seek its gains where it can find. (Continued on page 59)

ism, and Christenberry pointed out that no person ever associated with outdoor show business had ever been identified with the actions of subversive groups. Charles Horowitz, deputy mayor, extended a welcome on behalf of the city.

### Bundy Toastmaster

Sam E. Bundy, public school principal, Farmville, N. C., was toastmaster. Dais guests included W. Ray Converse, president, New York State Association of Agricultural Fair Societies; Jack Irving, national administrative secretary, American Guild of Variety Artists; Roger S. Littleford, publisher of The Billboard; Max Cohen, general counsel, American Carnival's Association; Bernie Mendelson, representing the Showmen's League of America; William Cowan, representing the Miami Showmen's Association; Harry J. Kahn, representing the Hot Springs Showmen's Association; Sam S. Levy, representing the Michigan Showmen's Association; Mrs. Bess Hamid, president, Ladies' Auxiliary, NSA; Art Lewis, James E. Strates, John W. Wilson and Jack Rosenthal, past presidents; Morris (Continued on page 59)

### MANY AID

## Gifts Bring \$7,941 to NSA in '52

NEW YORK, Nov. 29.—Gifts totaling \$7,941, representing funds raised thru jamborees and other group endeavors during the past season, were acknowledged by the National Showmen's Association at the 15th annual banquet staged in the Hotel Astor here Thanksgiving Eve (26).

Top contributor was the World of Mirth Shows with \$2,500. The Cetlin & Wilson Shows, contributed \$1,500; the James E. Strates Shows, \$1,100; I. T. Shows, \$1,000; Frell's Broadway Shows, \$441 and Vince Anderson, Morris Batolsky, John Wiseman and Dan Peterson, a total of \$1,000.

## Hannum Skeds Penny Dates

PHILADELPHIA, Nov. 29.—The Morris Hannum Shows have been signed to supply the midway for the 1953 Cambria County Fair, Ebensburg, Pa. It was announced this week by Owner Morris Hannum.

Along with being signed for the Ebensburg fair, the Hannum outfit has been contracted for its usual route of Pennsylvania street fairs, including the big one at Ephrata in October. Also recently signed were the Indiana County Fair at Indiana, the Kutztown and Spring Mill fairs, two big Philadelphia events and a July 4 celebration.

Hannum said that a number of newcomers will be with the show in 1953 as the show is being strengthened in all departments. With celebrations starting early in June, Hannum is looking forward to a fine season. He reports only a few still dates on the route.

## SLA Hosts Over 60 At Turkey Dinner

CHICAGO, Nov. 29.—The Showmen's League of America played host to over 60 members and their families at the organization's annual Thanksgiving dinner, held Thursday (27) at the Bamboo Inn here.

Those attending the informal holiday feast were treated to a turkey dinner complete with all the trimmings. Mel Harris, chairman of the SLA house committee, supervised the doings.

# PRELL BROADWAY SHOWS INC.

**50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR**

<b>OPENING DATE</b> SARASOTA, FLA., JAN. 19 to 24	<b>EIGHT MORE FAIRS TO FOLLOW</b>	<b>CLOSING DATE</b> FLORIDA FAIRS BELLE GLADE, MARCH 23 to 28
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**NOW BOOKING FOR SEASON 1953**

Side Show, Midway Show, Pet Show or any high class Show. Also want Kid Rides and some Major Rides and all kinds of Monkey Fairs, Hoop Shows or Flat Shows required. Also high class Bingo, also Sals and Disk Stands, Novelties, App and Scales, Jewelry Concessions and Gadgets. Now booking for season 1953 for 15 good Fairs and Celebrations starting middle of April and ending November 16. We are featuring for season 1953, starting Sarasota, Jan. 19, the Cavalcade of Hollywood Stars, with the Texas Ranger, the Masked Rider and his horse Silver; Jackie Reinhardt, world's champion trick roper, with an all-star cast of Western performers, managed by George Barron, direct from Hollywood, Calif. Will be in Chicago until Dec. 4; after that Tropical Hotel, Birmingham, Fla., winter quarters.

**SAM E. PRELL, General Mgr.**

# I. T. SHOWS

**Want for 1953 Season on Long Island and Fairs beginning early in August**

MONKEY SHOWS • SIDE SHOW • PENNY ARCADE  
ANY GOOD SHOW CAPABLE GETTING MONEY

THIS TERRITORY WILL BE NEW & BUILD BANKROLLS FOR MANY SHOWMEN

ALSO WANT TO HEAR FROM CAPABLE ELECTRICIAN TO HANDLE DIESEL LIGHT PLANTS.

CAN USE FIRST-CLASS CATERPILLAR AND MERRY-GO-ROUND FOREMEN.

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1932 Car Ride-O, new motor, new cable, clean, A-1 mechanically, ready to operate. Best offer with transportation or will trade for 2-Abrest Merry-Go-Round with added equipment.

**EDWARD MOREL**  
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**WANTED**

High class Acts — Singers, Dancers, Troupes for Celebration at Blanchardville, Wis., June 21, 1953. Send photos, prices, full details.

LEGION-FIREMEN'S ASSOCIATION  
H. C. LYNKAAS, Sec.  
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**GREAT SOUTHERN EXPOSITION WANTS NOW**

Concessions, also Agents. Will book Ferris Wheel or any Major Ride not conflicting. Want A-1 Chairplane Man. Address: H. C. LYNGAAS, Sec., Dallas, Texas, New Item Mission, Texas. Xmas Celebration, in heart of city for ten days.

**LEORA PINKNEY or LEORA MAULDIN**

Or anyone knowing her whereabouts, please contact

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It is to her interest that we locate her at once.

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**ALLAN HERSCHELMER BUGGY RIDE**

Same as new, has been used in park, can't tell it from new. Priced \$2,500.00 cash or will trade for late model Reid Coach. Address all replies to

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Treasurer, secretary, accountant (both ideally familiar payroll, taxes and all show accounting and office.

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170 Harmony Drive, Miami Beach  
Phone: 86-1007

## Midway Confab

**Pete Korlas Circus Side Show** left the U. S. recently for Cuba, where the unit was scheduled to open Friday (28) at Coney Island Park, Havana. Line-up includes Athalia, the Monkey Girl; Eko and Iko, sheep-headed men; Barney Nielsen, armless wonder; Prince Denny and Lady Ethel, midgets; Musical Harold, novelty musical act; Harry Lewis, stone man; Happy Jenny, fat girl; Miami Gamboa, sword swallower; Prince Budah, magician; Rasmus Nielsen, strong man; Deloris, electrical act; and Woody Dutton and Eddie Hagen, talkers and ticket sellers.

**Mr. and Mrs. J. A. Gentsch**, owner of the show bearing their name, were recent Chicago visitors where they spent some time with Mr. and Mrs. Robert Hugh-ey cutting up jackpots. Hugh-ey was formerly in partnership with Gentsch on the Hugh-ey and Gentsch Shows but has been off the road for eight years and is now in the real estate business in Chicago.

The many friends of Mrs. Harry Seber regret the serious illness of her mother in Los Angeles. Frances and Harry Seber have been in that city for several weeks. Seber will conduct the Memorial Services for the Pacific Coast Showmen's Association at Showmen's Rest, Evergreen Cemetery, Los Angeles, on Sunday (7).

**Mrs. Joe Archer** left recently for Murietta Hot Springs for a rest. While she is vacationing, husband Joe will divide his time between their home in Burbank and San Francisco, where he will be in conference on promotion plans. The Archers are well known for their concession business. They recently retired from the salt water taffy business so

to their studios. Mrs. Simpson is located in Birmingham, and Mrs. Ayers in Mobile, Ala.

**J. R. Davis**, owner of the Davis Greater Shows, reports he has returned to quarters in Baltimore. During most of the season he was hampered by a broken leg. Davis plans to take out two units next year. During the winter he will rebuild the old All American Shows, organized years ago by his father, A. O. Davis, in North Carolina. He would like to hear from old-timers who formerly tramped with his father.

Showfolk wintering and working in Houston include Captain Froto, frozen alive act; Race Horse Charlie, concessionaire, and Mr. and Mrs. Frankie Shafer, concessions. The last-named came in after a visit in New Mexico following the close of the Phoenix, Ariz., fair. Mrs. Lillian (Aunt Jimma) Harris is making her home in National City, Calif. Jack Ames Jr., RD3-USN, formerly with Mary Webb's Side Show is now aboard the U. S. S. Howard D. Crow, DE-252, in care of PPO, New York, and would like to read letters from friends. Hopson and Jenkins Concessions' equipment has been returned to winter quarters in Girard, Ill. following a successful 1952 tour, which saw the company in operation at 30 fairs, Bart Hopson reports.

**Gaby de Lys**, gal show principal, closed at the Palace Theater, Buffalo, Wednesday (26).

After working fairs with short range gallery and photo concessions, James W. McKenzie has a photo arcade in Pritchard, Ala.

Charles and Ann Lee report they have bought a service station in Georgetown, S. C. Ray C.



**BERNARD (BUCKY) ALLEN** was flanked by top brass of National Showmen's Association at the testimonial dinner staged in his honor Monday night (24) at Leon & Eddie's, New York night club. From left to right they are James E. Strates; George A. Mamid, who also is president emeritus; Phil Isser, who succeeds Allen in the presidency; Allen and Art Lewis who returned to the outdoor field this year.

That Archer could devote full time to promotions.

**Larry Ferris**, general manager of the Frank W. Babcock United Shows, was called from the Western Fairs Convention in San Francisco to St. Louis because of the serious illness of his mother. The Babcock representatives, Elmer and Estelle Hanscom and Ted Levitt, conducted on the WFA session to conduct the show's business. The Hanscoms returned at the close of the gathering to their home in Los Angeles. Levitt went to his home in Santa Clara.

Philadelphia Notes: Joseph Lehr reports from Philadelphia that Mr. and Mrs. Lewis Lang stopped off there for a few days en route to New York for the NSA doings. Showfolk seen around the lobby of the Hotel Senator recently included Bill Moore, Bill Hartman, Claude Legrist and E. K. Johnson. Mr. and Mrs. Leo Riley left Philly recently for their Woodbury, N. J. trailer camp.

**C. R. Joyce**, agent for Miami with Mrs. Joyce and a new house trailer, Jimmy Mercer, spot worker with the Reid org this season, expects to join the Joyces later in Miami.

**Tommie Fox**, carnival concessionaire for over 30 years, has been transferred from U. S. Veterans Hospital, Aspinwall, Pa., where he was confined for three months with a serious leg injury, to Pratt General Hospital, Coral Gables, Fla. Tommie would like to read letters from friends. After working their annual string of fair dates with their photo galleries, Mrs. Marie Simpson and Mrs. Fionnie Ayers have returned

Ellis, concession agent last year on the J. A. Gentsch and Badger Slate shows for Paul Miller, is in Veterans' Hospital, Temple, Tex., awaiting surgery. He would like to hear from friends. Jack and Helen Shell, concessionaires, closed their season November 4 with the Lay Amusement Company, reporting grosses up 20 per cent from 1951. They are wintering in Kerman, Calif.

**Bon Gibso**, operator of the Wonder Bar with the Gooding Amusement Company, and Marjial Crouse, Hot Springs, are vacationing in that city. William H. Barry, Joliet, Ill., son of Mr. and Mrs. William R. Barry, has been inducted into the armed forces. F. O. (Tarsan) Banks, who closed his season recently, is visiting at the Norfolk home of his brother, L. R. Banks. He will leave for winter quarters January 15. Friends at Ocean View Park recently staged a surprise birthday party and dinner for Banks.

**Mrs. Pearl Davis**, wife of John B. Davis, owner-manager of the Southern States Shows, underwent a major operation at Tampa Municipal Hospital Saturday (23) and the next day her doctor reported her condition good. She had been in poor health all season. She would like to hear from friends.

**EXCLUSIVE OPENINGS FOR 1953**

OPENING APRIL 30, 1953. EXCELSIOR SPRINGS, MO.

POPCORN	FOOT LONGS	PHOTOS,	AGE	CUSTARD,
PEANUTS	ROOT BEER	REGULAR	AND	EITHER
CANDY	NO COFFEE or BOTTLED DRINKS	OR COMIC	WEIGHT	CENTER of LINE-UP

ALL EXCLUSIVES REQUIRE A 2 WEEKS DEPOSIT IN THE OFFICE AT ALL TIMES

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**ROYAL EXPOSITION SHOWS**

Belle Glade Negro Fair, Belle Glade, Fla., December 6 to 13 inclusive (7 days, 2 Saturdays)

Want Concessions of all kinds except flms. Mammoth bean crops now being harvested. First colored fair in four years and plenty of money here. Yellow, this is your chance with Girl Show. Can you be there? Everybody interested contact

**J. P. BOLT, Royal Exposition**  
Belle Glade, Fla.

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DEC. 1ST TO 5TH AT CATE "B" CAMP COORON

**FLORIDA EXPO SHOWS**

Guaranteed all winter's work. Place set Kiddie Rides or any single Ride, Pony Ride, Merry-Go-Round, Want Snake Show, Colored Girl Show, Wild Life, Animal Show, Card Gallery and Cat or any other Concessions not conflicting. Will book 1 or 2 more Kiddie Rides. Especially need Live Ponies. Book, buy or lease Merry-Go-Round

This location is directly in front of Market Building, not a quarter or half mile away. Grand opening Dec. 6. Come on, will place you. Harry, don't miss the big opening. Wire or phone MORT MESSIAS, 3526 S. W. Third Ave., Miami, Fla. Phone 3-9126.

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For all winter's work. Place set Kiddie Rides or any single Ride, Pony Ride, Merry-Go-Round. Good opportunity for Photos, Short Range, Glass Pitch, Ball Games, Cigarette Block, Card Gallery and Cat or any other Concessions not conflicting. Will book 1 or 2 more Kiddie Rides. Especially need Live Ponies. Book, buy or lease Merry-Go-Round

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**CAN PLACE AT ONCE**

On account of disappointment, one complete set of 1000s flms. and two Mable Rides, Chairplane and Ferris Wheel. Money makes winter spring of 1953 around. Write or wire you pay yours, I will pay mine.

**C. BUCKIE YAEGER**  
Evansville, Ga.

**Greater Tampa Showmen's Association**  
Tampa, Fla.

TAMPA, Nov. 29.—The third business meeting of the fall season was called to order by President Nat Rodgers. Also on the rostrum were Lloyd Serfass, first vice-president; Carl J. Sedlmayr Sr., second vice-president; O. J. Weiss, third vice-president; Vernon F. Korhn, secretary, and Harry Julius, Treasurer. Charles Walport, president of the Pacific Coast Showmen's Club was also seated with the officers.

George Ringlin delivered the opening prayer and reported that Ray Griffin was in the hospital. Jack Young and Bill Cain reported that attendance at the Saturday night dances is building.

Irish Gaughn announced that plans for the annual Christmas party for underprivileged children are under way and that \$269 was donated at the November 23 meeting. Joe Scortino, chairman of the blood bank, announced that 67 pints were in the bank. Tommy Tucker and his orchestra have been signed for the New Year's Eve party, according to Bill Perrot, co-chairman of the event. This year's party will be held in the Fort Homer Hesterly Armory.

Members are enjoying the new television set which was donated to the club by the Pepsi-Cola Bottling Company, thru its representative, Roy Jones. Dedication of the club's new cemetery plot will take place Sunday (14) at 3 p.m.

Tommy Thomas, head of the ways and means committee, reported that \$300 has been raised for the burial fund.

Club's social activities got under way recently with the homecoming and barbecue. Over 500 pounds of ribs were served and close to 100 turned out for the event including the mayor of Tampa. Those participating in preparations for the party included Hal Hall, Elton Edwards, Charlie Cohen, Big Turk, Jack Norman, Doc Hartwick and Eddie Pasterczyk. Al Morin showed movies of last winter's activities including the ladies' installation of officers, the barbecue, and banquet and ball.

The Royal American Shows raised \$10,000 during the summer for the club's cemetery fund, which included bank night handled by Pop Daley, Bingo by Tommy Arger and various shows produced by Leon Miller and Leon Claxton.

**Ladies' Auxiliary**

The second meeting of the fall season was called to order Wednesday (19) by President Dolly Young. Chaplain Ella Stophel led the opening prayer which was followed by the salute to the flag.

All standing committees made their reports and the membership committee announced that 31 new members had been enrolled. The Viola Todd Shop was granted permission to hold a luncheon and style show for benefit of the auxiliary. Evelyn Kleider was named chairman of the booster page for the men's year book.

The dark horse, donated by Mildred Gordon, netted \$23 with the penny parade, raising \$9.61. A number of secret pul gifts were given out and the organization announced its annual party would be held January 8. Meeting closed with refreshments served by Mickey Wenzak and her committee.

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**BARNEY TASSELL UNIT SHOWS**

WANT FOR WINTER PARK, FLA., COLORED FESTIVAL, WEEK DEC. 8  
Major Rides and Shows not conflicting. CONCESSIONS of all kinds, including Peppercorn, Candy Apples, French Fries, Age and Scales, Short and Long Range Galleries or any other Manky Parks. No gift or percentage.  
WIRE THIS WEEK, WINTER GARDEN, FLA.

**Club Activities**

**Miami Showmen's Association**

233 W. Flagler St., Miami  
MIAMI, Nov. 29. — Secretary Phil Cook presided at the meeting of Tuesday (25). On the agenda with him were Mel Dodson, treasurer; David E. Endy, president emeritus; William De Costas, attorney, and Sam Solomon, past president of the Showmen's League of America.

A detailed report on the proposed West Flagler Street and 21st Avenue building purchase was given by De Costas. A check for the purchase of the building was returned by Cliff Wilson, chairman of the building committee, who was absent due to illness in his family.

After the organization decided not to buy the building, Ralph Endy and Mel Dodson were asked to look for a place suitable for a club house. A site on Biscayne Boulevard at 21st Street, offered by Alton Pierson, will be investigated. Frank McMillan, vice-president of the Little River Bank & Trust Company, spoke about investment dangers involved in the purchase of the Flagler Street property.

The board of directors instructed the executive secretary to send copies of The Billboard to the board of directors. Jack E. Vinson, George M. Everett, Max Friedman and Charles Robert Joyce, proposed by Patty Finnerty; Harry Gordon by Eddie Horwitz; Clifford V. Maxwell by Jimmy Finn; Sam Howard by L. I. Thomas; Emile Ross by Leonard Ross; August Karst by Ep Glasser; John Ynaitko by Morly Herz; Kenneth J. Hymn by Rudy Geiger, and Pete Arnold by Maxie Sharp.

Visitors to the club were William Libak, Ben Levine, Frank Blatsky, Simon Geffen, Ralph Jacobs, Sel Baron, Joe Ross, Dick Weiss, Charles (Frenchy) Sehwaeha, Russell Stager, James E. Perry, Mark Layton, Doc Fisher, Harry Marchion, A. K. Crowell, Morris Gustow, Louis Meyers, Harry (Alphie) Forman, Dukie Geffen, R. W. Rocco Sr., Michael Zentner, Moe Fishman and Hymie Stone.

On the sick list are Mose (Rip) Weinkle, Mt. Sinai Hospital; John V. Fink, 1020 Krome Avenue, Homestead, Fla.; Abe Rabinovic and Max Kimerer, at their homes; Lou Leonard, Fox River, San Antonio, Bvatar, Ill. and Tommy Fox and Jack Rose, Pratt General Hospital, Corsi Gables, Fla.

**Ladies' Auxiliary**

Mrs. Mae Levine, president, called the November 24 meeting to order. On the rostrum were Mrs. Harry Schrieber, first vice-president; Sydney Thomas, second vice-president; Ada Cowan, third vice-president; Mrs. W. Tucker, treasurer; Mrs. Alberta Mack, recording secretary, and Mrs. G. Whitehead, corresponding secretary. Edna Lockhard delivered the invocation.

Frances Barnett, chairman of the ways and means committee, announced that money continues to come in large sums. Rose Lange is in the Wills Eye Hospital, Philadelphia. Birthday cards that had been returned with addresses unknown during the summer were distributed by Bess Wernickoff, chairman of the birthday card committee. Madge Harris reported that the souvenir journal would be the largest that the club has had to date.

First meeting of the season was held November 17. Clarice Dunn delivered the invocation. Twenty-eight applications for membership were reported. Anne Tara, Irene Moore and Winnie Edwards are eligible for gold cards. Frances Barnett reported that pleas for blood donation had brought many donors to the blood bank. The nominating committee reported

**Lone Star Show Women's Club of Texas**

3105 Forest Ave., Dallas

DALLAS, Nov. 29.—The business meeting of Monday (24) was called to order by Marie Obluck, president, assisted by Grace Tindler, secretary, and Pearl Vaughn, treasurer.

Martha Ross reported for the sick committee that Edna Hacker and Tex Chambers have been released from the hospital. Ida Smith underwent surgery recently and is reported doing well.

Named to represent the club at the Chicago convention were Chuck and Martha Moss, Hattie Longhart and W. A. and Helen Schafer. Bob and Betty Harris are visiting in Wisconsin and will stop off in Chicago en route to Dallas. Marie and Johnny Obluck, Pearl Vaughn, Margaret Pugh and Grace Tindler will attend the Hot Springs club banquet.

Committees named by President Obluck to handle details during the meeting of Texas falls here in January include Corine Greer, award books and dance tickets; Grace Tindler, and Pearl Vaughn, desk; Martha Moss and Betty Harris, bar; Katie Little, memorial services; Hattie Longhart and Millie Hudspeth, official hostesses, and Mary Ellen Liberman, installation officer and mistress of ceremonies.

J. K. Jenkins died November 14 and was buried in the club's burial plot at Grove Hill Cemetery.

Corine Greer served cake and coffee at the close of the meeting. Bernice Fain took the door prize furnished by Grace Tindler.

**Michigan Showmen's Association**

3153 Cass Ave., Detroit

DETROIT, Nov. 29.—The Monday (24) meeting drew the biggest turnout of the fall season. President Ben Morrison was in the chair assisted by Fred Silber, second vice-president; William Zakoor, third vice-president; Lou Rosenthal, treasurer; C. J. Lovejoy, chaplain, and Jack Diekstein, acting secretary.

Louis (Frenchy) Brown, was in for his first meeting of the season and reported he is planning a winter vacation in France. Dave Greenberg was back after a two-month visit with his parents in Canada. Jack Zeman drove in from Columbia, S. C. Red (Society Red) McKernan is back in town operating the club's cafeteria. Walter Sala, who had concessions at Flint (Mich.) Park this year, was on hand. Ray Backer is making a candy pitch at one of the local theaters. Donald Hill is back in town after a trip to California and Mexico.

Following the business session, Judge John Ricea of Recorders Court, gave an interesting talk to both the men and the Ladies' Auxiliary. Meeting closed with a buffet lunch.

**Ladies' Auxiliary**

President Grace Ziegler presided at the regular meeting assisted by Peggy Cohen, first vice-president; Leona Bennett, second vice-president; Patricia Crognale, third vice-president; Marion Diekstein, treasurer; Dottie Miller, secretary, and Margie Marzell, chaplain.

Frances Moran is back after an illness. Clara Silber is recuperating following surgery. Cora Polick showed up for the meeting after a prolonged illness. Mayme Wade's broken arm is healing. Carrie Hoffman and Doris Brown attended their first meeting.

The following nominations for the coming year: Ruth Schrieber, president; Sydney Thomas, first vice-president; Ada Cowan, second vice-president, and Freda Wilson, third vice-president.

Bea Truesdale reported Barbara Matisoff in St. Francis Hospital. Sympathy is extended to Ada Cowan, who lost her mother; Pearl Leavit, who lost her father; Millie Finn, who lost her sister, and Florence Badanes and Edna Atkins, who lost their mothers. Rita Paltry was welcomed back after a long illness. Bill Cowan, Cliff Wilson and Carl Sedlmayr Sr., of the men's building committee, spoke on plans for the new club. Eighty members attended the meeting.

**Pacific Coast Showmen's Association**

1233 S. Hope St., Los Angeles 18

**Ladies' Auxiliary**

Meeting was called to order by President Lucille Dolman, who invited Past President Margaret Farmer, Dorothy Eastman, Minnie Pounds and Patty Cook Andreen to sit on the rostrum. Roll call of officers was answered by President Dolman, First Vice-President Clara Connors, Second Vice-President Fay Prosser, Third Vice-President Maree Rhodes, Secretary Grace Merkel and Treasurer Peggy Forstall.

New members introduced were Mrs. Jeanette Green, by Molly Self; Mrs. Sophie Brown, by Julia LeDeaux, and Mrs. Lois Gonzales, by Babe Gardner. Julia LeDeaux introduced her guest, Mrs. Harry Baron. A letter was read from Mrs. Helen Keller, of the Chicago club.

Members reported the following on the sick list: Jetta Clancey, Lucille Gilligan, May Stewart's husband, Minnie Springs and Ann Stewart. Clara Connors and Maria Bernard were in a recent auto accident, also bruised and cut, were able to attend the meeting. The Charlotte Cohen reported she has collected \$76 for the ladies' booster page for the annual banquet and ball program. Bank night prizes were won by Dorothy Eastman and Hazel Connors. Door prizes donated by Minnie Pounds, Edna Carreon and Lucille Dolman were won by Ann Metcalf, Ann Doolan and Mary Taylor. Aaffle of a set of dishes was won by Fay Prosser.

The following ticket of 1953 officers was presented to the members: For president, Grace Merkel and Norma Burke; first vice-president, Peggy Steinberg and Minnie Pounds; second vice-president, Ann Doolan and Bertie Harris; third vice-president, Ruby Kirken-dall and Ruth Korte; secretary, Madison Hopes, and treasurer, Trudi DeSanti. Out-of-town members are urged to send in any change of address so that they may receive their ballots.

The following events were announced: Memorial services at Showmen's Rest, Evergreen Cemetery, December 7, with a ham dinner served at the club after.

(Continued on page 59)

**Arizona Showmen's Association**

216 W. Washington, Phoenix, Ariz.

PHOENIX, Nov. 29.—President Hanna called the Monday (24) meeting to order. Visitors included Mr. and Mrs. George (Red) Duvall from Dallas.

One new member was added, Frank Bil. Dan Ballard is reported to have been released from the hospital. A short letter was read from Wilbur (Red) Hooper, who is in the Aransas Hospital, Aransas Pass, Tex., recuperating from injuries received when he was struck by an automobile.

Marguerite Stone, chairman of the banquet and ball announced that all plans are completed for the December 15 event. The party will be held in Toy's Shangri La and tickets sell for \$5 each.

D. W. Yeakle, chairman of the annual memorial services, announced the dedication of the new stone recently erected on the club's plot in Greenwood Cemetery and the services will be held jointly on December 21.

Steve Lucas won the pot of gold.

**Regular Associated Troupers**

106 E. Washington, Los Angeles

LOS ANGELES, Nov. 29.—The annual homecoming and banquet November 20 was the final meeting in the old clubrooms. The Thursday (27) meeting was called off due to the moving operations which were skedded to start this week.

President Lil Schue announced that preparations were moving along and that the new quarters should be all set for the December 4 meeting.

Dave Freidenheim served as emcee at the homecoming. Music was furnished by Ben Knorr, juke box, Robinie, hand-stuff king, performed some escape tricks with the help of Danny Mackey. Jerry Mackey and Sam (Continued on page 59)

**Carnival Wanted**

To play 3 to 6 days  
City of 3000 (with 10,000 surrounding pop. within 5 miles), yet no carnival has played here for past 4 years due to no space available (now have baseball park for carnival site). Any time in January, 1953. No "Flat Concessions." Sponsored by American Legion. Send your proposal.

W. M. C. STEWART  
Commander, Legion Post #35  
Mount Oza, Fla.

**YOU**  
Are Cordially Invited To  
Attend the Annual  
BANQUET & BALL  
OF

**THE HEART OF AMERICA  
SHOWMEN'S CLUB  
NEW YEAR'S EVE  
WEDNESDAY, DECEMBER 31, '52**  
PRICE \$7.50 PER PLATE

GEORGIAN ROOM  
HOTEL CONTINENTAL — KANSAS CITY, MO.

MUSIC BY KBMC'S RHYTHM BOYS

FLOOR SHOW

**LADIES' AUXILIARY  
TACKY PARTY**

TUESDAY, DECEMBER 30, '52

"The Place Where Good Fellows Meet"

# Beau Brummel of Agents Piloted the Wild West

Continued from page 51

Mover. Then he transferred in 1916 to the Buffalo Bill & 101 Ranch Wild West Show. His show as this show as a featured attraction. It was Bill Cody's last season, and it was Finney's introduction to the 101 and Miller brothers.

### Befriends Buffalo Bill

Cody was an old man. In better days he'd had his own big show but since 1913 he'd been working for others. It hurt the old scout's pride, but Finney happened upon a way to please him. Each time Finney returned to the show he showed Cody the proposed route and asked his advice. Cody, for the moment, was living in other years and told Finney his opinion of each scheduled town. "I always treated him as if he still owned the show," Finney recalls, and this won him a famous friend. Cody gave him a large diamond stick pin which he still treasures, a bridle, and one of the last letters Colonel Cody wrote.

Finney was agent for the Buffalo Bill-Jess Willard show in 1917, after Cody's death, and was contracting agent for Hagenbeck-Wallace for the Eastern portion of its route in 1918. The next season found him back with Gentry. Having become associated with Eddie Arlington, Finney went with him to Sells Floto in 1920, where Arlington was agent and the owners were Tammien and Bonfils. He stayed with Floto during the ensuing American Circus Corporation regime and was specifically in charge of Sells Floto during the period R. M. Harvey was agent for all Corporation shows.

The Miller Bros.' 101 Ranch Wild West was off the road after 1918, but for the 1925 season they bought the Walter L. Main Circus equipment, added to it and went out again with the Ranch show. They called Finney back, this time as general agent, to begin a tour of duty which

gained him the reputation as an expert Wild West agent.

With 101, Finney found himself a lone wolf. He was the only independent show playing major cities. Arrayed against him were Ringling Bros. and Barnum & Bailey and the three Corporation shows. Opposition battles flared when routes crossed, as they frequently did. With four shows working in some sort of unison against him, Finney decided on a policy of playing his route with a minimum of regard to the others. This was the best thing to do, since if he changed a route to avoid Sells Floto, chances were he would run head-on into Robinson, Hagenbeck or Ringling anyway.

Finney was prepared. It was back on the Gentry show that he had learned the art of fighting opposition battles. His teacher was J. D. Newman, and now he used the tricks against Newman, who was agent for Sells Floto. The biggest battles came in 1928.

One of the routine stunts was to keep on hand a supply of letterheads and passes for rival shows. The agent for one show then could pose as representative of another and throw monkey wrenches left and right.

### H-W, Floto Clashes

At the Marion, Ind., depot Finney and his bill car crew saw packages which they recognized as date sheets for Sells Floto. That meant the Floto bill car would be in after Ranch paper was posted, that Floto opposition bills would be up before 101's appearance. Finney referred to his stationery and passes file and equipped himself as a Floto agent. Then he told the baggage master there had been a mistake, that the Floto dates were to have gone to Marion, O., instead of Marion, Ind. The paper was shipped to the other State, the Floto billcar arrived later and found nothing to work with, and 101 paper went unmolested. As a fillip, Finney sent the baggage claim checks to Newman, to be honored in Ohio.

Again, Finney's men spotted three barrels of paste consigned to the Hagenbeck-Wallace bill car. A Ranch man slipped a bar of soap into each barrel, and within an hour the depot room was bubbling over with suds from the chemical reaction. Finney suspects this damaged some other baggage in the room, but he knows it left Hagenbeck without paste with which to cover Ranch paper. The soap treatment not only deadened paste but made barrels unusable thereafter.

A clash with Will Horton, of Ringling-Barnum, came at Waco, Tex., where the shows were to be two days apart. The 101 advance people stayed at one hotel and Ringling's at another. Each side had spotters to keep track of the other's movements, and 101 was trying to bill the country routes.

### Falls R-B Advance

Unable to leave the hotel without being observed by Ringling men, Finney paraded his crew outside in plain view. They got in cabs and the Ringling men trailed them. But instead of working, the 101 billers pulled up to a theater, bought tickets and went in. Ringling men took up their post across the street to wait until the Ranch crew came out. But when Finney did come out after the show he had with him only two other men. The bulk of 101's billers had merely walked thru the theater to a back door, where a cab was waiting to take them to a rendezvous with rented vehicles that would shuttle them thru the countryside to post the paper. The theater ruse gained 101 a three-hour head start. But when Ringling's crew waded up, they raced for the rural routes and a donnybrook ensued that cost a couple of seriously cracked heads.

Col. Joe Miller was the power on the Ranch show, and Finney recalls that on only one occasion did Miller speak up on a route question. That's when Finney contracted Philadelphia one day behind Ringling.

The Miller & Arlington show never had a duopoly in Philadelphia and it usually had opposed R-B there. So this time Miller wasn't eager to make the date. Finney also would have skipped it but the rest of the route made a week in Philadelphia necessary.

He would have preferred to follow R-B but that timing wasn't possible. So he contracted the town, stuck to it and ordered the full 101 Ranch advance strength through the city.

### Philadelphia Competition

Frank Braden and Ora Parks scored hotly on press. The billing job was excellent, with Ranch paper in three-to-one predominance. Finney was in town a few days ahead, and when he visited the R-B lot, John Ringling observed that 101 had "overbilled the town."

Finney confesses now he wasn't interested in staying in Philly to see how his show fared; he found reason to be in Boston on opening day. Braden called him there to report the first matinee was fair and the night show was papered, but full. The second day's call told of two matinees and a straw night, with a big live stock sale. The Finney decided he had business back in Philly. The week went on with phenomenal business; it proved to be the best single week the Miller show ever had.

Finney believes Joe Miller was more capable as a showman than he was as a showman. He used to try to keep Zack Miller away from the show and once sent him a fake telegram saying he should return to Maryland, Okla., at once. Zack expressed regret, packed his bags and went home, leaving the show to what Joe and Finney figured was smoother sailing.

Once George Miller, the third brother, tried to change a bill-road move. Finney had contracted. Finney was moving the show from Fort Smith, Ark., to Texarkana via Little Rock. George wanted to go by the direct and cheaper way on a different railroad. Finney was angered by this attempt and later asked George to leave such matters to agents who had made the work a life's study. If the move had been made on the road George wanted, the show would have unloaded in Texarkana, Ark., and would have found upon leaving that it had to go to Little Rock to have all livestock dipped. Finney's route took the show on a railroad which unloaded on the Texas coast, just beyond a livestock quarantine area.

### Routes Buck Jones

Finney left the 101 after 1928 and took a New York Hippodrome Rodeo to South America for Eddie Arlington. He describes this as the "greatest fiasco" in show business. After a memorable run-in with Chilean gendarmes, from whom he was rescued by an Associated Press correspondent, Finney returned to the States in time to take over as general agent of the Buck Jones Wild West.

He had known Jones as a cowpoke on the Ranch. Now Jones was a movie star and had framed a 15-car Wild West Show in California. Finney states that some of Jones' backers decided betwixt that it would be best to keep the star in the movie business. So the show was in a somewhat rocky position when Finney took over as agent at Denver. He jumped it to Kansas City, where a new line of paper was put to use and new advance crews started work. The show played eastward to Danville, Ill., and there it collapsed because the backers withdrew.

Many knew the end was coming. Both Fred Buchanan and Jerry Mugivan were on the lot to contract for Jones' services for their shows. Finney, too, was back on the show. With the knowledge that the sheriff was coming, Jones hoped to save his own stock from the attachment that was certain for the show's property. Finney learned this and with a groom led Jones' horse along back roads to a spot a mile away from the lot. Later Jones came to pick up the horse and went on to join Buchanan's circus.

As about 10 years later, Jones and Finney met in Philadelphia. Jones was with movie people and planned to sign a new contract. He told the picture executives that Finney had saved the horse instead of joining the others in attacking the show. "When I sign this contract," Jones said, "one of the first things I'll do is pay Finney the back salary I owe him." The Jones group moved on. The next day Finney read in the papers that Jones had lost his life in the Coconut Grove night club fire at Boston.

### Gentry Plan Thwarted

When the King brothers' edition of Gentry folded in 1929, Finney and Gene Whitmore worked out a plan for buying the title and reopening the show. Years before, Ike Spears, manager

of a Gentry unit, had leased it to a stock feed maker as an advertising plan. Finney hoped to duplicate that plan in 1929. He sold the Wilson Meat Packing Company on the idea. They were to put up \$50,000 to open the show and were to have exclusive advertising rights for 10 years. The circus itself would revert to Finney and Whitmore after the packer's investment was returned. The partners arrived on the scene to buy the title only to discover that the owner had tired of waiting and had sold it the day before.

Finney handled special assignments, including the booking of fairs, for Hagenbeck-Wallace late in 1929, and in 1931 he was again with Gentry. This time H. E. Gentry had acquired his title again and framed a truck show, with Finney routing the show.

Then in 1932 Finney drew an assignment with Robert L. Ripley. For a year, Finney scouted out "Believe It or Not" attractions, which he assembled in Chicago, and for 1933 and 1934 he was manager of Ripley's Odditorium at Chi's "A Century of Progress." His next circus assignment was that of general agent for Howard V. Barry's Hagenbeck-Wallace Circus during part of 1937. Then came Col. Tim McCoy's Real Wild West Show.

### The McCoy Tour

On Frank Braden's recommendation, Finney won the agent's position with the new McCoy show early in 1938. The next few months were among the stormiest in Finney's career. What happened to the McCoy show has been a point of controversy ever since. Here is the way Finney recalls it.

A contract for the indoor opening in Chicago required that the show spell out the building's full name in each advertisement; Finney objected, saying that took up 40 per cent of the show's newspaper budget. But it could not be changed.

Bill posters found that McCoy paper was hard to place. Finney figured that the title was not known and shopkeepers were reluctant to take the lithos. Another factor was that Cole Bros. was playing day and date. Finney reasoned that an established title would help and suggested that the 101 Ranch title be added to that of Tim McCoy. The idea was relayed to McCoy with information that the old title could be had from Lou Wintz for \$100 weekly, and the idea was credited to Finney. McCoy didn't like the idea and this caused a temporary break between the men.

Finney states that finances were short at opening time and that he used personal funds to pay for the railroad move from quarters to Chicago. Opening night brought fair business and the premiere of what Finney terms a beautiful show. However, he said then that the performance lacked Wild West thrills, and he expressed doubt that it was what the patrons expected to see. The road tour began with what Finney calls a tested route and ran largely of major Ohio cities. But business was brutal.

At Cincinnati, Buster Cronin settled lot and feed bills with partial payments. Finney arranged with the railroad for the show to be moved on credit, a nearly unheard-of situation. Show executives were making every effort to get the horse opera into Washington, D. C., in the belief that business there was likely to be good. For the second move, the railroad put the bill on the cuff. A third move would take them to Washington, but Finney knew it would be difficult. There still was no money; so he went to the general office of the Baltimore & Ohio Railroad and talked with everyone who would listen and some who wouldn't. He explained that the show's cash was tied up in litigation but that all would be well in Washington. He pointed out that even if something went wrong the show equipment would be on the road's tracks and thus they would be in possession of it. Finally, the okay came for a third cuff move. Back on the show the night performance was in progress and until Finney's wire arrived there seemed to be no chance for the show to move. That last jump took the show to Washington, but the antelepathic business wasn't there and the show was attached

### With Passion Play

That was Finney's last under-canvas experience. In 1939 he became agent-manager for Josef Meler's "Black Hills Passion Play." On this assignment, he handled the several weeks of

## OPEN HOUSE

# Induct Isser As President Of NSA

By WNO

NEW YORK, Nov. 29.—Members and invited guests of the National Showmen's Association, jammed the Hotel Sharon Tuesday night (25). The occasion was the regular annual "Open House" festivities plus the induction of a new president to serve during 1953 and the picking of names out of a box containing coupons to determine who were the lucky individuals to annex eight big prizes. The election of Phil Isser to succeed Bucky Allen had been held the day before but it was the question of how, when and where the induction ceremony should take place. Bucky Allen presiding, queried those present regarding this. Back came surprises and loud intermittent exclamations and speeches. No one possessed or toted any semblance to a book of rules or bylaws. Finally came word from phone calls that the induction date was an "open house" night but then came another hitch to the effect that Isser was not ready, that his friends were not able to attend and that the induction be postponed to a date later in the month. George Hamid arrived at 11:15.

Four of the eight prizes, a video set, Frost, a pair of blankets and a case of Canadian whiskey went to Jimmie Strates. Sammy Walker captured a set of luggage and Gerald Snellens a Toastmaster. Frank (Shrimpy) Rappaport was head chef of the eats. Bill Cowan picked the names of the prize winners out of the rolling box. Tommy Pell made an energetic host.

# PCSA Picks Moe Levine For President

LOS ANGELES, Nov. 29.—Moe Levine was nominated for the presidency of the Pacific Coast Showmen's Association for 1953. Hunter Fermer was picked for vice-president with Dave Friedenheim named secretary. Al Weber was elected treasurer. The ticket was returned by a nominating committee headed by Harry G. Seber, chairman. Serving with him were Dan Dix, Harry (Bob) Mathews, Arthur Hockwald, Edwin Tait, Dave Friedenheim, Art Anderson, Harry Phillips, Joe Archer, George Laerman, and Jimmy Dunn.

Ted LeFors was named to the cemetery board to serve five five years. Moe Levine, Mike Kravos, whose term expired, Jerry Moekey, president, was automatically named to the board of trustees for a period of three years.

Advance work for a sponsored stand, then remained in town as manager of the show during that week. After a luncheon for the auspices on the day after the show closed, the agent-manager moved on. Finney was one of six men who leap-frogged the show in the matter. Among his accomplishments was a two-page spread with pictures in the Saturday Evening Post. Finney describes the "Passion Play" job as the finest association of his career. In March, 1945, while making a Southern city for the Passion Play, Finney received word of the death of his sister, to whom he was devoted. He came home to Aurora, Ill., then and has not trouped since, turning down offers from Clyde Beatty and other shows.

Now the Beau Brummel of the Agents stays close to his home, where one room is covered with photographs of the circus greats with whom he worked. He is busy with Shrine Club work and goes to many church suppers. He still sports bright colored scarves, a tweed overcoat and cane. Keeping a sharp interest in show business, he's firm in the opinion that a Wild West show, properly presented, would be a success, and he ventures that the horse opera some day will make a come-back, a future he does not see for big-time tented circuses.

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**FOR SALE**  
FLY-O-PLANE

New Chains and Sprinklers. New Cars in July, used only six weeks. Ride in first class shape. \$2,500.00. Same terms: one set of Aluminum Fly-O-Plane Wings, like new. \$150.00. One \$1,200.00. One Franchise. Like new. \$950.00. 30-41. Green Van Trailer, like new. \$1,200.00. One Franchise. Tandem Van, 32 ft., \$1,000.00. One K. B. S. International Tractor, good rubber, new paint, new motor. \$1,000.00.

Will pay cash for good All-American Olds Flyer. One set of 18-in. Star Discs. Write to Chicago, Sherman Hotel, Box 114 4.

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Myrtle Beach, S. C.

**ARCADE AMUSEMENTS**

Out all winter in Florida. Ocala next week.

Want Hunky Punk Concessions. Photo, Grand Shows, Girl Show, Kiddie Rides, Octopus or Sniffle, West Concession Accounts. Will buy or lease Light Plant. Address: Valdosta, Ga. this week.

**ROBERT PERRY**

Please contact me, Upright!

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**MUST SELL**

My Freak Baby and Show complete, also Dodge Living Bus. Best cash offer. Urgent. Wire.

**MGR. BABY SHOW**

In care of Carnival, Delray Beach, Fla. Dec. 1-6; Christmas, Fla., Dec. 8 to 20.

**RUNYON CANCER FUND GIVE TO THE**

NSA PARTY

256 Honor Allen, Retiring President

NEW YORK, Nov. 29.—Retiring President Bernard (Bucky) Allen was honored by 256 fellow members and friends of the National Showmen's Association at Leon & Eddie's, 52d Street night club here, Monday night (24). The gathering was judged to be the largest ever to attend a President's Party here.

The organization presented Allen with a set of initialed, matched luggage in recognition of his accomplishments as president during the past two years. George A. Hamid, president emeritus, made the presentation.

Associates on the World of Mirth Show, of which he is the concession manager, presented him with a solid gold belt buckle bearing his initials in diamonds. The presentation was made by Louis (Dada) King, World of Mirth concession secretary.

Take Club Over

The entire bistro, normally closed on Mondays, was taken over for the affair, and the fun-seeking crowd gave the nitery a banner night. A pot roast dinner was followed by the gift presentations, brief tributes to Allen and the regular club show plus several features booked in especially for the occasion.

Chairman Dada King and his associate, Dave Brown, reported a brisk demand for tickets that culminated in an overflow crowd and necessitated the serving of six dinners at the bar.

Hamid praised Allen's efforts in behalf of the club, noting that the president and his partner, Frank Berger had raised more than \$7,000 for the association in two years. Allen, in turn, pledged to do as much or more for the association during the term of Phil Isser, who succeeds him as president.

Congratulatory Wires

Congratulatory telegrams were received from Olin D. Johnson, U. S. Senator from South Carolina, who is in Greece; Frank Bergen, who was unable to attend because of illness; Eddie Davis, bistro owner who is vacationing in Florida, and a large number of other friends through the Eastern territory represented by the association.

Guests included Bernie Mendelson, representing the Showmen's League of America, and Bill Cowan, who will shortly take over the presidency of the Miami Showmen's Association. Also on hand were Mr. and Mrs. Stan Higman and Mr. and Mrs. H. H. McElroy, of the Central Canada Exhibition, Ottawa; A. Porter, Rutland (Vt.) Fair, and Norman Y. Chambliss, Rocky Mount (N. C.) Fair.

Special talent supplementing the regular floor show included Arthur Tracy, the Street Singer; Cathy Ryan, vocalist with Art

NSA Frolic

Continued from page 55

Batalasky, NSA secretary; Rev. Allen E. Claxton and Norman Y. Chambliss, North Carolina Fairs Association, and Howard Y. Singmaster, vice-president, Pennsylvania Association of County Fairs

Auxiliary Progress

Mrs. Bess Hamid presented gold life membership cards to five Auxiliary members, each of whom had signed 25 new members for the women's group during the past year. The recipients were Mrs. Pat Hamid, Mrs. Marion Allen, Mabel Strates, Mrs. John W. Wilson and Anita Goldie.

Talent included comic Henry Youngman, who emceed half of the show, and Jackie Miles, who fronted for the second half; Elton Barton, Co. Records artist; Al Martino, vocalist; Dagmar, comedienne; Bobby Shields, impersonations; the Mikes; Robert Q. Lewis, video comedian; Bobby Whaling and Yvette, cyclists; Mrs. America; the Crosby Sisters, comics, and the Five Amandis, teeterboard.

The acts were staged under the personal direction of Al Rickard. Joe Basile and his band provided dinner music, and Bobby Byrne and his orchestra played the show and for the dancing which followed.

Rooney's band and currently the stage feature at the Paramount Theater, and Bobby Shields, impersonator.

Gotham Jottings

Continued from page 19

enthusiast, spent the week in town chinning with a host of friends. Fred managed to sandwich in a month of ballyhoo effort on behalf of the King Reel Shows this summer when that org played thru his province.

Gotta Begin Someplace

Robert K. Cristenberry, president of the Hotel Astor and chairman of the New York State Boxing Commission, a guest at the banquet, informed the audience that the first job he ever got paid for was that of a talker on a kooch show. Gauged by his stage presence, voice and diction he must have done a nifty job that today would rate him a piece of the joint.

Give Him Credit

Gerald Snellens was seated alongside and basking in the glory of his friend, James A. Farley, statesman and chairman of the board of the Coca-Cola Company, at the banquet. Gerald was also responsible for the appearance of Bob Christenberry and Johnny, famed Philip Morris midget.

Hope It's a Boy

George A. Hamid Jr. and his wife, Pat, skipped the banquet for the first time in several years because, George Sr. announced, they are expecting an addition to their family. Many other Hamid clan members were on hand, however, including Gene and Magnolia Hamid, and Link and Babe Rabb.

Well-Earned Praise

The Banquet committee did a nice job. Headed up by Jack Rosenberg, the committee included such club stalwarts as Joe McKee, John McCormick, Phil Isser and Louis D. King, co-chairmen; Joe Hughes, Dave Brown, Harry Agne and Henry Kaufman.

A Staunch Member

Fred C. Murray, NSA chairman and chairman of the year book committee, made some half dozen trips from his headquarters in Brockton, Mass. to supervise the activities assigned to him. Fred also arranged for the memorial services which were conducted on Sunday (23).

The Better Half

Bernie Mendelson represented the Showmen's League of America thruout the week at the various NSA doings and only incidentally his Chicago canvas firm, the O. Henry Tent & Awning Company. Bernie was accompanied by his lovely, and comparatively new wife, Alice, and for once the dapper peddler of tented theaters was overshadowed.

Sellout Looms

Continued from page 55

nounced by Dolman: Executive—Mike Kekros, chairman; Mike Doolan, Al Flint, Harry Hargraves, Joe Glacy, Edwin Tait, Charles Walpert, Orville Crafts, Al Weber, Ed Brown, and Harry Seber, Executive Committee; Ladies Auxiliary—Mary Taylor, chairman; Margaret Farmer, Sally Flint, Marie Tait, Trudy DiSanti, Edith Hargraves, Peggy Forstall, Mario LeFors, Opal Manly, Ann Doolan, and Grace Merkel.

Reception Committee—Dave Friedenheim, chairman; Max Hillman, Eddie Barnett, Joe Stinberg, Harry Phillips, Charles Ford, Ronnie Wald, and Fred Mortensen. Reception, Ladies Auxiliary—Gladys Mackey, chairman; Molly Seiff, Julia LeDeux, Dorothy Eastman, Madison Hoopes, Bertie Harris, Clara Connors, Maria Dermarada.

Floor Committee—Eddie Harris, chairman; Floyd Gilligan, Hunter Farmer, and C. E. Moore. Door Committee—Al Flint, chairman; Harry Meikel, Ben Beno, and Ted LeFors. Publicity—Sam Abbott and Virginia Kline.

King-Cristiani

Continued from page 53

174 miles from Palatka, Fla., to Baxley, Ga., and shortest, 11 miles, from Lawrence, Mass., to Lowell.

Will Add Tableau Wagons

The return of the parade was hailed as one of the factors for the big season but next season it will be advertised from 11:30 a.m. instead of 11 o'clock. "With lots so far out, it is almost impossible to get the parade to the business district by 11 o'clock," Floyd King said. "We plan many additional floats, especially horse-drawn parade wagons."

On arrival here King and Lucio Cristiani immediately opened the office in a park building. Treasurer Arnold Maley and wife, Emma, left for the Chicago meetings. Ralph J. Clawson and his wife, Rose, have taken an apartment. Col. Harry Thomas will spend five weeks resting before starting his winter dates. General Press Agent Ora Parks completed his work two days before the show arrived here and departed for his home in Indiana. Tommy Hart is spending several days in Macon, taking his Scottish Rite degree. Several clowns, including King Brownie Gudarth and Nollie Tate, went to work in the Macon Shrine Circus at the matinee Wednesday, just a few hours after arrival here. Head Mechanic Walter Rogers went to Pennsylvania to drive a new truck to the quarters.

Mayor Lewis Wilson was on hand to personally greet show's owners and personnel.

Many Maconites journeyed the 30 miles to Hawkinsville to attend the last performance. Capt. Ralph Gober, of the Macon police department, headed a delegation of welcoming officers. Return to the park was a rousing local event being covered by on-the-spot radio broadcasts and a special front page story by Perry Morgan in The Macon News. Mr. and Mrs. Paul M. Conaway, of Macon, spent the day with the show at Palatka, stopping over during a Florida tour.

During the final days of the season, the show had half and three-quarter houses at Palatka, Fla., on Saturday (22). Cold weather and rain delayed the parade at Daytona Beach on Thursday (20) but both performances drew three-quarter houses. At Lakeland, Fla., (19), the show had two straw houses, with crowd seated on the hippodrome track and on one ring. It was the first major show in the town in 15 years.

Booking Picture

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them, in the East and in the West, and it will take the cementing of a half dozen or more dates before it will be possible to trace in a fair facsimile of its initial route. The old Lawrence unit held several former railroad dates as a truck show and the retention of these would give it fair nucleus.

Action in South

The principal booking action, as usual, is expected to center in the South. There was a merry scramble for Dixie dates last winter as the result of leap year changes in the calendar which threw the whole normal routing out of gear. This year the calendar is back to normal and so are the dates of pivotal spots like Columbia, S. C. and Raleigh, N. C., which are set to go a week earlier.

The early awarding of the Atlanta Fair-A-Ganza to the Gooding organization eliminated one late season biggie in the Deep South that many a show has angled for in order to build a second-half route. The loss of this long-time railroad spot could mean that some train outfit will have to angle for spots now held by a truckie with some motorized unit eventually being the loser.

A number of truck units have announced the booking of one or more annuals and this, is of course, further narrows the list of available dates. However, it is expected for many of these events have not yet been announced, indicating that flexibility in setting the events is again all-important if routes are to be filled out.

According to one manager, most execs this year are content to hold on to what they already have. Letting one or more events go to angle for something bigger and better could easily invite disaster with the competition fierce and rivals waiting for opening wedge.

Under the Marquee

Continued from page 53

the winter season, the Bodos will play Northeastern territory in December.

The old South Church, Bridgeport, Conn., where on April 10, 1951, funeral services were held for the famous showman, Phineas T. Barnum, was almost completely destroyed by fire last week. The church, which at one time was one of the most beautiful buildings in the city, has not been used for church purposes for the past few years.

Louis Reed no longer is working with the new elephant act that is being broken at Ringling's Sarasota quarters. Omer J. Kenyon, of the Hamid-Morton promotion staff, visited at the Atlanta date and then hopped to Milwaukee to start his promotion there. He'll look in at Chicago during the outdoor conventions. Jim Brown, clown balloon worker, made a department store date at Flushing, N. Y. recently. George Davis Hensley, last with King Bros. Circus, is a patient at Pilgrim Hospital, West Brentwood, N. Y. Jim Stutz will head for the New Orleans and Mobile, Ala. Mardi Gras celebrations.

Ben Davenport returned to Gonzales, Tex., this week after making an indoor date promoted by Jack Knight at Laredo, Tex. Davenport spiked a current rumor that he was considering railroad moves for 1953.

Paul Conaway, Macon, Ga., and Dr. William H. Hall caught Ringling at a couple of Georgia spots, and Conaway visited King-Cristiani at Palatka, Fla. Dwight Peppie, Polack Western's general agent, will go to the West Coast earlier than usual this winter in order to be on hand for a Shrine gathering.

Frank Braden, having closed his Ringling season, is in New York and will handle press this winter for the movie, "Hans Christian Andersen." He'll start a tour of major cities after the New York opening. The Walenda Family is doing its three-high bike feature instead of the seven-high pyramid because Norbert Kreisch is temporarily out of the act. They reportedly will be with Clyde Beatty Circus for about six weeks next season. Clowza Jack LaPearl, who just closed his 50th circus season, is filling his 16th annual department store engagement in Portsmouth, O. He and his wife will be guests of Mr. and Mrs. Louis Johnson, CFA's of Milford, Conn., in January.

Mal Reenick is in Elizabethtown, Tenn., directing a high school production scheduled for December 4-5, according to H. L. Merk, amateur clown who is clowning a theater there in advance of the "Greatest Show on Earth."

Charlie Campbell, ahead of Don Robinson Circus, reports a resident of Ray City, Ga., has some large bones reputed to be from an elephant, Gypsy, executed there while with the Harris Nickel Plate Circus in 1901.

Eaythe and Whitley Boyd, musicians with Polack Bros., visited Billy Barton, free act on Prell's Broadway Show, at Valdosta, Ga. Barton's parents, George and Marguerite Barlow; Bozo Lamont, Woody and Eddie Mullens and Charlie Campbell also visited him. Barton will reopen with Prell's fair dates in Florida during January and make park dates for Harry Cooke, Lancaster, Pa.

Harvey, dean of the circus nis, is at Saturday (29) for his annual Caribbean cruise. He'll sail from New Orleans for Puerto Rico, Trinidad, Jamaica and other points and return to Mobile, Ala., after three weeks. Page Bros' indoor circus closed after a week of weak business in essence. Lily Strepelov and Eva Davenport, Wallace Bros. Circus, were in Sarasota recently. Mrs. Davenport left after a brief visit.

Harry and Doris Chipman caught the Julian Andrews production at Forth Worth, which used Gil Gray and Clyde Beatty acts. They also looked in on a CFA Community Circus meeting at Gainesville and attended to see a Mexican show at Juarez. They

will spend the holidays in Hollywood.

William (Honest Bill) Newton, former show owner who now heads the Fairview, Okla., Chamber of Commerce, tells that Royale Bros' Circus put on a good show in his town. Vander Barrette, of the Polack Western unit, was in St. Louis on business last week.

Grover O'Day, comedy cyclist, who closed with Tom Packs Circus in New Orleans, November 30 opened December 1 with the American Legion Circus, Springfield, Mo. Following that five-day run, he will play Christmas shows for Tom Poval of the Gus Sun Agency, Springfield, O., Charlotte LeVine and her chimps played the Hamid-Morton Shrine Circus date in Newark, N. J., November 17-23. Act also is set for stands in Worcester and Gardner, Mass., and the sports show in Indianapolis.

Neal Walters, Show paper suppliers of Eureka Springs, Ark., visited Kelly-Miller and Cole & Walters quarters last week. Carl H. Berger of Ironton, O., reports workmen razing an old building in the city discovered pictorials and tack cards advertising an appearance of the Howe's Great London Circus of 1913. Paper stand was protected and in good condition. Berger salvaged some of the paper.

Lalla Raye and Minnie Meyers open for a three-month engagement at the Italian Villa, Pittsburgh, in the "Let's Make Believe" revue.

John Ringling North, Ringling circus proxy, returned to New York on the liner Liberté Thursday (20) after a lengthy talent-hunting trip in Europe.

L. E. Robs Collins, former Side Show manager, was not on the road this season but is in St. Louis with McDonald Aircraft at Lambert Field in the tool crib department. On a recent visit to the Famous-Barr Store in that city he visited backstage with circus folk who are working the store's Christmas program. They are Bill and Bev Harnest who have a dog act; Otto Griebling, clown; Paga, roly poly act; Ollie Sandell, emcee and Chick Kueser, magician.

RA Troupers

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Dolman, Pete Steinkellner, chairman of the entertainment committee, handled other activities which included violin solos by Shirley Lee Gray and piano numbers by Marce Rhodes.

Sunshine Jackson was in charge of the food. The menu included baked ham, sweet potatoes, relishes, baked beans, hot rolls and cake and coffee. Girls serving included Ethel Smith, Florence Lusby, Jennie Riegel and Barbara Henderson, A. J. Scott and Wesley Bishop were in charge of liquid refreshments.

Emily Bailey, chairman of the bazaar, reported a successful sale. Tillie Palmateer won the stolle donated by Lill Eisenmann. Some of the articles will be put on sale until New Year's Eve, when installation of officers takes place.

Pacific Coast

Continued from page 57

services; December 7, first day of the bazaar; December 8, election and final day of bazaar; December 9, open house, and December 10, annual banquet and ball at the New Statler Hotel.

It was decided to send packages to the boys in Korea via the "Gift Lift." Fay Prosser and Hazel Connors were appointed to a committee to handle the matter. Margaret Farmer turned in \$600 taken in on the West Coast Shows in benefit of the auxiliary. She also donated a fitted case to be raffled off at the bazaar.

President Dolman called on the following for short talks: Patty Andreen, Minnie Pounds, Dorothy Eastman, Margaret Farmer, Lillian Schue, Blanche Lenhart, Mayme Butters, Inez Altman, May Altman, Freda Brown, Gene Kann, Daisy Marion and Gene LeDeux, Maria Bernardi and Alta Deneaux.













# Eastern Coin Trade Booms, But Leaders Look to Future

See Need for More Mfrs. to Keep Up Development, Set \$ Foundation

By ARON STERNFIELD

NEW YORK, Nov. 29.—While the coin machine manufacturing industry appears to be experiencing a re-birth in the East, leading trade sources are conjecturing on its permanency.

According to spokesmen, the basis on which the Eastern coin machine industry can develop—comparable to the growth it has experienced in the Chicago area—lies in the number of new manufacturing firms entering the field.

In order to evaluate the present state of the Eastern coin machine manufacturing industry, and to assess its potential, it is necessary to take stock of what has happened since the end of World War II.

## 1946 Situation

In 1946, when materials were scarce and the demand for coin-operated rides was heavy, many persons in the New York area, mostly operators and distributors, decided that then was a good time to go into the manufacturing end.

At that time Skee-Ball, devel-

oped by Philadelphia Toboggan, and its variations were riding the crest of a wave.

In 1946 and early 1947, the industry in the East was based almost wholly on Skee-Ball type games, with virtually no ride manufacturing for locations. Capitol Projectors, currently a major-Eastern ride manufacturer, got its start at that time. It had been concentrating on Midget Movies.

Another Eastern manufacturer was Tradlo, with a coin-operated radio. Shortly thereafter, Co-radio came out with a similar product and, within a few months, some 130 Eastern manufacturers were turning out coin-operated radios.

They subsequently abandoned this field with the exception of Coradio, which now makes Coideo, a coin-operated TV set, and Tradlo, which is no longer coin-operated.

In early 1947, Amusement Enterprises, Inc., came out with a new ride which seemed like the brightest idea in Eastern coin machine manufacturing in a long time. It died in eight months.

The ride was called the Pilot-Tester, modeled after the Air Force's Link Trainer. The rider actually controlled the flight of the plane, which featured a spinning propeller. The ride was carefully and elaborately designed. The principal drawback was that while children could operate it, appeal was slanted primarily to adults. Most rides need the support of children to be successful.

## Counter Games, Roll-Down

By 1947 the Skee-Ball games had begun to level off, and Eastern manufacturers turned to counter games, and to variations of Roll-Down, originated by Genco in Chicago.

In the counter game field, Ed Ravreby had his Basketball game and Firestone had its Santa Anita Handicap, while, in the Roll-Down category, there was

Firestone's Rollball, Premier's Bowlo and Electromaton's Roll-a-Score.

The "dark ages" befell the Eastern coin machine manufacturing industry in 1948, and the first glimmerings of light were not seen until well into 1951.

With Chicago setting the pace, Eastern manufacturers, most of whom went into the field on a promotion basis with planned production—not expanding markets—fell by the wayside.

Only two major firms in the East were doing any sizable manufacturing—Scientific and International Mutoscope.

Scientific, headed by Max Levine, was producing Pokering, Batting Practice and Pitch 'em and Bat 'em, and in 1949 came out with Cue-Ball. All of these, particularly Cue-Ball, have been winners. Scientific concentrated its efforts on proven favorites and attempted to make certain that a new game would make the grade.

The coin machine manufacturing industry in the East was at its lowest ebb in 1950 and most of 1951. Then it began to stir.

**Ride Activity**

Meanwhile, the only activity in the ride field was in Memphis, where Camp began producing a coin-operated horse in 1950—mostly for his own locations. Camp was following the lead of Exhibit in Chicago. The horse, and the subsequent rockets, and boats, opened a new field for locations—department stores, variety stores and supermarkets.

In November, 1951, Sam Kohn, of Merry-Go-Round Manufacturing, began producing Horses in his Philadelphia plant. Early in 1952, he came out with his Rock-et Patrol. Also in Philadelphia, Lennie and Nate Schneller at Nason became a major Eastern ride manufacturer.

Another significant development, possibly one which may set the pace for a new pattern of manufacturing in the East, oc-

(Continued on page 68)

## ANNIVERSARY

### Hold 20th At Gaycoin In Detroit

DETROIT, Nov. 29.—A 20th anniversary breakfast was held Wednesday (26) at the Park-Sheraton Hotel by James A. Passanante, and his wife, celebrating their 20th anniversary in the coin machine business since 1932.

Passanante started operating out of his home on the East Side, with a small operation headquarters in his basement, becoming the J and J novelty Company—a little still retained by him but not presently in active use. He then opened his first store on Gratiot Avenue, going into the distributing field as well. He shortly doubled the size of the store, then built a modern building on Mount Elliott Avenue. During the war this property was taken over for production purposes, and he subsequently purchased a building on Woodward Avenue, where he established headquarters as the Gaycoin Distributing Company, under which name the firm continues to operate. Passanante and the Gaycoin firm, actively managed by Gerhard Wobermin, have specialized in the music and amusement machine field.

At the breakfast there were six employees who have been with the firm from 18 to 20 years—Steve Brancalone, Floyd Bunker, Harold Robinson, Muriel Deal, John Svek and Gus Vellonia.

In addition to these old timers and all present members of the organization, a number of former employees were guests of the Passanantes.

## Ore. Coinmen Sked Meeting

PORTLAND, Ore., Nov. 29.—Game operators from over the State will gather at the Congress Hotel here Tuesday evening, December 9, for a business and social meeting of Coin Machine Men of Oregon. Al Brown, secretary, announced this week.

William Goebel, of Portland, association president, will conduct the business meeting, which will be followed by dinner and entertainment.

## Correction

In a story which appeared in the November 29 issue of The Billboard, Milton Greene was incorrectly identified as head of Riteway Sales. Nat Cohn is president of Riteway.

## Rezoning Action May Hit Arcades In Times Square

NEW YORK, Nov. 29.—A rezoning plan, which would, in effect, bar the growth of coin-operated amusement games in the Times Square area, was urged this week by the Broadway Association.

The group called upon the City Planning Commission to adopt the rezoning plan it has had under consideration, or at least to amend the present rules to bar Arcades from the Times Square area.

In a letter to John J. Bennett, chairman of the commission, the association noted that another Arcade was opening at 1485 Broadway.

## NAAPPB MEET BIG 'COIN'-FAB

Expect New High in Operator Attendance Due to Ride Exhibits

CHICAGO, Nov. 29.—With coin-operated rides and allied amusement equipment dominating the National Association of Amusement Parks, Pools and Beaches convention (November 29-December 3), at the Hotel Sheraton, operators are expected to constitute a larger percentage of the anticipated 3,000 attendance.

Last year, the event pulled some 4,400 visitors. Coin equipment will largely consist of the newly popularized horse, rocket, auto and boat rides. Out of a total of 76 exhibitors, 26 firms will display equipment keyed to the coin-machine field. Included among the coin equipment exhibitors are A. B. T.

Manufacturing Corporation, Chicago, Automatic Canteen Company of America, Chicago; Auto-Photo Company, Los Angeles; Capitol Projector Corporation, New York; Coin-O Manufacturing Company, Chicago; Cole Products Corporation, Chicago; H. C. Evans & Company, Chicago; Exhibit Supply Company, Chicago; International Mutoscope Corporation, Long Island City.

King Amusement Company, Mount Clemens, Mich.; Kingsley Corporation, Brooklyn, Ber Lane, Inc., Miami; Mike Munves Corporation, New York; Tele-Coin Mid-west, Chicago; Standard Manufacturing & Sales Company, Lebanon, Ind.; Deen, Union, N. J.; Conat Sales Company, Inc., New York; Scientific Machine Corporation, Brooklyn, and White Comb Vendor Company, Elgin, Ill.

## See Capacity Steel Output 1st Half '53

HOMESTEAD, Pa., Nov. 29.—Capacity steel production thru the second quarter next year should result in supply and demand being more nearly in balance, according to Clifford P. Hood, newly elected president of United States Steel Corporation.

In general, the steel industry is expected to supply sufficient volume for civilian industry, barring a step-up in defense activities. Coin machine production should also benefit from continued record output of steel with dangers of a cut-back less likely.

## PRAISE PHILLY OPS FOR DRIVE TO AID BLIND

PHILADELPHIA, Nov. 29.—The Pennsylvania Federation of the Blind has thanked the Amusement Machines Association of Philadelphia for its generosity in helping the Federation raise money by placing small wishing wells on location.

Joe Silverman, business manager of the Amusement Machines Association, believes coin machine men thruout the country could join in similar campaigns to help the blind. Aside from the compensation derived from giving to a worthwhile charity, such a campaign also serves as a public relations force helping to bolster good will.

The Philadelphia Amusement Machines Association also provided several juke boxes and a shuffle alley for the Lighthouse of the Blind.

## NEW TWIST

### Talking Rides Are Featured By Capitol

NEW YORK, Nov. 29.—Sam Goldsmith, of Capitol Projectors, is introducing a new twist in coin-rides this week—a merchandising angle for the location.

At the Chicago convention of the National Association of Amusement Parks, Pools and Beaches, Sunday (30) to Wednesday (3), Capitol will exhibit talking Midget Movies and kiddie rides. A sound track, connected with the devices, will explain how they operate.

Goldsmith explained that, in actual operation, the rides and the movies would have sound tracks attached which would boost goods on sale in the location, thereby acting as a merchandising aid.

Goldsmith this week returned from a sales tour of Texas, where he visited Houston, San Antonio, Fort Worth and Dallas. Clyde P. Weed was named to handle Capitol equipment as an operating organization, in Texas.

## Bowling Season Aids Game Ops

CHICAGO, Nov. 29.—With league and general bowling hitting its seasonal stride this month on regulation alleys across the country, operators of coin-operated bowling games are reporting increased play.

Paul Huebsch, J. H. Keeney & Company sales manager, said this week that whether the increased activity at regular bowling alleys has beneficial effects on the play of coin-operated games has now been taken out of the realm of speculation. It is definitely a stimulant, he stated.

Citing Keeney's Team Bowler, Huebsch declared that in addition to the seasonal play aid, another better-volume factor is the game's ability to accommodate two five-man teams on regular league play levels.

## Calendar for Coinmen

November 29—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 Sheraton, 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.

December 13—National Association of Bulk Vendors, Eastern District meeting, Hotel Shelburne, New York City.

## COIN TAXIS?

### Possibility Seen Due to Driver Lack

CLEVELAND, Nov. 29.—Coin-operated taxis are being considered as a means of alleviating the driver-shortage, it was revealed at the recent annual meeting of National Association of Taxicab Operators here.

Fred U. Andres, head of the North Little Rock Transportation Company, said the current driver situation had caused him to explore other means of keeping his cabs on the street. One, he stated, would be to let passengers themselves operate the taxis. This could be accomplished thru a coin-controlled locking device attached to the taximeter. When the given mileage was used up, the cab's ignition would shut itself off.

Andres said that the coin-controlled taxis could be picked-up and delivered to convenient cab stands thruout the city. Drivers and other cab company employes would be stationed thru the city guiding the loading and unloading of the "coin cabs."

## Toronto Asked To End Ban on Shuffle Games

TORONTO, Nov. 29.—Application for a license to operate shuffle games in billiard parlors and bowling alleys was made to the local police commission by Sol Mintz. The police here, however, are opposing the licensing of shuffle games while Mayor Allen Lamport has come out in favor of the games.

Earlier, the shuffle games were permitted to operate on a trial basis at Sunnyside Amusement Park. Police claimed the machines were used almost exclusively by juveniles.

Mayor Lamport, on the other hand, took a different stand. He pointed out that other municipalities allowed the machines and considered them simply wholesome amusement.

"They are played all over the country," the mayor said, "and there is no gambling on them. I don't want it thought that we are prudes."

Toronto has an ordinance which prohibits the operation of pinballs and the city solicitor has been asked to rule on whether this ordinance also prohibits shuffle and bowling games.

## Harry Silverbergs Host 200 At Party

KANSAS CITY, Nov. 29.—W-B Novelty Company President, Harry Silverberg and his wife, hosted over 200 friends during their 25th wedding anniversary party Sunday (23) at the Town House here.

Over 50 of the guests represented the coin machine industry. Included were Dave, Nate and Sol Gottlieb, of D. Gottlieb & Company, and Sam Stern, president of Williams Manufacturing Company.

# Coinmen You Know

## Chicago

Clayton Nemeroff, Monarch Coin Machine Company, is ready to start activity on his shoestring potato vendor... Paul Hubsch, Keeney & Company sales manager, thinks the season is ripe for top play on bowling games and other similar coin-operated units. With the bowling months in full swing, operators are benefiting from increased public interest also.

Millon T. Raynor, general counsel for the National Association of Bulk Vendors, is flying to New York City to deliver a talk during the group's Eastern area meeting on December 13... Jimmy Martin, head of James H. Martin, Inc., tells some pretty nice sales tales about his Martin's Little Candy Store shipments. The eight-column candy vendor is being built and going out steadily, with interest especially good after the recent several dollar price reduction, Jimmy claims.

Game operators are flocking into the city this week-end to view the 1952 edition of the big National Association of Amusement Parks, Pools and Beaches convention. Over 4,400 attendees last year was a record; prediction is this will be topped this year. Big operator interest at the Hotel Sherman show will be the general amusement pieces exhibited.

Bottler interest in cup soft drink vending reached new highs during the Atlantic City American Bottlers of Carbonated Beverages meet, according to Richard Cole, vice-president of Cole Products Corporation. Cole showed its Cola-Spa line across the boardwalk from the ABCB convention.

Silver King Corporation has a very interesting plant layout at its Aurora facilities. Harold F. Burt, president, said the plant "just grew," until today it's a large and rambling structure with several different departments including its own foundry.

The Bert Mills Corporation is planning to add plant space as soon as building is permitted on land adjacent to its Lombard (Ill.) factory. Harold C. Chaswick, vice-president, is anxiously looking forward to the increased production capacity so as to permit quicker shipments of the Coffee Bar.

Herb Perkins, Purveyor Shuffleboard Company, reports that one customer this week dropped in to order 35 bowling games. The firm instituted a new practice this year, one that Herb says is hoped to be an annual occurrence when the last November Thursday rolls around; it presented each employee with a heavy turkey.

## New York

Abbe Cohen, Ajax Music, bought part of the route of Ben-Ray Music from Ben Chokofsky... Jimmy Hopkins of Hopkins Music, is ill... Joe Hahman, of Gordon Music, is out of the hospital, but still in poor health. Eli Gassner, Serwewell Music, is in the hospital following a heart attack... Lovi Fenichel, Keystone Music, is home because of illness... The son of Joe Forsythe, New York & Brooklyn Automatic Music Company, has been wounded in action in Korea.

## Pittsburgh

Margaret Whiting's "Come Back to Me, Johnnie" is picking up fast... Herbert Cohen, head of Confection Specialties Company, says it appears that the nicer one keeps his machines, and the more often he keeps changing his charms, the more fortunate he is likely to be in his vending.

Industrial Vending, which makes sirups for vending machines is now making contacts in the Ohio-West Virginia area... Elmer Willetts says a lot of

good operators sample anything new, can tell in advance of their competition what's going to hit on their boxes, and can order more copies in time.

One excellent reason for having cup vendors, reports William F. Hamel, Cole Products, Inc., is that people line up at the machines and will take a cup and step inside, whereas with concessions, people naturally enjoy visiting with the concession clerk and service is apt to be slower... Joni James' "Why Don't You Believe Me?" has started to catch the operators' eyes.

Glen Mowry, of Gem Vending Company, prefers to retire records from his boxes and put on new ones rather than having a stockpile of records in hopes of having more calls for them... Daniel J. O'Neill, manager, A. B. C. Vending Corporation, drove around his territory recently and picked up a number of new locations for his drink vending machines.

## Detroit

Charles Hutchison, of the Hutchison Vending Company, plans to enter the soft drink field, and probably industrial vending operation, after the first of the year... Herbert Rosen, son of Ben Rosen, who is branch manager for the Confection Cabinet Corporation, has just been awarded a scholarship for accountancy at Wayne University, where he is a senior.

## Los Angeles

Al Weymouth of Weymouth Service Company, recently returned from a trip to the Hawaiian Islands. He was accompanied on the combination business and pleasure trip by Mrs. Weymouth and their young daughter. The many friends of Joann Lewis, secretary at the Dan Stewart Company here, will regret to hear of the death of her father in Salt Lake City. Miss Lewis was formerly on the staff of the Stewart company in that city before being transferred here.

Randolph Leland, of Leland Sales, is soon to move into a new home. Leland has been an operator of gum machines for many years... Frank Biro, Biro Distributing Company, in the city from Altadena to visit with other vending machine operators... W. A. Craig, who with F. L. Von Normann operates the Craig Vending in Long Beach in the city, reports they are expanding their operation.

Jack and Dorothy Leonard are making preparations to attend the annual Pacific Coast Showmen's Association banquet and ball at the Statler Hotel here December 10. Leonard heads the Badger Sales Company parts department. Ronnie Collins, a youthful bulk merchandise operator, will use his days off from school during the holidays to work over some of his machines... Jake de Graaf of Fruitomatic leaves soon for Chicago on a business trip.

## Milwaukee

Gloomy, wet weather the past week seems to have been a potent deterrent factor in the coin machine business. Tavern locations report low attendance, with patrons apparently preferring to stay at home and watch TV rather than venture out.

Mike Rischmann, head of Wisconsin Novelty, reports business at a "just fair" rating. "Things seem to be kind of slow," he says, "but when we look at last year's figures, today's volume compares rather favorably." Rischmann adds that he is spending a lot of his spare time plotting his forthcoming vacation. This winter he plans to go to Arizona to take advantage of the warm climate.

Over at the Hastings Distributing Company, bossman Sam Hastings is another one of those who feels that the over-all business report is in line shape, but would be even better were it not for inclement weather. Big sales impetus at the Hastings stronghold these days is based on the strong demand for premium goods. Operators have been laying in heavier quantities of Christmas premiums. While

Sam's immediate plans call for staying close to the home fire, he plans on taking in the Household Show in January in the Windy City and the annual Toy Fair in New York this coming March.

Both Harry Jacobs Sr. and Jr. were jubilant over the Big 10's selection of the Wisconsin's football team for the annual Rose Bowl classic in L. A. As a result both of them are making plans to take in the game and make a vacation trip out of it. More immediate plans, however, call for an early trip to Chicago to visit manufacturers in the coin machine and vending lines in search of new items to handle, either on the jobbing or operating end of the business. With their Wurlitzer line well under control, and delivers a bit slow in the 1500's, both Jacobs feel they could do a good job with several non-conflicting coin machine lines.

## Milw. Ops, AFL Agreement Seen In Next Meet

MILWAUKEE, Nov. 29.—A meeting has been scheduled next week between a committee representing the Milwaukee Phonograph Operators Association and representatives of the International Association of Machinists, District 10, affiliated with the AFL.

The meeting will see the culmination of months of planning on each side of the fence, with both the employees and the operators convinced that the step about to be taken will bring about improved conditions in the industry. The only phases of the coin machine industry to be affected by union coverage at present, according to reports, will be the music and games fields.

Operators are "votedly looking forward with favor to the union tie-up since they feel it will go a long way toward eliminating some chaotic conditions now prevalent in the industry. They are in the hopes that it will aid in stabilizing wage rates and employee staffs.

Operator representatives, who have appeared in previous sessions with the union leaders on the committee are Ed Schaefer, Clyde Nelson of General Novelty, and Ken Kulow. Their committee has prepared a counter proposal to the contract offered by Ray Bailey and Gilbert Grunke, business agents for the International Association of Machinist representing the coin machine workers.

Among the features of the contract proposals presented by the trades union people at the last meetings were:

- Workers will be classified into 6 groups. 1) Beginners; 2) movers, and 3) collectors, or route-men. These employees change records in juke boxes and perform simple preventive maintenance tasks on music and games equipment while in the locations.
- 4) Servicemen, who will handle nothing but service and trouble calls.
- 5) Collector-servicemen.
- 6) Electronics men. The latter specially skilled in wiring and p.a. system installation and maintenance problems.

There will be no double time pay rates for workers. They will, however, receive time and one half for all hours worked in a single week in excess of 40 hours.

Proposed wage scales: Beginners, \$1.35 per hour with a clause that wages in this classification be upped 5 cents per hour each 30 days of employment until a rate of \$1.50 per hour is attained. Top rate of pay to experienced men is leveled off at \$2.35 per hour.

Several hurdles are expected to be met in regard to the wage levels when the two committees gather for final consideration of the agreement. One of them is due to the manner in which operators vary in basing their route-men's pay schedules at present. Difficulty is foreseen in working out a schedule which will take

## JUNKING THE JUKE

# Miami Scraps Tired Phonos at Fast Rate

MIAMI, Nov. 29.—Approximately 100 juke boxes have been junked here in the past five months as Miami music operators worked to up-date their routes with new equipment.

Willie Blatt, president of the Amusement Machine Operators Association, said this week that Miami operators were retiring an average of 20 per cent of their routes annually. Thus within five years, music routes in the terri-

tory will have turned over 100 per cent of their equipment.

The Miami operators reported: 1. Grosses have increased since greater numbers of new phonographs appeared on the scene.

2. AMOA officials are happy since operators are providing them with a steady flow of outmoded juke boxes which they can in turn donate to needy and charitable organizations.

Operators participating in the five-year retirement program have an estimated 1,500 phonographs on location. The area, on an average 20 per cent replacement, will get at least 300 new phonographs each year.

## AMI Brightens D-80 Cabinet With New Trim

GRAND RAPIDS, Mich., Nov. 29.—AMI, Inc., is shipping its Model D-80 with bright new metal trim designed to dress up the cabinet appearance.

Changes have been made both inside and outside to accent the D-80's eye-appeal. The changes were made possible, according to Bill FitzGerald, advertising and sales promotion manager, when the National Production Authority relaxed its rules on decorative metals and allowed manufacturers a larger quota of those metals.

Among operators, the move to dress up the D-80 was interpreted to mean AMI does not plan bringing out a new model in the near future. There had been rumors earlier that AMI would come out with a new phonograph late this year, but this week's announcement made those rumors improbable.

Here are the highlights of the changes:

Aluminum side plates have been installed to protect the top panel. Previously, the D-80 used castings painted the color of the cabinet. The interior trim, which was red vinyl, is now a bright yellow vinyl with stainless steel trim. The giant lettered arrow down the front of the door panel now has a letter which gives a frosted or etched glass effect.

The decorative front panel, formerly made entirely of wood, is now made of solid polished aluminum, grooved to give it a satin appearance. In place of the painted iron castings formerly used, stainless steel kickplates have been installed. The kickplates are designed to withstand mop splash and the effects of sweeping compounds.

into consideration the fact that some operators pay their men on a straight hourly or weekly basis. Some operators utilize a straight commission set-up and some combine both commissions and a guaranteed salary.

The union label will be prominently displayed on all equipment operated by members of the union. Individual operators that do not hire workers will be required to join the union as individuals.

"We don't expect this new group to be a profitable organization from a dollar and cents standpoint," Grunke said, "since their potential members of 100-125 persons will make funds rather limited. But, we felt that since they approached us for aid after several other union groups had turned them down, we would see what we could do for them. Thus far, we are quite happy about how things are working out and are pleased with the wonderful co-operation that the operators have been giving us."

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ABBURDO 1-48 BLOND	..... 275	ROCKOLA 1432	..... 150
ABBURDO 1-48 HIDEAWAY	..... 195	ROCKOLA 1434	..... 150
ABBURDO 1-50	..... 425	ROCKOLA 1435	..... 245
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For Service Select-O-Matics and Gemp. Good pay and good working conditions.  
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Coin Trade Booms

Continued from page 66
curred eight months ago when the Drum Manufacturing Company, Union, N. J., a producer of heavy factory equipment, entered the coin machine field (The Billboard, November 29).

Drum set up its Deco Division to produce the Atom Space Ringer, a Rocket Ride which operates on compressed air principle. Another half-dozen rides are on the drawing boards. Creation of new markets, not planned production, is the keynote of Drum's operation.

It is contended the East will become a major coin machine manufacturing area only when three conditions are fulfilled. They are:

- 1. Manufacturing firms must be financially stable organizations.
2. They must plan for the future, not attempt to wait until a ride or game catches on.
3. Manufacturers must have permanent distribution organizations.

About a dozen Eastern firms are now making rides as a result of the current boom in Rockets. Some of these firms view manufacturing as a promotion. Most are doing well under the present set-up, and there isn't much likelihood that it will be altered.

Coin machine manufacturing in the East will come to the fore when expanded by firms not currently in the field. Industry spokesmen believe. These firms must be well-financed and they must be leaders, not followers.

Trailmobile Expands

CINCINNATI Nov. 29.—Trailmobile, Inc. has inaugurated a \$1,000,000 six-month program of plant expansion to increase output of truck trailer equipment. The firm, a subsidiary of Pullman, Inc., is producing several types of trailers used by coin machine operators.



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THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk orders, 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.

Table with columns: Machine Name, Issue of Nov. 29, Issue of Nov. 22, Issue of Nov. 18, Issue of Nov. 15, Issue of Nov. 12, Issue of Nov. 9, Issue of Nov. 6. Lists various machines like ABC (United), Across the Board (United), Advance Roll (Genco), etc.

Table with columns: Machine Name, Issue of Nov. 29, Issue of Nov. 22, Issue of Nov. 18, Issue of Nov. 15, Issue of Nov. 12, Issue of Nov. 9, Issue of Nov. 6. Lists various machines like Moon Bee (Gottlieb), Lady Moon Hood (Gottlieb), Leader (United), etc.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES
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## Ball Gum Mfrs. Report Charms Bolster Sales

210-Count, 5/8-Inch Bubble Gum Top Demand Lines; Cite Size Factors

CHICAGO, Nov. 29.—Over 60 per cent of an individual firm's total output goes to the bulk operator who uses charms, ball gum manufacturers report. This consists of either 210 count or 5/8-inch bubble gum.

With ball gum prices up an average of 2 cents a pound during the last two months, due to ingredient and general production cost increases, operator demand has nevertheless continued to rise. In the over-all picture, this is a

result of the wider use of charms and ball gum in the U. S. and the first major use of ball gum venders and charms thru Canada. Latter saw the first big impetus last March when Canadian trade restrictions were modified.

New average prices for 210 and 5/8 bubble gum is 27-28 cents per pound. Final delivered price depends upon shipping distance.

### Size Factors

Leading ball gum firms, like Leaf Gum Company and Ball-Gum, Inc., agree that while the 210-count draws heavier use with charms, the 5/8-inch size is a close second choice.

The deciding factors in size selection are competitive conditions in the operator's area, the desire to build up highest possible sustained volume (with the larger size), the type of charms featured, and special situations in individual locations.

While the 210-count is a good penny value (210 indicates the number of pieces per pound), the larger 5/8-inch size is felt by many operators to draw better total and repeat business. Usually, a combination of 5/8 gum and feature type charms (see charms story this section) returning the operator a lower net profit per filling, results in higher annual net because of more rapid empty-outs.

The use of the smaller 210 ball

(Continued on page 74)

## No Change, Rings 'Bell' For Coins

DETROIT, Nov. 29.—A substitute for the automatic coin changer is available in thousands of public locations, according to an incident reported by a columnist with The Detroit Free Press.

A cigarette machine customer in Pontiac found he had coins but not the right denominations to operate a vender. He turned to a nearby pay telephone and asked the operator to make change for him via the pay mechanism on the telephone, according to the columnist, who credited the story to a phone operator named Laura Grogan.

## On-the-Route Charm Story: U. S.-Canada

DETROIT, Nov. 29.—Ball gum machines with charms as a major sales attraction constitute the backbone of the operation of the Hutchison Vending Company, established here a little over two years ago. With a route of 300 machines of various types, spread over three counties—Macomb, St. Clair, and Oakland, in southeastern Michigan—this firm has one-half its operation made up of ball gum units with charms.

Samuel Hutchison, who heads the firm, has headquarters in Detroit, but does not operate in the city. He has built, instead, a route which spreads over a sizable area branching out in a fan-shape from Detroit proper.

He started operating in May, 1950, with five ball gum machines. Business was good from the start, as the product moved relatively fast—and he kept on growing, as well as adding other types of venders to diversify his route.

### Charms First

At the start, Hutchison established the quality of business operation that characterizes his route. He states that the relative

(Continued on page 74)

## NABV Sets N. Y. Meet Dec. 13

CHICAGO, Nov. 29.—The National Association of Bulk Vendors has scheduled a meeting of its Eastern district December 13 at the Hotel Shelburne in New York City. Milton T. Raynor, general counsel, announced that the meeting would start at 2 p.m. and include a cocktail party, business session and a suppliers' exhibit.

Members, non-members and their wives are invited. Raynor declared the New York meeting, like other ones planned by the association, gives NABV the opportunity to meet operators at the "grass roots" level and enables operators to discover what the organization is doing to further bulk vending.

## New Charm Series Promote Wider Market, Op Interest

Mfrs. Bid for Foreign Business, Up Plant Space; Competition Keen

By FRED AMANN

CHICAGO, Nov. 29.—New feature charm lines will climax the 1952 activities of the five firms making up the nucleus of this expanding field. The new lines will cap a year of major innovations in charms; improvements in quality, wider age appeal and greater over-all variety.

The new releases, say the manufacturers, are possible because of the great increase in demand during the last 12 months; an increase that for some firms resulted in doubling the previous year's volume (The Billboard, November 29).

The five charm producers

currently supplying the U. S. market have also expanded into the Canadian and European, South American and a few Asiatic markets in recent months. For some firms, 1952 will prove to be a \$1 million year (Penny King Company reports it will be its first seven-figure year). Total dollar volume, however, will not be confined to the charm makers' vending market; to total up their gross business, most are also manufacturing plastic toys and, like Samuel Eppy & Company, plastic molding. Several also operate their own ball gum equipment, especially in Canada.

Two new basic trends in charm

design will mark the 1952 market. Penny King, last spring, deviated from the former standard lines made with loops (for attaching to key chains, bracelets, etc.) and introduced "sew-on" charms. They feature a shank on the back, similar to that used on buttons. According to Penny King, over 50 million sew-on charms have been sold. To produce the shanks, higher cost cam-action molds must be used.

Eppy is introducing another trend in the form of metal stamped charms with plated finishes. They will be designed to reproduce expensive jewelry. The firm is also readying new printed charms (not playing cards) with two series to bow shortly.

### Mr. Report

A report on each of the five active charm manufacturers follows:

Samuel Eppy & Company, Inc., Jamaica, N. Y., plans to bring out at least two new items a month. It currently has 22 designs in various stages of completion. Newest releases include 24K gold-

(Continued on page 74)

## Bulk Vender Mfrs. Stress Charm Units

Delivery Immediate to Four Weeks; Prices Range From \$12.95 to \$18.75

CHICAGO, Nov. 29.—Eight manufacturers are currently turning out special charm model ball gum venders, or bulk machines capable of being adapted to charm usage. They range in f.o.b. list from \$12.95 to \$18.75 with 8-pound globes standard equipment. Delivery runs from "immediate" up to four weeks or more, depending upon the model, distributor and location of the operator.

In several instances, nut or pan candy bulk machines can be adapted to charm and ball gum vending with the addition of an extra-cost (usually about \$1) ball gum wheel and plate and a char spring.

However, with the rise in popularity of charms, bulk ma-

chine manufacturers have placed increasing stress on the specialized charms model in their line.

### Mrs. Report

A report on each of the companies' vender, price, delivery picture follows:

Advance Machine Company, Chicago, reports thru F. C. Black that its ball gum models do not handle the general run of charms. They will, however, accommodate the round type charm.

Atlas Manufacturing & Sales Corporation, Cleveland, states its 1-cent and Master 1-5-cent Combination Vender is being shipped on an immediate basis. Both accommodate charms of all types. The former lists for \$18.75, the latter, \$19.75. Both

(Continued on page 72)

## Charms Treat Moppet Town

PARK FOREST, Ill., Nov. 29.—Ball gum venders featuring charms are proving a real treat for kiddies in this new Chicago suburb known for its preponderance of youngsters. Liberally sprinkled thruout the village's multi-million dollar shopping center, the venders equal toy counters in drawing moppet interest.

Charm units are installed in the center's drug, magazine, ice cream stores and bakery. Other units are conveniently located outdoors under the canopied walks in the shopping area.

## 250-400 CHARMS IN 6-LB. GLOBE

CHICAGO, Nov. 29.—In the U. S., operators place from 250 to 400 individual charms in each 6-pound globe. Canadian operators normally use 150 charms to each ball gum vender.

With the over-all average is 350 charms per machine in the U. S., the low and high figures usually vary with the competitive picture in any given area. The ratio of "fill" to feature charms also is a reflection of local conditions.

## Progress Report: Bulk Vendors Assn.

CHICAGO, Nov. 29.—Since its formation two years ago, the National Association of Bulk Vendors has become a clearing house of information and a stimulant for charms use and manufacture in the U. S., Alvin R. Kantor, president, stated this week in summing up the organization's activities.

Producers and users of charms, by their association membership

and individual activity, have indicated the value of such an organization in the stabilizing and furthering of the ball gum and charm vending field, Kantor said.

One facet of NABV activity has been to supervise the processes of charm manufacture and vending on the sanitation level. Kantor pointed out that the association is stressing that charms be handled in the same sanitary manner as confections sold thru bulk venders.

In line with the sanitation program, NABV is now making available to members a decal which proclaims, over a green cross, "The operator of this machine is pledged to abide by the sanitation code of the National

(Continued on page 74)

## QUORUM ON CHARMS

## Mfrs. Cite Histories, Industry Problems, Aims

NEW YORK, Nov. 29.—Samuel Eppy & Company was organized as a charm manufacturer 13 years ago. Since then it has sold more than three billion individual charms stamped from 5,000 different molds.

In 1939 Sam Eppy was sales manager of Gum Inc., in Philadelphia. At that time, the firm was experimenting with a series of 52 charms, to be inserted in gum packages for across-the-counter sales. Gum Inc., had been using cardboard pictures inside its gum packages, but Eppy felt that a plastic charm would have a wider appeal for the youngsters.

Because of the packaging problem, Gum, Inc., decided to drop the plastic charm idea. But Eppy was convinced that the charms would sell in bulk vending machines, he quit his sales manager job, rented floor space on Hudson

(Continued on page 75)

PITTSBURGH, Nov. 29.—Charms first intrigued Les O. Hardman, head of the Penny King Company, back in 1938 when his firm began using them in packaged Boston baked beans and other small candies that were counter sold. Because charms were a new and novel item, they proved a sales booster.

The first charm boom began to dwindle by 1931, however, because of the similarity of all releases. Imported from Japan, the early charm designs were what is now termed "fill" stock, as opposed to the more elaborate animated jewelry series and other types of premium series now offered.

When, in 1945, charms began to appear in ball gum venders, Hardman saw the beginning of a trend and started his own route. Trouble soon crumpled up when

(Continued on page 75)

NEW YORK, Nov. 29.—William Falk entered the charms field four years ago as head of Plastic Processes Corporation, because he felt the charms, when well designed and executed, "have a universal appeal for children of all ages."

Before starting the manufacture of charms, Plastic Processes had been working with gold and silver plating on plastic novelties and buttons. Falk, prior to heading Plastic, was a senior methods engineer with the War Production Board during World War II, and before the war owned a builders' hardware business on Long Island.

"The charm business is still in its infancy, and has many avenues for growth," Falk feels. "There is a great future market in South America and Europe, in addition to great potentials in the U. S."

(Continued on page 74)

## Cite Cup Units In SAE Lock Ad

CHICAGO, Nov. 29.—Cup soft drink venders played a part in a recent two-page advertisement in The Saturday Evening Post by Yale & Towne Manufacturing Company.

Pointing up the company's products for American industry, including its electric lifting equipment, the ad cited the use of Yale locks on drink venders.

Under an illustration of plant employees patronizing a soft drink machine, the copy stated that "venders have done much to encourage in-plant consumption of soft drinks . . . and locks protect the operator's investment."

# BABY GRAND

## NOW IN DELUXE STYLE

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### WHOLESALE PRICES TO OPERATORS:

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Chloro Treets . . . 2 for  
5c 250 count. Capacity 6 1/2  
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### BABY GRAND DELUXE

Also vends CHLORO TREETS . . . 336 count or  
CHICLE TREETS, 6 colors . . . 6 flavors . . . 300 to the  
pound . . . both 2 for 1c . . . Capacity 6 1/2 pounds.

# VICTOR VENDING CORP.

MANUFACTURERS OF **BABY GRAND** AND THE FAMOUS LINE OF **TOPPER** VENDORS

5707-13 W. GRAND AVE.  
CHICAGO 39, ILLINOIS

# Charms Promote Wide Mart

Continued from page 69

plated 4-leaf clovers, horseshoe-lucky star and a religious cross charm.

Eppy reports doubling machine shop capacity for model and mold making, addition of new plating facilities and molding presses during 1952.

Depending upon the charm design, other production steps and equipment required are art work, printing plates, printing, assembly jigs and fixtures, Eppy states.

To supplement domestic production, a member of the Eppy firm is currently in Europe to determine whether dies and molds can also be made by Continental firms.

Eppy claims it was first to introduce plated charms, color-plate and color-on-color charms.

Karl Guggenheim, Inc., New York, has slated two new charm series for early introduction. A Yo Yo charm is one of the firm's newest releases.

Animation is featured in the Fortune Telling Wheel charm, which Guggenheim points out spins realistically. The new Dominos series comes in complete sets, invites repeat buying to assemble full sets.

Basic charm materials used by Guggenheim continue to be plastic, and metal plating on plastic, metal, wood and celluloid series are also offered.

### Foreign Plant

Penny King Company, Pittsburgh, has just introduced two of its new lines; Dominos and a Ship-in-a-Bottle charm. A number of additional lines are scheduled for release in succeeding months.

Les O. Hardman, head of Penny King, stated his firm purchased a 25,000 square foot Pittsburgh plant earlier this year, bought a controlling interest in a large Massachusetts plating plant which is now working on charms exclusively. The company also purchased and placed in operation a factory in Puerto Rico employing 120 people.

Hardman said his company has spent \$150,000 for charm molds since it was formed. It continues to spend over \$50,000 a year for new molds.

Penny King claims that a charm series introduced earlier in the year, using a new finish called multicolor and eliminating need for plating, has sold more than 50 million units.

Plastic Processes Corporation, New York, is introducing four new charms: A working "squir camera," a bead capsule, a jeweled gold loving cup and another feature item, the Holy Bible, which includes a magnifying lens to permit reading the complete Lord's prayer.

William Falk of Plastic Processes, stated the need for greater space will result in the moving into a new plant at Freeport, L. I., during the next week or two.

The firm has its own electroplating facilities, reports that mass production permits sale of gold plated items at less than 1/2-cent each.

Paul A. Price Company, New York, has released several new charm lines among them dominos, harmonicas and a jet series. Later is said to consist of 120 different items, made from two molds and available in various colors and gold, copper and silver plating.

# Canadian Cig Ops Face New Chain Selling

TORONTO, Nov. 29.—With low-priced cigarettes being brought into Canada by chain grocery stores, cigarette vending operators are adopting a wait-and-see policy for the time being.

The imports from the United States are considered a threat to vending operations. However, it is felt the result will be a chain store price war, with the government eventually stepping in and reducing the tax on tobacco.

The newest development last week was the introduction by A & P stores of cigarettes with the brand name, "Shirley" for 33 cents per standard 20-pack. It was widened this week when a Canadian jobber arranged with Loblaw's and Safeway to bring in another brand to also sell below the price of Canadian cigarettes.

Presently, Canadian cigarettes sell for 35 cents for a package of 20, or 48 cents for a package of 25. A number of standard-brand U. S. cigarettes sell for 44 cents for a package of 20.

# CARRYING COALS TO NEWCASTLE

CHICAGO, Nov. 29.—A test of the sales incentive value of charms has just been completed by a leading ball gum manufacturer. Making the test doubly interesting is the fact that it was made in an all-adult location.

"Will people who can ordinarily take home ball gum in moderate amounts with no cost to themselves patronize a ball gum vender stocked with charms?" Rolf Lobell, vice-president in charge of sales of Leaf Gum Company, after asking that question, decided to find the answer.

A ball gum vender, featuring a standard assortment of charms and retained on penny operation, was installed in the Leaf plant. During each of the several test weeks the machine, which had a 7-pound globe, sold out.

Lobell, upon questioning employees, discovered it was mainly men and women workers who were parents or relatives of school-age youngsters who patronized the vender. Their idea: to obtain a collection of charms to present to children.

# PENNY'S WORTH

## It's Sometimes Double; Full Value Always

CHICAGO Nov. 29.—The modern charm vender, stocked with 210 or 5/8 bubble gum, "leans over backward" to give the moppet, teen-age or adult customer full value for his penny. The element of surprise, not of chance, puts a gleam of anticipation in the eye of the average American when he snicks the delivery lever on the machine.

He knows he will get his penny's worth—and in many instances, he will enjoy both a gum ball and a charm.

Because of the improved vending plates on charm model ball gum units, even the new feature type charms—larger than the usual "fill" type—always vend freely. For a single penny, they will deliver the "king-size" charm, alone, or a gum ball; because of the larger plate opening, many times a gum ball and a fill type charm are vended together.

# Dime Bottles For Venders In Portland

PORTLAND, Ore., Nov. 29.—General establishment, of dime price for vended bottled drinks in this territory loomed for this week in the wake of the decontrol of soft drinks by the Office of Price Stabilization. Portland bottlers were working on a price adjustment. The chief issue was when a price change would take effect.

The competitive position of the three main companies will settle the issue of the extent of the increase. Coca-Cola, long loath to retreat from its position in offering a 5-cent bottle, appeared to be the key to the local situation. The present price of Cokes is 30 cents a case to operators.

As to the time element, estimates on the increase ranged from the next few days to after the first of the year. Pepsi-Cola Bottling Company hinted a change might be imminent while the Portland Bottling Company hoped the present prices might hold "until after the holidays."

Pepsi now goes to retailers for 95 cents a case, including servicing machines. Portland Bottling gets 96 cents and furnishes the machines in industrial locations and requires operators to own the machines on other locations. Portland bottles liles root beer, 7-Up and orange, grape and strawberry Mission drinks.

# Lorillard Honored For Match Books

NEW YORK, Nov. 29.—The P. Lorillard Company this week won recognition for advertising and promotion when it was presented a plaque by the Retail Tobacco Dealers of America for "the most distinguished use of match book advertising in the tobacco industry during the last year."

Eric Calamia, RTDA managing director, made the presentation to Aiden James, Lorillard's director of advertising. There were some 1,889 entries in 43 classifications.

# John Horne Sold, Founder Heads New Chi Candy Co.

EVANSTON, Ill., Nov. 29.—Edward J. Rothman, Chicago realtor, has purchased the plant and equipment of the John Horne, Inc., Candy firm here following "atter's receivership proceedings.

Rothman has not indicated whether the Horne facilities will be resold to another candy company or whether the plant will be used to produce a different product, with the machinery sold separately.

John Horne, former head of the firm bearing his name, will remain in the candy field, however. He has formed a new firm in Chicago called Guernsey Dell Confections, to produce the 10-cent Uncle's bar. Richard Dooley, a former vice-president of Admiral Corporation, is associated with the new firm.

Dissolution of John Horne, Inc., followed filing of an involuntary petition to meet a short notice demand by the RFC on a loan granted some time ago.

# 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!**  
HOWE TAB CUM. 5 Cols, 15, 400 cap. .... \$15.50  
Mounting Bracket, \$1.50 Extra

**WRITE—WIRE—PHONE YOUR ORDERS!**

Our Patents Are VINDICATED Prevents Picking, Flaking & Rusting.

**SPECIALS ON CANOY MACHINES**  
Duc. Candyman, 72 Cap., Without Base ..... \$17.50  
Duc. Candyman With Base \$3.50  
Uneda Candy, 100-832 Cap., With Base ..... \$3.80  
National Candy #16, 162 Bar Cap. .... \$15

All Equipment Underwritten by Guaranteed Trade Prices. L. J. Dep. Bel. C.O.D.

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"The Nation's Leading Distributor of Vending Machines"

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**4 Poses 25¢**

- Delivers 4 prints, each 1 9/16" x 1 7/8"
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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	1 to 23 ..... \$13.00 each	1 to 23 ..... \$12.00 each
24 to 47 ..... 14.00	48 to 99 ..... 13.75	100 or more ..... 13.20

**PARKWAY MACHINE CORP.**  
715 Ensor Street Baltimore 2, Maryland

## VICTOR'S TOPPER DELUXE

**\$14.20 EACH** (Minimum Order)

**\$13.20 EACH** (100 or more)

We have lowest prices on gum and charms

**H. B. HUTCHINSON JR.**  
800 North Ave., N. E., Atlanta 6, Ga.  
Tel.: Emerson 4300

## DOUBLE NUGGET and MAGNA

The "better" vending machines. Tarnish resisting polished aluminum, always bright and beautiful. An asset to any modern and attractive place of business. Takes in harvest of pennies varying from \$2.00 to \$5.00 profit a month. Modern as tomorrow. Its beauty attracts customers.

Double Nugget  
Two machines in one  
Price \$45

Write for quantity prices.  
WONDERFUL PROPOSITION FOR AMBITIOUS SALESMEN. WRITE US FOR TERRITORY.

**NATIONAL MANUFACTURING COMPANY**

Magna  
Has both Tc & Sc Slot Interchangeable  
Price \$35

200 GUARANTY BANK BLDG. CEDAR RAPIDS, IOWA

### Marketing Quotas

Agriculture Department last week set the marketing quotas for the 1953 tobacco crops at 85,300,000 pounds of fire-cured tobacco and 29,800,000 pounds of dark air-cured tobacco. Conversion of the poundage quotas to acreage allotments, on the basis of the 1947-'51 average yields, would bring next year's acreage allotments to approximately 57,000 acres for fire-cured tobacco and 28,500 acres for dark air-cured tobacco. Individual farm acreage allotments for each kind of tobacco will be about the same as for 1952.

## Bulk Venders Stress Charms

Continued from page 59

are cabinet type units, finished in red and black enamel, hold 8 pounds of 210-count ball gum. On the dual model, only one price may be used at a time. Boyd Manufacturing Company, Valley Station, Ky., recently introduced a new nut-gum-charms model called the Do-All Vendor. Featuring a round, flat-capped globe on a short metal base, it lists for \$12.95.

The Columbus Vending Company, Columbus, O., has designed its JMJ model for ball gum and charms. J. D. Vogel stated it has a cast metal base, is finished in baked enamel in various color combinations. The unit can also be used for vending 100-count and 34-inch ball gum, in addition to peanuts and bulk candies. The Northwestern Corporation, Morris, Ill., reports delivery on its Model 49 runs from two to three weeks. W. R. Greiner, sales manager, stated the machine, which lists for \$17.35 f.o.b. while primarily a peanut and candy unit, can be converted to a ball gum and charms vending unit for an additional cost. This is for a special ball gum vending wheel and plate along with a charm spring.

Oak Manufacturing Company, Inc., Culver City, Calif., is quoting 20-day delivery on its Acorn charms vendor. The machine, priced at \$14.95, features die-cast aluminum construction, choice of penny or nickel operation by means of a slide-in coin mechanism. It weighs under 7 pounds.

Patented Plate Silver-King Corporation, Chicago, features a special Charm King model with a patented key-hole plate adaptable to take both a ball of gum and a charm. Extra long brush springs are used to pass large-size charms into the delivery chute. Harold Burt, president, reported that a 7-pound globe will be introduced this month to supplement the present 6-pound globe. Called the Ace, the larger size globe will be available on special order. It will have an extra large top opening to permit easier placement of charms. Machine price was not announced.

Victor Vending Corporation, Chicago, includes two charm model bulk units in its line; the Topper Deluxe, a standard round globe type vendor, and the Topper Deluxe Half-Cabinet. Both list for \$14.20 each, are shipped four to a case. Victor did not supply delivery price on the charm models.

## Charms Aid Canadian Biz

Continued from page 59

nut, pistachio and candy vendors. Most operators talk of long routes in terms of dozens of miles—Campbell can talk in thousands of miles. His operation runs from Quebec on the east thru heavily settled Ontario to Calgary and Edmonton, just east of the Rockies. Like most large Canadian operations, this tends to be concentrated in the neighborhood of particular cities, rather than strung out as long rural routes. The distribution of population in Canada is reflected in this condition, and is a governing factor in the successful organization of a vending operation.

At Edmonton, for instance, the company has 736 machines, of which about 500 are ball gum vendors.

In Campbell's experience, charms add about two-thirds to the cost of merchandis. While this is a sizable increase, it is one well-warranted by the results, he feels.

Campbell tried eliminating charms in Ottawa, to see what would happen. Sales were not good. When charms were added, and normal volume resulted, it was found that sales with charms were 10 to 12 times what they had been without them.

The ratio used by Topper may seem high to many operators—about 600 charms to a machine (150 is the average) but Campbell believes it pays off in customer satisfaction and industry good will.

Selection of the right products for the charms is essential—and his method is to have the man servicing the stop ask the location owner or others on the spot about it. "What do the customers like?" is the main question.

Something new is needed frequently. The cost, too, must be kept under a cent. Campbell aims to keep it under a cent. The preferred charms in Canadian experience seem to be something that the customer can attach to his person, rather than something to put in his pocket. Pin-on or button-type charms are especially popular.

Grownups, too, like these charm types. Campbell found. When a charm of this sort is placed in the machine, everyone in a town seems to want one. Campbell is always looking for new and better ideas in charms—and novel ideas are needed to supply the constant demand for something new.

"We want football teams, hockey teams, anything to do with sports in Canada, the history of the country, its development, included in our charm designs," Campbell states.

Six servicemen handle the Topper routes. Each is equipped with radio telephone in his car, and is prepared to give 24-hour service anywhere along the routes.

The head of the machine is taken off and taken back to the individual serviceman's headquarters for servicing. An entire new lead, freshly cleaned and filled, is placed on the location. The old one is removed, even tho it may be one-third filled.

While ball gum operation is still in its infancy in Canada, it is growing rapidly. For that reason, Topper has pioneered in some of its locations and types of placement. Barber shops and shoe shine parlors have proved satisfactory. Perhaps the most unusual location of all is a harness repair shop in the small town of Cobden, Ont.

"Having charms in the machine has made it easier to get locations," Campbell says. "That has served as a good sales clincher when the issue has been presented to the location, because charms are assurance of a good volume." "There has been no disadvantage as a result of this same factor. Sometimes the machines with charms move too fast to suit the location. This has proved to be especially true in some restaurants, which, have naturally been reluctant to attract too much juvenile trade. As a result, these spots have been avoided as far as charms go."

Actual local business and competitive conditions will determine the cost of charms placed in a machine. Cost of merchandise varies, but the range is from \$1.75 to \$2.75 for one filling of a machine.

The basic secret of success of the company, in Campbell's view, lies in his axiom to "concentrate on giving the customers their money's worth."

### VICTOR'S

**BABY GRAND and TOPPER DELUXE**

**BABY GRAND, 1c or 5c**  
\$13.00 Ea. packed 4 to a case

**TOPPER DELUXE—GLOBE-STYLE**  
\$14.20 Ea. packed 4 to a case

**CHLORO TREATS, 1c**  
For 1c, \$13.00 per case of 28 lbs. CHLORO TREATS, 5c  
For 5c, \$17.25 per case of 28 lbs. CHLORO TREATS, 1c  
For 1c, \$17.25 per case of 28 lbs. JORDANETTES  
\$22.50 per case of 28 lbs.



1424 N. California Ave.  
Chicago 47, Ill.  
Phone: SPaulding 3-8800

**DEVICES NOVELTY SALES CO.**  
Authorized VICTOR Distributor

Now accepting orders for the  
**BRAND NEW**  
**BABY GRAND DELUXE**  
By VICTOR!!!

Delivery shortly after December 12th.  
Orders filled in rotation.

\$7.00 per case of 4. Holds 6 1/2 lbs. of chiclet Treats or Chloro Treats, 1 Gum available with order if you wish! Vends 2 for 1c Chloro Treats, 23¢-cent per lb. or the 25-cent Chloro Treats of 2 for 5c, specify which.

The **BABY GRAND DELUXE** runs from the top without removing the front and holds 1 1/2 more than the regular Baby Grand. Fills from the top and locks from the top. Second lock for the bottom money compartment.

Is very attractive, having the New Project-O-View Window (bay window) made of transparent Lucite, in lots of 25 cases or more, just \$33.00 per case of 4. Complete line of Victor machines and parts. Get on our MAILING LIST FREE!!! Send name and address Topper Deluxe Ball Gum machines, \$14.95 each, special finish, immediate delivery on 1 to 10 cases from stock.

**ART GRAEFF CO.**  
3121 STRATHMOOR, TOLEDO 14, OHIO WA 7742

the bright green light for new sales

# ACORN

## 5¢ "Chlorophyll" Vendor

completely die cast aluminum precision built



Instantly converted to bulk merchandise

1c and 5c mechanism slides into place—no screws!

Featuring the exclusive **GREEN FLASH BRUSH HOUSING & BALL GUM WHEEL**

Accurately dispenses 2 or more chiclets of chlorophyll gum

**NEW! Hammerloid Gold Finish**  
Stops 'em every time! everywhere!

NEW DISTRIBUTORS WANTED!  
Here's a fast, profitable, completely new machine—vending a compelling NEW item! Write for full information today!

**OAK MANUFACTURING CO., INC.**  
11411 Knightsbridge Ave., Culver City, Calif.

When answering ads in THE BILLBOARD!

## Western Assn. Holds Last '52 Meet; Hits Tax

LOS ANGELES, Nov. 29.—Holding the last meeting of the year, members of the Western Vending Machine Operators Association discussed the Torrance per machine tax, welcomed new members, and held a general discussion of operation problems Tuesday night (25) in the banquet room of the Unique Restaurant.

M. L. Slater, president, read correspondence from the city council as well as the tax assessor in the neighboring city of Torrance which has a \$2 per machine levy. The association is seeking to have this set aside with a retail sales fee being paid on gross revenue. The group had sought to appear and present its plea. However, Torrance officials advised that the assessment code was being amended and asked that such a hearing be granted after the changes have been made.

A report was also read on the work of the group seeking to abolish the sales tax on confections. Western Vending Machine's membership made a contribution for which it was thanked in a letter.

Slater welcomed Doekin Bros. of Long Beach and Charles Klein of El Monte as new members.

The group was advised that it had been the policy of the association to skip its December meeting as it would come between Christmas and New Year's. Slater explained that the action was not in the bylaws and that postponement of the session required a vote. It was unanimously passed with the next gathering to be on the last Tuesday in January.

**SPECIAL!**

### SILVER KING VENDORS

1c OR 5c BULK 1c CHARM KING

Completely Reconditioned \$8.50 and Retains \$12.00 E.A.

Full Cash for This Special!

- NEW AND RECONDITIONED VENDORS
- PARTS, SUPPLIES, ACCESSORIES
- BALL GUM, CHARM, NUTS
- EVERYTHING FOR THE OPERATOR

Send for Your Free Copy of Our New 1953 Catalog!

**RAKE COIN MACHINE EXCHANGE**  
100 Farm Order St., Bala Cynwyd, Pa. 19004

**HELP YOURSELF TO MORE VENDING PROFITS**



Get VEND Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving money-making **VEND** every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

**SIGN UP NOW—MAIL THIS COUPON TODAY**

Vend Magazine 861  
2180 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to VENDO for  
 1 year \$4  2 years \$6  3 years \$7.50  
 Payment enclosed  Please bill me

Name .....

Address .....

City .....

State .....

Occupation .....

### NEWER CHARMS

From the World's LARGEST MANUFACTURER OF CHARMS

Playing Cards  
Cigarettes  
Silver Tipped  
Bullets  
New Comics  
Compasses  
Photo  
Lockets  
Photo and  
Jewel Rings

Ours is the finest and most complete line in the country. Immediate delivery! Send \$5 for complete samples for low, low, low prices.

**PENNY KING CO.**  
2538 Mission Street  
Pittsburgh 3, Penna.

## On-the-Route Charms Story

Continued from page 69

figures for machines with and without charms would depend largely upon two factors: 1) the type of merchandise used for the charms, and 2) the size of ball gum used.

A word of caution is sounded by Hutchison, who discovered some types of machines do not operate satisfactorily with charms.

What is needed is a thorough apprenticeship in the business, Hutchison points out. The operator must learn, thru education on the job, what types can be operated in various locations or areas, and what types of charms he can place in each machine to make it do the best job of merchandising.

For satisfactory operation, the cost of charms purchased should run about one-third (in dollars) the cost of gum purchased, Hutchison claims. The right type of merchandise is important, and today a substantial percentage of ball gum customers are grown-ups, not only children.

Preferred by the operator is the type of charm that will show up well, because this eye-appeal is an important factor in the sales record of the machine, in Hutchison's view. Moreover, the machine must stress novelty frequently—not offer the same item too long. His rule is to change the feature charm offered every time he services.

A few charms will prove such popular attractions, and there will be such a continuing demand for them, however, that they can—and should—be repeated week after week until they show signs of tapering off.

The variety of charms offered is also an important item. Instead of stocking one type in a vendor at a time, Hutchison believes in offering a series of different types, so that the customer has an inducement to continue his patronage.

Various cost factors are involved, which make any charms operation difficult to tie down to definite figures. Where a Hutchison machine without charms might take in a top monthly gross of \$8 for instance with charms, it should do about \$24. But these figures are tentative, he states. In any case, Hutchison's ratio is several to one, in favor of charms confirming the experience of other operators.

### Gum Size

The size of gum used will be one factor in determining profits and operation costs. With charms, an operator tends to use higher cost of operation. That increases the number of customers per pound of gum, but does not mean too significant a decrease in cost of material used.

Handling charges will be greater with charms, Hutchison notes. The costs of operation will be up somewhat at most stages of the business. Cheaper charms products are typically selected for the bulk necessary in the vending machine, while the more expensive ones are used for "leaders" in that they help to attract patronage. However, Hutchison cautions, the charms used should be thoroughly mixed and so positioned that the leaders will be vended as well as the "fill" type.

The ratio of ball gum to charms varies from location to location. What the individual location owner wants will have an important bearing here, but the average is about three to one. This results in the increase of about one-third in dollar costs

with charms, already cited. Hutchison has a method of operation accounting a little off the beaten path—he pays a flat rate to all his locations—so much per week, or month. This makes it possible to service a location in less than four minutes in practically all instances. Counting coins, in front of the customer, would take 20 to 30 minutes when pennies are involved, he says. Bookkeeping records are too much reduced by this procedure.

The servicing is handled on an "exchange basis"—that is, every time the serviceman goes out, he replaces the entire head of the machine, including the coin chute. He carries along a stock of new heads, already filled with ball gum and charms, suitably mixed. The old head is brought in for collection, and for complete "reline" on, any necessary repair work.

One disadvantage of this type of operation is that there is necessarily a higher investment in machine heads, and in stock. But the advantages gained, in efficient operation, including decreased serviceman's time on the route, more than offset this. The locations like it better too.

### Trys Chicle

Hutchison has tried placing his machines in all available types of locations. However, today he prefers to use a chicle machine, rather than ball gum, to develop or experiment in an unusual type of new location first. The potential of the location can be better measured that way, he believes. Later, the ball gum machine may prove the most suitable in that same spot.

Gasoline service stations have among the locations found most satisfactory. This is especially true where the station serves a neighborhood or community gathering place—a factor that depends largely upon the personality of the owner or his staff. Supermarkets and restaurants, including hamburger stands, also have proved good.

Much of the Hutchison route, because of its spread thru three counties, is rural. This means an active summer, but relatively slow business during the winter season.

Hutchison is looking forward to continued and sizable expansion, in the geographical spread of the area he covers, in the intensity of coverage within his areas, and also in the type of machines used. In fact, he is looking forward to an ultimate route, according to present plans, that will be 10 to 15 times the size of his present operation.

### VICTOR BABY GRAND

1c BABY GRAND—5c

\$13.00 each 4 to case  
\$12.00 each 100 or more  
\$15.95 each Sample filled with gum

**VENDS**  
Chicle  
Fruit  
Chicle  
Treats  
2 for 1c  
Large  
Chicle  
Treats  
2 for 5c

**VENDS FOR**  
Lowest prices on Ball Gum Bulk Vendors and all merchants who vend vending machines

New Stocked in Kansas City  
Victor Topper Deluxe Half Cabinet \$16.25  
Victor Topper Deluxe with Glass Globe \$16.50

**Bernard H. Bitterman**  
4707 S. 27, Kansas City 1, Mo.

### BABY GRAND, 1c or 5c

\$13.00 ea. Packed in the Case

\$12.00 ea. in Lots of 100

**VENDS THE FOLLOWING MERCHANDISES:**  
Chicle Treats, 2 for 1c, count 300 to 10 lb.  
Chlorophyll Treats, 2 for 1c, count 320 to 10 lb.  
Chlorophyll Treats, 2 for 5c, count 250 to 10 lb.  
Chlorophyll Ball Gum, 1 for 1c, count 210 to 10 lb.

**WE SELL THE ABOVE AT LOWEST MARKET PRICE.**  
173 Des. Bldg., C.O.  
**CHAMPION NUT CO.**  
1107 Trenton St., Boston, Mass.

### IN STOCK VICTOR'S

New BABY GRAND CHICLE TREATS VENDOR also JUMBO 100

ORDER TODAY

**VEEDCO SALES CO.**  
2124 Market St., Philadelphia 3, Pa.  
Phone: LOcust 7-1448

### DO-ALL VENDORS

for Nut-Gum Charms Chicle Treats 1c or 5c Play

\$12.95 each

**BLVD MFG. CO.**  
Vander Station, Ky.

## Koffee King Hits Market

NEW YORK, Nov. 29—Koffee King, a 200-cup non-coin operated coffee maker and dispenser this week was put on the market by Indevco, Inc. The coffee maker is designed for location purchase, primarily for locations which operators feel would not support a coin-operated unit.

Drink delivery is about six seconds per cup. The coffee is made from water piped directly to the machine.

The unit is 10 inches wide, 18 1/2 inches high, 11 inches deep and weighs 20 pounds. The cabinet is of stainless steel. List is \$210, with an extra \$25 for the stand.

### "FIVE STAR" PIONEER CHARM MIX

The Five Outstanding CHARMS current on the market today consisting of the following:

- 200 Fake Feet with Hub Caps
- 200 Lute Ties with Hub Caps
- 200 Gold and Black Canees
- 200 Imported Metal Rings
- 200 Metal Sissors

Total 1000 for \$12.50

This FIVE STAR PIONEER CHARM MIX is the answer to every operator's need.

**PIONEER VENDING SERVICE**  
590 Albany Avenue, Brooklyn 3, N. Y.  
Phone: PResident 4-5358

### Greatest Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00 SPRINGS ARE PRE-CHECKED & CALIBRATED.

WEIGHTS IN METAL BASE TIN SCOOP

DISK IS GLASS COVERED WHICH PROTECTS POINTS WHEN IN USE

SHOULD BE KEPT WORKMANSHIP IS EMPLOYED IN BUILDING THIS SCALE TO ENSURE RELIABILITY & ACCURACY.

There is no method of construction more durable than is actually found in scales. PENNY WEIGHING SCALE is made of strong black fibre to meet the hard and constant use that it is subjected to.

**\$18.50**

**ORDER TODAY**  
173 Des. Bldg., C.O., P.O. B. M. V. Distributors, Write for Prices

**J. SCHOENBACH**  
Distributors of Advance Vending Machines  
1447 Bedford Ave., Brooklyn 35, N. Y.

## VICTOR'S

**TOPPER DELUXE globe style**



**TOPPER DELUXE half-cabinet style**



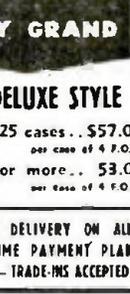
**\$14.20 Each—Packed 4 to a Case.**

**Less in Quantity Lots.**

**BABY GRAND**



**NEW DELUXE STYLE**



**Less than 25 cases... \$57.00 per case of 4 P.O.B.**

**25 cases or more... \$3.00 per case of 4 P.O.B.**

**IMMEDIATE DELIVERY ON ALL MODELS. TIME PAYMENT PLAN AVAILABLE — TRADE-INS ACCEPTED.**

### BABY GRAND CHICLE TREATS

2 for 1c 300 Count. Capacity: 5 1/2 Pounds.  
45c per lb. 25 lb. Cartons

### NOW VENDING CHLORO TREATS

A Delicious... High Quality Chewing Gum... Featuring That Seasonal Health-Giving CHLOROPHYLL

2 for 5c  
250 Count  
Capacity: 5 1/2 Pounds

Operators Gross \$6.25 Per Pound  
Approx. 70c per lb.—25 lb. cartons

### ALSO VENDS CHLORO TREATS

2 for 1c. 336 Count. Capacity 5 1/2 Pounds  
52c per lb.—25 lb. cartons

### INTRODUCTORY OFFER

(For New Deluxe Style Baby Grands add \$5 to each price)

FOUR 1c BABY GRANDS plus 25 pounds of CHICLE TREATS—Total	\$63.25
FOUR 5c BABY GRANDS plus 25 pounds of CHLORO TREATS—Total	\$65.00
FOUR 5c BABY GRANDS plus 25 pounds of CHLORO TREATS—Total	\$69.50

**Write for Our Complete Charm List**  
Price subject to change without notice

### PIONEER VENDING SERVICE

590 Albany Avenue Phone: PResident 4-5358 Brooklyn 3, N. Y.

## Columbus Model-JMJ

The All-Purpose Vendor!

- FOR—210 gum WITH CHARMS or without
- FOR—140 count gum or
- FOR—100 count gum, also
- FOR—nut products, small candies, etc.

JMJ is new and made of STRONG CAST METALS

For details write

**THE COLUMBUS VENDING CO.**  
205 East Main Street  
Columbus, Ohio

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

**ADVERTISERS KNOW** that an audited publication like The Billboard's is a genuine guarantee of effective advertising.

# CHARMS DOMINOES

Beautifully designed black plastic with clear white dots. \$7.50

- WHISTLES
- SIRENS, ETC.

COMPLETE LINE OF CHARMS  
SEND FOR FREE PRICE LIST!

**PAUL A. PRICE CO.**  
220 Broadway, New York 7



**IF YOU ARE LOOKING FOR THE BIG MONEY ... THIS IS IT!**

Today's hottest money maker. O.P.S. are amazed at the earnings which are up to three times greater than ever experienced in this field. Big capacity holds over 500 pieces. Ten columns wide selection. Gum, candy coated gum, 1c chocolate bars, fruit bars, fruit charms, fast, easy, front load servicing, positive staple, food-proof delivery, tested and proved on location.

**THE NORTHWESTERN CORPORATION**  
599 S. ARMSTRONG STREET  
MORRIS, ILLINOIS

## Sugar Import Quotas Lifted

WASHINGTON, Nov. 29.—Suppliers of candy and carbonated beverages to the vending trade should benefit from a Department of Agriculture ruling this week increasing the 1952 import quotas of sugar by 100,000 tons. This move is expected to assure ample supplies and to keep prices steady.

This marks the second 100,000-ton boost ordered in five weeks, and it brings total import and domestic marketing quotas for the year to 7,900,000 tons. This is the same as the final quota in 1951.

Domestic industrial users of sugar have been urging increases in imports. They have contended there is a danger of shortages between now and the start of 1953—when the new annual quotas go into effect—unless additional foreign supplies be allowed to come in.

Sugar prices usually go up when supplies become tight or threaten to do so. A subsequent increase in quotas usually halts such a price movement.

## Brings Out '53 Models

TORONTO, Nov. 28.—Introduction of the "Perfumatic '53" was made here by the Perfumatic Company of which Lawrence Hoffman is president.

The new model, like former models available in two colors, pink rose and gold, features easy to change selectivity with various brands of perfume. Four brands are available on each machine, and may be changed or rotated according to the popularity of the brands.

Price of the machine ranges from \$75 to \$100 each, depending on the quantity of machines ordered. Delivery of the machines will start in December.

# THE BILLBOARD Index of Advertised Used Machine Prices

## Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issued 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 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.

	Issue of Nov. 29	Issue of Nov. 22	Issue of Nov. 15	Issue of Nov. 8
Advance Model D Ball Gum				
Albany Cracker Vender		\$7.45		
Atlas Acme Vender				39.50
Coca Cola 2 col. Sc.			17.50	8.95
Commuter Nut Sc.			7.95	17.50
Craig Ice Cream Sucker				7.95
DuGreener Candy Machine	\$225.00	225.00	\$225.00	225.00
DuGreener Chalmers, Sc. (3 col.)	57.50 62.50	57.50 62.50	57.50 62.50	57.50 62.50
DuGreener Chalmers, Sc. (3 col.)	22.50	22.50	22.50	22.50
DuGreener Chalmers (11 col.)	125.00	125.00	125.00	125.00
DuGreener Model W.	65.00	65.00	85.00	85.00
Eastern Electric C-8	139.00 150.00	150.00	139.00 150.00	135.00 150.00
Eastern 10 col. Blende	225.00			
Engage 1c	6.95			
Exhibit Post Card, 2 col., 1c.		12.50		12.50
Foot Ease (Enthill)	85.00	85.00	95.00	85.00
Genie (19 col.) Elec.	185.00	185.00	185.00	185.00 198.00
King Shoe Shine Machine	54.50	54.50	54.50	59.50
Master Scale	89.50	89.50	89.50	89.50
Master 1c or 5c	7.45	7.45	7.45	7.45
Master 5c	7.45	7.45	7.45	7.45
Milch Candy (3 col.)	49.00		45.00	
National Pop		149.00		149.50
National 9 & Electric		149.50		149.50
National 750	95.00	95.00	95.00	95.00 125.00
National 930	130.00	130.00	95.00	95.00 130.00
National 950	145.00	145.00	145.00	136.00 145.00
National Candy 918	115.00	115.00	79.00 115.00	115.00
Norwesters 33 Ball Gum	7.50	6.95 7.45	7.50	6.95 7.50
Norwesters Deluxe 1c and 5c	13.95	12.95 13.95	13.95	12.95 13.95
Norwesters Stamp	69.00	69.00	69.00	69.00
Pop Core Size	69.50	69.50	69.50	69.50
Perfumatic (Automatic Product)		240.00		240.00
Row Candy 10 col.		59.00		59.00
Row Crusader, 10 col., 25c.	98.50		185.00	185.00
Row Diplomat Electric	185.00		179.50	169.50
Row Electric N.				69.50
Row Imperial				69.50
Row Imperial (6 col.)	80.00	80.00	85.00	85.00
Row Imperial (8 col.)	80.00	125.00		
Row President (8 col.)	100.00 125.00	100.00 155.00	100.00 155.00	100.00 155.00
Row President (10 col.)	135.00			
Row Royal (8 col.)	130.00	130.00	140.00	140.00
Row Royal (10 col.)	140.00	140.00	22.50	22.50
Salary Machine, 10c.	22.50			
Shipman's 3-Way Stamp				39.50
Vendor	39.50	39.50	39.50	39.50
Silver King 1c or 5c	7.45	7.45	7.45	7.45
Silver King 1c or 5c	17.50			17.50
Silver King Harder	22.50	22.50(2)	22.50	22.50(2)
Silver King Hunter	50.00	50.00	50.00	50.00
Suns Brush-Up				18.00
Swiss Shoe				18.00
Times Vendor (4 col.)	75.00	75.00	75.00	75.00
Univada Candy	85.00	50.00	50.00	50.00
Univada Model A (8 col.)	90.00 95.00	95.00	95.00	95.00
Univada Model E (6 col.)	90.00 95.00	95.00	95.00	95.00
Univada Model 500 (7 col.)	115.00	115.00	115.00	115.00
Univada Model A (9 col.)	90.00 95.00	95.00	95.00	95.00
Univada Model 500 (9 col.)	115.00	115.00	115.00	115.00
Univada (13 col.) Model 500	95.00	95.00	95.00	95.00
Univada Monarch (8 col.)	110.00	110.00	79.50	110.00
Univada Monarch (10 col.)	195.00	195.00	195.00	195.00
U-Post-It	49.50	49.50	49.50	49.50

## 30 DAY MONEY BACK TRIAL

# Northwestern Model 49

1c-5c-10c

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose and we know you will gain a satisfied customer.

Price: LESS THAN 25 \$17.85  
LESS THAN 100 \$17.15  
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F.O.B. Factory

### GUARANTEED USED MACHINES

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MODEL 33 BALL GUM, Percolin, 1c... \$45  
MASTER, 5c... \$45

### MERCHANDISE AND SUPPLIES

Per Lb.	Per Lb.	Per Lb.
GENOBIA PISTACHIO	VIRGINIA PEANUTS 28	300 Lbs. Milk
Jumbo Queen	SPANISH PEANUTS 28	Prepaid, Per Lb.
GENOBIA PISTACHIO	ALMONDS, 48 Count	ADAMS GUAN, All
Fanny Shell	5 Lb. Vac. m. Packed	Flavors, 100 Count
PISTACHIO 28	ITALIAN CHICK	WRIGLEY'S GUM, All
PISTACHIO Vendors	PEAS, Roasted and	Flavors, 100 Count
GENOBIA	Strips	SUCRARD CHOC.
PISTACHIO 35th	RAINBOW PEANUTS 38	LATS, 200 Count
CASHEW, Whole	BOSTON BAKED	HERSHEY'S CHOCO
CASHEW, Bits	BEANS	LATS, 200 Count
FILBERTS	LICORICE LOZENGES 38	Minimum Order, 25 Boxes
MILKED NUTS	M & M	
JELLY BEANS		

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Occupation \_\_\_\_\_

**GIVE TO DAMON RUNYON CANCER FUND**

## Ball Gum Mfrs.

Continued from page 69

gum, however, when generously sprinkled with feature charms brings in a consistent weekly gross.

Except in rare instances, such as in all-adult locations, chicle type ball gum is not a factor in a charms operation. With the new charms embracing some teen-age and adult-type items, this more expensive gum is beginning to be used with charms, however.

Both in the 210 and 5/8 bubble gum lines, manufacturers offer an eight-color, eight-flavor variety. The colors and the flavors combine with charms to present an appealing "want" item by growing numbers of Americans of all ages.

**Mfrs. Comment**

Rolf Lobell, vice-president in charge of sales of Leaf Gum, stated that operators must consistently stress cleanliness for best possible volume. "They are vending a food product, and immaculate equipment and dependable service is a must."

At least two-thirds of all Leaf Gum's operator customers are using charms today, Lobell estimates.

In addition to its U. S. plant, Ball-Gum has added a Canadian factory in Chatham, Ontario, to supply this new market on its home grounds. Elvin D. Angell, of Ball-Gum, said that while start-to-finish production is planned at a later date, the Canadian plant is currently processing gum ingredients shipped from the U. S. facilities.

Angell figures that about three-fourths of his firm's operator customers here and in Canada use charms in their equipment.

CAMBRIDGE, Mass., Nov. 29.—New England Confectionery Company reduced the price of its nickel Bolster bar 3-cents in the 24-count.

New price is 75-cents, and is attributed to jobber pressure for lower prices on nickel bar goods.

## "Smokeshop Lo-Boy"

THE NATION'S FINEST CIGARETTE VENDOR!

486 PACK CAPACITY

For Out and Mail This Ad for Details

**AUTOMATIC PRODUCTS CO.**  
230 W. 5th St., N. Y. 13 N. Y.  
Phone 7-3123

## Falk Enters

Continued from page 69

Paul A. Price Company began producing charms during July, 1947, as a direct result of customer requests. Paul Price, president, stated that the firm's plastic toy and novelty purchasers suggested the charms field as a new outlet.

Price said his company planned to release a new series of charms each month, and gradually increase to several more new molds during 1953.

Before entering the charm field, Price was also engaged in the manufacture of kerosene lamps for export, in addition to its toy and novelty lines. The lamps, in metal and ore with a plastic base, are still being produced for foreign markets.

Karl Guggenheim, Inc. began importing charms from Japan prior to 1935. Later, it began to manufacture its own charm lines, placing special emphasis upon feature items.

Before entering the charms field, Karl K. Guggenheim had been active in various phases of the importing business, stocking carnival merchandise. The firm is still engaged in import activity, which it now carries on in addition to its own charms production.

## Progress Report

Continued from page 69

Association of Bulk Vendors"

Altha the original name of the group has been changed from the National Association of Ball Gum Vendors, Kantor emphasized that this phase of bulk vending continues of prime interest to the organization. The name change was made to more accurately describe the bulk vending coverage, including peanuts, pap candies, the new choripolly products and other bulk items and equipment suitable for non-package vending operations.

In addition to its annual convention and exhibit, NABV has set up a year-long area meet program. The next such area meet will be held in New York City December 13, and will feature a display of the latest charm releases by member manufacturers. Kantor said (see separate story this section).

"As long as charm manufacturers recognize that new ideas are necessary to their field, and are ready to invest money for new molds, charms will grow in stature and assume greater importance in the bulk vending field," Kantor declared. "Today, the American public looks to the bulk vendor as practically the only remaining medium in our economy that still offers quality merchandise for a penny."

The word to the "wise" is...

# GUGGENHEIM

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## CHARMS

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# Leaf Guggenheim

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### LEAF BALL GUM

NEW! Internationally Famous Peppery Flavored Fruit.

50¢ per lb.  
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# Mfrs. Cite Charm Histories

Continued from page 69

Street, New York, and went into the charm manufacturing business. After he paid \$4,500 to Gum, Inc. for the dies, he had about \$80 left with which to conduct his business.

Today, some 15 years and \$1,000,000 later, Eppy has formulated his own version of charm psychology, a version that has enabled him to understand the market.

### Moppel Market

Before charms entered the picture, children treasured printed pictures. However, with the advent of inexpensive plastics after World War II, a whole new three-dimensional world was opened to the youngsters.

The manufacture of these miniature toys — Eppy considers "charms" a misnomer — presented no problem. However, their distribution did.

Bulk vending seemed to be one answer to the distribution problem for these miniature toys, and Eppy set about to learn the nature of this market.

Toy cycles are seasonal and their attention span is short. A miniature toy reaches its peak of interest in about two months, is middle-aged in about four months, and is old within a year. However, these cycles are repeated every three to five years, so dies are never discarded.

The most important selling job to be done is in the stores where the bulk vending machines are located. The venders are constantly competing with the counter for the children's pennies, so the operator must see that the machines stand out and do not become just a part of the scenery. Machines must be kept scrupu-

lously clean, charms must be tactfully displayed next to the glass, with the newest and best ones up front, and point-of-sales displays—stickers and decals—must be used to advantage.

### Display Sales Aids

Kids are a fickle lot and the only way they can become acquainted with new charms to replace their old favorites is thru display inside the machine and sales aids outside it.

Eppy maintains that those who think that charms have their appeal only to children are mistaken. He points out that adults are fascinated by gum-ball machines and charms.

For example, he points out that sweetheart lockets are most popular with teen-agers and that many adults try to get charms for their youngsters.

Before the plastics boom in the late 1940's, charms were mainly made of metal stampings and their variety was limited. With the advent of inexpensive plastics, a whole new design field was opened.

First came colored charms, then color on color, plating, the heat-seal process on a plastic base, and then plastic powder that gives a soapstone-like appearance.

### Limitations

The mechanical limitations on the charm manufacturer are severe. Size limit is 1-inch by 1 1/4-inches. The design must be on both sides, so that no matter how it falls in the ball gum machine, it will be visible to the buyer. Eppy states making charms is no longer a matter of stamping them out from dies—50 per cent are now hand-assembled, some requiring three of four processes.

Charms must be made to sell for a penny apiece, and still leave a 33 per cent profit for the manufacturer and 20 per cent for the distributor.

It takes from \$3,000 to \$15,000 worth of investment before a charm can be produced—mistakes are expensive. Moreover, ideas are often copied, so the trick is to make something and sell it in enough volume, before the competitors can tool up with a similar product.

Tremendous volume is essential. Eppy figures he must take in at least \$1 million each year to break even. He has 5,000 patterns and has never sold less than 250,000 charms annually in the last 10 years.

While some dies are made in Europe, over 90 per cent of them are made in Eppy's Jamaica factory. He figures his firm must turn out from one to two new items a month to stay in business.

### Scotch's Rumor

Eppy contends that the rumor about the Japanese being able to produce cheaper and better charms than U. S. manufacturers is just that. Efficient production and nearness to their markets enable U. S. firms to undersell their Oriental competitors and turn out a better product.

His best charm series from a sales standpoint are the miniature groceries, which have sold 25,000,000 since 1949. The original plastic series of 52 charms has sold 50,000,000 in 13 years, while the scissors have sold 7,000,000 in a year.

Eppy & Company is currently planning one new item a week, although it will be from three to six months before these items are actually in production.

Eppy has his own routes in Canada, Cuba and Mexico. There are two reasons for this. First, he uses foreign locations to test new ideas; if they click there, they'll click in the U. S. Second, he maintains that once currency restrictions are lifted, bulk vending will come into its own all over the world.

Eppy plans to visit Europe next summer to expand his overseas bulk vending network. A representative is now touring Europe to investigate new production facilities.

Eppy depends on trade paper advertising, direct mail and national and regional meetings of the National Association of Bulk Vendors to stimulate charm sales. To bolster these channels, he makes frequent and liberal long-distance telephone calls.

Assisting Eppy in the management of the business and the development of ideas are his brothers, George, vice-president, and Sidney, secretary-treasurer.

# VICTOR'S

TOPPER DELUXE globe style



# VICTOR'S

BABY GRAND



# VICTOR'S

TOPPER DELUXE half-cabinet style



## ATTENTION: VENDING MACHINE OPERATORS!!!

Now available in any quantity—or more—Victor's Half-Cabinet, Topper Deluxe; Glass Globe, Topper Deluxe; Baby Grand Vending 2 for 1c Chiclé Treats and Chicloro Treats; also going great—our Baby Grand Vending 2 for 5c Chicloro Treats, Topper Deluxe at \$14.20 per unit; Baby Grand at \$13.00 per unit. Suggestion: Try one case of four Topper Deluxe filled with our best pack of gum and charms read to set on location—at \$18.20 per unit. Your gross, approx. \$12.00 per unit when empty. We also carry a complete line of Victor parts. Send one-third deposit with order, balance C.O.D. Prices F.O.B. Dallas.

TEXAS EXCLUSIVE DISTRIBUTOR FOR VICTOR VENDING CORPORATION  
**Graff Vending Supply Co.**  
2841 WEST DAVIS ST., DALLAS, TEXAS

# Pitt Charm Boom

Continued from page 69

the two American charms manufacturers then supplying the domestic market did not turn out enough to satisfy demand. Hardman states that, to keep his venders adequately stocked, his firm began to produce its own charms.

### No Fad

The average operator seven years ago, altho using charms in his ball gum equipment, seemed to figure it was only a fad, and as such would not last. Hardman figured they would not only continue in popularity, but would greatly increase as their use became more universal and variety and quality improved. He based his firm's charms production and future on this premise.

Another factor hindering the early use of charms in bulk venders, according to Hardman, was the vending equipment itself. Only one or two machines on the market could accommodate charms, and while they worked fairly well on the ball gum and charms combination, vending plates proved not 100 per cent jam-free.

Sometimes in 1947, bulk vender manufacturers began to design machines specifically for ball gum and charms. Prior to that time, they too had felt charms were a passing fancy and so would not invest money in designing new mechanisms for charms vending. With the double development of better charms and special ball gum-charms venders, Hardman's operation and charms business took a new lease on life.

### 15,000 Venders

Today, Hardman's ball gum-charms operation consists of close to 15,000 machines. Many are garnering new peaks in weekly sales in Canada.

Penny King has one of the few patented charms designs in the industry, Hardman claims. The two-piece bullet charm, which in addition to pulling good vending volume is also proving a demand item in the toy field, has patent rights pending.

Even today, however, Hardman said there are some charm designs his firm cannot manufacture for economic or other reasons. One of these is the mirror back compass, which was originally made to order for Penny King in Japan. Hardman stated his firm was the first to bring the compass charm to the U. S. market.

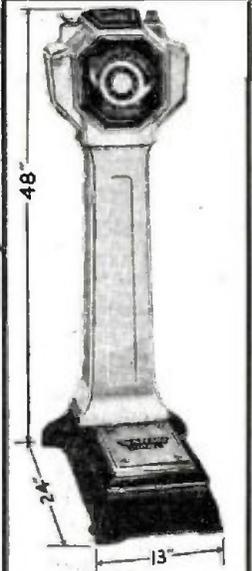
For the future, Hardman is looking for a stabilization of the charms business. "It has suffered growing pains, but it is a good business and I believe one that is here to stay."

## Eskimo Pie Lists Personnel Shifts

BLOOMFIELD, N. J., Nov. 29.—W. S. McKee this week was named assistant to the president of the Eskimo Pie Corporation here, and J. A. McKinney Jr. was named director of dairy engineering and technical research to replace M. T. Cochran Jr., who resigned to accept another position.

President W. W. Watts announced that the management planning committee consists of himself, W. G. Warnick, merchandising manager; W. W. Wade, advertising manager; McKee, and McKinney.

The committee has been formed to determine over-all merchandising, engineering, sales and advertising policies. The committee will also include rotating members from various departments within the organization.



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Give folks what they want—let them see you're the business. Who knows? Maybe it's lucky to carry a HORSESHOE LUCKY-STAR CHARM in your machine for GOOD LUCK. Why not?

In Plastic Per Case 1,000  
In Copper Plated 4.80 per 1,000  
In Silver Plated 6.25 per 1,000  
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Dr. O. B. Your Distributor

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- Almonds
- Filberts
- Adams Gum
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- Sticks
- Bubbles
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- 1" 75.00
- 3/4" 50.00
- 1/2" 25.00
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**Vend**

## New Model Contracts Cover Operator-Location Duties

Most Forms Now in Use Classify As 'Leases'; Define Provisions

By DICK SCHREIBER

CHICAGO, Nov. 29.—Altho the laws relating to contracts and leases vary somewhat from State to State, an examination of written agreements now in effect between music operators and their locations discloses a marked similarity of provisions.

### FOURTH IN SERIES

This is the fourth article in a series covering written agreements between music operators and their locations.

Most of the forms now being used by juke box companies can be classified as "leases," and the majority of them actually use the language of a lease and are specific about the place in which the music equipment is to be installed.

The forms generally set forth:

1. That the operator retains full title to the equipment;
2. That the store owner grants the operator the exclusive right to maintain a phonograph on the premises;
3. That the store owner will not permit anyone to remove the equipment or otherwise tamper with it.

## Brooke Distributors To Expand Biz

MIAMI, Nov. 29.—An expansion program for 1953 by the Brooke Distributing Company will include branching into the radio and television fields, according to Marnie Brookmire. Brookmire has been area distributor of Mercury records for the past three years and will continue to represent that company.

### EDITORIAL

## Put It in Writing!

During the past four weeks, The Billboard published a series of articles dealing with written contracts between music operators and their locations. A survey, made before the series started, disclosed that fewer than one out of five phonograph companies—17 per cent by actual count—use written agreements. But more than 50 per cent of the operators surveyed said they believed written agreements should be used.

We, too, believe music operators ought put their location agreements in writing. We believe they should for these reasons:

#### Why Written Agreements?

1. Written agreements help protect the operator's investment.
  2. Written agreements help avoid misunderstandings between the operator and the account.
  3. Written agreements put operator-location relations on a businesslike basis for the protection of both parties.
- Let's consider these three points in more detail.
- Installing a new juke box—even in a small town where service costs are comparatively lower—costs any operator upward of \$1,000 before he realizes a nickel's return. An installation with wall boxes and auxiliary speakers can run as much as \$3,500. Even in these inflated times, both these figures represent a considerable amount of cash which the operator as a businessman, must protect. A location agreement in writing is not an insurance policy which guarantees the operator will get back the money he has invested in someone else's business, but at least such an agreement proves ownership to the equipment and sets up a situation which gives the operator an opportunity to recover his investment and a fair profit.

#### Avoid Misunderstandings

When a deal is made verbally, it is not always a simple matter to recall the precise details at some later date. Only if the deal is written out is there any way of checking back on a point when misunderstandings arise. The location agreement in writing clearly sets forth what the music operator will do for the location and vice versa. It is as much to the advantage of the location as to the operator.

Finally, putting the deal in writing is just plain good business. The operator's investment is protected to the extent that he cannot lose his equipment in the event the store closes or changes hands; the location is assured, in black and white, that the music company will provide the service it wants and needs.

Unfortunately, the written location agreement is not always considered in this light. Too frequently an operator is likely to look upon written agreements as some sort of magic paper which guarantees he will not lose business. The written agreement does offer some protection along this line—but only if the operator provides the kind of efficient merchandising service he should.

An agreement in writing will not protect an operator who fails to do his job. A written agreement, in fact, is apt to keep him more on his toes, more alert to the needs of his customers. For that reason—if for none other—the wider use of written agreements will spell progress in the music machine industry.

All of the agreements clearly set forth how the gross receipts of the phonograph will be divided and many of them make provision for a minimum weekly guarantee or a "front" or "first money" arrangement.

One of the most elaborate lease forms in use was reported by a Chicago operator. It clearly covers most of the provisions any such agreement might contain, carefully sets forth what the operating company promises to do and what the location will do. Because it is so complete, it would be well to check its provisions.

#### What Operator Does

Here's what the operator agrees to do:

1. To install at his expense, on the premises hereinabove described, an automatic phonograph and following phonograph equipment (the lease provides ample

space for listing all auxiliary equipment together with serial numbers).

2. To keep said equipment in good working order with a full complement of records, except that the operator may not be required to furnish records of any nature which may be objectionable from a religious, moral or nationality standpoint, or which are not permitted to be broadcast over the air or which may be declared a nuisance by a municipality, county, State or other lawful authority.

3. Upon notification from the proprietor that said equipment is not functioning in a normal manner, to place in proper operating condition within a reasonable time.

4. To pay for such fire and other insurance as he may deem

(Continued on page 79)

## Rock-Ola Days Showing Draws Over 4,300 Ops

CHICAGO, Nov. 29.—Forty-three sales outlets hosted over 4,300 operators during the two Rock-Ola Days open house program, the 120 selection Rock-Ola Football Monday and Tuesday (22-23). James E. McNulty, of the Rock-Ola sales department, said attendance at individual showings ranged from 80-90 to as high as 400.

Dan Stewart & Company, Los Angeles, hosted close to the maximum attendance, 400. Dan Stewart, who also heads the Salt Lake City outlet for Rock-Ola,

reported that among the recording artists participating in the showing were Spike Jones, The Rhythmaires, The 4 Lads, Champ Butler and others.

Border-Sunshine Novelty, Albuquerque, N. M., reported that attendance was good in spite of a snow and sleet storm. "Reception of the new model was excellent and the operators enjoyed renewing old friendships," stated J. Harry Snodgrass, of Border-Sunshine.

Elsewhere, four Eastern outlets, 12 Midwestern, two Northwestern and 11 Southern outlets indicated "above expectations" attendance. The eight Southwestern outlets in addition to Stewart and Border-Sunshine, also indicated that attendance was high, as did first returns from the four Western sales outlets.

## BB 'Best Buys' Charts Aid Ops

Continued from page 16

programming. The "Best Buys" section is especially valuable, since it provides information on records which have already been tested in a few markets and are beginning to create some excitement.

The value of the new territorial charts was strongly emphasized by J. Raymond Bacon, exec. v.p. of the Rock-Ola Manufacturing Company, who said, "I see a great need for the territorial charts. The national picture is valuable for an operator to set his sights on, but the territorial charts strike home where he lives."

The potential dollar savings to an operator was stressed by Lee Reich, sales manager of the H. C. Evans Company in the following statement: "Juke box operators can certainly save time and money by going over the charts every week. The operator who has any amount of equipment at all should be able to effect a real savings by following 'This Week's Best Buys.' If he sticks to that alone, he should be more than 50 per cent right each week."

#### Denver Statement

From other facets of the juke box business came additional favorable comment. Among these was Albert S. Denver, president of the Automatic Music Operators Association and v.p. of the Music Operators of America, who said, "The Billboard's new charts and 'Best Buy' service has made it easier to trace accurately the rise and fall in popularity of new records. Used properly, it can serve as a valuable guide to aid operators in programming phonographs more effectively."

## SAMPLE JUKE CONTRACT SHOWS WHAT'S COVERED

CHICAGO, Nov. 29.—The following sample location agreement is patterned after a form currently being used with success by operators in many areas. Short and simple, but effective, it meets all the requirements for a good contract (see separate story).

THIS AGREEMENT, made this \_\_\_\_\_ day of \_\_\_\_\_, 19\_\_\_\_, by and between \_\_\_\_\_ hereinafter referred to as the "Operator," of \_\_\_\_\_ doing business as \_\_\_\_\_ of \_\_\_\_\_ hereinafter referred to as the "Proprietor,"

in consideration of the mutual covenants and conditions hereinafter contained, It is agreed as follows:

The Operator leases to the Proprietor an automatic phonograph to be installed by the Operator at the above address of the Proprietor whose signature appears below. The Operator agrees to supply records and replace parts that have been damaged as a result of ordinary wear and tear without any cost to the Proprietor and the Proprietor agrees to keep the Phonograph connected to an electric outlet in his premises and in readiness for operation during all business hours, and to furnish the necessary electric current for the operation of this phonograph.

The gross proceeds resulting from weekly collections from the operation of said phonograph shall be divided as follows:

but in any event the Operator is to receive a minimum of \_\_\_\_\_ dollars per week.

It is understood that the machine and the contents thereof, are and shall continue to be the sole property of the Operator.

The Proprietor agrees that during the term of this agreement, the Operator shall have the exclusive right to maintain an automatic phonograph in the premises and that the Proprietor shall not permit any one to install or maintain any phonograph or any other devices for the reproduction or the transmission of music in any part of the premises.

This agreement shall bind the parties, and their assigns, and the Proprietor agrees to notify any prospective purchaser of the existence of this agreement and to provide for the assumption of this agreement by the new purchaser.

In the event a breach of this agreement by the Proprietor, the parties hereto agree that the Operator shall be entitled to recover as liquidated damages and not as a penalty or forfeiture a sum equal to \_\_\_\_\_ dollars per week for each week remaining of the unexpired term of this agreement.

It is mutually agreed that the duration of this agreement shall be for a period of \_\_\_\_\_ years from the date hereof and shall renew itself automatically for like periods, at the same terms and conditions unless either party gives to the other written notice of its intention to cancel said agreement, by registered mail, within thirty days of the expiration of this agreement or any renewal period thereof.

PROPRIETOR

OPERATOR

BY \_\_\_\_\_ BY \_\_\_\_\_  
RESIDENCE \_\_\_\_\_ RESIDENCE \_\_\_\_\_

## N.Y. Jukemen Re-Elect Denver, All Incumbents

NEW YORK, Nov. 29.—Albert S. Denver was re-elected president of the Automatic Music Operators' Association Tuesday (25), carrying the entire slate of incumbents into office with him at the organization's annual election meet at the Park Sheraton Hotel. Only new name on the 1952-'53 AMOA board of directors is that of local operator Mac Pollay, who was named in place of Arthur Herman. The latter vacated his post to devote full time to his new distributing business.

Other AMOA officials elected were Charles Bernoff, vice-president, Sal Trella, secretary; Harry Wasserman, treasurer, and board members Al (Senator) Bodkin, Lou Hirsch, Joe Connors and Charles Aronson.

Denver, in his annual report to AMOA members, said that his association now includes on its roster about 99 per cent of all operators active in New York and Long Island, the territory covered by the organization. In 1952, membership rose from 160 to 175 operating firms, cumulatively controlling in excess of 10,000 phonographs.

Sidney H. Levine, attorney, reviewed the history of AMOA since its formation 15 years ago. He attributed its growth to AMOA's ability to cope successfully with industry problems.

Guest speaker at the confab was Fortune Pope, publisher of the Italian-Language newspaper, Il Progresso, and head of local radio station WHOM. Pope asked for support of "Boys Town of Italy," a charitable endeavor to combat juvenile delinquency in Italy. Denver pledged this support and the association will undertake to sell tickets to a fund-raising affair to be held at the Waldorf-Astoria Hotel February 3.

## Houston Seeburg School Hosts 50

HOUSTON, Nov. 29.—Over 50 phonograph servicemen from the South Texas territory attended the Seeburg service school November 21 at the Houston branch of S. H. Lynch & Company. Gilbert Semoin, Seeburg service manager, directed the three hour instruction period. Principal cities and towns of the South Texas trade area, including Houston, Galveston, Beaumont, Port Arthur, Corpus Christi were represented.

## Info in Other Departments

Among the stories of general interest to the coin machine industry is found in the General, Music and other departments up front in this issue of The Billboard are:

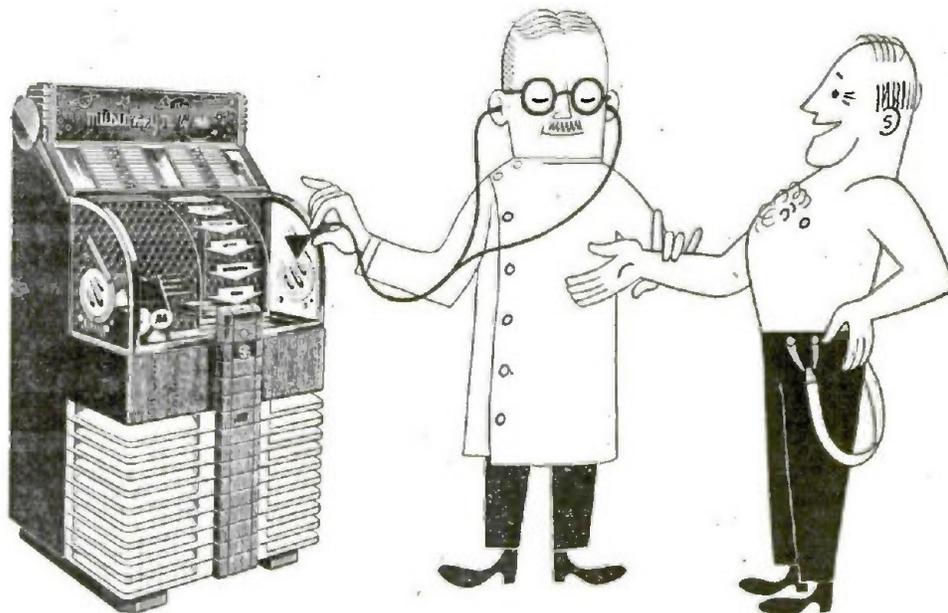
**INDUSTRY'S REACTION TO NEW CHARTS.** The fact that The Billboard's new record charts will help solve juke box operators' key problem—programming their boxes for the highest return—is the main theme of a highly favorable reaction (Music Department).

**CAPITOL SHOWS GAIN.** Capitol Records, for 12 months ended September 30, totalled \$14,312,017, an increase of \$1,968,172 over the same period last year (Music Department).

**RECORD BUSINESS BOOMS.** Following several weeks of doldrums the record business broke wide open in New York yesterday (Music Department).

**CHRISTMAS SINGLE LIST.** Here is a complete list of new single Christmas disks released this fall by major record companies (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.



## Both in Good Shape!

There's an assurance of well-being for the operator in the clean bill of health given his AMI juke box.

With Model "D" on the job, the operator enjoys his rest the night through. The unfaltering performance of the AMI mechanism rids him of work and worry over mechanical failure. Best of all, Model "D's" healthy "take" provides life's comforts aplenty.

*If you're feeling rundown, better see your Doctor AND your AMI distributor*

**AMI** Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

**IT BOILS DOWN TO THIS**



A Wurlitzer Fifteen Hundred will out-earn any Phonograph any time. This is easy to prove. Pick your location...put one in! Every time you empty the cash box, the evidence will pile up before you.



with

*Wurlitzer*  
Fifteen Hundreds

The Rudolph Wurlitzer Company • North Tonawanda, New York

# THE BILLBOARD Index of Advertised Used Machine Prices

## Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as located below. All advertised used machines and prices are listed. Where more than one item is listed for the same equipment of the same price, frequency with which the price occurred is indicated by parentheses. Where quantity discounts are advertised, as in the case of bulk orders, the single machine price is listed. Any price obviously depends on condition of the equipment, its time on location, territory and other related factors.

Model	Issue of Nov. 29	Issue of Nov. 22	Issue of Nov. 15	Issue of Nov. 8
<b>BROOKLYN</b>				
1 Current	\$125.00			
<b>M</b>				
Model A	240.00 274.50	\$234.00 260.00	\$239.00 260.00	\$239.00 260.00
Model B	350.00	325.00 350.00	350.00	350.00
Model C	360.00 450.00	360.00 450.00	395.00(2)	395.00(2)
Model D	449.50 460.00	435.00 460.00	450.00 473.00	450.00 475.00
Model E	475.00	475.00	495.00	495.00
<b>CHICAGO COIN</b>				
Model A	75.00			
Model B	75.00 145.00		100.00	
<b>AMS</b>				
Model A	425.00	425.00	425.00	
<b>CLARD</b>				
Model A	95.00	89.00	89.00	79.50 89.00
Model B	49.00	49.00	49.00	
<b>CK-OLA</b>				
Model A	89.00 94.00	89.00 94.50	89.00(2) 100.00	89.00 150.00
Model B	150.00	100.00 150.00	150.00	
Model C	129.50 175.00	129.50 175.00	129.50 175.00	175.00
Model D	279.50		250.00	250.00
Model E	395.00 419.00	435.00 445.00	450.00 445.00	435.00 445.00
Model F	445.00			
Model G	495.00			
<b>CLUBS</b>				
Model A	49.00	49.00	49.00	49.00
Model B	49.00	49.00	49.00	49.00
Model C	49.00	49.00	49.00	49.00
Model D	49.00	49.00	49.00	49.00
Model E	49.00	49.00	49.00	49.00
Model F	49.00	49.00	49.00	49.00
Model G	49.00	49.00	49.00	49.00
Model H	49.00	49.00	49.00	49.00
Model I	49.00	49.00	49.00	49.00
Model J	49.00	49.00	49.00	49.00
Model K	49.00	49.00	49.00	49.00
Model L	49.00	49.00	49.00	49.00
Model M	49.00	49.00	49.00	49.00
Model N	49.00	49.00	49.00	49.00
Model O	49.00	49.00	49.00	49.00
Model P	49.00	49.00	49.00	49.00
Model Q	49.00	49.00	49.00	49.00
Model R	49.00	49.00	49.00	49.00
Model S	49.00	49.00	49.00	49.00
Model T	49.00	49.00	49.00	49.00
Model U	49.00	49.00	49.00	49.00
Model V	49.00	49.00	49.00	49.00
Model W	49.00	49.00	49.00	49.00
Model X	49.00	49.00	49.00	49.00
Model Y	49.00	49.00	49.00	49.00
Model Z	49.00	49.00	49.00	49.00
Model AA	49.00	49.00	49.00	49.00
Model AB	49.00	49.00	49.00	49.00
Model AC	49.00	49.00	49.00	49.00
Model AD	49.00	49.00	49.00	49.00
Model AE	49.00	49.00	49.00	49.00
Model AF	49.00	49.00	49.00	49.00
Model AG	49.00	49.00	49.00	49.00
Model AH	49.00	49.00	49.00	49.00
Model AI	49.00	49.00	49.00	49.00
Model AJ	49.00	49.00	49.00	49.00
Model AK	49.00	49.00	49.00	49.00
Model AL	49.00	49.00	49.00	49.00
Model AM	49.00	49.00	49.00	49.00
Model AN	49.00	49.00	49.00	49.00
Model AO	49.00	49.00	49.00	49.00
Model AP	49.00	49.00	49.00	49.00
Model AQ	49.00	49.00	49.00	49.00
Model AR	49.00	49.00	49.00	49.00
Model AS	49.00	49.00	49.00	49.00
Model AT	49.00	49.00	49.00	49.00
Model AU	49.00	49.00	49.00	49.00
Model AV	49.00	49.00	49.00	49.00
Model AW	49.00	49.00	49.00	49.00
Model AX	49.00	49.00	49.00	49.00
Model AY	49.00	49.00	49.00	49.00
Model AZ	49.00	49.00	49.00	49.00
Model BA	49.00	49.00	49.00	49.00
Model BB	49.00	49.00	49.00	49.00
Model BC	49.00	49.00	49.00	49.00
Model BD	49.00	49.00	49.00	49.00
Model BE	49.00	49.00	49.00	49.00
Model BF	49.00	49.00	49.00	49.00
Model BG	49.00	49.00	49.00	49.00
Model BH	49.00	49.00	49.00	49.00
Model BI	49.00	49.00	49.00	49.00
Model BJ	49.00	49.00	49.00	49.00
Model BK	49.00	49.00	49.00	49.00
Model BL	49.00	49.00	49.00	49.00
Model BM	49.00	49.00	49.00	49.00
Model BN	49.00	49.00	49.00	49.00
Model BO	49.00	49.00	49.00	49.00
Model BP	49.00	49.00	49.00	49.00
Model BQ	49.00	49.00	49.00	49.00
Model BR	49.00	49.00	49.00	49.00
Model BS	49.00	49.00	49.00	49.00
Model BT	49.00	49.00	49.00	49.00
Model BU	49.00	49.00	49.00	49.00
Model BV	49.00	49.00	49.00	49.00
Model BW	49.00	49.00	49.00	49.00
Model BX	49.00	49.00	49.00	49.00
Model BY	49.00	49.00	49.00	49.00
Model BZ	49.00	49.00	49.00	49.00
Model CA	49.00	49.00	49.00	49.00
Model CB	49.00	49.00	49.00	49.00
Model CC	49.00	49.00	49.00	49.00
Model CD	49.00	49.00	49.00	49.00
Model CE	49.00	49.00	49.00	49.00
Model CF	49.00	49.00	49.00	49.00
Model CG	49.00	49.00	49.00	49.00
Model CH	49.00	49.00	49.00	49.00
Model CI	49.00	49.00	49.00	49.00
Model CJ	49.00	49.00	49.00	49.00
Model CK	49.00	49.00	49.00	49.00
Model CL	49.00	49.00	49.00	49.00
Model CM	49.00	49.00	49.00	49.00
Model CN	49.00	49.00	49.00	49.00
Model CO	49.00	49.00	49.00	49.00
Model CP	49.00	49.00	49.00	49.00
Model CQ	49.00	49.00	49.00	49.00
Model CR	49.00	49.00	49.00	49.00
Model CS	49.00	49.00	49.00	49.00
Model CT	49.00	49.00	49.00	49.00
Model CU	49.00	49.00	49.00	49.00
Model CV	49.00	49.00	49.00	49.00
Model CW	49.00	49.00	49.00	49.00
Model CX	49.00	49.00	49.00	49.00
Model CY	49.00	49.00	49.00	49.00
Model CZ	49.00	49.00	49.00	49.00
Model DA	49.00	49.00	49.00	49.00
Model DB	49.00	49.00	49.00	49.00
Model DC	49.00	49.00	49.00	49.00
Model DD	49.00	49.00	49.00	49.00
Model DE	49.00	49.00	49.00	49.00
Model DF	49.00	49.00	49.00	49.00
Model DG	49.00	49.00	49.00	49.00
Model DH	49.00	49.00	49.00	49.00
Model DI	49.00	49.00	49.00	49.00
Model DJ	49.00	49.00	49.00	49.00
Model DK	49.00	49.00	49.00	49.00
Model DL	49.00	49.00	49.00	49.00
Model DM	49.00	49.00	49.00	49.00
Model DN	49.00	49.00	49.00	49.00
Model DO	49.00	49.00	49.00	49.00
Model DP	49.00	49.00	49.00	49.00
Model DQ	49.00	49.00	49.00	49.00
Model DR	49.00	49.00	49.00	49.00
Model DS	49.00	49.00	49.00	49.00
Model DT	49.00	49.00	49.00	49.00
Model DU	49.00	49.00	49.00	49.00
Model DV	49.00	49.00	49.00	49.00
Model DW	49.00	49.00	49.00	49.00
Model DX	49.00	49.00	49.00	49.00
Model DY	49.00	49.00	49.00	49.00
Model DZ	49.00	49.00	49.00	49.00
Model EA	49.00	49.00	49.00	49.00
Model EB	49.00	49.00	49.00	49.00
Model EC	49.00	49.00	49.00	49.00
Model ED	49.00	49.00	49.00	49.00
Model EE	49.00	49.00	49.00	49.00
Model EF	49.00	49.00	49.00	49.00
Model EG	49.00	49.00	49.00	49.00
Model EH	49.00	49.00	49.00	49.00
Model EI	49.00	49.00	49.00	49.00
Model EJ	49.00	49.00	49.00	49.00
Model EK	49.00	49.00	49.00	49.00
Model EL	49.00	49.00	49.00	49.00
Model EM	49.00	49.00	49.00	49.00
Model EN	49.00	49.00	49.00	49.00
Model EO	49.00	49.00	49.00	49.00
Model EP	49.00	49.00	49.00	49.00
Model EQ	49.00	49.00	49.00	49.00
Model ER	49.00	49.00	49.00	49.00
Model ES	49.00	49.00	49.00	49.00
Model ET	49.00	49.00	49.00	49.00
Model EU	49.00	49.00	49.00	49.00
Model EV	49.00	49.00	49.00	49.00
Model EW	49.00	49.00	49.00	49.00
Model EX	49.00	49.00	49.00	49.00
Model EY	49.00	49.00	49.00	49.00
Model EZ	49.00	49.00	49.00	49.00
Model FA	49.00	49.00	49.00	49.00
Model FB	49.00	49.00	49.00	49.00
Model FC	49.00	49.00	49.00	49.00
Model FD	49.00	49.00	49.00	49.00
Model FE	49.00	49.00	49.00	49.00
Model FF	49.00	49.00	49.00	49.00
Model FG	49.00	49.00	49.00	49.00
Model FH	49.00	49.00	49.00	49.00
Model FI	49.00	49.00	49.00	49.00
Model FJ	49.00	49.00	49.00	49.00
Model FK	49.00	49.00	49.00	49.00
Model FL	49.00	49.00	49.00	49.00
Model FM	49.00	49.00	49.00	49.00
Model FN	49.00	49.00	49.00	49.00
Model FO	49.00	49.00	49.00	49.00
Model FP	49.00	49.00	49.00	49.00
Model FQ	49.00	49.00	49.00	49.00
Model FR	49.00	49.00	49.00	49.00
Model FS	49.00	49.00	49.00	49.00
Model FT	49.00	49.00	49.00	49.00
Model FU	49.00	49.00	49.00	49.00
Model FV				

# The Only Phonograph with 120 Selections!

with single button (that's right, only one)  
"Carrousel" Line-O-Selector

Model 1544



# The Only Wall Box with 120 Selections!

with single button (that's right, only one)  
remote selection from table, booth or bar.

# 120 Selections!

Discover *Fire-Ball* for Yourself at any of these Showrooms . . .

## EASTERN

**MACOLA DISTRIBUTING CORP.**  
265 Franklin, Buffalo, New York

**B. D. LAZAR COMPANY**  
1633 Fifth Avenue, Pittsburgh 19, Penn.

**MUSIC & TELEVISION CORP.**  
1119 Commonwealth Avenue  
Boston 15, Massachusetts

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

**SEACOAST DISTRIBUTORS, INC.**  
200 North Ave., Elizabeth, New Jersey

## MIDWEST

**BADGER NOVELTY COMPANY**  
2548 North 30th Street, Milwaukee, Wis.

**BINCO MUSIC DISTRIBUTING CO.**  
1329 S. Calhoun St., Ft. Wayne, Indiana

**BRILLIANT MUSIC COMPANY**  
19963 Eivernis Ave., Detroit 21, Mich.

**CALDERON DISTRIBUTING**  
450 Massachusetts Ave., Indianapolis, Ind.

**DIXON DISTRIBUTORS**  
3803 Southern Blvd., Youngstown, Ohio

**M. Z. VENDING & SALTS COMPANY**  
1205 Douglas Street, Omaha, Nebraska

## NORTHWEST

**CUSSON DISTRIBUTING COMPANY**  
3131 S. E. Division St., Portland, Oregon

**PUGET SOUND NOVELTY CO.**  
114 Elliott Ave., West, Seattle, Wash.

## SOUTHERN

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

**M. M. BRANSON DISTRIBUTING CO.**  
811 E. Broadway, Louisville, Kentucky

## SOUTHWEST

**BORDER SUNSHINE NOVELTY**  
2919 N. Fourth Street  
Albuquerque, New Mexico

**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., So., Nashville, Tenn.

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

**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

**H. B. BRINCK**  
828 East Front Street, Butte, Montana

**MODERN DISTRIBUTING CO.**  
3222 Tejon Street, Denver 11, Colorado

**OSBORN DISTRIBUTING COMPANY**  
2447 Thirtieth 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



**ROCK-OLA Manufacturing Corporation**  
800 North Kedzie Avenue, Chicago 51

**NEW 12" SHUFFLEBOARD**  
Mangle Top, Complete.  
Brand new. \$169.50  
Climate Adjusters.  
\$61 ..... 12.00  
New Billiard Cabinet  
\$109.50  
Mangle Top, Brand new, Crated 99.00  
Telesis & Film ..... 79.50  
C.H. Seeling  
E.H. Dots, Gum ..... 54.00  
Lido Model ..... 1/2 Deposit.  
F.O.B. Chicago

**WANTED FOR CASH!**  
Litho-A-Line  
Money Machine  
Atlantic City  
Coney Island  
Bright Spot  
Palm Beach  
Bright Lights  
United Leader  
Walk Shop Bldg.  
Mach., Rt. 4 & Br. 64-26

**MID-STATE COMPANY**  
2367 Milwaukee Ave.  
Tel.: DIcison 3-3644 Chicago 43, Ill.

**Legion Cites Thatcher Plant on Veteran Staff**  
LAWRENCEBURG, Ind., Nov. 29.—The Thatcher Glass Manufacturing Company plant here was awarded a certificate by the American Legion for its high employment of veterans.  
The certificate, issued annually, is presented to one employer in each State. The Thatcher plant at present employs 85 per cent veterans in male personnel, over 21 per cent of which have a physical disability.

NAUGATUCK, Conn., Nov. 29.—Peter Paul, Inc., declared a regular quarterly dividend of 50 cents per share. It is payable December 10 to stockholders of record November 7.

THE "The Amusement Industry's BILLBOARD" Leading Newsworthy  
with Audited Paid Circulation to match!

**THE MARKET PLACE for the COIN MACHINE INDUSTRY**  
The National Exchange for Coin Machine Personnel, Products, Services and Opportunities  
**CLASSIFIED ADVERTISING**

**Business Opportunities**  
Coin Radios and Televisions; buy direct from manufacturer and save; street cabinet, modern design, coin tractor. Write for prices and full story. Coin Radio & Television Corp., 1904 Duane St., New York City

**Routes for Sale**  
A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postal, 2952 Milwaukee Ave., Chicago, Ill.

Trade or Sell—Pre-War Photographs, \$2.25; Deluxe, \$4.75; Auto Photo, \$9.75; Wanted—Horse, K. O. Boxes, jet Guns, Basketball Champs, Rides, etc. Avery Amusement Co., 2714-16 Pico Blvd., Los Angeles 6, Calif.

**Parts, Supplies & Services**  
For best buys in bulk vendors and supplies write for literature. Cameo Vending Service, 432-B W. 42nd St., New York 18, N. Y.

**Used Coin-Operated Equipment**  
A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postal, 2952 Milwaukee Ave., Chicago, Ill.

**Wanted to Buy**  
Caramel Molds, any type, size, condition. Send price, description. Ed Sankil, 213 E. Kingshighway, Hackensack, N. J.

**ROASTED PEANUTS PEANUT BRITTLE**  
E. Clayton, Edenton, N. C. Phone 466-1

**Stammi Folders**, direct from manufacturer; unlimited quantities; immediate delivery; write for prices. Vendco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOUet 7-1448.

**Cigarette Machine, King Size Conversions**, 25¢ and 30¢ mechanisms, all types of used mostly Columbus; all good condition. Sewthorn Vending Co., 904 Sixth Ave., N., Birmingham, Ala.

**Wanted—10 Seeburg 100 B and AMI Model D**, used; also used Cigarette Machines Ed Marzell, Turners Falls, Mass.

**USED To-5c Candy, Nut, Ball Gum Vendors**  
All parts, coin wrappers, coin counters, 1st gum, paraffin gardens, cast iron stands, top plates for 2 vendors, top plates for 3 vendors. Ball Gum—210, 170, 140—26¢ per lb. in case lots (25 lbs.), 15-16 (Jumbo Size) Ball Gum, 29¢ per lb. in case lots (25 lbs.), Chlorophyll Ball Gum—210, 170, 140—45¢ per lb. in case lots (25 lbs.), 1¢ 1100 count—31¢ per lb. in case lots (25 lbs.), Choice Treats 400 count—45¢ per lb.; Chloro Treats—52¢ per lb. in case lots (25 lbs.). All sizes F.O.B. factory. 1/2 deposit, balance C.O.D.

**KING & CO.**  
Distributors of Northwestern Model 49 and Tan Gum Vendors  
2700 W. Lake St. Chicago 12, Illinois

**For Sale—30 Duplex Te and 5c Combination Nut and Candy Vendors** "51's" \$25 each, cost \$49.50. J. W. Turney, 2901 20th Great Bend, Kan.

**For Sale—Trade Coin Operated Radios**, \$20 each. Magic Radio & Television Co., 2830 Fairway Dr., Birmingham 9, Ala.

**Machine—ABT Challenge**, \$27.50. David Beck March, \$19.50. Advance Shockers, \$14.50. Baker's Photo and Catcher, \$18.50. Clarence Sales, Box 835, Bluefield, W. Va.

**WATCH THIS SPACE EVERY WEEK**  
The heading 12 pr. Erber Lite!  
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.

# Shaffer Specials

**in better quality buys**

<b>AMI</b>	<b>WURLITZER</b>
Model C ..... \$439.50	1250 ..... \$439.50
Model B ..... 399.50	1100 ..... 289.50
Model A ..... 279.50	1015 ..... 139.50
Slippers ..... 29.50	

<b>WALL BOXES</b>	<b>ROCK-OLA</b>
Seeburg 5-10-25c Wireless \$27.50	51-50 Pocket ..... \$525.00
AMI 5-10c ..... 29.50	1428 ..... 269.50
AMI 5c ..... 12.50	1426 ..... 129.50
Wurlitzer 3020 (48 Sol.) ..... 39.50	1422 ..... 94.50

**CIGARETTE VENDOR**  
Keeney Electric ..... \$199.50    Rowe Diplomat ..... \$179.50

Write for Illustrated Catalog of Late Model Photographs  
Terms: 25% Deposit, Balance C.O.D.

# Shaffer Music Co.

Columbus, Ohio 485 S. High St. MAin 3563  
Cincinnati, Ohio 1200 Walnut St. MAin 6310  
Indianapolis, Ind. 1327 Capital Ave. LIncola 3571

Exclusive Seeburg Distributors

**ATTENTION EXPORTERS AND IMPORTERS**

**BINGO GAMES**

Bright Lights (1 drop chanel) ..... \$215.00	Bright Spot ..... \$325.00
Bright Lights (push button) ..... 199.50	Spot Lite ..... 123.00
A.B.C. .... 139.50	Long Beach ..... 295.00
Coney Island ..... 325.00	Atlantic City ..... 450.00
Boleas ..... 250.00	

**ONE BALLS**

Tort King ..... \$95.00	Winnies ..... \$58.00
Gold Cup ..... 19.50	Photo Finish ..... 29.00
Citation ..... 29.50	Special Entry ..... 19.00
Champion ..... 49.00	Jackey Special ..... 19.00
Handicap ..... 29.50	Longacre ..... 11.50

**PHONOS**

RC 8800 Seeburg ..... \$65.00	Warburton 500-R ..... \$ 59.00
Major Seeburg ..... 59.50	Packard Manhattan ..... 135.00
Classic Seeburg ..... 69.00	Packard Model T ..... 99.00
Commander Seeburg ..... 69.00	

**FIVE BALLS**

<b>UNITED</b>	<b>WILLIAMS</b>
Atacade ..... \$22.00	Dev. Wa. Dirty ..... \$20.00
Arizona ..... 22.00	Speedway ..... 15.00
Carolina ..... 22.00	Saratoga ..... 17.00
Montevideo ..... 22.00	Tucson ..... 24.50
Paradise ..... 22.00	
Pinch Nitro ..... 22.00	<b>GENCO</b>
Rondeau ..... 15.00	Genco 1-2-3 ..... \$22.00
Summertime ..... 14.50	Step & Go ..... 50.00
Serenade ..... 11.00	Tri-Score ..... 32.00
Stardust ..... 14.50	
Utah ..... 29.50	<b>OTHERS</b>
Wisconsin ..... 11.00	Crossfire ..... \$20.00
	Chico ..... 27.00
<b>GOTTLIEB</b>	Chequatta ..... 15.00
Howling Champ ..... \$32.00	Double Action ..... 49.00
Just 21 ..... 19.50	Magic ..... 19.50
Three Musketeers ..... 29.50	Major League Baseball ..... 22.00
Telecard ..... 22.00	Merry Widow ..... 17.50
	1950 World Series ..... 28.00
<b>CHICAGO COIN</b>	Rancho ..... 25.00
Holiday ..... \$19.50	Trade Winds ..... 17.00
The Thing ..... 19.50	

## 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" indicate 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.

**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

**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 oomph and punch:

Display Classified  
 Regular Classified

**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 (see 3 or more issues only)

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_      Zone \_\_\_\_\_ State \_\_\_\_\_

## ADVERTISING RATES

**REGULAR CLASSIFIED**  
Used market style, one paragraph, no display. First line set up 4¢, balance 6¢ per line.

Per word ..... 20  
3 or more CONSECUTIVE or 36 insertions, per word ..... 16  
21 CONSECUTIVE insertions, per word ..... 16  
Minimum 3¢

**DISPLAY CLASSIFIED**  
Any advertisement using display make-up or white space. Figure space between cut-out rules, 1¢ per line; borders permitted only on left or right.

Per space line  
3 or more CONSECUTIVE or 36 insertions, per space line ..... 100  
21 CONSECUTIVE insertions, per space line ..... 90  
1 inch equals 14 space lines.

**ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 108 W. RANDOLPH ST. CHICAGO 1, ILL.**

READY FOR LOCATION      TERMS      CLEANED AND CHECKED

1/2 Deposit With Order, Balance C.O.D. or Sight Draft

## WESTERHAUS COMPANY

1726 KESSEN AVENUE      CHEVLOT, CINCINNATI 11, OHIO  
Phone: MDetrola 5000—Ask for Joe Westerhaus or Harold Hoffman

## SALESMAN-MANAGER

A man who has ability and experience as a Coin Machine Salesman in the Delaware, Maryland, Virginia, D. C. area to associate himself with a distributing house with future prospects only limited by own ability and performance. MUST have a long and successful record in the coin machine field. For this he can get a progressively greater stock interest in the business with each succeeding year.

**BOX D-268**  
c/o THE BILLBOARD      CINCINNATI 22, OHIO

Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.



Everyone Calls Us "FIRST"!

SHUFFLE GAMES

NEW Keeney's 10 Player TEAM BOWLER... most beautiful Shuffle Game of all!

EXHIBIT SUPER TWIN ROTATION Sensational shuffle game... most beautiful Shuffle Game of all!

"First-Conditioned" and "Reconditioned"

CHICAGO COIN BIT PLATE TROPHY BOWL... 95

UNITE SUPER 4 PLAYER... 37.5 DELUXE 4 PLAYER... 37.5 5 PLAYER... 45

SHUFFLE SLUGGER... 65 DOUBLE SHUFFLE... 55 SHUFFLE EXPRESS... 45

SHUFFLE LINE... 51.75 SHUFFLE CHAMP... 35 SHUFFLE BOWLER... 35

UNIVERSAL SUPER TWIN BOWLER... 49 TWIN BOWLER... 49

KEENEY'S SUPER DE LUXE LEAGUE BOWLER... 53.5 DE LUXE LEAGUE BOWLER... 53.5 LEAGUE BOWLER... 1.95

GENCO SHUFFLE TARGET... 5.95 WILLIAMS DOUBLE HEADER... 56.5 DELUXE BOWLER... 5.9

PRIZE BOARDS! Let our experts make up your board... 52.5, 53.5, 55.5, 56.5, 58.5, 60.5

CONVERSIONS

IT PAYS TO BUY THE BEST!!

GENUINE FORMICA TOPS

Substituting the best quality silk screen... \$17.50

Keeney Shuffleboard Attachments 4 WAY BOWLER... \$225

MATCH-A-SCORE CONVERSIONS Upgrade your shut... \$42.50

RIDES NEW APPEAL PROFITS



RUDOLPH THE RED NOSE REINDEER TRIGGLE... \$1.95

BINGO 5 BALLS

NEW Gaily BEAUTY United GENCO "First-Conditioned" BALLY

PALM BEACH... 56.15 ATLANTIC CITY... 56.15 BRIGHT SPOT... 56.15

5 BALLS GOTTIE

TRIPLETS... 51.25 JOKE... 115 SHARP SHOOTER... 85

GENCO DOUBLE ACTION SOUTH PACIFIC... 75 THE BEAR... 75

CHICAGO COIN PIN WING GRAND AWARD... 75

VENDING

Keeney's Electric CHARGE MACHINE

ARCADIE "First-Conditioned" Secure SHOOT... 57.75

SHOOTING RANGE... 1.95 KEENEY AIR RAIDERS... 1.95

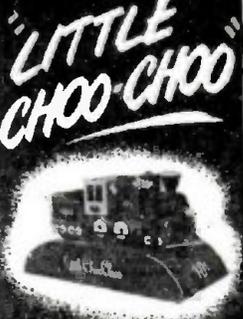
CHICKEN... 1.95 BATTLE SEY BUN... 1.95 AMERICAN JACK RABBIT... 1.95

THE BILLBOARD Index of Advertised Used Machine Prices

• Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard Index as indicated below. All advertised used machines and prices are listed. Where more than one item advertised in 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 on location, territory and other related factors.

Table with columns: Item, Issue of Nov. 29, Issue of Nov. 22, Issue of Nov. 15, Issue of Nov. 8. Lists various arcade machines like Ace Bomber, Air Rider, All Star Baseball, Astroman 10, etc.



Designed by World Famous Manufacturers of Amusement Rides

"LITTLE CHOO CHOO" Designed by World Famous Manufacturers of Amusement Rides

Sensational new coin-operated Kiddie Ride for Drive-Start and Super Market locations. Train runs thru all of the motions of a real locomotive.

KING AMUSEMENT CO. Mr. Clements, Chicago



Smart operators are now developing new routes of coin-operated amusement machines by using equipment that has the endorsement of novelty and the success of experience.

Supermarkets, 5 and 10 cent stores, shopping centers, department stores, variety stores, theatre lobbies, etc. have proven to be natural and virgin locations for this equipment.

PHILA. COIN MACHINE EXCHANGE 844 N. Broad Street Philadelphia 30, Penna.

SAM SOLOMON'S BUYS Palm Beach... \$550.00 Atlantic City... 475.00

University Coin Machine Exchange 250 N. High St. Columbus 8, Ohio Tel.: University 6900

BINGO GAMES Palm Beach... \$474.50 Atlantic City... 374.50

ONE BALLS Futurity... \$249.50 Tuff King... 99.50

FRANK SWARTZ SALES COMPANY 515-A Fourth Ave., So., Nashville, Tenn. Phone 4-8571

GUARANTEED USED BINGO GAMES Palm Beach... Write Spot Life... Write

ONE BALL Across the Board... Write

PHONOGRAPHS Rock-Ola 1434... Write

GIVE TO THE RUYON CANCER FUND Material printed by copyright

FIRST DISTRIBUTORS Joe Klina & Wally Binks Chicago 72, Illinois Dickens 2-8500

QUALITY LONDON EQUIPMENT COSTS NO MORE... OFTEN LESS-GIVES YOU MORE IN PROFITS!

SHUFFLE GAMES Shuffle Express... \$49.50 TAKE YOUR CHOICE Ten Pin... \$24.50

USED Date Gun... \$47.50 NEW GAME SPECIALS Tri-Score... \$47.50

Table with columns: NEW LOW PRICES!, 5-BALLS, NEW LOW PRICES! Lists various game models and prices.

TERMS: 1/3 Deposit, Balance C.O.D. Exclusive Distributors SEIBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

S. L. Londen Music Co., Inc. 3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220 2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. PLEASANT 4453



COVEN SPECIALS THIS WEEK!

PHONOGRAPHS Wurlitzer 1015... \$139.50 WALL BOXES Wurlitzer 3020... \$34.50

All Equipment Guaranteed—Good Working Order. One-Third Deposit, Balance C.O.D.

COVEN distributing company 3181 Elston Chicago 18, Ill. Independence 3-2210 Exclusive Distributors of Wurlitzer Phonographs

Every Conceivable Kind of EQUIPMENT, SUPPLIES AND SERVICES Has Been Sold in The Billboard WHAT DO YOU HAVE TO SELL? Write The Billboard 2166 Patterson Street Cleveland 22, Ohio

# Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk orders, 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. 29	Issue of Nov. 22	Issue of Nov. 15	Issue of Nov. 8
Ace Bowler (Chicago Coin)...	\$70.00		\$70.00	\$70.00
Baseball (Bally) .....		25.00	49.50	49.50
Bowler (Chicago Coin) .....	40.00		40.00	40.00
Bowler, 4 player (Keeney)...	225.00(2)	225.00		
Bowlette (Gottlieb) .....	24.50	24.50	2.50	25.00
Bowling Alley (Chicago Coin)	49.50	49.50	49.50	49.50
Bowling Alley, 6 player (Chicago Coin) .....	285.00	295.00	319.50	285.00
Bowling Champ (Keeney)...		95.00		50.00
Bowling Champ, 2 Player (Keeney) .....	99.50			
Bowling Classic (Chicago Coin)	69.50	70.00	70.00	109.50
Bowling League (Genco) .....	109.50	109.50		70.00
De Luxe Bowler (Williams) .....	24.50	24.50	24.50	24.50
De Luxe Bowler (Keeney) .....	275.00	295.00	295.00(2)	295.00(2)
De Luxe Player (United) .....	329.50	329.50		329.50
De Luxe Player (Chicago Coin)	39.00	40.00	49.50	49.50
De Luxe Player (United) .....	49.50			
De Luxe Twin Bowler (Universal) .....			375.00	375.00
Double De Luxe Shuffle Alley (United) .....	95.00			
Double Bowler (Keeney) .....	70.00/p	70.00/p	70.00/p	70.00/p
Double Header (Williams) .....	75.00	125.00	125.00	125.00
Double Header (Williams) .....	29.50	45.00	29.50	39.50
Double Header (Williams) .....	50.00	60.00	79.50	45.00
Double Header (Williams) .....	65.00	79.50		79.50
Double Shuffle Alley Express (United) .....	125.00			39.50
Double Shuffle Alley (United)	49.00	50.00	50.00	50.00
Double Shuffle Alley Express Rebound (United) .....	139.50	139.50	139.50	139.50
Jack the (Keeney) .....	125.00	125.00		39.50
1 Player Rebound (Genco) .....	125.00	125.00		
The Player Shuffle Alley (United) .....	225.00	225.00	225.00	225.00
2 Player Rebound (Keeney)	245.00(2)	235.00/p	235.00/p	245.00(2)
2 Player Shuffle Alley (United) .....	250.00/p	250.00/p	250.00/p	250.00/p
3 Player Rebound (Keeney)	125.00			
3 Player Shuffle Alley (United) .....	220.00(2)	220.00	215.00	220.00
4 Player (Genco) .....	99.50			
4 Player Bowler (Bally) .....	125.00	145.00	175.00	224.50/p
4 Player Bowler (Keeney) .....	175.00			275.00
4 Player Bowler (Keeney) .....	125.00	140.00	145.00	145.00
4 Player Bowler (Keeney) .....	145.00	145.00	155.00	200.00
4 Player Bowler (Keeney) .....	155.00(2)			
4 Player Bowler, 4 Player (Keeney) .....	139.50	195.00	139.50	195.00
4 Player Bowler Super Deluxe (Keeney) .....	295.00	325.00	295.00	325.00
4 Player Super Deluxe (Keeney) .....	160.00	160.00	160.00	160.00
4 Player Super Deluxe (Keeney) .....	110.00	110.00	110.00	110.00
4 Player Shuffle Alley (Barnes) .....	375.00	375.00	375.00	375.00
4 Player Shuffle Alley (United) .....	379.50	379.50	379.50	379.50
4 Player Shuffle Alley (United) .....	24.50	24.50	24.50	24.50
4 Player Shuffle Alley (United) .....	24.50	24.50	24.50	24.50
4 Player Shuffle Alley (United) .....	24.50	24.50	24.50	24.50
4 Player Shuffle Alley (United) .....	325.00	325.00	300.00	325.00
4 Player Shuffle Alley (United) .....	339.50	335.00	335.00	325.00
4 Player Shuffle Alley Express (United) .....	35.00	35.00	35.00	35.00
4 Player Shuffle Alley Express (United) .....	45.00	49.00	49.00	49.00
4 Player Shuffle Alley Express (United) .....	49.50	50.00	50.00	50.00
4 Player Shuffle Alley Express (United) .....	60.00	60.00	60.00	75.00
4 Player Shuffle Alley Express (United) .....	139.50	139.50	139.50	139.50
4 Player Shuffle Alley Express (United) .....	250.00	250.00	250.00	250.00
4 Player Shuffle Alley Express (United) .....	265.00(2)	265.00(3)	265.00(3)	265.00(2)
4 Player Shuffle Alley Express (United) .....	275.00/p	275.00/p	275.00/p	275.00/p
4 Player Super Deluxe (Keeney) .....	335.00	335.00		
4 Player Super Deluxe (Keeney) .....	45.00	45.00	45.00	45.00
4 Player Super Deluxe (Keeney) .....	24.50	24.50	24.50	24.50
4 Player Super Deluxe (Keeney) .....	45.00	55.00	55.00	55.00
4 Player Super Deluxe (Keeney) .....	75.00	129.50	129.50	129.50
4 Player Super Deluxe (Keeney) .....	24.50	24.50	24.50	25.00
4 Player Super Deluxe (Keeney) .....	105.00	115.00	115.00	115.00
4 Player Super Deluxe (Keeney) .....	125.00(2)	125.00(2)	125.00(2)	125.00(2)
4 Player Super Deluxe (Keeney) .....	65.00	70.00	65.00	70.00
4 Player Super Deluxe (Keeney) .....	79.50	85.00	79.50	79.50
4 Player Super Deluxe (Keeney) .....	85.00	90.00	90.00	119.00
4 Player Super Deluxe (Keeney) .....	95.00	119.00	129.50	129.50
4 Player Super Deluxe (Keeney) .....	129.50			
4 Player Super Deluxe (Keeney) .....	143.00			
4 Player Super Deluxe (Keeney) .....	50.00	70.00	50.00	70.00
4 Player Super Deluxe (Keeney) .....	89.50	90.00	89.50	90.00
4 Player Super Deluxe (Keeney) .....	70.00	79.50(2)	70.00	79.50
4 Player Super Deluxe (Keeney) .....	49.50	19.50	79.50	49.50
4 Player Super Deluxe (Keeney) .....	350.00		35.00	49.50
4 Player Super Deluxe (Keeney) .....	89.50	89.50	89.50	89.50
4 Player Super Deluxe (Keeney) .....	90.00	90.00	90.00	90.00
4 Player Super Deluxe (Keeney) .....	375.00(2)	375.00(2)		95.00
4 Player Super Deluxe (Keeney) .....	39.50	69.50(2)	69.00(2)	109.50
4 Player Super Deluxe (Keeney) .....	109.50			69.00(2)
4 Player Super Deluxe (Keeney) .....	24.50	24.50	24.50	24.50
4 Player Super Deluxe (Keeney) .....	89.50	95.00	119.50	119.50
4 Player Super Deluxe (Keeney) .....	119.50			
4 Player Super Deluxe (Keeney) .....	49.00	49.50	49.00	49.50
4 Player Super Deluxe (Keeney) .....	49.00	49.50(2)	49.00	49.50
4 Player Super Deluxe (Keeney) .....	49.00	50.00	50.00	49.00
4 Player Super Deluxe (Keeney) .....	110.00	145.00	165.00	145.00
4 Player Super Deluxe (Keeney) .....	145.00(2)	165.00	145.00	165.00
4 Player Super Deluxe (Keeney) .....	24.50	24.50	24.50	24.50
4 Player Super Deluxe (Keeney) .....	110.00	165.00	110.00	195.00
4 Player Super Deluxe (Keeney) .....	195.00			110.00

## COLLECTS DIMES LIKE MAD!

IN USE NATIONALLY by  
**GRANT'S, KRESGE, McCRORY'S**  
and OTHERS

★ Small space —  
5' 2" x 2' 4" wide

★ Trouble-free operation — lifetime parts

★ Easy to move — on smooth rolling casters

★ National slug rejector

★ Sturdy construction

Children flock to this mechanical wonder—they love its excitement, action, and color. Miss America gives them real boat motion, screaming signals, a real skipper's wheel and actual sounds of water against hull.

WRITE, WIRE OR PHONE FOR FULL DETAILS TO:

# BERT LANE CO., Inc.

372 N. E. 61st STREET, MIAMI, FLORIDA

### NEW—RECONDITIONED

## METAL TYPER MACHINES

We Carry a Complete Line of Parts in Stock

WRITE FOR PRICES

**NOW!**  
Buy Your Aluminum Discs in Rolls of 100.

STANDARD METAL TYPER CO.  
1818 N. Western Ave. Chicago 22, Ill.

### Miscellaneous Equipment

Fully Reconditioned

EXHIBIT HOUSE, Small .....	65.00	Chicago Coin BOWLING ALLEY .....	555
EXHIBIT SIX SHOOTER .....	175	PHONOGRAPHS .....	
EXHIBIT ORLE .....	58	Sebring 4100 .....	5475
UNDERSEA RAIDER .....	95	AMI Model C .....	495
KEENEY SIX PLAYER SHUFFLE .....	230	NEW .....	
ALLEY KING PIN .....	115	Williams MUSIC MITE .....	\$145.00
KEENEY LEAGUE BOWLER .....	50	ACE COIN COUNTER .....	319.50
KEENEY KING PIN .....	175		
United TWIN SHUFFLECADE .....	85		
Chicago Coin TROPHY .....			

### NEW GAMES

Bally BEAUTY  
Bally SPACE SHIP  
Williams FOUR CORNERS  
Williams UNITED CIRCUS  
Williams UNITED 10TH FRAME STAR BOWLER

### GENUINE DELUXE FORMICA TOPS

Get the best! Get the GENUINE Formica Top of World Wide. Saves time and money reconditioning playfields.

**\$6.95 more \$15 Ea.**

100 Flipper Game's 3 Ball Free Play Novelty, \$30 each.

Terms: 1/3 cash, balance sight draft

## WORLDWIDE DISTRIBUTION

Chicago 47  
2336 N. Western Ave.

### UNITED'S NEW

18TH FRAME STAR SHUFFLE ALLEY  
18TH FRAME SUPER SHUFFLE ALLEY  
PROMPT DELIVERY

CHI COIN 18TH FRAME BOWLER—New  
KEENEY TEAM BOWLER—New  
UNITED CIRCUS—New  
UNITED STARS—Like New  
GALLY BATH BEACH .....

### Brand New!

## Buckley CRISS-CROSS JACKPOT BELLS

5c-10c-25c-50c-\$1.00

Also made for many foreign coins

**BUCKLEY WALL AND BAR MUSIC BOXES** .....

Buckley Manufacturing Co.  
4733 W. Lake St. Chicago 24, Ill.

Your ticket to

# SALES RESULTS—

the advertising columns of

# THE BILLBOARD!

### FOR SALE

Turd Kings, Each .....

Futurity, Each .....

Citations, Each .....

1c Challengers, Each .....

W. H. ADAMS  
Box 284 Killeen, Texas





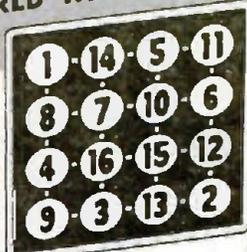
# On the Square! Williams 4 CORNERS

IS THE FIRST  
NEW TYPE 5-BALL SINCE  
THE END OF WORLD WAR II!



IT  
ADDS  
UP!

**IN-LINE  
SCORING**  
*plus*  
**HIGH  
SCORES**  
FOR REPLAYS!



**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!  
4242 W. FILMORE ST.  
CHICAGO 24, ILL.

**33  
WAYS  
TO SCORE  
REPLAYS!**  
NO OUT-HOLES!  
ALL 5 BALLS  
MUST SCORE!

**GET READY FOR BIG PROFITS  
with REDD-HOT VALUES LIKE THESE**

MUSIC		ONE BALLS
AM-C	\$445	SUNSHINE PARKS—FUTURITY
WURLITZER 1100	325	TURF KINGS
		WRITE! WIRE! CALL COLLECT!

**SPECIALS**  
SUPER WORLD SERIES... \$195  
STAR SERIES... 45

**ATTENTION—HORSE and  
SPACE SHIP OPERATORS!**

WANTED—Will Pay CASH for  
BALLY BRIGHT LIGHTS

We have the LARGEST STOCK in the U. S.  
of EVERY MAKE of HORSES, SPACE SHIPS,  
AUTOMOBILE and BOAT RIDES.

**REDD DISTRIBUTING CO., INC.**  
298 LINCOLN STREET  
ALLSTON 34, MASS. AL 4-4040

Exclusive distributors for **AMI**

BALLY—UNITED  
KEENEY—EXHIBIT

ALT BABA	\$ 25.00
ARIZONA	55.00
ALL STARS	35.00
CANASTA	45.00
CAMPUS	75.00
FOOTBALL	25.00
FIGHTING IRISH	65.00
GONDOLA	25.00
JUDY	75.00
K. C. JONES	55.00
KNOCKOUT	65.00
OAKS	75.00
OKLAHOMA	60.00
PIN BOWLER	110.00
SOUTH PACIFIC	75.00
SHARPSHOOTER	65.00
STAR SERIES	65.00
SUPER WORLD SERIES	165.00
UNITED 3-4-5	135.00
UNIVERSAL FIVE STAR	75.00

**CLOSEOUT**  
50¢ UP—25,000 PUNCHBOARDS  
WRITE FOR LIST

1/3 deposit, balance C.O.D.  
**Ohio Specialty Co., Inc.**  
539 E. 2nd  
LOUISVILLE 3, KY.  
Webb 2465

**WANTED**

DEVELOPMENT ENGINEERS AND EXPERIMENTAL  
MEN. LEADING COIN MACHINE MANUFACTURER  
IN CHICAGO IS IN URGENT NEED OF ENGINEERS  
FOR EXPERIMENTAL WORK. SALARY, BENEFITS,  
PERMANENT POSITION, GOOD FUTURE.

IF INTERESTED WRITE TO  
BOX 584, THE BILLBOARD, CHICAGO 1, ILL.  
ALL LETTERS WILL BE KEPT CONFIDENTIAL.

**ELECTRIC SCOREBOARDS**

Two-faced—adjustable for all boards. Chrome  
tube supports. For 5¢ or 10¢ play by a simple  
plug switch-over.

**OVERHEAD MODELS**  
Horseshoe (15-21-50 pts.)  
Marvel Score (15-21 pts.) \$125.00 ea.

**MARVEL MFG. CO.** 2845 W. FULLERTON, CHICAGO 97, ILL.  
(Tel.: Dickens 2-2424)

**WALL MODELS**  
Horseshoe (15-21-50 pts.)  
Marvel Score (15-21 pts.)  
\$95.00 each  
Terms: 1/3 dep. bal. C.O.D.  
or S.D.

For  
**REAL BUYS**  
from the nation's  
**LARGEST**  
coin-machine  
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Send Today for Our  
Complete Price Lists

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Exclusive AMI Dist. Co. Pa.  
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**Bally's  
BROADWAYS  
Wanted**

We pay the highest price  
**AMERICAN AMUSEMENT CO.**  
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MAKE YOUR SELECTION FROM  
**DAVIS GUARANTEED RELIABLE PHONOGRAPHS**

Phonographs listed below are complete and in good  
working order at the low prices listed. They may also  
be purchased reconditioned and refinished with \*Davis  
6 Point Guarantee for \$35 additional per machine

SEEBURG	WURLITZER
148 ML ..... \$240	1250 ..... \$194
148 M ..... 195	1100 ..... 135
1951 Wizard ..... 49	1050 ..... 125
Envy, Major, Classic, Nightingale ..... 19	
	AMI
	A ..... \$760
	B ..... \$60
	C ..... \$40
1432, 50 Record ..... \$419	

**ROCK-OLA**  
A ..... \$760  
B ..... \$60  
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1432, 50 Record ..... \$419

\*Davis 6 Point Guarantee

1 Mechanism Overhauled	3 Amplifier Recondi- tioned	5 Tonehead Renewed & Cabinet Refinished Professionally
2 Worn Parts Replaced	4 Speaker Inspected	

**WALL BOX**

Wurlitzer 4851, 54, 184, 254, Like New	\$79.97
Wurlitzer 4851, 54, 184, 254, Like New	59.00
Wurlitzer 4826, 54, 184, 254, Like New	54.00
Wurlitzer 4826, 54, 184, 254, Like New	41.00
Wurlitzer 3926, 54, 184, 254, Reconditioned	56.50
Wurlitzer 3931, 54, Reconditioned	54.00
Wurlitzer 3931, 54, Wireless, Reconditioned	59.00
Wurlitzer 375 Stepper	77.14
Wurlitzer 384 Stepper	49.00
Seeburg 249-24, 54, 184, 254, Wireless, Reconditioned, Refinished	34.50
Seeburg 249-24, 54, 184, 254, 2-Wire, Reconditioned, Refinished	24.50
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Seeburg W1-56, 54, Wireless, Reconditioned, Refinished	7.99

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D.  
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GOTTLEBY LATE PIN GAMES,  
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KEENEY, BALLY CONSOLES,  
A-1 Condition  
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Repaired and Reurged, 75¢ each.  
ORIGINAL PERFORMANCE GUAR.  
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This ad worth 75¢ on first order.  
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# Built RIGHT and RUGGED

## for long distance operation

Because money-making Kiddy-Ride operations keep spreading over greater and greater areas to widely separated locations, you need the famous Bally construction that minimizes maintenance and keeps

coins coming in while you are miles away. You know you're in business every minute of the day in every spot in your chain when you operate Bally-Built Kiddy-Rides.

# Bally SPACE-SHIP

new exclusive  
DIVE-DIP-ROLL-SWING action  
captures biggest play,  
insures biggest profit

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... 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 Distributor for details of the Bally Kiddy-Ride Finance Plan.



- ★ 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

- ★ Twin Ray-Guns with exciting sound-effects
- ★ Airblast blows from blower
- ★ Safe, sturdy construction
- ★ Simple mechanism
- ★ National Reflector

# Ride THE CHAMPION by Bally®

TOPS IN EYE-APPEAL  
TOPS IN RIDE-APPEAL  
TOPS IN PROFIT



IT TROTS!  
IT GALLOPS!

**FINANCE PLAN**  
NOW AVAILABLE  
THROUGH  
BALLY DISTRIBUTORS

Operators find The CHAMPION a real companion Kiddy-Ride for operation side-by-side with Bally SPACE-SHIP. Kids keep riding one, then the other, and back again. Profits soar to new highs. See your Bally Distributor today.

REQUIRES ONLY  
24 IN. BY 49 IN.  
FLOOR SPACE  
110-115 VOLTS  
A. C.

**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS





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

**New SELECT-A-SPOT feature**

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.

**New TRIPLE-SPOTS feature**

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 86**

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

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! 4.5 SECOND SCORING!

\* HIGH SCORE OF THE WEEK

\* JUMBO "FLY-AWAY" PINS

\* 7-10 SPLIT PICK-UP

\* FORMICA PLAYFIELD

\* EASY TO READ INDIVIDUAL SCORE DIALS

\* REBOUND ACTION 20-30 SCORING

\* IT'S 9 FT. 11 INCHES X 2 FT.

EASY TO MOVE BALL BEARING CASTERS

AVAILABLE IN 2 MODELS

MATCH BOWLER—USING CHICAGO COIN'S 1 MATCH A NUMBER 2 MATCH A STAR FEATURE!

10TH 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 information on proven tested titles!

chicago coin

1725 OVERSEY BOULEVARD CHICAGO 14, ILLINOIS

MACHINE COMPANY

ATTENTION, Distributors, Jobbers, Operators... WANTED WANTED WANTED WE NEED 500 PIN GAMES WILL BUY COMPLETE STOCKS... TRIMOUNT 30 WALTHAM STREET BOSTON 18, MASS

CARTONS With Fillers... S-BALLS... ARCADE... CIGARETTE VENDERS... RIDES!... WMS. MUSIC MITE. \$99.50... Empire Coin MACHINE EXCHANGE

SHUFFLE GAMES... UNITED 10th FRAME STAR S. A. UNITED 10th FRAME SUPER S. A. CH. 6 PLAYER BOWL-A-BALL... UNITED'S LITE-A-SCORE... VENDERS... TABLES

*Round-up...*

*Exhibit's New Line Now!  
For The Greatest... New..  
Profit Producers on Earth!*

AT THE NAAPPB SHOW, SHERMAN HOTEL, CHICAGO  
NOVEMBER 30 to DECEMBER 3 INCLUSIVE  
Booths 99-100-101-102-103-104

- ★ SPACE PATROL
- ★ ROY ROGERS TRIGGER
- ★ RUDOLPH  
THE RED-NOSED REINDEER
- ★ PETE THE RABBIT
- ★ RAWHIDE
- ★ BIG BRONCO

*Rope-in Extra Revenue  
With...*

- ★ SPACE GUN
- ★ STRATO GUN
- ★ TEST PILOT

**EXHIBIT SUPPLY**

Established 1901

4218-30 W. Lake St., Chicago 24, Illinois



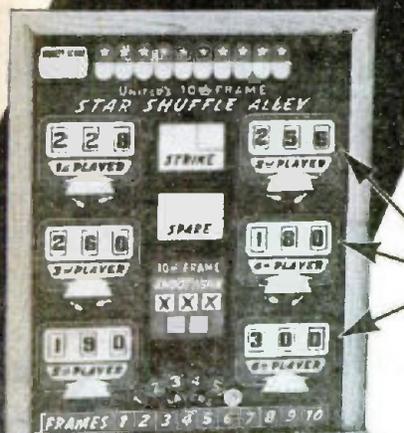
UNITED'S **10<sup>TH</sup> FRAME**

# Star Shuffle-Alley

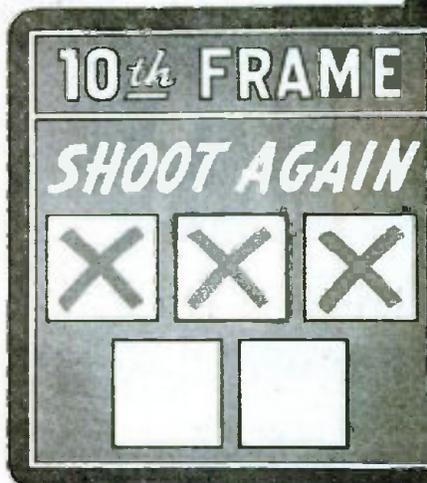
WITH

MATCH A SCORE  0-9  ★ MATCH A STAR  
**TWIN SPOT FEATURE**

**NEW, EXTRA-FAST SCORING**



plus



**STRIKE OR SPARE FLASHER LIGHTS**

**CAN PICK UP 7-10 SPLIT**

**FORMICA PLAYBOARD**

**SEE YOUR DISTRIBUTOR**

SIZES  
8 FT. BY 2 FT.  
9 FT. BY 2 FT.



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ONLY SEEBURG HAS THE

# Select-o-matic

MECHANISM



The most revolutionary  
development for the playing  
of recorded music since the  
invention of the phonograph



THE MOST WIDELY PUBLICIZED  
MECHANISM FOR THE PLAYING  
OF RECORDED MUSIC

50<sup>th</sup> ANNIVERSARY

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*America's finest and most complete music systems*