

The Billboard

DECEMBER 13, 1952 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

Cafe Ops Organize as Chi AGVA Acts Form New Union

Reps From 15 Cities Form United Front

Union to Recognize New Organization On Welfare Talks

PITTSBURGH, Dec. 6.—A newly organized cafe operators' association, Theater Restaurant Owners of America with national branches was organized here last week to represent cafes in their negotiations with the American Guild of Variety Artists. The movement was started to form a united front by cafe operators against AGVA's demand that they contribute to the union's welfare fund.

Operators of clubs from 15 cities were represented here in the first meeting. Officers elected were Lou Walters, of the New York Latin Quarter, president; Lenox Lirman, Copps, vice-president; and Herman Pirohner, Alpine Village, Cleveland, chairman of the board of directors.

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Four Replace One in Show

LONDON, Dec. 6.—On December 15 British star Norman Wisdom will call it quits in the "Paris to Piccadilly" show now playing at the Prince of Wales Theater on the West End.

The management, looking around for a suitable replacement, came up at last with the solution. Taking over Wisdom's chores will be four players—Archie Robbins, Eddie Vitch, Leslie Randall and David Hughes. Wisdom is now wisely tagged a quadruple-threat man.

802 MUSICIANS WIN

Blue Incumbents Upset After 20-Year Hold

NEW YORK, Dec. 6.—Three out of four of the top posts of Local 802 of the American Federation of Musicians were captured

CBS' LAST TUESDAY STAND

Pits Murray, Film Names Vs. Berle's Audience Grip

NEW YORK, Dec. 6.—The Columbia Broadcasting System's TV programming department this week selected Ken Murray to do battle with Milton Berle and his "Texaco Star Theater," the three-monthly opposition on the National Broadcasting Company's TV web. Currently idle under a play-or-pay contract, Murray is deemed virtually the last CBS hope to counter Berle, and incidentally, Bishop Fulton Sheen, who airs via Du Mont.

Murray's new Tuesday 8-9 p.m. stanza will originate from Hollywood, where it will feature the use of picture names in an attempt to dent Berle's viewing audience. The censor's record last season was respectable, and he is viewed as an imaginative showman. Altho the show will not be a cheap one, CBS regards

it as a slight gamble, since Murray is on the pay roll whether he works or not.

"Leave It to Larry," currently on CBS-TV Tuesdays 8-8:30 p.m., is expected to be dropped. The stanza following it, the Red Buttons show, is ticketed for Saturday nights 9-9:30. Both programs not only failed to hurt Berle, but were, in turn, damaged considerably when Bishop Sheen began his fall season for Admiral on Du Mont.

The Jane Froman show, now programmed Saturdays 9-9:30, is slated to be cut into two 15-minute segments and shifted into the Tuesday and Thursday evening 7-7:45-8 time periods, which were dropped by Lever Brothers, General Electric has already manifested an interest in one of these segments. Both Lever Brothers and Coca-Cola have bids in for the other.

Juke Box Union Heads Form Company to Press Records

By DICK SCHREIBER

CHICAGO, Dec. 6.—Bosses of three of the nation's largest and strongest juke box union locals have formed Nickelodeon Record Corporation of America to press and distribute a new label exclusively for the operators of some 40,000 phonographs, which bear the union workers' label.

Principals in Nickelodeon are William E. Buffalino, Detroit; William Presser, Cleveland, and Frank Calland, New York. The three head union locals of coin machine workers organized under the banner of the American Fed-

eration of Labor's Teamsters International.

Buffalino, reached at his office in Detroit, said Nickelodeon and an undisclosed record manufacturer were in process of forming a third company to press and sell disks bearing the Nickelodeon label. Buffalino declined to name the record manufacturer but declared it was one of the majors.

The three union chiefs plan to meet Wednesday (10) in New York, presumably with representatives of the record manufacturer involved. At that time, too, they will elect officers.

25 Union Stockholders
Articles of incorporation for Nickelodeon were filed with the Michigan Securities Commission, Lansing, November 7. The corporation listed \$10,000 of common stock at \$1 par, with \$5,000 paid in. Buffalino said 25 stockholders in 15 States, all of them officials or members of the juke box union, own a piece of the corporation.

A Special Section

TV FILM PROGRAM GUIDE

Beginning on Page 11 is The Billboard's first TV Film Program Guide and Market Report. This special section on TV Film will be a regular monthly feature, supplementing the exhaustive coverage this important new segment of show business receives in the Radio-Television Department each week.

End 3-Day Strike That Hit 58 Spots

New Group Formed After Union Fails To Heed Members' Back-to-Work Plea

By JAYNARD REITER

CHICAGO, Dec. 6.—After three nights of no work and three days of meetings, some 200-odd members of American Guild of Variety Artists set up the machinery for the immediate formation of their own independent union at the Hotel Maryland here late last night. Acts were to go back to work immediately in the 58 spots controlled by members of the Cafe Owners' Association which stopped shows Wednesday night after AGVA ordered the Melody Casino and Silver Frolics here and the Playhouse and Little Club in near-by Calumet City struck for failure to pay the \$2.50 per week insurance and welfare tab.

New group is called Chicago Entertainers' Union Local 1. A

resolution empowering three trustees, Sam Haas, Trudine Daniels and Emil Van Hoine to draft a constitution and bylaws was signed by all but a handful of the members present at the meeting. Pending formal issuance of cards, copies of the resolution were to be distributed to all clubs today where acts could sign who were not present at the meeting. Trustees named Bernard B. Wolfe, of legal firm of Lochtan & Wolfe, to assist in drafting of the constitution bylaws, etc., for the new union. Wolfe was labor relations chairman of the Labor Management Committee of the Office of Price Administration here during the war and is also a consultant for the Labor Relations Institute here. Whether group would seek

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TV Spots for Crosby, Hope

HOLLYWOOD, Dec. 6.—Paramount Pictures this week produced seven TV spot commercials co-starring Bing Crosby and Bob Hope to ballyhoo "Road to Bali," the Crosby-Hope-Dorothy Lamour starrer. Filmed spots will be booked on tele stations throughout the country immediately prior to opening of the "Bali" film in the various markets. This marks the first time Der Bingle will be seen on TV since his Olympic Games fund telethon.

The spots will not use footage out of the film they plug. They will feature Crosby and Hope in comedy take-offs and clips from yesterday's Crosby-Hope-Lamour "road" films.

NBC Outlines Separate TV-Film Corporation

NEW YORK, Dec. 6.—A plan reportedly was in the works this week at the National Broadcasting Company to set up its TV-film division as a separate corporate entity. The new firm, which would operate completely independently from the network, would likely be headed by Robert Sarnoff. Altho execs at NBC, in response to a query, told The Billboard that no such move is imminent, reports from key film sources indicate that the new corporation's blueprints already have been drawn up.

The move, it is believed, will call for greatly strengthened operations in the distribution phase of the TV-film business by the new organization, with more stress placed on the handling of packages brought in by outside producers. The current set-up is investigating new producer tie-ups, possibly with an eye to their

utilization by the new corporation.

The plan, giving the film division its own financial structure, also would make it possible to essay greater production efforts. It is even reported that production of feature film for theatrical showing, being considered for the new corporation.

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FUZZY FEET FORETELL FUTURE FORTUNE

A smart showman will point on this chance of fate as this framed, big and cat source on each other in their now-offer routine. Yes, it's here's a marvellous animal bet for sale cheap—practically demand. Owner will also take small auto on trade or will consider your own deal. Check this red-hot offer on this week's classified pages.

The Billboard's "Big Three" classified sections are full of amazing bargains and opportunities like this every week. Soaking up animals, ever see a dog chase a cat? They move fast, just ahead as fast as buying and selling activity in The Billboard's weekly classified sections.

What Do You Want to Buy or Sell? Turn now to page 54, 74, 92.

WANTED — A TOP-FLIGHT SHOWMAN who isn't afraid to spend money to make money. See page 51 for details.

NEVER BEFORE SUCH AN ATTRACTION! If you are a showman with knowledge and financial backing, see page 51 of this issue.

Billboard Backstage

By JOE CSIDA

Ever since we wrapped up the last World War by dropping the atom bomb on the inhabitants of Nagasaki and Hiroshima, I have been, ghoulishly I guess, fascinated by this weapon. I read Hersey's book on the demolition of the latter city in blood-chilled awe, and I viewed the newsreels and the telecast of the fairly recent Yucca Flats detonation with somber concentration. I would have given a year's pay to have been one of the newsmen invited to the Flats to witness what was called Operation Desert Rock Number 4.

Friday, I saw this operation as none of the newsmen present the day it occurred could possibly have seen it. U. S. Marine Company cameramen shot 40,000 feet of color film at Yucca Flats, and producer Jay Bonafide edited this down to 1,450 feet of light, telling motion picture for RKO Radio Pictures, Inc. This 16-minute production will go into general release January 16, and when it hits your local theater, I urge you to go see it.

The doings at Yucca Flats, you'll recall, were this nation's first atomic warfare maneuvers. Twenty-one hundred Marines squatted in fox holes less than four miles from Ground Zero, the spot at which the 28th A-bomb dropped by America was exploded. This was closer than any humans had ever before been to the horrifying heart of the blast, excepting of course, Hiroshimans and the folks from Nagasaki.

Dummies, like huge dolls, clothed in various kinds of combat raiment, were spotted around the blast area, some standing, some lying on the ground, some

in shallow dugouts. Light and heavy military equipment, tanks, half-tracks and generator trucks were placed at strategic intervals and varying distances from the center of the bomb burst.

The picture shows all this, before and after. It comes as no surprise, of course, that an A-bomb can lift a heavy tank, toss it 90 feet in the air, and dump it back into the earth, wrong side up, and hardly intact—or that there is little more than smoldering cloth and glowing ash left of clothed figures, dummy or human.

For confirmation of these gruesome facts we, none of us, need a color motion picture. Indeed this film, called "Operation A-Bomb" is a must-see for several entirely different reasons. It demonstrates, to a degree I certainly never realized (with all the descriptions I've read and seen), that the explosion of an atom bomb is one of the most beautiful sights the eye of man will ever behold. When the bomb explodes and the familiar long-stemmed white smoke mushroom rises heavenward, setting itself off against the baby-blue desert sky, you feel the beginning of breathlessness. Up to this point you haven't heard a sound.

Then, seconds later, there is a rumbling like that made by an upset stomach, but considerably amplified. And following this gastronomic roll of noise, the mushroom slowly rises, broadening all the while, and taking on colors which have never yet been named, nor ever will be. Until you see an A-bomb pop yourself, or see this film, you'll never realize the utter beauty of it.

The picture is notable, too, because it shows the Marines on short leave several evenings before the blow-off. Yucca Flats is only 80 miles from Las Vegas, Nev., so obviously this is where the Marines had their precious leave. Las Vegas, it can be conservatively stated, caters to man's carnal pleasures in a more concentrated, all-out manner than any other spot of similar size on the face of the earth. There are several shots in the film showing the Vegas strip with its twisted miles of garish neon lights in every shape, form and color, completely dominating the soft purple desert sky, and screaming "Gambling Hall," "Bar," "Girlie Show."

The same young Marines who hours later crouch grim-faced in fox holes, guinea-pigging our first atomic warfare maneuvers, are seen on this Vegas levee, strolling out of barroom hats and old men shills dressed as prospectors, leading burros.

Don't get me wrong, I'm a carnal man myself, and will be in Vegas next week, thinking not one small thought about the atom bomb. I merely point this out as a remarkable contrast in the film, significant of something far too profound for me to grasp. I regret to conclude, with the report that the 4 p.m. trade screening of this film by RKO at the Johnny Victor theater was a dismal flop. Only six people (including publisher Bill Littlefield and myself) of the many who were invited, attended the screening. But then it was raining and you couldn't get a cab. And who wants to get wet?

Washington Once-Over

By BEN ATLAS

WASHINGTON, Dec. 6.—Actor George Murphy, who is lining up professional talent for President-Elect Dwight Eisenhower's inaugural festivities (The Billboard, December 6), is already assured of a sparkling array of big names. Word at GOP national headquarters here is that free for the asking is the talent or such showbiz luminaries as Bob Hope, Helen Hayes, Adolph Menjou, and Fred Waring and his band. All were staunch Eisenhower supporters during the campaign. Certain not to be tapped are Humphrey Bogart, Lauren Bacall and Tallulah Bankhead, who outspokenly didn't like Ike.

EXAMS GALORE SET FOR FCC

Government sleuths will be tripping over each other in a melee of investigations planned for the Federal Communications Commission next week. The commission has been singled out as target for less than six separate inquiries, and the vogue seems to be spreading. Rep. Charles A. Wolverton (R. N. J.), who'll head the House Interstate and Foreign Commerce Committee in the new GOP administration, tossed a reminder this week that his committee will take a special look-see at the commission's operations. The congressman says he wants to determine whether the agency has been giving proper consideration to the welfare of private business and industry. Sen. Joseph McCarthy (R. Wis.), who can take his pick as chairman of either the Senate Committee on Expenditures in the Executive Departments, or the Senate Investigation Committee, intends to bring the FCC under the spotlight of one of those groups. Similar move is planned by a special group just created by President-Elect Eisenhower to study reorganization of the executive branch. Sen. Charles Tobey (R. N. H.), who'll head the Senate Interstate and Foreign Commerce Committee, has intimated he'll probably do a sleuthing job on FCC. House Un-American Activities Committee tentatively expects to commit some gumshoeing there, too. So does Senate Judiciary Internal Security Subcommittee which has been exploring the entertainment industry. Latter subcommittee, however, might reduce the entertainment probe. Altho current targets include FCC, agencies might be altered by Sen. William Langer, (R. N. D.), who'll become chairman of the Senate Judiciary Committee. Senator Langer, however, is planning to explore FCC as

result of his disagreement with hearing examiner Leo Reapick's green light for the American Broadcasting Company-United Paramount Theaters, Inc. merger.

WALKER MERRILL POSTS SPEC RIFF

Literally dozens of names are being advanced as prospects to succeed Chairman Paul A. Walker at the Federal Communications Commission and lame-duck Commissioner Eugene Merrill. The race for both jobs is wide open. Sources close to President-Elect Eisenhower say serious consideration of prospects for either post hasn't started yet. Current outlook is that Walker may be replaced as chairman a few months before his term ends June 30. Unless Walker resigns, he will be allowed to serve out his term on the commission. Replacement of Merrill will be made early in the new administration. President-Elect Eisenhower's choice of successor to Merrill will be sent to the Senate soon after the January 20 inaugural. Vice-Chairman Rosel A. Hyde is getting support from some industry sources for elevation to the chairmanship. There's talk, tho, that the new President may appoint a non-FCCer from industry ranks to the chairmanship. Walker was closeted with President Truman at the White House early this week. Word at the mansion was that Walker's possible resignation early next year "may have been a topic but nothing was settled." Lots of other speculation about what they discussed, but, as one wag quipped: "Only thing anybody knows they actually said was, 'Goodbye.'"

London Dispatch

By LEIGH VANCE

LONDON, Dec. 6.—Altho on the surface commercial television, which the government has agreed to in principle, is no nearer, there are signs of the times in some recent British Broadcasting Corporation developments. It has just formed a liaison with a commercial company headed by ex-BBC tele boss Norman Collins. This firm, trading under the title High Definition Films, is already in the commercial TV film market for both America and Canada. Its agreement with the BBC covers the loan of staff producers to High Definition to direct its commercial films. The first BBC staffer to go to the company on loan for one year is top drama director Eric Fawcett. This may not seem a revolutionary move to the U. S., but over here it came like a bombshell. The whole BBC charter is based on a "no traffic with commercial organizations" policy. It claims this move heralds future in which the entire British TV service may be commercial, with policy-control by the BBC. Another good reason for TV letting its staffers out "on parole" is that for the first time in its career the BBC is having to face alternative employers on the spot to whom its staffers can go at greatly increased salaries. Also

(Continued on page 55)

Legit Line-Up

Failure of "Two's Company" to open at the Cort Theater, New York, Thursday (4), due to **Betta Davis' laryngitis**, didn't represent financial loss. Producers **Jama Russ** and **Michael Ellis** had **Miss Davis** insured with **Lloyd's** for 150G. **Sylvia Siegler**, who had bought out the house for her Show-of-the-Month Club, had notified ticket holders that seats would be supplied them for later dates. Those not having heard of the change received tickets at the box office for "Bernardine," "Time Out for Ginger" and other shows in exchange. **Miss Siegler's** loss amounted to about \$190.

"New Faces of 1952" will soon add a new sketch satirizing "Dial M for Murder," by **Frederick Knott**. The sketch will also be by **Knott**. . . . The Playwrights Company has acquired **Robert Anderson's** "Tea and Sympathy" for spring production, with **Ella Kazan** directing. . . . The Shakespeare Festival Theater planned for Fairfield County, Connecticut, is now scheduling a Musical Festival in addition to its proposed

Shakespearean play series. The Connecticut Musical Artists' Committee is headed by **Estro Plana**. . . . **Victor Moore** will return to the stage in a revival of "On Borrowed Time." The show will open in San Francisco's Alcazar Theater. . . . **Bill Johnson** and **Laurette Clymas** were added to the musical "Saddle and Go" starring **Buster Keaton** with the **Keane Sisters**.

NEW STOCK CO. FOR CINCINNATI . . . A new winter stock company is preparing for a bow between February 15 and March 1 in Cincinnati, under the direction of **Paul Fielding**, current director of Stage, Inc. . . . The American Theater and Academy will meet next week to discuss the revival of its play production program. For consideration are Shakespeare's "Love's Labor Lost," Shaw's "Misalliance" and Christopher Fry's "A Sleep of Prisoners." Also, word from the New York City Center indicates that its play series will be revived, maybe in the spring.

"Merry-Go-Round," off Broadway at the Amato Opera House December 30 thru January 4.

WILL REVISE N Y THEATER CODE

Representatives of the League of New York Theaters, the New York Department of Housing and Building and city's fire department officials have "agreed in principle" to revised building codes to aid in encouraging theater construction in New York. Rejected by the City Council in 1950, the bills, revised, will now be submitted to city department officials and then again to the Council. The American National Theater and Academy will meet next week to discuss the revival of its play production program. For consideration are Shakespeare's "Love's Labor Lost," Shaw's "Misalliance" and Christopher Fry's "A Sleep of Prisoners." Also, word from the New York City Center indicates that its play series will be revived, maybe in the spring.

BROADWAY SHOWLOG

Performances thru December 6, 1952

DRAMAS		
Bernadette (Playhouse)	10-16	52 60
Dial M for Murder (Broadway)	10-29	52 108
I've Got Swoon (Barramans)	10-2	52 7
Mrs. Mchling (Broadway)	2-20	52 276
Greek National Theater (Metinger)	11-24	52 18
Bernad Barreault Company (Golden)	11-12	52 29
The Dress Blue Str. (Worcester)	11-5	52 37
The Four Poster (Golden)	10-24	51 473
The Hair Animal (Orpheum)	4-30	52 252
The Millionaire (Shubert)	1-17	52 59
The Rose Is Blue (Henry Miller)	8-8	51 723
The Seven-Year Itch (Golden)	11-20	52 30
The Time for the Cuckoo (Empire)	10-15	52 61
Time Out for Ginger (Lyceum)	11-26	52 13
MUSICALS		
An Evening With Straince (Booth)	10-2	52 76
Gyps and Dolls (46th Street)	12-15	50 924
My Darling Aida (Winter Garden)	10-27	52 32
New Faces of 1952 (Royale)	5-16	52 236
Pal Joey (Broadway)	1-3	52 189
South Pacific (Majestic)	4-7	49 3,508
The King and I (St. James)	5-19	51 707
With You Were Here (Operetta)	8-25	52 109
COMING UP		
(Week of December 7)		
Whittier's Grandmother (Broadway)	12-11	52
CLOSED		
See the Jaguar (Cort)	12-6	52 5
	(Opened 12-3, 52)	

Picture Business

By LEE ZHITO

HOLLYWOOD, Dec. 6.—The most articulate analysis of Communism, and for that matter, all anti-Americanisms, will be found in **Dore Schary's** M-G-M documentary, "The Hoaxers." It treats all the peddlers of totalitarian poison as snake oil pitchmen who pass off their worthless concepts as the cure-all to man's ills. **Schary** parades across the screen **Hitler**, **Mussolini** and the Japanese militarists, using newsreel clips to show them in action. **Schary** pitched his own brand of snake oil. One by one they make their glowing promises of glory and fortune for their people, and the film cuts to the grim scenes of death and disaster that followed their reigns.

Joe Stalin is then shown as the fourth player who risks out in quest of world domination, selling the same old snake oil. The film then graphically traces the history of Russia's relations with America from **Lenin** to the present day. It exposes to the full light of the motion picture screen Communism's various attempts to capture the minds of the American people from the end of the first World War to current times, and **Stalin's** vacillation between "hate

America" and "love America" periods in history, utilizing each approach in an effort to further his own interest at our expense.

This is followed by one of the most powerful sequences this reporter has ever seen on a movie screen. A ringing denunciation of Communism and all it stands for is presented in the form of a mosaic composed of statements made by various U. S. leaders. Expert editing patches together statements made by **FDR**, **Truman**, **J. Edgar Hoover**, **Eisenhower**, **Stevenson**, **AFL's William Green**, **CIO's Walter Reuther** and others, cutting rapidly from one to the other, so that often three or more individuals are used to complete a sentence.

The film then gives a graphic report on what this country is doing to combat the Red evil and carry on the fight for world peace. It starts with the U. S. role in the United Nations in 1945 in establishing UNRRA and its aid to the war torn nations. It shows the part played by the **Marshall Plan**, **NATO**, **SHAPE**, **Voice of America**, the **Berlin airlift** and the atom bomb. It shows how Communism is continuing its efforts to stir up the cauldron of hatred in turning

face against race, in fighting religious faiths of all kinds as did the earlier snake oil peddlers. It shows footage from the **Judge Medina Red trial** and the Communist espionage efforts in this country. And then it ends on the thought that indiscriminate, unfounded charges of Communism leveled by one American against his neighbor, altho motivated by an earnest desire to combat the Red menace in this country, actually falls in line with the Kremlin's plan to create mistrust and stir up internal strife within our own ranks.

And in the conclusion, the film cautions Americans to live by the spirit of their Bill of Rights and guard against the poison peddlers who would like to stir up racial and religious hatreds in this land, for only then can they capture the minds of the people to rob this land of its liberty.

Metro-Goldwyn-Mayer would do this nation an even greater service if it would forget its feud with television and make the short available for TV release after it has exhausted its runs in the theaters. The stakes are too high and the speed of modern warfare too great to lose time.

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The Billboard

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Ends May Buy Cloret Slot on Gleason Airing

NEW YORK, Dec. 6.—Pearson's "Pharmaceutical" deal was reported close to a deal to sponsor the vacant segment of the Jackie Gleason TV show via the Columbia Broadcasting System. Clorets has cancelled its third of Gleason, who airs 8-9 p.m. Saturdays, so if the Pearson deal on behalf of Ends goes thru, it will mean one chlorophyll product replacing another.

Ends meanwhile is reported unhappy with results shown thus far by its dramatic show on the National Broadcasting Company. The bankroller recently started sponsoring "Hollywood Opening Night," 8-9:30 p.m. Mondays, which bucks "I Love Lucy." An American Research Bureau rating gave "Night" all of 7.8 against "Lucy's" 68.4 a couple of weeks back. However, Ends is believed to be bound to a 26-week firm deal on "Night" in return for concessions made by the web in terms.

Mutual Renews \$10 Mil Worth

NEW YORK, Dec. 6.—The Mutual Broadcasting System this week wrapped up \$10,000,000 in 12-week renewals from eight clients. The sponsors and their programs are: "Ladies Fair," Sterling Drug; "Queen for a Day," a half-hour strip, Quaker Oats and P. Lorillard; Frank Edwards' news, the American Federation of Labor; "Bobby Benson," Kraft Foods; "Wild Bill Hickok," Kellogg; "Bill Henry and the News," Johns-Manville Corporation, and two hours and 55 minutes of news sponsored by the S. C. Johnson Company.

News Commentators Defined by AFTRA

NEW YORK, Dec. 6.—Negotiators representing the American Federation of Television and Radio Artists, on one hand, and the networks, agencies and packagers, on the other, took a long step forward this week when they settled on terms for defining personnel who broadcast the news. The pending parties had been deadlocked on the question of who is who isn't a commentator.

Radio and TV newsmen are now to fall into two classes: commentators and analysts, and, in another category, newscasters and news reporters. It is expected there will be trouble defining even these terms, but in the event no agreement is reached between the negotiators the question will go to arbitration.

Most of the more important differences have been settled. TV artists are to get about a 12.5 per cent increase in pay, and radio artists about 10 per cent. There is to be a 20 per cent increase in wages for announcers and those getting above scale will get the same hike.

Also still remaining to be agreed upon is an AFTRA de-

Ill. Mulls TV Sports Tax Law

CHICAGO, Dec. 6.—The Illinois legislature next year will consider a law taxing television receipts at athletic events. The tax would be on the fee paid by the sponsor to promoters or owners of the attraction.

The reasoning behind the proposal is that television cuts attendance at athletic events, thus depriving the State of tax revenue on admission tickets.

TIE-IN PLAN

Stations May Share Cut of Pic Grosses

NEW YORK, Dec. 6.—General Teleradio this week was blueprinting a scheme that would cut in radio and TV stations on the gross take of distributors of theatrical films in exchange for airing spot campaigns plugging the idea. The idea is the brainchild of Terry Turner, former exploitation director of RKO-Films, now exploitation director for General Teleradio, which owns Mutual Broadcasting System and several TV stations, WOR-TV, New York; WNAC-TV, Boston, and KHJ-TV, Los Angeles.

Scheduled to tee off sometime the early part of next year, the plan would be tried in large metropolitan test areas initially. One new picture and one re-issue will be used for the experiment. Trailers and spots will be created expressly for these campaigns. Radio and TV stations that cooperate will be offered either a flat fee or a piece of the distributor's gross.

THEY ALL LOVE 'LUCY'

New Woodbury Poll Shows Shifting TV Tastes in West

HOLLYWOOD, Dec. 6.—Teletastes of Western viewers have changed completely, according to the eighth semi-annual Woodbury College Teletensus. For the past four years, students of Woodbury College have conducted a door-to-door canvass to determine likes and dislikes of TV set owners. Latest survey was conducted in the

Greater Los Angeles area as well as in San Francisco and Salt Lake City. Woodbury's Prof. Hal Avery, who supervised the study, said 3,000 set owners were personally interviewed in these markets.

"I Love Lucy" emerges top show in all three areas, pushing the "Red Skelton Show," last year's favorite, far down the ladder. Milton Berle, who consistently held the top spot in the early years of the survey, has now been pushed out of the list of likes altogether. "Show Show" holds the second spot, "Comedy Hour" is third, wrestling is fourth favorite with Groucho Marx trailing.

Station KTLA for the first time in the history of the Woodbury studies dropped from first place in the favorite stations line-up, yielding to KNBH, National Broadcasting Company's owned-operated Hollywood outlet. KTLA slipped to second place. KNKT, Columbia Broadcasting System's Hollywood outlet, moved up to third place from its earlier low spot. Indications, according to the Woodbury survey, point to a substantial gain in network station following. This reverses the previous picture in which the indie outlets outdistanced the net stations.

Fellows Explores Trade Practices

WASHINGTON, Dec. 6.—Harold E. Fellows, president of the National Association of Radio & Television Broadcasters, announced this week that he would "thoroughly explore" the possibility of establishing trade practices for AM broadcast stations and make recommendations to the NARTB board in February.

The one-man investigation was approved by the board of directors after NARTB's radio board reported that broadcasters throughout the nation were emphasizing the need for AM business standards comparable to those adopted by other professions and trade associations.

so that their identities will not be made known. The actual walk-out will involve about eight or 10 people, Siegel indicated. The station probably will not be hurt seriously during the Christmas shopping season because few advertisers can afford to take their shows off at this time. However, the union is counting on a growing impact as top AFTRA talent ceases to be available, and only lesser replacements can be made from among non-members.

Baseball TV Threatened as Clubs Battle for Fee Splits

Costs, Already High, Could Become Prohibitive, If Saigh Faction Wins

NEW YORK, Dec. 6.—The cost of sponsoring major league baseball telecasts, already inflationary, may go to prohibitive proportions as a result of the battle being fought among baseball owners this week in Phoenix. The Fred Saigh is being waged by Fred Saigh Jr., owner of the St. Louis Cardinals, Bill Veck, head of the St. Louis Browns and Frank Lane, general manager of the Chicago White Sox, on one hand, and most of the others in the two leagues, on the other.

Saigh yesterday (6) won an imposing victory when Phillip K. Wrigley, owner of the Chicago Cubs, agreed to give a portion of his home radio and TV receipts to the Cards and to the Cincinnati Reds when those clubs appear in Chicago. Lane and Veck, however, have not had the same success as yet in the American League.

Strength of Saigh's argument, in leading the fight, is his threat to refuse to have the Cards tele-

vised when they appear in other cities unless they get a cut of the home team's TV take. Ford Frick, head of the National League, has already stated that Saigh is within his rights.

When and if their opposition folds up, it is expected that baseball owners generally will try to make up the share of the receipts to be given to visiting clubs by asking more for their broadcasting rights. Many baseball owners feel that TV is harmful to their gate. It is obvious that if they cannot get sufficient compensation for their rights from sponsors they will have to prohibit the televising of games.

This may necessitate splitting up baseball sponsorship much as top-dough entertainment stanzas are shared. The New York Yankees, top-money club, already suggests some \$500,000 for AM-TV rights for Ballantine beer. The Brooklyn Dodgers now get about \$375,000 from Schaefer beer and Luckies, who split the tab. Base-

ball as a whole drew over \$4,400,000 for sportscasting rights last year.

Meanwhile, the Browns and the White Sox now state they will refuse to permit any other team to air AM or TV broadcasts out of the St. Louis and Chicago parks. This would throw a crimp into video plans of some clubs to telecast road games next year. The Yankees, in particular, had a minimum of 22 road telecasts blueprinted, with the permission of the New York Giants, who also were skedding away-from-home TVcasts.

PRECEDENT

AFTRA to Fight Firing Of 3 DJ's

PHILADELPHIA, Dec. 6.—In an unprecedented case, national leaders of the American Federation of Television and Radio Artists will join Lester Coggeshall, local executive secretary, in bringing action against station WHAT before the National Labor Relations Board. The station is charged with dismissing three disk jockeys last Saturday for joining the union. The dismissed jockeys—Nick Garri, Ramon Bruce and Charles Henry, charge that 55 minutes after joining the union, they received telegrams from Dolly Banks, the station's general manager, stating they were fired.

Miss Banks said the three were warned "time and time again of violations and of the causes that were leading to their dismissal. It just reached a point of saturation and was endangering my position with sponsors."

No date has been set for the hearing. The discharged jockeys will seek three rulings from the Labor Board asking they be reinstated to their jobs, that the station recognize union management, and that negotiations for a union contract be started. Miss Banks said the station engineers are members of the American Communications Association, but broadcasting members of staff do not belong to any union.

NEW TV CLINKER?

Indie Contractor Test by Calif. U. I.

HOLLYWOOD, Dec. 6.—A possible damper on future special production efforts on California-emanated TV segs was placed this week, when the State Unemployment Insurance Department notified Spade Cooley that it was investigating the acts he is using on his top-rated KTLA variety show. The department is studying the Cooley seg as a guinea pig in a test to decide when an act is or isn't an independent contractor.

The department investigation resulted from a beef by one of four dancers Cooley hired several months ago to work in a special ballerina skit. One of the girls went to the U. I. office, chagrined that she had to pay her own taxes out of her \$50 salary for the skit appearance.

The department is currently questioning acts, show producers and others as to what constitutes an independent contractor's appearance and what constitutes an employee's appearance. The State has thus far determined that when an act or performer receives special instruction, such as direction on appearing in a special skit or bit, that act is an employee and that acts, which do merely their

standard turn, are independent contractors.

The placement of what up to now has always been an indie contractor into an employee status will work a possible 7 per cent additional tax burden on the employer of the act for TV. The 7 per cent of the gross salary spend will go 2/7/10 to the State of California and the remainder to the feds. The State intends to individually investigate both local and web TV segs before setting up a clear cut definition.

Clorets Splits '20 Questions'

NEW YORK, Dec. 6.—The Clorets division of American Chicle this week signed to pick up half the tab on "Twenty Questions," which airs 10-10:30 p.m., Fridays, via the DuMont TV network. Luden's, currently bankrolling, bows out the end of this month.

The web reportedly has another bankroller set to split costs with Clorets, but his identity was not known at the week's end.

Aim Second Blast at FCC on ABC-Paramount Merger Okay

WASHINGTON, Dec. 6.—Another bombshell from Capitol Hill burst in the American Broadcasting Company-United Paramount Theaters, Inc., merger case this week when it was learned that Sen. William Langer (R., N. D.), chairman of the Senate Judiciary Committee in the new Congress, blisteringly warned the Federal Communications Commission against upholding Hearing Examiner Leo Resnick's green light verdict. Langer's blast reached the commission soon after Sen. Charles Tobey (R., N. H.), chairman of the Senate Interstate and Foreign Commerce Committee in the next Congress, cabled the FCC from Paris, that he was "disturbed and shocked" by the Resnick initial decision (The Billboard, December 6).

Langer, whose letter like Tobey's cable, was addressed to FCC Chairman Paul A. Walker, said he was "shocked" by the Resnick finding and he declared: "I sincerely hope that no action taken by your commission will require those of us charged with the supervision of anti-trust laws to inquire whether federal agencies are tearing down those laws rather than seeking to further them." Langer said he was sending a copy of his letter, which ran more than 1,600 words, to the U. S. Attorney General "so that he may have his anti-trust division make a thorough study of this matter and make recommendations to you and to the (Senate) judiciary committee."

Whether the Langer and Tobey blasts may delay the FCC's final verdict and whether they may have damaged the merger proposal is a matter of conjecture. Vice-Chairman Rosel K. Hyde, acting chairman when the Langer letter was answered November 28, was non-committal in his reply, as he was in his answer to Tobey (The Billboard, December 6). He pointed out that "it would be inappropriate for the commission, which is required to act in this matter in an adjudicatory procedure act, to take any position with respects to the merits of the matters involved except upon the basis of the entire record, which is not yet before it."

Langer in his letter to Walker hailed the FCC Broadcast Bureau's opposition to the merger. He cited the Broadcast Bureau's proposed findings which, he said, called attention "to the anti-trust record of the motion picture producers and exhibitors." Langer noted that, "in large measure, the findings of your hearing examiner are predicated on a prior order of the commission limiting his consideration of anti-trust violations of the various applicants to

those occurring within the last three years. There are no circumstances which can justify such a limitation," stated Langer. He asserted that the FCC's stand "made irrelevant a record of law violation extending over several decades" and he voiced regret that this order of the FCC had not come to his attention "until recently and that I, therefore, did not have an opportunity to protest against this action."

Langer reminded the FCC of previous commission action in compelling National Broadcasting Company to sell its blue network as a step to "avoid any monopoly."

Langer asserted that "TV licensees are immediate and direct competitors with the theaters for a viewing audience" and he predicted that "this competition will increase. It is self-evident that the theaters and the TV licensees will be competitors for the product of motion picture producers. It also is self-evident that this will be true with respect to so-called 'free' TV programs and 'pay as you see' programs." The senator contended that approval of the merger "permits a combine of persons who would otherwise be competitors for the product of motion pictures and other producers. A network, stations owned and operated by a network and a motion picture theater chain with theater TV installations will be joined together. Theater TV interests already have monopolized outstanding sporting events to the exclusion of home TV." Langer told Walker that "your hearing ex-

aminer naively assumes that there can and will be competition between two subsidiaries of the same corporate head." Langer derided the "assumption" as "preposterous" and added: "I suggest to you that the complaint acceptance by your hearing examiner of the self-serving statements that they will do no wrong in the future by men who have charted the unrestrained and illegal course of companies involved in the past stands in distinct contrast to the statement of the Supreme Court."

Meanwhile Allen B. Du Mont Laboratories filed exceptions this week to the Resnick decision (The FCC's Broadcast Bureau previously had filed exceptions). Du Mont took exception to Resnick's acceptance of ABC and UPT promises that broadcast and theater enterprises won't be combined to suppress competition. Du Mont stated there is "nothing in the record or the initial decision to bind future officers and directors to these promises." Du Mont agreed with the Broadcast Bureau that oral argument is "necessary."

Du Mont took exception to Resnick's conclusion that the merger of home TV and theater TV interests would not result in substantial lessening of competition. This, the web contends, ignores the virtually direct competition between the bidding power of a TV network and theater TV exhibitors which book a special event thru an intermediary organization."

Control Over Nets By FCC in Revival

Paul Walker, Commission Chairman, Brings Up Question at 'Morals' Hearing

WASHINGTON, Dec. 6.—The question of whether broadcast networks should be brought under Federal Communications Commission jurisdiction—a stormy issue some years ago—is now thronging alive again as a major topic for the next Congress as the result of surprise remarks by FCC Chairman Paul A. Walker while testifying yesterday (5) before the Harris Subcommittee investigating TV-radio morals. Walker departing from his prepared testimony to answer questions from subcommittee members went squarely on

record as advocating the licensing of networks. The chain broadcasting issue, dormant on Capitol Hill for several years, now appears to have been brought out of the moribund at least as a topic for introductory legislation and possible hearings.

Walker, however, strongly opposed government censorship of programming. "The chain broadcast issue came to the fore at yesterday's wind-up session of the Harris Subcommittee when Rep. Oren Harris (D., Ark.), chairman of the House Interstate and Foreign Commerce Subcommittee, investigating TV-radio morals, interrupted Walker's testimony to ask: "Do you advocate licensing of networks?"

Walker unhesitatingly replied: "I do." Walker, a Democrat, whose FCC term expires next June 30, explained that his opinion was offered as "strictly a personal one," but he revealed that the chain broadcasting issue has been a topic of backstage conversation among the commissioners in recent months. He added that the FCC commissioners have come to no decision on the matter, but that, as far as he personally is concerned, he favors the licensing provision. He explained to newsmen later that he believes this licensing necessary mainly "to protect individual station affiliates."

Walker also indicated he had no opposition to legislation to ban broadcasting of plugs for hard liquor. The Harris Subcommittee is expected to hand up a report by Christmas. It has long been anticipated that the report may recommend a ban on alcoholic beverage air ads. Walker strongly indicated that the commission is in the "blue book" frame of mind.

The FCC chairman told the subcommittee that TV and radio should be credited for a remarkable public impact. Reviewing complaints received by the FCC about programming, he said: "I think a safe, if unstatistical, guess can be made, however, that only a small fraction of the many radio and television programs broadcast every day are of a type that might legitimately lead to protest." He stressed, too, that maintenance of program standards "cannot and should not be achieved by establishing the Federal Communications Commission or any other government agency as a censor-

ABC SEES UPT MERGER CERTAIN, MAPS OP PLAN

NEW YORK, Dec. 6.—Despite opposition to the merger of the American Broadcasting Company and the United Paramount Theaters by Sen. William Langer (R., N. D.), Sen. Charles Tobey (R., N. H.) and the Broadcast Bureau of the Federal Communications Commission, top brass at the web this week continued to view the deal as a cinch to be okayed by the FCC. A memo circulated among ABC personnel by network President Bob Kintner even set forth some details as to how certain technicalities will be handled when the merger is approved.

For example, Kintner said that the network will become known as the Home Broadcasting Division of the over-all new corporation, American Broadcasting-Paramount Theaters, Inc. To the trade, it still will be called the ABC radio and TV networks; however, station breaks will continue as at present, but the owned and operated stations, at the beginning and end of each operating day, will announce their ownership by ABC, "a division of American Broadcasting-Paramount Theaters."

The web's letterheads similarly will be revised to note, in smaller type face, the same divisional status. This also will apply to the signature on any future institutional advertising. But ordinary web advertising, promotion or publicity will omit this divisional definition, and continue to refer merely to ABC.

CBC VETOES SHEEN

Du Mont Execs Burn At Canadian Action

NEW YORK, Dec. 6.—Execs at the Du Mont TV network this week were burning at the refusal of the Canadian Broadcasting Corporation to handle the Fulton Sheen video show, Tuesdays, 8 p.m. The CBC's excuse, that carrying the show would violate its policy against selling time for religious shows, was regarded as nonsense at Du Mont.

"The Sheen show is pure entertainment," a Du Mont exec said to The Billboard this week. "It can't be regarded as a religious show merely because it features a Bishop of the Catholic Church.

If it happened to feature a phylloclan expounding his ideas in amusing way, would that make a medical show?"

The CBC move was made all long study by the web's national religious advisory council, an interdenominational outfit. A CBC exec said that it was policy give all churches an equal break and that Sheen may be picked eventually as part of the religious budget.

GM Readies 'Motorama'

DETROIT, Dec. 6.—General Motors is packaging the 1953 ferings of all its divisions, including aviation, marine, railway and others, into a single production, "GM Motorama of 1953," presentation in a preview of the Columbia Broadcasting System TV network, 8-9 p.m., ES on January 16, with Arthur G. Frey as emcee. The setting will be the Hotel Waldorf show, billed as "Motorama," the first combined presentation by GM three years.

Additional video coverage will be given twice daily during run of the show at the Waldorf, January 17-23, on the Dave Garroway "Today" program via National Broadcasting Company in the Eastern and Central time zones.

ship board to which all stations must submit their programs for prior approval." He pointed out that the Communications Act "expressly" prohibits the FCC from exercising those powers.

The FCC chairman suggested as another possible approach the model of existing statutes prohibiting broadcast of lottery information and of "obscene, indecent or profane" material or of fraudulent advertising. He said this type of legislation can achieve beneficial results in outlawing "the worst extremes of program abuses," and added: "Thus, Congress could probably prohibit the advertising of alcoholic beverage over radio and television if it believes that such advertising is inconsistent with national policy." But he asserted that this could not be extended to cover crime or horror programming.

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WDEL TOPS all stations in this richest market.
AM • FM • TV
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Let it sell your product effectively, economically.

Write for information.

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Save more than 20% on newsstand price. Fill in and mail this coupon TODAY!

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

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WHAT'S THE BIG IDEA FOR T. V.

What's your big idea for a top-flight television program?

- We are looking for a complete package show, or a new program idea, or a program currently running with an outstanding record of success behind it. The package we are seeking can be just comedy, mystery, drama, audience participation, novelty, etc.
- We are interested in talking to principals only, as we would like to buy ideas outright.
- If you have a property or an idea that fits into the category of being one of the top properties for television, please contact us by letter. We will arrange for an interview in New York City.
- **BOX 822, THE BILLBOARD**
- 1544 Broadway, New York 24, N. Y.

NEWS CAPSULES—COAST TO COAST

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

WASHINGTON, Dec. 6—Long-deferred court showdown on giveaways is being held up in a Chicago court pending outcome of the New York case which is certain to go to the Supreme Court.

FCC in a brief filed this week stated that "to listen to a radio program upon the implied promise of a chance to win a prize is to expend time which might otherwise be utilized more usefully or enjoyably. And while some of the audience would listen to the program without being bribed by a chance to win a prize, the basic purpose of these schemes is to augment the radio audiences by people who would not otherwise listen to the programs. While the legal detriment to each participant may be trifling, the aggregate detriment to the entire radio audience is appreciable."

FCC's giveaway ban has been challenged in the New York City Federal Court by American Broadcasting Company, National Broadcasting Company and Columbia Broadcasting System.

WNEW PROGRAMS BLIND CHILDREN

NEW YORK — "World of Sound," a public service show designed to acquaint listeners with the New York Institute for the Education of the Blind's training programs for blind children, will bow over local indie WNEW Sunday (14) from 4:30 to 5 p.m. The 13-week series will highlight unrehearsed discussion classes of blind youngsters between the ages of five and 12. Helen M. Parkhurst, well-known educator will act as moderator, with WNEW program director Bill Kayland as producer. The programs are on tape, and Kayland plans to make the series available to other stations across the country, in hope that it will help the Institute's campaign to further the acceptance of the blind as job-holders.

WL1B TO OPEN HARLEM STUDIO

NEW YORK — Local station WL1B will hold the official opening of its new Harlem Radio Center at the Hotel Theresa here on Thursday (11). New quarters include three studios, from which WL1B will program 37 hours a week.

QUARTER-HOUR SHOW ALL COMMERCIAL

CINCINNATI—It had to happen. Local station WLW this week launched a 15-minute morning program devoted entirely to commercials. Tagged "Krazy Kwit," the Monday thru Friday program features deejay Walter Phillips, who bases each show on record excerpts which tie in with the commercials. The station is backing the unique gimmick with on-the-air announcements, newspaper ads and cab signs.

XMAS SPECIAL GETS RESULTS

NEW YORK—NBC's flagship here, WNBC, has sold 75 per cent of the 30-minute spot strips which it made available on eight local shows last week for pre-Christmas commercials by New York retailers. Quick sponsor pick-up of spot strips was something of a surprise to station execs, since it was expected that most local retailers would have allotted their Christmas advertising budgets by now. Buyers include Michael's Department Store, Davaga, Malcolm-Raybole, Schrafft's, Lelsure-Rest, Grossman Shoes, Macy's, Busch Jewel-

ers, Haynes-Griffin, Bruno-N.Y., Edward Reed, Ltd. and Grand Union. The manufacturers were included in the retail line-up because their copy plugged names of local stores carrying their products.

N. Y. HERALD-TRIBUNE SKEDS XMAS SHOW

NEW YORK—The New York Herald-Tribune's annual radio show, "Musical Christmas Card," for the benefit of its Fresh Air Fund for kids, will be aired over WNBC here Sunday, December 21, from 6 to 6:30 p.m. Guest stars will include Fred Allen, Basil Rathbone, Dorothy Sarnoff, Lanny Ross, Brandon De Wilde, the Fresh Air Chorus, and the NBC Orchestra. Mike Jablons will produce, with Lee Jones as director.

RENEWALS FOR ABC, DU MONT

NEW YORK — The American Broadcasting Company racked up a 52-week renewal of "Meet Uncle Archer," sponsored by electric companies. On TV, ABC got three renewals: "Faith for Today," by Voice of Prophecy; "Homicide Squad," by Sterling Drug, and alternate weeks of "Tales of Tomorrow" by Kreibler (watchbands). Du Mont Television Network this week got a 52-week renewal of "Keep Posted" from Curtis Publishing, and a renewal on "Happy's Party" from Florida Citrus Growers Association.

MIL0 FRANK HEADS CBS CASTING

NEW YORK—Milo Frank this week was named director of the integrated talent scouting and casting departments of the Columbia Broadcasting System's TV network. Bob Banker, former head of casting for CBS-TV, has moved over to the American Broadcasting System's TV web. Frank formerly had charge of talent scouting only.

SEVENTH SPONSOR FOR G. MOORE

NEW YORK—The deep-freeze division of Motor Products Corporation this week became the seventh sponsor to buy the Garry Moore daytime show on the Columbia Broadcasting System. The advertiser takes over Thursdays 1:45-2, beginning January 8, thru Roche, Williams & Cleary, Chicago.

WOR-TV GETS WHELAN DRUG SEG

NEW YORK — With the purchase of an hour and a half Sunday evenings by Whelan Drug Stores, WOR-TV this week racked up about seven and a half hours of nighttime sales in the last two months. Other recent buys include: Coca-Cola Bottlers of New York, an hour and a half; Piel's beer, one-quarter hour sponsorship of the "Broadway TV Theater"; Sunset Appliance Stores, two and a half hours; White Rock, one-quarter hour.

RED BARBER GIVES SPORTSCASTER'S CREDO

NEW YORK—Red Barber, the Columbia Broadcasting System's counselor on sports, this week was being sought after by lecture agents as a result of his Wednesday (3) talk on his philosophy as a sportscaster. Barber told the audience, "A sportscaster's job is to report honestly, objectively and as accurately as he can. A listener must feel that he is hearing the truth and not the personal opinion of the broadcaster."

THE RESTLESS PEOPLE AND THE REVOLVING DOOR

Clarence Alexander has been made general manager of the Great Plains Television Properties, headed by Herb Schoftel, which has four TV station applications. . . . Joseph Matthews has joined the A. C. Nielson Company as Western sales manager on the Nielsen Coverage Service.

Gloria McGrath, of the Wilbur Star packaging office, was married yesterday (5) to Keith Thomas, director of "Ladies Date." . . . Warren Jennings is joining CBS Radio Spot Sales as an account exec. . . . Frederick Bruus, formerly of Ruthrauff & Ryan, has joined the exec staff of Donahue & Coe. . . . Ralph Nardella is newly named vice-presi-

dent in charge of new business at the Ray-Hirsch agency. . . . J. R. Warwick, formerly of Kenyon & Eckhardt, Woods & Warwick, and Warwick & Legler, is now vice-president and plans board chairman at Morey, Humm & Johnson. . . . F. Sibley Moore, assistant treasurer of station WJR, Detroit, is being tapped to veepee with general executive duties. . . . Richard Hickox, chief announcer at WLAW, Boston, has been promoted to production manager. . . . Paul Martin, manager of WCCC, Hartford, Conn., is resigning to move to Philadelphia. He will be replaced by Alex Buchan, formerly of KMOX, St. Louis. . . . Basil Mathews, formerly of Dancer - Fitzgerald - Sample, has joined Kenyon & Eckhardt as veepee and account exec. . . . Bob Crane has been made manager of WICC, Bridgeport, Conn., replacing Wallie Dunlap, who is taking charge of the company's TV operation. . . . Dick Lukin, television director of WOR-TV's "Broadway TV Theater," has resigned to enter the indie TV packaging field. Lukin has been with the WOR-TV series since its inception 39 weeks ago.

AM-TV Events Ban Draws NARTB Probe

WASHINGTON, Dec. 6—An investigation of reasons for obstructing radio and TV coverage of news, sporting and other public events including congressional hearings, was launched this week by the National Association of Radio and Television Broadcasters, following unanimous adoption of a resolution by the association's board of directors requesting NARTB President Harold E. Fellows to appoint a TV-radio committee to conduct the probe. . . . Richard Hickox, chief announcer at WLAW, Boston, has been promoted to production manager. . . . Paul Martin, manager of WCCC, Hartford, Conn., is resigning to move to Philadelphia. He will be replaced by Alex Buchan, formerly of KMOX, St. Louis. . . . Basil Mathews, formerly of Dancer - Fitzgerald - Sample, has joined Kenyon & Eckhardt as veepee and account exec. . . . Bob Crane has been made manager of WICC, Bridgeport, Conn., replacing Wallie Dunlap, who is taking charge of the company's TV operation. . . . Dick Lukin, television director of WOR-TV's "Broadway TV Theater," has resigned to enter the indie TV packaging field. Lukin has been with the WOR-TV series since its inception 39 weeks ago.

Promising to select immediately a committee representative of "all facets" of the industry, Fellows declared, "the great broadcasting media of this nation cannot live up to their obvious responsibility to serve the American public in such an atmosphere of denial and prejudice. This thing has been going on too long and is growing to dangerous proportions. We intend to do something about it."

Judge Justin Miller, NARTB board chairman, who will work closely with the committee on the legal side of the probe, expressed belief that many of the actions barring radio and TV reporters from news events "are very possibly in violation of our anti-trust laws."

The special committee may look into regional NARTB proposals to study the National Collegiate Athletic Association ban on football game coverage and rules governing coverage of legislative hearings.

The NARTB board of directors also approved changes in the association bylaws and will refer recommended changes to member stations for vote December 29.

Never put a ceiling on what WLW-TELEVISION can do for YOU...



WLW is radio's most famous merchandising and promotion organization.

Now, to WLW-Television, comes this same know-how . . . experience . . . vigor . . . But Expanded!

It's the WLW-Television Client Service Department . . . with 29 . . . yes, 20 complete and distinct services . . . all at work for you!

1. The WLW-Television-Albers Shopper Stopper Plan.
2. Display service, major grocery, drug outlets.
3. Retail Trade mailings.
4. Jobber, broker, wholesale trade mailings.
5. Newspaper advertisements.
6. Specialty publicity releases.
7. On-the-air promotions.
8. Cab covers.
9. Window displays, grocery, drug outlets.
10. Sales meetings for dealer, jobber, distributor salesmen.
11. Car cards.
12. Newsstand posters.
13. Newstruck posters.
14. All-inclusive promotion campaign.
15. Tie-in with national promotions.
16. Client follow-up reports.
17. Client television market research department.
18. The WLW-Television-Gallagher point-of-purchase plan.
19. Promotion consultation service.
20. Client Rating service.

The Client Service Department is your creative assault unit in the WLW-Television coverage area . . . doing for you what you can't do for yourself . . . from holding dealer meetings to jet-cocketing your sales charts with point-of-purchase actual

Phusing your advertising dollar . . . many fold!



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THE GEORGE P. HOLLINGSBERG COMPANY



THE BILLBOARD Radio-TV Show Charts

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

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

(345,000 TV Sets* Panel Size, 400)

... According to Videodex Reports

WCPO	Scripts Howard Radio, Inc.	ABC	Du M
WKRC	Radio Cincinnati, Inc.	CBS	
WLW	Crosley Broadcasting Corp.	NBC	

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

NOVEMBER, 1952													
SUNDAY, SIGN-ON TO SIGN-OFF													
Pos	Rate	Prog	Net	Time	Stn	Rate	Pos	Rate	Prog				
(3)	(23.0)	1. COMEDY HOUR	NBC	8:00-9:00	WLW	43.4	(1)	(50.5)	1. LOVE LUCY	CBS	9:00-9:30	WKRC	59.0
(1)	(---)	2. CISCO KID (Film)	Non-Net	6:00-6:30	WCPO	37.0	(2)	(28.7)	2. TALENT SCOUTS	CBS	8:30-9:00	WKRC	44.9
(2)	(---)	3. SEE IT NOW	CBS	6:30-7:00	WCPO	31.6	(3)	(---)	3. AL MORGAN	Non-Net	7:00-7:15	WLW	27.4
(4)	(31.0)	4. WHAT'S MY LINE?	CBS	10:30-11:00	WKRC	28.9	(10)	(10.7)	4. CARTOON CARNIVAL	Non-Net	6:30-7:00	WLW	23.3
(5)	(28.0)	5. RED SKELTON	NBC	7:00-7:30	WLW	26.9	(7)	(14.5)	5. WINCHELL-MAHONEY	NBC	8:00-8:30	WLW	21.3
(6)	(13.6)	6. SUPER CIRCUS	ABC	5:00-6:00	WCPO	25.1	(8)	(---)	6. HOWDY DOODY	NBC	5:30-6:00	WLW	20.9
(7)	(---)	7. TV PLAYHOUSE	NBC	9:00-10:00	WLW	24.5	(9)	(---)	7. EISENHOWER & NIXON	NBC	10:00-10:30	WLW	20.3
(8)	(---)	8. YOU ASKED FOR IT	ABC	7:00-7:30	WCPO	23.9	(11)	(---)	8. CAMEL NEWS CARAVAN	NBC	7:45-8:00	WLW	19.7
(9)	(---)	9. PRO. FOOTBALL	NBC	2:00-4:45	WLW	21.2	(12)	(28.1)	9. ROBERT MONTGOMERY	NBC	9:30-10:00	WLW	19.7
(10)	(---)	10. OCEAN VALLEY DAYS (Film)	Non-Net	10:00-10:30	WCPO	19.3	(13)	(---)	10. RUTH LYONS SO CLUB	Non-Net	12:15-1:00	WLW	19.4

MONDAY, SIGN-ON TO SIGN-OFF													
Pos	Rate	Prog	Net	Time	Stn	Rate	Pos	Rate	Prog				
(1)	(50.5)	1. LOVE LUCY	CBS	9:00-9:30	WKRC	59.0	(1)	(28.7)	1. TALENT SCOUTS	CBS	8:30-9:00	WKRC	44.9
(2)	(28.7)	2. TALENT SCOUTS	CBS	8:30-9:00	WKRC	44.9	(2)	(---)	2. AL MORGAN	Non-Net	7:00-7:15	WLW	27.4
(3)	(---)	3. AL MORGAN	Non-Net	7:00-7:15	WLW	27.4	(10)	(10.7)	3. CARTOON CARNIVAL	Non-Net	6:30-7:00	WLW	23.3
(4)	(10.7)	4. CARTOON CARNIVAL	Non-Net	6:30-7:00	WLW	23.3	(7)	(14.5)	4. WINCHELL-MAHONEY	NBC	8:00-8:30	WLW	21.3
(5)	(14.5)	5. WINCHELL-MAHONEY	NBC	8:00-8:30	WLW	21.3	(8)	(---)	5. HOWDY DOODY	NBC	5:30-6:00	WLW	20.9
(6)	(---)	6. HOWDY DOODY	NBC	5:30-6:00	WLW	20.9	(9)	(---)	6. EISENHOWER & NIXON	NBC	10:00-10:30	WLW	20.3
(7)	(---)	7. EISENHOWER & NIXON	NBC	10:00-10:30	WLW	20.3	(11)	(---)	7. CAMEL NEWS CARAVAN	NBC	7:45-8:00	WLW	19.7
(8)	(---)	8. CAMEL NEWS CARAVAN	NBC	7:45-8:00	WLW	19.7	(12)	(28.1)	8. ROBERT MONTGOMERY	NBC	9:30-10:00	WLW	19.7
(9)	(28.1)	9. ROBERT MONTGOMERY	NBC	9:30-10:00	WLW	19.7	(13)	(---)	9. RUTH LYONS SO CLUB	Non-Net	12:15-1:00	WLW	19.4
(10)	(---)	10. RUTH LYONS SO CLUB	Non-Net	12:15-1:00	WLW	19.4							

TUESDAY, SIGN-ON TO SIGN-OFF													
Pos	Rate	Prog	Net	Time	Stn	Rate	Pos	Rate	Prog				
(1)	(---)	1. CIRCUS TIME	NBC	8:00-9:00	WLW	38.9	(1)	(---)	1. ELECTION RETURNS	NBC	9:00-11:00	WLW	35.0
(2)	(---)	2. ELECTION RETURNS	NBC	9:00-11:00	WLW	35.0	(2)	(---)	2. CAMEL NEWS CARAVAN	NBC	7:45-8:00	WLW	24.7
(3)	(---)	3. CAMEL NEWS CARAVAN	NBC	7:45-8:00	WLW	24.7	(5)	(16.0)	3. THREE CITY FINAL	Non-Net	11:00-11:15	WLW	23.1
(4)	(16.0)	4. THREE CITY FINAL	Non-Net	11:00-11:15	WLW	23.1	(6)	(---)	4. OUNAM SHORE	NBC	7:30-7:45	WLW	19.0
(5)	(---)	5. OUNAM SHORE	NBC	7:30-7:45	WLW	19.0	(7)	(---)	5. SHORT, SHORT DRAMA	NBC	7:15-7:30	WLW	17.9
(6)	(---)	6. SHORT, SHORT DRAMA	NBC	7:15-7:30	WLW	17.9	(10)	(12.5)	6. REILIAN	NBC	7:30-8:00	WLW	17.9
(7)	(---)	7. REILIAN	NBC	7:30-8:00	WLW	17.9	(11)	(---)	7. ELECTION RETURNS	CBS	8:00-9:00	WKRC	17.9
(8)	(---)	8. ELECTION RETURNS	CBS	8:00-9:00	WKRC	17.9	(12)	(---)	8. HOWDY DOODY	NBC	5:30-6:00	WLW	16.9
(9)	(---)	9. HOWDY DOODY	NBC	5:30-6:00	WLW	16.9	(13)	(---)	9. CARTOON CARNIVAL	Non-Net	6:30-7:00	WLW	16.8
(10)	(---)	10. CARTOON CARNIVAL	Non-Net	6:30-7:00	WLW	16.8							

WEDNESDAY, SIGN-ON TO SIGN-OFF													
Pos	Rate	Prog	Net	Time	Stn	Rate	Pos	Rate	Prog				
(1)	(---)	1. MARRIED JOAN	NBC	8:00-8:30	WLW	33.3	(1)	(28.7)	1. GODFREY & FRIENDS	CBS	8:00-9:00	WKRC	30.7
(2)	(28.7)	2. GODFREY & FRIENDS	CBS	8:00-9:00	WKRC	30.7	(4)	(18.7)	3. NAME'S THE SAME	ABC	7:30-8:00	WCPO	25.6
(3)	(---)	3. NAME'S THE SAME	ABC	7:30-8:00	WCPO	25.6	(7)	(12.8)	4. KRAFT TV THEATER	NBC	9:00-10:00	WLW	24.1
(4)	(18.7)	4. KRAFT TV THEATER	NBC	9:00-10:00	WLW	24.1	(8)	(---)	5. CARTOON CARNIVAL	Non-Net	6:30-7:00	WLW	20.2
(5)	(---)	5. CARTOON CARNIVAL	Non-Net	6:30-7:00	WLW	20.2	(9)	(17.5)	6. STRIKE IT RICH	CBS	9:00-9:30	WCPO	19.8
(6)	(---)	6. STRIKE IT RICH	CBS	9:00-9:30	WCPO	19.8	(10)	(---)	7. MUSIC HALL	NBC	8:30-9:00	WLW	19.7
(7)	(---)	7. MUSIC HALL	NBC	8:30-9:00	WLW	19.7	(11)	(---)	8. THIS IS YOUR LIFE	NBC	10:00-10:30	WLW	19.7
(8)	(---)	8. THIS IS YOUR LIFE	NBC	10:00-10:30	WLW	19.7	(12)	(---)	9. PERRY COMO	CBS	7:45-8:00	WKRC	17.9
(9)	(---)	9. PERRY COMO	CBS	7:45-8:00	WKRC	17.9	(13)	(19.0)	10. BOXING	CBS	10:00-11:00	WKRC	16.4
(10)	(19.0)	10. BOXING	CBS	10:00-11:00	WKRC	16.4							

THURSDAY, SIGN-ON TO SIGN-OFF													
Pos	Rate	Prog	Net	Time	Stn	Rate	Pos	Rate	Prog				
(1)	(27.3)	1. YOU BET YOUR LIFE	NBC	8:00-8:30	WLW	47.0	(1)	(31.0)	1. DRAGNET	NBC	9:00-9:30	WLW	45.6
(2)	(31.0)	2. DRAGNET	NBC	9:00-9:30	WLW	45.6	(8)	(13.3)	3. LONE RANGER	ABC	7:30-8:00	WCPO	32.5
(3)	(---)	3. LONE RANGER	ABC	7:30-8:00	WCPO	32.5	(7)	(14.8)	4. BOSTON BRACKET (Film)	Non-Net	8:30-9:00	WLW	29.1
(4)	(14.8)	4. BOSTON BRACKET (Film)	Non-Net	8:30-9:00	WLW	29.1	(9)	(---)	5. CARTOON CARNIVAL	Non-Net	6:30-7:00	WLW	23.8
(5)	(---)	5. CARTOON CARNIVAL	Non-Net	6:30-7:00	WLW	23.8	(10)	(---)	6. RACKET SOLAD	CBS	10:00-10:30	WKRC	23.6
(6)	(---)	6. RACKET SOLAD	CBS	10:00-10:30	WKRC	23.6	(11)	(---)	7. I'VE GOT A SECRET	CBS	10:30-11:00	WKRC	22.0
(7)	(---)	7. I'VE GOT A SECRET	CBS	10:30-11:00	WKRC	22.0	(12)	(9.12.3)	8. FORD THEATER	NBC	9:30-10:00	WLW	21.4
(8)	(---)	8. FORD THEATER	NBC	9:30-10:00	WLW	21.4	(13)	(---)	9. CAPTAIN VIDON	ABC	7:00-7:30	WCPO	19.0
(9)	(---)	9. CAPTAIN VIDON	ABC	7:00-7:30	WCPO	19.0	(14)	(---)	10. AL MORGAN	Non-Net	7:00-7:30	WLW	18.9
(10)	(---)	10. AL MORGAN	Non-Net	7:00-7:30	WLW	18.9							

FRIDAY, SIGN-ON TO SIGN-OFF													
Pos	Rate	Prog	Net	Time	Stn	Rate	Pos	Rate	Prog				
(1)	(15.8)	1. BIG STORY	NBC	9:00-9:30	WLW	38.3	(1)	(---)	1. OUR MESS BROOKS	CBS	9:30-10:00	WKRC	35.1
(2)	(---)	2. OUR MESS BROOKS	CBS	9:30-10:00	WKRC	35.1	(2)	(---)	2. RCA SHOW	NBC	8:00-8:30	WLW	24.8
(3)	(---)	3. RCA SHOW	NBC	8:00-8:30	WLW	24.8	(3)	(---)	3. STU ERWIN	ABC	7:30-8:00	WCPO	24.4
(4)	(---)	4. STU ERWIN	ABC	7:30-8:00	WCPO	24.4	(2)	(17.7)	4. MY FRIEND, IRMA	CBS	8:30-9:00	WKRC	23.8
(5)	(17.7)	5. MY FRIEND, IRMA	CBS	8:30-9:00	WKRC	23.8	(4)	(---)	5. OZZIE AND HARRIET	ABC	8:00-8:30	WCPO	22.4
(6)	(---)	6. OZZIE AND HARRIET	ABC	8:00-8:30	WCPO	22.4	(5)	(---)	6. GULF PLAYHOUSE	NBC	8:30-9:00	WLW	20.5
(7)	(---)	7. GULF PLAYHOUSE	NBC	8:30-9:00	WLW	20.5	(6)	(---)	7. CARTOON CARNIVAL	Non-Net	6:30-7:00	WLW	20.2
(8)	(---)	8. CARTOON CARNIVAL	Non-Net	6:30-7:00	WLW	20.2	(7)	(---)	8. ELLERY QUEEN	ABC	8:30-9:00	WCPO	19.7
(9)	(---)	9. ELLERY QUEEN	ABC	8:30-9:00	WCPO	19.7	(4)	(15.5)	10. CAVALCADE OF SPORTS	NBC	10:00-10:45	WLW	19.5
(10)	(15.5)	10. CAVALCADE OF SPORTS	NBC	10:00-10:45	WLW	19.5							

SATURDAY, SIGN-ON TO SIGN-OFF													
Pos	Rate	Prog	Net	Time	Stn	Rate	Pos	Rate	Prog				
(1)	(10.6)	1. MIDWESTERN HAYRIDE	Non-Net	7:00-8:00	WLW	33.9	(4)	(12.0)	2. YOUR HIT PARADE	NBC	6:30-7:00	WLW	31.3
(2)	(12.0)	2. YOUR HIT PARADE	NBC	6:30-7:00	WLW	31.3	(5)	(11.7)	3. ALL STAR REVUE	NBC	8:00-9:00	WLW	30.9
(3)	(---)	3. ALL STAR REVUE	NBC	8:00-9:00	WLW	30.9	(6)	(---)	4. YOUR SHOW OF SHOWS	NBC	9:00-10:00	WLW	28.3
(4)	(---)	4. YOUR SHOW OF SHOWS	NBC	9:00-10:00	WLW	28.3	(7)	(---)	5. FOOTBALL	NBC	2:15-4:45	WLW	18.3
(5)	(---)	5. FOOTBALL	NBC	2:15-4:45	WLW	18.3	(8)	(---)	6. DWIGHT EISENHOWER	NBC	10:00-10:30	WLW	17.1
(6)	(---)	6. DWIGHT EISENHOWER	NBC	10:00-10:30	WLW	17.1	(9)	(---)	7. MOVIES	Non-Net	9:00-10:00	WCPO	16.9
(7)	(---)	7. MOVIES	Non-Net	9:00-10:00	WCPO	16.9	(10)	(---)	8. JACKIE GLEASON	CBS	8:00-9:00	WKRC	16.0
(8)	(---)	8. JACKIE GLEASON	CBS	8:00-9:00	WKRC	16.0							
(9)	(---)	9. BOSTON BRACKET (Film)	Non-Net	6:00-6:30	WLW	15.6							
(10)	(---)	10. BIG TOP	CBS	12:00-1:00	WKRC	15.1							

*NBC estimate for October, 1952

• Share of Total Audience Radio vs. TV in CINCINNATI

... According to Pulse Reports

Sep.-Oct., 1952

7 P.M. to Midnight		
TELEVISION	Radio	TOTAL
% of Total Aud	% of Total Aud	Aud. Sets in Use Radio & TV

SUNDAY	64.0	36.0	39.9
MONDAY	61.0	39.0	41.6
TUESDAY	59.4	40.6	39.2
WEDNESDAY	60.1	39.9	42.8
THURSDAY	61.7	38.3	40.5
FRIDAY	61.4	38.6	38.2
SATURDAY	64.5	35.5	39.9

6 A.M. to 6 P.M.
MON-FRI. 29.8 70.2 26.9

6 A.M. to Midnight
ENTIRE WEEK 45.8 54.2 30.5

NEXT WEEK Videodex and Pulse Studies of LOS ANGELES

• Top 10 TV Shows Each Day

... According to Videodex

• Top 5 Radio Shows Each Day

... According to Pulse

• Share of Total Audience Radio Vs. TV

... According to Pulse

FOR FULL INFORMATION

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

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

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

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

'WALK A MILE' IN 5TH PLACE

NEW YORK, Dec. 8—In the Pulse chart for Chicago in last week's Billboard, in fifth place Wednesday night in September and October was listed "Camel Caravan, Bob Hawk," on WMAQ, 7-7:30 p.m. This was an error. "Camel Caravan" was in that slot in September, but in October the fifth-place show was "Walk a Mile." The "Bob Hawk" show was on Monday night, 8-9:30 p.m., in Chicago. Pulse rating of "Camel Caravan" and "Walk a Mile" was 5.0 in September-October.

• Top 5 Radio Shows Each Day of the Week in CINCINNATI

(247,870 Radio Families*)

... According to Pulse Reports

WCPC	50,000 watts	Ind.	WLW	50,000 watts	NBC
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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 for UHF stations, including one non-commercial educational station. This brings the total TV authorizations to 245, with the number of grants for non-commercial stations reaching 10 this week. Of 765 applications pending before the commission, 300 are for UHF stations.

The CP granted the Department of Education, State of New Jersey, New Brunswick, was the first non-commercial educational TV authorization in many weeks. FCC Commissioner Edward Weis and George Sterling protested the commission's action, with Sterling once again contending: "It is illegal in my opinion to grant a construction permit unless funds are immediately available to construct the station. A positive statement has been made by the applicant that the funds are not available for this cause."

Commercial CP's this week went to James A. Noe, Monroe, La., VHF Channel 8; Northwestern Ohio Broadcasting Corporation, Lima, UHF Channel 35; Television Broadcasters, Beaumont, Tex., UHF Channel 31; KIT Inc., Yakima, Wash., UHF Channel 23; and Cascade Broadcasting Company, Inc., Yakima, Wash., UHF Channel 29.

'Cookery' May Go to ABC

CHICAGO, Dec. 6.—One of the first positive programing changes to come out of the merger of United Paramount Theaters and the American Broadcasting Company may be the shift of "Creative Cookery," successful WBKB show, to the ABC TV network.

WBKB, now owned by United Paramount, will be sold to Columbia Broadcasting System when and if the merger is approved. All WBKB contracts go to CBS with the sale, but the Ivan Hill agency, which owns "Creative Cookery," plans to switch the show to ABC. John Mitchell, general manager of WBKB, who is slated to continue in that post at ABC's Chicago TV outlet, was instrumental in developing "Creative Cookery."

The show features Francois Pope and his two sons. It has been s.r.o. to sponsors for two years. It is seen an hour each weekday. It is planned to offer it to network stations on a local sponsorship basis.

FCC Okays 5 Station CP's

WASHINGTON, Dec. 6.—The Federal Communications Commission this week issued five construction permits for new AM broadcast stations and two additional CP's for power increases. Granted CP's for new stations were John Stevenson, Yuba City, Calif., to operate on 1450kc., 100 watts, unlimited time; Israel Putnam Broadcasting Company, Putnam, Conn., 1350kc., 500 watts, daytime only; McLeod County Broadcasting Company, Hutchinson, Minn., 1260kc., 1kw., daytime only; David M. Segal, Kansas City, Mo., 1380kc., 1kw., daytime only; Clinton Broadcasting Company, Inc., Warrensburg, Mo., 1450kc., 250 watts, unlimited time.

Ins. Co. Seeks Prestige TV-er

NEW YORK, Dec. 6. — The Prudential Life Insurance Company this week was looking for a video package. The sponsor had been reported buying into "Show of Shows" on the National Broadcasting Company, but the deal never jelled.

Prudential would like a program that combines prestige with quality entertainment.

Three Clients Sign Up for CBS Stanzas

NEW YORK, Dec. 6.—The Columbia Broadcasting System this week signed up three new clients. Brylcreem, thru Atherton & Currier, bought into the web's "Power Plan" for 28 weeks. The advertiser will sponsor one-third of "The FBI In Peace and War," "Meat Millie" and "Mr. Keen."

The Ford Motor Company purchased a 10:30-10:35 news strip with Bob Trout. And CBS also wrapped up Lucky Strike's sponsorship of "The American Way," which features Horace Heidt and his touring musical unit.

Believes FM Leveling Off

WASHINGTON, Dec. 6. — A prediction that "the leveling off period" is at hand in FM was made this week (5) by Chairman Paul A. Walker of the Federal Communications Commission, who asserted that FM has finally come into its own. FM, he said, after a difficult start, is due for gradual sound growth. Addressing the fifth anniversary banquet of the Empire State FM School of the Air in Syracuse, Walker said that in the first 10 months of this year, while 28 FM

BOLTS NCAA

Notre Dame To Televis 4 Home Games

CHICAGO, Dec. 6.—The University of Notre Dame is ready to defy the National Collegiate Athletic Association, if necessary, in order to televise the four Notre Dame home games next fall.

Ed Krause, athletic director, said Thursday at the football banquet at South Bend that Notre Dame has "very strong definite opinions" and intends to fight hard for its rights. He left a strong feeling that the University will defy any NCAA ban.

Notre Dame has 1953 home games with Pittsburgh, Navy, Iowa and Southern Methodist.

Simultaneously with Krause's remarks Big 10 athletic directors individually appeared to favor a plan for regional telecasts of football games next fall. The show-down of Notre Dame, the Big 10 schools, and the University of Pennsylvania, all opposed to restrictive TV, will take place with the NCAA at that group's meeting in January.

stations went off the air. 24 others went on, and several that had exited have applied for permits to resume operation.

Propose Big Boost In Political Outlays

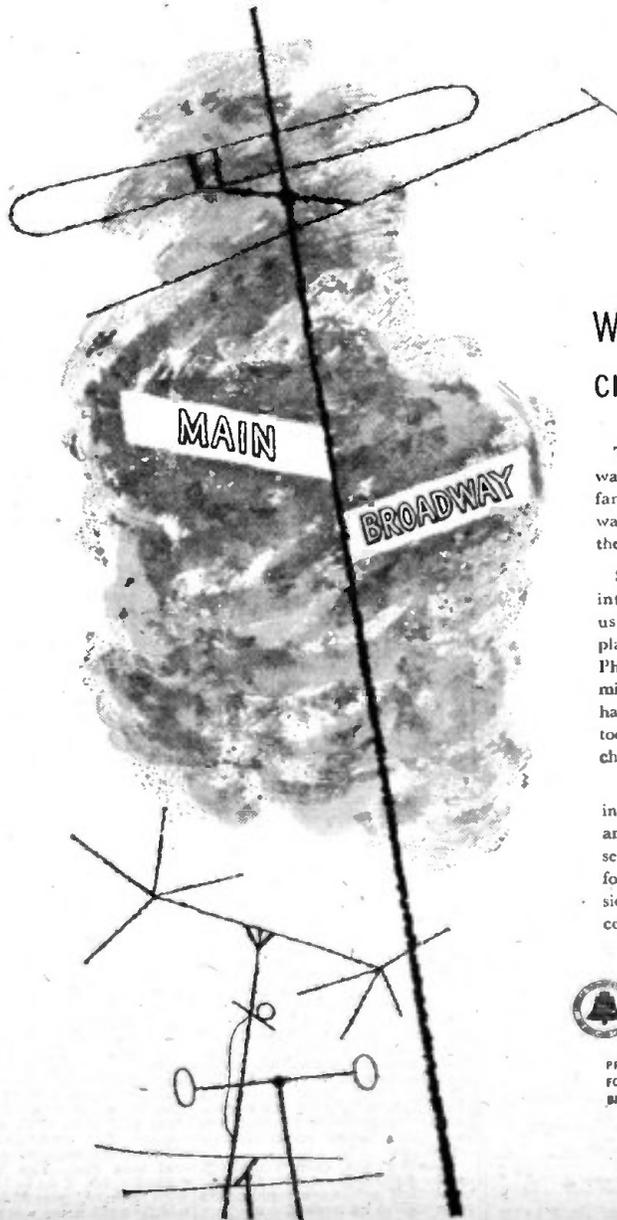
WASHINGTON, Dec. 6. — This week's House subcommittee hearing on campaign expenditures produced a proposal from the subcommittee chairman to and the present laws by boosting the limit on campaign outlays of national political committees from the current \$3 million to \$10 million to meet the need for spending on TV, radio and other items. Rep. Hale Boggs (D., La.), subcommittee chairman, who made the proposal at the conclusion of hearings, isn't sure his subcommittee goes along with this hike. Altho the subcommittee was nowhere near reaching conclusions, it was unanimously agreed that legislation to accommodate spending needs for TV and radio in campaigns is necessary (The Billboard, December 6).

Timony by a parade of political, government and trade leaders contributed to speculation about how much was spent on TV and radio in the 1952 national election campaign, and the guessing was still in the neighborhood of \$7 million and up, but the actual figure may never be known. Ralph W. Hardy, government relations director of National Association of Radio and Television Broadcasters,

told the subcommittee that this year's electioneering has solidified TV and radio as campaign needs. He added, tho, that "a political campaign season is the occasion for a major upheaval in the broadcasting industry," with regular programs disrupted and with the broadcaster operating in "a highly competitive atmosphere." He said campaign speech broadcasts weren't "necessarily inspirational" and resulted often in loss of regular station listeners. He stressed radio-TV's role in bringing out a record vote. He called the subcommittee's attention to libel action responsibilities under present statutes and asked for clarification.

Federal Communications Commission Chairman Paul A. Walker also suggested clarification of the laws governing broadcast responsibilities.

On the Communications Act's provision denying licensees power of censorship of material broadcast by a legally qualified candidate, Walker said: "This is an absolute prohibition in the law and the commission has not interpreted it as such." Need for more "realistic" spending ceilings was stressed by heads of both major political parties and by several other witnesses. Arthur B. Sumnerfield, GOP national chairman and postmaster general-designate said the TV era has rendered the present ceilings as useless.



Where Broadway crosses "Main Street"

The curtain goes up on Broadway and people in towns and on farms across the country can watch from front row center on their television sets.

Seven short years ago the first intercity television broadcast, using today's methods, took place between New York and Philadelphia—a distance of 95 miles. Since then the Bell System has expanded its network until today it contains over 30,000 channel miles.

This expansion required great investments of ingenuity, effort and money. Yet the cost of the service is low. Bell System charges, for the use of its intercity television facilities, average about 10 cents a mile for a half hour.



BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION BROADCASTING TODAY AND TOMORROW.

Television Radio Reviews

Legit Reviews

In Town Today

TELEVISION—Reviewed Monday (24), 6:30-7 p.m., EST. The second segment presented by the Pennsylvania Rubber Company thru William Esty via WOR-TV. Produced by the station. Director, Louis Freedman. Commentators: John Wingate, Harry Wismer and Paul Killiam.

An old but excellent formula, the misnamed "In Town Today," can be developed into a program with a long run future. In its present state, the stanza's first two 10-minute segments are well handled, but the third can be improved.

The three segments are news which John Wingate (soon to be replaced by Don Goddard and John B. Hughes) announces, sports with Harry Wismer as commentator and weather and anecdotes by Paul Killiam. Wingate's news presentation is straight minus any interpretation and also integrates film and pictures for excellent results. A veteran sportscaster, Harry Wismer, does not go behind the more obvious developments in the world of athletics. His handling of events, however, is crisp and clear. He also invites guests. The two on his segment were Mary McGrath and Roger Scudder, two stars of the Roller Derby.

Killiam's segment should become equally acceptable once he curbs his penchant for puns. His department of the program should actually tell who and what is "In Town Today," perhaps in the way of shows, concerts and otherwise, and in the way of personalities.

Instead, Killiam gave a lengthy and unfunny discourse on the umbrella. An example of his play on words was his remark about ancient umbrellas which were carried in the reign of the Egyptian Pharaohs.

Twenty minutes of the program is sold to participating sponsors. The other 10 minutes is owned by Pennsylvania Rubber, which used Harry Wismer as its speller. He talked about the good points of the new Pennsylvania Basketball. Leon Morse.

Sense and Nonsense

TELEVISION—Reviewed Monday (24), 6:30 p.m., EST. Presented by the Coca Cola bottlers of New York, thru the William Esty agency, via WNBT, New York. Producer, Jeff Selden. Director, Dwight Hemion. Music, Roy Ross. Emcee, Ralph Paul.

Another of the ever-present quiz shows, "Sense and Nonsense," impresses as a program which needs considerable sharpening and revision if it is to succeed. The numerous gadgets needed for the questions are clumsy and cover up contestants; the participants lacked color, and the questions themselves did not inspire sufficient spontaneity to become entertaining.

The stanza pitted three cub scouts against three high school teachers. They were asked to answer five different questions which demanded they use one of their senses—sight, smell, sound, taste and touch—to identify objects. The kids were hardly relaxed, and the high school teachers far from stimulating. Perhaps the combination of adults and children in the game was not good. Perhaps the cause of entertainment might have been better served were youngsters to battle youngsters.

Ralph Paul, the emcee, has an easy manner, but must dig further into the backgrounds of the participants for interesting material. He is not allowed to do this because three teams play the game. One team could easily be dropped which would give him more time and would make it easier to frame attractive questions.

Paul also spels the com-

The Magic Clown

TELEVISION—Reviewed Sunday (16), 11:30 a.m.-Noon, EST. Sponsored by Gold Medal Candy Company, thru Emil Moll via WNBT, New York. Producer-director, Nat B. Eisenberg. Cast: Richard DuBois, Mimi Walters.

Since it combines in one personality two professions dear to children, "Magic Clown" is a most appropriate vehicle for candy advertising. Richard DuBois, in the costume and character of a lovable, boisterous clown, does a limitless series of card and scarf tricks. He works before a studio audience of kids, all of them wearing Turkish fezzes.

Members of the audience were from time to time called up to assist on a trick. These kids occasionally looked quite bewildered by it all, but DuBois carried it all off with good cheer. DuBois also gets an assist from a little marionette clown. The plugs for Bonomo's Turkish Taffy and Korday Candy combine the straight pitch and package demonstrations.

Gene Plotnik.

Specials for the Coca Cola bottlers of New York. They concentrate on the natural aspects of the soft drink. "No imitation flavoring or color" is the pitch. The drink, by now, is so well established it does not need the type of hard sell Paul seems to be giving it.

CAPSULE COMMENT

In Town Today (TV), WOR-TV, Monday (22), 6:30-7 p.m., EST.

An old but excellent formula, the misnamed "In Town Today," ca. be developed into a program with a long run future. It consists of news, sports and anecdotes, handled by John Wingate, Harry Wismer and Paul Killiam, respectively. The first two 10-minute segments, straight and business-like, are good. The third, with Killiam indulging his penchant for puns, tends to get too cute for acceptance. It should actually tell what and who is "In Town Today." The Pennsylvania Rubber commercial for basketball, with Wismer splicing, was a strong sell. (See full review this issue.)

Sense and Nonsense (TV), WNBT, New York, Monday (24), 6:30 p.m., EST.

Another of the ever-present quiz shows, "Sense and Nonsense," impresses as a program which needs considerable sharpening and revision if it is to succeed. The numerous gadgets needed for the questions are clumsy, and cover up contestants; the participants lacked color, and the questions themselves did not inspire sufficient spontaneity to become entertaining. The game demands that contestants identify objects by use of each of their five senses—sight, smell, sound, taste and touch. The emcee, Ralph Paul, has an easy manner, but must ferret more interesting material from contestants. His commercial for Coca-Cola is too hard a sell. (See full review this issue.)

The Magic Clown (TV), WNBT, New York, Sunday (16), 11:30-Noon, EST.

The simple format consists of a lovable clown character doing a series of magic tricks. Since this combines two professions dear to kids, the show is an apt vehicle for candy sponsorship. (See full review this issue.)

SEE THE JAGUAR

(Opened Wednesday, December 3)

Cort Theater

A drama by N. Richard Nash Staged by Michael Gordon. Sets and costumes by Lemuel Ayers. Incidental music by Alec Wilder. Company manager, Morry Eron. Stage manager, Ward Bishop. Press representative, George Ross. Presented by Lemuel Ayers in association with Helen Jacobson.

Hilton Phillip Ford
Yetter David Clarke
Jenna Constance Pine
Grampa Ricka Roy Pant
Mrs. Wilkins Margaret Barber
Dave Richa Arthur Kennedy
Brad Cameron Prudhomme
Harvey George Tru
Frank Arthur Banahan
Meeker Ted Jacques
Miss Wexley Florence Sandstrom
Wally Wilkins James Dean
Jay Jee Dane Knell
Sam Harrison Dowd
Andy Harry Bergman
Carson Tony Kraber

Among our current crop of younger actors, no one has a better right to elevation to stardom than Arthur Kennedy. It is a vindication of practically everybody's past judgments to see his name topside on the marquee of the Cort. But it's just too bad that Kennedy's stellar honors have to tee-off with something like "See the Jaguar," for all the Kennedy stage-craft can't make N. Richard Nash's unhappy melo anything more than the pretentious, heavy-handed balderdash that it is. It is a dreary, futile business, and it is hard to understand why an actor of Kennedy's stature allowed himself to become involved with it.

Just what was bothering playwright Nash, when he wrote it down, is beside the point. Obviously, he is concerned about human brutality and the tough

(Continued on page 24)

Madeleine Renaud, Jean-Louis Barrault and Company in HAMLET

(Opened Monday, December 1)

Ziegfeld Theater

A tragedy by William Shakespeare. Translated by Andre Glide. Staged by Jean-Louis Barrault. Music by Arthur Honegger. Decor and costumes by Anthe Wastner. Manager, C. Leonard. Stage manager, Roger Outlin. Press representative, Martin Feinstein. Presented by S. Hurok in association with the Ministry of Foreign Affairs of the French government.

After the critical enjambments that have been heaped upon the

(Continued on page 24)

I'VE GOT SIXPENCE

(Opened Tuesday, December 2)

Ethel Barrymore Theater

A comedy by John Van Druten. Staged by the author. Settings by Boris Aronson. Costumes supervised by Burton Miller. Company manager, Richard Horner. Stage manager, John Bels. Press representative, George Ross. Presented by Gertrude Macy and Walter Clarke.

However, it must be reported that Van Druten has taken an odd approach for the transmission of such a stricture. Since "I've Got Sixpence" winds up for a potential happy ending, it may be presumed to be a comedy, but along the way there are serious bog-downs in elementary talk and cliches, with sex with a capitol "s" as the superfluous element in the proceedings. What the playwright is getting at is obviously true, and he does eventually make his point. But, one way or another, his characters seem fantastically overdrawn, and there seems to be a lot of mawkish confusion in pulling them thru to the final curtain. A lot of people are likely to find "Sixpence" worth just about that sum.

For focal protagonists, Van Druten has thrown together a lass with a vague belief in some sort of divine power and a selfish young heel who believes in nothing. He makes it burningly plain that he isn't to be trapped into matrimony, but she somehow hypnotizes herself to put their affair on a spiritual plane. On the sidelines are a lad who practices a religion of lip service, a gal who is willing to do the same thing in order to get formally spliced and a slightly wacky old lady who finds spiritual solace via the ministrations of a faith healer.

All is on a light, if not conventional, plane until the season's stanza, when the heroine discovers she is pregnant, and her hero walks out on her just as he said he would. From there on matters get steamed-up for some real melo doings, with the gal's almost making with too many sleeping pills, and the lad's returning to her to burst into hysterical tears. When she finds that he has been doing a little private praying on his own, she seems to make everything all right. Presumably they could be expected to head for City Hall and a license in the near future.

As the troubled heroine, Viveca Lindfors makes a most auspicious debut. Her early scenes are touchingly effective, altho a pessimist can never believe a level-headed gal like that could fall for such a hood. Edmund O'Brien makes the hero. O'Brien plays a properly arrogant fool and only

(Continued on page 24)

TV-Film Reviews

The Continental

TV FILM—Reviewed at special screening. Running time, 12 minutes. Produced by Dynamic Films, Inc., 112 West 89th Street, New York. Producer-director, Henry Morley. Script, Renzo Cesana. Camera, Arthur Florman. Cast: Renzo Cesana.

There was a time when some programing experts thought romance might be the coming thing in radio and TV. It actually never became too prevalent, altho a couple of items in this style have made a stir over the past couple of years. One of them, "The Continental," which was on Columbia Broadcasting System TV before the summer, has now "n put on fi" by Dynamic. Renzo Cesana, the man of the title has completely re-scripted it, maintaining the several trade-marks of the show, including the now famous opening line, "Don't be afraid, darling..." There is also the champagne and the lighting of the two cigarettes.

The whole conception and pacing of the first show was perfectly keyed to its theme, namely the art of gentle seduction. At first Cesana was restless and impersonal, talking about Ireland and the expression, "a kiss to keep you warm." Gradually he became more relaxed and personal with the camera. He lighted cigarettes, called for champagne and read the lyric of a song. All this was done to soft background by organ and piano. The living room set showed up clearly and impressively. Film and sound quality over all were excellent.

The show has an air of sophistication, but it's not snooty. It is good for a soothing late-evening session, a sort of antidote to the fast pace of the world and the programing that tries to keep up with it. Its appeal for the frustrated fem audience is obvious, but it also has something for the husbands. Cesana carries it off with enough tongue in cheek; hence men can get a kick out of pooch-pooch it, or they can just sit back and learn something about 'l'amour. In all it's a good peg for sponsorship by snob appeal items, ladies' wear, cosmetics, drugs.

Shooting has been completed on the first 13 segments. Distribution and pricing arrangements have still to be worked out.

Gene Plotnik.

Life With Buster Keaton

TV FILM—Reviewed Thursday (4), 7:30-8 p.m., EST. Sponsored by Marcell Manufacturing Company, via Du Mont Television Network. Producer, Clyde Bruckman. Executive producer, Carl K. Hittleman. Directors, Eddie Klein and Arthur Hilton. Camera, Jackson Rose. Cast: Buster Keaton, others.

Buster Keaton, the famous silent picture clown, had to wait for television to prove that he's even funnier when wired for sound. Keaton's old comedies have been playing the video circuit for some time, but (aside from a few guest spots mainly as a pantomimist) this series marks his first TV appearance as a line-speaking situation comedy star.

Keaton's masterful sense of timing is as sharp as ever, and the first episode, tagged "The Collapsible Clerk," had all the fast pacing and spontaneous slapstick humor of the old silents, plus a topical plot line and the slick

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The Abbott and Costello Show

TV Film—Reviewed Friday (5), 10:30-11 p.m., EST. Sponsored by local New York Chevrolet Dealers, via WCBS-TV, New York. Produced by Revue Productions (Music Corporation of America). Cast: Bud Abbott, Lou Costello, others. Distributed by the Music Corporation of America.

The new Abbott and Costello film series is far from the best situation comedy on TV, but it's undoubtedly the noisiest. If a viewer's idea of high humor is a caged tiger applied to Lou Costello's ample posterior, then this show should be right up his alley, and we use the term advisedly. More sensitive souls may find the undue emphasis on painful physical gags too convincing to be funny.

Anyway you look at it tho, the film series is rough-house from start to finish, with each scene played for immediate laughs often at the expense of the general plot line. The latter consists of "The Abbott and Costello feud with 'Stinky,'" played by a plump middle-aged actor wearing a Mil-

(Continued on page 58)

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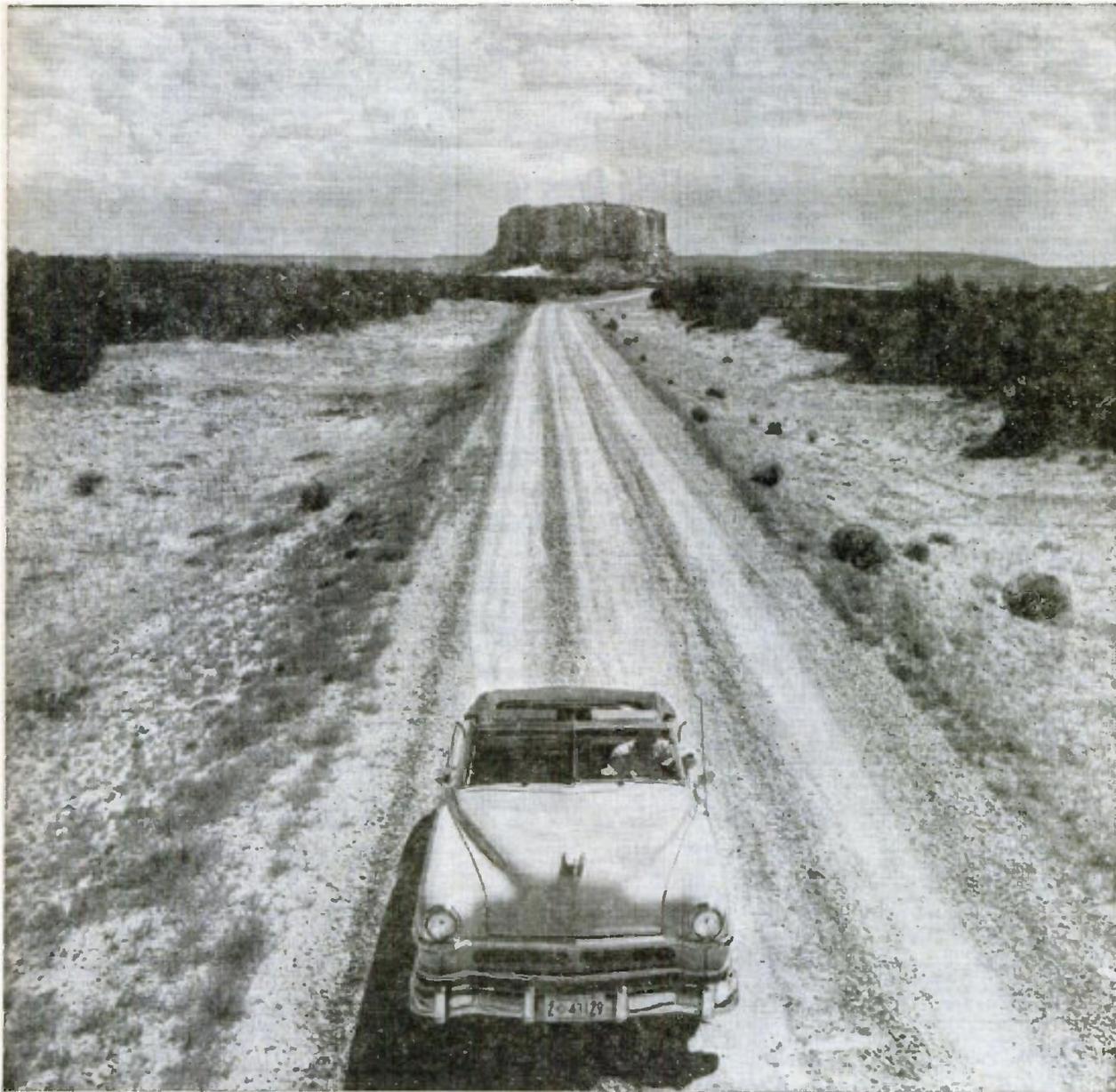
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SAG Gets Its Foot In Ad Agency Door

HOLLYWOOD, Dec. 6.—Screen Actors' Guild this week cracked the wall of ad agency resistance in its TV film commercial strike against the agencies and filmed spot commercials by signing interim pacts with five producers in New York, Chicago and Hollywood. Contract binds producers to SAG's demands during the present strike period and allows them to continue production of filmed commercials until both warring sides have agreed to a regular collectives bargaining contract on an industry-wide basis covering production of filmed spots. Interim pacts were made available to those producers who asked for relief from the strike during the present crisis.

SAG refused to name those producers who signed the interim agreement, claiming that it had promised the blurb makers not to divulge their identity. However, it was learned that the Hollywood producers who broke ranks included Cascade Productions and Roland Reed Productions, both on the Hal Roach lot. Reed produces a substantial share of Hollywood-made commercials. Understood that contract commitments to deliver spots to sponsors forced him to conclude the interim pact. Same contractual situation existed with the others who bowed to the guild's demands. Indications are that more producers will fall into the interim contract group, thereby virtually negating claims of

Gross-Krasne Gets Okay for Calif. Studios

HOLLYWOOD, Dec. 6.—Jack Gross and Phil Krasne officially acquired California Studios Friday (5) when Probate Judge Newton Condee approved terms of the transaction. Gross-Krasne thus becomes the first TV film production company to have its own lot. G-K will pay approximately \$15,000 for the lot which includes five sound stages, other production facilities and administrative offices.

Three of California's five stages are currently occupied by the Fred Ziv Company, leaving two for G-K's production activities. G-K plans to complete moving two weeks from its present RKO Pathé location in Culver City to the Hollywood lot. Firm will resume production January 5 on Lever Brothers' "Big Town" series. The four films go before the cameras after the first of the year.

QUICK TAKES

New York

Ralph Cohn and John Mitchell, newly named veepees at Screen Gems, left for their Hollywood plant over the week-end. Jack Lashole has been made an account executive here for Peerless Television Productions. He was formerly in charge of sales promotion and bookings. . . . New officers of the film editors' union here are Fred Ahrens, president; Leonard Hein, veepee; Bob Dwyer, secretary; Larry Sherman, Jz, treasurer; and Charles Wolfe, business agent. . . . Nelson Case has been signed by Swink to announce "Steve Randall" re-run of "Hollywood Offbeat." . . . The Du Mont Television Network. . . The Jam Handy Organization in Detroit is producing the first film commercials to be used on "Kukla, Frun and Ollie," for RCA Estate Ranges. . . . Charles Shutt, manager of Telenews' Washington Bureau will use an augmented staff for its filming of the inauguration. Telenews has also prepared a 30-minute year-end news wrap-up.

Hollywood

Miriam Gieger, formerly of the William Morris Agency, has joined Filmmart Productions to supervise scripting of the "Mark Twain Television Theater."

agencies and other producers that they can't afford to comply with SAG's demands.

Terms of the interim pact basically grant the guild what it asked during its collective bargaining contract negotiations with the ad agencies and Eastern-based film spot producers. Minimum pay is pegged at \$70 per commercial for "on camera" employment. Hereafter, spot producers paid actors a daily minimum of \$70, similar to the regular motion picture contract minimum, and were able to produce a number of spots during a single day. SAG asked for payment on a per spot basis, but this was one of the demands agencies refused.

Minimum for "off camera" employment is \$45 per commercial. Allowing one hour of production time for each additional commercial made during the same session, an extra hour of production time will be allowed. Extra production beyond the above, will be paid in hourly units at \$10 per hour.

On camera minimum for singers, from soloist to groups of six, \$70 per commercial; in groups over six, \$82.50 per vocalist. Minimum for mouthing playback \$45 per commercial made in four-hour session, with \$11.25 per hour rate for extra time. Minimum for mouthing playback on the same day, \$70 per commercial. Off camera minimums give soloists \$45 per commercial; \$40 in groups from two to four singers; \$35 minimum per commercial in groups of more than four singers, and \$11.25 per hour beyond four-hour sessions. In cases where one commercial is integrated with different advertising messages, singers will be paid \$22.50 for each message into which such commercial is integrated.

Contract allows use of blurbs as part of a net show or as a switch-like plug to be televised once in each TV market for the original fee, plus full payment of the original fee to the players for each repeated airing of the commercial. Commercials must be first telecast not later than six months after date of completion and not further aired beyond one year after completion date.

In case of wild spots (station breaks), original fee covers use without limit for four consecutive weeks after first use over any TV station. For each additional four-week period blurb is used, players must get full original fee. If plug is used both as program spot on net and in local shows (wild spots), players will be paid two full separate fees on both the above basis. If a player appears in a program opening or closing sans commercial plug, he must be paid separately an amount equal to half of the reuse of specified fee. Should ownership of commercials be transferred, producer agrees to demand the transferee to agree in writing to these provisions, thereby taking over liability of payment.

Peerless Sells Film Package

NEW YORK, Dec. 6.—Peerless Television Productions, Inc., here this week sold its feature film package to six stations, including KHQ-TV, slated to go on the air soon as Spokane's first video outlet.

The 26 features were also picked up by KMTV, Omaha; WJAC-TV, Johnstown, Pa.; KPHO-TV, Phoenix, Ariz.; KFMB-TV, San Diego, Cal., and KING-TV, Seattle.

Ziv Chalks Up Big West Sale

NEW YORK, Dec. 6.—Ziv Television Programs, Inc., this week chalked up the largest regional sale in the history of its Western division, by signing Pacific Mercury Television Company, Los Angeles, to sponsor the "Boston Blackie" TV film series in nine markets. At the same time, Ziv made six new sales of "Favorite Story," the Adolph Menjou series. Pacific is buying "Boston Blackie" in San Diego, Calif.,

UTP MAY GET NEW FACILITIES

NEW YORK, Dec. 6.—It is reported that two of the largest producers of film in United Television Programs' catalog are buying into the syndication firm. This would place at the disposal of UTP, production facilities and picture financing heretofore not available and put the company in a much more solid position to meet the challenge of competitors.

Unity Hires 3 Field Reps to Meet Growth

NEW YORK, Dec. 6.—In a move to meet service demands of the newly expanded TV market, Unity Television here hired three new field representatives this month, and will add at least two more sales staffers within the next two months.

In line with this Unity proxy Arche Mayers noted the TV film distribution firm has acquired 30 new features during the last 60 days, including the 18 Sol M. Wurtzel flickers, originally released to theaters thru 20th Century-Fox.

New staffers include Noah Jacobs, the South; Phillip Besser, upstate New York and Western Pennsylvania; and Bob Huffman, Midwest. The present Unity sales staff includes Connie Lazar, Western division manager; Len Firestone, Eastern division manager; Vic Bikel, Southwest division, and Sid Weiner, Central States.

Altho most film distributors lower their rates on re-runs, Unity asks for a 50% increase in the rates on at least two of its film packages. The Laurel and Hardy shorts were originally sold to Karl Shoes for sponsorship over KNBH, Los Angeles, at \$150 a play. Since then, Karl Shoes has sponsored three re-runs, with the first re-run lagged at \$200; the second \$300, and the most recent renewal at \$400. Unity places the same increased price tag on re-runs for its Charlie Chase series, now in its third run in Detroit. Earlier this week, Unity leased its entire film library to the American Broadcasting Company's Western TV division for \$250,000. The deal becomes effective January 1, with films scheduled to be shown on KCCA-TV, Hollywood, and KGO-TV, San Francisco.

Reynolds Sets 'International' Series Abroad

HOLLYWOOD, Dec. 6.—Sheldon Reynolds, producer-director-writer of National Broadcasting Company's "Foreign Intrigue" series, is currently preparing a second TV film series, "Theater International," to be produced abroad. Reynolds, now in Paris, has completed the pilot reel of the new series, with initial film starring French actor Claude Dauphin. These will soon be seen in Warners' "April in Paris" and Paramount's "Little Boy Lost." Reynolds has been headquartered in his production in Paris and now alternating production between the French capital and Stockholm. He intends to produce "International" in Rome, thereby giving him TV film production in three European capitals. "International" series is now being edited. Shows will be a series of light comedies utilizing European background. William Morris agency will serve as sales reps.

KFMB-TV, Portland, Ore.; KPTV, Salt Lake City; KSL-TV, Honolulu; KGMB-TV, Seattle; KING-TV, Spokane; KHQ-TV, Denver; KFEL-TV, Fresno, Calif.; KMH-TV and Phoenix, Ariz.; KPHO-TV. The latter is a re-run.

The New York Furniture House is picking up the tag for "Favorite Story" in Denver; while Drewry's Ltd., a Midwest brewer, is buying it in Detroit, WXYZ-TV; Toledo, WSPD-TV; Grand Rapids, Mich. WOOD-TV; Davenport, Ia., WHBF-TV, and Lansing, Mich., WJIM-TV.

MORE COURT ACTION

Kaufman Gets Into Snader-Bisno Act

HOLLYWOOD, Dec. 6.—New legal fuel was tossed on the Louis Snader-Bisno & Bisno court fire this week by Ben Kaufman, former proxy of Snader-Telescriptions Sales and now head of Guild Films, Inc., TV film distributing firm. Kaufman filed a complaint in Federal District Court against Snader-Telescriptions Sales, Alexander Bisno, Sam Markovitch, Snader Distribution Company, Bisno-Telesfilm Sales, Ben Frye, United Television Program, Nathan Decker, Sid Dorfman and BSM Telescriptions.

Kaufman alleged he owns 75 shares of capital stock in Snader-Telescriptions Sales, which represents 25 per cent of the firm's outstanding stock. This firm, he stated, holds distribution rights for a 25-year period to 800 Telescriptions produced by BSM. STS, he said, has \$1,400,000 earned in fees since the start of the company.

He charged that UTP has taken over distribution of the films and has been allowed to receive fees for their rental which he claimed belongs to STS. He demanded that accounting be given by Ben Frye and that all files, contracts and prints be returned. He said that Al Bisno, Sam Markovitch and Louis Snader own 63 per cent of STS. STS owns rights to 13 Alexander Korkia feature films, which cost \$300,000 to acquire, and the Dick Tracy series which was produced at \$500,000. Prints for both these series, owned by STS, Kaufman claimed, are valued at \$50,000. He further claimed STS contracts are valued at \$800,000 with a potential gain of several additional millions of dollars.

Kaufman demanded return of his alleged \$24,000 original loan plus interest retroactive to May 1, 1951, plus \$1,300 in claimed back pay and \$1,000 for working thru his vacation period. He asked for

an injunction to stop Frye and UTP from distributing the films, an accounting by Frye and UTP of all money collected, an accounting from Bisno of his financial handling of the firm, Bisno account for loans he made and securities he received as collateral, that the court determine whether \$500,000 fund from Bisno to STS is a permanent investment or a loan and rule on the legality of that transaction, and damages for allegedly stripping STS of its assets and shutting down its operations in favor of Frye and UTP. Kaufman also asked the court to order STS to pay attorney B. J. Felixman's fees for handling this litigation, contending he's representing STS's benefit.

He asked for and received court order stopping sale of Kaufman's stock in STS. U. S. Judge Leon Yankwich set December 9 as hearing date of the complaint.

Consolidated Expects Gross To Top \$1 Mil

NEW YORK, Dec. 6.—On the basis of gross sales since its inception in August, Consolidated Television Sales here estimates that the firm's gross returns for its first year of operation should exceed \$1,000,000. The TV film distribution outfit grossed more than \$250,000 during its first quarter, with sales figures for each month topping the preceding month.

Consolidated's general manager, Peter M. Robeck, currently in New York for sales conferences with his Eastern sales manager, Halsey Barrett, said that during the past two weeks Consolidated has completed 29 sales, including "Front Page Detective" to several outlets; "Hollywood Half Hour" (five markets); "Ringside With the Baslers," seven markets; "Public Prosecutor," four markets; "Crusader Rabbit," five markets; and "Jackson and Jill," one market.

WARNING

Cites Harm In Lengthy Film Pacts

NEW YORK, Dec. 6.—Sterling Television, TV film distribution outfit here, this week warned new TV station film buyers of the dangers of signing long-term contracts on film product.

In a letter to new stations now on the air and those scheduled to go on early next year, Sterling proxy Paul Turell wrote, "If you want our films on lease you can have them. However, it's our opinion that it is not to your best advantage, nor your audience's."

Turell cautioned the stations not to "buy yourself out of the market," pointing out that long-term pacts would eat up their future film budget, making it necessary for them to pass up many attractive new film products available later. The letter also noted that Sterling includes a two-week cancellation clause in every film contract, regardless of any lease arrangements they might make.

Sterling TV Preps New Comedy Films

NEW YORK, Dec. 6.—Sterling Television will go into production of a new half-hour comedy film series early next year. Entitled "The Education of Genevieve," it concerns the adventures of a dumb blonde in the television business.

Saul Turell, president of Sterling, conceived the show and will produce. Cast includes Rosemary Pettit and Carl King.

Pic Syndicates Switch Execs

NEW YORK, Dec. 6.—Two top sales execs moved into higher echelon spots in video film syndication firms this week.

George Shupert, former head of Pe-Jess Films, the Edward Small subsidiary, switched over to United Artists TV to become ceo and general sales manager. He succeeds John Mitchell, who joins Screen Gems in a similar capacity.

It is expected that these moves are the key to a great expansion in TV film syndication by both companies.

TV FILM PURCHASES

Conti Products has bought the "Lilli Palmer Show" from the National Broadcasting Company's TV Film Division for showing on WCBS-TV, New York, Sundays, 2:45-3 p.m. beginning January 4. The agency is Birmingham, Castles & Pierce.

United World Films has sold a special eight-subject Christmas package to nine stations: WSPD, Toledo; KPIX, San Francisco; WSM, Nashville; WJAC, Johnstown, Pa.; WGAL, Lancaster, Pa.; KFMB, San Diego, Calif.; WBKB, Chicago; WXYZ, Detroit; and KPTV, Portland, Ore.

United World has also sold "Going Places," 15-minute travel show, to WKY, Oklahoma City. Paramount Television Productions has sold its "Wrestling From Hollywood" to the Canadian Broadcasting Corporation for showing on the Montreal station for 13 weeks. Paramount has also sold its "Hollywood Reel" to KBTU, Denver, and "Tins for Benny" to KGMB-TV, Honolulu. WCBS-TV, New York, today begins showing "Invitation Playhouse," new 15-minute dramatic series produced in Hollywood by Rene Williams and directed by William Asher.

The Billboard

TV FILM PROGRAM GUIDE

and

MARKET REPORT

1952

DECEMBER

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 have the greatest audience pull, it appears from a study of the American Research Bureau's reports for October. And "Cisco Kid" would appear to remain the top audience puller of all the syndicated TV shows. "Kid" was top syndicated film show in three of the 13 cities surveyed individually by ARB, and it was second highest in another three. "Boston Blackie," which appears to be about second strongest audience puller, was tops in two markets and second in two, and "Dangerous Assignment" was tops in one, Columbus, and second highest in three ARB cities. (See chart on these pages headed "13 City ARB Ratings of Syndicated Shows.")

Coming up behind these three shows were "Range Rider" and "Foreign Intrigue," each of which took top position among the syndicated shows in two markets. Another strong one was "The Unexpected," which was tops in one market, San Francisco, and second in another two surveyed by ARB.

One of the markets in which "Foreign Intrigue" showed remarkable strength in October was New York, where it did enjoy relatively good slotting. With almost 50 per cent of New York's TV sets in use at 10:30 p.m. Thursday, its closest competition at the time was "I've Got a Secret," which ran a good 6 percentage points behind it. Compared with this, "Dangerous Assignment" and "The Unexpected," second and third highest syndicated films in New York, had rough going. With about the same number of sets in use, "Assignment" backed the second half of "Studio One," and "Unexpected" backed the second half of "Blue Ribbon Bouts." Thus, both "Assignment" and "Unexpected" ran behind their competition.

"Boston Blackie" also faced very solid competition in New York where it drew less than the competing "Our Miss Brooks." It did, however, man-

age to outpull "The Aldrich Family" and "Tales of Tomorrow." "Cisco Kid," the normally slotted in New York, did face rough competition for the kiddie audience from "Captain Video." It outdrew the science-fiction program, as well as WCBS-TV's "Early Show" movie. But there weren't enough sets in use to leave "Cisco" a rating comparable with the adult adventure shows.

"Range Rider" was top syndicated film in Boston and Cleveland. In Boston it did have excellent slotting, 7-7:30 Sunday, but it was on at the same time as "Gene Autry," a show directed at the same audience. "Range Rider's" Boston audience

was more than twice that of "Autry."

"The Unexpected" made its top stand in San Francisco, where it was programed between "Groucho Marx" and "Gangbusters" and had no serious competition.

The hour-long "Hopalong Cassidy" continued to be a strong contender, and notice that "Cruelty in the Pacific" was top syndicated film in Dayton despite the fact that it there faced the competition of "Captain Video," which it outdrew.

Other syndicated programs that drew respectable, the less than top, ratings in selected ARB markets were "The March of Time," "Files of Jeffrey Jones," "Heart of the City," which is the re-run of "Big Town"; "Dick Tracy" and "Stranger Than Fiction."

ARB charts in the next four issues of The Billboard will give a thorough picture of the competition faced by these syndicated film shows, as well as the November ARB ratings of the films themselves.

Seek Standards for Airing Commercials

By JUNE RUNDY

TV advertisers and agencies are increasingly turning to film as the one supposedly sure way to safeguard their product commercials from the ever-present danger of fluffs and embarrassing technical accidents on live video plugs. However, many a fine film spot has been botched up in transmission, and the fact that a filmed commercial has been okayed by agency, sponsor, and a top flight film producer is still no guarantee that the print's ultimate appearance will come off as desired on a TV screen.

According to Don McClure, radio-TV producer, many of these transmission errors can be traced to inefficiency on the part of the station or network video film technicians. It was McClure who sparked the American Television Society's successful drive to standardize TV station identification spot specifications this year, and it is expected that the group (now part of the newly merged Radio and TV Executives Society) will attempt to bring about a similar standard-

ization pattern for the "hand-ding" of TV film spots.

Many bad film transmission jobs, said McClure, could be avoided if the stations would only pre-screen the prints on closed-circuit before putting them on the air, then either set up an engineering set of standards to follow, or assign the same video engineer that pre-screened the print originally to put the film on the air. Altho advance screenings of prints are a "must" for every movie exhibitor, such is not the case with many local TV outlets, he said, adding that the no-screening practice is also followed by at least one of the four networks.

It isn't surprising then that film spots often go on the air with bad shading. Sometimes station technicians forget to compensate for a change in light values from live shadings to those required for film, or even make the change after the film has started. Thoughtless direction also interferes with the spot's sound track. For instance, if a director suddenly decides to use a dissolve instead of a re-

3 City Study Shows Old Pix Still Strong

The chart on page 13, giving the American Research Bureau's October ratings of feature film programs in Baltimore, Boston and Chicago, indicates not only the size audience these shows can bring in but also the great amount of air time per week currently being devoted to this type of show.

The chart, which includes only shows of at least a half hour in length, shows the following round-figure totals for each of the nine stations included. Baltimore: WMAR-TV, 15; WAAM, 17; WBAL-TV, 9. Boston: WBZ-TV, 9; WNAC-TV, 8. Chicago:

WENR-TV, 39; WGN-TV, 26; WKB, 19; WNBQ, 12.

These figures represent the approximate number of hours each of those stations devoted to feature film programming during the first week in October. That was a week, incidentally, when the stations were still carrying a great deal of political programming as well as the World Series.

When it is recalled that a station nowadays will generally carry a total of about 105 hours of programming, it is readily seen what a great portion of total programming is feature film. In some cases it is over 25 per cent.

Obviously there is less feature film per station in the markets with fewer stations, since the stations with no or little TV competition will have the pick of network shows and can profitably spot film series in the remaining time. But in any circumstance, feature films can show up as mightily strong audience bait. The "Western Playhouse" on WNAC-TV, Boston, weekday afternoons, for instance, outpulled the competing Kate Smith Wednesday, Thursday and Friday. The feature film on WBZ Sunday 6-7 p.m. was right behind the competition from "The Plainclothesman" and Walter Winchell.

In Baltimore the movie on WMAR's Saturday night "Premium Playhouse" outpulled competing football and wrestling telecasts. And the same station's "Early Show" had ratings comparable to many a regular network show.

In Chicago the "Motion Picture Academy" Monday night kept the top Chicago audience on WGN-TV from 10:15 to 11:30 p.m., whereas the station had run far behind the heavy network competition on WNBQ and WKBK all evening. And WGN-TV's audience then was even greater than that of some of those network shows earlier in the evening that faced still stronger network competition. "Robert Montgomery," for instance, losing the bigger share of the Chicago audience to "Life With Luigi" and "Studio One," was left with an average of 18.6, which WGN-TV's "Motion Picture Academy" exceeded.

hears cut to make the transition from live action to a spot, it's possible that as much as six seconds of audio on film might be lost.

Lack of technical know-how on the part of station staffers is another big problem. Splicing film is an exacting job for trained personnel and leaves no room for guesswork or experimentation. In line with this, one network recently reshoot a portion of a film commercial at the last minute and spliced in the new footage. In so doing, they cut right across the sound track and that particular commercial portion of the spot went on the air without the film sound track.

Another big headache for the agency boys is the fact that each of the networks employs a different handling procedure on film which makes an agency exec's job just four times as difficult. For example, one network will use a 16-mm. picture negative up to five times in splicing into a kinescope and doesn't make an editing charge. On the other hand, two other networks do lack on an editing charge. However, one will use a picture each time a film is used, all of which adds up to considerable time and extra expense for the agency and advertiser involved, and points up McClure's conviction of the need for a standardized procedure for the handling of TV film commercials by the networks.

The webs have long been lax in this department, and at one time one web flatly refused to splice in film spots on kines for

(Continued on page 21)

13 CITY ARB RATINGS OF SYNDICATED SHOWS

This chart gives the ARB ratings for syndicated film series showing the first week in October in each of the cities surveyed individually by the American Research Bureau. The program titles are arranged alphabetically by program category under each of the 13 ARB cities. The reader may thus compare the audiences of these film shows in each of these key markets. Note that many syndicated film shows were pre-empted during the October rating week by political broadcasts and the World Series.

The ARB charts in The Billboard issues over the past three weeks have given the ratings of these shows as well as shows competing with these films and of shows preceding them on their own stations, as well as each film's own city rating. For further and more detailed information on audience size and breakdown, the reader should consult the American Research Bureau, National Press Building, Washington 4.

BALTIMORE

(3 stations—WMAR-TV, WBAL-TV, WAAM)

ADVENTURE		
Dangerous Assignment	15.3	
NBC TV Film Division		
9:30-10:11, Thurs.		
The Unexpected	11.2	
Ziv Television Productions		
WBAL, 10:30-11, Tues.		
MYSTERY		
Bonus Blackie	10.3	
Ziv Television Productions		
WBAL, 10:30-11, Mon.		
NEWS		
Evening Daily		8.4
(Your News Reporter) (Avg.)		
International News Service		
WBAL, 6:45-7, Mon-Fri.		
SPORTS		
Touchdown	2.7	
Tel-Ra Productions		
WAAM, 11:11-10, Mon.		
WESTERN		
Chen Kid	29.0	
Ziv Television Productions		
WBAL, 7-7:30, Tues.		
Hopalong Cassidy	6.2	
NBC TV Film Division		
WBAL, 12:30-1:30, Sun.		

BOSTON

(2 stations—WBZ-TV, WNAC-TV)

ADVENTURE		
Dangerous Assignment	16.0	
NBC TV Film Division		
WBZ, 10:30-11, Mon.		
Foreign Intrigue	7.0	
J. Walter Thompson Co.		
WNAC, 10:30-11, Sat.		
CHILDREN'S		
Dick Tracy	12.3	
Snader Telecriptions Sales Co.		
WNAC, 5:30-6, Tues.		
Time for Beany (Avg.)	6.2	
Paramount TV Productions, Inc.		
WNAC, 5:15-5:30, Mon-Fri.		
MISCELLANEOUS		
Stranger Than Fiction	1.7	
United World Films, Inc.		
WNAC, 7:40-7:45, Tues.		
MYSTERY		
Bonus Blackie	33.0	
Ziv Television Productions		
WNAC, 7-7:30, Sat.		
NEWS		
Evening Daily		12.3
(Nightly Newletter) (Avg.)		
International News Service		
WBZ, 7:15-7:40, Mon-Fri.		
U. P. Movietone News		
(Your Eye Reporter) (Avg.)		
United Press Movietone News		
WBZ, 6:11-6:20, Mon-Fri.		
SPORTS		
Writing From Hollywood	9.4	
Paramount TV Productions		
WNAC, 11-12, Wed.		
Double Play With Darnacher & Day	1.7	
United Television Programs		
WNAC, 6:30-6:45, Thurs.		
WESTERN		
The Range Rider	34.5	
CBS Television Film Sales		
WBZ, 7-7:30, Sun.		

CHICAGO

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

ADVENTURE	
Dangerous Assignment	12.5
NBC TV Film Division	
WENR, 10:10-10, Tues.	
Chloe Smith	9.2
PSI-TV, Inc.	
WNBQ, 9:30-10, Thurs.	
Foreign Intrigue	4.6
J. Walter Thompson Co.	
WENR, 10-10:30, Wed.	
CHILDREN'S	
Dick Tracy	8.0
Snader Telecriptions Sales	
WGN, 6-6:30, Sat.	
Time for Beany (Avg.)	1.1
Paramount TV Productions, Inc.	
WGN, 5:5-5:15, Mon-Fri.	

CINCINNATI

(3 stations—WLW-TV, WCPO-TV, WKRC-TV)

ADVENTURE	
Foreign Intrigue	9.6
J. Walter Thompson Co.	
WKRC, 9:30-10, Mon.	
DRAMA	
Television Theater	17.3
Smart Reynolds Productions	
WKRC, 9:30-10, Mon.	
MYSTERY	
Bonus Blackie	39.9
Ziv Television Productions	
WLW-TV, 8:30-9, Thurs.	
NEWS	
U. P. Movietone News (Avg.)	4.8
United Press Movietone News	
WCPO, 6:30-6:45, Mon-Fri.	
Washington Spotlight	3.7
Snader Telecriptions Sales	
WCPO, 7:35-7:45, Sun.	
WESTERN	
Chen Kid	31.9
Ziv Television Productions	
WCPO, 6-6:30, Sun.	
Hopalong Cassidy (Half-Hour)	8.6
NBC TV Film Division	
WLW-TV, 6-6:30, Sat.	

CLEVELAND

(3 stations—WNK, WEWS, WXEL)

ADVENTURE		
The Unexpected	11.3	
Ziv Television Productions		
WEWS, 10:10-10, Sun.		
CHILDREN'S		
Time for Beany (Avg.)	2.9	
Paramount TV Productions, Inc.		
WNK, 5:45-6, Mon, Tues., Wed, Fri.		
COMMENTARY		
Hollywood Reel	3.3	
Paramount TV Productions, Inc.		
WEWS, 7:15-7:30, Wed.		
DOCUMENTARY		
March of Time	6.5	
March of Time, Inc.		
WEWS, 7:30-8, Sat.		
NEWS		
U. P. Movietone News		5.1
(Evening News) (Avg.)		
United Press Movietone News		
WXEL, 6:45-7, Mon-Fri.		
Washington Spotlight	4.0	
Snader Telecriptions Sales		
WEWS, 7:15, Sat.		
SPORTS		
Sportman's Club	4.7	
Syndicated Television Films		
WEWS, 1:35-1:45, Sun.		
WESTERN		
The Range Rider	28.3	
CBS Television Film Sales		
WEWS, 6-6:30, Sun.		

COLUMBUS

(3 stations—WLWC-TV, WTVN, WBSN-TV)

ADVENTURE	
Dangerous Assignment	13.2
NBC TV Film Division	
WBSN, 9-10, Sun.	
The Unexpected	12.2
Ziv Television Productions	
WBSN, 9-10, Tues.	
DOCUMENTARY	
March of Time	10.7
March of Time, Inc.	
WBSN, 7-7:30, Fri.	
MYSTERY	
Bonus Blackie	19.4
Ziv Television Productions	
WBSN, 9-9:30, Sat.	
Files of Jeffrey Jones	11.9
CBS Television Film Sales	
WLWC-TV, 10-10:11, Wed.	
NEWS	
Washington Spotlight	4.2
Snader Telecriptions Sales	
WBSN, 6-6:15, Sun.	
SPORTS	
Telesports	6.7
United Artists Television	
WBSN, 7-7:30, Wed.	
Sports Parade	5.1
United Artists Television	
WBSN, 11:15-11:30, Wed.	
WESTERN	
Gene Autry Show	13.6
CBS Television Film Sales	
WBSN, 7-7:30, Sun.	
Hopalong Cassidy	13.4
NBC TV Film Division	
WTVN, 5-6, Sun.	

DAYTON

(2 stations—WLWD-TV, WHIO-TV)

ADVENTURE	
The Unexpected	10.9
Ziv Television Productions	
WHIO, 7-7:30, Sat.	
DOCUMENTARY	
Crusade in the Pacific	23.9
March of Time, Inc.	
WLWD-TV, 7-7:30, Thurs.	
March of Time	8.3
March of Time, Inc.	
WHIO, 8-8:30, Tues.	
WESTERN	
Hopalong Cassidy	9.5
NBC TV Film Division	
WLWD-TV, 7-8, Sat.	

DETROIT

(3 stations—WBK-TV, WWJ-TV, WXYZ-TV)

ADVENTURE	
Dangerous Assignment	19.1
NBC TV Film Division	
WWJ, 6-6:30, Sun.	
Foreign Intrigue	18.5
J. Walter Thompson Co.	
WBK, 10:30-11, Fri.	
CHILDREN'S	
Dick Tracy	26.2
Snader Telecriptions Sales	
WXYZ, 7-7:30, Tues.	
Time for Beany (Avg.)	3.0
Paramount TV Productions	
WBK, 5:15-5:30, Mon-Fri.	
DOCUMENTARY	
March of Time	1.4
March of Time, Inc.	
WBK, 7-7:30, Fri.	
MISCELLANEOUS	
Stranger Than Fiction	6.7
United World Films	
WXYZ, 1:30-1:45, Sun.	
Adventures in Living	3
Sterling Television Co.	
WBK, 10-10:11, Sun.	
Stranger Than Fiction	7
United World Films	
WXYZ, 9:30-10, Thurs.	
MYSTERY	
Bonus Blackie	16.7
Ziv Television Productions	
WBK, 10:30-11, Thurs.	
Files of Jeffrey Jones	9.8
CBS Television Film Sales	
WBK, 6-6:30, Sun.	
Hollywood Off-Beat	8.0
United Television Programs	
WWJ, 10-10:11, Thurs.	
NEWS	
U. P. Movietone News	1.9
United Press Movietone News	
WXYZ, 11-11:15, Fri.	
Telesports Daily (Avg.)	2.9
International News Service	
WBK, 6:30-6:45, Mon-Fri.	
SPORTS	
Sports Parade	5.8
United Artists Television	
WXYZ, 11-11:15, Wed.	
Telesports Daily	3.1
United Artists Television	
WBK, 7:15-7:30, Sat.	
Roller Derby (Avg.)	2.7
Station Distributors	
WXYZ, 9:30-10, Mon. & Wed.	
WESTERN	
Chen Kid	32.9
Ziv Television Productions	
WXYZ, 7-7:30, Thurs.	
Morikone Cassidy	10.7
NBC TV Film Division	
WWJ, 5-5:15, Sat.	

LOS ANGELES

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

ADVENTURE		
Foreign Intrigue	11.5	
J. Walter Thompson Co.		
KNBH, 10-10:11, Thurs.		
DRAMA		
Invitation Playhouse	6.4	
Guided Television Programs		
KLAC, 7-7:30, Wed.		
This Is the Story	1.9	
Motion Television Productions		
KECA, 6:30-6:45, Thurs.		
DOCUMENTARY		
Crusade in Europe	4.1	
20th Century-Fox		
KTLA, 7:15-8, Mon.		
March of Time	3.5	
March of Time, Inc.		
KTTV, 8-8:30, Fri.		
Clete Roberts' World Report (Avg.)	2.8	
United Artists Television		
KLAC, 6:45-7, Mon-Fri.		
MYSTERY		
Bonus Blackie	15.2	
Ziv Television Productions		
KNBH, 9-9:30, Sun.		
Heart of the City (Big Town)	10.6	
United Television Programs		
KTTV, 8-8:30, Tues.		
Files of Jeffrey Jones	6.9	
CBS Television Film Sales		
KNXT, 8-8:30, Thurs.		
Front Page Daily	3.8	
Consolidated Television Sales		
KTTV, 7:30-8, Mon.		
Hollywood Off-Beat	2.7	
United Television Programs		
KNXT, 9-10:10, Sat.		
NEWS		
U. P. Movietone News		1.7
United Press Movietone News		
(Newspaper of the Day) (Avg.)		
KJH, 5-5:15, Mon-Fri.		
(Newspaper) (Avg.)		
KTLA, 7-7:15, Mon-Fri.		
QUIZ		
Movie Quick Quiz (Avg.)	1.3	
United Television Programs		
KJH, 7:15-7:30, Mon-Thurs.		
WESTERN		
Fourdown (Avg.)	2.6	
Tel-Ra Productions		
KJH, 8:30-9, Thurs.; 7:15-7:30, Fri.		
CHILDREN'S		
Chen Kid	19.0	
Ziv Television Productions		
KECA, 7-7:30, Mon.		
The Great Outdoors	11.0	
Consolidated Television Sales		
KECA, 7-7:30, Wed.		
Hopalong Cassidy (Half-Hour)	6.5	
NBC TV Film Division		
KNBH, 5-5:30, Sat.		
The Range Rider	7.7	
CBS Television Film Sales		
KNBH, 7-7:30, Thurs.		

NEW YORK

(7 stations—WCBS-TV, WNBT, WABD, WJZ-TV, WOR-TV, WHX, WAIV)

ADVENTURE		
Foreign Intrigue	22.3	
J. Walter Thompson Co.		
WNBT, 10:30-11, Thurs.		
Dangerous Assignment	14.9	
NBC TV Film Division		
WNBT, 10:30-11, Mon.		
The Unexpected	13.5	
Ziv Television Productions		
CHILDREN'S		
Dick Tracy	4.7	
Snader Telecriptions Sales		
WABD, 6:20-7, Sat.		
Time for Beany (Avg.)	2.0	
Paramount TV Productions		
WCBS, 4:31-4:45, Mon-Fri.		
DOCUMENTARY		
March of Time	2.4	
March of Time, Inc.		
WJZ, 9:30-10, Wed.		
MYSTERY		
Bonus Blackie	10.2	
Ziv Television Productions		
WABD, 9-10:10, Fri.		
NEWS		
Evening Daily		3.5
Six o'Clock Report (Avg.)		
International News Service		
WCBS, 6-6:15, Mon-Fri.		
U. P. Movietone News		3.7
United Press Movietone News		
WPIX, 7-7:15, Mon-Fri.		
QUIZ		
Movie Quick Quiz (Avg.)	8	
United Television Programs		
WPIX, 7:15-7:30, Tues-Fri.		
SPORTS		
All American Game of the Week	1.3	
Consolidated Television Sales		
WNBT, 7-7:30, Wed.		
Football This Week		
Station Distributors, Inc.		
WABD, 8-8:15, Thurs.	1.5	
WNBT, 6:30-6:45, Fri.	1.1	
WESTERN		
Chen Kid	10.2	
Ziv Television Productions		
WNBT, 7-7:30, Mon.		
Hopalong Cassidy	1.8	
NBC TV Film Division		
WNBT, 11:30-12:30, Sat.		

PHILADELPHIA

(3 stations—WPTZ, WFIL-TV, WCAU-TV)

ADVENTURE	
Dangerous Assignment	15.9
NBC TV Film Division	
WPTZ, 10:30-11, Tues.	

MISCELLANEOUS

The Unexpected	15.3
Ziv Television Productions	
WCAU, 10:30-11, Thurs.	
Foreign Intrigue	2.4
J. Walter Thompson Co.	
WCAU, 10:10-10, Sat.	
MISCELLANEOUS	
Stranger Than Fiction	13.4
United World Films	
WPTZ, 6:30-6:45, Sun.	
SPORTS	
Ringside With The Rastlers	7.7
Consolidated Television Sales	
WFIL, 10-11, Mon.	
Sportman's Club	3
Syndicated TV Films	
WFIL, 11:15-11:30, Fri.	
WESTERN	
Hopalong Cassidy	31.2
NBC TV Film Division	
WPTZ, 6-7, Tues.	
Chen Kid	25.7
Ziv Television Productions	
WCAU, 7-7:30, Fri.	
The Range Rider	12.9
CBS Television Film Sales	
WPTZ, 3-3:45, Sat.	

SAN FRANCISCO

(3 stations—KRON-TV, KPPIX, KGO-TV)

ADVENTURE	
The Unexpected	44.4
Ziv Television Productions	
KRON, 8-8:30, Thurs.	
Dangerous Assignment	30.0
NBC TV Film Division	
KRON, 8-8:30, Sat.	
Foreign Intrigue	15.4
J. Walter Thompson Co.	
KGO, 7:30-8, Wed.	
CHILDREN'S	
Dick Tracy	11.4
Snader Telecriptions Sales	
KRON, 10:10-10, Fri.	
Time for Beany (Avg.)	9.8
Paramount TV Productions, Inc.	
KPIX, 5-5:15, Mon-Fri.	
Junior Crossroads (Avg.)	1.1
Sterling Television Co.	
KGO, 3:30-4, Sun.; 5:30-6, Thurs.	
DOCUMENTARY	
March of Time (Avg.)	7.0
March of Time, Inc.	
KGO, 6:30-6:45; 8:30-9, Mon.	
MUSICAL	
Mad American Race Dance	3.2
United Television Programs	
KGO, 10:30-11, Mon.	
MYSTERY	
Bonus Blackie	21.2
Ziv Television Productions	
KRON, 9-9:30, Sun.	
Files of Jeffrey Jones	7.4
CBS Television Film Sales	
KPIX, 8-8:30, Sun.	
NEWS	
Telesports Daily (SBC) (Avg.)	8.0
International News Service	
KRON, 6:45-7, Mon-Fri.	
Washington Spotlight	4
Snader Telecriptions Sales	
KGO, 6:15-6:30, Tues.	
QUIZ	
Movie Quick Quiz	4
United Television Programs	
KRON, 8:05-9, Mon-Fri.	
SPORTS	
Roller Derby	2.8
Station Distributors	
KGO, 10:10-10, Sun.	
WESTERN	
Chen Kid	22.0
Ziv Television Productions	
KRON, 7-7:30, Thurs.	
Hopalong Cassidy (Half-Hour)	18.8
NBC TV Film Division	
KGO, 6-6:30, Thurs.	
Gene Autry Show	14.0
CBS Television Film Sales	
KGO, 7-7:30, Thurs.	
The Range Rider	13.4
CBS Television Film Sales	
KPIX, 7-7:15, Tues.	

WASHINGTON, D. C.

(8 stations—WNBW, WTTG, WMAL-TV, WTOP-TV)

ADVENTURE	
Foreign Intrigue	

Where Syndicated Series Are Showing

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

Series Name	Length in Minutes	No. Repeats Available	Series Name	Length in Minutes	No. Repeats Available
ADVENTURE					
Armed and Dangerous	15	104	Armed and Dangerous	15	104
Doc. Sterling Television Co., Inc.			Doc. Sterling Television Co., Inc.		
CURRENTLY SHOWING IN: Kansas City, St. Louis, Indianapolis			CURRENTLY SHOWING IN: Kansas City, St. Louis, Indianapolis		
Big Game Hunt	30	26	Big Game Hunt	30	26
Doc. Explorer Pictures Corp.			Doc. Explorer Pictures Corp.		
CURRENTLY SHOWING IN: Detroit, Los Angeles, Minneapolis-St. Paul, Tulsa			CURRENTLY SHOWING IN: Detroit, Los Angeles, Minneapolis-St. Paul, Tulsa		
Clara Smith	26	26	Clara Smith	26	26
Doc. PNTV, Inc.			Doc. PNTV, Inc.		
CURRENTLY SHOWING IN: Atlanta, Baltimore, Birmingham, Chicago, Columbus, Dallas-Fort Worth, Detroit, Houston, Indianapolis, Los Angeles, New Orleans, Oklahoma City, Pittsburgh, San Antonio, San Francisco, St. Louis			CURRENTLY SHOWING IN: Atlanta, Baltimore, Birmingham, Chicago, Columbus, Dallas-Fort Worth, Detroit, Houston, Indianapolis, Los Angeles, New Orleans, Oklahoma City, Pittsburgh, San Antonio, San Francisco, St. Louis		
Dangerous Adventure	30	25	Dangerous Adventure	30	25
Doc. NBC TV Film Division			Doc. NBC TV Film Division		
CURRENTLY SHOWING IN: Albuquerque, Atlanta, Baltimore, Birmingham, Boston, Buffalo, Birmingham, Bloomington, Charlotte, Chicago, Cincinnati, Cleveland, Columbus, Dayton, Denver, Dallas-Fort Worth, Detroit, Erie, Grand Rapids, Greensboro, Houston, Huntington, Indianapolis, Johnstown, Kansas City, Los Angeles, Louisville, Memphis, Miami, Minneapolis-St. Paul, Nashville, New Haven, New Orleans, New York, Norfolk, Oklahoma City, Philadelphia, Phoenix, Pittsburgh, Portland, Richmond, Rochester, Salt Lake City, San Antonio, San Francisco, Seattle, Syracuse, Toledo, Tulsa, Wichita, Washington			CURRENTLY SHOWING IN: Albuquerque, Atlanta, Baltimore, Birmingham, Boston, Buffalo, Birmingham, Bloomington, Charlotte, Chicago, Cincinnati, Cleveland, Columbus, Dayton, Denver, Dallas-Fort Worth, Detroit, Houston, Indianapolis, Johnstown, Kansas City, Los Angeles, Louisville, Memphis, Miami, Minneapolis-St. Paul, Nashville, New Haven, New Orleans, New York, Norfolk, Oklahoma City, Philadelphia, Phoenix, Pittsburgh, Portland, Richmond, Rochester, Salt Lake City, San Antonio, San Francisco, Seattle, Syracuse, Toledo, Tulsa, Wichita, Washington		
Foreign Intrigue	30	39	Foreign Intrigue	30	39
Doc. J. Walter Thompson Co.			Doc. J. Walter Thompson Co.		
CURRENTLY SHOWING IN: Atlanta, Birmingham, Boston, Chicago, Cincinnati, Cleveland, Dallas-Fort Worth, Detroit, Houston, Kansas City, Lancaster, Los Angeles, Miami, Minneapolis-St. Paul, Montreal, New Haven, New Orleans, New York, Norfolk, Philadelphia, Providence, Rochester, Pittsburgh, San Antonio, San Francisco, Shenandoah, Syracuse, Toronto, Washington			CURRENTLY SHOWING IN: Atlanta, Birmingham, Boston, Chicago, Cincinnati, Cleveland, Dallas-Fort Worth, Detroit, Houston, Kansas City, Lancaster, Los Angeles, Miami, Minneapolis-St. Paul, Montreal, New Haven, New Orleans, New York, Norfolk, Philadelphia, Providence, Rochester, Pittsburgh, San Antonio, San Francisco, Shenandoah, Syracuse, Toronto, Washington		
Great Places With Uncle George	9	26	Great Places With Uncle George	9	26
Doc. Consolidated Television Sales			Doc. Consolidated Television Sales		
Holiday of Horrors	8	13	Holiday of Horrors	8	13
Doc. The Mont Television Network			Doc. The Mont Television Network		
Talk About Adventure	15	13	Talk About Adventure	15	13
Doc. Videopix, Inc.			Doc. Videopix, Inc.		
Thrill of Your Life	15	13	Thrill of Your Life	15	13
Doc. Louis Welt & Co.			Doc. Louis Welt & Co.		
The Unanswered	30	52	The Unanswered	30	52
Doc. Ziv Television Productions			Doc. Ziv Television Productions		
CURRENTLY SHOWING IN: Atlanta, Baltimore, Birmingham, Birmingham, Bloomington, Buffalo, Charlotte, Cincinnati, Cleveland, Columbus, Dallas-Fort Worth, Dayton, Detroit, Grand Rapids, Houston, Indianapolis, Jacksonville, Kansas City, Los Angeles, Memphis, Miami, Milwaukee, Minneapolis, Nashville, New Orleans, New York, Norfolk, Oklahoma City, Philadelphia, Phoenix, Pittsburgh, Providence, Rochester, Pittsburgh, San Antonio, San Francisco, Shenandoah, Seattle, Syracuse, St. Louis, Toledo, Tulsa, Washington			CURRENTLY SHOWING IN: Atlanta, Baltimore, Birmingham, Birmingham, Bloomington, Buffalo, Charlotte, Cincinnati, Cleveland, Columbus, Dallas-Fort Worth, Dayton, Detroit, Grand Rapids, Houston, Indianapolis, Jacksonville, Kansas City, Los Angeles, Memphis, Miami, Milwaukee, Minneapolis, Nashville, New Orleans, New York, Norfolk, Oklahoma City, Philadelphia, Phoenix, Pittsburgh, Providence, Rochester, Pittsburgh, San Antonio, San Francisco, Shenandoah, Seattle, Syracuse, St. Louis, Toledo, Tulsa, Washington		
CHILDREN'S					
Adventures of Cedric	30	26	Adventures of Cedric	30	26
Doc. Consolidated TV Programs			Doc. Consolidated TV Programs		
Crossword Rabbit	3:30	105	Crossword Rabbit	3:30	105
Doc. Consolidated TV Programs			Doc. Consolidated TV Programs		
CURRENTLY SHOWING IN: Houston, Philadelphia			CURRENTLY SHOWING IN: Houston, Philadelphia		
Dick Tracy	30	39	Dick Tracy	30	39
Doc. Snider Television Sales, Inc.			Doc. Snider Television Sales, Inc.		
CURRENTLY SHOWING IN: Baltimore, Baltimore, Charlotte, Chicago, Columbus, Dallas, Dayton, Detroit, Mexico, Minneapolis-St. Paul, Nashville, Houston, Indianapolis, Kansas City, Los Angeles, New Orleans, New York, Norfolk, Philadelphia, Phoenix, Providence, Salt Lake City, San Antonio, San Francisco			CURRENTLY SHOWING IN: Baltimore, Baltimore, Charlotte, Chicago, Columbus, Dallas, Dayton, Detroit, Mexico, Minneapolis-St. Paul, Nashville, Houston, Indianapolis, Kansas City, Los Angeles, New Orleans, New York, Norfolk, Philadelphia, Phoenix, Providence, Salt Lake City, San Antonio, San Francisco		
Jim & Judy in Teletand	5	45	Jim & Judy in Teletand	5	45
Doc. Televison Screen Productions			Doc. Televison Screen Productions		
Junior Crosswords	15	104	Junior Crosswords	15	104
Doc. Sterling Television Co., Inc.			Doc. Sterling Television Co., Inc.		
CURRENTLY SHOWING IN: Kansas City, Miami, Philadelphia, Phoenix, Streamlined Fairy Tales			CURRENTLY SHOWING IN: Kansas City, Miami, Philadelphia, Phoenix, Streamlined Fairy Tales		
Time for Henry	15	Weekly	Time for Henry	15	Weekly
Doc. Paramount, Inc.			Doc. Paramount, Inc.		
CURRENTLY SHOWING IN: Boston, Chicago, Cleveland, Davenport, Detroit, Los Angeles, New York, Oklahoma City, Portland, San Diego, San Francisco, Shenandoah, Washington			CURRENTLY SHOWING IN: Boston, Chicago, Cleveland, Davenport, Detroit, Los Angeles, New York, Oklahoma City, Portland, San Diego, San Francisco, Shenandoah, Washington		
Willie Wonderful	15	65	Willie Wonderful	15	65
Doc. Guild Films, Inc.			Doc. Guild Films, Inc.		
CURRENTLY SHOWING IN: Atlanta, Charlotte, Toledo			CURRENTLY SHOWING IN: Atlanta, Charlotte, Toledo		
COMEDY					
Dream It Up	15	26	Dream It Up	15	26
Doc. Guild Films, Inc.			Doc. Guild Films, Inc.		
Galagher's Travels	15	26	Galagher's Travels	15	26
Doc. Guild Films, Inc.			Doc. Guild Films, Inc.		
Haak McCann Show	30	13	Haak McCann Show	30	13
Doc. Atlas Television Corp.			Doc. Atlas Television Corp.		

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, a three-station market; Boston, a two-station market, and Chicago, with four stations. October 1-7. Under each city the movie shows are grouped together as weekly nighttime, weekly daytime, multi-weekly nighttime and multi-weekly daytime. Subsequent issues of The Billboard TV-Film Supplement will cover feature-film in other ARB cities. For further audience data on these shows consult the American Research Bureau, National Press Building, Washington 4, D. C.

Program	Station	Time	Days	Avg ARB Oct. Rtg.	Program	Station	Time	Days	Avg ARB Oct. Rtg.
BALTIMORE									
(3 Stations)									
WEEKLY SHOWS-NIGHTTIME									
Premium Playhouse	WMAR	10:40-Midnite	Saturday	24.3	Arlberg Theater	WENR	8:40	Tuesday	10.3
Film Playhouse	WAAM	6:15	Saturday	13.5	Courtesy TV Theater	WGN	10:15	Sunday	10.1
Mystery Magazine	WBAL	11-Midnite	Sunday	13.4	Theater at Seven	WENR	7:15	Tuesday	9.6
Feature Playhouse	WAAM	10	Saturday	9.5	Request Playhouse	WGN	10:15	Wednesday	9.6
The Late Show	WMAR	11-Midnite	Thursday	6.3	Theater of Romance	WGN	10:15	Tuesday	8.3
Film	WBAL	6:30	Sunday	5.0	Today Theater	WENR	8:30	Saturday	6.6
WEEKLY SHOWS-DAYTIME									
Film Theater of the Air	WMAR	1:20	Sunday	5.0	Hollywood from Theater	WBAL	10:15	Saturday	6.5
Double Feature	WAAM	12:30	Sunday	4.8	Film	WNO	7:40	Sunday	6.4
Silver Saddle Roundup	WBAL	10:15	Sunday	4.8	Marmel Theater	WGN	5:30-6:30	Saturday	5.7
Feature Two	WMAR	2:30-4:30	Sunday	4.7	Carlin Reiter	WENR	7:40	Saturday	4.4
Film Funnies	WAAM	1:30-5	Sunday	3.7	Sarahorn Theater	WGN	7:30-8:30	Saturday	4.1
MULTI-WEEKLY SHOWS-NIGHTTIME									
The Early Show	WMAR	6:45	Monday	13.9	8th Street Theater	WGN	9:40	Tuesday	3.8
			Tuesday	13.8	Mages Playhouse	WGN	11:15-12:15	Thursday	3.7
			Wednesday	13.8	Hollywood Movies	WENR	11:20	Friday	3.7
			Thursday	13.8	Premier Playhouse	WGN	7:45	Wednesday	3.7
			Friday	12.3	Sunday Theater	WGN	11:30	Sunday	2.3
			Saturday	7.8	White Cross Theater	WENR	10:30-Midnite	Tuesday	2.9
Picture Playhouse	WBAL	11-Midnite	Monday	6.5	Feature Film	WGN	9:10	Monday	2.5
			Tuesday	5.1	Airlyte Theater	WGN	10:10-12:30	Thursday	2.5
			Wednesday	10.4	Theater Nine	WGN	7:40	Thursday	2.1
			Thursday	6.9	Movie	WENR	8:30-11	Saturday	1.8
			Friday	6.8	Theater	WENR	10:10-11:45	Sunday	1.8
Movie TM Midnite	WAAM	11-Midnite	Tuesday	4.8	WENR-TV Playhouse	WENR	10:20-Midnite	Monday	1.3
			Friday	9.8	Feature Film	WENR	10:30-Midnite	Wednesday	1.3
Silver Saddle Roundup	WBAL	6:45-15	Monday	7.1	Mystery Playhouse	WGN	11:30-12:45	Friday	1.1
			Tuesday	6.9	Cinema Showcase	WGN	6:7	Sunday	0.8
MULTI-WEEKLY SHOWS-DAYTIME									
Western Trails	WMAR	4:45	Monday	5.3	Sat. Night Movie Date	WGN	11:15-12:45	Saturday	0.4
			Tuesday	6.2	Tri-Star Theater	WENR	11:15-12:45	Saturday	0.4
			Wednesday	5.7	WEEKLY SHOWS-DAYTIME				
			Thursday	6.7	Action Theater	WGN	11:45	Sunday	1.0
			Friday	9.1	Lucky Seven Ranch	WENR	4:5	Sunday	0.7
Playhouse 13	WAAM	4:5	Monday	4.3	4-Star Revue	WGN	10:15	Sunday	0.6
			Tuesday	1.5	Sarahorn Theater	WENR	4:5	Sunday	0.6
			Wednesday	4.2	My Kid Theater	WBAL	4:5	Sunday	1.3
			Thursday	7.7	Miracle Theater	WENR	3:4	Saturday	2.7
Matinee Movies	WAAM	1:30-3:30	Monday	1.3	Western Movies	WENR	4:5	Wednesday	2.7
			Tuesday	2.3	Action Theater	WGN	3:4	Saturday	2.5
			Wednesday	3.2	Movie Time Social	WENR	1:2	Sunday	1.5
			Thursday	3.2	Sunday Feature	WNO	10:30-11:30	Sunday	1.6
			Friday	2.7	Saddle and Sage	WENR	10:11	Sunday	1.6
BOSTON									
(3 Stations)									
WEEKLY SHOWS-NIGHTTIME									
TV Theater	WNAC	10:30-11:45	Sunday	21.5	Feature Film	WBK	8:1	Sunday	1.5
Film	WBZ	6:7	Monday	45.4	Miracle Matinee	WNER	2:3	Friday	1.5
Quail Theater	WBZ	11:15	Saturday	14.0	Movie for Kids	WGN	10:10-30	Saturday	1.5
Seven Theater	WNAC	11:1	Monday	11.3	Picture	WNO	11:15	Saturday	1.1
Film	WNAC	11:30-12:45	Tuesday	2.6	Miracle Theater	WGN	4:30-5:30	Saturday	1.0
WEEKLY SHOWS-DAYTIME									
Film Feature	WBZ	11:45	Sunday	3.4	CineStar Theater	WBK	3:30-4:45	Saturday	0.8
Feature Theater	WNAC	3:30-4:15	Wednesday	2.3	MULTI-WEEKLY SHOWS-NIGHTTIME				
MULTI-WEEKLY SHOWS-NIGHTTIME									
Night Owl Theater	WBZ	11:15-12:30	Monday	5.1	Night Owl Theater	WBK	11:45	Monday	0.4
			Tuesday	4.7				Tuesday	1.1
			Wednesday	6.3				Wednesday	1.4
			Thursday	6.2				Thursday	1.0
			Friday	6.4				Friday	0.9
			Saturday	10.1				Saturday	2.4
MULTI-WEEKLY SHOWS-DAYTIME									
Western Playhouse	WNAC	4:15-5:15	Monday	10.9	11th Floor Theater	WNO	11:15	Sunday	1.7
			Tuesday	11.2				Monday	1.0
			Wednesday	12.1				Tuesday	2.0
			Thursday	15.9				Wednesday	1.8
			Friday	17.8				Thursday	9.6
CHICAGO									
(4 Stations)									
WEEKLY SHOWS-NIGHTTIME									
Arcton Picture Academy	WGN	10:15	Monday	19.1	Adventure Time	WENR	5:30-6	Monday	0.6
Grand Magazine	WNBC	10:15	Saturday	18.8				Tuesday	2.3
Premier Theater	WGN	10:11	Thursday	18.0				Wednesday	3.3
Community Theater	WGN	10:15	Friday	17.6				Thursday	3.9
Hollywood from Theater	WBK	10:15	Sunday	16.7	Sagebrush Theater	WENR	4:5	Monday	5.5
Courtesy Theater	WENR	10:11	Friday	11.9				Friday	6.1
MULTI-WEEKLY SHOWS-DAYTIME									
Western Playhouse	WNAC	4:15-5:15	Monday	10.9	Marmel Theater	WGN	4:5	Monday	0.4
			Tuesday	11.2				Wednesday	0.8
			Wednesday	12.1				Thursday	2.4
			Thursday	15.9				Friday	0.5
			Friday	17.8	Movie Time of Three	WBK	3:40	Monday	1.3
MISCELLANEOUS									
Adventures in Epics	14:30	26							
Doc. Sterling Television Co., Inc.									
Best Things in Life	15:30	7							
Doc. Consolidated TV Programs									
Fan With Fella	15	13							
Doc. United Artists Television									
Handy Andy	15	13							
Doc. Sterling Television Co., Inc.									
CURRENTLY SHOWING IN: New Orleans									
Hollywood on the Line	15	26							
Doc. CBS Television Film Sales									
CURRENTLY SHOWING IN: Austin									
Norman Brokaw's	15	26							
Doc. Screen Gems, Inc.									
Handy Man	15	52							
Doc. United Artists Television									
CURRENTLY SHOWING IN: Baltimore, Birmingham, Buffalo, Minneapolis, Pittsburgh, Providence, Rochester									
Stranger Than Fiction	15	52							
Doc. United World Films, Inc.									
CURRENTLY SHOWING IN: Buffalo, Dallas-Fort Worth, Detroit, Erie, Jacksonville, Oklahoma City, Philadelphia, San Diego, Shenandoah, St. Louis, Toledo									
Phila. delphia, San Diego, Shenandoah, St. Louis, Toledo									
MUSICAL									
Ballet De France	15	26							
Doc. The March of Time									
Concert Hall	30	61							
Doc. Sterling Television Co., Inc.									
CURRENTLY SHOWING IN: Richmond									
Enchanted Music	30	13							
Doc. Sterling Television Co., Inc.									
Holiday in Paris	30	13							
Doc. CBS Television Film Sales									
Stage of the Masters	30	13							
Doc. Screen Gems, Inc.									
Musical Sketchbook	60	9							
Doc. Major TV Productions									
Old American Barn Dance	30	26							
Doc. United Television Programs, Inc.									
CURRENTLY SHOWING IN:									

New TV-Film Series In Production

PECK'S BAD BOY

Starring: Jimmy Boyd. Hal Weller, Director, and Ed Hellwig, Writer and Producer. Shooting November 15. Abner J. Greshler Productions. 324 S. Beverly Drive Beverly Hills, Calif.

DREAM AWHILE WITH PEGGY LEE

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

LOVE SCENES

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

COWBOY G-MEN

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

JACK LONDON STORIES

26 half-hour series. Starring: Colleen Gray, Robert Hutton, Lon Chaney and others. Director: Herbert Kline. Mutual Television Productions. 211 S. Beverly Dr. Beverly Hills, Calif.

TERRY AND THE PIRATES

18 half-hour series. Starring: John Baer as "Terry," William Tracy as "Hotshot Charlie." Produced by Dougfair, Inc. Low Landers and Arthur Pierson, Directors.

HAWAIIAN PARADISE

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

GREAT LOVES

26 half-hour series. Starring: Hedy Lamarr. To be shot in Europe. Victor Pablin, Producer.

ORIENT EXPRESS

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

NEWS FEATURETTES

Quarter-hour series. Weekly news magazine for TV. Keystone Pictures, Producer. Official Films, Inc. 25 W. 45th St. New York, N. Y.

TELESPERS

52 Inspirational-Musical series. 13 completed. Youth Films, Producer. Official Films, Inc. 25 W. 45th St. New York, N. Y.

ADVENTURES OUF-OF-DOORS

13 films featuring interviews and wild life shots. Produced and narrated by Jack Van Coevering. Editor of The Detroit Free Press. Official Films, Inc. 25 W. 45th St. New York, N. Y.

CALL THE PLAY

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

FAVORITE STORY

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

THE WORLD IS MY BEAT

39 half-hour series licensed thruout the world. Producer, Matty Kemp. Standard Television. 1203 W. 7th St. Hollywood, Calif.

or to begin shooting soon

PAN-AMERICAN SHOW TIME

Additional 13 half-hour series. Starring: Gail Robbins and Bob Savage. Producer, Matty Kemp. Standard Television. 1203 W. 7th St. Hollywood, Calif.

BRINGING UP PARENTS

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

THRILL OF A LIFETIME

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

AMERICA'S FINEST

Half-hour dramatic series. Starring: Ray Milland, Joan Crawford and others. Pilot film completed. Produced by Revue Productions. Music Corp. of America. 598 Madison Ave. New York, N. Y.

HOLLYWOOD AT WORK

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

BEAT THE EXPERTS

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

THE WORLD BEYOND

Adult science fiction series. Production scheduled for November. PSI-TV, Inc. 221 W. 57th St. New York, N. Y.

NIGHT EDITOR

Quarter-hour newspaper-drama series. Starring: Hal

Burdick. Produced by Vernon Lewis Productions. Harry S. Goodman Productions, Inc. 19 E. 53rd St. New York, N. Y.

CHAIR ON THE BOULEVARD

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

THOSE WERE THE DAYS

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

CROWN THEATER

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

GAYELORD HAUSER SHOW

Quarter-hour series. Nutrition and health advice by Gayelord Hauser, along with

name guest for each series. PSI-TV, Inc. 221 W. 57th St. New York, N. Y.

A SPORTING CHANCE

13 half-hour series on adventures of a sports writer. Production to begin early November. Reid Ray Telefilms, Inc. 8762 Holloway Drive Hollywood, Calif.

TALES OF HANS CHRISTIAN ANDERSEN

13 half-hour series. Produced in Denmark by Karl Mosby. Interstate Television Corp. Monogram Studios, Hollywood, Calif.

THREE GUESSES

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

THE CONTINENTAL

15-minute series. First 13 completed. Cast: Renzo Cesana. Dynamic Films, Inc. 112 West 89th St. New York, N. Y.

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Hollywood Claims Commercials Go West

By LEE ZHITO

Maybe they're just prejudiced, but Hollywood's TV film producers will tell you that the spot commercial business is swinging westward. And what's more, they're armed with 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 tide of flow—if there is a change—adds up to the following string of reasons:

The Eastern-based agencies were responsible for keeping the filmed commercial business 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 their bellies full of the headaches and heartaches that accompany production of filmed commercials. At one time, they directly contributed the creative material that went into a commercial, and followed the execution of their instructions frame by frame.

The agencies have now realized that this is too costly a project and can't be covered by sponsors' commissions. It means hiring entire staffs skilled in this highly specialized field, supervising their work as well as supervising the progress of the actual filming when 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 thru 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 fine 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 to 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 films for TV eagerly join into the "Go West" chorus. By having the same producer who makes the entertainment film complete the commercial, the sponsor can enjoy 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, they feel, creates a smoother effect and a more convincing sales pitch. William F. Brody, for example, films Guy Madison and Andy Devine in Kellogg's commercials, showing the kids that Wild Bill Hickok and his pal, Jingles, personally recommend the sponsor's product. William Boyd as Hopalong Cassidy 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 fate of their show. They feel that sponsor and agency eyes and ears 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 will insist that series have at times dangerously neared cancellation thru no fault of the entertainment film. The commercial spot, they'll tell you, was botched up. It riled the sponsor. The agency magnified the completed work in conveying it to the producer. But all along, the entertainment film's producer insists, the trou-

ble was not with the filmed series but with the spot.

A show is dropped if it doesn't deliver sales. The job of racking up sales is not that of the entertainment film but the filmed spots that surround it. If these are not done competently, the producer of the entertainment film stands to lose his contract on an entire series while the commercial film producer has gone on to make spots for other buyers. Some TV film producers in Hollywood get quite plaintive about this situation. They feel it's unfair that the fate of their efforts must hinge upon the ability of an Eastern spot producer to make competent commercials.

The producers in Hollywood and personnel are superior in ability as well as in number. There's a greater pool of talent on the Coast for all facets of commercial production, they contend, and therefore the sponsor automatically benefits from superiority in quality. Furthermore, film stars are available here to appear in commercials, whether or not those stars are the ones that participated in the show itself. A sponsor who wants the prestige of a top movie name voicing a testimonial on behalf of his product has a wide choice 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 an evident difference in picture and sound quality between Eastern-produced commercials and those made on the Coast. This doesn't necessarily mean to imply that the Eastern made product is inferior. It only points out that lighting variances and sound intensities, film graininess and many other slight factors differ in standards between production on both Coasts.

This, they point out, results in a sharp contrast when a Hollywood-made entertainment film is sandwiched in between Eastern-produced commercial spots. The viewer is forced to keep readjusting his set between commercial and entertainment film. The spot commercial made in the East, they contend, is usually louder in sound level than the entertainment film. This results in the commercial bellying out its message and forces the viewer to tune down his set, only to have him turn up the volume again when the entertainment film resumes. These are annoyances, the Hollywood producers claim, that subconsciously affect the viewer and could be eliminated by having commercials produced on the Coast. They point to filmed series where both commercial and picture are produced on the Coast. In these, they say, you will find a balance in sound volume, picture quality and film grain that makes for a far smoother presentation than the twin-Coast patchwork of commercial and entertainment film.

One point the Hollywood producers won't admit is their general eagerness to use commercial filming as a basis for stronger sponsor-agency-producer relations. Many producers have built strong agency or sponsor ties that later resulted in series sales by first starting out with the production of commercials. Once a happy, workable relationship has been created with production of spots, the producer feels he's closer to the sponsor or the agency to put in his pitch for the sale of a series he just happened to have with him at the time.

In either event, film commercial producers in the East can prepare themselves for a tug of war with their Hollywood counterparts. Now that the Coast holds a firm grasp on the entertainment film business, come what may, they're out to get the rest of it. Production of commercials will help the Hollywood producer in many ways aside from closer relations with the bankrollers. It will provide short-term production activity that can be used to keep cameras and crews working between production of entertainment films. Facilities and personnel are expensive to keep up during periodic breaks in film production and the spots business is just what is needed to keep production wheels rolling.

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1529 MADISON RD., CINCINNATI, OHIO
NEW YORK HOLLYWOOD

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 an up-to-date file on all new programs available for syndication.

<p>VIEW THE CLUE (15 minutes—13 in series) Quiz</p> <p>Producer: Nat C. Goldstone Distributor: United Artists TV Director: John Ettlinger. High \$255—Low \$40</p> <p>This 15-minute quiz is designed to let video stations make use of their own personalities in combination with question and answer film clips. It has good possibilities for a local sponsor. The film clips are carefully integrated and cover subjects—sports, sailing ships, etc.—that are interesting in their own right. They are of good quality. Success of show depends upon the strength of the local personality.</p> <p>For Full Detailed Review See The Billboard, October 25, 1952, Issue.</p>	<p>NIGHT EDITOR (15 minutes—26 in series) Narration</p> <p>Producer: Verne Lewis Studios Distributor: Harry Goodman Productions, Inc. Credits: Writer, Hal Burdick. Cast, Hal Burdick. Producer, Verne Lewis High \$250—Low \$50</p> <p>The show has Hal Burdick as the city editor of a metropolitan newspaper sitting alone in his office and telling the camera the human interest story behind a news item. It's a straight reading; there is no dramatic content. As such it is a good money-saving idea. But in the show caught Burdick overplayed his recitation and the camera strove for such effects that they detracted from the realism of the murder story being told.</p> <p>For Full Detailed Review See The Billboard, September 27, 1952, Issue</p>
<p>HANDY MAN (5 minutes—52 in series) Household Hints</p> <p>Producer: Princeton Film Center Distributor: United Artists Television Director, David Lown. Starring: Norman Brokenshire High \$150—Low \$15</p> <p>This filmed how-to-do-it show should fill a need for service as well as entertainment to stations. Chief asset is 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 picket fence, etc. Filming is simple but adequate.</p> <p>For Full Detailed Review See The Billboard, October 25, 1952, Issue</p>	<p>FOREIGN INTRIGUE (30 minutes—65 in series completed) Adventure</p> <p>Producer: Sheldon Reynolds Distributor: J. Walter Thompson Agency Cast: Teroma Thor, Sydna Scott, Jack Lerner, Sheldon Reynolds and others. Director: Sheldon Reynolds; Associate Director: John Padovano. Photography: Bertile Palmgren. Music: Paul Durand. High \$1,000—Low \$100</p> <p>Now filmed on location in Paris, "Foreign Intrigue" is acceptable suspense fare. The show caught was about a famous sculptor who was willing to risk his life to tell the truth about his country. Thru the efforts of correspondent Robert Cannon, the hero of the series, he succeeded in making his escape. But much of the excitement the series first generated has been lost, even tho it is still ahead of many of its competitors.</p> <p>For Full Detailed Review See The Billboard, November 8, 1952, Issue</p>
<p>COWBOY G-MEN (30 minutes—26 in series) Western</p> <p>Producer: Telemount Pictures and Mutual TV Productions Distributor: United Artists Television; Writer: Henry Donovan Directors: Herb Cahen and Reg Brown Cast: Jackie Coogan and Russell Hayden High \$1,150—Low \$100</p> <p>Russell Hayden and Jackie Coogan play a couple of government men assigned to the Wild West. Coogan handles comic relief. In the segment caught they work on a band of hard riding counterfeiters. Show displayed all the values required of a kiddie-Western series.</p> <p>For Full Detailed Review See The Billboard, September 27, 1952, Issue</p>	<p>CLETE ROBERTS' WORLD REPORT (15 minutes) Documentary</p> <p>Producer: U. S. Television News Distributor: United Artists Television. Featuring: Clete Roberts High \$300—Low \$40</p> <p>Clete Roberts, a rugged, Hemingwayesque character and a top-flight news hound from way back, flies all over the world with his cameraman, Russ Day. They film far-flung, newsworthy spots, where Roberts interviews local leaders and hot pollot. Show caught showed a mountain village in Greece and the ceremonies opening a road they'd built with the aid of U. S. dollars.</p> <p>For Full Detailed Review See The Billboard, September 20, 1952, Issue</p>
<p>PULSE OF THE CITY (15 minutes—26 in series) Drama</p> <p>Producer: Telescene Film Productions Distributor: Telescene Film Productions Cast: Cliff Cothran, James Reese, Frank DeLangton. Script: Melvin Wald High \$700—Low \$50</p> <p>An ideal bet for a sponsor interested in a 15-minute low-budget, dramatic stanza, "Pulse of the City" is a vivid, punchy story of crime among the man-made cliffs and caves of the big town. The story was 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.</p> <p>For Full Detailed Review See The Billboard, September 8, 1952, Issue</p>	<p>FUN WITH FELIX (15 minutes) Children's</p> <p>Producer: G & W Productions, Inc. Distributor: United Artists Television. Starring: Felix Greenfield High \$400—Low \$45</p> <p>This is a straight magic act with owlish, voluble Felix Greenfield handling the tricks. If the price is right, it's a good item to help fill off-beat time.</p> <p>For Full Detailed Review See The Billboard, September 20, 1952, Issue</p>

<p>BERT AND ELMER (15 minutes—19 in series) Comedy</p> <p>Producer: Galbreath Picture Productions Distributor: Harry S. Goodman Productions Cast: Bob Shreve and Johnny Coons Price, 50 per cent Class A</p> <p>The series presents the comic adventures of a couple of country characters who operate a general store. The story line and the zany bits offer plenty of howls for kids and ruralities. A small cast and a standard set make it a reasonable buy.</p> <p>For Full Detailed Review See The Billboard, November 6, 1952, Issue</p>	<p>KING CALICO (15 minutes—65 completed) Children's</p> <p>Producer: Galbreath Picture Productions in association with CNC Productions Distributor: Harry S. Goodman Productions Voices: Johnny Coons and Doris Larson. Puppeteers: Warren Best and Angelo Anfonucci Price, 55 per cent Class B or C</p> <p>This is the same show that was such a hit as a live aircr via WENR-TV, Chicago, last season. The characters (mostly animals) and story line are simple and charming, and the original tunes are cute. It's a solid attraction for the very young kids, in the pre-violent stage.</p> <p>For Full Detailed Review See The Billboard, November 1, 1952, Issue</p>
<p>MOVIETONE CHILDREN'S NEWSREEL (30 minutes—weekly) Children's</p> <p>Producer: Movietone News (20th Century-Fox) Distributor: 20th Century-Fox Television Prod., Inc. Writer: Dan Doherty. Commentator: Frank Luther High \$600—Low \$50</p> <p>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 value to sponsor is obvious. Promotional tie-ups with schools and educational groups are planned by Fox.</p> <p>For full Detailed Review See The Billboard, October 18, 1952, Issue</p>	<p>THE MARCH OF TIME (30 minutes—weekly) Documentary</p> <p>Producer: March of Time, Inc. Distributor: March of Time, Inc. Managing Director: Fred Feldkamp High \$2,000—Low \$75</p> <p>Initial MOT flicker spotlighted the state of the nation, and featured a panorama view of fall activities. Series was an interesting, generally informative once-over of the U. S. A. with a fast pace and excellent camera work. Material is culled from footage shot by MOT staffers here and abroad just two days before release to assure timeliness of each week's material. Stations carrying series should benefit audience-wise from MOT's extensive promotion work over the years with schools and civic groups.</p> <p>For Full Detailed Review See The Billboard, October 11, 1952, Issue</p>
<p>HEADLINES ON PARADE (15 minutes—28 in series) Quiz</p> <p>Producer-Distributor: United World Films Credits: Producer, Steve Alexander. Writer, Lee Rogow. Narrator, Fred Ullal High \$450—Low \$30</p> <p>United World has spliced together a batch of action-packed newsreels and integrated a quiz gimmick that makes this an altogether absorbing little show. Fred Ullal's commentary gives each session swift pace.</p> <p>For Full Detailed Review See The Billboard, October 11, 1952, Issue</p>	<p>ADVENTURES OF BLINKEY (15 minutes) Children's</p> <p>Producer: Blinky Productions, Inc. Distributor: Blinky Productions, Inc. Starring: Michael Mann Price, 75 per cent Class C.</p> <p>A new puppet series with an imaginative fantasy format, tasteful scripting and delightful "Land of Oz" touches. Series has excellent merchandising possibilities, and a low budget (\$3100) enables firm to offer it at 75 per cent of station's Class C time rate. Aimed at the 4 to 10 age group, series follows Blinky (a male counterpart of Oz's Dorothy) into an enchanted puppet land where he materializes in the person of a Blinky puppet.</p> <p>For Full Detailed Review See The Billboard, September 6, 1952, Issue</p>
<p>YOUR MUSICAL WORKSHOP (15 minutes—13 in series) Musical</p> <p>Producer: A-Bell Productions Producers: Alan Abel; Writer: Terry Ryan; Camera: Al Hartigan; Cast: Alan Abel, Ivory Mitchell, Spero Karas, Paul De Francis, Blanche Birdson.</p> <p>Alan Abel gives gagful emceeing to a show that centers on the playing of a handful of very talented musicians. Adequate visual interest is supplied by the camera's panning over the musicians. It's a pleasant and apparently inexpensive quarter hour.</p> <p>For Full Detailed Review See The Billboard, October 25, 1952, Issue</p>	<p>UNCLE MISTLETOE (15 minutes—26 in series) Children's</p> <p>Producer: Fred A. Niles for Kling Studios Distributed by Kling Studios Director: Ed Moran; Writer: Arthur Lewis Zapel; Organist: Bill Weber; Puppeteers: Helen York, Pat Percy; Voices: Corny Peoples, Elmira Roessler. Price range, approx. \$34 L, \$309 a show.</p> <p>This is a children's show pointed to the youngest age group. Using the character developed by Marshall Field & Company as a Christmas trade mark, it is a gentle puppet adventure story, avoiding violence and conflict found in so many kid series. It is likely to get parental approval as good viewing for their youngsters.</p> <p>For Full Detailed Review, See The Billboard, November 15, 1952, Issue</p>
<p>DANNY AND THE SNARK (15 minutes) Children's</p> <p>Producer-Distributor: Simmel-Meservey Exec. producer: Louis Simmel; Producer: Edward C. Simmel; Director: Peter Prouse; Script: Henry Roese; Puppets by Maurice Seiderman; Sets: Alex Chertov; Camera: Bill Morrison.</p> <p>This is a puppet series based on the Lewis Carroll poem, "The Hunting of the Snark," and like all of Carroll's works has appeal for adults as well as kids. The puppets are clever creations, and their action is staged against an expertly designed three-dimensional set. "Snark" reflects meticulous attention to good taste.</p> <p>For Full Detailed Review, See The Billboard, November 1, 1952, Issue</p>	<p>RAMAR OF THE JUNGLE (33 minutes—26 in series) Children's</p> <p>Producer: Arrow Productions Distributor: Arrow Distributing Company Exec. producer: Leon Fromkess; Producer: Rudolph Flothow; Script: Sherman Lowe; Director: Wallace Fox; Star: Jon Hall.</p> <p>Jon Hall plays the part of a research doctor who moves into the jungle to uncover the ancient mysteries of medicine held secret by the witch doctors. Footage actually shot in Africa gives the show the authentic flavor. It has all the appeal jungle movies have always had for old and young, and packs an adventure wallop without giving shortcuts on how to rob a bank.</p> <p>For Full Detailed Review, See The Billboard, September 27, 1952, Issue</p>

TELEVISION STATION FILM BUYER DIRECTORY

ALABAMA

BIRMINGHAM
WAFM-TV
C. P. Persons, Film Buyer
WBRC-TV
M. D. Smith III, Theatrical
Film Buyer

ARIZONA

PHOENIX
KPHO-TV
John C. Mullins, Managing
Director

CALIFORNIA

LOS ANGELES
KTTV-TV
Tom Corradine, Film Buyer
KNBH-TV
Robert Guggenheim, Man-
ager of Film Operations
KECA-TV
Eloise Reeves, Film Director
KLAC-TV
Mattie E. Tippit, Film
Director
KHJ-TV
James Love, Film Buyer
KNXT-TV
Don Hine, Film Buyer
KTLA-TV
Leland G. Muller, Film
Director

SAN DIEGO
KPMB-TV
William Fox, Film Buyer
SAN FRANCISCO
KRON-TV
Norman Louvau, Film
Buyer
KGO-TV
Helen Bradley, Film Buyer
KPIX-TV
Sanford Spillman, Film
Buyer

COLORADO

DENVER
KFEL-TV
Gene O'Fallon, General
Manager
KBT
Joseph Herold, Manager

CONNECTICUT

NEW HAVEN
WNHC-TV
David K. Harris, Production
Manager

DELAWARE

WILMINGTON
WDEL-TV
J. Gorman Walsh, Film
Buyer

DISTRICT OF COLUMBIA

WASHINGTON
WNBW-TV
George Dorsey, Film
Director
WTOP-TV
Derrick Dyatt, Film
Director
WMAL-TV
Charles L. Kelly, Film
Editor
WTTG-TV
Jules Huber, Film Buyer

FLORIDA

JACKSONVILLE
WMBR-TV
William Terry, Film Buyer
MIAMI
WTVJ-TV
Labe Moll, Film Director

GEORGIA

ATLANTA
WAGA-TV
Dan Naylor, Program
Director
WSB-TV
Jean Hendrix, Film Buyer
WLTV-TV
John Barry, Film Buyer

ILLINOIS

CHICAGO
WNBQ-TV
Isabelle Cooney, Film
Librarian
WGN-TV
Elizabeth Bain, Film
Director
WBKB-TV
Carl Russell, Film Buyer

WENR-TV
Larry Kelly, Film Buyer
ROCK ISLAND
WBFB-TV
Forest W. Cooke, Program
Director & Film Buyer

INDIANA

BLOOMINGTON
WTV-TV
Robert Petranoff, Program
Director & Film Buyer
INDIANAPOLIS
WFPM-TV
Hugh Kibbey, Program
Director & Film Buyer

IOWA

AMES
WOL-TV
Ted Williams, Film Director
DAVENPORT
WOC-TV
Ken Wagner, Film Director

KENTUCKY

LOUISVILLE
WAVE-TV
George Patterson, TV
Program Manager
WHAS-TV
Ed Driscoll, Film Director

LOUISIANA

NEW ORLEANS
WDSU-TV
Rose Wetzel, Film Buyer

MARYLAND

BALTIMORE
WAAM-TV
Heri r t B. Cahan, Program
Manager
WBAL-TV
Victor F. Campbell, Film
Buyer
WMAR-TV
David V. Stickle, Film
Buyer

MASSACHUSETTS

BOSTON
WBZ-TV
Carl Lawton, Film
Librarian
WNAC-TV
James Pike, Film Buyer

MICHIGAN

DETROIT
WJBK-TV
Richard Fischer, Film Buyer
WWJ-TV
Frank A. Picard II, Film
Buyer
WXYZ-TV
John Pival, Sales Manager
GRAND RAPIDS
WOOD-TV
Hal Kaufman, Film Buyer
KALAMAZOO
WKZO-TV
Harry E. Travis, Program
Director
LANSING
WJIM-TV
Philip E. Sherek, Film
Director

MINNESOTA

MINNEAPOLIS
KSTP-TV
Del Franklin, Production
Supervisor
WTCN-TV
Harry C. Jones, Film
Director

MISSOURI

KANSAS CITY
WDAP-TV
John Krivas, Film Director
ST. LOUIS
KSD-TV
Keith Gunther, Film Buyer

NEBRASKA

OMAHA
KMTV-TV
Glenn Harris, General
Program Manager
WOW-TV
Lyle De Moss, Program &
Production Manager

NEW JERSEY

NEWARK
WATV
Robert Paskow, Film Buyer

NEW MEXICO

ALBUQUERQUE
KOB-TV
George S. Johnson,
Commercial Manager

NEW YORK

BINGHAMTON
WBNF-TV
E. M. Scala, Program
Director
BUFFALO
WBEH-TV
George R. Torge,
Production Director
NEW YORK
WABD
William Lacey, Film Buyer
WJZ-TV
Nat Fowler, Film Director
WCBS-TV
David Savage, Manager,
Film Department
WWT
Richard Pack, Program
Manager
WOR-TV
Milford Fenster, Film Buyer
WPIX
Anthony Azzato, Film Buyer

ROCHESTER

WHAM-TV
Dave Manning, Film
Librarian

SCHENECTADY

WRGB-TV
Albert G. Zink, Supervisor,
Programs & Films

SYRACUSE

WHEN-TV
Gordon J. Alderman,
Program Manager
WSYR-TV
Rodney L. Swift, Film
Director

UTICA

WKTV-TV
Joseph Casale, Film
Buyer

NORTH CAROLINA

CHARLOTTE
WBTV-TV
Bill Quinn, Program
Director
GREENSBORO
WFMY-TV
Daniel W. Shields, Film
Director

OHIO

CINCINNATI
WCPO-TV
Ed Weston, Program
Director
WLWT
Bernard C. Barth, Assistant
Director TV Operations
WKRC-TV
Barry Hersh, Film
Co-ordinator
CLEVELAND
WUAB-TV
G. S. Canfield, Film Buyer
WNBK
Albert L. Oedal, Film Buyer
WXEL-TV
Sidney Nadler, Film Buyer

COLUMBUS

WBNS-TV
J. R. Reeves, Program
Director
WVUC
Gene Ragle
Director
WTVN
Warren F. Warner, Program
Director

DAYTON

WHIO-TV
Don R. Lyons, Film Buyer
WLWD
Kenneth Sanders, Film
Director

TOLEDO

WSPD-TV
Elaine Phillips, Film Buyer

OKLAHOMA

OKLAHOMA CITY
WKY-TV
Keith Mathers, Film Buyer
TULSA
KOTV
Don Thompson, Program
Director

OREGON

PORTLAND
KPTV
Sidney Nadler, Film Buyer

PENNSYLVANIA

ERIE
WICU
John Cook, Film Editor
JOHNSTOWN
WJAC-TV
Frank P. Cummins,
Program Director
LANCASTER
WGAL-TV
Harold E. Miller, Station
Manager & Film Buyer

New Stations Are No Bonanza for Filmers

Some struggling TV film producers and distributors have long philosophized that their financial problems would vanish once the Federal Communications Commission opened up new TV markets. Unfortunately, the actuality to date—in terms of ready cash—is disappointing. Granted the new TV stations are enthusiastic over the prospects of programming with film—much more so than broadcasters were two years ago—but the money just isn't there yet, and the film firms are already finding it necessary to make radical adjustments in their original pricing 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 see how their film programming needs really shape up. On the other hand, the film outfits—also understandably—see no rea-

son why they should make drastic price concessions unless they receive tangible assurance of future business via a firm contract.

The new stations have been offered some tricky deals as signing bait. Some distributors cut their rates as much as 50 per cent for the first 26 weeks if stations sign a year's contract, and one distributor has gone so far as to offer a full 12 months' supply of films free. Gimmick here is that stations must also agree to take the firm's entire film library on a straight five-year contract.

Some distributors claim that the new broadcasters are too dependent upon their station representatives for the pricing of markets and screening of film. However, many stations complain that the "high-pressure boys are moving in" and they need the protection of a middleman.

One of the brighter aspects of the new market picture is that many execs formerly employed in a film capacity at currently operating stations are graduating into more important programming posts with the new outlets—theory being that men with film backgrounds have more to offer a new video outlet in the way of advice on programming and film-buying policies.

Jay Hicks, ex-film director of KEYL, San Antonio, Tex., has joined KCBD-TV, Lubbock, Tex., new station as program director. Doug Thompson, formerly in the film department of WFAA, Dallas, is another new staffer, and ex-WJAR, Providence, R. I., film man Lew Schwartz, has lined up with WWLP, Springfield, Mass.' new ultra-high-frequency station. The UHF stations, of course, have the biggest programming problem—live or film—especially in a case like Bridgeport where viewers have their choice of six other channels, none of which require the use of a converter.

In view of the unusually cautious wait-and-see programming policies endorsed by the new broadcasters no obvious sales trends have yet evinced themselves. However, there does appear to be a preference for half-hour film packages, which are more readily adaptable for spot participation shows. On the basis of the past sales experiences of current TV stations, many of the new operators think the bulk of their local sales will be made up of spots both from local and national advertisers.

Most of the distributors are understanding about the new stations' necessarily indecisive attitude toward film buying. For instance, Sterling Television Company, the largest distributor of film shorts in the video field, includes a blanket two weeks' cancellation clause as a station-out on all its contracts. As a result Sterling does business with all but one of the 12 stations currently on the air today, and has lined up about 95 per cent of the new stations as clients for the future.

According to Sterling's vicepres sales manager Bernice Coe, the firm's standby-shorts service to stations has done the most to solidify Sterling's standing with broadcasters. The service, which is carried by practically every station in the country (including Portland, Ore.'s new UHF outlet) is a gratis one, designed to provide stations with a library of stand-by film shorts, which can be spotted when and wherever they are needed—network failure, a rush substitute when kines are delayed in the mail, etc.

Stations are supplied with an unlimited amount of prints, which they screen on a pay-as-you-play plan. The stations are on an honor system as far as reporting the plays to Sterling, and are not required to pay an initial fee for the service or guarantee a minimum amount of plays.

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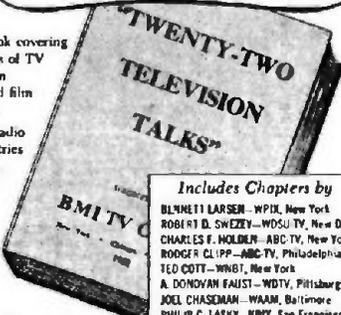
SYNDICATED SERIES & WHERE SHOWING

Continued from page 13

Series Name	Length in Minutes	No. Repeats Available	Series Name	Length in Minutes	No. Repeats Available
MYSTERY					
Boston Blackie	30	78	Case of Eddie Drake	30	13
Dist.: Ziv Television Productions					
CURRENTLY SHOWING IN: Atlanta, Baltimore, Birmingham, Bloomington, Chicago, Cincinnati, Charlotte, Columbus, Dallas-Fort Worth, Dayton, Detroit, Houston, Huntington, Indianapolis, Jacksonville, Kalamazoo, Lansing, Los Angeles, Memphis, Miami, Minneapolis-St. Paul, New Haven, New Orleans, Oklahoma City, Omaha, Philadelphia, Phoenix, Pittsburgh, Providence, Richmond, St. Louis, Syracuse, Toledo, Utica, Washington.					
Craig Kennedy, Criminologist	30	26	Heart of the City (19th Street)	30	24
Dist.: Louis Weira and Company					
Files of Jeffrey Jones	30	39	Dist.: United Television Programs, Inc.		
CURRENTLY SHOWING IN: Boston, Charlotte, Chicago, Columbus, Detroit, Indianapolis, Los Angeles, Louisville, Memphis, Nashville, Pittsburgh, Providence, Rochester, San Francisco, Syracuse, Utica.					
Front Page Detective	30	39	Hollywood Offbeat	30	13
Dist.: Consolidated Television Sales					
CURRENTLY SHOWING IN:					



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A. DONOVAN EAST - WDTV, Pittsburgh
JOEL CHASIDANI - WJAM, Baltimore
PHILIP C. LASKY - KPIX, San Francisco
PAUL ADAMT - WHEW, Syracuse
RALPH BURGIN - WNBW, Washington
A. A. SCHECTER - NBC-TV, New York
GEORGE MENEMANN - WNBQ-TV - NBC
BRUCE WALLACE - WTMJ, Milwaukee
WALTER PRESTON - WKBQ, Chicago
JAY FARAGHAN - WGN-TV, Chicago
HAROLD LUND - WOY, Pittsburgh
WALT EMLERSON - WENR-TV, Chicago
KLAUS LANSBERG - KTLA, Hollywood
ROBERT PURCELL - KTTV, Hollywood
GEORGE MOSCOVICIS - KNCT, Hollywood
DONN TATUM - ABC-TV, Hollywood
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Series Name	Length in Minutes	No. Repeats Available	Series Name	Length in Minutes	No. Repeats Available
Huntington, Johnson, Los Angeles, Minneapolis, New York, Philadelphia, San Diego, Washington			Meet the Victim	15	13
Public Prosecutor 12-3, 4 & 17-1/2	30	24	Dist.: Sterling Television Co., Inc.		
CURRENTLY SHOWING IN: Atlanta, Miami, Minneapolis-St. Paul.					
Scouted Yd	30	83	Close-Up	15	52
Dist.: Du Mont Television Network					
Daily News Report	10	Daily	Daily News Report	10	Daily
Dist.: NBC Film Div.					
CURRENTLY SHOWING IN: Cincinnati, Dallas-Fort Worth, Dayton, Detroit, Greenville, Indianapolis, Memphis, Miami, Minneapolis-St. Paul, Utica.					
NBC Weekly News Review	15	Weekly	Close-Up	15	52
Dist.: NBC Film Div.					
CURRENTLY SHOWING IN: Birmingham, Boston, Buffalo, Charlotte, Columbus, Dallas, Greensboro, Indianapolis, Johnson, Kalamazoo, Los Angeles, Philadelphia, St. Louis, Salt Lake City, Schenectady, Seattle, Washington.					
Television Daily	10-15	Daily	Daily News Report	10	Daily
Dist.: International News Service					
CURRENTLY SHOWING IN: Ames, Atlanta, Baltimore, Boston, Buffalo, Chicago, Cincinnati, Denver, Detroit, Erie, Indianapolis, Lancaster, Kansas City, Los Angeles, Milwaukee, Minneapolis, New Haven, New York, Norfolk, Philadelphia, Portland, Providence, Rock Island, San Antonio, San Diego, San Francisco, Schenectady, Seattle, St. Louis, Syracuse, Toledo, Wilmington, Washington.					
Television Weekly Review	15-20	Weekly	Close-Up	15	52
Dist.: International News Service					
CURRENTLY SHOWING IN: Chicago, Dallas-Fort Worth, Houston, Kansas City, Louisville, Milwaukee, New York, Omaha, San Antonio, St. Louis, Seattle, Toledo.					
UP Magazine News	18-20	Weekly	Close-Up	15	52
Dist.: United Press Magazine					
CURRENTLY SHOWING IN: Boston, Charlotte, Chicago, Cincinnati, Cleveland, Dallas-Fort Worth, Dayton, Denver, Detroit, Houston, Johnson, Los Angeles, Memphis, Nashville, New Orleans, New York, Philadelphia, Pittsburgh, Oklahoma City, Richmond, Rochester, San Diego, Schenectady, Tulsa, Washington.					
Washington Spotlight	15	24	Close-Up	15	52
Dist.: United Television Programs, Inc.					
CURRENTLY SHOWING IN: Atlanta, Birmingham, Buffalo, Chicago, Cincinnati, Cleveland, Dallas-Fort Worth, Dayton, Denver, Detroit, Grand Rapids, Greensboro, Houston, Indianapolis, Jacksonville, Kalamazoo, Kansas City, Lansing, Los Angeles, Louisville, Memphis, Minneapolis-St. Paul, Nashville, Omaha, Philadelphia, Pittsburgh, Providence, Salt Lake City, San Antonio, Schenectady, Seattle, St. Louis, Syracuse, Toledo, Tulsa, Washington, Wilmington.					

Series Name	Length in Minutes	No. Repeats Available	Series Name	Length in Minutes	No. Repeats Available
RELIGIOUS					
Bible Readings	15	13	Religious	15	13
Dist.: Du Mont Television Network					
Catholic Films	26	14	Religious	15	13
Dist.: Major TV Productions, Inc.					
CURRENTLY SHOWING IN: Los Angeles, Memphis, Norfolk, San Francisco, Washington.					
National Telecasts	12	26	Religious	15	13
Dist.: Official Films, Inc.					
SPORTS					
AA-American Game of the Week	30	Weekly	Religious	15	13
Dist.: Consolidated Television Sales					
CURRENTLY SHOWING IN: Birmingham, Buffalo, Denver, Los Angeles, New York, Philadelphia, Salt Lake City, Seattle, Toledo.					
American Sports	12	13	Religious	15	13
Dist.: PSI-TV, Inc.					
CURRENTLY SHOWING IN: Seattle, Miami, Schenectady.					
Double Play With Durocher and Day	18	26	Religious	15	13
Dist.: United Television Programs, Inc.					
CURRENTLY SHOWING IN: Atlanta, Boston, Cincinnati, Columbus, Dallas-Fort Worth, Dayton, Detroit, Houston, Indianapolis, Johnson, Kansas City, Los Angeles, Milwaukee, Minneapolis-St. Paul, Nashville, Omaha, Pittsburgh, Rock Island, Salt Lake City, San Diego, San Francisco.					
Football Extra	5-4	19	Religious	15	13
Dist.: United World Films, Inc.					
CURRENTLY SHOWING IN: Philadelphia, Richmond, Toledo, Tulsa.					
Football Highlights	18	8	Religious	15	13
Dist.: Atlas Television Corp.					
Football Tilt West	12	19	Religious	15	13
Dist.: Station Distributors, Inc.					
CURRENTLY SHOWING IN: Ames, Atlanta, Baltimore, Birmingham, Bloomington, Boston, Brownsville, Buffalo, Charlotte, Chicago, Cincinnati, Cleveland, Columbus, Dallas-Fort Worth, Denver, Dayton, Detroit, Grand Rapids, Houston, Huntington, Indianapolis, Johnson, Kalamazoo, Kansas City, Lancaster, Lansing, Louisville, Memphis, Milwaukee, Minneapolis-St. Paul, Nashville, New Orleans, New York, Norfolk, Oklahoma City, Omaha, Philadelphia, Pittsburgh, Providence, Richmond, Rochester, Salt Lake City, San Antonio, St. Louis, Schenectady, Syracuse, Toledo, Utica, Washington, Wilmington.					
Golf Tips by Johnny Balla	5	13	Religious	15	13
Dist.: Syndicated TV Films					
Grantland Rice's Sportlights	15	13	Religious	15	13
Dist.: Atlas Television Corp.					
Ringside With the Ravlers	56 1/2	52	Religious	15	13
Dist.: Consolidated Television Sales					
CURRENTLY SHOWING IN: Atlanta, Brownsville, Denver, New Haven, Philadelphia, Phoenix, Salt Lake City, San Francisco, Toledo.					
Roller Derby	30	52	Religious	15	13
Dist.: Station Distributors, Inc.					
CURRENTLY SHOWING IN: Buffalo, Charlotte, Chicago, Cincinnati, Dallas-Fort Worth, Detroit, Erie, Greensboro, Houston, Jacksonville, Johnson, Lancaster, Los Angeles, Nashville, New York, Norfolk, Omaha, Philadelphia, Pittsburgh, Providence, Salt Lake City, San Francisco, Syracuse, Washington.					
Sportstacular	15	52	Religious	15	13
Dist.: United World Films					
CURRENTLY SHOWING IN: Indianapolis, Jacksonville, Milwaukee, Pittsburgh, Salt Lake City, Seattle.					

Series Name	Length in Minutes	No. Repeats Available	Series Name	Length in Minutes	No. Repeats Available
NEWS					
Meet the Victim	15	13	Religious	15	13
Dist.: Sterling Television Co., Inc.					
CURRENTLY SHOWING IN: Johnson, Grand Rapids, Indianapolis, Pittsburgh.					
Public Prosecutor 12-3, 4 & 17-1/2	30	24	Religious	15	13
Dist.: Consolidated Television Sales					
CURRENTLY SHOWING IN: Atlanta, Miami, Minneapolis-St. Paul.					
Scouted Yd	30	83	Religious	15	13
Dist.: Du Mont Television Network					
Daily News Report	10	Daily	Religious	15	13
Dist.: NBC Film Div.					
CURRENTLY SHOWING IN: Cincinnati, Dallas-Fort Worth, Dayton, Detroit, Greenville, Indianapolis, Memphis, Miami, Minneapolis-St. Paul, Utica.					
NBC Weekly News Review	15	Weekly	Religious	15	13
Dist.: NBC Film Div.					
CURRENTLY SHOWING IN: Birmingham, Boston, Buffalo, Charlotte, Columbus, Dallas, Greensboro, Indianapolis, Johnson, Kalamazoo, Los Angeles, Philadelphia, St. Louis, Salt Lake City, Schenectady, Seattle, Washington.					
Television Daily	10-15	Daily	Religious	15	13
Dist.: International News Service					
CURRENTLY SHOWING IN: Ames, Atlanta, Baltimore, Boston, Buffalo, Chicago, Cincinnati, Denver, Detroit, Erie, Indianapolis, Lancaster, Kansas City, Los Angeles, Milwaukee, Minneapolis, New Haven, New York, Norfolk, Philadelphia, Portland, Providence, Rock Island, San Antonio, San Diego, San Francisco, Schenectady, Seattle, St. Louis, Syracuse, Toledo, Wilmington, Washington.					
Television Weekly Review	15-20	Weekly	Religious	15	13
Dist.: International News Service					
CURRENTLY SHOWING IN: Chicago, Dallas-Fort Worth, Houston, Kansas City, Louisville, Milwaukee, New York, Omaha, San Antonio, St. Louis, Seattle, Toledo.					
UP Magazine News	18-20	Weekly	Religious	15	13
Dist.: United Press Magazine					
CURRENTLY SHOWING IN: Boston, Charlotte, Chicago, Cincinnati, Cleveland, Dallas-Fort Worth, Dayton, Denver, Detroit, Houston, Johnson, Los Angeles, Memphis, Nashville, New Orleans, New York, Philadelphia, Pittsburgh, Oklahoma City, Richmond, Rochester, San Diego, Schenectady, Tulsa, Washington.					
Washington Spotlight	15	24	Religious	15	13
Dist.: United Television Programs, Inc.					
CURRENTLY SHOWING IN: Atlanta, Birmingham, Buffalo, Chicago, Cincinnati, Cleveland, Dallas-Fort Worth, Dayton, Denver, Detroit, Grand Rapids, Greensboro, Houston, Indianapolis, Jacksonville, Kalamazoo, Kansas City, Lansing, Los Angeles, Louisville, Memphis, Minneapolis-St. Paul, Nashville, Omaha, Philadelphia, Pittsburgh, Providence, Salt Lake City, San Antonio, Schenectady, Seattle, St. Louis, Syracuse, Toledo, Tulsa, Washington, Wilmington.					

Series Name	Length in Minutes	No. Repeats Available	Series Name	Length in Minutes	No. Repeats Available
SPORTS					
AA-American Game of the Week	30	Weekly	Religious	15	13
Dist.: Consolidated Television Sales					
CURRENTLY SHOWING IN: Birmingham, Buffalo, Denver, Los Angeles, New York, Philadelphia, Salt Lake City, Seattle, Toledo.					
American Sports	12	13	Religious	15	13
Dist.: PSI-TV, Inc.					
CURRENTLY SHOWING IN: Seattle, Miami, Schenectady.					
Double Play With Durocher and Day	18	26	Religious	15	13
Dist.: United Television Programs, Inc.					
CURRENTLY SHOWING IN: Atlanta, Boston, Cincinnati, Columbus, Dallas-Fort Worth, Dayton, Detroit, Houston, Indianapolis, Johnson, Kansas City, Los Angeles, Milwaukee, Minneapolis-St. Paul, Nashville, Omaha, Pittsburgh, Rock Island, Salt Lake City, San Diego, San Francisco.					
Football Extra	5-4	19	Religious	15	13
Dist.: United World Films, Inc.					
CURRENTLY SHOWING IN: Philadelphia, Richmond, Toledo, Tulsa.					
Football Highlights	18	8	Religious	15	13
Dist.: Atlas Television Corp.					
Football Tilt West	12	19	Religious	15	13
Dist.: Station Distributors, Inc.					
CURRENTLY SHOWING IN: Ames, Atlanta, Baltimore, Birmingham, Bloomington, Boston, Brownsville, Buffalo, Charlotte, Chicago, Cincinnati, Cleveland, Columbus, Dallas-Fort Worth, Denver, Dayton, Detroit, Grand Rapids, Houston, Huntington, Indianapolis, Johnson, Kalamazoo, Kansas City, Lancaster, Lansing, Louisville, Memphis, Milwaukee, Minneapolis-St. Paul, Nashville, New Orleans, New York, Norfolk, Oklahoma City, Omaha, Philadelphia, Pittsburgh, Providence, Richmond, Rochester, Salt Lake City, San Antonio, St. Louis, Schenectady, Syracuse, Toledo, Utica, Washington, Wilmington.					
Golf Tips by Johnny Balla	5	13	Religious	15	13
Dist.: Syndicated TV Films					
Grantland Rice's Sportlights	15	13	Religious	15	13
Dist.: Atlas Television Corp.					
Ringside With the Ravlers	56 1/2	52	Religious	15	13
Dist.: Consolidated Television Sales					
CURRENTLY SHOWING IN: Atlanta, Brownsville, Denver, New Haven, Philadelphia, Phoenix, Salt Lake City, San Francisco, Toledo.					
Roller Derby	30	52	Religious	15	13
Dist.: Station Distributors, Inc.					
CURRENTLY SHOWING IN: Buffalo, Charlotte, Chicago, Cincinnati, Dallas-Fort Worth, Detroit, Erie, Greensboro, Houston, Jacksonville, Johnson, Lancaster, Los Angeles, Nashville, New York, Norfolk, Omaha, Philadelphia, Pittsburgh, Providence, Salt Lake City, San Francisco, Syracuse, Washington.					
Sportstacular	15	52	Religious	15	13
Dist.: United World Films					
CURRENTLY SHOWING IN: Indianapolis, Jacksonville, Milwaukee, Pittsburgh, Salt Lake City, Seattle.					

Series Name	Length in Minutes	No. Repeats Available	Series Name	Length in Minutes	No. Repeats Available
WESTERN					
Seven Gun Parade	15	204	Religious	15	13
Dist.: Sterling Television Co., Inc.					
CURRENTLY SHOWING IN: Atlanta, Birmingham, Buffalo, Dallas, Fort Worth, Houston, New York, Oklahoma City, Rochester, San Antonio.					
Sports Parade	15	204	Religious	15	13
Dist.: United Artists Television					
CURRENTLY SHOWING IN: Atlanta, Birmingham, Bloomington, Columbus, Dallas-Fort Worth, Dayton, Denver, Detroit, Erie, Grand Rapids, Greensboro, Huntington, Jacksonville, Johnson, Kalamazoo, Lancaster, Lansing, Los Angeles, Louisville, Miami, Milwaukee, Minneapolis, St. Paul, New Orleans, Norfolk, Philadelphia, Providence, Richmond, Rochester, Salt Lake City, San Antonio, Seattle, Utica, Washington.					
Sportsman's Club	15	52	Religious	15	13
Dist.: Syndicated TV Films					
CURRENTLY SHOWING IN: Bloomington, Buffalo, Cleveland, Dayton, Denver, El Paso, Greensboro, Houston, Mexico City, Milwaukee, New Haven, Philadelphia, Pittsburgh, Providence, Richmond, Rochester, St. Louis, San Antonio, Seattle, Tulsa, Wilmington.					
This Week in Sports	15	Weekly	Religious	15	13
Dist.: International News Service					
CURRENTLY SHOWING IN: Ames, Atlanta, Birmingham, Boston, Buffalo, Chicago, Dallas-Fort Worth, Houston, Indianapolis, Kansas City, Louisville, Miami, New Orleans, Oklahoma City, Pittsburgh, San Antonio, San Francisco, Schenectady, St. Louis, Toledo, Tulsa.					
What's the Record	5	52	Religious	15	13
Dist.: Sterling Television Co., Inc.					
CURRENTLY SHOWING IN: Albuquerque, Houston, Los Angeles, Pittsburgh.					
Wrestling From Hollywood	40	Weekly	Religious	15	13
Dist.: Paramount TV Productions					
CURRENTLY SHOWING IN: Atlanta, Boston, Brownsville, Charlotte, Cleveland, Dallas-Fort Worth, Denver, Detroit, Grand Rapids, Greensboro, Houston, Lancaster, Louisville, Nashville, Norfolk, Omaha, Philadelphia, Portland, Providence, Richmond, Salt Lake City, San Antonio, Tulsa, York.					

Series Name	Length in Minutes	No. Repeats Available	Series Name	Length in Minutes	No. Repeats Available
WESTERN					
Seven Gun Parade	15	204	Religious	15	13
Dist.: Sterling Television Co., Inc.					
CURRENTLY SHOWING IN: Atlanta, Birmingham, Buffalo, Dallas, Fort Worth, Houston, New York, Oklahoma City, Rochester, San Antonio.					
Sports Parade	15	204	Religious	15	13
Dist.: United Artists Television					
CURRENTLY SHOWING IN: Atlanta, Birmingham, Bloomington, Columbus, Dallas-Fort Worth, Dayton, Denver, Detroit, Erie, Grand Rapids, Greensboro, Huntington, Jacksonville, Johnson, Kalamazoo, Lancaster, Lansing, Los Angeles, Louisville, Miami, Milwaukee, Minneapolis, St. Paul, New Orleans, Norfolk, Philadelphia, Providence, Richmond, Rochester, Salt Lake City, San Antonio, Seattle, Utica, Washington.					
Sportsman's Club	15	52	Religious	15	13
Dist.: Syndicated TV Films					
CURRENTLY SHOWING IN: Bloomington, Buffalo, Cleveland, Dayton, Denver, El Paso, Greensboro, Houston, Mexico City, Milwaukee, New Haven, Philadelphia, Pittsburgh, Providence, Richmond, Rochester, St. Louis, San Antonio, Seattle, Tulsa, Wilmington.					
This Week in Sports	15	Weekly	Religious	15	13
Dist.: International News Service					
CURRENTLY SHOWING IN: Ames, Atlanta, Birmingham, Boston, Buffalo, Chicago, Dallas-Fort Worth, Houston, Indianapolis, Kansas City, Louisville, Miami, New Orleans, Oklahoma City, Pittsburgh, San Antonio, San Francisco, Schenectady, St. Louis, Toledo, Tulsa.					
What's the Record	5	52	Religious	15	13
Dist.: Sterling Television Co., Inc.					
CURRENTLY SHOWING IN: Albuquerque, Houston, Los Angeles, Pittsburgh.					
Wrestling From Hollywood	40	Weekly	Religious	15	13
Dist.: Paramount TV Productions					
CURRENTLY SHOWING IN: Atlanta, Boston, Brownsville, Charlotte, Cleveland, Dallas-Fort Worth, Denver, Detroit, Grand Rapids, Greensboro, Houston, Lancaster, Louisville, Nashville, Norfolk, Omaha, Philadelphia, Portland, Providence, Richmond, Salt Lake City, San Antonio, Tulsa, York.					

Series Name	Length in Minutes	No. Repeats Available	Series Name	Length in Minutes	No. Repeats Available
TRAVEL					
Filipponik Travelogues	15	26	Religious	15	13
Dist.: Sterling Television Co., Inc.					
CURRENTLY SHOWING IN: Dayton, Memphis.					
It's a Small World	30	26	Religious	15	13
Dist.: Major TV Productions					

Series Name	Length in Minutes	No. Repeats Available	Series Name	Length in Minutes	No. Repeats Available
QUIZ					
Goins Places	15	26	Religious	15	13
Dist.: United World Films					
CURRENTLY SHOWING IN: Seattle, Toledo.					
Movie Quick Quiz	15	15	Religious	15	13
Dist.: United Television Programs, Inc.					
CURRENTLY SHOWING IN: Atlanta, Baltimore, Boston, Charlotte, Chicago, Cincinnati, Cleveland, Dallas-Fort Worth, Dayton, Denver, Detroit, Grand Rapids, Greensboro, Houston, Indianapolis, Jacksonville, Kalamazoo, Kansas City, Lansing, Los Angeles, Louisville, Memphis, Minneapolis-St. Paul, New Orleans, Norfolk, Omaha, Philadelphia, Pittsburgh, Rochester, Salt Lake City.					
Spin-A-Tune	8	26	Religious	15	13
Dist.: Videopix, Inc.					
View the Choo	15	13	Religious	15	13
Dist.: United Artists Television					
CURRENTLY SHOWING IN: Los Angeles, Pittsburgh, San Francisco.					
Vi Quiz	8	26	Religious	15	13
Dist.: Videopix, Inc.					

Series Name	Length in Minutes	No. Repeats Available	Series Name	Length in Minutes	No. Repeats Available
RELIGIOUS					
Bible Readings	15	13	Religious	15	13
Dist.: Du Mont Television Network					
Catholic Films	26	14	Religious	15	13
Dist.: Major TV Productions, Inc.					
CURRENTLY SHOWING IN: Los Angeles, Memphis, Norfolk, San Francisco, Washington.					
National Telecasts	12	26	Religious	15	13
Dist.: Official Films, Inc.					
SPORTS					
AA-American Game of the Week	30	Weekly	Religious	15	13
Dist.: Consolidated Television Sales					
CURRENTLY SHOWING IN: Birmingham, Buffalo, Denver, Los Angeles, New York, Philadelphia, Salt Lake City, Seattle, Toledo.					
American Sports	12	13	Religious	15	13
Dist.: PSI-TV, Inc.					
CURRENTLY SHOWING IN: Seattle, Miami, Schenectady.					
Double Play With Durocher and Day	18	26	Religious	15	13
Dist.: United Television Programs, Inc.					
CURRENTLY SHOWING IN: Atlanta, Boston, Cincinnati, Columbus, Dallas-Fort Worth, Dayton, Detroit, Houston, Indianapolis, Johnson, Kansas City, Los Angeles, Milwaukee, Minneapolis-St. Paul, Nashville, Omaha, Pittsburgh, Rock Island, Salt Lake City, San Diego, San Francisco.					
Football Extra	5-4	19	Religious	15	13
Dist.: United World Films, Inc.					
CURRENTLY SHOWING IN: Philadelphia, Richmond, Toledo, Tulsa.					
Football Highlights	18	8	Religious	15	13
Dist.: Atlas Television Corp.					
Football Tilt West	12	19	Religious	15	13
Dist.: Station Distributors, Inc.					
CURRENTLY SHOWING IN: Ames, Atlanta, Baltimore, Birmingham, Bloomington, Boston, Brownsville, Buffalo, Charlotte, Chicago, Cincinnati, Cleveland, Columbus, Dallas-Fort Worth, Denver, Dayton, Detroit, Grand Rapids, Houston, Huntington, Indianapolis, Johnson, Kalamazoo, Kansas City, Lancaster, Lansing, Louisville, Memphis, Milwaukee, Minneapolis-St. Paul, Nashville, New Orleans, New York, Norfolk, Oklahoma City, Omaha, Philadelphia, Pittsburgh, Providence, Richmond, Rochester, Salt Lake City, San Antonio, St. Louis, Schenectady, Syracuse, Toledo, Utica, Washington, Wilmington.					
Golf Tips by Johnny Balla	5	13	Religious	15	13
Dist.: Syndicated TV Films					
Grantland Rice's Sportlights	15	13	Religious	15	13
Dist.: Atlas Television Corp.					
Ringside With the Ravlers	56 1/2	52</			

Series Name	Length	City	No. Releases Available
mond, Pittsburgh, Rochester, San Diego, San Francisco, Schenectady, St. Louis, Seattle, Syracuse, Toledo, Utica, Washington.	30	Minneapolis	13
Cowboy G-Men	30	Minneapolis	13
Dist.: United Artists Television			
Hopalong Cassidy	30	Minneapolis	14
Dist.: NBC Film Syndication Sales			
CURRENTLY SHOWING IN: Baltimore, Birmingham, Buffalo, Erie, Johnstown, New York, Philadelphia, Pittsburgh, Rochester, Schenectady, Syracuse, Washington, Boston, New Haven, Providence, Atlanta, Charlotte, Greensboro, Jacksonville, Louisville, Miami, Norfolk, Dallas, Houston, New Orleans, Oklahoma City, San Antonio, Tulsa, Chicago, Cincinnati, Cleveland, Columbus, Dayton, Detroit, Grand Rapids, Kansas City, Milwaukee, Omaha, St. Louis, St. Paul, Toledo, Hollywood, Salt Lake City, San Francisco, Seattle, Phoenix.			
Hopalong Cassidy	30	Minneapolis	14
Dist.: NBC Film Syndication Sales			
CURRENTLY SHOWING IN: Baltimore, Cincinnati, Dayton, Denver, Portland, Roanoke, Spokane.			
Tales of Famous Outlaws	15	Minneapolis	13
Dist.: Western Adventure Productions			
CURRENTLY SHOWING IN: Los Angeles, New Orleans, Philadelphia, San Francisco.			
The Buster Crabbe Show	30	Minneapolis	14
Dist.: Film Vision Corp.			
The Gene Autry Show	30	Minneapolis	14
Dist.: CBS Television Film Sales			
CURRENTLY SHOWING IN: Birmingham, Dallas-Fort Worth, Denver, El Paso, Huntington, Los Angeles, Memphis, Minneapolis-St. Paul, New Haven, Omaha, Providence, Seattle, St. Louis, San Francisco. ALSO CURRENTLY SHOWING VIA CBS TELEVISION NETWORK.			
The Range Rider	30	Minneapolis	15
Dist.: CBS Television Film Sales			
CURRENTLY SHOWING IN: Boston, Davenport, Cleveland, Dallas-Fort Worth, Denver, El Paso, Houston, Indianapolis, Los Angeles, Minneapolis, Pittsburgh, Philadelphia, Providence, New Orleans, Omaha, Phoenix, Portland, San Diego, San Francisco, Seattle.			
WOMEN'S			
Feminine Touch	15	Minneapolis	104
Dist.: Sterling Television Co., Inc.			
CURRENTLY SHOWING IN: Dallas-Fort Worth, Kansas City, Louisville.			
In the Fashion Spotlight	5	Minneapolis	65
Dist.: Du Mont Television Network			
The Feminine Angle	15	Minneapolis	13
Dist.: United Artists Television			
CURRENTLY SHOWING IN: Rochester.			

Seek Standards

Continued from page 14

fear that viewers would make odious comparisons between the quality of filmed commercial and the program king. This ruling has since been changed, but a faint aroma of step-child thinking still lingers in the networks' dealing with TV film spots. It most often evinces itself in a tendency for network execs to give filmed pitches (on even the biggest show) short shrift in comparison to the time and trouble lavished by the web on the same program's live commercials.

The web's polite brush-off of film commercials usually takes the form of lack of proper consultation with agency execs and sponsors before the show; and indifferent handling of the spot's on-the-air production—careless cueing, etc. Agencies and advertisers are beginning to get wise to this off-the-cuff production runaround but they still have to take a firm united stand to get much cooperation from the networks.

With all its many pitfalls, tho, McClure is convinced that the future of the TV commercial rests with film, mainly he thinks because TV itself will be largely on film in the future, and it isn't feasible to cut in live commercials on film programs. In line with this, he pointed out that a watch client used live spots when it sponsored a group of half-hour TV films last year, and the 13-week run convinced them that they'd get better technical results with film.

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



Non-Theatrical TV Film Round-Up

Following non-theatrical films, available for TV, were those to which stations got best audience reaction in the past month.

DOCUMENTARY

LIFE IN THE DAY OF A CHORUS GIRL
Sterling Television Company
316 W. 57th St.
New York, N. Y.

ON THE TRACK
Dudley Television Corp.
9908 Santa Monica Blvd.
Beverly Hills, Calif.

UNITED NATIONS AT WORK
Sterling Television Company
316 W. 57th St.
New York, N. Y.

EDUCATIONAL

BACKGROUND FOR HOME DECORATION
Modern Talking Pictures
45 Rockefeller Plaza
New York, N. Y.

BATTLE OF THE RAILS
Motion Pictures for Television
655 Madison Ave.
New York, N. Y.

BONNIE PRINCE CHARLIE
Snader Telecriptions Sales
229 W. 42d St.
New York, N. Y.

DOCTOR IN INDUSTRY
General Motors Corporation
3044 West Grand Blvd.
Detroit 2, Mich.

FALLEN EAGLE
Alan Shulin Productions
450 W. 56th St.
New York, N. Y.

THE FIFTH H
Venard Organization
Peoria, Ill.

GOODBYE WEEDS
Acme Quality Prints, Inc.
8250 St. Aubin Ave.
Detroit, Mich.

GOVERNMENT IS YOUR BUSINESS
The Christophers
18 E. 48th St.
New York, N. Y.

HOW WE GET POWER
Sterling Television Company
316 W. 57th St.
New York 19, N. Y.

I SEE THE WIND
Snader Telecriptions Sales
35 W. 45th St.
New York, N. Y.

RIG NO. 20
Sterling Television Company
316 W. 57th St.
New York, N. Y.

ROMANCE OF SILVER DESIGN
Association Films
35 W. 45th St.
New York, N. Y.

THE SEARCH
National Society for Crippled Children
Miami, Fla.

SEMINOLES OF THE EVERGLADES
Alan Shulin Productions
450 W. 56th St.
New York, N. Y.

TICKET TO FREEDOM
Ford Motor Company
The Rotunda
Dearborn, Mich.

TO SCHOOL BY TELEPHONE
Florida Film Service
Jacksonville, Fla.

WINDOW IN THE SEA
Marine Studios
MarineLand, Fla.

TRAVEL

HIGHWAY TO HAWAII
United Air Lines
5869 S. Cicero Ave.
Chicago, Ill.

LETTER FROM AN AIRLINE PILOT
Select Motion Pictures
326A Jak St.
Kansas City, Mo.

MYSTERY ISLES
Simmel-Meservey
321 S. Beverly Dr.
Beverly Hills, Calif.

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

THIS IS MINNESOTA
Minnesota Division of Travel
Room 114, State Capitol
St. Paul, Minn.

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

CARTOON

HOW TO CATCH COLD
Association Films
35 W. 45th St.
New York, N. Y.

KOKO IN REVERSE
Station Distributors, Inc.
40 E. 31st St.
New York, N. Y.

SPORTS

MEET THE DUCKS
Ducks Unlimited, Inc.
342 Madison Ave.
New York, N. Y.

GUNNING THE FLYWAYS
Remington Arms Company
Bridgeport, Conn.

RELIGIOUS

INDIAN STREET
Maryknoll Fathers
Maryknoll P. O., New York.

Here is your *new* 1953
UNITY catalogue

1000 TITLES from UNITY!

- ★ 300 FEATURES
- ★ 52 LAUREL & HARDY comedies
- ★ 39 HALF HOUR Programs
- ★ 125 CARTOONS
- ★ 40 WESTERNS
- ★ 22 SERIALS

Write, phone or wire for this 50 PAGE CATALOGUE... contains Full Cast and Story Material for TV STATIONS SPONSORS AGENCIES!

UNITY TELEVISION CORPORATION

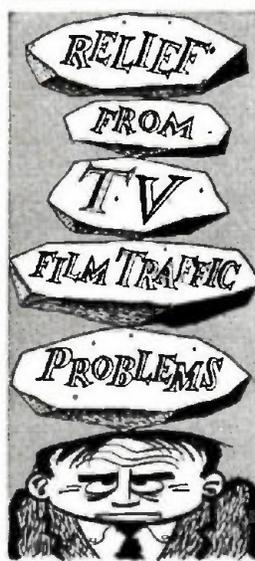
For Top Variety on TV Film Programs
Featuring Top Stars

UNITY TELEVISION CORPORATION 1501 Broadway, New York, N. Y. LO 4-8234

TV FILM BUYERS IN ADVERTISING AGENCIES

Following list of film buyers in advertising agencies is based on an up-to-the-minute survey of the agencies. It represents the latest information on this important group of buyers available anywhere.

Advertising Engineers Corp.
448 S. Hill St., Los Angeles 13, Calif.
Reed Bear, Time Buyer



RELIEF THROUGH MODERN'S
3-point film traffic and library service especially designed for agencies, syndicators, producers and distributors.

1. Process control that gives you exact information on every program from scheduling to return of the film after showing.
2. Editing and film maintenance control that keeps your prints in optimum condition.
3. Shipping control that places your prints—programs or commercials—in the hands of TV stations on time every time.

These plus many other features constitute our complete television film traffic service.

MODERN TALKING PICTURE SERVICE

for further information—

Modern Talking Picture Service, Inc.
TV Division
45 Rockefeller Plaza
New York 20, New York

EXCHANGES IN Chicago • Los Angeles • New York



PEERLESS—treated prints are moisture stabilized—and 'grain' or brittle toughened—to resist scratches and wear lubricated to ease projection.

PEERLESS—treated prints start all right and maintain their good condition longer for more bookings.

Write for information
DEERLESS
FILM PROCESSING CORPORATION
151 WEST 104th STREET, NEW YORK 25, NEW YORK
155 BROADWAY STREET, HOLLYWOOD 33, CALIF.

Allen & Reynolds Advertising
1700 Woodmen of World Bldg., Omaha, Neb.
Milton J. Stephan, R-TV Dir.
Don B. Amundsen Jr., Asst. R-TV Dir.
Altomart Advertising Agency, Inc.
20 West 37th St., New York 18, N. Y.
Michael Altomart, Pres. TV Dir.

Auderson & Cairns
488 Madison Ave., New York 22, N. Y.
Victor Seydel, Dir. R-TV
Austreliet Advertising Agency
415 Stratton Times Bldg., Scranton, Pa.
W. A. White, Genl. Mgr.

Associated Advertising Agency
Dixie Terminal Bldg., Cincinnati, O.
Sam Malcom Levy, Pres.
W. Wilson Lang, V. P. Chg. R-TV
John Maupin, R-TV Dir.

Atherton & Curtis, Inc.
420 Lexington Ave., New York 17, N. Y.
John P. Atherton,
V. P. Chg. R-TV Prod.

William Tjeeman,
V. P. Time & Space Buyer
N. W. Ayer & Son, Inc.
30 Rockefeller Plaza,
New York 20, N. Y.
Mark H. Hawley, TV Film

— and —
714 Taft Bldg., Hollywood, Calif.
Glenhall Taylor, Mgr.
Chester Brouwer, TV Prod. Super.
Ayres & Associates, Inc.
1325 North St., Lincoln, Neb.
Warren M. Swanson, V. P. A. A. E.
Harry H. Packard, R-TV Dir.

Baird & Davidson, Inc.
1030 Speer Blvd., Denver, Colo.
Bill Prescott, V. P.
Carl A. Sabirand, Pres.
Baird Advertising Agency
742 James St., Syracuse, N. Y.
B. A. Stapleton, R-TV Dir.
J. R. Coleman, A. E.

Barrows Advertising Agency
312 E. Wisconsin Ave., Milwaukee, Wis.
Kenneth Goelzer, V. P.
Ray Wholihan, V. P.
Gil Goetz, Prod. Mgr.

Fed Bates & Co.
630 Fifth Ave., New York, N. Y.
Thomas F. McAndrews, Comm. Film Buyer

Vincent Rowe, Program Film Buyer
Bartlett Durstine Osborn
383 Madison Ave., New York 17, N. Y.
James S. Bealle Jr., Program Dir.
Bernard Haber, Film Dir.

— and —
919 N. Michigan Ave., Chicago, Ill.
Russell M. Tole, Mgr. R-TV Dept.

— and —
1220 Stetler Office Bldg., Boston, Mass.
F. W. Mack, P. P.

John H. Wright, R-TV Dir.

— and —
Grant Building, Pittsburgh, Pa.
Paris Frand, TV Dir.
Saul Rosenwald, TV Prod.

— and —
Northwestern Bank Bldg., Minneapolis
D. E. Conner, Creative, R-TV Dept.
Harvey Byers, Mgr. R-TV Dept.
Douglas L. Perrin, Prod. Dir. R-TV

Bennett, Walker & Minsider, Inc.
69 Newbury St., Boston 16, Mass.
Nelson Bennett, Pres.
Elizabeth D. Parsons, Media Dir.

Beston & Butala, Inc.
444 Madison Ave., New York 22, N. Y.
Herb Leder, Dir. of Film Prod.
Irwin Siegelstein, Asst.
Fred Bernstein Associates
51 Madison Ave., New York, N. Y.
Sylvester J. Bernstein, TV Dir.

Lee S. Bishop Advertising
405 N. Michigan Ave., Chicago, Ill.
A. C. Norton, A. E.

Ralph Bing Advertising
306 Frederick Bldg., Cleveland, O.
Ralph S. Bing, Pres.

The Blow Co.
640 Fifth Ave., New York, N. Y.
Ruth Lehner, New Prog. Reseach
Ben Alcock, Dir. Film Commercial
The Fred Book Advertising Company
12 National Bldg., Akron, O.
Fred C. Book, Pres.
John B. Simpson, R-TV Dir.

Pearl Paroli, A. E.
Borford, Coatsworth & Gardner
331 Central Bldg., Seattle, Wash.
J. P. Heverly, V. P.

Arthur Braithwaite Advertising Agency
352 Hospital Trust Bldg., Providence, R. I.

Arthur Braithwaite, Time Buyer
John A. Lorimer, Time Buyer
Michael Brand Assoc.
8820 Sunset Blvd., Hollywood, Calif.
Michael Brand, Pres.

Brancher, Wheeler & Staff
1660 Bush St., San Francisco, Calif.
J. H. Butler, Producer
Isabelle Brancher, Asst. Producer
Broadway Advertising, Inc.
1 Newbury St., Boston 16, Mass.
J. J. Manning, Time Buyer

D. P. Brooker & Co., Inc.
General Motors Bldg., Detroit, Mich.
Kenneth O. Manuel, R-TV Dir.

Bruce B. Brewer & Co.
900 Walnut St., Kansas City, Mo.
Jack Kirwan, Dir. R-TV

— and —
Foshay Tower, Minneapolis, Minn.
C. R. Strotz, A. E.

Brooke, Smith, French & Dorrance
Burrus East Jefferson, Detroit, Mich.
Hugh S. Hole, Dir. R-TV
James P. Danaher, R-TV

— and —
52 Vanderbilt Ave., New York City
Jay Berry, R-TV

Franklin Bruck Advertising Corp.
1270 Sixth Ave., New York, N. Y.
D. Davidson, TV Producer

Buchanan-Thomas Advertising Co.
412 S. 10th St., Omaha, Neb.
J. A. Remondino, Dir. R-TV
Gene Edward, Asst. Dir. R-TV

The Busch Co.
400 W. Madison St., Chicago, Ill.
Robert Long, R-TV Dir.
G. Norman Burk, Inc.
223 Fourth Ave., Pittsburgh, Pa.
C. Norman Burk, Pres.
D. E. McCarthy, Media Dir.
Harold Cabot & Co., Inc.
136 Federal St., Boston 10, Mass.
Ray Chalkin, Media Dir.

Camilleri, Inc.
510 St. Paul Pl., Baltimore, Md.
Louis C. Fedlar Jr., V. P.
Callina, Hinden, Carlsch, McClintock, and
Cahill, Inc.
247 Park Ave., New York, N. Y.
John A. Fowler, Prod.

Campbell Ewald Co.
1 E. 57th St., New York, N. Y.
Don Reinhardt, Bus. Mgr. TV Dept.

Campbell-Mitbas, Inc.
1370 N. Western Bank Bldg.,
Minneapolis, Minn.
John Cole, R-TV Time Buyer
Art Lund, R-TV Dir.

The Caples Co.
225 E. Erie St., Chicago, Ill.
Steve R. Carlin, Dir. R-TV
John E. Erickson, V. P. Chg. Creative
Service

Cayton, Inc.
9 E. 30th St., New York, N. Y.
Allan Black, TV Dir.

Ced & Prosser, Inc.
247 Park Ave., New York, N. Y.
Frank Gillay, V. P. Dir. TV
Edward Simmons, Prod. Mgr.
William Patterson, Exec. Prod.
Jan Lambeck, Prod. Dir.

W. Craig Chambers, Inc.
513 Second Ave., Pittsburgh, Pa.
W. Craig Chambers, Pres.
Harold A. McCoy, V. P.

George J. Charney Associates
1819 Broadway, New York, N. Y.
Charles J. Charney, A. E.

Alvin George Adams Advertising Co.
1 E. 57th St., New York, N. Y.
Peter Finnes, V. P. Chg. R-TV

Campton Advertising, Inc.
630 Fifth Ave., New York, N. Y.
Louis Titterton, V. P., TV Prod.
Lloyd Durant, Mgr. TV Comm. Prod.

John L. Zimmer, Super. TV Comm.
Tel. Bell, New Programs
Katherine Goeman, New Programs

Co-Ordinated Advertising Corp.
9 E. 30th St., New York, N. Y.
Lester L. Wolff, Pres.

Admas A. Patis, R-TV Dir.

The Cramer-Krassell Co.
733 N. Van Buren St., Milwaukee, Wis.
Roger La Grand, R-TV Dir.
John Pritchard, Film Dir.

Cramer & Co.
6777 Hollywood Blvd., Los Angeles,
Calif.

C. R. Cramer, Pres.
Ed and Lovelace, Media Buyer
J. J. Frank Jr., Film Chief
Charles Hutchings, Creative Chief

Crook Advertising Agency
Southwestern Life Bldg., Dallas, Texas
W. W. Crook Jr., V. P.
Phyllis Simons, A. E.

Lumplings, Brand & McPherson
409 Gas & Electric Bldg., Rockford, Ill.
James B. McPherson, A. E.

Dancer-Fitzgerald-Sample, Inc.
347 Madison Ave., New York, N. Y.
Adrian Samish, V. P. & Dir. R-TV
Charles Powers, Exec. Producer
Norman Matthews, Mgr. R-TV Comm. Prod.

Doberty, Clifford, Sheffield & Steers, Inc.
350 Fifth Ave., New York, N. Y.
Chester MacCracken, V. P.
Rudens Albright, Asst. Super.

Donohue & Coe, Inc.
1230 Sixth Ave., New York, N. Y.
Carl Regrod, TV Producer
Walter Scott, TV Co-Ordinator

W. B. Dooner & Co.
Washington Blvd. Bldg., Detroit, Mich.
Charles E. Rosen, Exec. V. P.

John C. Dowd, Inc.
212 Park Sq. Bldg., Boston 16, Mass.
Ted Pitman Jr., R-TV Dir.
Rita Fortin, Asst. R-TV Dir.
William Walsh, R-TV Time Buyer

Jewell, Redfield & Johnson, Inc.
501 Madison Ave., New York, N. Y.
Wallace H. Lanxon, TV Dir.

Doyle Advertising Agency
415 Church St., Nashville 3, Tenn.
George W. Doyle, Pres.
J. Thomas Dawson, V. P.

Dundas & Frank, Inc.
100 W. 48th St., New York, N. Y.
Roy S. Duvigne, Inc.
730 Fifth Ave., New York, N. Y.
Roy S. Duvigne, Pres.
Hubert Wilke, R-TV Dir.

Adam F. Eby Advertising
35 Court St., Buffalo, N. Y.
Adam F. Eby, Pres.

The Elliott Agency
178 Grand Ave., Oakland, Calif.
Wallace P. Elliott, Owner

Robert J. Ewers Advertising, Inc.
1415 K St. N. W., Washington, D. C.
Howard A. Ewers, Exec. Producer
Robert L. Friland, Film Dir.
Margot Phillips, TV Dir.

Ewlan, Wasey & Co., Inc.
420 Lexington Ave., New York, N. Y.
James C. Douglas, V. P. Chg. R-TV
Michael Levin, Creative Dir. R-TV

— and —
First National Bank Bldg., Oklahoma
City, Okla.
Norman Hall, A. E.
Benjamin Eshkolon, A. E.
1522 Locust St., Philadelphia, Pa.
J. R. Collins Jr., Media Dir.
Levin H. Greenhouse, V. P.
William Esty Co., Inc.

100 E. 42d St., New York, N. Y.
Anthony Pan, Exec. Producer
Giant Thompson, Exec. Producer
Gene Petrillo, Exec. Producer
The Everling Associates
1015 Chestnut St., Philadelphia, Pa.
Lester J. Harmon, TV Du.

Fairchild-Breyer, Inc.
1709 W. 5th St., Los Angeles, Calif.
Ted H. Factor, Pres.

Donald A. Breyer, V. P.
Farlan Myers, TV Dir.
Tom Ross, TV Producer
Mike Federal Advertising Agency
325 Northwestern Bank Bldg.,
Minneapolis, Minn.

Michael J. Padell, Genl. Mgr.
John J. Pollan, Copy Dir.
Harry Felgenbaum Advertising Agency
2011 Walnut St., Philadelphia, Pa.
Stanley Goldstein, R-TV Dir.

Fitzgerald Advertising
Lee Circle Bldg., New Orleans, La.
Tom Newman, Dir. TV-Film Dept.
Aubrey Williams, Dir. R-TV

Flack Advertising Agency, Inc.
110 Fifth Bldg., Syracuse, N. Y.
Wm. P. Conklin Jr., V. P.
Arnold T. Bowden, V. P.
Grover H. Hubbell, A. E.

The Richard A. Foley Advertising Agency, Inc.
1528 Walnut St., Philadelphia, Pa.
Frank Knight, R-TV Dir.
David A. Smith, Time Buyer

Foots, Goss & Betina, Inc.
155 E. Superior St., Chicago Ill.
R. J. Cunningham, Dir. Film Prod.
J. A. Libberton, Asst. Dir. Film Prod.

247 Park Ave., New York, N. Y.
Roger Pryor, V. P. R-TV
Thomas McDonnell,
Dir. Prod. Develop.

George Wolf, Dir. R-TV Prod.

— and —
6233 Hollywood Blvd., Hollywood, Calif.
D. F. Marquette, Dir. Film Prod.

— and —
235 Montgomery St., San Francisco,
Calif.
Sherwood Armstrong, R-TV Dir.

— and —
Emerson Bldg., Houston 2, Texas
E. M. Richards Sr., A. E.
Wm. N. Browder, A. E.

Oakleigh R. French & Assoc.
6235 Landell Bldg., St. Louis 8, Mo.
C. B. Pangman, A. E.

Carl Freiburger & Co.
1439 Court Pl., Denver, Colo.
Carl Freiburger, Pres.
Bob Swaywood, TV Dir.
Les Barry, Asst. TV Dir.

Ad Fried Advertising Agency
166 15th St., Oakland, Calif.
Ad Fried, R-TV Dir.
Mark Miller, R-TV Prod. Dir.

Fuller & Smith & Ross, Inc.
1501 Euclid Ave., Cleveland 15, O.
Richard F. Reynolds, Mgr. Films & R-TV
David G. Adam,
Assoc. Dir. Films & R-TV
Philip Worcester,
Assoc. Dir. Films & R-TV

— and —
71 Vanderbilt Ave., New York, N. Y.
Arthur E. Duram, Dir. R-TV Prod.
Byron H. McKinnon,
Mgr. R-TV Comm.

Gardner Advertising Co.
915 Oliver St., St. Louis 1, Mo.
William D. Fisher, V. P., Dir. R-TV
Alfred A. Chance, Prod. Mgr. R-TV

Sidney Garfield & Assoc.
45 Second St., San Francisco, Calif.
Benson M. Sherman, V. P.
Daphne June King, R-TV Producer

Geyer, Newell & Geyer, Inc.
745 Fifth Ave., New York 22, N. Y.
Ted Long, Dir. R-TV
James Mantilla, Film Super.
211 N. Lafayette Ave., Grand Rapids,
Mich.

Francis K. Giew, Pres.
Gilham Advertising Agency
Continental Bank Bldg., Salt Lake City,
Utah

Heber G. Wooley, Dir. R-TV
Larch Coe, Asst.

Glen Advertising, Inc.
120 Continental Life Bldg., Fort Worth,
Texas

Ray K. Glenn, Pres.
John H. Stewart, Exec. V. P.
Arnold C. Stuart, V. P.

Goodkind, Jake & Morgan, Inc.
919 N. Michigan Ave., Chicago, Ill.
H. P. Roberts, Exec. V. P.
Henry Nathan, V. P.
Florence Neighbors, Media Dir.

Gray & Rogers
12 S. 12th St., Philadelphia, Pa.
Walter Erickson, Dir. TV
Edmund H. Rogge, Asst. Dir.
John C. Hirst, TV Dept.

Gregory & House, Inc.
2157 Euclid Ave., Cleveland, O.
Homer Gregory, Pres.
Brimley House, Exec. V. P.

Howard Senior, A. E.

Grey Advertising Agency, Inc.
166 W. 35th St., New York, N. Y.
Alfred Hollender, V. P., R-TV Dir.
Robert Peyton, Exec. TV Producer
Gerald Ford, TV Producer

Gumther, Brown & Burns, Inc.
302 L. T. Cooper Bldg., Dayton, O.
W. James Bridges, V. P., Dayton Office

Guld, Bascom & Bonfigli
130 Kearny St., San Francisco, Calif.
Alex. Anderson, TV Dir.
Red Nicholson, A. E.
Dick St. John, A. E.

Lawrence C. Gumbiner Advertising
655 Madison Ave., New York, N. Y.
Paul G. Gumbiner, R-TV Dir.
Vine D. Miller, Asst. Dir.

Hambly, Hicks & Woodstrom, Inc.
300 Fifth Ave., New York, N. Y.
H. E. Lehman, TV Film Buyer

H. T. Harris Advertising Agency, Inc.
140 Walker Bank Bldg., Salt Lake
City, Utah
R. T. Harris, Pres.

Harwood Harris Advertising
2519 Connecticut Ave., N. W.,
Washington, D. C.
Harwood Harris, Pres.
Harold Stem, TV Dir.

Helm & Co., Inc.
323 W. Sixth St., Los Angeles 13, Calif.
June Morgan, Dir.
Paul Horn Helder Advertising, Inc.
911-13th St., N. W.,
Washington 5, D. C.
Paul Lynn Heller, Pres.
Gerald M. Felder, Mgr.

Henderson Advertising Agency
9 W. McBea Ave., Greenville, S. C.
James M. Henderson, Pres.
Howard K. McHenry, A. E.
Betty McCowan, Time Buyer

Heintz, Hurst & McDonald, Inc.
121 W. Wacker Dr., Chicago, Ill.
J. Scott Kock, V. P. R-TV Prod.
Randall, Procter & Comm'l Film

Al Herr Advertising Agency
215 E. Michigan St., Milwaukee, Wis.
Pat Kocian, R-TV Dir.

Herron Advertising Agency, Inc.
111 Pearl St., New York 3, N. Y.
Horace L. Heverson, Pres.
Edward T. Lovelady, V. P.
Hal Greenberg, R-TV Dir.

Heintz, Ogilvy, Benson & Mather, Inc.
575 Madison Ave., New York, N. Y.
C. F. Weiler Jr., Dir. R-TV

David S. Hillman, Inc.
9130 Sunset Blvd., Los Angeles, Calif.
Doris P. Hillman, V. P.

George N. Laws, V. P.

Hinson-Garfield, Inc.
745 Fifth Ave., New York, N. Y.
Robert P. Lawson, Dir. R-TV

Hilton-Johnson, Inc.
600 St. Paul Ave., Los Angeles, Calif.
Hoffman & York, Inc.
806 N. 3rd St., Milwaukee, Wis.
Joel Kurek, V. P., TV Prod. Dir.

Charles W. Hoyt Co., Inc.
531 Fifth Ave., New York, N. Y.
William Philip Smith, Dir. R-TV

H. B. Humphrey, Benson & Richards, Inc.
1235 Stierley Bldg., Boston 16, Mass.
Sally Larkin, V. P.

The Ralph H. Jones Co.
3100 Carew Tower, Cincinnati 2, O.
Kathryn Hill, V. P., TV Prod. Dir.

Jones & Jones Advertising Agency
325 Leighton Bldg., Oklahoma City,
Okla.

Heart C. Jones, Pres.
Kal, Ehrlich & Strick Advertising
115 Star Bldg., Washington, D. C.
Alvin Q. Ehrlich, V. P. Chg. R-TV
David P. Thomas, V. P., Dir.

Nelle C. Mann, R-TV Time Buyer

W. H. Kauter & Sons Advertising Co.
75 E. Wacker Dr., Chicago, Ill.
James H. West, Dir. R-TV

The Joseph Katz Co.
448 Madison Ave., New York 22, N. Y.
Alice Ross, TV Film

Henry J. Kaufman & Associates
1419 H St., N. W., Washington, D. C.
Jeffrey A. Abner, TV Dir.

Robert S. Manter, Film Director

Kelly & Lamb Advertising Agency
897 Higgs Ave., Columbus, Ohio
Dorris F. Williams, R-TV Dir.

Kenyon & Eckhardt, Inc.
247 Park Ave., New York, N. Y.
Sylvan Taplinger, Prod. Buyer

Kleewater Associates, Inc.
9 E. 40th St., New York, N. Y.
Elizabeth Thompson, Time Buyer
Horace Haddon, V. P.

E. G. Chase, TV Film

Abbott & Ginter, Inc.
350 Park Ave., New York 17, N. Y.
Arthur M. Ehrlich, Dir. R-TV
Miriam Tassier, Assoc. R-TV Dir.

— and —
4015 Wilshire Blvd., Los Angeles, Calif.

Lay & Livingston
260 California St., San Francisco, Calif.
Robert J. Livingston

— and —
1617 E. McDowell Rd., Phoenix, Ariz.
Sam Ewing

M. R. Koppmer & Co., Inc.
Realty Bldg., Louisville, Ky.
William H. Hill, Media Dir.

Kudner Agency, Inc.
575 Madison Ave., New York, N. Y.
Myron P. Kirk, TV Dir.
Frank Hastings, Director
A. A. Coughlin, Director
Hank Ladd, Director
Frank Burns, Director

Lane, Fisher & Associates
1010 Euclid Ave., Cleveland, O.
Alvin B. Fisher, V. P. Chg. R-TV
Robert E. Gibbons, Mgr. R-TV
John D. Cramer, Prod. Mgr. R-TV

Lawson & Sanders Advertising
422 Fidelity Bldg., Dallas, Texas
Robert E. Stuart, R-TV Dir.
D. W. Fryers, R-TV Prod. Mgr.
C. J. LaRue & Co., Inc.
247 Park Ave., New York, N. Y.
J. L. Washburn, Dir. R-TV

Al Paul Edson Co., Inc.
485 N. Michigan Ave., Chicago, Ill.
Edwin O. Foreman Jr., V. P.

— and —
1617 Pennsylvania Blvd.,
Philadelphia, Pa.
Alexander Griffin, R-TV Dir.
Lawson & Mitchell

17 E. 45th St., New York, N. Y.
Nicholas E. Keecey, V. P. R-TV
Francis C. Barton Jr., Mgr. R-TV
George Zachary, Chief R-TV Prod.
Charles Harrell, Exec. Producer

Levy Advertising Agency
250 Broad St., Newark 2, N. J.
H. Alan Scott
Lilmer, Neal & Rattle Advertising Agency
8101 Watson Blvd., Atlanta 3, Ga.
W. W. Neal, Partner
C. K. Lilfer, Partner
Sarah Williams, Media Dir.

The W. E. Lane Co.
6
181 W. Randolph St., Chicago, Ill.
Edward C. Metz Jr., R-TV Dir.
J. Minetz, Asst. Dir.

Lyon-Fieldhouse
15 S. Franklin St., Wilkes-Barre, Pa.
L. S. Fieldhouse, Partner
S. C. B. Lynn, Partner
W. R. Pritchard, TV Dir.

"WILD BILL HICKOK"
is SURE at
ACME
FILM LABORATORY
1161 N. Highland, Hillside 7471, Hollywood 38, Calif.

W. D. Ligon Co., Inc.
303 Second Ave., New York, N. Y.
Cedar Rapids, Ia.
Robert H. Schubert, R-TV Dir.

McCann-Erickson, Inc.
90 Rockefeller Plaza, New York, N. Y.
Don McClure, Mgr., R-TV Prod.
Frank Biban, Head, Film Dept.
Ken Gammage, Film Prod.
Jim Harkey, Film Prod.

— and —
318 S. Michigan Ave., Chicago, Ill.
Robert Brewster, Gen. Mgr., R-TV
Jim Shelby, R-TV Dir.
John Klatt, Media Dir.
Mary Poloson, R-TV Time Buyer

— and —
647 Griswold St., Detroit, Mich.
William McCullough, TV Supervisor
J. R. Barlow, Assg. A. E.

628 Euclid Ave., Cleveland, Ohio
Stuart Buchanan, R-TV Dir.

— and —
114 Samsone St., San Francisco, Calif.
Alden S. Nye, R-TV Producer
C. Hesloff, V. P.

McCormick Company
217 E. 7th Ave., Amarillo, Tex.
G. Tom Curphey, Dir.
Lawrence Patton, A. E.

McKee & Albright, Inc.
1400 S. Pennsylvania Sq.
Philadelphia 2, Pa.
J. A. McFadden, V. P.

MacGruder-Sales-Kutka
1656 California St., Denver, Colo.
Vincent Advertising Agency
601 Elkhead St., Buffalo, N. Y.
F. R. MacLaughlin, A. E.
J. Andrea Connor, A. E.

Malcolm-Macward Advertising
203 N. Wabash Ave., Chicago, Ill.
Arthur Holland, Pres.
Max Holland, A. E.
Hal Barkun, A. E.
Ed Dwyer, Film Editor
Ray Freeman, A. E.

Marfree Advertising Corp.
105 W. 40th St., New York, N. Y.
Bernett Friedenberg, V. P.

— and —
919 N. Michigan Ave., Chicago, Ill.
Shep Charoof, V. P.

Marshall & Pearl Co.
514 Fifth Ave., New York, N. Y.
C. A. Peterson, V. P., R-TV
L. B. Semon, TV Mgr.

J. M. Mathes, Inc.
260 Madison Ave., New York, N. Y.
Read H. Wight, V. P., R-TV Dir.
Richard S. Jackson, Asst. R-TV Dir.

Maxon, Inc.
12 E. 53d St., New York, N. Y.
S. James Andrews, Asst. to Pres.
John Moxman, Mgr., R-TV Dept.

— and —
2761 E. Jefferson Ave., Detroit, Mich.
Earl Kennedy, Mgr., R-TV Dept.

May & Company
412 West 52nd St., Los Angeles 14, Calif.
Jack Lindquist, TV Dir.

Mayer Co., Inc., The
280 West Third St., Los Angeles, Calif.
Farrell Dolan, V. P.
Don Johnson, R-TV Dir.
Bob Hohen, TV Prod.

Chm. H. Mayer Co.
2415 B. Melrose Pl., Los Angeles, Calif.

Dan B. Miller Co.
104 S. Kinsley Dr., Los Angeles, Calif.
Hilly Sanders, R-TV Dir.
R. C. Black, Asst. R-TV
Art Frank, Asst. R-TV

Atonce-Pelvet, Inc.
712 S. Carson Ave., Los Angeles, Calif.
Jane Leider, Media Director
Ab White, Copy Director

Small Moul Co., Inc.
250 W. 57th St., New York, N. Y.
Levir J. Malles, Mgr., R-TV
Nat. B. Eisenberg, Creative Programming
Marvin Schloffer, Prod. Supervisor
Stacy, Humm & Johnson, Inc.
350 Fifth Ave., New York, N. Y.
William L. Weimick, R-TV Dir.
C. Woodell Marcus & Co., Inc.
75 E. Wacker Dr., Chicago, Ill.
Victor Fabian, Film Buyer

Needham & Grossmann
630 Fifth Ave., New York, N. Y.
William R. Seib, V. P.
John M. Handley, V. P.

Needham, Lewis & Brandy, Inc.
135 S. LaSalle St., Chicago 3, Ill.
James G. Commons, R-TV Dir.
Christopher Ford, R-TV Producer

— and —
1680 N. Vine St., Hollywood 28, Calif.
Frank Pittman, V. P.

1270 Ave. of the Americas,
New York 20, N. Y.
Richard L. Eastland, Mgr.

R. T. O'Connell Advertising
420 Madison Ave., New York, N. Y.
R. T. O'Connell, Pres.

Ohio Advertising Agency
2300 Payne Ave., Cleveland, O.
Samuel L. Abrams, Pres.
Vic Gelb, V. P.
Mel Tenenbaum, TV Dir.
Burt Schulhouse, Producer
Olmsted & Foley Advertising Agency
1200 Second Ave., Minneapolis 3, Minn.
James D. McTigue, R-TV Dir.

O'Neil, Larson & McMahon
210 N. Michigan Ave., Chicago, Ill.
Stanford C. Kasitz, TV Dir.
Marshall Edinger, Media Dir.
N. J. McMahon, Partner
E. H. Larson, Partner
W. Zivi & H. Smasal, A. E.

Robert W. Orr & Associates, Inc.
1 W. 53rd St., New York, N. Y.
Louis L. Ergmann, Dir., R-TV

Serritt Omens Advertising Agency
New Brotherhood Bldg.,
Kansas City, Mo.
Merrill Owens, Pres.
Earl Allvine, TV Dir.
R. Grant Neds, V. P.

Parke & Pearl
170 Lexington Ave., New York, N. Y.
Patrick A. Perrino, Media Mgr.
Weymouth Symes, Time Buyer

Peck Advertising Agency, Inc.
400 Madison Ave., New York, N. Y.
S. S. Schweitzer, R-TV Dir.

Perry Brown, Inc.
2831 Vernon Pl., Cincinnati, Ohio
Edward J. Doran, R-TV Dir.

Phillips-Ramsey Co.
1st National Bank Bldg., San Diego, Calif.
Charles C. Ramsey, Partner
Robert Lewis, Media Buyer
Orva W. Huff, R-TV Prod. Mgr.

Poaner-Zabin Advertising
95 Madison Ave., New York, N. Y.
James B. Zabin, Partner
Jack Poaner, Partner
A. G. Holtzman, A. E.

Prater Advertising Agency
705 Chestnut St., St. Louis, Mo.
O. L. Prater, Pres.
Barbara Block, Copy Chief
The Fred M. Randall Co.
314 Bank Tower, Detroit, Mich.
— R. D. Hughes, A. E.
Travis Hubbard, A. E.

Knox Berne Advertising, Inc.
600 First Nat'l Bldg.,
Minneapolis, Minn.
Russell E. Neff, V. P., TV Dir.

Rain Advertising
221 W. 57th St., New York, N. Y.
Edward Weaver, R-TV Dir.

Rhaver & Associates
3142 Wilshire Blvd.,
Los Angeles 5, Calif.
Lee Ringer, Pres. & TV Dir.
Ibe Stein, Media Dir.
Elwood J. Robinson & Co.
1111 Wilshire Blvd., Los Angeles, Calif.
Robert C. Neuman, Media Dir.
John Jones, TV Dir.

Rocklin, Irving & Associates
32 W. Randolph St., Chicago, Ill.
Irving Rocklin, Film Buyer
Marjorie Lovinger, Prog. Film Buyer
Trina Shuchat, Betty Ziedel and Helen Wurtburg, Commercial Film Buyers

Charles Ross Advertising Agency
1414 N. Highland Ave., Hollywood, Calif.
Charles Ross, Pres.
Ruthardt & Ryan
405 Lexington Ave., New York, N. Y.
David Nyren, Dir. of New Prog.
Marshall Gram, Exec. Film Producer

— and —
712 Main St., Houston, Texas
W. Van A. Combs, V. P.
Frank J. Carter, A. E.

— and —
235 Montgomery St., San Francisco, Calif.
John L. Harvey, Mgr.
Virginia Crawford, Time Buyer

Lewis Edwin Ryan
726 Jackson Pl., Washington 6, D. C.
G. J. Gray, R-TV Dir.

S. Georges & Kezes, Inc.
2110 N. Charles St., Baltimore, Md.
Arthur Booth, Mgr.
Peter Tierney, A. E.
Mark Foster, A. E.

Frank B. Sawdon, Inc.
480 Lexington Ave., New York, N. Y.
Jerry Bew, V. P.

Schneider, Beck & Werner, Inc.
447 Park Ave., New York 22, N. Y.
Walter White, TV Dir.
Vera Brennan, R-TV Time Buyer
Schneefeld, Huber & Green, Ltd.
520 N. Michigan Ave., Chicago, Ill.
Lewis G. Green, V. P.
Schwimmer & Scott, Inc.
75 E. Wacker Dr., Chicago, Ill.
Dale Carpenter, TV Dir.
Hazel M. Needs Co.
7324 Santa Monica Blvd., Hollywood, Calif.
— and —
Low Place, V. P., R-TV
John W. Shaw Advertising
716 N. Rush St., Chicago, Ill.
William A. Ries, Copy Chief

Sherman & Marquette, Inc.
10 Rockefeller Plaza, New York, N. Y.
W. B. Templeton, Dir., R-TV

— and —
919 N. Michigan Ave., Chicago, Ill.
Louis E. Tolson, TV Dir.
Clifford E. Bolger, Media Dir.

Simmonds & Simmonds, Inc.
201 N. Wells St., Chicago, Ill.
Phil Tobiasas Sr., Pres.
Phil Tobiasas Jr., Exec. V. P.
George O'Leary, V. P.
Curtis Wilmer, A. E.

Simon & Green
622 Commerce Title Bldg.,
Memphis, Tenn.
W. E. Davidson Jr., TV Dir.
Leonard M. Sive & Associates, Inc.
22 W. 7th St., Cincinnati, Ohio
Robert G. Granahan, R-TV Dir.

Smith & Bull Agency
6642 Sunset Blvd., Hollywood, Calif.
Richard T. Parker, Dir. TV
Richard Taylor & Jenkins, Inc.
223 Fourth Ave., Pittsburgh, Pa.
Tom MacWilliam, TV Dir.
Bill Sutherland, A. E.

Barton A. Robbins
1240 Wilshire Blvd., Los Angeles, Calif.
A. W. Gudelman, A. E. and Time Buyer
E. C. Bloodworth, R-TV Program Dir.

Hal Neelbas, Inc.
714 Olympic Blvd., Los Angeles, Calif.
Paul Winans, V. P.
Stockton, West, Burkham, Inc.
1308 First National Bank Bldg.,
Cincinnati 2, Ohio
Thomas Martin, V. P.
Gene Stubecker, Mgr. E. Prod.
Richard Dunn, Mgr. TV Prog.

J. M. Straus & Co.
422 South Western Ave., Los Angeles, Calif.
Jack M. Straus, Pres.
Charles R. Stuart Advertising
625 Market St., San Francisco, Calif.
Fred M. Park, A. E.
Sullivan, Stauffer, Colwell & Bayles, Inc.
437 Fifth Avenue, New York, N. Y.
Abner Spencer, V. P.
Jaggard & Young
7364 Beverly Blvd., Los Angeles, Calif.
Ray Lewis, TV Dir.

Fishman-Land, Inc.
20 N. Wacker Dr., Chicago 6, Ill.
George A. Bolas, R-TV Dir.
Dan Ryan, R-TV Commercial Prod.

J. Walter Thompson Co.
420 Lexington Ave., New York, N. Y.
H. Barr McHugh Jr., Talent Buyer
William G. McCarthy, Talent Buyer

— and —
410 N. Michigan Ave., Chicago, Ill.
F. W. Boulton, V. P.
Peter Cavallo, Mgr., R-TV Dept.
Robert Gulbert, Asst. Mgr.

— and —
6399 Wilshire Blvd., Los Angeles, Calif.
Cornell Jackson, V. P.

Taney, Kent & Co., Inc.
315 Madison Ave., New York, N. Y.
Philip A. Rector, Dir., R-TV

Tracy-Locke Co., Inc.
1307 Pacific Ave., Dallas, Tex.
Philip L. McHugh, R-TV Dir.
Tera Commons, Asst. R-TV Dir.

Turner Advertising Agency
101 E. Ontario St., Chicago, Ill.
J. Gordon Turner, A. E.
Robert B. Wesley, A. E.

Vannest, Dugdale & Co., Inc.
15 E. Fayette St., Baltimore, Md.
Robert V. Walsh, Dir., R-TV Dept.
Rita G. Eastman, R-TV Prod.

Carlo Vini Advertising Co.
431 Fifth Ave., New York, N. Y.
Carlo Vini, Pres.
Geoffrey Wade Advertising
20 N. Wacker Dr., Chicago 6, Ill.
A. G. Wade II, Exec. Dir.
Paul McClure, Gen. Mgr.
L. J. Nelson, Media Director
Booth Luck, Dir. of TV Operations

Walker & Downing
532 Oliver Bldg., Pittsburgh 22, Pa.
R. B. Stevens, R-TV Dir.
W. E. Burge, Asst. R-TV Dir.

Walker Smay Advertising
621 Perdido St., New Orleans, La.
Walker Smay, Pres.
P. J. Stakelum Jr., Joe Shields, Charles Bloom II, and Moose Bloch, Account Executives

Warwick & Legler, Inc.
230 Park Ave., New York 17, N. Y.
Henry Legler, V. P.
William P. Warwick, Dir., R-TV
Joe Grazz, Asst. Dir., R-TV

Erwin Weaver & Co., Inc.
5045 Wilshire Blvd., Los Angeles, Calif.
Luther Weaver & Associates
405 Oppenheim Bldg., St. Paul, Minn.
Luther Weaver, Pres.
Donald F. Gardner, A. E.

Milton Weinberg Advertising Co.
3508 Wilshire Blvd., Los Angeles, Calif.
Just W. Stearns, TV Dir.
Wm. H. Krauch, A. E.

William H. Weintraub & Co.
481 Madison Ave., New York, N. Y.
William H. Weintraub Jr.,
TV Film Buyer

— and —
C. A. Franco, Gen. Mgr., R-TV

Ward Whedock Co.
444 Madison Ave., New York, N. Y.
Russ Johnson, V. P. Chg. R-TV

— and —
6277 Selma St., Hollywood, Calif.
Carroll Carroll, V. P.

— and —
2400 Lincoln Liberty Bldg., Philadelphia, Pa.
Russ Johnson, V. P. Chg. R-TV
Robert Alexander, Mgr., R-TV

Westlake, Inc.
785 Market St., San Francisco, Calif.
Harold H. Marquis, V. P.
Arthur M. Arlett, A. E.

— and —
602 Pacific Ave., Long Beach, Calif.
Jack Horner, Manager

— and —
1220 Wilshire Blvd., Los Angeles, Calif.
T. L. Stromberger, V. P.

White Advertising Agency
415 Commerce Exchange
Oklahoma City, Okla.
Luak Robinson, A. E.
Stephen W. Distek, Mgr.

White Advertising Agency
19 W. 10th St., Tulsa, Okla.
L. E. White, Pres.
Henry Hall, Manager
John J. Howley, A. E.

Winters-Brandon Co.
1706 Olive St., St. Louis 3, Mo.
Vernon L. Mordock, V. P., R-TV Dir.
Ronnie A. Pitsch, Asst. R-TV Dir.

Wolf-Jickling-Contex, Inc.

Last Month's Top Theatrical Features

Following theatrical films were named by film buyers of local television stations as "outstanding," among theatrical features shown in the past month.

- ADVENTURE**
- ADVENTURE IN BLACKMAIL**
Snader Telecriptions Sales
 - ADVENTURES OF CASANOVA**
Motion Pictures for Television
 - CAPTAIN FURY**
Unity Television Company
 - COUNT OF MONTE CRISTO**
Peerless TV Productions
 - THE CREEPER**
Peerless TV Productions
 - DANIEL BOONE**
Unity Television Company
 - GANGS OF THE CITY**
Hollywood TV Service
 - GENTLEMEN AFTER DARK**
Peerless TV Productions
 - KNIGHTS WITHOUT ARMOR**
Unity Television Company
 - LAST OF THE MOHICANS**
Peerless TV Productions
 - MUTINY ON THE ELSINORE**
Motion Pictures for Television
 - PASTOR HALL**
Motion Pictures for Television
 - SON OF MONTE CRISTO**
Peerless TV Productions
 - SOUTH OF PAGO PAGO**
Peerless TV Productions
 - STORM OVER BENGAL**
Hollywood Television Service
 - TREASURE OF MONTE CRISTO**
Tele Pictures, Inc.
- WATERLOO ROAD**
Unity Television Company
WIFE OF MONTE CRISTO
Motion Pictures for Television
- DRAMA**
- ANGEL ON MY SHOULDER**
Quality Film Company
 - BARON OF ARIZONA**
Tele Pictures, Inc.
 - BEHIND LOCKED DOORS**
Motion Pictures for Television
 - CAUGHT IN THE ACT**
Hygo Films
 - COUNTERFEITERS**
Peerless TV Productions
 - DIARY OF A CHAMBERMAID**
Motion Pictures for Television
 - THE DOMINANT SEX**
Atlas Television Corporation
 - DUKE OF WEST POINT**
Peerless TV Productions
 - FALL GUY**
Motion Pictures for Television
 - FLESH AND BLOOD**
Snader Telecriptions Sales
 - HANGMEN ALSO DIE**
Unity Television Company
 - THE HIDEOUT**
Snader Telecriptions Sales
 - I MET MY LOVE AGAIN**
Motion Pictures for Television
 - INTERNATIONAL LADY**
Peerless TV Productions
 - JAMAICA INN**
Motion Pictures for Television
- (Continued on page 24)

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City _____ Zone _____ State _____
Company _____

Last Month's Top Theatrical Features

Continued from page 23

- THE LAST CHANCE**
Atlas Television Corporation
- LONG VOYAGE HOME**
Masterpiece Productions
- THE MAD INTRUDER**
Quality Film Company
- MEET JOHN DOE**
Motion Pictures for Television
- MEN OF SAN QUENTIN**
Hugo Films
- MY SON, MY SON**
Peerless TV Productions
- ODETTE**
Snader Teletions Sales
- OUR TOWN**
Standard TV Corporation
- PAISAN**
Motion Pictures for Television
- REPEAT PERFORMANCE**
Motion Pictures for Television
- SHED NO TEARS**
Motion Pictures for Television
- SO ENDS OUR NIGHT**
Standard TV Corporation
- STREET SCENE**
Motion Pictures for Television
- SUSPENSE**
Motion Pictures for Television
- TOWN WENT WILD**
Motion Pictures for Television
- UNPUBLISHED STORY**
Unity Television Company
- WHAT THE BUTLER SAW**
Specialty TV Films, Inc.
- WINTER WONDERLAND**
Motion Pictures for Television
- WINTERSET**
Standard TV Corporation
- THE WOODEN HORSE**
Snader Teletions Sales
- YOU WILL REMEMBER**
Unity Television Company

COMEDY

- ABROAD WITH TWO YANKS**
Peerless TV Productions
- BREWSTER'S MILLIONS**
Peerless TV Productions
- BROADWAY LIMITED**
Unity Television Company
- DON'T TRUST YOUR HUSBAND**
Quality Film Company
- THE GLADIATOR**
Standard TV Corporation
- I MARRIED A WITCH**
Motion Pictures for Television
- MISS ANNIE ROONEY**
Peerless TV Productions

Hamlet

Continued from page 8

previous efforts of the visiting French artists and artists at the Ziegfeld, a reporter is likely taking his life in his hands to record that he will take his "Hamlet" without Gallie sauce. It is not a question of the language barrier, since the Parisians are obviously fine players and a playwright hardly requires an English synopsis of what they are talking about.

There is no reason in the world why Shakespeare should not be translated into French and played with Latin fervor. However, this Andre Gide translation to an untutored ear has scrupulously drained all rhythm from the text. It may be that some of us have become too inured to an acceptably formalized Shakespearean projection—to listen for the cadence of a particularly favorite passage. But it takes some finely intent listening to find traces of anything of the kind in the Gide version, which is likely very elegant prose. Also, there seems to be a decided tendency in many of the speeches never to use one word where 10 will do. This "Hamlet" might be termed the "long, long version." The opening night curtain rang up at 7 o'clock, and Fortinbras didn't get to Elsinore until around 10:30.

Humor

However, any report on "Hamlet" naturally focuses on the title

- ROADSHOW**
Unity Television Company
- STAND-IN**
Motion Pictures for Television
- TANKS A MILLION**
Unity Television Company
- TEXAS, BROOKLYN AND HEAVEN**
Quality Film Company
- TOPPER RETURNS**
Unity Television Company
- TOPPER TAKES A TRIP**
Unity Television Company
- TURNAABOUT**
Unity Television Company
- TWIN BEDS**
Peerless TV Productions
- WILD IRISH NIGHT**
Atlas Television Company
- YOUNG IN HEART**
Motion Pictures for Television

MYSTERY

- DECOY**
Motion Pictures for Television
- FRENCH KEY**
Motion Pictures for Television
- THE NIGHT HAS EYES**
Sterling Television Company
- SLEEP MY LOVE**
Standard TV Corporation
- TEN DAYS IN PARIS**
Snader Teletions Sales

WESTERN

- ABILENE TOWN**
Quality Film Company
- ADVENTURES OF DON COYOTE**
Standard TV Corporation
- KIT CARSON**
Peerless TV Productions
- LAW COMES TO GUNSIGHT**
Vitapix Corporation
- WESTERN CYCLONE**
Film Vision Corporation

MUSICAL

- BREAKING THE ICE**
Major TV Productions
- IT HAPPENED IN NEW ORLEANS**
Major TV Productions
- WONDER BOY**
Snader Teletions Sales

role. Jean-Louis Barrault's prince is a different conception of the character, possibly a Latin one. This is an extraordinary Hamlet, one whose melancholia masks a sense of humor; even at moments a sort of elfin perversity. But its development is something to watch and hear, and with the brilliant use which Barrault makes of his voice and hands builds a portrait which registers solid impact.

In support, other familiar characterizations get unexpected twists. Pierre Bertin's Polonius adds a somewhat impish undertone to Shakespeare's monumental bore, and Simone Valere's Ophelia, while practically self-effacing in the early stanzas, brings a wonderful twittering to the mad scene. Both approaches are engagingly novel. Beauchamps' reading of the Player King is splendid in any tongue, and Anne Carrere indicates the mounting terror of the queen more than sufficiently to bridge the gap of language. On the other hand, Jacques Darcqmine brings little more than elocution to his role of the king.

Lacks Color

The Parisian "Hamlet" is starkly simple in design, played for the most part on a small center stage area. The Andre Masson backgrounds and costumes are austere and rather colorless, and sometimes the lighting doesn't help too much. It leaves a reporter with a distinct yen for a touch of real color and pageantry, and the likely vain wish that M. Barrault may one day recreate his Dane in the play's more expected, conventional Anglo-Saxon pattern. That would really be something to see and hear.

Bob Francis.

TV Film Buyers

Continued from page 23

- 327 John R. St. Detroit, Mich.
Alan G. Story, Dir., R-TV
Worthington, Barton & Spohn, Inc.
48 Madison Ave., New York, N. Y.
Eliott R. M. Wootton, Pres.
Yambers-Frenchow, Inc.
230 N. Canon Dr., Beverly Hills, Calif.
R. E. Prochnow, V. P., Gen. Mgr.
Ralph Yambers-Frenchow, Inc.
Vaughn Shedd, V. P.
Young & Rubicam, Inc.
285 Madison Ave., New York 17, N. Y.
Everald Meade, V. P., Chgo. R-TV Dept.
Nat. West, V. P., Chic. R-TV Prod.
David Levy, V. P., Exec. Asst.
John Freese, Super. TV Comm. Prod.
- 333 N. Michigan, Chicago, Ill.
Wm. W. Wilson Jr., Mgr., R-TV Dept.
- 235 Montgomery St., San Francisco.
Winton R. Smith, Media Dir.

See the Jggar

Continued from page 8

spot in which it puts gentle-minded people. But in the confusion of his telling, "Jaguar" is set to bore the hell out of practically anybody and by the time he gets 'round to having Kennedy killed off, nobody cares much whether good or evil comes off best. His fantastic saga of human passions is symbolically located somewhere in the great Southwest, and concerns the clash between a schoolteacher of good will and a local tyrant. To add a little more background, the big bully's daughter is with child by the schoolteacher. There is violent-to-do about capturing a simple-minded youngster who has thrown his man's money in a creek. A kindly old gafer gets knocked off in the melee via a crack on the head. In fact, all the nice people in Nash's play get a raw deal. Kennedy gets shot dead. The girl goes away to what looks like a very dim future, and the somewhat witless lad takes to the surrounding hills, with seemingly as little to look forward to. It all seems to be because father is a bullying stinker and everybody on his mountain-side owes him money.

To keep matters on a high lit-erate plane, the author has his characters alternate between a sort of sing-song blank verse and what a reporter assumes to be local vernacular. The treatment merely adds to the pretension. A peew-sitter wouldn't care much anyway, since it is impossible to believe or get interested in any of his people or their misguided antics.

Kennedy, being the actor that he is, gets some fine moments of pathos out of the plight of the schoolmaster. Constance Ford acquires herself admirably as the girl in the case, and James Dean makes the most of his assignment as the badgered youngster. There are further good personal contributions from Cameron Prud-homme, Roy Frank, Philip Pine and Florence Sandstrom.

But the real hero of "Jaguar" is co-producer Lemuel Ayers, who has turned out some moody mountain backgrounds that are head and shoulders above anything that Nash has furnished to go on inside them. It just seems a mystery how so many show-biz people could consider "Jaguar" a commercial Stern product. It must be a form of self-p-nosis.

Bob Francis.

(Closed December 6. Printed for the record.)

I've Got Sixpence

Continued from page 8

falls down when called upon for the teary final scene, which is hardly his fault. Patricia Collinge, too long absent from the local scene, brings another of her beautifully shaded portraits to the elderly devotee of faith healing, and Paul Lipson makes a standout character of her shabby, spiritual mentor. Vicki Cummings, who can be so wonderfully waship on occasion, is unfortunately required to do an incredible about-face and go soft and sweet. It would have been better if Van Druen had kept her hard-boiled right up to the end. Miss Cummings could have taken some of the teary curse off the piece.

Production-wise, "Sixpence" benefits from Van Druen's usual R-TV direction and from Boris Aronson's tricky central turntable set-up which permits the necessary quick background changes. It is a handsome production, played by fine actors. While it isn't really offensive, one way or another it will offend a lot of people. That is, if it is around long enough.

Bob Francis.

December TV-Film Buying Report

Each month The Billboard presents this report on TV Film buying activity for the previous month. Sales listed here are in no way intended to give a complete report on all buying activity, but the purchases listed are considered representative enough to give producers, distributors, agencies, advertisers and stations a reasonably accurate picture of buying activity in the field.

Since the thaw, a big share of film-buying activity has been done by or via the new and upcoming stations. INS-Teletews has actively been selling its daily and weekly news clips to the newcomers. And it is notable that in Tastee Bread's 24-market buy of "Cowboy G-Men," a great number of the designated cities do not yet have any television broadcasting.

A couple of the high-budgeted dramatic series, not yet showing, were taken for multi-station bookings by regional sponsors. Among them, Phillips Petroleum took "Douglas Fairbanks Jr. Presents" from the National Broadcasting Company film division, and a couple of breweries took Ziv's "Favorite Story" in the very earliest stages of the respective sales drives. Another tremendous seller in the past few weeks was the new half-hour version of "Hopalong Cassidy."

Film-Distributor	Station-City	Sponsor, Agency
Libias Smith	WAAW, Baltimore	Lincoln Mercury thru Awt Advertising
PSI-TV	WDTV, Pittsburgh	Iron City Beer thru Smith, Taylor & Jenkins
	WKYC-TV, Detroit	Well Furniture Co.
America Sports Series	WRGB, Schenectady	RCA-Levy Appliances
PSI-TV		
Little Theater	WJZ-TV, New York	Levolor-Corcoran Co.
Tea Vee Company	WSM-TV, Nashville	Levolor-Corcoran Co.
	WMCY, Nashville	Levolor-Corcoran Co.
March of Time	WGRB, Schenectady	Saratoga Vicky Water Co.
March of Time, Inc.		
Hopalong Cassidy (30 mts.)	WFMY-TV, Greensboro	Kobe's Dairy
NBC TV Film Div.	Omaha	Rhody Dairy
Hopalong Cassidy (60 mts.)	WSLS, Roanoke	Quality Bakers
NBC TV Film Div.		
Danceous Assignment	KPTV, Portland	Hallcrafters thru Advertising Councils of Seattle
NBC TV Film Div.		
Douglas Fairbanks Jr. Presents	Detroit	Goebel's Brewing Co.
NBC TV Film Div.	WSPZ-TV, Toledo	Goebel's Brewing Co.
	KRON-TV, San Francisco	Goebel's Brewing Co.
Hopalong Cassidy	KPHO-TV, Phoenix	A. J. Bagley Grocery Stores
NBC TV Film Div.		
Danceous Assignment	WNBK, Cleveland	Aret Electrical Mfg. Co.
NBC TV Film Div.	WFMY-TV, Greensboro	Eker's Drug Store
WFMY-TV, Greensboro		
Daily News Report	NBC TV Film Div.	
News Review of the Week	KDYL-TV, Salt Lake City	
NBC TV Film Div.	WKYC, Charlotte	
Hank McCune Show	WQAI-TV, San Antonio	
Atlas Television		
Gene Autry Show	WNHC-TV, New Haven	Raymond Rahine Co.
CBS Television Film Sales	WSAZ-TV, Huntington	E. W. Moxie Bakery
Royal Plushouse	WGN-TV, Chicago	Goldberg Fashion Forum
United Television Programs		
The Chimes	KPHO-TV, Phoenix	
United Television Programs		
Heart of the City	KGO-TV, San Francisco	Francia Wine Co.
United Television Programs		
Hollywood on the Line	KTBC-TV, Austin	Kamin Advertising Agency
CBS Television Film Sales		
Stranger Adventure	KTBC-TV, Austin	Kamin Advertising Agency
CBS Television Film Sales		
Film of Jeffrey Jones	WSM-TV, Nashville	American Tea & Coffee Co. thru Simon A. Grayson Adv.
CBS Television Film Sales		
Stranger Adventure	WSM-TV, Nashville	Hermifize Foods thru Robert Orr Co.
CBS Television Film Sales		
Film of Jeffrey Jones	WBZ-TV, Boston	Dawson Brewery Inc. thru Bresnick Co.
CBS Television Film Sales	WJRT-TV, Providence	Dawson Brewery Inc. thru Bresnick Co.
The Chimes	KFEL-TV, Denver	Brookside Farm Dairy Co. thru the George Cherry Agency
United Television Programs		
Movie Quick Quiz	WNBK, Cleveland	
United Television Programs		
Parade	WCPO-TV, Cincinnati	
United Television Programs		
Front Page Detective	WTOP-TV, Washington	
Consolidated TV Sales	WTOV, Bloomington	Falls City Brewing Co.
All American Game of the Week	WENR-TV, Chicago	Olson Paint Co.
Consolidated TV Sales	KPTV, Portland	Ralph Hoyt Co. thru Heims & Horman
Public Prosecutor	WDAF, Kansas City	The Katz Drug Co.
Consolidated TV Sales		
Hollywood Hall Hour	WQOC-TV, Davenport	TH-City Radio Supply Co.
Consolidated TV Sales		
Teletews Daily	WTVU, Scranton	
International News Service	WDUB, Lubbock	
Danceous Assignment	KROD-TV, El Paso	
NBC TV Film Div.		
Hopalong Cassidy	KROD-TV, El Paso	
NBC TV Film Div.		
Douglas Fairbanks Jr. Presents	KROD-TV, El Paso	
NBC TV Film Div.		
Favorite News	Levellville	
Ziv Television Productions	WTVU, Bloomington	
	WSAZ-TV, Huntington	
	WAGT-TV, Boston	
	WDTV, Pittsburgh	
	KPHO-TV, Phoenix	Clark Smith Automotive Co.
	KROD-TV, El Paso	
Close Kid		
Ziv Television Productions		
Fat Unscripted	KROD-TV, El Paso	
Ziv Television Productions		
Boston Blackie	KROD-TV, El Paso	
Ziv Television Productions		
Voice TV Theater	KROD-TV, El Paso	
Ziv Television Productions		
NBC News Review of the Week	WBZ-TV, Boston	
NBC Television Film Div.		
Film of Jeffrey Jones	WDAF-TV, Kansas City	Crown Drug Co. thru R. J. Foss-Calkins & Hoden, Inc.
CBS Television Film Sales		
Three Gosses	WDTV, Pittsburgh	Hachmeister Inc.
24th Century-Fox	WFBM-TV, Indianapolis	General Tea
Hill Pulmer	WDAF-TV, Kansas City	Katz Drug Co.
NBC Television Film Div.		
Daily News Report	NTSM, El Paso	
NBC Television Film Div.		
Danceous Assignment	KPHO, Phoenix	Clark Smith Auto Dealers
March of Time	WHUM-TV, Reading	
March of Time, Inc.	NTSM-TV, El Paso	
	KFEL-TV, Denver	
	KPTV, Portland	

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Cafe Ops Organize As Chi AGVA Acts Set Up New Union

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

• Continued from page 1

a charter from either AFL or CIO later, Wolfe pointed out, would depend on what policies it decided to adopt. For the present, it would function as an independent union.

New group was recognized immediately by the Cafe Owners' Association and told their members could report to work tonight. Milton T. Raynor, COA attorney, stated that his members had agreed salaries and scales would be the same as paid under AGVA. No insurance or welfare funds are involved. Raynor also stated all agents would be informed today only to submit acts to COA members from now on who were members of the independent group. Whether or not acts also carried AGVA cards would be of no concern to the COA members. Some acts wondered if they could carry cards in both unions until others quickly pointed out that many present AGVA members carried cards in other showbiz unions that overlap.

Formation of the new union followed quickly after Raynor and Ben White, of the national AGVA board who flew here Friday for an afternoon meeting of the membership, failed to reach a settlement at a dinner session. Cafe Owners' Association had set up a meeting at the Hotel Maryland to which acts had been invited. Hope was that at this meeting acts could be told the strike was over and to return to work. When

AGVA Pulls Club Shows

NEW YORK, Dec. 6.—In the wake of its cancellation of Irving contracts with night clubs, reps of the American Guild of Variety Artists descended on eight clubs Tuesday (2) and pulled, or threatened to pull shows, unless the club ops paid the welfare contributions of \$2.50 a week for each performer on the bill.

The clubs hit were the Blue Angel, Ruban Bleu, Three Deuces, French Quarter, Zimmerman's Hungaria, Cal's Graining, the Wivel and a few Harlem spots. With the exception of the Three Deuces and the French Quarter, the others paid under protest, charging AGVA with violation of an existing contract which still had 30 days to go, and threatened suit. The Deuces and French Quarter flatly refused to let AGVA reps into their rooms. So the shows went on.

None of the hotel rooms or the big major clubs were molested. A similar pay-up-or-we'll-pull-the-show drive was started in other parts of the country. Philadelphia ops paid under protest, Chicago spots refused to pay (see separate story), and in a last-minute reprieve, AGVA's national office called off the regional drives on contract signing so long as money was being paid, even tho payments were under protest.

STRIPPERS SEE BIZ RESTRAINT

CHICAGO, Dec. 6.—When State Sen. Marshall Korshak, local AGVA counsel, finished addressing the AGVA meeting yesterday, the chair asked "any legal questions?"

One principal from a local runway rose to point out that some of the gals had been threatened with loss of their jobs by club owners and wanted to know if the girls weren't protected against reprisals by the Robinson-Patman act. Counsel agreed.

Raynor's report was "no settlement," formation of the new union proceeded quickly.

Action leading up to the formation of the new group began Wednesday when strike was called on the four clubs mentioned above. The Cafe Owners' Association, thru their attorney, Milton T. Raynor, contacted Irving and offered to negotiate and make any agreements reached retroactive to the strike date if Irving would call off the strike on the four clubs so the performers could go back to work.

He also pointed out that the Cafe Owners' Association had agreed that a strike against any one member would be construed as an action against all 58 spots controlled by the membership. Irving agreed to negotiate but stated that the national board would not permit the strike to be terminated.

Immediately all AGVA entertainment at the 58 spots ceased, tho most spots remained open for bar and restaurant business, with

(Continued on page 58)

Ill. Files for Club Tax Rebate

CHICAGO, Dec. 6.—The State of Illinois this week filed writs of execution in the Circuit Court here directing Cook County Sheriff John A. Babb to collect \$115,515 in sales taxes that were refunded four night clubs in 1948 by George F. Barrett, then attorney general.

The way was cleared for the writs by a judgment issued last week by Judge Harry M. Fisher and is part of a move on the State's part to recover a total of \$449,000 from 22 Windy City cafes.

The four cafes and the amounts sought are Hotel Sherman (for its night club facilities), \$98,640; Mat Igler's Casino, \$18,783; the Blinking Pup, \$1,375; and Lew's Grill, \$178.

Jay Schiller Jr., assistant attorney general, who filed the writs, said at the time that his office intends to proceed against the other clubs in the near future.

The taxes were paid by the clubs under protest from 1941 to 1948. They then sued to recover the money and refunds were made just before Barrett left office. His successor, Ivan A. Elliott, recently won a long legal battle to recover the funds.

Kaye Bill Set For Dallas Run

DALLAS, Dec. 6.—Five supporting acts have been set for the Danny Kaye show which opens in State Fair Auditorium here December 25 for an eight-day Cotton Bowl Week run.

Acts will include Fran Warren, now recording for M-G-M, the Calgary Brothers, who were with the Kaye show on the West Coast; the Peiro Brothers; the Tokayer Troupe, teeter-board act, and the Dunhills.

Eleven performers are scheduled, with shows nightly and Saturday and Sunday matinees. There'll also be a midnight show New Year's Eve.

The revue is third annual attraction offered by the Auditorium as a feature of Cotton Bowl Week, which is climaxed by a big football game New Year's Day. Previous shows have been "Kiss Me Kate" and "Gentlemen Prefer Blondes." Charles R. Meeker Jr. is managing director of the Auditorium.

Talent Battle Grows Among Gotham Clubs

NEW YORK, Dec. 6.—A battle for name attractions is growing between the French Casino, headed by Naschat Martini, and the Copacabana, headed by Julie Podell, with the possibility of the Latin Quarter, run by Lou Walters, joining in.

The French Casino has bought Fran Laine to open February 21 for \$15,000, while the Cops is fighting hard to get a similar name. Deals are also being made for the Andrews Sisters, Mickey Rooney and Peggy Lee.

Actually the French Casino isn't considered competition for either the Cops or the Latin Quarter. But in the hunt for attractions, the Casino, with its bids for names, can take them away from the Cops, and, if it stays around, may even hurt Bill Miller's Riviera next spring.

Performers are aware that working the French Casino isn't going to advance their careers. But with the loot so attractive the desire is too great to resist.

Frank Sinatra, for example, was to go into the Cops for \$6,000. But a \$10,000 bid by the French Casino, plus a suite and three fares from the Coast, was enough to get him.

After Sinatra, the Casino has John Arcesi, starting December 10, tho the club is trying to hold Sinatra over for a few extra days. Arcesi, who records for Capitol, made a lot of papers, plus the news services, thru a hypnotic trance stunt while at the Thunderbird, Las Vegas.

Talent agencies are caught in the middle. Most of them admittedly prefer to have their attractions play the Cops. But with the kind of dough Martini is laying on the line they have no choice but to listen and pass them on to their names.

Hellers Close Miami Terrace

MIAMI, Dec. 6.—The Heller brothers, of Pittsburgh, who have been operating Jackie Heller's Diner Key Terrace here, three in the town, Tuesday (2) and shuttered after losing money for months. The premises revert to the City of Miami, owners of the property.

Under their lease, the Hellers—with approximately \$250,000 of their own money invested in renovations and equipment—were scheduled to pay approximately \$30,000 a year in rent and percentage. They were in arrears \$14,000 when they decided to close.

George Schwartz, attorney for the ops, said he didn't know how much money had been lost in the venture, but reported it to be "considerable." He said it was "just too expensive to operate and requires more financial backing than my clients can muster."

The Terrace was operated primarily as an eatery, with an adjacent lounge using musical and magic acts.

CHORUS GIRL OK, NIX ON 8G NAME

NEW YORK, Dec. 6.—Lou Walters, operator of the Latin Quarter, an newly elected president of the Theater Restaurant Owners of America, was asked what he thought about the AGVA's demand for a weekly welfare fund contribution. "I don't think it's going to put anybody out of business," he replied. "I think, however, it's deplorable when we are asked to contribute for the \$8,000 names who not only can afford to pay for their own welfare but make more money than we do. But I have no objection to paying for the little chorus girl."

EDITORIAL

Let's Grow Up—Huh?

If talent and buyers and performers are up in arms against the sudden drive by the American Guild of Variety Artists to enforce its edict demanding welfare fund contributions, AGVA has no one to blame but itself.

There were those who warned the AGVA board that a rule passed by the board would not necessarily be obeyed. Many observers urged that sensible negotiations be started with the ultimate contributors to the welfare fund to seek co-operative compliance.

Instead the board saw fit to listen to a Dewey Barto, who stated, "Let's grow up. Let's show them we have long pants." When this wasn't enough, AGVA's welfare head, Margie Coate, blandly assured, "Why they'll be glad to pay, particularly when they know it's for actors."

Well, they're not "glad to pay," as indicated from reports from all over the country.

To give the membership the details, the AGVA board appointed one of its own body, Manny Tyler, to be the editor of the "AGVA News." Tyler's accomplishments may be many, but writing isn't one of them. His "explanations" in the house organ were as confused as he is.

Actually the welfare plan is not too onerous. By setting it up AGVA seeks to insure all its working members. It levies a charge of \$2.50 a week against cafes for each performer on the bill; \$3.50 a week per performer against all buyers of outdoor acts, and \$1 per person per engagement on club dates.

The welfare fund end on the \$2.50 contribution will be 10 cents; on \$3.50 it will be \$1.10 and on club dates it will be 60 cents. The surplus after operating expenses will be used to increase members' benefits.

Not only the AGVA rank and file doesn't understand it, many AGVA officials and board members find it equally mystifying.

To resolve the situation, AGVA issues edicts with gun-at-your-head tactics.

If the plan falls down now it will be the fault of the rank and file who vote incompetents into office, and permit them to appoint similar incompetents to run the union's affairs.

Cafe Ops Organize Nat'l Association For AGVA Hassle

TROA Formed to Deal With AGVA Demand That Ops Bolster Fund

• Continued from page 1

Others appointed to the board were Nate Mattis, of the Ankara, who is also president of the Pittsburgh chapter, and Harry Altman and Harry Wallens, Town Casino, Buffalo.

TROA will embrace every leading actery in the country. It will be composed mostly of major clubs which operate 40 weeks a year and use fairly good talent.

Mutual Problems

Spokesman for the TROA said it will avoid taking any militant stand against any union. What it will seek primarily is a presentative body that will be recognized by AGVA and will sit down and discuss mutual problems with it. It was thought that instead of a \$2.50 a week per performer that AGVA is now asking for, TROA may suggest an annual fee which would protect the performer and at the same time not work too close a hardship on owners.

A formula whereby ops of major clubs using big productions calling for big casts would not be discriminated against by the payment of what was termed "unreasonable fees," is another aim of the body.

Jack Irving, executive head of AGVA, contacted in New York, by Litman was asked if AGVA would recognize the new org. Irving replied that he saw no objection and would be "happy to sit down with the group and discuss any of its problems."

Welfare Fund

The welfare fund contribution was a major point of discussion. Most contracts made between performers and ops classify the latter as independent contractors. The Philadelphia cafe ops, for example, feel that a welfare fund contribution to a group of independent contractors is illegal under the Taft-Hartley Law and are planning to take the case to the National Labor Relations Board. In the meantime, TROA members have agreed to contribute to the AGVA fund, but under protest. (AGVA claims its members are employees and not independent contractors.)

A meeting of cafe ops is scheduled for Philadelphia Wednesday (10) noon, followed by a similar meeting of cafe men later that night in New York.

The Chicago cafe group is now talking to the newly formed TROA and will probably affiliate with it, it was indicated.

Cafe operators in Las Vegas, Nev., Reno, Nev., and Los Angeles have also shown a willingness to join the new organization, a TROA spokesman said.

Miami Hotel For Bill Jordan

MIAMI BEACH, Dec. 6.—Bill Jordan, whose Bar of Music launched its 16th consecutive season here Wednesday (3), just entered a new field of operations. He signed a deal Monday as co-owner of the Coral Reef Hotel, a 102-room, ocean front hostelry with a cocktail lounge that may eventually operate in competition to himself.

"I've had a lifelong ambition to own an ocean front hotel," he said. "And, besides, someday there may be no more night club business here. The hotels are taking a lot of that business away from us already."

Miami Beach Yiddish Show

NEW YORK, Dec. 6.—A new package show on the order of "Bagels and Yocks," tagged "Happy Go Luckenshen," will premiere at the Plaza Theater, Miami Beach, December 31. The show, produced by Max Tanenbaum, will do nine performances weekly under the rules of the American Guild of Variety Artists, set for the unit by Lou Smoloff of AGVA.

Estimated talent budget will be approximately \$2,000 weekly. Acts already set are the Radio Aces, Sid Larsen, Bill Hodes, Beverly Sharon, Sonny Yair and Caroline Wood. Additional acts are now being sought.

See Expansion Of Okeh Label Beyond R&B's

Col. Subsidiary Signs Pop Thrush, May Pact Others

NEW YORK, Dec. 6. — Okeh Records, Columbia's subsidiary label, this week signed pop thrush Sandy Stewart to a long term contract. The addition of a pop singer, tho of minor importance of itself, portends the gradual development of Okeh into a broader line, covering all fields rather than rhythm and blues almost exclusively.

The diskery has emphasized that it does not intend to make Okeh Records a complete line, either at this point or any point in the near future. Since turning the line over to independent distributors in 20 cities about two months ago, Columbia has come thru with two strong r.&b. sides, one of which has hit The Billboard r.&b. charts. Total sales have indicated that indie jobbers can rack up better sales in this market than many regular Columbia distributors. Prior to this "test" of the indie distributors, the firm's intentions were to stick mainly to r.&b. as heretofore.

However, a diskery exec cited, as a reason for adding pop talent to Okeh the full roster of strong talent on Columbia. "Yet," according to the diskery spokesman, "there is much good new talent around." This is one of the factors tending toward developing the Okeh label into a broader line. In addition, there are limitations from a publicity and promotion viewpoint in pushing a great many top artists on one label. The gradual and careful expansion of Okeh is part of the policy of expanding over-all Columbia sales. Bill Nellson was recently appointed national sales manager for Okeh, to spur the sales drive on the line.

Okeh Records will add, from time to time, both pop and possibly c.&w. artists. Danny Kessler will continue to handle all a.&r. duties for the label. Since the line is distributed half within and half outside the Columbia distributors, there is not expected to be any exchange of talent between the Columbia and Okeh labels.

Ray Inks Film Pact With 20th

HOLLYWOOD, Dec. 6.—Johnnie Ray and his mentor, Bernie Lang, this week concluded their pie deal with 20th Century-Fox's Lou Schreiber. The film tie-up calls for the Columbia cryer to do one pie per year for seven years. First flicker will be shot, starting in May, and is tentatively titled "All of Me." The film is a biographical treatment of Ray's rags-to-riches career.

Seelig Lister and Merwyn Gerard have been traveling with Ray for the past two weeks, doing the basic story. The deal will mean almost \$1,000,000 over a seven-year period for Ray, who'll do the pix during a 10-week period each year.

'Biggest' for Coast Junket

HOLLYWOOD, Dec. 6. — Cress Courtney and the Gale agency are taking their first big package to the Coast, starting February 3, when a revised cast of "The Biggest Show of '52" plays seven dates from British Columbia to San Diego, Calif.

The definite cast includes Stan Kenton's band and Nat Cole's Trio, both of whom were mainstays on the tour, which just closed, and possibly Louis Jordan's Tympany Five and a name gal chirp. Courtney arrives here next week to set the dates.

TOP DISKERIES DENY NEW AFFIL

NEW YORK, Dec. 6. — A concerted effort to uncover the record label which a representative of the Nickelodeon Record Corporation of America claimed to be affiliated with his firm in the production of disks exclusively for the juke box market (see adjoining story) met with complete denials from all large record companies headquartered here. Key spokesmen from Capitol, Columbia, Coral, Decca, London, M-G-M, Remington and RCA Victor denied any connection with Nickelodeon and further disclaimed any knowledge of the project.

B'wick Back in Active Disking

NEW YORK, Dec. 6. — Brunswick Records, Coral's affiliate label, has set the release of the first album in a new series called "Jazztime U. S. A." The release returns the label to active recording status. In recent years, Brunswick has been used primarily for re-issues.

Novel angle of the "Jazztime" set is that the disks were cut at a regular studio, but in the presence of an invited audience, to produce the effect of crowd reaction. Cut under the direction of Bob Thiele, the album features two jazz combos. One is led by Terry Gibbs; the other by Mary Lou Williams. The set will be released as a 12-inch LP. Three 78 r.p.m. singles excerpted from the album will also be offered.

RIAA Collects Disk, Copyright Law Data

Seeks Interpretation of Sales Patterns, Views on Needed Congress Act Changes

NEW YORK, Dec. 6. — The Recording Industry Association of America is collecting a mass of pertinent statistical data concerning the disk industry. In addition, the association is starting to compile data from RIAA members as to their ideas about possible changes in the copyright law. These projects were reported to the membership in a letter sent out this week.

The statistical information being collected by the RIAA on disk sales, both in units and dollar volume, is something that many traders feel has long been needed in the music business. Up to now most information concerning disk sales over the last decade has been a matter of calculation and guesswork.

Info Flows In

Information concerning industry statistics is coming in to the association from the major diskeries and the Music Performance Trust Fund, as well as other members of the RIAA. When the information is compiled it will be available to members. From this statistical data the RIAA may be able to make an interpretive analysis of the pattern of the disk industry over the past decade.

The organization is anxious to obtain views of all members concerning changes in the copyright act, in order to establish the position of the record industry. The RIAA expects that a strong effort will be made at the next Congressional session to obtain basic changes in the copyright law, and it may meet with other music organizations, such as the American Society of Composers, Authors and Publishers, to discuss this matter. The discussions will be for the purpose of working out a series of compromise proposals aimed the copyright act for submission to Congress.

The RIAA noted in its general bulletin that the board of directors had considered suggestions that the RIAA should promote a national convention and show,

MUSIC

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

Ohio. In each of the cities the juke box business is virtually 100 per cent organized.

The Detroit union boss said he and his associates decided to form the corporation because "artists and the record companies are always asking us to push their recordings." He said his own office was stacked with releases which the diskeries send in hopes the union servicemen will promote them. Buffalino reasoned the union servicemen might as well push disks in which they had a direct financial interest.

"No individual will profit from this," Buffalino stated. "We will open the corporation to let all union local members buy stock. Local members are the people we will depend on to make a success of this company, so they should have an interest in it."

"Free Play" Gimnaick

As an inducement to get the label off the ground, Buffalino said arrangements had been made to have at least 10,000 of the 40,000 participating phonographs required to play a Nickelodeon release free the first week the disk is on the box. He explained it was a simple matter to connect a wire between the selector button, controlling the week's top hit, and the button controlling the Nickelodeon number. When a customer bought the top tune for a nickel or a dime, depending on the territory, he also would automatically hear the Nickelodeon recording.

Buffalino did not elaborate on

how and where the new company plans to secure its artists and tunes. This and other details were expected to be announced following Wednesday's meeting in New York.

At the outset at least, Buffalino said, Nickelodeon would press only for the juke box operators. "Of course," he added, "if we get a hit it would be different." In many instances, he said, the new company's disks probably would be used as "fill ins" on the phonographs.

10 Per Cent of Market

The 40,000 juke boxes which Nickelodeon expects to reach immediately thru union affiliations represent approximately 10 per cent of the total U. S. juke box market.

All of the cities in which Buffalino said juke box operator cooperation was assured in advance have active local operator asso-

ciations, but the union boss declared the associations as such have no part of the new corporation. He said the Michigan association, headquartered in Detroit, was not even aware of his plans.

The idea of a label pressed exclusively for the juke box trade is far from new, but Buffalino and his associates represent the first time anyone has actually moved to put the idea into action. Juke box circles have rumbled with rumors for more than a year of a label pressed specifically for commercial phonographs. At Septem-

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New R&B Life For Brunswick

NEW YORK, Dec. 6. — Coral Record will pump new blood into its affiliated label, Brunswick, during the coming year, using it to launch its skedded push into the r.&b. field. Brunswick will also continue to be exploited as a jazz label, with much new material due to be cut to complement re-issues regularly put out by the firm.

Phil Rose, recently acquired by Coral, and Derby Records along with songstress Bette McLaurin ("The Billboard, November 29), will head up the Brunswick r.&b. operation under the over-all direction of a. & r. chief Milt Gabler. Rose's first job will be to seek out r.&b. talent for pacting by the diskery. Miss McLaurin, who has sold well in both the pop and r.&b. markets at Derby, will be offered on the Coral label. Coral branches and distributors will continue to handle both labels.

H&R Pacts Duo, Sets 'Jezebel'

HOLLYWOOD, Dec. 6.—Julian Aberbach, of Hill & Range, this week concluded several important deals for the firm here. H&R secured the recent hit, "Jezebel," from Folk Songs, Inc. BMI has the Frankie Laine hit record tune until 1955, after which the Aberbach firm takes over. Aberbach also took over sheet music distribution rights from Hank Thompson in his latest Capitol disk tune, "The New Wears Off Too Fast."

In addition, H&R has inked a long-term exclusive with a new writing team, Hal Blair, the expubber, and Don Robertson, formerly a Capitol artist with his wife, Lou Dinning, and a prominent local musician. The first three tunes by the duo have already been placed by the firm with three top artists on major labels.

Distrib Confabs Are Skedded By RCA Execs

NEW YORK, Dec. 6.—On Monday, December 15, RCA Victor executives and field representatives will open a nationwide series of meetings which will cover all of the label's 52 distributors. The confabs will be geared to review the recent past and to outline the company's sales and merchandising plans for the first quarter of 1953.

For these meetings the country has been divided into three regions. On December 15, General Sales Manager Larry Kanaga will outline the program to the diskery's East Coast fieldmen in New York. At the same time, Jack Burgess, merchandise manager, will brief the fieldmen from the Midwest at the Chicago office, and Ed Dodelin, field sales manager, will meet with fieldmen from the South, Southwest and West in Dallas. The following day, these three, together with the 14 fieldmen, will fan out and cover each of the distributors individually. All the meetings will be wrapped up three days later.

4 Star Notifies Diskers on 'Stars'

HOLLYWOOD, Dec. 6.—Bill McCall, proxy of 4 Star, the country and western diskery, and 4 Star Sales, the BMI affiliate, late this week notified diskeries which had cut "Don't Let the Stars Get in Your Eyes" that his pubbery the Hill holds the copyright to the Slim Willet topper. The McCall epistles were in answer to letters received from these firms recently, in which the firms had notified McCall that they had heard from Meridian Music, the E. H. (Buddy) Morris firm, that it was assigning mechanical licenses after October 31.

McCall said that he sent out the letters after making considerable effort to get Morris to either buy out the diskery and its music publishing adjuncts or inking an agreement to take over the current hit. The entire negotiation between McCall and Morris for acquisition of the McCall holdings and the Willet tune started late in October here. Predicted upon completion of the buy-out of McCall's stock, McCall and Morris made a verbal agreement to allow Morris to take over sheet music distribution of the tune. McCall notified Nat Tannen, who had been distributing sheets for 4 Star sales, to stop selling the sheets of the tune and Morris agreed to the takeover.

When McCall didn't hear from Morris regarding taking over the firm, he sent Morris an offer to put the "Stars" rights on sheet sales into a written agreement, which, if the entire sale were completed, could be torn up, because the song was in 4 Star Sales' catalog. (Continued on page 32)

New 802 Slate Upsets Blues' 20-Year Stretch

Continued from page 1

a majority of the top positions, the Blue won most of the positions on both the Executive Board and the Trial Board, losing only one seat on the Executive Board and two seats on the Trial Board. Members re-elected to the Executive Board were Tiny Walters, Joe Lindwurm, Jerry Alexander, Nick Vitalo, Max Arons, Jimmy Palladino, Jack Fideiman, and Dick McCann. Al Gentile was elected from the Musicians' group.

The following men were re-elected to the Trial Board: Sherman Brande, Sam Saderman,

Happy Powers, Charlie Sollinger, Edgar Daly, Joe Campiglia and Frank Lamberti. The two members from the Musicians' group who made the Trial Board were Al Brown and Patsy Fasanella.

Voy Jaffe and Al Knopf were voted in as delegates to the AFM Convention; Knopf and Ucci won as delegates to the Central Trades and Labor Council, and Jaffe and Max Arons were elected delegates to the New York State Federation of Labor. Jack Fideiman won out as the delegate to the United Hebrew Trades.

EP Disks Are Fully Proved Trade Trend

NEW YORK, Dec. 6.—With heavy re-orders flowing in from the dealer and distributor levels, the new Extended Play 45 r.p.m. disk, which RCA Victor introduced early this fall, is now regarded by the trade as having taken an established place among the other new record advances made in the past few years. As of the end of November, re-orders and re-orders on Red Seal (introduced in September) and pop set EP's (shipped in October) had already totaled more than a million and a half disks.

The new EP, which plays up to eight minutes per side, has made a strong start in both the popular and classical fields, the progress in the Red Seal area has proved especially revealing. The conversion from the regular 45's to the EP in the pop album field was simply offering the public a better buy for merchandise that already was selling well at a higher price. A four-record pop album formerly listed for \$3.75 plus tax. The same pop set is now available on EP for \$2.80.

The situation was quite different in Red Seal. The advent of Long Play brought about a dramatic change in the classical market. The market tipped almost completely to album-length merchandise. In the old days of 78 r.p.m., Victor's Red Seal volume was equally split between classical albums and singles. Obviously this latter business dried up. The Victor, which has pressed hard in its attempt to establish 45 r.p.m. in the serious music field, has had a modicum of success among the lighter works, sales of single-record Red Seal items continued to lag.

Trend Reversed

The new 45 EP has reversed this trend. The price advantage offered by EP has helped, but possibly of greater importance is that the many popular short classical and semi-classical selections which run from six to eight minutes in length can now be played continuously on one side of an EP disk.

Sales figures at the diskery level reflect the resurgence of this single record business. The volume of re-orders that Victor has received on the 50 Red Seal (ERA) items has already matched the heavy initial shipments made in September, October and December of this year, against the same three-month period in 1951, give further evidence. Following are two typical examples:

Last year "Finlandia" and "Esplanade Rhapsody" by the Boston Pops were available on two single 45's. Combined as a single EP this year (ERA 1), the disk has sold 12 times the combined total number of units shipped on the two regular 45's last fall. Dollar-wise the spread is even greater, a ratio of 17 to one.

A similar pattern shows up on "Jose Iturbi Plays" (ERA 33). The EP unit sales have exceeded the combined total of last year's two records by nine times, and

dollar sales have been upped by nearly 1,200 per cent. Tho these figures reflect initial stocking, sizable re-orders are included, as pointed out earlier.

The Red Seal EP has also brought about a definite change in the distribution pattern. Syndicate stores and variety chains have by-and-large shied away from classical merchandise in the past. A steadily increasing number of these stores are now stocking the ERA disks.

Sales patterns have begun to show up. A number of items have begun to step out via re-orders. Leading the pack are "Encores by Jose Iturbi" (ERA 32), "Jealousie and Other Favorites" by the Boston Pops (ERA 21), "All Time Favorites" by the Pops (ERA 20) and the two previously mentioned.

On the pop album level the activity has also been strong. At the present time, the entire pop album catalog has been converted to one and two-record EP sets. There are now 253 items currently available. The dealer demand for these has been so great that Victor's conversion blueprint, which called for the completion of catalog conversion extending into next year, had to be torn up and all sets were transferred at once.

The swing to EP is being accelerated by other record companies joining in. Columbia and Mercury are currently issuing the 8-minute donut disks. Capitol plans to begin after the first of the year. Remington Records has also pitched in, and Royale and Urania have announced plans to follow.

RCA Re-Signs Spike Jones

HOLLYWOOD, Dec. 6.—Spike Jones this week re-signed with Victor for another three years. He will continue to disk in the pop and novelty field with his City Slickers, with the Country Cousins in the rustic field and will do more kiddie and albums.

His first kid album will be "Spike Jones Kids the Classics for Kids." Jones has been with Victor since 1940.

49c Label to Use All AFM Musicians

HOLLYWOOD, Dec. 6.—First 49-cent label, which intends to utilize all AFM talent to cut conditions of the current top pops and western ditties, was started here this week by Harry Bloom, who is also chief of Mercury distributing in Los Angeles and operates his own pressing plant. The new firm, Ace High Records, is the first manufacturer-direct-to-outlet to get an AFM franchise.

The diskery's first release, out next week, will be four country and western platters and five pop shellacs. Bloom is currently constructing a special display rack, which will contain a demo player. Firm will put out 45's and 78's.

Federal Amusement Tax Take in Mixed Pattern

WASHINGTON, Dec. 6.—Uncle Sam's take from the excise on phono disk taxes took a big tumble in October compared to the previous October, the Bureau of Internal Revenue reported this week. Most other amusement excises, however, showed increases. Among amusement levies which showed sizable increases in the October yield were musical instruments, TV sets, phono sets, radio sets and components parts and liquor taxes. Down from the previous October were yields from the federal excises on admissions to theaters, concerts, cabarets and roof gardens.

Internal Revenue reported that the phono disk tax yielded \$30,228 in October, compared to \$1,008,711 the previous October. The low figure for October this year, however, is merely a "bookkeeping" figure, Internal Revenue explained. It can not be interpreted as deflecting actual business volume, inasmuch as it allows for correc-

tions in bookkeeping from previous months, it was explained. The yield from the musical instruments tax was \$1,269,612 in October, a gain of \$401,275 over the previous October. Collections from the tax on TV sets, phono sets, radio sets and components totaled \$30,857,794 in October compared with \$7,611,859 the previous October.

The tax on admissions to theaters and concerts produced \$32,210,408 in October, compared to \$37,527,340 the previous October. The tax on admissions to cabarets and roof gardens yielded \$4,023,267, a decline of \$602,087 from the previous October. The tax on alcohol yielded \$285,051,081, a gain of \$21,794,866 from the previous October.

The tax on telegraph, radio, telephone, cable, wires, etc., yielded \$53,930,784 in October, a gain of nearly \$13 million over the previous October.

'STOLEN' STRAYS BUT NOT LOST

NEW YORK, Dec. 6.—Songwriter Don Larkin, on the way to market a new ditty to Hill & Range some months back, was waylaid at the door to the Aberbach pubbery by Goldie Goldmark and Jay Mayor, of Sheldon Music. Goldmark and Mayor looked at the score, liked it, and waltzed away with Larkin. After some persuasion, they bought the opus. Now the song has been cut by Sunny Gale on RCA Victor and Al Morgan on Decca. The title—"A Morgan Waltz."

Ford Attempts To Popularize Filipino Music

NEW YORK, Dec. 6.—Deejay Art Ford of local indie, WNEW, who was instrumental in starting the vogue for French music a few years ago, when he imported the first Edith Piaf records to this country, hopes to do the same thing for Filipino recording artists. With the co-operation of the Philippine government, which is anxious to create an American market for its thriving recording industry, Ford will introduce some of the biggest Filipino disk hits (by 36 different recording artists) on a special "Music of the Philippines" program Saturday night (12). The records were flown here for the show by the New York Consulate General of the Philippines Emilio Abello, who will appear on the WNEW airer with Ford. The show will also be beamed to Asiatic countries by the Voice of America.

Publisher Howie Richmond is already negotiating for four tunes written by Filipino composers and featured on some of the imported platters. The two major Filipino recording companies are Music of the Philippines (the Molave label) and the Philippines Recording System (the Bataan label). This music, according to Ford, "contains elements of both East and West, but leans more toward the latter." Lyrics, of course, are in Spanish.

Ford said the four top recording stars of the Philippines (who record for both labels) are ten singers Dely Magpay and Elsa Oriol, and male warblers, R-ben Tagalog and a crooner billed only "The Mystery Singer." Miss Oriol, incidentally is described on the label as the "Singing Sweetheart of the Philippines."

DEALER DOINGS

BB Christmas Polls Chart Sales Trend

By NEV GEHMAN
NEW YORK, Dec. 6.—This week The Billboard's Dealer Doings feature column is being devoted to Christmas merchandise. A comprehensive national survey was conducted by The Billboard among dealers in 11 major cities throughout the country to determine which of both the new and reissues are shaping up as the key yuletide items. The singles and albums which are newly released this year are spotlighted for dealer convenience under the heading "Christmas Best Buys" on the "This Week's Best Buys" page. It is recommended that dealers review these records carefully. While there are many fine new records and albums available, those which are listed have got to be an early start and look like the standout leaders of the season.

"Best" Pattern
The survey showed that many dealers were sampling a great number of new items. The purpose of the "Best Buys" listing is to aid those who have not yet seen a clear sales pattern. While the number of new merchandise capable of being stocked will vary by dealer size, the mer-

BMI Tries to Stem Duplication of Titles

NEW YORK, Dec. 6.—Broadcast Music, Inc., in a letter to affiliated publishers, this week placed itself on record as being anxious to avoid duplication of song titles. The letter, written by Robert E. Sour, assistant vice-president, had number of suggestions whereby improper title duplications might be detected, and asked affiliated publishers for co-operation.

"As you know," said Sour, "for some time past, BMI has been making a sincere effort to avoid duplication. In most cases, it is not fair to the duplicating publisher nor to the copyright owner of the original work. Furthermore... duplications create difficulties in logging of performances."

"Knowing that publishers worthy of the name feel much as we do and that it is surely not their intent to capitalize on another's industry and effort, we should like to re-state those practical means of avoiding duplications..."

Clearance
BMI's procedure in the clearance of material, the letter noted, calls for publishers to submit a manuscript, lead sheet or copy to the index and catalog department. This in turn is examined by music department for clearance. When this procedure is properly carried out improper duplications of titles can always be detected. However, more and more frequently, publishers wait until the recording, and in some cases, the actual release of commercial recordings, before filing compositions for clearance.

The fact that publishers are so hasty, explains the letter, is understandable up to a point. But it is this haste which produces many duplications, the letter notes.

Sour adds: "Therefore, we must advise all affiliated publishers that BMI cannot clear compositions merely because they have been recorded. The procedure as outlined above must be followed. All BMI departments concerned will co-operate with you in every way to expedite all matters pertaining to clearance."

Sour points out, however, that no arbitrary set of rules can be formulated to cover all situations that might arise. "There are certain titles that have been used repeatedly and which are so much a part of everyday language that to refuse clearance would be absurd. Therefore, a certain amount of discretion must be and has been used. But we are convinced that a measure of caution, added to that good mixture of industry, speed and boldness

which is so typical of BMI publishers, will serve to the advantage of all by removing this constant irritant at the source."

BMI's Bob Burton, discussing the title situation, pointed out that the BMI-publisher agreement contained a clause relative to title protection. The clause says that "BMI shall have the right, upon written notice to a publisher, to exclude from the terms of this agreement, at any time, any work which, in its opinion (1) is similar to a previously existing work and might constitute and infringement thereof, and (2) is similar to the title or music or lyrics of a previously existing work and which might constitute unfair competition with respect to such work..."

AFM Bd. Nixes Vote on Merger

HOLLYWOOD, Dec. 6.—The merger of Local 47, white chapter of the AFM here, and Local 767, Negro counterpart, which will be the hot issue of Local 47's annual balloting December 15, weathered a short-lived setback here this week. At a meeting held Monday (1) by members of 767, it was voted that "amalgamation negotiations either by committees or the board of directors of Local 767 be discontinued or set aside."

At a board meeting of 767 the following day, it was pointed out that the vote would have no effect when the balloting December 15 upon the white members will vote as to whether they wish to ally with 767. The action of the membership meeting violated three different provisions in the 767 bylaws, for the initial proposal to form negotiation committees was decided upon in August and the bylaws state that any board ruling must be appealed at the following membership meeting. A September meeting had intervened with this week's convalescence. In addition, board action cannot be abrogated unless two-thirds of a membership meeting concur and the vote was 44 to 26, which is less than 66 2/3 per cent of the vote.

An important influence on the vote of 47 members will be the outcome of the 767 officers' election Monday (8). The pro-merger slate consists of Benny Carter, proxy; William Douglas, v.-p.; Mari Young and Buddy Collette, trustees, and Russell McDavid and John Anderson, directors. The anti-merger slate includes Leo McCoy Davis, proxy; Eugene Phillips, v.-p.; Florentine Cadrez, recording secretary; Harvey Brooks and Alton Redd, trustees, and Charles Pryme, director.

Thesaurus Pacts Kaye

NEW YORK, Dec. 6.—Sammy Kaye has signed a long-term contract to record for RCA Thesaurus. His deal with the transcription service begins January 1.

Kaye, who records disks for Columbia Records, is known to have ducked extensive transcription assignments in the past because such activity might have conflicted with his radio work. The orkster's last radio deal terminated in March.

Albrecht Suit Vs. Weiss, Quading

HOLLYWOOD, Dec. 6.—Elmer Albrecht, Chicago writer of "Elmer's Tune," instituted a Federal Court suit here Thursday (4) against Sam Weiss Music and Lew Quading, composer of "Sam's Song," charging infringement. Albrecht claims that Weiss had an original melody in 1942, which in 1944, he presented to Roger L. Rosenblum, who did a lyric, and the tune was then titled "How Was I to Know." Rosenblum died in June, 1948, and his heirs turned over complete writer credit to Albrecht. Albrecht contends that the melody of "Sam's Song" infringes on "How Was I to Know."

Quading, coincidentally, is a pianist on the Dick Jurgens Vocalion disk of "Elmer's Tune," the Albrecht hit.

LP Flood Coming for Aussies, But When Is Another Matter

SYDNEY, Dec. 6. —It would appear that sooner or later Australia will be well supplied with LP disks, but just when is a moot question. Recently, it was revealed that Mercury Records will be available in Australia thru Radio Corporation Pty., Ltd. The latter's manager, B. Witte, stated that it was proposed to press disks in both Sydney and Melbourne and that the classical records will include Danish, German and American orchestras which thus far are unknown in Australia. No release date was given. The American diskery, Westminster, has also signed up with

an Australian company (The Billboard, November 8) to press disks in Australia. Some 20 titles have been announced, but the date of release is a mystery. It is understood that another American diskery, Vox Records, will have its masters pressed in Australia.

Others Plan
Major diskeries which have already stated they will be producing LP's here thru local pressings are HMV, British Decca, Columbia, RCA Victor and Capitol, but again no dates have been announced regarding the availability of these disks.

At present, the supply of LP disks here is close to the vanishing point. The deep secrecy covering plans and dates indicate all the companies hope to have their product on the market as rapidly as possible. Dealers are hopeful that good supplies will be forthcoming from local sources by March of 1953.

Scandinavia Is Boom Field for Yankee Talent

COPENHAGEN, Denmark, Dec. 6.—The Scandinavian countries are a good field for American concert artists, both vocal and instrumental, and this year they have been an equally good market for jazz musicians and singers of spirituals. Evidence of the growing importance of these markets, which also embrace such one-man shows as those of Bob Hope, Carl Brisson and Maurice Chevalier, is the fact that leading British artists have recently become active in these fields.

For some years the local concert booker, L. Bilcher-Hansen, has been one of the few agents willing to risk bringing in such high-salary artists as Bob Hope, Lena Horne and Larry Adler, as well as the big Katherine Dunham troupe, but recently Jack Hylton, London booker, has been handling such artists as Maurice Chevalier and the tenor, Gigli, for appearances in Copenhagen, Stockholm and other Scandinavian cities.

The Lew & Leslie Grade office, of London, has been active here in circus, park and vaude fields but plans on angling for a foothold in the popular music field in the near future. Field must look profitable, as foreign agents are obliged to book thru local agents in the Scandinavian countries, which means they must split commissions.

Altho it is getting close to the Christmas season, duldest period of the year in all branches of the amusement field, the concert booking continues heavy. Denis Harbour, Canadian baritone, scored with his appearance at Odd Fellows Palace on Saturday (13); Gigli drew overflow at the 4,000-seat K. B. Hall on Sunday (15); and Todd Duncan, American baritone, sold out the Odd Fellows Palace on Tuesday (18). Thomas Brockman, American pianist, appeared at the Odd Fellows Palace on Thursday (20), and Edna Schlatter, American pianist, on Friday (21).

Harbour, Schlatter and Duncan also gave concerts at the Concert House, in Stockholm, and Duncan has appeared in many other cities in Sweden, Norway and Denmark. Carl Brisson, with Ake Jelving's orchestra, gave a "one-man" show at the Stockholm Concert House on Thursday (13) and was obliged to repeat it following night. Repeat concerts have been the general rule for almost all American concert artists in all big cities of Scandinavia this season.

IMITATIONS ARE COMING
HERE IS THE ORIGINAL!
**MIKE PETTISON
QUARTET**
On 20th Century
**"I'LL ALWAYS
LOVE YOU SOME"**
TC 5006
Mtd. by GOTHAM RECORD CORP.

BLANK LABEL SPURS PLAYS

NEW YORK, Dec. 6.—Borrowing from the blindfold cigarette test, RCA Victor has just completed a rather unusual promotion on the new Jane Pickens multi-taped disk of "Half a Heart" and "Intermezzo." Each distributor was shipped a blank label copy of the disk with instructions to pass it on to the key jockey in the area. The jocks spun the record and asked listeners to identify the artist. The first five correct answers received a "Wish You Were Here" album.

Kaye Winds Up 50-Date, 100G Junket

NEW YORK, Dec. 6.—Sammy Kaye wound up a 50-date personal appearance tour Sunday (30) at Holyok, Mass., with earnings totaling just over \$100,000. His deal with the Music Corporation of America, which booked the junket, called for guarantees ranging from \$1,500 to \$2,000 per date against 60 per cent of the gross.

The tour, Kaye's first of any duration in 18 months, kicked off October 4. It carried his work mainly thru Southern and Midwestern areas. No pattern developed that could tie revenue variations to the effect of television. Cities with and without television service were covered. Kaye opens at the Starler Hotel, Washington, in two weeks beginning January 12.

Settle Carling Vs. Shauer Suit

HOLLYWOOD, Dec. 6.—The year-old Superior Court suit, involving disputed commissions due Cliff Carling, the personal manager, from Mel Shauer, another business mentor for whom Carling once toiled, was settled out of court this week.

Carling originally filed his complaint December 21, 1951, seeking an accounting and payment of commissions owed him on moneys collected by Shauer from Les Paul. When Carling asked the Shauer office in November, 1948, Carling alleged that a written agreement called for him to receive 66 2/3 per cent of the Paul commissions, while Shauer was to receive the remainder. The complaint charged that Paul had paid \$75,000 to Shauer since Carling left.

In a cross-complaint, Shauer alleged that the agreement also provided that Paul was to ankie the office for four months, the pact was thereby abrogated and that Paul had ankie the office for a longer period and then returned.

Harris Injunction Granted Granz

NEW YORK, Dec. 6.—Norman Granz was granted an injunction Friday (28) against Herbert Harris, by Federal Judge Sylvester J. Ryan in the Southern District Court here.

The injunction was granted in the case of Granz against Harris, doing business as Stinson Music concerning the sale of the album "Jazz at the Philharmonic, Vol. 3" (The Billboard, August 30). Granz had been awarded an injunction against Harris by the U. S. appeals Court in August, but the case had been returned to the District Court.

Coral Records Sign McGuire Sisters Trio

NEW YORK, Dec. 6.—Coral Records has signed the McGuire Sisters, warbler trio, to a term contract. The diskery has also set the United Music Sales Corporation, headed by Ray Goen, as distributor in San Francisco.

Reserve Decision in CAPAC-CAB Case

Canadian Court Hears Arguments From Both Sides in Test Suit Over Royalties

TORONTO, Dec. 8.—A test case between the Composers, Authors and Publishers Association of Canada and radio station CHML, Hamilton, representing the Canadian Association of Broadcasters, was heard this week before Exchequer Court here.

The case is to determine the validity of fees charged Canadian radio stations for use of copyrighted music. A point of law is to be decided; namely, whether the Copyright Appeal Board exceeded its powers in approving a royalty fee, based on gross revenue, payable by the stations to CAPAC.

Until this year, stations paid CAPAC on a scale determined by the number of radio sets in homes. The Copyright Appeal Board revised this, and approved a new rate of one and three-quarters per cent of the gross revenue of each station, basing the total annual music bill from \$150,000 to about \$300,000.

The CAB, whose membership includes most private radio stations in Canada, decided to contest the decision. The Association pays no fees as such, and it was decided CHML would present the views of the broadcasters.

No decision was handed down this week, but was reserved, and it is expected that judgment will be forthcoming later this month. Whatever the decision is, it is expected that it will be appealed to the Supreme Court of Canada for final decision.

CAB Arguments

Argument was opened by counsel for the broadcasters, basing it on the following main points:

That payment based on gross revenue depends on inspection of books for enforcement, and this right is not authorized in the Copyright Act of Canada.

That CAPAC is not justified in taking a percentage of gross income in payment for only one of many commodities which make up a station's source of revenue. That stations are required to pay the fee each December 31 before obtaining a license to use CAPAC music in the ensuing year, and this was impossible because not all stations have a fiscal year ending at convenient time.

Counsel for CAPAC argued: A fee based on gross revenue is the only accurate way of arriving at a fair rate. Music is used in one way or another in almost every program on the air. Stations could have the re-

quired financial information ready each December 31 to determine the fee by hiring more accounting staff. Whether it was inconvenient or contrary to commercial practice was unimportant, since the case involved only a strict interpretation of the law.

He denied that inspection of the books was an invasion of the rights of the broadcasters, since it has been used in many ways in the past. He cited book publishers, recording companies and others who pay artists' royalties for use of their works, and who find no objection to inspection of accounts by authorized persons.

He said the clause in the tariff schedule which authorized inspection only allowed what a court would order in event of a dispute between the stations and CAPAC. Counsel said it was an "erroneous assumption" that radio stations could not be charged for music on the same basis as a cocktail lounge or skating rink.

BUSY GUY

Norman Hires Ross Burdick As Assistant

HOLLYWOOD, Dec. 6.—Gene Norman, the local d.j., has so expanded his sited that he is adding a personal rep and assistant in Ross Burdick, the ex-flick. At present, Norman is doing a daily 4:15 to 5:30 p.m. and a daily 8:15 to midnight d.j. seg over KJAC, Hollywood, in addition to a five-per-week 4 to 6 p.m. video seg over KHJ-TV and a half-hour Thursday show over the same TV outlet. Norman has two steady secretaries in his employ also.

Norman started turning over tapes and acetates, cut from his many jazz concerts, to various diskeries in 1948 when he set an entire jazz catalog with Modern Records here. His current Decca package, "Satchmo in Pasadena," is on The Billboard's top ten pop albums chart. He just turned over a Louis Bellson All-Stars album to Capitol and Victor will soon release an album of Norman concert selections by Les Thompson, the harmonica jazz star, whom Norman personally manages along with songstress Helen Humes. Decca is issuing a Charley Ventura album by Norman soon. In all, Norman estimates he has turned over material for a dozen albums since 1948 and 40 single disks.

Since 1948, Norman has promoted or produced an average of 10 concerts per year locally. These have ranged from a pop and semi-classical bash at the Hollywood Bowl, which featured Ferde Grofe and drew a packed house, to Stan Kenton at the same outdoor location in 1949, which drew 18,000. In addition, he has worked up a 60-man Dixieland bash, which since has become an annual affair at the 7,000-seat Shrine Auditorium. At present, he and Burdick are working on a series of major university and junior college jazz bashes to start early next year.

In addition, Norman heads up his own puberry, Skyview Music, which is handled by Mickey Golden. The firm publishes the jazz originals cut during the Norman concerts.

New RCA Job For B. Rosner

NEW YORK, Dec. 6.—Bennett S. Rosner, advertising manager of RCA Victor custom record division, has been promoted to manager, advertising services of the RCA Victor commercial record department. In his new post he reports to W. I. Alexander, manager of the advertising section. Rosner will be in charge of the copy and creative unit, budget and shipping and cataloging and proofreading groups. He will continue to maintain the post of ad manager of the custom record division, reporting to James P. Davis, manager.

MORRIS TUNE IS PUBLIC-TESTED

NEW YORK, Dec. 6.—A tune which was written, rewritten and audience-tested before thousands of people over the course of two years was acquired on Wednesday (28) by the Edwin H. Morris Music Company. The tune, called "Wagg-a-Shore," is a ragtime ditty with a counter melody and was clefted by Ted Meyn, the organist at the Times Square Capitol Theater. Meyn composed the tune two years ago, and since then has been testing it out at regular intervals during his daily stints at the theater organ. The lyrics were also written by Meyn.

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First Choice
OF MILLIONS
PERMO, INC.,
CHICAGO 26, ILL.

SPA Meets on MPA Holdouts

NEW YORK, Dec. 6.—The Songwriters' Protective Association will hold a special meeting Tuesday (9) to map action against publishers still holding out on settlement of disputed royalties on folios and song books. It is understood that several important publishers have still failed to ink the compromise agreement negotiated between SPA and the Music Publishers' Protective Association last spring.

The writer-publisher agreement specified a method of determining royalties due clefters on certain uses of material not accounted for in pre-1947 SPA contracts. These royalties were to be computed by special auditors.

It has been speculated that the main reason clefters have with the reluctant publishers is to withdraw copyrights wherever the legal opportunity presents itself.

Fred Rejoins SPA Ranks

NEW YORK, Dec. 6.—Arthur Freed, M-G-M producer and one of the top ranking songwriters, has rejoined the ranks of the Songwriters' Protective Association. He had left the organization some years ago.

Freed, an Academy Award winner and member of the American Society of Composers, Authors and Publishers, has penned many notable film scores, including "Broadway Melody," the screen's first musical production, and such standards as "Singing in the Rain," "The Moon is Low," "Temptation" and "I Cried for You."

Dismissal Is Sought on Edward Vonce Charge

NEW YORK, Dec. 6.—The defendants in the latest suit brought by songwriter Edward Vonce, last week moved for a dismissal on the ground that he failed to state a cause of action.

Vonce charges the American Society of Composers, Authors and Publishers and several publishers with infringing on his rights to four songs, with fraud, misrepresentation and unfair competition, for which he is asking \$1,500,000 in triple damages.

Last month, Federal Judge Irving Kaufman ordered Vonce, who acts as his own counsel, to number each separate allegation in his complaint.

ALLEGRO SALES PRICE, \$7,500

NEW YORK, Dec. 6.—The price paid by Eli Oberstein's Record Corporation of America for title to the masters and other property of the bankrupt Allegro diskery was incorrectly given, by typographical error, in a story last week. The correct figure is \$7,500.

5 GREAT SONGS!

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

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BOURNE INC.
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"SINNIN' AGAIN"
DOROTHY LOUDON
VICTOR

"COOL WATER"
BING CROSBY—AMOREWS SISTERS
DECCA

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"FROSTY THE SNOWMAN"
and
"SUZY SNOWFLAKE"
HAVE ARRIVED!

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BETTER THAN EVER!

"WALKIN' TO MISSOURI"
("Poor Little Robin")

HAWTHORNE MUSIC CORP.
1619 Broadway New York 19, N. Y.

A Sleeper Hit...
Tommy Edwards
Sings In...
"YOU WIN AGAIN"
M-G-M
1326 (11575)

COMING UP FAST!
HOLD ME, THRILL ME, KISS ME

RECORDED BY
KAREN CHANDLER
ROBERTA LEE with JERRY GRAY'S Orch.
Decca

MILLS MUSIC, INC. 1619 BROADWAY
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PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. You can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past, specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Dept., The Billboard, 158 W. Randolph St., Chicago 1, Ill.

Test Case Pends on Release Date Jump

Gale Threatens Suit Against Decca Over Premature 'Stolen Waltz' Waxing

By **JOE CSIDA**
NEW YORK, Dec. 6.—The question of record companies jumping publishers' release dates is probably as close to being up for a legal test as it has ever been since this form of competitive enterprise started to plague the industry. Present situation finds Max Gale, talent manager and music publisher, threatening to sue Decca Records on the claim that that diskery issued an Al Morgan disk of Gale's Sheldon Music tune, "A Stolen Waltz," prior to sanctioned release date.

Gale has Wattenberg and Wattenberg, his attorneys, consulting with Decca counsel on a settlement of the issue. Gale's position is that there is nothing unfriendly toward Decca inherent in his action. He simply wishes to establish the precedent that a record company is legally liable to damages if it issues a disk of a publisher's tune prior to the official release date placed on diskings of the tune by the publisher. He would, therefore, be willing to drop his contemplated suit if Decca would sign an out-of-court statement to the effect that they jumped the release date without legal right to do so, and pay Gale as little as \$1 in damages.

There seems, however, to be

some question as to whether or not Decca would be willing to make such an official statement and payment. Those close to the situation claim that Gale doesn't have the strongest possible case of this kind, inasmuch as he never sent Decca an official notification in writing concerning the release date, and penalties he would demand if such date were violated. Gale's release date, it is claimed, was transmitted verbally to the artist and repertoire men for the various record companies to whom the tune was submitted.

There is some fear on the part of certain observers that if the case should go to court, Gale may lose out, in which eventuality the possibility of achieving diskery respect for release dates might be out the window for years. The trade, however, will watch the developments in this case with more than passing interest.

Col'bia to Release Bunk Johnson Wax

NEW YORK, Dec. 6.—The last waxings cut by the late legendary jazzman Bunk Johnson, who died in 1949, will be released by Columbia Records on an LP platter. Sides were cut in 1947, while the cornetist was playing here at the Stuyvesant Casino with a selected group of jazz musicians, including Garvin Bushell, Ed Cuffee, Don Kirkpatrick, Danny Barker and Wellman Braud. The set contains jazz, ragtime and pop tunes.

The Johnson diskings were made by Bob Stendahl, Harold Drob and engineer Bill Loughborough, originally to help promote the Johnson engagement at the Stuyvesant Casino. They never released the tapes, and turned them over to Columbia's jazz head, George Avakian, a few months ago.

Decca to Release Sousa 'Marchtime'

NEW YORK, Dec. 6.—Decca Records has cut an album of Sousa marches with the Billy Wood Pepi Orchestra which it will release in December as a key item in a new diskery promotion. Tagged "Marchtime, U.S.A.," the promotion is due to kick off with the release of the new film about Sousa, "Stars and Stripes Forever."

Decca will also push two previously recorded Sousa albums and a set cut by Edwin Franko Goldman. Dealer aids to support the drive will be distributed by the diskery.

2 Pitt AFM Leaders Die

PITTSBURGH, Dec. 6.—Local 60, American Federation of Musicians, here was given a double-barreled shock this week when two of its most prominent members died of heart attacks. Ralph Harrison, 56, died on Tuesday (3) morning after collapsing in his downtown restaurant, and on Wednesday (5) Max Adams died six hours after he polled the largest number of votes of any member of the board in the union's election of officers.

Harrison had a big band in the late 1920's and early 1930's, but during the past 10 years he has concentrated on his agency and spot promotion work in addition to his restaurant. He was one of the 11 founders of the Variety Club but was the only one of the original group who did not attend the 25th anniversary of the club held here two weeks ago.

Adkins, 43, was the leader of the house band at the Stanley and just finished playing the Ames Brothers-Joey Bishop package in the Stanley two weeks ago. Adkins also conducted a highly successful music school.

MUSIC DOMINANT NOTE

Band, Concert Names Bid For Eisenhower Inaugural

WASHINGTON, Dec. 6.—Music will strike the dominant note in President-Elect Dwight D. Eisenhower's inaugural celebration January 18-20 (The Billboard, December 18, 22, 29, December 5). All of the major events planned for the festivities by the inaugural committee headed by Joseph C. McGarraghy will place top emphasis on music—popular, classical and martial. So dominant is the emphasis, in fact, that the inaugural committee is getting numerous inquiries from bands and artists—big-name ones and lesser-known—interested in participating gratis in the festivities which will be highlighted by a Sunday night (January 18) classical concert in Constitution Hall at which the National Symphony Orchestra will get top billing, an entertainment festival Monday night (January 19), and the climactic inaugural ball at the National Armory Tuesday night (January 20). Possibly as many as half a dozen big-name bands will alternate in providing music at the ball.

As Metro-Goldwyn-Mayer actor, George Murphy, arrived in D. C. from Hollywood as special assistant to McGarraghy on pro entertainment (The Billboard, De-

ember 6), indications were that the line-up of showbiz stars at the concert festival will be chosen from a wide range of Metropolitan Opera Company singers to popular disk label artists, sprinkled with bands a-plenty. Mrs. A. Burk Summers, originator of the GOP's Lincoln Day box supper, was named this week as chairman of the festival committee handling the January 19 concert, which she said will be an outstanding show of shows. Mrs. Summers said the festival will feature "outstanding stars and bands—bands and stars." The program, she said, "will be in keeping with the strictest dignity of the occasion."

Meanwhile, the inaugural parade committee, under policy outlined by McGarraghy, is seeking to make a careful choice of bands to be represented in the January 20 inaugural parade down Pennsylvania Avenue from the Capitol Plaza to the White House. Bands, it was pointed out, will be chosen on the basis of "quality and the most representative in the nation."

Plans were pushed further this week for TV-radio coverage, the first presidential inaugural coverage in history to be partially sponsored (all except the cath-taking ceremonies).

Music Publishers' Record Scoreboard

Sides in Current Release

... for Week Ending December 6

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

PUBLISHERS	TUNE	ARTIST & LABEL
Acapulco Group	Stranger in the Night	George Morgan, Col (R)
—Acapulco	My Old Scrapbook	Ray Price, Col (R)
—Acapulco	Wishing Ring	Jon James, M-G-M (R)
—Acapulco	I'll Never Get Out of This World Alive	Delta Rhythm Boys, RCA (R)
Ardmore Group	Gramophone Rag	Pete Dally's Chicagoans, Cap (R)
—Ardmore	Ark-La-Tex	Jane Turay-Grady Martin, Dec (R)
—Ardmore	Palmer Sweethearts	Jane Turay-Grady Martin, Dec (R)
—Ardmore	It's Over	John Arden, Cap (R)
—Ardmore	Bye, Bye Blues	Lenny Dee, Dec (R)
—Ardmore	I Was a Fool	June Christy, Cap (R)
—Ardmore	Have You Heard	Jon James, M-G-M (R)
—Ardmore	The New Wave Off You Fast	Giselle MacKenzie, Cap (R)
Brazos Valley	Oh, Happy Day	Joe Joe Johnson, RCA (R)
—Brazos Valley	Takin' Chances	Porter Wagoner, RCA (R)
—Brazos Valley	Easy to Love	Mary Osborne Trio, M-G-M (R)
—Brazos Valley	Mr. Von	TNT Trible & Crew, RCA (R)
—Brazos Valley	Dim Lights, Thick Smoke	Lester Flatt, Earl Scruggs, Col (R)
—Brazos Valley	Gone	Giselle MacKenzie, Cap (R)
—Brazos Valley	I'm Used to You	Delta Rhythm Boys, RCA (R)
—Brazos Valley	When It Rains It Pours	Rod Morris, Cap (R)
—Brazos Valley	Three Empty Bottles	Rod Morris, Cap (R)
—Brazos Valley	Twilight on the Trail	Mary Osborne Trio, M-G-M (R)
—Brazos Valley	Cocacola Grove	Henry Tomka, RCA (R)
—Brazos Valley	Simun' the Blues	Connie Boswell, Dec (R)
—Brazos Valley	Hot Toddy	Ralph Flanagan, RCA (R)
—Brazos Valley	Give Your Love to Me	Bobby Brooks-Howard Bias, RCA (R)
—Brazos Valley	Two Foolish Hearts	Al Moran, Dec (R)
—Brazos Valley	Pick-Up	Rud Hobbs, M-G-M (R)
—Brazos Valley	I Believe I'm Entitled to You	Bud Hobbs, M-G-M (R)
—Brazos Valley	I Can't Live With You	Porter Wagoner, RCA (R)
—Brazos Valley	I'll Love You Tomorrow	Jimmy Smith, RCA (R)
—Brazos Valley	A Cure Piece of Property	Billy May, Cap (R)
—Brazos Valley	Heartbreaker	Art Mooney, M-G-M (R)
—Brazos Valley	Curb Service	Jimmy Smith, RCA (R)
—Brazos Valley	My Lonely Heart's Rarin' Wild	Carl Smith, Col (R)
—Brazos Valley	That's the Kind of Love I'm Looking For	Carl Smith, Col (R)
—Brazos Valley	You're Under Arrest	Ray Price, Col (R)
—Brazos Valley	Fini Hill Special	Lester Flatt-Earl Scruggs, Col (R)
—Brazos Valley	Bata	Leroy Holmes, M-G-M (R)
—Brazos Valley	I've Got a Right to Know	Bobby Brooks-Howard Bias, RCA (R)
—Brazos Valley	Please Believe	George Morgan, Col (R)
—Brazos Valley	I Wanna Be Like You	Jimmy Logan, Dec (R)
—Brazos Valley	That's Where I'll Love You the Best	Jimmy Logan, Dec (R)
—Brazos Valley	It's All Your Fault	Wade Ray-Noel Bergs, RCA (R)
—Brazos Valley	Hold Me, Thrill Me, Kiss Me	Roberta Lee-Jerry Gray, Dec (R)
—Brazos Valley	Tonight You Belong to Me	Joe Costa, M-G-M (R)
—Brazos Valley	The Things I Might Have Been	Wade Ray-Noel Bergs, RCA (R)
—Brazos Valley	Serenade	Ralph Flanagan, RCA (R)
—Brazos Valley	Show Me the Way to Go Home	Rud Hobbs, M-G-M (R)
—Brazos Valley	Do You Know Why	Roberta Lee-Jerry Gray, Dec (R)
—Brazos Valley	Winter	Art Mooney, M-G-M (R)
—Brazos Valley	Japanese Sanitum	Leroy Holmes, M-G-M (R)
—Brazos Valley	Please Don't Talk About Me When I'm Gone	Joe Costa, M-G-M (R)
—Brazos Valley	Asleep in the Deep	Pete Dally's Chicagoans, Cap (R)
—Brazos Valley	My Heart Belongs to Only You	June Christy, Cap (R)
—Brazos Valley	It Made You Happy When You Made Me Cry	Connie Boswell, Dec (R)
—Brazos Valley	Sad Head Blues	Mr. Sad Head-Billy Ford, RCA (R)
—Brazos Valley	Hot Weather Blues	Mr. Sad Head-Billy Ford, RCA (R)
—Brazos Valley	A Stolen Waltz	Al Moran, Dec (R)
—Brazos Valley	Driftwood	Billy May, Cap (R)
—Brazos Valley	Midnight	Lenny Dee, Dec (R)

Sides Released by Label

... for Week Ending December 6

These totals do not include Public Domain and unpublished tunes

LABEL	POPULAR	FOLK	R&B
CAPITOL	9	1	—
COLUMBIA	—	8	—
DECCA	—	2	—
MERCURY	NO RELEASES THIS WEEK	NO RELEASES THIS WEEK	—
M-G-M	16	2	—
RCA	6	2	6

Total January 1, 1952, to Date

LABEL	POPULAR	FOLK	R&B
CAPITOL	519	168	—
COLUMBIA	321	214	119
DECCA	599	163	79
MERCURY	247	85	27
M-G-M	966	123	19
RCA	247	283	153

'Itch' Background Music Push Is On

NEW YORK, Dec. 6.—Spurred by the success achieved diskwise, and to some degree in sheet music, by background music from films in recent years "Meet Me, Callaghan," "High Noon" and "Third Man Theme," E. B. Marks and Columbia Records are placing a heavy push behind the background strain, "The Girl Without a Name," from the new Broadway comedy, "The Seven Year Itch." The tune has been recorded by The Art Lavry ork for Columbia.

The idea for blending in the background strain came from Harry Link, professional manager for Marks, who read the script before the play opened. In addition to national promotion set for the

4 Star Notices

Continued from page 27

log. Since that time, Lee Eastman, Morris' attorney, and Jack Pearl, McCall's attorney, have been negotiating, but no deal has been inked. McCall instructed Pearl December 1 to take over to Morris and Eastman a contract, covering taking over "Stars," which he asked Morris to sign.

Morris and Eastman countered Thursday (4), suggesting to Pearl that Morris would complete the purchase of the companies. McCall didn't agree with the proposed purchase terms and turned down the latest Morris offer.

disk, both the record and sheet music are on sale in the theater lobby.



DECCA DATA

YOUR WEEKLY GUIDE
TO
AMERICA'S FASTEST SELLING RECORDS



TO BUILD SALES

Vol. II

Published in the Interests of Decca Dealers and Music Operators

No. 30

TO BUILD PROFITS

NEW RELEASES—SINGLES

DO YOU KNOW WHY? 28520*
HOLD ME, THRILL ME, KISS ME
Roberta Lee and Jerry Gray

SINGIN' THE BLUES 28498*
(Till My Baby Comes Home)
IT MADE YOU HAPPY WHEN YOU MADE ME CRY
Connie Boswell with Lawson-Haggart Jazz Band

PICKING SWEETHEARTS 28499*
THAT HEART BELONGS TO ME
Jane Yursy and Grady Martin

WASHINGTON POST MARCH 16043*
THE THUNDER MARCH
Hollywood Bowl "Pops" Orchestra

THAT'S WHEN I'LL LOVE YOU 28502*
THE BEST
I WANNA BE MAMA'D Jimmie Logan

THE STARS AND STRIPES FOREVER 16042*
KING COTTON MARCH
Hollywood Bowl "Pops" Orchestra

MIDNIGHT BYE BYE BLUES 28500*
Lenny Dee

BEHIND THE GARAGE—POLKA 28503*
ALL I WANT IS YOU Bernie Roberts

HIGH SCHOOL CADET EL CAPITAN MARCH 16044*
Hollywood Bowl "Pops" Orchestra

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

BEST SELLERS

... based on this week's actual sales

WEEKS ON LIST

COUNTRY

3	SOMEBODY LOVES YOU DON'T TRIFLE ON YOUR SWEETHEART Ernest Tubbs	28448*
12	BACK STREET AFFAIR I'LL ALWAYS TAKE CARE OF YOU Webb Pierce	28369*
6	A WEDDING RING AGO I HEARD THE JUKE BOX PLAYING Kitty Wells	28492*
2	BLUE SNOWFLAKES MERRY TEXAS CHRISTMAS, YOU ALL! Ernest Tubbs with Bosley Sisters	28453*
1	WHITE CHRISTMAS Blue Christmas Ernest Tubbs	46190*
2	TENNESSEE TANGO DON'T MAKE LOVE IN A BUGGY Jack and Daniel and Seawood Mt. Boys	28467*
77	PEACE IN THE VALLEY Where Could I Go But To The Lord Red Foley	14573*
17	FORTUNES IN MEMORIES So Many Times Ernest Tubbs	28310*
6	MY GOD IS REAL THE MOCKING BIRD Red Foley	28447*
23	IT WASN'T GOD WHO MADE HONKY TONK ANGELS I Don't Want Your Money, I Want Your Time Kitty Wells	28232*

BEST SELLING CHRISTMAS SINGLES

WHITE CHRISTMAS God Rest Ye Merry, Gentlemen Bing Crosby	23778*
SILENT NIGHT ADESTE FIDELES Bing Crosby	23777*
A CHRISTMAS FESTIVAL (Two Parts) Leroy Anderson	16041*
JINGLE BELLS SANTA CLAUS IS COMIN' TO TOWN Bing Crosby and Andrews Sisters	23281*
WINTER WONDERLAND CHRISTMAS ISLAND Andrews Sisters and Guy Lombardo	23722*
SILVER BELLS That Christmas Feeling Bing Crosby and Carol Richards	27229*
BLUE CHRISTMAS The Mistletoe Kiss Russ Morgan	24766*
JINGLE BELLS SANTA CLAUS IS COMIN' TO TOWN Guy Lombardo	28408*
WHITE CHRISTMAS TWELVE DAYS OF CHRISTMAS Fred Waring	24500*
WHITE CHRISTMAS WINTER WONDERLAND Louis Armstrong and Gordon Jenkins	28443*

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

GOLDIE HILL

A SMASH



I LET THE STARS GET IN MY EYES
and
WAITING FOR A LETTER

Decca 28473 (78 rpm) and 9-28473 (45 rpm)

DECCA BEST BETS

SLEIGH RIDE LITTLE JACK FROST GET LOST Bing Crosby Bing Crosby and Peggy Lee	28463*
SIoux CITY Sue SEPTEMBER SONG Grady Martin	28497*
YOU BLEW ME A KISS NO DEPOSIT NO RETURN Patty Andrews Andrews Sisters	28492*
[That's Just My Way of] FORGETTING YOU I COUNTED ON YOU Bill Kenny of The Ink Spots	28462*
I SAW MOMMY KISSING SANTA CLAUS SNOWY WHITE SNOW AND JINGLE BELLS Marvin Shiner	28504*
WONDERFUL COPENHAGEN THUMBELINA Guy Lombardo	28471*
I LET THE STARS GET IN MY EYES WAITING FOR A LETTER Goldie Hill	28473*
WHY DO I CRY? I MISS YOU SO Bill Darnell and Bob Austin	28505*
THE NIGHT BEFORE CHRISTMAS SONG WILLY CLAUS (Little Sea of Santa Claus) Russ Morgan	28493*
HOW LONG THE SECOND STAR TO THE RIGHT Don Cherry	28477*

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

Rhythm and Blues BEST SELLERS

FRIENDSHIP YOU'RE MUCH TOO FAT (And That's That) Louis Jordan	28444*
SILENT NIGHT WHITE CHRISTMAS Sister Rosetta Tharpe	48119*
PEACE IN THE VALLEY NEAR THE CROSS Sister Rosetta Tharpe and Anita Kerr Singers	48279*
TELL HIM YOU SAW ME WHEN I FIRST SOUGHT THE LORD Sister Rosetta Tharpe	28617*
THE LAST MILE OF THE WAY IN THE GARDEN Sister Rosetta Tharpe and Anita Kerr Singers	28282*

International Series BEST SELLERS

KEYSTONE POLKA LOVE'S JOY George Cook	28440*
BEER AND PRETZELS POLKA STARLIGHT WALTZ "Whoopie" John Willfahrt	28427*
ROCKIN' RHYTHM POLKA OKLAHOMA WALTZ Bernie Roberts	28331*
FIREMAN! FIREMAN! SAVE MY HEART! POLKA EVERYTHING'S BEAUTIFUL (When You're In Love) Georgia's Tavern Band	28455*
STRIKE UP THE POLKA BAND—POLKA STELLA WALTZ Eddie Mabo	28340*

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

BEST SELLERS

... based on this week's actual sales

WEEKS ON LIST

POPULAR

12	THE GLOW WORM After All Mills Brothers	28394*
8	HEART AND SOUL JUST SQUEEZE ME Four Aces	28390*
4	DON'T LET THE STARS GET IN YOUR EYES Sally (What A Pal—What A Gal)	28460*
3	LA ROSITA TAKE ME IN YOUR ARMS Four Aces	28393*
1	KEEP IT A SECRET SLEIGH BELL SERENADE Bing Crosby	28511*
12	TRYING My Bonnie Lies Over The Ocean Ella Fitzgerald with Bobby Orton's Teen-Aces	28375*
1	OH, HAPPY DAY TILL I WALTZ AGAIN WITH YOU Dick Todd	28506*
2	WHY DON'T YOU BELIEVE ME BECAUSE YOU'RE MINE Guy Lombardo	28476*
10	TAKES TWO TO TANGO I LAUGHED AT LOVE Louis Armstrong	28394*
7	MIDNIGHT DEEP BLUES Red Foley	28420*
2	A SHOULDER TO WEEP ON SOMEONE LOVED SOMEONE Mills Brothers and Sy Oliver	28459*
4	SLEIGH RIDE SARABAWO Leroy Anderson	28429*
2	SWEET WORDS CHINA BOY Gloria Hart	28445*
46	BLUE TANGO Belle Of The Ball Leroy Anderson	27875*
1	AU'D LANG SYNE Home On The Range Guy Lombardo	24200*
2	LAZY RIVER (I Yi Yi Yi) Wish Me Good Luck, Amigo Mills Brothers	28456*

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



BILL DARNELL

Orch. directed by Bob Austin

WHY DO I CRY? and I MISS YOU SO



Decca 28505 (78 rpm)
and Decca 9-28505 (45 rpm)

ANOTHER SMASH HIT
From AMERICA'S NEWEST SINGING SENSATION!



Joni James

HAVE YOU HEARD
and
WISHING YOU RING

MGM 11390 78 rpm
K11390 45 rpm

#1 in the Nation

WHY DON'T YOU BELIEVE ME

THE BILLBOARD

Best Selling Singles

MGM 11333 78 rpm
K11333 45 rpm

This Week Last Week Chart

1. WHY DON'T YOU BELIEVE ME? J. James	4	7
Purple Shades MGM 1131333 (45K-11333)-ASCAP		

Art Mooney's Hits

WINTER HEARTBREAKER
and
LAZY RIVER

MGM 11386 78 RPM • K11386 45 RPM

MGM 11347 78 RPM
K11347 45 RPM

SKYROCKETING

Ginny Gibson
YOU BLEW ME A KISS

and
TOO FAR BETWEEN KISSES
MGM 11383 78 RPM • K11383 45 RPM

Jesse Rogers
RED WHITE AND BLUE CHRISTMAS

and
AN OLD FASHIONED CHRISTMAS
MGM 11369 78 RPM • K11369 45 RPM

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE NEW YORK 36, N. Y.

M-G-M means Mighty Good Music

The Billboard Music Popularity Charts
HONOR ROLL OF HITS

The Nation's Ten Top Tunes
for Week Ending December 6

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

- 1. Why Don't You Believe Me? 1 5**
By Lew Douglas, King Lane, Roy Rodde—Published by Brandon (ASCAP)
BEST SELLING RECORDS: J. James, MGM 11333. OTHER RECORDS: G. Lombardo, Dec 28476; P. Page, Mercury 70025; J. Valli, V 20-5017. TRANSCRIPTIONS AVAILABLE: Henry Jerome, Lang-Worth; Earl Sheldon, Associated.
- 2. You Belong to Me 2 18**
By Pee Wee King, Redd Stewart and Chilton Price—Published by Ridgeway (BMI)
BEST SELLING RECORDS: J. Stafford, Col '9811; P. Page, Mercury 5899. OTHER RECORDS: G. Auld, Coral; B. Carter, V 20-5005; H. Foster and Rovers, Republic 7013; J. Garber, Cap 2198; Ken Griffin, Col 3985; F. Hayes, V 20-4943; Joni James, MGM 11295; M. Katz, Cap 2267; A. Laurie, Okeh 6915; B. Lucas, E. McGriff-Sonny Till, Jubilee 5094; D. Martin, Cap 2165; F. Martin, V 20-4891; G. Martin, Dec 28388; T. Smith, United 131; J. Stanton, Top 340; S. Thompson, Mercury 6407. TRANSCRIPTIONS AVAILABLE: Dolly Dawn, Thesaurus; Henry Jerome, Lang-Worth; Earl Sheldon, Associated.
- 3. Glow Worm 3 12**
By Paul Lincke, Lilla Cayley Robinson and Johnny Mercer—Published by E. R. Marks (BMI)
BEST SELLING RECORDS: Mills Brothers, Dec 28384. OTHER RECORDS: F. Carle, Col 37567; G. Carter, MacGregor 310; Homer & Jethro, King 15203; S. Jones, V 20-1893; H. Luxe, Imperial 1044; J. Mercer, Cap 2248; Paulette Sisters, Col 39840; H. Singer, King 15203; C. Ramsey, Old Timer Records 8004; C. Reyes, Cap 1092; E. Sack, Mercury 10009; Three Suns, V 20-3702; H. Winterhalter, Col 38704. TRANSCRIPTIONS AVAILABLE: Dick Jurgens, Charles Mesenine, Associated; Frankie Carle, Lew White, Al Trace, Milton Charles, Cavalcade Ork, D'Artega, Modes Moderne, Lang-Worth.
- 4. I Went to Your Wedding 4 15**
By Jesse May Robinson—Published by St. Louis (BMI)
BEST SELLING RECORDS: P. Page, Mercury 5899. OTHER RECORDS: K. Bas, Coral 60847; J. Bond-H. Carter, Col 21007; H. Brooks, Okeh 6910; S. Gibson and Red Caps, V 20-4835; S. Kaye, Col 39856; Little Sylvia, Jubilee 5093; G. Lombardo, Dec 28411; G. Martin, Dec 28388; J. Selph, Rosemary, H. Snow, V 20-4906; P. Starr, Top 339; J. Warkley, Cap 2221; F. Wright, Savoy 860. TRANSCRIPTIONS AVAILABLE: Dolly Dawn, Thesaurus; Earl Sheldon, Associated.
- 5. Lady of Spain 7 10**
By Erell Recades and Folchard Evans—Published by Sam Fox (ASCAP)
BEST SELLING RECORDS: E. Fisher-H. Winterhalter, V 20-4953; L. Paul, Cap 2265. OTHER RECORDS: K. Griffin, Rondo 188; B. Light, Cap 2248; E. (Piano) Miller, Rainbow 70044; R. Noble, V 20-3302; H. Oris Trio, Dec Gee 3901; L. Paul, Cap 2265; Philharmonic Trio, Cap 15346; A. Smith, MGM 10380. TRANSCRIPTIONS AVAILABLE: Airline Trio, Lang-Worth; Ambassadors, Lang-Worth; Cavalcade Ork & Chorus, Lang-Worth; Wayne King-Allyn Kohn Ork., Thesaurus; Joe Sodia, Lang-Worth.
- 6. Because You're Mine 8 12**
By Nicholas Brodsky-Sammy Cahn—Published by Feist (ASCAP) (F)
BEST SELLING RECORDS: Marie Laney, V 20-10-1914. OTHER RECORDS: B. Eckstine, M-G-M 1301; G. Lombardo, Dec 28476; J. Raitt, Dec 28337; B. Wayne, Mercury 5897. TRANSCRIPTIONS AVAILABLE: E. T. Terry, Associated.
- 7. It's in the Book 6 9**
By Johnny Standley-Art Thorsen—Published by Magnolia (BMI)
BEST SELLING RECORDS: J. Standley-Horace Heidt, Cap 2249. OTHER RECORDS: A. Bernie, Mercury 5911.
- 8. Don't Let the Stars Get in Your Eyes 14 2**
By Slim Willet—Published by Four Star Sales (BMI)
BEST SELLING RECORDS: P. Cynn, V 20-5064. OTHER RECORDS: L. Ameche, Mercury 70023; E. Barton, Coral 6082; R. Foley, Dec 28460; MacKenzie, Cap 2256; S. McDonald, Cap 2216; R. Price, Col 21025; S. Willet, Four Star 1614.
- 8. Jambalaya 5 16**
By Hank Williams—Published by Acuff-Rose (BMI)
BEST SELLING RECORDS: J. Stafford, Col 39838. OTHER RECORDS: R. Allen, Dec 28431; Camarata Ork-S. Lawson, Dec 28367; N. Hetti-F. Wayne, Coral 6816; Moon Mulligan, King 1106; J. Selph, Rosemary, J. Stanton, Top 340; T. Turner, Okeh 6907; T. Tyle, V 20-4947; Hank Williams, MGM 11283. TRANSCRIPTIONS AVAILABLE: Leon Payne, Lang-Worth; Dave Terry, Associated.
- 10. Takes Two to Tango 9 8**
By Al Hoffman-Dick Manning—Published by Harman (ASCAP)
BEST SELLING RECORDS: Pearl Bailey, Coral 60817. OTHER RECORDS: L. Ameche-R. Martierie, Mercury 5903; L. Armstrong, Dec 28394; J. Gayle, Cap 2222; F. Warren, M-G-M 11334. TRANSCRIPTIONS AVAILABLE: Dolly Dawn, Thesaurus.

Second Ten

11. KEEP IT A SECRET 11 4
Published by Shapiro-Bernstein (ASCAP)
12. TRYING (R) 12 14
Published by Randy-Smith (ASCAP)
12. I SAW MOMMY KISSING SANTA CLAUS 1
14. OUTSIDE OF HEAVEN 10 10
Published by Bregman, Vocco & Conn (ASCAP)
15. WHITE CHRISTMAS 1
16. RUDOLPH THE RED-NOSED REINDEER 1
Published by St. Nicholas (ASCAP)
17. HOLD ME, THRILL ME, KISS ME 1
Published by Mills (ASCAP)
18. YOURS (R) 15 6
Published by E. B. Marks (BMI)
19. MEET MR. CALLAGHAN 14
Published by Leeds (ASCAP)
20. WISH YOU WERE HERE (M) 10 15
Published by Chappell (ASCAP)

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Buyboard

TOP SELLERS — POPULAR

Based on Actual Capitol Sales Reports

	Record No.
1. IT'S IN THE BOOK, PART I IT'S IN THE BOOK, PART II	J. Standley 2249
2. MY BABY'S COMING HOME LADY OF SPAIN	L. Paul & M. Ford 2265
3. MEET MISTER CALLAGHAN TAKE ME IN YOUR ARMS AND HOLD ME	L. Paul & M. Ford 2193
4. I SAW MOMMY KISSING SANTA CLAUS WILLY CLAUS (Little Son of Santa Claus)	M. Bee 2285
5. I JUST GO NUTS AT CHRISTMAS YINGIE BELLS	Y. Yorgesson 781
6. BECAUSE YOU'RE MINE I'M NEVER SATISFIED	N. Cole 2212
7. COMES A LONG A-LOVE THREE LETTERS	K. Starr 2213
8. THE CHRISTMAS SONG (All I Want for Christmas Is) MY TWO FRONT TEETH	N. Cole 90036
9. DON'T LET THE STARS GET IN YOUR EYES MY FAVORITE SONG	G. MacKenzie 2256
10. THE WORLD IS WAITING FOR THE SUNRISE THE BOOGIE-WOOGIE BANJO MAN FROM BIRMINGHAM	S. Freberg 2279
11. JINGIE BELLS SILENT NIGHT	L. Paul & M. Ford 1881
12. THE RUBY AND THE PEARL FAITH CAN MOVE MOUNTAINS	N. Cole 2230
13. IDAHO PEOPLE IN LOVE	R. Anthony 2293
14. SILVER BELLS CHRISTMAS CANDY	M. Whiting & J. Wakely 1255
15. WATER CAN'T QUENCH THE FIRE OF LOVE A CRAZY WALTZ	G. MacKenzie & M. D'Connell 2266

BEST SELLING POPULAR ALBUMS

Based on Actual Capitol Sales Reports

	Alb. No.
1. BYE BYE BLUES	Les Paul & Mary Ford 356
2. CITY OF GLASS	Stan Kenton 353
3. WITH A SONG IN MY HEART	Jane Froman 309
4. MUSIC FOR LOVERS ONLY	Jackie Gleason 352
5. PROLOGUE	Stan Kenton 386
6. UNFORGETTABLE	Nat (King) Cole 357
7. CHRISTMAS IN THE AIR!	Voices of Walter Schumann 9016
8. BIG BANO BASH!	Billy May 329
9. PENTHOUSE SERENADE	Nat (King) Cole 332
10. ROUGHHOUSE PIANO	Joe (Fingers) Carr 345
11. STAN KENTON CLASSICS	Stan Kenton 358
12. 8 TOP POPS	Nat (King) Cole 9110
13. ROMANCE IN THE AIR	Voices of Walter Schumann 347

now available as a single...

FROM THEIR HIT ALBUM "Bye, Bye Blues"
RELEASED BY OVERWHELMING DEMAND—

LES Paul & MARY Ford

"BYE, BYE BLUES" and
"MAMMY'S BOOGIE"

RECORD NO. 2316

TOP COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

	Record No.
1. DON'T LET THE STARS GET IN YOUR EYES BIG FAMILY TROUBLE	S. McDonald 2216
2. THE NEW WEARS OFF TOO FAST YOU'RE WALKING ON MY HEART	M. Thompson 2269
3. GOIN' STEADY JUST OUT OF REACH (Of My Two Open Arms)	F. Young 2299
4. HEARTBREAKER YOU DIDN'T HAVE TIME	J. Heap 2294
5. HIGH MOON GO ON! GET OUT!	T. Bitter 2120
6. THAT'S ME WITHOUT YOU COOL, COOL, AND COLDER	S. James 2259
7. FEAR NOT CRYIN' HOLY UNTO THE LORD	M. Carson 2252
8. BLACKBERRY BOOGIE TENNESSEE LOCAL	T. Etnie 2170
9. GONE NOW AND THEN	T. Preston 2298
10. RAINBOW AT MIDNIGHT WHEN IT'S HARVEST TIME, SWEET ANGELINE	J. Wakely 2272
11. I AIN'T GOT TIME I SAW YOUR FACE IN THE CROWD	J. Skinner 2231
12. THE FAMILY WHO PRAYS LET US TRAVEL, TRAVEL ON	Loevin Bros. 2296
13. WHEN I WANT LOVIN', BABY, I WANT YOU LONESOME ROAD BLUES	Amber Sisters 2289
14. DON'T BREAK THE SIXTH COMMANDMENT OUR LOVE ISN'T LEGAL	M. & W. Tuttle 2242
15. CANNON BALL RAG I'LL SEE YOU IN MY DREAMS	M. Travis 2245

LATEST CAPITOL RELEASES

(National Release Date December 22nd)

No. 348

	Record No.
OH, HAPPY DAY A MILLION TEARS	Four Knights 2315
BYE BYE BLUES MAMMY'S BOOGIE	L. Paul & M. Ford 2316



Molly Bee
sings the
Best-selling version of the
Big new **Christmas hit...**
**"I SAW MOMMY
KISSING
SANTA CLAUS"**
Backed by **"Willy Claus"**
on Capitol Record No. 2285

BEST SELLING

CAPITOL CHILDREN'S ALBUMS

Based on Actual
Capitol Sales Reports

- BOZO HAS A PARTY
Cap (78) DBX-3133; (45) CBXF-3133
- ROBIN HOOD
Cap (78) DBX-3138; (45) CBXF-3138
- BOZO AT THE CIRCUS
Cap (78) DBX-114; (45) CBXF-3030
- I'M A LITTLE TEAPOT
THE TEDDY BEARS' PICNIC
Cap (78) CAS-3083; (45) CASF-3083
- TWEET, TWEET, TWEETY
Cap (78) CAS-3118; (45) CASF-3118
- WOODY WOODPECKER AND THE
SCARECROW
Cap (78) CAS-3140; (45) CASF-3140
- I TAUT I TAW A PUDDY FAT
YOSEMITE SAM
Cap (78) CAS-3104; (45) CASF-3104
- NURSERY RHYMES, VOL. I
Cap (78) CAS-3128; (45) CASF-3128
- HEWERY HAWK'S CHICKEN HUNT
Cap (78) CAS-3137; (45) CASF-3137
- COUNTRY COUSINS
Cap (78) CAS-3135; (45) CASF-3135
- HOPALONG CASSIDY AND THE
STORY OF TOPPER
Cap (78) CAS-3110; (45) CASF-3110

Capitol has the cream
of the country music crop—

Terry
PRESTON

"GONE"

and
"NOW and THEN"

RECORD NO. 2298

Sheet's

MCDONALD

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

and
"BIG FAMILY TROUBLE"

RECORD NO. 2216

Hank
THOMPSON

"THE NEW WEARS OFF
TOO FAST"

and
"YOU'RE WALKING
ON MY HEART"

RECORD NO. 2249

**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.

*Picked by Billboard and Variety

*** YOU BLEW ME A KISS**

b/w **TOO FAR BETWEEN KISSES**

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE. NEW YORK 19, N.Y.

MGM 11383

Yes! M-G-M RECORDS ARE BETTER THAN EVER!

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 jobber level. Results are based on The Billboard's weekly survey of jobbers' orders from retailers throughout the country and are weighted according to jobber importance. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

This Week	Last Week	Chart
1.		YOU BELONG TO ME (R)—Ridgeway..... 1 16
2.		GLOW WORM (R)—E. B. Marks..... 3 8
3.		I WENT TO YOUR WEDDING (R)—St. Louis..... 2 14
4.		WHY DON'T YOU BELIEVE ME? (R)—Brandon..... 7 3
5.		BECAUSE YOU'RE MINE (R) (F)—Feist..... 3 11
6.		RUDOLPH THE RED-NOSED REINDEER (R)—St. Nicholas..... 5 2
7.		WHITE CHRISTMAS (R)—Berlin..... 4 2
8.		FROSTY THE SNOWMAN—Hill & Range..... 14 2
9.		I SAW MOMMY KISSING SANTA CLAUS (R)—Harman — 1
10.		DON'T LET THE STARS GET IN YOUR EYES (R)—Four Stars Sales..... — 1
11.		OUTSIDE OF HEAVEN (R)—Bregman, Vocco & Conn.. — 6
12.		LADY OF SPAIN (R)—Sam Fox..... 11 4
13.		JAMBALAYA (R)—Acuff-Rose..... 8 13
14.		WINTER WONDERLAND (R)—Bregman, Vocco & Conn — 1
15.		HOLD ME, THRILL ME, KISS ME—Mills..... 9 2

Tunes with Greatest Radio and Television Audiences

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

Top 31 in Radio

A Shoulder to Weep on (R)—Laurie—ASCAP	Nina Never Knew (R)—Jefferson—ASCAP
Because You're Mine (R)—Feist—ASCAP	Outside of Heaven (R)—Bregman, Vocco & Conn—ASCAP
Christmas in Killarney (R)—Rensick—ASCAP	Rudolph, the Red Nosed Reindeer (R)—St. Nicholas—ASCAP
Don't Let the Stars Get in Your Eyes—Four Star—BMI	Silver Bells (R)—Paramount—ASCAP
Everything I Have Is Yours (R)—Robbins—ASCAP	Sleigh Ride (R)—Mills—ASCAP
Forgetting You (R)—De Sylva, Brown & Henderson—ASCAP	Takes Two to Tango (R)—Harman—ASCAP
Frosty, the Snow Man (R)—Hill & Range—BMI	To Know You (Is to Love You) (R)—Roncom—ASCAP
Glow Worm (R)—Marks—BMI	Trying (R)—Randy Smith—ASCAP
Heart and Soul (R)—Famous—ASCAP	White Christmas (R)—Berlin—ASCAP
I Went to Your Wedding—St. Louis—BMI	Why Don't You Believe Me (R)—Brandon—ASCAP
Jambalaya (R)—Acuff-Rose—BMI	Winter Wonderland (R)—Bregman, Vocco & Conn—ASCAP
Keep It a Secret (R)—Shapiro-Bernstein—ASCAP	With You Were Here (R)—Chappell—ASCAP
Lady of Spain (R)—Sam Fox—ASCAP	You Belong to Me (R)—Ridgeway—BMI
My Favorite Song (R)—Gold—ASCAP	You'll Never Know (R)—Bregman, Vocco & Conn—ASCAP
My Lady Loves to Dance (R)—United—ASCAP	Yours (R)—Marks—BMI

Top 10 in Television

Anywhere I Wander (R)—Frank—ASCAP	I Saw Mommy Kissing Santa Claus—Harman—ASCAP
Because You're Mine (R)—Feist—ASCAP	Takes Two to Tango (R)—Harman—ASCAP
Fool, Fool, Fool (R)—Progressive—BMI	White Christmas (R)—Berlin—ASCAP
Glow Worm (R)—Marks—BMI	You Belong to Me (R)—Ridgeway—BMI
I Don't Care (R)—Mellin—BMI	You'll Never Get Away (R)—Bourne—ASCAP

England's Top Twenty

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

1. Here in My Heart—Robert Mellin, Ltd. (Mellin)	12. Faith Can Move Mountains—Dash (Hill & Range)
2. You Belong to Me—Chappell (Ridgeway)	13. Somewhere Along the Way—Magna (United)
3. Isle of Innisfree—Peter Maurice (Leeds)	14. Blue Tango—Mills (Mills)
4. Half as Much—Robbins, Ltd. (Acuff-Rose)	15. Auf Wiederseh'n, Sweetheart—Maurice (Hill & Range)
5. Forget Me Not—Reine (Chappell)	16. I Went to Your Wedding—Victoria (St. Louis)
6. Walkin' to Missouri—Dash (Hawthorne)	17. I'm Yours—Mellin (Algonquin)
6. Supabush—Chappell (G. Schirmer)	18. Meet Mr. Callaghan—Toff (Leeds)
8. Homing Waltz—Reine (Miller)	19. Faith—Hit Songs, Ltd. (J. J. Robbins)
9. Feet Up Pat Him on the Po-Po—Cinephonic (Hawthorne)	20. My Love and Devotion—John Fields (Shapiro-Bernstein)
10. Zing a Little Zong—Maddox (Burvan)	
11. Walkin' My Baby Back Home—Victoria (De Sylva, Brown & Henderson)	

COLUMBIA COUNTER-POINTS



The Pitch From Mitch

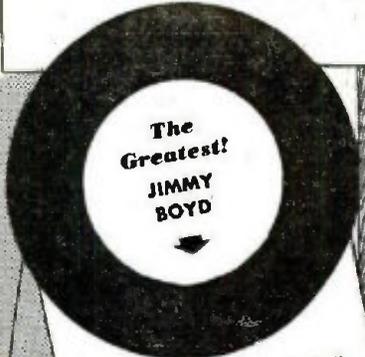
We're not releasing anything new on the pop label this week, but if you'll cast a careful eye over these listings, you'll see some of the most exciting stuff we've ever made.

Don Law has some of his top people on deck, though—Carl Smith, George Morgan, Ray Price and Lester Flatt and Earl Scruggs, and anyone who digs that country music will have a ball with his list.

For my part, I'd like to remind you about four of our top chanteuses. There are so many big Jo Stafford discs right now that there isn't space to list them—"You Belong to Me," "Christmas Roses," "Jambalaya," "Keep It a Secret" and so on—but you might remember that never before has one artist dominated the lists so thoroughly. Meanwhile, Doris, with her Johnnie Ray duet in number four spot, has burst through with "Mister Tap Toe," which is raising the dust everywhere. This is the definitive Day, in years to come if anyone wants to know about Doris, this will show historians what she did. Rosemary Clooney has a three-way break on this list, too, with "Half As Much," "If I Had a Penny" and her wonderful work with Harry James in "You'll Never Know."

Not on the list, but building fast, and very fast for a brand-new artist, is that Sanders girl I told you about—Felicia Sanders. Watch that record of hers and see how fast it climbs. And speaking of climbing, the Jimmy Boyd Christmas record—"I Saw Mommy Kissing Santa Claus"—is way ahead of "Rudolph" for 1952 and on its way to making sales history.

Mitch



I SAW MOMMY KISSING SANTA CLAUS
39871 • 4-39871

New Folk Releases

CARL SMITH
MY LONELY HEART'S RUNNIN' WILD
THAT'S THE KIND OF LOVE I'M
LOOKING FOR
21051 • 4-21051

GEORGE MORGAN
PLEASE BELIEVE
STRANGER IN THE NIGHT
21052 • 4-21052

RAY PRICE
YOU'RE UNDER ARREST
MY OLD SCRAPBOOK
21053 • 4-21053

LESTER FLATT and EARL SCRUGGS
DIM LIGHTS, THICK SMOKE
FLINT HILL SPECIAL
21054 • 4-21054

The Big One!

DORIS DAY
MISTER TAP TOE
YOUR MOTHER AND MINE
from "Peter Pan"
39906 • 4-39906

Released by Request!

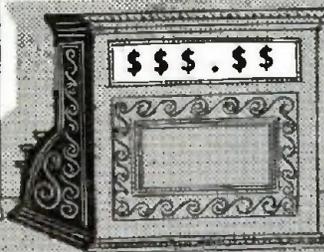
A Single from "Hollywood's Best!"
ROSEMARY CLOONEY and HARRY JAMES
YOU'LL NEVER KNOW
THE CONTINENTAL
39905 • 4-39905

At His Very Best!

FRANKIE LAINE
I'M JUST A POOR BACHELOR
TONIGHT YOU BELONG TO ME
39905 • 4-39905

The New Sensation!

FELICIA SANDERS
PEOPLE IN LOVE CAN BE LONELY
PLEASE BE GOOD WHILE I'M GONE
39900 • 4-39900



The Maddest Thing on Wax!



FERRANTE AND TEICHER, Two Pianos
SUSANNA'S LAST STAND
CARAVAN
Entre record 101-E • on 45, 4-101-E

Brand New and Sensational!
ARTHUR GODFREY,
Narrator with ANDRE KOSTELANETZ and his Orchestra
PROKOFEV; PETER AND THE WOLF,
Op. 67

"Lp" ML 4625 • 45 Set A-1034 • 78, Set MM-1034
(On "Lp" with Kam; Mark Twain and Gracie; Mississippi Suite)

Stunning New Ballet Recordings!
CAKEWALK—Ballet Suite

Adapted and Orchestrated by Hershey Kay from the music of Louis Moreau Gottschalk

THE PHILADELPHIA ORCHESTRA, EUGENE ORMANDY, CONDUCTOR

MORTON GOULD: FALL RIVER LEGEND—Ballet Suite

PHILHARMONIC - SYMPHONY ORCHESTRA OF NEW YORK, DIMITRI MITROPOULOS, CONDUCTOR

"Lp" ML 4616

Best Sellers

Based on actual sales reports for week ending December 5

JIMMY BOYD
I SAW MOMMY KISSING SANTA CLAUS
THUMBELINA
39871, 4-39871

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

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

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

ROSEMARY CLOONEY, HARRY JAMES
YOU'LL NEVER KNOW THE CONTINENTAL
39905, 4-39905

FRANKIE LAINE
I'M JUST A POOR BACHELOR
TONIGHT YOU BELONG TO ME
39903, 4-39903

JO STAFFORD
JAMBALAYA
EARLY AUTUMN
39838, 4-39838

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

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

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

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

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

COLUMBIA RECORDS

"Columbia", "Masterworks", "Red", "LP" and "EP" Trade Marks Reg. U. S. Pat. Off. Names Registered

The Billboard Music Popularity Chart . . . for Week Ending December 6

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

JONI JAMES
Have You Heard . . . 86
M-G-M 11390—Joni James has a potent entry here that could be a solid follow-up to her "Why Don't You Believe Me." The gal sells this new weeper ballad in her own wistful style, over a hic chord and rnk backing. This could break thru quickly and rack up some healthy sales.

LAWRENCE WALK
Oh Happy Day . . . 77
CORAL 5089—Seems hard to believe that the Walk ork actually makes this new ditty sound palatable via a cute arrangement, and a good-in-a-manner of speaking—vocal by Larry Hooper. This disk could catch some of the sales that the Don Howard disk on Eves has been enjoying.

ALAN DALE
A Million Tears . . . 77
CORAL 5089—The quiet presentation of this lovely sentimental ballad begs a close listen. Dale's rendition is a lyrical one and the Bloch accompaniment is a fine one. Should catch a lot of spins.

DON CHERBY
How True . . . 77
DECCA 24477—Tuneful ballad is given a warm reading by the poppin' singer. Background by Ray Arthur blends nicely with vocal.

WALPI FLANAGAN ORK
Hot Toddy . . . 77
V 20-5095—Tune clefted by the ork leader is built around a simple phrase. It's given an interesting whiff by the ork. Jockeys should spin it much.

JOHN ARCEAT
Lost in Your Love . . . 76
CAPITOL 2300—Before Arceat breaks out into song here he delivers a Continental-like monolog to wispy and mysterious string accompaniment. The rala may or may not swoon when they hear it, but the effect is odd enough to win extra plays.

JUNE CHRISTY
I Was a Fool . . . 75
CAPITOL 2304—Minutist style set in the opening grooves of this etching is somewhat dissipated in the "big" mid-section, but the canary's charm with manages to come thru. A good side that could move with exposure.

BOAGY CARMICHAEL-JANE WYMAN
I Never Heard You Say . . . 75
DECCA 2849a—Effort has much sparkle and bounce and the twosome contributes a warm vocal. Name value of the artist should assure deejay exposure.

BOR CARROLL-JIMMY LEYDEN ORK
See It With Your Heart . . . 75
DERBY 414—Bob Carroll hands this pleasant item a warm reading, over a bright chord and ork backing. Side should repeat action with the jocks.

THE RECENT REVIEW OF LONEL HAMPTON'S M-G-M 11371 DISK LISTED ONLY THE SUB-TITLE OF ONE SIDE. CORRECT TITLE IS "UNTIL YOU CAME ALONG."

(Continued on page 53)

NEW RECORDS TO WATCH

Popular

JONI JAMES
Have You Heard
Wishing Ring—M-G-M 11390—Joni James has two strong entries here that should be potent follow-ups to her smash hit "Why Don't You Believe Me." The "Have You Heard" side is a big ballad, and the flip is the pretty country tune. The thrush sings them both in her own attractive, wistful style.

THE FOUR KNIGHTS
A Million Tears—Capitol 2315—Pretty new ballad is handed a fine rendition by the vocal group. Disk should pull a bundle of spins.

Classical Album

AMAHL AND THE NIGHT VISITORS
Original Cast of the NBC Telecast—RCA Victor L.M. 1701—This original Christmas opera by Gian-Carlo Menotti was presented last year over NBC-TV. The recorded version of the work is outstanding, and the set is beautifully packaged. The tender Christmas story, and the fine singing should make this an appealing set for the holiday trade.

Children's

NORMAN ROSE
My Playmate the Wind (Part 1 & 2)—YPR 4501—A very fine kiddie disk which stacks up as a staple catalog item. It's an activity record well conceived and produced, that is geared to produce active moppet participation.

Rhythm & Blues

B. B. KING
Story From My Heart and Soul . . . 85
RPM 374—A big-styled blues ballad is sold with a lot of feeling by King as he tells the sad story in first rate fashion. Ork support is smooth. This could be another big one for the persuasive warbler and should be a real coin-grabber.

THE BAYOU BOYS
Bambalaya . . . 82
CHECER 765—The Bayou Boys deal out a mass of excitement in this all-rhythm effort. Vocal above the rhythm section is just as wild as the backing. An unusual disk that could easily step out, especially on the juke.

DOLLY COOPER
Believe In Me . . . 81
SAVOY 877—Dolly Cooper, new thrush on the label, makes a very strong debut on her first disk, with a sock rendition of the pretty ballad, giving the tune a lot of heat and showing off a slick vocal style. Organ and sax backing is very smooth. This could bust thru as a big one, and could grab loot.

DINAH WASHINGTON
Candy's Blues . . . 81
MERCURY 7004—Low-down blues is sung with great warmth by Miss

Washington. She turns in a terrific performance and the side could do a healthy business both in pop and r.&b. markets.

STOMP GORDON
OCEA . . . 79
DECCA 2846—Here's an exciting and good gimmick. Side has a lot of drive. Vocal by Gordon is a good one and can pull a lot of interest. This one bears watching.

EARL BOSTIC ORK
You Got to My Head . . . 77
KING 458—Here's an exciting instrumental sizzling of the evergreen, sparked thru by Bostic on his growling sax and supported strongly by a solid beat from the ork. A good side that could catch loot.

GENE FOREST
Archie and Coyne . . . 77
RPM 376—Over a wild ork beat, Forest comes thru with a strong social effort on this exciting blues. Side builds all the way, and the ork beat is solid. Platter could catch some loot.

I Want to Hold You . . . 73
Another effective blues effort is handled in capable style by the warbler. This side should have the same excitement that the other has.

(Continued on page 53)

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

Country & Western

DON RENO-RED SMILEY
Tennessee Cutup Breakdown
I'm Gone, Long Gone—King 1150—Two fine sides that should do okay, particularly in rural sections of the South and Middle West. Top side is a torrid instrumental. The duo close harmonies their way thru the other.

Rhythm & Blues

JOHN LEE HOOKER
New Boogie Chillen'—Modern 893—This Hooker original shows a great deal of imagination and the infectious beat and solid sales job awarded the lyrics should make the side a strong item for the Southern market.

THE BAYOU BOYS
Bambalaya—Checker 765—Here's one of the most unusual waxings to come along in a long time. The terrific energy expended by the group as they sock across the sparkling rhythm opus must be heard to be believed. A great hunk of wax that could well create a mess of trade excitement.

B. B. KING
Story From My Heart and Soul
Boogie Woogie Woman—RPM 374—B. B. King does a sock job with a big blues effort, selling the sad tune with a lot of feeling. This one could grab a lot of juke coin. Flip side is set to a driving boogie beat.

DOLLY COOPER
Believe In Me—Savoy 877—Dolly Cooper, new thrush on the label, makes an impressive debut on her first waxing with an exciting performance of a slow ballad. Thrush has a sound and a slick style.

Hot Jazz

CHARLIE PARKER
La Paloma . . . 74
MERCURY 11091—Intricate variations by Parker around the well-known La Paloma theme, against a background of modern, Latin-American rhythms. An engaging side. Disk cut under the supervision of Norman Granz, should sell to JAIP fans and others no minded.

Sacred

J. T. ADAMS
Your God is Near . . . 75
REPUBLIC 7017—Big male chorus with Adams taking the lead awards the hymn a resonant and sincere reading. Good sacred wax.

International

JOLLY JERRY GILBERTSON
Jolly Fisher Waits . . . 67
GILT-EDGE 5077—The ork sounds quite lively here, and bands the waits a listenable reading.

Country & Western

DON RENO-RED SMILEY
Tennessee Cutup Breakdown
KING 1150—Great breakdown music that should make the rural juke heavy with coin. Reno and Smiley do a great job on the five-string banjo and fiddle, respectively.

AUTRY INMAN
Does Your Sweetheart . . . 77
DECCA 28595—A clever parody on cigarette commercials is handled an effective humorous reading by Inman on this bright disk. Side should pull deejay spins and could catch some loot. A cute disk.

COWBOY COPAS
Foolish Love . . . 76
KING 1151—Rhythm side is about his gal leaving on the train. It's well-projected by Copas.

CLYDE MOODY
Hard Hearted . . . 75
Moody's attractive voice comes thru nicely on this bouncy weeper. String band compliments his effort well.

MERLE (Red) TAYLOR
Most of All . . . 75
DECCA 28496—Taylor turns in a strong reading of a pleasant ballad, projecting the tune stylishly. Side could pull deejay spins.

ARKIE SHIRLEY
Archie's Talking Blues . . . 74
GILT-EDGE 5078—Archie tells of his coming to Hollywood without a dime and the adventures that there befell him. There are a couple of chuckles in his words. It's a rural arrangement is tops. A good side.

BILL TUTT
Selling What She Used to Give Away . . . 70
GILT-EDGE 5079—Ditty about a gal who went commercial in a blinka cye. And it's brightly performed by Tutt and the string band. Material might keep it off the air, but juke jacks should be able to program with profit.

AL RPK
Wandering Blues . . . 64
ARCAD 107—Rep. projects a feeling of loneliness in this okay reading of a good country blues.

Children's

NORMAN ROSE
My Playmate's the Wind (Parts 1 & 2) . . . 81
YOUNG PEOPLES RECORDS 4501—An excellent children's record. It invites kiddie participation via a little orchestration and a narrated story by Norman Rose which includes activity directions for the child for the 2-5 group. Actually it may be too subtle for the less imaginative (and particularly the younger boys) and can easily go beyond the 5 year old. It may take a mother's time initially to draw some children thru the spirit, but once that is accomplished it could easily become one of their favorites.

Latin American

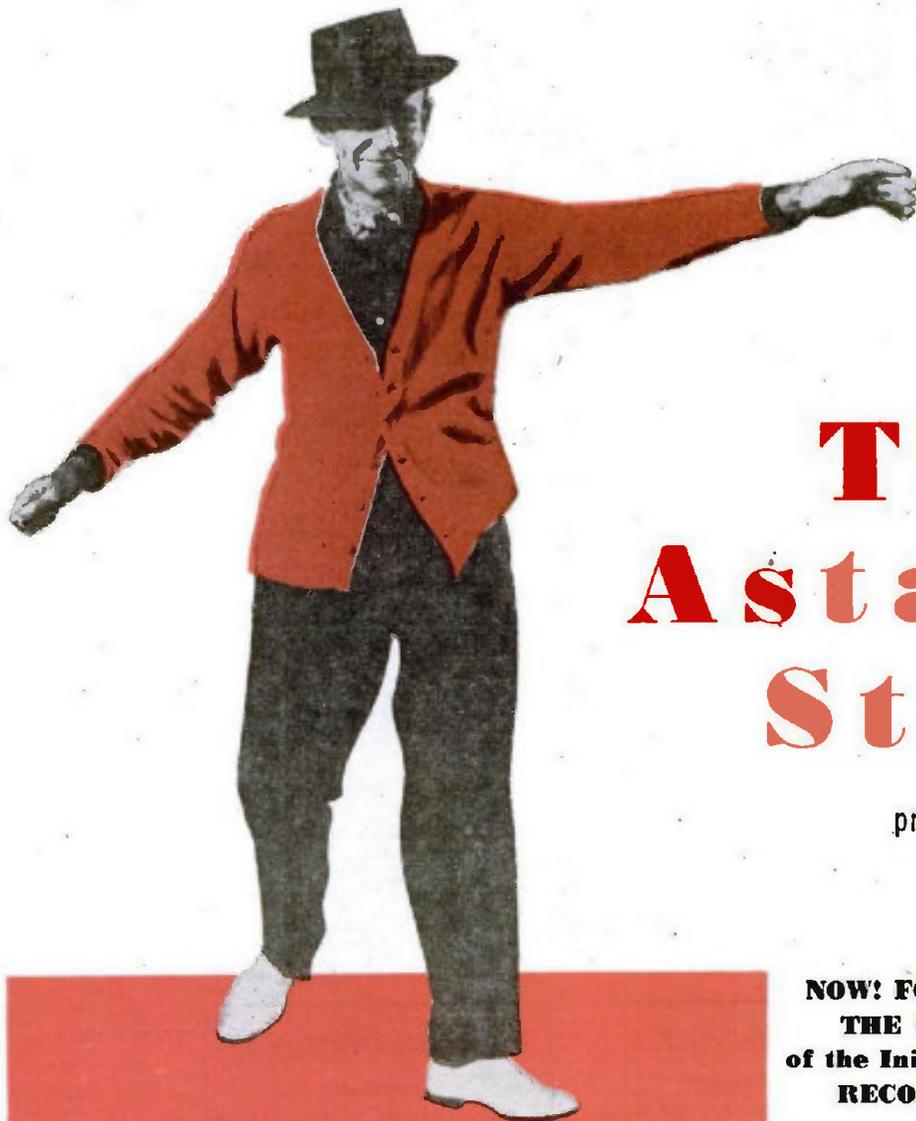
JOF LOCO TRIO
Jingle Bells . . . 73
TICO 1043—The familiar Christmas melody—but backed by a rhythmic mambo beat. Interesting item, this wedding of the traditional tune with the percussive Latin-American treatment.

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

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

THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories. Vocal and/or instrumental interpretation, 25; overall exploitation potential, 20; song caliber, 20; artist's name value, 15; manufacturer's distribution power, 10; arrangement, 10.

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



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THE GREAT ARTISTRY
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Biography of The Greatest Song and Dance Man of
Our Times Told In Music on Record.
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By FRED ASTAIRE Himself.

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

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

**The Great Fred Astaire
Singing and Dancing backed by
these Great Jazz Instrumentalists**

- | | |
|---------------------------------|------------------------|
| Flip Phillips (tenor saxophone) | Barney Kessel (guitar) |
| Charlie Shavers (trumpet) | Ray Brown (bass) |
| Oscar Peterson (piano) | Alvin Stoller (drums) |

**Music by
these Great Composers**

- | | |
|-------------------|---------------------------------|
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| ★ Cole Porter | ★ Arthur Schwartz |
| ★ George Gershwin | ★ Vincent Youmans
and others |

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The limited album edition, autographed
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Drawings by David Stone Martin (Four 12"
Long Playing Records) complete \$50.00

The POPULAR Edition
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each
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Jazz At The Philharmonic Inc.

451 NORTH CANON DRIVE



BEVERLY HILLS

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

THIS WEEK'S BEST BUYS

In the opinion of The Billboard music staff, the following new records are most likely to achieve strong popularity in their respective fields. Selections are made, in some cases, after hearing the advance release. Other selections are made after careful analysis of early sales reports and juke box and disk jockey activity. Dealers and operators are advised to analyze their present stocks and future requirements of records applicable to their markets.

CHRISTMAS BEST BUYS

(Following are the new Christmas single records and albums which, based on a dealer survey made by The Billboard in key markets of the country last week, shape up as the strongest of the new Christmas releases. A number of the singles have been previously listed as "Best Buys" and are repeated for the sake of completeness. A listing of the key single records and album releases, as pointed up by the survey, will be found in the "Dealer Doings" column of this issue.)

CHRISTMAS SINGLE RECORDS

I SAW MOMMY KISSING SANTA CLAUS

Jimmy Boyd—Columbia 39871
Spike Jones—RCA Victor 20-5067
Molly Bee—Capitol 2285

THAT'S WHAT CHRISTMAS MEANS TO ME
CHRISTMAS DAY

Eddie Fisher—RCA Victor 20-5038

LOOK OUT THE WINDOW
THE NIGHT BEFORE CHRISTMAS SONG

Rosemary Clooney—Gene Autry—Columbia 39876

CHRISTMAS FESTIVAL—Leroy Anderson—Decca 16041

CHRISTMAS ALBUMS

CHRISTMAS WITH EDDIE FISHER—RCA Victor EPB-LPM 3065

CHRISTMAS HYMNS AND CAROLS, Vol. II—Shaw Choral—RCA Victor LM 1711

THE RANDOLPH SINGERS, Vol. II—Westminster 5200

Popular

YOU'LL NEVER KNOW—Rosemary Clooney—Harry James Ork—Columbia 39905

From the duo's new and hot album "Hollywood's Best," this side immediately caught on as a single in Los Angeles several weeks ago. Since then it has started well in Chicago and St. Louis. It's number three in re-orders of recent records with label. Dealers pick it this week.

THE WORLD IS WAITING FOR THE SUNRISE—Stan Freberg—Capitol 2279

Looks particularly fine for operators but action is also going on at dealer level. Main centers of current strength are Chicago, Cincinnati and the Coast. Could be a fast record. Previously listed as "New Record to Watch."

TELL ME YOU'RE MINE—Gaylords—Mercury 70030

Very strong in Midwest, particularly Chicago and Detroit. Number two on re-order list with label. Other versions on way out.

Country & Western

BLUE SNOWFLAKES

MERRY TEXAS CHRISTMAS, YOU ALL—Ernest Tubb—Decca 28453

Stacks up as the strongest of new hillbilly Christmas records. Growing strength in both Midwest and South. Flip is a natural for Lone Star State. A "New Record to Watch" selection.

YOU BELONG TO ME No. 2

JAM-BOWL-LIAR—Homer and Jethro—RCA Victor 20-5043

Early sales point this up as the duo's strongest coupling in some time. Especially strong around Chicago with action building in North Carolina. Also growing in Ohio. Getting pop action in some areas. A "New Record to Watch" selection.

NO HELP WANTED—Carliales—Mercury 70028

Already very strong retailwise in Illinois and North Carolina. Operators buying strongly in St. Louis. Previously listed as "New Record to Watch."

Rhythm & Blues

GABBIN' BLUES

RAIN DOWN RAIN—Big Maybelle—Okoh 6931

New artist has hit hard with her initial release. Already on ST. Louis territorial. Also showing strength in Cincinnati and Newark with other areas (having just received it) eyeing disk with interest.

BUNNY HOP—Sax Mallard—Mercury 70002

Started slowly after release and is now building in Cincinnati, Chicago, Philadelphia and in parts of the South.

Spiritual

TROUBLE IN MY WAY—Dixie Humming Bird—Peacock 1705

Building steadily in South and Southwest.

JESUS CAME INTO MY HEART

JESUS IS ALL THE WORLD TO ME—Angelic Gospel Singers—Gotham 723

Growing sales in New York and South.

Coming Up in the Trade

The following records have been selected by dealers, disk jockeys and operators as tomorrow's hits, based on early activity. Picks are limited to recent records which have not yet appeared on any of The Billboard Music Popularity Charts.

The Dealers Pick

Popular

1. I SAW MOMMY KISSING SANTA CLAUS

Spike Jones—RCA Victor 20-5067

2. IF I HAD A PENNY

Rosemary Clooney—Columbia 39892

3. MA SAYS, PA SAYS

Doris Day—Johnnie Ray—Columbia 39898

4. NINA NEVER KNEW

Sauter-Finegan Ork—RCA Victor 20-5065

5. YOU'LL NEVER KNOW

Rosemary Clooney—Harry James Ork—Columbia 39905

6. MUST I CRY AGAIN

Lulluppers—Dot 15034

Country & Western

1. A FOOL SUCH AS I

Hank Snow—RCA Victor 20-5034

2. I'LL NEVER GET OUT OF THIS WORLD ALIVE

Hank Williams—M-G-M 11366

3. YOU'RE WALKING ON MY HEART

Hank Thompson—Capitol 2269

4. BLUE SNOWFLAKES

Ernest Tubb—Decca 28453

5. DON'T TRIFLE ON YOUR SWEET HEART

Ernest Tubb—Decca 28448

6. THE CHILD'S SIDE OF LIFE

Johnny Horton—Mercury 70014

Rhythm & Blues

1. GUMBO BLUES

Sniffley Lewis—Imperial 5208

2. STOLY FROM MY HEART AND SOUL

B. B. King—RPM 374

3. REAL FINE GIRL

Joe Raposo—Fritz—Peacock 1606

4. GREYHOUND

Wynonie Harris—King 4592

5. MEAN OLD WORLD

Little Walter—Checker 764

The Disk Jockeys Pick

Popular

1. I SAW MOMMY KISSING SANTA CLAUS

Spike Jones—RCA Victor 20-5067

2. THE WORLD IS WAITING FOR THE SUNRISE

Stan Freberg—Capitol 2279

3. NO MOON AT ALL

Ames Brothers—Coral 60870

4. LIES

Perry Como—V 20-5064

5. KEEP IT A SECRET

Bing Crosby—Decca 28511

6. IF I HAD A PENNY

Rosemary Clooney—Columbia 39892

7. MUST I CRY AGAIN

Hilltoppers—Dot 15034

8. THAT'S WHAT CHRISTMAS MEANS TO ME

Eddie Fisher—H. Winterbater—RCA Victor 20-5038

Country & Western

1. I'LL NEVER GET OUT OF THIS WORLD ALIVE

Hank Williams—M-G-M 11366

2. NO HELP WANTED

The Carliales—Mercury 70028

3. A FOOL SUCH AS I

Hank Snow—RCA Victor 20-5034

4. MERRY TEXAS CHRISTMAS YOU ALL

Ernest Tubb—Decca 28453

5. DON'T TRIFLE ON YOUR SWEET HEART

Ernest Tubb—Decca 28448

6. ECHO OF YOUR VOICE

Wade Ray—V 20-4936

7. I LET THE STARS GET IN MY EYES

Ernie Hill—Decca 28473

8. SOMEBODY LOVES YOU

Ernest Tubb—Decca 83463

The Operators Pick

Popular

1. FULL TIME JOB

Doris Day—Johnnie Ray—Columbia 39898

2. MA SAYS, PA SAYS

Doris Day—Johnnie Ray—Columbia 39898

3. IF I HAD A PENNY

Rosemary Clooney—Columbia 39892

4. LA ROSITA

Four Aces—Decca 28393

5. A SHOULDER TO WEEP ON

Jane Valli—RCA Victor 20-5017

6. LAZY RIVER

Art Mooney—M-G-M 11347

Country & Western

1. IT'S THE KIDS WHO PAY

Molly Bee—Capitol 2258

2. TENNESSEE TANGO

Pec Wee King—RCA Victor 20-5089

3. A FOOL SUCH AS I

Hank Snow—RCA Victor 20-5034

4. MY HEART IS BROKEN IN THREE

Slim Whitman—Imperial 8169

5. I SAW MOMMY KISSING SANTA CLAUS

Jimmy Boyd—Columbia 39871

6. SUGAR BEET

Moon Mullican—King 1137

Rhythm & Blues

1. GONNA TAKE A TRAIN

Johnny Otis—Savoy 833

2. I'M GONE

Shirley & Lee—Aladdin 3153

Late Reports on Recent "Best Buys"

Following are condensed reports, based on late field information from all segments of the trade, showing the progress being made by records which have been selected as "Best Buys" during recent weeks.

Popular

TILL I WALTZ AGAIN WITH YOU

Teresa Brewer—Coral 68073
Bounced into national sales and juke box charts in number 18 position. Seems to have settled on this side. Especially strong in Detroit, Boston, Dallas-Fort Worth and Washington.

IT'S WORTH ANY PRICE YOU PAY

Eddie Howard—Mercury 70015

Growing steadily in Philadelphia and St. Louis. Strong in Chicago.

FULL TIME JOB

MA SAYS, PA SAYS

Doris Day—Johnnie Ray

Columbia 39898

Number 20 on deejay chart, coming up on juke box chart. Number two with label on recent disk re-orders. "Job" picked by operators and "Ma" picked by dealers this week.

I SAW MOMMY KISSING SANTA CLAUS

Spike Jones—RCA Victor 20-5067

Coming up strongly on deejay and sales charts. On Philadelphia and St. Louis territorial charts. Number one in re-orders with label. Number one pick by dealers and jockeys this week.

(Continued on page 53)

Country & Western

THE GAL WHO INVENTED KISSIN'

A FOOL SUCH AS I

Hank Snow—RCA Victor 20-5034

Hit number nine on best-selling chart. Coming up on juke listing. Record is getting flipped over in some spots and may be the long-term side. "Fool" is picked by dealers, jockeys and operators this week.

THE NEW WEARS OFF TOO FAST

Hank Thompson—Capitol 2263

Number 10 on juke box chart and moving up steadily on national sales list. On Nashville territorial.

I'LL GO ON ALONE

Marly Robbas—Columbia 20122

Coming up on deejay chart. Very strong in Chicago and continued good action in the South.

(Continued on page 53)

Rhythm & Blues

SAD HOUR

MEAN OLD WORLD

Little Walter—Checker 764

Hit national sales chart in 10th position. On St. Louis territorial. Growing action in other cities. Flip side picked by dealers this week.

I'M GONE

Shirley and Lee—Aladdin 253

On Philadelphia territorial. Continued action in South. Hot in Newark. Growing on West Coast. Picked by operators. Not yet delivered in all sections.

ROCK, ROCK, ROCK

Amos Millburn—Aladdin 3159

Strong in Philadelphia, Southern California and in North Carolina. Undelivered in some sections.

HCW LONG

Fats Domino—Imperial 5209

"It number nine on national best-seller list.

RECORD DEALERS—

Each week dealers buy, for customer distribution, over 20,000 copies of Today's Top Tunes—The Billboard's weekly record sales aid. "This Week's Best Buys" are now listed in Today's Top Tunes. For details write: Today's Top Tunes, The Billboard, 2160 Patterson St., Cincinnati, Ohio.

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Title strips for each of the records listed in "This Week's Best Buys" are available to you. Only those records suitable for juke boxes are included in weekly title strip releases. For more information write: Title Strip Service, The Billboard, 1564 Broadway, New York City.

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The Billboard Music Popularity Charts

... for Week Ending December 6

TOP POPULAR RECORDS

Best Selling Singles

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed.

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 20 singles including 'Why Don't You Believe Me?' by J. James and 'Glow Worm' by Mills Brothers.

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed.

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 20 juke box records including 'Glow Worm' by Mills Brothers and 'I Went to Your Wedding' by P. Page.

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 20 records played by jockeys including 'Why Don't You Believe Me?' by J. James and 'You Belong to Me' by J. Stafford.

Best Selling Popular Albums

Albums are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. Separate charts are listed for 33 1/3 r.p.m. and 45 r.p.m. records.

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 10 popular albums including 'Because You're Mine' by M. Lanza and 'Benny Goodman 1937-38 Jazz Concert No. 1'.

Best Selling Children's Records

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers throughout the country with a high sales volume in children's records. No distinction is made between record speeds. Number after title indicates the number of records in each set.

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 13 children's records including 'Robin Hood' and 'Tweety, Tweety, Twenty'.

The Billboard's Music Popularity Charts

... for Week Ending December 6

Territorial Best Sellers (Popular)

LADDER OF
Best Sellers
FROM
King
AND
Federal
RECORDS

Popular

STEVE LAWRENCE

TANGO OF ROSES
HOW MANY STARS HAVE
TO SHINE
15208 and 45-15208

DANNY SUTTON

MIDNIGHT IN PARIS
I PROMISE YOU
15204 and 45-15204BILLY WARD AND HIS
DOMINOESI'M LOVELY
YOURS FOREVER
12104 and 45-12104

Folk/Western

MOON MULLEIGH

A CRUSHED RED ROSE
(AND A FADED BLUE
RIBBON)
A THOUSAND AND ONE
SLEEPLESS NIGHTS
1152 and 45-1152PIPELINER BLUES
SUGARBEE
1132 and 45-1132YORK BROS.
TENNESSEE TANGO
RIVER OF TEARS
1135 and 45-1135

WAYNE RANEY

THE CHILD'S SIDE OF LIFE
IF YOU NEVER FLIP
AROUND
1149 and 45-1149DELMORE BROS.
THAT OLD TRAIN
I NEEDED YOU
1141 and 45-1141

Rhythm/Blues

THE SWALLOWS

WHERE DO I GO FROM
HERE?
PLEASE, BABY, PLEASE
PLEASE
4579 and 45-4579

TINY BRADSHAW

SOFT
STRANGE
4577 and 45-4577

LULU REED

MY STORY
LET ME BUY YOUR LOVE
4578 and 45-4578

THE CHECKERS

LET ME COME BACK
NIGHT'S CURTAINS
4581 and 45-4581

Federal

BILLY WARD AND HIS
DOMINOESI'D BE SATISFIED
NO ROOM
12105 and 45-12105

LITTLE ESTHER

LAST LAUGH BLUES
FLESH, BLOOD AND BONES
12108 and 45-12108

JIMMY WITHERSPOON

CORN WHISKEY
DON'T TELL ME NOW
12107 and 45-12107

THE ROYALS

A LOVE IN MY HEART
I'LL NEVER LET HER GO
12098 and 45-12098

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RECORDS

INC.

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. Como, Victor
5. Because You're Mine M. Lanza, Victor
6. I Went to Your Wedding P. Page, Mercury
7. Jambalaya J. Stafford, Columbia
8. Wish You Were Here E. Fisher-H. Winterhalter, Victor
9. Takes Two to Tango P. Bailey, Coral
10. Trying Hilltoppers, Dot

Chicago

1. Oh Happy Day D. Howard, Essex
2. Why Don't You Believe Me? J. James, M-G-M
3. Takes Two to Tango P. Bailey, Coral
4. Don't Let the Stars Get in Your Eyes P. Como, Victor
5. Because You're Mine M. Lanza, Victor
6. Glow Worm Mills Brothers, Decca
7. Tell Me You're Mine Gaylords, Mercury
8. Trying Hilltoppers, Dot
9. Yours V. Lynn, London
10. Three Bells Les Compagnons De La Chanson, Columbia

Los Angeles

1. I Went to Your Wedding P. Page, Mercury
2. Why Don't You Believe Me? J. James, M-G-M
3. It's in the Book J. Standley, Capitol
4. You Belong to Me J. Stafford, Columbia
5. Hold Me, Thrill Me, Kiss Me K. Chandler, Coral
6. Lady of Spain E. Fisher-H. Winterhalter, Victor
7. Takes Two to Tango P. Bailey, Coral
8. Don't Let the Stars Get in Your Eyes P. Como, Victor
9. Because You're Mine M. Lanza, Victor
10. Jambalaya J. Stafford, Columbia

Philadelphia

1. I Saw Mommy Kissing Santa Claus J. Boyd, Columbia
2. Why Don't You Believe Me J. James, M-G-M
3. It's in the Book J. Standley, Capitol
4. Glow Worm Mills Brothers, Decca
5. I Went to Your Wedding P. Page, Mercury
6. Jambalaya J. Stafford, Columbia
7. You Belong to Me J. Stafford, Columbia
8. Don't Let the Stars Get in Your Eyes P. Como, Victor
9. Keep It a Secret J. Stafford, Columbia
10. I Saw Mommy Kissing Santa Claus S. Jones, Victor

Detroit

1. Why Don't You Believe Me J. James, M-G-M
2. Till I Waltz Again With You T. Brewer, Coral
3. Tell Me You're Mine Gaylords, Mercury
4. Blue Violins H. Winterhalter, Victor
5. Don't Let the Stars Get in Your Eyes Red Foley, Decca
6. Hold Me, Thrill Me, Kiss Me K. Chandler, Coral
7. It's in the Book J. Standley, Capitol
8. Don't Let the Stars Get in Your Eyes P. Como, Victor
9. Three Bells Les Compagnons De La Chanson, Columbia
10. Day Isn't Long Enough Four Freshmen, Capitol

Boston

1. I Saw Mommy Kissing Santa Claus J. Boyd, Columbia
2. Why Don't You Believe Me J. James, M-G-M
3. Don't Let the Stars Get in Your Eyes P. Como, Victor
4. It's in the Book J. Standley, Capitol
5. Till I Waltz Again With You T. Brewer, Coral
6. Takes Two to Tango P. Bailey, Coral
7. My Baby's Coming Home L. Paul & M. Ford, Capitol
8. Glow Worm Mills Brothers, Decca
9. Oh Happy Day D. Howard, Essex

Pittsburgh

1. Why Don't You Believe Me J. James, M-G-M
2. I Saw Mommy Kissing Santa Claus J. Boyd, Columbia
3. Glow Worm Mills Brothers, Decca
4. Takes Two to Tango P. Bailey, Coral
5. Keep It a Secret J. Stafford, Columbia
6. It's in the Book J. Standley, Capitol
7. Oh Happy Day D. Howard, Essex
8. Three Bells Les Compagnons De La Chanson, Columbia
9. My Baby's Coming Home L. Paul & M. Ford, Capitol
10. Because You're Mine M. Lanza, Victor

Washington, D. C.

1. IT'S IN THE BOOK J. Standley, Capitol
2. Keep It a Secret J. Stafford, Columbia
3. Takes Two to Tango P. Bailey, Coral
4. You Belong to Me J. Stafford, Columbia
5. Why Don't You Believe Me J. James, M-G-M
6. I Went to Your Wedding P. Page, Mercury
7. Glow Worm Mills Brothers, Decca
8. Lady of Spain L. Paul, Capitol
9. Till I Waltz Again With You T. Brewer, Coral
10. Nina Never Knew Sauter-Finnegan, Victor

This Week's Territorial Best Sellers to Watch

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

- Detroit... TELL ME YOU'RE MINE
Gaylords—Mercury 70030
- Detroit... DAY ISN'T LONG ENOUGH
Four Freshmen—Capitol 2286
- Chicago... TELL ME YOU'RE MINE
Gaylords—Mercury 70030
- Dallas-Fort Worth... IF I HAD A PENNY
Rosemary Clooney—Columbia 39892
- Washington, D. C.... NINA NEVER KNEW
Sauter-Finnegan—Victor 20-5065

Atlanta

1. Jambalaya J. Stafford, Columbia
2. Why Don't You Believe Me J. James, M-G-M
3. I Went to Your Wedding P. Page, Mercury
4. Glow Worm Mills Brothers, Decca
5. Outside of Heaven E. Fisher-H. Winterhalter, Victor
6. I Saw Mommy Kissing Santa Claus J. Boyd, Columbia
7. It's in the Book J. Standley, Capitol
8. Why Don't You Believe Me P. Page, Mercury
9. Because You're Mine M. Lanza, Victor
10. Don't Let the Stars Get in Your Eyes P. Como, Victor

Seattle

1. Glow Worm Mills Brothers, Decca
2. Why Don't You Believe Me J. James, M-G-M
3. Trying Hilltoppers, Dot
4. Because You're Mine Nat (King) Cole, Capitol
5. It's in the Book J. Standley, Capitol
6. Lady of Spain E. Fisher-H. Winterhalter, Victor
7. Don't Let the Stars Get in Your Eyes P. Como, Victor
8. Because You're Mine M. Lanza, Victor
9. Yours V. Lynn, London

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 Went to Your Wedding P. Page, Mercury
4. It's in the Book J. Standley, Capitol
5. You Belong to Me J. Stafford, Columbia
6. Oh Happy Day D. Howard, Essex
7. Blue Violins H. Winterhalter, Victor
8. Till I Waltz Again With You T. Brewer, Coral
9. If I Had a Penny R. Clooney, Columbia

Denver

1. I Went to Your Wedding P. Page, Mercury
2. Glow Worm Mills Brothers, Decca
3. Jambalaya J. Stafford, Columbia
4. You Belong to Me J. Stafford, Columbia
5. It's in the Book J. Standley, Capitol
6. Because You're Mine M. Lanza, Victor

St. Louis

1. Why Don't You Believe Me J. James, M-G-M
2. Keep It a Secret J. Stafford, Columbia
3. It's in the Book J. Standley, Capitol
4. Don't Let the Stars Get in Your Eyes P. Como, Victor
5. I Saw Mommy Kissing Santa Claus J. Boyd, Columbia
6. I D. Cornell, Coral
7. Takes Two to Tango P. Bailey, Coral
8. My Baby's Coming Home L. Paul-M. Ford, Capitol
9. I Saw Mommy Kissing Santa Claus S. Jones, Victor
10. Because You're Mine M. Lanza, Victor

Cincinnati

1. Why Don't You Believe Me J. James, M-G-M
2. Keep It a Secret J. Stafford, Columbia
3. Don't Let the Stars Get in Your Eyes P. Como, Victor
4. You Belong to Me J. Stafford, Columbia
5. It's in the Book J. Standley, Capitol
6. Lady of Spain E. Fisher-H. Winterhalter, Victor
7. Glow Worm Mills Brothers, Decca
8. Forgetting You R. Hayes, Mercury
9. Yours V. Lynn, London
10. Why Don't You Believe Me P. Page, Mercury

New Orleans

1. Why Don't You Believe Me J. James, M-G-M
2. I Saw Mommy Kissing Santa Claus J. Boyd, Columbia
3. Glow Worm Mills Brothers, Decca
4. You Belong to Me J. Stafford, Columbia
5. Trying Hilltoppers, Dot
6. It's in the Book J. Standley, Capitol
7. Lady of Spain E. Fisher-H. Winterhalter, Victor
8. My Favorite Song G. MacKenzie, Capitol

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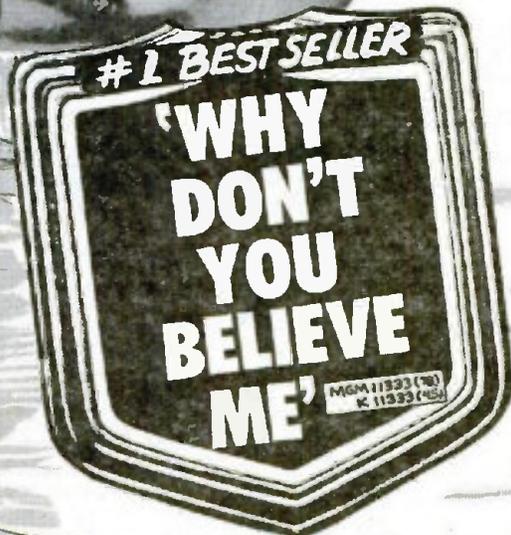
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B/W

*"Wishing
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TWO NEW HIT RELEASES Via Subscription
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"Mong Angels in Heaven" (Vocal No. 78)
"Good Clarinet Polka" (Vocal Instrumental No. 818)

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VOX JOX

By GENE PLOTNIK

Chatter

Johnny Andrews, formerly with WNBC, New York, is now set up at WTAM, Cleveland, with a live show 7-9 a.m. across the board, featuring a 17-piece band headed by Henry (Hot Lips) Levine. Andrews occasionally spins wax on that show, but he also has a disk show from 12:15 to 1:30 p.m. In addition to a twice-weekly 7 p.m. show on television station WNBK, Cleveland. ... Lee Leonard, formerly with Armed Forces Radio and WANN, Annapolis, Md., has joined WLOW, Norfolk, where he will do a daily show, 2-4 p.m. and "Today's Musical Best" 5-5:30 p.m. daily. ... Bill Silbert, deejay on the Du Mont Television Network, will announce the winners of his 1953 Disk Jockey Award the week of January 5-9. Silbert is asking his audience to vote for their favorite male vocalist, favorite female vocalist and top band of the year. ... Rod McKuen, KROW, Oakland, Calif., has sold a taped version of his

YESTERYEARS' TOPS

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

DECEMBER 13, 1947

1. Near You
2. You Do
3. How Soon
4. Ballerina
5. Too Fat Polka
6. I Wish I Didn't Love You So
7. Civilization
8. And Mimi
9. Serenade of the Bells
10. Golden Earrings

DECEMBER 12, 1942

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

dally show to KAFP, Petaluma, Calif. ... Bob Sullivan, WMRN, Marion, O., is now honeymooning in Florida. ... Sy Levy, formerly of WREB, Holyoke, Mass., is now with KVTR, Albuquerque, N. M. ... Jack Anderson, formerly with WLBG, Laurens, S. C., joins WTPS, New Orleans, to handle the "Night Hawk" show. ... Dick Biondi, KSYL, Alexandria, La., begins a three-hour Saturday afternoon show called "Dick's Disk Shop." ... Jack Moore, KAKC, Tulsa, Okla., recently had Lionel Hampton on his "Melody Shop."

They Say

Jerry Blair, who has just taken over as program director at KTXL, San Angelo, Tex., says the Mutual Broadcasting System has a great thing for jox in Eugene Baird's "On and Off the Record." ... Ken Scott, WCNB, Centerville, Ill., asks, "How many other jocks are plagued with outfits saying 'Play my record 21 times a week for two weeks and I'll send you a copy?'" ... Lou Golson, WANN, Annapolis, Md., goes out on a limb to say that Harry Belafonte may be the first "something different" since Johnnie Ray. Requests for Belafonte's "Scarlet Ribbons" is so great it looks like a real sleeper, says Golson. ... Dick Smith and Click Slocum, WORC, Worcester, Mass., see another Ray-like phenomenon in Don Howard. They offered photos of Howard and were deluged with requests. ... Joe Ryan, W A L L, Middletown, N. Y., says: "Poor Margaret Whiting! First her 'End of a Love Affair' isn't discovered. Now another—to me—pleasing disk will be under that proverbial bushel basket. 'Come Back to Me, Johnny' ... Leo McDovitz, WBSM, New Bedford, Mass., notices increases in requests for the latest Four Freshmen record and considers Stan Kenton's recent appearances in that area partially responsible, since their "Day Isn't Long Enough" is a vocal rendition of the Kentonia instrumental.

The Billboard Music Popularity Charts

Classical Records

... for Week Ending December 6

Best Selling Classics

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers throughout the country with a high sales volume in classical records. Separate charts are listed for 33 1/3 and 45 r.p.m. records.

This Week	33 1/3 R.P.M.	Last Week	Chart
1.	BEETHOVEN SYMPHONY NO. 9—E. Farrell, N. Merri-man, J. Pearce, N. Scott, R. Shaw Choral, NBC Symphony Ork., A. Toscanini, conductor. V(33)LM-6009	1	3
2.	SHAW: DON JUAN IN HELL—Sir Cedric Hardwick, Charles Laughton, Agnes Moorehead, Charles Boyer. Col(33)SL-166	2	10
3.	BERLIOZ: HAROLD IN ITALY—M. Primrose, Sir Thomas Beecham, conductor, Royal Philharmonic Ork. Col(33)ML-4542	3	14
4.	RIMSKY-KORSAKOV: SCHEHERAZADE—San Francisco Symphony Ork., P. Monteux, conductor. V(33)LM-1002	4	16
5.	RACHMANINOFF: CONCERTO FOR PIANO & ORK., NO. 2—A. Rubinstein, piano, NBC Symphony Ork., V. Golschmann. V(33)LM-1005	4	15
45 R.P.M.			
1.	TCHAIKOVSKY: SWAN LAKE BALLET—St. Louis Symphony Ork., V. Golschmann, conductor. V(45)WDM-1028	2	1
2.	TCHAIKOVSKY: NUTCRACKER SUITE—E. Ormandy, conductor, Philadelphia Ork. V(45)WDM-1020	1	2
2.	RACHMANINOFF: CONCERTO FOR PIANO, NO. 2—A. Rubinstein, NBC Symphony Ork. V(45)WDM-1075	2	2
4.	RIMSKY-KORSAKOV: SCHEHERAZADE—San Francisco Ork., P. Monteux, conductor. V(45)WDM-920	4	4
5.	Offenbach: Gaité Parisienne—Boston Pops Ork., A. Fiedler, conductor. V(45)WDM-1147	5	5

Reviews of the Current Classical Releases

MENOTTI: AMAHL AND THE NIGHT VISITORS — Original Cast of the NBC Telecast: Orchestra and Chorus conducted by Thomas Schippers (1-12") 85
V(33) LM 1701

Last Christmas, the National Broadcasting Company presented original opera written for the medium by Gian-Carlo Menotti, composer of "The Consul" and "The Medium." It was critically acclaimed and will be presented again this Christmas over the TV network. RCA-Victor has done a first-rate job in transferring the Christmas opera to records, and it is a good probability that this fine set, beautifully packaged and containing a complete libretto, will be a steady seller thru the holiday season. The story is a simple one, and the music, the rarely reaching great melodic heights, carries the story along with growing intensity thruout. The performances of Chet Allen, as the crippled Amahl, and Rosemary Kuhlman as his mother, are excellent, with each singing their parts with convincing sincerity and tenderness. The rest of the cast is most effective, and the orchestra and chorus under Thomas Schippers tie the opera together neatly. The story of faith at Christmas is called an opera for children by Menotti, there is a good chance that adults will appreciate it even more. It is a top-flight set for the Christmas period.

OFFENBACH: LA VIE PARISIENNE; BIZET: FOUR MEZZO ARIAS AND ENTREE ACTE IV FROM "CARMEN" — Jennie Tourel: Columbia Symphony Orchestra; Jean Morel, Cond. (1-12") 72
Columbia (33) ML 4608

Jennie Tourel, who is versatile enough to toss off both lightweight Offenbach melodies, as well as serious operatic arias, and perform both types of music equally well, does just that on this new waxing, as she did on a previous release which combined Offenbach with Rossini arias. The selections titled "La Vie Parisienne" on this set are adapted from various Offenbach operettas, including melodies from "Bluebeard," "La Belle Helene," and others. The suite is bright and gay, the not as tuneful as the previous Tourel Offenbach set, but the singer performs in good style. She is more impressive here on her "Carmen" arias, especially the "Habenera" and the "Card Song."

DEBUSSY: PIANO MUSIC: ESTAMPES, REVERIE, ARABESQUE No. 1 & 2, LA PLUS QUE LENTE — Menahem Pressler, Pianist (1-10") 69
M-G-M (33) E 178

This is a lovely set, and one that could serve as an introduction to Debussy for disk buyers. It features the young Israeli pianist Menahem Pressler, who executes the Debussy works with feeling and skill, as well as a fluent technique. There are at this time, many piano waxings of Debussy works on the market, but this collection should be of interest to many.

RATINGS: 90-100 Tops; 80-89 Excellent; 70-79 Good; 60-69 Satisfactory; 50-59 Poor. **HOW RATINGS ARE DETERMINED:** Each record is reviewed and rated according to factors which affect its commercial potential. The following factors are considered: Artist's name value, quality of performance and recording; appeal of the composition; effectiveness of manufacturer's distribution; promotion accorded the recording; strength of the coupling; competitive entries and price.

A RICHARD ELLSASSER CONCERT — Richard Ellsasser, Organist (1-12') M-G-M (33) E 3005

This album should be of interest to the many organ devotees as well as professional organists and students. It features Ellsasser in a concert of short selections, many previously unrecorded on the organ, ranging from works by Bach and Vivaldi to those by Vaughn-Williams, Virgil Thomson and Karg-Elert.

NIGHTS AT THE BALLET—Royal Opera House Ork: Warwick Braithwaite, Cond. (1-12') M-G-M (33) E 3006

This new set contains eight excerpts from popular ballets, performed in a warm style by the Royal Opera House Orchestra, directed by Warwick Braithwaite. Selections are from "Coppelia," "Les Sylphides," "Swan Lake," "Carmal," "Sylvia," "The Nutcracker Suite," "Boutique Fantasque," and "Vespri Siciliani."

VERDI: IL TROVATORE (Complete) — Zinka Milanov, Jussi Bjorling, Fedora Barbieri, Leonard Warren, The Robert Shaw Chorale; RCA Victor Orchestra; Renato Cellini, Cond. (1-12') V (33) LM 6008

RCA Victor has assembled a veritable powerhouse of vocal talent here, and they combine with stunning effect in projecting the passionate Verdi score. Solo work is outstanding throughout and the orchestra and chorus contribute in like style.

DOHNANYI: VARIATIONS ON A NURSERY THEME, OP. 25; STRAUSS, R.: BURLESKE—Fabianna Jacquinot, Pianist; The Philadelphia Orchestra; Anatole Fistoulari, Cond. (1-12') M-G-M (33) E 3004

Here's a happy coupling. Both scores are bright, tuneful and tangy with Puckish humor. Neither is of great musical moment, but each is eminently listenable and enjoyable when performed so expertly by youthful Miss Jacquinot and the orchestra.

OPERATIC DUETS — Jussi Bjorling, Robert Merrill; RCA Victor Orchestra; Renato Cellini, Cond. (1-10') V (33) LM 7007

This has been amply proven that the market for complete operas on wax is expanding, there certainly remain hosts of opera enthusiasts who still balk at the relatively high cost of multi-disk sets.

SIBELIUS: CONCERTO IN D MINOR FOR VIOLIN AND ORCHESTRA OP. 47 (Four Historic Scenes)—Isaac Stern, Violin; Royal Philharmonic Ork; Sir Thomas Beecham, Cond. (1-12') Columbia (33) ML 4550

A major concerto in the violin literature, the Sibelius here receives long overdue LP attention from an artist of top rank. It takes immediate precedence over the two other versions available, fine though they are.

MOZART: Symphony No. 41 IN C MAJOR (K 551) "Jupiter"; SERENADE IN G MAJOR (K 525) "Eine Kleine Nachtmusik"—Vienna Philharmonic Orchestra; Karl Boehm, Cond. (1-12') VOX (33) PL 750

Both works, standard Mozart fare, are plentifully cut on LP. This set, ably performed by Karl Boehm and the Vienna Philharmonic, is neither the worst nor the best of the lot.

Burl Ives Waxes Aussie Folk Tunes

SYDNEY, Australia, Dec. 6.—Burl Ives has made recordings with Electric and Musical Industries of a number of Aussie folk songs. The discs will be released early in the new year.

Atlantic City Plans Symphony Orchestra

ATLANTIC CITY, Dec. 6.—A plan to organize an Atlantic City Symphony Orchestra is beginning to make headway at the resort.

Danes Tworek, Parker To Try Fortune in U. S.

COPENHAGEN, Denmark, Dec. 6.—Wandy Tworek, top-ranking Danish concert violinist who is currently on tour in England, has been signed up for a five-months tour of the United States with comedienne Gracie Fields.

founder of the Jacksonville Symphony, the Washington Sinfonietta and other musical groups. Lanning is now a resident of suburban Ventnor.

The intention is to stage eight concerts a year—five for adults and three for young people. The proposed symphony will provide added employment opportunities, which are largely confined to summer.

DEALER DOINGS

Continued from page 38

the bulk of the sales. Thus the dealer who concentrates on the key items and gets behind them with the proper depth of stock and sales effort will emerge from the pressure of the Christmas selling season (and this year is an unusually short one) with cleaner stocks and a greater net than the dealer who spreads his efforts across the board and in so doing is too often out of stock on the merchandise that is moving.

While dealers for the most part have an accurate picture of what Christmas merchandise sold best in past years and thus are good bets again this year, it is interesting to note the singles and albums which are proving the early leaders. Following are the key re-issues as revealed by this week's survey.

Single Records White Christmas—Bing Crosby—Decca

Rudolph the Red-Nosed Reindeer—Gene Autry—Columbia

It's Beginning to Look Like Christmas—Perry Como—RCA Victor

Silver Bells—Bing Crosby—Decca

Albums

Mario Lanza Sings Christmas Songs—RCA Victor

Merry Christmas—Bing Crosby—Decca

Christmas Hymns and Carols, Vol. 1—Shaw Chorale—RCA Victor

Twas the Night Before Christmas—Fred Waring—Decca

Christmas Chimes—London A Christmas Carol—Lionel Barrymore—M-G-M

Littlest Angel—Loretta Young—Decca

I Saw Mommy

Without a question "I Saw Mommy Kissing Santa Claus" will be the big Christmas record. Capitol, Columbia and RCA Victor are slugging their respective disks for all they're worth.

The excitement that the three companies have generated about the tune and their version is already at a fever pitch and can be counted upon to peak steadily right up to Christmas.

Current Standing

The Billboard survey made this week ranks them in the following order at the moment: Jimmy Boyd (Columbia) Spik Jones (Victor) and Molly Bee (Capitol). Each has established a foothold of varying degrees in different parts of the country.

The battle for pre-eminence is now being fought at the disk jockey level and will step up as the volume of Christmas tunes being spun increases.

In it all, however, one's eye should not stray from the fact that there is also a lot of business that can be written on other Christmas items as well as regular merchandise.

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b/w "I HAD A DREAM"

On Columbia #21037 and #4-21037
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by **BILLY WALKER**



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"ANYTHING YOUR HEART DESIRES"—#20914 and #4-20914
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b/w

"YOU CAN'T TAKE THE HEART OUT OF ME"
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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 at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Last Week	Chart
1.	2	17
JAMBALAYA—Hank Williams Window Shopping—M-G-M(78)11283; (45)K-11283—BMI		
2.	1	11
BACK STREET AFFAIR—W. Pierce I'll Always Take Care of You—Dec(78)28369; (45)P-28369—BMI		
3.	3	28
INDIAN LOVE CALL—Slim Whitman China Doll—Imperial(78)8156; (45)S-528156—ASCAP		
4.	4	8
DON'T LET THE STARS GET IN YOUR EYES—Slim Willet Madcap Corners—Four Star(78)1614; (45)M-1614—BMI		
5.	6	4
DON'T LET THE STARS GET IN YOUR EYES—R. Price I Lost the Only Love I Knew—Col(78)21023; (45)P-21023—BMI		
6.	7	5
MIDNIGHT—Red Foley Deep Blues—Dec(78)28420; (45)P-28420—BMI		
7.	8	7
DON'T LET THE STARS GET IN YOUR EYES—S. McDonald Big Family Trouble—Cap(78)2216; (45)F-2216—BMI		
8.	—	1
KEEP IT A SECRET—S. Whitman My Heart Is Broken in Three—Imperial B169—ASCAP		
9.	—	1
CAL WHO INVENTED KISSING—Hank Snow Pool Suck As I—V(78)20-5034; (45)W-5034—ASCAP		
10.	—	9
SETTIN' THE WOODS ON FIRE—Hank Williams You Win Again—M-G-M(78)11318; (45)K-11318—ASCAP		

Most Played in Juke Boxes

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

This Week	Last Week	Chart
1.	1	15
JAMBALAYA—Hank Williams M-G-M(78)11283; (45)K-11283—BMI		
4.	2	11
BACK STREET AFFAIR—W. Pierce Dec(78)28369; (45)P-28369—BMI		
3.	6	8
DON'T LET THE STARS GET IN YOUR EYES—S. McDonald Cap(78)2216; (45)F-2216—BMI		
4.	3	17
INDIAN LOVE CALL—Slim Whitman Imperial(78)8156; (45)S-528156—ASCAP		
5.	9	2
KEEP IT A SECRET—S. Whitman Imperial(78)8169; (45)S-528169—ASCAP		
6.	7	3
MIDNIGHT—Red Foley Dec(78)28420; (45)P-28420—BMI		
6.	7	8
OLDER AND BOLDER—E. Arnold V(78)20-4954; (45)W-4954—ASCAP		
6.	7	2
I'M AN OLD, OLD MAN—L. Frizzell Col(78)21834; (45)M-21834—BMI		
8.	—	4
DON'T LET THE STARS GET IN YOUR EYES—R. Price Col(78)21015; (45)P-21023—BMI		
10.	—	1
NEW WEARS OFF TOO FAST—H. Thompson Cap(78)2269; (45)F-2269—BMI		

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week	Last Week	Chart
1.	2	10
BACK STREET AFFAIR—W. Pierce Dec(78)28369; (45)P-28369—BMI		
2.	3	18
JAMBALAYA—Hank Williams M-G-M(78)11283; (45)K-11283—BMI		
3.	1	12
DON'T LET THE STARS GET IN YOUR EYES—S. Willet Four Star 1614—BMI		
4.	4	8
SETTIN' THE WOODS ON FIRE—Hank Williams M-G-M(78)11318; (45)K-11318—ASCAP		
5.	5	2
MIDNIGHT—Red Foley Dec(78)28420; (45)P-28420—BMI		
6.	6	2
KEEP IT A SECRET—Slim Whitman Imperial(78)8169; (45)S-528169—ASCAP		
7.	7	5
OUR HONEYMOON—Carl Smith Col(78)21808; (45)M-21808—BMI		
8.	9	11
I WENT TO YOUR WEDDING—Hank Snow V(78)20-4909; (45)W-4909—BMI		
9.	8	4
OLDER AND BOLDER—E. Arnold V(78)20-4954; (45)W-4954—ASCAP		
10.	10	7
DON'T LET THE STARS GET IN YOUR EYES—S. McDonald Cap(78)2216; (45)F-2216—BMI		

His Greatest Record yet...



HANK SNOW



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

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RCA 20-5034

'THE GAL WHO INVENTED KISSING'

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

Country & Western Records

THE GAL WHO INVENTED KISSING
A FOOL SUCH AS I—Hank Snow—RCA Victor 20 5034

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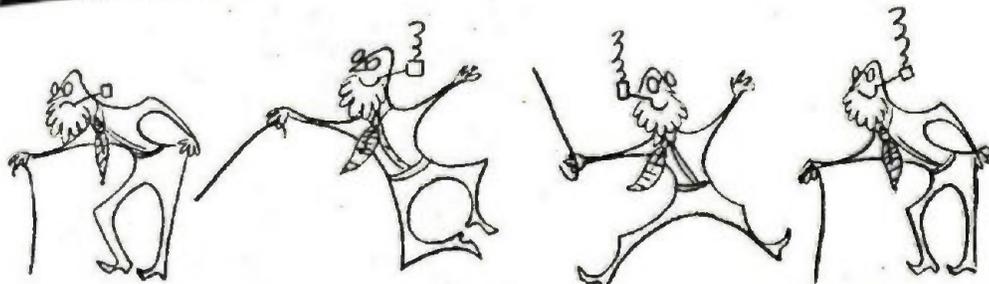




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so much in the past
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(Trying To Live While I Can)

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"

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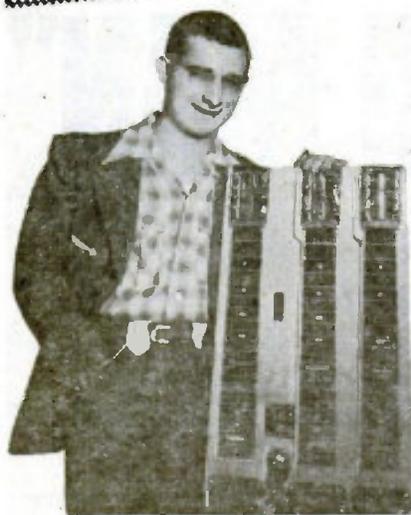
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YOU'LL PICK-

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 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—

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Chicago

The Billboard's Music Popularity Charts
TOP C & W RECORDS

Territorial Best Sellers

City-by-city ratings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

Nashville

1. **Midnight**
Red Foley, Decca
2. **Don't Let the Stars Get in Your Eyes**
P. Price, Columbia
3. **I'll Never Get Out of This World Alive**
H. Williams, M-G-M
4. **New Wears Off too Fast**
Gail Thompson, Capitol
5. **Gal Who Invented Kissing**
Hank Snow, Victor
6. **I'm an Old, Old Man**
Lefty Frizzell, Columbia
7. **I'm Hog Tied Over You**
E. M. Morse, Tennessee Ernie, Capitol
8. **Keep It a Secret**
S. Whitman, Imperial
9. **I'll Go on Alone**
M. Robbins, Columbia
10. **I Could be Ashamed**
H. Williams, M-G-M

Dallas - Ft. Worth

1. **Jambalaya**
Hank Williams, M-G-M
2. **Back Street Affair**
W. Pierce, Decca
3. **Midnight**
Red Foley, Decca
4. **Don't Let the Stars Get in Your Eyes**
S. Willlett, Capitol
5. **I'm an Old, Old Man**
Lefty Frizzell, Columbia
6. **Don't Let the Stars Get in Your Eyes**
S. Willlett, Four Star
7. **I'll Never Get Out of This World Alive**
Hank Williams, M-G-M
8. **Settin' the Woods on Fire**
Hank Williams, M-G-M
9. **An Amateur in Love**
S. Whitman, Imperial
10. **You Win Again**
Hank Williams, M-G-M

(Continued on page 53)

Memphis

1. **Our Honeymoon**
Carl Smith, Columbia
2. **Somebody Loves You**
E. Tubb, Decca
3. **Midnight**
Red Foley, Decca
4. **Heard a Juke Box Playing**
K. Wells, Decca
5. **Indian Love Call**
S. Whitman, Imperial
6. **Tennessee Tango**
P. W. King, Victor
7. **Gal Who Invented Kissing**
Hank Snow, Victor
8. **Back Street Affair**
W. Pierce, Decca
9. **Older and Bolder**
E. Arnold, Victor
10. **It's the Kids Who Pay**
M. Bee, Capitol

Houston

1. **Don't Let the Stars Get in Your Eyes**
S. Willlett, Four Star
2. **Jambalaya**
Hank Williams, M-G-M
3. **Back Street Affair**
W. Pierce, Decca
4. **Midnight**
Red Foley, Decca
5. **Keep It a Secret**
S. Whitman, Imperial
6. **I'm an Old, Old Man**
Lefty Frizzell, Columbia
7. **Settin' the Woods on Fire**
Hank Williams, M-G-M
8. **You Win Again**
Hank Williams, M-G-M
9. **Bumming Around**
J. Dean, Four Star
10. **Wedding Ring Ago**
K. Wells, Decca

TOMMY DUNCAN



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FOLK TALENT AND TUNES

Comments in each The Billboard
 1000 Greatest Singers, 1952

By Johnny Stoppel

Artists' Activities

Roy Acuff got his release from Columbia Record after a 20-year association. . . . The Lou Myles (she's emcee and singer with the Lefty Frizzell troupe) (Columbia) are expecting soon. . . . Charlie Wright, the Dallas agent, has p.p.t. Dub Dickerson, ex-Decca, with Ken Nelson of Capitol. Al Dexter closed a 10-day stop at the Dixie Belle Club, Detroit, where it's reported he did turnaway business. . . . Clyde Perdue, manager of Hank Williams, reports that Williams is currently touring Florida. . . . Lillian and Oscar Davis are no longer associated in promoting dates. . . . Fred Rose visited Hollywood last week. . . . Fred Stryker, the Hollywood publisher, has put on Randy Hughes, guitarist with George Morgan, to handle Fairway Music plugs in Nashville and thru the South. Hughes, coincidentally, is married to Kathy Copas, daughter of Cowboy Copas.

The 27th anniversary celebration at WSM, Nashville, November 22, drew country d.j.'s from 20 States to Nashville for the week-end. Event was so successful that it will become an annual event. . . . Faber F. binson, the

(Continued on page 53)

This Week's Territorial Best Sellers to Watch

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

- Dallas-Fort Worth... **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**
 Ernest 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



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 Columbia 21038

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"Waitress, Waitress"
 and
"They Don't Know Nothin' At All"
 Columbia 20970

TANNEN MUSIC, INC.

146 W. 54TH STREET

NEW YORK, N. Y.

The Billboard Music Popularity Charts

... for Week Ending December 6

TOP RHYTHM & BLUES RECORDS

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Last Week	Chart	Weeks
1	1	FIVE LONG YEARS—E. Boyd Bluecoat Man—Job 1007—BMI	11
2	2	JUKE—Little Walter Can't Hold On Much Longer—Checker 758—BMI	12
3	3	MY SONG—J. Ace Follow the Rules—Duke 102—BMI	18
4	4	MY STORY—Chuck Willis Caldson—Merch(784905); (45)96-6905—BMI	5
5	5	HEY, MISS FANNIE—Clovers I Played the Fool—Atlantic(787977); (45)94-977—BMI	6
6	6	YOU KNOW I LOVE YOU—B. B. King You Didn't Want Me—RPM 361—BMI	14
7	7	Oooh, Oooh, Oooh—Lloyd Price Restless Heart—Specialty 440—BMI	8
8	8	ROCK ME ALL NIGHT LONG—Ravens Write Me One Sweet Letter—Mercury(7878291); (45)82-91X45—BMI	6
9	9	HOW LONG—Fats Domino Dreaming—Imperial 5209—BMI	1
10	10	SAD HOUR—Little Walter Mean Old World—Checker 764—BMI	1

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of rhythm and blues records.

This Week	Last Week	Chart	Weeks
1	1	JUKE—Little Walter Checker 758—BMI	15
2	2	FIVE LONG YEARS—E. Boyd Job 1007—BMI	10
3	3	PORT OF RICO—J. Jacquet D. Mercury(784905); (45)80-001X45	8
4	4	YOU KNOW I LOVE YOU—B. B. King RPM 361—BMI	11
5	5	HEY, MISS FANNIE—Clovers Atlantic(787977); (45)94-977—BMI	6
6	6	DADDY, DADDY—Ruth Brown Atlantic 973—BMI	9
7	7	LET'S CALL IT A DAY—S. Thompson King(784541); (45)45-4541—BMI	6
8	8	I'D BE SATISFIED—Dominoes Federal 12103	5
9	9	Oooh, Oooh, Oooh—Lloyd Price Specialty 440—BMI	8
10	10	EVERY DAY I HAVE THE BLUES—J. Williams Checker 762	5

Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

New York

- Oooh, Oooh, Oooh
L. Price, Specialty
- I Don't Know
W. Mabon, Chess
- Lawdy, Miss Clawley
L. Price, Specialty
- Rock Me All Night Long

- Ravens, Mercury
- Port of Rico
J. Jacquet, Mercury
 - I Played the Fool
Clovers, Atlantic
 - Goin' Home
Fats Domino, Federal
 - Goodbye, Baby
Little Caesar, Recorded in Hollywood
 - My Song
J. Ace, Duke
 - You Know I Love You
B. B. King, RPM

Chicago

- I Don't Know
W. Mabon, Chess
- Sad Hour
Little Walter, Checker
- Port of Rico
J. Jacquet, Mercury
- You Know I Love You
B. B. King, RPM
- Rock Me All Night Long
Ravens, Mercury

This Week's Territorial Best Sellers to Watch

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

St. Louis...GABBIN' BLUES

Philadelphia...I'M GONE

- I'd Be Satisfied
Dominoes, Federal
- Juke
Little Walter, Checker
- Five Long Years
E. Boyd, Job
- Settin' Here Drinkin'
C. Kirtree, Tennessee
- Let's Talk It Over
J. Lee, Modern

Los Angeles

- I Played the Fool
Clovers, Atlantic
- Five Long Years
E. Boyd, Job
- My Story
C. Willis, Okeh

Big Maybelle—Okeh 6931

Shirley and Lee—Aladdin 3153

Detroit

- Port of Rico
J. Jacquet, Mercury
- My Song
J. Ace, Duke
- I Don't Know
W. Mabon, Chess
- I Played the Fool
Clovers, Atlantic
- You Know I Love You
B. B. King, RPM
- Rock Me All Night Long
Ravens, Mercury
- I'd Be Satisfied
Dominoes, Federal
- Oooh, Oooh, Oooh
L. Price, Specialty
- Hey, Miss Fannie
Clovers, Atlantic
- Daddy, Daddy
Ruth Brown, Atlantic

St. Louis

- I Don't Know
W. Mabon, Chess
- My Story
C. Willis, Okeh
- Sad Hour
Little Walter, Checker
- Five Long Years
E. Boyd, Job
- Hey, Mrs. Jones
J. Forrest, United
- Johnny Johnny
M. Jones, Modern
- I Played the Fool
Clovers, Atlantic
- Port of Rico
J. Jacquet, Mercury
- Gabbin' Blues
Big Maybelle, Okeh
- Rock Me All Night Long
Ravens, Mercury

Charlotte

- I Don't Know
W. Mabon, Chess
- Hey, Miss Fannie
Clovers, Atlantic
- Oooh, Oooh, Oooh
L. Price, Specialty
- My Song
J. Ace, Duke

(Continued on page 52)

NEW ATLANTIC RELEASES

ANOTHER SMASH BY

JOE TURNER

"MR. CHAINS OF LOVE"



"STILL IN LOVE"

"BABY, I STILL WANT YOU"

Atlantic 982

SLEEPER LATIN HITS, NOW ON ATLANTIC...

Anabacoa

5 VOCALS AND I MAMBO by DAMIRON (the Original)

ATLANTIC 983

AND INTRODUCING

VANN WALLS

"AFTER MIDNITE" "BLUES SENDER"

ATLANTIC 980

THE DIAMONDS

NEW VOCAL QUARTET

"CALL, BABY, CALL" "A BEGGAR FOR YOUR KISSES"

ATLANTIC 981

THE TILTERS

EXCITING! NEW! DIFFERENT!

"LA CUMBANCHERO"

ATLANTIC 979

ATLANTIC RECORDING CORP.

210 WEST 54th St. NEW YORK 19, N. Y.

She's Got it!

BIG MAYBELLE

has the newest rhythm-and-blues sensation...

GABBIN' BLUES

RAIN DOWN RAIN

78 rpm 6931 * 45 rpm 4-6931

Okeh a product of

Columbia Records, Inc.

Trade Mark, Columbia "Okeh" Records, Inc. Reg. U. S. Pat. & Merc. P. Off.

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

"THE BEAT"

BY



**GENE
AMMONS**



Both Artists Now
Exclusively With . . .

"LIFE I
LOVE"

U-136

"BACK
ALLEY"

BY



**MEMPHIS
SLIM**



Watch for New Release
by Leo Parker



5052 Cottage Grove

Chicago

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, Red Buttons, Sunny Gale, Duke Ellington, Bill Kenney and The Ink Spots, Arnett Cobb, Bette McLauren, The Enchanters, Kings of Harmony, Billy Eckstine and Vic Damone. All proceeds will go to the Amsterdam News Welfare Fund.

Edna McGrigg, The Five Keys and Buddy Lucas' ork will play one-nighters in Bedford, Mass. and Providence next week. . . . George Shearing opened at Birdland, New York this week. . . . Yaretta Dillard starts on a one-nighter trek next week thru the Philadelphia area. . . . The Gale Agency packed Savoy artist Dolly Cooper this week. . . . Teddy Lang will promote a jazz concert in Brooklyn, January 22. The concert will feature the Dixieland All Stars, with such well-known artists as Jimmy McParilland and Bobby Byrns, plus the Johnny Hodges ork, Coleman Hawkins, Yaretta Dillard and Charlie Barnett.

Ray Charles will play 10 days at the Pelican Club, New Orleans, beginning Friday (12). . . . Hot Lips Page will work a week at The Pelican after Charles leaves. . . . Johnny Hodges and the ork will play a week at the Apollo Theater, New York, starting today. . . . Joe Morris and his ork are booked for 10 days at Uncle Tom's Plantation, starting December 26. After that, he opens at Sportere's Club, Youngtown, starting January 5. . . . The Clovers and Fats Domino go out on a Ralph Wenzelberg one-nighter tour, January 18 to February 7.

R & B Territorial Best Sellers

Continued from page 51

- Five Long Years
E. Boyd, Job
- I'd Be Satisfied
Dominoes, Federal
- Rock Me All Night Long
Ravens, Mercury
- Lawdy, Miss Clawdey
L. Price, Specialty
- My Story
C. Willis, Okeh
- You Know I Love You
B. B. King, RPM

Philadelphia

- Port of Rico
J. Jacques, Mercury
- I Played the Fool
Clovers, Atlantic
- My Heart Belongs to Only You
B. McLauren, Derby
- You Know I Love You
B. B. King, RPM
- I'm Gone
Shirley & Lee, Aladdin
- I'd Be Satisfied
Dominoes, Federal
- Oooh, Oooh, Oooh
L. Price, Specialty
- My Story
C. Willis, Okeh
- Five Long Years
E. Boyd, Job
- Rock Me All Night Long
Ravens, Mercury

Washington D. C.

- You Know I Love You
B. B. King, RPM
- I Played the Fool
Clovers, Atlantic
- I Don't Know
W. Mabon, Chess
- Five Long Years
E. Boyd, Job
- My Story
C. Willis, Okeh
- Hey, Miss Fannie
Clovers, Atlantic
- Lawdy, Miss Clawdey
L. Price, Specialty
- My Song
J. Ace, Duke
- Juke
Little Walter, Checker
- Goodbye, Baby
Little Caesar, Recorded in Hollywood

RED HOT IMPERIAL R & B RECORDS



DAVE
BARTHOLOMEW

"WHO DRANK MY BEER
WHILE I WAS IN THE REAR?"
"THE REST OF MY LIFE"

Imperial 5210

FAT MAN
MATTHEWS

And The Four Kittens
"LATER, BABY"

"WHEN BOY MEETS GIRL"

Imperial 5211

ARCHIBALD

"EARLY MORNING BLUES"

"GREAT BIG EYES"

Imperial 5212

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for Christmas"
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#857 #857
Specialty records

8508 Sunset Blvd. Hollywood 46, Cal.

YOUR TICKET TO
SALES RESULTS—
THE ADVERTISING COLUMNS OF
THE BILLBOARD!

Popular Record Reviews

Continued from page 36

EDITH MURRAY
I Love You Much Too Much.....75
 CORAL 6094—Edith Murray, a gal with an old-fashioned "bar-room" voice, has a lot of fun—in her husky contralto style—with the evergreen, handing it a humorous interpretation over a jazzy ork backing. Deejays will get kicks from this one.
I Never Knew.....71
 Same comment.

WORLD SYMPHONY ORK
REQUEST 72—Here is a lively instrumental novelty in the Leroy Anderson tradition. Melody is catchy and the typewriter sounds are intriguing. The large ork backs it in polished performance. If the side could receive enough exploitation it might create some action.
Gipsy Blues.....69
 Saut gypsy melody is performed in good style by the ork. Plaster should appeal to those who enjoy gypsy music, but the flip has stronger appeal. Both tunes would probably go well as part of an LP collection.

HOLLYWOOD BOWL POPPS ORK
The Stars and Stripes Forever.....73
 DECCA 16045—Tearful ballad deftly of John Philip Sousa march. Johnny Green here brings into play a proper balance and evaluation of the symphony ork instruments.
Nine Cotton March.....73
 Colorful performance, catching the spirit of this old march, rich in tradition. Sound musicianship.

WORLD SYMPHONY ORK
Washington Waltz.....72
REQUEST 77—A pretty waltz, penned by Hans Lang, delivers a smooth reading from the big ork. Slicing could pick up spins on semi-pop sleazy shows or late night programs. A good disk.
The Barnyard at Cornucopia.....68
 This short piece of program music aptly fits its title. The work is cute and the ork hands in a first-rate performance. This side too would fit semi-pop sleazy shows.

WOODY WOODSELL-BAILEY SISTERS
Elle the Elf.....71
 DOME 105—Impulsive holiday item, with Woody Woodsell leading the warbling and Bailey girls joining the chanting. This country Christmas disk is festive side.
Christmas Isn't Christmas.....66
 Woody Woodsell and the Bailey Sisters in routine vocalizing. Side has neither the spirit nor charm of the flip.

NINE PETITSON QUARTET
My Heart Is Broken.....71
20th CENTURY 5006—The boys do a good job with the ballad, fitting the item in with a sound and beat similar to the Four Aces.

Rhythm & Blues Record Reviews

Continued from page 36

element as the flip tho, in spite of the broad lyrics.
JOHN LEE HOOKER
New Boogie Children.....77
MODERN 893—This Hooker original, using a fragmentary lyric, has a penetrating beat and is given a most rousing reading by the Southern artist. Side has lots of feel appeal and should do well in the market.
I Tried.....71
 Not one of Hooker's best efforts, the Southern blues is performed ably by the character and should come in for some regional attention.

EDDIE (Granbraid) VINSON
Lonesome Train.....76
KING 4582—The train carried his gal away and he's mighty lonely, chants Vinson. He turns in an appealing job and this blues-with-a-beat comes across in okay style.
Person to Person.....72
 Vinson sells it. Blues convincingly in his clipped-phrase manner. Material, tho fairly clever, is probably not strong enough to earn multiple spin action.

THE ROYALS
Art You Forgettin'.....78
KING 12113—The Royals hand this up-tempo ballad a bright vocal, with the strong lead singer coming thru nicely, while the boys support him with chanting and humming. Ork work is hefty behind them.
What Did I Do.....72
 This lament concerns a broken love affair and the boys sing it drolly. Side is listenable but unexciting.

THE NIC NACS
Found Me a Suede Daddy.....74
RPM 313—Boyz-girls is shouted strongly by the lead singer. Rhythm is slow but penetrating and gals might catch some juke cuts.
Comma Have a Merry Xmas.....67
 Blues about a romantic holiday reunion has a sad, sad sound. Side isn't likely to do much.

LARRY DARNELL
Christmas Blues.....73
ORKEH 6926—Larry Darnell's vocal is performed against a backing of more than usual interest. Effective side.
I Am the Sparrow.....69
 Pretentious but doesn't quite make it. Backing is ineffective and the vocal undistinguished.

Backing is thin, but side could pull plays.
I'll Always Love You Some.....70
 Same comment.

MORRIS LANE
Prisciana.....64
SCOOTER 301—Sasha Lane phrases the evergreen tastefully to organ and rhythm backing. A listenable side.
Twilight Time.....64
 Another neat effort, this time on a ditty slow and dreamy.

ENOCH LIGHT ORK
SALLY SWEETLAND
You Belong to Me.....68
FROM 1018—Cover wading features Sally Sweetland sings the hit tune, for the low-price label. She would do better singing it straight with less improvisation. Backing by Light ork is okay.
Jambalaya.....55
 This effort lacks the beat and sparkle of the best-selling versions. Still for those who haven't yet bought the tune, the 49-cent price tag may be attractive.

AL MORGAN
Two Foolish Hearts.....71
DECCA 26501—Tearful ballad deftly by Morgan. Phrasing here is beautifully done, and ork backing adequate.
A Mole's Waltz.....78
 Al Morgan gives a heartfelt rendition to this three beat item. Adequate backing.
THE PLAYMATES
You Never Got Too Old.....76
Washington Waltz.....72
SKYLARK 548—Hummy, rhythmic treatment of this melody makes a most fetching side from the flip. The Playmates here are relaxed and shant in nicely.
Ready for Love.....67
 The Playmates play some interesting harmonies, but the side doesn't maintain interest. Piano stands out on the backing.

RUBY WRIGHT
Hot Dog Rag.....73
KING 15210—Novelty eddie is tastefully revived by the thrush. Effort, heavily read and featuring a ragtime piano, should do okay on the cold phonographs. A cute disk.
I Love It Alone.....78
 Cute ditty with lyrics only mildly suggestive, washed brightly by Nita Wright to big ork support.

ENOCH LIGHT ORK-THE BRIGADIERS
THE WAGON.....65
FROM 1027—A good dinking of the hit tune, on the low-priced label.
Beating Your Mine.....65
 Spirit of the cover making it closer to the original than the A-side. Vocal by Artie Malvin is a good one.

DAVE BARTHOLOMEW ORK
High Flying Woman.....71
KING 4585—Bartholomew, who penned this blues ditty, does an effective job on the tune, while the ork backs it nicely. Vocal is stronger than the material.
Storm Weather.....72
 The ork turns in a clean, fast-tempo instrumental abking of the evergreen, featuring some good piano and a solid beat by the rhythm section.

TILLS TURNER
Christmas Morning.....71
ORKEH 6929—A strange one. Struc turally a blues, but with a lyric compounded of earthly love and Christmas spirit. Turner's performance more effective than on the flip.
Be Sure You Know.....67
 Tills Turner vocal on a routine rhythm and blues plaint. Side never gets off the ground.

SAUNDERS KING
New S. K. Blues (Part 1 & 2).....70
RPM 325—Saunders King does a capable job on this two-sided blues effort, telling about his woman troubles, in a "St. Louis Blues" format. Combo backs him strongly all the way, carrying most of the load on the flip side. However, the material here is too thin to hold interest thru both sides of the plaster. It's an okay after-hours type disk.

CALVIN BOSTICK
Christmas Won't Be Christmas.....69
CHESS 1530—Some spins are in order for this sentimental holiday ditty, expressively sung by Bostick.
Four Eleven Boogie.....67
 Piano does most of the work in this fast-paced boogie instrumental. Good filler stuff.

JIMMY LEE and ARTIS
Let's Talk It Over, Rah.....69
MODERN 885—Lee and Artis turn in some adequate duet singing on a boogie blues effort, while the ork backs them with a strong beat.
Why Can't We See.....65
 Reminiscent blues ballad is handled in some style by the boy-girl duo, with the ork aiding closely.

PEE PEE CRAYTON
Cool and Laid.....68
MODERN 892—Crayton leads his combo in a freshly-read rendition of a tuneful blues. Instrumental makes heavy use of guitars.
Let's Kiss and Let
Your Love for Me.....64
 Weeper blues has a plaintive quality some may like.

Late Reports on Recent "Best Buys"

Popular

Continued from page 38

MUST I CRY AGAIN
I KEEP TELLING MYSELF
Hilltoppers—Dot 15034
 Steadily building. Picked by dealers and jockeys. Strong retail sales in Chicago and Midwest point. Good re-orders from New Orleans, Richmond, Detroit and Connecticut.

IF I HAD A PENNY
Rosemary Clooney—Columbia 35882
 Picked by dealers, operators and jockeys this week. On Dallas territorial.
HOLD ME, THRILL ME, KISS ME
Karen Chandler—Coral 60831
 Broke into sales chart in 16th place this week, and coming up strongly on juke chart.

Country & Western

Continued from page 38

A CRUSHED RED ROSE ONE THOUSAND AND ONE SLEEPLESS NIGHTS
Moon Mullican—King 11252
 Number one in re-orders with label. Good operator buying in Philadelphia. Good action also in Southern California and around Cincinnati.
LL NEVER GET OUT OF THIS WORLD ALIVE
I COULD NEVER BE ASHAMED OF YOU
Hank Williams—M-G-M 113F
 Top side already on Dallas and Nashville territorials. Coming up nicely on national sales chart. Flip side also moving in Nashville.

FOLK TALENT AND TUNES

Continued from page 50

manager, a bookie Hillbilly Barton for a week at the Red Palm Lake Club, Shreveport, La., after which he'll go on KWKK, Shreveport. . . . Skeets McDonald (Capitol) has signed with the Jamboree Attractions, the new office opened by Tom Diskin, manager of the Dickens Sisters, in Chicago. . . . Tex Ritter is doing a tour of the Coast, up thru the Northwest until December 22. His new band includes: Hank Morton, comedy and bass; Bob Meadow, steel; Pat Peterson, takeoff and vocals; Arden Bruce, guitar and vocals; and Bob Baughman, drums, with Foster Clark, trumpet. . . . Denver B. J. Clarke has moved from F.M.J., Youngstown, O., to WFKY, Hickory, N. C., where he is doing a half-hour daily. . . . Ray Seacht, WHIL, Medford, Mass., is doing a live show daily and a one-hour d.j. show. He formerly worked the Ohio territory.

Disk Jockey Doings

Eddie Kirk has returned to KXLA, Pasadena, Calif., doing a hour daily, according to Frank Simon, d.j. station. . . . Brown has replaced Smokey Miller at KAWT, Douglas, Ariz. He formerly worked on Texas and Oklaho. a stations. . . . Dave Moss, DECCA, Greenville, S. C., needs a disc and recording releases. . . . Jim Wilson, WHOO, Orlando, Fla., reports that Floyd Robinson, ex-guitarist at WESL, Nashville, is living in the Orlando territory. . . . Aaron Allen, KWED, Seguin, Tex., is doing 15 minutes of genuine folk songs daily. . . . J. Allen Brewer, WHE, Leesburg, Fla., is now doing an c.t. show daily over WSIR, Winter Haven. . . . Slim Whitman broke the Wednesday night house record at the Municipal Auditorium November 12 according to Bill Mack, KWFT, Wichita Falls, Tex., who promotes the dates. . . . Ken Ritter, KFDM, Beaumont, Tex., would like name talent to contact him as he has started promoting dates locally. His first jamboree included Hank Williams, Smokey Slover, the Chellette Sisters, Pat Lyle, Dickie McBride and the Ranc' Hands.

C & W Record Reviews

Continued from page 36

JIMMY COLLETT
Foot Alike Boogie.....62
ARCADE 106—Routine boogie about a hot spot has plenty of movement. An okay waxing.
I'll Spend My Ways.....59
 Heter. Screechy, tho the thrush who duets tunefully with Collett in this country weeper.

JOHNNY PAYNE
Blues for My Baby.....60
GILT-EDGE 5080—Payne does an okay job on this dinking, but the material is rather slight.
D-e-d-i-e-e.....58
 Same comment.

Country & Western Territorial Best Sellers

Continued from page 30

Cincinnati

1. Back Street Affair W. Pierce, Decca
2. Jambalaya Hank Williams, M-G-M
3. Don't Let the Stars Get in Your Eyes Four Star
4. Indian Love Call S. Whitman, Imperial
5. Don't Let the Stars Get in Your Eyes S. McDonald, Capitol
6. Tennessee Tango York Brothers, King
7. Keep It a Secret S. Whitman, Imperial
8. Don't Trifle on Your Sweetheart E. Tubb, Decca
9. Gal Who Invented Kissing Hank Snow, Victor
10. Midnight Red Foley, Decca

New Orleans

1. Jambalaya H. Williams, M-G-M
2. I Want to Your Wedding Hank Snow, Victor
3. Older and Bolder E. Arnold, Victor
4. Full Time Job E. Arnold, Victor
5. One Woman Man G. Morgan, Columbia
6. Our Love Isn't Legal J. Bond, Columbia
7. Don't Let the Stars Get in Your Eyes S. McDonald, Capitol
8. Don't Trifle on Your Sweetheart E. Tubb, Decca
9. Indian Love Call S. Whitman, Imperial
10. Settin' the Woods on Fire H. Williams, M-G-M

FIVE YEARS AGO THIS WEEK

Top No. 1 Record of the Week: Tex Williams' Capitol dinking of "Newer Trust a Woman." . . . Eddy Arnold extended his weekly show sked on "Checkerboard Jamboree" from three to five shows. . . . Gov. Jimmy Davis cut an audition disk for an ABC web show called "The Sunshine Hour." . . . Gene Autry bought KOOL Phoenix, Ariz., for a reported \$250,000. . . . Dick Thomas finished his first U-I flicker, "Climmaron Gunfire." . . . Jimmy Dickens left T. Tex Tyler and went to work at WKNX, Saginaw, Mich. . . . Cliff Rogers, of WHKK, Akron, ran a popularity contest among his listeners, with Eddy Arnold, Ernest Tubb, Roy Rogers, Roy Acuff and Grandpa Jones finishing in that order. . . . The Bailey Brothers and their Happy Valley Boys left WSM, Nashville, for WROL, Knoxville. . . . Gold Seal Records inked Randy Blake, the WJJD, Chicago, d.j., doing "Howdy Friends, Good Evening, Neighbors." This theme was written by Ken Nelson, program director at the station. . . . Wally Fowler and His Georgia Clinkhoppers were appearing in the South on personals.

Lepley, WEHM, Memphis, reports that Billy Walker played the Silver Stallion, Memphis, November 14 and tripped the business, despite competition from a Christmas parade. . . . The Kirby WZOB, Fort Payne, Ala., is now doing six hours of country wax daily. . . . Frank Hayden, WTCO, Campbellville, Ky., is emceeing a daily show for a new band, Smokey Lynn and the Melody Makers. . . . R. D. Hendon, Baytown, Tex., has organized his own band, the Western Jamboree Cowboys. They have cut for the Shamrock label. Hendon wants touring artists to contact him for dates to be played with his band at his dance hall in Houston.

Jimmy Heap, KTAE, Taylor, Tex., reports that Capitol Records is sponsoring a State-wide contest to find "Miss Heartbreaker of Texas" in connection with his latest Capitol release. . . . Women listeners are asked to send photos to their favorite d.j. and photos selected will get a free trip to Austin, where she'll be feted at the Dessau Ballroom. She'll receive all the Heap Capitol desks, plus a write-up in "Music News," the Capitol mag. . . . Ken Ritter, KFDM, Beaumont, Tex., would like name talent to contact him as he has started promoting dates locally. His first jamboree included Hank Williams, Smokey Slover, the Chellette Sisters, Pat Lyle, Dickie McBride and the Ranc' Hands.

PROVEN HITS IN ALL TERRITORIES!
 5099 EDNA MCGRIFF & SONNET TIL
 "Rock-A-Dilly"
 "Good"
 5102 THE ORIOLES
 "You Belong to Me"
 "I Don't Want to Take a Chance"
BIGGER THAN EVER!
 5017 THE ORIOLES
 "Lonesome"
 "What Are You Doing New Year's Eve?"
 5045 THE ORIOLES
 "The Lord's Prayer"
 "O Holy Night"
 5078 EDNA MCGRIFF
 "Heavenly Father"
JUST RELEASED! A DEFINITE SMASH!
 5106 HERB LANCE
 "Why Don't You Believe Me"
 "My Inspiration Is You"

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Salmon, Idaho

Music as Written

JONI JAMES TO PLAY COPA CITY...
Joni James' upcoming dates include two weeks at Copa City, Miami Beach beginning December 23, a week in Montreal at the Seville January 8 and a week at the Town Casino in Buffalo, opening January 28. The thrush recently set a new attendance mark at Blinstrub's, Boston, bettering the Patzi Page mark.

CANADIAN DJ'S LIKE ALAN DEAN...
Alan Dean recently won first place on the 1952 Canadian popularity poll "Jazz At Its Best," conducted annually by the Canadian deejay Henry Whiston. Runners up were Billy Eckstine and Herb Jeffries. Dean opens for a week at the Meadowbrook, Tuesday (9).

THE SAURUS PREPS NEW YEAR SHOWS...
TCA Saurus is making two special New Year's shows available to its subscribers. One, for broadcast New Year's Eve, comprises eight quarter-hour segments and features the orks of Tex Beneke, Freddy Martin, Artie Shaw, Wayne King, Claude Thornhill, Ray McKinley, Vincent Lopez and Jimmy Lytell. The other is a half-hour of pop standards.

BOYD IN NY FOR PROMOTION TOUR...
Jimmie Boyd arrived in New York Friday (5) for a two-week promotion tour with deejays and on TV shows. He will appear on the Perry Como TV show, Monday (6) and the Mandy Carson radio seg. The Columbia kid-singer will visit deejays in Philadelphia, Baltimore, Boston, and New Haven, Conn. His waxing of "I Saw Mommy Kissing Santa Claus" is now in sixth place on The Billboard best-selling chart.

New York
Arthur Seger, president of Seger Records, and veepce Irving Perlin, are back from a 10-city distributor trip. . . Paul Brown will handle disk promotion for Richard Hayman, Mercury orks' arranger. . . Garden Jenkins, Decca musical director, in from the West Coast for a couple of weeks. He'll cut some sides while here. . . Morris Diamond has signed to handle record promotion for Coral artists Alan Dale, Ray Bloch, Judy Lynn and the Modernaires.

New Diskery Firm Set Up on Coast
LOS ANGELES, Dec. 8.—D'Oro Records has been formed here by Robert and Allen Gould and Harold Rubins. The fledgling diskery has signed Earl (Fatha) Hines and his ork to an exclusive pact. An interesting feature of the deal gives the Hines combo 20 per cent of net profits as disk royalties. Principals of the firm have also set up D'Oro Musical Publications as an affiliated company, and have named Weiss & Barry, of New York, as sole selling agent.

Chase Named VP Of Urania Disks
NEW YORK, Dec. 8.—Norman Chase last week was appointed vice-president of Urania Records, long-haired indie diskery, by Rudolf Koppl, head of the firm. Chase joined Urania in February of this year as managing director. He is also a member of the Promotion Committee of the Record Industry Association of America.

Eddy Arnold Set For Vegas Stand
NEW YORK, Dec. 8.—Eddy Arnold has been booked for a two-week stand at The Sahara, Las Vegas, Nev., in May. He will go in with his regular supporting troupe, including a combo. The booking was set by the William Morris Agency.

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Milton Karle is now handling record promotion for Eileen Barton in the East. . . Nat Cole opens at the Tiffany Club, Los Angeles, for three weeks the day after Christmas. . . The Jerry Grays are celebrating the arrival of a baby boy. . . Buddy de Franco opens in the Blue Note in Philadelphia on December 22 for 10 days. . . Jack Leonard, formerly with the T. Dorsey band, has left to become manager of the Chero Super Club, in Beverley Hills.

Joni James opens for a week at the Capitol Theater in Washington on December 11. . . Len Smith, M-G-M Albany distributor, is enclosing a copy of Jon Tilman's "Dynamite" with each order shipped and labeling the packages "This box is loaded with dynamite." . . Ella Fitzgerald is off to the West Coast where she will cut a Decca album with the Red Norvo Trio and several singles with Jerry Gray.

Rosetta Davis, the thrush recently pacted by the Shaw Agency, will open at the Flamingo, Pittsburgh, December 27. . . On g w r Bob Lawell has opened his own music publishing firm in New Castle, Ind. The Lewell Music Company. . . The Rhythm Rangers are now broadcasting over WCTW, New Castle. . . Jerry Newman, of Esoteric Records, has set Centropoint Records of Paris to press the firm's jazz disks for Europe. Esoteric jazz disks will be issued in France under the Vogue label. . . Pat Terry, singer with Derby Records, starts at the Erie Club, Philadelphia, December 13, and then goes into the Maryland Club, Washington. . . Sandy Solo returned to New York last week after a string of night club dates in Pittsburgh and Cleveland. . . Capitol's John Arcesi starts at the French Casino here after Frank Sinatra finishes his current engagement. . . Ralph Peer, head of Peer International and Southern Music, will arrive in New York next week for a short stay. . . Mitch Reed of WITH in Baltimore, was in New York last week. He taped interviews with a number of artists and pluggers, while working out of the E. B. Marks office here, for use on his late night show.

Sidney Mills, of Mills Music, returned to New York this week after a trip to New Orleans, scouting material and talent. He signed the Freddie Kohlman ork blues shouter Cousin Joe and Pristine Martin to exclusive pacts with American Recording Artists. . . Derby Records this week signed singer Bob Carroll. The singer has just recorded "Where" and "Say It With Your Heart"

Entre' to Release Single on 78, 45
NEW YORK, Dec. 6.—Entre' Records, Columbia's new low-priced LP label, will issue a single platter on 78 and 45 rpm next week. The disk will feature the piano duo of Ferrante and Teicher performing "Susanna's Last Stand," based on the old Stephen Foster ballad, and the Tizol-Ellington "Caravan." This is the first single platter issued by Entre'. The disk will be sent to classical and pop deejays. It is understood that Entre' will issue single platters from time to time.

Dana Sells Decca Hale Pact, Disks
NEW YORK, Dec. 6.—Dana Records has sold two masters it cut with chanter Ricky Hale to Decca Records. The latter firm has also taken over the Hale contract from Dana and plans future recording sessions with the artist. Sides acquired by Decca are "If You Love Me," written by Walter Dana, and "Open Your Heart." Several thousand copies of the disks were sold under the Dana imprint. Both tunes are owned by Peer International.

Hill & Range Acquire Top Italian Pop Tune
NEW YORK, Dec. 6.—Hill and Range last week acquired the American and Canadian rights to the Italian tune, "Vola Colomba." Jean Aberbach ran across the song while on his recent European junket and started negotiations which were completed Wednesday (26). "Vola Colomba" is currently the top tune in Italy. English lyrics are being set.

Rabon Delmore Dies
CINCINNATI, Dec. 6.—Rabon Delmore, of the folk music King recording team of the Delmore Brothers, died December 4 at his home in Athens, Ala., after a long illness. Delmore had also been a prolific composer of folk tunes. The team was formed in the middle '20's and for the past 10 years had been with King, producing such disks as "Hillbilly Boogie," "Fright Train Boogie" and "Blue Stay Away From Me." Previously they had recorded for Columbia and Victor.

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52 CONSECUTIVE insertions, per word 16
Minimum 25.

for the label. . . Abe Hman left Tuesday (2) for England to set up Feist, Ltd. Last year he set up Robbins, Ltd. for The Big Three. . . ABD Music took on the tune "Lonely, Lonely Me" this week.

Hollywood
Marge Wating, who does the midnight platter spinning on WFIL, joins the WFIL-TV set-up for the first time with a weekly "Gossip Bench" each Thursday afternoon, devoted to patter and chatter about show personalities. . . The Benjamin Franklin Hotel favors the out-of-town bands for its Garden Terrace with Joe Richards first-timing it in Philadelphia to introduce the new policy. . . Joe Ambrose is set for the Friday night dancing to be introduced at the Houston Post Ballroom. . . Booker Joel Charles is representing the Marty Kramer band for this area. . . Lennie Herman makes it a return trip next week to the Hotel Warwick. . . Jack Van Ivar has taken over the personal management of singer Joe MacNamara. . . Ernie Ventura returns to the Catalina Sho-Bar. . . Teddy Mack leaves the Columbus Cortez (Continued on page 56)

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Burlesque Bits

By UNO

Jessica Rogers is making her initial appearance at The Grand, St. Lo, in several years. Her schedule includes the Roxy, Cleveland; Park, Youngstown, O.; her Tampa home over the holidays, and the BB Club, Providence. . . . Bobby Vaill, ex-burly comic, is now one of the cast in "Bernardine" at the Playhouse Theater, New York. . . . Al Bedell and Tanya Gartl, slack wire act, are currently at Rafael's 150 Club, San Francisco, where they remain two weeks with Tempest Storm and Chihl Peppers, strips. Miss Storm is Hollywood's Sweater Girl, recently featured in Life mag. . . . Beek Penner and Ginger Karroll opened at the Candlewood Inn, Waterbury, Conn., November 21 thru the local Joseph Mortone agency. . . . Irene, strip principal, is leaving the Gay Dawn unit in the First Circuit December 13 in Baltimore to return to niterie. . . . Jack Buckley is back in burly now doing straight for Jack Lamont and Joey Cowan after five years during which he was a furniture salesman. His wife, Cleo M.les, is retired, looking after the future stage career of daughter Patricia Buckley, a lyric soprano doing concert work in Chicago and due to leave for Milan, Italy, next Jun- to join the La Scala Op- a Company. . . . Diane Ross and her monkey, Marion Wakefield, Ruth Swank and Jackie Turner were the features at the Roxy, Montreal, the week of November 28. . . . Murray Mulkowsky doubles as usher and as a foil for comics out front whenever there is a bit at the Hudson, Union City, N. J. . . . Jeanne Steel, four-year-old granddaughter of Ethel Steele, is now a member of Jack Barry's "Juvenile Jury" TV and

radio programs. . . . The Grand, St. Louis, is holding an International Strip-Tease contest.

Dottie Deane, new strip-talker on the circuits, was born in Milwaukee where she got her start as a principal after nine years in the chorus at the Empress there, she credits Bennie Moore, comic; Sarah Wax, of Minneapolis, and Chuck Gregory, producer, for her rise. Miss Deane, together with Moore, were principals in a new burly pic, titled "B-Girl Ballet," shot in a Los Angeles studio. . . . Rita Landry of the Gayety, Detroit, cast, and Tommy Timlin Jr., son of Blaze Fury, were guests of honor at a recent double birthday party celebrated backstage at the theater. . . . Abe Goodman, of Timely Features, Inc., has embellished his Job quarterly mag, February issue, with a full page photo of Countess Paulanna. . . .

Los Angeles dailies of November 15 ran stories about two 120-day sentences dealt out to Betty Rowland for indirect performance last January and to Mauricie Rosen, manager of the New Follies, where the performance occurred. Miss Rowland's attorney pleaded that the stripper would quit show biz forever if the court would just grant her probation to which Judge Byron J. Walker, in Municipal Court, turned a deaf ear. . . . Kitty Roth is a tant wardrobe mistress for "Wish You Were Here" at the Imperial, New York.

Burly, according to our Ted Wolfram in Copenhagen, Denmark, is petering out in his town, with the folding of the Parisienne Theater and the show there "Girl in Cellophane," on November 27, also the Moulin Rouge, the only other local burly spot, a week later. This will leave Copenhagen without a single strip-tease palace. The building housing the Parisienne, formerly the Zigeuners Hall nabe cabaret, has been sold and will be altered for commercial purposes.

Extra Added

New York

Henny Youngmen is now with Music Corporation of America. His first dates for the new office will be the Radisson Hotel, Minneapolis, and the Jung Hotel, New Orleans. Al Bernie will be on the opening show at the Miami Clover Club. . . . Jane and Betty Keene are shopping for a new manager. Dick Gabby, who handles them now, has four more months to go. . . . Jack E. Leonard (ferred almost twice his regular money to go into the French Casino.

Roger Ray is the latest addition to Latin Quarter show. Sid Robbins is set by Dave Fox for the Chateau Martin "Fashion Review" originating locally every Saturday (WJZ 10:45 p.m.) starting December 20. . . . Georgia Carr will be added to the Birdland show. . . . Bernie Wayne, who did "You Walk By," "Laughing on the Outside," etc., is scoring the Versailles package show, "More About Love," which preems at the club December 10. . . . Rosa Linda now alternates with the Mill Herth Trio at the Park Sheraton's Mermaid Room. . . . The Miami Warren Trio is new at the Copa Lounge. . . . The Jose Melis combo is new at the Warwick's Raleigh Room.

Casablanca Hotel, Miami Beach, owners are laying plans to open a hotel in Las Vegas, Nev., to cost \$5,000,000.

AGVA SHOULD LET 'EM KNOW

CHICAGO, Dec. 6.—Only spot in the Chi Loop area where strippers were parading was new show that bowed in the Band Box last night. Owners stated they were not members of the Cafe Owners Association, that their acts were all AGVA members, and that they knew nothing about contributing to the AGVA Welfare Insurance Plan. Ironically, Band Box occupies the basement of the Woods Building which is next door to one in which AGVA's offices are located.

Chi ARA Vote On NY Rep for AGVA Huddles

CHICAGO, Dec. 6.—Showdown between club date bookers and agents interested in artist management looms here Monday (8) as the local branch of Artists Representatives' Association votes on the all-important issue of whether or not the New York ARA committee will represent them in negotiations with American Guild of Variety Artists.

Since national officers of ARA have tacitly agreed to recommend payment of the \$2.50 to \$3.50 fees, there is considerable opposition among club date bookers here to their agreeing to abide by whatever deal the New York crowd makes.

Insiders are predicting that club date bookers will vote to withdraw from ARA, reactivate the Eastern Entertainment Managers' Association from which the local ARA group sprung, and set about negotiating a separate deal with AGVA. Representatives of the larger booking offices as well as those agents interested primarily in artist management would remain in ARA and give the green light to New York to negotiate for them as "members in good standing."

Most of the latter group are not sympathetic to AGVA's tactics, either—especially since they are working under agreement signed a year ago calling for AGVA to pass on to them any reduction in insurance premiums obtained during the life of the contract. They point out as long as the ARA committee negotiates a contract calling for no other group to get a better deal, what have they to gain by splitting up?

Club date bookers, however, are outraged by the AGVA, tax and feel that it's time they took on their own negotiating responsibility. They point out that acts get more club dates here than anywhere else and are paid two to three times what they receive elsewhere. They state that contributing to AGVA's welfare fund will only result in lower prices for acts. Some are outspoken in their objection to having anything to do with AGVA.

Questions that loom are: Will AGVA negotiate with a separate club date group or refuse to recognize them? If the latter, will AGVA stop club date shows on basis that agents are not abiding by the November 21 edict? Will club date agents be able to get along without name acts? . . . Some acts have declared their intention of working lush holiday dates scheduled here no matter what AGVA does. There's even talk among agents of forming a talent pool of acts willing to go on at a moment's notice in case a show is pulled.

One thing is certain, some of the most important club dates of the year are to be staged here in the next few weeks. Both agents and acts want to play them.

Coast Staller Sets Ice Show

HOLLYWOOD, Dec. 6.—The new Staller Hotel, Los Angeles, introduces its first ice revue March 19, following a month by Hide-garde. The show will be produced by Ed and Wilma Leary, who did leers for the Staller hotels in Cleveland and Buffalo. Revue will include a girl star, comedy team, novelty act and a line of girls.

This blade show, first leer in years on the Coast, is expected to run four to six months. Show was booked thru Dave Baumgarten, of MCA, by John Grande, v.-p. in charge of entertainment for the Staller chain.

Anthony Ork NG in Detroit

DETROIT, Dec. 6.—The Ray Anthony orchestra, with a good following here, booked into the Fox Theater for the week opening Thanksgiving and did a bad \$28,000. This was way below the \$50,000 rolled up by Tony Martin last February, or the \$30,000 for the one-day engagement of "The Biggest Show of '52" of October 26, which ran at a \$3 top.

Hocus-Pocus

By BILL SACHS

THE GREAT MORTON, hypnotist, who a month ago set a new box-office record at the Seville Theater, Montreal vaudeur, with 30 performances on the week, returned to the same house last Thursday (4) to do three shows a day for a week, with all seats reserved at \$2 top. This is something new for the house and will be watched with interest by Canadian theater men. For the last year the Seville has been featuring names and pictures at \$1 top.

Dr. Arthur Ellen, hyp. has begun his fourth engagement at the Barclay Hotel, Toronto. . . . A. Vanline, of Vanline and Casan, scribbles from Honolulu under date of November 17: "Here we are playing the Mormon Church Festival. We came here from Great Falls, Mont., Fall Festival, where Florence (Cazan) did five days of advance outdoor publicity stunts, including jail break, blind-fold drive, packing case escape and upside-down straight-jacket escape. We did the same type of advance publicity here. We have toured extensively for International Harvester the last several years and may go around the world for that firm. Had an enjoyable visit with Pang, local magician, at his beautiful home here. Tenaki and Okimo are also playing here."

Thomas Henricks (Thomas the Magician) has just concluded a week's return engagement at the Lotus Supper Club in Homewood, Birmingham, suburb. . . . Morton Greese, hypnotist, sends an invitation to magicians in the Chicago area to be his guests any Thursday night at his hypnotism lecture-demonstration at the College of Complexes, 1651 N. Wells Street, Chicago. . . . Ming is current at the Fargaro Cafe, Montreal. . . . Lady Francis (Frances R. Francis) closed a two-weeker, Wednesday (3) at the Moulin Rouge Room of Hotel Vendome, Boston, and returned to New York to pick up more nitery bookings.

CHARLES HOFFMAN, of Think-a-Drink magic fame, writes from Dallas to answer Jay Palmer's recent blurb about

the Magic Tea Kettle and drink magic in general. "The statement and 'claim' made by Jay Palmer in your Hocus-Pocus column gave me a chuckle," writes Hoffman. "During the many years that I have been doing the Think-a-Drink act, there have been others who have made far-fetched claims, and I have ignored them because I have never seen these claims in print. Maybe that trip to the Moon which Palmer plans will help him get down to earth. Can he accept a challenge to send to you proof, not just words, of his claim? I shall be glad, after he has mailed this proof to you, to forward my newspaper copy and other printed evidence which The Billboard itself carried some many years ago, which will prove that Mr. Palmer does not have his facts straight. But I am sure that he will have to ignore this challenge, for it is one thing to make a claim and another thing to prove it. Besides, I never did a Magic Kettle drink act. As has been proved before, I am the creator of the Think-a-Drink act and this fact was allowed me by the jurisdiction of a court, having passed on the validation of my copyright. The Billboard files will back me up on this. The trip thru the outer spaces to the Moon may give Mr. Palmer some ideas for original claims but while on Earth he should stick to his kettle." Hoffman is skedded for a one-show date at the Waldorf-Astoria Hotel, New York, next Thursday (11).

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N. Y. Coliseum Gets Okay From Board

\$20,000,000 Project Recommended To Mayor, Backed by Robert Moses

NEW YORK, Dec. 8.—The proposed \$20,000,000 New York Coliseum (The Billboard, November 8) moved a step nearer reality this week when Mayor Vincent Impellitteri received approval of the plan from the Board of Estimate and the Committee on Slum Clearance. The over-all plan is part of a slum clearance project which provides for a 25,500-seat arena and two 12-story apartment houses.

In a report urging immediate action by the committee, Robert

Moses, city construction co-ordinator, estimated the cost of acquiring the land, between 50th Street and 60th Street from Broadway to Ninth Avenue, at \$9,500,000.

Under the plans formally submitted by the committee, the five-story Coliseum would be financed and constructed by the Triborough Bridge and Tunnel Authority, of which Moses is chairman.

Conventions Lost

In its announcement, the committee said that larger conventions, trade shows and periodic industrial exhibitions "have invariably gravitated elsewhere" because New York has not had adequate facilities to accommodate these attractions.

The proposed building would have 225,000 square feet of free area that can be used for exhibition, display and show purposes. Madison Square Garden has 40,000 square feet of exhibition space, while the six floors of the Grand Central Palace have about 180,000 square feet. Both structures contain columns, which would be eliminated in the Coliseum.

Hub of the building, according to the plans, would be a large combination exposition and exhibit hall and auditorium, surrounded by balconies with approximately 6,000 fixed seats. This would serve for the production of large spectacles on and around a fully equipped over-size stage or on the floor of the main hall.

Provisions would also be made for 12,000 temporary seats in the central auditorium and for an estimated 7,500 seats, bringing the total seating capacity to 25,000.

James Morris, Arena Tycoon, Dies in Chicago

CHICAGO, Dec. 6.—James Morris Sr., partner with Arthur Wirtz and James D. Norris Jr. in auditorium-arena operation, hockey, ice shows, circuses and other interests, died in Chicago Thursday (4).

He was a leading figure in Chicago grain markets. In 1928 he invested in the Chicago Stadium, then being constructed, and in 1935 his company took over full control of the Stadium. The partners also have operated the Olympia Stadium, Detroit, and have holdings in Madison Square Garden and other buildings. He also controlled the International Boxing Club, Detroit Red Wings and other sports ventures.

With Wirtz, Norris owned the "Hollywood Ice Revue" and Cole Bros. and Barnes Bros. circuses. He was a director of numerous corporations operating hotels, banks, railroads, and other businesses.

Surviving are his widow; two sons, James D. and Bruce; two daughters, Mrs. Eleanor Kneiber and Miss Marguerite Ann Norris. He resided in Lake Forest, Ill.

Marine Room

Continued from page 25

smoking of a cigarette while a dummy sings a song is sock stuff. Wences also is working his juggling bits, which usually are not seen on his TV appearances. They are neat and give opening to good vent patter in which the dummies expect to be hit by falling objects.

The show is called "Best Wishes" and the Hild Dancers open it with a "Winter Wonderland" number. Costuming is up to the unit's usual high standards. Girls have sleigh bells at their ankles and wrists, adding to the holiday effect by dancing and jingling Christmas songs. One they do by slarding in a line and jumping to ring the tuned bells as each girl's note comes along. Again, they lie on the floor and kick ankle bells in the air.

Proston Lambert handles the vocals for this. It's followed by Artie James in a roller skating single that is climaxed by a high-speed spin.

"Candyland" is the wind-up number. Line is costumed to represent lemon drops, marshmallows, chocolate drops and candy canes. Story is that the candyman, Lambert, has no candy left when a little waif arrives on Christmas Eve so he reads her a story. The child's imagination brings on the candy ballet, with a Cinderella twist.

Griff Williams ork plays the show in good fashion.

Tom Parkinson.

PROMOTERS

—Get on our Mailing List

—Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We refer such inquiries from our territory to you.

—Please state the date and the event or at least one event which you have promoted in the past. Specify whether or not you have financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Livestock Show Fills Chicago Amphitheater

CHICAGO, Dec. 6.—The International Amphitheater was playing to capacity business day and night here this week as its International Livestock Exposition rolled along. The big show opened November 29 and closes Saturday (8).

Society horse show nightly included demonstrations by six-horse hitches, sheep dogs and other specialties. Judging of cattle and other livestock took place during the days.

While the event, for which the International Amphitheater was built, is headquartered at the building and all phases of it take place there, indirect activities were being staged elsewhere in the city. Hotels, meat packers and others gave banquets for 4,300 Club members, frequently using name talent. Livestock show was winning much space in all Chicago newspapers.

Merton E. Thayer, manager of the building, was active thruout the run.

Syracuse Busy Thruout Nov.; Booking Heavy

SYRACUSE, Dec. 6.—Onondaga County War Memorial Auditorium operated every night in November and is set with a heavy schedule of future bookings. Director William Stark reported this week.

"Ice Capades" opened Monday (1) for a week, and advance sales were heavy. The show is sponsored by the Syracuse Hockey Club. Last week Sammy Kaye's orchestra was in for the first annual Corinthian Club Cotillion. Syracuse Shows, Inc., had a shout for the Martin & Lewis show for a November date, and will sponsor "Ice Follies" in March.

Dave Salmon, Inc., did well with two concerts. The first was by Jose and Ampero Iturbi and the second was Paul Whiteman. Salmon is bringing Andre Kostelanetz and his orchestra, with Dorothy Ten as soloist, on February 7.

Civic Music, Inc., sponsored "Carmen" in a grand house in November and will bring in "Gershwin Festival" in December. Lions Club will have "Water Follies" in February.

Dramatic & Musical Routes

Anonymous Lover: (Rural Pittsburgh Bell, Book and Candle) (Victory) Dayton, O. 8-10; (Hartman) Columbus 11-13. Call Me Madam: (Auditorium) Rochester, N. Y.

Constant Wife, with Katharine Cornell: (Grand Cinema) Chicago

Country Girl: (Blauvelt) Chicago

Fourpence: (Shubert) Detroit

Big Boy: (Carnegie) San Francisco

Gilbert & Sullivan: (Shubert) Washington

Good Night, Ladies: (New Persons) Hartford, Conn.

Gray Eyed People: (Walnut St.) Philadelphia

Guy and Dolls: (Capitol) Wheeling, W. Va. 8-10; (Palace) Youngstown, O. 11-12

I'm a Camera: (Theatrical Auditorium) Duluth, Minn. 10-11; (LaCrosse) LaCrosse, Wis. 12-13

Oldfashioned: (Klamath Falls, Ore.) (Memorial Auditorium) Sacramento, Calif. 12-13

Point Your Wagon: (Shubert) Philadelphia

Point of No Return: (National) Washington

Starlike: (The) (Royal Alexandra) Toronto

Skinner, Corbelle Olla, in Paris 90: (Auditorium) Pueblo, Colo. 11; (Cherry Creek Radio Springs 12; (Auditorium) Denver 13; Salt Lake City 15

South Pacific: (Municipal Auditorium) St. Thomas, Cig.

Swing 17: (Grand) Chicago

Top Banana: (Great Northern) Chicago.

Skating Shows

Ice Follies of 1953: (Arens) New Haven, Conn. 8-14

Big Ice: (Hullin-Olsen & Johnson) (Pottum) Wichita, Kan. 11-17; (Starline Mosque) Springfield, Mo. 19-23

Caught Again

Continued from page 25

ers join in the heckling, and the results are uproarious.

Yiddishisms are frequently resorted to, and the majority of business here is from those who understand the language. Yet, even those who don't speak or understand Yiddish double up with howls at the strange situations that arise.

Bill Smith.

one of those amazing showbiz feats that continue to make the team of Raye and Naldi one of the standouts and standbys in a business that is full of dance teams.

Victoria Cordova (with Walter Eiger at the piano) was a surprise booking for various reasons. Basically, however, the girl showed a good commercial routine that was a combo of Edith Piaf and an American pop singer. She mixed up the Franco-American items with an occasional state-side pop, also dipping into a Latin-American number, plus a novelty oldie, "Give Me the Moonlight," with some effective dropped lines for double entendre effects that caught the imagination. Miss Cordova is now a lower-ranged chanteuse with Continental nuances that give her considerably more potential. Whether the show will do business is something else. Raye and Naldi are standard upper-bracket ballroomologists. Miss Cordova, however, has been away so long, she's practically unknown. The last time she was in New York was at the Rainbow Room.

PERSIAN ROOM, PLAZA HOTEL, NEW YORK: The hit of the current show was the perennial dance team of Mary Raye and John Naldi who still do one of the smoothest lifts and balances in the business. It's always amazing how good Naldi makes Mary Raye look, even though she's plenty good in her own right. Still his Svengali to Miss Raye's Trilby is

Isaacs Named Portland, Ore., Aud Manager

PORTLAND, Ore., Dec. 6.—Sidney Isaacs this week returned as manager of the Public Auditorium. City Commissioner Nate Boddy appointed Isaacs to succeed William Duggan, who resigned last week to devote full time to his show-booking business.

Isaacs, who was replaced as auditorium manager by the appointment of Duggan 1949, has been associated with the auditorium since its construction in 1917. He had been treasurer and later filled an eight-year term as manager.

The chief attraction here is still the maitre d', Fred, whose suave attention to the details that can make a room, place him high among the top groeters in the mink and diamond circles.

Dick La Salle's playing of the Raye and Naldi music was crisp and sharp. Reprises of his recordings from the Decca album, "A Night at the Persian Room," drew palms time and again, besides filling the floor with dancers.

Mark Monte's Continentals continue to play the intermissions sounding like a big band.

Bill Smith.

Music as Written

Continued from page 54

band at the Embassy Club to join his brother-in-law in the operation of the suburban Carousel restaurant. . . . Murray Schaff and his Aristocrats, closing at Pacey's, go to Washington before they leave for England. . . . Harry Dobbs is back in action again, after a long illness, to provide the music at the suburban West End Tennis Club. . . . Billy Hays, veteran bandsman now bannering a Dixieland band, marks a quarter of a century in the ork world at the Stardust Musical Bar this week. . . . Wes Cornell and Wall Jeffreys team to pen "Try and Stop Me From Loving You."

Toronto

BMI Canada has purchased the rights to a YMHIA show written by a Montreal musician, Saul McSigan. With the show "Country Living" due to open next week, BMI's general manager, Harold Moon, has rushed five songs from the show into print. Clyde Moon, Montreal BMI rep, discovered and negotiated for show. . . . Aragon Records believe they have a "sleeper" which was published here by Empire Music of New Westminster, B.C. Recording is unobtainable in Toronto because of a surge upon the Decca recording artists, Andrews Sisters and Four Aces, both with engagements at the Casino Theatre, were guests of honor at annual Christmas Party of Decca Records to which newspapermen, dealers, disc jockeys and staff were invited. . . . Stan Getz kept things on the jump at the Colonial. . . . Sections of the Maple Leaf Gardens have already been sold out for the Metropolitan Opera's presentation of "Carmen" next spring.

Philadelphia

Harry James goes into the Palladium following Jan Garber, March 28. It's James' first location here in some years. . . . Al Kavelin has returned to publishing, reactiving his MBI firm, Kavelin Music. He has a deal with Jerry Russell, the radio and TV band conductor and arranger. . . . Doc Chinn, prexy of the National Ballroom Operators' Association, has completed a three-week junket thru the Northwest and down the Coast, seeking new members. Marty Landau, Riverside Rancho op here, is Southern California membership chairman for NBOA. . . . Hill & Range has made a deal with Hank Thompson to take over sheet music rights on Thompson's newest for Capitol. The New Wears Off Too Fast.

Vogue Records has inked Bette Douglas, Dal O'Brien and Bob Keane's band. Bob Stephens, the a.d.r. chief for the firm, is now heading up their new New York office. . . . Buddy Morris returned to the Coast to continue negotiations with 4 Star Records' Bill McCall and Don Pierce. . . . Jerry Gray is father of a son, born November 27. . . . Abby Grashler, who has a producing firm here, is setting Jimmy Boyd, the 13-year-old Columbia diskster, on a series of web TV shots in mid-December. Included are two Perry Como shows, the Kate Smith seg and others. Boyd will do a TV film series for Grashler and rodeo work next summer.

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Auditorium Managers:

Help us build a list of promoters who are capable of promptly promoting and underwriting attractions in your building. The increased availability of large attractions and better shows will depend upon the number and quality of local promoters. That is why it will be to your benefit to send us the names of as complete a list of local promoters as you can. Send us the names of the promoters in your territory. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Roadshow Rep

A. D. FARMER is playing Western Kansas with a solo show tied-in with a feature pic. . . . **Arthur L. Leighton** has a number of amateur minstrel shows in the making in Maine. He also has two sets for showing in Essex County, Massachusetts. . . . "I read recent notes about old-time days in the rep and tent show field, but I can never forget the season that the Gifford Players were playing Edwardsville, Ill., and the show was so heavy it was next to impossible to get out of doors," writes Robert Callahan from Milwaukee. "I was staying at a hotel in town and being alone some one night I drifted over to the show. When I started back to the stopping place I was caught in a drift, got soaking wet and was under a doctor's care for the rest of the following week. The snow hung on so long and the weather continued so cold that the show had to close."

Geary Players, currently in Laramie, Wyo., have been taking on schools and any other dates they can garner in that State. They add, however, that the schools in the rural areas are small and that the eating and pouring spots are addicted mostly to the juke box and don't hanker for flesh. The three-person show moves South soon after January 1 for a stay in Florida.

F. G. (GIB) FLOWER is in Mexico where he spent most of the summer and fall operating a stroller-merchandise unit to good business. Flower reports that he met only one tent show which was doing fairly well. He also ran into several med units which were getting along but lacked the old-time pep of the shows operated in Pennsylvania by Doc Harold Woods and Doc Ross Dyer. Flower will work some schools and promote a few indoor fairs until spring. He says he'd like to read notes here from some of the personnel which was with the Oscar O'Shea Stock Company.

In answer to a recent query in this corner about Doc Kelley of the Jewel Kelley Stock Company, C. C. Jenkins pens from New Orleans that Kelley did several years ago in Mobile, Ala. His widow, Annie Dupree, played numerous roles in stock opposite Kelley, Jenkins says.

F. J. CAHILL pencils the following from Miami: "I finally arrived after a month's trip from Canada. Expect to spend the winter here. We had good weather en route excepting for some rain that hit us in Virginia. The pickings were off, however, and

Drivin' Round The Drive-Ins

PEARCE PARKHURST, manager of the Lansing, Mich., Drive-In and Jay D. Kitchin, of the A. K. Theater Company, which operates a circuit of Michigan drive-ins, are spearheading a drive for membership by outdoor theaters in Allied Theaters of Michigan. The latter group is setting up a special drive-in department with Parkhurst as chairman, and offering a bargain-rate membership at two cents per speaker based on a five-month period. Membership is given free for the remaining seven months despite the fact that Michigan drive-ins normally operate only seven months of the year. . . . **Vi Garey**, wife of Don Garey, of the Hastings Drive-In Theater, Saranac, Mich., is recuperating at home following an operation. . . . **Frank Jacobs** closes the record for the latest closing date for a Michigan drive-in. The Sunset Drive-In at Hartford braved the cold weather until November 22.

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where we formerly got a fair stipend for playing a dance or eating spot we had tough work getting feed money this time around. Canada the past summer wasn't too good and if we hadn't obtained some dough at the fairs we'd have had a near-blank. We don't expect anything in Florida because we didn't come here to work. However, my wife fiddles the ivories pretty well and she's straining to go to work. Does anyone remember **Set Griffin**, who made his home and did business in Sumner, N. Y.? I purchased my first juggling clubs and other juggling apparatus from him. . . . Following is the roster of the Culhane, Chase & Western Minstrels for the 1952 season. It was submitted by **Marty Lynch**, of Syracuse, who was with the show that season under the name of **Ed Quinlan**. It includes **Bernie McGraw**, bass; **Billy DeRue**, Bob McLaughlin, Lew Rice, acco; **George Adams**, actor; **Harry Lindacker**, trombone; **Billy Lewis**, cornet; **Bill Wormell**, bass fiddle; **Reese Williams**, singer; **Jack Walsh**, heavyweight juggler; **Ed Quinlan**, juggler; **Art Devore**, drummer; **Ross and Bias**, dancers; **George Wilson**, ork leader; **Billy Chase**; **Ed O'Conner**, singer; **Bobby Fay**, comic and **Pricilla and Orben**, dancers.

HAROLD L. BARROWS, former rep and tent-show performer, has returned to Chicago after closing the season as billposter with National Speedways, owned and operated by **Al Sweeney** and **Gaylord White**, and the Dutton-Nelson Billposting Service. "In looking over the rep column the past year or so, I've seen much about old-time shows but to date no one has mentioned the **Ben Loring Troupe** or **Bob Ott Show**. Both played the New England States in 1915-'16 under canvas. Those were the days when **Leo Bistany** had an Italian band to bally the show."

JOSEPH L. GARVEY reports a good summer with a platform show in a booming Texas sector. He adds, however, that when he went into Southwest Oklahoma he was greeted with cold weather and poor business. He will locate in **Frederick, Okla.**, where he is constructing a museum attraction. Garvey also presents a speak show occasionally. . . . "I read with interest recent items about old-time rep shows," pens **Bert Cliff** from Raton, N. M. "I wonder if any members of the Durham Players are still active? What has become of **Walter Linkow**, **Jackie Phillips**, **Mary Evans** and the **Durham Family**?" **Cliff**, a traveling agent for an insurance company, recalls the days when he was with **Lowery Brothers Show**, where he did four acts. He also was with a number of med shows. **Cliff** says that he meets a few old-timers in Florida each winter but rarely hears from many old friends in the business. . . . **Don L. Caren** answers a recent query concerning the **Charles and Dot Whitechurch**. "I caught their show in Gallatin, Mo., and met members of the troupe on a trip when I was playing plays for **W. L. Paul**," Caren says. "However, since then I've lost track of the unit and many others."

DALE AND LOIS MADDEN, circus and rep show performers for many years, are now in their third season as entertainers at the **Moose Club**, Wichita, Kan. **Lois** recently received a premature Christmas gift in the form of an 85-pound performing chimp, which will augment the **Madden's** vaude act. . . . **J. Austin Trainor**, CDA, veteran tent and rep show performer and owner of **Austie's** players, is convalescing at his home in **Charlottetown, P. E. I.**, after being confined in a local hospital for three weeks. **Trainor** suffered a heart attack at the **Charlottetown Forum** where he was stage director and emcee for the **Bazaar Stage Show**. . . . The **Kriel Family** of circus and vaude acts, which recently closed a 33-week season with **Btsbee's** Comedians, are slated to work for the **Vincoore** office at **Rockland, Ill.**, this winter. Unit played a theater date recently for **Arla Choate**, formerly of **Choate's** Comedians.

Mich. RSROA Maps Touring Benefit Show

DETROIT, Dec. 6.—Plans for a series of co-operative traveling shows by member rinks were adopted Monday at the December meeting of the Michigan Chapter, Roller Skating Rink Operators' Association. As projected, shows will be given about one month during the season, with each show to be held in a different rink. Plans to give 40 per cent of the proceeds of the rink having the show to the building up of a fund for Michigan chapter activities.

In order to present a balanced and diversified show, and at the same time allow wider participation by all rinks, a segment of each show, not to exceed 15 minutes, will be produced by each of the rinks. These various skating acts will be assembled into a program and presented in each of the rinks. **George Brett**, owner-manager of **Rouge Park Roller-drome**, Detroit, is to be emcee for the shows. **Brett** has show experience as well as his rink operation background. Schedule for the shows, which will start early in the year, is being drawn up. It is expected that at least eight rinks in the vicinity of Detroit will take part, making possible the objective of a show to run about 2 1/2 hours, showing different types of skating.

Mystery Tune Nights Big at Blue Island

PEKIN, Ill., Dec. 6.—**Blue Jean** and **Mystery Tune** nights have been boosting Tuesday attendance considerably the past few months for **Roland Heisel's Blue Island Roller Rink** here.

A five dollar bill is awarded each Tuesday night to the lucky skater who can guess the mystery tune. Record is picked from the stacks by two patrons, and the skater whose ticket stub is pulled from the box is given a chance to name the disk being spun. If the tune is not identified, then the prize is carried over to the next week and another five spot is added to the pot. **Biggest pot** built during the **Mystery Tune** series, thus far, says **Heisel**, has been \$85.

Business in general has been holding up well here, with skating scheduled for each night in the week. Mondays and Thursdays are party nights, and **Blue Island** is booked solidly thru April. School and Girl Scout groups comprise most of the dates. Dates are lined up via strong promotional efforts of **Roland Heisel**, who believes in the axiom, "Get the girls to come to your rink and you are bound to get the fellows, too."

New Skate Developed By Gerrits

LOS ANGELES, Dec. 6.—**Paul Gerrits**, veteran vaudeville and roller skater, reports he has obtained British and United States patents on a new type skate he has developed. The British patent, No. 661300, was obtained in March of this year. The U. S. patent, No. 2,613,944, was granted in October, 1952.

Gerrits says that the skate is built on an entirely new principle, of all metal construction with no rubber cushioning. He claims the skate has perfect action, as the trucks are not separately steered but are activated in unison. **Gerrits** says the skates steer exactly the same, forward or backward, with no chatter point or dead center. They are said to be suitable for rink or sidewalk or for dance or figure skating. Twenty-five steel clamps working parts are responsible for a corresponding decrease in weight and cost of manufacture, said **Gerrits**.

Calif. Labor Bureau Crabs Gilbert Act

STOCKTON, Calif., Dec. 6.—An unlooked-for clinker tossed by the California labor commissioner so cramped **Paul J. Gilbert**, manager of the **Stockton Rolleratorium**, in presenting the November 23 and 24 showings of "Far Away Places," the **Stockton Skating Club's** annual fund-raising show, that **Gilbert** is seriously considering the discontinuance of all amateur roller skating shows in the future because of the amount of red tape involved in getting an official okay. **Gilbert** said this was the first time in the 12 years he has been staging amateur skating shows that he has been bothered by the commissioner.

The California labor commissioner has full authority over amateur or professional school or church shows, exhibitions, recitals, etc., and he requires that a report be given to him one month in advance of a show, said **Gilbert**. All children under 18 years of age who attend school come under the labor laws. Other stipulations added to **Gilbert's** confusion. Children under certain ages can not perform after certain hours of the night. They may only perform for a certain length of time. Several age groups are involved. A report must be made to the commissioner on everyone under 18 years of age taking part in the show, accompanied by school and birth certificates and other details.

The show itself was a grand success. **Gilbert** reported, playing to packed houses on both nights and running off in good fashion in two hours and 20 minutes. Costumes and scenery were elaborate, the latter having been constructed during the past summer. Five sets of spotlights, plus flood lights were used for the 10 numbers; all but one of which were created by **Gilbert**. Assisting him in the show direction was **Barbara Zeim**, one of his star skaters. Music was by **Mrs. John Allman** and **Mrs. James Thompson**.

Numbers and principals involved included: "In Old St. Louis," **Tene Hazlitt**; "Frankie and Johnny," **Erlene Pierano**, **Jerry Holman**, **Janice Man**, **Gerald Yettner** and **Ken Valentine**; "Wings on My Feet," **Barbara Allman**; "Pittsburgh Pennsylvania," **Ni Orsl Jr.**, and **Pam**

Clamp Skates Converted at London Spot

DETROIT, Dec. 6.—**Shaw D. Hakim**, owner-manager of **Fairview Gardens Roller Rink**, who returned last week from a tour of Europe and the Middle East, visited **Cricklewood Rink**, established in 1911 in London. He visited with **Manager Les White** and had an opportunity to exchange ideas on skating and rink operation.

White had a stock of clamp skates which were converted by taking off the steel clamps and replacing them with hard leather fashioned like a toe piece. They are fastened with cord laced thru three holes on either side, which make it possible to dispense with the use of a skate boy and skate key.

Orsl; "Ballet Theater, Russia," **Barbara Zeim**; **Penny Thorns**, **Erlene Pierano**, **Janice Mann**, **Shirley Miller**, **Jimmy Allman**, **Gerald Yettner**, **Barbara Allman**, **Tene Hazlitt**, **Dolores Cummings**, **Karen Floth**, **Susan** and **Patty Sheppard**; **Judy Dahl**, **Shirley Miller** and **Jimmy Allman**; "Piccadilly Circus, London," **Dee Riggs**, **Sharon Gaines**, **Barbara Allman**, **Gerald Yettner**, **Paul J. Gilbert** and **Barbara Zeim**; "China, Cross Roads of the Orient," with cast of 38; "Gay Parade," **Gerald Yettner**, **Tene Hazlitt** and **Barbara Zeim**; "Vienna, Land of Romantic Music," **Dee Riggs**, **Sharon Gaines**, **Penny Thorns** and **Erlene Pierano**; "South of the Border," **Dolores Cummings**, **Sharon Sharp**, **Sharon Gaines**, **Dolores Cummings**, **Jerry Holman**, **Gerald Yettner**, **Janice Mann** and **Erlene Pierano**; "Honolulu," **Jimmy and Barbara Allman** and **Karylene Belts**; "The World Over . . . a Guy's a Guy," **Dolores Cummings**, **Susan Sheppard**, **Ken Valentine** and chorus, and finale.

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TRADITIONAL high point of the Showmen's League of America's President's Party Sunday (30) in Chicago was presentation of a gift from the membership to the outgoing president, Retiring President S. T. Jessop (left) is shown receiving the gift from Past President Patty Conklin.

IMCA SAYS 'NO' Won't Sanction Races Under Other Groups

CHICAGO, Dec. 6.—The International Motor Contest Association, meeting here this week at the Hotel Sherman, ruled it would not sanction any auto race promoter who attempts to contract races at fairs under any sanction other than the IMCA.

The decision followed disclosure by Frank Winkley, Midwest promoter who has long been identified with IMCA racing, that he planned to stage some events under the sanction of the American Automobile Association.

Following the ruling, National Speedways (Al Sweeney and Gaylor White) applied for a license as an IMCA promoter. No other applications were filed.

In the wake of the ruling, Winkley declined comment on what organization or organizations would sponsor the racing events he would stage in '53. He pointed out that all of the fair contracts he had closed for next season did not specify any sanctioning organization.

Earlier in the week, Winkley and Sam Nunis, Eastern promoter, announced they had formed

a partnership. Nunis has been a promoter of AAA-sanctioned racing for many years.

R. H. McIntosh of the Alabama State Fair, Birmingham, was re-elected president of the IMCA during the meetings here. Pete Baker of the Oklahoma State Fair, Oklahoma City, and Frank Harris, of the Davenport (Ia.) Fair, were renamed vice-president and secretary-treasurer respectively.

Named to the board of directors were D. K. Baldwin, Minnesota State Fair, St. Paul; L. B. Cunningham, Iowa State Fair, Des Moines; M. W. Jencks, Topeka (Kan.) Fair, and W. R. Hirsch, Louisiana State Fair, Shreveport, along with McIntosh and Baker.

The board of directors will hold a two-day meeting in Des Moines next week at which time they will review IMCA rules and regulations.

North York Pacts Van Hooton Org

NORTH YORK, Ont., Dec. 6.—Van Hooton Amusement Enterprises have been named to supply the major portion of entertainment features for the North York Coronation Carnival Week to be held here June 1-6 under auspices of Branch 66, Canadian Legion.

Tentative plans call for parades, fireworks, queen and square dance contests and street dancing in this town of 100,000 people on the outskirts of Toronto.

Nunis, Winkley Form New Racing Combo

CHICAGO, Dec. 6.—Auto race promoters Sam Nunis and Frank Winkley combined their operations here Sunday (30), the first day of the outdoor meetings, to form the Nunis & Winkley Enterprises. The new partners said they would concentrate on the production and presentation of big car auto races, late model stock events and the development of new truck features that would be suitable for presentation at fairs.

Nunis and Winkley said they hoped their pooling of resources would result in better service to, and better programing for, fairs. Nunis, who has operated in Eastern territory since the war with virtually no competition at fairs, invaded the Middle West several years ago. Winkley has confined his activities in the past to the Western part of the country.

Statistically the new partners offer 50 years of combined experience in the auto racing fields and a combined staging and promotional staff which, they say, will number 30 men at the height of the season. In 1952, Winkley

STRATES, BUCK FORM NEW RAILROAD SHOW

Combine Truck, Railroad Units; Dave Endy in Management Post

CHICAGO, Dec. 6.—Oscar C. Buck and James E. Strates pooled resources and equipment here Monday (1) to form a new 20-car railroad show. Designed to play Eastern territory initially, the organization will use the railroad cars and show wagons trouped this year under the Model Shows banner, plus much of the equipment toured by Buck in his 35-vehicle truck show. The new unit will be known as the O. C. Buck-Model Shows.

David B. Endy, who managed the Model Shows this year, will be with the new organization in an executive capacity, assisting Buck. William Cowan has been named business manager, a post he held with the Model unit. Allan A. Travers, who has joined the James E. Strates Shows as general agent will also serve the Buck-Model unit.

The show, which is wintering at the Waterboro, S. C., Airport, is slated to open at the Azalea Festival, Charleston, S. C., April 19. It will then still date north thru New York State and play fairs in the North and South.

Conservative Planning
The fair dates held by the Buck and Model organizations last year are expected to provide a solid nucleus for a substantial route. Buck said that all booking endeavors would be on a conservative basis in the beginning. He said that the emphasis would be on the cementing of a solid route

that promised good earnings rather than shooting for one or two major events that promised glory principally.

Buck said that there was ample room for a show of this size and claimed that its formation would mean that a great many fairs which have been by-passed by railroad organizations in recent years would once again find a train unit available. He obviously had reference to New York State which has had only one railroad unit, the Strates show, within its borders during the fair season for a number of years.

Final details of the deal were worked out here Wednesday (3) with Max Cohn, Rochester, N. Y., attorney and general counsel of the American Carnivals Association, representing the principals.

Stiff Competition
The switch to rails by Buck will likely provide stiff competition for a number of Eastern truck shows. Veteran showmen point out that the prestige of rail operation should give Buck a head start in negotiating midway contracts with many fairs.

The success of the new venture will mean a powerful Strates-Buck combine in the East, providing a maneuverability unavailable to other show operations. The overlapping of dates and similar programs are expected to be minimized.

The King Reid Shows announced several weeks ago that

a switch to rails was contemplated and interest in the Model equipment was indicated. However, nothing has developed along this line. The Lawrence Greater Shows also recently announced plans to switch to rails under the title of the Metropolitan Shows.

Buck said that he would add some 14 rides to the new organization and that the total number of devices would probably be from 16 to 18. A total of 30 attractions are contemplated. Other Buck equipment slated for incorporation in the new unit includes his light towers and Diesel generating plants. Ride units which include center poles or mechanisms mounted on flat bodies will be retained with fifth wheels added.

Buck said that reports of the high costs involved in rail transportation had no effect on his decision. He said that routing 35 pieces of truck equipment was just as costly, or even more so occasionally, since the damage done to the vehicles by inexperienced drivers often added up to thousands of dollars in the course of a season.

An effort will be made to retain all of the Buck and Model personnel. Buck said that his carnival set-up would allow him to devote more time to his park operation at Carolina Beach, N. C. He has 11 rides at the shore resort now and expects to add two more this summer.

About a half dozen mobile units will be retained for use with the new railroad organization, Buck said.

Federation to Study Fair Meet Conflict

CHICAGO, Dec. 6.—The Federation of State and Provincial Associations of Fairs this week took steps to eliminate overlapping of State fair convention dates by appointing a committee to make a study of the problem and seek a solution. The move took place at the organization's annual meeting here in the Hotel Sherman Monday (1).

Maurice Turner, president of the Texas Association of Fairs and Expositions, heads up the three-man group, which included Harry Kelley, secretary of the Michigan Association of Fairs and Win Eldridge, secretary of the Wisconsin Association of Fairs. Kelley will work with C. C. Hunter, secretary of the Illinois Association of Agricultural Fairs, to avoid conflict between their respective associations and Ohio.

Eldridge will attempt to coordinate the Wisconsin, Minnesota and Indiana meetings which fall on the same dates in January. All efforts will be slanted toward a solution by next winter.

The overlapping of these meetings has made it impossible for attraction bookers, carnival agents and other fair suppliers from attending all of the meetings they should in order to hold, much less shoot for new business. Hardest hit are the one-man booking offices.

Officers Re-Elected
All officers and executive committee members were re-elected at the organization's one-day confab here this week. Everett Erhart, Stafford, Kan., was re-named president; H. C. McClellan, Arlington, Neb., vice-president, and Joseph C. Bartlett, North Haven, Conn., secretary-treasurer. In addition to the officers, the executive committee includes Rollo Singleton, Jefferson City, Mo.; J. C. Huskinson, Tampa; and Clifford Coover, Shelby, Mont.

The business sessions of the group, which is part of the International Association of Fairs and Expositions, were presided over by President Erhart. Rollo Singleton addressed the fairmen on "Selling Your State Convention." H. C. McClellan spoke on "County Fair Operations" and advocated more effort in selling exhibit space as a means of increasing income. Secretary Bartlett filled in for William H. Clark of the Indiana association to discuss "State Association's Obligation to Their Membership," and Hunter wound up the program with a question panel titled "What's Your Problem."

Other fairmen representing various associations included Clarence Lester, V. Dale Martin, Charles Drewry, J. C. Huskinson, L. E. Watson, Don Thompson, Martin Zook, Carl Tyner, Pete Holand, Harry Frost, Albert E. Thompson, Walter Holt, Don Davis, Walter Jackson, Otice A. Green, Robert (Bob) Finke, H. S. Williams, Sam Foster, Russell Pettit, A. E. Snider, Frank Mitchell, Virgil Miller, L. E. Jones, J. Dan Baldwin, Harry B. Kelley, Win Eldridge and J. M. Dean.

Kochman Inks Capt. Frakes

CHICAGO, Dec. 6.—A new thrill presentation, designed and presented by Captain Frakes, has been added to the Jack Kochman Hell Drive's program for 1953, owner Jack Kochman reported here this week.

The stunt, as yet unnamed, will have Frakes piloting a rocket-type apparatus which will be launched with suitable detonations and land in a mock-up house which will then explode.

Describing the event as "brand new and completely different from anything yet presented by an auto thrill show," Kochman said that the stunt would be part of the regular performance. Frakes, it was said, has already tested the stunt on several occasions and so proved that it can be presented consistently and smoothly.

Kochman, Frakes and Art Hoard, announcer-manager for Kochman, said that they will take time to invent a suitable name for the stunt but that the billing would be decided upon prior to the staging of the first State fair meeting.

Truck Turns Over, Injures Rus Johnson

LITTLE ROCK, Dec. 6.—Russell Johnson, concession agent, suffered broken shoulders, spinal injuries and paralysis of the lower part of the body December 2 near Benton, Ark., when the truck in which he was riding skidded and overturned.

The accident occurred during a rainstorm. The truck was owned by Joe Blaine, former concessionaire who is now in the brokerage business in Little Rock. Johnson was taken to Veterans' Hospital, Hot Springs, but was transferred later to Little Rock Veterans' Hospital for treatment of his spinal injuries. Members of the Hot Springs Showmen's Club volunteered blood for replacement in the blood bank.

Nix Rumors Marks Show Is for Sale

CHICAGO, Dec. 6.—Allan Travers, general agent, reported here this week that rumors that the John H. Marks Shows would change hands before the start of the 1953 season were untrue.

Travers said that Owner John H. Marks had told him in the course of a lengthy phone conversation that he would continue to pilot the show thru next season. No sale was contemplated, he said, before the end of next season.

With a route reported virtually set, Marks prefers to put in at least another season on the road, Travers said. Mr. and Mrs. Marks are scheduled to take a lengthy vacation in South America.

Rockaways' Sets Christmas Toy Drive

NEW YORK, Dec. 6.—Used toys will be good for free rides at Rockaways' Playland, Queens, during the second and third weekends in December when the jump-spot launches a drive to help gather toys for distribution to needy children in time for Christmas.

A. Joseph Geist, Playland president, announced that toy collection boxes will be set up on the midway the week-ends of December 13-14 and December 20-21, and free admission tickets to rides exchanged for toys.

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Ride Makers Score Thumping Business At Chi Trade Show

Action for Suppliers Proves Light; Top Interest Centered in Kid Rides

By JIM McHUGH

CHICAGO, Dec. 6.—With few exceptions ride manufacturers reported excellent business at the Trade Show sponsored by the National Association of Amusement Parks, Pools & Beaches here this week. A number of builders reported the best results ever achieved at the show. The supply merchants, however, had a different story to tell. At best they acknowledged results equal to those achieved last year. Several reported a minimum of interest and buying in the concession lines and it was this lack of action that probably will hold the estimated gross sales below the \$5,000,000 postwar peak.

The show took on an entirely different complexion this year with coin-operated devices occupying a big percentage of the booth space (See separate story

in Coin Machine Section). The builders of the attendant controlled mechanisms were unperturbed by the invasion of the coin devices. They gained confidence as the show progressed from Sunday (30) thru Wednesday (3) and as interest and sales mounted for their multi-rider devices.

Principal buying interest was again centered in kiddie devices reflecting a continuing growth in moppet spot operations. The new devices in the multi-rider class were again designed with children in mind. There was, however, considerably more interest in major devices indicating, perhaps, the need for replacements or expansion in a direction that has been avoided in postwar years, both because of high costs and mounting interest in kiddie devices.

Business was reported better than last year by the Eyerley Aircraft Company. Bob Hamilton said that a number of potential sales were registered for the firm's standard devices. V. F. Hodges of the Hodge Amusement Company reported 15 potential sales for his hand propelled kiddie cars. H. P. Schmeck of the Philadelphia Toboggan Company said that business was a little better for his firm.

Bill de L'horbe of the National Amusement Device Company said that prospects for new construction were increasing while the interest in kiddie installations was continuing. R. D. Robertson of the Miniature Train Company, reported business good and indicated that his firm would exhaust its allocation of materials in filling orders for next season.

Leon Cassidy, of the Pretzel Manufacturing Company, said that business was about the same as last year when his firm scored record sales. Business was better than last year for the R. E. Chambers Company. John E. Mitchell reported. Ben Schiff reported the show the best yet for his firm. Interest was chiefly centered in his boat ride and new portable Merry-Go-Round.

A novel shooting gallery, Tessie the Tease, exhibited by Frank (Continued on page 78)

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Record Crowds
The audience, reported the best ever, was largely made up of the solid and conservative type operator, the exhibitors said. This undoubtedly accounted for the mounting interest in the major devices as well as the lack of action among the concession supplies.

Park operators, reflecting the wealth that goes with a generally good season, provided brisk buying action. Carnival operators were in the minority and cautious in their approach. Only a small percentage of the eastern clan, which has accounted for a big percentage of the sales made here in the past, were on hand.

S. B. Ramagosa, a first time exhibitor and prize winner with his Tonerville Trolley, a device which utilizes the Pretzel track and mechanical equipment, had the best story to tell. The Jersey shore operator said that he had signed up approximately 30 orders and had shook hands on some 40 more for a grand total of 70, perhaps the greatest number of sales ever achieved for any single device at the show.

Interest in Standards
The manufacturers of standard and time-tested equipment, who no longer expect multiple new locations to crop up annually, reported an upsurge in buying. They included Fred Markey of the Dodgem Corporation; Ray Lusse of Lusse Bros and the Eli Bridge Company. Lusse reported business much better than he had anticipated. Markey said that action began early on Sunday and continued thruout the show at the Hotel Sherman.

Other new devices which evoked considerable interest were Norman Bartlett's new Rodco ride which was tested at Palisades (N. J.) Amusement Park and a new miniature tractor with trailer attached which was exhibited by the Standard Manufacturing and Sales Company. Bartlett reported 15 sales which, he said, would account for his entire planned production.

Morgan C. Hughes, exhibiting a miniature speedway car of foreign make, reported the sale of 10 units to Idora Park, Youngstown, O., & to Seaside Heights, N. J. and several others to Playland, Rye, N. Y. as well as a number of potential sales.

New Hot Rod
A new gas propelled, driver-controlled hot rod was exhibited by the Electronic Amusement Corporation. Designed to operate on any solid surface, the unit has been tested at Willow Point, Rochester, N. Y.

The Allan Herschell Company, the nation's largest manufacturer of riding devices, reported a slight edge in sales over last year. The outlook for the coming season was reported good and a continuing interest in kiddie devices was said to indicate the growth of moppet spots.

The Arrow Developing Company, exhibiting at the show for the first time, reported good results. Its activity in the past has been confined to the West Coast and it is now seeking to expand thru the Midwest.

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	5,025,000

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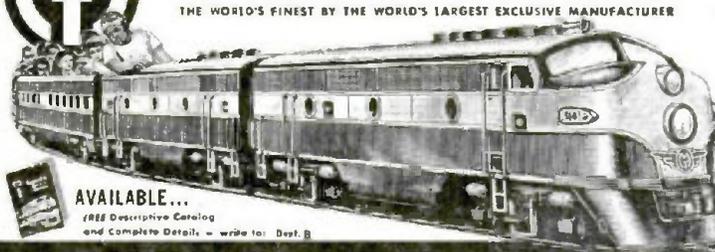
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CHI CONFAB NOTES

Canada Representation Big; Honeymooner Wins Car Award

CHICAGO, Dec. 9.—A thumping Canadian representation—probably the largest in history—marked the outdoor conventions here this week.

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

In from the Exposition Provinciale, Quebec, were Mr. and Mrs. Emery Boucher, Mr. and Mrs. J. Puchol, H. Gagon and A. Ray. The Pacific National Exhibition, Vancouver, was repped by B. Williams.

Delegates from Western Canadian A Fairs included Maurice Harnett, Calgary Stampede; J. Paul, Edmonton; T. H. McLeod and H. Coles, Regina, and S. McEachern and Dr. F. G. Salisbury, Saskatoon.

Western Fair, London, Ont., was represented by W. D. Jackson, J. A. Anderson and T. O. Robinson, with H. E. McElroy and D. Dodson on hand for the Ottawa Exhibition. In from the Canadian Lakehead Exhibition, Fort Williams, Ont., were Mr. and Mrs. W. Walker.

Carnival people on hand included Mr. and Mrs. J. W. Conklin, Frank R. Conklin, Mr. and Mrs. Neil Webb, and Mr. and Mrs. J. C. Ray, all of the Conklin Shows; Mr. and Mrs. J. P. Sullivan, Phil Cronin, Pat Marco, Sandy Mc Kague and Ken Rifkin, all of the Wallace Bros. Shows; Mr. and Mrs. Tom Green and Howard Cleaver, all of the Green Shows; Mr. and Mrs. E. J. Casey of the Casey Shows; Herb Payne, Von Horton Shows; Joseph E. Harris of the Model Shows of Canada, and A. Gilboe Sr., A. Gilboe Jr., and W. Fielding, all of the Motor City Shows.

Boyd Re-Elected

Glen B. Boyd, secretary of the Ozark Empire Fair, Springfield, Mo., was re-elected president of the Middle West Fair Circuit for the sixth time at the circuit's annual meeting Monday (1). Every fair in the circuit was represented at the session. The Kansas City meeting tentatively

was set for late February, with Boyd empowered to fix the exact dates.

J. Mandrick, concessionaire with the Royal American Shows, will celebrate this week. First, he was off on his honeymoon, and second, he was the winner of the Showmen's League of America Chrysler award. RAS execs tried to contact him and tell him of the car award but he already had left his Buffalo home on his wedding trip.

Bill Preston, former manager of the Missouri State Fair, Sedalia, and now manager of the American Royal Livestock Show, Kansas City, was much in evidence, trying to line up new attractions and features for the American Royal and also for Riverside Stadium, Kansas City, which he also manages. Elwood Hughes arrived from Toronto fresh from a testimonial dinner tossed in his honor for his many years as general manager of the Canadian National Exhibition. Highlight of the testimonial was the presentation to him of a painting.

Personnel Changes

Noble Fairly, in recent years with the Amusement Company of America, closed to join the 20th Century Shows as managerial aid. Art Signor, formerly with William T. Collins Shows, also is shifting to the 20th Century, where he will serve as lot superintendent. Slim Wells moves over to the Collins show as managerial aid to Billy Collins.

The recent marriage of C. J. Sedlmayr Jr., son of Mr. and Mrs. Carl Sedlmayr of the Royal American clan, and Egle Zacchini, daughter of Mr. and Mrs. Edmundo Zacchini, was announced on the eve of the convention's opening. Groom is the No. 2 man on the Royal American and the bride is well known as the gal fixed from a cannon.

Dolly young, of the Royal Crown Shows, and Bob Parker celebrated their birthdays at a joint party. Others who observed birthdays during the convention were Verna Winkley, Pat Purcell and Al Sweeney, all three of whom are prominently identified with auto racing. Purcell inford that he and his wife, Agnes, are supervising the construction of a new home in Daytona, Fla.

Crash Chi Papers

Al Sweeney and Nat Green teamed up to get in some good publicity flicks for the various outdoor groups. They scored heavily in Chi dailies and also arranged for some radio and TV shows that presented delegates to the various meetings. Nat Rodgers, who was accompanied by Mrs. Rodgers, revealed that he had closed to have war shows out with the Royal American Shows, the James E. Strates Shows and the Amusement Company of America in '53.

Maurice Jencks, veteran manager of the Topoka (Kan.) Fair, made the convention in a wheel chair. "I really don't need it to get around, but I figured, it would be less tiring." Jencks, now recuperating from recent illness, explained. Harry E. Malloure, secretary of the American Legion Fair at Caruthersville, Mo., forecast that once Harry S. Truman steps out of the White House he again will become an annual visitor to the Caruthersville annual. Malloure served in World War I with Truman.

Jake Isaacson, head man for Ak-Sar-Ben, Omaha, huddled during the convention with Arthur Wirtz, stadium and ice show biggie, regarding the ice show that will play the Omaha building. Bill Horstman, who handles some of Wirtz's circus interests was in almost daily attendance.

Kline to Orient
Virginia Kline, much-traveled outdoor gal, was thrilled by her up-coming trip to Japan and the Philippines. She plans to leave in January for Yokohama, Japan, where she will spend a month with her good friend Edna Stacy, whose husband, George, is stationed there with the U. S. Army. Virginia will then head

for Manila where she will renew acquaintances with Mrs. Howard Loomis, the former Rosemary Loomis, niece of Doc and Clara Zeigler, of the Siskiyou Shows.

E. P. (Ned) Green, manager of the California State Fair, Sacramento, and Mrs. Green, made a stop-over at the fair meetings between trains en route to Detroit for a much-needed vacation. Ned is still recuperating from a severe case of the mumps.

Carl Tyner, manager of the Indiana State Fair was awarded the trophy of the Breeder's Gazette as the fair manager who did the best job of building up its livestock department during the past year. Sam Guard, veteran editor of the magazine was on hand to do the honors.

Gets Water Show

R. C. McCallum, former mayor of Toronto, and now manager of the Canadian National Exhibition there, announced here that the big expo will be the site of the World's Water Ski Federation next year. The event, to be held during the expo's two-week run, normally draws contestants from all over the world.

Gov. Dan Thornton of Colorado, who takes an active part in the Colorado State Fair, Pueblo, and who himself is a raiser of prize livestock, was honored by being appointed a member of the board of directors of the International Livestock Exposition.

Mississippi fairs were well represented at the convention by the five finalists in the State's Forestry Queen contest. Brought to Chicago by the Illinois Central Railroad, the fivesome were treated to the International Live-

SEASON'S GREETINGS

To Wheel Owners, Prospective Owners and Ride Operators all over the world. We sincerely wish you a Happy Holiday Season with Family and Friends.

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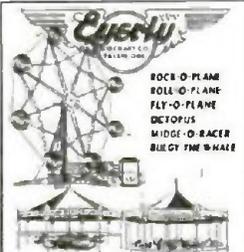


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FREED REPORTS ON SURVEY

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

CHICAGO, Dec. 8.—From 3 to 10 per cent of the gross is spent on advertising by the average park and about 80 per cent of the ad budget goes to newspapers, according to Robert Freed of Lagoon Park, Salt Lake City.

He spoke at the convention of the National Association of Amusement Parks, Pools and Beaches here, reporting on a survey he made of 100 parks. Others who spoke on advertising and press relations were William J. Tarr of Conneaut Lake, Pa.; Tom Cutting of Santa Cruz, Calif.; and Richard F. Shappell of the Flint (Mich.) Journal.

George A. Hamid, new president of NAAPPB, announced that in the future he would present an annual award to the park displaying the most outstanding newspaper advertisement. His announcement came after Freed had suggested that such an award might be established.

Tarr said 99 per cent of Conneaut's advertising budget goes to 20 newspapers in a 130-mile radius. He said this followed a decision of 1947 to skip other media because of Conneaut's location. The 1 per cent goes to a radio station on a reciprocal arrangement.

Prefers Big Ads

The manager of the Santa Cruz pool said his firm prefers to use large ads infrequently rather than regular small ones. Five per cent of Santa Cruz's ad budget goes

to radio. Santa Cruz has dropped use of a bathing beauty's picture for family trade.

Shappell said that from his experience as amusement editor it appeared that more time was spent on preparing ad copy than on readying publicity matter. He suggested parkmen establish close liaison with their local newspapers, that they consider the possibilities of park stories with a society or sports angle for use in those departments of papers, and that they keep each

promotion story alive as long as possible by developing follow-up ideas.

He stressed the importance of working out details of plans in advance of each promotion and then following them thru exactly. Truthfulness, accuracy and promptness are vital to publicity stories, he said. And he warned that the park must develop its own promotion ideas, that they should not count on the newspaper to carry the ball for the park.

HAMID ELECTED PARKS PRESIDENT

Huedepohl Retained; Norton, Gurtler, MacNichol Selected

CHICAGO, Dec. 8.—George A. Hamid Sr. was elected president of the National Association of Amusement Parks, Pools and Beaches at a directors' meeting Tuesday (2). He succeeds Edward J. Carroll, of Riverside Park, Agawam, Mass.

Julian H. Norton, of Lake Compounce, Bristol, Conn., was named first vice-president and social chairman. Arnold B. (Bud) Gurtler Jr. was elected second vice-president and program chairman. Col. Allan E. MacNichol

directors are Joseph Malec of Peony Park, Omaha; William Muar of Roseland Park, Canandaigua, N. Y.; John L. Coleman of Riverside Park, Indianapolis; Don Dazey of LeSourdsville Lake, Middletown, O.; Irving Rosenthal, Palisades Park, Palisades, N. J.; and George Whitney of Playland-at-the-Beach, San Francisco.

Robert A. Guenther of Olympic Park, Irvington, N. J., was elected to one-year term to fill a vacancy left by the late Louis W. Jenkins Jr., of Santa Cruz, Calif.

Elitch's Blends Kiddieland With City Activities

CHICAGO, Dec. 8.—How Elitch's Gardens fits its Kiddieland operation into city activities was described at the NAAPPB convention this week by J. M. Gurtler.

The spot's fire truck is used frequently, even during off-season periods, in connection with Boy Scout, Community Chest and other community activities, he said. A kiddie-size street layout is equipped with traffic signs and other devices and is used to train children in safety rules at the park.

When a famous race driver was in town, he was photographed in the Elitch's Kiddie Racer ride, and an airline hostess and pilot were photographed beside the Airplane ride, Gurtler said.

"What will a nickel buy?" has become a national joke, Gurtler stated, but it will buy a ride on any kiddie device at Elitch's. He said the spot believes it wins more per capita at this price than it would with a higher rate or strip ticket deals.

Arthur Fritz, Chicago Kiddieland pioneer, was scheduled to speak at the convention but was unable to take part.

Few Planning To Up Prices, Survey Shows

CHICAGO, Dec. 8.—William J. Tarr, of Lake View Park, Conneaut Lake, O., told members of the NAAPPB here this week that a survey of Eastern parks showed most operators did not plan to raise prices.

He said his spot was considering such a move, which would require approval of the Office of Price Stabilization. He said approval might be difficult to obtain since, in dealing in pennies, any increase represents a large percentage hike.

The survey he made showed 15 out of 26 parks did not plan to increase ride prices.



GEORGE A. HAMID

of Playland Park, Rye, N. Y., was elected third vice-president and membership chairman.

Hamid, owner of Steel Pier, Atlantic City and other amusement parks and resorts as well as enterprises in several additional amusement fields, was elected unanimously. Plans to introduce a second slate of officers were dropped prior to the directors' meeting.

Paul H. Huedepohl was re-elected secretary. It was reported that no change was made in the secretary's compensation. A. L. Filograsso was re-elected treasurer.

Six park executives named to three-year terms on the board of

Speakers Tell About Fronts, New Products

CHICAGO, Dec. 8.—John C. Ray of Toronto told park men here this week that, as a designer of show fronts, he doesn't look upon "ringerbread" fronts as something from the "good old days."

Instead, he advised use of modernistic fronts and illustrated the use of straight and curved lines, geometric forms and various colors in creating proper effects for show fronts.

M. A. Warren of the Koppers Company, Pittsburgh, pointed out that pressure treatment of wood with preservatives would increase the material's life by 300 or 400 per cent.

J. W. Thomas, of the Dow Corning Company, Chicago, discussed silicones as insulation, lubricants and gaskets. He said the products were particularly good for use under high temperatures.

Park Men See TV As Weak Attraction

CHICAGO, Dec. 8.—Consensus of Parkmen voicing opinions at the NAAPPB convention here this week was that television was an excellent medium for advertising but that it had no place as an attraction at a fun zone.

Edward L. Schott, of Coney Island, Cincinnati, said TV is here to stay but that parkmen need not be fearful of it as a competitor because the medium cannot give the sense of participation that parks can provide for customers.

Robert Guenther of Olympic Park, Irvington, N. J., said that his spot's experiment with seven television receivers was a failure. It was tied in with a television retailer, who made few sales traceable to the park. At the funspot, the TV sets did not attract people, Guenther said. One of the two largest crowds it pulled was for a major boxing match, and the other was on July 4, he said, when people came in to get out of the rain.

As an advertising medium, parkmen agreed TV was effective, and they said parks were a natural for TV. Schott pointed out that park equipment lends itself to films in spot announcements.

Bill Schmidt of Riverview Park, Chicago, reported that the National Broadcasting Company had come to Riverview, where they interviewed youngsters at the kiddie rides, to create a sustaining program last summer.

George A. Hamid, of New York, reported that he expects to open a television station at Atlantic City on December 20 but that talent for small-town TV stations is "even more difficult to get than sponsors." He suggested that parkmen be alert to chances to get their funspots telecast or to get TV programs for origination in the parks.

Arnold B. Gurtler Jr. said that Elitch's Gardens, Denver, and Bob Hope were associated in an application for a Denver TV outlet. If they are awarded the channel, he said, the studio would be built at Elitch's.

John L. Coleman of Riverside Park, Indianapolis, said his spot had not yet used television advertising but that this medium was being tested with ads for good weather riding. If TV ads produce new business for the

Park Association Maps Battle Against 20% Federal Tax

Resolution Calls for Removal of Levy on Admissions to 50 Cents

CHICAGO, Dec. 8.—The stage was set at the National Association of Amusement Parks, Pools and Beaches convention this week for a powerhouse campaign to get the 20 per cent federal excise tax on admissions changed.

A resolution called for elimination of the tax or admissions of 50 cents or less and for the formation of a plan to eliminate the tax on admissions to commercially operated swimming pools and beaches.

Admission tax now is collectable in most cases on tickets costing 10 cents or more. The tax is levied on commercial pool admissions but not on tickets to municipally operated pools.

The resolution called upon the NAAPPB president, executive committee and legislative committee to present the organization's case to Congressional committees. Outgoing President Edward J. Carroll in general sessions and board meetings urged the maximum speed in getting the program underway and called for participation by all members.

Election of George A. Hamid, New York, was seen, in part, as a major phase of the tax

adjustment campaign. Upon election he announced that legislative committee members would be appointed at once, and he named Harry J. Batt, of Pontchartrain Beach, New Orleans, as chairman of the group.

Batt urged all members to contact congressmen at their homes prior to the convening of congress in January in order to discuss the tax problems with them.

It was Batt, then NAAPPB president, who led a campaign for elimination of the tax three years ago. That effort was believed to be headed for success until outbreak of the Korean war killed all tax reduction plans.

Henry C. Bowen, 1952 legislative chairman, reported on recent federal revenue developments and movements to cut excise taxes. He said the motion picture industry representatives were seeking a tax change, also. Bowen believes that the change in federal administrations is not likely to bring about major changes soon because budget legislation is getting the most attention.

He pointed out that more steel for amusement construction was scheduled to be available after January 1 and that price ceiling laws may expire on April 30. If they are not allowed to expire, he said, the NAAPPB should work toward their repeal.

A motion from the convention floor to amend the directors' resolution by including coin-operated machines among those items on which taxes should be lowered was defeated.

Directors decided against retaining a representative in Washington. The move was proposed but the board decided equally effective results could be obtained by direct contact by NAAPPB members with their own congressmen. Previously, the park association had a Washington representative, but that was discontinued a year ago.

Park Membership Increases in 1952

CHICAGO, Dec. 8.—Membership in the National Association of Amusement Parks, Pools and Beaches increased from 432 to 441 during the past year, it was reported by R. M. Spangler, membership chairman. He said that an additional eight or 10 members were added during convention week, bringing the total to about 450.

NAAPPB Members Reply To Charges By Geist

CHICAGO, Dec. 8.—Disagreement between Richard Geist of Rockaway's Playland, New York, and the National Association of Amusement Parks, Pools and Beaches broke out again on the NAAPPB convention floor in the Hotel Sherman here.

Geist repeated criticisms voiced last summer, when he charged NAAPPB did nothing about federal price controls and excise taxes on park operations. He also charged some actions had been "railroaded" thru NAAPPB, but he did not identify them. He suggested that some definite step, such as a test case in court, be instituted by NAAPPB against the federal regulations.

His charges brought argument from President Edward J. Carroll and several other members of NAAPPB.

Dr. H. Firestone, of Flint, Mich., declared NAAPPB was alert to tax situations, and he cited a resolution passed by the board earlier. He recalled that the excise tax would have been removed, thru NAAPPB urging, if the Korean war had not started.

Carroll told Geist that so far as taxes and federal regulations are concerned, the NAAPPB membership is fully united. He also cited favorable rulings on tax laws and changes in the Johnson Act as accomplishments of NAAPPB.

Brady McSwigan, of Kenwood Park, Pittsburgh, told Geist he hoped "to send him back home" with information which would "prevent the unfavorable publicity of last summer." Then he recalled that in 1919 the park group got a tax knocked off of tickets when motion pictures were unable to do so. Later the association succeeded in a similar move and that in 1950 the association took part in action which took the tax off of free tickets and reduced it on bargain-priced tickets.

Carroll said that Geist's statements from the floor illustrated democracy in the organization, and he stated that if evidence of any "railroading" turned up, "it will be let not go, who will release it to the press."

PROMOTION REPORT

Stevenson's Shoe To Flying Saucers

CHICAGO, Dec. 6.—Park promotions described in the National Association of Amusement Parks, Pools and Beaches convention here this week ranged from flying saucers to the hole in Gov. Adlai Stevenson's shoe.

The giveaway of a furnished house by West View Park, Pittsburgh, and the Pittsburgh gas company was described by John A. Lammert of the public utility.

Tom Spackman, of Indiana Beach, Monticello, Ind., told how he moved into the flying saucer news. He worked with the Chamber of Commerce to announce that up to then all flying saucers had been chased, thus showing an unfriendly attitude.

Famous Photo

Dr. L. H. Firestone, Flint Park, Mich., mentioned briefly that the widely publicized news photo showing a hole in Governor Stevenson's shoe during the presidential campaign was taken at his spot.

Firestone went into detail on the promotion of a flagpole sitter.

AREA Re-Elects Russell Jones At Annual Meet

CHICAGO, Dec. 6.—Officers of the American Recreational Equipment Association were re-elected for another term at the group's annual banquet session here Monday (1).

Russell G. Jones, of the William B. Berry Company, Boston, president; B. H. Brockway, Concession Supply Company, Toledo, vice-president; Ben O. Roodhouse, Eli Bridge Company, Jacksonville, Ill., secretary, and Fred L. Markey, Dodgem Corporation, Exeter, N. H., treasurer.

C. B. Trumbach, Perry Manufacturing Company, New York; William Rabkin, International Mutoscope Corp., Long Island, N. Y., and Arthur Sellner, Sellner Manufacturing Company, Fairbault, Minn., were named to the executive committee.

Forty-five persons attended the meeting, the first to be held on a Monday evening. While the turnout was nearly the same as a year ago, when it was on Sunday, it was believed that in time a Monday schedule would encourage larger attendance.

James B. Mangan, Mangan & Eckland, Chicago, spoke on salesmanship. He said that there were perfect sales but never a perfect purchase. Most sales were made or lost by a narrow margin, he said, and a salesman was more likely to turn the trick if he answers a prospect's question before the question is completed.

Edward J. Carroll, outgoing president of the National Association of Amusement Parks, Pools and Beaches, and Paul Huedepohl, secretary of NAAPPB, also spoke.

He said persons telephoning the sister kept eight phone operators busy and the telephone company asked him to stop publishing the phone number. Thereafter, the sister originated the calls and anyone answering a call with the words, "Flint Park," received a cash prize. The promotion generated much publicity including an editorial in the local newspaper, Firestone said.

John Dineen, of Hampton Beach, N. H., pointed out that the recent political campaign was launched at his funspot, with Richard Nixon, now vice-president-elect, speaking there and netting national publicity for the park. They had attempted to arrange a speech by General Eisenhower, but he planned to open his part of the campaign later. Dineen recalled that a son of President Roosevelt opened a campaign at the park several years ago.

Panel Debates Concessions Vs. Self-Operation

CHICAGO, Dec. 6.—Whether concessions should be operated by park management or leased to others was discussed at the NAAPPB convention here this week by a panel under the direction of Lawrence Stone, Paragon Park, Nantasket Beach, Mass.

Russell Jones, of the William S. Berry Company, Boston, said parks have superintendents for all other departments, and argued for similar supervision of park-operated concessions. Operation in food and drink concessions takes no more special knowledge or skill than operating rides, he contended. And he said that most concessionaires would not be so interested in the work as the park owners.

J. F. Gorski, of the Charles E. Hires Company, Philadelphia, said a survey he made showed parks which leased food concessions to others were generally satisfied with the returns and with their control over the concession operations.

Rides Discussed

Owner operation of park rides, according to Fred W. Pearce Jr., of Walled Lake Park, Detroit, means better control over safety and prices. He pointed out that the price problem is reduced and that when a park makes a picnic contract it can be sure of its ride operation if it operates those rides itself. There is less complication, too, he said, about bargain prices and about "selling" the park for a day. Remodeling of one part of the park can be carried out without objection from concessionaires in another part, he added. Another point was that some concessionaires might not open a ride on a rainy Monday, giving the park a poor appearance.

J. W. (Patty) Conklin of Toronto, operator of rides at several locations, defended the leasing out of rides. He said that the price of rides made it impossible for a park owner to replace a poor one quickly, while a concessionaire can switch that model to other places. A concessionaire can maintain novelty by switching his rides among several locations, he stated. Conklin also pointed out that a concessionaire with numerous rides could find and keep competent maintenance men.

Wilson Line to Continue Operation

PHILADELPHIA, Dec. 6.—Altho its directors have voted to liquidate the present Wilson Line as such, the river excursion line, which provides the major means of transportation to Riverway Park, Pennsgrove, N. J., will continue to operate, it was announced by George B. Junkin, president.

SUMMER CONFAB AT LONG BEACH

CHICAGO, Dec. 6.—A 1953 summer session of the National Association of Amusement Parks, Pools and Beaches will be held in August at Long Beach, Calif. George Hamid, president of NAAPPB, announced the group had been invited by Mason Kight, president of the Long Beach Amusement Company, operator of Nu-Pike and Virginia Park in Long Beach. L. P. (Pat) Murphy is general manager of the company. The 1952 summer session was at Elitch's Gardens and Lakeside Park, Denver.

Uruguay Plans Funspot, Expo; Seeks Builder

WASHINGTON, Dec. 6.—An American firm experienced in construction of amusement parks is being sought to build a "large scale" park in Montevideo, Uruguay, by the Uruguayan Ministry of Industry, which promises the builder a 15 or 20 concession to operate the park. The request was relayed by the U. S. Department of Commerce.

Construction plans are said to include temporary and permanent exhibition buildings, a covered stadium, an auditorium and planetarium. Land will be made available by the city for a national industrial exposition tentatively scheduled for late 1953.

Exhibit, Firestone Win Park Citations

CHICAGO, Dec. 6.—Exhibit Supply Company, Chicago, won two awards for its exhibit at the National Association of Amusement Parks, Pools and Beaches trade show and Dr. L. H. Firestone of Flint, Mich., for a second time won the NAAPPB award for park promotion.

The citations were among many presented by NAAPPB during its convention. Exhibit Supply won the John R. Davies Award for the most meritorious exhibit and the Fred W. Pearce Award for the most meritorious exhibit of games or arcade equipment. Cole Products Company, Chicago, received the Charles S. Wilson Award for the most meritorious exhibit of supplies or equipment. Carl & Ramagos, Inc., Wildwood, N. J., took the D. S. Humphries Award for the most meritorious exhibit of a new ride device.

Honorable mentions included the Davies Award, Allan Herschell Company and Animated Display Creators, Inc.; the Wilson Award, International Harvester and Blevins Pupcorn Company; Humphries Award, Standard Manufacturing Company and Norman Bartlett, and the Pearce Award, Hippodrome Amusement Devices, Inc., and International Mutoscope Company. Julian H. Norton, of Lake Compounce, Bristol, Conn., was awards committee chairman.

Firestone Gets Award
Firestone, of Flint Park, received the Harry J. Batt Service Award for his description of a flag-pole sitting promotion at his funspot. Previously, he won it for a promotion centering on a visit to the park by President Truman.

The N. S. Alexander Award for the best program appearance went to Lawrence Stone, of Paragon Park, Nantasket Beach, Mass., and his panel for their discussion of whether concessions should be leased out.

Arnold Gurtler, Elitch's Gardens, Denver, won two citations. One was the Andrew McSwigan Award for meritorious service to the industry, presented to Gurtler for the summer session he staged at Denver. The other was a special plaque awarded to him and his sons for the summer session.

RECORD CROWD

514 Attend Annual Park Men's Banquet

CHICAGO, Dec. 6.—A record 514 operators and friends attended the annual banquet of the National Association of Amusement Parks, Pools and Beaches held in the grand ballroom of the Hotel Sherman here Tuesday night (2).

As a customary, the emphasis was on fun and social endeavors. Business topics and speeches were followed by an excellent show staged by the General Artists Corporation and dancing. Jack Singhiser was chairman of the affair.

George A. Hamid, new NAAPPB president, introduced

MacNichol Reports On Publication Of Mangels Book

CHICAGO, Dec. 6.—W. F. Mangels' "History of Outdoor Show Business" has been published and was placed on sale at the NAAPPB convention here this week.

Allan E. MacNichol of New York, chairman of the museum committee, reported on work during the past year to produce the volume and was given a vote of thanks. MacNichol's daughter, an editor for Columbia Press, assisted him in final preparation of the manuscript.

Royalties from the book will go to the NAAPPB, it was reported.

his fellow officers. They are Julian Norton, first vice-president; Arnold Gurtler, second vice-president; Col. Allan Mac-Nicol, third vice-president and Paul Huedepohl, secretary.

Hamid also introduced a number of visiting fair execs, including Elwood A. Hughes, former general manager of the Canadian National Exhibition and his successor, Hiram McCallum; Jack Reynolds, manager of the Eastern States Exposition, Springfield, Mass., and Walter Jackson, London, Ont.

It was announced that Mason Kight of Long Beach Pike Amusement Company, Long Beach, Calif., had invited the group to hold its summer meeting at his resort.

The show included Billy Grant, emcee; Dannie and Cameron; Phil and Bonnie Bonta, the Jeffreys, Virginia Sellers, Eddie Burnett and Yvonne, the Chords and the Barons.

SKC BALL

Reg. U. S. Pat. Off.
America's Favorite Skill Game for PARKS - RESORTS & ARCADES
PLANS—CARS—EQUIPMENT for COASTERS—MILL CHUTES
New STUNTS for your DARK RIDE & FUN HOUSE
PHILADELPHIA TOBoggAN CO.
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Amusement Devices Since 1904

ATTRACTIONS WANTED

High-class Kiddy Rides and Merry-Go-Round for county-owned park.
SEASON MAY 15-SEPT. 4
What have you? Write EDWARD H. MAYER
1153 Washington Ave.
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FOR SALE OR TRADE

2-Car Tilt-a-Whip, purchased new 1951, used in park, ride is like new, 1 Allan Herschell Loader, 30' dia, 20 HP electric motor, purchased 1950, in very good condition. Both park-type rides are absolutely clean.
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GOLF-IN-A-PACKAGE

A new Holmes Cook creation for 15,000 sq. ft. area. Low cost includes all pre-cut lumber for basic 18 holes, supervision, making out and leveling, water hole bridge, plans for future development. Look ahead, invest now.

HOLMES COOK MINIATURE GOLF CO.

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12'-16"-20"
With Solace Bars, Frogs, Switches, Bots and Ties for Kiddie-Car Railroad. Also Locomotives, Cars and Equipment for Sale.
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480 Lexington Ave., New York 17, N. Y.
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ARCADE BUILDING AVAILABLE

30x100 foot structure can be had on percentage or flat rental basis. No equipment included. Also have room for a few concessions, Hanky Panky only. Reliable parties only need apply.

R. M. SPANGLER
ROLLING GREEN PARK, SUNBURY, PA.

High Quality KIDDIE RIDES
ROTO WHIP—SPEED BOATS—PONY CARTS
CALLOPING HORSE CARROUSEL
Illustrated Circulars Free
W. F. MANGELS CO., Coney Island 24, N. Y.

Beatty Pitches to Fairs, Plans 5-Car Grandstand Unit

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

By TOM PARKINSON

CHICAGO, Dec. 6. — Clyde Beatty Circus this week made its pitch for fair dates and came off with a number of options, including one for the Canadian National Exhibition at Toronto.

Near the end of the outdoor conventions at the Hotel Sherman, Beatty representatives said the show definitely expected to play fairs, starting in mid-July and continuing thru September next season.

The circus is to open on the West Coast as in the past and play a regular under-canvas circus route for about 15 weeks. The

full 15 cars are to be carried for that period.

Present plans call for cutting to five cars for the fair route. The big top, seats and similar road equipment would be dropped. Train would include two stock cars and three flats, carrying horses, elephants, cages and some baggage wagons. Performances at fairs would be given in front of grandstands.

The proposed CNE date would call for afternoon circus performances and circus animals would be used in another show at night.

Flies to New York

Harry Golub and Archie Gayer represented Beatty in Chicago. Golub left by air Wednesday (3) for New York where he was to confer with a representative of

the Arena Managers' Association about the possibility of putting the Beatty show on a route of after the outdoor circus season.

It was reported that present plans call for the show's resuming its outdoor tour after the proposed fair season. It would again use 15 cars. Observers noted, however, that it might be difficult to reassemble department heads and staffers for an outdoor tour at that time.

The Beatty agents were working directly with fair boards and thru several agencies including Boyle Woolfolk and Ernie Young. It was reported. While numerous options were set with fairs in the Northwest and Middle West, no final contracts were known to have been signed. In some instances, final action was being delayed until full fair boards could act or until State fair association meetings were held.

Golub and Gayer were to return to Hollywood this week.

The fair package they were selling included Beatty's annual act, six elephants, a Liberty horse act, bareback act, and other circus acts. It was also reported that the program in 1953 would be framed with fairs in mind, including aerial and high acts.

The show was being offered at a flat daily price and in most cases it was expected the circus would play the full run of each fair.

Norwich, N. Y., Gets 10G Farm Group Building

NORWICH, N. Y., Dec. 6.—A new \$10,000 cattle barn structure is nearing completion at Chenango County Fairgrounds here. The cost does not include labor, which was donated.

Consisting of two units joined in the center, the structure measures 135 by 65 feet. The connecting link, 65 feet square is designed as a show ring. Fair organizers in the county assumed all of the costs.

The annual meeting and election of officers will be held this month. Officials will attend the annual meeting of the New York State Association of Agricultural Fairs in Albany in February.

Additional Events Seek Membership In Neb. Circuit

NORTH PLATTE, Neb., Dec. 6. — Three more Nebraska fairs have indicated interest in joining the South Central Fair Circuit, which was recently organized for more uniform bookings, according to H. B. Manners, secretary of the new loop.

Present members include the Keith County Fair, Ogallala; Lincoln County Fair, North Platte; Adams County Fair, Lexington; Buffalo County Fair, Kearney; Custer County Fair, Broken Bow; Red Willow County Fair, McCook; Gosper County Fair, Elwood; Kearney County Fair, Minden; Phelps County Fair, Holdrege, and the Adams County Fair, Hastings.

The organization will hold its first meeting at the Cornhusker Hotel, Lincoln, on January 19 at 2 p. m. Officers, in addition to Manners, include Monte Kliff, Lexington, who is president.

Mills Bull, GOP Mascot, May Make Inauguration

CHICAGO, Dec. 6.—Mills Bros. Circus expects to send an elephant, named to Washington January 20 for an appearance in the inaugural parade. The bull was named national mascot of the Republican party last September.

All but final arrangements have been completed. Co-Owner Jack Mills said here this week. He plans to charter a Pullman and baggage car for the junket, and will take along a party of reporters, show people and Republicans. Hugo Schmitt will handle the elephant on the trip.

Mills together with Fred Stafford, press man, and Harry Mills represented the show at the outdoor conventions here.

Ft. Worth Show Has Best Year

FORT WORTH, Dec. 6.—The 1952 Shrine Circus here was the most successful in the show's 10-year history, it was announced.

According to publicity chairman Walter L. Downing there were 72,172 paid admissions this year, compared to 63,655 paid admissions last year.

Paul Hamilton will be chairman of the show scheduled here next November, according to George I. Billingsley, this year's chairman.

MOST BIG ONES REPRESENTED

Show Executives, Acts Converge On Chicago for Annual Conclave

CHICAGO, Dec. 6.—Most major circuses were represented at the outdoor conclave at the Hotel Sherman this week, but the show business round-up included no formal circus sessions. Although many outfits had people on hand, consensus was that fewer circus people were present than in past years.

Mike Malko of the Flying Malko was among the acts at the hotel. The LaBlonde Troupe also was here. The two troupes open December 24 in Mexico City with Atayde Circus, which also will have Bill Buschbaum's horses, Nana Woolford, Mickey King and the St. Leon-Marcus Troupe.

F. Beverly Kelley, ahead of "Call Me Madams" Florez Galt and C. S. Primrose and Ora Parks, of King-Cristiani, were among the press agents circulating in the lobby. Dave Friedman, Paramount rep for "The Greatest Show on Earth," looked in before returning to the road for the picture. "I'll winter in Sarasota."

E. R. Gray, Evansville, Ind., circus producer, and his wife, Lucille, visited in Chicago. Several acts which had just closed an Evansville date also turned up. They included George Hanneford, who had hopped from Kansas City to Evansville in one day and Clown George LaSalle, who visited in the lobby with Edna Curtin, show producer, Berni Miller, just back from Orrin Davenport dates, was another clown in evidence all week. Jake (Clown Cop) Disch came down from Wisconsin for a day.

Edwards, Sims, Horstman Justus Edwards, Polack West-ern's press chief, caught the last of the festivities by rushing in from West Virginia, where the unit closed last week. He'll be in Chicago about three weeks, readying next year's material. Emmet Sims, recently with Barnes Bros. and King-Cristiani, attended the Showmen's League banquet with Mrs. Sims. Bill Horstman, exec of the Barnes-Cole combination, also attended the banquet, and Vernon L. McCreevy, of that organization, looked in on the week's activities.

The Mills Bros' Circus delegation, a regular at the annual conventions, this time included Mr. and Mrs. Jack Mills. Mr. and Mrs. Harry Mills and Fred Stafford. Mills conferred with Hans Lederer, booking agent, among others. M. D. (Doc) Howe, formerly with 101 Ranch and now with Fanchon and Marco, New York, was among those who made brief visits to the conclave.

Pete Siebrand of Siebrand's Circus & Carnival talked with several circus acts as well as fair and carnival people. Don Franklin, carnival owner, also was sounding out acts in connection with his plan to put out a circus next year. While the Franklin show probably would be with the carnival, there was talk of its being a unit on its own.

Dayton Shriners visit Nick Carter, Pers. Ind., circus veteran and concession operator at some indoor stands, was host to a delegation from the Dayton, O., Shrine. It included Leonard

REDS TAKE OVER BERLIN CIRCUS

BERLIN, Dec. 6.—According to Ernest Benz, manager of Circus Rent, which has been for some time the only privately operated circus in the Eastern Zone of Germany, was taken over by the Russian zone government last month. Benz succeeded in escaping in his car into the Western sector of Berlin, but was obliged to leave behind the circus big top and all equipment, as well as 42 horses, three lions, four monkeys and three bears. Circus Rent had a four-mast tent, 48 wagons and 114 people.

Packs Sets 4 Rodeo Dates; Bulls to Fairs

CHICAGO, Dec. 6.—The Tom Packs office of St. Louis, represented at the outdoor conventions here this week by Jack Leontini, booked dates for the Cisco Kid & Pancho rodeo and set the Tom Packs Elephant act with the Boyle Woolfolk Agency. Leontini said the rodeo was virtually set in four Eastern cities but that he could not yet announce the spots. Packs recently signed to book the rodeo.

The elephants, he said, will be booked at fairs by the Woolfolk office of Chicago. They closed a two-year engagement with Polack Bros' Circus this week. James and Jo Madison will work the act next season.

Flitton, Earl Crager and Gene Harelin Bill (Sy King) Atterbury, high act, rushed up from his New Orleans date to see the Chicago dogs.

Ed Widaman, elephants and dog act, talked with several show owners about future bookings. Lew Christensen reported the Aerial Christensons would play Kalamazoo, Mich., December 12-13 for J. C. Patterson. They just closed the Shreveport, La., Shrine date, where the Bakera also appeared.

Mr. and Mrs. Charley Webb, concessionaires, conferred with circus and carnival owners throughout the week. Harry Webb had a big time Christmas shopping. The Webbs were considering offers from several new outfits.

Ringling Represented

Ringling-Barnum's Chicago delegation was prominent, with Nat Green keeping busy at the Atwell Luncheon Club and F. A. (Babe) Boudinot, general agent, checking in regularly. Harry Atwell, permanent president of the luncheon club, was on hand. (Continued on page 67)

King-Cristiani to Add Girls, Horses, Wagons

CHICAGO, Dec. 6.—Additions to King Bros. & Cristiani Circus for 1953 will include a troupe of English girls booked thru Digger Pugh of London, a new Liberty act, more ponies and new parade equipment.

This became known during the outdoor conventions here this week. Floyd King, co-owner of the show; Arnold Maley, treasurer, and Ora Parks, general press rep, were on hand. King returned to Macon after a one-day stay, during which he signed C. S. Primrose as contracting press agent for 1953.

Meanwhile, Co-Owner Lucio Cristiani was in New Orleans to look over some horses and super-

Diano Shops; Calls Circus Plan Definite

CHICAGO, Dec. 6. — Tony Diano, Canton, O., contractor and animal owner, said here this week that his plan for putting a new truck circus on the road in 1953 were definite.

He was here Wednesday (3) to confer with paper houses, equipment builders and others at the outdoor conventions.

Diano said that as yet no building has started at his Canton quarters. But he said that negotiations were underway with several persons for various staff positions and departments.

At the same time, he was shopping for more animals and indicated he was interested in European acts. He already owns elephants, a rhino, giraffe and many other animals suitable for circus use.

He stated that he had not made final decisions on buying paper nor had he purchased trucks, tops or other equipment. In talks with showmen here, he inquired about various types of equipment and about personnel.

Route Shaping For Gainesville

GAINESVILLE, Tex., Dec. 6.—President F. E. Schmitz, of Gainesville Community Circus, has made a number of trips in recent weeks to book the show for next season. All dates for the 1953 season are expected to be set before the end of the year.

Gil G. Gray's circus is back in winter quarters at the fairgrounds after a number of acts participated in the Shrine Circus in Fort Worth.

Bob Stevens is also maintaining headquarters here for his Bailey Bros' Circus which is now being booked for 1953 grandstand dates.

Others wintering here include Mrs. and Mrs. Ed Wedeman and their animals, Clark's Bears; Gilbert (Mac) McDermott, who is breaking an animal act; the Dukes, Mickey King and others. Twenty-nine persons attended a supper given by Antoinette Concello Tent of CFA recently. Guests were Mr. and Mrs. Art Henry and Gilbert McDermott. The latter told his trip to Tokyo and Manila last spring with the E. K. Fernandez circus. Many Gainesville folks visited the Shrine Circus in Fort Worth.

Kortes Unit Opens At Havana's Coney

MIAMI BEACH, Dec. 6. — The Pete Kortes Circus Side Show, which recently closed an eight-month season playing parks and fairs, opened Friday (28) at the Coney Island Park in Havana. The show expects a stay of four months in Cuba, and will return to the States in March.

visite appearances there of the Cristiani elephants with the Tom Packs Circus. Five elephants from Wallace Bros' Circus were on King-Cristiani for the final weeks, while the King show's five-act made the indoor dates.

Charley Lucky, wagon builder who joined King-Cristiani at mid-season, is scheduled to start work soon on new parade equipment. In addition, the show is scouting out old parade vehicles with which to enlarge the march.

Booking of the Pugh troupe will make King-Cristiani the third show to use similar acts. Mills and Polack also have used them.

Kayda's West Ends Month's Trek in Miss.

LAUREL, Miss., Dec. 6.—Al Kayda reported this week that his "West Bros." Circus indoor outfit, closed a successful four-week trek here Thursday (20). Late matinees of kids drew heavily. Twenty performances were given during one week to handle crowds, he stated.

Kayda announced the show will resume operations after the holidays. Staff for the fall tour included Kayda, manager; Kay Kayda, secretary-treasurer; Scotty, props; Kermit Dait, organist; Frank DeRue and Red Moyer, concessions.

Performers were Marcus-St. Leon Troupe (10); Art and Marie Henry, Jimmy and Dolly Conner, Bernadette Scott, the Larabees, Jimmy O'Neil, Deedie Dawn and Irene Vermillion. The Ericksons, Bob Carter, the McDermott and the Galvesville elephant; Bill Bailey, Butch Kayda, Frankie Cain and Sophie and Wally.

Cirque Medrano, Cirque d'Hiver Score in Paris

PARIS, Dec. 6.—Both the Cirque Medrano and Cirque d'Hiver are this season presenting real circus fare at their indoor arenas. This is partly due to a big improvement in the vaude field in Paris, which enables the bookers to attract a better grade of acts to the city than was possible during the past two seasons.

Cirque Medrano bill, which opened on Tuesday (18), features the Zenganos, flying trapeze, and the dancing horses and dogs of Otto Schumann. Usim, with a group of Circus Schur, ann ponies, has been held over. Other good acts in the line-up are the Balcomb, Australian comedy ladder act; Maurice and May, comedy bike; Tay-Ru, equestrian; Borrellys, roller skaters; Alfred Smith, with Circus Knie's chimps; Mirel-dou and Company, magic; Four Richys, aero, and the Elwardos, tumblers.

The Bouglions, at the Cirque d'Hiver, are featuring the flying trapeze number of Pierre Alize, and the Medini troupe. The Medinis present a tumbling act, double as the Cavallinis in a clown number, and Italo (Medini) does a good juggling turn. Other good acts on the bill are Beino, light wire; Six Douglas, tumblers; Bario and Baro, clowns; Iso-Lyna, equestrian, on trapeze, and Rudi Leschorn, with Wilkie's clowns.

Gould Opens Holiday Shows

OTTAWA, Ill., Dec. 6.—The Jay Gould Circus left here Wednesday (26) to open Friday (28) at Marshall, Mo. The first of 18 Christmas season dates through Missouri. Second date was at Independence, November 29. The show returns to Ottawa December 20.

The show consists of a parade and free street circus, billed as Jay Gould's St. Nicholas Holiday Festival. Gould said that an attempt is being made this year to play down the commercial aspects of Christmas. Church groups in the cities to be visited will sponsor the show. Each performance will end with music by church choirs and bands. Ministers will have a part in the performance.

Bill Antes III At Evansville

EVANSVILLE, Wis., Dec. 6.—Bill Antes, Ringling press man in charge of radio and TV, was in serious condition this week following a second heart attack. He was in an oxygen tent at his home here.

Antes left the show shortly before the season closed and was in a hospital at Rochester, Minn., for some time before returning to his home here.

PHONEMEN

Contact Me Immediately for terrific deal. Phones in, pickups working. Right cities. Best spots. For Ed. Perkins, Bush phone 20. Best percentages.

WES THORNE ATWOOD 0654 ATLANTA, GA.

Frank Sotiro Dies in Macon

MACON, Ga., Dec. 6.—Frank Sotiro, Japanese-born circus acrobat, died here unexpectedly last week after a brief illness. He had been associated with Floyd King on various shows off and on since 1919. Funeral and burial services were in Macon.

Sotiro, 74, was born in Japan and came to this country with an acrobatic troupe when he was a small boy. He could not speak Japanese. In addition to being an acrobat and balancing artist he was a capable boss canvassman, front door superintendent and could serve in almost any business or technical capacity on a show.

He also was a popular local figure. During World War II he was recruited as a Japanese ally in the late Charles Sparks' retired show owner, and Paul M. Conaway, Macon attorney, vouching for him to federal authorities.

Sotiro was trouping with Campbell Bros.' two-car show when Floyd and Howard King purchased it from William (Elk Grass) Campbell at Enid, Okla., in 1919. Sotiro joined the Kings, who put out the show as the Great Sanger Circus, and remained for the next 12 years. He joined Charles Sparks' Downie Bros.' Circus in 1930 and stayed until 1938, when he joined Jimmy Heron's Robbins Bros.' Circus. He returned to the King show in 1940 and remained until this season when ill health caused his retirement.

Swift Current Elects Aberdeen

SWIFT CURRENT, Sask., Dec. 6.—K. G. Aberdeen was elected president of the Swift Current Agricultural Society at its annual meeting. Vice-presidents are J. B. Campbell, Mrs. L. M. Smith and T. W. Garland. M. E. Dodds is secretary-treasurer.

Plans are for an amalgamation of the Frontier Days organization and the Swift Current Agricultural Society, to be operated under one name and announced by Aberdeen. Both orgs have been working together to stage Swift Current's annual fair and rodeo.

Bookings Soar for 1953 Canada Fair

TORONTO, Dec. 6.—Space bookings for the 1953 Canadian International Trade Fair are five times ahead of those at this time last year, according to officials of the event. Of the 105,680 square feet of space in the fair, Canadian exhibitors have already taken 74,480 square feet and United Kingdom participants have signed for 26,280.

Bookings at this time last year were 20,320 square feet. Canadian goods dominate the bookings so far. The fair will run from June 1 to June 12.

Circus Folk at Chi Confab

Continued from page 66

daily and was accompanied by Mr. and Mrs. Walter Hohenadel, of the CFA. Fans John Havirland and Tom Carroll also attended and visited in the lobby.

Jack Leontini, Parks staffer, was busy booking the Cisco Kid Rodeo and the Tom Packs Elephants but also found time to talk circus with show owners and agents. Earl Shipley, AGVA outdoor representative, caught the convention shortly after entering the Shrine in Chicago. He's scheduled to re-open a Sarasota office later this month, and Mrs. Hattie Shipley will go to Florida with him. Harry and Esther Duncan were interested inspectors of the trade show exhibits, and also worked in chats with numerous show people Sunday.

Floyd King, co-owner of King-Cristiani, decided at the last minute to make the Chicago trip and was at the hotel for the first day. Then he returned to the Macon, Ga., winter quarters. Arnold Sholey, King treasurer, again was prominent in advance work for the Showmen's League banquet.

Diano, Naylor, Thomas Tony Diano, who's planning a new show, was another showman

Dressing Room Gossip

King Bros.-Cristiani

The closing day was Hawkinsville, Ga., for the small town with a tremendous drawing area. Schools again dismissed for the day. A fair matinee and a near turnaway at night. J. C. Rosenheim, late of Jimmy Sullivan's Wallace Bros., shows caught the night performance here.

Shortly after midnight in Hawkinsville the last convoy was en route to our winter quarters, Central City Park, Macon, Ga.

Destination of the personnel: Floyd and Vicki King and family to Macon; Lucio Cristiani left for New Orleans for a visit. He is due back in winter quarters shortly and will leave for South America. Oscar Cristiani and family have an apartment in Macon. Other members of the Cristiani family left for their homes in Sarasota, Fla. On closing day, Fred Canestrelli learned that his wife, Hortans, presented him with a 7-pound baby girl. Dave and Corky Budd left for Sarasota. Arnold and Esma Malley have an apartment in Macon for the winter. Harry Thomas and family plan a short rest in Macon before leaving for winter dates with Orin Davenport's show.

Scott Hall will go to Sarasota; Paul Hall, Boston; Ralph and Rose Clawson, Macon; Lee and Eva Hinkley, Umatilla, Fla., and Hugh Hart, Macon. Buddy Geiss and Eddy Doman to Lexington; Henry Paulson, Chicago; Phil Garkow, Tampa; Walter Peel, Bonnaville, S. C.; Leo Lewis, New York; Harry Shell, Farmington, Mo.; Charles Wofford, Knoxville; Phil Doty, St. Petersburg; Fred Yale, Broken Bow, Neb., and Charles Hunter, Bangor, Me. The Doll Family and Tom Hart, Sarasota; Christine Doto, St. Petersburg; Mr. and Mrs. Pete Pearce, Macon; Charley Roarke, Tampa; Carlos Lial, Atlanta; Eloise Berchard, Hamilton, O.; Margarita Fernandez, Havana; Betty Bancroft, St. Petersburg; Fred West, New Orleans.

Manuel Barragan, Mexico City; Barbara Fairchild, Galt, Ont.; Mike Lane, Philadelphia; Mr. and Mrs. Red "Ingler, Macon; Leona Teodora, Chicago; Lew Kish, winter dates; Don Powers, Macon; Nollie Tate and family, Chicago and Cleveland; Phil Enos, Macon; Mr. and Mrs. Keller Pressley, Macon; Tama Frank and family, Macon; The Carroll Troupe, Sarasota; Frank Dix, Macon; Mr. and Mrs. Davis Cristiani, Sarasota; Los Del Paus and the Hugo Accchini family, Sarasota; Jack and Ruby Landrus, Corpus Christi, Tex.; Brownie Gush, Macon; Banghoni, Sarasota; and Frank Scallion, New York City.

making a hurried trip. He attended on the final day and renewed acquaintances with many circus execs. Pat Purcell visited in circus circles as did Bill Naylor of Polack Bros., Tommy Thomas, and other circus veterans who recently have been with carnivals most of the time.

T. Dwight Pepple, Polack general agent, looked in at the hotel regularly and attended the Showmen's League banquet. He's to leave for the West Coast soon. George A. Hamid of Hamid-Morton Circus was at the convention for parks and fairs sessions.

There was much interest in Clyde Beatty's switch to the fair field. It was rumored once that Beatty was flying in, but he remained in California, where he's to make TV films this winter. Archie Gayer, one of Beatty's agents here, formerly had Ward Bros.' Circus on the road. He'll be with Beatty for the 1953 tour.

Al G. Kelly & Miller Bros.' Circus was represented by Richard O. Scatterday, national advertising rep. He dropped in at the hotel between calls on national advertising agencies here in connection with next year's plans on the Kelly-Miller show.

Everett Coriell has signed with Paramount Pictures to perform his slide for life in the production, "Here Comes the Circus." . . . Peggy Sylvester, of the Royale Bros. Circus, was called to Jacksonville, Fla., recently by the death of her mother, Mrs. G. B. Lane.

The Civitan Club, Bridgeport, Conn., last week presented at the Barnum Museum a life size statue of P. T. Barnum. The statue, which was designed by Marcus Hinkley, Milford, Conn., industrial designer, was used in the Civitan Club's participation in the Barnum Festival; parade of 1950. The gilded statue has a clay head and the body is papier-mache.

Jack and Ruby Landrus, midget clowns, who closed their second season with King-Cristiani Circus, will winter in their new home, Corpus Christi, Tex. . . . Art Fisher gives the following winter locations for members of the Ringling-Barnum advance crews: John Brassell, Los Angeles; Clyde Carleton, Coffeyville, Kan.; George Cobert, Los Angeles; Eddie Jackson, Bacon, O.; Sam Clauson, Los Angeles; Edward Christman, Memphis; Larry Latenson and Paul Campion, Tampa; James Reynolds, Adrian, Mich.; Ralph Levy, Lincoln, Neb.; Charles Turner, St. Louis; Ed Long, Battleboro, Mass.; Buck Billings, Birmingham; Jim Gephart, Peru, Ind.; LaRue Dietz, New York; Tom Brassell, Sacramento, Calif.; Mickey Boyd, Fort Wayne, Ind.; and Harold Young, Kansas City, Mo.

Guy Smuehl, big show ticket seller on Campbell Bros.' Circus, visited The Billboard's Cincinnati office last week. He said that when Capell closed, he joined King-Cristiani Circus for remainder of the season. He'll winter in Hot Springs.

Polack Western

Our closing engagement of the season was a big date in Charleston, W. Va. Dennis Stevens celebrated his birthday. Harold and Mildred Ward bought a new house trailer.

Norbert and Arden Kreisch have a new panel truck painted canary yellow. The Sherman brothers were the first to spring with fresh paint jobs on their trunks. Mayme Ward visited for several weeks.

With the close of the season everyone is planning winter destinations. These include: The Wallenda troupe, Joe Lemke, Harold and Mildred Ward, Walter Long, Rene and Madeleine Geraldo, Jack and Martha Joyce, and Bob, Ann and Lasey Porter, all to Sarasota, Fla. Mary Tohmin, Curly and Babe Wisezener, Jim and Madge Blue, and Barbetta, Francis and Mike Brun, New York.

Chester and Joe Sherman, Dennis Stevens, Cincinnati; Rusty Benson, Peoria; Lawrence Cross, Des Moines; Harry Dann, St. Louis; Harold Gaultier and Alma Michaels, London; Arno and Felix Myron, Toronto, Gwen and Bee Carsey, Beauty Winks, San Antonio, Fla. and Wally Newburg, Boston; Rex and Kitty Rostrom, Kewanee, Ill.

George and Opal Paige, Sacramento; Fred and Jean Merkle, Hot Springs, the Theron troupe, Michigan City, Ind.; Eddie and Doty Ward and family, Catskill, N. Y.; Arthur Springer, Los Angeles; the Ibarra brothers, Mexico City; Bob Gibson, Atlanta; Peggy and Mac McCann, Thousand Oaks; Gus and Betty Bell and family, Dallas; Al and Judy Spiller, Tampon Springs, Fla.; Barney (Soldier) Longsdorf, Charlestown, W. Va. Bobo Barnett claims the only place he is going is to pieces.—HARRY DANN.

Jokesters Publish Royale Route Card

ELECTRA, Tex., Dec. 6.—It looks like clown alley is putting out the route cards for Royale Bros. Circus. The first route card is "Number 89"; the second is "Number 59 1/2". Permanent address is said to be the Webb Hotel lobby, Hugo, Okla., winter gathering place for showfolks in that vicinity.

Under the Marquee

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ATTENTION ACTS

Am now contracting for Feature Acts for my 1953 Fairs and Celebrations

ERNIE YOUNG

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WHAT THEY SAY ABOUT THE "MAN FROM MARS" ACT

HADI TEMPLE

111 E. O. N. St. S. Riverside Dr. at Walnut, Evansville 8, Ind.

Speedy Babba The Billboard 5100 Cincinnati 51 Cincinnati 32, Ohio Dear Speedy:

On behalf of Hadi Temple Shrine, I express to you our sincere appreciation for the presentation of your brilliant "MAN FROM MARS" act in our 1952 annual Shrine Circus which is just closing a week's showing here in Evansville. Your act held our audience spellbound and provided a colorful finale to our show which was unquestionably the hit in the history of the Last Shrine Circus.

You performed feats on the motorcycle which demonstrated dare-devil skill and audacious showmanship. The audience acceptance of your act was over-whelming.

I heartily recommend your act to any organization seeking something sensational and totally different in entertainment.

Very truly yours,
Lester L. Felsold
General Chairman
1952 Annual Shrine Circus

Thanks to me agent, Wilson Storey
850 Euclid Ave., Cleveland, Ohio

WANTED

Circus Acts for small circus, 1,000 Folding Chair.

FOR SALE

Auto Car and Pull Trailer, A-1; one Sheelard Gulling and one Midgley Stallion. Animals for Wild Ride. Will buy, lease or book kiddie rides.

CIRCUIS MANAGER

Box 181 1/2, RT #1 El Centro, Calif.

CAVADA CALLING "ODYSON CIRCUS"

Want for 1953 season beginning May 22nd. Circus Acts—Elephant, Dora, Juggler, Horse, Tr. and limit. Offer or supplying worth while. Prefer family size ones with own transportation if possible. Must be solid and reliable. If weeks' contract pay weekly. One and two-day shows. Send photos and full particulars as to length of act, wages, expenses, etc. Terms 100% advance. Address to ODYSON CIRCUS, 18443 182 St. Edmonton, Alberta, Canada.

Help Wanted Now

Ball Clowns, Comics, Santa Claus Actors. Year around work selling Toys, Novelties, Wind Breakers, Gloam Christmas, etc. On big promotional deal with \$14,000 merchandise given away. Hottest thing on wheels. No bosses, no collect, no transportation, come on.

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PHONEMEN

Why take \$100 a week when GBA men make \$200-\$300 a week? STRONG CO-OPERATION OF RADIO, CIVIC GROUPS, MUNICIPAL AUTHORITIES, etc. Phone: Hartford, Conn., 24-298. Troy, N. Y., 435-7-4206; San Antonio, Texas, 521-5100; 4-1351; or write for other locations: 727 Meador Rd., Waterbury, Conn.

\$75 CASH REWARD

For information leading to present whereabouts of Oscar R. (O. A.) Myers, 36 yrs. old, short, missing leg, a nerve, Chicago. Probably made connection with Circus or Tight Wire in San Francisco about September. Important! Call Chief, GEORGE YOUNG, Oklahoma City, Okla. Phone BR 3-1114.

20 PHONEMEN

Tickets U.P.C. experience. Top deal. Seven towns ready to go. Tap call Stapleton, Boundy, Gettys, phone open to you.

TOM ALLEN

Fulton 2663 or Carlisle 7211 Toledo, Ohio. No collect.

AT LIBERTY

Having disposed of my interest in the role & Walter Circus am at liberty for first time in 30 years. Experienced circus agent, know all territories, have reliable, supply river. Would invest with experienced showman with new ideas. Pass Plunk.

TOM McLAUGHLIN

SOUTHERN HOTEL APARTMENTS
233 Ouchette Ave., Hot Springs, Arkansas

GIVE TO THE RUNYON CANCER FUND

IAFE Seeks Govt. Assistance In Getting Foreign Exhibits

Leon Harms Elected President, Ruth Hartkopf Named to Board

By CHARLIE BYRNES

CHICAGO, Dec. 6.—The International Association of Fairs and Expositions this week called upon President-elect Eisenhower and the new Congress to invite foreign governments to exhibit commercially at U. S. fairs in an effort to stimulate foreign trade and cut down the flow of American dollars to those nations. The proposal came in a resolution passed at the 62nd annual IAFE meeting here in the Hotel Sherman, Monday thru Wednesday (1-3).

The resolution was first proposed by Mrs. Carole May of the National Bureau for Fairs, this city, and was altered and adopted and sent to the president-elect. The resolution stated: "That the International Association of Fairs and Expositions at its convention now in session in Chicago, respectfully suggests that this administration invite foreign governments to consider the use of commercial exhibits at fairs from

Coast to Coast. In member fairs they will find a ready and proven market for their products. Schedules, rates and all information about fairs can be secured from the International Association of Fairs and Expositions. Be it resolved further that the said information be forwarded to the National Bureau for Fairs".

In talking to a packed session of fairmen, Mrs. May, who was a director of Chicago's International Trade Fair two years ago, said that such foreign consumer exhibits should have their government's backing. They should not be one-man foreign exhibits or importers' exhibits, but if possible large group, government sponsored exhibits, to be paid for at regular commercial space rates—not for free, she added.

Mrs. May also revealed that the National Bureau wired General Eisenhower on November 12 asking his aid in helping to bring foreign commercial exhibits to U. S. fairs and sent a similar request to Winthrop W. Aldrich, chairman of the board of the Chase National Bank and recently appointed ambassador to England.

Elect Harms

The IAFE meeting was marked by good attendance at all sessions. Leon H. Harms, manager of the New Mexico State Fair, Albuquerque, was elected president for '53, succeeding Walter Jackson, of the London (Ont.) Fair. Richard H. McIntosh, manager of the Alabama State Fair, Birmingham, was named to the post of vice-president and Frank H. Kingman, manager of the Brockton (Mass.) Fair was again re-elected as secretary-treasurer.

For the first time in the memory of old-time IAFE members, a woman was named to the organization's board of directors. This honor fell to Mrs. Ruth C. Hartkopf, secretary of the Eastern Idaho State Fair, Blackfoot, who was named as director from Zone 6. Paul Black, president of the Piedmont Interstate Fair, Spartanburg, N. C., was named to represent Zone 2 and M. E. Twedell, secretary of the Oklahoma Free State Fair, Muskogee, was elected from Zone 4.

Holdover board members include Arthur B. Porter, Rutland, Vt.; Carl Tyner, Indianapolis; Robert (Bob) Finke, Minot, N.D.; S. N. MacEachern, Saskatoon, Sask.; and Everett Erhart, Stamford, Kan.

Timely speeches and discussions marked the association's four business sessions which were presided over by President Jackson. J. Dan Baldwin and Jack Reynolds spoke on "School Promotions" outlining the programs at their respective fairs. "Kiddie Lands" were discussed by Pete J. Holand and J. W. (Patty) Conklin while talks on programs for teen-agers were the subjects of R. C. McCallum and J. Dan Baldwin. Leon Harms described the successful baton twirling jamboree held annually at the New Mexico State Fair and T. O. Robinson spoke on the London (Ont.) Fair, related findings in a personal survey he conducted on pros and cons of fair operation.

Grandstand shows and other attractions came in for a going-over at the Tuesday session. Hubert W. Elliott related the success of name attractions at the Illinois State Fair with the speakers talking on non-professional shows. M. E. Twedell, Richard McIntosh and C. G. (Pete) Baker. Martin Zook and J. Dan Baldwin spoke on sportsmen's show, Doug Baldwin described atomic exhibits and James H. Stewart outlined the science engineering show at the State Fair of Texas. J. A. Theobald held forth on sports events while E. P. (Noel) Green and Willard (Bill) Masterson related their experiences with defense and war shows.

The ladies took over the Wednesday morning session. In addition to Mrs. May's address on foreign exhibits, Mrs. George B. Moore, of the Piedmont Interstate Fair, talked on art at the fair and illustrated her address with slides.

Mrs. Carolyn Holloway, Indiana State Fair, described that annual's 100th anniversary program this year.

Livestock was the main topic for the balance of the session. Masterson, along with Louis Ritzhaupt, president of the American Poultry Association, spoke on poultry shows. Rollo Singleton and Carl Tyner handled livestock classifications while college agricultural exhibits were discussed by representatives from the University of Indiana and Purdue University.

Commercial space was the top subject Wednesday afternoon with speakers including J. Dan Baldwin, J. A. Theobald, Clarence H. Harnden and James Stewart. "Management Operations" was the broad over-all topic discussed by James Paul, Doug Baldwin, John MacInnis, James H. Snow, Carl Tyner and Robert G. (Bob) Finke.

Prof. R. G. Knox, Ontario Agricultural College, spoke on "The Relations Between Show Ring Standards and Commercial Livestock", and Harris Baldwin, of the U. S. Department of Agriculture outlined the government's activities in the fair industry.

Social events of the week included the annual luncheon of the Past President's Club at noon on Tuesday, and the fairmen's banquet Monday evening.

ANOTHER LEAHY LURE

Danbury Aims to Revive Interest in Rail Excursions

CHICAGO, Dec. 6.—A revival of train excursions and the expanding of parking facilities are possible solutions for combating the attendance saturation point reached at the Danbury (Conn.) Fair on two days this year. John W. Leahy, general manager, reported here this week for several thousand additional cars. However, since there is a definite limit on the parking potential, he has turned to the possibility of developing railroad excursions as a partial answer to the parking problem.

Leahy said that work has already been started on the building of new parking areas which will provide space for several thousand additional cars. However, since there is a definite limit on the parking potential, he has turned to the possibility of developing railroad excursions as a partial answer to the parking problem.

Already Started That the plan is feasible is indicated by the fact that the fair has had a train excursion from Pittsfield, Mass., at each

Ohio Fair Men To Honor Sun

COLUMBUS, O., Dec. 6.—Gus Sun Sr., head of the Gus Sun Booking Exchange, Springfield, O., will be honored guest at the banquet of the Ohio Fair Managers' Association to be held in conjunction with the organization's annual meeting at the Deshler-Walliek Hotel here January 14-15. The Ohio fair men will pay special tribute to the veteran Gus Sun and will present him with a plaque honoring him the oldest living showman still active in the business.

Recently celebrating his 84th birthday, Sun has spent 64 years in show business and is still active in the operation of the booking agency bearing his name managed by Bob Shaw, assisted by Gus Sun Jr. Sun will fly here for the occasion from Miami Beach, Fla., where he is spending the winter

Kid Rides Important \$ Makers: Conklin

Cites Growth of Revenue at CNE From 4G to 59G in 15 Years

CHICAGO, Dec. 6.—The growth of Kiddielands to their present position as an important source of fair revenue was traced here this week by J. W. (Patty) Conklin, Canadian midway biggie, in an address before the annual meeting of the International Association of Fairs and Expositions. Conklin, who spoke as part of a panel on "Young America" disclosed that the first Kiddieland established at the Canadian National Exhibition in 1937 grossed a mere \$4,187.30, while this year it took in a phenomenal \$59,852.35.

In tracing the CNE kid spot's background, Conklin said, "In 1937 the only rides available to us were the Pony Saddle Track, Kiddie Merry-Go-Round, Kiddie Swings, Platform Boat Ride and a Speedway." This compares with the 22 rides that were operated this year at the big expo.

The same success story is applicable to our operations at other fairs, Conklin said. "For instance, at the Western Fair in London (Ont.), which immediately follows the CNE, our gross in 1937 with five kiddie rides and in six days of operation, was approximately \$1,000. This year in London, with 14 rides, we grossed \$17,141.90."

Conklin said a tremendous factor in the success of these operations has been the single admission ticket for rides that run

more than 10 cents. He also said the six tickets for 50 cents was a big success, with these comprising 80 per cent of sales.

Other speakers on the panel included Pete Holand, manager of the Mower County Fair, Austin, Minn., who described their new Children's Farmyard which pulled large crowds of adults, as well as youngsters. The exhibit contains animals of all types found on a farm and, according to Holand, is good for the city kids as well as those from rural areas.

The entire farmyard area is surrounded with a white picket fence and dressed up with signs depicting nursery rhyme characters.

Jack Reynolds, manager of the Eastern States Exposition, West Springfield, Mass., outlined the ambitious youth program operated at his fair. Dan Baldwin, manager of the Kentucky State Fair, Louisville, also participated, as did R. C. McCallum, manager of the CNE, who told of his expo's sports program. Baldwin outlined an ambitious safety-driving program that the Kentucky State Fair has successfully inaugurated.

Canadian Assn. Names Williams '53 President

TORONTO, Dec. 6.—V. Ben Williams, manager of the Pacific National Exhibition, Vancouver, B. C., was elected president of the Canadian Association of Exhibitions, at the organization's annual two-day meeting here in the Royal York Hotel, Friday and Saturday (28-29). Williams succeeds A. B. Banks, Truro, N. S.

Sam Foster of the Canadian National Exhibition, Toronto, was named vice-president and Emery Boucher, manager of the Quebec Provincial Exhibition, Quebec City, was re-elected secretary-treasurer.

Outgoing President Banks was named to the executive committee, along with Jim Paul, manager of the Edmonton (Alta.) Exhibition; Wilfred Walker, manager of the Canadian Lakehead Exhibition, Fort William, Ont., and S. N. MacEachern, manager of the Saskatoon (Sask.) Industrial Exhibition.

In addition to business sessions, the fair executives were guests of the Canadian National Exhibition at a luncheon.

Chitwood Set To Stage Fair At Hatfield, Pa.

CHICAGO, Dec. 6.—Joie Chitwood, thrill show operator, announced here this week that he had signed a lease with the Hatfield (Pa.) Speedway to produce an agricultural fair there beginning in 1954. Chitwood said that the lapse of a year had been decided upon so as to properly prepare for the staging of the event on a solid agricultural basis and to allow time for the inclusion of representative local groups in the organization.

The lease, which covers a three-year period, was signed by John Gever, Speedway president. Mrs. Don Foster (the former Brownie Brice, who was active with her father for many years in the staging of the Bedford (Pa.) Fair, has been named secretary.

The Speedway has a grandstand which seats 5,900 and excellent track lighting for the staging of night events. Chitwood will stage auto races and thrill show events there this summer.

Mrs. Schultz Renamed IAFE Auxiliary Prez

CHICAGO, Dec. 6.—Mrs. Edwin Schultz, wife of the secretary-manager of the Nebraska State Fair, Lincoln, was re-elected president of the Ladies' Auxiliary of the International Association of Fairs and Expositions, at the group's 4th annual luncheon meeting in the Hotel Sherman, Monday (1).

Mrs. Charles Green, Moberly, Mo., was again named to the post of vice-president and Mrs. J. A. Theobald, Salt Lake City, will serve another year as secretary-treasurer. Mrs. J. A. Anderson, London, Ont., was named second vice-president.

Following luncheon, literature was passed out on things to do and see while in Chicago. Other social activities also were outlined.

In addition to the officers, women attending included Mrs. Arthur J. Peerce, Salt Lake City; Mrs. H. C. McClellan, Arlington, Neb.; Mrs. Charles J. Warner, Waverly, Neb.; Mrs. Don Thompson, McCook, Neb.; Mrs. Fred Rehmer, Weeping Water, Neb.; Mrs. Chet G. Marshall, Arlington, Neb.; Mrs. H. L. Fitton, Billings, Mont.; Mrs. Ruth Hartkopf, Blackfoot, Idaho; Mrs. Leon Harms, Albuquerque, N. M.; Mrs. L. B. Cunningham, Des Moines, and Mrs. W. H. Maxwell, Winterset, Ia.

Also Mrs. Howard S. Foust, Columbus, O.; Mrs. Roscoe Belcher, Oklahoma City; Mrs. Hummel E. Jones, Oklahoma City; Mrs. Charles B. Drewry and Mrs. W. H. Redding, Plymouth, Wis.; Mrs. T. O. Robinson, London, Ont.; Mrs. Lester Schrader, Centerville, Mich.; Mrs. D. Robert Jones, Columbus, O.; Mrs. George Hamid, New York; Mrs. E. B. Kelley, Hillsdale, Mich.; Mrs. Irene Davis, Lansing, Mich.; Maxie Mulroncy, Saginaw, Mich.; Mrs. Clarence H. Harnden, Saginaw, Mich.; Mrs. L. E. Watson, Humboldt, Neb.; Mrs. Carl Tyner, Indianapolis, Ind.; Mrs. Maurice E. Turner, Huntsville, Tex., and Mrs. Joseph Bartlett, North Haven, Conn.

Reston, Man., Event Names Walker President

RESTON, Man., Dec. 6.—T. E. Walker was elected president of the Pipestone-Albert Agricultural Society, sponsors of the annual Reston Fair. William McLean is vice-president and Max Caldwell was re-elected secretary-treasurer. The financial report showed a bank balance of \$1,892.



LEON HARMS, secretary-manager of New Mexico State Fair, Albuquerque, Wednesday (4) was elected president of the International Association of Fairs and Expositions.

FAIR ASSN. MEETINGS

Washington Fairs Association, Olympic Hotel, Olympia, December 12-13, Wendell W. Prater, Route 1, Ellensburg, Wash., secretary.

Minnesota Federation of County Fairs and the Minnesota State Agricultural Society, Radisson Hotel, Minneapolis, January 5-7, Harold C. Pederson, 3533 22d Avenue, South, Minneapolis, secretary.

Indiana Association of County & District Fairs, Hotel Severin, Indianapolis, January 5-7, William H. Clark, 360 Walnut Street, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 5-7, W. H. Eldridge, P. O. Box 266, Plymouth, secretary.

Kentucky Association of Fairs & Horse Shows, Brown Hotel, Louisville, January 8-9, Ray P. Weller, Shelbyville, secretary.

Georgia Association of Agricultural Fairs, Piedmont Hotel, Atlanta, January 12, E. Ross Jordan, 149 Rogers Avenue, Macon, secretary.

Kansas Fairs Association, Javhawk Hotel, Topeka, January 13-14, Everett E. Erhart, Stafford, secretary.

Maine Association of Agricultural Fairs, Falmouth Hotel, Portland, January 14-15, Roy E. Symons, Skowhegan, secretary.

Ohio Fair Managers' Association, Deshler-Wallick Hotel, Columbus, January 14-15, Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

North Carolina Association of Fairs, Sir Walter Hotel, Raleigh, January 15-16, Mrs. Clyde Kendall, Greensboro, secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Government Hotel, Jefferson City, January 18-19, R. E. Singleton, State Office Building, Jefferson City, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 18-20, Harry B. Kelley, Hillsdale, secretary.

Virginia Association of Fairs, Richmond, January 18-20, C. B. Ralston, P. O. Box 482, Staunton, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 18-20, Clifford C. Hunter, Taylorville, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 18-21, H. C. McCrellan, Arlington, secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 14, Tom Craig, Piedmont Interstate Fair, Spartanburg, secretary.

Winter Fairs

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Arizona
Mesa-Maricopa Co. Fair, Feb. 21-March 1, Marcell DePorte, 5111 N. 10th St., Phoenix.

California
Imperial-California Mid-Winter Fair, Feb. 28-March 8, D. H. Stewart, 1000 N. Main, Indio-Riverside Co. Fair & Nat'l Date Festival, Feb. 16-23, R. M. C. Pullen, Indio.

Florida
San Bernardino-National Orange Show, March 19-29, East & Sule.

Florida
Ocala City-Pasco Co. Fair, Jan. 22-24, J. P. Higgins.

Florida
Ocala Beach-Maitland Fair, Second week in March, Turf & Scott.

Florida
Delray Beach-Fla. PIA Gladion Festival & Fair, Feb. 22-24, R. C. Lawson.

Florida
Fort Lauderdale-Broward Co. Fair, March 3-7, B. E. Lawlor.

Florida
Fort Myers-Southwest Fla. Fair, Feb. 2-7, Jack D. Hughes.

Florida
Indian Term-Martin Co. Fair, Jan. 18-17, L. M. Johnson, Stuart.

Florida
Inverness-Citrus Co. Fair, Jan. 20-24, Queenia Medley.

Florida
Largo-Pinellas Co. Fair, Feb. 11-21, J. H. Logan.

Florida
Orlando-Central Fla. Expo, Feb. 23-28, Crawford T. Bickford.

Western Canada Association of Exhibitions, Fort Garry Hotel, Winnipeg, Man., January 19-21, Massachusetts Agricultural Fairs Association, Hotel Kimball, Springfield, January 20-21, Edward J. Carroll, Agawam, Mass., president.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 21-23, Charles W. Swoyer, 522 Court Street, Reading, secretary.

North Dakota Association of Fairs, Graver Hotel, Fargo, January 22-24, C. A. Ottinger, Jamestown, secretary.

Louisiana Fair and Festival Association, Heidelberg Hotel, Baton Rouge, January 25-26, Adolph Netter, Donaldsonville, secretary.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 25-26, Vera McQuilkin, P. O. Box 974, Oklahoma City, secretary.

Rocky Mountain Association of Fairs Northern Hotel, Billings, Mont., January 25-27, Clifford D. Coover, Shelby, Mont., secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 26, William C. Lynn, 1 West State Street, Trenton, secretary.

Texas Association of Fairs & Exhibitions, Baker Hotel, Dallas, January 29-31, Ted Overbey, Texas-Oklahoma Fair, Iowa Park, Tex., secretary.

Western New York State Fairs Association, Hotel Lafayette, Buffalo, January 31, Carlton J. Larson, P. O. Box 170, Dunkirk, secretary.

Arkansas Fair Managers' Association, Hotel Marion, Little Rock, February 2-3, Sen Clyde E. Byrd, 2601 Howard Street, Little Rock, secretary.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 2-3, James J. Carey, State Office Building, Albany, executive secretary.

Association of Connecticut Fairs, Mount Carmel Parish House, Mount Carmel, March 21, Mrs. Joseph Bartlett, North Haven, secretary.

WFA Hikes Member Dues

SAN FRANCISCO, Dec. 6.—Bylaws of the Western Fairs Association were amended by unanimous membership vote at the 1952 convention. The amendment hiked some of the annual dues to help defray added operational cost and that of construction of the proposed new building.

Amending Article 3, Section 1, the scale was set as follows for 1953-1954:

Division 1: California State Fair, \$1,650; Los Angeles County Fair, \$1,650; National Orange Show, \$1,350; District 1-A Agricultural Association, \$1,300; and Cloverdale Citrus Fair, \$200.

Division 2: Fairs receiving an annual appropriation from the "Fair and Exposition Fund" in accordance with Section 92 of the Agricultural Code, State of California, shall be: Over \$60,000, \$40,000, \$800; over \$50,000 to \$60,000, \$700; over \$30,000 to \$50,000, \$600; over \$20,000 to \$30,000, \$500; over \$10,000 to \$20,000, \$400; and \$6,000 to \$10,000, \$300.

The amendment change sets the dues for 1955 and thereafter, dividing active membership dues into two divisions and 12 subdivisions:

Division 1: California State Fair, \$1,250; Los Angeles County Fair, \$1,250; National Orange Show, \$1,000; District 1-A Agricultural Association, \$1,000; and Cloverdale Citrus Fair, \$150.

Division 2: Fairs receiving an annual appropriation from the "Fair and Exposition Fund": Over \$60,000 to \$85,000, \$650; over \$50,000 to \$60,000, \$600; over \$30,000 to \$50,000, \$400; over \$20,000 to \$30,000, \$300; over \$10,000 to \$20,000, \$200; and \$6,000 to \$10,000, \$100.

Baker Named Prez At Decorah, Ia.

DECORAH, Ia., Dec. 6.—Stewart Baker, Madison Township, Iowa, has been elected president of the Winneshiek County Fair here, succeeding Art Ellington, who resigned due to ill health. All board members were re-elected.

Elliott Cites Name Talent As S Winners

CHICAGO, Dec. 6.—Name attractions at fairs were given the stamp of approval by Hubert W. Elliott, secretary-manager of the Illinois State Fair, in an address before the International Association of Fairs and Expositions here this week. Elliott told the fair execs that the Illinois annual had built three of its weak nights into money winners thru the use of name talent and at the same time garnered much publicity for the fair.

Biggest increase in revenue was on the fair's final two nights, which prior to 1950, had yielded an average gross of \$1,935, he said. In '50 the Bob Hope show grossed \$32,445, with the Jack Benny show the following year bringing in \$18,933 and this year's Phil Harris revue reaping \$32,289.

And the fair made a profit all three years, he said.

The annual's opening night, which prior to '51 grossed an average of \$1,000, was also hyped greatly the past two years by the use of names, he said.

Gene Autrey brought in \$9,937 last year while this year's Rex Allen show grossed \$7,986.

As an additional attraction the fair this year had Jerry Colonna spend five days on the grounds as a general emcee and the much-lauded comic not only landed the fair on plenty of front pages, but also served as an additional entertainment feature, the manager said.

His appearances at the horse show, the livestock judging ring and a number of special events, helped to swell attendance and draw attention to the varied program of the fair.

Elliott also said that Dizzy Dean spent one day at this year's fair and not only proved popular with the patrons but drew large crowds to the midway when he presided at a pony giveaway.

Army Offers Use of Bands

SAN FRANCISCO, Dec. 6.—Military bands are available for parades and appearances at fairs following certain requirements, Lt. Col. Charles E. Diehl, Special Events Officer, 8th Army, told the Western Fairs Association members at its annual meeting.

Colonel Diehl urged that fair managers make their requests for bands not more than 60 days and not less than 30 days before their scheduled appearance. He declared that the military would gladly co-operate in supplying the attraction, but pointed out that the military's own need for the organization came first.

Fair managers using the musical arrangement were urged to make arrangements for the feeding of the personnel while at their fair.

Colonel Diehl advised that requests be made to the regional headquarters and cleared for the appearance be obtained preferably in writing before the contact is made.

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

NORTH PLATTE, Neb., Dec. 6.—Lincoln County Fair, in a move to provide more space for exhibits, will build two new cattle barns before next year's fair.

H. B. Manners, secretary-manager, announced.

By building these new barns, the livestock will be moved out of the annual's big 4-H Building and the vacated space will be utilized for exhibits. The new barns will have a total capacity of 400 head of cattle.

The fair board recently signed a new contract with O'Boyle & Company, local NASCAR representatives, for leasing of the annual grandstand for operation of stock car races during the season.

Under terms of the pact, the auto race group will build a new quarter-mile track inside the present half-mile oval and will erect lights for night racing.

The fair's annual Buffalo Bill Rodeo will be held June 19-21.

A. Beutler, ros. of the C. C. Co., Okla., furnishing the track.

Regina Nets 83G on Expo, 133G on Year's Operations

REGINA, Sask., Dec. 6.—Net surpluses of \$133,256 on the year's operations and \$83,206 on the summer fair were recorded in the financial statement of the Regina Exhibition, approved by directors for presentation to shareholders at the annual meeting December 10.

The all-time high surpluses were well ahead of last year's figures which at that time, were record-breakers. Surplus on 1951 operations was \$103,294 and on the summer fair, \$57,298.

Most of the exhibition's surplus, together with the surplus from previous years, has already been invested in the auditorium-livestock building, built at a cost of better than \$500,000 and opened last March.

Capital expenditures for the year ended September 30 totaled \$228,945. Biggest outlay was \$214,357 toward the new building and heating equipment for Exhibition Stadium. In 1951, \$281,178 went toward the building and heating.

Cash on hand, which is down because of the new building, totals \$133,863. The fair's superannuation fund totals \$36,916.

Official paid attendance at the 1952 summer exhibition was 175,872, an increase of 6,653 over last year and an all-time high. Paid afternoon and evening grandstand attendance was 70,542.

Altho the grandstand total was down 1,043 from 1951, revenue was up \$10,866 for a record mark of \$81,431. Increased prices contributed to the financial success of the grandstand.

Grounds admissions yielded \$38,482, another record high, as against \$36,936 last year.

Revenue from the summer fair horse racing program was the highest on record, totaling \$58,051 after provincial government tax deductions. The figure was well up on the high figure of \$50,777 reached in 1951.

Race committee expenses were \$47,256, leaving a record net profit of \$10,795, compared with \$7,729 last year.

The surplus on the year's operations of the fair board was reached despite losses of \$4,342 on the winter fair, \$738 on the harness race meet and \$5,183 on operation of the Stadium. The harness race deficit was greater than last year's \$210 due mainly to heavy rain on the final night.

Winter Fair
The winter fair, which embraces the fall, spring and light horse shows, showed losses of \$3,014, \$391 and \$393 for a total of \$4,342, compared with the loss in 1951 of \$8,408. With the spring show and light horse show being consistent losers, the loss would likely have been greater had they not been canceled because of the hoof and mouth disease. Office and advertising expenses incurred before the cancellation make up the deficit recorded in the 1952 financial statement.

Summer fair revenue in 1952 was \$254,552 against \$230,626 last year, and expenditures totaled \$171,346. Altho spending in several departments was up slightly, total spending was down \$1,983 from 1951 due, largely, to a \$9,000 drop in livestock prize money because of a hoof and

mouth ban on the exhibition of animals.

A record net revenue was realized on rental of grounds and buildings, \$31,961, compared with \$18,142 in 1951. Rentals reached a high of \$61,242, up \$13,431 from last year. Maintenance costs were \$29,281.

Midway Revenue
Midway revenue totaled \$24,789, an increase of \$1,358 over 1951, and concessions revenue was \$38,206, up \$1,940.

Baseball revenue was up slightly from last year, totaling \$2,810. Revenue from exhibit space was \$10,174.

The stadium's operating loss for the 1951-52 season was \$5,163, compared with a loss of \$2,298 for the 1950-51 season. Lack of patronage at senior hockey games was again a large factor in the deficit. The Stadium's revenue total for the year was \$45,439.

Dominion and provincial government grants for the summer and winter fairs totaled \$26,984.

Four Renamed To Board at Indianapolis

INDIANAPOLIS, Dec. 6.—Four members of the board of directors of the Indiana State Fair have been re-elected by delegates representing agriculture organizations from the fourth, sixth, eighth and tenth agricultural districts, Carl Tyner, fair secretary-manager, announced.

John Schermerhorn, Wawaka, was elected from the fourth district; Walter H. Wimmer, Rockwell, sixth district; W. E. Struckman, Huntington, eighth district and Gilman C. Stewart, tenth district.

During the '52 fair, Schermerhorn served as vice-president of the board and was director of the grandstand. Wimmer was director of the cattle department and Stewart of the sheep department. Struckman served as treasurer of the board and was director of the Manufacturer's Building. All four will serve for two years.

Arkadelphia, Ark., Renames Bill Ross

ARKADELPHIA, Ark., Dec. 6.—W. H. (Bill) Ross has been re-elected president of the Clark County Fair and Livestock Show Association.

Other officers elected at the association's recent annual meeting were I. B. Thomas of Curtis, C. A. Horne, of Gurdon, and Brown DeLamar, of Arkadelphia, vice-presidents; George Dewes, secretary-treasurer. Clifton Hardin, Horace Helms, W. Minton, Jewell Holcomb, David Helms, A. C. Stone, Charles Watson, Lee Sweet, Fred Hardy and Jett Black, were elected directors.

Cresco, Ia., Event Re-Elects Byrnes

CRESCO, Ia., Dec. 6.—Louis Byrnes was re-elected president of the Howard County Fair here and Ralph Fitzgerald was re-named secretary. C. C. (Chuck) Nichols is vice-president and Paul Fransworth treasurer. Dates for next year's run were set for August 27-30.



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'53 RAIL SHOW ROUTES TO DUPLICATE 1952

Truckies Score Booking Switches; Gooding to Build Back-End Units

By HERB DOTTE
CHICAGO, Dec. 6.—Railroad carnivals that play the Midwest emerged from the outdoor conventions here this week with indications that their fair routes next year will be almost carbon copies of 1952.

Such switches in fair bookings—and there were considerable—were confined almost entirely to truck shows. Of significance, Floyd E. Gooding, of the Gooding Amusement Company, largest supplier of rides in the nation, disclosed he plans to build big back-end shows and add a large number of light towers—undoubtedly to further his organization's inroads upon railroad shows.

The Royal American Shows, biggest of the railroad aggregations, went into the convention with one fair switch, having been awarded Mississippi State Fair, Jackson, for a three-year period. By picking up the Jackson fair, which it had played for several years until this past season, the RAS was forced to forego bidding on the Tupelo (Miss.) Fair.

Gooding Gets Pensacola

Prior to the convention, the Pensacola (Fla.) Fair had announced it had booked Gooding Amusement Company, thus changing from the Royal American. The Pensacola date falls in late October-early November and will give the Gooding organization the latest closing in its history. Carl Sedlmayr, RAS owner, in discussing the Pensacola date, said he had passed up bidding for it because he felt the late season weather was too much of a risk for him to take.

Besides Jackson, Miss., the Royal American came out of the meetings with contracts again with the Tri-State Fair, Superior,

Wis.; Minnesota State Fair, St. Paul; Kansas Free Fair, Topeka; Oklahoma State Fair, Oklahoma City, and Louisiana State Fair, Shreveport.

Nashville to Cavalcade

Amusement Company of America, general agent by J. C. McCaffery, wound up the meetings with signs that its route would duplicate its tour of '52 fairs. Only date on the ACA's '53 route not already bagged is Illinois State Fair, Springfield, and indications are that due to the change of State administration, no action on the contract will be taken for about six weeks at earliest.

Cavalcade of Amusements again was awarded the contract for Tennessee State Fair, Nashville, in the face of spirited contention from a number of shows. Besides Nashville, the Cavalcade to this point has contracted fairs at Rome, Ga., and Cedar Rapids, Ia.,

the latter a new one to its route.

Al Wagner, Cavalcade owner-manager, arrived here Tuesday (2), several days after the meetings had opened, after being released from a Mobile hospital where he had been hospitalized for about a week following an automobile accident in which he sustained several fractured ribs and a wrenched back.

C&W Re-inks Two

The Cetlin & Wilson Shows again were awarded contracts by the Ionia (Mich.) Free Fair and the Missouri State Fair, Sedalia, Indiana State Fair, Indianapolis, which C&W has played the last five or six years, will not act on its midway contract until the '53 Hoosier fair board reorganizes immediately after the first of the new year.

Of the truck shows, the Gold Medal Shows, owned and man-

(Continued on page 73)

Eastern Turnout At Chi Is Small

Activity Confined to Buying, Selling; Fair Bookings Await State Meetings

CHICAGO, Dec. 6.—Activity of eastern carnival operators at the outdoor meetings here this week had to do chiefly with buying and selling. Except for the announcement of the formation of the new railroads, the O. C. Buck - Model Shows, and the continuing rumors of the possible purchase of the John H. Marks Shows by Art Lewis, the East Coast brethren had a dull time.

The participants formed the smallest block seen here in a number of years. Many of the stalwarts were missing, possibly because the season's earnings failed to provide the extra dough needed for a week's outing here.

Since few eastern dates are ever awarded at the meetings here, the attendance of eastern operators is usually stimulated only by a desire to socialize and view new equipment. While the social opportunities are always welcome, the interest in new equipment was lessened this year, again because of the season's earning results.

Many Fairs Set

With most of the major fairs in the East already committed and the lack of representation of smaller events at the meetings here, operators were obviously saving up their booking ammunition for the State confabs which begin next month.

Owner James E. Strates of the shows bearing his name was able to devote most of his time to arranging a compact with Oscar Buck in forming the new Buck-Model unit. Strates' route is considered solid. Jack Wilson and Issy Cetlin are also solidly entrenched with their Cetlin & Wilson Shows. However, their Western dates, Sedalia, Ionia and Indianapolis kept them busy entertaining. Gerald Snellens was the only representative of the World of Mirh Shows on hand. That org's route is solid and confined to the Eastern Seaboard.

Lay Groundwork

A new eastern railroader, the Metropolitan Shows, was definitely interested in dates. Sam and Shirley Levy and R. C. McCaffery, owners, reported progress in laying groundwork and said that their sights were actually set a year from now insofar as major Midwest annuals are concerned.

Sam Prell, of Prell's Broadway Shows, said that he was visiting only. Prell's fairs are all in the East and few of these annuals send delegates to Chicago. Phil Isser and I. Trebish of the L. T. Shows also had little interest in dates. However, they were interested in equipment, including light plants and a deal

was expected to be set here before week's end.

Leo Bitany, who has played Florida dates for several years with his Orange State Shows, said that he would invade the Northeast this coming season. Dick Gilsdorf was also in just to look around.

The general agent situation jelled here this week with Curtis Bockus joining the Cetlin & Wilson Shows after a four year stint with the James E. Strates Shows. Allan Travers, last with the John H. Marks Shows, joined Strates. He will also represent the new Buck-Model unit.

SLA Banquet-Ball Draws Over 1,000

Walter Driver Presented With Plaque As Only Living Charter League Member

CHICAGO, Dec. 6.—The Showmen's League of America annual banquet and ball retained its traditional character as a social event here Wednesday night (3) by drawing an overflow crowd estimated at more than 1,000. The event, the 40th annual, was held in the Grand Ballroom of the Hotel Sherman.

In addition to a steak supper, brief speeches were made by SLA and visiting showmen, a floorshow was staged by Sam J. Levy, chairman of the event, and dancing followed. Chaplain George B. Flint delivered the invocation.

J. W. (Patty) Conklin pinch hit for SLA President S. T. Jessop who was unable to attend due to illness. Doug Baldwin, secretary-manager of the Minnesota State Fair, St. Paul, served as toastmaster.

High point of the evening was the presentation by Conklin of a plaque to Walter F. Driver, only living charter member of the club. Joe Streiblich, veteran secretary, was also honored with a wrist watch and President Jessop was presented, in absentia, with a gold life membership card. J. P. (Jimmie) Sullivan, incoming president, was introduced and spoke briefly.

The speaker's table was filled with other officers and representatives of out-of-town show clubs and fair, park and carnival organizations. New SLA officers present included Ned E. Torti, third vice-president and William Cansky, treasurer. Last year's officers included C. J. Sedlmayr, Jr., second vice-president; Al

BREAK OUT THE DINNER PAILS

CHICAGO, Dec. 6.—Two prominent outdoor show publicity personalities were discussing the results of the 1952 season in Florida last week prior to coming into the Windy City to attend the outdoor meetings at the Sherman Hotel. One, highly satisfied with his earnings for the year, proudly pointed out to the other that he had just purchased a new home and furnished it to the hilt. The other tub thumper looked on approvingly but as he was leaving to make his train connections remarked: "That house is your say for it, but remember, brother, you can't put the thing on a flat car."

Merle Beam Again Heads Carnival Org

CHICAGO, Dec. 6.—Merle A. Beam, operator of Beam's Attractions, was again named to head the American Carnivals Association in 1953 at the annual meeting of the organization here this week. Other officers are Ralph Becker, first vice-president; Richard Coleman, Coleman Bros. Shows, second vice-president; Samuel J. Prell, Prell's Broadway Shows, third vice-president; Al Wagner, Cavalcade of Amusements, associate secretary; Floyd E. Gooding, F. E. Gooding Shows, associate treasurer, and Max Cohen, secretary-treasurer and general counsel.

On the board of directors are Frank Bergen, World of Mirh Shows; Curtis L. Bockus, Cetlin & Wilson Shows; Philip Isser, I. T. Shows; Sam Levy, Metropolitan Shows and Jack Perry, Ross Manning Shows.

Cohen reported attendance at meetings light and interpreted this as a sign of good times. Carnival operators are interested in growth endeavors only when trouble looms, he said, and apparently no major problems threaten at this time.

SLA Members Honor Jessop At Prez Party

Present 25-Year Membership Pins To 16 Veterans

CHICAGO, Dec. 6.—An overflow crowd of over 600 showmen turned out to honor S. T. Jessop, outgoing president of the Showmen's League of America, at the club's annual President's Party in the Hotel Sherman here Sunday night (30).

Highlight of the evening was the presentation to Jessop of a Chelsea nautical clock, with J. W. (Patty) Conklin doing the honors. An innovation, special pins for SLA members with 25 years of consecutive membership, was introduced this year and 16 of the veterans were on hand to receive their pins from Jessop. Those honored included Jack Benjamin, L. J. Benner, Al Kaufman, H. A. Lehrter, Rubie Liebman, George C. Olsen, Joseph L. Streiblich, Louis Torti, Henry T. Beiden, Walter F. Driver, Lou Keller, Fred H. Hessmann, Sam J. Levy, R. L. Lohmar, J. C. McCaffery and Conklin.

Absentee Honors

Absent members, who also will receive pins, include M. H. Barnes, E. Courtmanche, Frank Ehrenz, E. W. Evans, B. S. Gerly, W. R. Hirsch, J. Kaplan, John S. Moisant, James A. Morrissey, Harry Russell, Edward J. Young, Charles H. Duffield, C. R. (Zebbie) Fisher, Max Goodman, Albert E. Hock, Louis Leonard, A. L. Rossman, Dr. Max Thorak and A. R. Cohn.

Bill Carsky and Lefty Ohren were in charge of this year's party. Following dinner a two-hour floor show was presented. Acts included a line from the Silver Frolics niter, who gave out with a production number; Pierre and Pierrot, roller skating; Rochelle and Beebe, comedy dance; Miss Lonie, Risley; Heller and Riley, comedy; Honey Girls, acro; West and Maza; Martinis, songs; Rufe Davis, music-comedy; Sonny King, songs; Micky Sharp, impersonations; and George Tobias, from the cast of "Stalag 17," who spoke briefly. George Riley and Georg West emceed the show and Ben Young and his band provided the music.

Name Bockus Cetlin-Wilson General Agent

CHICAGO, Dec. 6.—Curtis Bockus was named general agent of the Cetlin & Wilson Shows here Sunday (30). The pact was set after a meeting between Bockus, Jack Wilson and Issy Cetlin, show owners; William B. Moore, concession manager, and William Hartzman, secretary.

Bockus said that his duties would not encompass a 52-week period and that he would have ample time to set up and stage the Jacksonville (Fla.) Fair, which he owns and operates.

Bockus recently concluded a four-year term as general agent with the James E. Strates Shows. Ralph Lockett last held the agent-in-charge post with the C & W organization.

Jacksonville Open?

The Strates organization played the Jacksonville event for a number of years. While no announcement was made here, it is conceivable that the Florida event might now become available to C & W should that organization wish to extend its season.

Bockus said that the C & W fair route was pretty well jelled, with a number of key events assured from season to season. Accordingly, he said, much of his time would be devoted to laying out a still date route for the organization.

J. P. Sullivan Is Installed As SLA Prexy

CHICAGO, Dec. 6.—James P. (Jimmie) Sullivan, owner-manager of the Wallace Bros. Shows of Canada, was installed Thursday night (4) as the new president of the Showmen's League of America. Approximately 175 members attended the installation meeting in the clubrooms.

Other '53 officers are C. J. Sedlmayr, Jr., first vice-president; Al Wagner, second vice-president; and Ned E. Torti, third vice-president. Edward Sopenar is a newcomer on the board of trustees. He was elected for a five-year term.

Members of the new board of directors are: Max B. Brantman, Arthur F. Briese, Fizzie Brown, Elmer Byrnes, William T. Collins, Phil Cronin, M. J. Doolan, Herb

(Continued on page 73)



JAMES P. (JIMMIE) SULLIVAN, owner-manager of the Wallace Bros. Shows, of Canada, Monday (1) was elected president of the Showmen's League of America for 1953.

DAVID B. ENDY

OSCAR C. BUCK

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All the rides, trailers, tractors and miscellaneous show equipment of Folk's Celebration Shows will be sold at public auction on January 15, 1953, at 10:00 a.m. at Lake Wichita Pavilion, Wichita County, Wichita Falls, Texas. For advance information contact

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30,000	4.75
35,000	4.50
40,000	4.25
1,000,000	150.00

Midway Confab

Francine Lee, better known as Minnie Meyers, is appealing in Pittsburgh niteries for producer Eddie Lee following an operation at New Methodist Hospital, Houston. . . Mr. and Mrs. E. J. Albert, of Peppers All State Shows, served Thanksgiving dinner in Owensboro, Ky., for 32 guests who included Ray Garrison, Rollie Johnson, Mr. and Mrs. Dick Mardis, M2, and Mrs. Leslie Damon, Mrs. Jessie Garrison, G. W. Garrison, Shirley Garrison, James Huckleberry, Mr. and Mrs. Claude Thomas and Grace Connor.

Joe Gidaro is hospitalized in Veterans Hospital, Lexington, Ky., and would like to hear from friends. Gidaro, who has been off the road the past two years, plans on making the Pennsylvania fairs meeting and expects to return to the road next year. . . Recent guests at the Gibsonton, Fla. home of Jean Porter, costumer of the Royal American Shows, were Mrs. Johnny J. (Hody) Jones, Mrs. Johnny J. Jones Jr. and two daughters, Leon Miller and his sister, Vista, and Mother Horton, Dallas.

Ray and Frances Sigler, who closed recently with A. Hymes, have located their monogram machine layout in a Newark, N. J., Kresge store for the holiday trade. . . Arthur Mansfield reports that his brother, Robert, former midway girl show operator, is paralyzed from the waist down and is confined at the Golden Beach Sanatorium, Ojus, Fla. He would like to hear from friends. . . Jimmie and Helen Watts, Side Show and Monkey Show operators, closed a successful season recently with the Lawrence Greater Shows and are now playing school assemblies under J. C. Admire's Harris & Rowe title.

Bobbie Jewel Johnson, who spent the past season as pin store agent on the Dumont, Gladstone and Wallace & Brown shows, returned to Wichita Falls, Tex., recently after a visit with her brothers, J. H. (Geogs) Johnson, in Houston. She will undergo an operation which is expected to confine her for several weeks at the home of her sister, Mrs. W. B. Popham, 306 Lee Street, and would like to hear from friends. . . William (Tex) Spencer, Athletic Show manager, is in Veterans Hospital, Indianapolis, where he is to undergo his fifth spinal operation. He would like to hear from friends.

Mr. and Mrs. Harry E. Moores, after a successful season on the C. A. Stephens Shows, visited their son-in-law and daughter, Mr. and Mrs. W. P. Chapman, in Tulsa, Okla. They were planning to leave Tulsa about December 1 for Crystal River, Fla., and stop off en route in Hot Springs for a few days. . . Mrs. Robert Howard, singer and dancer, has left the business to open a costume shop and guest house with Billy Kamp in Miami Beach, Fla. Kamp has left Tony Pastor's Club on the beach to headline his own troupe of entertainers in a tour of California and the Northwest. Cast includes Chi Chi LaVerne, Jackie Cole and Princess Carlotta.

Stated to open the show in Beaumont, Tex., December 12, are Pinky Pepper, Vicki LaPage, Terry Midnite, the Brown Twins, Cheri Vaughn, Bill Haize and Billy Logsdon. The last named will emcee and turn out the wardrobe, Haize reports. . . Carme Del Rio has been making his headquarters at the Jackson Trailer Camp, Pittsburgh, since closing with Col Lew Alter's Side Show. He's also playing club dates in the Smoky City with Lesa Del Mar and Jan Jeanette.

Pete Borryman, widely known in outdoor show business, is pitching pens in McCrocy's five and dime store, Columbus, Ga. He plans to remain there thru the Christmas holidays.

Mrs. Cameron D. Murray, wife of the veteran Detroit carnival manager, is still convalescing at home following a series of operations. . . Bill Zakoor, Detroit carnival supply man and vice-president of the Michigan Showmen's Association, is back from a trip to Baltimore, where he operates a 17-horse stable of thoroughbreds.

Honeymooning in Mexico following their December 1 marriage in Chicago are Mr. and Mrs. James J. Perez Jr. Perez, who is also known as Filipino Jimmie, is show talker and operator. Mrs. Perez, the former Shella Ryan, was a model and girl show worker. They will return to Hollywood to plan a show featuring Mrs. Perez. . . Frank Zorda reports from his home in Atlanta that he had a successful season with his Side Show on the Brown & Wallace Shows.

Mr. and Mrs. Harry E. Moores, after a successful season on the C. A. Stephens Shows, visited

Other officers named for 1953 were Ruth Gottlieb, first vice-president; Veronica Zucchi, second vice-president; Cecil Forman, treasurer; Lillian Swanson, assistant treasurer; Blanche Kassow, chaplain; Jean Gray, hostess; Claire Frida, general secretary, and Lydia Hill, recording secretary.

Lillian Elkins, publicity chairman, and her husband, Edward Elkins, celebrated their wedding anniversary Monday (24) at the testimonial dinner to Bucky Allen, retiring NSA president, at Leon and Eddie's.

Drew Adds 2 Fairs for '53

WAYNESBORO, Ga., Dec. 6—James H. Drew Shows this week were awarded contracts to provide the midways at Porter County Fair, Valparaiso, Ind., and Ritchie County Fair, Pennsboro, W. Va. James H. Drew Jr., said that the Valparaiso date will mark org's fifth staged there and its third in Pennsboro.

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1953 Rail Show Routes

Continued from page 70

aged by Johnny Denton, with Art Frazier as business manager, picked up the most strength. Chief among the fairs Denton closed at the convention was the Tupelo (Miss.) Fair. Other fairs already pacted by Gold Medal are the new Meridian Fair and Dairy Show, Meridian, Miss.; Mason City and Davenport, Ia.; Kankakee and Peoria, Ill.; Gastonia and Cherokee, N. C., and Panama City and Marianna, Fla. Gold Medal also has contracted the National Peanut Festival, Dothan, Ala., for what will be its closing date in '53.

Comeback Strong

Returning to action after two years, the World of Today Shows, co-owned by H. Welch and S. O. Lee, with Curley Reynolds as manager, snared fairs at Thief River Falls, Wadena, Brainerd, Austin and Rochester, all in Minnesota; Muskogee and Miami, Okla.; Sioux Falls, S. D., and Fort Smith, Ark., plus two early July annuals in Minnesota, Ada and Hallock.

The 20th Century Shows, co-owned by Al Martin and E. D. McCrary, picked up the Grand Forks State Fair, Grand Forks, N. D., and recontracted fairs at Far, Minot and Huron, N. D.; Owatonna and Albert Lea, Minn.; Spencer, Ia., and Tulsa, Okla.

Collins Signs Lincoln

William T. Collins, owner of the show bearing his name, signed the Nebraska State Fair, Lincoln, and Belleville, Kan., both of which are new to his route.

The Royal Crown Shows contracted the Anderson (Ind.) Fair. Owner, Manager Dolly Young said that the show would not go west of Illinois in '53. Bob Parker will have the front end, Morris Stokes will be the show's secretary, and Mrs. Stokes assistant secretary.

Before the convention the names of Don and Sam Greco had been linked with the Royal Crown concession department, but as a result of developments this week they will confine their activities to the Gem City Shows.

The Gem City Org., skippered by Tom Hickey, bagged the Ozark Empire District Fair, Springfield, Mo., during the convention. Other fairs already signed by it are the Northwest Missouri State Fair, Bethany; Etowah County Fair, Attala, Ala.; the Northeast Alabama Fair, Anniston, Ala., and fairs at Caruthersville, Mo., and Columbia, Tenn.

New Fair Inks Franklin

Don Franklin, owner-manager of the show of that name, disclosed during the convention that he had signed to provide the midway attraction at the new fair at Waco to be held September 26-October 5. Franklin reported that he had closed to play the Red River Valley Circuit—Fertile, Warren, Roseau and Mahanomen, New Ulm, Perham and Breckenridge, Minn.; the Four-States Fair, Texarkana, and seven Texas fairs.

The San Antonio Fat Stock Show, February 20-March 1, will open the season for Franklin, who has played that event the past three years. Two other stock

shows, Austin and San Angeles split-week events, follow the Antonio event on the Franklin circuit. Franklin disclosed that he has purchased two additional Downey light towers to bring the total up to eight.

Ruback Sets Best

Jack Ruback, owner-manager of the Alamo Exposition Shows, closed for Dick Best to present Betty Lou Williams on the Alamo midway at the Battle of Flowers, San Antonio, April 19-25. It will be Ruback's sixth straight year at that event.

Ernie Farrow, owner-manager of the Wallace Bros. Shows, announced that he will open his season at the Memphis Cotton Carnival, playing in the heart of the Negro area. It will be Farrow's sixth year at the Cotton Carnival.

Farrow Buys Rides

Farrow reported that he has purchased a new Allan Herschell Sky Fighter and a Williams Flyer, miniature train. All five of the shows to be carried in '53 will be office-owned.

Fairs rebooked by Farrow for '53 are Darlington, Jefferson, Manitowoc, Elkhorn, Beaver Dam, all in Wisconsin; Eldorado, Ark.; Greenville, Miss., and Monroe, La.

C. C. (Specs) Groscurth, manager of the Blue Grass Shows, arrived at convention with a newly signed contract for the Du Quoin, Ill., State Fair, and plans for billing his show as the Blue Grass Combined Circus & Exposition for still dates.

Groscurth said that besides Du Quoin he had retained his route of Southern Illinois fairs and that he will open with a new General Motors ride plant. He also said that Cash Wiltsie, the show's general agent, will supervise construction of two wagon-type show fronts.

Memphis Fair Signs

D. Wade, of the W. G. Wade Shows, and Charlie Hodges, Slide Show op., will provide the midway attractions at the Mid-South Fair as a result of negotiations completed here with fair execs, Martin Zook and Bill Wynn. In addition to the rides and shows, Wade and Hodges will have some concessions with Chuck Moss, of Dallas, providing all the games concessions. He plans to present a free circus-type show nightly, to cost about \$1,000 a week for talent, and to hike his advertising budget.

He added that he plans to have the nightly shows at 8 o'clock and to operate with a 20-cent gate. Special paper and advertising mats, developed around the circus theme, will be used.

Floyd E. Gooding, president of the Gooding Amusement Company, revealed his plans for some

elaborate shows. His Southern route, which will embrace three additional fairs—Pensacola, Fla.; Jackson, Tenn., and Atlanta—plus Huntsville, Florence and Dothan, Ala., and Athens, Ga., prompted the decision to invest heavily in back-end units. While here, Gooding booked four shows.

Manager Gooding said he already has closed with Mr. Riviro to have the latter's Motorcycle-Globe Show operate under his banner. One Gooding unit will remain out in the South until about November 1. Another will stay out until October 15. In all, Gooding will operate eight units.

In line with his expenditure for shows, Gooding plans to add considerably to his lighting equipment. He said he will buy 10 new revolving light towers of from 20 to 25 feet in height, and that these towers will be of colored fluorescent lighting.

Ray Marsh Brydon, supplier of midway shows, will supply several units for the E. J. Casey Shows' three-week opening stand next year in Waco. Casey next season will observe his 20th anniversary in the business and plans to play up the anniversary in his billing.

Casey Sets Concessions

Here along with Mrs. Casey and Bill Sowrell, manager of his traveling unit, Casey closed with Bob Parker to place seven concessions with his touring unit. Included among these concessions, which will be under the supervision of Cuck Magid, will be bingo managed by Ken Davis and a Derby Racer handled by Jerry Mackey.

C. A. Goree, former owner of the State Fair Shows, disclosed that he is now turning all of his attention to manufacturing Merry-Go-Round horses. En route home from here, he planned to visit his sons, John Leroy and James P., both students at Baptist Military Academy, San Antonio.

Sullivan Installed

Continued from page 70

Dotten, John M. Duffield, David B. Endy, George B. Flint, John W. Gallagan, K. H. Garman, Harry (Grish) Gaughn, Joe (Murphy) Giaccherio, Ephraim Glosser, Max Gordon, Sam Gordon, C. C. Groscurth, Morris A. Haft and Melvin L. Harris.

Edgar G. Hart, Thomas D. Hickey, Ben Hyman, George W. Johnson, William Kaplan, Ernest (Rube) Liebman, Edward Levinson, Dave Malcolm, Berale Mendelson, Arthur Morse, Edward Murphy, Maurice Ohren, Paul Olson, Harold Paddock, Arthur G. Peels, T. Dwight Pepple, Harry Ross, Jack Ruback, Robert Seery, Jimmy Stanton, James E. Strates, Albert J. Sweeney, Harry J. Taylor, J. C. Thomas, Lloyd I. Thomas, M. (Neil) Webb, Ben Weiss, O. J. Weiss and Charles Zematler.

Club Activities

National Showmen's Association

1554 Broadway, New York, N.Y. Dec. 6.—Members are settling back into regular routines after a week of festivities. Phil Isser, president elect, and his fellow officers will be installed in a special ceremony at the club rooms soon. Isser will announce his committees at that time. Retiring President Bernard (Bucky) Allen has visited the clubrooms on several occasions recently.

Shut-in members received checks for Thanksgiving and will be remembered again at Christmas. On the sick list are Jack Lichter, Kingsbridge Veterans' Hospital, the Bronx; Sam Finkel, at the same hospital; Jack Rose, Pratt General Hospital, Coral Gables, who writes that he is feeling better; and George D. Hensley, Pilgrim Hospital, West Brentwood, N. Y. Shut-ins are James Cox, Pawling Sanitarium, Wyncottskill, N. Y., and Irving Udowitz, Ward's Island, New York City. Dan Thaler is recuperating at his home after several days of hospitalization. Jack Agree visited the clubrooms for the first time in months. He had been ill for quite a while. Sympathy is extended to Edward Turbin whose father died.

Recent visitors included Ben Weiss, Art Lewis, James E. Strates, John Wilson, Issy Cellin, William Hartzman, Lew Langle, Harry H. Agne, H. William Jones, William Moore, Claude Seehrest,

Show Folks of America,

SAN FRANCISCO, Dec. 6.—First Vice-President Charlotte Porter presided at the meeting. Sharing the rostrum were Al Roche, treasurer and corresponding secretary; Bonnie Townsend, acting recording secretary; Jack Christensen, Polish Fisher and guest of honor, Joe Archer.

Applications for membership were accepted for Harry Wall, William Salest and Archer Plans for the Christmas dinner were discussed, along with plans for the banquet and ball scheduled for January 10. Mr. Archer contributed to both funds. Harry G. Seber will officiate at the memorial services on December 28.

Jack Dalton, club manager, announced that the clubrooms are open daily. He reported that many use the facilities and have a great time cutting up jackpots.

Max Cohen, Al and Michael Dorso, Arthur Rothbard, Joseph Amico, Allen Travers, Saul Hyman, Harry Prince, Sam S. Levy, Joseph DeLeo, Bernie Mendelson, Harry Kahn, Sol Nuger, Steve Libitz, Irving Markow, Morris Saul, Harry Joffe, Edward Elkins, Harry Heller, Tom Quiney, Thomas Williams, John DeMarco, Jack Greenspoon, Joseph Frell, Leonard Trabley, George Hoar, Joseph Weissman and Irving Sherman. Next regular meeting will be held Wednesday (10) at the Sharon Hotel.

Thank You



Johnny Canole

Key & Alice Darduff
Loone & Bess McDuff
Anonymous
P. J. (Paddy) Finnerty
Joe Bell
Lou Dell
Pat & Virginia McGee
M. H. (Sarge) Suber
E. R. Johnson
Dora & Al Selous
Edward G. Keck
Claude Bentley
Creta & Will Richards
Mark & Lillian Kelly
Anonymous
H. (Sandra Lee) Beas
J. B. Williams
John P. (Sonny) Miller, Jr.
Lloyd & May Sorkin
Jack Ryan
Frank Campi
Seymour Klein

Mary (Buster) Westbrock
Nick Roberts
E. J. (Bud) Adams
Jackie Knipperberg
Chet & Jeanne Christie Lee
Anonymous
Walter Strout
Sam Neam
Beaman Yancey
F. A. (North) Norton
Pete & Helen Thompson
Jon Shafer
Jimmie Ray
Max & Irma Kane
D. Mehan
[Anonymous] (Speedy) Jimmie
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Austin Dentinger
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For All Girl Revue, Strip Dancers, Novelty Acts, Piano and Drummer Men. Carl White, answer. All winter's work. All replies **HEDY JO STAR** Buerwell, S. C.

RIDES FOR SALE—BARGAIN—FOR SALE RIDES

Factory-built Pretzel Dark Ride, new top and front awning this year. 1123-dive-out panel front, with chandeliers and extra lighting effects, 1200.00 sound system, seven cars that are in very good mechanical condition. A new ride framed like this one would cost in the neighborhood of \$18,000.00. This ride complete, ready to operate, 96,500.00 cash, F.O.B. Hot Springs, Ark. Price Plane Ride, in act mechanical condition, new drive side bearings, sprockets, chain belt, everything new in motor, new floor, same covers, this ride a wonderful bargain, 80,000.00 cash, F.O.B. Hot Springs, Ark. Plenty of extra parts sold with both rides. FURTHER INFORMATION WRITE AND COLLECT WIRE ACCEPTED.

706 PROSPECT STREET CHAS. T. GOSS HOT SPRINGS, ARK.

PROMOTIONAL DIRECTORS

Only capable men who can get money need apply. Need one more good Contracting Agent who can get good business. Now Contracting Acts for 1953 season, send photos and cover. People in all departments answer. Winter quarters, needs Home Trailer, Elephant Men, Uim Hamster and Harry Bucks answer that. ADDRESS:

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Shynabar Post Office, Deland, Fla.

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NEED 7 MEN—MUST BE GOOD PRODUCERS

Best Proposition in Midwest. Solid Year's Work. Contact at once.
B. I. McGUIRE (PHONE: CHESTNUT 6656), ST. LOUIS, MO.

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PRINTED TO YOUR ORDER

Keystone Ticket Co. SHAMOKIN, PA. DEPT. 8

Send Cash With Order. Stock Tickets, \$22.50 per 100.000.

100.000 \$29.50
10,000 ... 3 9.00
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For our 1953 Season

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Detroit 31, Michigan

FOR SALE

100 kw. Transformer, 1947 Universal mounted on 1942 Ford truck. Approximately 1785 feet of electric conduit wire, 12 electrical connecting boxes. Equipment all in good shape. Can be bought reasonable.

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2 for combination personal contact and phone on 2 good nearby weeklies. If you can sell local display in person, use phone, sell ads and have creative ideas, here is a permanent job for you on salary plus commission. References required.

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WITH TAILS
A woman's dream! At last, a fur stole, one of the finest wearing items in the fur industry, at a really popular price! Guaranteed 1 full year against rips and tears. Our special price... **\$18.75**

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BENRUS, RONSON, ELGIN, C. E., PARKER, SESSIONS, WM. ROGERS - Housewares
Also full line of jewelry, toys, gifts. Over 200 items at list price plus continental wholesale price list.

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G. & G. Distrib. Co.
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You Can't Bear BRODY for Merchandise...
We Carry a Complete Line of
TOASTERS—Kitchen Gadgets—ALUMI-
NUM WARE—RIDDLES—Waffles—
KITCHEN—BABY DOLLS—Boudoir Dolls—
PLUSH RIBBONS—Pillows—Goggles—
HORSES—Toys—CLOCKS—BAR-
NIVAL GOODS—Plastic Dolls—BAL-
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Write for our new 28 page 1952-53 Xmas and New Year Merchandise Catalog
Complete Line of Items

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In business in Chicago for 35 Years

P D Q—World's Greatest PHOTO BOOTH CAMERAS

Dependable—Efficient—Positive pictures in 3 minutes—21 prints for one size 2000. Booths are at-tracting, easy to transport and quickly assembled. Fully guaranteed.

Also portable cameras. Write for details.

P D Q CAMERA CO.
1145 N. Cicero Ave., Chicago 10, Ill.

ENGRAVERS
No. 100 Men's All Aluminum Idents \$13 Gr.
No. 102 Double Heart All Aluminum Idents \$13 Gr.
No. 14 All Alu-
minum Oval
Bad Idents (not
seconds) \$7.50 Gr.

Send for New Catalog We Pay Postage on All Prepaid Orders Except Air Mail. 3 Prepaid Stamps \$3.00
Originators of the All-Aluminum Idents.

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DAY & NIGHT SERVICE

Sell Tinsel Xmas Signs

To Stores, Homes, Offices and Clubs. Large selection of Christmas and year round blue signs. Metallic foil, metallic streamers and novelties. Harvest moon full or spare time money-maker. Order four sample TODAY!

MAKE EXTRA XMAS MONEY!
TERRIFIC 10 TO 150 BELLETS!
2 Metallic Foil Xmas Streamers, 12x6x8 \$1.00
4 Metallic Foil Xmas Signs, 10x12 \$1.00
6 Ultra-Blue Tinselled Xmas Signs, 7x11 \$1.00
15 Ultra-Blue Xmas Signs, 7x11 \$1.00
15 Ultra-Blue Xmas Comed Signs, 7x11 \$1.00
15 Ultra-Blue Stars Signs, 7x11 \$1.00
15 Ultra-Blue Comed Signs, 7x11 \$1.00
15 Ultra-Blue Religious Signs, 7x11 \$1.00

Above samples mailed Postpaid.
L. LOWY, 912 Broadway, Dept. 764
New York 3, N. Y.

Big Profits
Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25c.

Bartling Co.
343 Grand St., Brooklyn 2, N. Y.

Advertisers in THE BILLBOARD are BLESSED WITH THE BEST.

Merchandise Topics
Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

Detroit
William F. Armstrong, general manager of the Tilben Company, novelty wholesalers, has announced the appointment of Charles E. Buell, Detroit sales representative of the firm for the past seven years, to the new post of advertising and sales manager. . . . A new line of art handkerchiefs, with unusual colorful designs good for year-round selling, is being put on the market by the new firm of Paul Art, founded by Peter Yammen, who is the manufacturer. . . . Rose Milgrom has registered title as sole owner of the Hy-Ross Lamp & Novelty Company, established last spring at 1025 Brush Street. The firm specializes in colorful lamps, as well as making and handling a line of other novelties designed especially for the carnival trade. . . . Border Novelty Company is featuring a select line of watches and premiums. Top specialty sellers currently for this firm include electric automatic broilers and a chrome ball cocktail set. George Zakoor, formerly in the carnival supply field in Canada, is joining his brother, William, founder of the company, as a partner in Border Novelty.

Here and There
Palm Bros. Decalcomania Company, Cincinnati, held its annual meeting of the company's 25-Year Club November 24. It was announced by Max J. Palm Jr., president of the firm and a charter member of the club. Palm Bros. is the oldest and largest exclusive manufacturer of decals in operation and it is now in its 84th year. The company's 25-Year Club contains 22 employees and five new members have been added this year, each of whom received watches in commemoration of their length of service with the company.

Novel Manufacturing Company has introduced its Bucking Bronco Pony item at \$7.20 a dozen. In full color and decorated with guns and saddles, the bronco rocks, bounces and neighs when the reins are pulled. Constructed of extra-heavy vinyl plastic, electronically sealed for durability, it will support a man of 200 pounds. Leo Roy Shane, Inc., is offering the "Smarty Pants" cocktail apron, cut in the shape of panties, at a new low price of \$9.60 a dozen. It is made of black material with screened white lettering and white lace decorations. Inscribed on it in white lettering are such gags as "Dangerous curves ahead" and "I'm to your apron strings again." . . . Gilhoote is a new

household utility item offered the trade by Merit Home Products, Brooklyn. The item uncaps bottles, reseals crimped bottle caps to keep beer and soda from going flat and unscrews the tightest lids of any-size bottle or jar.

Harrie Novelty Company, Philadelphia, reports the listing a large number of items suitable for Christmas gifts in its new catalog. The line includes a variety of costume jewelry, billfolds, pen and pencils sets, religious items, novelty cigarette lighters, electric dry shavers and plush toys and dolls. . . . Burke, New York, is plugging what it calls "the world's 99 best gift buys" for the Christmas season. The offerings include a variety of watches, costume jewelry, lighters, pen and pencil sets and binoculars.

For the practical joker Wilfong Fireworks, Fort Worth, offers its midjet torpedos, good for a laugh in the home, dance floor or eating rink, says the firm. . . . National Distributing Company, Miami, offers its watch bracelet at \$12.50 each in lots of three. Simulated diamonds cover the entire bracelet and watch cover, which contains a guaranteed Swiss movement. . . . Bengor Products, New York, has introduced two new items for the holiday trade—a three-strand simulated pearl necklace, complete with brooked case, and an automatic pocket lighter. The necklaces sell at \$14.40 per dozen. The lighters, selling at \$11.40 a dozen, feature fully automatic action, wind guard, name plate, convenient flint holder and big fuel capacity.

PLEASE NOTE OUR NEW ADDRESS
NOVEL ACTION KLOCKER SPANIEL ELECTRIC CLOCK
Factory
Guaranteed
Size: 10 1/2" high,
10" wide,
10" deep.
Tail wags, eyes move to and fro constantly. Luminous eyes. Mouth opens and closes. Molded plastic case. 110-120 volt, 60 cycle A. C. current. Synchro-motor movement. Man-
age or hanging styled clock. Individually boxed. 12 to master carton. \$5.37 each. 25¢ each—your net cost \$3.25 each. P. O. B. Chicago. 25% with order. Free certificate of resale or add 20% Fed. Excise tax not for resale.

COOK BROS. 916 So. Halsted St. Chicago 7, Ill.

HAND PAINTED GENUINE CLOISONNE
3 pc. Necklace and Earring Set at our Lowest Prices Ever



Fastest Selling—Newest Jewelry We have ever offered to you!
Equisite hand-painted designs add glamour to these fine Cloisonne sets. Genuine Cloisonne florals just like those sold on the Paris boulevards. Set in radiant gold finished sunburst and circled with brilliant gem-white stones. Comes complete with 7.95 price tag. This set also avail. in asst. colored Birthst. centers, Cameos and Onyx at same price. Don't miss this greatest buy of the year. Four samples sent postpaid for \$5. All mdsr. for resale only, otherwise add 20% Fed. tax. SEND FOR CATALOG.

10.80 doz.
minimum 1 doz. lots.

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44 E. Long St., Columbus, Ohio Phone AD 4621

HUNDREDS OF NEW IMPORTED AND DOMESTIC NOVELTIES
SUCH AS YOU HAVE BEEN LOOKING FOR, WILL BE LISTED AT AMAZINGLY LOW PRICES IN

NEW! 1952 General Catalog

OPERATORS—AUCTIONEERS—STREET WORKERS
Send today for your Free Copy of our General Catalog, illustrating the most comprehensive line of Premium Merchandise and Novelties ever offered you. You'll find it so useful to be well informed before buying.

GELLMAN BROS. 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

SURE • FIRE • MONEY • MAKERS

3-piece JEWELRY SET
Special Assorted 3-piece Jewelry Sets.
\$10.80 Doz.

EXPANSION BRACELET
Special 4-row Rhinestone Expansion Bracelet in beautiful gift box.
\$2.50 each **\$27.00** doz.

Mechanical Hopping Fur Squirrel
Each in a box as they run
\$24.00 Gross

Waxed Dahlias
Assorted colors.
\$3.50 per 100
\$30.00 per 1000

Ball Point Pen
The new sensational, retractable Ball Point Pen with no-sweat ink. Lined. Bankers approved, guaranteed ink proof, large ink supply.

SPECIAL Beautiful Christmas Corsettes \$16.50 Gross

Large Pearl-Handled Pistol Lighter
SPECIAL **\$6.00** Doz.

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25% deposit required. Money order or cash. We ship same day as we receive orders. Ship all over the world.
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COIN MACHINES

Chicago Coin Buys Genco; Firms to Remain Separate

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

CHICAGO, Dec. 6.—This week for the first time in two decades the ownership of a major amusement game factory changed hands. The Chicago Coin Machine Company, thru Owners Sam Gensburg and Sam Wolberg announced the purchase of Genco Manufacturing and Sales Company. The two former Chicago



SAM LEWIS

Coin executives, Sam Lewis and Avron Gensburg, immediately assumed active management of Genco. Both firms will continue to be separate enterprises and remain competitors.

For the past 25 years, Genco has been owned by three brothers, Louis, David and Meyer Gensburg, who built the company into and then maintained it as one of trade's largest and most successful game producers. With the sale of Genco, they announced their retirement from the industry to devote their future efforts to a multiple of interests they have in Chicago and on the West Coast. However, during their quarter century in the trade the three Gensburgs combined their various skills and ingenuity to run off a virtual stream of successive hit games.

Explain Operation

In taking over the management reins at Genco, Lewis and Avron Gensburg made this statement: "Because Genco will continue as a separate and distinct corporation we will be kept competitors of Chicago Coin. However, we will have the benefit of the strong financial backing of Chicago Coin, as well as the guidance and experience of its co-owners, Samuel Wolberg and Samuel Gensburg.

"We intend to rebuild and strengthen the Genco organization in every way, from line production to top management. New ideas and new plans for profit earning games are already in the works. Genco's current success—'Jumpin' Jacks'—is now at peak production. The popular appeal

of this game is reflected in steadily mounting sales and operators' earnings.

"We pledge ourselves to continue to produce top money-making games for operators. We know that our organization can be only as strong as operators and our distributors make it.



AVRON GENSBURG

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

EXHIBIT GETS 2 SHOW AWARDS

CHICAGO, Dec. 6.—For the first time in the long history of the NAAPPB trade show, an exhibitor walked off with two awards. Exhibit Supply, which has won the award for the best coin machine exhibit at the show virtually annually, did the trick.

Exhibit Supply received the John R. Davies Award for the most meritorious exhibit on the convention floor and the Fred W. Pearce Award for having the top display in the game 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 tape recorder automatically played back "Hi Nopy Trails" and while Rudolph was in action a playback of the song "Rudolph the Red Nosed Reindeer" was heard.

Exhibit Supply was represented by Frank Mencuri, Art Weinand, Clare Meyer and Chester Gore at the convention.

Atlas Staffers Dig in Result: Get Bally Line

Pittsburgh Firm To Handle Horse, New Space-Ship

CHICAGO, Dec. 6.—The Atlas Novelty Company, Pittsburgh, has been awarded a direct factory distributorship for Bally Manufacturing Company's The Champion, coin-operated horse, and Space-Ship, Jack Nelson, general sales manager, announced this week. Atlas has headquarters at 2217 Fifth Avenue and is headed by Phil Greenburg.

As Nelson explained the appointment covers most of Western Pennsylvania and a great part of West Virginia and was more in the nature of a reward for Atlas of Pittsburgh staffers for their exceptional job on the horse and Space-Ship during the several weeks Greenburg was hospitalized following an auto accident.

Nelson added the tremendous selling job accomplished by Atlas sales manager, Lou Hoffman, and Eddie Shore, Ed Barker and Ben Luck, attracted the attention of Bally executives and the distributorship appointment resulted.

Trailmobile Promotions

CINCINNATI, Dec. 6.—Trailmobile, Inc., promoted Fred Rahe to assistant manager of fleet sales with headquarters in New York.

Mars Displays Flying Saucer

CHICAGO, Dec. 6.—The industry's first coin-operated Flying Saucer was given a national trade showing during the NAAPPB convention here this week. The display was in the booth of the Mars Manufacturing Company, Linden, N. J., and was handled by Sid Mittleman.

The Flying Saucer measures 67 by 30 inches and at the rider's discretion can be speeded up or slowed down by moving a simple control stick in the cockpit. Among its features are safety shoes over the base of the rods connected to the mechanism and flasher lights and a no mar finish.

OCT. COIN TAX YIELD DECLINES TOBACCO RISES

WASHINGTON, Dec. 6.—The federal taxes on coin-operated amusement and gaming devices produced \$559,015 in October, compared with \$730,553 the previous October, Internal Revenue Bureau reported this week.

The current October figure includes \$359,916 collected from coin-operated gaming devices and \$199,009 collected from coin-operated amusement devices.

The federal tax on tobacco yielded \$156,530,391 in October, a gain of \$17,803,836 over the previous October.

Conat Shows Aqua, Atomic Jets in Chi

CHICAGO, Dec. 6.—The Conat Sales Company, Inc., New York, held its first national trade showing of two new rides—Aqua Jet and Atomic Jet—at the annual exhibit and convention sponsored by NAAPPB at the Hotel Sherman Sunday thru Wednesday (30-3). Nat Cohn, president of Conat, World distributor of Nasco products, was assisted by his sons, Gary and Teddy, in handling the exhibit.

The Aqua Jet is similar in design to the famous U. S. Navy's PT boats and offers its riders realistic speed boat action. It is 69 inches long, 29 inches wide and weighs approximately 300 pounds. The boat operates on dimes and is equipped with the standard 1/2 volt A. C. current. The Aqua Jet has 1/4 inch plexiglass windshield supported by polished chrome brackets which function as boarding handles.

To operate the boat all a child has to do is climb in to a well upholstered seat, insert a dime in the coin chute and press a horn type button on the steering wheel. Pressing of the button during the ride activates a fog horn.

The Atomic Jet also is a dime unit and gives youngsters a simulated jet plane ride. The plane has a base 24 by 48 inches. Its overall length is 72 inches and weight, approximately 350 pounds. The unit operates on 110 volts A. C. The Atomic Jet is equipped with lights in its tail and nose and crystal lights on the dash, flicker and flash. It is also

equipped with atomic type guns which flash red rays when activated. All service doors on the unit are hinged and protected by locks.

Among distributors appointed by Conat are Advance Automatic Sales, San Francisco; Automatic Enterprises, Los Angeles; Brilliant Music, Detroit; Double U Sales, Baltimore; Active Amusements, Philadelphia; Riteway Sales, New York; Bush Distributing, Miami and Jacksonville, Fla.; Culp Distributing, Tulsa and Oklahoma City; Bilotta Distributing, Newark, N. J.; Manny Amusement, New Orleans; State Music Distributors, Dallas; Southern Distributors, Houston; United Amusements, San Antonio, and Southern Automatic Music, Louisville and Lexington, Ky., Fort Wayne, and Indianapolis, Ind.

Philly Co. Bows Tiny Two Rider Merry-Go-Round

CHICAGO, Dec. 6.—The Merry-Go-Round Manufacturing Company, Philadelphia, bowed its miniature two horse coin-operated kiddie ride Merry-Go-Round at the NAAPPB trade show here this week.

The compact unit is five feet long and five feet wide on location and offers two youngsters a simultaneous ride for the single fare—a dime. The horses are designed for the small children and the ride has its own fencing for the riders' protection. The Merry-Go-Round gives a one-minute ride.

The firm's display was under the direction of Sam Kahn. He was assisted at the showing by David Rosen, Sam Berger and Harry Blinkoff.

Keeney Adds Distribs, Changes Team Bowler

CHICAGO, Dec. 6.—J. H. Keeney & Company has appointed two additional distributors to handle its amusement game, cigarette tender and television line, Parre Huesch, sales manager, announced Thursday (4). The firm also announced a key change in its Team Bowler game.

F. A. B. Distributing Company will cover Louisiana, Alabama, Georgia and South Carolina. The firm is owned by Fletcher A. Blakok and has three offices. They are located at 1019 Baronne Street, New Orleans; 304 Ivy Street N. E., Atlanta, and 811 Berwick Street, Columbus, S. C. Blakok will open an office in Birmingham in January.

The other new Keeney factory representative is Northern Music, Inc., 8307 Euclid Avenue, Cleveland. This firm is headed by Herb Wedewen and will cover 30 counties in the Northern Ohio section surrounding Cleveland.

Both distributors now are displaying Team Bowler, the de luxe electric cigarette tender and Keeney's large screen TV receivers.

The changes on Team Bowler make it possible to play the game three ways. All a player has to do is move an arm type switch on the front of the cabinet to the desired position. On one switch stop the game is a straight 10-player game. On the second position, it is played with a 10th frame feature. On the third position, it is played with two extra shots for a strike and one extra for a spare. On the third switch position every frame offers bonus shots for strikes and spares.

JOLLY GOOD FELLOW

Distribs Celebrate Gottlieb Anniversary

CHICAGO, Dec. 6.—The 30 distributors which make up the D. Gottlieb & Company sales network will convene at the Imperial House here Sunday (7) for a surprise testimonial banquet for Dave Gottlieb, firm president. The fête will mark the 25th anniversary in the coin machine business of the pioneer game manufacturer.

In all, 60 persons will participate in the tribute to the industry leader and the evening will be dedicated to good fellowship. Speech making, except for the presentation of a bronze plaque 30 by 40 inches, signed by all the distributors, has been banned.



DAVE GOTTLIEB

"In tribute to David Gottlieb to mark his 25th anniversary in the coin machine business and to express our appreciation for the many contributions he has made for the improvement and progress of the entire industry.

"His character, personality and leadership have been an inspiration to all, and have reflected credit and respect from which all branches of the industry have benefited."

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



SPECIAL DISTRIBUTION including copies to over 5,000 foreign operators, begins JANUARY 12

THE BILLBOARD'S WINTER EDITION of the COIN MACHINE EXPORT QUARTERLY

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

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment of the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Dec. 6	Issue of Nov. 22	Issue of Nov. 22	Issue of Nov. 15
ABC (United)	\$129.50	\$145.00	\$145.00	\$135.00
Across the Board (United)	39.50	39.50	39.50	39.50
Adventure Rail (General)	25.00	25.00	25.00	25.00
All Base (Gottlieb)	39.50	39.50	39.50	39.50
Alice in Wonderland (Gottlieb)	22.50	49.50	49.50	49.50
Aquacade (United)	79.50	79.50	79.50	79.50
Arcade (Williams)	27.50	55.00	55.00	55.00
Arizona (United)	27.50	55.00	55.00	55.00
Atlantic City (Bally)	374.50	450.00	450.00	435.00
Baby Face (United)	79.50	79.50	79.50	79.50
Ballerina (Bally)	49.50	49.50	49.50	49.50
Baroness Bill (Gottlieb)	100.00	100.00	100.00	100.00
Baseball (Gottlieb)	225.00	250.00	250.00	250.00
Baseball Champ (Chicago Coin)	225.00	250.00	250.00	250.00
Battling Practice	89.50	89.50	89.50	89.50
Beep (Gottlieb)	59.00	94.50	94.50	94.50
Big Hit ("Kamo Coin")	125.00	49.50	50.00	125.00
Big Top (General)	59.50	59.50	59.50	59.50
Black Gate (General)	20.00	40.00	40.00	40.00
Blow Sales (United)	250.00	275.00(1)	275.00(3)	275.00(3)
Bonnie (Williams)	275.00(3)	89.50	89.50	89.50
Bowling Champ (Gottlieb)	32.00	50.00	50.00	50.00
Bright Lights (Bally)	199.50	204.50	225.00	225.00
Bright Stars (Bally)	309.50	323.00	350.00	345.00
Buccaneer (Gottlieb)	74.50	50.00	50.00	50.00
Buffalo Bill (Gottlieb)	74.50	50.00	50.00	50.00
Bull's Eye	69.00	60.00	60.00	60.00
Camel Caravan (General)	69.50	69.50	69.50	69.50
Campus (Gottlieb)	75.00	94.50	94.50	94.50
Carnival (Gottlieb)	45.00	89.50	89.50	89.50
Caravan	71.00	72.00	72.00	72.00
Carroll	49.50	49.50	49.50	49.50
Carolina (United)	22.50	29.50	29.50	29.50
Casino (Chicago Coin)	49.50	65.00	65.00	65.00
Champion (Chicago Coin)	69.50	79.50	79.50	79.50
Chicago (Chicago Coin)	27.00	27.00	27.00	27.00
Chloride (Gottlieb)	39.50	35.00	35.00	35.00
Citation (Bally)	29.50	74.50	74.50	74.50
Circus	15.00	15.00	15.00	15.00
College Daze (Gottlieb)	39.50	39.50	39.50	39.50
Conroy Island (Bally)	309.50	329.00	345.00	345.00
Contact (Gottlieb)	110.00	110.00	110.00	110.00
Control Tower (Williams)	249.50	220.00	230.00	230.00
Cowboy (United)	29.50	29.50	29.50	29.50
Cross Fire (Gottlieb)	20.00	20.00	20.00	20.00
Cross Roads	210.00	175.00	200.00	210.00
Cuba (Williams)	49.50	74.50	74.50	74.50
Deluxer (Williams)	99.50	99.50	99.50	99.50
Deluxer World Series (Williams)	20.00	39.50	39.50	39.50
Devil's Own (Williams)	49.00	85.00	85.00	85.00
Double Action	75.00	84.50	84.50	84.50
Double Shuffle (Gottlieb)	85.00	85.00(2)	95.00	95.00
Drum (Williams)	99.50	75.00	99.50	99.50
E Ball (Williams)	150.00	180.00	180.00	180.00
El Paso (Williams)	49.50	49.50	49.50	49.50
Flighting Fish (Chicago Coin)	69.00	95.00	100.00	100.00
Five Star (Universal)	75.00	110.00	110.00	110.00
Floating Power (General)	49.50	49.50	49.50	49.50
400 (General)	275.00	295.00	295.00	295.00
Four Horsemen (Gottlieb)	115.00	129.50	129.50	129.50
Four Stars (Gottlieb)	210.00	190.00	210.00	210.00
France (Williams)	94.50	59.50	69.00	69.00
Futurity (Bally)	249.50	265.00	265.00	265.00
George (Williams)	90.00	100.00	100.00	100.00
Go Rammy (Gottlieb)	25.00	50.00	50.00	50.00
Goose (Williams)	49.50	20.00	49.50	49.50
Golden Trotter (Gottlieb)	19.50	59.50	59.50	59.50
Golden Gloves (Chicago Coin)	25.00	20.00	20.00	20.00
Grand Award (Chicago Coin)	49.00	49.00	49.00	49.00
Grandstand (Williams)	29.50	270.00	270.00	270.00
Happy Go Lucky (Gottlieb)	145.00	159.50	159.50	159.50
Harvest Moon	65.00	109.50	109.50	109.50
Harvest Year (General)	165.00	195.00	195.00	195.00
Harvester (Williams)	229.50	229.50	245.00	245.00
His 'n' Hers	24.50	24.50	24.50	24.50
His 'n' Her (Gottlieb)	180.00	170.00	175.00	175.00
Hi Paragon (Gottlieb)	29.50	29.50	29.50	29.50
Holiday (Chicago Coin)	15.00	70.00	50.00	50.00
Horseathers (Williams)	169.50	169.50	169.50	169.50
Horsehoes (Williams)	69.50	69.50	69.50	69.50
Hot Rod (Bally)	29.50	29.50	29.50	29.50
Humpy Dumpty (Gottlieb)	29.50	20.00	29.50	29.50
Hy Roll (Bally)	180.00	35.00	65.00	65.00
Jockey (Williams)	29.50	220.00	220.00	220.00
Jockey Special (Bally)	19.00	34.50	34.50	34.50

(Continued on page 92)

NAAPPB TRADE SHOW

Variety of New Type Coin Rides Key Exhibit Floor

CHICAGO, Dec. 6.—Virtually dominated by coin-operated kiddie rides, the 34th annual Trade Show sponsored by the National Association of Amusement Parks and Beaches was held in the Hotel Sherman, Sunday thru Wednesday (30-3). Proof of the continued emphasis on the coin units was the 26 of a total 76 exhibitors displaying items of major interest to Arcade, game, vendor and music operators. And this total was actually held down by the exhibit space limitations.

One of the most significant developments at the Trade Show was the number and variety of coin-operated rides displayed. Whereas the 1951 event was a virtual mechanical horse array as far as the visiting operators

Meteor Rocket Now Available On Open Mkt.

NEW YORK, Dec. 6.—Officials of the Meteor Machine Corporation, Brooklyn, this week announced that the firm's Meteor Rocket, manufactured during the past year for just one distributor, would become available on the open market. Distributors will be named soon. J. G. Budd, sales manager, it was announced, was touring Virginia, North Carolina and Tennessee to appoint Southern outlets.

Partners in Meteor are John Hess, Max Himebaum and (Continued on page 91)

Philly Ops Name Slate Of Officers

PHILADELPHIA, Dec. 6.—The members of the Amusement Machine Association of Philadelphia have chosen a slate of candidates for the election at the next meeting of the organization, December 9.

In acknowledgment of the fine work and leadership of Sam Stern, the members of the association nominated him unanimously for his eighth consecutive term as president. Joe Levin was nominated for vice-president with no opposition. Nominated for secretary were Sam Morse and Mort Medvene. Nominated for treasurer were Frank Irvin and Mort Medvene, and Jules Loan was nominated for financial secretary.

Coinmen You Know

Chicago Nate Gottlieb, D. Gottlieb & Company, and his son Shelly took a quick flight to Dallas last week-end, to visit Morry Gottlieb and take in a football game.

Two of the busiest spots on the exhibit floor of the NAAPPB show this week were the booths sponsored by Auto-Photo, Los Angeles, and International Mutoscope, Long Island City, N. Y. Both firms displayed the latest in automatic photograph machines. Empire Coin's head, Gil Kull, (Continued on page 91)

Vital Statistics Deaths

Theodore Pappas, 58, December 1, in Detroit of a blood clot following an operation. He operated the Pappas Music Company. Survived by his widow, Bessie, and six children. Interment in Forest Lawn Cemetery.

were concerned, this year's exhibit area included but three such horses. Instead were several, a flying saucer, jet and space planes, and a new crop of animals such as Rudolph the Red Nosed Reindeer, Pete the Rabbit and Elsie the Cow.

Key Points Two other key developments brought out at the Trade Show

PLAY CONTROL

National Bows New Shuffleboard Game, Bank-It

ORANGE, N. J., Dec. 6.—Distributors of the National Shuffleboard Company started showings this week on the 10-foot Bank-It game, which features a new playing principle, plus "Play Control," Frederick Jordan, sales manager, announced.

Bank-It is virtually 20 feet of regular shuffleboard play reduced to 10 feet by means of a side cushion rebound feature. It can be played with two or four players. The object of the game is the same as on longboards except that the weight must hit or glance off the side cushion to score. Average playing time is comparable to a pin game. Bank-It also has its own electric scoreboard, a laminated maple playfield and a deluxe type cabinet.

The game is available in two models. Model A has a side electric score card. The Model B is the same width as A-33 inches—but is factory equipped with the "play control," which prevents locations from losing receipts. The "Play Control" feature goes into effect after a game has been completed and the players try to play again without de-

Sea Nymph Is On Location

NEW YORK, Dec. 6.—The Sea Nymph, made by Weld-Built Body Company, Brooklyn, was placed on an un-named test location this week, according to Art Nelson, Weld-Built prexy. Production is now underway on the boat ride. The model on location was completed two weeks ago (The Billboard, November 29).

Nelson said that the 68-inch long, 300-pound ride will sell for about \$750. He added that deliveries would probably begin about the end of the month.

Meanwhile, Nelson said that his Kiddieland location at Grant's Department Store, Hempstead, L. I., has shown a healthy profit at the end of the first year's operation. The operation consists of a Seven-Engine Locomotive Ride (seating 14 youngsters), a Six-Boat Ride (seating capacity 24) and the Whip, an oblong ride (seating capacity 18). These rides are non-coin operated.

NCMDA ANNUAL MEETING TO NAME '53 OFFICERS

CHICAGO, Dec. 6.—Members of the National Coin Machine Distributors Association will hold their annual meeting Monday (8) at the Bismarck Hotel here to review the group's activities during the year and elect officers.

Secretary Irving Blumenfeld, General Vending Sales, Baltimore, said a record attendance was expected at the meeting which is scheduled to start at 11 a. m. Present officers of the association are Joe Ash, Philadelphia, president; Harold Lieberman, Minneapolis, vice-president; Blumenfeld, secretary, and J. D. Lazar, Pittsburgh, treasurer.

Blumenfeld said one matter of business likely to come up for discussion was the need for a strong coin machine manufacturers' association. At present, only two of the major manufacturers of amusement games hold membership in Coin Machine Institute. Blumenfeld said he personally felt the manufacturing industry should unite in a common association.

were that in the coming years more and more coin machine manufacturers will be participating, especially new firms. Despite the accent on coin units on the exhibit floor there were not nearly as many old-time operators and distributors in attendance, compared with the 1951 event. The first development was the result of the suspension of coin machine conventions held in the past.

This year because of a breakdown in turnstiles at the exhibit area's entrance no official attendance count was available. However, based on figures tallied for the opening two days and the activity on the floor throughout the convention, it was generally agreed attendance surpassed last year's 4,400. Most of the mechanical ride exhibitors found sales (Continued on page 91)

Telematic's Two Air Games Bow at NAAPPB

CHICAGO, Dec. 6.—Two new games, Air Hockey and Air Football, were displayed by Telematic Industries, Brooklyn, at the NAAPPB convention's trade show at the Hotel Sherman here this week. Both games feature air pressure aimed by pistol type units to motivate ping pong balls. The games also were exhibited by the Mike Munves Corporation, New York, national distributor for Telematic products.

Both games have a playing time of 1 1/2 minutes and are designed for two players. In the hockey game players seek to guide a ping ball thru goal areas at the opposite end of the playfield. Each time a player gets one thru this are a goal auto-

Munves Corp. Displays Wide Line at Show

CHICAGO, Dec. 6.—The Mike Munves Corporation, New York, one of the two distributors exhibiting equipment at the NAAPPB show at the Hotel Sherman this week, had the widest assortment of coin-operated equipment displayed. The firm is a distributor of Exhibit Supply products in New York and national distributor of Telematic equipment.

Among the items shown by the Munves company were Exhibit Supply's Big Bronco, Rudolph, electric rard vendors, and Space Guns; Telematic's Set Shot Basketball, Air Hockey and Air Football, and Richman Products' Mighty Mike. The latest Pokering table also was on display.

On hand to explain the salient facts on the amusement units were the following from the Munves organization Mike Munves, Joe Munves, Al Deppe, Frank Seyfried, Herman Rosenberg and George Richman, Richman Products.

J. P. Manning Adds Candy Machines to Direct-Sale Program

Claims Over 3,000 Cigarette, 500 Candy Venders Sold; Gum Next

BOSTON, Dec. 6.—The J. P. Manning Company, one of New England's largest and oldest tobacco and sundry jobbers, which entered the vending machine field in 1950 by selling cigarette machines direct to locations, has added a 72-bar capacity candy vender to its direct sale program. It also plans to add penny gum machines in 1953.

J. P. Manning is in the vending machine business to stay, John Griffin, treasurer of the company, said this week. He stated that the company is also studying the hot coffee and car-

bonated beverage machine fields. The candy vender is manufactured for Manning by Arthur H. DuGrenier, Inc., which also makes their cigarette machines. Plans are in the blueprint stage for the penny gum units.

500 Sold

More than 500 of the new candy venders have already been sold, Griffin said. Present plans are to sell the penny gum machines, when available, direct to gasoline stations.

Since entering the cigarette vending field, Manning claims to have sold over 3,000 cigarette machines direct to locations. When the tobacco jobbing company determined to go into the vending business to recapture lost cigarette volume, it "anticipated that maintenance problems would be prevalent and set up a service arrangement," Griffin stated.

Hot coffee and beverage machines were found "to be too complicated at the present time," he said, explaining their absence from the firm's direct-sale activities. It has been demonstrated in Massachusetts that there is room for both operations, the direct-to-location sales and the service vending machine companies, Griffin declared. "Some locations prefer to buy service from a vending machine company, letting the operator worry about maintenance, supply, etc. On the other hand, many prefer to buy and own their machines and buy cigarettes from us."

Eastern Offers Service Guide

NEW BEDFORD, Mass., Dec. 6.—Eastern Electric, Inc., has prepared a new booklet featuring service shortcuts on its electric cigarette vender. It includes information on how to cope with service problems. Electrical circuits are covered separately, the sequence of operation from coin deposit to cigarette delivery.

An analysis and method for quick remedy for the most common difficulties encountered is also included.

The booklet is free to operators of the firm's equipment.

Macke Division Buys Cig Route

WASHINGTON, Dec. 6.—Tide-water Macke, Inc., a new wholly-owned subsidiary of the G. B. Macke Corporation, recently purchased the cigarette operation of Broudy-Kantor Company, Inc., Norfolk.

Charles L. McDonald will manage the new company. McDonald formerly was in charge of Macke's branch operations.

Toledo Venders Hit by Slugs; Ops Take Action

TOLEDO, Dec. 6.—Thousands of copper washers—identical in size to quarters and dimes—have been circulating in Toledo and are being used in vending machines through the city. To date, local operators have lost about \$40,000 thru use of the slugs.

The number of slugs turning up each week increases. The loss in pay telephones alone has mounted from a negligible trace to \$100 a day within the last few weeks. Similar washers are a standard automotive part used locally by Willys Overland Motor, Inc., in their production lines. The company said last week it was changing the style of washers so they could no longer be used for coins.

The rash of slugs began in September when it was discovered that the washers could be used in vending machines. Since then use has spread widely.

Canteen Service Company, which operates 2,000 vending machines in Toledo plants, says

(Continued on page 85)

83% of Candy Firms Use NCWA Merchandise Sheets

NEW YORK, Dec. 6.—According to a survey of 1,000 firms, conducted by the National Candy Wholesalers Association, Inc., 83 per cent of the candy companies are using NCWA merchandisers or similar catalogs containing merchandising sheets, and 78 per cent indicated they would like to use new merchandisers.

Of these, 46 per cent are satisfied with the multi-22-ring binders and 46 per cent want the larger 3-ring binders, which will be provided.

The survey revealed that the

(Continued on page 85)

BULK, CUP DRINK EQPT. TOP USED VENDER TYPES

CHICAGO, Dec. 6.—Penny and nickel bulk venders continue to dominate the used machine market, in both the "wanted" and "for sale" categories. In mid-year, bulk units replaced cup soft drink and cigarette machines as most wanted-most offered equipment (The Billboard, August 2), a position which they approached as second most-advertised vender types earlier in 1952.

While in second place as most-offered on the used market, cup soft drink machines tied with bulk units as most wanted. Cigarette and coffee venders tied for second place on the "wanted" market.

Further checking of recent Market Place advertising in The Billboard and its sister publication, Vend, revealed that runners-up in the "for sale" bracket were, in that order, cigarette, candy and coffee venders, with cookie, sandwich (cold) and popcorn machines together holding sixth place and ice cream, milk and stamp machines seventh spot.

In the "wanted" classification, candy machines fell in third position, while ice cream, cigar and shoe shine equipment tied for fourth place.

ANTI-JACKPOT DEVICE MADE

WASHINGTON, Dec. 6.—An anti-jackpotting device for electrically operated venders was patented here last week by Charles Harris, Chicago.

Harris' invention is reputed to stop repetition of the vending cycle in event of a switch sticking. The device prevents the vender operating until it is cleared by hand.

VARIETY PLUS

Diversified Pioneer in Eqpt., Stops

PHILADELPHIA, Dec. 6.—A pioneer in the field of complete vending service, Variety Corner, Inc., continues to be one of the most diversified operations in the country. It has handled cigarette, cigar, candy, juice, coffee, ice cream, soft drink venders and coin photo equipment since first entering the operating field in 1944. At that time operating companies usually specialized in a particular phase of vending.

Variety Corner's locations are varied. It has installations in airplane plants, steel mills, bus terminals, clubs, stores, super-service stations, hospitals, department stores, supermarkets, office buildings, universities, hotels, restaurants, apartment houses, stadiums, sports arenas and YMCA's.

The firm secures most of its new locations as a result of recommendations. However, it also has salesmen lining up new accounts. It keeps an extra large stock of parts and supplies on hand, has a service crew of eight first class mechanics and a half dozen secondary men so that it can service machines at any time.

Variety Corner also maintains its own Arcade on Market Street. The Arcade houses all types of vending equipment handled by Variety and is used as a field testing ground for new equipment. A sign in the Arcade requests customers to contact the manager if they have available vender locations and need equipment. This has turned up some good leads.

Monarch Bows Shoestring Spud Vender

CHICAGO, Dec. 6.—Monarch Coin Machine, Inc., announced a new line of shoestring potato venders this week. Clayton Nemeroff and Charles Pieri, Monarch partners, said the machine was a revamped model previously turned out by a national manufacturer.

The unit has a cream cabinet with red trim and holds up to five pounds of potatoes. Bags are stored in a separate receptacle to receive the two-inch long shoestring potatoes. It is set for dime operation. Price was not announced.

Nemeroff said his firm would distribute the machine nationally. Several hundred units have been revamped to date, with additional machines now being readied, he said.

January Delivery on Rowe Pastry Unit

NEW YORK, Dec. 6.—Advance orders are coming in for Rowe Manufacturing Company's new pastry vender, according to Charlie Brinkman, vice-president. He said shipments would get underway soon after January 1. The machine will differ from Rowe's Candy Merchant in that it will have four columns instead of seven, with 15 shelves per column. Delivery principle will be the same.

Fla. Citrus Mutual Okays Juice Machs.

Townsend Cites Mills, Snively Units, Clarifies Machine Classifications

LAKELAND, Fla., Dec. 6.—Juice venders will play a definite part in Florida Citrus Mutual's nationwide dispenser program, in spite of earlier indications to the contrary, R. M. Townsend, manager of the group's Beverage and Dispenser Division, told The Billboard this week.

Townsend pointed out that clarification of FCM's equipment classifications was in order. "We have no fixed classifications of machines as 'approved' or 'disapproved' at the testing station for juice dispensers," he said. The practice of the laboratory officials is to report upon performance in terms of decomposition or flavor changes, according to various conditions of temperature, sanitation, the care of the machine, etc. He pointed out that such reports show which machines are likely to stand up favorably under commercial use.

Eligible Venders

"Consequently, both the Mills Industries' and Snively Groves' venders are included among the eligibles in our dispenser program," Townsend said. He stressed that FCM had definitely not excluded vending equipment in its thinking. "On the contrary, we are looking ahead to vending as being very important in the future of merchandising Florida juice."

New Bottle Unit By Central Tool

HARTFORD, Dec. 6.—Central Tool Company has introduced a new four-selection bottle vender, Choice Vend, with a six-case capacity. Depending upon bottle size, it will vend 144 bottles and hold 171 bottles in pre-cool.

The upright cabinet features package component design, offers one-second delivery thru push buttons. It will accommodate up to 12-ounce bottles.

P. O. Vender Commissions

WASHINGTON, Dec. 6.—Postmaster General Jesse Donaldson this week re-notified local post offices that the comptroller general's ruling of last August 29, order B-111086, makes it mandatory that all proceeds from vending machines must be reverted to the miscellaneous receipts of the post office.

Previously many post office workers had benefited by the channeling of vender proceeds for general welfare purposes. It would require legislation to change the comptroller general's ruling.

Ind. Vender Tax Plan In Legislature Jan. 8

INDIANAPOLIS, Dec. 6.—In compliance with a recommendation of the Indiana "tax Study Commission, a proposal to license vending machines will be placed before the Hoosier Legislature when it meets January 8. The commission, created by the Legislature in 1951 to explore Indiana tax policies, left the specific conditions under which licenses would be issued to the discretion of the State's lawmakers. An annual per-machine registration fee of \$1 was its only specific suggestion. Vending machine operations would be eased and simplified by the proposed licensing arrangement, the commission predicted.

At the present time vending machines are considered to be 'stores' and as such are licensed under the provisions of the

Currently, Townsend declared, the Mills and Snively units rank among the best for vending citrus juice, among the coin-operated machines FCM has investigated.

He stated that distributors, who can lay sound proposals on the table for operating venders, will find FCM "promptly interested in co-operation from a financing standpoint."

As late as October, Earl Brown, chairman of FCM's dispensing committee, had stressed that "only fully approved machines would receive the financial support of the Mutual program."

Canteen Sales Rise for Year, Fourth Quarter

CHICAGO, Dec. 6.—Automatic Canteen Company of America earned a net income of \$769,037 on gross profit of \$39,690,498 for the fiscal year ended September 27. For the previous fiscal period, net income was \$769,580 for a gross of \$30,248,899.

Fourth quarter net was \$230,722 on an \$11,490,866 gross for the fourth quarter this year, compared with \$155,756 and \$10,754,200 for the like 1951 period.

Nathaniel Leverone, chairman of the board, announced a regular quarterly dividend of 22½ cents per preferred and 25 cents per common share, payable this week (1) to stockholders of record November 15.

Leverone stated that consolidated sales for the fourth quarter increased 7 per cent over the corresponding 1951 quarter and 9 per cent over the preceding year.

Cigar Vending Sales Are Up

ATLANTIC CITY, Dec. 6.—Cigar vending sales will be up this year over 1951, according to spokesmen from the Cigar Manufacturers' Association and the Cigar Institute of America, which opened their three-day joint annual convention here Thursday (4).

Both Edward J. Regensburg, CMA presy, and David A. Jenkins, CIA head, said that the cigar industry will produce and sell 6,000,000,000 cigars this year, about 200,000,000 more than in 1951. They agreed that the cigar industry is enjoying the highest production year in the past decade.

More than 300 manufacturers and industry suppliers from all parts of the country attended the convention.

Store License Act," the commission stated in its report. "If the owner of a store in which a vending machine is located has a store license, the license will cover the sales made from the vending machine. If there has been no license issued for the location in 1951 in which the machine is placed, the owner of the machine is liable for each machine so operated on a chain store basis."

Thus the commission pointed out the possibility that, under a rigid interpretation of the law, the State was empowered to impose a fee as high as \$190 per machine.

Tax Scale

As reflected by the schedule of store license fees under the Store License Act, the commission said the law was designed to be

(Continued on page 85)

VICTOR'S CHATTER MATTER

TOPPER DELUXE
globe style



VICTOR'S

BABY GRAND

NEW DELUXE STYLE



VICTOR'S

TOPPER DELUXE
half-cabinet style



ATTENTION: VENDING MACHINE OPERATORS!!!

Now available in any quantity—4 or more—Victor's Half-Cabinets, Topper Deluxe, Glass Globe, Topper Deluxe, Baby Grand's Vending 2 for 1s, Chiclet Treats and Chloro Treats; also going great—our Baby Grand, Vending 2 for 5c Chloro Treats, Topper Deluxe at \$14.20 per unit; Baby Grand Deluxe at \$14.25 per unit. Suggestion: Try one case of four Topper Deluxe filled with our best pack of gum and charms ready to set on location—at \$18.20 per unit. Your gross approx. \$12.00 per unit when empty. We also carry a complete line of Victor parts. Send one-third deposit with orders, balance C.O.D. Prices F.O.B. Dallas.

TEXAS' EXCLUSIVE DISTRIBUTOR FOR VICTOR VENDING CORPORATION

Graff Vending Supply Co.
2841 WEST DAVIS ST., DALLAS, TEXAS

Conversation Pays; Find It Stop-Getter

MILLVALE, Pa., Dec. 6.—A personal library of "conversation" books that John S. Novosel has built up for his own business use is a major feature in the growth of Novo Vending Service, which developed from a straight nut-vending operation in July, 1947, to a well-established, cigarette route today.

The idea that has helped in building up business and getting new machines into locations, says Novosel, is that of taking time to hold friendly conversation with location owners and their patrons. And the idea works out, for up to six months after first meeting Novosel, location owners will call him up and offer him new locations for his machines.

"Good conversation is something of an art, and as in developing a good vending route, it requires earnest application," Novosel explains. Before getting into vending, for example, Novosel was a draftsman, an assistant planning engineer with a nationally-known plumbing manufacturer for 21 years, then decided that advancement would come by going into business for himself.

Starting with nut machines, Novosel saw—from his experience as a draftsman—that his vending business needed a solid foundation. He spent two years learning the nut-vending trade and found his World War II training in expediting came in handy.

Then Novosel noticed he could get stops faster by making friends with new location owners instead of by merely trying to sell them on the idea of an installation. Using this approach, he developed his library idea, then figured how he might expand his operations. He started by purchasing a definite number of machines, making them pay off, then purchasing so many more.

Durable Carrier Preps Ad Drive

NEW YORK, Dec. 6.—Morris Kozler, head of the Durable Fibre Sample Case Company, said this week that his firm was embarking on a trade advertising campaign to boost the sale of the Durable cigarette carrier. The first ad will appear in Vend Magazine, sister publication of The Billboard.

The firm has been manufacturing the carrier for several years, the forthcoming advertising campaign will be the first Durable major sales pitch to cigarette vending operators.

The carrier is of vulcanized fiber, with an inner money bag and five riveted pockets on the outside for matches and a leather loop for a screwdriver. The bag will hold 30 cartons.

Cole Coffee-Spa Shown in N. Y.

NEW YORK, Dec. 6.—The first Eastern showing of Cole Products' Coffee-Spa took place at Cole's office here last week. George Gruebert, head of the local office, said that delivery would be made from six to eight weeks after an order is placed.

Gruebert said that arrangements are pending with a soup manufacturer to vend hot soup in the Cole-Spa. The details will be worked out during the next several weeks.

A recent addition to Cole's New York staff is Harry Wills, formerly with New York Telecon, as district manager.

Eppy Releases 1953 Calendar

NEW YORK, Dec. 6.—Samuel Eppy & Company, Inc., released the latest in its charm lines this week, a 1953 calendar.

Printed in green and black and accordion folded, the miniature calendar is held together with a metal clip.

R. L. Albert Bids For Vending Sales With Bar Imports

NEW YORK, Dec. 6.—R. L. Albert, a 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 Manner Bar, made of chocolate and ground hazelnuts. Both weigh 3/4 ounces, and are imported from Vienna.

Sidney Albert, sales manager, said that the bars will sell for \$2.75 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 Beefsteak Party at the Grand Ballroom of the Hotel New Yorker today. Represented at the affair were candy clubs from Baltimore, Philadelphia and Boston.

The organization's next regular meeting is slated for Thursday (11) at the Park Sheraton Hotel. An informal Christmas party will be held after the meeting.

SCALES

PRICES REDUCED
\$125.00 CUT TO
\$89.95



Price \$89.95. Down Payment \$14.95. Balance \$5.00 per month for 12 months. Or if you prefer to send cash with your order, you may deduct 5% or \$4.50 from the list price, making the cash price only \$85.45. On sales in Georgia or South Carolina, it is necessary to add Sales Tax to scale price.

All prices are F.O.B. Sperton and we will ship to you by express or freight. A Scale crated weighs 100 pounds. Get in touch with us for a Scale Deal.

Bona fide distributors wanted if you have a sales room and can go after selling a good scale.

MANUFACTURED BY

SPARKS

SPECIALTY COMPANY

PHONE 33 SOPERTON, GEORGIA

NEWER CHARMS

from the World's LARGEST MANUFACTURER of CHARMS

Playing Cards Photo
Silver Topped Luchins Photo and
Bullets Jewel Rings
New Combs

Our is the finest and most complete line in the country. Immediate delivery! Send 35¢ for complete samples for low, low, low prices.

PENNY KING CO.
2518 Mission Street
Pittsburgh 3, Penna.

MAKE SURE YOU HAVE A Merry Christmas!

... with a route of Atlas Vendors for a good, steady income. You'll be glad next year that you started this year out right. You're sure with Atlas.



1c CHLOROMASTER

Take advantage of the great appeal of chlorophyll. A natural in bars, restaurants, any location! Ball gum, 210 to the pound, makes this a highly profitable vendor.

BANTAM 5¢ CHLOROPHYLL GUM TRAY VENDOR

Here's the 5¢ chlorophyll gum vendor... to bring you a Christmas present every time you empty the sack! Also yields almonds, mixed nuts and petachios at 5¢ a sale. Made of gleaming aluminum.



MASTER 1¢-5¢ COMBINATION VENDOR

For any bulk producer this is the "Master-Vendor"! penny and nickel sales. Large capacity, portion control. You'll have a Masterful operation with this equipment. Write today for information on all Atlas vendors.



SALESMEN AND DISTRIBUTORS—WRITE NOW!

MANUFACTURING AND SALES CORP.

12220 TRISKER RD., DEPT. 1925 CLEVELAND 11, OHIO

SILVER QUARTER OPERATION—KING SIZE INCLUDED!



SPECIAL!
NEVER BEFORE OFFERED AT THIS PRICE!

Every column can be used for King Size or standard size vending as desired.

SPECIAL:
ROWLE TAB GUM, 5 Cols., 16, 400 \$15.50
Housing Bracket, \$1.50 Extra

WRITE—WIRE—PHONE
YOUR ORDERS!

Rowle Imperial 8 COLS. 240 Pack Cap \$85.00

Our Paths Are VENDERIZED Prevents Peeling, Flaking & Rusting.

SPECIALS ON CANDY MACHINES: Dole Candyman, 75 Cps. \$22.00 Without Base \$12.00 Dole Candyman with Base \$32.00 Uneda Candy, 195-Bar Cap. \$25.00 With Base \$35.00 National Candy, 515, 163 Bar Cap. \$22.00



Uneda Model 900, 7 Cols., 150 Pks. \$95.00

All Equipment Unconditionally Guaranteed Trade Price. 1/3 Dep. Bal. C.O.D.

UNEDA VENDING SERVICE, INC.

The Nation's Leading Distributor of Vending Machines
NEW... RECONDITIONED LIKE NEW
166 Clymer Street, Brooklyn 11, N.Y. • Evergreen 7-4568

VICTOR'S BABY GRAND and TOPPER DELUXE



BABY GRAND, 1c or 5c \$13.00 Ea. packed 6 to a case

\$12.00 Ea. lots of 25 cases or more.

TOPPER DELUXE—GLOBE-STYLE \$14.20 Ea. packed 6 to a case

\$13.20 Ea. lots of 25 cases or more.

CHLORO TREETS, 2 For 1c, \$12.00 per case of 25 lbs CHLORO TREETS, 5 For 1c, \$11.25 per case of 25 lbs CHLORO TREETS, 3 For 5c, \$12.50 per case of 25 lbs JORDANETTES, 3 For 5c, \$12.50 per case of 25 lbs



1/3 Dep. Bal. C.O.D.

Ball Gum, 168-278-210, 25 lbs. or more, 25¢ per lb.

DEVICES NOVELTY SALES CO.
American VICTOR Distributor

1624 N. California Ave. Chicago 47, Ill. Phone: SPauline 2-8900

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NOW IN DELUXE STYLE

FEATURING THE NEW



★ PROJECT-O-VIEW
WINDOW OF
TRANSPARENT
LUCITE

SHATTER-PROOF
FOR SAFETY

★ DELUXE
CAPACITY
6½ LBS. OF
CHICLE TREATS

TWO LOCKS—

★
★
One for Fast, Easy
Top Filling of Mer-
chandise . . . and
One for Money
Compartment.

WHOLESALE PRICES TO OPERATORS:

Less than 25 cases @ \$57 per case
25 cases or more @ \$53 per case
Packed and Sold 4 to the Case
F.O.B. FACTORY

Patent
Pending

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

VICTOR VENDING CORP.

MANUFACTURERS OF BABY GRAND AND THE FAMOUS LINE OF TOPPER VENDORS

VENDS

Chloro Treats . . . 2 for
5c 250 count. Capacity 6½
pounds. Operators gross approx-
imately \$6.25 per pound.

BABY GRAND DELUXE

Also vends CHLORO TREATS . . . 336 count or
CHICLE TREATS, 6 colors . . . 6 flavors . . . 300 to the
pound . . . both 2 for 1c . . . Capacity 6½ pounds.

5701-13 W. GRAND AVE.
CHICAGO 39, ILLINOIS

"Smokeshop Lo-Boy"

THE NATION'S FINEST COALETTE VENDORS

486 PACK CAPACITY

Tear Out and Mail This Ad for Details

AUTOMATIC PRODUCTS CO.
710 W. 57th St., New York 19, N.Y.
Phone: 7-3121

TOPS IN VENDING VICTOR TOPPERS

We carry a complete stock of Victor Machines, Parts and Supplies on hand for immediate delivery. Orders shipped same day received. 25% deposit with order, balance L.O.D.

- TOPPER DE LUXE GLOBE TYPE Per Case of 4 **\$56.80**
 - TOPPER DE LUXE CABINET TYPE Per Case of 4 **\$56.80**
 - BABY GRAND, 1c OR 5c TYPE Per Case of 4 **\$52.00**
- WRITE FOR FREE COLORED CIRCULAR. GET ON OUR MAILING LIST
- LOGAN DISTRIBUTING COMPANY**
627 Milwaukee Ave. Chicago 22, Ill.

SPECIAL! SILVER KING VENDORS

1c OR 5c BULK 1c CHARM KING

Completely Reconditioned **\$8.50** and Refinished **12.00** F.A.

Full Cash for This Special!

NEW AND RECONDITIONED VENDORS

PARTS, SUPPLIES, ACCESSORIES & BALL GUM, CHARMS, NUTS & SWEETENING FOR THE OPERATOR

Send for Your Free Copy of Our New 1953 Catalog

ALL COIN MACHINES EXCHANGED

BALL-GUM, INC., NEWS FLASH!

More and More Operators Save Time and Money With Charm & Ball-Gum Combination.

Operators... no more tedious sorting and counting of charms—sensational new service gives you 25lb. case of Champ Ball Gum (216, 176 or 156) COM-PLETE with a box of Professional Mini Charms of correct quantity and variety.

Complete service for 4 machines in ONE PACKAGE! Nothing more to buy. Send now for description and factory price list. Dealerships with this progressive company now being accepted!

BALL-GUM, INC.
LEADS THE FIELD AGAIN!
2610 W. 19th St. Chicago 9, Ill.

CHARMS DOMINOES

Beautifully designed black plastic with clear white dots. **\$7.50**

der. M. L. B. NYC Min. order 2M

WHISTLES SIRENS, ETC.

COMPLETE LINE OF CHARMS SEND FOR FREE PRICE LIST!

See our display at the Shelburne Hotel, Lexington, Mass. at 1790 St. N. V. C., Dec. 13th. New Items! Many Surprises!

PAUL A. PRICE CO.
220 Broadway, New York 7

Vender Tax
Continued from page 82

somewhat discriminatory to chain stores.

For one store the law exacts an annual fee of \$3; for two to five stores the assessment rises to \$10 per store; for six to 10 stores, the charge climbs to \$20 for each outlet and for 11 to 20 stores the statutory payment advanced to \$30 for each establishment.

After that, if applied to venders, the rates would become wholly confiscatory, the commission conceded. For each store in excess of 20 the law anticipates a fee of \$150.

An undoubted prerequisite for the issuance of a vender license would be proof of State and county tax payments. Indiana tax authorities contend that millions are lost thru the evasions of out-of-State residents who work or do business in Indiana.

Payment of the State gross income tax—which means exactly that: a tax on gross income—would add considerably to the cost of vender operations. For taxing purposes, the machines would be classed as retail stores and charged at the rate of 5/8 of 1 per cent by the State. Additionally, for its own tax requirements the county would assess the vender as property.

Proposed Stamps

The commission suggested that licensing should "be attested by an adhesive license stamp indicating the name and address of the owner affixed to each machine." Further, the commission warned, "machines upon which stamps do not appear will be taxed to the owner of the premises."

The commission also reiterated the danger of the chain store imposition. Application of nominal rates to vending machines instead of the higher store license rates will obviate the present possibility of virtually confiscatory rates in the case of owners of large numbers of vending machines, especially the type offering one-cent merchandise, the commission reported. "Affixing stamps to the machines will serve as an aid in the administration of the general property tax."

NAMA Opposes

Creation of the new licensing system is opposed by the National Automatic Merchandising Association. Representing the Association, Fred L. Brandstrader told the commission that a vender is a piece of business equipment like a cash register or a counter—and as such should not be taxed as a separate business.

Other State experiences with vending machine taxes were described by Brandstrader. Where they are retained—in Alabama, Florida, Maryland, North Carolina, South Dakota, Tennessee and West Virginia—the negligible yields in revenue would justify the abandonment of the tax, he stated. Brandstrader pointed further to the repeal of per-machine taxes in Texas, Georgia, Kentucky, South Carolina, Virginia and Arkansas. He added that only this year the Joint Taxation Committee of Massachusetts rejected a proposal to tax venders.

BABY GRAND, 1c or 5c

\$13.00 Pa. Packed 4 to the Case

\$12.00 Pa. in Lots of 100

VENDS THE FOLLOWING MERCHANDISE:

Chicle Treats, 2 for 1c, count 300 to 1b.
Chlorophyll Treats, 5 for 1c, count 250 to 1b.
Chlorophyll Treats, 2 for 1c, count 250 to 1b.
Chlorophyll Ball Gum, 1 for 1c, count 250 to 1b.

WE SELL THE ABOVE AT LOWEST MARKET PRICE

1/3 DEP. BAL. C.O.D.

CHAMPION NUT CO.
114 Tremont St. Boston, Mass.

MINIATURE PLAYING CARDS with metal caps **\$3.25** per 100

CHAMPION VENDORS SUPPLY
1119 E. Houston
SAN ANTONIO TEXAS

WRITE FOR FREE CATALOG

START 1953 WITH 1953 CALENDAR STRIP

Twelve Pages—January to December, 1953 Vends Perfectly.

\$8.50 Per 1,000 Assembled, With Clips.

\$6.25 Per 1,000 Unassembled, With Clips.

F.O.B. Jamaica, N. Y. Immediate Delivery.

Let's make 1953 burn-with-busines! Begin with a 1953 CALENDAR STRIP. We have the NEW items for you YOU keep up with us and the NEW items we advance. We PROMISE to keep ahead of you with NEW and NEW and ALWAYS NEW items, frequently, for your machines.

Together, let's make 1953 a big, beautiful banner YEAR OF BUSINESS.

SAMUEL EPPY & CO., Inc.
91-15 144th Place Jamaica 2, N. Y.

Famous Silver-King's Mighty King of Vendors

Silver-King's got 'em all



1c Silver-King "Don Nut" (For that "nutcracker" look!)
1c "Munter" Action Ball Gum Vender (The kid stamper hit)
1c or 5c Silver-King Nut Vendors (Best bet for bars).

Vendors for All Foreign Coins.

Immediate Delivery at Best Dealers Everywhere

SILVER-KING CORP.
622 Diversey Parkway, Chicago 14, Ill.

IN STOCK VICTOR'S

New Deluxe Model BABY GRAND CHICLE TREETS VENDOR

ORDER TODAY

VEEDCO SALES CO.
2134 Market St., Philadelphia 3, Pa.
Phone: LOwer 7-1448

The word to the "wise" is...

GUGGENHEIM for **CHARMS**

SEND FOR PRICE LIST

Guggenheim
31 UNION SQUARE
N. Y. C. N. Y. AL 6-8399

Toledo Venders
Continued from page 82

washers were noticed in its machines eight weeks ago. Up to that time monthly loss, due to slugs, was about \$15.

Ben F. Haworth, of Canteen Service, said in a recent six-week period, slugs equivalent to \$200 turned up in his machines. Ninety per cent of them, he said, were found in machines in the Willys-Overland plant.

Star Vending Company, which operates 350 cigarette machines in non-plant shops, reported a recent loss of \$14.05 thru the use of copper washers. They were recovered in scattered locations. Swan Sales and Service Company, which had practically no slug less heretofore, in the few weeks turned up 13 washers. The Coca-Cola Bottling Company reported a \$28.30 loss laid to slugs in the same period.

Howard Haas, Secret Service agent here, said the use of fled-down coins—such as pennies reduced to the size of a dime—was punishable by a \$2,000 fine or five years in prison. The use of slugs also is a violation of federal statutes, he added, and in addition can be prosecuted under State fraud laws.

NCWA Sheets
Continued from page 82

wholesaler sells an average of 3,013 items of which he is able to include an average of only 69 in his sample case. Some 64 per cent of NCWA members use sample cases, the survey indicated.

Meanwhile, NCWA's merchandiser department has available a three-way service for firms which need assistance in preparing their inserts. These are: 1. Art layouts without obligation. 2. Color plates at savings, and 3. Low-cost printing by grouping several different manufacturers sheets in each run.

SPECIAL SALE!

- Factory Reconditioned Cigarette Machines
- | | |
|-------------------------------------|---------|
| 10 Unedapak, Mod. A, 8 Col. | \$90.00 |
| 10 Unedapak, Mod. E, 9 Col. | 80.00 |
| 15 Unedapak, Mod. E, 8 Col. | 80.00 |
| 25 Unedapak, Mod. E, 6 Col. | 79.50 |
| 10 Unedapak, Mod. E, 5 Col. | 69.50 |
| 10 Unedapak, Mod. E, 4 Col. | 49.50 |
| 10 Unedapak, Mod. 500. | 90.00 |
| 7 Col. | 90.00 |
| 15 Unedapak, Mod. 500. | 90.00 |
| 9 Col. | 90.00 |
| 25 Rowe Imperial, 6 Col. | 79.50 |
| 10 Rowe Imperial, 8 Col. | 85.00 |
| 5 National, Mod. 930, 9 Col. | 90.00 |
| 5 National, Mod. 950, 9 Col. | 105.00 |
| 3 STONER CANOY, 5e-10e, 15e, 8 Col. | 125.00 |
| 5 Du Grenier Candyman, Sr. | 65.00 |
| 4 Unedapak Candy, 3 Col. | 69.50 |
- Also mirrors, keys, locks
- 1/2 Deposit on All Orders. Bal. C.O.D. To avoid C.O.D. charges remit in full. All machines shipped F.O.B. N. Y.

CAMEO SERVICE VENDING

437 W. 42nd St. New York 18, N. Y.
LOneacre 3-1224

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe in The Billboard TODAY!
see page 1 for rates

For the Finest Vending Machines Always Buy **VICTOR**

VICTOR'S Topper Deluxe Globe Style

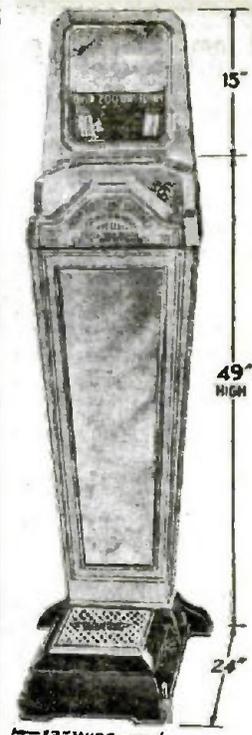
VICTOR'S Topper Deluxe Half-Cabinet Style

VICTOR'S BABY GRAND

1 to 23	\$14.20
24 to 47	14.00
48 to 99	18.75
100 or more	18.20

\$18.00 each
\$12.00 each
100 or more

PARKWAY MACHINE CORP.
715 Ensor Street Baltimore 2, Maryland



WEIGHT 165 LBS.

\$25 DOWN

Balance \$10 Monthly

400 DE LUXE PENNY FORTUNE SCALE

NO SPRINGS

Invented and made only by **WATLING** Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGTE, Chicago

We are rugged and strong Nut Meats

- Spanish Peanuts
- Jumbo Peanuts
- Cashew Nuts
- Mixed Nuts
- Pistachio Nuts
- Walley's Gum
- Squash Seeds
- Red Skins
- Almonds
- Filberts
- Adams Gum
- Ball Gum
- Pan Candies
- Strawds
- Whisks
- Bliss
- Cherms
- Citrus
- Pepp

Northwestern Ind. \$12.75 ea
Chicago 25.95
12.00 ea
100 or more 16.95 ea

NORTHWESTERN SALES & SERVICE
1194 TREMONT ST., BOSTON, MASS.

MIAMI OPS GET DAILY RADIO PLUG FOR FREE

MIAMI, Dec. 6.—The Amusement Machine Operators Association is getting plenty of free radio advertising these days, thanks to disk jockey Harry Burge who conducts the "Juke Box Serenade" program Monday thru Friday, 5 to 5:50 p.m. over station WQAM.

Burge spins the top 10 platters of the day, based on daily phone calls to the AMOA business office and to music operators from Fort Lauderdale to Homestead. He gives frequent plugs to AMOA and hammers away at the "juke box" theme. And it's not just an act, either; he's sold on the value of the juke box. "It's the only means of getting the music you want, when you want it, where you want it," is the way Burge sums it up.

At the banquet and dance held by the AMOA at the Saxony Hotel, Miami Beach, November 29, association president, Willie Blatt, introduced Burge as the man who has done more to promote the organization to the public than any other individual in Greater Miami.

More Cities Get Look At Rock-Ola Fireball

CHICAGO, Dec. 6.—Altho snow and sleet blanketed most of the Southwest last week, showings of the Rock-Ola Fireball 120-selection phonograph drew sizable crowds. The showings were held on varying dates the week of November 23, the second set of introductions given the new model.

A roundup of reports, received too late for inclusion in the December 6 issue, follows.

Southern Music

MIAMI.—Ron Rood, owner of Southern Music Company, was host at a Fireball showing here November 26. The event attracted some 150 operators and their friends at the El Comodoro Hotel in downtown Miami.

Guests were served a buffet supper and refreshments. The showing preceded the regular monthly meeting of the Amuse-

ment Machine Operators' Association held in the hotel.

Two models—the 78 and 45 r.p.m.—were exhibited. Rood's headquarters are in Jacksonville where the Fireball was unveiled October 4. Rood said he planned to become more active in South Florida and would shortly appoint a sales representative for the area from West Palm Beach to Key West.

On hand for the showing were Bill Whitcomb, Rood's sales manager, and Jack Barabash, Rock-Ola factory representative. Rosser Shields is service manager of Southern Music and J. T. Elkins is officer manager.

Border Sunshine

ALBUQUERQUE, N. M.—Border Sunshine Novelty showed the Fireball phonograph November 23 at the Hilton Hotel here. Despite a snow and sleet storm which made the roads virtually impassable, the showing drew heavy attendance.

J. Harry Snodgrass, president and general manager of Border Sunshine, said operator reception to the new juke box was excellent.

Fort Worth Amusement

FORT WORTH.—Fort Worth Amusement Company displayed the Rock-Ola Fireball at the Texas Hotel here. Attendance (Continued on page 88)

Lift Price Ceilings From Juke Play, New Equipment

MOA Successful in Petition for Relief; Games Lid Also Lifted

CHICAGO, Dec. 6.—Music operators got the green light for dime play this week. The Office of Price Stabilization ordered the immediate decontrol of both the price of phonographs and the per-play price operators charge the public.

Tighe E. Woods, who resigned December 1 as Director of Price Stabilization, ordered the decontrol as one of his last official acts following visits from George Miller, president of Music Operators of America, and other members of the phonograph industry.

When the order was issued Monday (1), OPS likewise decontrolled the amusement game business altho MOA did not petition for this action.

In a letter to Miller, price boss Woods stated, "This matter (of decontrolling phonographs) has received our prompt consideration, and I am pleased to inform you that we expect a formal action to be issued effective December 1, 1952."

"I wish to thank you for your splendid co-operation in furnishing this office the necessary data for enabling us to fully examine all phases of this problem. I trust that our consideration of the difficulties of your industry and the resulting action will permit you and your members to operate satisfactorily in the future."

In its official order, OPS stated juke boxes and amusement games were not a significant factor in the cost of living—an argument the phonograph industry raised when juke boxes were included under the original price ceiling law.

Miller released the text of Woods' letter the same day the official order was handed down. He reviewed his trip to Washington to convince OPS that phono-

graphs should be removed from the price ceiling list.

"Ray Cunliffe, from Chicago, and Arthur Hughes, from Dallas, who accompanied me on my recent trip to Washington regarding the decontrol of the operation of phonographs were very impressed with Mr. Woods' frank statements, as I was," Miller said. "He assured us of his personal attention, and we received it."

Miller said the OPS decontrol order was "the result of the many petitions that the MOA office mailed to the various associations and operators around the nation and the hard work of Harrison W. Call of the California Music Guild which has been opposing the OPS regulation for more than a year."

"The OPS action," Miller said, "again proves that in unity there is strength, and further that organized groups are far more capable of accomplishing their goal than individuals can ever hope to be. State associations and the national association will always be confronted with such problems, and every music operator in the nation should hold membership either in his local organization or the Music Operators of America to give a helping hand whenever the occasion presents itself."

OPS Suit Seeks Double Damage From Operator

PORTLAND, Ore., Dec. 6.—The Office of Price Stabilization this week filed a new complaint in Federal Court here that doubles the damages sought against the Martin Music Company of Grants Pass, Ore., charged with collecting prices in excess of ceilings for juke box and other music machine services.

The original complaint filed September 3—the first action ever taken by the OPS on price of play—accused the company of raising its prices from 5 cents to 10 cents and of collecting overcharges in excess of \$10,000. The government asked for treble damages, or more than \$33,000. Ashley Greene, special assistant attorney, apprised the court that since filing the complaint, the government had conducted a new survey that showed the excess charges totaled more than \$22,000. Thus damages of more than \$6,000 are sought from the company.

NO DIME PLAY RUSH

Calif. Ops Adopting Wait-and-See Attitude

LOS ANGELES, Dec. 6.—With juke box pl. / prices decontrolled, operators in this area were dubious as to which step to take to get more money into their machines. Some believed that continued 5-cent operation would be better than going to dime play. However, in most cases the

policy of "wait-and see" was the rule.

Alden Houck, representative of U. S. Attorney Walter Binns, said that suits for treble damages pending against at least three local operators for alleged violation of Regulation 34 would be continued. The injunction feature of the complaint died with the decontrol.

Jack Neel, operator of G. F. Cooper Music in Riverside, Calif., said that he had less than 1 per cent of his machines on a dime. Of the few originally set at the higher price, one was turned back to a nickel at the insistence of the location owner. Neel declared that the operators in his (Continued on page 88)

Nebraska Guild Holds Regular Business Meet

OMAHA, Dec. 6.—Members of the Nebraska Music Guild were scheduled to hold their regular quarterly meeting this week-end (6-7) at the Hotel Madison, Norfolk, Neb., with member Boyd Worley acting as host.

Howard N. Ellis, secretary and treasurer of the Guild, urged members to bring another Nebraska operator with them in order to help them build membership. Ellis predicted the Norfolk meeting would be the best attended business session the Guild had yet held.

Following is a schedule of events for the two-day meeting: Saturday, December 6
5:30 p.m. Registration
6:30 p.m. Refreshments
7:30 p.m. Dinner
8:30 p.m. Board of Directors Meeting
Sunday, December 7
2:00 p.m. Business Meeting
5:00 p.m. Cocktail and Adjournment

So. Music Buys Witt Juke Route

ORLANDO, Fla., Dec. 6.—Southern Music Company has purchased the juke box operation of Eli Witt, it was announced here by Ron Rood, president of Southern.

Rood said acquisition of Witt's route of 150 music boxes in and around Orlando gives his company a total of more than 1,300 pieces of coin-operated equipment, including cigarette machines, on location in the area between Jacksonville and Orlando.

Rood also owns Southern Music Distributing Company, headquartered in Jacksonville, Fla., distributor of Rock-Ola automatic phonographs.

E. F. T. is manager of the operating subsidiary.

Juke Box Union Heads Form Company to Press Records

Predict Ready Market on 40,000 Phonographs With Union Labels

• Continued from page 27

ber's Music Operators of America convention in Chicago the subject was a top topic in operator gatherings outside the scheduled business sessions, but the union bosses were not mentioned.

Answer to ASCAP
Leaders of one large Eastern association sounded out operator sentiment on a juke box label, arguing that such a label might be the best answer to the threat of ASCAP-sponsored licensing proposals which pop up each session of Congress. These associa-

tion leaders pointed to the successful establishment of BMI and predicted the juke box industry could do as well if the nation's operators lined up solidly in support.

Like Buffalo and his associates, the Eastern association executives were not so much concerned with attempting to build hit tunes as they were with pressing disks which could be used as fill-ins. The idea of starting such a company was presented informally to officers and directors

of Music Operators of America, but the board was divided in its opinion and no action was taken.

Since a great many owners of juke box operating companies rely on their route servicemen to select the records for the machines, the union leaders' approach has obvious significance. In at least some of the cities where Buffalo said he had assurances of co-operation, the union and the union boss exert more real influence on the local phonograph industry than the association in the area.

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



THE BILLBOARD'S WINTER EDITION
of the
COIN MACHINE EXPORT QUARTERLY

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

SPECIAL DISTRIBUTION including copies to over 5,000 foreign operators, begins JANUARY 12

OPS Continues Price Suits; Cites Calif. Op

LOS ANGELES, Dec. 6.—Altho the juke box play price curb has been ended (see separate story) the Office of Price Stabilization will continue its suits against local operators to obtain treble money damages. Alden Houck, representing Walter Binns, United States attorney, said the injunction feature of the government (Continued on page 88)

R. C. Gilchrist Fetes Visitors At New Branch

MONTRÉAL, Dec. 6.—R. C. Gilchrist, Ltd., Quebec, Canadian distributor for the J. P. Seeburg Corporation, opened a new branch here at 1318 Notre Dame St. West, and named Jimmy Gauvreau manager. During the open house celebration (Continued on page 88)

Miami Association Banquet Draws 230

MIAMI BEACH, Dec. 6. —New York City; Leo Weinberger and Morton Weinberger, Southern Automatic Music Company of Louisville and Cincinnati; Al Schlesinger, Square Amusement Company, Poughkeepsie, N. Y.; Clarence Camp, Southern Amusement Company, Memphis; Robert Bear, Wurlitzer sales manager, Buffalo; Sy Wolfe, Wolfe Distributing Company, Jacksonville, Fla.; Seeburg distributor, and the following members of his organization, Fred Patton, R. E. Gibbon, Edgar C. Blankenbecker, and Al H. Miller, Seeburg factory sales representative for the South-eastern States.

Others were Ron Rood, Southern Music Distributing Company, Jacksonville, Rock-Ola distributor, and his sales manager, Bill W. Lomb, Gordon Williams, Fort Lauderdale, Fla.; Art Suddis, West Palm Beach, Fla., sales service engineer for AMI in the Eastern United States; Leon Shapochnik, branch manager for Bush Distributing Company in Havana, Cuba, and Maynard Ross, branch manager for Taran Distributing Company in Havana.

The banquet was preceded by a cocktail party given by Bush Distributing Company in the hotel's Snell-Bar Room with Wurlitzer sales manager Robert Bear and his wife as honored guests. A Wurlitzer 1500 in the center of the floor supplied music. Bush is Wurlitzer distributor for this area.

After the banquet and presentation of the hotel's regular floor show, the guests danced and greeted old friends. In addition to Berle's antics, Phil Brito dropped in to sit, a few numbers, and disk jockey Barry Kaye, of station WMIE, who introduced Berle, also extended best wishes to the AMOA. President Willie Blatt spoke a few words of welcome, but otherwise there were no speeches to slow up the festivities.

Out of town guests and their wives included Jack Mitnick,

LADIES' TOPS

Name Prize Winners in AMI Contest

GRAND RAPIDS, Mich. Dec. 6.—Women walked away with the two top prizes in the "Write An Ad" contest sponsored by AMI, Inc.

First prize—a new AMI Model D-80 valued at \$925—went to Mrs. Margie Roberts, 3218 Home Avenue, Fresno, Calif., while Mrs. Chester Merrill, Piedmont Amusement Company, Spartanburg, S. C., took the second prize, an AMI Hideaway valued at \$575.

Tied for third prize, \$250 cash, were William S. Rider, Gibson City, Ill., and Leslie C. Boyd, 5624 Sylvan Avenue, New York. Both Rider and Boyd will receive checks for \$250.

Announcement of the winners was made by William Fitzgerald, advertising manager, following receipt of the decision from a panel of judges composed of Grand Rapids Advertising Club members. Some 400 entries were received.

Runners Up

Prizes also were won by the following operators: Bob Keels, Oklahoma City; Rudolph Kit, Berwyn, Ill.; Milton Cole, Cincinnati; Grogan Music Company, Parkersburg, W. Va.; Herbert P. Swanson, Lowell, Mass.; Mrs. Elaine Klein, Yonkers, N. Y.; Roy Russell, Buffalo; D. E. (Scotty) Scott, Springdale, Ark.; M. de Herrera, El Paso, Tex.; James H. Litzey, Louisville; D. Garnick, Lowell, Mass.; Del Signore Sales Company, Fort Edward, N. Y.; James A. Gerascos, Boston; Zletlow Music, Adrian, Mich.; Dwight A. Hunter, Johnstown, Pa.; S. K. O'Dell, Bradford, Pa.; B. W. Pennington, Columbus, Ind.; C. M. Forrest, Fort Wayne, Ind.; Al Yourkewicz, Brockton, Mass.; A. W. Peterson, Oakland, Calif.; Erwin R. Beck, Milwaukee; Mrs. Herbert F. Donaldson, Covington, Ky.; Gil Russell, Manitoba, Canada; Carl Greene, Chicago, and John F. O'Connor, Cincinnati.

A special award for excellent art work went to Henri Orband, an operator of Antwerp, Belgium. Fitzgerald likewise said special recognition would be given to a number of operators whose suggested ads showed unusual merit.

No Dime Play Rush

Continued from page 87

section had been talking about dime operation and were for it. However, all of the music men are not in accord with the change-over. This operator stated that he would sit tight for the present but hoped to move to dime within a short time.

Palm Springs Ops

For the Palm Springs area, Bob Reck, of Desert Music, reported that the locations in that section were not too strong for dime play. He explained that in the resort city many of the spots had their own entertainment at night, cutting off the machine for several hours. The spots that do not feature live talent are small, he added, and the dime price might create complications. Some units have been operating on two for a dime or six for a quarter. Even here, a box or two had to be returned to 5-cent straight operation on the location's request.

C. L. Dockins, of the Orange County Music Company in Santa Ana, was giving thought to the increase to a dime but had arrived at no definite plan. This company has had machines on two for a dime, five for a quarter, with fair results. Where this policy was in effect, a nickel deposited in the chute was returned.

Dockins added that some merchants had asked for dime-operated boxes. He hopes to get a number of machines in Santa Ana on this rate within the next two or three weeks. Units in

outlying spots are expected to be more of a problem.

Visions Increase

Lee Walker, president of the Vending Machine Owners Trade Group, an all-industry association, reported that operators might seek a general increase to a dime. He estimated that there were about 75 per cent of all music machine operators in the membership with about 90 per cent expected to carry cards by the first of the year. Walker hopes that the group will move forward for a mass conversion to the new legal price.

Jimmy Williams, of 29 Palms, is among those who will wait and see what can be done to only a few machines, but practically all are new. His music and games have been operating through on 5 cents. Pinball play was also decontrolled.

Ray Powers, veteran operator and now head of the phonograph department at Badger Sales Company, summed up the situation by saying that the move to the dime would depend much upon the locations as well as competition. When there was a move to convert machines some months ago, Powers declared there were complaints from the location owners.

Johnny Nelsen, a former operator in the San Luis Obispo area and who has no music in his route, voiced his opinion as against 10-cent play. He was among the operators who attempted to increase prices before.

More Cities Look at Fireball

Continued from page 87

was good despite a cold rain. On hand to greet operators were Harry Hooser, owner of Fort Worth Amusement; E. S. Evans, sales manager; Lou Sebastian, of the Rock-Ola factory staff, and Johnny Gross, service manager of Fort Worth Amusement.

Among operators attending were B. R. Pinyan, Burnet; Warren Hightower, Hubert Smith, Oleta Sanders, Mr. and Mrs. E. Burns, Mr. and Mrs. J. Woosley, David Lewis, Mr. and Mrs. W. D. Smith, W. W. (Peek) Wilson, Spencer Shropshire, Cameron Franks, Clarence A. Cleere, Mrs. Elenor Smith, Shirley Waits, J. H. Pressor, Mrs. Ruth Martin, Mr. and Mrs. E. H. Hamilton Jr., E. R. Terry and J. W. Osburn, all of Fort Worth.

Mr. and Mrs. Herbert Ripps, Mrs. Dorothy P. Land, Mr. and Mrs. Fred Barber, Mr. and Mrs. George Wren and Mr. and Mrs. Tom Lambert, all of Dallas; J. H. Briscoe and F. L. Tensley, Denton; Mr. and Mrs. M. T. Carnellus and Mr. and Mrs. Bert Alcott, Abilene, and Wylie E., Lillie, Cleburn.

Osborn Distributing

SAN FRANCISCO.—Over 250 operators and their employees attended the Fireball showing staged here by D. H. Osborn and the Osborn Distributing Company. Osborn likewise announced he

would move his distributing firm into new offices shortly in anticipation of expanding the firm's activities.

Badger Novelty

MILWAUKEE.—Badger Novelty Company showed the Fireball 120-selection phonograph to Wisconsin operators November 23. On hand for Badger were Carl Hoppel, president, Ray Van Toor, Richard Wegner, Adele Orville and Orville Carnitz, all of the Badger organization.

Sun Specialty

EDMONTON, Alta.—Some 25 Canadian music operators got their first look at the Rock-Ola Fireball during the November 23 showing held by Sun Specialty Company, according to W. Van Dusen.

Sun Specialty Company, Ltd., is now completing an addition to its building which will house the phonograph department. Van Dusen said the firm expects to have the new space opened the middle of this month at which time his company will hold another showing of the new box.

OPS Price Suit

Continued from page 87

complaint, however, was out. Charging violation of OPS Regulation 34, the government is seeking \$77,255.88 treble damages from California Music Service and California Music, Walt Schinkel and E. E. Peterson & Son, the latter two firms in San Diego. In addition to these, cases of asserted violation are pending against Phone Music Service and Los Angeles Music Service.

The government in its petition (The Billboard, October 18) charges that the California Phonograph Service and California Music, named as a unit, had earned \$2,115.45 illegally on dime play. Damages of \$6,023.40 is asked. In the suit against Schinkel, three times \$11,118.24, or \$33,354.72, is asked. From Peterson a total of \$37,554.81 is sought.

The five cases charge that the regulation had been violated and that the firms had continued to charge a dime per play. As the decontrol now makes the price level the injunction procedure sought will be dropped.

Houck said that a motion to dismiss had been filed by the defendants and the hearing set for Dec. 22.

The OPS action was started some months ago when Phone Music Service and Los Angeles Music Service were originally charged with the violations. These cases were taken before Judge Piersen Hall but a decision was postponed.

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

DISKERIES DENY NICKELDEON AFFILIATION. Key spokesmen from Capitol, Columbia, Coral, Decca, London, M-G-M, Remington and RCA Victor deny any connection with the firm (Music Department).

EP 45's PASS TEST. The new Extended Play 45's r.p.m. disk which RCA Victor introduced early this fall can now be adjudged as having passed its acid test (Music Department).

FILIPINO MUSIC FOR U. S. A. Music of the Philippines may shortly become the big new trend in American music, according to Art Ford, deejay on New York's WNEW (Music Department).

BRUNSWICK BACK IN ACTIVE DISKING STATUS. Brunswick Records, Coral's affiliate, returns to active recording with "Jazztime U. S. A." (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Don't trust to Luck to MAKE MORE MONEY with MUSIC!

Depend on **EVANS' CENTURY** PHONOGRAPH

100 SELECTIONS • 50 RECORDS • 45 RPM

- * "CENTURAMATIC" SELECTION
- * EYE-LEVEL PROGRAMMING

An instrument of superior quality in every detail... brilliantly designed and engineered for

- almost appeal
- simplified, easy selection
- superb tone reproduction
- trouble free mechanical performance
- swift on-location service
- over-all low operating cost!

SEE CENTURY ON DISPLAY NOW AT YOUR DISTRIBUTOR'S SHOWROOMS

ALSO ON DISPLAY: EVANS' POPULAR JUBILEES—Tested, Proven, Profitable 40-Selection, 20-Record Phonographs exclusively for 45 or 78 RPM records.

H. C. EVANS & CO.
1536 W. CARROLL AVE.
CHICAGO 7, ILLINOIS



TIMBRE!

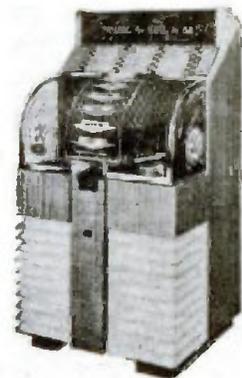
There's no cutting off notes that should be heard in full timbre with A M I's faithful reproduction of your recordings.

You quickly adjust the A M I amplifier to the exact preference of the patron and the location.

Tone, clarity and musical expression remain unmuffled—whatever the volume level.



The "D" is available in 80 and 40 selections, blond or mahogany cabinets.



AMI Incorporated

General Office and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

ROCK-OLA

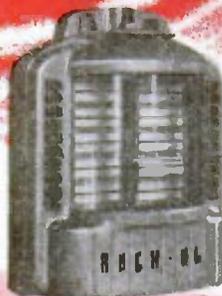
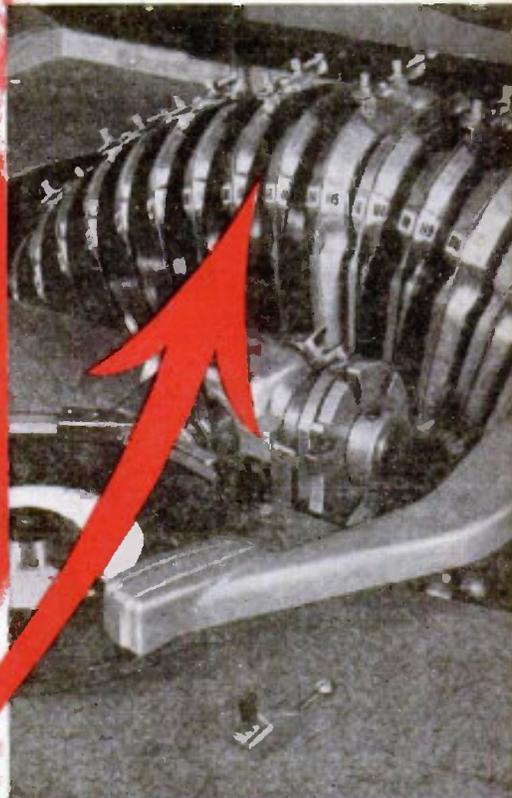


Round and Round
IT GOES TO
Run-up Rewards for You!
THE ROCK-OLA REVOLVING RECORD DRUM

Revolutionary, Foolproof
Exclusive with Rock-Ola

ROCK-OLA
FireBall

THE ONLY PHONOGRAPH WITH



THE ONLY WALLBOX 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

- HACOLA DISTRIBUTING CORP.**
265 Franklin, Buffalo, New York
- B. D. LAZAR COMPANY**
1635 Fifth Avenue, Pittsburgh 19, Penn.
- MUSIC & TELEVISION CORP.**
1119 Commonwealth Avenue
Boston 13, Massachusetts
- S & K DISTRIBUTING CO.**
2014 Fairmount Avenue
Philadelphia 30, Pennsylvania
- SEACOST DISTRIBUTORS, INC.**
1200 North Ave., Elizabeth, New Jersey

MIDWEST

- BADGER NOVELTY COMPANY**
2546 North 30th Street, Milwaukee, Wis.
- BINGO MUSIC DISTRIBUTING CO.**
1329 S. Calhoun St., Ft. Wayne, Indiana
- BRILLIANT MUSIC COMPANY**
19963 Livernois Ave., Detroit 21, Mich.
- CALDERON DISTRIBUTING**
450 Massachusetts Ave., Indianapolis, Ind.
- DIXON DISTRIBUTORS**
3808 Southern Blvd., Youngstown, Ohio

NORTHWEST

- CUSSON DISTRIBUTING COMPANY**
3321 S. E. Division St., Portland, Oregon
- PUGET SOUND NOVELTY CO.**
114 Elton Ave., West Seattle, Wash.

SOUTHERN

- A. M. & P. DISTRIBUTING CO.**
3118 Tulane Ave., New Orleans, Louisiana

H. Z. VENDING & SALES COMPANY
1205 Douglas Street, Omaha, Nebraska

IDEAL NOVELTY COMPANY
2823 Locust Street, St. Louis 3, Missouri

LA BEAU NOVELTY SALES CO.
3946 Untermyer Ave., St. Paul 4, Minn.

LAKE CITY AMUSEMENT CO.
4533 Payne Avenue, Cleveland, Ohio

SAVAGE NOVELTY COMPANY
628 Third Street, Beloit, Wisconsin

UNI-CON DISTRIBUTING CO.
3410 Main Street, Kansas City 2, Missouri

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

M. M. BRANSON DISTRIBUTING CO.
811 E. Broadway, Louisville, Kentucky

CAPITOL MUSIC COMPANY
135 E. Amie Street, Jackson, Mississippi

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

FRANCO DISTRIBUTING CO.
24 North Perry, Montgomery, Alabama

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

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

SOUTHERN MUSIC CORPORATION
2528 So. Blvd., Charlotte, North Carolina

SOUTHERN MUSIC DIST. CO.
418 Margaret St., Jacksonville 6, Florida

FRANK SWARTZ SALES COMPANY
515-A Fourth Ave., So., Nashville, Tenn.

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

SOUTHWEST

- BORDER SUNSHINE NOVELTY**
2919 N. Fourth Street
Albuquerque, New Mexico

BOYLE AMUSEMENT COMPANY
522 North West Third
Oklahoma City, Oklahoma

FRONTIER AMUSEMENT
2020 Myrtle Avenue, El Paso, Texas

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

RUTHERFORD ENTERPRISES
608 Johnson Street, Amarillo, Texas

UNITED AMUSEMENT CO.
446 N. Main St., San Antonio, Texas

FT. WORTH AMUSEMENT COMPANY
1210 S. Main Street, Ft. Worth, Texas

WESTERN

- H. B. BRINCK**
823 East Front Street, Butte, Montana
- MODERN DISTRIBUTING CO.**
3222 Tejon Street, Denver 11, Colorado
- OSBORN DISTRIBUTING COMPANY**
2647 Thirtieth Street
San Francisco, California
- DAN STEWART COMPANY, INC.**
2667 West Pico, Los Angeles, California
- DAN STEWART COMPANY, INC.**
140 E. Second, South, Salt Lake City, Utah



ROCK-OLA Manufacturing Corporation
800 North Kedzie Avenue • Chicago 51, Illinois

Coinmen You Know

Continued from page 81

and Stanley Levin, helped the Auto-Photo representatives with the display. Empire Coin covers several States for Auto-Photo. Staffers in from the Auto-Photo for the convention included J. B. Hazren and Roy Hess.

In the Mutoscope booth, Herb Klein, Ken Wilson and Matthew Seville were busy handling a steady stream of inquiries on the Photomatic. The firm's head, Bill Rabkin, had to miss the show as he was sidelined by a virus attack just before leaving New York for the NAAPP event. The Mutoscope booth featured machines which offered 4 or 8 small pictures or two large photos. Among the old line coinmen at the convention was Irv Blumenfeld, General Vending Sales, Baltimore.

The Capitol Projectors booth was another active location all four days of the show. Equipment displayed included Elsie the Cow and two new space ships. The display was handled by Leo Willens, S. B. Goldsmith, M. H. Zinco and D. F. Church. Herb Perkins, Purveyor Shuffleboard, was one of the local distributors taking in the convention.

Monarch Coin had a busy week

New Coin Rides

Continued from page 81

steadily while a few exhibitors who felt most of their achievement during the week was in the good will field. They made a lot of new contacts but few sales.

Exhibitors

Firms exhibiting Arcade, mechanical rides and related amusement games were: A.B.T., Chicago; Capitol Projector, New York; Coin-O, Chicago; Conat Sales, New York; Deco, Union, N. J.; Exhibit Supply, Chicago; King Amusement, Mount Clemens, Mich.; Kingsley, Brooklyn; Mars, Linden, N. J.; Mike Munves, New York; Philadelphia Toboggan, Philadelphia; Richman Products, New York; Scientific Machine, Brooklyn; Telecin Midwest, Chicago; Telematic Industries, Brooklyn, and Wico, Chicago.

Exhibitors of vending machines included: Automatic Canteen, Chicago; Auto-Photo, Los Angeles; Cole Products, Chicago; Exhibit Supply, Chicago; International Mutoscope, New York; Mike Munves, New York; and White Comb Vender, Elgin, Ill. Vending machine supplier exhibits included Coca-Cola, Atlanta; Dad's Root Beer, Chicago; and Charlie E. Hires, Philadelphia. H. C. Evans & Company, Chicago, was the sole firm exhibiting a music box.

Two Air Games

Continued from page 81

matically registers on the scoreboard. While one player is trying to push a ball thru his opponent's goal, it is up to the other player to thwart the attempt by putting air pressure on the ball from the opposite direction. The game is over when one player scores five goals or the time limit is reached.

In the Air Football game, the objective is to push a miniature football across the opponent's goal line. This is accomplished by guiding any of three ping pong balls thru either of two looped areas in the opponent's side of the playfield.

Telematic officials at the show included Robert W. Cronk, Philip Newman and Benjamin Frankenstein.

Only the
WURLITZER
FIFTEEN HUNDRED
Plays
104 TUNES
on 45 and 78 RPM
RECORDS INTERMIXED

as a result of the show at the Sherman. Both Charlie Piel and Clayton Numeroff spent many hours at the convention with business acquaintances including several Canadians. Ted Rubenstein, Marvel, reports the reception of several sub-contracts. He adds that demand for Marvel's shuffleboard scoring units is taxing production facilities.

Among the visitors at Chicago Coin this week were Roy Monroe and George George, partners of Monroe Coin Machine Company, Cleveland; David Rosen, Philadelphia; Albert Simon, New York; and Phil Robinson, Los Angeles.

Wally Finke, First Distributors, reports the firm's merchandise catalog is pulling "great guns." The First staff has been putting in overtime to keep up with a flow of business. Wally adds, "The 10-player Keeney bowling game is garnering more than a good share of activity, he states.

A Vendall candy vender was included in the Canteen Company exhibit at the National Association of Amusement Parks, Pools and Beaches convention at the Hotel Sherman this week.

Cole Products Corporation took a prize in the NAAPP exhibit for its booth display. Richard Cole, vice-president, said a good deal of thought to eye and buy appeal went into the design.

Herman Stamer, vice-president of Mechanical Merchants, Inc., reports firm's coin photo machines are totaling nice grosses thru the subway and Illinois Central station locations.

Cincinnati

Automatic Phonograph Owners' Association last week completed plans for its regular monthly meeting Tuesday night (9) at the Hotel Sheraton-Gibson. Abe Villinsky, who owns and operates the Abe Music Company, has returned from Washington where he visited his daughter and family.

Lawrence A. Kane, APOA legal counsel, is celebrating the arrival of his son, Lawrence Jr., from Korea, where he served with the Marines for the past year. He will spend the holidays with his parents.

Detroit

Carl Angott, head of Angott Distributing Company, celebrated his umpteenth birthday last week with a dinner party at the Sutton & Clements Supper Club. Carl Angott Jr., now in the Navy, is stationed at Great Lakes, Ill., for his boot training. Bud Cocking, owner of Century Coin, has returned from Indian River with the deer he set out to bring home.

Play Control

Continued from page 81

positing the required number of dimes. After a game is concluded any continued shooting of the weights rings a bell. This warns both the player and the location that it is time to add some additional coins.

Standard equipment with both Bank-It models includes the built in electric scoreboard, two side lights, a rules sign, a blackboard, four red and four green playing weights and four rubber floor cups with metal washers. The legs of the game are equipped with adjusters to overcome floor irregularities.

FEATURE AMI IN AD BOOKLET

GRAND RAPIDS, Mich., Dec. 6.—A new manual, published by the National Research Bureau, designed to give advice on the effective use of direct mail promotions includes three mailing pieces designed for AMI, Inc., by Bill FitzGerald, the company's advertising and sales promotion manager.

The AMI mailing pieces are reproduced in their entirety. They were part of a series of sales bulletins the phonograph company mails out to its distributing or organization.

HAIR-RAISING

How to Sell So. America Phonographs

MIAMI, Dec. 6.—Export Manager Ken Willis, of the Bush Distributing Company here, was back this week from a hair-raising flight to South America.

It all started when Willis accompanied a plane load of Wurlitzer phonographs assigned to a customer in Buenos Aires. It was to be a fast trip aboard the C-48 chartered from Cadecca, an Argentine airline, with just enough time to deliver the machines and head back for Miami.

While Willis and his load of juke boxes waited to board the C-48 at the Miami International Airport, attendants walked off a cargo of Argentine race horses destined for Tropical and Hialeah tracks. When the unloading was over, the plane had to be fumigated. But because of the tight schedule, Willis, the pilot and copilot soon climbed aboard and headed for Buenos Aires.

On the flight they were beset by trouble when the automatic control of the propeller pitch went out of commission, making it difficult to land and almost impossible to take off again. Somehow the craft made a fantastic but safe landing at the Buenos Aires airport. "How we did it I'll never know," said Willis.

The buyer of the juke boxes met the plane and the machines were taken off. There followed frantic cables to Willis for parts so Willis could head back for the States without undue delay. It took several days to get the parts, and as luck would have it the package arrived on an Argentinian national holiday when administrative offices at the airport, including the customs, were closed. However, Willis' juke box customer did some fancy wire-pulling and had the parts resealed and installed in the C-46 in a matter of hours.

Willis got back to Miami just in time to attend the annual banquet and dance of the Amusement Machine Operators' Association on Saturday (29).

First thing he did upon his return was to send out his clothes to be cleaned.

"I smelled like a jockey all the way," laughed Willis.

Coin Radio and TV To Make UHF Set

NEW YORK, Dec. 6.—The Coin Radio and Television Corporation, manufacturer of coin-operated radio and video sets, will soon be producing a coin-operated ultra high frequency television set for sale to operators, according to Nathan Wind, CRT president.

Wind said that CRT's sales volume was double what it was in 1951 and at its highest level in five years.

Meteor Rocket

Continued from page 81

Carlos Reyes, the firm is currently producing from 20 to 25 Meteor Rockets a week.

Over-all length of the ride is 72 inches, with a 12-inch high base which measures 40 by 28 inches. It weighs 250 pounds. The body is of automobile steel and multi-colored. Trim and nose are aluminum.

Other features are a red exhaust light which constantly flickers, decals on the body and mechanical sound effects. The instrument panel is plexiglass. Meteor Rocket operates on 110 volts AC and gives a one-minute ride for 10 cents.

Flying Saucer

In production, and set for distribution within a couple of weeks, is Meteor's Flying Saucer, a pancake-shaped ride 44 inches long, 42 inches wide, and 36 inches high. The motion is up and down, back and forth and rotating counter clockwise, all at the same time. Weight is 240 pounds. The ride is of automobile body steel, with a steel base and no wiring, except in the motor. Flashing lights are mounted on the ride.

THE BILLBOARD Index of Advertised Used Machine Prices

Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Dec. 6	Issue of Nov. 29	Issue of Nov. 22	Issue of Nov. 15
AIRBORN				
400 Coronet				
AMI				
Model A	\$239.00 260.00	260.00 274.50	\$239.00 260.00	\$239.00 260.00
Model B	279.50 350.00	350.00	325.00 350.00	250.00
Model C	360.00 399.00	360.00 450.00	360.00 450.00	395.00(2)
Model D	450.00	450.00	450.00	450.00
Model E	439.50 445.00	449.50 450.00	435.00 460.00	450.00 475.00
Model F	460.00 475.00	475.00	475.00	495.00
CHICAGO COIN				
Band Ball		75.00		
Mit Parade		75.00 145.00		100.00
EVANS				
Centralization	425.00	425.00	425.00	
PACKARD				
Manhattan 76	89.00 135.00	95.00	89.00	89.00
Model 7	49.00 99.00		49.00	
ROCK-OLA				
1000	525.00			450.00
1427	89.50 94.50	89.00 94.00	89.00 94.50	89.00(2) 100.00
476	150.00	150.00	100.00 150.00	150.00
476	129.50 175.00	129.50 175.00	129.50 175.00	124.50 175.00
428	269.50	279.50		250.00
432	419.00 445.00	395.00 419.00	435.00 445.00	435.00 445.00
1434, '52		445.00		695.00
SEEBURG				
Classic	49.00 60.00	49.00	49.00	49.00
Commodore	49.00		49.00	49.00
Energy	49.00	49.00	49.00	49.00
H-148 M Hiwayway	94.50		94.50	94.50
H-148 M Hiwayway	229.00		229.00	229.00
Hiwayone	49.00	49.00	49.00	49.00
M-100-A 78 RPM	675.00 695.00	695.00(2)	695.00	695.00
M-100-B 45 RPM		775.00		
Master	49.00 59.50	49.00	49.00	49.00
66 A		99.50		
47 A		99.50		
146	150.00	150.00	150.00	150.00
146	150.00	150.00	150.00	150.00
146 M	99.50 129.00		129.00	125.00 129.00
146	129.00		129.00	129.00
147 M	175.00	135.00 175.00	175.00	175.00
147	99.50 149.50		140.00	140.00 149.00
148			195.00	195.00
148 M	195.00	195.00		
148 M	275.00	275.00	275.00	275.00
148 Hiwayway	195.00	195.00	195.00(2)	195.00
148 M	240.00	240.00 249.00	240.00	240.00 249.00
148 M	219.00		219.00	219.00
1946 Hiwayway				99.50
1948 Hiwayway	49.00	49.00	49.00	49.00
8800 RC	65.00			
WILLIAMS				
Music Mite	99.50	99.50 99.50	99.50	99.50
WURLITZER				
51		44.50		
500 K	59.00		49.50 95.00	49.50(2)
750	95.00	49.50 75.00	49.50	49.50 75.00
750 E		49.50		
900		49.50		
1015	139.00	139.00	139.00 175.00	139.00 175.00
1015	139.00(2)	139.00(2)	149.50	149.50
1015	175.00	175.00		175.00
1015	150.00	150.00	150.00	150.00
1030	125.00	125.00	125.00 150.00	125.00
1030	150.00(2)	150.00(2)	150.00(2)	150.00(2)
106	289.50 315.00	289.50 315.00	324.00	324.00
1217	325.00(2)	325.00	325.00(2)	325.00(2)
1254	398.00 439.50	399.00 439.50	399.00 475.00	399.00 475.00

They're O.K!
because they're from
MUSIC SYSTEMS
BEST BUYS OF THE MONTH
Clean Equipment—Ready for Location
Write, wire, phone. 1/3 deposit, balance C.O.D.

SEEBURG 148SL \$219.00
147M 149.00
146M or S 129.00

Hideaways
H148M \$229.00
H146M 94.50

AMI Model A \$239.00
WURLITZER 1015 139
PACKARD Manhattan 89
PACKARD Model 7 49.00
ROCK-OLA 1422 89.00

Export inquiries invited—50
cycle motors available

Wall Boxes
3W7-L56 \$34.50
15-10-256 3 wire
3W2-L56 12.50
(5 g wire)
W1-L56 5.00
(1 g wire)
W6-L56 29.50
(15-10-256 wireless)
Wurlitzer Model 3020 22.50
Packard Chrome Wall
Boxes 5.00

MUSIC SYSTEMS, INC.
DETROIT, MICH.—10217 LINWOOD
CLEVELAND, OHIO—2600 EUCLID
LANSING, MICH.—1224 TURNER
TOLEDO, OHIO—1302 JACKSON

REMEMBER "FIRST"
For the Finest in Games!

CONVERSIONS
IT PAYS TO BUY THE BEST!!
GENUINE FORMICA TOPS
Absolute 8 1/2 inch x 14 1/2 inch quality Bill conversion during manufacturing process. Available for United 2, 4, 8, & Player Keeney, Chicago Coin and Universal games. Complete with cabinet. \$17.50

Keeney Shuffleboard Attachments
4 WAY BOWLER for long boards \$25

MATCH-A-SCORE CONVERSIONS
Modernize your shop to score into match score game!
MATCH THE WHEEL \$47.50
United LITE-A-SCORE \$37.50

NEW APPEAL RIDES
NEW PROFITS

PRIZE BOARDS!
Let our experts make up your board goals. Merchandise selected to fit your specifications. If desired, or you may order from our stock boards. All prices: \$25, \$30, \$35, \$40, \$45, \$50, etc.

RUDOLPH THE RED NOSE REINDEER
TRIGGER BANNISTER
PETE THE RABBIT
DIG BONGCO
SPACE TROL
HOT ROD

VENDING

Keeney's Electric CIGARET MACHINE
"The Pack You See is the Pack You Get!"

BINGO 5 BALLS

NEW BALLY
Bally BEAUTY United CIRCUS
"First-Conditioned"

5 BALLS

GOTTILIEB

TRIPLETS \$125
DRESS \$110
SNARE FOOT \$75
3 MURKSTONES \$85
DOUBLE INKLE \$85
COLLEGE DAZE \$85
BOWLING CHANG \$75
BUTTERS & BOWS \$85

EXHIBIT

JUDY SHANTYTOWN \$105
TUMBLEWEED \$85
PLAYTIME \$85

GENCO

DOUBLE ACTION \$55
SOUTH PACIFIC \$75
TET SCOPE \$75
HARVEST TIME \$60
BIG TOP \$60
PUDDIN' HEAD \$45

CHICAGO COIN

PIN BOWLER \$115
THING WARD \$70
GRAND \$65

ARCADE

"First-Conditioned"

Esquire SHOOT \$225
THE BEAR \$215
BIBBI GUN PATROL \$115
Chi Coin 4 PLAYER \$115
DERRY \$115
TELQUIE \$115
Keeney AIR RAIDER \$115
CHICKEN SAM \$95
Bill's Bonus Ray Gun \$95
Wm. STAR SERIES \$95
AMUS JACK RABBIT \$95
United TEAM MOCKEY \$85
Wm. QUARTERBACK \$85
Chi Coin \$85
ES. FOOT BASE \$85
IRISH POWER \$85
FO DALE GUN \$75
ES. DALE GUN \$65
Chi Coin MOCKEY \$65

Many others, write for list

MUSIC

Chicago Coin HIT PARADE Brand New Special \$150 Limited Quantity!

Baltimore Ops To Hold Fifth Annual Dinner

BALTIMORE, Dec. 8. — The Amusement Machine Operators Association of Greater Baltimore will hold its fifth annual dinner dance Sunday, February 1, at the Lord Baltimore Hotel, according to an announcement made this week by Irvin Goldner, president.

Goldner said this function "marks an important milestone in our career and we are going all out to make this the greatest affair ever."

The association expects some 500 operators and their friends will be in attendance, as well as leading city and State officials. 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 Mannes, Gabe Camby, Bernard J. Rose and Goldner.

UNITED'S NEW

10TH FRAME STAR SHUFFLE ALLEY
10TH FRAME SUPER SHUFFLE ALLEY
PROMPT DELIVERY

BALLY BEAUTY—New WRITE
KENNEY TEAM BOWLER—New WRITE
UNITED CIRCUS—New WRITE
BALLY BEAUTY—Lib New WRITE
UNITED INDO WRITE
BALLY PALM BEACH WRITE
GOTTILIEB SNOCROUT 75.50
GOTTILIEB QUARTERS 125.50
GOTTILIEB FOUR HORSEMEN 125.50
GOTTILIEB HAPPY GO LUCKY 125.50
BALLY HOT ROD 65.50
Seeburg Bear Gun 275.50
Exhibit Jet Gun 225.50

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CENTRAL OHIO
COIN MACHINE EXCHANGE
125 S HIGH COLUMBUS 18, OHIO
PHONE: ADAMS 7254

GUARANTEED USED BINGO GAMES

Palm Beach Write
Spot Lite Write
Atlantic City Write
United Stars Write
United ABC Write

ONE BALL PHONOGRAPHS

Recd: Oia 1434 Write

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515-A Fourth Ave., So. Nashville, Tenn.
Phone 4-8571

GIVE TO THE RUNYON CANCER FUND

Shaffer Specials

in better quality buys

ROCK-OLA		WURLITZER	
1432 (50 Set.)	\$525.00	1250	\$439.50
1428	279.50	1100	289.50
1426	124.50	1015	139.50
1422	94.50	219/248 Stepper	\$25-\$50

AMI		POST WAR WALL BOXES	
Model C	\$439.50	Seeburg 5/10/25 Wireless	\$27.50
B	389.50	Seeburg Sc 3 Wire	17.50
A	279.50	Wurl. 3020 (24 Set.)	27.50
5/10 Wall Box	29.50	Wurl. 3020 (48)	39.50

SEEBURG BEAR GUM \$219.50
PRE-WAR PHONOGRAPHS FOR EXPORT WRITE

Write for Illustrated Catalog of Late Model Phonographs
Terms: 25% Deposit, Balance C.O.D.

Shaffer Music Co.

Columbus, Ohio 600 S. High St. Main 3583
Cincinnati, Ohio 1220 Walnut St. Main 6310
Indianapolis, Ind. 1327 Capital Ave. Lincoln 3571

Exclusive Seeburg Distributors

FIRST DISTRIBUTORS

Joe Kline & Wally Finkle
1756 W. North Avenue Chicago 22, Illinois Dickens 2-0300

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

WANTED FOR CASH!
Lite-A-Line Keeney Holders Atlantic City Coney Island Bright Spot Palm Beach Bright Lights United Leader

Electric Scoreboards
Overhead 15-75 pts \$125.00
15-21-30 pts \$125.00
Wall Model 15-21 pts and 18-31 \$95.00 ea.
Five-Point Shuffboard Lights (set of 4) \$12.00
Shuff. Scoreboard, Ea. 75
Pucks (set of 8) 12.00
Chi. Game Box 1.25
Wax, Daz. 3.00
Keeney C.P. Lead. Seeburg's Pl. 131.00

TICKETS
2500 7-11 \$1.10 bag
2178 2-Wire 1.00 bag
2400 Lucky 7 1.10 bag

Climatic Adjusters
Set \$17.00
22" Maple Tops
Brand New, Caled 90.00
New Side Cushion Shuffboards \$45.00
Talescopic 9" Wm 75.50
Chi. Game Box 1.25
Bath. Date Gun. 54.50
Lite Model Kuhl Shoe Shine March, 91 S E P.O. Box Chicago-1/3 Deposit.

MID-STATE COMPANY
2349 Milwaukee Ave. Tel: Dikens 3-3544
Chicago 47, Ill.

OPERATORS!

Save money on every purchase of Shuffleboard Accessories. Save with National on Wax, Speed Glaze, New Daxler Weights, etc. Request catalog with full discounts on every Shuffleboard Accessory 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 (33") 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**

NO CHISELING - NO FREE PLAYING - It's the NEW 10ft. BANK-IT with PLAY CONTROL

POSITIVE PROTECTION for the OPERATOR

Stops chiseling or free playing by either the Player or the Location. Play Control assures the Operator of a full return from every Bank-it installation. . . . Board 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

- "Play control" will prevent players from disregarding the Electric Scoreboard and prolonging a game beyond limits of a winning score. NO CHISELING WITH THE NEW 10 FOOT BANK-IT EQUIPPED WITH PLAY CONTROL! Coins must be deposited in the Electric Scoreboard Coin Box—OTHERWISE PLAYING-FIELD BECOMES INOPERATIVE. Don't let chislers steal your profits.
- No longer can locations permit "pencil and paper" scoring
- Chiseling players will often stop registering on the Electric Scoreboard at #14 or #20 (instead of #15 or #21) and then continue to play WITHOUT using the Electric Scoreboard. Bank-It with Play Control protects the Operator's investment by completely preventing such chiseling.

to cheat the cash box! With "Play Control" this practice cannot cut into your profits. Protect your investment—install the NEW 10' Bank-It with POSITIVE Play Control

Write today for Literature and name of nearest Distributor. Act now.

Manufactured exclusively by **NATIONAL SHUFFLEBOARD COMPANY** 291 Cleveland St., Orange, N. J. Tel. ORange 2-9100

"LITTLE CHOO-CHOO"

Designed by
World Famous Manufacturer of
Amusement Rides

"LITTLE CHOO-CHOO"
Designed by World Famous
Manufacturers of Amusement
Rides.

Sensational new coin-operated kiddie
ride for dime stores and Super
Market locations. Train goes thru
all of the motions of a real loco-
motive. Foot accelerating seat has
variable speed control. Device has
seven flashing lights and realistic bell.
Terms: Payments arranged for estab-
lished operators. Write today for
complete information.

KING AMUSEMENT CO.
Mt. Clemens, Mich.

Bowling Game Ruled Out in No. Carolina

JACKSONVILLE, N. C., Dec. 6.—North Carolina's Attorney General Harry MacMullan has ruled that coin-operated bowling games are prohibited under the State's laws.

MacMullan made the ruling in a letter to Sheriff Thomas Marshall, Jacksonville, 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 tallies upon the outcome of which wagers might be made, irrespective of whether it may, apart from any element of chance or unpredictable outcome of such operation, also sell, deliver, or present any merchandise, indication or weight, entertainment or other thing of value."

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 per play from a nickel to a dime—or as much as he thinks the amusement is worth.

For manufacturers and distributors, the order means no more price ceilings on equipment other than the natural ceilings imposed by the law of supply and demand.

OPS also lifted the lid on juke box play prices and on the price of phonographs (see separate story in Music Machines section).

State Execs Mull Model Gambling Law

CHICAGO, Dec. 6.—Some 300 representatives from every State except Washington gathered in Chicago this week for the 11th biennial 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 okay pinball games with or without "an immediate and unrecorded right of replay," but would prohibit one balls. 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.

The 300 gathered here this week at the Edgewater Beach Hotel included State administrative officials and members of Legislatures. Purpose of the conference was to urge the enactment of the anti-gambling law and bills designed to curb organized crime from "fixing" sports events to narcotics.

CHICAGO MO HIT—New... \$185
WMS MAJORETTES—New... 130
C-B ELECTRIC CIG. VEND... 139
SEEBURG 148-ML... 240

Palm Beach (Bingo)..... Write
Atlantic City (Bingo)..... \$450
United 3-8 (Bingo)..... 149 00
A-B-C (Bingo)..... 150 00
United 3-8 (Bingo)..... 90 00
Playland (3-Ball)..... 79 00
Punchy (3-Ball)..... 64 00
Champion (3-Ball)..... 59 00
Prestige (3-Ball)..... 69 00
Telecast (3-Ball)..... 90 00
Chicago Prize (Arcade)..... 79 00
Mills Sci. Card. Vend..... 49 00

Reconditioned—Ready for Location

NEW NEW NEW
Bally Beauty, Gottlieb Corporation,
Wm. J. Cornery, Kenney 10 Player,
Lib. 10th Floor, Super & Star, Chicago
Bowl 2-Ball.
Terms: 1/3 Cash, Bal. C.O.D.
Send for List and Prices

IRV OITZ
ACME-INTERNATIONAL DISTR.
Phone: WYndham 3-8813
2027 N. Halsted St. Chicago 14, Ill.

CONTACT MEN

TO CALL ON:

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- VARIETY STORES
- SUPER MARKETS

We solicit installations for coin operated kiddie amusement devices for nationally known firm. Liberal salary against commission for each location established.

BOX 823
The Billboard
1564 Broadway New York 36

Deco Displays Space Ranger

CHICAGO, Dec. 6.—One of the established rides which drew steady attention of NAAPPB trade show visitors was the Atomic Space Ranger, Manufactured by Deco, a division of Drum Equipment Corporation, Union N. J.

The dime-operated ride occupies a floor space of 30 by 89 inches. When activated by the rider moving a joystick control, the Atomic Space Ranger 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 ride has retractable casters for easy movement to and from the desired spot in the location.

Space Patrol Bows in Calif.

LOS ANGELES, Dec. 6.—Cadet 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 (4) at the Market Basket supermarket in the nearby Norwalk area.

The ride was placed on location immediately upon arrival by Lyn Brown, Exhibit's distributor in the eight Western States. Brown also operates rides manufactured by this company in the Market Basket chain of stores throughout the area.

Cadet Happy was joined in the reception by Jimmy Woodin, who heads the extensive Space Patrol fan club.

"Space Patrol" is a Saturday morning feature over the coast-to-coast television network of the American Broadcasting Company. It is the only show of its kind presented live on a network from Hollywood.

Brown said that he expected

other Space Patrols to arrive here within the next 10 days. Several have been earmarked for department stores, where they will have a tie-in with the sale of "Space Patrol" merchandise.

SOLOTRONE EQUIPMENT

- 813 Wall Boxes
- 25 25 Amplifiers
- 1 Studio Amplifier
- 1 Stereo Amplifier
- 11 Relay Kits
- 3 Demonstrators
- 1 Wurliitzer Turntable
- 1 Rock-Ola Turntable

SOLOTRONE PARTS

- 1 Cafe Booths
- 2 Seeburg Midgets
- Make us an Offer.

BIRMINGHAM VENDING CO.
540 2nd Ave., North, Birmingham 2, Ala.

WANTED
BALLY'S
BROADWAYS
SYRACUSE AMUSEMENT CO.
712 State Tower Bldg. Syracuse, N. Y.

We Specialize in MUSIC!

SEEBURG 1-44..... \$154	WURLITZER 1017 HIDEAWAY \$139
SEEBURG 1-46 HIDEAWAY..... 180	WURLITZER 756..... 95
SEEBURG 1-47..... 175	WURLITZER W.O.M. #2056..... 95
SEEBURG 1-48 BLOND..... 175	ROCK-OLA 1472..... 150
SEEBURG 1-48 HIDEAWAY..... 195	ROCK-OLA 1474..... 175
SEEBURG M.100A..... 195	ROCK-OLA 1477..... 145
WURLITZER 1815..... 175	A.M.I. MODEL A..... 230
WURLITZER 1086..... 150	A.M.I. MODEL B..... 250
WURLITZER 1210..... 175	A.M.I. MODEL C..... 175
	A.M.I. W.O.M. 5184..... 95

Reconditioned—Rebuilt—Terms: 1/3 Cash, Balance C.O.D.

FOREIGN BUYERS—Write for Latest Pastwar Photograph Catalog

ATLAS MUSIC COMPANY
2200 N. WESTERN AVE., CHICAGO 47, ILLINOIS Phone: Airmage 6-5005

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 **4-IN-LINE BALL TRAP SCORING**
SCORING for 1 REPLAY with BALL IN "CROWN" POCKET for 2 REPLAYS.

ROTATION NUMBER-SEQUENCE LIGHTS ROLL-OVER BUTTON for REPLAY
SIDE BALL-OVERS SCORE POINTS for REPLAYS
REPLAYS for HIGH SCORE
3 "POP" BUMBERS... 2 SUPER-POWER FLIPPERS
2 SUPER-ACTION CYCLONIC BUMBERS!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS
"There is no substitute for Quality!"

DON'T MISS THIS ONE... ORDER NOW!

On the Square! Williams 4 CORNERS

IS THE FIRST
NEW TYPE 5-BALL SINCE
THE END OF WORLD WAR II!



IT
ADDS
UP!

LOOK!
REPLAYS
for
3 IN LINE
4 IN LINE
4 CORNERS

Tantalizing
**THUMPER BUMPER
AND
FLIPPER ACTION!**

TAKES ONLY
ONE MINUTE
+ 10 SECONDS
TO PLAY 5 BALLS!

**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!



CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. FILMORE ST.
CHICAGO 24, ILL.



**33
WAYS
TO SCORE
REPLAYS!**
NO OUT-HOLES!
ALL 5 BALLS
MUST SCORE!

**QUALITY LONDON EQUIPMENT
COSTS NO MORE... OFTEN LESS--
GIVES YOU MORE IN PROFITS!**

SHUFFLE GAMES
Shuffle Express
Chicago Coin Bowling
Alley
Universal Twin Bowler
Deluxe Bowler
Speed Bowler
\$49.50
EACH

TAKE YOUR CHOICE
Ten Pins
Shuffle Alley
Bowling
League
Shuffle Lane
Pin Bow
Shuffle Bowler
Bowling
Twin Shuffle
\$24.50
EACH

USED
Date Gun
All Star Baseball
..... \$49.50
..... 49.50

NEW GAME SPECIALS
Ten-Pin
Stop 'n' Go
..... WRITE

NEW LOW PRICES!
Cincinnati \$34.50
Black Gold 39.50
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Wisconsin 39.50
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Screw Ball 39.50
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Spin Ball 39.50
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Cerulean 19.50
Slammy 19.50
Dew-We-Ditty 39.50

FIVE-BALLS
Monterey \$37.50
Summerline 39.50
Virginia 39.50
Tennessee 39.50
Gullies 49.50
Maryland 49.50
Lucky Bowling 39.50
Sandevan 39.50
Major League Baseball 39.50
Ball 27.50
Moon Glow 39.50
About Face 49.50
GI Pass 49.50

**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**
Endorsing Only the
Very Best Since 1917
Philadelphia, Pa. • Pittsburgh, Pa.

**REDD REALLY MEANS BUSINESS
With PROFIT MAKERS LIKE THESE!**

SHUFFLE ALLEYS \$210
United 5 Player 5210
Keeney De Luxe
League Bowler \$195

MUSIC \$445
AMI-C
Wurlitzer 1100 325
Wurlitzer 1400 & 1450 Write or Call

ONE BALLS
Sunshine Parks — Fantasy
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SPACE SHIP OPERATORS!**

We have the LARGEST STOCK in the U. S.
of EVERY MAKE of HORSES, SPACE SHIPS,
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Exclusive distributors for **AMI**

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Brand New!
**Buckley CRISS-CROSS
JACKPOT BELLS**
5c-10c-25c-50c-\$1.00
Also made for many foreign coins

**BUCKLEY
WALL AND BAR
MUSIC BOXES** 2c or 10c Play

26-54-91
Record Selections
..... 5c or 10c Play

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4222 W. Lake St. Chicago 24, Ill.

For
REAL BUYS
from the nation's
LARGEST
coin-machine
STOCK

Send Today for Our
Complete Price Lists

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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 Prizes For Premium Promotions.
Wholesaler closing out entire stock of All Name Makes, Remington,
Winchester, Marlin, Savage and many others. Write for Price List.

Great Western Dist. Co., Lewiston, Idaho

SAY YOU SAW IT IN THE BILLBOARD!



Built RIGHT and RUGGED for long distance operation

Because money-making Kiddy-Ride operations keep spreading over greater and greater areas to widely separated locations, you need the famous Bally construction that minimizes maintenance and keeps coins coming in while you are miles away. You know you're in business every minute of the day in every spot in your chain when you operate Bally-Built Kiddy-Rides.

Bally SPACE-SHIP

new exclusive
DIVE-DIP-ROLL-SWING action
captures biggest play,
insures biggest profit

See the Bally SPACE-SHIP in action... surging forward, gliding backward... dipping and rising... rolling from side to side... swinging and banking like a jet-fighter... and you will see why junior space-pilots prefer the Bally SPACE-SHIP... why kids coax their parents to patronize the store with the Bally SPACE-SHIP. And remember... you can build a big-profit route of Bally Kiddy-Rides with a small cash investment. Ask your Distributor for details of the Bally Kiddy-Ride Finance Plan.

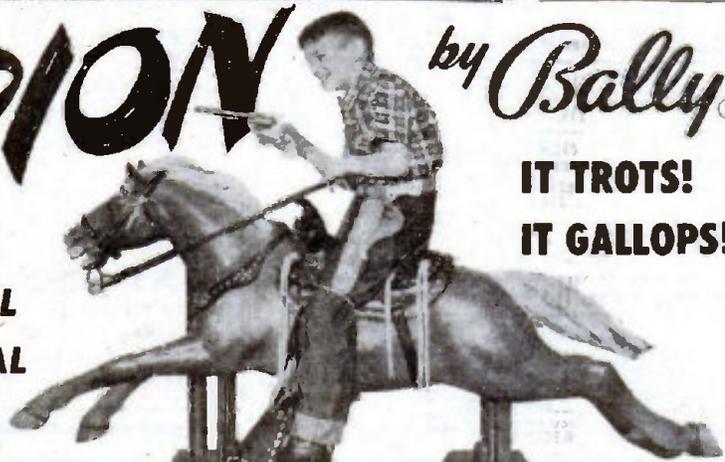


- ★ Variable speed controlled by pilot
- ★ Colorful Eye-Appeal attracts attention on location
- ★ Colored lights flash in nose, tail, wings and dials of realistic instrument panel

- ★ Twin Ray-Guns with exciting sound-effects
- ★ Airblast blows from blower
- ★ Safe, sturdy construction
- ★ Simple mechanism
- ★ National Rejector

Ride THE CHAMPION by Bally®

TOPS IN EYE-APPEAL
TOPS IN RIDE-APPEAL
TOPS IN PROFIT



IT TROTS!
IT GALLOPS!

FINANCE PLAN
NOW AVAILABLE
THROUGH
BALLY DISTRIBUTORS

Operators find The CHAMPION a real companion Kiddy-Ride for operation side-by-side with Bally SPACE-SHIP. Kids keep riding one, then the other, and back again. Profits soar to new highs. See your Bally Distributor today.

REQUIRES ONLY
24 IN. BY 49 IN.
FLOOR SPACE
110-115 VOLTS
A. C.

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

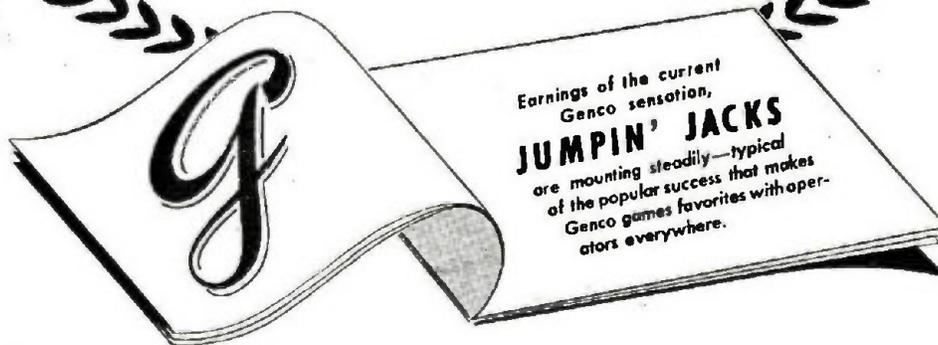
GENCO

MANUFACTURING AND SALES CO.
designers and manufacturers
of amusement machines
for over 24 years...

Announces a change in ownership and management

Samuel Lewis and Avron Gensburg, 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 Gensburg. 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.



WANTED TO BUY FOR CASH OR TRADE— 25 GOTTIEB WILD WEST

NATIONAL GUARANTEED VALUES RECONDITIONED 5-BALLS

CROSSROADS	\$210	HAYBURNER	\$195
6 STARS	210	ROCKETTES	115
HIT 'N' RUN	180	JOKER	115
MINSTREL MAN	150	4 HORSEMEN	115
HAPPY GO LUCKY	145	MADISON SQUARE GARD	115
KNOCKOUT			\$75

NATIONAL COIN MACHINE EXCHANGE
1411-12 DIVERSEY BLVD. Phone: 8Uckingham 1-6466 CHICAGO 14



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- PIN GAMES
- MUSIC MACHINE
- SHUFFLE ALLEYS

WE'VE been exporting all kinds of coin-operated equipment for years—know exactly what you require in the way of merchandise and service. We ship only the finest top quality equipment, properly crated, via the quickest and cheapest routes and we guarantee prompt and efficient service. Send us your requirements and we'll fill your bill perfectly from one of the most complete stocks in the U.S.A.

Joe Ash

We are exclusive
WURLITZER DISTRIBUTORS
in Delaware & Jersey—
S. E. Pennsylvania

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad Street Philadelphia 30, Pa.
Phone: FReamost 7-4495
"You can ALWAYS depend on Active—
ALL WAYS!"

COBRA CARTRIDGES

Replanned and Reburned, 75¢ each.
ORIGINAL PERFORMANCE GUARANTEED.
ANTED to Day Service Via Air Mail.
This 50 worth 75¢ on first order.
ELECTRONIC INDUSTRIES
P. O. Box 2000 Mesa, Arizona

BINGO GAMES

Reconditioned in Stock—Immediate Shipment

BALLY		UNITED	
PALM BEACH	655	ZINGO	575
ATLANTIC CITY	455	ROLEDO	350
SPOT LITES	575	LEADER	350
CONY ISLAND	325	A.B.C.	350
BRIGHT SPOT	325	KEENEY	
BRIGHT LIGHTS	345	LITE A-LINE	575
Williams LONG BEACH			\$195

ACF COIN COUNTER

New 1952 Model—Wt. 8 lbs.—Counts 1¢, 5¢, 10¢, 25¢.
\$159.50

MUSIC

BERBURG 34500 \$275
AMI Model C 275
ROCK-OLA 1492 150

MISCELLANEOUS EQUIPMENT

Fully Reconditioned

Exhibit PONY EXPRESS HORSE	530
Exhibit SIX SHOOTER	175
Exhibit DALE GUN	50
Keenev SIX PLAYER	350
Keenev LEAGUE BOWLER	115
Keenev KING PIN	50
Keenev 2 PLAY SHUFFLE BOARD ATTACHMENT	50

NEW GAMES

Williams FOUR CORNERS
Bally BEAUTY
Bally SPACE SHIP
United CIRCUS
United 10TH FRAME STAR BOWLER
United STEEPLE CHASE \$200

SPECIALS

Williams HAYBURNER \$100
Williams SEA JOCKEY 175
100 PIN GAMES, FLIPPER TYPE, Etc. 50

WILLIAMS MUSIC MITE

60 RPM Counter Model 16 Record
Phone Stand to match. Brand new.
\$145

GENUINE DE LUXE FORMICA TOPS

Get the best! Buy only GENUINE Formica Tops. No refashioning ever. Saves time and money. Ea. \$14.95. 3 or more, \$15 Ea.

for better buys buy McGinnis

YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT

Triplets	\$ 94.50	Punchy	\$89.50
College Date	\$9.50	Sharpshooters	75.00
Pinky	95.00	Champion (Bally)	55.00
Moby	100.00	Baseball	75.00
Knockouts	120.00	Sewitz Champ	50.00
Winners	89.50	Citizens	35.00
		Double Shuffle	75.00

WE SHALL BE PLEASED TO DEMONSTRATE THIS NEW EQUIPMENT
KEENEY ELECTRIC CIGARETTE VENDOR
KEENEY TELEVISION
KEENEY TEAM BOWLER 10th Player

ROY MCGINNIS CORP.
2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

ELECTRIC SCOREBOARDS

Two-faced—adjustable for all boards. Chrome tube supports. For 5¢ or 10¢ play by a simple Mag switch-over.

OVERHEAD MODELS
Horseshoe (15-21 pts.)
Marvel Score (15-21 pts.) \$125.00 ea.

MARVEL MFG. CO. 2845 W. FULLERTON, CHICAGO 07, ILL.
Tel.: Dickson 2-2424

WALL MODELS
Horseshoe (15-21 pts.)
Marvel Score (15-21 pts.)
\$95.00 each
Terms: 1/2 dep., bal C.O.D. or S.O.



Of all the trade publications covering all of showbusiness... THE BILLBOARD is the only paper with an AUDITED PAID CIRCULATION.





More fun for players, more profit for you,
 thanks to new **SELECT-A-SPOT** feature
 and new **TRIPLE-SPOTS** roll-over feature

BALLY BEAUTY



Popular **3-4-5-IN-LINE** scoring
HORIZONTAL, VERTICAL, DIAGONAL

Plus attractive **4-CORNERS SCORE**

Advancing **SUPER-SCORES**

dramatized in frills of Beauty Queens on backglass

New **SELECT-A-SPOT** feature

Players love to diddle the Selector-Knob to fill in a missing number to build an in-line score. "Second-guessing" is always fun. That's why the new SELECT-A-SPOT feature brings players flocking to BALLY BEAUTY.

New **TRIPLE-SPOTS** feature

Roll-overs hit when lit spot 2, 4 and 6—all 3 numbers

Popular **EXTRA-BALLS** feature

Advancing flash releases up to 3 Extra Balls

BALLY BEAUTY will put new life into your locations... add important dollars to your daily collections. Get BALLY BEAUTY now from your nearest Bally Distributor.

THE CHAMPION
 the HORSE that always wins
SPACE-SHIP
 newest Kiddy-ride sensation
SEE PAGE 98

When **SELECTION-FEATURE** lights, player turns knob to **SELECT-A-SPOT**
 Choice of 19, 20, 21 or 22
 Player can change choice until fourth ball is shot

5 BALLS plus extra balls
 3 SCORE CARDS
 REPLAY SCORES

Bally **MANUFACTURING COMPANY**
DIVISION OF LION MANUFACTURING CORPORATION
 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

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 10th FRAME BOWLER!
- 10th FRAME BOWLER ONLY!
- MATCH BOWLER ONLY!
- DELUXE BOWLER ONLY!



- EASY TO READ INDIVIDUAL SCORE DIALS
- 10th FRAME FEATURE
 - JUMBO "PIY-AWAY" PINS
 - HIGH SCORE OF THE WEEK
 - FORMICA PLAYFIELD
 - 7-10 SPLIT PICK-UP
 - REBOUND ACTION 20-30 SCORING

chicago coins 6 PLAYER BOWL-A-BALL

AVAILABLE IN MATCH BOWLER OR 10th FRAME FEATURE

- PLAYERS ACTUALLY BOWLE WITH A BALL—not a Puck!
- BALL REBOUND FOR FASTER PLAY!
- MATCH BOWLER—USING CHICAGO COIN
- MATCH A NUMBER (1) MATCH A STAR FEATURE!
- ADDED NEW FEATURE! THE BEER FRAME—SCORES MADE IN FIFTH FRAME DOUBLED!

NEW! 45 SECOND SCORING



**chicago
coin**

MACHINE COMPANY

1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

ATTENTION, Distributors, Jobbers, Operators...

WANTED WANTED WANTED

WE NEED 500 PIN GAMES
WILL BUY COMPLETE STOCKS

SEND IN COMPLETE LISTS OF YOUR ENTIRE INVENTORY
— CASH WAITING —

Interested in BINGO GAMES, GUNS, SIX SHOOTERS,
SKY FIGHTERS, GUN PATROLS, Snoburg SHOOTS THE BEAR
EXCLUSIVE COTTLES, WILLIAMS, SEEBURG and CHICAGO COIN DISTRIBUTOR:

**Remember
IN NEW ENGLAND
IT'S TRIMOUNT!**

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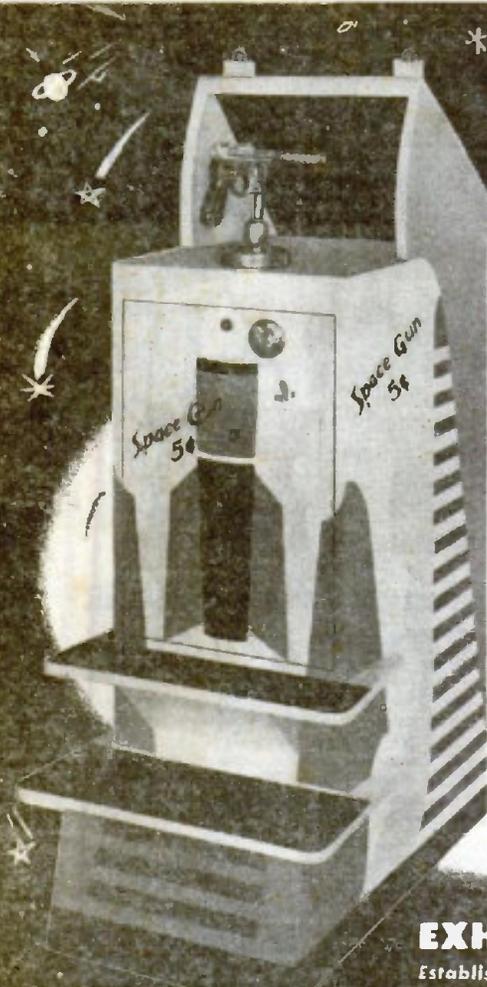
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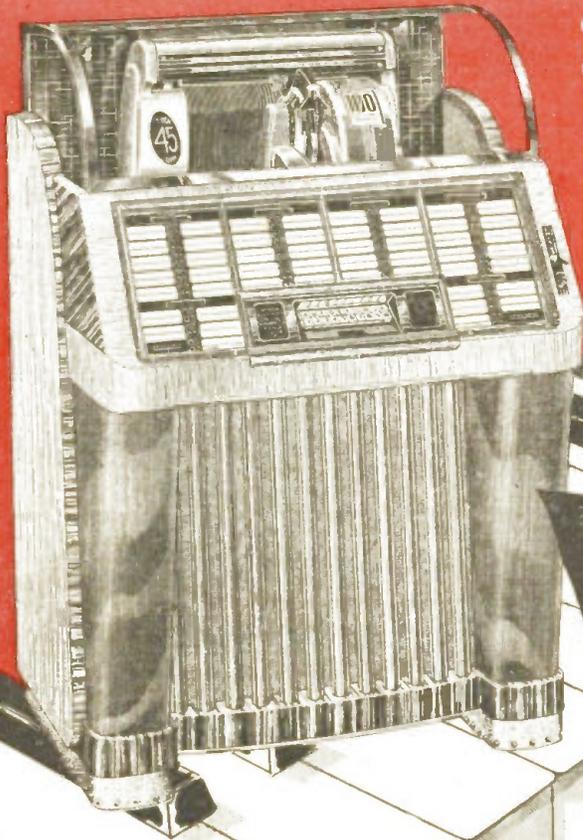
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