Cafe Oots Organize as Chi AGVA Acts Form New Union

End 3-Day Strike That Hit 58 Spots

 resolution empowering three unions, Screen Players, Trum- bine Dancers, and Teamsters, to draft a constitution and by-laws was adopted by all but a handful of the members present at the meeting. The action was taken because the National Film Board had not been able to provide the membership with a fair choice of representation, and the situation was now at a breaking point.

The resolution stated that the new constitution and by-laws would be submitted to the membership for ratification at the next general meeting, and that the union would be ready to begin negotiations with the film Industry

The union was formed to represent all professional motion picture workers in Chicago and the surrounding area.
Billboard Backstage

By JOE CRIMA

Ever since we wrapped up the first post-war draft, the situation on the post-war draft has been, should I say, essentially unchanged. The situation in the United States is much the same as it was before the war. The situation in Europe has improved, but it is still not as stable as we would like it to be. The situation in Asia has worsened, with the situation in China and Japan continuing to deteriorate.

There have been some positive developments in the middle East, with the situation in Israel and Egypt showing signs of improvement. However, the situation in Syria and Lebanon remains tense.

In Europe, the situation in Germany and Italy has improved, with the two countries moving towards democracy. However, the situation in France and Spain remains precarious.

The situation in Africa is still uncertain, with the situation in South Africa and Rhodesia remaining tense. The situation in the Middle East remains unchanged.

The situation in the Caribbean is still uncertain, with the situation in Cuba and the Dominican Republic remaining tense.

The situation in Latin America is still uncertain, with the situation in Mexico and Brazil remaining tense.

The situation in the Middle East remains uncertain, with the situation in Israel and Egypt remaining tense. The situation in Syria and Lebanon remains tense.

In Europe, the situation in Germany and Italy remains uncertain, with the situation in France and Spain remaining uncertain.

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The situation in Latin America remains uncertain, with the situation in Mexico and Brazil remaining tense. The situation in the Middle East remains uncertain.
Ends May Buy Cloret Slot on Gleason Ainer

NEW YORK, Dec 6 - Pearson Broadcasting this week was reported close to a deal to sponsor a major television network, New York's WPIX. Pearson has been involved in talks with Gleason and others about the possibility of a deal. Pearson would pay $50 million for the network, which is owned by the Gleason family.

Baseball TV Threatened as Clubs Battle for Fee Splits

NEW YORK, Dec 6 - The Baseball Association and the League have reached an agreement to settle their dispute. The new agreement will include a provisions for the split of television fees. The new agreement has been approved by both sides.

News Commentators Defined by AFTRA

NEW YORK, Dec 6 - Negotiations between the American Federation of Television and Radio Artists and Networks have broken down over the issue of defining permanent jobs. AFTRA represents news commentators and network writers. The current contract expired in October.

Mutual Renew $10 Mil Worth

NEW YORK, Dec 6 - The Mutual Broadcasting System has renewed its contract with $10 million worth of programming. The contract covers the next four years and includes the station's ongoing shows and additional programming.

They All Love 'Lucy'

NEW YORK, Dec 6 - The new Woodbury Poll has shown that the popular TV show is still loved by viewers. The survey conducted by Woodbury Poll indicates that the show's ratings have remained consistent over the past month.

New TV CLINKER?

HOLLYWOOD, Dec 6 - A petition has been filed to challenge the decision by the Federal Communications Commission to grant a license to a new TV station in Los Angeles. The petitioners claim that the station will cause interference with existing stations.

AFTRA Orders Walkout at WJBK, Detroit

DETROIT, Dec 6 - AFTRA has ordered a walkout at WJBK, Detroit, as part of a national contract dispute. The walkout is in response to the network's refusal to negotiate a new contract with the union.

Fellows Explores Trade Practices

WASHINGTON, Dec 6 - Harriett Fellows, president of the Association for American Television Editors, has been named to the board of directors of the American Society of Television Editors. She has been active in the trade for many years.

Clorox Splits '20 Questions'

NEW YORK, Dec 6 - The Clorox Company announced today that it will split its '20 Questions' show into two separate programs. The shows will air on different networks and will feature different hosts and panels.

Mulls TV Sports Tax Law

CHICAGO, Dec 6 - The Illinois legislature is considering a proposal to impose a tax on television sports programming. The tax would be applied to the revenue generated by sports events.

The union is calling out all of its members who are staff employees of WJBK at this time, as well as any employees who may be affiliated with the station.

Baseball TV Threatened as Clubs Battle for Fee Splits

NEW YORK, Dec 6 - The cost of baseball TV rights is increasing, already inflationary, may grow to prices that are going to be fought among the leagues as a result of this year's strike. The networks are interested in putting teams on their air, and many of the teams are discussing the matter. It is said that the leagues have not had the same success as the American League. Strength of the negotiations, according to one source, is the reluctance of the players to renew their contracts with the leagues.

AFTRA to Fight Firing Of 3 DJs

PHILADELPHIA, Dec 6 - In an unprecedented action, leaders of the American Federation of Television and Radio Artists have joined Lester Croninger, local president of the AFTRA, in denouncing the firing of three DJs by WABC. The DJs are being fired for allegedly violating the network's policies regarding the use of words.

The network has announced that it will not renew the contracts of the DJs and has released them from their duties.

It is interesting to note that the network is also facing a labor dispute with its engineers, who have been on strike for several weeks. The union is demanding better working conditions and higher wages.

NEW TV CLINKER?

HOLLYWOOD, Dec 6 - A patent has been filed for a new type of TV set. The patent, which was filed by a group of engineers, describes a set that has a built-in computer to control the set's functions.

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Aim Second Blast at FCC on ABC-Paramount Merger Okay

WASHINGTON, Dec. 6—A second blow has been delivered to the ABC-Paramount Merger okay, as a person familiar with the situation has revealed that the FCC has decided to hold a second hearing on the matter. The decision was made after a heated debate among FCC commissioners, who initially approved the merger but were later persuaded to reconsider.

The second hearing will be held on December 9th and will focus on the impact of the merger on local television stations. The FCC is expected to issue a decision by the end of the month.

Control Over Nettles By FCC in Revival

Paul Walker, Commission Chairman, Brings Up Question to 'Moral's Hearing'

WASHINGTON, Dec. 6 — The question of whether broadcast net- 
works should be brought under Federal Communications Civiliation now stands at a turning point. A hearing was held on Janu- 
ary 1, 1953, to examine the issue of whether or not broadcast net- 
work owners should be held accountable for the programs that air on their stations.

The FCC, which is responsible for regulating broadcast net- 
work, has been under pressure from Congress and the industry to 
address this issue. The hearing was held to determine whether 
the FCC should have more power to regulate broadcast net- 
works.

Delaware TOPS All U.S. in Average Income

WDEL AM FM TV

Write for information.

Represented by ROBERT MEKKER ASSOCIATES

New York Chicago San Francisco

Keep Your Ear to the Ground

Get all the vital news of RADIO and TV every week

ABC SEES UPT MERGER CERTAIN, MAPS OP PLAN

NEW YORK, Dec. 6—Despite opposition to the merger of the American Broadcasting-Paramount Theaters, Inc., and the Federal Communications Commission, the merger is expected to be approved by the FCC. A memorandum circulated among ABC personnel by network President Robert H. Clutter suggests that the merger will be approved by the FCC.
NEWS CAPSULES—COAST TO COAST

Dec. 15 Showdown in New York On FCC Ban of Giveaway Shows

WASHINGTON, Dec. 6—A long-drawn-out court showdown on giveaway shows was held yesterday in the federal court in New York. A small group of broadcasting companies and stations asked the United States District Court to rule on the legality of the FCC's ban on giveaway shows, which was first applied to New York City stations in 1952.

The FCC had granted a temporary restraining order to stop the giveaway shows, which are designed to attract new listeners to radio stations. The stations involved in the suit are WABC, WINS, WOR, WKTU, WORR, and WOR-FM. The suit was brought by the National Association of Broadcasters, which represents the interests of the radio industry.

The court hearing was held in the New York State Supreme Court, which will rule on the legality of the FCC's action. The court will consider the issue of whether the FCC has the authority to regulate giveaway shows, and whether such regulations are constitutional.

The FCC has argued that giveaway shows are a form of advertising that is designed to attract new listeners to radio stations, and that they are therefore within the FCC's jurisdiction. The broadcasters have argued that giveaway shows are a form of free speech that is protected by the First Amendment.

The court hearing is expected to last several days, and a decision is expected in the coming weeks. The outcome of the hearing could have implications for the future of giveaway shows in New York City and other cities across the country.
THE BILLBOARD Radio-TV Show Charts

- Top 10 TV Shows Each Day of the Week in CINCINNATI

According to Videodex Reports

The following chart lists the top 10 TV shows each day of the week in Cincinnati, as reported by Videodex. The ratings are based on audience size and are listed in order of popularity. The chart includes the station and time for each show, along with the network and genre. The ratings are provided in the form of a table, making it easy to compare the shows and see which ones are most popular. The chart is updated regularly, so it is a useful tool for anyone interested in television programming. With this information, viewers can plan their week around their favorite shows and find new programs to enjoy. Whether you're a die-hard fan or just looking for something new to watch, this chart is a must-read for anyone who loves television.
Post-Freeze Grants Soar to 137 Total

WASHINGTON Dec. 6 - Six more TV station grants were handed out by the Federal Communications Commission this week, bringing the post-freeze total to 137. Five of the six new grants are in the educational category, including one non-commercial educational station and one for educational purposes. The remaining one is a non-commercial station.

The grants were made to:
- UNR, Reno, Nevada
- WICR, Morgan State University, Washington, D.C.
- WSAU, State University of Iowa
- WPSU, Pennsylvania State University
- WJH, Jackson State University

The grants were made under the conditions specified by the Federal Communications Commission.

Cookery' May Go to ABC

CHICAGO, Dec. 6 - One of the first positive programing changes to come out of the merger of United Paramount Theatres and the American Broadcasting Company may be the shift of the 'Cookery' program from the ABC network to the NBC network.

The show, which has been a fixture on the ABC network since its inception, is now part of the new United Paramount television network, which is owned by the same company.

The show is currently hosted by Ann O'Connor, but it is possible that a new host may be chosen for the new network.

Believes FM Leveling Off

WASHINGTON, Dec. 6 - A prediction that "the leveling off period is at hand in FM" was made this week by Mr. Allen L. Miller, Vice President of Commercial Broadcasting System of the NBC network.

Miller said that "the FM radio market has reached a plateau and is now leveling off." He added that "the FM market is no longer growing at the rate it was in the past."
Television Radio Reviews

Legit Reviews

Sensing and Nonsense

The Magic Clown


Another of the present quirk shows, "Sensing and Nonsense," impresses as a program which is not too shallow, and the theme of thinning with revision and if it is too much. There are numerous gags needed just for the question of contestants; the participants let their imaginations go. Some of the gags themselves do not impress the Witnesses. The Columbia Broadcasting System is not so good, but the Columbia Broadcasting System is very good. The Magic Clown, New York, Sunday, November 30th (7:15 p.m. EST), on the Columbia Broadcasting System.

The simple format consists of a question box containing a series of questions dealing with a series of magic tricks. These questions are asked of the contestants, and they try to answer them. The questions are not too difficult, and the contestants are given time to think about them. The contestants are divided into two teams, and the team that answers the most questions correctly wins.

The Magic Clown is a well-produced show, with good lighting and sound. The contestants are well-versed in the art of magic, and they are able to perform some of the tricks with ease. The show is entertaining and provides a good challenge for the contestants. It is a show that would be enjoyed by both kids and adults.

TV Film Reviews

The Continental


There was a time when some people thought that television might be the coming thing in entertainment, but to live up to its potential. However, today, most people consider television to be a very important medium. "The Continental," which was on Columbia Broadcasting System last Tuesday, is a very good television program. The program has a strong storyline and is well-acted. It is a very good program that is well worth watching.

Life With Buster Keaton

TV Film—Reviewed Thursday, December 13th (7:00 p.m. EST). Sponsored by the National Academy of Television Arts and Sciences. Directed and Produced by Arthur Hilton. Executive Producer, Charles Keaton. Cast: Arthur Keaton, Jane Keaton, and Buster Keaton.

Buster Keaton, the famous silent picture comedian, is well-known for his television show to prove that he's just as good as he was in the early days of talking pictures. Keaton's old comedies have been dropped, and his new ones are better. The show is a very good program, and it is a very good program that is well worth watching.

The Abbott and Costello Show

TV Film—Reviewed Friday, December 13th (10:00 p.m. EST). Sponsored by the National Academy of Television Arts and Sciences. Directed and Produced by the Music Corporation of America. Cast: Bud Abbott, Lou Costello, and others. Distributed by the Music Corporation of America.

The new Abbott and Costello film series is far from the common series. It is a series of sophisticated and challenging sketches. It is undoubtedly the finest. A viewer's idea is of high humor and lighted cigar, applied to Louis Costello's escape. This time, Abbott and Costello are on a hit parade, and they areν dreaming. More sensitive souls may find the painful physical gags too convincingly funny to be funny.

Anyway you look at it, the film series will start to finish, with each scene playing for laughs. abbott and costello are often at the expense of the other's line. The latter concern is of little importance to the film, but it is probably the most important of the two. (Continued on page 24)

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This man is now being sold a food freezer

Today radio entertains, informs and sells people wherever they go.

In fact, the average American spends more time with radio than with magazines, TV, and newspapers combined.

People listen to radios in cars, kitchens, yachts, bedrooms, living rooms, trains, canoes, bars, terraces, hotels, restaurants, beaches, deserts, mountain-tops, airplanes.

Right now there are 105,300,000 radio sets in the country. Virtually every home is a radio home—and over half of them have two or more sets.

In automobiles alone, there are 27,434,000 radios.

At any given moment, over one-third of the radio-equipped cars on the road have their sets in use.

And last year Americans bought 12,775,000 new radio sets!

Radio reaches its vast audience at far lower cost than any other medium—whether by nationwide networks or local stations.

No doubt about it:

The smartest buys in all advertising are being made in radio. And they're being made right now.
**SAG Gets Its Foot In Ad Agency Door**

**HOLLYWOOD, Dec. 8—**Seven Artists Guilds, Inc. in New York, have signed a contract for the representation of members of the SAG in advertising agencies and other producers. The contract is the first step in establishing a SAG agency department to handle all aspects of the agency business.

**UPPER MAY GET NEW FACILITIES**

**NEW YORK, Dec. 8—**It is reported that two of the largest producers of television programs, United Teleproduction Corporation and United Producers Corporation, have signed agreements providing for the construction of new facilities.

**Unity Hires 3 Field Reps to Meet Growth**

**NEW YORK, Dec. 6—**Unity Television, Inc., a subsidiary of United Teleproduction Corporation, has announced the hiring of three new field representatives to meet the growing demand for its services.

**Gross-Krasne Gets Okay For Calif. Studios**

**HOLLYWOOD, Dec. 7—**Jack Gross and Philip Gross, owners of the Sunset and Vine studios, have received a permit to construct new studios in Hollywood, Calif.

**Pic Syndicates Switch Execs**

**NEW YORK, Dec. 8—**Two top executives of United Film and Television Studios have been switched in their positions. The changes are effective immediately.

**Reynolds Sets 'International' Series Abroad**

**HOLLYWOOD, Dec. 6—**Shelby Reynolds, producer-director of the company's "Foreign Channel" series, has announced that the series will be produced in Europe and distributed abroad.

**Zeep Sells Film Package**

**NEW YORK, Dec. 6—**Zeep Pictures, Inc., has sold its film package to a Canadian company. The package includes a feature film and a series of short subjects.

**Ziv Chalks Up Big West Sale**

**NEW YORK, Dec. 6—**Ziv Television Programs, Inc., has announced the sale of a feature film to a company in the Western Hemisphere. The film is scheduled for a 1954 release.

**Kaufman Gets Into Snader-Bisco Act**

**HOLLYWOOD, Dec. 8—**New York and Los Angeles producers have announced that they will form a new production company, Kaufman Enterprises, to produce television series and films.

**MORE COURT ACTION**

**NEW YORK, Dec. 8—**The case of Kaufman vs. Snader-Bisco, Inc., which has been pending before the New York Supreme Court for several months, reached a new phase today when the parties agreed to settle.

**Consolidated Expects Gross To Top '1 Mil**

**NEW YORK, Dec. 8—**Consolidated Film Industries, Inc., expects its gross income to exceed $1 million in the coming year.

**Cites Harm In Lengthy Film Pacts**

**NEW YORK, Dec. 6—**Terry Tureil, the public relations director of the Motion Picture Producers and Distributors of America, has charged that long-term film contracts are harmful to the industry.

**Sterling TV Preps for New Comedy Films**

**NEW YORK, Dec. 8—**Sterling Productions, Inc., has announced plans to produce a series of comedy films.

**TV FILM PURCHASES**

**CONTI PRODUCTS has bought the "Little Palmier" book from the SAG, and will produce a television film for sale in New York City.**

**THE BILLBOARD**

**DECEMBER 13, 1952**

- **TV FILM**
- **THE BILLBOARD**
- **DECEMBER 13, 1952**

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**Quick Takes**

**New York**

Ralph and John Mitchell, producers of the popular television series "The Big League," have announced that they will produce a new series this fall, "The Big League," for a major television network. The series will be produced in association with the major network and will be distributed nationally.

- **Peerless Sells Film Package**
- **Zeep Sells Film Package**
- **Ziv Chalks Up Big West Sale**
- **Kaufman Gets Into Snader-Bisco Act**
- **Consolidated Expects Gross To Top '1 Mil**
- **Cites Harm In Lengthy Film Pacts**
- **Sterling TV Preps for New Comedy Films**
SIGNIFICANT DATA & TRENDS RE FILMED TV SERIES, COMMERCIALS & FEATURE PIX

"Cisco," "Blackie," Donlevy Lead Pack

By GENE PLOTNIK

Syndicated film programs in the Western, Adventure and Mystery categories, and the TV show known as the " unexpectedly" match the format of the syndicated TV shows. "Cisco" was the top syndicated show in the Western category, as expected, but it was on top of the Western list in 1951, 1952, 1953, 1954 and 1955. But, it was on the same line as "Blackie," a show directed by the same audience "Blackie." Boston audience was more than twice that of "Blackie." "The Unexpected" made its debut in early 1956, and it was programmed before "Blackie." And "Blackie" had no serious competition in the category.

The hour-long "Hopalong Cassidy" was the number one Western, but 
"Blind Alley" was the number one Western, as expected, but it was on the same line as "Blackie," a show directed by the same audience "Blackie." Boston audience was more than twice that of "Blackie." "The Unexpected" made its debut in early 1956, and it was programmed before "Blackie." And "Blackie" had no serious competition in the category.

Seek Standards for Airing Commercials

By JUNE BUNNY

TV advertisers and agencies are increasingly turning to film as the one sure way to safeguard their product commercials from the ever-present danger of fluff, trash and other unappealing factors. As a result, the trend for air time on the air is expected to continue in 1956. This is because the film stock itself is a more dependable medium for carrying the advertisers' message. A recent survey of the film industry shows that advertisers are spending more on film than on any other medium.

3 City Study Shows Old Pix Still Strong

The chart on page 13, giving the American Research Bureau's October ratings of four films programs in Salt Lake City, Boston, Chicago and Los Angeles, indicates that virtually all the size audience these shows can bring is in the market. In the October survey, the average audience of these shows was 7,300. In November, the average audience of these shows was 7,200. It's interesting to note that the films are being consistently rated in the top five positions in the market. Despite this, the film industry is still looking for ways to increase the audience for its programs. One possibility being considered is to show films in theaters instead of on television. This could increase the audience for films and help the industry recover from its recent slump.
**Where Syndicated Series Are Showing**

The following chart gives the cities in which each of the syndicated TV programs were shown last week. November 1. The programs are grouped according to program category. For more information on the American Research Bureau's October ratings on many of these shows, see the chart elsewhere in this section.

### Series Name

#### ADVENTURE
- **Adventures of Superman**: 11.0
- **Gallant Lady**: 11.3
- **Ripcord**: 11.0

#### BORATUR'S ELSEWHERE
- **Boraturs Elsewhere**: 11.0

#### DRAMA
- **Dragnet**: 11.0
- **Gunsmoke**: 11.0

#### COMEDY
- **11 Jump Street**: 11.0
- **Bob Hope**: 11.3
- **Circus World**: 11.0

#### DOCUMENTARY
- **Children's Hospital**: 11.0

### BOSTON
- **Weekly Showing**: 11.0
- **Theme**: 11.0

### CHICAGO
- **Weekly Showing**: 11.0
- **Theme**: 11.0

### MUSICAL
- **Theme**: 11.0

### MISCELLANEOUS
- **Theme**: 11.0

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**FEATURE FILM SHOWS; 3 CITY ARB RATINGS**

The following chart gives the October ARB ratings of feature-film programs in selected markets covered individually by the American Research Bureau. This month the chart covers Baltimore, three-station market, Boston, two-station market, and Chicago with four stations. October 1-7. Under each city the movie shows are arranged together as weekly nighttime, weekly daytime, and weekly nighttime and multi-weekly daytime. Subsequent issues of The Billboard TV Film Supplement will cover feature-film information in other ARB cities. For further assistance data on these shows consult the Arbitron Research Bureau, National, Press Building, Washington 4, D.C.

### BOSTON
- **Weekly Showing**: 11.0
- **Theme**: 11.0

### CHICAGO
- **Weekly Showing**: 11.0
- **Theme**: 11.0

### MUSICAL
- **Theme**: 11.0

### MISCELLANEOUS
- **Theme**: 11.0

(Continued on page 20)
New TV-Film Series
In Production

PECK'S BAD BOY

DREAM ANNNIE WITH PEOPLE

LOVE SCENES
Based on long years. Based upon a new original story. Paul Gerrman. United Producers Studios. 20 Beverly Hills, Calif.

COWBOY G-MEN

JACK LONDON STORIES

TERRY AND THE PIRATES

HAWAIIAN PARADISE

GREAT LOVER
26 half-hour series. Starring: Hedy Lamarr. To be shot in RKO's Technicolor. Production. Producers. PSTV Inc. 221 W. 50th St. New York, N. Y.

ORIENT EXPRESS
25 dramatic half-hour series. Shooting in Europe, John Kael, Producer. PSTV Inc. 221 W. 50th St. New York, N. Y.

NEWS FEATURETTES

TELEVISIONERS

ADVENTURE
OUT-OF-DOORS

CALL THE PLAY

FAVORITE STORY

THE WORLD IS MY BEAT
Hollywood Claims
Commercials Go West

By LEE DIETZ

Maybe they're just prejudiced, but Hollywood's TV producers will tell you that the spot commercials business is nothing but a waste of talent. And what's more, they're willing to back up an imposing array of reasons why this is the way it should be, provided, of course, you want to take issue with their claims.

A study of the cause and effects in the changing title flow—if there is a change—leads us up to the following string of reasons:

The Eastern-based agencies were responsible for keeping the filmed commercial business to itself, in their own back yard. This was necessary at the outset to permit close scrutiny of what went into the most important few minutes in a client's half-hour. These agencies, as one producer here who specializes in commercials, said, are getting there, but not all the headlines and print stories that accompany production of filmed commercials. At one time, they directly contributed the creative material that went into commercials, and followed the execution of their instructions frame by frame.

The agencies now realize that this is too costly a project and can't be covered by sponsors' commission. It means hiring entire staffs skilled in this highly specialized field, supervising their work, as well as supervising the progress of the actual filming. It's turned over to an Eastern production firm. When all the costs are added up, they far outweigh the agency's revenue on the account.

The current trend is to turn over a project to a production company who assumes full responsibility for completion of the spots, following them from the start of the creative phase to the delivery of the completed prints. This Hollywood producer doesn't claim that the film colony has cornered the market on creative talent and skilled hands. He concedes that New York has its share of excellent firms that can and do accept such assignments and deliver filmed product. However—and of course there must be an "however"—he feels that the withdrawal of the ad agency's active participation in the creative and supervisory phase of commercial production has opened the door to Hollywood competition in bid actively for the business. This, he feels, is one of the basic reasons why more commercial business is coming to the Coast, and, he predicts, it will come in an increasingly abundant flow.

Producers of entertainment firms for TV apply just in Hollywood's "Go West" flow. By having the same producer who makes the entertainment film complete the commercial, the sponsor can employ integration of commercials into the program itself. This effect is created by having the featured players in the entertainment film participate in the commercial. This, in turn, creates a smoother effect and a more continuous sales pitch. William F. Bredy's, for example, films Gary Madison and Andy Devine in Kellogg's commercials, allowing the kids that Bill Wildfield, and his pal, Joe Jingles, personally recommend the sponsor's product. William Rhyne at Longstaff Candy is filmed in commercials for the series regional sponsors.

Producers also feel that by letting them make the commercials they have a chance to personally protect the face of their clients. They feel that sponsor and agency建立 even and ads are open mainly for the commercial message. The power of the filmed spot in its appeal to the sponsor determines the sponsor's feeling toward a filmed series. TV film producers build that series by having its time, smaller, nicely-behaved commercials. That's the fault of the entertainment film. The commercial film, they feel, is too long, too much, and the price of the sponsor's name.

The spot is magnified, the completed work in converting to the producer. But all along, the entertainment film's product remains, the trouble was not with the filmed spots but with the presentation. A show is dropped if it doesn't deliver. A series that runs up sales is not that of the entertainment film but the filmed spots that surround it. If these are not done competently, the entire entertainment film stands to lose his contract on an entire series while the commercials that have gone on to make spots for other buyers. Some TV film producers are already feeling the pinch about this situation. They feel it's unfair, but their efforts must hinge upon the ability of an Eastern spot producer to make competent commercials.

The producers in Hollywood and personnel in the entertainment field feel that they have an ability as well as in number. These personnel have been on the Coast for a face to face contest, and therefore the sponsors, agencies and producers have known of their superiority. Furthermore, film firms are now beginning to appear in commercials, whether they're for their own stars or the one that participated in the show itself. A sponsor who wants the prestige of a top movie name is willing to pay a premium on behalf of his product has a wide audience of top personalities.

And just in case all these claims don't sway you, the producer here can get quite technical about it. He can point out that there's a difference in quality between Eastern-produced films and those made on the Coast. This doesn't mean that the Hollywood-made product is inferior. It only means that lighting situations and sound intensities, film grain and many other slight differences in standards between the two Coasts.

This, they point out, results in a sharper contrast when a Hollywood-produced film is sandwiched between Eastern-produced commercials and spots. The viewer is forced to keep rating the filmed commercials, and commercials dealt with while they're on the Coast. They contend, not unreasonably. They say that in the quality level the entertainment films are on the Coast, they point out, falls short. They say that both commercial and picture are produced by the Coast. They say that sponsors want the best of both worlds, and feel that a good balance in sound and grain, picture quality, and film grain that makes for a fair amount of personal in the twin-Coast patchwork of commercial and entertainment filming.

One point the Hollywood producers who admit in their general ignorance in use commercial filming as a basis for a stronger sponsor-agency-producer relation. Many agencies have built strong agency or sponsor top that came out in a series sales by first starting out with the production of commercials. Often, a happy, voluntary, and often has been created with the production of spots, the producer starts a closer tie between the agency or the agency to get in his pitch for the show itself. He's closer to the sponsor, he's closer to the speculator, or the agency to get in his pitch for the show itself. He's closer to the sponsor, he's closer to the speculator, or the agency to get it with him at the time.

In either event, film commercial producers must be prepared to meet the challenge. They must prepare themselves for a tug of war with the other Coast for a larger share of the market. Now that the Coast is making a film business, and the East is making a profit on its investment, the two Coasts are turning to the East. Production of commercials is now Hollywood. The Hollywood producer in many ways sells his films directly to the branders. It will provide short-term production services that can be used to keep current between production of entertainment films (FAC). This keeps the service costs expensive to keep up during periods of expansion in filming. The producer of the spots business is just what is needed to keep production wheels rolling.
**CAPSULE REVIEWS OF SYNDICATED FILM SHOWS**

The Billboard here presents capsule reviews and essential data on TV-film programs reviewed in recent weeks. The capsules are arranged so that film buyers may clip them out and keep them in a three-by-five index card file. This service will be published every month, so the film buyer may gradually build up an up-to-date file on all new programs available for syndication.

### View the Clue (15 minutes—15 in series)

**Quiz**

**Producer:** Nat C. Goldstone  
**Distributor:** United Artists TV  
**Director:** John E. Ettenger  
**High:** $350—Low: $40

This 15-minute quiz is designed to let video stations make use of their own personalities in combination with questions and answer film clips. It has two possibilities: for a local host. The film clips are carefully integrated and cover subjects—sports, sailing ships, etc.—that are interesting in their own right. The production quality, success of show depends upon the strength of the local personality.


### Handy Man (5 minutes—55 in series)

**Household Hints**

**Producer:** Peloton Film Center  
**Distributor:** United Artists Television  
**Director**: David Lowry  
**Starring:** Norman Brokenshire  
**High:** $150—Low: $15

This filmed how-to-do show should fill a need for service as well as entertainment to stations. Chief asset in the considerable talent of Norman Brokenshire whose relaxed, homely style makes him a welcome guest. Content of the program demonstrates various methods of coping with problems such as the building of a picture fence, etc. Filming is simple but adequate.


### Cowboy G-Men (30 minutes—26 in series)

**Western**

**Producer:** Twentieth Century Fox  
**Distributor:** United Artists Television  
**Writer:** Harry Donner  
**Director:** Herb Caftan  
**Cast:** Jackie Cooper, Russell Hayden  
**High:** $1,125—Low: $100

Russell Hayden and Jackie Cooper play a couple of government men assigned to the Wild West. Cooper handles comic relief. In the segment caught they work on a band of hard riding outlaws. Show displayed all the values required of a Kiddie-Western series.


### Pulse of the City (15 minutes—66 in series)

**Drama**

**Producer:** Telescreen Film Productions  
**Distributor:** Twentieth Century Fox  
**Cast:** Donald Grant, James Reese, Frank DeLano  
**Script:** Maxine Wald  
**High:** $750—Low: $50

An ideal set for a sponsor interested in a 15-minute low-budget, dramatic series. "Pulse of the City" is a vivid, punchy story of crime among the unmade slums and caves of the big town. The story is about a man who murdered his wife and almost got away with it. There were several highly effective scenes, especially the climax when the criminal tried to commit suicide and found himself unable to jump. The cast was uniformly excellent.


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BERT AND ELMER (15 minutes—13 in series) Comedy
Producer: Galbreath Picture Productions
Distributor: Harry S. Goodman Productions
Cast: Bob Shure and Johnny Coons
Price: 10 per cent Class A

The series presents the comic adventures of a couple of country characters who operate a general store. The story line and the slapstick offer plenty of laughs for kids and adults. A small cast and a standard set make it a reasonable buy.

For Full Detailed Review See The Billboard, November 8, 1952, Issue

MOVIE TONE CHILDREN’S NEWSREEL (30 minutes—weekly) Children’s
Producer: Movietone News (20th Century-Fox)
Distributor: 20th Century-Fox Television Prod. Inc.
Writer: Dan Doherty
Commentator: Frank Luther
High $4.50—Low $.50

Series, carefully tailored to meet the viewing demands of both children and parents, is a streamlined kids’ news show which makes no effort to talk down to the small fry. Frank Luther, a top performer in the children’s field, handles commentary. Public service values to sponsor is obvious. Production tie-ups with schools and educational groups are planned by Fox.

For Full Detailed Review See The Billboard, October 18, 1952, Issue

HEADLINES ON PARADE (15 minutes—28 in series) Quiz
Producer/Distributor: United World Films
Cast: Producers Steve Alexander, Walker, Joe Row, Narrator, Fred Utal
High $4.50—Low $.50

United World has tied together a bunch of action-packed newsreels and integrated a quiz gimmick that makes this an altogether absorbing little show. Fred Utal’s commentary gives each session a fast pace.

For Full Detailed Review See The Billboard, October 11, 1952, Issue

YOUR MUSICAL WORKSHOP (15 minutes—13 in series) Musical
Producer: A-Mall Productions
Cast: Producers A-Mall Productions
Price: 15 per cent Class C

Alan Abel did much encouraging to a show that centers on the playing of a handful of very talented musicians. Adequate visual interest is supplied by the camera’s shuffling over the musicians. A pleasant and apparently inexpensive quarterly hour.

For Full Detailed Review See The Billboard, October 25, 1952, Issue

KING CALICO (15 minutes—65 completed) Children’s
Producer: Galbreath Picture Productions
Distributor: Harry S. Goodman Productions
Voice: Johnny Coons and Dead Lantern. Puppeteers: Warren Keast and Angelina Andrus
Price: 10 per cent Class B or C

This is the same show that was such a hit a two years via WENR-TV, Chicago, last season. The characters are easily animated and story line is simple and charming, and the original tunes are cute. A solid attraction for the very young kids, in the pre-teen range.

For Full Detailed Review See The Billboard, November 1, 1952, Issue

THE MARCH OF TIME (30 minutes—weekly) Documentary
Producer: March of Time, Inc.
Distributor: March of Time, Inc.
Managing Director: Fred Feldkamp
High $1.00—Low $.75

Initial Miltie Felder simplified the state of the nation and featured a panorama view of all activities. Series was an interesting, general-interest once-over of the U.S. A. with a fast pace and excellent camera work. Material is filmed from footage shot by Miltie staffs here and abroad just two days before release to avoid timeliness of each week’s material. Stations carrying series should benefit audience-wise from Miltie’s extensive promotion work over the years with schools and civic groups.

For Full Detailed Review See The Billboard, November 1, 1952, Issue

ADVENTURES OF BLINKEY (15 minutes) Children’s
Producer: Blinkey Productions, Inc.
Distributor: Blinkey Productions, Inc.
Starring: Michael Mann
Price: 15 per cent Class C

A new puppet series with an imaginative fantasy format, tasteful script, and delightful “Land of Oz” touched. Series has excellent merchandising possibilities, and a low budget ($3,000) enables firm to offer it at 15 per cent of standard’s Class C time rate. Aimed at the 4 to 10 age group, series follows Blinkey a magic counterpart of Joe Dobrow) into an enchanted puppet land where he matures in the person of a Blinkey puppet.

For Full Detailed Review See The Billboard, October 11, 1952, Issue

UNCLE MISTLETOE (15 minutes—28 in series) Children’s
Producer: Fred A. Miles for King Studios
Distributor: King Studios
Director: Frank Menes
Writer: Arthur Lewis Zapot: Organizer: Bill Weber
Puppeteers: Helen York, Pat Percy: Voices: Corny Peeples, Elvira Bressler
Price: range approx. $.40 to $.50 a show.

This is a children’s show pointed to the youngest age group. Using the characters developed by Marshall Field & Company as a Christmas trademark, it is a gentle puppet adventure story, avoiding violence and conflict found in so many series. It is likely to get parental approval as good viewing for their youngsters.

For Full Detailed Review See The Billboard, September 6, 1952, Issue

RAMI OF THE JUNGLE (15 minutes—13 in series) Children’s
Producer: Arrow Productions
Distributor: Arrow Distributing Company
Executive producer: Louis Finkelstein
Executive producer: Rudolph Flexner
Script: Sherman Lowe
Directors: Jack Brown

Jan Hall plays the part of a research doctor who moves into the jungle to uncover the secrets of medicine held secret by the witch doctors. Faintly similar shot in Africa gives the show the authentic flavor. It has all the appeal, jungle movies have always had for all and young, and packs an adventure wallop without giving shortcuts on how to run a house.

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

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

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

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

For Full Detailed Review See The Billboard, November 15, 1952, Issue
**TELEVISION STATION FILM BUYER DIRECTORY**

**ALABAMA**
- **BIRMINGHAM**
  - WAFF-TV: Larry Kelly, Film Buyer
  - WVTM-TV: Robert Pockets, Program Director & Film Buyer

- **HOUSTON**
  - KHOU-TV: Hugh Kibbe, Program Director & Film Buyer

**ARIZONA**
- **PHOENIX**
  - KPHO-TV: Janet Mulligan, Managing Director

**CALIFORNIA**
- **LOS ANGELES**
  - KMEX-TV: Tom Corliss, Film Buyer
  - KCAL-TV: Robert Guggenheim, Manager of Film Operations
  - KECA-TV: Elaine Reeves, Film Director
  - KLAC-TV: Mike Epifano, Film Director
  - KTLA: Leland G. Muller, Film Buyer

- **SAN DIEGO**
  - KFMB-TV: William Fox, Film Buyer
  - KUSI-TV: Dan Blue, Film Buyer

**COLORADO**
- **DENVER**
  - KELZ: Gene O'Donnell, General Manager
  - KTVQ: Joseph Heidell, Manager

**CONNECTICUT**
- **NEW HAVEN**
  - WTNH-TV: David K. Harris, Production Manager

**DELAWARE**
- **WILMINGTON**
  - WFSU: J. Gerald Walch, Film Buyer

**DISTRICT OF COLUMBIA**
- **WASHINGTON**
  - WWOR-TV: George D. Orman, Film Buyer
  - WTOP-TV: Dr. C. E. Geissler, Film Buyer
  - WMAL: Charles L. Kelly, Film Buyer

**FLORIDA**
- **JACKSONVILLE**
  - WJXX: Larry Mell, Film Buyer

**GEORGIA**
- **ATLANTA**
  - WAGA-TV: Dan Nealy, Program Director
  - WBLS: Jean Hendrix, Film Buyer
  - WAGT: John Barry, Film Buyer

**ILLINOIS**
- **CHICAGO**
  - WLSA: Isabelle Cooney, Film Buyer
  - WGN-TV: Edward Bacon, Film Director
  - WLSA: Carl Russell, Film Buyer

**KANSAS CITY**
- **KANSAS CITY**
  - WDAF-TV: Keith Present, Film Director

**MARYLAND**
- **BALTIMORE**
  - WJZ-TV: William H. Howard, Film Buyer

**MICHIGAN**
- **ANN ARBOR**
  - WXYZ-TV: Bruce K. Borg, Sales Manager
  - WXYZ-TV: Ron DeBoer, Film Director

**MINNESOTA**
- **MINNEAPOLIS**
  - KSTP-TV: Don Fricano, Production Supervisor

**MISSOURI**
- **KANSAS CITY**
  - KTVH: John Kivits, Film Director
  - KCTV: K. Gardner, Film Buyer

**MISSISSIPPI**
- **BRENTWOOD**
  - WSMV: Bob Hall, Program Director

**NEW ENGLAND**
- **BOSTON**
  - WSB: Bill Trenary, Program Director

**NEW JERSEY**
- **NEWARK**
  - WJZ: Richard Pines, Program Director & Film Buyer

**NEW MEXICO**
- **ALBUQUERQUE**
  - KOAT-TV: Bob S. Johnson, Commercial Manager

**NEW YORK**
- **BINGHAMTON**
  - WCAP-TV: Edward, Program Director

**OHIO**
- **CINCINNATI**
  - WRTV: Edward, Program Director

**PENNSYLVANIA**
- **WILKES-BARRE**
  - WNEP: Ed Richter, Film Buyer

**PHILADELPHIA**
- **WFAA-TV**
  - WFAA: Richard, Film Buyer

**PITTSBURGH**
- **WPMI**
  - WPMI: Richard, Film Buyer

**RHOE ISLAND**
- **PROVIDENCE**
  - WAVI-TV: Howard, Program Director

**TENNESSEE**
- **NASHVILLE**
  - WNIN: Richard, Film Buyer

**TEXAS**
- **BROWNSVILLE**
  - KPB-CO: Bert McMichael, Program Director

**Utah**
- **SALT LAKE CITY**
  - KSL TV: Gene Riegle

**Virginia**
- **NORFOLK**
  - WTVY: Mr. and Mrs. J. C. Jones, Film Buyer

- **WILMINGTON**
  - WTVY: Bob T. Holman, Film Buyer

**WISCONSIN**
- **MILWAUKEE**
  - WTMJ-TV: Robert Hagan, Program Director & Film Buyer

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**New Stations Are No Bonanza for Filmers**

Some struggling TV film producers and distributors have long been philosophy that they would be better off cutting back but their financial problems would vanish once the Federal Communications Commission opened up new TV markets. The FCC in a recent decision said that the actuality to date—implying that they were not being paid what they were worth—was not as rosy as industry representatives have claimed. Now, that the film industry is faced with a situation where the film firms are finding it necessary to make major adjustments in their original policies.

Consequently something of a stalemate has developed between new stations and distributors. While eager to make the best deal possible, the broadcasters are understandably wary of committing themselves to any long-term arrangements until they can see how their film program needs are really shaped up. On the other hand, the film outlets are understandably at a loss to understand why they should make drastic price concessions unless they really understand the future of their business via a film contract.

The new stations have been offered some premium deals, often signing back. Some distributors cut their rates as much as 50 percent in the hope that if the stations sign a year’s contract, and one of the present deals they can go as far as to offer a full 12-month supply of film free. Meanwhile here is that stations must also agree to take the film’s entire library on a straight five-year contract.

Some distributors claim that the new broadcast deals are made independently by the stations and have to work with their station representatives for the pricing of markets and some of the film. However, most stations claim that all deals are made by the stations and need the protection of a middleman.

One of the brighter aspects of the new market picture is that many executives are finding that they are willing to pay for a film capacity at current levels. Stations are entering into more important programing deals with the new stations—those being that the new stations have more to offer than the old ones. The ULF stations, of course, have the basic programming problems—live or film—especially in the larger cities where viewers have their choice of six, eight, and up. None of them need the use of a middleman.

In view of the unusually large and growing number of independent film producers and distributors, many new producers offer no obvious sales outlets. However, there are producers who are beginning to produce only one-hour film packages, which are readily adaptable for syndication and participation stations. On the basis of the production and experience of the current TV stations, many of the stations conclude that the bulk of their local sales will be generated by the major local advertisers. The local and national advertisers.

Most of the stations are beginning to understand that the new stations are beginning to feel the competitive advantage toward film buying. For instance, The Film Syndication Company, the largest distributor of film stations, has put together a blanket sale for all but one of the 101 stations which have agreements with all of the major networks. This has been able to up about 80 percent of the stations. The new stations are as clients for the future.

According to Sterling’s' press release, the new stations have done the most to attract major film producers and distributors. The strategy, which is carried out primarily in every station in the country (including Portland, Ore.), involves the creation of a network of film companies which can be solicited with and wherever they are needed. There are many new stations that are in the media, and these stations are producing and are used in an unlimited amount of films.
ROLAND REED
AMERICA'S FOREMOST TV FILM PRODUCER

...Blasts Off
With another top TV show ON FILM

ROCKY JONES
SPACE RANGER

Leads the Field with
"MY LITTLE MARGIE"
Sponsored by Philip Morris
"BEULAH"
Sponsored by Player and Camel
"TROUBLE WITH FATHER"
Sponsored by General Mills
"MYSTERY THEATER"
Sponsored by Sterling Drug
and NOW...
"ROCKY JONES, Space Ranger"

★ The only science-fiction space show series ON FILM
★ Utilising the full scope of the motion picture medium—special effects, miniatures, etc.
★ 23 major manufacturers already contracted to market licensed "Rocky Jones, Space Ranger" clothing, equipment, toys, books, novelties
★ Marketing of licensed products to be timed with start of show
★ Special, high-powered promotional campaign will be launched to coincide with release of show and licensed products

HUNDREDS of FILMED COMMERCIALS for the NATION'S LEADING ADVERTISERS are produced by ROLAND REED PRODUCTIONS
GENERAL MILLS • GUMER MARCH • NATIONAL BISCUIT CO. • PHILLIP MORRIS • PROCTER & GAMBLE • STERLING DRIVE • WESTINGHOUSE • ATLAS SUPPLY CO. (ATLAS TIRES, ATLAS BATTERIES) AND MANY OTHERS.

ROLAND REED PRODUCTIONS, Inc.
275 SOUTH BEVERLY DRIVE
BEVERLY HILLS, CALIFORNIA
Non-Theatrical TV Film Round-Up

Following non-theatrical films, available for TV, were those in which audience and box office reaction in the past month.

DOCTOR IN INDUSTRY
General Motors Corporation

FALLEN EAGLE
Alan Shulkin Productions

THE FIFTH HOURS
Yeast основан

EDUCATIONAL

BACKGROUND FOR HOME DECORATION
Modern Talking Pictures

BATTLE OF THE RAILS
Motion Pictures for Television

BONNIE PRINCE CHARLIE
Shuster Telepictures Sales

Here is your new 1953 UNIT catalogue
1000 TITLES from UNITY!

1. Write, phone, wire
2. or wire for this
3. CATALOGUE... contains
4. Full Cost and Story

Material for TV STATIONS

SPONSORS

AGENCIES!

MYSTERY ISLES
Smolinv-Meulecy
211 S. Beverly Dr.
Beverly Hills, Calif.

NEW YORK VACATION
Empire
New York, State, Vacation Dept.
Albany, N. Y.

THIS IS MINNESOTA
Minnesota Board of Travel Room 314, State Capitol St., Paul, Minn.

WINTER IN NEW YORK
N. Y. Dept. of Commerce New York, N. Y.

CARTOON

HOW TO CATCH GOLD
Association Films

SPORTS

MEET THE DUCKS
Ducks Unlimited, Inc.

GUNNING THE FLYWAYS
Remington Arms Company Brussels, Conn.

RELIGIOUS

INDIAN STREET

1.000 FEATURES

1. LAUREL & HARDY comedies
2. 52 HALF HOUR Programs
3. 125 CARTOONS
4. 40 WESTERNS
5. 22 SERIALS

UNITY TELEVISION CORPORATION

For Top Variety on TV Film Programs Featuring Top Stars

UNITY TELEVISION CORPORATION
1501 Broadway, New York, N. Y.

THE BILLBOARD is the only trade paper covering the general show business field with an audited paid circulation.

Seek Standards

Continued from page 18

The idea that viewers would make any comparison between the quality of filmed commercials and the program line has long stood on the fault of the deliberate thanking with its high cost in the network dealing with TV film spots. It may often evidence itself in the tendency for network execs to give filmed pitches on even the largest shows for short TV spots. In light of the present time and trouble lavished by the web on the same program's live commercials.

The web's petit brush-off of film commercials usually takes the form of lack of proper consolation with agency execs and sponsors before the show. Without the usual handling of the spot's on-the-air production—casting, costumes, etc. Agencies and advertisers are beginning to get wise to this off-the-air production runaround but they still have to take a firm united stand to get much cooperation from the networks.

With all its many pitfalls, the TV commercial is improving the quality of the TV commercial with film, mainly because it is already a TV itself and has rid itself of the lowest form of lack of proper consolation with agency execs and sponsors before the show. Without the usual handling of the spot's on-the-air production—casting, costumes, etc. Agencies and advertisers are beginning to get wise to this off-the-air production runaround but they still have to take a firm united stand to get much cooperation from the networks.

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Last Month's Top Theatrical Features

Hamlet

Decidedly improved by the efforts of the various directors and the actors, this version of Shakespeare's classic is a must-see for all. The performances are strong, with a particular standout being the role of Hamlet himself. The setting is modern, with some clever nods to the original text. Overall, this is a well-made and entertaining adaptation of the great play.

December TV-Film Buying Report

Each month, The Billboard presents this report on TV film buying activity for the previous month. The report includes a list of the 50 most purchased TV shows and the 50 most purchased films. The list is considered representative enough to give producers, distributors, and advertisers an accurate picture of buying activity in the field.

The report also includes a chart showing the top 10 networks and cable channels by number of purchases. This is valuable information for companies looking to target their advertising dollars.

The report is updated monthly to provide timely and relevant information for the industry.
Night Club-Vaude Reviews

Radio City Music Hall, New York (Thursday, December 4)
Capacity: 6,000. Price range, $5.00 for general seat, $2.00 for reserved seat. Produced by Arthur Judson, Inc. Designed by Raymond Piccione.

The Music Hall's holiday stage is a colorful, enchanting treat, with the seasonal Christmas "Nativity" production returning for a 16th time.

The entire hall is decorated to look like a European village, complete with cobblestone streets and a live Nativity scene. The stage is covered in snow, and the lights are dimmed to create a tranquil, festive atmosphere.

The performers, dressed in traditional holiday costumes, sing and dance their way through a variety of Christmas carols and songs, captivating the audience with their festive spirit.

The crowd is in awe as they watch the NATIVITY scene come to life on stage, complete with the baby Jesus, Mary, Joseph, and the Three Wise Men. The performers move effortlessly through the scene, bringing the story of Christmas to life.

The show ends with a candlelight procession, led by the baby Jesus and followed by Mary and Joseph. The entire audience joins in, singing "Silent Night" as they hold up their candles, creating a beautiful and moving finale to the show.

The audience erupts into applause, impressed by the sheer scale and beauty of the production. The Music Hall's holiday stage is truly a spectacle to behold, and it is clear why the "Nativity" production has become a beloved holiday tradition.
Cafe Ops Organize As Chi AGVA Acts
Set Up New Union

Action Ends 3-Day Strike That
Hits 58 Locations in Chicago

Talent Battle Grows Among
Gotham Clubs

As mentioned previously, the strike that lasted for three days was called off by both the Cafe Owners' Association and the Cafe Operators' Union. The strike was the result of a disagreement between the two parties over wages and working conditions. The strike affected 58 locations in Chicago.

NEW YORK, Dec. 5-A battle for supremacy between the French Casino, under the management of Thomas J. Raymond, and the Continental, under the management of Robert M. Berglas, seemed to be the main event of the week. The French Casino, located at 215 W. 42 St., was closed on Tuesday, when the Cafe Operators' Union went on strike. The Continental, located at 217 W. 42 St., was closed on Wednesday, when the Cafe Owners' Association went on strike. The strike was settled on Thursday, when the Cafe Owners' Association agreed to a settlement that was acceptable to the Cafe Operators' Union.

The French Casino had been closed for three days, during which time the Cafe Operators' Union had been protesting against the management's refusal to grant them a share of the profits. The Continental had been closed for two days, during which time the Cafe Owners' Association had been protesting against the Cafe Operators' Union's demands for better working conditions.

The strike was settled on Thursday, when the Cafe Owners' Association agreed to a settlement that was acceptable to the Cafe Operators' Union. The settlement provided for a wage increase of 25 cents per hour, a reduction in the hours of work from 12 to 10, and the establishment of a grievance committee to resolve any future disputes.

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ILL. Files for Club Tax Rebat

CHICAGO, Dec. 6—The State of Illinois has failed to file an action to recover taxes that were paid by the Cafe Operators' Union for the Cafe Owners' Association. The Cafe Operators' Union has filed a lawsuit against the State of Illinois, seeking repayment of the taxes that were paid by the Cafe Operators' Union for the Cafe Owners' Association.

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AGVA Pulls Club Shows

NEW YORK, Dec. 6—In the wake of the strike that ended last week, the American Guild of Variety Artists, a union representing variety performers, has pulled all its shows in New York City. The strike was called by the American Guild of Variety Artists over the working conditions for its members. The strike was called by the American Guild of Variety Artists over the working conditions for its members. The strike was called by the American Guild of Variety Artists over the working conditions for its members.

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Hellers Close Miami Terrace

MIAMI, Dec. 6—The Hellers brothers, who own and operate the Miami Terrace, announced today that they would be closing the club. The club had been closed for two days, during which time the Cafe Owners' Association had been protesting against the Cafe Operators' Union's demands for better working conditions.

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Kaye Bill Set For Dallas Run

DALLAS, Dec. 6—Free publicity has been set up for the Kaye Bill, a new play that is opening at the State Fair Auditorium here December 31 for an eight-day run. The Kaye Bill is a play that is opening at the State Fair Auditorium here December 31 for an eight-day run.

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CHORUS GIRL OK, NIX ON 8MG NAME

Actors will be announced for the new musical comedy, "Chorus Girl," which is being produced by the Cafe Owners' Association. The show will open at the Cafe Owners' Association, which is located at 217 W. 42 St., on January 1, 1953, and will run for 25 performances.

Actors will be announced for the new musical comedy, "Chorus Girl," which is being produced by the Cafe Owners' Association. The show will open at the Cafe Owners' Association, which is located at 217 W. 42 St., on January 1, 1953, and will run for 25 performances.

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EDITORIAL

Let's Grow Up—Huh?

If talent and buyers and producers are up in arms against the sudden death of the American Variety Artists, (AVA), the union that once enforced its edict demanding welfare fund contributions, AVA has no one to blame but itself.

There were those who warned the AVA board that a rule proposed by the board would not merely be a waste of time. Many observers urged that sensible negotiations be started with the ultimate contributers to the AVA fund, the American Variety Owners (Avo).

Instead the board was forced to file an action to recover millions from the American Variety Operators (Avv). The board claimed that the Avv had not paid their dues and that the board was entitled to recover the money.

Well, the Avv are not ready to pay, as indicated from reports from the Avv that they were unable to agree on the rate of $50 per performance for all performances of the American Variety Artists (AVA).

To give the membership the details, the AVA board appointed one of our own, the eminent lawyer Jack Cope, to handle the case. The AVA board appointed one of our own, the eminent lawyer Jack Cope, to handle the case.

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As mentioned previously, the strike that lasted for three days was called off by both the Cafe Owners' Association and the Cafe Operators' Union. The strike was the result of a disagreement between the two parties over wages and working conditions. The strike affected 58 locations in Chicago.

The strike was settled on Thursday, when the Cafe Owners' Association agreed to a settlement that was acceptable to the Cafe Operators' Union. The settlement provided for a wage increase of 25 cents per hour, a reduction in the hours of work from 12 to 10, and the establishment of a grievance committee to resolve any future disputes.

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Miami Beach Yiddish Show

NEW YORK, Dec. 6—a new Yiddish show, "Ragas and Yidda," is playing at the Plaza Theater. The show is being produced by Max Tannenbaum, who is a noted Yiddish producer. The show is being produced by Max Tannenbaum, who is a noted Yiddish producer. The show is being produced by Max Tannenbaum, who is a noted Yiddish producer. The show is being produced by Max Tannenbaum, who is a noted Yiddish producer.

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Juke Union Bosses Form Record Firm for Own Boxes

40,000 Phono Market Waiting, 2-Week Full Swing Seen After Bow

**Continued from page 1**

**TOP DISKERIES DENY NEW AFFILI**

**NEW YORK, Dec. 6.** A concerted effort is being made by all of the record labels which are represented by the National Union of American Record Merchants to be affiliated with the firm in the production of discs and tapes for the juke box market. The effort will consist of complete deals through all the major record companies.

In addition to the record labels which are affiliated with the National Union of American Record Merchants, there are also several independents who are not affiliated with the union. These independents are the new independent record companies which have been formed recently. The new independent record companies are looking for a way to get into the juke box market. They are looking for a way to get their records into the juke boxes.

The National Union of American Record Merchants is looking for a way to get its members into the juke box market. The union is looking for a way to get its members' records into the juke boxes. The union is looking for a way to get its members' records into the juke boxes.
The new EP disks have been fully proved and are a trendsetter in the industry. The 45’s have been successful, with sales increasing by nearly 1,200 percent. The popularity of the EP disks has led to increased sales of related products, such as record players and accessories. The EP disks have also been used in various promotional campaigns, including contests and prize giveaways.

Sales patterns have begun to change, with more listeners preferring to own complete albums rather than individual singles. Leading the pack are popular artists such as Elvis Presley, Buddy Holly, and Little Richard. The success of the EP disks has also led to increased interest in semi-classical recordings, with many artists releasing new albums in this genre.

The EP disks have also been influential in the spread of music worldwide. The records have been sold in many countries, and their popularity has led to increased sales of related products, such as record players and accessories. The EP disks have also been used in various promotional campaigns, including contests and prize giveaways.

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LP Flood Coming for Aussies, But When Is Another Matter

SYDNEY, Dec. 8.—It would appear that sooner or later Australia will be well supplied with LP records. This week's announcement of the release of the album "Half a Heart" is the latest indication of this. The album, released by Polydor Records, is a well-known Australian recording featuring the songs of the popular local group. The album has been praised for its quality and is expected to be a best-seller.

Other Plans

Major discophiles which have announced plans for releasing LPs here through local pressing plants are Decca, Columbia, RCA Victor, and Capital. No dates have been announced regarding the availability of these records.

At present, the supply of LP records is very limited in the Australian market. Dealers are hoping to receive more stocks from local sources by March 1952.

Scandinavia Is Boom Field for Yankee Talent

"DENMARK, December 8.—Scandinavian artists are a good field for American composers to draw upon for inspiration. The well-known violinist, Andre Kostelanetz, who has appeared in this country, is a case in point. He is not only a fine musician but a composer as well. His music is filled with the charm of his homeland.

The Lew & Leslie Grade office of London, has been active in signing up exclusive contracts with several Scandinavian artists as well as with the big Kattalee Dunbar troupe, but recently Jack Hyett, London booker, has been making tours of Scandinavia with Charley and the gang, his exclusive appearances in Copenhagen, Stockholm and other Scandinavian cities.

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LONDON, Dec. 8.—This week has been a busy one for the Lew & Leslie Grade office of London, as they have been busy signing up exclusive contracts with several Scandinavian artists as well as with the big Kattalee Dunbar troupe, but recently Jack Hyett, London booker, has been making tours of Scandinavia with Charley and the gang, his exclusive appearances in Copenhagen, Stockholm and other Scandinavian cities.

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Test Case Pends on Release Date Jump
Gale Threatens Suit Against Decca Over Premature "Stolen Waltz" Waxing

By JOE CUSIVA

NEW YORK, Dec. 6 - The question of record companies placing copies of their releases directly to the public is now a topic of discussion in the record industry. Present situation finds all major record companies and their respective legal teams in conflict over this issue.

Al Morgan, president of the National Symphony Records, Inc., the record label of the National Symphony Orchestra, has informed the record companies that they cannot distribute copies of their releases without his company's approval. Morgan has also informed the record companies that he will not allow any copies of their releases to be distributed to the public without his company's approval.

The National Symphony Orchestra has been the target of several legal actions by various record companies who are attempting to distribute copies of their releases directly to the public. Morgan has been successful in stopping these actions, but he has not been able to prevent the distribution of copies of his releases.

Morgan has also been successful in stopping the distribution of copies of releases by other record companies. He has been able to prevent the distribution of copies of releases by several record companies, including RCA Victor, Columbia, and Decca.

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NEW RELEASES — SINGLES

SLUE RIDE
Little Jim Scott
Decca 28473 (78 pm) and 9-28473 (45 rpm)

DECCA BEST BETS

PICKING SWEETHEARTS
That Heart Belongs To Me
Jane Terry and Grady Martin
WASHINGTON POST MARCH
The Thunderer March
Hollywood Bowl "Pops" Orchestra

THAT'S WHEN I'LL LOVE YOU
THE BEST
I WANNA BE MAMA
The STARS AND STRIPES FOREVER
KING COTTON MARCH
Hollywood Bowl "Pops" Orchestra

MIDNIGHT ROSE Buds
Loren O'Sullivan
DECCA 28508 (78 pm)

BEST SELLERS

...based on this week's actual sales

WHY DO I CRY?
I MISS YOU SO
Decca 28505 (78 pm) and Decca 9-28505 (45 rpm)

BILL DARNELL
Orch. directed by Bob Austin

Rhythm and Blues BEST SELLERS

INTERNATIONAL SERIES BEST SELLERS

KETTLE STONE
Louis Jordan
Decca

BEER AND PROFFES POLKA
Irish Fiddler
Decca

FLYING WESTERN POLKA
Oklahoma Waltz
Barnes Roberts

EMMA
Crosby
Decca

I SLEPT WITH MY MOUTH OPEN
Brooks #1
Decca

DON'T FORGET ME
The Keaton Sisters
Decca

DO YOU KNOW WHY?
HOLD ME, THRILL ME, KISS ME
Robert lax and Jerry Gray

SINGIN' THE BLUES
It Made You Happy When You Made Me Cry
Carmen Russell with Lawman-Howlett Jace Band

SLUE RIDE
Little Jim Scott
Decca 28473 (78 pm) and 9-28473 (45 rpm)
The Billboard Music Popularity Charts

HONOR ROLL OF HITS

The Nation’s Ten Top Tunes

. . . for Week Ending December 6

The HONOR ROLL OF HITS is compiled by a mathematical formula which automatically measures the cumulative popularity of each tune, based on its position in the charts. Popularity Charts are compiled each week from reports in leading publications. The formula is based on reports of sales, radio play, and record play, and the position each song holds in the charts.

1. Why Don’t You Believe Me? 1
   By Law Davis. King Larsen, Roy Rodgers—Published by E. M. Taylor (ASCAP)
   REISSUE RECORDS: J. Jarmot, MGM 1339; The Hit 78, 45 rpm

2. You Belong to Me 2
   By Besor Wright, Red Stewart and Elton Price—Published by Besor-Wright (BMI)
   REISSUE RECORDS: J. Braith, MGM 1139; C. T. Howard's Hit 78, 45 rpm

3. Blow Worm 3
   By Paul Whiteman, Lina Carrie Robinson and Johnny Marvin—Published by E. M. Taylor (BMI)
   REISSUE RECORDS: J. Jarmot, MGM 1339

4. I Went to Your Wedding 4
   By June Marie Kasden—Published by E. M. Taylor (BMI)
   REISSUE RECORDS: J. Jarmot, MGM 1339

5. Lady of Spain 5
   By Earl Hines and his Orchestra—Published by Sam Fox (ASCAP)
   REISSUE RECORDS: J. Jarmot, MGM 1339

6. Because You’re Mine 6
   By Nicholas Brodsky—Published by Parnell (ASCAP)
   REISSUE RECORDS: J. Jarmot, MGM 1339

7. It’s in the Book 7
   By Benny Goodman and his Orchestra—Published by Magna (BMI)
   REISSUE RECORDS: J. Jarmot, MGM 1339

8. Don’t Let the Stars Get in Your Eyes 8
   By Ben Weider—Published by Peer (BMI)
   REISSUE RECORDS: J. Jarmot, MGM 1339

9. Takes Two to Tango 9
   By A. J. Blackstone—Published by Harrow (BMI)
   REISSUE RECORDS: J. Jarmot, MGM 1339

10. Second Ten

   11. Keep It a Secret
      Published by M.G.M. (ASCAP)

   12. Tryin’ (R)
      Published by M.G.M. (ASCAP)

   13. I Saw Mommy Kissing Santa Claus
      Published by Humms (ASCAP)

   14. Outside of Heaven
      Published by Humms (ASCAP)

   15. White Christmas
      Published by Humms (ASCAP)

   16. Rudolph the Red-Nosed Reindeer
      Published by Humms (ASCAP)

   17. Hold Me, Thrill Me, Kiss Me
      Published by M.G.M. (ASCAP)

   18. Yours (R)
      Published by E. M. Taylor (BMI)

   19. Meet Mr. Callaghan
      Published by M.G.M. (ASCAP)

   20. Wish You Were Here (In)
      Published by Chayefsky (ASCAP)

WARNING: The title "HONOR ROLL OF HITS" is a registered trademark and the listing of the title has been approved by The Billboard. Use of the title may not be made without The Billboard’s consent. Changes are made in the weekly charts. The Billboard, 554 Broadway, New York, and permission will be immediately granted.
TOP SELLERS – POPULAR

Based on Actual Capital Sales Reports

<table>
<thead>
<tr>
<th>Record No.</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>T1249</td>
<td>It's in the Book, Part I</td>
<td>J. Daniels</td>
</tr>
<tr>
<td>T1265</td>
<td>It's in the Book, Part II</td>
<td>J. Paul &amp; M. Ford</td>
</tr>
<tr>
<td>T1367</td>
<td>Meet Mister Caballar</td>
<td>E. Faye &amp; M. Ford</td>
</tr>
<tr>
<td>T1293</td>
<td>I Saw Mommy Kissing Santa Claus</td>
<td>M. Finn</td>
</tr>
<tr>
<td>T1285</td>
<td>I Was Born at Christmas</td>
<td>R. A. Cole</td>
</tr>
<tr>
<td>T1212</td>
<td>Come Long Love Three Letters</td>
<td>E. Smith</td>
</tr>
<tr>
<td>T1708</td>
<td>The Christmas Song</td>
<td>H. Calhoun</td>
</tr>
<tr>
<td>T1256</td>
<td>Don't Let the Stars Get in Your Eyes</td>
<td>G. Walschke</td>
</tr>
<tr>
<td>T1279</td>
<td>The World Is Waiting for the Sunrise</td>
<td>S. Demergan</td>
</tr>
<tr>
<td>T1881</td>
<td>Jingle Bells Silent Night</td>
<td>P. Paul &amp; M. Ford</td>
</tr>
<tr>
<td>T1230</td>
<td>The Ruby and the Pearl</td>
<td>R. Baker</td>
</tr>
<tr>
<td>T1255</td>
<td>Silver Bells Christmas Candy</td>
<td>M. Whitmire &amp; J. Wakey</td>
</tr>
<tr>
<td>T1286</td>
<td>Water Can't Quench the Fire of Love</td>
<td>E. Markinson &amp; H. Linn</td>
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TOP COUNTRY & HILLBILLY

Based on Actual Capital Sales Reports

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<tbody>
<tr>
<td>T2116</td>
<td>Don't Let the Stars Get in Your Eyes</td>
<td>R. McDonald</td>
</tr>
<tr>
<td>T2109</td>
<td>The New Wraps Off Too Fast</td>
<td>R. Thompson</td>
</tr>
<tr>
<td>T2199</td>
<td>Going Steady Get Out of Reach (Do My Two Open Arms)</td>
<td>R. Young</td>
</tr>
<tr>
<td>T2194</td>
<td>Heartbreak You Don't Have Time</td>
<td>J. Hess</td>
</tr>
<tr>
<td>T2120</td>
<td>High Noon Go On and Then</td>
<td>T. Reiter</td>
</tr>
<tr>
<td>T2152</td>
<td>That's Me Without You Cool, Cool, Cool</td>
<td>S. James</td>
</tr>
<tr>
<td>T2165</td>
<td>Fear Not Crow Knows the Lord</td>
<td>M. Carson</td>
</tr>
<tr>
<td>T2170</td>
<td>Black Eyed Boogie</td>
<td>E. Terry</td>
</tr>
<tr>
<td>T2211</td>
<td>Gone Now and Then</td>
<td>R. Preston</td>
</tr>
<tr>
<td>T2213</td>
<td>Rainbow at Midnight When It's Harvest Time Sweet Angeline</td>
<td>J. Wakey</td>
</tr>
<tr>
<td>T2211</td>
<td>I Ain't Got Time I Saw Your Face in the Crowd</td>
<td>L. Skinner</td>
</tr>
<tr>
<td>T2214</td>
<td>The Family Who Prays Let Us Travel Travel on</td>
<td>J. Wexler</td>
</tr>
<tr>
<td>T2204</td>
<td>When I Want Lovin', Baby, I Want You</td>
<td>J. Wexler</td>
</tr>
<tr>
<td>T2209</td>
<td>Love Someone Commandment Our Love Can't Be Legal</td>
<td>M. S. Potter</td>
</tr>
<tr>
<td>T2245</td>
<td>Cannon Ball Rag</td>
<td>M. Travis</td>
</tr>
</tbody>
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BEST SELLING CAPITOL CHILDREN'S ALBUMS

Based on Actual Capital Sales Reports

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<tr>
<td>T1328</td>
<td>Little Mandy</td>
<td>J. P. Cassey</td>
</tr>
<tr>
<td>T1328</td>
<td>Little Johnny</td>
<td>J. P. Cassey</td>
</tr>
<tr>
<td>T1328</td>
<td>Little Teddy</td>
<td>J. P. Cassey</td>
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LATEST CAPITOL RELEASES (National Release Date December 29th)

<table>
<thead>
<tr>
<th>Record No.</th>
<th>Title</th>
<th>Artist</th>
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<tbody>
<tr>
<td>T2115</td>
<td>Oh, Happy Day</td>
<td>Four Friends</td>
</tr>
<tr>
<td>T2116</td>
<td>Bye, Bye Blues</td>
<td>J. Paul &amp; M. Ford</td>
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Molly Bee

Best-selling version of the
Big new Christmas hit...

"I SAW MOMMY KISSING SANTA CLAUS"

Backed by "Willy Claus"

Best selling Capitol record

From their hit album "Bye, Bye Blues"

Record No. 2315

Now available as a single...

Les Paul & Mary Ford

"Bye, Bye Blues" and "Mammy's Boogie"

Record No. 2316

Terry Preston

"Gone" and "Now and Then"

Sheets

McDonald

"Don't Let the Stars Get in Your Eyes"

Thompson

"The New Wraps Off Too Fast"

"You're Walking on My Heart"
A Voice Is Born!
A Song Is Born!

Introducing...

Ginny Gibson

With a debut recording that is out one week and is already the talk of the industry.

You Blew Me a Kiss
b/w Too Far Between Kisses

M-G-M Records

The Billboard Music Popularity Charts

Favorite Tunes
... for Week Ending December 6

Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music sales level. Results are based on The Billboard's weekly survey of jobber orders from retail stores throughout the country and are weighted according to address importance. (E) indicates one from a film; (M) indicates one from an original musical.

This Week Last Week

1. YOU BELONG TO ME (R)—Ridgeway................. 1 16
2. GLOW WORM (R)—E. B. Marks.................. 3 8
3. 1 WENT TO YOUR WEDDING (R)—St. Louis.... 1 14
4. WHY DON'T YOU BELIEVE ME (R)—Brandenburg 7 3
5. BECAUSE YOU'RE MINE (F)—Frisch.............. 5 11
6. RUDELPH THE RED-NOSED REINDEER (R)—St. Nicholas.................. 6 2
7. WHITE CHRISTMAS (R)—Berlin.................. 4 2
8. PROSTY THE SNOWMAN—Hill & Range... 14 2
9. I SAW MOTHER KISSING SANTA CLAUS (R)—Hammar .... 1
10. DON'T LET THE STARS GET IN YOUR EYES (R)—Four Stars—Selles........... 9 3
11. OUTSIDE OF HEAVEN (R)—Bregman, Vance & Conn. .... 6
12. LADY OF SPAIN (R)—Sam Fox................... 11 4
13. JAMALAYA (R)—Arnoff—Rose................. 9 12
14. WINTER WONDERLAND (R)—Bregman, Vance & Conn. .... 3
15. HOLD ME, THRILL ME—KISS ME—Mill........... 9 2

Tunes with Greatest Radio and Television Audiences

Tunes listed have the greatest audiences on program based on network stations in New York, Los Angeles and Chicago. Lists are based on Chris C. Anderson/Chadwick/Anderson. Audience Index. These are based on ALPHI-

Top 31 in Radio

A Shoulder to Whelp on (B)—EAST—ASCAP
Because You're Mine (R)—Frisch—ASCAP
Christmas in Kilimanjaro (R)—Mead—ASCAP
Don't Let the Stars Get in Your Eyes (R)—Unison—ASCAP
Everything I Have Is Yours (R)—Bregman—ASCAP
Forget You (R)—De Silva, Brown & Harris—ASCAP
Rum to the Snow Man (R)—Hill & Range—EMI
Glow Worm (R)—Martin—BMI
Heart and Soul (R)—Jennison—ASCAP
I Want to (R)—Your Wedding—Lonino—BMI
I'm Sorry (R)—Arnoff—Rose—BMI
Keep a Secret (R)—Shapiro—Benson—ASCAP
Lady of Spain (R)—Sam Fox—ASCAP
My Favorite Song (R)—Golds—ASCAP
My Lucky Lass to Dance (R)—Lonino—ASCAP

Top 10 in Television

Anything I Wonder (R)—Frank—ASCAP
Because You're Mine (R)—Frisch—ASCAP
Fool, Fool, Fool (R)—Program—BMI
Glow Worm (R)—Mills—BMI
I Don't Care (R)—Martin—BMI

England's Top Twenty

Based on reliable reports from England's top music jobbers. American or foreign tunes are listed in parentheses. American indicates an American publisher.

1. Home in My Heart (R)—Bobet Motlot, Ltd. (London)
2. You Belong to Me (R)—Chapman (London)
3. Your Old Flame (R)—Ponder Music (London)
4. I Got My Am-Not—Mills, Ltd. (London)
5. I Want My Rose (R)—Chapman (London)
6. I Wished on a Star (R)—Hodgson, Ltd. (London)
7. Home (R)—Eraji (London)
8. I Found a New Home (R)—Soglund (London)
9. I Miss You (R)—Bacharach (London)
10. I Miss You (R)—Bacharach (London)
11. I Miss You (R)—Bacharach (London)
12. Faith Can Move Mountains (R)—Bacharach (London)
13. Something in My Heart—Mills, Ltd. (London)
14. Blue Tango—Mills, Ltd.
15. My Sweetheart (R)—Bacharach (London)
16. I Want It (R)—Bacharach (London)
17. I Want It (R)—Bacharach (London)
18. I Want It (R)—Bacharach (London)
19. I Want It (R)—Bacharach (London)
20. I Want It (R)—Bacharach (London)
DECEMBER 13, 1952
THE BILLBOARD
MUSIC 35

COLUMBIA COUNTER-POINTS

New Folk Releases

CARL SMITH
MY LONELY HEARTS RUNNIN' WILD
THAT'S THE KIND OF LOVE I'M LOOKING FOR
3.10911 - 4.2310911

GEORGE MORGAN
PLEASE BELIEVE
STRANGER IN THE NIGHT
2.10292 - 4.231092

RAY PRICE
YOU'RE UNDER ARREST
MY OLD SCRAPBOOK
2.10303 - 4.231093

LES FLATT and EARL SCRUGGS
DIM LIGHTS, THICK SMOKE
FLINT HILL SPECIAL
3.1054 - 4.231054

The Big One!

DORIS DAY
MISTER TAP TOE
YOUR MOTHER AND MINE
from "Peter Pan"
3.10904 - 4.231094

Released by Request!

A Single from "Hollywood's Best!"

ROSEMARY CLOONEY and HARRY JAMES
YOU'LL NEVER KNOW
THE CONTINENTAL
3.10903 - 4.231093

At His Very Best!

FRANKIE LAINE
I'M JUST A POOR BACHELOR
TONIGHT YOU BELONG TO ME
3.10904 - 4.231094

COLUMBIA RECORDS

FERRANTE and TEICHER, Two Pianos
SUSANNA'S LAST STAND
CARAVAN
3.10903 - 4.231093

Brend New and Sensational!

ARTHUR GODFREY,
Narrator with ANDRE KOSTAHL, and His Orchestra
PROKOPOV: PETER AND THE WOLF,
Op. 67
"La Jolla"
3.10903 - 4.231093

Stunning New Ballet Recordings!

CAKEWALK—Ballute Suite
Adapted and Orchestrated by Mervyn Kay from the work of both Maurice Gussehl and THE PHILADELPHIA ORCHESTRA, EUGENE ORMANDY, conductor
MORTON GOULD: FALL RIVER LEGEND—Ballute Suite
PHILHARMONIC-SYMPOHY ORCHESTRA OF NEW YORK, DIMITRI MITROPOLOUS, conductor

The Maddest Thing on Wax!

RENE GROSVENOR:
BATCHelor...BATCHelor...
"La Jolla"
4.10114

COLUMBIA COUNTER-POINTS

The Pitch

From Mitch

WE'RE NOT RELEASED anything new on this pop label this week, but if you've got a crack
hey eye over these listings, you'll see some of the most
exciting stuff we've ever made
that Louis has some of his top people on deck, though—
like Burl Ives, Harry James, and Lucky Ted. Plus
Joe Stafford and some Columbia artists
who are really new and exciting that industry
people will love with his list.

For my part, I'd like to remind you about four of our
pop charters. There are so many big Jo Stafford
successes that it's easy to forget those who are still
"Today's News," "Yesterday," "Sleep
It's Secret," and so on. But you might remember that
never before has one artist dominated the lists as
Burl Ives. Meanwhile, Doris, with her Johnny Ray
does no number forty spot, has been through with
"Wipe Her Tear," which is making the drill every
week. And with her latest, "I'll Kiss You Goodnight,"
there's no doubt she'll be back here before long. She's a
"hottest" performer around. But if you want the info
on this top ten, "Past Is Mitch. If I Bad a
Penny" and boy, was it wonderful. She was funny thing as
"I'll Never Know."

But the top ten isn't everybody's best, and every list
for a hard-core artist, who hasn't got it a top
sellers—Mitch Sanders. Who hasn't heard of love and
out how he's doing. And speaking of singing, the
Jimmy Boyd Christmas record—look out tomorrow seeing
Santa Claus!—is ahead of "Reefer" for 1950 and
in its way too making some history.

The Greatest!

JIMMY BOYD
I SAW MOMMY KISSING SANTA CLAUS
3.10103 - 4.231001

The New Sensation!

FELICIA SANDERS
PEOPLE IN LOVE CAN BE LONELY
PLEASE BE GOOD WHILE I'M GONE
3.10902 - 4.231092

Best Sellers

Based on actual sales reports for week ending December 5

JIMMY BOYD
I SAW MOMMY KISSING SANTA CLAUS
THUMBELINA
2.10901, 4.231001

JO STAFFORD
KEEP IT A SECRET
ONCE TO EVERY HEART
3.10911 - 4.231091

JO STAFFORD
JAMABALAYA EARLY AUTUMN
3.10903 - 4.231003

DORIS DAY, JOHNNY RAY
MA SAYS, PA SAYS
A FULL TIME JOB
3.10906, 4.231006

SAMMY KAYE
WALCIN' TO MISSOURI
ONE FOR THE WONDER
3.10907, 4.231007

FRANKIE LAINE
I'M JUST A POOR BACHELOR
TONIGHT YOU BELONG TO ME
3.10903, 4.231093

ROSEMARY CLOONEY
HALF AS MUCH POOR POOR POOR WILLY
3.10907, 4.231097

LEO CARLSON
MY LONELY HEARTS RUNNIN' WILD
THAT'S THE KIND OF LOVE I'M LOOKING FOR
3.10911 - 4.2310911

GEORGE MORGAN
PLEASE BELIEVE
STRANGER IN THE NIGHT
2.10292 - 4.231092

RAY PRICE
YOU'RE UNDER ARREST
MY OLD SCRAPBOOK
2.10303 - 4.231093

LES FLATT and EARL SCRUGGS
DIM LIGHTS, THICK SMOKE
FLINT HILL SPECIAL
3.1054 - 4.231054

FRANKIE LAINE
HIGH NOON
ROCK OF GIBRALTAR
3.10907, 4.231097
REVIEWs OF THIS WEEK’S NEW RECORDS

POPULAR

JONI JAMES

Have You Heard

Wishing Ring—M-G-M 13190—Joni James has some lovely entries here. Her present

A Million Tears—Capitol 2215—Pretty new ballad is handed a fancy rendition by the

NORMAN ROSE

My Playmate the Wind (Part 1 & 2)—TPR 1340—A very tidy little ditty comes up as a

CLASSICAL

AMAHL AND THE NIGHT VISITORS

Original Cast of the NBC Television— RCA Victor LM 1701—This original Christmas

RHYTHM & BLUES

DON CHERRY

From Time to Time—DECCA 14771—Bubbly ballad is handled by the author of those

DECCA 14870—Tyme is listed as the new name for the group. It’s a group that

THE BAYOU BOYS

Bambalaya—Checker 765—Here’s one of the most unusual ‘doo-wop’ hits coming in

DONNY COOPER

Boogie Weed—RPM 276—B.K. King does a job with a big blues effort, selling the

DOLLY ROSE

Savoy 877—Dolly Cooper turns the label into an absolute hit, and a fair" ex-

SACRED

EVENING BELL

Good Night—M-G-M 1298—Very quiet effort, it will be a very

INTERATIONAL

DONNY JERRY GILBERTSON

Judy Fisher

GLEN BRADY

WALLACE

International

RHYTHM & BLUES

BOOGEY WEEMAN

Woodstock—RPM 276—A wild and rugged effort, with a

EARL BOTTICELLI

RCA 4468—Here’s another side from the

DOLLY COOPER

Savoy 877—Dolly Cooper

ELVIS PRESLEY

RPM 117—Elvis Presley

EVENING BELL

Good Night—M-G-M 1298—Another quiet

FRED HARRIS

WAGNER

Shepherd's Bells—War 75—Another

GENE FOREST

RPM 999— Another wild rock a

DONNY JERRY GILBERTSON

Judy Fisher

GLEN BRADY

WALLACE

INTERNATIONAL

DONNY JERRY GILBERTSON

Judy Fisher

GLEN BRADY

WALLACE

LATIN AMERICAN

DON LOPEZ

Frenzied Groove—Arg 1095

THE CATEGORIES: Following are the minimum points required for a record to be included in each of the categories which

RATINGS:

95-100: Tops—49-59: Excellent—40-49: Good—39-29: Poor

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

Country & Western

DON MILLER

SUNSETunes—RCA 539—A record that should make the

JOHN LEE HOOKER

New Boogie Chillen—Modern 895— This

JOHN HAYES

From My Heart and Soul—RPM 276—B.K. King

BANVILLE

Just a Memory—RCA 1512—A good song

BILL BRYANT

Get Your Love—Decca 14870—This tune is

BILL BRYANT

Get Your Love—Decca 14870—Another

BILL BRYANT

Get Your Love—Decca 14870—Another

BILL BRYANT

Get Your Love—Decca 14870—Another

BILL BRYANT

Get Your Love—Decca 14870—Another

BILL BRYANT

Get Your Love—Decca 14870—Another

BILL BRYANT

Get Your Love—Decca 14870—Another

BILL BRYANT

Get Your Love—Decca 14870—Another

BILL BRYANT

Get Your Love—Decca 14870—Another

BILL BRYANT

Get Your Love—Decca 14870—Another

BILL BRYANT

Get Your Love—Decca 14870—Another

BILL BRYANT

Get Your Love—Decca 14870—Another

BILL BRYANT

Get Your Love—Decca 14870—Another

BILL BRYANT

Get Your Love—Decca 14870—Another

BILL BRYANT

Get Your Love—Decca 14870—Another
The Astaire Story
produced by norman granz

NOW! FOR THE FIRST TIME!
THE GREAT ARTISTRY
of the Inimitable FRED ASTAIRE
RECORDED AT ITS BEST

Biography of The Greatest Song and Dance Man of
Our Times Told In Music on Record.
Forty of the World's Most Beautiful Tunes Done
By FRED ASTAIRE Himself.

You'll Hear Fred Astaire Sing and Dance
These All Time Hits!

The Carioca
Change Partners
The Continental
Cheek to Cheek
Dancing In The Dark
Fascinating Rhythm
A Fine Romance
A Foggy Day
I'm Building Up To An
Awful Let Down
I'm Putting All My Eggs
In One Basket
Isn't This A Lovely Day
I've Got My Eyes On You
I Concentrate On You
I Love Louis
I Used To Be Color Blind
I Won't Dance
Let's Call The Whole Thing Off
Lovely To Look At
A Needle In A Haystack
New Sun In The Sky
Nice Work If You Can Get It
Night and Day
No Strings
Not My Girl
Oh, Lady Be Good!
Puttin' On The Ritz
So Near And Yet So Far
Steppin' Out With My Baby
'S Wonderful
They All Laughed
They Can't Take That Away
From Me
Top Hat, White Tie And Tails
The Way You Look Tonight
You're Easy To Dance With
and other tunes

In Two Great Editions

The LIMITED Edition
(only 1,500 to be issued)
The limited album editions, etched and
drawn by Fred Astaire, Photographed by Glen Mill
Drawings by David Stone Martin (Four 12" Long Playing Records) complete $50.00

The POPULAR Edition
(four 12" LP records)
each
$5.95

The Great Fred Astaire
Singing and Dancing backed by
these Great Jazz Instrumentalists
Flip Phillips (tenor saxophone)
Barney Kessel (guitar)
Charlie Shavers (trumpet)
Roy Brown (base)
Oscar Peterson (piano)
Alvin Stoller (drums)

Music by
these Great Composers
Irving Berlin
Cole Porter
Jerome Kern
Arthur Schwartz
George Gershwin
Vincente Youmans
and others

a norman granz production
Jazz At The Philharmonic Inc.

451 NORTH CANON DRIVE
BEVERLY HILLS
This Week's Best Buys

The Billboard Music Popularity Charts . . . For Week Ending December 6

The following records have been selected by dealers, distributors, and operators as the ones most likely to catch the fancy of record buyers during the coming week. A complete report on this list will be found in the Dealer's Donings column of this issue.

Billboard Christmas komt. The new Christmas single records and albums which, based on a dealer survey made by The Billboard in key markets of the last week, shape up as the stars of the new Christmas season. A number of the singles have been previewed in "This Week's Best Buys" and are reviewed for the sake of completeness. A listing of the key single records and albums is given in the survey, will be found in the "Dealer Donings" column of this issue.

Christmas Single Records

1. SAW MOMMY KISSING SANTA CLAUS
   JUNE FORD-COLUMBIA 28763
   (follows is new Christmas single records and albums which, based on a dealer survey made by The Billboard in key markets of the last week, shape up as the stars of the new Christmas season. A number of the singles have been previewed in "This Week's Best Buys" and are reviewed for the sake of completeness. A listing of the key single records and albums is given in the survey, will be found in the "Dealer Donings" column of this issue.)

Christmas Albums

1. CHRISTMAS WITH GOODFELLOW-Victor E6-LP DM 006
2. CHRISTMAS Hymns and Carols, Vol. II-Shaw-Choral-RCA Victor W 3987
3. THE RANDOLPH SINGERS, Vol. II-Westminster 5200

Popular

1. I SAW MOTHER KISSING SANTA CLAUS
   RCA Victor 20-3643
2. I'LL NEVER KNOW
   Rosemary Clooney-Harry James-Oak-Columbia 29905
3. THE WORLD IS WAITING FOR THE SUNRISE-Stan Freberg-Capitol 2179
4. NEVER EVER KNOW
   Barbra Streisand-Columbia 78045
5. MUST I CRY AGAIN
   Dinah Washington-Hall 11645

Country & Western

1. A FOOL SUCH AS I
   Hank Snow-Westinghouse 20-5634
2. I'LL NEVER GET OUT OF THIS WORLD ALIVE
   Hank Williams-Westinghouse 20-3214
3. YOU'RE WALKING ON MY HEART
   Hank Williams-Columbia 29906
4. BLUE SOUTHWINDS
   Hank Snow-Westinghouse 20-6079
5. DON'T TRIP ON YOUR SWEET-HEART
   Hank Snow-Westinghouse 20-2101

Rhythm & Blues

1. GUMBO BLUES
   Ella Fitzgerald-Columbia 20-6062
2. STRAY FROM THE HEART AND SOUL
   Nat King Cole-RCA Victor 20-6062
3. RHYTHM OF YOUR FEET
   Joe Pepitone-Pep-Pepitone 1006
4. GREENMOOD
   Various-Hollywood 11664
5. MY MIND OR WITNESS
   Little Walter-Chicago 78078

Popular

1. SAW MOTHER KISSING SANTA CLAUS
   RCA Victor 20-3643
2. THE WORLD IS WAITING FOR THE SUNRISE-Stan Freberg-Capitol 2179
3. NEVER EVER KNOW
   Barbra Streisand-Columbia 78045
4. MUST I CRY AGAIN
   Dinah Washington-Hall 11645

Country & Western

1. I'LL NEVER GET OUT OF THIS WORLD ALIVE
   Hank Williams-Westinghouse 20-3214
2. YOU'RE WALKING ON MY HEART
   Hank Williams-Columbia 29906
3. BLUE SOUTHWINDS
   Hank Snow-Westinghouse 20-6079
4. DON'T TRIP ON YOUR SWEET-HEART
   Hank Snow-Westinghouse 20-2101

Rhythm & Blues

1. GUMBO BLUES
   Ella Fitzgerald-Columbia 20-6062
2. STRAY FROM THE HEART AND SOUL
   Nat King Cole-RCA Victor 20-6062
3. RHYTHM OF YOUR FEET
   Joe Pepitone-Pep-Pepitone 1006
4. GREENMOOD
   Various-Hollywood 11664
5. MY MIND OR WITNESS
   Little Walter-Chicago 78078

Comic Up in the Trade

The Dealers Pick

The Disk Jockeys Pick

The Operators Pick

Popular

1. I SAW MOTHER KISSING SANTA CLAUS
2. I'LL NEVER KNOW
3. THE WORLD IS WAITING FOR THE SUNRISE
4. NEVER EVER KNOW
5. MUST I CRY AGAIN

Country & Western

1. A FOOL SUCH AS I
2. I'LL NEVER GET OUT OF THIS WORLD ALIVE
3. YOU'RE WALKING ON MY HEART
4. BLUE SOUTHWINDS
5. DON'T TRIP ON YOUR SWEET-HEART

Rhythm & Blues

1. GUMBO BLUES
2. STRAY FROM THE HEART AND SOUL
3. RHYTHM OF YOUR FEET
4. GREENMOOD
5. MY MIND OR WITNESS

Record Dealers—For full details on the records, dealers, buyers, for consumer distribution, over 20,000 copies of Today's Top Tunes—the Billboard's weekly record sales and sources of "This Week's Best Buys" are now listed in Today's Top Tunes. For de-

Jukebox Operators—Titles 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 titles sheets. For more information write

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Late Reports on Recent "Best Buys"

TILL I'LL TALK AGAIN WITH YOU
Terrirey Reeves-Coral 69053

Grow steadily in Philadelphia, and other cities and juke box charts in number of listings. Growing steadily in New York, Boston, Philadelphia. No. 1 on new chart. A hit. (Cleveland) WOULD YOU FORGET . . .

EDDIE HARWOOD-Mercury 7012

Growing steadily in Philadelphia, and other cities and juke box charts in number of listings. Growing steadily in New York, Boston, Philadelphia. No. 1 on new chart. A hit. (Cleveland)

FULL TIME JOB
MA RAY-P. SAYS
Decca-Decca 69061

Number 10 on juke box chart, growing steadily in number of listings. Growing steadily in New York, Boston, Chicago, Philadelphia. (Cleveland)

I SAW MOTHER KISSING SANTA CLAUS
Spike Jones-RCA Victor 20-6017

Growing steadily in New York City and other cities and juke box charts in number of listings. Growing steadily in New York, Boston, Chicago, Philadelphia. (Cleveland)

This Week's Best Buys

Country & Western

THE GAIL WHO INVENTED KISSING
A POOL SUCH AS I
Mark Snow-RCA Victor 20-5634

Hit number 10 on best-selling chart. Coming up strongly in number of listings. Release now. (Cleveland)

I'LL GO ALONE
Marty Robbins-Columbia 29906

Coming up strongly on many charts. Relatively new release. (Cleveland)

(Continued on page 52)

Country & Western

THE KIDS WHO PAY
A POOL SUCH AS I
Mark Snow-RCA Victor 20-5634

Hit number 16 on best-selling chart. Coming up strongly in number of listings. Release now. (Cleveland)

(Continued on page 52)

Rhythm & Blues

SAD HOUR
Mean Old World
Little Walter-Chicago 78074

Hit national sales chart in number of listings. Relatively new release. (Cleveland)

F'M GONE
Shirley and Lee-Aladdin 286

On Philadelphia, Columbus, Cleveland, and continued strong action in the South.

(Continued on page 52)
SOLD
THOUSANDS OF RECORDS BY THE NEW SINGING SENSATIONS FROM DETROIT
THE GAYLORDS
SINGING THEIR OWN ORIGINAL COMPOSITION
“TELL ME YOU’RE MINE”
An Exclusive Mercury Hit!
MERCURY 70030-70030X45

JUST RELEASED... A NEW SMASH INSTRUMENTAL HIT

“PRETEND”
BY AMERICA'S TOP DANCE BAND
RALPH MARTERIE
AND HIS ORCHESTRA
Coupled With
AFTER MIDNIGHT
MERCURY 70045-70045X45

MERCURY RECORDS, CHICAGO, ILLINOIS
MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA
### 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 record stores. The reverse side of each record is also listed.

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Week No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>WHY DON'T YOU BELIEVE ME?</td>
<td>Patti Page</td>
<td>MGM-MTH1133</td>
<td>9</td>
</tr>
<tr>
<td>2.</td>
<td>IT'S IN THE BOOK, PARTS 1 &amp; II</td>
<td>J. Stafford</td>
<td>RCA-11236</td>
<td>2</td>
</tr>
<tr>
<td>3.</td>
<td>GLOW WORM—Mills Brothers</td>
<td>Mills Brothers</td>
<td>MGM-1133-1111-ASCAP</td>
<td>12</td>
</tr>
<tr>
<td>4.</td>
<td>KEEP IT A SECRET—J. Stafford</td>
<td>J. Stafford</td>
<td>MGM-1133-1111-ASCAP</td>
<td>8</td>
</tr>
<tr>
<td>5.</td>
<td>TAKES TWO TO TANGO—P. Bailey</td>
<td>P. Bailey</td>
<td>MGM-1133-1111-ASCAP</td>
<td>12</td>
</tr>
<tr>
<td>6.</td>
<td>BECAUSE YOU'RE MINE—M. Lawrence</td>
<td>M. Lawrence</td>
<td>MGM-1133-1111-ASCAP</td>
<td>14</td>
</tr>
<tr>
<td>7.</td>
<td>LADY OF SPAIN—E. Fisher &amp; Winterhalter</td>
<td>E. Fisher &amp; Winterhalter</td>
<td>MGM-1133-1111-ASCAP</td>
<td>12</td>
</tr>
<tr>
<td>10.</td>
<td>WHY DON'T YOU BELIEVE ME?—P. Page</td>
<td>P. Page</td>
<td>MGM-1133-1111-ASCAP</td>
<td>18</td>
</tr>
<tr>
<td>11.</td>
<td>TILL I WALTZ AGAIN WITH YOU—V. Lynn</td>
<td>V. Lynn</td>
<td>MGM-1133-1111-ASCAP</td>
<td>7</td>
</tr>
<tr>
<td>13.</td>
<td>HEART AND SOUL—Four Aces</td>
<td>Four Aces</td>
<td>MGM-1133-1111-ASCAP</td>
<td>16</td>
</tr>
<tr>
<td>15.</td>
<td>TILL I WALTZ AGAIN WITH YOU—V. Lynn</td>
<td>V. Lynn</td>
<td>MGM-1133-1111-ASCAP</td>
<td>3</td>
</tr>
<tr>
<td>16.</td>
<td>BECAUSE YOU'RE MINE—M. Lawrence</td>
<td>M. Lawrence</td>
<td>MGM-1133-1111-ASCAP</td>
<td>8</td>
</tr>
<tr>
<td>17.</td>
<td>WITH A SONG IN MY HEART—F. Fisher &amp; Winterhalter</td>
<td>F. Fisher &amp; Winterhalter</td>
<td>MGM-1133-1111-ASCAP</td>
<td>20</td>
</tr>
<tr>
<td>18.</td>
<td>THE BILLBOARD—Mills Brothers</td>
<td>Mills Brothers</td>
<td>MGM-1133-1111-ASCAP</td>
<td>12</td>
</tr>
<tr>
<td>20.</td>
<td>WITH A SONG IN MY HEART—F. Fisher &amp; Winterhalter</td>
<td>F. Fisher &amp; Winterhalter</td>
<td>MGM-1133-1111-ASCAP</td>
<td>20</td>
</tr>
</tbody>
</table>

### Best Selling Popular Albums

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>33 1/3 RPM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>45 RPM</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Most Played by Jockeys
Records are ranked in order of the greatest number of plays in the juke box of the top 1000 juke boxes in the country. Results are based on The Billboard's weekly survey among the nation's top record stores. The reverse side of each record is also listed.

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
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<td>1.</td>
<td>WHY DON'T YOU BELIEVE ME?</td>
<td>Patti Page</td>
<td>MGM-MTH1133</td>
</tr>
<tr>
<td>2.</td>
<td>BELONG TO ME—J. Stafford</td>
<td>J. Stafford</td>
<td>RCA-11236</td>
</tr>
<tr>
<td>3.</td>
<td>GLOW WORM—Mills Brothers</td>
<td>Mills Brothers</td>
<td>MGM-1133-1111-ASCAP</td>
</tr>
<tr>
<td>4.</td>
<td>BECAUSE YOU'RE MINE—M. Lawrence</td>
<td>M. Lawrence</td>
<td>MGM-1133-1111-ASCAP</td>
</tr>
<tr>
<td>5.</td>
<td>LADY OF SPAIN—E. Fisher &amp; Winterhalter</td>
<td>E. Fisher &amp; Winterhalter</td>
<td>MGM-1133-1111-ASCAP</td>
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<td>6.</td>
<td>TAKES TWO TO TANGO—P. Bailey</td>
<td>P. Bailey</td>
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<td>7.</td>
<td>BECAUSE YOU'RE MINE—M. Lawrence</td>
<td>M. Lawrence</td>
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<td>8.</td>
<td>LADY OF SPAIN—E. Fisher &amp; Winterhalter</td>
<td>E. Fisher &amp; Winterhalter</td>
<td>MGM-1133-1111-ASCAP</td>
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### Top Popular Records

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<tr>
<td>1.</td>
<td>THE BILLBOARD—Mills Brothers</td>
<td>Mills Brothers</td>
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<td>2.</td>
<td>YES, WE CAN HEAR THE BELL RING—F. Fisher &amp; Winterhalter</td>
<td>F. Fisher &amp; Winterhalter</td>
<td>MGM-1133-1111-ASCAP</td>
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<td>3.</td>
<td>WITH A SONG IN MY HEART—F. Fisher &amp; Winterhalter</td>
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<td>MGM-1133-1111-ASCAP</td>
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<td>10.</td>
<td>THE BILLBOARD—Mills Brothers</td>
<td>Mills Brothers</td>
<td>MGM-1133-1111-ASCAP</td>
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*Note: The above text is a sample output for the given image. The actual content may vary depending on the specific details of the image.*
YOUR BIG CHRISTMAS RECORDS!

SPIKE JONES
I SAW MOMMY KISSING SANTA CLAUS
and WINTER

EDDIE FISHER
THAT'S WHAT CHRISTMAS MEANS TO ME
and CHRISTMAS DAY

GOING STRONG!
RCA VICTOR'S
Best Sellers
based on actual sales reports for week ending December 8

I SAW MOMMY KISSING SANTA CLAUS/WINTER
Spike Jones 20-5067 (47-5067)  
DON'T LET THE STARS GET IN YOUR EYES/LIES
Perry Como 20-5034 (47-5064)*
LADY OF SPAIN/OUTSIDE OF HEAVEN
Eddie Fisher with Hugo Winterhalter Orch. 20-4953 (47-4953)*
BECAUSE YOU'RE MINE/THE SONG THE ANGELS SING
Marie Lanza 10-3914 (49-3914)*
CHRISTMAS DAY/THAT'S WHAT CHRISTMAS MEANS TO ME
Eddie Fisher 20-5038 (47-5038)*
EVERYTHING I HAVE IS YOURS/HOLD ME
Eddie Fisher 20-4841 (47-4841)*
The Girl Who Invented Kissing/A Fool Such As I
Hank Snow 20-5034 (47-5034)*
FANDANGO/BLUE VIOLINS
Hugo Winterhalter 20-4997 (47-4997)*
The Lord's Prayer/Guardian Angels
Mario Lanza 10-3639 (49-3639)*
Mina Never Knew/Love Is A Simple Thing
Sister-Finegan Orchestra 20-5065 (47-5065)*
Wish You Were Here/The Hands Of Fate
Eddie Fisher with Hugo Winterhalter Orch. 20-4830 (47-4830)*
Blues In Advance/Bella Musica
Dinah Shore 20-4926 (47-4926)*
I'M IN THE MOOD FOR LOVE/YOU'LL NEVER KNOW
Eddie Fisher 20-4840 (47-4840)*
Keep It A Secret/Hi Lili, Hi Lo
Dinah Shore 20-4992 (47-4992)*
My Two Front Teeth/Rudolph, The Red Nose Reindeer
Spike Jones 20-4315 (47-4315)*

KEEPING MERRY WITH PERRY
A couple of weeks or about five gray hairs ago, one of our recording directors walked in with a gigantic grin on his face usually in.

"What a record?" he shouted.
"What a record?"

"Now, brother. DON'T LET THE STARS GET IN YOUR EYES," we said. "What are you talking about?"

"The new Perry Como recording of DON'T LET THE STARS GET IN YOUR EYES" he said. "I'll do a million! Competition will be shattered!"

"We gather from all this that you handled the recording date," we said.

"Don't get that warped idea," said the R. D. "I'm boosting Perry, not myself. DON'T LET THE STARS GET IN YOUR EYES will hit a million. Remember, you heard it here."

We remember. And it appears that the R. D. was right. Perry Como's RCA Victor dicing of DON'T LET THE STARS GET IN YOUR EYES has had a reaction that is downright phenomenal.

Our distributors, record dealers throughout the country, disk jockeys and the buying public all are unanimous in agreeing that this is Perry's best and biggest in a long time.

Everybody is merry with Perry. It's always a pleasure to see good things happen to a good guy, and to see one so very enthusiastic. It is not only the welcome extra profits that have made us that way. We've glad Perry is assured adequate cigarette (you know what brand!) money for a couple of hundred years more, and we hope you're doing everything you can for that smashing hit record. DON'T LET THE STARS GET IN YOUR EYES. Keep merry with Perry. In other words, everybody's happy when Perry has hit including...
### Territorial Best Sellers (Popular)

- **New York**
  1. Why Don't You Believe Me? (J. James, M-G-M)
  2. Glow Worm (Mills Brothers, Decca)
  3. You Belong to Me (J. Stafford, Columbia)
  4. Don't Let the Stars Get in Your Eyes (P. Come, Victor)
  5. Because You're Mine (M. Lanza, Victor)
  6. I Want to Be With You (P. Page, Mercury)
  7. Jambalaya (J. Stafford, Columbia)
  8. Wish You Were Here (E. Fischer-H. Winterhalter, Victor)
  9. Two Steps to Tango (P. Bailey, Columbia)
  10. Trying (Hilltoppers, Dot)

- **Detroit**
  1. Why Don't You Believe Me? (J. James, M-G-M)
  2. Tell Me What You Want (T. Brewer, Capitol)
  3. Tell Me You're Mine (Gaylords, Mercury)
  4. I'm in the Book (J. Stafford, Columbia)
  5. Don't Let the Stars Get in Your Eyes (P. Come, Victor)
  6. Because You're Mine (K. Chandler, Coral)
  7. In's the Book (J. Stafford, Columbia)
  8. Don't Let the Stars Get in Your Eyes (P. Come, Victor)
  9. Three Blues (M. Lanza, Victor)
  10. No Man's Land (Fresh Four, Capitol)

- **Chicago**
  1. Oh Happy Day (D. Howard, Essex)
  2. Why Don't You Believe Me? (J. James, M-G-M)
  3. Two Steps to Tango (P. Bailey, Coral)
  4. Don't Let the Stars Get in Your Eyes (P. Come, Victor)
  5. Because You're Mine (M. Lanza, Victor)
  6. Glow Worm (Mills Brothers, Decca)
  7. Tell Me You're Mine (G. and M., Mercury)
  8. Trying (Hilltoppers, Dot)
  10. Three Blues (Les Companions De La Chanson, Columbia)

- **Boston**
  1. I Want to Be With You (P. Page, Mercury)
  2. Why Don't You Believe Me? (J. James, M-G-M)
  3. It's the Book (J. Stafford, Capitol)
  4. You Belong to Me (J. Stafford, Columbia)
  5. Glow Worm (Mills Brothers, Decca)
  6. Two Steps to Tango (P. Bailey, Coral)
  7. In's the Book (J. Stafford, Capitol)
  8. Don't Let the Stars Get in Your Eyes (P. Come, Victor)
  9. Three Blues (M. Lanza, Victor)
  10. It's the Book (J. Stafford, Columbia)

- **Los Angeles**
  1. I Want to Be With You (P. Page, Mercury)
  2. Why Don't You Believe Me? (J. James, M-G-M)
  3. Keep It a Secret (S. Drury, Columbia)
  4. Two Steps to Tango (P. Bailey, Coral)
  5. In's the Book (J. Stafford, Capitol)
  6. Don't Let the Stars Get in Your Eyes (P. Come, Victor)
  7. Because You're Mine (M. Lanza, Victor)
  8. Jambalaya (J. Stafford, Columbia)

- **Pittsburgh**
  1. Why Don't You Believe Me? (J. James, M-G-M)
  2. I Saw Mommy Kissing Santa Claus (J. Stafford, Columbia)
  3. Glow Worm (Mills Brothers, Decca)
  4. Two Steps to Tango (P. Bailey, Coral)
  5. In's the Book (J. Stafford, Capitol)
  6. Don't Let the Stars Get in Your Eyes (P. Come, Victor)
  7. Because You're Mine (M. Lanza, Victor)
  8. Jambalaya (J. Stafford, Columbia)

- **Philadelphia**
  1. I Saw Mommy Kissing Santa Claus (J. Boyd, Columbia)
  2. Keep It a Secret (J. Stafford, Columbia)
  3. Two Steps to Tango (P. Bailey, Coral)
  4. You Belong to Me (J. Stafford, Columbia)
  5. Glow Worm (Mills Brothers, Decca)
  6. In's the Book (R. October, Columbia)
  7. Don't Let the Stars Get in Your Eyes (P. Come, Victor)
  8. Because You're Mine (M. Lanza, Victor)
  9. Jambalaya (J. Stafford, Columbia)
  10. I Want to Be With You (P. Page, Mercury)

- **Washington, D. C.**
  1. It's In the Book (J. Stafford, Columbia)
  2. Glow Worm (Mills Brothers, Decca)
  3. In's the Book (R. October, Columbia)
  4. Don't Let the Stars Get in Your Eyes (P. Come, Victor)
  5. Because You're Mine (M. Lanza, Victor)
  6. Jambalaya (J. Stafford, Columbia)
  7. In's the Book (R. October, Columbia)
  8. Tell Me What You Want (T. Brewer, Coral)
  9. I Want to Be With You (P. Page, Mercury)
  10. I Want to Be With You (P. Page, Mercury)

- **Atlanta**
  1. Jambalaya (J. Stafford, Columbia)
  2. Why Don't You Believe Me? (J. James, M-G-M)
  3. I Want to Be With You (P. Page, Mercury)
  4. Glow Worm (Mills Brothers, Decca)
  5. Two Steps to Tango (P. Bailey, Coral)
  6. In's the Book (J. Stafford, Columbia)
  7. Don't Let the Stars Get in Your Eyes (P. Come, Victor)
  8. Because You're Mine (M. Lanza, Victor)
  10. I Saw Mommy Kissing Santa Claus (S. Jackson, Victor)

- **St. Louis**
  1. Why Don't You Believe Me? (J. James, M-G-M)
  2. Keep It a Secret (J. Stafford, Columbia)
  3. I Want to Be With You (P. Page, Mercury)
  4. Glow Worm (Mills Brothers, Decca)
  5. Outside of Heaven (E. Fischer-H. Winterhalter, Victor)
  6. In's the Book (J. Stafford, Columbia)
  7. Don't Let the Stars Get in Your Eyes (P. Come, Victor)
  8. Because You're Mine (M. Lanza, Victor)
  9. You're My Echo (J. Stafford, Capitol)
  10. I Saw Mommy Kissing Santa Claus (S. Jackson, Victor)

- **Cincinnati**
  1. Why Don't You Believe Me? (J. James, M-G-M)
  2. Keep It a Secret (J. Stafford, Columbia)
  3. I Want to Be With You (P. Page, Mercury)
  4. Glow Worm (Mills Brothers, Decca)
  5. Don't Let the Stars Get in Your Eyes (P. Come, Victor)
  6. Because You're Mine (M. Lanza, Victor)
  7. Glow Worm (Mills Brothers, Decca)
  8. I Saw Mommy Kissing Santa Claus (B. Mills, Capitol)
  10. I Want to Be With You (P. Page, Mercury)

- **Dallas-Ft. Worth**
  1. You Win Again (T. Edwards, M-G-M)
  2. Why Don't You Believe Me? (J. James, M-G-M)
  3. I Want to Be With You (P. Page, Mercury)
  4. It's In the Book (J. Stafford, Columbia)
  5. Glow Worm (Mills Brothers, Decca)
  6. In's the Book (R. October, Columbia)
  7. Don't Let the Stars Get in Your Eyes (P. Come, Victor)
  8. Because You're Mine (M. Lanza, Victor)
  9. You're My Echo (J. Stafford, Capitol)
  10. I Saw Mommy Kissing Santa Claus (S. Jackson, Victor)

- **New Orleans**
  1. Why Don't You Believe Me? (J. James, M-G-M)
  2. Glow Worm (Mills Brothers, Decca)
  3. You Belong to Me (J. Stafford, Columbia)
  4. Glow Worm (Mills Brothers, Decca)
  5. In's the Book (J. Stafford, Columbia)
  6. Don't Let the Stars Get in Your Eyes (P. Come, Victor)
  7. Because You're Mine (M. Lanza, Victor)
  8. My Favorite Song (C. MacKenzie, Capitol)
JONI JAMES
Singing...
"Have You Heard"
"Wishing King"

MGM 11390 (78 rpm)
K 11390 (45 rpm)

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Tele-Tronics
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**VOX JOY**

**BY GENE PLOTNIK**

Chatter

Johnny Andrews, formerly with WNBC, New York, is now set up at WTMN, Cleveland, with a two show 1:30 a.m. across the board, featuring a 17-1 show. Handled by Henry (Hot Lips) Levine, Andrews occasionally appears on that show, as he also has a disk show from 1:30 to 3:30 p.m. In addition to a teleweekly 7 p.m. show on television station W6, No. 11, he will do a daily show 2-6 p.m. *and "Today's Musical Book" 5-30 p.m. daily. Bill Bryan and Karl Hatzel of the television network will announce the program. Andrews, usually with WBGK, Cleveland, has joined the firm.

**YESTERDAYS' TOPS**

The newest top tunes as reported in The Billboard.

**DECEMBER 13, 1947**

1. New Year
2. You Do
3. Moon Soon
4. Ballerina
5. Fat Polka
6. I Wish I Hadn't Love
7. Civilization
8. Aint Misbehavin'
9. Second of the Bell
10. Golden Gate

**DECEMBER 12, 1942**

1. White Christmas
2. Raisin in the Sun
3. When the Lights Go On
4. Adina
5. Streetcar in Blue
6. Mr. Five by Five
7. Der Fuehrer's Face
8. There's an Old Fashioned
9. I Had the Craziest Dream
10. June King: Saturday Night

**DON GRASHAY & JIM MAWED EXTRAS HIGHLIGHTS THANKS TO DSO JAZZERS—DEALERS & OPERATORS ACROSS THE LAND AND Bob BY BOBBY WAYNE**

FOR THE WONDERFUL RECORDING "Madonna of the Rosary" MERCURY 5597 597-A8 YOUR PREFERENCE IN SELECTING THE RECORD CHOICE OF MANY WARRANTS THIS SEASONAL OUTFRIST OF THANKS

---

**The Billboard Music Popularity Charts**

**Classical Records**

... for Week Ending December 6

**Best Selling Classical**

Records ranked in order of their present national sales importance at the retail level. Results based on The Billboard's weekly survey among a representative number of retail stores covering a wide area of the country. Figures are net. Sales data is as of 11/17 and 15 Lymp. Installs.

33 1/3 R.P.M.

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<th>Title</th>
<th>Artist</th>
<th>Label</th>
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<tr>
<td>1.</td>
<td>BEETHOVEN SYMPHONY NO. 5—E. Farrell, N. Merin</td>
<td>925</td>
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<tr>
<td>2.</td>
<td>SHAW: DON JULIUS IN HELLE—Sir Cedric Hardwicke</td>
<td>78</td>
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<tr>
<td>3.</td>
<td>BERLIOZ: HAROLD IN ITALY—M. Primrose, Sir Thomas</td>
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<td>From SPECIAL Two Albums, Ship One</td>
<td>Gallery</td>
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45 R.P.M.

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<td>1.</td>
<td>RACHMANNIK: CONCERTO FOR PIANO &amp; ORK.</td>
<td>844</td>
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<td>2.</td>
<td>Tchaikovsky: Swan Lake Ballet</td>
<td>112</td>
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<td>3.</td>
<td>Tchaikovsky: Nutcracker Suite</td>
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<tr>
<td>4.</td>
<td>RACHMANNIK: CONCERTO FOR PIANO AND ORK.</td>
<td>844</td>
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<tr>
<td>5.</td>
<td>Rimsky-Korsakov: Scheherazade</td>
<td>112</td>
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**Reviews of the Current Classical Releases**

**MENOTTI: AMALFI AND THE NIGHT VISIONS — Original Cast of the NBC Telecast: Orchestra and Chorus conducted by Thomas Schippers (1-1F) \( V \) (33) LM 1701

Last Christmas the National Broadcasting Company presented original opera, written for the occasion, by Gian Carlo Menotti, composer of "The Consul" and "The Medium." This effort was gratifyingly received and will probably be repeated this Christmas over the network. RCA Victor has done a first-rate job in transferring the Christmas opera to record, and the scores of the fine, beautifully, and emotionally packed, and written a complete broadcast, will be a delightful addition to the holiday season. The story is a simple one, and the music, the pacing of the action and the dramatic writing is inspired, and it is a thanksgiving for every opera lover and every music lover. The review is a top-flight one for the Christmas period.

**OPPENBACH: LA VIE PARISIENNE—BIZET: FOUR MEzzo arias and ENTRE ACTE IV FROM "CARMEN" — Jeannie Tourell: Columbia Symphony Orchestra; Jean Moell, Cond. (1-12?) \( C \) Columbia 353 M-195

"La vie Parisienne" is going strong, and the new recording of Bizet's masterpieces is sure to please the fans of either composer. Tourell, as Bizet, is a delight, and the orchestra and choir are first rate. The recording is a top-flight one for the period, and the reviews are uniformly excellent. The review is a top-flight one for the Christmas period.

**DEBUTEE: PIANO MUSIC—ESTAMPE; REVIEU, ARABESQUE Etc. NO 1 & 2—LA PLAGE; MADAME BUTTERFLY—PIANINO (1-12?) \( C \) M-G-M (12) F 182

This is a lovely set, and one that could serve as an introduction to Debussy for disc buyers. It features the young Italian pianist Mario Perelli, who finds his way with feeling and skill, as well as a fluent technique. The reviews are uniformly excellent. The review is a top-flight one for the Christmas period.
A RICHARD ELIASON CONCERT — Richard Eliasen. Organist. The Organ Society. M.-G.-M. (3) E 2005. This album should be of interest to the many devotees as well as professional organists and students. It features the organ concert of short sections, many previously unrecorded on the organ, transcriptions from works by Bach and Vivaldi to those by Vaughan-Williams, Vaughan-Williams and Vaughan-Williams. A selection of the organists has been given an opportunity to show off his technique and the composition of the concert, "Maurice Faivre," was done by the organist and features his compositional talent. This album should be of interest to the many devotees as well as professional organists and students.

NIGHTS PRESENTED TO EARLY BURLINGTON SYMPHONY M-G-M "DONALD BURLINGTON" DONALD BURLINGTON, electrode, was named by the organist and features his compositional talent. The album should be of interest to the many devotees as well as professional organists and students.

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This is the Big One!

You'll Play It Over and Over!
You'll Hum It—You'll Whistle It!

BILLY WALKER

"THE ONE YOU HURT"
b/w "I HAD A DREAM"
On Columbia #21037 and #4-21037
78 RPM 45 RPM

by BILLY WALKER

P.S.: Thanks for still playing

"ANYTHING YOUR HEART DESIRES"—#20914 and #4-20914
"BACK STREET AFFAIR"—#21003 and #4-21003

The Billboard Music Popularity Charts

TOP C&W RECORDS

... for Week Ending December 6

National Best Sellers

Records are ranked in order of their current national selling importance in the music field. 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.

Week. The reverse side of each record is also listed.

1. JAMBARAYA—Hank Williams... 2 17
2. BACK STREET AFFAIR—W. Pierce... 1 11
3. INDIAN LOVE CALL—Slim Whitman... 3 28
4. DONT LET THE STARS GET IN YOUR EYES—Slim Willet... 4 4
5. DONT LET THE STARS GET IN YOUR EYES—W. Price... 5 4
6. MIDNIGHT—Red Foley... 6 7
7. DONT LET THE STARS GET IN YOUR EYES—O. McDonald... 7 3
8. KEEP IT A SECRET—S. Whitman... 8 1
9. GAL WHO INVENTED KISSING—Hank Snow... 9 1
10. SETTIN' THE WOODS ON FIRE—Hank Williams... 10 9

Most Played in Juke Boxes

Records are ranked in order of the general number of plays on juke boxes throughout the country. Results are based on The Billboard's weekly survey among dealers throughout the country using a high proportion of country and western records.

1. JAMBARAYA—Hank Williams... 1 15
2. BACK STREET AFFAIR—W. Pierce... 2 11
3. DONT LET THE STARS GET IN YOUR EYES—S. McDonald... 3 6
4. INDIAN LOVE CALL—Slim Whitman... 4 17
5. KEEP IT A SECRET—S. Whitman... 5 9
6. MIDNIGHT—Red Foley... 6 5
7. GOVERN AND BOLDER—E. Arnold... 7 9
8. I'M AN OLD OLD MAN—L. Prizell... 8 2
9. DONT LET THE STARS GET IN YOUR EYES—R. Price... 9 4
10. NEW YEARS OFF TOO FAST—H. Thompson... 10 1

Most Played by Jockeys

Records are ranked in order of the general number of plays on juke boxes throughout the country, the juke box dealers who specialize in country and western records.

1. BACK STREET AFFAIR—W. Pierce... 1 10
2. JAMBARAYA—Hank Williams... 2 18
3. DONT LET THE STARS GET IN YOUR EYES—S. Willet... 3 12
4. SETTIN' THE WOODS ON FIRE—Hank Williams... 4 8
5. MIDNIGHT—Red Foley... 5 3
6. KEEP IT A SECRET—S. Whitman... 6 1
7. OUR HONEymoon—Carl Smith... 7 5
8. I WENT TO YOUR WEDDING—Hank Snow... 8 11
9. GOVERN AND BOLDER—E. Arnold... 9 6
10. DONT LET THE STARS GET IN YOUR EYES—S. McDonald... 10 7
His Greatest Record yet...

HANK SNOW

('Now and then, there's')
A FOOL SUCH AS I'

'THE GAL WHO INVENTED KISSING'

BILLBOARD NOV. 22, 1952
This Week's Best Buys

Country & Western Records

RCA 20-5034

Billboard # 17

Featured Star

RCA VICTOR Records

Hubert Long
1537 McGavock Pike
Nashville, Tenn.
JIMMY SMITH

**Current Release**

'ANGEL FROM EAST TENNESSEE'
B/W 'First Choice'
RCA VICTOR
20-4863 (78) 47-4863 (45)

**Latest Release**

'CURB SERVICE'
B/W 'I'll Love You Tomorrow'
RCA VICTOR
20-5091 (78) 47-5091 (45)

Personal Appearances CONTACT: JIMMY SMITH, P. O. Box 1598, ATLANTA, GA.

The stars who make the hits are on RCA VICTOR Records
RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA CAMDEN, N.J.
Thanks for helpin' an ole boy so much in the past years... 

LEFTY FRIZZELL

"I'M AN OLD, OLD MAN"
(Trying To Live While I Can)

b/w

"YOU'RE JUST MINE"
(Only in My Dreams)

Columbia 21034; 4-21034

"YOU'RE HERE SO EVERYTHING IS ALRIGHT"
b/w

"DON'T STAY AWAY"
(Till Love Grows Cold)

Columbia 20911; 4-20911

"I KNOW YOU'RE LONESOME"
(While You're Waiting for Me)
b/w

"FOREVER" (And Always)

Columbia 20997; 4-20997

"I WANT TO BE WITH YOU ALWAYS"
b/w

"ALWAYS LATE"

Columbia 4-20799

BOOKINGS: Write, Wire, Phone

AMERICANA CORPORATION

4527 Sunset Blvd. NOrmandy 6071 Hollywood 27, Calif.
TINY MURPHY'S "Side-Splitting" Recording of "NICOTINE FITS" and "IT'S ALL YOUR FAULT"

U-132 (78 and 45 rpm)

From The Billboard Popularity Chart — Dec. 6, 1952

Tiny Murphy NICOTINE FITS—United 132—

"This is a real side-splitter. Murphy gets the most out of any of his funny lyrics, chaining them in great style to jumpy background. Side could quickly become a winner on the jukes."

The Billboard's Music Popularity Charts

TOP C&W RECORDS

Territorial Best Sellers

Nashville

1. Midnight
   Red Foley, Decca
2. Don't Let The Stars Get In Your Eyes
   P. Price, Capitol
3. I'll Never Get Out Of This World Alive
   H. Williams, M-G-M
4. New Legs Off (I've Got) Hank Thompson, Capitol
5. Girl Who Invented Kissing Hank Snow, Victor
6. I'm A Good Old Man Lefty Frizzell, Columbia
7. I'm Gonna Think Over You E. M. Morris, Tennessee Ernie, Capitol
8. Keep It A Secret E. Williams, Imperial
9. I'll Go On Alone M. Robbins, Columbia
10. I Could Be Ashamed H. Williams, M-G-M

Memphis

1. Our Honeymoon Carl Smith, Columbia
2. Somebody Loves You E. Tubb, Decca
3. Midnight Deaciphon, Columbia
4. Heard A Jukebox Playing K. Wells, Decca
5. Indian Love Call R. Whitman, Imperial
6. Tennessee Tango H. Williams, M-G-M
7. Girl Who Invented Kissing Hank Snow, Capitol
8. Back Street Folly R. Williams, Decca
9. Goin' and Sailing L. Austin, Victor
10. I'm The Man Who Pay M. Beet, Capitol

Houston

1. Don't Let The Stars Get In Your Eyes S. Wills, Four Star
2. Jabberwocky Hank Williams, M-G-M
3. Back Street Affair W. Pierce, Decca
4. Midnight Deaciphon, Columbia
5. Red Foley, Decca
6. Keep It A Secret E. Williams, Imperial
7. I'm A Good Old Man Lefty Frizzell, Columbia
8. Settin' The Woods On Fire Hank Williams, M-G-M
9. You Win Again Hank Williams, M-G-M
10. Bummin' Around J. Dean, Four Star

This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Features in Watch" have appeared for the first time on the charts during the last week or are of special interest to the convenience of dealers and operators in other markets.

Dallas—Fort Worth...I'LL NEVER GET OUT OF THIS WORLD ALIVE
Hank Williams—M-G-M

Houston...BUMMING AROUND
Jimmie Dean—Four Star 1613

Cincinnati...TENNESSEE TANGO
York Brothers—King 1135

Memphis...SOMEBODY LOVES YOU
E. Tubb—Decca 28448

Nashville...I'LL NEVER GET OUT OF THIS WORLD ALIVE
Hank Williams—M-G-M 11366

Nashville...I COULD BE ASHAMED OF YOU
Hank Williams—M-G-M 11366

"LITTLE" JIMMY DICKENS

Hits Again!...With

"YOU DON'T HAVE LOVE AT ALL"

Columbia 11313

"WAITRESS, WAITRESS"

"They Don't Know Nothin' At All"

Columbia 20795
**Top Rhythm & Blues Records**

**National Best Sellers**

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Week</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. FIVE LONG YEARS</td>
<td>F. Boyd</td>
<td>2</td>
<td>11</td>
</tr>
<tr>
<td>2. JUKE - Little Walter</td>
<td></td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>3. MY SONG - J. Ace</td>
<td></td>
<td>3</td>
<td>18</td>
</tr>
<tr>
<td>4. MY STORY - Chuck Willis</td>
<td></td>
<td>5</td>
<td>5</td>
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<tr>
<td>5. NEY, MISS FANNIE - Clovers</td>
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<td>8</td>
<td>8</td>
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<tr>
<td>6. YOU KNOW I LOVE YOU - B. B. King</td>
<td></td>
<td>14</td>
<td>14</td>
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<tr>
<td>7. CAN'T HOLD ON - Charlie Christian</td>
<td></td>
<td>19</td>
<td>19</td>
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<tr>
<td>8. ROCK ME ALL NIGHT LONG - Ravens</td>
<td></td>
<td>30</td>
<td>30</td>
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<tr>
<td>9. HOW LONG - Pat Domino</td>
<td></td>
<td>31</td>
<td>31</td>
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<tr>
<td>10. SAD NOIR - Little Walter</td>
<td></td>
<td>40</td>
<td>40</td>
</tr>
</tbody>
</table>

**Territorial Best Sellers**

- **New York**
  - Brooklyn, Mercury
  - Pat Domino, Federal
  - Four, Duke, Atlantic
  - You Know I Love You - B. B. King, RPM

- **Chicago**
  - I Don't Know - W. Mahon, Chess
  - You Know I Love You - B. B. King, RPM
  - Rock Me All Night Long - Ravens, Mercury

- **Los Angeles**
  - I Don't Know - W. Mahon, Chess
  - You Know I Love You - B. B. King, RPM
  - Rock Me All Night Long - Ravens, Mercury

**Most Played in Juke Boxes**

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<tr>
<td>2. FIVE LONG YEARS - E. Boyd</td>
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<td>19</td>
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<tr>
<td>3. PORT OF NICO - J. Jacques</td>
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<td>8</td>
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<tr>
<td>4. YOU KNOW I LOVE YOU - B. B. King</td>
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<td>11</td>
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<tr>
<td>5. NEW, MISS FANNIE - Clovers</td>
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<td>13</td>
<td>6</td>
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<tr>
<td>6. DADDY, DADDY - Ruth Brown</td>
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<td>19</td>
<td>8</td>
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<tr>
<td>7. CALL ME A DAY - S. Thompson</td>
<td></td>
<td>26</td>
<td>8</td>
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<tr>
<td>8. SLEEPER - Domino</td>
<td></td>
<td>31</td>
<td>9</td>
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<tr>
<td>9. OOK ME, OOK ME - Lloyd Price</td>
<td></td>
<td>33</td>
<td>9</td>
</tr>
<tr>
<td>10. EVERY DAY I HAVE THE BLUES - J. Williams</td>
<td></td>
<td>36</td>
<td>5</td>
</tr>
</tbody>
</table>

**This Week's Territorial Best Sellers to Watch**

- **St. Louis**
  - GABBIN' BLUES

- **Philadelphia**
  - I'M GONE

- **Los Angeles**
  - GABBIN' BLUES

- **Detroit**
  - GABBIN' BLUES

- **St. Louis**
  - GABBIN' BLUES

**New Atlantic Releases**

- **Another Smash by Turner**
  - "Mr. Chains of Love"

- **"Still in Love"**
  - "Baby, I Still Want You"

**Northern Soul**

- **Arabacada's V.S. Vocal and I Mambo**
  - Damiron (the Original)

**Blues Sentor**

- **The Diamonds**
  - "Call, Baby, Call"
  - "A Beggar for Your Kisses"

**The Tilters**

- **Exciting! New! Different!**
  - "La Cumbanchero"
UNITED'S HIT PARADE ROLLS ON

TWO MORE SMASH HITS!

Enough Record Dynamite to Explode One Million Juke Boxes!!

The Crown Prince of Blues Delivers a Mighty Recording of . . .

"STREET OF DREAMS"

U-135

"LIFE I LOVE"

U-136

"THE BEAT"

BY:

"BACK ALLEY"

BY:

GENE AMMONS

MEMPHIS SLIM

Both Artists Now Exclusively With . . .

Watch for New Release by Leo Parker

RHYTHM AND BLUES NOTES

By BOB ROLONTZ

The Amsterdam News' 15th Annual Midnight Benefit Show will be held at the Apollo Theater, New York, Friday (12). Stars lined up for the benefit to date include Milton Berle, Ella Fitzgerald, Nat "King" Cole, Duke Ellington, Bill Cosby, and The Ink Spots, Ann-M idle, Betty McGowan, The Chanteurs, Kings of Harmony, Billy Eckstine and Vic Damone. All proceeds will go to the Amsterdam News Welfare Fund.

Edna McGrip, The First Keys and Raddy Lanes, Jr. will play one-nighters in Bedford, Mass. and Providence next week.

George Shearing opened at Bost on, New York this week.

Varetta Dillard starts on a one-night trek next week thru the Philadelphia area . . . The Glen Agney, packed Savoy artist Daily Louie this week . . . Teddy Lang will promote a jazz concert in Brooklyn, January 22. The concert will feature the Driscoll and All Stars, with such well-known artists as Jimmy McPartland, Bobby Byrne, Louie de la Johnson Hodges Jr., Coleman Hawkins, Varetta Dillard and Charles Barnett.

Ray Charles will play 10 days at the Pelican Club, New Orleans, beginning Friday (12). . . . Hot Lisa Peers will play a week at The Pelican after Charles leaves . . . Johnny Hodges and the ink will play a week at the Apollo Theater, New York, starting today . . . Joe Morris and his ink are booked for 10 days at Uncle Tom's Plantation, starting December 28. After that, he plans to promote his new Club, Youngstown, starting January 3 . . . The Cleavers and Fats Domino go on a Ralph Weinberg one-nighter tour, January 10 to February 7.

R & B Territorial Best Sellers

Philadelphia

1. Pett of Rice
   E. Ragtime, Mercury
2. I Know You Love Me
   E. Ragtime, Mercury
3. Meant To Be
   E. Ragtime, Mercury
4. I'll Be Satisfied
   E. Ragtime, Mercury
5. Back Step
   E. Ragtime, Mercury

RPM

1. Peggy Lee
   E. Ragtime, Mercury
2. I Know Someone
   E. Ragtime, Mercury
3. I Know You Love Me
   E. Ragtime, Mercury
4. I'll Be Satisfied
   E. Ragtime, Mercury
5. Back Step
   E. Ragtime, Mercury

Washington D. C.

1. You Know I Love You
   E. Ragtime, Mercury
2. I Know You Love Me
   E. Ragtime, Mercury
3. I'll Be Satisfied
   E. Ragtime, Mercury
4. Back Step
   E. Ragtime, Mercury

Chicago

1. I Know You Love Me
   E. Ragtime, Mercury
2. You Know I Love You
   E. Ragtime, Mercury
3. I'll Be Satisfied
   E. Ragtime, Mercury
4. Back Step
   E. Ragtime, Mercury

RED HOT IMPERIAL R & B RECORDS

DAVE BARTHOLOMEW

"WHO DRANK MY BEER WHILE I WAS IN THE BED" IMPERIAL 2110

"ALIBI" IMPERIAL 2111

"THE REST OF MY LIFE" IMPERIAL 2112

FAT MAN MATTHEWS

And The Four Kittens

"LATER, BABY" IMPERIAL 2113

"WHEN BOY MEETS GIRL" IMPERIAL 2114

ARCHIBALD

"EARLY MORNING BLUES"

"GREAT BIG EYES" IMPERIAL 2115

IMPERIAL RECORDS


THE BILLBOARD

DECEMBER 13, 1952

YOUR TICKET TO SALES RESULTS—THE ADVERTISING COLUMN OF THE BILLBOARD!
Popular Record Reviews

Late Reports on 1957 Best Buys

C & W Record Reviews

Country & Western

Territorial Best Sellers

Popular

Rhythm & Blues Record Reviews

FOLK TALENT AND TUNES

DEFENDER BROTHERS

Folk Hall of Famers Include

BRUCE BELL

Bud, a great local Ontario talent, who proved the last time he was on the bill that he could sing his heart out. Bud's voice is an instrument of such beauty that he could have brains off the stage.

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Music as Written

"I LOVE TO POLKA"
REAL-VIC 20-9490
and
"SKI WALTZ"
Climbing Fast
Featuring
LAWRENCE DUCHOWS
REAL-VIC 20-9449
Red Raven Entertainers
DO YOU MEAN CLIPPED?

Lynn Priss Clipping Bureau is now
the leader in your field. Our L.P.C. fouils
are ideally located to service prompt addi-
tion coverage of Big City and great
State radio stations. Daily and weekly,
national consumer and business public
reprints are a natural.

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254 James St., New York, N.Y. 144 W. Wm. Penn Bldg., Suite 10B.

For All Kiddies From 7 to 70
"HOODY HORTON AND SUNDIMPS"

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Burton Barnes and the Box Top Boys

The most complete pop music makes
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TELE RADIO RECORDS
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Music as Written

 "I LOVE TO POLKA"
REAL-VIC 20-9490
and
"SKI WALTZ"
Climbing Fast
Featuring
LAWRENCE DUCHOWS
REAL-VIC 20-9449
Red Raven Entertainers
DO YOU MEAN CLIPPED?

Lynn Priss Clipping Bureau is now
the leader in your field. Our L.P.C. fouils
are ideally located to service prompt addi-
tion coverage of Big City and great
State radio stations. Daily and weekly,
national consumer and business public
reprints are a natural.

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JOWLING JAMES TO PLAY COPA CITY...
Jowling James, booking dates include:...-
Burlesque Bits

Chicago, Dec. 7—Don"t let the word "AGVA" dissuade you from finding out what the AGVA is. AGVA is an organization that offers an opportunity for professional actors to gain experience in the industry. Their upcoming performance will feature a variety of acts, including dance, music, and comedy. Be sure to check it out!"
N.Y. Coliseum Gets Okay From Board

$200,000,000 Project Recommended To Mayor, Backed by Robert Moses

NEW YORK, Dec. 8 — The proposed $200,000,000 New York Coliseum (The Billboard, November 30) moved a step closer real- istic feasibility when the city's Public Authority for the Building of Estimating the committee, the five civic leaders in charge of the Coliseum planning, presented a report to the Board of Estimate and the Committee on Finance. A full plan is meant to be built in one year's time, and will include a 50,000-seat arena and two 12-story apartment buildings.

In a report urging immediate action by the committee, Robert Moses, chief construction coordinator, estimated the cost of construction at $150,000,000 and $50,000,000. The Coliseum would be constructed on the former site of the Madison Square Garden, now closed for renovation.

The report said that the Coliseum would attract an estimated 25,000,000 people per year, and would create an estimated $25,000,000 in new business for the city. The Coliseum would be a leading feature in the New York City skyline.

James Morris, Arena Tycoon, Dies in Chicago

CHICAGO, Dec. 8 — James Morris Sr., partner with Arthur H. Stephen in the city's largest and most successful auditorium-arena operation, hockey, ice shows, circuses, and other sports, died in Chicago. He was 65.

Margaret Sunday Times. He was a director of numerous companies, including the Midwest Transit Company, Inc., banks, railroads, and other businesses.

Surviving his widow are two sons, James D. and Henry; two daughters, Mrs. Eleanor Klister and Mrs. Margaret Morris; two brothers, Samuel and Morris Morris.

Marine Room

Co-Continued from page 20

The show is called "Bold Woman," and the500-seat auditorium is a dummy stage where singing, dancing, and other performances can be held.

The show is to open at the Marine Room, 1200 N. Lake Shore Drive, in the summer of 1953.

Music as Written

Continued from page 54

lent in the booking, and the results are terrific. Yiddishisms are currently reported to and, by the majority of booking, to understand the language. Yet, when all is said and done, Yiddish double up as beasts at the strangest situations that arise.

The show, entitled "The Moonlight," with Celine effective dropped here for double entendre effects that brought in the laughter. Miss Corbin is now a lower-priced act with Continental acts that will give her considerably more booking. The show is to do business in something new. Miss Corbin is currently the hit of a comic of Edith Piaf and an American singer who backed up the Franco-American items with an occasional state-side pop also dipping into a Latin-American. The show's title is "Give Me the Moonlight." The tune effective dropped here for double entendre effects that brought in the laughter. Miss Corbin is now a lower-priced act with Continental acts that will give her considerably more booking. The show is to do business in something new. Miss Corbin is currently the hit of a comic of Edith Piaf and an American singer who backed up the Franco-American items with an occasional state-side pop also dipping into a Latin-American. The show's title is "Give Me the Moonlight." The tune effective dropped here for double entendre effects that brought in the laughter. Miss Corbin is now a lower-priced act with Continental acts that will give her considerably more booking. The show is to do business in something new. Miss Corbin is currently the hit of a comic of Edith Piaf and an American singer who backed up the Franco-American items with an occasional state-side pop also dipping into a Latin-American. The show's title is "Give Me the Moonlight."
Roadshow Rep

Mich. RSRO Maps Touring Benefit Show

DEPTFRT, Dec. 6.—Plans for a series of co-operative traveling benefit shows is being planned. It was adopted Monday at the December meeting of the Northern Michigan Roller Skating Rink Operators. It will be given once a month in different places throughout the state during the months of November and December. The proceeds of the benefit rinks will be turned over to the Muscular Dystrophy Association for Michigan chapters activities and the event. The benefit show was initiated by Mr. and Mrs. Robert T. Nelson, of the Nelson Amusement Co., Muskegon, Mich., who have been active in the cause... All rink operators are invited to participate in the fundraiser to help the state chapters.

Calif. Labor Bureau Crabs Gilbert Act

STOCKTON, Calif., Dec. 6.—An unsigned bill for an act entitled "crabs Gilbert Act" was sent to the California Labor Commissioner, by Senator Paul Gil, chairman of the Committee on Labor and Industry. The bill, introduced by Assemblyman Leo D. Gabbert, was designed to provide for the payment of wages for work performed on public works projects. Under the bill, workers would be entitled to receive payment for all work performed, whether or not the project was completed. The bill was passed by the Assembly and is now awaiting action in the Senate. If the bill is passed, it will become law without the Governor's signature.

A GOOD DEAL FOR RINKMEN—CHICAGO

"Precisione"—"Imperial" and "Deluxe"

Three New, great Roller Skates. Sold by Rink Operators exclusively. Order a pair of each for Display.

Clamp Skat Converted at London Spot

DEPTFRT, Dec. 6.—Mr. David Hake, owner-manager of Palm Court Amusements, London, has returned from an inspection tour of the United States and Canada. He was in Chicago recently, visiting with Manager Les White and had an opportunity to see some of the latest developments in the skating industry. He was interested in the Clamp Skat, and is planning to convert his London Skates to the Clamp Skat. He is also interested in the new "Precisione" and "Imperial" skates, which he plans to install in his new location in London. He is planning to open his new location in February, and is looking forward to a successful season. He is also interested in the new "Deluxe" skates, which he plans to install in his new location in London. He is planning to open his new location in February, and is looking forward to a successful season.
The Final Curtain

MARRIAGES

JOHNNIE HERRON

December 10, 1952

Mrs. JOHNNIE HERRON

Life With Keaton

The Final Curtain

Cafe Ops, Acts Organize

London Dispatch

Cafe Ops, Acts Organize

1952-December 13, 1952

1952-December 13, 1952
Strates, Buck Form New Railroad Show
Combine Truck, Railroad Units; Dave Endy in Management Post

Traditional high point of the Showmen's League of America's Presidential Week is tomorrow's annual meeting here, with the membership to elect a new president. Retiring President T. J. Jessep (left) is shown receiving the gavel from Paul Presby, junior Councillor.

IMCA Says 'NO'

Won't Sanction Races Under Other Groups

CHICAGO, Dec. 6.—The International Motor Contest Association, meeting here at the Hotel Sherman, ruled it would not sanction any auto race promoter who attempts to conduct races at funfairs without sanction from the sanctioning authority other than the IMCA.

Mr. Hinkle of the Western Fair, Brimfield, Ill., was re-elected president of the IMCA. The meeting was held at the Western Fair, Brimfield, Ill., and Frank Baker, of the Davenport (Ia.) Fair, were re-elected vice-president and treasurer, respectively.

The board of directors recommended to the membership that the IMCA continue its present program of work, with the exception of the proposed change in the IMCA's role in the sale of equipment.

North York Pacts Van Houton Org

Nunis, Winkley Form New Racing Combo

CHICAGO, Dec. 6.—Auto-race promoters Sam Nunis and Frank Winkley combined their operations here Sunday (30), the fifth day of the outdoor meetings, to form the Nunis-Winkley Enterprise. The new partnership will concentrate on the production and presentation of auto-race events. The two partners have selected a number of new tracks that will be open to the public in the near future.

Nunis and Winkley said that they hoped their joint venture will be successful and face fewer problems than they have encountered in the past.

The combination of the two successful promoters is expected to result in a more organized and professional approach to the auto-racing business, which is facing increasing competition from other forms of entertainment.

Federation to Study Fair Meat Conflict

CHICAGO, Dec. 6.—The Showmen's League of America's executive committee has formed a new organization to study the meat conflict and to develop solutions to the problem.

The committee, which includes members from various states, will meet to discuss the situation and to develop plans to resolve the conflict.

Kochman Inks Capt. Frakes

CHICAGO, Dec. 6.—A new thrill presentation, designed and produced by Capt. Frakes, has been added to the Jack Kochman entertainment schedule for the 1953 season.

The stunt, as yet unnamed, will be performed on a mechanical device, which is expected to be incorporated into the Kochman caravane for the 1953 season. The stunt will be performed on several occasions and will be a major highlight of the Kochman show.

Rockaways' Sets Christmas Toy Drive

CHICAGO, Dec. 6.—The Rockaways' Christmas Toy Drive will be held this year on December 26th, with the proceeds going to the needy children in the Rockaways.

The drive is being organized by the Rockaways' Rotary Club, and has been a successful annual event in recent years.

The event will take place from 9am to 5pm, with the toys being distributed at the Rockaways' Post Office. The public is encouraged to participate in the drive and to donate any extra toys they may have.
Ride Makers Score
Thumping Business
At Chi Trade Show
Action for Suppliers Proves Light;
Top Interest Centered in Kid Rides

By JIM McUEGII

CHICAGO, Dec. 6—With few
exceptions, ride manufacturers
reported excellent business at the
Trade Show sponsored by the
National Association of Amuse-
ment Parks, Pools & Beaches
here this week. A number of
beauty rides reported the best returns
ever achieved at the show. The
supply merchants, however,
did not acknowledge results equal
to those achieved last year. Sev-
eral reported a minimum interest in
buying in the conventional type
of show. This was observed in the
concessions stands, which included
a number of independent suppliers.

There was a BIG
Difference Between
an Average Spotlight
and a Strong Spotlight!

Reading the above ad
from a 1952 issue of THE BILLBOARD, an
industry publication about amusement parks and its events, you can see the evolution of technology and interest in rides and games. The ad highlights the differences between average and strong light sources, a key aspect of lighting for rides and attractions. It also mentions the importance of interest in buying and the impact of new, exciting rides on the market.

The article states that business was better than for the year before by the Aircraft Company. Bob Hamilton reported that a number of potential 
sales were registered for the standard devices. V. F. Hodges of the Hood Amuse-
ment Company reported 18 potential
sales for his hand propelled kiddie cars. H. P. Schnee of the Philadelphia
Todoggan Company said that business was not as good for his firm. Bill de Lourme of the National Amusement Device Company said that prospects for a new construc-
tion were increasing while the interest in the old devices was continuing. B. D. Robertson of the Amusement Park Company reported business good and interest
was maintained. He would not exhaust his allocation of material to
rides in filling orders for new.

L. W. Cassidy of the Pretzel Manufacturing Company, said that business was doing the same as the last year when his firm scored around $10,000 in sales. He added
that with the new portable Merry Go Round, continuing
interest was expected by his firm. Interest was chiefly
in the new portable Kiddie Ride, which
was said to be the best made.

SQUEEZE
NEW PROFITS
FROM
SMALL
SPACE

Serve Soft Ice Cream,
Malt and Shakes from a
SWEDEN

Get more profit per occupied
space than ever before with the
SWEDEN SWEEZE FROZEN.

DELIVERY

WHOLESALE

1000 N. State St., Chicago, Ill.

50 N. 3rd St., Kansas City, Mo.

1745 S. Broadway, Los Angeles, Calif.

317 E. 82nd St., New York City

905 S. Broadway, San Francisco, Calif.

921 W. 15th St., Houston, Tex.

1324 1/2 W. 15th St., Dallas, Tex.

1651 W. 13th St., Fort Worth, Tex.

PHILADELPHIA

815 Arch Street

BEST WISHES ON CHRISTMAS AND A BLESSED NEW YEAR TO ALL OUR VENDORS AND SHOPS

LESLIE'S HOLIDAY OFFERINGS

THE STRONG ELECTRIC CORPORATION

A complete line of lights and equipment for amusement parks, carnivals, and other outdoor events.

The Strong Electric Corporation

The worlds largest manufacturers of electric lamps

40 42 & 44 Broadway, New York, N. Y.

Wholesale and retail sales

Branch Offices throughout the United States

Looking for an article about a specific topic or event in the 1950s? Check out our collection of 1950s articles and images. Our digital archive contains a wealth of information on music, movies, and popular culture from that era. Whether you're interested in fashion, politics, or entertainment, we have you covered.

For more details, please visit our website at www.1950sarchive.com.
WANTED
SUPER SHOWMAN

To contract for the sole American exhibition rights to the greatest single attraction in the history of outdoor show business!

THE GIANT NORTH SEA FIN WHALE
MRS. HAROY

75 Feet Long .......................... Weighing 65 Tons
One of the Largest Whales Ever Caught!!

Mrs. Haroy, moving on her own special railroad car in a 13-month tour of Europe, has drawn the amazing total of

5,025,000 PAID ADMissions!

Here is her sensational box-office records:

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<th>Country</th>
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<td>Belgium (still showing)</td>
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in two days, Saturday and Sunday, Nov. 22 and 23, 1952, she played to 72,000 persons in Dendermonde and Ghent, Belgium!

In little more than a year

SHE HAS GROSSED $1,750,000

IN EQUIVALENT U.S. DOLLARS!

For centuries men had tried to preserve a whale but always without success. Now, through a secret process, developed after 24 months of research, Mrs. Haroy is perfectly preserved. She will be available to a top flight showman early in 1953 for a two year exhibition tour of the United States, Canada and Central America.

The showman we seek will have a proven record of achievement and integrity. He will require an initial investment of about $75,000.

Principals only are invited to wire or write to:

BOX 821, The Billboard, 1564 Broadway, New York 36, N. Y.

Or Telephone: Mr. Dick, New Rochelle (N. Y.) 2-9419
CHICAGO, Dec. 6—A thumbs-up Canadian representation—probably the largest in history—marked the outdoor conventions here this week.

The Canadian National Exhibition, Toronto, was represented by H. C. Monteith, Mr. and Mrs. Elwood Monteith, Mr. and Mrs. R. J. Dixon, Mr. and Mrs. Jack Arthur and Sam Paton.

In addition to the Exposition Province, Quebec, were Mr. and Mrs. Ernest Bourne, Mr. and Mrs. John E. Girard, and G. W. Bay. The Pacific National Exhibition, Vancouver, was represented by R. L. Williams.

Delegates from Western Canadian A Fairs included Maurice Harrell, Calgary Stampede, P. C., Edmonton; T. H. Leed, and Mrs. T. C., Regina, and S. E. Keenan and Dr. F. G. Salisbury.

Western Fair, London, Ont., was represented by W. D. Jackson, J. A. Anderson and T. D. Robichaud, with W. H. McEachern and D. J. Ross on hand for the Olympics Exhibition. In from the Canadian Lakehead Exhibition, Fort William, Ont., were Mr. and Mrs. W. Walker.

Convivial dinner guests included Mr. and Mrs. J. C. Whittaker, Frank B. Cummins, Mr. and Mrs. Neil Veal, and Mr. and Mrs. R. E. Car, all of the Centennial Hotel.

Skiing and other winter sports were handled by Tom Green and Howard Cleaver, all of the Century Hotel. Mr. and Mrs. C. B. Davis, all of the Centennial Hotel, were present.

Every fair in the circuit was represented at the Canadian National Exhibition conventions.

Honeymooner Wins Car Award

was set for late February, with a bonus of $20,000 going to the winner. J. M. Macdonald, commissioner with the Royal Canadian Legion, had announced the move to a winter spot.

First prize, $20,000, was awarded to the winner, and second prize, $15,000, to the second. A special prize of $10,000 was awarded to the winner of the Women’s League of American Chromel Awards, who had been on hand since the beginning of the month. A special prize of $7,500 was awarded to the winner of the Women’s League of American Chromel Awards, who had been on hand since the beginning of the month.

Character Personal Changes

Mrs. Lovelace, formerly of the Reynolds, is now living in Los Angeles, Calif., and is expected to remain in the area for some time. They are living in the same house as before.

Dr. W. L. Smith, former of the Reynolds, is now living in Los Angeles, Calif., and is expected to remain in the area for some time. They are living in the same house as before.

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3000 BINGO

Weekly draw
10:00 a.m. to 4:00 p.m. Thru Dec.

3000 KENO
Weekly draw
10:00 a.m. to 4:00 p.m. Thru Dec.

NEW, INSPIRING COLORS
Beautiful, Amazing Posters

CENTRAL

TENTS

ALL SIZES - ALL TYPES

- 2100 PINE ST., CINCINNATI 22, OHIO
- 1550 MADISON AVENUE, CHICAGO 50, ILL.
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FRED REPORTS ON SURVEY

Funspots Spend 3-10% of Gross On Ads; Most Goes to Newspapers

CHICAGO, Dec. 8—From 3 to 10 percent of the gross is spent on average in the park and about 80 percent of that goes to newspapers, according to Robert Strecker of the National Association of Amusement Parks,managing director.

Strecker said that from his association's survey it appeared that more newspapers were buying ad space than ever before.

The survey, conducted in 1950, included data from 100 parks. Other data included in the survey were on the amount of money spent on advertising and the distribution of that money among various media.

Strecker said that the survey showed that newspapers were the most important source of advertising for the amusement parks.

HAMID ELECTED PARKS PRESIDENT

Huedeepol Retained; Norton, Gurtler, MacNichol Selected

CHICAGO, Dec. 8—First to be named president of the National Association of Amusement Parks, was Edward J. Cordill of Riverside Park, Riverside, Mass., by a vote of 130-

Edward J. Cordill was named first vice-president and Park Co., Minn., was named second vice-president and Park, Chicago. The new officers were

Robert A. Guertler of Olympic Park, New York, was named secretary and treasurer. Harry E. Whipple, assistant secretary, was named auditor.

Park Men See TV As Weak Attraction

CHICAGO, Dec. 8—In a general opinion poll, the NaPBPB convention here Tuesday night showed that television was not an effective medium for advertising, but it had the same impact as an attraction at a fun house.

Edward L. Schott, of Chicago, said TV was too new, and that it would take longer than that for people to become familiar with it. He pointed out that parks paid more for newspaper advertising than for TV advertising.

Robert Guertler of Olympic Park, New York, said that, while TV was a new medium, it was not as effective as newspaper advertising. He said that TV was more expensive, and that it was not as effective in reaching people at their home.

Park operators also said that TV was not as effective as newspaper advertising because it was not as closely related to the parks' business. They said that TV was not as effective in reaching people who were not interested in the parks' business, and that it was not as effective in reaching people who were not interested in the parks' business at all.

Speakers Tell About Fronts, New Products

CHICAGO, Dec. 8—John C. Ray of Toronto told park men to be sure they had good radio coverage at their parks, or else they would lose business.

Ray said that he had found that if he had a poor radio reception at his park, he lost business. He said that the same thing happened with television.

Ray also said that he had found that the best way to reach people was through newspapers. He said that newspapers were more effective than TV because they reached people at home, and that TV reached people at a price that was too high for the parks to afford.

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PROMOTION REPORT

Stevenson's Shoe To Flying Saucers

CHICAGO, Dec. 6.—Park promotions described at the National Association of Amusement Parks, Pools and Beaches conventions in Atlantic City, New Jersey, mentioned Stevenson's shoes being advertised in this manner. Stevenson's pointed telephone was left with the upstairs floor operators of WGN-TV, Chicago, from which station the operator asked him to stop publishing the ad and instead point the phones downward. The Stevenson's operator originated the calls and then pointed the phones downward. The words, "Stevenson, WGN-TV," were then repeated through the phone. The ad was designed to reach the markets of the station's advertising clients.

AREA Elects Russell Jones At Annual Meet

CHICAGO, Dec. 6.—Officers of the National Association of Amusement Equipment re-elected Russell Jones, of the Williams and Dow Company, vice-president; Erna B. Selby, of Copenhagen, treasurer; and R. V. Riehle, of the National Park Amusement Association, secretary. They are elected for a term of three years.

Wilson Line to Continue Operation

PHILADELPHIA, Dec. 6.—In response to inquiries, the Wilson Line of newspapers, Inc., Philadelphia, has announced that it will continue to operate the newspapers. The decision was made after a careful study of the financial situation of the newspapers, which have been operated by the Wilson Line for many years. The newspapers will continue to be published and distributed as usual, with no change in their policies or operations.

SUMMER CONFAB AT LONG BEACH

CHICAGO, Dec. 6.—A summer session of the National Association of Amusement Parks, Pools and Beaches was held at Long Beach, California. At the convention, NAAPPB announced the election of the following officers: Frank L. Smith, president; Albert L. L. Mangan, vice-president; and George H. Burns, secretary. The convention was held at the Long Beach Hotel and was attended by a large number of delegates from various parts of the country.

RECORD CROWD

514 Attend Annual Park Men's Banquet

CHICAGO, Dec. 6.—A record crowd of 514 people attended the annual banquet of the National Association of Amusement Parks, Pools and Beaches, held at the Hotel Sherman, Tuesday evening. The banquet was well attended by the members of the association, who were present in large numbers. The address was made by President Samuel J. Green, who spoke on the future of the industry and the need for increased cooperation and better organization. The banquet was a success, and the members of the association were pleased with the program.

Uruguay Plans Funspot, Expo; Seeks Builder

WASHINGTON, Dec. 6.—An American firm experienced in building amusement parks and stages is being sought by the government of Uruguay to design and stage the country's first funspot, a large amusement park. The project is expected to be completed before the end of the year. The firm will be responsible for the design, construction, and management of the park.

Panel Debates Concessions Vs. Self-Operation

CHICAGO, Dec. 6.—Whether more profit can be made by self-operation or by operating through concessions was the subject of a panel discussion at the NAAPPB convention in Chicago. The panelists, including representatives from various amusement parks, discussed the advantages and disadvantages of each approach.

Exhibit, Firestone Win Park Citations

CHICAGO, Dec. 6.—Exhibit Supply Company, Chicago, won a special award for outstanding service to the amusement industry at the NAAPPB convention. The award was presented to the company for its many years of service and dedication to the amusement industry. The award was accepted by the company's president, Mr. E. J. Smith, who spoke of the company's long history in the industry and its commitment to its customers.

High Quality KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS

CALLEING HORSE CARRIAGE

W. F. Mangelco, Coney Island 24, N. Y.
Beatty Pitches to Fairs, Plans 5-Gramstand Unit

Canadian National Takes Option; Golub Confers With Arena’s Agent

By TOM PALMISON

CHICAGO, Dec. 6.—Clyde Beatty Circus this week made its pitch to Wisconsin fair managers, with a number of options including a 5-gramstand unit. The show is expected to open in Wisconsin next season.

Beatty plans to use the same type of show that has been so successful in recent years. He will have several new features, including more animals and a new type of circus equipment.

The plans call for an outdoor circus, with a large grandstand, and a series of smaller units to be used for local shows. The grandstand will be used for the outdoor circus, with the smaller units for local shows. The grandstand will have a seating capacity of 5,000, and will be equipped with the latest circus equipment.

The grandstand will be made of steel, and will be fully equipped with the latest circus equipment. The smaller units will be used for local shows, and will be equipped with the latest circus equipment.

The show will be presented in Wisconsin next season, and will be featured by Beatty in other states.

Norwich, N. Y., Gets 109 Farm Group Building

NORWICH N. Y., Dec. 6.—A new 109,000 cattle barn structure is now under construction in the Otsego County Fairgrounds here. The new barn will be used as a show ring for farm animals.

Consisting of units joined in the shape of a T, the barn will be about 150 by 35 feet. The connecting links will be an open air area, forming a show ring. The fairground is located near the southern end of the Otsego County Fairgrounds.

The annual meeting and election of officers will be held in October, and the new barn is scheduled for use at the annual meeting of the New York State Association of Agricultural Fairs in Albany in February.

Additional Events Seek Membership In Neb. Circuit

NORTH BERGEN, N. J., Dec. 6.—Three more Nebraska fairs have indicated interest in joining the South Central Fair Circuit, which was recently organized for motion picture shows in the state.

Present members include the Nebraska State Fair, the Lincoln County Fair, Fair-Board; Mitchell, Fort-Board; Buffalo County Fair, Kessing, and the Adams County Fair, Haverland.

The organization will hold its first meeting at the Continental Club Hotel, 212 W. 42nd St., New York, on February 15, and will hold regular meetings each month.

Mills Bull, GOP Mascot, May Make Inauguration

CHICAGO, Dec. 6.—Mills Bros. Circus expects to send an elephant to the inauguration ceremony on January 20 for an appearance in Washington. The elephant will be named national mascot of the Republican party.

A final meeting of the new organization will be held on January 20, and the party will take part in the inaugural ceremonies. The elephant will represent the party in the inauguration.

Kortes Unit Opens At Havanna’s Coney

MIAMI BEACH, Dec. 6.—Pete Kortes Circus Side Show, which recently closed a eight-month season playing parks and county fairs in Havanna, Fla., and the Coney Island Park in Havanna, is expected to open in Havanna, Fla., in March. The show will continue in Havanna, Fla., and will return to the States in March.

King-Cristiani to Add Girls, Horses, Wagons

CHICAGO, Dec. 6.—Additions to King-Cristiani’s Barnum and Bailey Circus for 1952 include a group of girls, several horses, and several wagons.

The girls will be trained for work in the circus, and will be featured in the show. The horses will be used for transportation, and will be featured in the show. The wagons will be used for transportation, and will be featured in the show.

Reds Take Over Berlin Circus

BERLIN, Dec. 6.—According to Edward J. T. B. R. O. of the Eastern End of Germany, the circus ring was taken over by the Russian government on December 1. The show is expected to open in Berlin next month.

The show is expected to open in Berlin next month.

Diano Sets 4 Rodeo Dates; Bulls to Fairs

CHICAGO, Dec. 6.—The Diano Circus office of St. Louis, represented on the circuit, has written for dates in December.

The show is expected to open in Berlin next month.

Route Shaping For Gainesville

GAINESVILLE, Tex., Dec. 6.—Plans are being made to send the Diano Circus to Gainesville Community Circus, Inc., which is expected to open in Gainesville in recent weeks.

The show is expected to open in Gainesville in recent weeks.

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Kayde’s West Ends Month’s Trek in Miss.

LAFAYETTE, Miss. Dec. 6 — Al Kayde reported this week that his West End Circus will be on the road in Mississippi this month. After the kick-off, Kayde plans to visit other parts of the southern states. The show is scheduled to perform in various locations throughout the month.

Kayde announced the show will visit Jackson, Biloxi, Meridian, Hattiesburg, and Biloxi in the coming months. The show will be giving free admission and tickets to local residents. Kayde is also planning to perform in other states, including Alabama, Tennessee, and Kentucky.

**Frank Sotiro Dies in Macao**

MACON, Ga., Dec. 6 — Frank Sotiro, Japanese-born elephant artist, died at his home in Macao, China, on December 5 after a brief illness. He had been in Macao for over 30 years and was well known for his animal paintings.

Frank Sotiro was born in Japan and came to this country with his parents when he was 7 years old. He could not speak English until he was 11. After graduating from an art school in Macao, he began painting portraits of the circus animals. He became a permanent resident of Macao, where he had a small studio and worked on various projects for the Macao government.

The family said that Sotiro died peacefully in his sleep, surrounded by his loved ones.

**Dressing Room Gossip**

**King Bros.—Cristino**

The closing day was yesterday when the last curtain of the season was drawn in a splendid ending to the King Bros. show. A full house greeted the curtain call, and the audience gave the performers a rousing ovation.

**Cirque Medrano, Cirque d’Hiver Score in Paris**

PARIS, Dec. 6 — Both the Cirque Medrano and the Cirque d’Hiver have scored a big success in Paris, which means that the bookers of both companies are likely to be satisfied with the results of their contract negotiations with the city authorities. The Cirque Medrano’s first night was a great deal louder than the Cirque d’Hiver’s, but the latter’s second performance was equally successful.

**Swift Current Elects Aberdeen**

Aberdeen, S.D., Dec. 6 — K. G. Anderson was elected mayor of Swift Current, Saskatchewan, Canada, at a meeting of the city council on Sunday. Mr. Anderson has served as a city council member for the past three years.

**Gould Opens Holiday Shows**

OTTAWA, Ill., Dec. 6 — The Gould Circus is now open for the holiday season, with performances scheduled for the rest of the month. The circus will be visiting various locations in the area, including Ottawa, Plainfield, Romeoville, and Joliet.

**Bill Antes III at Evansville**

EVANSVILLE, Ind., Dec. 6 — Bill Antes, the new owner of the Evansville, Indiana, circus, announced today that the show will be in town for the holidays. Antes purchased the show from the late Joe Antes in October, and has been working with the crew to bring the show to town.

**Circus Folk at Chi Conffab**

Daily and was accompanied by Frank Sotiro’s recently deceased elephant, Southern. The show was also attended and received a standing ovation in the city.

Residents of the city were thrilled to see the well-known circus again. Many said they had missed the show and were happy to see it back in town.

**Polack Western**

Our closing engagement of the season was a big date in Charles City, Iowa, yesterday. Henry and Mildred Ward bought the last new trailer and had it built in Des Moines. New trailer is for use in the circus and will be used in the Big Apple Barn.

**WHAT THEY SAY ABOUT THE MAN FROM MASHING ACT**

RADDI TEMPE

*Rudolph Matz, director of the Rudolph Matz Circus*

"The Man from Mashing Act" is a two-man act that has been thrilling audiences for years. It is a combination of acrobatics, animal acts, and clowning that is sure to keep the audience entertained. The act is performed by two circus performers, who are known for their unique and entertaining style.

**Jokesters Publish Royale Route Card**

ELECTA, Tex., Dec. 6 — It looks like a good week for the Jokesters Circus, as they have just published their Route Card for the coming year. The show will travel through several states and will perform in various locations.

**Help Wanted Now**

The main event of the week was the arrival of the Jokesters Circus in Electa, Texas. The show will be performing for the next two weeks, and is looking for local volunteers to help with the setup and breakdown.

**WANTED**

Circus Acts for small cities. 1,500 Chain Folding Chairs.

**Circus Manager**

BARNSHIRE, Ind., Dec. 6 — Circus Manager for小型 circus. Excellent opportunity available for experienced circus managers. Experience in managing small to medium-sized circuses preferred. 

**Citizens Committee**

Excellence in management. Riverside committee, Inc. A non-profit organization.

**Phonemen**

**$75 Cash Reward**

In search of Clowper, a one-legged elephant, last seen in the circus ring. Anyone with information is asked to contact the circus management.

**20 Phonemen**

**Tom Allen**

Excellence in management. Riverside committee, Inc. A non-profit organization.

**Civic Center**

Visit the Civic Center for an exciting evening of entertainment. Tickets available at the box office or online.

**Give to the Runton Cancer Fund**

Support local cancer research and help make a difference in the lives of people in our community. Donate today and make a difference!
IAFE Seeks Govt. Assistance
In Getting Foreign Exhibits

Leon Harms Elected President,
Ruth Hartkopf Named to Board

By CHARLES BYRNE

CHICAGO, Dec. 6--The International Association of Fairs and Expositions has selected President-elect Eisenhauer and the directors of the Chicago International Exhibitions to encourage and assist in the efforts to stimulate foreign travel and tourism.

The move is part of a comprehensive program to attract more people from abroad to the American City. The IAFE will offer assistance in the form of financial aid to state and local governments and industry by providing information on how to organize and operate fairs.

Mr. Harms, President, said: "Our objective is to attract more people to our city by providing a variety of entertainment options for the traveling public. We believe that this will help stimulate economic growth in our area and create a positive image of our city.

The IAFE will provide financial assistance to state and local governments and industry to encourage the development of new fairs and events. This assistance will be in the form of grants, loans, or other financial incentives.

The program will also include a comprehensive advertising and publicity campaign to promote the city as a destination for the traveling public. This will include print and electronic advertising, as well as public relations efforts to create a positive image of the city.

In addition, the IAFE will work closely with local organizations and businesses to develop new events and activities that will attract visitors to the city. This will include working with local governments to create new parks and recreational areas, as well as partnering with local businesses to develop new events and activities.

The IAFE will also work with the federal government to develop policies and programs that will encourage the development of new fairs and events. This will include lobbying for changes in existing laws and regulations to make it easier to organize and operate new events.

The IAFE budget for this program is $10 million, and the organization is working with state and local governments and industry to secure additional funding. The IAFE is dedicated to making this program a success and will work closely with all partners to ensure its success.

The IAFE is an organization that represents the interests of fair and exposition operators across the country. The organization is committed to promoting the growth of the fair and exposition industry and to representing the interests of its members at the national level.

The move to encourage foreign travel and tourism is part of a broader effort by the IAFE to promote the growth of the fair and exposition industry. The organization is working to increase the number of visitors to fairs and expositions, as well as to increase the amount of business generated by these events.
Baker Named Prez At Decorah, Ia.

No. Platte, Neb., To Build Barns, Light Racetrack

20 Ohio Events To Compete for Cooper Trophy
Eastern Turnout
At Chi Is Small
Activity Confined to Buying, Selling; Fair Bookings Await State Meetings

CHICAGO, Dec. 6—Activity in the outdoor meetings here this week was confined to buying and selling. For the most part the fair went off without a hitch. The formation of the new railroader, the O.C.64, the Chicago Motor Show, and the continuing rumors of the possible formation of the John Marks Shows by Art Lewis, the scene for the rest of the week.

The participants formed a small but active interest in the various meetings here. Many of them, however, expressed dissatisfaction with the lack of activity. The week-end was marked by a visit to the city, which brought some relief from the monotony of the fair.

Many Fair Reviews
With some of the major fairs in the East already completed, the participants were looking forward to a visit to the city, which brought some relief from the monotony of the fair.

Since few eastern states are large enough to hold meetings here, the attendance at these meetings is usually limited by the number of states or localities that are represented. However, the interest at these meetings is usually strong, despite the fact that the state meetings are not held in the Midwest.

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SLA Banquet-Ball
Draws Over 1,000
Walter Driver Presented With Plaque

As Only Living Charter League Member

CHICAGO, Dec. 6—The board of the SLA annual banquet and ball retained its popularity, attracting a large crowd of visitors to the event. The event was held in the Illinois State Fairgrounds, and was sponsored by the Illinois State Fair Association.

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The event was held in the Illinois State Fairgrounds, and was sponsored by the Illinois State Fair Association.

SLA Members
Honor Jessop At Prez Party

Present 25-Year Membership Pins To 16 Veterans

CHICAGO, Dec. 6—An overflow crowd of over 3,000 people attended the SLA membership meeting, held in the Roosevelt Auditorium. At the meeting, 16 SLA members received 25-year membership pins.

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O. C. BUCK-MODEL SHOWS INC.

AMERICA'S NEWEST MODERN RAILROAD SHOW

30—ATTRACTIONS—30

WANT—Capable Show People to handle outstanding Girl Revue—Posing Show—Unborn Show—Monkey Show—Circus—Minstrel Show—Wild Life. Will finance any worthwhile attraction. What have you?

CAN PLACE—Dark Ride—Arcade—Glass House.


HAVE FOR SALE ON ACCOUNT OF GOING ON RAILS THE FOLLOWING SHOW EQUIPMENT

• 1—Two-Abreast Merry-Co-Round
• 1—High Ball
• 2—Show Fronts built on Trailers ready to set up and use including Stages
• 1—Fun House mounted on Trailer
• 1—Motor Drome complete, without Cycles

• 41—Tractors and Trailers—4 Straight Jobs—All in good condition. Late Model Chevrolet and G.M.C.—1950 and 1951
• 1—Rollo-Plane
• 5—Courtney Revolving Light Towers
• 1—Search Light

The above is the finest equipment in Show Business. Ready to use. All K. C. FRUEHAUF TRAILERS. Various Lengths. also other Show Property.

FAIR SECRETARIES COMMITTEEEMEN

Here is your opportunity to book America's Newest Railroad Show presented by the outstanding group of Showmen in the Nation.

ALL ANSWER: O. C. BUCK, 236 W. FLAGLER ST., MIAMI, FLA.
WINTER QUARTERS: AIRPORT, WALTERBORO, S. C. • OPENS JAN. 2, 1953
**Road Trip**

A road trip is an adventure, a journey filled with excitement and new experiences. Whether you're planning a long-distance drive or a weekend getaway, there are a few things to keep in mind to ensure a smooth and enjoyable trip. 

**Preparation**
- **Check Your Vehicle:** Before hitting the road, make sure your car is in good working order. Check the tires, brakes, lights, and oil. A thorough inspection can save you from unexpected breakdowns on the road.
- **Plan Your Route:** Use a map or GPS to plan your route. Consider your destinations, stops, and the best times to travel to avoid traffic.
- **Pack Essentials:** Don't forget to pack essentials like snacks, drinks, and entertainment for long drives. If you're planning a road trip with children, consider activities that can keep them entertained, like a portable DVD player or a road trip journal.

**On the Road**
- **Stay Alert:** Drowsy driving can be dangerous. Take breaks every couple of hours to stretch your legs and stay alert.
- **Stay Hydrated:** Drink plenty of water and avoid driving while under the influence of alcohol or drugs.
- **Warm Up Your Car:** Before setting off, make sure your car is warmed up. This helps avoid engine damage and ensures a smooth start.

**Enjoy Your Trip**
- **Take Breaks:** Stop at scenic spots along the way to stretch your legs and take in the sights.
- **Capture Memories:** Take photos or videos to remember your journey.
- **Be Safe:** Always wear your seatbelt and follow traffic rules. Safety is the most important part of any road trip.

**Midway Confab**

Midway is a town in Midway Township, Will County, Illinois, United States. It is located in the south-central part of the county, along Interstate 55. The town is known for its historical significance, with several buildings listed on the National Register of Historic Places.

**SLA Memorial Services Draw Estimated 300**

The SLA Memorial Services were held in December 1952 to honor the members of the Shaker League of America who had passed away in recent years. The services were well-attended, with an estimated 300 attendees. The program included speeches, prayers, and music, with a special emphasis on the contributions of the SLA members to the community.

**Hanky Panks Get with it!**

Hanky Panks is a well-known brand for handkerchiefs, and they are having a special promotion in December 1952. The promotion includes discounts on handkerchiefs and other accessories, making it a great time to stock up on essentials for the winter season.

**Slippery When Wet**

Slippery When Wet is a popular album by the rock band Bon Jovi, released in 1986. The album features hit songs such as "Livin' on a Prayer" and "You Give Love a Bad Name," and it has become a beloved classic in the rock music genre.
1953 Rail Show Routes

Continued from page 79

aged by Johnny Deane, with Art Frasier as bus manager, packed the Portland, Maine, area. Chief among the events during the week were the Tupsel (Maine) Fair. Other fairs already played host to the show were the new Meridian Fair and the State Fair in Jackson, Tenn., and Athens, Ga., and they all brought large crowds.

Before the convention ended, President Howard B. Lingamfelter, of the Gooding Company, said that he planned to attend the meeting of the Gooding Company's executive committee at the end of the week.

Johnny Deane

Johnny Deane, ex-.manager of the Tiny Mite Show in Portland, Maine, is in Florida at the present time, working on the shows that he is planning for the coming season.

Johnny Deane, who has been in the show business for many years, is well known in the industry. He is married and has two children.

Johnny Deane, who is now 42 years old, was born in Portland, Maine, and is the son of Mr. and Mrs. Deane, who live in Portland. He has been in the show business for 20 years and has been manager of the Tiny Mite Show for the past seven years.

Johnny Deane is a good manager and is well liked by his employees. He is a good judge of talent and is always on the lookout for new acts to bring to his shows.

Johnny Deane is a good family man and is always on the lookout for his family. He is a good father and is always there for his children.

Johnny Deane is a good friend and is always there for his friends. He is a good man and is always there for his friends.
CLOSING OUT! 18,752 Pieces of COSTUME JEWELRY

VALUES UP TO $5.00 RETAIL EX.
2 FOR $1.00

Minimum Order $3.00 for Assortment of 30 Pcs.

N. SHURE CO. CHICAGO, ILLINOIS

NEW CATALOG

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

WRITE FOR CATALOG. State Business. Catalogs not sent to dealers.

GAINES and GAINES

To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

1. Type or print your name in this space:

2. Check the headings under which you want your ad ordered:
   - Novelty Items
   - Jewelry
   - Accessories
   - Clothing
   - Toys
   - Housewares
   - Other

3. Indicate below the type of ad you wish:
   - CLASSIFIED AD—$1.00 per line
   - DISPLAY-CLASSIFIED AD—$1.00 per line

4. Complete the authorization blank and mail in along with your payment.

DISPLAY-CLASSIFIED SECTION

A MARKET PLACE FOR BUYERS AND SELLERS

DISPLAY-CLASSIFIED ADS...

Set in your want ad, twice a month; one paragraph, 50 words.

February 1st through April 1st
Regular $3.00 per line.

Rate: $1.00 per line.

SEND TODAY FOR YOUR FREE COPY OF TEMPLATES 1853-53 CAT ELOG.

Minimum order $3.00. Federal Tax included if you request. Minimum charge $1.00.

DATE: WEDNESDAY, FEBRUARY 1ST

NAME

ADDRESS

CITY

STATE

ZIP

NUMBER

Advertisement copy should be submitted by Tuesday, January 25th.

Premium Specials

No. 2100—TABLE CLOCK

For a new clock or one of our valuable used clocks.

R. H. LEWIS & CO., INC.


For a new clock or one of our valuable used clocks.

R. H. LEWIS & CO., INC.


For a new clock or one of our valuable used clocks.

R. H. LEWIS & CO., INC.


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R. H. LEWIS & CO., INC.

GIFT VALUE OF THE DECADE!
A PERFECT PREMIUM

THE New American
ENCYCLOPEDIA
OF WORLD WIDE
ESSENTIAL KNOWLEDGE

THOUSANDS OF SETS
ALREADY SOLD AT
$39.90! GREATEST
ENCYCLOPEDIA VALUE
EVER OFFERED!

Only
$5.75
Per Set
Volume!

Printed from same plates
as the nationally advertised
c6dition at $39.90.

WORLD'S HOTTEST
PROMOTION ITEM!
BIGGEST,
FLASHIEST
VALUE EVER
OFFERED!

7 Pc. WATCH SET
NEW LOW PRICE!
Only
$6.25
Sells On Sight! New, Low-Cost
WRIST-ALARM WATCH

STOP
START

CAN NOT
OVERWIND

$15.75
EA.

Order New! While Supplies
Last! FREE CATALOG.

Write for Our Big Wholesale FREE CATALOG.

GEM Sales Co., 533 Woodward Ave., Detroit 2, Mich.
Merchandise Topics

Write Buyer's Service Department, 2160 Patterson Street, Close: 3rd Cl., O., for a complete list of addresses and prices of items mentioned in this column. To expedite handling, please enclose self-addressed envelope.

Detroit

William F. Armstroop, general manager of the Detroit Company, has announced the appointment of Charles E. Burt, Detroit sales representative of the firm for the past seven years, to the new post of advertising and sales manager. A new line of high quality jewelry has been added to the firm's inventory, and the firm is now offering a wide range of jewelry items to the public.

Here and There

Palm Bros., Droulman Company, Cincinnati, held its annual meeting of its 25-Year Club on November 24. The company's 25-Year Club is composed of employees who have been with the company for at least 25 years. The meeting was attended by 25 members of the club, who discussed the company's history and future plans.

Novel Manufacturing Company has introduced a new line of jewelry, including necklaces, bracelets, and earrings. The jewelry is made of high-quality materials, and is designed to last for many years. The company is also introducing a new line of watches, which are available in a variety of colors and styles.

For the greatest gift idea, Wilding Fireworks, Fort Worth, offers its fantastic line of fireworks, good for a night of fun in the home, dance floor or party. These sparklers include a variety of colors and shapes, and are sure to please anyone.

Selling-Newest Jewelry

We have ever offered to you! Exquisite hand-painted designs add glamour to these fine jewelry sets. Genuine Cloisonné. Sets sold just like those sold on the Paris boulevards, in radiant gold finished surfaces and adorned with brilliant gem-white stones. Comes complete with 7.50 price tag. This set also made in our colored Ruby, Emerald and Sapphire at same price. Don't miss this greatest buy of the year. Four samples only purchased for $5. All others for retail only, otherwise add 30c. Postage paid. SEND FOR CATALOG.

GIVE TO DAMON RUNYON CANCER FUND

SHELLIES

SUNSHINE

SURE • FIRE • MONEY • MAKERS

GELLMAN BROS.

195 NORTH FOURTH STREET

HUGE IMPORTED STREET MARKET

HUNDREDS OF NEW IMPORTED AND DOMESTIC NOVELTIES

ENRICH YOUR HOME COLLECTION仅仅

PHONE 4-4621

HARRIS NOVELTY COMPANY

27th Street model, money-order only. Order now, while supply lasts. All orders postpaid. Remember, your satisfaction guaranteed.

TO BLESS WITH THE BLESSING OF THE BILLBOARD 77
Letter List

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Mr. & Mrs. Albert B. Schon, Schon Music Co., 125 N. Broadway.
Mr. & Mrs. Albert W. Schon, Schon Music Co., 125 N. Broadway.
Mr. & Mrs. Albert G. Schon, Schon Music Co., 125 N. Broadway.
Mr. & Mrs. Albert H. Schon, Schon Music Co., 125 N. Broadway.
Mr. & Mrs. Albert J. Schon, Schon Music Co., 125 N. Broadway.
Mr. & Mrs. Albert K. Schon, Schon Music Co., 125 N. Broadway.
Mr. & Mrs. Albert L. Schon, Schon Music Co., 125 N. Broadway.
Mr. & Mrs. Albert M. Schon, Schon Music Co., 125 N. Broadway.
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Mr. & Mrs. Albert Y. Schon, Schon Music Co., 125 N. Broadway.
Mr. & Mrs. Albert Z. Schon, Schon Music Co., 125 N. Broadway.

Mr. & Mrs. Albert A. Schon, Schon Music Co., 125 N. Broadway.
Mr. & Mrs. Albert B. Schon, Schon Music Co., 125 N. Broadway.
Mr. & Mrs. Albert C. Schon, Schon Music Co., 125 N. Broadway.
Mr. & Mrs. Albert D. Schon, Schon Music Co., 125 N. Broadway.
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Chicago Coin Buys Genco; Firms to Remain Separate

Sam Lewis, Avron Ginsburg to Run Genco, Former Owners Leave Field

CHICAGO, Dec. 8—This week for the first time in two decades the ownership of a major amusement game factory changed hands. The Chicago Coin Machine Company, Inc., Owners Sam Ginsberg and Sam Wolfberg announced the purchase of Genco Manufacturing and Sales Company, The Two former Chicago

For the first time in two decades, Genco has been acquired by three brothers, Louis, David and Meyer Ginsberg, who will continue the company into and then maintained it at one of the trade's largest and most successful game producers. With the sale of Genco, they have reported their retirement from the industry to devote their future efforts to a multiple of interests they have off the field and on the West Coast. However, during their quarter-century in the trade the three Ginsbergs combined their various skills and ingenuity to run off a virtual stream of innovative hit games.

AVRON GINSBURG

Keeping this in mind, we shall strive to go forward, to build up the Genco organization and to produce games as before, lead the coin machine field!

GensburgCo.

Aeron transit for the most meager exhibition on the convention floor and the Fred W. Pearce Award for having the top display in the Pinball and Arcade Field.

One of the surprise ideas of the show was Exhibit Supply's use of sound effects for the Roy Rogers Trigger horse and Rudolph the Red Nosed Reindeer. While the Horse and Rudolph the Red Nosed reindeer automatically played back 4'4'' records and while Rudolph was in action a phonograph record "Rudolph the Red Nosed Reindeer" was played.

Exhibit Supply was represented by Frank Mercure, Assistant Manager and Chester Gore at the convention.

COMING... in the January 17 Issue...

The BILLBOARD's Winter Edition of the

COIN MACHINE EXPORT QUARTERLY

— a presentation of worldwide facts and data especially prepared to serve as a marketing link between foreign coin machine buyers and U.S. Equipment suppliers.

COIN MACHINES

Communications to 186 W. Randolph St., Chicago 1, Ill.

DECEMBER 13, 1952

SPECIAL DISTRIBUTION

— including copies to over 5,000 foreign operators

January 12

DAVE GOTTLEIB
NAAPPB TRADE SHOW

**Variety of New Type Coin Rides Key Exhibit Floor**

CHICAGO, Dec. 8—Virtually dominated by coin-operated rides at this year's NAAPPB Trade Show sponsored by the National Amusement Park, Amusement, Park, Pools and Beaches was held this week through Wednesday (20). Proof of this was the 36 of a total of 60 of the exhibits that were devoted to coin rides of various types. No single machine price was listed. Any price actually depends on conditions of the component parts, like as location, territory and other related factors.

One of the key developments brought out at the Trade Show was the Meteor Rocket, a virtual mechanical horse array as far as the visitors are concerned. This year's exhibit area included both the regular rides and several new ones, including such as boats, a flying saucer, jet and space planes, and the like. Animals such as horses, the East, the North, the South, and the West, were that in the coming years more and more coin machines will be portending, especially new forms. Described to as a very high display units on the exhibit floor there were not all, in many older rides operated by machine operators and distributors in attendance, but these developments were part of the event. The first development was the rise of the coin machine holders in the game, which was another innovation.

This year's event was a high point in the game, which is dominated by coin machines, especially new forms. Described to as a very high display units on the exhibit floor there were not all, in many older rides operated by machine operators and distributors in attendance, but these developments were part of the event. The first development was the rise of the coin machine holders in the game, which was another innovation.

**Meteor Rocket**

Now Available On Open Mkt.

NEW YORK, Dec. 6—Officials of the Meteor Machine Corporation have announced that the Meteor Rocket, a virtual mechanical horse array as far as the visitors are concerned. This year's exhibit area included both the regular rides and several new ones, including such as boats, a flying saucer, jet and space planes, and the like. Animals such as horses, the East, the North, the South, and the West, were that in the coming years more and more coin machines will be portending, especially new forms. Described to as a very high display units on the exhibit floor there were not all, in many older rides operated by machine operators and distributors in attendance, but these developments were part of the event. The first development was the rise of the coin machine holders in the game, which was another innovation.

**Phillip Ops**

National Bows

New Shuffle's Game, Bank-It

ORANGE, N. J., Dec. 6—Distributors of the National Shuffleboard Company started showings this week on the Shuffleboard game, which features "Play Control." The company is offering two new games, the "Bank-It," and "Play Control," both of which are designed for players of all ages.

**Telematic's**

Two Air Games

Bow at NAAPPB

CHICAGO, Dec. 8—Two new games, Air Hockey and Air Foot-Piano, now available, will be shown at the NAAPPB Show at the Hotel Sherman here this week. The games are designed for players of all ages and are based on the idea of playing a game against the computer, which is programmed to play the "play back." The computer is designed to play the "play back," which means the computer will play the game at the same time as the player, but with a slight delay. This allows the player to think ahead and make decisions based on the computer's moves. The games are available in two variations: one for two players and one for four players.

**Muñevus Corp.**

Displays Wide Line at Show

CHICAGO, Dec. 8—The Mike's Music Distributing Exhibit, one of the distributors exhibits, was held at the NAAPPB Show at the Hotel Sherman this week. The exhibit featured a wide line of coin-operated equipment designed for people of all ages. The exhibit included games such as air hockey, pinball, and coin-operated coin machines. The exhibit was sponsored by Mike's Music Distributing, a large music store in Chicago, and was designed to attract attention to the coin-operated equipment industry.

**CoRnmen You Know**

Chicago

Nate Gottlieb, D. Gottlieb & Co., Inc. (Chicago):

Nate Gottlieb has taken a quiet flight to Dallas last week, where he attended the D. Gottlieb & Co., Inc. annual meeting and took in a few of the local sights. He is currently involved in a few different projects, including the development of a new coin-operated game. Two of the busiest spots on the NAAPPB Show floor this week were the booths of D. Gottlieb & Co., Inc. Los Angeles and International, both of which displayed the latest in coin-operated equipment. One of the most impressive booths was that of Empire Coin's booth, Mill Ball. (

**Vital Statistics**

Deaths

Theodore Poppen, 69, December 6, in Detroit, a blood stool, following an operation. He operated the Poppon Company, Survived by his wife, Mrs. Poppon, and three children. (Continued on page 87)

**NCMDA ANNUAL MEETING**

TO NAME '53 OFFICERS

CHICAGO, Dec. 8—Members of the National Coin Machine Distributors Association will hold their annual meeting Monday, December 9, at the Airport Hilton Hotel. The meeting will include a review of the group's activities during the year and elect officers for the coming year. The Chairman will be Thomas J. Mullaney, of Baltimore, and a recent attendance was expected at the meeting which is scheduled to start at 11 a.m. Present officers of the association are: Ad. Phillips, president; Harold Lederer, secretary, and Robert S. Mullen, treasurer.

Blumberg said the one matter of business likely to come up for discussion was the need for a stronger coin machine manufacturer association. All major manufacturers of amusement games hold membership in the Coin Machine Institute, which Blumberg felt the manufacturing industry should unite in a common association.
J. P. Manning Adds Candy Machines to Direct-Sale Program

Claim Over 3,000 Cigarette, 500 Candy Vendors Sold, Gum Next

BOSTON, Dec. 6—The J. P. Manning Co., largest and oldest tobacco merchandiser in the world, has just entered the vending machine field to increase its sales of tobacco products. The company directly to locations, has added a direct sales force to its vending program. It is the first time in machine history that there has been an introduction of vending machines to the vending business.

It has been a long time in the vending business for J. P. Manning Co., and the company is said to have sold over 3,000 cigarette vending machines to date. The company was founded by Charles M. Harlow in 1839, and has been in business since then.

The vending business is expected to increase the company's sales by additional 15%. The company has been in the tobacco business for over 100 years and has a large direct sales force.

ANTl-JACKPOT DEVICE MADE

WASHINGTON, Dec. 6—An anti-jackpot device was installed in vending machines last week by Charles Harlow, chairman of the company. The device prevents the vending machines from being cheated by the buyer, and is designed to prevent the vending machines from being used as a means of gambling.

Fla. Citrus Mutual Okays Juice Machs.

Townsend Cites Mills, Snively Units, Clarifies Machine Classifications

LAKELAND, Fla., Dec. 4—June White of the Florida Citrus Mutual, has been given the task of investigating the pricing of machines. The company has received an inquiry from the Florida Citrus Mutual regarding the pricing of machines, and has been investigating the matter.

The machines are to be investigated in the following areas:

1. The prices of machines
2. The pricing of machines in relation to the prices of other products
3. The pricing of machines in relation to the prices of other products that are similar in function

At present, there are several machines being sold, but there is no indication as to which one is the best. The company will be investigating the matter, and will report its findings to the Florida Citrus Mutual.

Canteen Sales Rise For Year, Fourth Quarter

CHICAGO, Dec. 6—Automobile Association of America earned a net income of $976,950 for the quarter ending September 30, compared with $591,500 for the same period last year.

Fourth quarter net sales of $2,379,722, with advertising expenses of $391,989, for the quarter ending December 31, compared with $2,206,450 with advertising expenses of $330,457 for the same period last year.

The company's sales for the year ended December 31, 1985, were $6,809,900, compared with $6,302,300 for the same period last year.

Cigar Vending Sales Are Up

ATLANTIC CITY, Dec. 6—Cigar vending sales are up over last year, according to the Cigar Store Owners Association.

The association has been tracking sales for the past 12 months, and has found that sales have increased by 15% over last year.

The increase in sales is attributed to the increased popularity of the cigar vending machines.

P. O. Vender Commissions

WASHINGTON, Dec. 6—Postmaster General E.H. Didier announced a new policy that will affect the sale of tobacco products. The policy requires that all tobacco products be sold through vending machines, and that the machines be located in public areas.

The policy is expected to increase sales of tobacco products, and is expected to be well received by the public.

BULK, CUP DRINK EQPT.

TOP USED VENDER TYPES

CHICAGO, Dec. 6—Penn and nickel bulk vending continue to dominate the used machine market, but in both cases, the machines are being replaced by cup and drink vending machines. This is due to the new machines' ability to fill up to 200 cans per hour, which is much faster than the bulk vending machines.

The trend is expected to continue, as the new machines are becoming more popular due to their speed and efficiency.
R. L. Albert Bids
For Vending Sales
With Bar Imports

NEW YORK, Dec. 6—R. L. Albert is New York candy importing firm, has released two bars exclusively for the vending trade. This marks the first time the firm has made a bid for the vending field.

The bars are the Wafer Bar, made of chocolates, wafers and crushed hazelnuts, and the Mincer Bar, made of chocolate and ground hazelnuts. Both weigh 2/4 ounces, and are imported from Vietnam.

Sidney Albert, sales manager, said the bars will sell for $.25 per 100 count.

300 Attend N. Y. Candy Club Fete

NEW YORK, Dec. 6—Some 300 candy jobbers, manufacturers, buyers and salesmen attended the 29th annual Hobo Stock Party at the Garden Ballroom of the Hotel New Yorker today. Represented in the affair were candy clubs from Baltimore, Philadelphia and Boston.

The organization's next regular meeting is slated for Thursday (13) at the Park Sheraton Hotel. An informal Christmas party will be held after the meeting.

MADE IN AMERICA

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BABY GRAND NOW IN DELUXE STYLE
FEATURING THE NEW

* PROJECT-O-VIEW WINDOW OF TRANSPARENT LUCITE
  SHATTER-PROOF FOR SAFETY

* DELUXE CAPACITY
  6½ LBS. OF CHICLE TREETS

Packed and Sold 4 to the Case
F.O.B. FACTORY

VENDOR VENDING CORP.
MANUFACTURERS OF BABY GRAND AND THE FAMOUS LINE OF TOPPER VENDORS
**VENDOR TAX**

Somewhat discriminatory to chain stores. For one store, the low exempt an annual fee of $2, for two to five stores exempt amount rises to $10 per store; for six to 10 stores, the amount is $20, and so on and so forth.

After that, if applied to vendors, the plans will become self-sustaining. The commission considered the fact that each store in excess of 20 the law appoints a fee of $2 per store.

An unquestioned prerequisite for the success of a vendor plan would be the cooperation of state and county tax-paying stores. Indiana's tax authorities contended that millions are lost through the use of out-of-state residents who work or do business in Indiana. Payment of the state existence tax—which means exactly that—a tax on gross income—would add considerably to the cost of various operations. In testing purposes, the machines will be placed in retail stores and charged at the rate of $.30 per cent by the I 3 per cent. Additionally, for its own tax, the county would be assessed the vendor as property.

**Proposed Stamp**

The commission suggested that licensing should be allowed by an adhesive stamp, indicating the name and address of the store. The plan can include machines. Further, the commission warned, making such a stamp which prices, may not appear to the county of the operators.

The commission also reiterated the danger of the reduced store. The commission, in an interesting letter, writes of the present possibility of virtually confiscating a machine in the case of large amounts of vending equipment, practically the law allowing one-cent merchandise. The commission reports, adding stamps to the machines will mean an end to the administration of the general property tax.

**NAMA Opposes**

Creation of a new vending machine is opposed by the National Automatic Merchandising Association. Representing the Association, Mr. M. B. St라도 told the commission that a vending machine is a necessary business. The commission decided that a vending machine will be placed in retail stores and charged at the rate of $.30 per cent by the I 3 per cent. Additionally, for its own tax, the county would be assessed the vendor as property.

**SILVER-KING CORP.**

622 Elmers Parkway, Chicago 11, Ill.

**SILVER-KING'S**

*Mighty King of Vendors* Silver-King's got 'em all

**NEW**

Deluxe Bad Girl Grand Cigars

**TICKETS**

VENDOR

**NEW YORK TRUNK SALE**

212-2646. 860 Lexington Ave. 860 Lexington Ave.

**SAVE MORE MONEY—MAKE MORE MONEY**

Industry in The Billboards, 2019 edition—page 2 per roll

**CAMEO SERVICE VENDING**

420 W. Adams St., Chicago, Ill.

**NORTHWESTERN SALES & SERVICE**

212-2646. 860 Lexington Ave. 860 Lexington Ave.
Distributing operating pieces around. 

So. Music Buys Witt 

Juke Route 

Orlando, Fla., Dec 6. — The Witt Music Company has purchased the juke box operation of the Witt Music Company in and around Orlando from Groinn, president of South Music. 

Witt said acquisition of Witt route means will now be in operation under the name of Witt. 

Witt, a former employee of the Witt Music Company, said the new route will be operated in the same manner as the old route. 

The Witt Music Company has been in operation in Orlando for over 20 years and has a large number of customers. 

Juke Box Union Heads Form 

Company to Press Records 

Predict Ready Market on 40,000 Phonograph Labels 

Miami, Dec. 6. — The juke box union has formed a new company to press records on a ready market. 

The new company, which will be called the Juke Box Union Company, will be located at 100 Main St., Miami. 

The company has a capacity of 40,000 records per month and will produce records for juke box operators throughout the United States. 

The company has already signed contracts with several juke box operators and plans to expand its operations in the near future. 

R. C. Gilchrist 

Fetes Visitors 

At New Branch 

Montréal, Dec. 6. — R. C. Gilchrist, president of the Gilchrist Record Company, and distiller for the J. P. Bell Company, held a special dedication ceremony at the new branch store here at 1302 Notre Dame St. in this city, on Monday afternoon. 

Mrs. Gilchrist, the wife of the president, was in attendance and many prominent citizens of the city were present. 

The new branch store is a modern building with all the latest conveniences and is located in a very busy section of the city. 

The store is well stocked with a large selection of phonograph records and is open for business daily from 9 a.m. to 9 p.m. 

The company has been in operation for over 50 years and has been a leader in the phonograph record industry. 

The president, Mr. Gilchrist, expressed his appreciation for the support given by the public and the employees of the company. 

He also emphasized the importance of continuing to provide quality products and service to the customers. 

The store was formally opened with a ribbon-cutting ceremony, and guests were treated to refreshments and samples of the company's products. 

The store is open daily from 10 a.m. to 9 p.m. and is located at 1302 Notre Dame St., Montréal. 

(Continued on page 88)
Miami Association Banquet Draws 230

MIAMI BEACH, Dec. 6—Approximately 230 operators and their wives gathered from out of town to attend the second annual banquet and dance of the American Music Operators Association in the Pagoda Room of the Deauville, here November 30th. The event surpassed even the expectations of the AMOA’s hard-working committee in charge of the arrangements headed by Joe Mangone.

Highlight of the evening was the surprise appearance of Milton Berle, the famous comedian, after being reported in Miami as being in the city. Berle played to the biggest capacity crowd in the history of the Pagoda Room.

Later in the evening the annual AMOA Dance was held.

Info in Other Departments

Among the stories of general interest to the coin machine industry in this issue are:

DIESEL CARS DIRT NICKELODSE STATION: Key sequences from Capitol, Columbia, Coral, Decca, London, MCA, RCA Victor deny any connection with the firm (Music Department).

EP 459 PASS TEST. The new Extended Play 45-rpm disc which RCA Victor recently announced in technical data and performance can now be enjoyed, have passed its test (Music Department).

FILIPINO MUSIC FOR U.S. A. Music of the Philippines has been distributed. The plan is to distribute the music according to Art Foy, editorial page of Music New Yawk.

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In other informative news stories as well as the honor roll of hits and pop stars.

Miami Association Banquet Draws 230

MIAMI BEACH, Dec. 6—Approximately 230 operators and their wives gathered from out of town to attend the second annual banquet and dance of the American Music Operators Association in the Pagoda Room of the Deauville, here November 30th. The event surpassed even the expectations of the AMOA’s hard-working committee in charge of the arrangements headed by Joe Mangone.

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Later in the evening the annual AMOA Dance was held.

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In other informative news stories as well as the honor roll of hits and pop stars.
There's no cutting off notes that should be heard in full timbre with AMI's faithful reproduction of your recordings. You quickly adjust the AMI amplifier to the exact preference of the patron and the location. Tone, clarity and musical expression remain unmuffled—whatever the volume level.

The "L" is available in 80 and 60 selections, blend or multiple cabinet controls.

AMI Incorporated
General Offices and Factory: 1500 Union Avenue, E. E., Grand Rapids 1, Michigan
Round and Round
IT GOES TO
Run-up Rewards for You!
THE ROCK-OLA REVOLVING RECORD DRUM

ROCK-OLA
MUSIC MACHINES

Round and Round
IT GOES TO
Run-up Rewards for You!
THE ROCK-OLA REVOLVING RECORD DRUM

ROCK-OLA
MUSIC MACHINES

THE ONLY PHONOGRAPH WITH
120 SELECTIONS

ROCK-OLA
MUSIC MACHINES

THE ONLY PHONOGRAPH WITH
120 SELECTIONS

Wall Box
1544

120 Single-Button Operation from
any Spot in a Location...
from table, booth or bar

Discover FireBall for Yourself at any of these Showrooms...

EASTERN
MAGNA DISTRIBUTING CORP.
38 Willard st., Buffalo, N.Y.

EASTERN
MAGNA DISTRIBUTING CORP.
38 Willard st., Buffalo, N.Y.

EASTERN
MAGNA DISTRIBUTING CORP.
38 Willard st., Buffalo, N.Y.

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MAGNA DISTRIBUTING CORP.
38 Willard st., Buffalo, N.Y.

MIDWEST
KANSAS NOVELTY COMPANY
825 North 25th Street, Indianapolis, IN.

MIDWEST
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825 North 25th Street, Indianapolis, IN.

MIDWEST
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825 North 25th Street, Indianapolis, IN.

MIDWEST
KANSAS NOVELTY COMPANY
825 North 25th Street, Indianapolis, IN.

NORTHWEST
COLUMBIA DISTRIBUTING CO.
2321 9th Ave., Seattle, Washington

NORTHWEST
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2321 9th Ave., Seattle, Washington

NORTHWEST
COLUMBIA DISTRIBUTING CO.
2321 9th Ave., Seattle, Washington

NORTHWEST
COLUMBIA DISTRIBUTING CO.
2321 9th Ave., Seattle, Washington

SOUTHERN
A. M. F. DISTRIBUTING CO.
3116 Telecast Ave., New Orleans, Louisiana

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3116 Telecast Ave., New Orleans, Louisiana

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3116 Telecast Ave., New Orleans, Louisiana

SOUTHWEST
DODGE SUNBEAM NOVELTY
1019 W. Fourth Ave., Austin, Texas

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DODGE SUNBEAM NOVELTY
1019 W. Fourth Ave., Austin, Texas

ROCK-OLA MANUFACTURING CORPORATION
830 North Halsted Avenue - Chicago 31, Illinois
and Stanley Levin, helped the Auto-Photo representatives with the shows in several States for Auto-Photo. Stanford Nicholas spent many hours at the convention with the Auto-Photo business in several Canadian towns.

In the Mutoscope booth, Herb Klein, Ron Wilson and Matthew Cronin were on hand to answer questions and explain the steady stream of inquiries on the Phono-Real and the newly developed Head Print. A large number of inquiries were made for more information on the Headboard and the new Headboard units in this line.

Among the visitors at Chicago Comic this week were Ray Monney and Monroe Comic Company. They are interested in the comic book industry's growth and are considering how they can increase their profits.

The convention was a success for the Mutoscope company, and they are looking forward to future conventions.

---

**How to Sell So. America Phonographs**

MIAMI Dec. 8 - Export Manager Ken Willis of the Bush Radio and TV Company, who had been in South America for several weeks, had this to say about the South American phonograph market:

"It all started when Willis accompanied a shipment of Wurlitzer radios to South America. He had a lot of orders for these radios and was able to make a neat profit on each one. His next stop was Buenos Aires where he was able to make a lot of sales. He then went to Paraguay and Argentina, where he made more sales. He continued his tour through South America, making sales in each country he visited. The Wurlitzer radios were very popular in South America and Willis was able to make a lot of money on them."

---

**MUSIC MACHINES**

- **The Billboard Index of Advertised Used Machine Prices**

- **MUSIC MACHINES**

- **Wurlitzer**

- **Packard**

- **AMI**

- **Thanks for trying MUSIC SYSTEMS!**

- **Best Buys of the Month**

- **SEEBURG**

- **HIDAYIDES**

- **ROCK-OLA**

- **WURLITZER**

- **PACKARD**

- **AI-150**

- **AI-125**

- **AI-120**

- **No. 125**

- **No. 120**

- **No. 115**

- **No. 110**

- **No. 115**

- **No. 110**

- **No. 115**

- **No. 110**

- **No. 115**

- **No. 110**
Calendar for Coinmen

December 8—Wisconsin Phonograph Operators Association, monthly meeting. Meeting place to be announced.

December 11—Music Operators of Northern Illinois, regional meeting, Gunnman's, Berwyn, Ill.

December 13—National Association of Bulk Vendors, Eastern District meeting, Hotel Shelburne, New York City.

Exhibit Skee Ball

CHICAGO, Dec. 6—The Philadelphia Toboggan Company, Philadelphia, displayed its 1953 model of coin-operated Skee Ball at the American Toy, Novelty and Amusement Mfrs. Assn. show here this week. The model is basically the same as that produced the past few years. John C. Allen, H. P. Schmich and Noel Jannetto handled the firm's exhibit.
### Shuffle Games

Equipped and priced lists below are taken from advertisements in The Billboard coin operated pinball machines.

<table>
<thead>
<tr>
<th>Item</th>
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<th>Price</th>
</tr>
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<tr>
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*Note: Prices are subject to change without notice.*

### Arcade Equipment

**List of Arcade Equipment**

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---

### Somewhere in the World

There's a buyer for your talents—services or merchandise.

---

**Runzel**

**Pushback Wire 18 or 20 Stranded**

Now available in 90 color combinations. The widest selection of colored stranded wire in the U.S. is now available. These wires are perfect for creating custom designs and adding a personal touch to any project. The wire is made from high-quality materials and is designed to withstand the test of time. Order yours today and add a pop of color to your next project!

---

**SAM SOLOMON'S BUYS**

- **BallyTurk Lingo** 595.00
- **Bally Champions** 235.00
- **Universal Winners** 95.00

**FOR SALE**

- **Bally Turk Lingo** 595.00
- **Bally Champions** 235.00
- **Universal Winners** 95.00

---

The picture above shows a page from a book, with various tables and diagrams. The material on the page is not clearly readable due to the resolution and angles of the objects in the image.
Baltimore Ops
To Hold Fifth
Annual Dinner

BALTIMORE, Dec. 5 — The
American Machine Operators
Association of Greater Balti-
more will hold its fifth annual dinner
dance Saturday, December 7, at the
Lord Baltimore Hotel, according
to an announcement made this
morning by Irwin Goldner, presi-
dent.

Goldner said this function
marks an important milestone in
our career and we are going all
out to make this the greatest
dance ever.

The association expects
some 500 operators and their
electricians to be in attendance as
well as leading city and state offi-
cials. Past AMOA banquets have been
attended by the mayor and
prominent civic leaders.

The committee for the dinner
dance includes Irvin Rosenthal,
Chairman Maurice Davis, Nathan
Nathan, Gloe Camby, Bernard J.
Rose and Goldner.

UNITED'S NEW
PROMPT-SEAL
MODEL
CENTRAL OHIO
COIN MACHINE EXCHANGE

GUARANTEED
USED
COIN MACHINES
WILLIAM T. DAVIS
9430 STRATFORD
COLUMBUS 5, OHIO

ONE HALL
Across the Road
Phone 448-6777

1935 ROCK-OLA
1939 WURLITZER
1940 SEIBURG

1950 AMI
5/10 Wall Box

600 POST-WAR
WALL BOXES
Seiberg $2.65/50; Seiberg #3 & Wire $3.50;
Wall #260 & Wire $3.50; Wrt. 2602 (49) $3.50

MID STATE COMPANY
319 Cleveland St., Winter Park, Fla.

OPERATORS!
Save now on every purchase of Shuffle-
board Accessories. Save with National
On Wax, Speed Glass, New Bantam
Weights, etc. Request catalog with full
discounts on every Shuffleboard Accesso-
ries you buy. Do it today!
Ask for Operator prices on National
Shuffleboards in 12” to 22” lengths.

Ask Your Distributor for the NEW 10’
BANK-IT

Same width (13”) but now 10’ in length (formerly
9’) factory equipped with the sensational long sought
answer to the Operator’s Prayer! It’s the NEW

PLAY CONTROL

Steps cheating or free playing by what the Player or the Location.
Play Control assures the Operator of a full return from every Bank-It
installation.调试 cannot be played until coins, in the proper
amount, are deposited. Nor can a player continue a second game
beyond the limits of winning score until coins are deposited — a
revolutionary device only available as standard equipment on the
new 10‘ National Bank-It.

3 DON’TS for Operators

1. “Play control” will prevent
players from disregarding the Electric Scoreboard and pro-
longing game beyond limits of a
winning score. NO CHISEL-
ING WITH THE NEW
FOOT BANK-IT EQUIPPED
WITH PLAY CON-
TROL! Coins must be
deposited in the Electric
Scoreboard Coin Bin—
OTHERWISE PLAY-
ING-FIELD BECOMES IN-
OPERATIVE. Don’t let chi-
ellers steal your profits.

2. No longer can locations per-
mit “pencil and paper” scoring
Write today for literature and name of nearest Distributor. Act now.

DISTRIBUTORS
Bank-It requires a few additional Dis-
tributors in 12 territory for sales opera-
tion. For available territory, write
wire or phone.

NATIONAL SHUFFLEBOARD COMPANY
Bowling Game Ruled Out in No. Carolina

JACKSONVILLE, N. C.—Dec. 8.—North Carolina's Attorney General Harry Macaulay has ruled that coin-operated bowling games are prohibited under the State's laws.

Macaulay made the ruling in a letter to Sheriff Thomas Marshall Jackson, who had asked for the interpretation after local merchants requested permission to install bowling games. The sheriff said in his opinion the games "could be very wholesome."

North Carolina law provides a coin-operated machine is illegal when "in the playing of which the operator or user has a chance to make varying scores or titles upon the outcome of which wagers might be made, irrespective of whether, or not, apart from any element of chance or unpredictable element of such operation, also sold, delivered, or parcel as a merchandise, distribution or weight, entertainment or other thing of value."

Deco Displays Space Ranger

CHICAGO, Dec. 8—One of the established ideas which are being used by the manufacturers of coin-operated devices is the "Space Ranger," a device which simulates a diving or climbing action as well as a tilting movement. The rider can also speed up or slow down any of the unit's movements. The device is very simple to install and from the desired spot in the location.

NO MORE PRICE CEILINGS FOR COIN MACHINES

WASHINGTON, Dec 6.—All price ceilings have been removed from the amusement game industry effective December 1, according to a directive from the Office of Price Stabilization.

For the operator, the OPs order means he can raise the price of his rides a dime or as much as he sees fit, without the amusements being worth.

For manufacturer and distributor here, the order means no more price ceilings on equipment other than the normal ceilings imposed by law and supply and demand.

OPs also lifted the lid on the box play given and on the price of photographs (see separate story in Music Machines section).

Space Patrol Bows in Calif.

LOS ANGELES, Dec. 8.—Cedar Happy joined with hundreds of fans to welcome Exhibit's Space Patrol to the West Coast. The ride was flown from Chicago for its debut Thursday at the Market District supermarket in the nearby Norwalk area.

The ride's official check-in immediately upon arrival by Lynn Brown, was the Atomic Space Ranger, manufactured by the company in the Market District's chain of stores throughout the area.

Cedar Happy was the reception by Jimmy Woodin, who heads the extensive Space Patrol fan club.

"Space Patrol is a Sunday morning feature over the coastal television network of the American Broadcasting Company. It is in the shadow of its final prevented live on a network. Brown said that he expected

State Exeis Mull Model Gambling Law

CHICAGO, Dec. 8—Some 300 representatives from every State except Washington gathered in Chicago this week for the 11th annual meeting of the Council of State Governments. A top topic at the business meetings was the proposed uniform State anti-gambling law sponsored by the American Bar Association.

In brief, the proposed model bill would outlaw pinball games with or without an "immediate and unconditional right of escape," but would prohibit all Bulls. The final draft of the model bill, as discussed at this week's conference, makes the free play feature on pinball games optional with the States—they could adopt free play or prohibit it.

Another point was the sale of "Space Patrol" merchandise to arrive here within the next 10 days. Several have already been canned in department stores, where they will be in the sale of "Space Patrol" paraphernalia.

WANTED

BALLY'S BROADWAYS

STRAUSSE AMUSEMENT CO.
372 Wabansia Ave., Chicago Il., Ill., U.S.A.

LIQUIDATING--Ready for Sale

1 C. MULLEN
1 ALPUE
1 DUGAN'S
1 EXCELSIOR
1 OAK ST.
1 CHICAGO MACHINES
1201 N. 300th Ave., Chicago, Ill., U.S.A.

ATLAS MUSIC COMPANY

2200 W. 18th St., Chicago, Ill., U.S.A.

For Immediate Attention--Write for Latest Up-to-Date Photographic Catalogue

ATLAS MUSIC COMPANY

2200 W. 18th St., Chicago, Ill., U.S.A.

For Immediate Attention--Write for Latest Up-to-Date Photographic Catalogue

DON'T MISS THIS ONE... ORDER NOW!

GOTTLIEB-Reigning House of Winners, Gives You

CORONATION

A NEW QUEEN OF PLAY FOR YOUR LOCATIONS

A NEW REGIME OF PROFITS FOR YOU!

Appealing Colorful Beauty and Sparkling, Fast Action with

4-IN-LINE BALL TRAP

SCORING FOR 1 REPLAY

4-IN-LINE BALL TRAP SCORING WITH BALL IN "CROWNE" POCKET FOR 7 REPLAYS

REPLAYS FOR 50 CENT COIN

2 "POP" RUMMERS... 1 SUPER-POWER RUMMERS
1 SUPER-ACTION CYCLIC CUMMERS

GOTTLIEB

1144-56 N. KOSTNER AVE., CHICAGO 13, ILLINOIS

"There is no substitute for Quality!"
**On the Square!**

**Williams**

**4 CORNERS**

**IS THE FIRST NEW TYPE 5-BALL SINCE THE END OF WORLD WAR II!**

**IN-LINE SCORING**

**plus-HIGH SCORES FOR REPLAYS!**

**IMAGINE!**

When 4 corners are made 4 rollovers on both sides and 3 special bumpers at top score replays!

**LOOK! REPLAYS**

<table>
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**Tantalizing THUMPER BUMPER AND FLIPPER ACTION!**

TAKES ONLY ONE MINUTE TO 10 SECONDS TO PLAY 5 BALLS!

**CREATORS OF DEPENDABLE PLAY APPEAL!**

4242 W. FINLEY ST.

CHICAGO 24, ILL.

---

**QUALITY LONDON EQUIPMENT COSTS NO MORE... OFTEN LESS—GIVES YOU MORE IN PROFITS!**

**SHUFFLE GAMES**

Electronic Gaming... *A Classic of Gaming... Automatically Two-Border*... 

ECONOMY... 

 only .

**TAKE YOUR CHOICE**

Top Sale... 

BALLY... 

GAME BOXES... 

ECONOMY...

**NEW GAME SPECIALS**

**BETTER BUY from BANNER**

**WHERE YOU GET...**

the Best

**NEW AND RECONDITIONED**

Coin-Operated Machines

**for every purpose**

at the **RIGHT PRICE**

**BANNER SPECIALTY COMPANY**

Embracing Only the Very Best Since 1917


---

**REDD REALLY MEANS BUSINESS With PROFIT MAKERS LIKE THESE!**

**SHUFFLE ALLEYS**

**MUSIC**

United 5 Player... 5200 AMI... 5405

League Do Luxe... 5000

League Bowler... 5905

**ONE BALL**

We will buy Cash for

RALLY LIGHTS

**ATTENTION—HORSE and SPACE SHIP OPERATORS!**

We have the LARGEST STOCK in the U.S. of EVERY HORSE or SPACE SHIP AUTOMOBILE and SPACE RIDES!

**REDD DISTRIBUTING CO., INC.**

286 LINCOLN STREET

ALLSTON 34, MASS. 34 4000

LEATHER—FLIPPER

KENTY—EXHIBIT

---

**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.

---

**SHOTGUNS — RIFLES**

**AT BARGAIN PRICES**

For High Score Prices For Premium Prizes. 

Wholesale closing out entire stock of All Home Makes. Remington, Winchester, Marlin, Savage and many others. Write for Price List.

Great Western Dist. Co., Lewiston, Idaho
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... nipping forward, gliding backward... dipping and swinging... 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 push the 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.

Ride THE CHAMPION

TOPS IN EYE-APPEAL
TOPS IN RIDE-APPEAL
TOPS IN PROFIT

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.
Announces a change in ownership and management

Samuel Lewis and Avron Geushburg, former executives of Chicago Coin Machine Co., have assumed the active management of Genco. The stock of the corporation has been purchased by the Chicago Coin Machine Co. The new management will continue to operate Genco as a distinct and separate corporation. They will, however, enjoy the benefits of the strong financial backing of Chicago Coin, as well as the guidance and experience of its co-owners, Samuel Wolberg and Samuel Geushburg. The new management plans to strengthen and rebuild the Genco organization. It is their aim to bring to Genco new ideas and plans for producing top money-making games that will, as before, lead the coin machine field.

Earnings of the current Genco sensation, Jumpin' Jacks, are mounting steadily—typical of the popular success that makes Genco games favorites with operators everywhere.
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

**THE CHAMPION**
the HORSE that always wins

**SPACE-SHIP**
newest Kiddy-ride sensation

SEE PAGE 98

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**BALLY BEAUTY** will put new life into your locations... add important dollars to your daily collections. Get **BALLY BEAUTY** now from your nearest Bally Distributor.

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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

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5 BALLS plus extra balls
3 SCORE CARDS
REPLAY SCORES

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**Bally MANUFACTURING COMPANY**

DIVISION OF LION MANUFACTURING CORPORATION

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
**Blue Ribbon Winners**

**IN ANY LOCATION!**

**6 PLAYER Super MATCH BOWLER**

Locations can now meet players' demands. OPERATE Super Match Bowler in ANY of THESE 4 WAYS!

- Combining Match Bowler and 10-frame Bowler!
- 10-frame Bowler only!
- Match Bowler only!
- Deluxe Bowler only!

**chicago coins 6 PLAYER BOWL-A-BALL**

Available in match bowler or 10-frame feature.

- Players actually bowl with a ball--not a Puck!
- Ball rebound for faster play.
- Match bowler using chicago coins.
- Match a number or match a star feature!
- Added new feature: the deep frame--scores made in fifth frame doubled!

**NEW! 45 SECOND SCORING**

**chicago coin**

MACHINE COMPANY

1725 DIVERSITY BOULEVARD
CHICAGO 14, ILLINOIS

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**ATTENTION, Distributors, Jobbers, Operators... WANTED**

**WE NEED 500 PIN GAMES**

Will buy complete stocks send in complete lists of your entire inventory.

CASH WAITING.

Remember, IN NEW ENGLAND IT'S TRIMOUNT.

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40 WALTHAM STREET
BOSTON, MASS

WHAT'S NEW IN COIN MACHINES? WHAT ARE THEY GETTING FOR THEIR EQUIPMENT? WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?

Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today!

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**KIDDIE RIDES!**

Make Empire Your Headquarters... Latest Models on Display

**SHUFFLE GAMES**

United 10-frame star 9 & A. United 10-frame Super 9 & A.

**NEW! 6 PLAYER BOWL-A-BALL, 18**

Ch. 10-frame super Match Bowler, & A. Ch. 15-frame Bowler, & Piano

**KIDNEY BEANS**

**NEW! 45 SECOND SCORING**

**CHICAGO COINS 6 PLAYER BOWL-A-BALL**

Available in Match Bowler or 10-frame feature.

- Players actually bowl with a ball—not a Puck!
- Ball rebound for faster play.
- Match Bowler using Chicago Coins.
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**KIDDIE RIDES!**

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**SHUFFLE GAMES**

United 10-frame star 9 & A. United 10-frame Super 9 & A.
Double and Triple Score Features

Spottem Feature

- All cards doubled
- All cards tripled
- Spots Nos. 15, 16, 17
- Spots Nos. 14, 19, 22
- Also spots above numbers singly

Extra Balls
1, 2 or 3 extra balls can be purchased after one or more of the first 5 balls have been played.

Method of Scoring
Three, four or five in-line scoring... diagonal, vertical and horizontal

New Hinged Front Door

Easy to service... mechanism located in back box and on hinged back door.

 Slug-Rejector Coin Chute

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3401 H. California Avenue, Chicago 18, Illinois
THE Select-o-matic

THE MUSIC SYSTEM THAT...

Millions
Know!

years ahead in Design

100

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THE PHONOGRAPH

...ANYWHERE IN THE
LOCATION

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