

# The Billboard

DECEMBER 20, 1952 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

## New Electronic Kinescope Moves Into NBC-TV Future

### Quality of Process May Curtail Films

Can Draw Top Names Via Pre-Kinescoped Shows and Save Greatly on Regular Filming

By SAM CHASE and LEON MORSE

NEW YORK, Dec. 13.—A new "electronic recording" kinescope process, which has been instituted gradually by the National Broadcasting Company, this week began to loom large in the network's thinking for the future. The response, especially to this week's broadcasts of the two Dinah Shore TV shows from this system, has encouraged the web tremendously. The outlook in the more sanguine NBC quarters is to foresee the E.R. line supplanting motion picture film for at least a good part of the web's TV film syndication operation, and also becoming a major factor in the network's regular broadcast plans.

The two Shore shows had been recorded previously for planned use next week, but a strike of technicians in Detroit, where this week's live stanzas were to have originated, forced their use a week early. Trade observers as well as NBC execs were struck with the clarity and general picture quality of the stanzas, aired Tuesday (9) and Thursday (11), 7:30-7:45 p.m., EST.

These results, on top of those achieved previously in quiet experimental use of the method, had the web's execs more sold on its use than ever before. The feeling, as voiced by Frederic W. Wile, NBC's veepee for radio-TV pro-

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### Magnetic TV Tape Studied

HOLLYWOOD, Dec. 13.—Bing Crosby Enterprises is preparing under closed doors another press demonstration of its revolutionary magnetic tape television recording system. Exact date of the demonstration will not be revealed so as not to tip off other researchers working toward the same goal. However, The Billboard learned that the next unveiling of the TVR equipment will be staged here in approximately three weeks.

Final perfection of the system is expected to be reached in three months. Estimates are that mass production of the equipment won't

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### Real Publicity Sirocco Ushers In Vegas Sands

Press Nationwide Invited; Atom Bomb To Open the Door

NEW YORK, Dec. 13.—What will probably be the most lavish and most widely press-covered opening of a hotel-casino will tee off when the Sands Hotel, Las Vegas, Nev., opens December 16.

About 77 newspapermen are being flown in (all fares and expenses paid) from all over the country, taking in New York, Chicago, Los Angeles, New Orleans and other areas. Texas newspapermen will be particularly plentiful. The George Evans Associates, which engineered this deal for Jack Entratter and Jack Freeman, manager and owner of the Sands respectively, estimate that the fares alone will run close to \$16,000. With food, liquor and rooms, the figure will go above \$50,000.

Budd Granoff, head of the George Evans office, has even

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### DEEJAY WARY AS 'RICHARD' HAMS IT UP

WASHINGTON, Dec. 13.—Richard, a "talking parrot" billed as a "radio personality" for the past three and a half years by Station WDC here, made his stage debut this week in the Potomac Playhouse Production of Moss Hart's "Light Up the Sky." Richard, letter-perfect in his six key lines, will continue in the role during the entire run of the play. "Our biggest difficulty now is ad libbing, because he's turned into quite a ham," reports Milton Q. Ford, WDC disk jockey who coached Richard for the part with play director Arthur Carnes.

### 200G Advance Seen for Kaye

NEW YORK, Dec. 13.—The Danny Kaye show which opens at the Palace January 18 will have an estimated \$200,000 racked up as an advance on opening day, according to present indications.

The house has nothing with which to compare this tremendous advance sale. The Judy Garland show, which started the Palace off on its two-day policy, did a terrific business.

The Kaye show is completely different. After the first announcement, orders started to pour in and have continued to the extent that up to the present time it looks like a sell-out for the first four weeks.

The mail requests have been so heavy that the Palace was informed by the post office it would no longer deliver the huge bags of mail. It requested the theater to rent a post office box.

Practically the entire Kaye show is set with the exception of a girl singer.

### JIMMY'S SANTA

## Col'bia Disk Gives Boyd Stardom Gift

NEW YORK, Dec. 13.—What a smash disking can do for a youngster as a show business personality is being amply illustrated this year via kid singer Jimmy Boyd's sizzling Columbia waxing of "I Saw Mommy Kissing Santa Claus." The disking, which set new sales records for

Columbia this past week, and is already well past the 1,000,000 mark, has made the boy a hot piece of property. This week both Time and Newsweek magazines carried a picture of Boyd with his best-selling Christmas record.

Boyd is under an all-service contract to Abner J. Greshler Productions. The latter is now working on setting up two music firms for the boy, one in ASCAP and the other in BMI. In addition he is setting up a separate corporation for the lad, to be called Jimmy Boyd Productions. This firm will handle merchandising tie-ups including comic books, coloring books, ties, hats, shirts, etc. Greshler is now prep-

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### JOB WANTED: AGVA PICKET

CHICAGO, Dec. 13.—Come relief to the tense AGVA situation was afforded this week when a man showed up at headquarters ostensibly in answer to AGVA's request for volunteer pickets. Asked his business, the character replied he was a "professional picket." "I'll picket anything," he stated. "How much do I get?"

### New Channel For Chadwick

HOLLYWOOD, Dec. 13.—Channel swimmer Florence Chadwick is set for another TV splash, this time out of the water on KNEH's air waves. Starting today, Miss Chadwick kicks off a weekly sports show that will feature timed highlights of 1952's events. Show is tagged "Sports Review '52."

Miss Chadwick attracted the national eye and a sympathetic local following when her Catalina Channel swim crossings were exclusively televised via KNEH last June and September when she succeeded in spanning the 23 miles of ocean between the mainland and Catalina.

## Split Copyrights Perplex Music Men

NEW YORK, Dec. 13.—The music industry is becoming increasingly concerned over the problem of giving proper performance credits and financial pay-offs to writers who are on a non-exclusive copyright. The problem songs, more specifically, are those in which a writer member of the American Society of Composers collaborates with a Broadcast Music, Inc., writer, ASCAP, in a bulletin sent to its members this week, carries a comment by Herman Finkelstein, Society's attorney, stating that the Society is not giving performance credits at the present time to ASCAP writers who are on tunes written in collaboration with BMI writers.

The Society argues that stations holding per program li-

censes (as against blanket licenses) refuse to pay ASCAP for the use of non-exclusive copyrights. The stations, says ASCAP, claim they are entitled to perform the music under their BMI license.

Finkelstein's note states in part, "... BMI goes to the stations that have the ASCAP per program license and says: 'You can perform this under your BMI'

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## ATTENTION, DISK JOCKEYS

### Coming Next Week

### 1952's TOP HITS

A comprehensive listing of the top song hits and records of 1952 that will serve as great program material between Christmas and New Year's.

SEE MUSIC SECTION, ISSUE DATED DECEMBER 27

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**SIMPLE as A-B-C**

or D, E, F, and G. In fact, the whole alphabet. Yes, it's simple to use these beautiful gold decal sign letters to make your words come alive. Details and bargain prices are listed in today's classified pages.

Seeking of classifieds, The Billboard has three big complete sections of them. Use them to make your words work for you. Just a few cents a time to sell your product or service at low, low cost!

And if you're buying—well, that's easy, too. The best bargains of the week can be found every week in the three Billboard classified sections!

What Do You Want to Buy or Sell?

Turn to pages 43, 59, 78.

# Billboard Backstage

By JOE CSIDA

Around our shop here in New York, on the editorial side, it is affectionately referred to as frantic Friday. Not any special Friday, every Friday. That day each week when we go to press (in so far as transmitting copy from New York to our plant in Cincinnati is concerned).

Normally, Thursday builds up to it nicely, but last week Broadcast Music, Inc., threw a party (first of its kind in the music licensing agency's 12-year history) on Thursday night. At this party BMI's officers and board presented Citations of Merit to those BMI publishers who had made the Hit Parade during 1952. It was a fine party, and one in which two groups of my very best friends were meeting each other for the first time. Judge Justin Miller, Paul (Fritz) Moroney, Bill Hedges, Ray Diaz and other members of the BMI board of directors were enchanted with Bobby Mellin, Herb Marks, Lou Levy, Howie Richmond, Jean Aberbach, Paul Barry and others of my chums in the music publishing fraternity. The broadcasters were equally enchanted with Martin Block, Don Cornell, Sammy Kaye, Nat Cole, Mary Osborne, Elliot Lawrence, Ray Bloch and other performers who were present. And the performers and publishers were, in turn, delighted to get with these eminent radio men. It was a great party, but hardly the best lead-in to frantic Friday.

I had a 9:30 breakfast date with Ray Katz, M-G-M Radio Attractions' bright young producer, and Toni Arden, but couldn't make it because I overslept. After making a hasty phone apology to Ray

and Miss Arden, I just did get to my 10:30 date with Bill Buffalino, president of the Detroit juke box servicemen's union. Mr. B and some of his associates filled me in on some of the more fascinating details of their new Nickelodeon Record Corporation of America. Our coin machine editor, Dick Schreiber, broke this story in last week's issue, and I did a follow-up for this week, which you'll find in the Music Department.

I tore away from Bill's suite in the Warwick in time to be no more than 10 minutes late for my 1 p.m. lunch date with Johnny Sinn, of Ziv Television Programs, Inc., his stalwart public relations man, Jo Dine, and our own Miss Bundy. It took Johnny until 3 p.m. to convince me that I had a great deal to learn about the TV film business. That Sinn is one of the smartest guys in any part of broadcasting or telecasting. And a real pleasure to be with.

Back in the office my 15-year-old daughter, Carol, and her girl friend from New Rochelle, Ruma Kartez, had been waiting for me since 2:30. I hustled them over to Columbia Broadcasting System TV Studio 32, where one of my all-time favorite gents, Perry Como, was rehearsing his Chesterfield show. After a happy visit with Perry, Mitch Ayres, Henri Rene and a flock of other old friends, I left Mr. C to the panting, prying and probing of the two teenagers, who were interviewing him for their respective high school papers.

This brought me up to an appointment with Martin Stone, general manager of Kagan Corporation, which owns 'Howdy Doody.' "Author Meets the Crit-

ic" and several other properties. Martin is probably the nation's leading expert on merchandising tie-ups for show business personalities, live or wooden. He'd just returned from a Mexican trip, during which he set up "Howdy Doody" for Latin America.

Followed a visit with neighbor Jim Gaines, vicee in charge of the National Broadcasting Company's owned and operated radio and TV stations and Spot Sales Division. That's a large title, but Jim is a man to match, as the fabulous figures his division has racked up this year amply attest. Never gives you a story, this guy, but I did one on his division's business several weeks ago, nevertheless. You can't hide much from a Billboard guy, Gaines.

I dropped Jim off in a cab at Penn Station and stayed in for a ride back to Al & Dick's, where Gordon Jenkins was throwing a small party for three new kids, who sing beautifully and whom you'll be hearing soon on Coral Records. They're the Maguire Sisters, and Gordie records them Monday.

After an enjoyable dinner with Decca vicee Leonard Schneider, his wife Adelina, a nice couple named Harvey and Gertrude Adler, and music publisher Bobby Mellin, I beat my way back to the factory to turn out a little copy (including this), and to meet with publisher Rogt Littleford and Gene Plotnik to set up a few things for next week. Next week (which, as you're reading this is this week) I'll be (I am) in Las Vegas.

But that's frantic Friday. And don't think we don't love it.

# Washington Once-Over

By BEN ATLAS

WASHINGTON, Dec. 13.—Republican fiscal leaders in next Congress aren't advertising it, but they're planning a thoro study early next year on overlapping federal-State-local amusement excises. They hope to come up with an early recommendation to end duplicate taxing. Amusement industry has been a major victim of growth of overlapping taxes. The upcoming study will get a boost from a report already in the works by House Ways and Means Committee examining this problem.

## COMPATIBLE COLOR FOR '54 PREAM . . .

Look for compatible color TV to make its commercial bow in U. S. homes in 1954, definitely not before then. It'll supplant current mechanical standards. Long-range color timetable is unchanged despite fading government controls. National Production Authority's ban on manufacture of home color TV sets is good for chuckles along the Potomac but otherwise meaningless. It's unlikely that anybody would venture into substantial output of home color receivers even if the ban was erased. Federal Communications Commission will be asked by industry to take a formal look at latest electronic color developments sometime after next June. Year of decision probably will be 1954. National Television System Committee, an industry-wide group, is perfecting electronic color representing the best of Radio Corporation of America's system and others. FCCers won't be surprised by the improved color picture they'll witness at formal demonstrations. Several of the agency's top officials already have had a chance to see results of latest experimentation. There's no doubt that the new electronic system will be commercially ready when the commission is asked to supplant present standards which are based on Columbia Broadcasting System's whirling disk.

## SENATE PRODS TV. RADIO STRAGGLERS . . .

Senate Subcommittee on Privileges and Elections is quietly but firmly sending reminders to several hundred radio stations and a couple of networks which haven't answered the subcommittee's questionnaire on campaign spending for TV-radio (The Billboard, November 1). Three weeks past deadline for returns of questionnaires, Senate group has heard

from three-fourths of all stations. Subcommittee wants to compute how much was spent in TV-radio by federal office campaigners this year. Study will be part of report likely to recommend legislation for higher campaign ceiling to accommodate TV-radio line costs. Paul A. Cooper, subcommittee counsel, is showing patience. His subcommittee can get tough if it wants to; it has subpoena power.

## ASCAP PRESS CLUB SHOW TO FETE D. C. . . .

American Society of Composers, Authors and Publishers will venture further next March 28 to enhance D. C.'s understanding of showbiz generally and ASCAP specifically. On that day the performing rights society will hold the limelight in entertaining at National Press Club luncheon. Past NPC luncheons starring ASCAP have proved memorable. They've featured such stellar envoys from the entertainment world as Richard Rodgers and Oscar Hammerstein II. Audiences can't get enough of the singing, piano playing and topnotch story telling. Those audiences include lots of folks besides Washington newsmen. Always on hand is an array of congressmen, Justice Department nabobs and such other dignitaries as the secretary of treasury and the librarian of congress, whose halliwak includes the U. S. Copyright Office. The show is good fun and the press club is glad to get it. If the entertainment happens to endear ASCAP to Washington hearts, nobody can argue. It's clever, legitimate good will something the characterized ASCAP's habits here ever since the firm of Arthur G. Newmyer & Associates took over the job of handling the Society public relations in D. C. three and a half years ago.

# Legit Line-Up

Shepard Traube this week sold amateur rights to "Time Out for Ginger" for \$17,000, considered to be a record for such sales. The deal was negotiated by Key Brown and Helen Marcus, of Music Corporation of America, with the Dramatists Play Service, after heated bidding from a Chicago firm and Samuel French. Terms are 12G down and 5G on release, which will be when professional use of the script is exhausted. . . . The Colonial Theater, Boston, will be taken over by Cinerama in February. Marcus Helman retains the lease and booking control on the house until 1954. . . . The next conference of the National Theater Assembly will be January 1-3 in Cincinnati. A plan to be discussed there is the seating up of resident professional theaters in each of the 15 American National Theater and Academy regional divisions. Meanwhile, ANTA has dropped its projected three-play program. But there is still a chance one of the plays, "Sleep of Prisoners," will be done in March at the Bijou Theater, New York, by the local chapter.

"South Pacific" shattered all stage show records in Arkansas' history with a 67G week (after taxes) in Little Rock. McElroy & Maxwell set the date. Edith Adams will play the title role in the musical version of "My Sister Eileen," called now "Wonderful Town." . . . The next attraction at

the Dobbs Ferry (N.Y.) Playhouse will be "Cricket on the Hearth," opening December 17 for two weeks.

## 'FOURPOSTER' BREAKS PLAYWRIGHTS' RECORD . . .

"The Fourposter," with 479 performances as of today (13), has broken the Playwrights' Company record of 472 performances on "Abe Lincoln in Illinois." . . . Peter Ustinov's "Love of Four Colonels," being brought to the Shubert Theater, New York, by the Theater Guild on January 15, has already been seen in 14 European cities with Paris and Madrid coming up during this season. The Guild also announces three more weeks for "The Millionaire." . . . The smash success achieved by the Slavenska-Franklin ballet company has extended the troupe's run at the Ziegfeld Theater, New York, thru January 3. . . . Priority on Joss Ferrer's schedule is the direction of "Angels in Cooking," adapted from the French by Sam and Bella Spewack, on the Saint Subber-Rita Allen-Archie Thomson agenda. . . . John Merrick's production of "Margaret," to star Norma Shearer, is undergoing polishing by author Lester Judson. . . . Harry Horner will design and direct "The Burglar in the House" on Mr. and Mrs. Malcolm Pearson's schedule for January 15 rehearsal. . . . James Withers Elliott will make a return as a Broadway producer

after 21 years with "The Bat," set for a New Haven, Conn., bow on December 31. . . . Bruce Millholland, of "20th Century" fame, has written a new play titled "Passage to India."

## BOSTON TRY-OUT FOR 'MILE HIGH' . . .

Richard Condon's "Mile High" will have its scenery built and painted at Lee Shubert's Copley Square Theater, Boston, where the play will try out. Shubert plans to bring it to Broadway in all goes well. "Pal Joey" and "Guys and Dolls" returned to Monday night 8:30 curtains this week. The former took in \$400 less than the previous early-curtain night, and the latter made \$72. . . . After considerable trouble and cancellations resulting, "Two's Company," starring Bette Davis, will open at the Alvin Theater next Monday (13). . . . Ed Sturbridge (Mass.) Village will stage an all-summer opera, drama and ballet festival in 1953. "The Devil and Daniel Webster" will be a feature of the fete, running from July 18 thru August. . . . The Equity Library Theater's next attraction at the Lenox Hill Playhouse, New York, will be "Winterset," December 17 thru 21. A fund-raising party will be given December 14 afternoon at the Twelfth Night Club, with Margaret Webster and Melvyn Douglas hosting. A goal has been set of \$11,500 for ELT activities.

# Tokyo Moshi, Moshi

By RALPH KRZYZAK

TOKYO, Dec. 13.—U.N. Forces in Korea are scheduled for three groups of some of the finest entertainers from Hollywood for the Christmas and New Year season. Scheduled to arrive in three groups, for at least a two-week stay at the front, are:  
1. Paul Douglas, Jan Sterling, Richard Morris, Richard Allan, Earl Baxter and Frank Saputo.  
2. Keenan Wynn, Walter Pidgeon, Carolina Cotton, Debbie Reynolds, Carleton Carpenter, Peggy King, Lionel Aschoch, June Bruner, Bovita Castaneda.  
3. Mark Stevens, Rory Calhoun, Lita Baron, Bill Shirley, Virginia Hall, Jean Cooper, Roscoe Ates, Larry Robert, Jud de Naut, Walt Germain and Robin de Vour.

## CABINET TO CUT TAX IN HALF . . .

The Japanese Cabinet, at its meeting yesterday, approved a draft ordinance designed to cut certain income taxes from next January 1. The administrative ordinance provides for revising downwards the prevailing admission, amusement, food and drink and gas and electricity taxes. The admission tax levied on movies, plays and other shows will be cut to 50 per cent from the present 100 per cent. The admission tax for concerts, classical Japanese musical shows, and professional baseball matches will be reduced to 20 per cent from the present 40 per cent. The amusement, food and drink tax will be lowered to 20 per cent from the present 40 per cent in the case of restaurant bills and to 10 per cent from the present 20 per cent in the case of hotel and inn charges.

## LOCAL TV SETS DUE FOR SALE . . .

Japanese television receiver makers are expected to put on the market their first products early next year at prices equal to or a little lower than imported receivers. Some dozen or so Japanese firms have been turning out TV sets on an experimental basis, using patents of RCA, Westinghouse and other foreign makers. Patents of The Electric and Musical Industry of Britain are likely to be used shortly. For the first month, Japanese manufacturers will be able to put on the market

# BROADWAY SHOWLOG

Performances thru December 13, 1952

## DRAMAS

Bernardine (Playhouse)	10-16, '52	68
Dial "M" for Murder (Playhouse)	10-29, '52	116
Gold (Soyuzdetfilm)	10-2, '52	15
Mrs. Mchling (48th Street)	2-20, '52	284
Renard-Bartholomew Company (Soyuzdetfilm)	11-12, '52	37
The Deep Blue Sea (Morosca)	11-5, '52	45
The Four Poster (Gonin)	10-24, '51	479
The Wife Animal (Music Box)	4-30, '52	260
The Millionaires (Gonin)	1-17, '52	67
The Moon Is Blue (Henry Miller)	3-8, '51	731
The Seven-Year Itch (Soyuzdetfilm)	11-20, '52	28
The Time for the Cuckoo (Empire)	10-15, '52	69
Time Out for Dinner (Lyceum)	11-26, '52	21
Whistler's Grandmother (President)	12-11, '51	4

## MUSICALS

An Evening With Beatrice Little (Booth)	10-2, '52	85
Gerys and Dolly (48th Street)	12-15, '50	932
My Darling Aida (Winter Garden)	10-27, '52	60
New Faces of 1952 (Booth)	5-16, '52	244
Pal Joey (Booth)	1-3, '52	397
South Pacific (Broadhurst)	4-7, '49	1,516
The King and I (St. James)	3-19, '51	715
Wish You Were Here (Booth)	8-25, '52	197

## COMING UP

Two's Company (Alvin)	12-15, '52	
The Gray-Eyed People (Marin Booth)	12-17, '52	
The Children's Hour (Coronet)	12-18, '52	

## CLOSED

Greek National Theater (Mellinger)	12-7, '52	23
(Closed 11-19, '52)		

# Picture Business

By LEE ZHITO

HOLLYWOOD, Dec. 13.—Samuel Goldwyn capably served as catcher and pitcher during this week's sixth annual Publishers' Guild Panhandle Dinner. Edgar Bergen and Charlie McCarthy, first brought to the screen by Goldwyn, deftly needed the speaker of the evening in true Panhandle tradition during the introduction. Goldwyn received a good-natured roasting during the diatribe carried on the ventriloquist and his doll. While reminding Guild members that the famed producer had contributed considerably to Hollywood's fame and fortune, Bergen repeatedly refreshed the memories that nearly all present at one time or another had been fired by Goldwyn. In his address, Goldwyn returned a few good-natured brick-

bats. He told the "Goldwyn Alumni Association" that in his many years as a movie producer he had never dismissed a publicist, but that each one during the course of events had left him for one reason or another. In traditional Goldwyn manner, he showed great difficulty in delivering the well-chosen words. His occasional stumbles and mispronunciations added laughs to the humor of his words.

Goldwyn also took a serious stand on the quality and trend of Hollywood publicity. Press agents, he said, must avoid overselling pictures. This, he felt, was one of the major weaknesses of the industry. Publicity and advertising copy is written in such glowing terms that few if any productions can live up to their advance bally-

hoo. This results in disappointed audiences who can't find in pictures what they were told they would see.

Panhandle's skits this year focused their ribbing on columnist Erskine Johnson and Hedda Hopper. "Death of a Columnist," cleverly written by Stan Margulies and Don Morgan with apologies to the play of the same name, portrayed Johnson as the has-been flim reporter whose sympathetic but suspecting wife and her two sons can no longer understand him.

Climax of the evening's roasting was saved for Hedda Hopper, played by Hope Emerson. Bedecked with an enormous hat, Miss Emerson left them rolling in the aisles and the target of her ribbing. (Continued on page 47)

# London Dispatch

By LEIGH VANCE

LONDON, Dec. 13.—The West End is weathering one of the worst pre-Christmas theater slumps for years. Takings everywhere have fallen so low five shows which looked set to run into the new year and on are closing down this week or have already shut. "Husbands Don't Count" at the Winter Garden "Tomorrow is Today" at the Comedy and "The Hangin' Judge" at the New have shut down. "The Innocents," at He Majesty's, closes tonight. The big hits too are suffering, although advance bookings help to tide them over temporary lulls like this. At the Apollo "Seagulls Over Sorrento" is playing to house about two-thirds full. "The Little Hut," at the Lyric, has had a big drop in matinee audiences, while "South Pacific" is going thru a double ditch brought on by the current slack-time and audience apathy to Julie Wilson, who took over a few weeks ago from Mary Martin.

Meanwhile the traditional Christmas shows are in the last crises of rehearsal. Only two pantomimes will play the West End this year—"Jack and Jill" at the Casino and "Dick Whittington" at the Palladium. Such Christmas annuals as "Charley's Aunt," "The Private Secretary," or "When Knights Were Bold" have fallen by the way. But more and more money is being lavished on such ice extravaganzas as "Jack and the Beanstalk" and "The Sleeping Beauty," which will cost \$300,000 between them. And three circuses at Olympia, Earls Court and Harringay claim costs of around \$300,000 apiece. Claude Langdon last year let his Christmas ice show be televised sat back to watch a hugely increased demand on the b.o. as a result. This year he is repeating the risk.

## REPORT ON PYE TV SETS IN CANADA...

Charles Orr Stanley, boss of Pye TV and radio, is back from Canada where he opened his set manufacturing plant three years ago. Now the plant is being doubled. Later it will be doubled again. Already this year Pye's TV set sales have topped \$40,000,000—three times the 1951 figure when viewing was limited to homes within range of American programs. At present there are only 150,000 licensed TV sets in Canada. But Stanley predicts within five years there will be 1,000,000.

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# Paris Peek

By ANNE MICHAEIS

PARIS, Dec. 13.—The goodwill spirit of Christmas has very little to do with the Paris theater, which adores fights. The Comedie Francaise has settled down to a quietly quiet existence, but Jean Vilar's Theater Nationale Populaire has become embroiled. The Authors Society is mad at Vilar because of his "attitude" to such an agree that they have gone on the line to say that Vilar is "decidedly not reasonable." The Authors Society doesn't like his selection of plays nor his selection of directors, and since theater is State-owned, they feel they have a right to their own opinions. Vilar doesn't. On top of this, Jean Egmont, one of the leading actors of the theater and one of the original founders, has sent in his resignation. Despite a lot of public declarations by Vilar, there is no word will in the wings of the Palais de Chaillot.

## NEW SHAW WORK FOR PARIS...

Laurence Olivier and Vivien Leigh passed several days in Paris with the outcome that the Comedie Francaise is scheduled to play at their theater, St. James London, Graham Greene's "Power and the Glory" finally gets a Paris showing at the L'Oeuvre on December 23. This is the play during the preparation of which Couvet died. A co-operative of actors being formed at the Studio Les Champs Elysees is entitled "The Company of 11." Scheduled to play by Jacques Deval, Steve Casseur and a one-actor without title by Orson Welles. . . . Somebody dug up a little-known work by Bernard Shaw which will go into Paris in January. The script, titled "Blanco Posnet," is about the most anarchist play of the author's and has been banned in Britain.

Cervantes' "Numance" at the end of next year will come out in two forms—a play and a musical. Barrault will put it in his repertoire on his return to France and the Opera will lyricize it for its stage. . . . Roland Petit's "Ballets de Paris" is already in preparation, decor, etc. before Petit himself returns to Paris. A problem arises with the fact that the director of the theater Simone Volterra has already tentatively signed them for a revue which Jacques Charon was to have directed. The probability is that after the season of the Petit ballets, Petit and Zizi Jeanmarie will go into the other revue.

## AFRICA, SO. AMER. DANCE THEATER...

"From Darkest Africa to Latin America" is the title of the latest ballet into the theater de l'Etoile. The idea is to show similarities of Keita Sodeba's 25 Negro dances to Paul Arno's seven Argentinians. . . . Into the Opera House goes a rather different edition to the usual type of performer. Antonio (late of Rosario) succeeds Serge Lifar in dancing the Bolero. Michel Emer is composing the lyrics and the music for the Anita Loos musical, "Montparnasse," for New York in October. Emer conscientiously has Eddie Constantine recording tunes, which he dutifully ships to New York (for Miss Loos' approval. . . . Sidney Bechet and Claude Luter are in from Switzerland for a special series of concerts. . . . At the Moulin Rouge Dany Dauberson is in the star spot. Charles Chaplin and Rene Clair have officially kissed and made up. For 10 years the two have been fighting a plagiarism suit, with Clair charging that most of Chaplin's "Modern Times" was lifted from one of his earlier films. Chaplin pleads he is not guilty with the statement that he never even saw the film of Clair's that he was supposedly to have copied.

# Highlight Reviews

## THEATER TV

### First Opera Telecast Is Cultural Milestone, But Aesthetic Let-Down

By JUNE BUNDY

Theater TV graduated into legitimate entertainment circles for the first time Thursday (11) night, bridging the cultural gap between Madison Square Garden and the Metropolitan Opera House via a spectacular three and a half hour performance of Bizet's "Carmen." (See news story, Radio-TV section, this issue.)

The presentation was an interesting but far from flawless one, notable mainly for the historic significance of the event in theatrical annals. Technically the show suffered from the inevitable quality comparison with motion pictures, and the knowledge that a sharply etched, clearly defined

film image had appeared on the theater screen the day before undoubtedly colored the Guild audience's reaction to the numerous fuzzy, grey-grained long shots shown on that same screen Thursday night.

Blurred picture details understandably go unnoticed in a sports theater telecast; but they were glaringly apparent when some 300 singers and dancers converged on the huge Met stage. What was undoubtedly a breath-taking panorama of pageantry and color to the Met audience faded away into a busy, irritatingly vague monotone.

On the other hand, movie audi-

ences had a decided advantage over the Met house when the cameras moved in for close-ups, which were most effective on the large theater screen. Rise Stevens' Carmen was so sexy on close inspection that she might have trouble passing the censors on regular television. The Met star played the role with a fascinating feral snarl and a wanton walk, which, combined with a glorious voice and fine figure, came over on big screen TV as unbelievably sensuous—particularly in her cheese-cake maneuvers on and off furniture. However, her attractive performance was marred somewhat

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## TV FILM

### Production Values High in New Intrigue Series Starring Romero

By LEE ZHITO

Here's a show that packs a suspense wallop. Cesar Romero is cast as an American diplomatic courier whose line of duty leads him into the heart of danger. Romero is ideally suited for the part, his suave manner is consistent with the dignity of the diplomatic corps, but he can also drop the charm and turn to hard fists when the script demands action. If the pilot reel is any indication of the quality of the series, sponsors seeking a hard-hitting filmed series that will keep the viewer on seat's edge, would do well to seriously consider "Passport to Danger."

In the reel reviewed, Romero is sent to Communist-dominated Hungary to deliver a sealed pouch of diplomatic documents. Upon his arrival, a Hungarian customs official insists on inspecting his baggage. Romero claims diplomatic immunity to customs inspection and the ensuing fight results in Romero being tossed into jail.

His cell partner is a Hungarian priest awaiting the usual Cardinal Minsky-type trial. The priest hides a message in Romero's cigarettes to be delivered to anti-Red factions. After the American release obtains Romero's release, the Hungarian Secret Police

shadow the courier in the hope that he will lead them to the underground forces.

Suspense builds from the start. The climax is reached when our trusty hero, apparently outwitted by the Red agent, emerges the victor for the cause of freedom. Production values are high in the film. Script is well written and the film is expertly directed with an eye to utilizing the full impact of suspense. Cast is well chosen with Romero topping the talent roster in a convincing portrayal. Settings provide all the foreign

(Continued on page 14)

## NIGHT CLUB

### Greco Troupe Has Mucho Gusto, Tho Not Appeal for Everybody

By BILL SMITH

This is a strange booking for a commercial hotel, no matter how chi-chi it is. An all-Spanish dancing show with its nuances and moods may have an appeal to the UN crowd that patronizes the room, but its appeal to the conventioners who meet at the hotel from all over the country and also patronize the room, is very doubtful.

The show consists of Jose Greco, who is the recognized exponent of classical flamenco dancing, with a troupe of nine people plus a pianist and two guitarists. Actually it's a longhand dance concert with fiery interpretations highlighted by the typical spine-jarring heel

clicks, castanet work and graceful hand motions and flamenco singing. There's even a little bit of comedy.

A good deal of the temps are uninhibited, or at least seem that way. As one group winds up another comes on. There's lots of seguing with many costume changes. As one group, or team, or single gets thru, the others do a quick costume change, and then come back for more Spanish choreography. The longest was a dance done to Ravel's "Bolero," a thrilling interpretation set to La Argentinita's choreography (Greco was the late Argentinita's partner). In this an effort is made to

show contrasting Spanish styles and periods. Most of the customary drum-work heard in the "Bolero" is done in this thru the use of delicate castanets by the dancers. Lola de Ronda, one of the Greco group was superb in this number.

In between the main number and the following, Roger Machado, Greco's pianist, who cuts the show, did a fine solo. Unfortunately he chose a heavy piece that, though excellently played, did little to draw more than opening attention.

Greco dominates the entire show, charging in and out in a

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## 'MUSIC IN THE MAKING'

### Broekman Offers Fresh Approach Toward Revitalizing Concert Hall

By PAUL ACKERMAN

One of the more interesting and promising developments in the concert world is taking place at Cooper Union where, under the auspices of various co-operating agencies, a new concert format is being developed.

The musical presentations are held monthly and entail the performance of new, modern longhair compositions by an orchestra of 55 musicians under the baton of David H. Broekman. Chief costs are defrayed by the Music Performance Trust Fund. Other organizations, such as the American Composers' Alliance and Broad-

cast Music, Inc., supply scores and meet additional expenses. The auditorium, which seats 1,800 and is in the basement of the Cooper Union Building at Astor Place, was made available to the musicians thru the interest of Johnson E. Fairchild, director of the Division of Social Philosophy.

This concert series, titled "Music in the Making," differs from the traditional concert form in several notable ways. The members of the audience, for instance, are invited to air their views with regard to the performance of each number. Secondly, a panel of

critics are on the platform to discuss the work and to answer questions posed by the audience. Thirdly, the composer of each work performed takes his place with the panel and joins in the conversation. Finally, all these articulate groups are, in a sense, sparked by Broekman. The latter conducts the work and at the conclusion of a piece—or of a passage—addresses himself to either the audience or the critics or the composer, as the occasion warrants. Members of the audience stand up and express their views on

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## CBS Shifts Strategy; Will Pit 'Amateur Hour' Vs. Berle Seg

NEW YORK, Dec. 13.—The Columbia Broadcasting System's video programming department this week decided to switch horses before it even crossed the stream when it selected the "Original Amateur Hour" to battle Milton Berle's "Texaco Star Theater." The CBS-TV battle plan last week had been formulated with Ken Murray as its Big Bertha against Berle's National Broadcasting Company show.

A change of heart occurred early this week because CBS-TV program execs felt they might do

vital damage to Murray, who last season established himself as an important TV personality.

It was believed that the switch would result in a Pyrrhic victory in that Murray would dent Berle, but be damaged more himself. Also a major consideration was the cost of programming Murray on the limited web that CBS-TV could produce. His program would have run between \$10,000

and \$15,000 weekly minimum, with fewer than a dozen outlets available.

### "Amateur" Cheaper

"Original Amateur Hour," a Remack production, can be sustained at a much cheaper figure. It was sold early this season to Old Gold for Saturdays, 6:30-7 p.m., but folded when another advertiser did not appear to buy the 7-7:30 p.m. time. Before that, Old Gold had sponsored it on the National Broadcasting Company TV.

The program may begin either December 30 or January 3. The CBS-TV programming department this week was also trying to blueprint daytime and nighttime properties for Eddie Albert who starred in the canceled "Leave it to Larry" on the network. Albert has scored in daytime TV on the Coast.

### 3 OF A KIND

## P&G, Lever, CPP Named in Trust Action

WASHINGTON, Dec. 13.—Three giants of the soap and detergent industry, heavy spenders in TV-radio advertising, were charged this week with violations of the anti-trust law by the Justice Department. In a civil anti-trust suit filed in Federal Court at Newark, N. J., Justice charged that Procter & Gamble, Colgate-Palmolive-Peet and Lever Brothers, with a little help from the Association of American Soap and Glycerine Producers, Inc., a trade association, "have successfully sought to restrict and control competition."

The complaint states that the soap manufacturers together produced and sold at least 75 per cent of all household soap in the past 20 years and currently produce 93 per cent of all household detergents. Newell A. Clapp, acting assistant attorney general in charge of the anti-trust division, asserted that among other things, the Big Three soap manufacturers "maintained their power by such means as fixing and manipulating promotional and advertising expenditures."

## New Rider For 'Omnibus'

NEW YORK, Dec. 13.—Scott (issues) this week became the fifth sponsor to buy into the Ford Foundation's hour and a half TV "Omnibus," via the Columbia Broadcasting System. The program is theoretically a.s.o., Remington shavers has only purchased four Sundays as a pre-Christmas promotion. If it does a job for Remington, that firm may extend its contract.

## Male-Female News Seg Set

NEW YORK, Dec. 13.—Lester Lewis Associates this week set a new radio stanza for airing via the American Broadcasting Company. Moving into the 8-8:30 Tuesday slot starting January 6, will be "Sparring Partners," which features Eloise McElhorne and Walter Kiernan, taking a female vs. male view of the news. Sam Shayon and Mort Lewis will produce.

## Name Mowrey WJZ-TV Head

NEW YORK, Dec. 13.—Paul Mowrey this week was named station manager of WJZ-TV, local flagship of the American Broadcasting Company. Appointment is effective Monday (15). Mowrey replaces Trevor Adams who is an applicant for a Miami TV station license.

Mowrey, a long-time ABC exec and a video veteran, currently is the station's program manager.

## Last Call for Outlet Reports On 'Vote' Drive

WASHINGTON, Dec. 13.—A "last call" to the balance of the nation's 3,000 radio and TV stations who participated in the pre-election "register and vote" drive but have not yet tallied voter gains in those communities, was issued here this week by the National Association of Radio and Television Broadcasters, which plans to include the statistics in a master report to government officials and legislators soon after the new Congress convenes. The 717 stations already reporting in contributed a total of 201,030 announcements and 8,173 programs to the register and vote drive, with a gain of 5,386,000 voters counted in the 238 communities reporting 1952-1948 comparisons.

Most impressive percentage increases over 1948 to date has been reported by WCOS and WMSC, Columbia, S. C., with a 176.4 per cent voter gain. Other radio-served communities showing 100 per cent or better gain are: Phenix City, Ala., 143.7; Opelika, Ala., 135.8; Nashville, 132; Houston, 128; Hartwell, Ga., 118.5; Memphis, 113.6; Gainesville, Ga., 106; Chattanooga, 107; Winston-Salem, N. C., 106; Dothan, Ala., 105; Charlotte, N. C., 102.5; Dallas; Clarksville, Tenn., and Fort Lauderdale, Fla., 100.

## MBS Sets Formula For New TV Areas

NEW YORK, Dec. 13.—The Mutual Broadcasting System has established a formula for rate cuts in markets where new TV stations are appearing. Six months after the new TV outlets begin programming within a 50-mile radius of MBS affiliates, these areas are to be designated as TV areas and MBS stations within them are to reduce their rates 25 per cent in accordance with the rate slashes established by the network recently.

This formula was handed to MBS affiliates by top execs of the web during their junkets to six areas of the country so they could confab with the stations. The MBS rate cut was applied only to stations in TV areas.

Otherwise, network officials were tremendously impressed with the feeling of confidence they found in their grass-roots MBS stations. They said that their stations were prosperous that they were far less dependent on network advertisers than affiliates of competitive networks, and that they were not afraid of the competition of TV. They told the affiliates that MBS was getting an increasing share of the network dollar spent — 15 per cent last year as against 4 per cent four years ago, that 11 of the top 25 spenders in the country were buying Mutual time last year, and that MBS has sold twice as many co-operative programs as all the other networks combined.

The affiliates did have one major complaint—mail order business. MBS execs rebutted by stating they had a man on the payroll whose sole task it was to invest

## 7 TV Grants Issued By FCC

WASHINGTON, Dec. 13.—Seven additional TV station grants—six for UHF stations and one for a VHF station—were issued by the Federal Communications Commission this week, pushing the post-freeze figure to 144. This brings the total TV authorizations to 252, with the number of grants for non-commercial educational stations remaining at 10.

Granted construction permits this week were Johnston Broadcasting Company, Birmingham, UHF Channel 22; Northwestern Publishing Company, Danville, Ill., UHF Channel 24; Delta Television, Inc., Monroe, La., UHF Channel 43; Southeastern Ohio Television System, Zanesville, O., UHF Channel 50; Tribune Publishing Company, Tacoma, VHF Channel 11; and KMO, Inc., Tacoma, UHF Channel 13.

At the same time, the commission authorized WOR-TV General Teleradio, Inc., New York, to operate with increased power between midnight and 6 a.m. for six months.

ize prospective mail order sponsors. Sixty-two such advertisers have been turned down, they said. The two that are network clients, Whitehouse and Save By Mail, have placed \$5,000 in escrow to be given to buyers of the merchandise who make complaints. So far, web officials state, not a dollar has been returned and not a single complaint recorded.

## Crosley Buys WLTV, Atlanta

CINCINNATI, Dec. 13.—The Crosley Broadcasting Corporation announced today that an agreement has been reached with the stockholders of Broadcasting, Inc., owners and operators of WLTV, Atlanta, for the purchase of all of the company's outstanding capital stock.

Formal application for approval by the Federal Communications Commission for the transfer of the license will be prepared immediately and jointly by Crosley Broadcasting Corporation and the stockholders of Broadcasting, Inc.

The Crosley Corporation is a subsidiary of the Avco Manufacturing Corporation, which already has a major investment in the South at Nashville, where it is heavily engaged in the manufacture of appliances, freezers, ranges, etc.

The Crosley corporation also is an applicant for television stations in Indianapolis and Toledo and presently operates WLW and WLW-T, Cincinnati; WINS, New York; and WLW-D, Dayton, and WLW-C, Columbus, O.

### EDITORIAL

## Goodbye, Good Luck!

As occasionally happens, despite our best efforts, the story of Niles Trammell's resignation as chairman of the board of the National Broadcasting Company broke after our last week's press time. This, however, doesn't prevent us from expressing our regrets at seeing him leave the great network, in the growth of which he played such a vital part over so many years. Nor does it prevent us from expressing our wholehearted joy over the fact that Trammell's new association as president of the Biscayne Broadcasting Corporation, and as a partner of James M. Cox Sr. and John S. Knight, is a happy one for him.

We hope that the Federal Communications Commission will grant Biscayne Miami's Channel 7, which it seeks, and that Trammell will continue to be an active and vital force in the industry for many years to come. Good luck, Niles.

### 'ALL STAR REVUE'

## NBC Comedy Show Has Client Trouble

NEW YORK, Dec. 13.—The future of the National Broadcasting Company's video "All Star Revue," its Saturday 8-9 p.m. comedy extravaganza, is said to be shaky for the season of 1953-1954. Advertisers are reportedly being offered a choice of either half hour, 8-8:30 or 8:30-9 p.m., to be used by any show of their choice next season, if they will buy the remaining 26 weeks of "All Star Revue" this season.

The program's ratings have been holding up, the Jackie Gleason, the opposition on the Columbia Broadcasting System's TV web, has dented them somewhat. It needs three clients to be fully sponsored, but only has two, Pet Milk and Johnson & Johnson. The latter advertiser will move out sometime this spring. The NBC-TV network sales staff has failed so far, to uncover another client for the \$40,000 weekly talent and station cost.

The junking of the "All Star Revue" next season would, of course, substantially vitalize NBC's "Colgate Comedy Hour." This would mean that Colgate would naturally be able to use such top names as Jimmy Durante, Martha Raye and Tallulah Bankhead, and would also be able to give its comedy talent more time to prepare its shows. The re-

sult would please Colgate which last year put pressure on NBC-TV to place its top personalities on its presentation.

## Sales Meet OK, Opera Only Fair Via Theater TV

NEW YORK, Dec. 13.—Theater Television staged two big events this week, and had another future event postponed. James Lees & Sons Inc., carpet company, staged its annual sales meeting via closed circuit on Monday (8), and the Metropolitan Opera Company's production was piped into 31 houses in 27 cities (see separate review this issue). Both were presented under the aegis of Theater Network Television, Inc. The casualty was the projected December 30 sales meeting of the Bendix Home Appliance Division of Avco, which was arranged via Teleconference, Inc., and was called off after difficulties were encountered in clearing cable facilities and theaters for that date.

The Lees session came off to the satisfaction of all participating parties. The meet used 18 houses in 17 cities on a coast-to-coast basis. The following day, Lees flew zone managers to New York from each of the major markets and held a post-mortem session at the Waldorf. The manager's report on reaction was so enthusiastic it seems certain that Lees will utilize the medium for future meets. Only major criticism was that the product involved, carpets, would show up much better in color and it is expected that color will be used when available.

The Metopera presentation, historical in that it represented the initial pure entertainment feature delivered for theater TV, drew an estimated 70,000 ticket buyers to the film houses. Total take, on the basis of admissions ranging from \$1.20 to \$7.20 with an average of about \$3.60, is believed to be about \$150,000 altho returns were not in at the week-end. Altho few of the houses were sold out, exhibitor reaction was good on the basis that the net take to the houses exceeded the norm for the week-night.

Altho there are reports that TNT has an option to give similar airing to as many as five more operas this season, should the financial indicate it warranted, Nathan L. Halpern, TNT chief, would not confirm that any further operacasts are definitely skedded.

The Bendix deal which reportedly will cost the firm over \$75,000, was postponed, probably until late spring. Thomas W. Casey, vicepres of Teleconference, said that several of the theaters needed had made prior bookings for the holiday season, and that there was insufficient time for American Telephone & Telegraph Company to clear facilities to other cities.

## MBS Profits With Block of Low-Cost Segs

NEW YORK, Dec. 13.—The Mutual Broadcasting System this week was about to go into the black on its new block of 10 low-cost programs. It is using to replace the M.G.M. Radio Attractions package. General Mills has renewed for participations in five of the programs, and the web has another client ready to ink Monday (15) for three more participations.

This would leave the network with only 12 more participations to sell. The programs have only been on the market a few weeks. MBS affiliates, of course, are allowed to co-op five of the low-budget stanzas. They are produced so cheaply that the sale of these eight participations are enough to put the web on the solvent side of the ledger.

## Sign Mowbray for 'Col. Flack' Lead

NEW YORK, Dec. 13.—Alan Mowbray this week was paced by the Wilbur Stark-Jerry Layton packaging combine for the lead role in the TV version of "Colonel Humphrey Flack." The situation comedy, which aired as a radio replacement for "Aldrich Family" via the National Broadcasting Company a few seasons back, is based on the Saturday Evening Post series penned by Edward Rhodes Castle. Ed Morris is scripting the initial stanza.

# NLRB Weighs Merits of Net Petitions

HOLLYWOOD, Dec. 13.—National Labor Relations Board as a whole will weigh the merits of petitions filed by the three major nets, Screen Writers' Guild and Authors' League of America to dismiss the request for certification filed by the recently founded Television Writers of America. TWA is seeking NLRB approval to act as local bargaining agent. Attorneys for the American Broadcasting Company, Columbia Broadcasting System and National Broadcasting Company, along with SWG and ALA told NLRB hearing officer Norman Greer that a contract already exists between the nets and TV writers and this should bar TWA from getting its certification.

SWG and ALA also claimed that the new TWA does not represent the writers as its claims. Evelyn Burkey, ALA assistant executive secretary, told Greer that SWG and the Authors' League devoted two years' efforts to establish the existing contract with the nets and TWA's certification would disrupt what has been achieved.

## BOOK REVIEW

### Blum Toms Limns Great Of Theater

Laniel Blum, who probably loves the legitimate theater as well as any man alive, has compiled another tome of theatrical memorabilia. For the past eight years, he has published an annual pictorial history of the Broadway season, and a year ago came out with an overall, 50-year, photographic omnibus of the American stage scene. Now arrives "Great Stars of the American Stage" (Greenberg, 201 East 57th Street, New York, \$7.50), another photographic record, this time recalling the achievements of some 150 of the theater's greats back to the time of Lillian Russell.

Blum admits in his introduction that he is sticking his neck out, because it is virtually impossible to compile a book to so limited a number of personalities without stepping on the toes of nostalgic theater fans, who are sure to find some personal favorite left out. For example, this reviewer was a little irked to find no picture of Wallie Edinger and Florence Nash. However, "Great Stars" is definitely a labor of love, and Blum has put together a fine collection of pictures, recalling great landmarks in great careers, together with concise, pithy biographies of their participants. If a few of more recent inclusions have not yet had time to gain the stature of their memory-gilded predecessors, nobody will begrudge them a place in the sun.

The main point is that Blum has made another valuable contribution to theatrical archives. "Great Stars" deserves a spot on any theater lover's shelves beside the "Pictorial History." It is a record to be cherished.

Bob Francis.

### FCC Gives Poole CP For L. A. Station

HOLLYWOOD, Dec. 13.—John Poole this week was granted a Federal Communications Commission construction permit for an ultra-high-frequency TV station in Los Angeles and expects to have the 340,000-watt commercial outlet some time in 1953. Poole has operated UHF experimental TV Station KM2XAZ here for the past four years. New station will be on UHF Channel 22. Experimental UHF station's transmitter atop Mount Wilson will be enlarged to the 640,000-watt commercial power. It will be the area's most powerful station, topping current local TV stations' power which ranges from 25,000 to 31,400 watts.

Poole withdrew his UHF applications from Bakersfield, Salinas and Stockton, Calif., retaining applications in Fresno and Sacramento.

### 'SO SORRY, THE ERROR'S OURS'

WASHINGTON, Dec. 13.—The Allen B. Du Mont Television Laboratories found that it made a slight mistake this week in a communication to the Federal Communications Commission Broadcast Bureau, which recently filed exceptions to the initial decision of an FCC hearing examiner on the hotly disputed American Broadcasting Company-United Paramount Theaters merger. In fact, only one word was missing to make it a perfect sentence.

The phrase, as corrected, read: "The finding that Paramount does not control Du Mont is essential and obviously compatible with the interest of free competition." The original sentence read: "The finding that Paramount does control Du Mont is essential and obviously compatible with the interest of free competition."

### Mt. Hood Wins New Tele Life

WASHINGTON, Dec. 13.—The Federal Communications Commission this week set aside a ruling by hearing examiner Elizabeth Smith denying a petition by Mount Hood Radio & Television Corporation, Portland, Ore., to amend its application for a new TV station, and accepted the disputed amendments. Mount Hood, one of three applicants competing for VHM Channel 6 in Portland, had petitioned the full commission to reverse Miss Smith's ruling.

The revisions in the pending application include the deletion of Ralph E. Stolklin, former RKO Pictures Corporation president; Edward G. Burke Jr., Sherrill C. Corwin and Harry H. Kahn as major Mount Hood stockholders, and the election of Arthur R. Kirkham as vice-president and director.

FCC Chairman Paul A. Walker and Commissioner Frieda B. Henock voted to sustain the examiner's action.

# FCC May Decide on ABC, Para Merger in Mid-January

WASHINGTON, Dec. 13.—Mid-January is the earliest the Federal Communications Commission will hand down a final verdict in the American Broadcasting Company-United Paramount Pictures, Inc. merger case. This became certain this week (11) as the FCC scheduled oral argument for January 5 on hearing examiner Leo Resnick's initial decision recommending the merger. In scheduling oral argument, the commission can allow up to 30 days thereafter for any of the participants to make further filings. At any rate January 15 is the earliest possible date

the commission would be expected to act.

Despite the delay and despite recent criticism of the Resnick-Tobey (R. N. H.) and William Langer (R. N. D.), the odds continue to favor a final green light for the merger. There appears little doubt, too, that the Tobey-Langer criticism, voiced in messages to Chairman Paul Walker (The Billboard, December 6, 13), have been factors in delaying the final decision. Tobey will become chairman of the Senate Interstate and Foreign Commerce Committee, while Langer is in line to head

the Senate Judiciary Committee, although he may face some competition for the post. The oral argument would have been scheduled by the FCC even if the senators had failed to file their comments, inasmuch as the commission is required to accede to the request of any of the participants for oral hearings after the initial decision. This request had been made by the FCC's Broadcast Bureau which took exception to Resnick's findings. It is doubtful, too, whether the oral argument would have been delayed until next January 5. For a while the commission is swamped with work which will be interrupted by the holidays, the commissioners have gone on record as recognizing the need for giving a quick verdict in the case because of the heavy stakes involved for the public and the parties, especially ABC which has urged speed.

The oral argument will last five hours, allocated as follows: One hour each for Paramount Pictures, Inc., Paramount Pictures Corporation, and Paramount Television Productions, Inc., as a group; Allen B. Du Mont Laboratories, Inc.; United Paramount Theaters, Inc.; Balaban & Katz Corporation and American Broadcasting-Paramount Theaters, Inc. as a group; American Broadcasting Company, Inc. and American Broadcasting-Paramount Theaters, Inc., as a group, and the chief of the commission's Broadcast Bureau. An additional 20 minutes will be allocated to WSMB, Inc., if it files to participate.

Under terms of the proposed merger, a final okay must be given by the commission by June or the agreement may be voided.

# Subscription and Theater TV in News

WASHINGTON, Dec. 13.—Subscription and theater TV held the spotlight in D. C. on several fronts this week. Developments included the following: (1) The Radio Television Manufacturers' Association prepared to set up a committee next week to make an exploratory study of subscription TV and theater TV; National Association of Radio and Television Broadcasters made similar overtures (see separate story on NARTB TV board action), and the Federal Communications Commission announced a line-up of organizations ready to offer exhibits at the agency's hearing on theater TV starting January 26.

RTMA, in preparing to set up a subscription TV committee next week, is interested in exploring the question of restrictive TV practices in sportsizing and in box-office TV. RTMA's findings won't be ready in time for FCC's theater TV hearings. Meanwhile, FCC announced that 19 organizations have indicated they will offer theater TV exhibits at FCC's hearing. They are: Motion Picture As-

sociation of America, Inc.; National Exhibitors' Theater Television Committee; Central Committee on Radio Facilities of the American Petroleum Institute; Aeronautical Radio, Inc.; Allen B. Du Mont Laboratories, Inc.; American Trucking Associations, Inc.; and National Bus Communications, Inc.; Skatron Television & Electronics Corporation; Radio Corporation of America; Columbia Broadcasting System, Inc.; National Association of Radio & Television Broadcasters; American Broadcasting Company; American Telephone & Telegraph Company; U. S. Independent Telephone Association; Western Union Telegraph Company; National Broadcasting Company; Paramount Television Productions, Inc.; Association of American Railroads; Theater Network Television, Inc.; and American Civil Liberties Union.

The parties to the proceedings must file with the FCC by December 22 a summary of the testimony which each witness will present, including specific proposals to be made at the hearing.

## SEEING SPOTS

### WGN Bags Big Biz From Two Sponsors

CHICAGO, Dec. 13.—WGN-TV was seeing spots before its eyes—2,400 of them—this week. The station received its largest single order for spot announcements from two different advertisers for the coming year.

Walgreen Drug Company thru Schwimmer & Scott ordered 1,200 spots for 12 months starting January 5. 4,711 Limited, cosmetics firm, thru Milton Weinberg Advertising Company, Los Angeles, ordered 1,200 one-minute and 20-second daytime film announcements for the year starting January 15.

### Need Standard TV Measurement

WASHINGTON, Dec. 13.—The need for a standard form to measure TV's circulation and for encouraging advertisers as well as TV executives to cooperate with TV code administrators was emphasized this week at meetings of the National Association of Radio and Television Broadcasters' TV board in Cal. Cay, Fla. NARTB President Harold E. Fellows was instructed by the TV board to examine the possibilities of a standard circulation measurement plan for TV.

Pointing out that TV is America's "fastest growing public medium," Robert D. Swezey, WDSU-TV, New Orleans, and NARTB TV board chairman, declared: "It is necessary to establish basic policies now that will meet the needs of the future when competition becomes more intense." TV circulation statistics is needed to inform advertisers of the medium's selling power, he said.

The TV board also approved a proposal by the code review board for modification of the "seal of good practice" now used by code subscribers to include, in addition to the present wreath-and-shield motif, the address of the code review board, in hopes that viewers would be encouraged to comment more freely and frequently on TV programming.

# MERCHANDISING PROMOTION

*A NEW Category in The Billboard's 15th Annual*

## RADIO-TV PROMOTION COMPETITION

**JANUARY 31, 1953**

In order to make this year's Radio-TV Promotion Competition as all-inclusive as possible of the various types of promotion engaged in by networks, stations and related organizations—we have added category D—MERCHANDISING PROMOTION. This will cover all promotion of the advertiser's products at the retail level executed by your station or network.

*In Case You Didn't Get an Entry Form...*

Please fill out the form below—and attach it to a resume of your promotion in any of the four divisions which you've done during the past year. Then attach the resume to any scrapbook or display you wish to send along to document your resume. But please hurry! The deadline is

## ENTRY FORM

15th Annual Radio & Television Promotion Competition

*Attach this blank to your entry and mail to:*

Promotion Competition  
**THE BILLBOARD**  
1564 BROADWAY  
NEW YORK 36, N. Y.

**STATION CALL LETTERS:**  
(or name, if organization) \_\_\_\_\_

**GENERAL MANAGER:** \_\_\_\_\_

**PROMOTION MANAGER:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_

**DIVISION:**  
*Check one only*

A. Audience and/or Sales Promotion

B. Public Service Promotion

C. Radio-as-a-Medium Promotion

D. Merchandising Promotion

**CATEGORY:**  
*Check one only*

1. National Network

2. Regional Network

3. Station of 50,000 Watts

4. Station of 5,000 to 20,000 Watts

5. Station of 250 to 1,000 Watts

6. Television Station

7. Other

# May Broaden Probe Of TV-AM Programs

WASHINGTON, Dec. 15.—The Harris Subcommittee investigating TV-radio programming submitted a report to Congress today calling for continuation of the subcommittee on "an expanded" basis and, at the same time, praised the TV-radio broadcast industry as deserving to continue on a self-regulatory basis without government censorship.

The subcommittee, headed by Rep. Owen Harris (D., Ark.), pointed out that because of the important role of TV-radio in U. S. family life and because of the strong interest exemplified by the public in programming, the subcommittee should be "enlarged" and given ample means to undertake a continuing study of this subject.

The Harris Subcommittee declared that TV is still a new me-

dium of communications and therefore should be "given a chance" via self-regulation. The subcommittee pointed out that it recognized the difficulties facing the industry in programming, and it stated, too, that the industry itself is evidencing a strong interest in constantly improving itself. It was a coincidence that the National Association of Radio and Television Broadcasters TV board in its Cat Cay, Fla., meeting this week placed emphasis on the industry's improvement of programming and further gearing the TV code to meet this need. The NARTB carried the burden for the industry in testifying before the Harris Subcommittee which held several days of hearings (for details on NARTB meeting see separate story).

The subcommittee in climaxing its work lacked the sharply critical tone that emerged at times early in the group's hearings. On several occasions early in the subcommittee hearings, Rep. Arthur Klein (D. N. Y.) took issue with utterances of some of his colleagues, and he had warned that he would issue a separate dissent if the subcommittee took any steps toward proposing censorship legislation. Significantly, Klein found it unnecessary to issue a dissent, and instead his signature appeared along with the other members on the subcommittee report.

# CIO Into Probe Of Campaign AM-TV Outlays

WASHINGTON, Dec. 13.—Citing TV-radio among major items constituting "the principal cost which must be borne by a candidate for office," the Congress of Industrial Organizations' Political Action Committee in a brief filed Monday (15) with the House Subcommittee Investigating Campaign Expenditures urged Congress to outlaw expenditures without the written consent of the candidate. Under the PAC proposal, the candidate would be "made responsible for the observance of limitations on expenditures" and for reporting all outlays in his behalf.

The CIO-PAC brief, signed by PAC Director Jack Kroll, stated: "We have witnessed an enormous growth in the cost of political campaigns and we have witnessed additional restrictions placed upon the rights of trade unions to participate in politics." Kroll called for thorough overhauling of existing legislation as well as the addition of new restrictions. The offering no dollars and cents restriction Kroll urged that such limitation include institutional advertising which was political in nature and multiple contributions from wealthy families to a variety of committees. Meanwhile, a Senate subcommittee on privileges and elections gathered data from TV-radio stations on coin spent for TV-radio in the 1952 campaign by federal office-seekers (see Washington Once-Over column). The latter subcommittee will report to Congress next year.

# Spot Campaign for 'Stars & Stripes'

NEW YORK, Dec. 13.—World premiere of Clifton Webb's new picture, "Stars and Stripes Forever," will be launched here by the American Broadcasting Company, via the most extensive radio and TV spot campaign ever used to promote a motion picture. More than 80 radio and TV spots will be aired over WJZ and WJZ-TV between December 15-22, the day the flicker opens at Manhattan's Roxy Theater.

# CBS Programs Shows to Fill Early Eve Strip

NEW YORK, Dec. 13.—The program department of the Columbia Broadcasting System's radio network this week found its answer to programming the important 7-7:45 p.m. strip vacated recently by Procter & Gamble and Campbell Soups.

Beginning December 29, the 7-7:15 strip will be filled by old transcriptions of the "Beulah" show, featuring the late Hattie MacDaniel; 7:15-7:30 across the board will carry "Junior Miss," and "Club 15" is to be replaced by a new musical strip starring a top vocalist, Jo Stafford is currently being sought to sing thrice weekly. A male singer will in likelihood complement her on Tuesdays and Thursdays.

The shows will be sold cheaply. "Junior Miss," for example, can be bought for \$1,425 gross once weekly. Its cost as a strip is \$6,500 a week. CBS has also become the sales agent for "Beulah" having taken over the sales rights from Jimmy Saphier.

The network also intends to program more of Cedric Adams, currently on a five-minute Sunday show and two 10-minute evening slots for sponsors. Adams will go 10:35-10:45 three times a week, more.

# BUSY GAL

# Mindy Carson's Radio, TV Schedule Jammed

NEW YORK, Dec. 13.—Mindy Carson, who has just been signed to do the Mindy Carson Show for Embassy Cigarettes, replacing Bob and Ray on the National Broadcasting Company TV web, Tuesdays, 10:30 p.m., is one of the busiest performers around these days.

Thru the week prior to her Embassy debut, for example, her schedule is as follows: Tuesday (23) on Columbia Broadcasting System radio network, The Mindy Carson Show; Thursday (25), ditto; Monday (29), lead singing-dramatic part in "Studio One," via the CBS-TV web; Tuesday (30), CBS radio network, the Mindy Carson Show, and the debut of the Mindy Carson Show.

for Embassy on the NBC network. As of this writing, Miss Carson is abed with a heavy cold. The Embassy deal may be temporarily halted after the first four shows, unless the General Artists Corporation, Miss Carson's booking agency, is able to get her out of personal appearance commitments, notable the Palmer House in Chicago, which she is scheduled to play late January-early February.

# New Survey On Radio Ordered

NEW YORK, Dec. 13.—Aired Politz Research, Inc., has come into radio to do a special nationwide qualitative survey designed to indicate the public's attitude toward radio generally, and behavior patterns as related to radio listening. No details of the questionnaire were made available.

The Politz study is being financed by seven radio stations, all of which are represented by the Henry Christal Company: WBNF Buffalo; WGAR, Cleveland; WJR, Detroit; WDAK, Kansas City; WHAS, Louisville; WTMJ, Milwaukee, and WGY, Schenectady. They intend to make the results available to the entire industry, with first findings to be ready in April.

# CBS Waives Steve Allen

NEW YORK, Dec. 13.—The Columbia Broadcasting System this week ended its contract with Steve Allen. Reports are current that the National Broadcasting Company is already negotiating with him.

Allen last season fronted several video programs, notably "Songs For Sale." He now has his own radio network show which is to end about January 3.

# Hylan Replaces CBS' Throwing

NEW YORK, Dec. 13.—William H. Hylan this week was named vice in charge of sales for the Columbia Broadcasting System's TV network. He replaces Fred M. Throwing who has resigned and whose new plans are not definite. A CBS career executive, Hylan has been with the network since 1937, except for a four-year stint in the United States Army where he served with distinction in the Middle East. He has been with TV network sales since 1948.

ager, who announced that Miss Mack had been granted an indefinite leave of absence from the station. Gal Friday on the Paul Dixon seg and ace disk-pantomist for the past three and a half years, Miss Mack left the show several weeks ago following a tiff with Dixon. After a short vacation she appeared briefly on the show, but was replaced by Sis Pohlkamp and subsequently assigned to her own disk show by Watters. Dixon's alleged threat to leave the station is said to have resulted in the cancellation of the Mack seg.

# WJZ ASKS FOR FCC ACTION IN KOB CASE

WASHINGTON.—Station WJZ, American Broadcasting Company's New York outlet, this week asked the Federal Communications Commission to "clarify, change and enlarge" the issues in the long-pending "KOB" Albuquerque, N. M., case. KOB, owned by Time magazine and former FCC Chairman Wayne Coy, and holder of the longest temporary license in broadcast history, competes with WJZ on the 770kc. (Continued on page 11)

# NEWS CAPSULES—COAST TO COAST

# Station Reps Assn. Names Blair As Prexy, Plots '53 Expansion

NEW YORK, Dec. 13.—In his annual report to the Station Representatives Association, Inc., Monday (10), retiring prexy Joseph J. Weed proposed a program of largely extended operations for the group during 1953. Plans include an increased budget and dues schedule, the extension of SRA's spot radio and TV clinics on a regional and national basis, and a new spot radio presentation for use early in the new year.

New officers elected at the SRA's annual meeting are: John Blair, prexy; John E. Pearson, viceprexy; Adam J. Young Jr., secretary; Thomas F. Clark, treasurer; and three directors, Weed, Russell Woodward, of Free & Peters and Joseph Timlin, of The Branham Company.

# DIGNAM QUILTS RESEARCH CORP.

NEW YORK.—Bill Dignam this week resigned as public relations head of the Market Research Corporation of America to go into business for himself. Dignam will develop public relations and research programs for advertisers and media.

# SUNDAY SYMPHONETTE MAY BE DROPPED

NEW YORK.—Longines this week was considering the cancellation of its Sunday night program "Symphonette," on the Columbia Broadcasting System's radio network. The advertiser, however, will renew the Sunday afternoon, show, "Choraliers," on the same web.

# NEW CLIENTS FOR TWO AGENCIES

NEW YORK.—Two agencies last

week got new clients. Ruthrauff & Ryan came up with the Glammore account, a \$1,000,000 rug shampoo advertiser. Batten, Barton, Durstine & Osborn has acquired the Waterman pen, ink and pencil account from Charles Dallas Reach.

# BOOTH CO. BUYS WELL TRANSMITTER

BATTLE CREEK, Mich.—Booth Radio & Television Stations, Inc., has bought the transmitter station of WELL-FM here, which they are enlarging to hold the studios and offices of WBKZ-TV, due to go on the air in May.

# KAZOOTIE MOVES OVER TO ABC

NEW YORK.—Beginning January 1, Weston Biscuit Company will sponsor "Roogie Kazootie" over WJZ-TV here on Thursday from 6 to 6:15 p.m. The puppet show, which moves from WNET on Monday (22), will be aired locally across-the-board. Effective Saturday January 3, the show will make its network TV debut over ABC-TV from 10:30 to 11 a.m. Agency for Weston is Geyer.

# CURLEY FOX BEGINS 'HOEDOWN' SERIES

HOUSTON.—Curley Fox Enterprises have begun production of a series of twenty-six 15-minute films based on the "Hoedown" show on KPRC-TV here. B. L. Blumberg is directing the series. Curley Fox is a Western entertainer on KPRC-TV. His partners in the production outfit are Texas Ruby, also a country-Western singer, and Lester Kanin, local ad agency head.

# MCA-TV MULLS SHAMUS SERIES

NEW YORK.—MCA-TV is considering doing a detective series starring Rod Cameron, based on the "Long Lost Wife" segment of its "Chevron Theater" series. (See full story this issue.)

# FOSTER BLAINE TO STAR IN SERIES

NEW YORK.—Dee Engelback is producing a new situation comedy starring Phil Foster and Vivian Blaine, entitled "The Sergeant Is a Doll," which may be done as a film series. (See full story this issue.)

# GRIND POLICY SET FOR WLW-T

CINCINNATI.—WLW-T has inaugurated a grind policy Saturdays from noon to 4 p.m. A single feature is run three times in that period, with news films in-

terspersed. Features are from Motion Pictures for Television.

# OWNERSHIP REPORTS ON NEW FCC FORM

WASHINGTON.—The Federal Communications Commission yesterday consolidated into a single form the annual and interim ownership reports of radio stations and adopted a one-page short form for renewal and modification of broadcast station licenses. The new forms, which will eliminate considerable paper work, will be used by AM, FM, TV and international broadcast stations.

# SEES CHANCE OF TRYOUT TV AT PUBLIC HEARINGS

WASHINGTON.—Some congressmen are sympathetic to a proposal submitted by Thad H. Brown, director of television of the National Association of Radio and Television Broadcasters, that a demonstration of television's use in covering public hearings be staged. Brown disclosed this week. He told a meeting of NARTB's TV board in Cat Cay, Fla., that despite widespread belief that TV cameras disrupted congressional hearings, "the cameras themselves do not contribute to the confusion." A demonstration would prove his point, Brown said, if one or more committees would agree to the experiment.

# WCPO-TV DROPS PLANS FOR MACK PANTO SHOW

CINCINNATI.—Dottie Mack's proposed "Pantomime Hit Parade" slated for a Monday (15) debut on WCPO-TV here, with delay will. Lenay, was canceled early Friday (12) by Mortimer C. Watters, station's general man-

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

**WDEL** TOPS all stations in this richest market. Let it sell your product effectively, economically.

Write for information.

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

\*Figures reflected August 1952 by U. S. Dept. of Commerce

Profitable TV Audience exclusive with

**WGAL-TV**

LANCASTER, PENNA.

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

Clair R. McCollough, Pres.

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

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NBC opens a new era for local advertisers . . .

# fine television drama at a practical price



"Douglas Fairbanks, Jr. Presents

(Your Brand Name) Theater"

No more must local and regional advertisers settle for less than the very *finest* TV drama to showcase their products. For now NBC presents 39 half-hour film programs that measure up to the best ever offered by network television, Hollywood, or the Broadway stage.

"Douglas Fairbanks Presents" is filmed *on location* in the great capitals of America and Europe. It stars the top talent of two continents in a variety of original and classic stories . . . it runs the gamut

of suspense, high comedy and deep drama . . . and its host, director and occasional star is Douglas Fairbanks, Jr., himself. "Douglas Fairbanks Presents" is a program for local advertisers to use with pride, and success—similar network TV drama rates consistently in the 30's and 40's. Best of all, it's a fine dramatic program at a *practical* price.

For further information on this new film series, and other NBC Quality Films, write, call, or wire:

**SOLD**  
and selling

Already  
sold in,  
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there's still  
time to put  
Douglas  
Fairbanks  
to work  
for you in  
38 major  
markets.

Contact your  
NBC Film  
representative  
of once.

## NBC film programs

30 Rockefeller Plaza, New York 20, N. Y. • Offices in: New York, Chicago, Los Angeles  
a service of America's No. 1 Network

# THE BILLBOARD Radio-TV Show Charts

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

## • Top 10 TV Shows Each Day of the Week in LOS ANGELES

(1,270,000 TV Sets\* Panel Size, 600)

... According to Videodex Reports

KECA-TV	American Broadcasting Co.	ARC
KHJ-TV	Don Lee Broadcasting	Ind.
KLAC-TV	KMTR Radio Corp.	Ind.
KNBH	National Broadcasting Co.	NBC
KNXT	Columbia Broadcasting Co.	CBS
KTLA	Paramount Television Productions	Ind.
KTTV	KTTV, Inc.	Do. M.

Videodex reports monthly on each of 20 major markets, besides publishing a monthly national network report based on all 63 markets. In the 20 markets it has placed dials in a total of 7,700 TV homes. The city reports for those markets taken the first seven days of each month, contains the rating for every 15-minute segment of every program from sign-on to sign-off. The rating for any hour 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

Rank	Pos.	Prog.	Net	Time	Stn.	Rating
(1)	(33.5)	1. RED SKELTON	NBC	7:00-7:30	KNBH	32.2
(2)	(18.3)	2. WHAT'S MY LINE?	CBS	7:30-8:00	KNXT	28.9
(3)	(24.3)	3. COLGATE COMEDY HOUR	NBC	8:00-9:00	KNBH	28.8
(4)	(—)	4. JACK BENNY	CBS	4:30-5:00	KNXT	25.9
(5)	(10.3)	5. BOSTON BLACKIE (film)	Non-Net	9:00-9:30	KNBH	19.8
(6)	(9.2)	6. TOAST OF THE TOWN	CBS	9:00-10:00	KNXT	17.4
(7)	(—)	7. WILD BILL HICKOK (film)	Non-Net	6:00-6:30	KTLA	16.4
(8)	(—)	8. BREAK THE BANK	CBS	6:30-7:00	KNXT	14.8
(9)	(—)	9. EAST SIDE KIDS	Non-Net	6:30-7:00	KTLA	13.7
(10)	(7.5)	10. CHEVROLET FEATURE THEATER	Non-Net	7:30-9:00	KTTV	12.9

MONDAY, SIGN-ON TO SIGN-OFF

Rank	Pos.	Prog.	Net	Time	Stn.	Rating
(1)	(39.7)	1. I LOVE LUCY	CBS	9:00-9:30	KNXT	45.7
(2)	(11.0)	2. WHAT'S THE NAME OF THAT SONG	Non-Net	7:30-8:00	KHJ	23.5
(3)	(—)	3. LIFE WITH LUIGI	CBS	9:30-10:00	KNXT	19.0
(4)	(10.6)	4. DIXIE SHOWBOAT	Non-Net	8:00-9:00	KTLA	18.1
(5)	(—)	5. ROBERT MONTGOMERY PRESENTS	NBC	9:30-10:30	KNBH	14.7
(6)	(—)	6. NEWSREEL	Non-Net	7:00-7:15	KTLA	11.4
(7)	(—)	7. CRUSADE IN EUROPE (film)	Non-Net	7:15-8:00	KTLA	11.1
(8)	(—)	8. EISENHOWER	Non-Net	7:00-7:30	KECA	11.1
(9)	(11.4)	9. WRESTLING FROM HOLLYWOOD	Non-Net	8:30-10:45	KTTV	10.8
(10)	(15.2)	10. TIME FOR BEANY (film)	Non-Net	6:30-6:45	KTLA	10.7

TUESDAY, SIGN-ON TO SIGN-OFF

Rank	Pos.	Prog.	Net	Time	Stn.	Rating
(1)	(16.6)	1. INA RAY HUTTON	Non-Net	9:00-10:00	KTLA	23.0
(2)	(—)	2. ELECTION RETURNS	CBS	6:00-12:15	KNXT	18.0
(3)	(—)	3. ELECTION COVERAGE	NBC	8:15-12:15	KNBH	16.9
(4)	(—)	4. ELECTION COVERAGE	Non-Net	10:00-12:15	KTLA	16.6
(5)	(8.6)	5. BIG PAYOFF	NBC	12:00-12:30	KNBH	13.1
(6)	(—)	6. ELECTION COVERAGE	NBC	6:00-8:00	KNBH	12.0
(7)	(—)	7. NEWSREEL	Non-Net	7:00-7:15	KTLA	11.6
(8)	(—)	8. MOVIE THEATER	Non-Net	7:30-8:45	KTLA	10.4
(9)	(14.9)	9. TIME FOR BEANY	Non-Net	6:30-6:45	KTLA	9.8
(10)	(—)	10. ELECTION COVERAGE	Non-Net	6:00-12:15	KECA	9.5

WEDNESDAY, SIGN-ON TO SIGN-OFF

Rank	Pos.	Prog.	Net	Time	Stn.	Rating
(1)	(26.3)	1. FROSTY PROLOGS	Non-Net	8:00-9:00	KTLA	21.6
(2)	(14.3)	2. I MARRIED JOAN BOOTS	NBC	8:00-8:30	KNBH	20.3
(3)	(—)	3. MAN AGAINST CRIME	CBS	7:00-7:45	KNXT	18.3
(4)	(—)	4. MAN AGAINST CRIME	CBS	8:30-9:00	KNXT	16.4
(5)	(10.3)	5. CITY AT NIGHT	Non-Net	10:00-11:00	KTLA	15.6
(6)	(12.8)	6. LIBERACE	Non-Net	7:30-8:00	KLAC	15.0
(7)	(—)	7. KRAFT TV THEATER	NBC	9:00-10:00	KNBH	14.6
(8)	(10.1)	8. DUDE MARTIN SHOW	Non-Net	9:00-10:00	KTTV	14.1
(9)	(—)	9. NEWSREEL	Non-Net	7:00-7:15	KTLA	12.6
(10)	(—)	10. WESTERN FOOTBALL	Non-Net	9:00-9:30	KECA	11.8

THURSDAY, SIGN-ON TO SIGN-OFF

Rank	Pos.	Prog.	Net	Time	Stn.	Rating
(1)	(—)	1. GROUCHO MARX	NBC	8:00-8:30	KNBH	42.4
(2)	(21.5)	2. DRAGNET	NBC	9:00-9:30	KNBH	28.8
(3)	(16.7)	3. BURNS & ALLEN	CBS	8:30-9:00	KNXT	28.6
(4)	(13.7)	4. RACKET SQUAD (film)	NBC	9:30-10:00	KNXT	18.6
(5)	(—)	5. FORD THEATER	NBC	9:30-10:00	KNBH	18.6
(6)	(—)	6. JEWELER'S SHOWCASE (film)	Non-Net	8:30-9:00	KNBH	16.9
(7)	(15.9)	7. TIME FOR BEANY	Non-Net	6:30-6:45	KTLA	13.4
(8)	(10.5)	8. SPACE PATROL	ABC	6:45-7:00	KECA	12.9
(9)	(—)	9. NEWSREEL	Non-Net	7:00-7:15	KTLA	12.6
(10)	(—)	10. NEWSREEL	Non-Net	7:00-7:15	KTLA	12.6

FRIDAY, SIGN-ON TO SIGN-OFF

Rank	Pos.	Prog.	Net	Time	Stn.	Rating
(1)	(13.7)	1. LAWRENCE WELLS' MUSIC	Non-Net	8:00-9:00	KTLA	21.8
(2)	(—)	2. OZZIE & HARRIET	ABC	8:00-8:30	KECA	18.6
(3)	(—)	3. CHEYRON THEATER	Non-Net	9:00-9:30	KTLA	16.0
(4)	(—)	4. DANGEROUS ASSIGNMENT (film)	Non-Net	10:30-11:00	KNBH	14.4
(5)	(11.9)	5. GILLETTE FIGHTS	NBC	7:00-7:45	KNBH	14.4
(6)	(—)	6. MY FRIEND IRMA	CBS	9:00-9:30	KNXT	14.0
(7)	(—)	7. EMMA SMITH (film)	Non-Net	8:30-9:00	KECA	13.2
(8)	(—)	8. WE & MRS. NORTH	CBS	9:30-10:00	KNXT	12.4
(9)	(—)	9. BEA SHOW	NBC	10:00-10:30	KNBH	12.0
(10)	(—)	10. QUEEN FOR A DAY	Non-Net	3:00-3:30	KHJ	10.7

SATURDAY, SIGN-ON TO SIGN-OFF

Rank	Pos.	Prog.	Net	Time	Stn.	Rating
(1)	(27.1)	1. YOUR SHOW OF SHOWS	NBC	6:00-7:00	KNBH	32.4
(2)	(—)	2. SPAG COOLIE SHOW	Non-Net	8:30-9:30	KTLA	30.5
(3)	(—)	3. DIER MISS BROOKS	CBS	9:30-10:00	KNXT	28.8
(4)	(—)	4. FOOTBALL	NBC	1:45-4:30	KNBH	26.7
(5)	(14.6)	5. ALL STAR REVUE	NBC	9:30-10:30	KNBH	26.4
(6)	(—)	6. EISENHOWER	NBC	7:00-7:30	KNBH	25.1
(7)	(—)	7. MY LITTLE MARGIE	NBC	8:30-9:00	KNBH	16.3
(8)	(—)	8. ROY ROGERS (film)	NBC	5:30-6:00	KNBH	16.0
(9)	(—)	9. JACK GLEASON	CBS	8:00-9:00	KNXT	15.5
(10)	(—)	10. HOMETOWN JAMBOREE	Non-Net	7:30-8:30	KLAC	14.9

NBC estimate for November, 1952

## • Share of Total Audience Radio vs. TV in LOS ANGELES

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

7 P.M. to Midnight

Day	TV % of Total Aud.	Radio % of Total Aud.	Ratio
SUNDAY	60.8	39.2	40.5
MONDAY	59.0	41.0	44.8
TUESDAY	56.5	43.5	44.5
WEDNESDAY	57.0	43.0	44.5
THURSDAY	59.4	40.6	42.9
FRIDAY	56.8	43.2	45.3
SATURDAY	58.2	41.8	43.0
MON-FRI	22.6	77.4	27.7
ENTIRE WEEK	39.7	60.3	32.8

## NEXT WEEK Videodex and Pulse Studies of DETROIT

## Top 10 TV Shows Each Day

## Top 5 Radio Shows Each Day

## Share of Total Audience Radio Vs. TV

## FOR FULL INFORMATION

about all radio and television shows, ratings, audience compositions and the many other factors which determine the success or failure of a program, subscribe to part of or the full services of the research organizations featured on these pages. For full details of the Pulse reports write to THE PULSE, INC. 15 West 46th Street, New York.

**WWJ**  
NBC AFFILIATE  
in DETROIT  
The Detroit News  
National Representatives  
THE GEORGE P. HOLLINGBERG COMPANY

## • Top 5 Radio Shows Each Day of the Week in LOS ANGELES

(1,574,078 Families\*)

... According to Pulse Reports

7 P.M. to Midnight

Stn.	Watts	Net.	Stn.	Watts	Net.
KHJ	10,000	Ind.	KFWB	5,000	Ind.
KECA	5,000	Ind.	KGFJ	250	Ind.
KNBC	5,000	Ind.	KNJ	5,000	Ind.
KNBC	5,000	Ind.	KLAC	5,000	Ind.
KFI	50,000	Ind.	KMPC	50,000	Ind.
KFI	50,000	Ind.	KMX	50,000	Ind.
KFOX	1,000	Ind.	WRKD	5,000	Ind.
KFVD	5,000	Ind.			

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except in New York which is monthly. Information is obtained by the personal interview roster method using a cross-section of homes pre-selected by a modified area sampling method. In the bi-monthly reports, 8,200 homes are interviewed in each market. Ratings are reported by 15-minute segments from 6 a.m. to midnight each day for an entire week. Evening ratings are based on 400 homes in each market. Monday-Friday daytime ratings are based on 2,000 homes.

SEPTEMBER-OCTOBER, 1952

Rank	Pos.	Prog.	Net	Time	Stn.	Rating
(1)	(—)	1. H. HORN BLOWER, OUR	CBS	8:00-8:30	KNX	6.3
(2)	(—)	2. MISS BROOKS	CBS	8:30-9:00	KNX	5.8
(3)	(—)	3. DRAGNET, MISC.	NBC	6:30-7:00	KFI	5.5
(4)	(—)	4. TWENTY QUESTIONS	MBS	8:00-8:30	KHJ	5.3
(5)	(—)	4. BEST PLAYS, THEATER	NBC	6:00-6:30	KFI	5.3

MONDAY, 6 TO 12 P.M.

Rank	Pos.	Prog.	Net	Time	Stn.	Rating
(1)	(—)	1. LUX RADIO THEATER	CBS	6:00-7:00	KNX	7.3
(2)	(—)	2. BOB HAYK	CBS	7:00-7:30	KNX	5.8
(3)	(—)	3. TELEPHONE HOUR	NBC	9:00-9:30	KFI	5.5
(4)	(—)	4. ONE MAN'S FAMILY	NBC	8:00-8:15	KFI	5.3
(5)	(—)	4. LOWELL THOMAS	CBS	8:00-8:15	KNX	5.3

TUESDAY, 6 TO 12 P.M.

Rank	Pos.	Prog.	Net	Time	Stn.	Rating
(1)	(6.3)	1. PEOPLE ARE FUNNY	CBS	7:00-7:30	KNX	7.0
(2)	(—)	2. TRUTH OR CONSEQUENCES, MEGEE MOLLY	NBC	6:30-7:00	KFI	6.8
(3)	(—)	3. LOWELL THOMAS	CBS	8:00-8:15	KNX	6.0
(4)	(—)	3. MEET MATCH	NBC	9:00-9:30	KFI	6.0
(5)	(—)	5. LIFE WITH LUIGI	CBS	6:00-6:30	KNX	5.8
(6)	(—)	5. LOUELLA PARSONS, MISC.	CBS	8:15-8:30	KNX	5.8

WEDNESDAY, 6 TO 12 P.M.

Rank	Pos.	Prog.	Net	Time	Stn.	Rating
(1)	(—)	1. GROUCHO MARX	NBC	9:00-9:30	KFI	6.5
(2)	(—)	2. WHAT'S MY LINE?	CBS	6:30-7:00	KNX	6.0
(3)	(—)	3. JOHNNY DOLLAR, LINEUP	CBS	6:00-6:30	KNX	5.3
(4)	(—)	4. LOWELL THOMAS	CBS	8:00-8:15	KNX	5.0
(5)	(—)	4. GREAT GILBERTSLEEVE	NBC	8:30-9:00	KFI	5.0

THURSDAY, 6 TO 12 P.M.

Rank	Pos.	Prog.	Net	Time	Stn.	Rating
(1)	(—)	1. F.B.I. PEACE WAR	CBS	9:00-9:30	KNX	4.8
(2)	(—)	2. DRAGNET, FATHER	NBC	9:00-9:30	KFI	4.5
(3)	(—)	2. KNOWS BEST	NBC	9:00-9:30	KFI	4.5
(4)	(—)	2. POLITICAL SHOW TIME, MISC.	Non-Net	6:00-6:30	KFI	4.5
(5)	(—)	2. STEVE ALLEN, BING CROSBY	CBS	6:30-7:00	KNX	4.5
(6)	(—)	2. FIRST NIGHTER, POLITICAL	NBC	7:00-7:30	KFI	4.5

FRIDAY, 6 TO 12 P.M.

Rank	Pos.	Prog.	Net	Time	Stn.	Rating
(1)	(5.5)	1. ONE MAN'S FAMILY	NBC	8:00-8:15	KFI	4.8
(2)	(5.5)	1. NEWS OF THE WORLD	NBC	8:15-8:30	KFI	4.8
(3)	(—)	3. HIT PARADE	NBC	8:30-9:00	KFI	4.5
(4)	(—)	3. BALLANCE, OZZIE AND HARRIET	ABC	9:00-9:30	KECA	4.5
(5)	(—)	5. MARIO LANZA, MISC.	NBC	7:00-7:30	KFI	4.3
(6)	(—)	5. CISCO KID	MBS	7:30-8:00	KHJ	4.3
(7)	(—)	5. SYMPHONIC STRINGS, MAISIE	NBC	7:00-7:30	KHJ	4.3
(8)	(—)	5. THIS IS YOUR FBI	ABC	8:30-9:00	KECA	4.3

SATURDAY, 6 TO 12 P.M.

Rank	Pos.	Prog.	Net	Time	Stn.	Rating
(1)	(—)	1. I WAS A COMMUNIST	CBS	9:30-10:00	KNX	5.3
(2)	(5.8)	2. GANGBUSTERS	CBS	9:00-9:30	KNX	5.0
(3)	(4.8)	3. GENE AUSTRY	CBS	8:30-9:00	KNX	4.8
(4)	(—)	3. WAKOZAKI, BROADWAY MY BEAT	CBS	7:30-8:00	KNX	4.8
(5)	(—)	5. GUNSMOKE	CBS	7:00-7:30	KNX	4.3
(6)	(—)	5. THEATER OF THE AIR	Non-Net	8:00-9:00	KHJ	4.3

MONDAY-FRIDAY, 6 A.M. TO 6 P.M.

Rank	Pos.	Prog.	Net	Time	Stn.	Rating
(1)	(4.7)	1. DOUBLE OR NOTHING	NBC	11:00-11:30	KFI	7.0
(2)	(—)	2. YOUNG DR. MALONE	CBS	10:30-10:45	KNX	6.8
(3)	(7.5)	3. MORA ORAKE	CBS	11:30-11:45	KNX	6.6
(4)	(7.3)	3. BRIGHTER DAY	CBS	11:45-12:00	KNX	6.6
(5)	(7.3)	5. GUIDING LIGHT	CBS	10:45-11:00	KNX	6.5
(6)	(7.7)	5. PERRY MASON	CBS	11:15-11:30	KNX	6.5

SATURDAY, 6 A.M. TO 6 P.M.

Rank	Pos.	Prog.	Net	Time	Stn.	Rating
(1)	(5.8)	1. STARS OVER HOLLYWOOD	CBS</			

# Our Thanks to Everyone!

On behalf of more than 500,000 gratified children and adults, we extend our heartfelt thanks and appreciation to all who helped make the 18-hour Celebrity Parade for Cerebral Palsy the success it was.

*Robert K. Shapiro*  
Vice-President, United Paramount Theatre Chairman, Celebrity Parade

*Leonard H. Goldstone*  
President, United Paramount Theatres & United Cerebral Palsy Association

*[Signature]*  
Co-Chairman, Celebrity Parade



**President-Elect**  
**Dwight D. Eisenhower**

and

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Designers  
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Stage Hands  
Graphic Artists  
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Wardrobe Women  
Make-up Personnel  
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- HARRY ANGER (General Artists Corp.)
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- EILEEN BARTON
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- VIVIAN BLAINE
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- RED BUTTONS
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- MINDY CARSON
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- LEO CHERNE
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- ARNOLD COHAN
- NAT "KING" COLE
- DOROTHY COLLINS
- COLUMBIA BROADCASTING SYSTEM
- PERRY COMO and his Group
- EDDIE CONDON and Group
- CONDOS & BRANDOW
- CONOVER GIRLS
- JOHN CONTE
- BUSTER CRABBE
- NANCY CRAIG
- BILLY DANIELS
- NAT DEVAN
- GEORGE DeWITT
- ELAINE DUNN
- DUKE DURELL
- MARVIN ENDER
- MARY FARENGA
- FRANK FARRELL
- BETTY FURNESS
- THE IRVING FIELDS TRIO
- ED & PEGEEN FITZGERALD
- FATHER JOSEPH FLYNN
- ARLENE FRANCIS
- CASS FRANKLIN & MOORE
- MOE GALE
- SUNNY GALE
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- LEE GRAHAM
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- GABBY HAYES
- WOODY HERMAN and Group
- HARRY HIRSHFIELD
- CHUCK HOLDEN
- GEORGE HOPKINS
- REVEREND ERNEST HOYT
- I.A.T.S.E., Local No. 1
- MAYOR VINCENT IMPELLITTERI
- DENNIS JAMES
- ANN JEFFRIES
- NAT KALCHEIM (William Morris)
- AL KELLY
- NICK KENNY
- RED KRAMER
- BERTHA KURZMAN
- VERONICA LAKE

- DOROTHY LAMOUR
- NEVA JANE LANGLEY
- SNOOKY LANSON
- FRED LEO
- JACK E. LEONARD
- HARRY LEVINE
- LESTER LEWIS
- GUY LOMBARDO & ORCHESTRA
- JACKIE LONG
- LEONARD LYONS & 4 SONS
- RAY MALONE
- CLAIRE MANN
- PATRICIA MARAND
- BOBBY MAXWELL
- JINX FALKENBURG McCRARY
- TEX McCRARY
- ROBERT MERRILL
- JACKIE MILES
- ART MOONEY & ORCHESTRA
- GARY MOORE
- PAUL MOWREY
- JAN MURRAY
- MUSICIANS LOCAL 802
- NA BET
- NATIONAL BROADCASTING COMPANY
- MARIA NEGLIA
- JIMMY NELSON
- RABBI ABRAHAM NOWAK
- JOHNNY OLSEN
- PENNY OLSEN
- JANIS PAGE
- GEORGE PATRICK
- LES PAUL & MARY FORD
- JAN PEERCE
- JANE PICKENS
- MOLLY PICON
- POLICE DEPT., New York City
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- ROOTIE KAZOOTTI
- MATTY ROSEN

- LANNY ROSS
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- EARL WILSON
- PAUL WINCHELL
- WALTER WINCHELL
- JOE WOLFSON (Wm. Morris)
- MARTHA WRIGHT
- FLORIAN ZABACH

We hope we have thanked everybody. If any names were omitted, we are very sorry. Please forgive us.



**UNITED CEREBRAL PALSY**

50 West 57th Street, New York 19, N. Y.

# Electronic Recording Kine Moves Into NBC-TV Future

May Curtail More Costly Film; Pre-Kinescopes Can Pull Names

• Continued from page 1

duction and supervisor of all the web's technical services is that the system is "out of the laboratory stage and now is undergoing field testing." Perhaps by next fall, or even sooner, the web is likely to be ready to go full blast on its application to all phases of its TV operation, network as well as film.

Should continuing tests bear out the current feeling that the E.R. kine product can be as satisfactory as film and virtually as good as live broadcast, the results can prove of tremendous import, particularly in the TV-film field. The cost of producing a series of film shows for syndication by E.R. kine as compared with regular motion picture film would be drastically reduced. For example, a show airing live at about \$7,500 per stanza generally is estimated at about \$17,000 on film. Although use of the E.R. kine would send the cost higher than the live budget, it would fall at least midway between the live and film costs, and would likely be even lower than that.

### Live Programs

Insofar as its impact on regular network programming is concerned, here too the new system would have drastic repercussions. The objections voiced to kinescopes ever since their introduction could be turned aside, something of considerable significance inasmuch as many new non-interconnected areas are getting post-freeze TV stations, and even after these are linked to the networks, many will have but one or two outlets for some time, so that a hefty number of shows will have to be carried on a repeat basis.

Another basic factor which could be influenced by E.R. kine is that of talent. Many top stars on the air, and perhaps even more not yet in TV, have been reluctant to go to film for many reasons yet abhor the rigors of regular airing on a live basis. This system could enable them to cut their shows well ahead and build up a backlog, so they would be free to do other work.

### Layman's View

To the layman, apart from the technical equipment the major difference between the E.R. and the ordinary kine is that the former product is on 35-mm film while the usual kine is on 16-mm. Special lighting and settings are used in staging shows involved, with stress on solid blacks and peak whites. Greys are avoided as much as possible. One limitation is that hot spots must be avoided, because filmed live light, such as candles, provides for a streakiness. One complete system is in use in NBC's Hollywood quarters, while an advanced new model has been installed in New York.

Wile says the immediate future task is to pour concentrated work on the system and develop personnel to handle it properly. The

## Magnetic TV Tape Studied

• Continued from page 1

be started until a year after the test equipment has been perfected. According to the present timetable, TRV equipment may go on sale in the spring of 1954.

According to sources close to the TVR development, some of the imperfections evident during the last demonstration a year ago have now been eliminated. System records both picture and sound magnetically on tape. Once finally perfected, sight-sound tape recording may change present-day methods of TV show presentation. If it proves to be economically favorable by comparison with costs of TV filming, some foresee the eventual use of tape rather than film in evening shows. System may also replace the present kine methods, using magnetic tape to record show as opposed to film. Frank Healy is in charge of the research operations for BCE.

network now is striving to learn just how much it can get out of the machinery and what skills it can apply to it.

There is yet one more basic advantage this kine has over the type used heretofore. This is the "stop-start" element which is incorporated in it, and enables the cameras to stop dead at any given point, allow for costume or set change and then resume. This was done on Miss Shore's shows aired this week. The 15-minute stanza took only 30 minutes to do, even with such switches. This enabled it to be done within the time limitations permitted the show without additional costs.

### CORRECTION

## TV Film Guide Listed Error, Omission

NEW YORK, Dec. 13. — Last week, in The Billboard's monthly TV film program guide and market report, one error and one omission were inadvertently made. The back page of the issue included a still of a space patrol TV film commercial. According to Jay Kaceln, assistant to the director of radio and television at the Cohan Agency, this commercial was made for Ralston cereals, not a fuel oil.

Herbert B. Cahan, program manager of WAAM-TV, Baltimore, notes that many of the film shows on that station were omitted in the analysis of the city's film programming. Not mentioned were the outlet's line-up of morning features, the Saturday afternoon feature, the cartoon strip "Film Funnies," and the Monday night feature, "Old Nickelodeon Daze."

## O'Neil Tables Plans for TV Film Network

NEW YORK, Dec. 13. — Tom O'Neil, president of General Tele-radio, this week tabled his plans to form a TV film network for about three months. The O'Neil decision was made after substantial conferences with 18 to 20 TV stations around the country who were interested in the film web.

O'Neil found the stations not ready to help finance the venture by co-operatively purchasing a sufficient amount of film to set up the operation. Originally, many of these stations had approached O'Neil and asked him to blue-print the venture.

With their night time schedules virtually s.r.o. thru network business and spot buys, stations are much less ready at this time to risk their capital. O'Neil found, therefore, that he would have had to assume the burden of the financial risk. His feeling is that conditions in the industry may change sufficiently in the next three months for the stations to join in setting up the project.

## Anne Michaels Paris Rep for Ainsworth

HOLLYWOOD, Dec. 13.—Anne Michaels this week was named Paris rep for the Helen Ainsworth Corporation. She reports to Esko Miettinen, head of the Ainsworth company's foreign division. Her duties will include acquisition and handling of foreign product for the Hollywood firm's release.

Wile said the NBC film division is as keen on E.R. kine as are the network execs. Wile, as head of the entire NBC production set-up, provides services to the film division on the same basis as to the network.

There is nothing that a live TV show can do that this method cannot also do when it is perfected for full use, in addition to having the advantage of "stop-start," said Wile. In its application to film, he said, it would also be saddled with live TV's limitations, of course, such as the need to emphasize studio-produced shows rather than location stanzas. On the latter score, however, Wile foresees vastly increased mobility for TV cameras in the next few years.

However, initial use, should E.R. kine replace film for a syndicated series, likely would be for such items as situation comedies, where the acting area is restricted, and the show can be produced in a minimum of time. In this regard, Wile noted that the system is similar to that about to be employed in England for the American vidfilm market by Norman Collins (see separate story this issue).

### New Problems

There are, Wile admits, problems to be faced in introducing the method on a broad basis both for network and film shows. For film, he said, there are still many video stations which have 16-mm. equipment but not 35-mm. If this situation does not change, the product would have to be reduced to 16-mm., and there is no certainty yet that the quality can be maintained.

As to regular network use, the network will have to sell the efficacy of the method to talent, sponsors, ad agencies, talent agencies and all others involved. This already has been done in those cases where the system has been employed. Chevrolet okayed its use for Miss Shore, and was so impressed by this week's results that it is skedding more of the same for later in the season.

Similarly, Colgate also approved its use on the Donald O'Connor "Comedy Show" which recently was broadcast to the web on a delayed basis a few weeks after its original Hollywood outing. In that instance, making of the E.R. kine was a last-minute idea and after seeing it, Colgate approved its use for later web airing. One of its earliest uses was on the RCA Victor Ezio Pinza show last season, which deliberately had a double obstacle to overcome inasmuch as it was done remote from San Juan Capistrano using mobile equipment with time results.

# Rumor Unity Is on Block; Say Merger With Official Muddled

NEW YORK, Dec. 13.—Rumors this week were circulating that the Unity Television Corporation is on the block in spite of a flat denial from Archie Mayers, president of Unity.

One report this week was that Mayers was holding talks with Ike Levy, of Official Films, to see if some sort of deal could be arranged whereby the two firms would merge or Official would absorb Unity. Official for the past several months has been attempting to revitalize its operation by merging with some other strong video film outfit. It has also been hunting for a top video executive to head its operation and to replace Billy Goodhart.

The former alleged asking price for Unity—\$1,000,000—is said to have been upped recently because its catalog has been re-evaluated. One report has it that the firm will gross \$800,000 during 1952.

Capital Gains  
The reason that the owners of Unity are ready to sell is said to be that they wish to take advantage of capital gains benefits ac-

# Mutual TV Firm Joins Sovereign Production

HOLLYWOOD, Dec. 13. — Mutual Television Productions this week joined the newly formed Sovereign Production Company to take over the firm's administration of business affairs. Move brings Mutual's Rudolph Monty, Edward M. Gray and William Cane into the new Sovereign organization. Stuart Reynolds, currently on a business trip in New York, will head Sovereign's sales operations.

Gil Ralston and Arthur Ripley, also partners in the firm, will be in charge of production.

Sovereign has contracted to produce 10 30-minute "Cavaleade of America" films for Du Pont, has signed to film a half-hour series for the General Electric Company, and a series of 13 half-hour dramatic shows for Hamilton Watch Company.

Mutual's partnership in Sovereign will not disrupt its other production activities, including the "Jack London Theater" and "Cow-boy G-Men." Latter film series is being produced in conjunction with Telemount Productions for release thru United Artists. Reynolds, similarly, will remain active as proxy of Reynolds Productions, and will continue his sales efforts on behalf of his own series, "Crackdown," produced by David Hirt.

## Special Film of Dickens 'Carol' Widely Bought

NEW YORK, Dec. 13.—Consolidated Television Sales last week chalked up sales in 4 markets on its Dickens "Christmas Carol" TV film. The Tableau Productions drama will be carried by KECA-TV, Los Angeles; KGO-TV, San Francisco; KING-TV, Seattle; WNAC-TV, Boston; WFAA-TV, Dallas; WAFM-TV, Birmingham, Ala.; KPHO-TV, Phoenix, Ariz.; WHAM-TV, Rochester, N. Y.; KOPR-TV, Albuquerque, N. M.; KPRC-TV, Houston; WOOD-TV, Grand Rapids, Mich.; WRGB-TV, Schenectady, N. Y.; WBNV-TV, Buffalo, and WAAM-TV, Baltimore.

General Electric will sponsor the show in Schenectady. The Marine Midland Bank picks up the tab in Buffalo, and McCormick & Company (spices) is buying the program in Baltimore. Consolidated's general manager, Pete Roebek, leaves New York this week for a tour of the firm's branch offices in Philadelphia, Atlanta, Cincinnati, and Dallas, following which he will return to Consolidated's West Coast offices in Los Angeles.

## Official Films To Franchise Field Agents

NEW YORK, Dec. 13.—Official Films, Inc. is working on a plan to set up franchised agents to handle their syndication product in fringe areas. Hernan Rush, who heads the syndication operation at Official, emphasized that these franchised agents, who will work on commission, will not preempt Official's own salesmen in those areas. Latter will work with

## Guild Acquires 36 Late British Feature Films

NEW YORK, Dec. 13.—Guild Films this week secured the rights to 36 full-length features, made in England, from A-B TV Movies, Inc. Ten of the pictures have not even been released for theatrical distribution here and were produced in late 1951 and 1952.

The films feature some of the top acting talent in England, including such names as Valerie Hobson, Anna Lee, Stanley Holloway, Michael Wilding, Clive Brook, Sarah Churchill, Robert Morley, Constance Cummings and Godfrey Tearle. Many of the stories were scripted by such writing luminaries as J. B. Priestley, Edgar Wallace, Robert Morley and Dorothy Eden.

Reuben Kaufman, president of Guild Films, claims the pictures were made with an eye to the American market and says he is by-passing theatrical distribution because they are more suited to TV.

Guild Films expects to acquire 15 to 20 more English films in the near future. The purchase marks an important addition to the Guild catalog, which previously contained only half and quarter-hour programs and library services.

the agent who will concentrate on servicing and delivery problems.

Official has a good start in this plan via dealers handling their home movies, who would also be franchised to handle their syndicated films. Official will try this operation first in the Deep South.

cruing under such a deal. The Unity catalog was strengthened recently when 18 Sol Wurtzel features were added. The company also made a lucrative

sale of its entire catalog several weeks ago to the American Broadcasting Company for its TV owned and operated stations in San Francisco and Los Angeles.

from "Telecasting Notes" in Martin Cade's TV DIGEST with ELECTRONICS REPORT

"For station and agency film buyers, as well as commercial men selling film to sponsors, the film directories, placements and ads carried regularly in Billboard Magazine are 'musts'. We recommend them to management which may have overlooked good bet in this top-notch trade-reporting..."

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# THE BILLBOARD Radio-TV Show Charts

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

## • Top 25 TV Shows

### NATIONALLY November 8 thru 14

... According to American Research Bureau

The ratings below are based on countrywide county by county, urban and rural sampling covering all 63 TV markets. They are obtained from diaries placed for the week in 2,200 TV homes with a 60-70 per cent recovery factor. Completely new samples are used for each set of ratings. The rating for a particular show is based only on the sample in those areas where that show can be seen. When viewing for five minutes or more is reported credit for the quarter hour is given. Half-hour and hour ratings are averages of the quarter hours. Also shown below are the percentages of men, women and children under 16 in the audience and the average number of viewers per set. All time given is New York time.

Program	Rating ARB	Homes (000's)	Cities	% Men	% Women	% Kids	Viewers Per Set
1. I LOVE LUCY	70.6	13,810	63	31	42	27	3.0
CBS, Monday, 9-9:30							
2. TALENTED SCOUTS	58.8	7,370	23	36	41	23	3.1
CBS, Monday, 8:30-9							
3. STAR TREATER	52.2	8,390	51	32	41	27	2.8
NBC, Tuesday, 8-9							
4. COMEDY HOUR BOB HOPE	51.5	10,170	63	37	42	21	3.2
NBC, Sunday, 8-9							
5. GODFREY AND FRIENDS	50.4	10,030	56	31	44	25	2.9
CBS, Wednesday, 8-9							
6. YOU BET YOUR LIFE	49.1	9,670	65	35	44	21	2.7
NBC, Thursday, 8-8:30							
7. WHAT'S MY LINE!	44.6	7,350	43	42	48	10	2.5
CBS, Sunday, 10:30-11							
8. SHOW OF SHOWS	44.3	8,650	57	35	44	21	3.0
NBC, Saturday, 9-10-30							
9. TELEVISION PLAYHOUSE	40.4	7,430	56	38	46	16	2.7
NBC, Sunday, 9-10							
10. GANGBUSTERS	40.4	5,930	35	37	44	19	2.6
NBC, Thursday, 9-9:30							
11. ALL STAR BEVET-BANKHEAD	39.3	7,390	58	33	41	26	3.2
NBC, Saturday, 8-9							
12. MAMA	39.2	6,360	36	27	44	29	2.6
CBS, Friday, 8-8:30							
13. OUR MISS BROOKS	38.6	5,460	28	33	46	21	2.6
CBS, Friday, 8:30-10							
14. CAVALCADE OF SPORTS	37.0	6,700	53	55	36	9	2.3
NBC, Friday, 10-11							
15. RACKET SQUAD	36.5	6,210	47	39	49	12	2.4
CBS, Thursday, 10-10:30							
15. MY FRIEND IRMA	36.5	5,950	46	28	40	32	2.8
CBS, Friday, 8:30-9							
17. RED SKELTON	34.8	6,520	57	34	34	32	3.2
NBC, Sunday, 7-7:30							
18. PLAYHOUSE OF STARS	34.7	5,670	42	31	47	22	2.5
CBS, Friday, 9-9:30							
19. ROBERT MONTGOMERY PRESENTS	34.2	6,700	61	36	52	12	2.2
NBC, Monday, 9:30-10:30							
20. BLUE RIBBON BOUTS	34.0	7,310	56	57	35	8	2.1
CBS, Wednesday, 10-10:40							
21. KRAFT TV THEATER	33.9	5,810	47	35	51	14	2.4
NBC, Wednesday, 8-9							
22. THIS IS SHOW BUSINESS	33.4	5,560	46	36	41	23	3.1
CBS, Sunday, 7-7:30							
23. YOUR HIT PARADE	32.9	6,280	60	35	47	18	2.6
NBC, Saturday, 10:30-11							
24. CIRCLE THEATER	32.4	4,550	43	34	51	15	2.4
NBC, Tuesday, 9:30-10							
25. AMOS 'N' ANDY	31.4	5,000	39	31	40	29	2.8
CBS, Thursday, 8:30-9							

## NEWS CAPSULES

### Station Reps Assn. Names Blair Prexy

Continued from page 6

spot on the broadcast band. WJZ urged the FCC to determine "on what frequency" and "with what power" and "under what conditions KOB should operate to best serve the public interest," pending a final decision on KOB's permanent frequency assignment. KOB shared its licensed frequency, 103.0kc., with WBZ, Boston, operated by Westinghouse Radio Stations, Inc. ABC also petitioned the FCC to reconsider and reverse an order making Westinghouse a party to the hearing, contending that the commission is authorized to end KOB's present operation without a hearing. In the event that the commission orders KOB to return to 103.0kc., ABC said it would have no objection to a hearing.

### NEW RULING TO PEP UP AM-TV WAR COVERAGE

WASHINGTON.—Radio and TV

coverage of the Korean War will be facilitated as a result of regulations announced by the Defense Department this week relaxing news censorship in combat zones. The regulations, designed to insure the "prompt release" of all news not affecting military security, were issued jointly by the Army, Navy and Air Force. The regulations emphasize that field press censorship is exercised for "security" only, and promise that "news material will not be deleted or stopped on policy grounds. The field press censor is concerned only with preventing the transmission of information which will aid the enemy. His authority will not be used to prevent transmission of news upon the ground of anticipated adverse reaction by the American public."

### CUB GAMES OVER WIND WITH WILSON AT MIKE

CHICAGO.—All Chicago Cub baseball games will be broadcast in 1953 over WIND. Bert Wilson will again handle mike duties. Games will also be carried by growing Cub baseball network over a five-State area. . . . James E. Jewell, producer-director of "Silver Eagle" radio program, is negotiating for purchase of 900-acre ranch in Wyoming as possible site for filming "Silver Eagle" television shows next year. Dave Irwin, technical director for Jewell, will operate it as a dude ranch and raise cattle on it between production periods. . . . John North,

## Opinions by TV Code Bd.

WASHINGTON, Dec. 13.—The TV Code Review Board of the National Association of Radio and Television Broadcasters is not prepared to preview scripts or films in advance, but NARTB's director of code affairs may render "informal and advisory" opinions. John E. Fetzer, chairman of the Code Review Board, said this week. "This is one of the 'ground rules' by which the Code Review Board operates, Fetzer told NARTB's TV board in Cat Cay, Fla.

Other ground rules reported by Fetzer are: The TV Code Review Board deals directly with top station and network management to improve the character of TV programming and advertising; decisions reached by the Code Review Board become policy and serve as a guide to TV code subscribers; the director of code affairs handles inquiries "as simply as possible by correspondence or telephone"; subscribers are assisted in becoming experts at interpreting the code.

## MCA Weighs Cameron Pix

NEW YORK, Dec. 13.—Music Corporation of America this week was considering producing a TV film series starring Rod Cameron. The package is to be based on one of its "Chevron Theater" dramas titled "Long Lost Wife," which featured Lynn Bari and used an investigator of missing persons as its leading character. Revue Productions, the MCA video film producing subsidiary, will probably handle the filming, if and when it gets under way early next year.

formerly with Radio Representatives, Inc., has joined the Chicago staff of WOR's office.

### 101G CEREBRAL PALSY SHOW BY CINCY WKRC-TV

CINCINNATI.—A WKRC-TV telethon benefit starting at 10 p.m. Saturday (6) and ending at 2 p.m. Sunday for the United Cerebral Palsy Foundation raised cash and pledges in excess of \$101,000, largest amount ever raised locally for charity by radio or TV. Last year three local stations co-operated in the drive and raised about one-third that amount. Featured on the show were Constance Bennett, Hal Bloch and Warren Hull.

### ELECTRONICS SYMPOSIUM MAY ATTRACT 1,000

WASHINGTON.—The 1953 Electronics Components Symposium scheduled for Pasadena, Calif., April 29-May 1, may attract more than 1,000 scientists, engineers, technical workers and executives interested in the development, design, performance and future of electronic components. The Radio-Television Manufacturers' Association predicted this week.

It will be the fourth national annual meeting of this type, sponsored by the American Institute of Electrical Engineers, the Institute of Radio Engineers, the West Coast Electronic Manufacturers' Association and RTMA.

### THE RESTLESS PEOPLE AND THE REVOLVING DOOR

Ted Cott, vicepres and general manager of WNBC and WNBZ, New York, received an award in the field of radio from the One World Award Committee Wednesday (10) during the 12th American Nobel Anniversary program. Another One World radio award went to Eric Sevareid, CBS' chief Washington correspondent. . . . Elena Verdugo replaces Audrey Totter in radio version of "Meet Millie." Ironically Miss Verdugo was hired to sub for Miss Totter when contract obligations prevented latter actress from doing Millie on TV. . . . Henry Frankel, formerly with Consolidated TV Sales, Paramount and Ziv, has joined Ruthrauff & Ryan as radio-TV head of talent and new programs. . . . Lewis I. Shwartz appointed program manager and film buyer of WWLP-TV, Springfield, Mass. . . . George Gruskin, radio-TV chief of William Morris, leaves New York for the West Coast on business. He will spend the holidays there with his frau (actress Florence Halop) and formerly with Ruthrauff & Ryan and McCann-Erickson, has joined

# THE BILLBOARD TV-Film Buying Guide

## • TV Station Film Buyers Pick

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

### THEATRICAL

Title	Genre	Length	Notes
BICYCLE THIEF	Drama	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York			
THE BIG FIGHT	Drama	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York			
BLIND MAN'S BLUFF	Mystery	16mm.	Feature
Mutual Television Productions, Inc., 9134 Sunset Blvd., Hollywood			
BUCKSKIN, FRONTIER	Adventure	16mm.	Feature
Masterpiece Productions, 45 W. 45th St., New York			
BUT NOT IN VAIN	Drama	16mm.	Feature
Snader Telecriptions Sales, 229 W. 42nd St., New York			
CASE OF THE GUARDIAN ANGEL	Drama	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York			
CIRCUS GIRL	Adventure	16mm.	Feature
Hollywood Television Service, Republic Studios, N. Hollywood, Calif.			
THE CORSICAN BROTHERS	Drama	16mm.	Feature
Peerless Television Corp., 729 Seventh Ave., New York			
COUNT OF MONTE CRISTO	Adventure	16mm.	Feature
Peerless Television Corp., 729 Seventh Ave., New York			
COURAGEOUS MR. PENN	Drama	35mm.	Feature
M & A Alexander, 6040 Sunset Blvd., Hollywood			
DIARY OF A CHAMBERMAID	Drama	16mm.	Feature
Standard Television Corp., 1203 W. 7th St., Los Angeles			
DON'T TRUST YOUR HUSBAND	Comedy	16mm.	Feature
Quality Films, Inc., 1040 N. Las Palmas, Hollywood			
DUAL ALIBI	Drama	16mm.	Feature
M & A Alexander, 6040 Sunset Blvd., Hollywood			
FOREVER AND A DAY	Drama	16mm.	Feature
Peerless Television Corp., 729 Seventh Ave., New York			
FRISCO WATERFRONT	Mystery	16mm.	Feature
Hollywood Television Service, Republic Studios, N. Hollywood, Calif.			
THE HAIRY APE	Drama	16mm.	Feature
Sterling Television Co., 316 W. 57th St., New York			
HIGH FURY	Drama	16mm.	Feature
Hyzo Television Films, Inc., 60 W. 64th St., New York			
HOUSE ACROSS THE BAY	Drama	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York			
IT HAPPENED TOMORROW	Mystery	16mm.	Feature
Unity Television Corp., 1501 Broadway, New York			
TIE KANSAN	Western	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York			
A KISS FOR CORLISS	Comedy	16mm.	Feature
Quality Films, Inc., 1040 N. Las Palmas, Hollywood			
THE KNOCKOUT	Drama	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York			
LOVE FROM A STRANGER	Drama	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York			
MAN FROM MOROCCO	Drama	16mm.	Feature
Atlas Television Corp., 15 W. 44th St., New York			
ODETTE	Drama	35mm.	Feature
Snader Telecriptions Sales, 229 W. 42nd St., New York			
QUEEN OF THE YUKON	Western	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York			
RAIN	Drama	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York			
SONG OF THE PRAIRIE	Western-Cartoon	16mm.	Feature
Official Films, 25 W. 45th St., New York			
SOUTH OF PAGO PAGO	Adventure	16mm.	Feature
Peerless Television, 729 Seventh Ave., New York			
SPY TRAIN	Mystery	16mm.	Feature
Motion Pictures for Television, 655 Madison Ave., New York			
T-MEN	Adventure	16mm.	Feature
Peerless Television, 729 Seventh Ave., New York			
TOMORROW THE WORLD	Drama	16mm.	Feature
Quality Films, Inc., 1040 N. Las Palmas, Hollywood			
TOPPER RETURNS	Comedy	16mm.	Feature
Unity Television Co., 220 W. 42nd St., New York			
WESTERN PACIFIC AGENT	Drama	16mm.	Feature
Quality Films, Inc., 1040 Broadway, New York			
WOMAN ALONE	Drama	16mm.	Feature
Snader Telecriptions Sales, 229 W. 42nd St., New York			

### OTHER

DUDE RANCHING IN MONTANA	Travel	16mm.	Feature
Montana Highway Commission, Helena, Montana			
FIGURE LADY FANTASY	Educational	16mm.	Feature
U. S. Department of the Navy, Commandant of nearest Naval District			
FOOD AS CHILDREN SEE IT	Industrial	16mm.	Feature
General Mills, Film Library, 400 2nd Ave. Sq., Minneapolis, Minn.			
FOOD FOR THOUGHT	16mm.	Feature	
Fish & Wildlife Service, P. O. Box 128, College Park, Md.			
GROWTH OF THE NATION	Documentary	16mm.	Feature
Modern Talking Picture Service, 43 Rockefeller Plaza, New York			
HOUND OF HEAVEN	Religious	16mm.	Feature
Family Theater, 2201 Sunset Blvd., Hollywood			
HOW TO CATCH A COLD	Industrial	16mm.	Feature
Association Films Inc., 79 E. Adams, Chicago, Ill.			
ROLE OF COMBAT CAMERAMAN	Educational	16mm.	Feature
U. S. Department of the Army, Signal Officer, nearest Army Headquarters			
STORY OF WOODEN HORSES	Educational	16mm.	Feature
U. S. of Nations, 62 W. 45th St., New York			
THIS IS NEW YORK	Travel	16mm.	Feature
Institute of Visual Training, 40 E. 49th St., New York			
THE TRUE GLORY	Documentary	16mm.	Feature
Sack Television Enterprises, 358 W. 44th St., New York			
YOU CAN CHANGE THE WORLD	Educational	16mm.	Feature
The Christophers, 18 E. 48th St., New York			

## See Vee Adds 13 To 'Little Theater'

HOLLYWOOD, Dec. 13.—Tee Vee Company this week began shooting another 13 segments of "Little Theater," which will bring the total number of releases to 52. The 15-minute program is currently showing in 17 markets and is set to go into Tucson, Ariz., in March. Marc Frederick is the producer of the TV-film series.

Hewitt, Ogilvy, Benson & Mather as a radio-TV time buyer. . . . Lou Frankel, formerly general manager of WEDU, New York, has joined the National Exhibitors Theater Television Committee as assistant to chairman S. H. Fabian. . . . Mel Allen will record a series of 39 five-minute radio shows for the U. S. Marine Corps recruiting service. The sports airtel will be launched early in 1953 over 2,000 stations.

## New TV Film On Plumbing

DETROIT, Dec. 13.—A new educational film, "Designs for Better Living," giving the history and manufacture of plumbing fixtures from Egyptian days down to present, has been produced by Movicon Motion Pictures for Briggs Manufacturing Company. The picture was produced with video requirements in mind from the start, including full clearance of musical rights.

Direct-narrator is Briggs' divisional director of advertising and sales promotion, Robert E. Anthony, who formerly held similar positions with WJR and WJBK, Detroit. Anthony worked on the film with Michael De Martino, president of Movicon. The television version has been edited to 29 minutes, while the basic film for trade use runs 35 minutes.

The first name in outstanding television production



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## Broadway TV Theater

**TELEVISION** — Reviewed Tuesday (9), 7:30-9 p.m. EST. Sponsored by Cavalier cigarettes. thru William E. Felt's Radio thru Young & Rubicam and the General Tire and Rubber Company, thru the D'Arcy Agency, via WOR-TV, New York. Producer, Warren Wade. Director, Robert Blum. Stage director, Emerson Buckley. Cast: Gloria McGehee, Mimi Kelly, Jack Warden, Jimmy Sheridan, Ray Arnett, Jessie Elliott, Lane Hamilton, Lee Kreiger, Nina Varella and Don Kelsey.

This show was in the nature of an experiment. The Mutual Broadcasting System New York outlet departed from previous practice, and for its 34th "TV Theater" effort put on a musical instead of straight drama or comedy. From the evidence at hand, it would appear that the experiment was all advised.

The production was "One Sunday Afternoon" written by James Hagen. Back in 1933 it played a Broadway run of somewhat over 300 performances.

The basic error, in the opinion of at least one viewer, is that of conception. The plot of this slight opus might make palatable video fare for a half-hour seg, but there is hardly enough to sustain interest for 90 minutes. It was pretty difficult to work up more than passing concern with the fate of the principals.

## Plot Thickens

Biff, a kind of lovable boor, has his eye on Virginia, but she marries Hugo. Altho Biff has what appears to be a satisfactory marriage with Amy, who loves him dearly and unselfishly, his romantic disappointment rankles over the years.

The play opens in Biff's office (he has become a dentist) where he is reminiscing with a cronny. When Hugo comes in to have a tooth pulled, Biff seems about to revenge himself by doing Hugo more damage than the mere extraction of a molar. With Hugo's mouth open, the music flashes back some 20 years (1913), and we are shown something of the early life and loves of the lead players and the several events that led Biff to his vengeful resolve. Only in the last minutes are we returned to the "present" (1932). Virginia, now a hard and flashy dame, comes in and henpecks her husband pretty severely before Biff's eyes. Biff realizes that a similar fate might have been his and finally accepts his marriage to Amy as the fine thing it obviously is.

## Score Great

While it is quickly conceded that less substantial plots have been developed satisfactorily, here characterization was pretty weakly accomplished. Still, this was a musical and, as such, might have been carried off successfully on the score itself. The latter was great, consisting of more than 13 top standard songs circa 1900. However, they were staged without great imagination and offered up on the slightest pretense. Camera work was conventional throughout.

The lead players were in good voice, with the best song renditions turned in by the gals—Mimi Kelly as Amy, Gloria McGehee as Virginia and Jessie Elliott as Bubbles. Is Horowitz.

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## Television Radio Reviews

## This I Believe

**TELEVISION** — Reviewed Sunday (7), 3:30-4 p.m. EST. Sustaining via Columbia Broadcasting System TV, Producer-moderator, Edward R. Murrow. Guests: Helen Hayes, Ed Morgan, Jackie Robinson and Dr. Harold Taylor.

The individual's desperate need for a creed of personal belief in the atomic age is strikingly illustrated by the overwhelming success of Edward R. Murrow's "This I Believe" project, statements of personal philosophies by 100 prominent men and women. The transcribed series is the most widely heard radio program in the world, with 2,200 separate broadcasts weekly in the United States and 900 additional weekly airings in six languages over "Voice of America."

This one-shot show plugged the book version of Edward R. Murrow's "This I Believe" radio series, i.e., statements of personal philosophies by 100 prominent men and women. The half hour, *transcribed*, featured three of the book's contributors—Helen Hayes, Jackie Robinson, Dr. Harold Taylor, Murrow and Ed Morgan, editor of "This I Believe" and producer of the radio series.

With the exception of Miss Hayes, the participants seemed to find it difficult to express themselves on the subject of their beliefs. Their inarticulate state was thoroughly understandable, in view of the monumental assignment, but it didn't make for stimulating conversation or the viewer's enlightenment.

## Hard Job

It's one thing to record a carefully thought out statement of belief for a transcription series and quite another to attempt an informal analysis of that statement on live TV. The very nature of the topic makes for a self-conscious attitude, unless the speaker is an experienced actress of Helen Hayes' caliber.

Even Miss Hayes floundered a bit at times, in an effort to strike the proper balance between the obviously serious urgency of what she had to say (that the death of her daughter brought her to a realization that we are "all one with God") and an actress' natural inclination to dramatize the way she said it. It's to her credit that the words came out as a moving personal prayer of thankfulness, replete with honest emotion, yet totally devoid of any artificial sentimentality.

Robinson and Dr. Taylor, proxy of St. Lawrence College, would have been more effective if allowed to read their statements in full. June Bundy.

## Krazy Kwilt

**RADIO** — Reviewed Wednesday (10), 7:45-8 a.m. EST. over WLW, Cincinnati. Multi-sponsored, Monday thru Friday, featuring Walter Phillips.

Walter Phillips, who joined WLW recently after a long d.j. connection with Cincinnati's WCPO, should have no trouble in holding his own with this show, since his original line of whacky chatter has built a large and loyal following. This show dispenses with disks, concentrating on commercial pitches intermingled with the Phillips daffiness.

Commercials, both spoken and sung, on the show could be for Cuticura, Four Way cold tablets, Pan American coffee makers, Royal pudding, Camel cigarettes and Pontiac. These pitches continually interrupt the Phillips "program," which kicks off with the playing of the theme song on a turntable that is running down and includes such "features" as time signals and weather reports with burlesqued sound effects, an attempt to read a poem from a fictitious contributor, the reading of a letter sent to the program's "problem clinic," an interview with a person in the "studio audience" and other assorted pieces of business.

It's another way of selling spot commercials, and with Phillips' wide local acceptance, the show looks like a sure bet to catch listeners. Al Schnelder.

## CAPSULE COMMENT

**Broadway TV Theater (TV)**, WOR-TV, New York, Tuesday (9), 7:30-9 p.m. EST.

The show caught departed from custom and presented a musical instead of straight drama or comedy. It proved weak fare for a 90-minute seg, with the plot hardly able to sustain interest. The music was great. More than 15 old standards were well sung, but the score didn't hold together as a unified opus. The lesson to be learned from this experiment is probably that the station should return to its proved format for the show's good dramatic works. (See full review this issue.)

**This I Believe (TV)**, CBS-TV, Sunday (7), 3:30-4 p.m. EST. This one-shot show plugged the book version of Edward R. Murrow's "This I Believe" radio series, i.e., statements of personal philosophies by 100 prominent men and women. The half hour, *transcribed*, featured three of the book's contributors—Helen Hayes, Jackie Robinson and Dr. Harold Taylor. With the exception of Miss Hayes, the participants seemed to find it difficult to express themselves. Their inarticulate state was thoroughly understandable, in view of the monumental assignment, but it didn't make for stimulating conversation or the viewer's enlightenment. (See full review this issue.)

**TV Home-Town (TV)**, WOR-TV, New York, Tuesday (2), 1:30-2:30 p.m. EST.

This across-the-board series actually encompasses two shows, with the first half hour devoted to Snader's musical telecriptions, and the final 30 minutes turned over to live interviews and a silent movie bit. Emcee Paul Killiam handles the former with considerable ease and homespun charm, but his ah-shucks type comments and corny puns are out of place on the modern film seg. Paradoxically, this style is exactly right when applied to a silent film bit at the finish of the airer, and Killiam would be smart to program more of the silent reels and omit the musical fillers altogether. (See full review this issue.)

**Studio One (TV)**, CBS-TV, Monday (1), 10-11 p.m. EST.

Fletcher Markle has made an auspicious debut as producer of "Studio One." His initial vehicle, the TV adaptation of Claude Houghton's novel, "I Am Jonathan Scrivener," was notable for excellent casting, distinctive and unusual camera work and literate material, containing a theme of some scope. The three principals, John Forsythe, Felicia Monteleagre and Maria Riva, were all top notch. Betty Furness' commercials for Westinghouse were delivered in her usual hard-hitting, solid style. (See full review this issue.)

**Goodyear Television Playhouse (TV)**, NBC-TV, (The Search), Sunday (7), 9-10 p.m. EST.

This hour-long documentary drama of an air-sea rescue operation in Korea reflected the same high polish and showmanly realism that marked the fast-moving, info-packed Armed Service training films during World War II. A slim story line was woven thru the script, but the real star of the show was the remarkably authentic reproduction of routine technical operations involved in the rescue of three Naval airmen adrift on a life raft. The U. S. Navy co-operated on every facet of production, and Tom Jewett's life raft set was a particularly ingenious contraption. Transitions from film to live (35-mm. film inserts were used) were made so smoothly that most of the time they passed unnoticed—high praise indeed for any live-film job. (See full review this issue.)

## Studio One

**Monday (1), 10-11 p.m. EST.** Presented by Westinghouse thru McCann-Erickson via Columbia Broadcasting System TV. Producer, Fletcher Markle. Director, Paul Nickell. Seis, Richard Rychtarik. Editorial supervision, Vincent McConnor. Cast: John Forsythe, Maria Riva, Felicia Monteleagre, Murray Matheson, Nell Harrison, Robert Dryden, Everett Sloane, Fletcher Markle, Miriam Wolfe, George McCoy, James Reese, Alfred Hesse, Michael Donohue and Frank Rolinger.

Fletcher Markle has made an auspicious debut as producer of "Studio One." His initial vehicle, the TV adaptation of Claude Houghton's novel, "I Am Jonathan Scrivener," was notable for excellent casting, distinctive and unusual camera work and literate material containing a theme of scope.

The unusual story centered around a young man selected sight-unseen to become a secretary to a well-heeled gentleman. His vanished patron then gave him a considerable salary and the run of his palatial home. Left alone in this imposing dwelling, James Rexam, the secretary, spent the next few weeks in discovery. The discovery of the solution to his problems, to those of four friends of Scrivener who intrude upon the scene and to unravelling the personality and motives of his absent benefactor. Scrivener who had been all things to his friends—philosopher, lover, pessimist, gangland-front—had been a shadow without vitality to himself, a man without a solid personality. The TV adaptation by Brainerd Duffield succeeded very well in cloaking with mystery and mood what in essence was a talky situation.

## Superb Production

The production was superb. Markle and his director, Paul Nickell, created a number of intriguing camera shots. Highlights were a long shot down a hall, an overhead hot while curtains were being hung which took in two of the principals and a medium shot at a bar. The entire cast was uniformly good. John Forsythe, Maria Riva, Felicia Monteleagre, Murray Matheson, Everett Sloane and Robert Dryden, the leading players, were outstanding.

Betty Furness demonstrated a large number of the products sold by Westinghouse. They included the TV set line, Christmas bulbs, toasters, roaster ovens, etc. Her spiel was, as usual, hard-hitting and convincing. Leon Morse.

## TV Home-Town

**TELEVISION** — Reviewed Tuesday (2), 1:30-2:30 p.m. EST. Participa-on sponsorship, via WOR-TV, New York, Monday thru Friday. Producer-director, emcee, Paul Killiam.

"TV Home-Town" actually encompasses two shows, with the first half hour devoted to Snader's musical telecriptions, and the final 30 minutes turned over to live interviews and a silent movie bit. The segs are linked together via the presence of Paul Killiam as emcee for both shows.

Killiam, cast as a "hometown TV station manager," sports a striped shirt of old-fashioned styling and one of those ye-small-toon-editor eye shades. He handles the interview half of the show with considerable ease and homespun charm, but his ah-shucks type comments and corny puns are out of place on the modern film portion of the program. Paradoxically, Killiam's style is exactly right when applied to the silent film screenings on the latter half of the series. If the old Knick Music Hall host intends to stay in character thruout the entire hour, then he'd be smart to program more of the silent reels and omit the musical fillers altogether.

The Snader films shown on the show aught included two "oni den flickers, a Les Brown number, Jack Teagarden's "Georgia on My Mind" and Cab Calloway's "St. James Infirmary Blues." Killiam's more painful puns included a reference to his "long

## Goodyear Television Playhouse (The Search)

**TELEVISION** — Reviewed Sunday (7), 9-10 p.m. EST. Sponsored by Goodyear Rubber via National Broadcasting Company TV. Producer, Fred Coe. Director, Delbert Mann. Writer, David Shaw. Seis Tom Jewett. Film, NBC-TV film units, U.S. Navy Film Department. Cast: Gene Lyons, Anthony Ross, Everett Chambers, Othello Narrator, James Goodyear, Announcer, Durwood Kirby.

"The Goodyear Television Playhouse" presentation of David Shaw's "The Search" Sunday night (7) reflected the same high polish and showmanly realism that marked the training films turned out by the Armed Services' motion picture units during World War II. Those fast-moving, info-packed pictures (produced by top studio people in the service at that time) gave the lie to Hollywood's insistence that a truly authentic documentary has to be dull. "The Search" is a sterling example of this successful instruct-while-you-entertain technique.

The suspenseful hour-long drama of an air-sea rescue operation in Korea, would stack up as excellent show business in any form, but producer Fred Coe's intricate integration job with live action and film makes it particularly outstanding. A slim story line, pin-pointing the antagonism between an ex-movie star (Gene Lyons) and a newspaper man (Anthony Ross), with a young radar operator (Everett Chambers) in the middle, was woven thru the script. However, the real star of the show was the remarkably authentic reproduction of the routine technical operations involved in the rescue of three Naval airmen adrift on a life raft.

The U.S. Navy co-operated on every facet of production, furnishing up-to-the-minute film footage and exhaustive technical data on Naval carrier operations in Korea, plus all necessary equipment, including uniforms, and such standard life raft cargo as flare guns, first-aid kits, rations, dyes, paddles and "Mae Wests." The life raft set, designed by Tom Jewett, was an ingenious contraption itself—mounted on springs for convincing motion, and surrounded by water in a plywood trough, with a background of filmed waves and ocean skyline provided by rear screen projection.

Dramatic high spot of the documentary was a harrowing sequence aboard the raft when the men first scrambled up to safety, only to face the simultaneous problem of patching a leak, applying first aid to Lyon's serious leg injury, and bailing out the raft. The three leads all turned in noteworthy performances and were thoroughly convincing in their handling of Navy equipment—an important requisite for any documentary actor.

A near-tragic sidelight of this production took place last month when NBC cameraman Herman Kitcher narrowly escaped drowning while filming ocean background footage in a small rowboat off Long Beach. A high wave capsized the boat and film and camera equipment sank to the bottom of Jamaica Bay. Kitcher and a friend, William Callaghan, were finally rescued after an hour and a quarter in the water but both men required treatment at the Long Beach Hospital and Callaghan is still there in an oxygen tent.

Goodyear's best commercial was Durwood Kirby's pitch for phlofin—quietly effective punch-line being that the entire spiel was filmed that sheet of the transparent wrapping material. June Bundy.

Live guests on Tuesday's show were the head of the New York Professional Children's Theater and young thespians. Fortunately, the seven-year-old leading lady was on the retiring side for a child performer, and the theater chief was pleasantly articulate about her project. Sutton, a telegenic dog who looks more like a woolly lamb than a canine, was also on hand, which automatically put Killiam ahead audience-wise. How could he miss with the patter of two little feet and four little paws all on one program? June Bundy.

Junior Rodeo

TELEVISION - Reviewed Saturday (29), 11:30 a.m.-noon, EST. Sustaining via American Broadcasting Company. Director, Grover Allen, Script, Bill Adams. Cast: Bob Atcher, Valerie Alberts, Stormy, and kids.

Over the roof-tops every Saturday morning comes the sound of children shouting. Of course, it's the Saturday morning video program block. Adding to the uproar this week was Bob Atcher's "Junior Rodeo." The contests in which the kids engage in this rodeo are not dissimilar to the Halloween peanut-pushing races. There was a saddling-up contest, for instance. Starting at a couple of mock-up horses, two kids had to crawl under two fences, get blanket, saddle and other equipment, one at a time, drag the stuff back under the fences, throw it on the prop horses, mount the horses and yell the whip—which set up a spark. Another contest had two kids walking inside big wheels from one wall to another and exchanging bags of beans at each turn.

The set-up of these races were rather ingenious and most exciting, at least for the kids in the studio, who set up a big roar as each race took off. Winners and losers were amply rewarded with bike, doll, or other play equipment. Atcher slowed down the proceedings somewhat by going into lengthy explanations before each race, to which the participants paid no attention; they were obviously briefed before the show. It would have been snappier if Atcher had simply announced each contestant by name. The audience gets the point as soon as the race starts anyhow.

Those two were the only contests in this rodeo. Rest of the half-hour had music and dance. A squad of Boy Scouts did an Indian dance in native dress. And Atcher himself sang a couple of mournful country songs, including "Red Wing," in his own guttural.

Atcher's approach was kindly and friendly. His lecture to one kid on being careful with guns was a real service, altho the boy spoke to didn't seem much interested. He might have been better off directing this to the camera. The pitch he did make to the unseen audience, asking for mail, seemed unfortunate being untied to any premium offer, but was probably necessary under the circumstances.

Gene Plotnik.

Hollywood Opening Night

TELEVISION - Reviewed Monday (8), 9:30 p.m. EST. Presented by the Pearson Pharmaceutical Company thru the Harry B. Cohen agency via the National Broadcasting Company. Producer-director, William Corrigan. Technical director, Lou Onofrio. Scenic designer, Spencer Davies. Musical director, Fred Albeck. Cast: Ethel Barrymore, Virginia Gibson, Paul Dubov and others.

The acting debut of Ethel Barrymore on TV hardly did justice to the talents of this grand old lady of the theater. For one thing, at times, Miss Barrymore seemed unsure of herself. For another, the spotty production was not sufficiently expert to coalesce the parts into a polished whole.

"Mysterious Ways," the TV play written by Zoe Akins, was melodrama with a vengeance. The story was about a half-crazed thug who terrorized several nuns until God intervened. The injured hoodlum, cornered

The Greatest Man on Earth

TELEVISION - Reviewed Wednesday (3), 7:30-8 p.m. EST. Sustaining via American Broadcasting Company. Walt Frammer Production. Director, Bob Doyle. Emcee, Ted Brown.

It's amazing that there can be any more twists made in the audience-participation format. But here Walt Frammer has come up with another one, "Greatest Man on Earth," is preposterous, loud and fast. In delay Ted Brown it has an emcee who plays it broad and carries the thing off with the necessary zest and good cheer.

The show has five couples competing each week. The gal in each case supposedly believes that the man she's brought on is the greatest of the species, and she intends to prove it. Any resemblance between any of the gentlemen to Superman was beyond 20-20 vision, but all the better.

There are four rounds per show, each of which tests one attribute of superiority and eliminates one contestant. First round, for instance, is styled creatively. Each man was given a bolt of cloth and told to create a dress using his partner as a mannequin. And since a great man has to have a lot of get-up-and-go, second round required the men to rush down into the audience and bring back several odd articles, including a lady's stocking.

In that round, as the camera panned the studio, a bald contestant was seen peeling the left stocking off a comely, amenable and apparently very confused blonde in the first row, as Brown shouted, "He's got a stocking!"

Winner in the first show was a morose gentleman who'd been brought on by a pretty young tenant of an apartment building he owns. The gal kept insisting he was a great landlord. This couple will be brought back on the sixth show to compete against the winners of the next four shows. The landlord pointed out that they couldn't accept the grand prize of a trip to Bermuda since he was not married to the tenant. At that Brown laughed, stammered a moment, and then suggested that the tenant yield to the landlady.

One mystifying element of the show was just who the judges were and on what basis they eliminated the one couple of each round. Another mystery was how that blonde liked going out into the snow with one bare foot.

Gene Plotnik.

by the police in the church, was about to kill the women when a bolt of lightning struck his weapon from his hand. The script used all the cliches of suspense for a theme deserving of more creative treatment.

Miss Barrymore played the part of a saintly reverend mother who did not fear the gunman. As a younger and more impressive nun, Virginia Gibson was good. In the role of the thief, Paul Dubov gave a strong performance in a part that was inadequately written.

Bad Effect

The use of the lightning effect was not convincing. There was a shock because no preparation had been made for the effect. It was also impossible to tell, at first, what had happened—whether the gunman was killed, paralyzed or what.

Ends seeks to convince viewers that bad breath must be cured by its chlorophyll pills. Odors are cured internally and must be cured that way, the commercial says—a good copy point.

Jimmy Fidler introduces the drama. Leon Morse.

CAPSULE COMMENT

Junior Rodeo (TV), ABC-TV, Saturday (29), 11:30 a.m.-noon, EST.

A couple of rousing kiddie races, country songs by Bob Atcher, and Atcher's kindly, big-brother approach make this a good vehicle for any kiddie product. Proceedings were bogged down in a few spots by Atcher's explanations of the rules of the races and gun usage, etc. Kids obviously were not interested, but that can be fixed. (See full review this issue.)

Hollywood Opening Night (TV), NBC-TV, Monday (8), 9:30 p.m. EST.

The acting debut of Ethel Barrymore on TV hardly did justice to the talents of this grand old lady of the theater. Not only was she unsure of herself, but the production was spotty. "Mysterious Ways," the melodramatic script, was about a half-crazed thug who terrorized several nuns until God intervened via a bolt of lightning. The script used all the cliches of suspense for a theme deserving of more creative treatment. The Ends pitch was well-conceived. (See full review this issue.)

The Greatest Man on Earth (TV), ABC-TV, Wednesday (3), 7:30-8 p.m. EST.

Walt Frammer has come up with still another twist on the audience-participation format. It's preposterous, loud, and fast. Ted Brown emcees in broad manner and with plenty of zest. (See full review this issue.)

Do You Want To Be a Star? (TV), WOR-TV, New York, Monday (1), 7: 7:30 p.m. EST.

A simple idea which, however, has been produced with a maximum of smoothness and intelligence. "Do You Want to Be a Star?" is a first-rate local program. Each stanza gives three talented high school kids a chance to compete for prizes. Judging was done by top show business names. As a guest, in this case Tony Bavaar, was an added entertainment bonus. Surprisingly enough, all three youngsters had sufficient talent to keep viewers interested. The show should become very important to local high school students, and has a good deal of value for merchandising purposes. Freddie Robbins was a smooth and flawless emcee. The Coca-Cola commercials were too hard hitting and too insistent. (See full review this issue.)

Hallmark Hall of Fame (TV), NBC-TV, Sunday (7), 5:5-30 p.m. EST.

Opening of a second season of Hallmark (greeting card) half-hour dramas, currently under the direction of Albert McCleery, seems somewhat arty and pretentious. Star Sarah Churchill, while a provocative young actress, lacks the stature to play Joan of Arc, and McCleery's modernistic approach to what should be medieval mysticism put her in the unenviable slot of playing a French peasant lass with a British accent. Last year's series was commercially down to earth. Hallmark would be well advised to keep Miss Churchill's presentations that way. (See full review in this issue.)

Yours Truly, Johnny Dollar (Radio), CBS, Friday (5), 8:30-9 p.m., EST.

Tho not readily identifiable as a sleuth, John Lund gave the title role an appropriately tough and weary reading. With its multi-twist plots and colorful narration, "Dollar" is a strong mystery drama show. But in its Friday night slot, it faces rough competition. (See full review this issue.)

Yours Truly, Johnny Dollar

RADIO—Reviewed Friday (5), 8:30-9 p.m. EST. Sustaining via Columbia Broadcasting System. Producer-director, Jaime Del Valle. Script, E. Jack Newman. Cast: John Lund, Victor Perea, Virginia Gregg.

John Lund has taken over the role of the insurance sleuth, Johnny Dollar, as the show approaches its fourth year on the air. The role had previously been held by Edmond O'Brien, Hollywood's weary but valiant fighter for justice. Lund is not as identifiable as O'Brien in the Dollar role. His screen roles of late have often led him in the way of comedy-romance, as a result of which he must be pictured as a cheerful, sunny fellow in the public mind, in contrast to O'Brien, who hasn't been seen to smile on the screen since "The Hunchback of Notre Dame."

Lund's reading this week was, however, right up to specifications. He was hard boiled, tired and shrewd. To the ear at least it is the same Johnny Dollar. But the identification would certainly come more easily if in his movie casting Lund were the detective type.

A Pretzel

Whoever has the role, "Johnny Dollar" is still a good, tough mystery-drama. It is neatly framed by Lund's narration, with the listing of expense-account items and the abundance of local color. The story on the show caught had enough twists to make a pretzel. By 8:50, Dollar had figured that the suspected killer, a whopping psycho, had actually been framed, and he was bending all his efforts to clear him. At the wind-up the identity of the real killer had been built up so strongly that the narration could successfully bring it out by gentle indirection.

In this Friday night berth, "Dollar" faces solid competition, especially from the American Broadcasting Company's line-up. But it sounds solid enough to draw a substantial audience anyhow. Gene Plotnik.

Do You Want to Be a Star?

TELEVISION - Reviewed Monday (1), 7:30 p.m. EST. Presented by the Coca-Cola Bottlers of New York, thru the D'Arcy agency, via WOR-TV. Producer, Herb Sussan. Director, Draper Lewis. Music, Jerry Sears and his ork. Judges: Ann Jeffries, Otto Harbach and Gabby Hayes. Guest, Tony Bavaar. Emcee, Fred Robbins.

A simple idea which, however, has been produced with a maximum of smoothness and intelligence. "Do You Want to Be a Star?" is one of the best local programs to be presented hereabouts in a long while. Each stanza gives three talented high school kids a chance to compete for prizes. Judging was done by a trio of show business names—Otto Harbach, Gabby Hayes and Ann Jeffries. An added bonus was the appearance of singer Tony Bavaar, who also entertained.

Surprisingly enough, all three youngsters had sufficient talent to keep viewers interested. By far the best was the winner, 15-year-old, Judy Perlin, whose singing of "Be Anything" was professional enough to rate her attention from agents. Second was a good-looking baritone, Bill Magill. His singing of "Dancing in the Dark" revealed a good natural tone, but the boy needs experience to cure him of stiffness. Marilyn Lichtner vocalized "Trolley Song" and displayed a cute quality but she was not strong enough to rate with the others. All three singers were show-cased like professionals, and each individual number was given good production and setting. Jerry Sears and his 22-piece ork gave them solid backing. Bavaar's guest shot, a vocal of his disk, "Possess Me," was smooth singing salesmanship. Fred Robbins turned in one of

Hallmark Hall of Fame

TELEVISION - Reviewed Sunday (7), 5:5-30 p.m. EST. Sponsored by Hall Brothers, Inc. thru Foote, Cone & Belding, via National Broadcasting Company. Producer-director, Albert McCleery. Writer, Fred Callen. Cast: Sarah Churchill, Clifford Hall, E. G. Marshall, Martin Brooks, Don Briggs, Eric Fleming, Arthur Stening, Lerna Thatcher, Don Kennedy.

Hallmark Greeting Cards opens a second season of weekly half-hour dramas, starring Sarah Churchill, but with this series under the directive auspices of Albert McCleery. Since Hallmark programs are always presented with taste, it would be pleasant to make a more favorable report on its first leg.

Unfortunately, producer-director McCleery again seems reaching for the stars, and again his arm isn't long enough. He elected to star Miss Churchill as Joan of Arc, and while the latter is on occasion a provocative young actress, she accomplished little more than going thru the motions of creating character as the dedicated Maid. Harold Callen's little episode, reportedly true, of her early career makes a sound enough half-hour script and underscores the spiritual drive of her character, but McCleery has subordinated this in favor of a modern, broad and -butter approach which allows only flickers of medieval mysticism to creep thru. Miss Churchill managed to look occasionally inspired and certainly her voices gave her the right answers, but the expected exaltation was sadly lacking. If McCleery simply wanted her to create a French peasant girl with a British accent, they collaborated admirably.

Once more McCleery's accent was on close-ups, with heads and shoulders much in evidence. An introductory scene in the Cathedral was effective via this technique as were also the sequences in Baudroicourt's hall. Baudricourt, incidentally, was exceptionally well played by Don Briggs. But it seems to this reporter that the over-use of close-ups defeats its own purpose. It ups makes for a wonderful emphasizing highlight but can grow static and pretentious when used to excess.

On the good side of the ledger, Miss Churchill again proves herself an ingeniously likable hostess and certainly there is no fault to be found in the caliber of her supporting players. The commercials for Hallmark Greeting Cards are well filmed and scripted, as usual. Currently, they were obviously geared to holiday trade. It seems to one viewer that the set's dramaturgy could borrow a bit of commercialism from the latter. The series went all right last year. Bob Francis.

his better jobs as emcee of the show. Robbins seemed to be right in the groove and handled both the guests and the contestants flawlessly.

The Coca-Cola commercials do not give viewers a chance to rest without encountering the spiel. Robbins is okay as their salesman, but a little more subtlety would be appreciated.

Leon Morse.

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GIVE VOLUNTARILY! Join the MARCH OF DIMES JANUARY 2 TO 31

# Gross-Krasne & Studio Films Merge With UTP

NEW YORK, Dec. 13. — Plans were finalized this week for United Television Programs to amalgamate with Gross-Krasne and Studio Films to form one large TV combine. The deal brings in as new president William B. Tuttle, former vicepres and head of the radio and TV department of Ruthrauff & Ryan.

Chairman of the board of directors of the new firm will be Gerald King, former head of UTP. Others on the board include Tuttle, Milton Blink, Ben Frye, Sam A. Costello, Philip N. Krasne and Jack J. Gross.

Stock is to be cut four ways: Blink and King (previous owners of UTP), Gross and Krasne, Frye and Costello (Studio Films) and Tuttle, who actually may hold the balance of power. Frye also becomes vicepres in charge of sales, Blink takes over as vicepres and treasurer, and Krasne vicepres and secretary.

In terms of product, the company will now also own film produced by Studio Films, which consists of 400 musical shorts. Studio has also offered \$500,000 for the Snader musical catalog, but this deal is far from being final because of litigation (The Billboard, December 13). (Gross - Krasne)

## 31 Feature Films Leased By WOR-TV

NEW YORK, Dec. 13.—WOR-TV this week leased 31 feature films. Specially Television provided it with 10 Pine & Thomas pictures originally released for theatrical showing by Paramount. The other 21 are Monogram releases made between 1944 and 1948. Robert Mitchum and Kim Hunter are among the stars in the latter package.

## New Markets For 'Headlines'

NEW YORK, Dec. 13.—'Headlines on Parade' 15-minute news quiz produced and distributed by United World Films, was this week sold in three markets, Providence (WJAR-TV), Boston (WNAZ-TV) and Erie, Pa. (WICU). These are the first syndication sales of the show other than to Anheuser-Busch, who has been using it to plug Budweiser beer in over 40 markets. Budweiser is due to drop it after the first 13-week cycle in favor of taking on a bigger program.

## QUICK TAKES

### New York

Jim Harris, vice-president of Motion Pictures for Television, is back on the job after a two-year hitch with the Army Signal Corps. Son of MPTV exec vicepres Joe Harris, Jim was originally with Flamingo Films, now part of MPTV. His responsibilities are in production and new product acquisition. Louise Raphael, assistant to the general manager at United Artists Television, is leaving her post following the departure of UA-TV's general manager, John Mitchell, to Screen Gems. Miss Raphael does not intend to make a new connection until next month. Jerry Hyams, Hygo Television, is in London for two weeks on business. Robert Duffield, former manager of KDKA, Pittsburgh, has been named film and traffic manager of WBB-TV Boston. While on a recent vacation trip, John Cameron Swayze filmed several feet of an up-coming show to be called "Sightseeing with the Swayzes in Vacationland USA." Nelson Case will host the Saturday night airings of "The Tenth Hour Theater" on WNBT.

### Hollywood

Flying A Enterprises has begun shooting another series of 13 films of "Death Valley Days" for Pacific Coast Borax Company.

brings to the firm its newly acquired Hollywood Calif. studios.

A bid to take over the Korda films and the "Dick Tracy" series from Snader has cooled. UTP has a good chance of getting the "Lux Video Theater" for second run if the series goes film. Studio has on the agenda the production of the "Green Hornet" on film, if it can come to an agreement with Campbell-Trendle, the packagers.

UTP, of course, intends to continue syndicating TV film produced by outside TV packagers, and Gross-Krasne and Studio Films will continue producing film for outside producers. The entrance of Tuttle will mean a concentration on TV film making for network advertisers

## Pink Acquires Rights to 16 British Films

HOLLYWOOD, Dec. 13. — TV rights to 16 British-made feature films heretofore not available in this country were acquired this week by Sid Pink. Films will be distributed on a market-to-market basis by Sid Pink Associates, Inc. Deal was concluded recently with London's Film Sales, Ltd., during Pink's trip abroad.

Films and featured players include "The Street Singer," Arthur Tracy, Margaret Lockwood; "Laugh It Off," Tommy Trinder, Jean Collin; "Let the People Sing," Patricia Roe, Alistair Sims; "Accidental Spy," Neil Hamilton, Claude Dampier; "Condemned to Death," Edmund Gwenn, Gordon Harker; "Death Is the Number," Terrence Alexander, Ingeborg Wells; "Music and Millions," Claude Dampier, Jean Collin; "Beauty and the Barge," Gordon Harker, Judy Gunn; "It Happened in Soho," Richard Murdoch, Patricia Raine; "Second Best Bed," Tom Walls, Jane Baxter; "Honeymoon Merry-Go-Round," Monty Banks, Sally Gray; "Who's Your Father," Lupino Lane, Jean Kent; "Meet Mr. Penny," Vic Oliver, Kay Walsh, directed by David MacDonald; "Second Mr. Bush," Derrick De Marney, Kay Walsh, directed by Paddy Carstairs; "Room for Two," Vic Oliver, Frances Day, Greta Gynt; "A Sister to Assist 'Er," Michael Howard, Muriel George; "I Killed her Count," Ben Lyon.

## 30-Minute SW Series to Get Started

HOUSTON, Dec. 13. — Children's Television Films here will begin shooting a new 30-minute series next month, based on the works of J. Frank Dobie, former Texas University professor and authority on Southwestern folklore. Dobie will appear in each segment. The shooting scripts will be written by Robert Arch Green, onetime writer of "The Lone Ranger" on radio. John Ray, president of Children's TV Films, conceived the series, which is as yet untitled.

## Danes Filming Fairy Stories

COPENHAGEN, Denmark, Dec. 13. — Scandinavian-American television firm started work last week on a second series of "The Tales of Hans Christian Andersen" vidpix, which will be distributed to American video outlets by Interstate TV, Monogram subsidiary.

First two pix being filmed in the Nordisk Film Company's studios in Valby, under the direction of Thor Broek are "The Most Incredible" and "The Marionette Players." Among those playing principal roles are Paula Huld, Jeanne Danielle, T. Gade, Niels Bjorn Larsen and Inge Sand, solo dancer.

## Carmen

**THEATER TELEVISION**—Reviewed Thursday (11) 8:40 p.m.—midnight, at Guild Theater, New York. Presented by Metropolitan Opera Association. Set up by Theater Network Television via DuMont Television Network's closed circuit department to 31 theaters in 27 cities. Producer, Henry Souvaine. Director, Clark Jones. Cast: Rise Stevens, Richard Tucker, Nadine Conner, Robert Merrill, Osie Hawkins, Clifford Harvuot, Lucine Amara, Margaret Roggero, George Cahanovsky, Alessio De Paolis, Janet Collins, Lozen Hightower, Conductor, Fritz Reiner. Staged by Tyrone Guthrie. Sets and Costumes, Rolf Gerard. Choreography, Zachary Solov. Intermission emcee, John Brownlee. Theater TV commentator, Milton Cross.

Continued from page 3

by unflattering, make-up and lighting, which sometimes turned her ordinarily striking features into a caricature resembling a Macbeth witch.

Richard Tucker as Don Jose and Robert Merrill as Escamillo lacking this fiery sense of showmanship, although the latter was actually the most impressive performer in the opera. Color would probably have done much to remedy this lack of verve, particularly Merrill's "To-reador" aria which was a decided let-down on TV.

The sound quality varied from time to time but was generally quite good, although the mic picked up too many incidental sounds on close-ups (heavy-footfalls, noisy props, etc.). Three cameras were used on the performance (one in the orchestra pit, one in a side box and a third in a center box of the Golden Horseshoe).

During the second intermission another camera took in a fund-raising session for the Metropolitan Opera Association, with baritone John Brownlee on hand to chat with leading Met artists and other theatrical personages, including Robert Sherwood, Joseph Mankiewicz, and Met Manager Rudolph Bing.

Brownlee was inadvertently responsible for some comedy relief. His Edward Everett Horton-type attempts to conceal a script from the camera and frantic signals to the lenser convulsed the Guild audience. In fact they roared through the 15-minute intermission.

## Passport to Danger

**TV FILM**—Reviewed at special showing. Produced by Hal Roach Jr. Production manager, E. H. Goldstein. Assistant director, B. F. McEveety. Photography, Robert De Grasse. ASC photographic effects. Jack Glass, Art director. McCuire Casps. Musical supervisor, Leon Klatzkin. Edited by Thomas Neff. ACE sound. E. Robert Story and screenplay, Robert C. Dennis. Directed by Roy Kellino. Cast: Cesar Romero, Steven Geray, Douglas Dumbrille, John Mylong, Ludwig Stossel, Albert Szabo, Nadja Posey and Teresa Tudor.

Continued from page 3

flavor one would want without having to resort to overseas production.

## TV FILM PURCHASES

Official Films in the last two weeks has sold its Christmas package of six cartoons, running about eight minutes each in 14 markets in the U. S. plus Montreal, Toronto and Mexico City.

United World Films has sold "Headlines on Parade" to three stations, WJAR-TV, Providence; WRNCA-TV, Boston, and WICU, Erie, Pa.

MCA-TV has sold "I'm the Law" starring George Raft, to Lawless Wine thru Donahue & Coe for airing in New York, Washington, Pittsburgh, Los Angeles, Detroit and Philadelphia.

Consolidated Television Sales, after a one-week drive, has sold "A Christmas Carol," featuring Taylor Holmes, in 14 markets. "Old American Barn Dance," half-hour TV series produced by Kling Studios, Chicago, has been scheduled by WLSL, Roanoke, Va., and KCBT, Lubbock, Tex. Snow is currently in 34 markets; Fred Nile, Kling vice-president, reports. Series stars Pee Wee King, Tennessee Ernie and other hillbills.

## Legit Reviews

### Whistler's Grandmother

(Opened Thursday, December 11)

### President Theater

A comedy by Robert Finch. Staged by Eugene O'Sullivan. Set by Leo Kerz. General manager, Robert A. Wiley. Stage manager, Doug Stanwood. Press representative, David Lipsky and Ted Isaac. Presented by Anthony Parella. Eddie ..... Lonny Chapman Nick ..... Dore Bernie Lane ..... Alan Carney Bum ..... Lou Gilbert Conest John ..... William Nealy Joy ..... Peggy Nelson Kate Grandmas ..... Josephine Hull Mr. Carruthers ..... William Fedmor

Josephine Hull, being the great lady of the theater and the delightful comedienne that she is, can readily be forgiven an occasional theatrical mishap. Somebody, however, must have been a helluva spellbinder to sell her on starring in a minor fiasco like "Whistler's Grandmother." Even all Mrs. Hull's artful charm can't make Robert Finch's absurd flight of whimsy anything but the turkey it obviously is.

A few years ago Eugene O'Neill wrote tragedy about a parcel of saloon derelicts who lived on dreams. According to O'Neill, if they lost them, they would disintegrate. Author Finch appears to have hit on something of the same notion, except that he has pitched his premise to the key of whimsical comedy, with overtones of 30-year-old George M. Cohan plotting. The late George M. knew how to make comedy hokum both plausible and palatable. No one has passed the secret on to Finch. His dialog is frequently amateurish and his situations obviously contrived. Furthermore, his conceit is anything but ample to justify even a meandering three-act play.

According to Finch, the youthful proprietor of a saloon is plagued by a passion for a young night club singer, who yearns for a cottage on Long Island and deprecates setting up housekeeping in back of a gin palace. He is also plagued with a trio of dead-head customers who make his joint their hang-out. Enters a convivial old bag whom he hires on the spur of the moment to act as his long-lost grandmother and furnish the background class and tone which his gal demands. So successful are the old lady's whopping lies that not only is the gal completely taken in, but the mothers as well, to the point of hitting a sloppily second childhood. When the hoax is finally uncovered (which is where the O'Neill angle comes in), they all decide to continue the happy pretense. Even an old gent whose furniture has been swiped for scenery begs to climb on the joy bandwagon. It is all really pretty grim.

Josephine Hull, in a lace cap and tottering on shoes that don't match, is, as usual, a delight to see. A reporter would hate to think what grandma would be like without her. But Finch's script is too big a hurdle even for her. The same goes for other good players like Alan Carney and Lou Gilbert, who squeeze what comedy there is to be had out of some singularly inept writing. Lonny Chapman manages a reasonable facsimile of a young man in love, and Peggy Nelson appears ill-at-ease as the gal supposed to be impressed by all these antics. She should be. Eugene O'Sullivan's staging is adequate.

Production-wise, however, Leo Kerz has managed a small triumph with his two sets for the President's tiny stage. Both the bar interior and a cluttered back sitting-room are splendidly conceived and carried out. "Grandmother" shows a lot of effort, it's too bad that producer Anthony Parella has stubbed his toe again in his laudable attempt to introduce new playwrighting talent to the stem. Bob Francis.

### Slavenska-Franklin Ballet

(Opened Monday, December 8) New Century Theater

A new ballet troupe. General manager, Frederic Solter. Press representative, Ladora Bennett. Presented by Charles Z. Green. DANCERS: Mia Slavenska, Frederic Franklin, Alexandra Danilova, Lois Elynn, Shirley Weaver, Sally Seven, Naomi Bonock, Jamie Buss, Sally Stevens, Lee Becker, Janice Mitoff, Marilyn Oden, Roland Vasquez, Ronald Colton, Robert Morrow, Marvin Krauter, Peter Bonars, Gene Frankland, Williams, Lolita San Miguel, Janet Miller, Deborah Lovering.

The comparatively new Mia Slavenska-Frederic Franklin ballet troupe, which came temporarily to rest for a week's stand at the New Century Theater, has clicked with such impact that it will likely hold over until after the holidays. This newest streamlined tulle-and-tights aggregation proves that there is always sparkle to be added to entrench and injecte projection, provided that imagination is stirred into the brew.

Obviously, such stepping stars as Slavenska, Alexandra Danilova and Franklin, backed by a score of top-flight assistants, should rack up as a terping group to be reckoned with. However, they have teed off with more than sufficient provocation to make other ballet acts look sharply to their laurels. It seems hard to believe that something like Tennessee Williams' "Streetcar Named Desire" could be effectively translated into dance patterns. But Valerie Bettis has performed such a minor miracle to a point where it hardly needs an explanatory program note. Slavenska dances Blanche as if her heart were in her feet. Franklin makes his Stanley an extraordinarily rugged low-brow. Marvin Krauter's Mitch is likewise excellently conceived. But it is in Lois Elynn's Stella that the ballet makes its closest contact to the play. Miss Elynn is quite as much actress as dancer. "Streetcar" is a brilliant and original contribution to the field of American folk ballet.

Just to show what it can do comedy-wise, the troupe also preems guest-star Danilova in a bit of character trivia made to order for her talents by Zachary Solov, choreographer of the Metropolitan Ballet. It is a spritely little dance farce, such as might have been dreamed up by Offenbach or Toulouse-Lautrec, called "Mile. Fili." Danilova is a blonded rope-walker, amorously besieged in her dressing room by a young gent-about-town and his equally rone-minded papa. The lady's wits being as nimble as her feet, she speedily arranges matters a tross to everyone's evident satisfaction. Danilova knows how to do this sort of thing delightfully, and gets excellent backing via the miming of Roland Vasques and Marvin Krauter.

Otherwise the company has done full justice to Caesar Frank's "Symphonic Variations" and to a most effectively streamlined version of "Nutsacker Suite" with patterns re-staged by Slavenska and Franklin. The latter gives practically everybody a turn in the spotlight.

This new group packs spirit and originality and should become a permanent fixture in the dancewise scheme of things. Bob Francis.

## Foster-Blaine Set for Vidpix

NEW YORK, Dec. 13. — Phil Foster and Vivian Blaine are to be featured in a new TV series which seems to be headed toward film. The series, titled "The Sergeant Is a Doll," is a situation comedy built around the WACS, and is owned and produced by Dec Engelberg, producer at the National Broadcasting Company. The initial stanza will be done on film shortly after the first of the year. Depending upon the result, the remainder of the series may go film, or may be switched to live. At least two sponsors are reported interested enough in the series to be willing to invest in the pilot film. Series is being targeted for next fall.

and Philadelphia. The show was made in Hollywood by Cosman Productions, Pat Costello exec producer, and is being syndicated by MCA-TV.

## Manischewitz Buys Raft Pic

NEW YORK, Dec. 13. — Manischewitz Wine will sponsor "The Law," new half-hour film series starring George Raft, in at least six markets. Donahue & Coe, the sponsor's agency, this week was set to place it in New York (WABD), Washington (WTTG), Pittsburgh (WDTV), Los Angeles (KLAC-TV), Detroit



JIMMY NELSON

DANNY O'DAY

HUMPHREY HIGSBY

FARFEL

*Greetings*

*May the Joys of the  
Holiday Season  
Remain With You Each Day  
of the Coming Year*

*Jimmy Nelson  
and  
Lou Cohan*

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everyone who  
contributed so much to  
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Publicity: **FRANCES E. KAYS**

Counsel: **SIEGAL & ROTHENBERG, Chicago**

### Terrace Room, Statler Hotel, Los Angeles (Tuesday, December 2)

Capacity: 300. Price policy: \$2 cover. Show at 10:45 p.m. Publicity: Young & Rubicam. Booking policy: Non-exclusive. thru John Grande, of the Statler chain. Estimated budget this show: \$9,000. Estimated budget previous show: \$10,000.

The increased competition, resulting from this new hostelry's bidding for established names, is reflected in the presence of Dorothy Shay, who previously has been featured at the rival Coconut Grove of the Ambassador. Miss Shay, a top hostelry attraction, is equipped with her standards like "Uncle Pud," and several new, imaginative original specialties. Her two best new numbers this trip are an autobiography, which finishes with her "Feudin' and Fussin'" and "Remember Father on Mother's Day," penned by chore Joan Edwards. As usual, Miss Shay is fashionably attired, lavishly displaying her physical charm. Her patter between numbers with the ringmasters is still as potent as any of her rehearsed songs.

The Chandra Kaly Dancers did their standard East Indian numbers and Caribbean routines. The foursome should add at least one new routine per year to add zest to the act, for this is the same material the group has been using for at least two years. Kaly is too talented and inventive to rest on his laurels.

Eddy O'Neal's band does a good job for dancers and in backing the show. Band is a fuller, more originally arranged crew than most other hotel and ritzy orks in this area. O'Neal shows the hostelry zeal that comes from an almost three-year run at the Palmer House, Chicago. His vocal foursome needs to break down and smile a little to warm up the customers, however.

Johnny Sippel.

### Aladdin Room, Algiers Hotel, Miami Beach (Wednesday, December 10)

Capacity: 225. Price policy: \$2.50 beverage minimum. Owners-operators: Dave Levinson, Louis Kenin, Charles Posner. Booking, non-exclusive. Publicity: Helen Mandel. Show played by Mal Malkin's orchestra (6).

Doretta Morrow proved a winner here, working to a packed room on opening night in spite of overly-heavy make-up, she looked good in this intimate room.

Opening with "Because You're Mine," which she did in the pic with Mario Lanza, she followed with an excellent French medley that got her loud and long applause. The balance of her act was a reprise of numbers from "The King and I," in which she played on Broadway.

Mal Malkin's orchestra handled the backgrounds in top style. While basically a society orchestra, his crew also gave Miss Morrow everything she needed music-wise.

Herb Rau.

## Louis W. Cohan takes pleasure in welcoming DAVE BERGER

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# Night Club-Vaude Reviews

## Paramount, New York (Wednesday, December 10)

Capacity: 3,654. Price range 80 cents-\$1.60. Four shows daily. Chain booker, Harry Levine. Show played by Buddy Morrow and his ork.

House has a solid pre-holiday bill which leans heavily on individual presentation side. Buddy Morrow's ork (10 brass, bass, traps and piano) opens with a loud-pedal swing of "Black Magic," and follows thru with a couple of moderately effective vocals by band chanter Frankie Lester. Thereafter, Morrow invites three featured acts which make the show:

To say that Jack Carter runs away with the proceedings is putting it mildly. Some dud material spots don't rate more than a smile from the friendliest congregation, but he offsets these with machine-gun laugh routines via his superb mimicry. At the show caught, he has an up-hill warm-up chore on his hands and really seemed to be bending to show what he could do. Result was a sock pay-off, with the house responding to the tune of whistles and cheers. Carter definitely deserves his top billing.

Likewise scoring solidly is the vocalizing of that shapely redhead, Janis Paige. Lass demonstrated last year that she could click in a Stem legit show, and currently that she can take similar command on a Paramount stage. Miss Paige chants with throaty effectiveness whether she is projecting swing, novelty or ballad-wise. A bit of her intermediate material could stand a hype, and her finale of "Heat Wave" isn't as torrid as promised, but she also draws hefty applause, plus some whistles that are obviously not entirely due to her chanting efforts. La Paige is an eye-filler—even in a huge house.

Acro-tap antics of the Honey Brothers round out an excellent trio of variety contributions. The three lads have a good bag of tricks and know how to sell them.

## Coconut Grove, Ambassador Hotel, Los Angeles (Wednesday, December 3)

Capacity: 960. Price policy: \$1.50 cover. Shows at 10:15. Publicity: Jean Stinchfield. Booking policy, non-exclusive. Estimated budget this show: \$4,000. Estimated budget last show: \$3,800.

Up to now, spot has had a series of warblers, but with this show, Johnny Mack, a versatile cleater, opens. He does a lot of everything and all well. He opens with his standard magic and cleat bit. He then does a fine exhibition of the rarely seen tapping, with accent on walking rhythms. For cute contrast, Mack does his impress of a moppet taking tap lessons. As a closer he did a Bill Robinson impress and a fine, showmanly rhythm tap.

Georgia Gibbs, who's at an all-time peak as a chirp with her recent Mercury hits, has gained confidence and is singing a more lusty, penetrating lyric. Gal, in a cute red velvet gown that set her off beautifully, invigorates the patrons of this huge room with her spirited chanting. Her opener, "I'm Gonna Live Till I Die," was a classic. She followed with such varied fare as "My Favorite Song" and "New York's My Home," scoring heavily all the way. Gal, unlike other headliners here, confined herself to a poppy 25 minutes. Most acts here work far too long.

Johnny Sippel.

This is another act that doesn't spare itself to get results, and its reception should be a pay-off for all concerned.

Buddy Morrow's musical book-stopping is pleasantly acceptable without over-intrusion on the individual contributions.

Pic, "Stop, You're Killing Me," Bob Francis.

## Olympia Theater (Wednesday, December 10)

Capacity: 2,170. Four shows daily. Price range 88 cents to \$1.03. House booker, Harry Levine. Show played by Les Rhode's orchestra.

Flesh came back to Miami—after a hiatus of nearly a year—with at least some of the old spark, if not the old flash. It did business too, with good houses throughout opening days. And it was the acts that pulled them in because the pic—a minor cops-and-robbers epic titled "Scotland Yard Detective," has virtually no appeal.

In the top spot, Frances Langford did big with her songaloo. Looking very blond and very good, she opened with "I'm Never Satisfied" and followed with "La Vie en Rose." Changing pace, she went into "Who Cares?" to a bow-off to a good hand, and came back with "Exactly Like You" and "Wish You Were Here." Customers seemed to want more, but the initial show ran overlong and she stayed off.

Liveliest act on the bill was temp team Christine and Moll. Both knocked out specialty tap work, but Moll's amusing finger-snapping routine in time with his toe-tappings proved a crowd-pleaser.

(Continued on page 45)

## 72 Empire Room, Waldorf-Astoria, New York (Thursday, December 11)

Capacity: 440. Price policy: \$1-\$1.50 cover. Shows at 9:30 and 12:15. Owners, Hilton Hotels Corporation. Exclusive booker, Merriell Abbott. Publicity, Paul Stewart. Estimated talent budget current show: \$2,500.

Continued from page 3

crisp, authoritative fashion that is exciting to watch even if the moods he interprets can best be appreciated by experts. His best was his "Zapateado" used here to convey the rhythm of horses on the open plain. Three lads are the "horses." Greco is the "rider." The finale had everybody on stage in a kind of challenge routine highlighting the wailing flamenco singing behind the heel, toe and hand-clapping terps of the various boy or girl dancers. Number builds to a terrific pitch.

With a Spanish audience this pitch could be contagious. It was exciting even to an American audience.

Alex Alstone's ork played a tough show in fashion. Michia Borr's outfit did the relief sessions.

Bill Smith.

## Boulevard Room, Hotel Jefferson, St. Louis (Saturday, December 6)

Capacity: 475. Price policy: \$1-\$1.50. Exclusive booking, Merriell Abbott. Publicity Ted Thompson. Estimated talent cost this show: \$3,500.

This show is a winner all the way, thanks to the comedy of Jean Carroll. Miss Carroll, opened slow but soon had them eating out of her hand. She garnered plenty of yocks with her reactor routine and then finished strong with her child psychology piece. The gal's sense of timing was sharp, and her material was as fresh and bright as any comic caught here in a long time.

The Merriell Abbott dancers still exhibit most imaginative routines this town has ever seen. The girls are all attractive, shapely and, above all, talented dancers.

Les Elgart's crew cuts the show and plays nicely for dance sets.

Abie L. Morris.

## Palace Theater, New York (Friday, December 12)

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

"Spotty" is the word for this week's lineup. Sock score on the agenda is Maurice Colleano and his assistants. The mime-comic has toned down his double-take, over-selling technique and registers infinitely better. The act is now a solid click in any league.

Also topside is the chanting contribution of the Savoir Faïres (three men and two gals) whose harmonizing and delivery of anything from jump to ballad rates bows, and the virtuoso musicianship of a piano duo, Peto Bergaza and Bruno Tarrara, likewise making a first appearance at the house. The latter pair are pianoforte wizards, but their arrangements could be the more effective for a little cutting.

L. B. (Leon) Fields' comicities in the next-to-closing takes time to get him underway, but he manages to pull the customers together for a good wind-up hand. Fields' throw-away projection is better gauged to floor than theater delivery.

Sharp Start

Smart cycling and balancing tricks by Julie and Pierce Villenave get the show off to sharp start, and the Risley acros of the Kanazawa Trio provide a good closing. Other highlights between Don Hooton's baton and rope twirling routines are strictly run-of-the-mill, and the comedy patter of the Negro duo, Jelly Roll and Zuzu, rates even lower on the entertainment scale.

The pic is "The Raiders," Bob Francis.

## Versailles, New York (Wednesday, December 10)

Capacity: 300. Price policy: \$5 minimum. Shows at 9:30 and 12:30. Operators, Nick Pronis-Arnold Rossfield. Booking non-exclusive. Publicity, John O'Malley. Estimated talent budget current show (including costumes and royalties) \$6,000.

Having had success with "All About Love," the tab show by George Hale that played here before Edith Piaf came in, and with name attractions still difficult and expensive to come by, club has put on another Hale package, this one called "More About Love."

Given some judicious trimming and heightening the comedy bits and routines, "More About Love" could make a good successor to the first show. As it is now, it falls short of the previous package.

The book, by Norman Zeno and Bill Derman, has an amusing story line lying in a boy-girl broken romance, as the main plot, and bringing in Aphrodite and Apollo, who come down from Olympus to solve it, as the secondary plot. To get enough secondary plot. To get enough secondary plot.

(Continued on page 45)

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## Caught Again

**FRENCH CASINO, NEW YORK:** John Arcesi can sing, tho he didn't demonstrate it until he was on for about 15 minutes. Up to then he worked like an amateur. Arcesi, who's been around with various bands as Don Darcy, came on in a fantastic tuxedo that looked as if it were once a full dress coat with the tails cut off. Maybe it was different, but the boy isn't that good at this point to look that different. His musical arrangements were in keeping with his costume, overdone things, sung so very slowly that by the time he got into a familiar number, what interest there was had been lost.

Boy uses a lot of artificial poses that are glaringly apparent as studied. His singing style is very slow and very deliberate. In fact he comes to a dead stop at the end of each line in such a manner that time and again it looked as if he blew the lyrics. Before he went into his "Lost in Your Arms" he announced it as the song responsible for putting that Las Vegas girl in a trance. It would've been better taste to let his press agents do the talking. Latter incidentally came in with a comy stunt that had plant written all over it.

An East Indian gent wearing a turban and a gal wearing a veil were seated ringside center. At the conclusion of "Lost" the gal handed Arcesi a ring. The assumption was that she was so affected by "Lost" that she gave him a gift. Even the squares laughed at that.

Based on voice quality alone, Arcesi might make it. But the build-ups, stunts and tricky arrangements dreamed up for him are not going to help very much. The dough could be used to better advantage in teaching him how to sell. The fact that he's recorded for Capitol, announced by him, also found the slim crowd apathetic.

Bill Smith

**LA VIE EN ROSE, NEW YORK:** The addition of Nat King Cole to the show has brought a sharp increase in business. This despite the fact that the East side room doesn't draw the Coke trade which would be expected to find the \$5 minimum here prohibitive. It is apparent that Cole's Capitol Records rep is potent enough to attract the parents of the kids who would normally be familiar with his disks.

The small room here is ideal for Cole's easy chanting. Not only does it give him the intimacy that shows him off to best advantage, but what is more important to the potential buyer, it gives him a chance to do a job that is good for repeat business. Working with a trio (guitar, bass and bongos), Cole kicked it off with "You're Marvelous" following it in rapid succession with a series of standards which have brought him to the top. He paced himself pleasantly with up and down numbers, including his novelty "Calypso Blues," which was good for an extra big mitt. When he finally went off after his reprise of his smasher, "Mona Lisa" and "Too Young," the middle-aged dinner crowd warmed their mitts for real.

Bill Smith.

## ***From Bob Hope - A Presidential Request***

Some of you, like myself, have been in this business quite a while. Others are new at the game. All of us, I'm sure, realize that actors help one another. That's why we have a union. That's how we got our union.

Traditionally, an actor opens his pocketbook to a fellow performer who is down on his luck. But in this industrial age, we can't leave human dignity to chance. Too many people get hurt.

That's why we have set up our AGVA Welfare Fund. Our program calls, not for charity, but for equality. It includes insurance benefits for accidental death and injury \$7,500; \$50.00 a week disability up to 150 weeks; \$1,000 in medical benefits, plus death benefits and aid as needed by actors struck by unforeseen tragedy.

As performers we are always ready to give our services in benefits for many worthy causes—and I, for one, see nothing unreasonable in asking our employers to help us to help ourselves as well. Enlightened employers, of which there are many, acknowledge their responsibility to the actors who have devoted their lives to this industry. Unenlightened employers will not recognize this obligation and refuse making these nominal contributions. AGVA must fight to maintain our standard of decency. AGVA's fight is the actor's fight.

The actor is the first to be asked to help and the last to be given recognition for the help that he himself needs. And, believe me, there are many actors who need help.

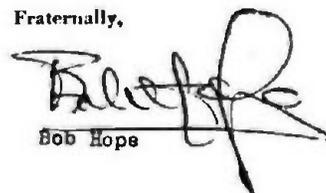
Let us not lose what we have gained. Let us go on to get the full welfare and insurance protection that we need and deserve.

It is our due as variety actors. It is our right as dignified human beings.

That's why I accepted the nomination as president of AGVA, and that's why I want to do the best job I can for my fellow actor.

That's why I support AGVA—and that's why I urge you to support AGVA, too.

Fraternally,



Bob Hope

## AGVA May Call Off Strike Vs. Chi Clubs

Cafe Owners' Attorney to New York For Confabs With Union's Irving

CHICAGO, Dec. 13.—A thread-thin possibility loomed that a strike called by the American Guild of Variety Artists against four clubs here might be called off Monday (15) when the national executive board meets in New York to hear Milton T. Raynor, attorney for the local Cafe Owners' Association.

Negotiations between Irving and Raynor reached the point this week where AGVA offered to call off strike if the four clubs struck would pay the \$2.50 under protest as a gesture of good faith. The Cafe Owners' Association countered by offering to send Raynor and three members to New York as evidence of their good faith to negotiate. They rejected any payment on the grounds that it would be tantamount to capitulation.

**Stalemate Looms**  
It is hardly likely that the cafe owners will retreat from their stand. Shows are working in the 53 spots members control as result of some 200-odd performers setting up their own independent union in a "back-to-work" movement last week (The Billboard, December 13). Some spots plan to shutter for next two weeks anyway as the convention crowds disappear from the Loop for the holidays.

Meanwhile the status here remained quo. The now-formed Chicago Entertainers' Union, Local 1, had not as yet applied for charter. Bernard B. Wolfe, attorney for the group, stated that whether or not it would be filed depends on the outcome of a meeting of the trustees scheduled for the coming week. "Future action also depends on AGVA," Wolfe stated.

At AGVA headquarters, Jack Irving was preparing AGVA for a show-down fight. "I don't like strikes," he declared. "I don't like to see our members out of work. But in every crisis like this where labor is fighting for its rights some must suffer. That's why I'm grateful to those who are sticking by AGVA. The only issue is whether or not cafe owners are going to pay the \$2.50 which AGVA members voted they wanted. We are carrying out the membership's orders."

If the national board thumbs-down the cooling off proposal of COA, AGVA is preparing to take following steps:

1. File formal charges with the State Labor Board charging individual cafe owners with unfair labor practices; dual unionism and fostering an employer-dominated union. Marshall Korshak, attorney for the local, is preparing affidavits and other necessary material, Irving stated.

2. Irving will recommend to the national executive committee that unfair action be taken against spots where new union acts are playing as well as against performers playing them.

3. Meeting of the Chicago branch executive committee will be held immediately to consider recommending to the national board that agents booking new union spots be disfranchised.

Irving will formally petition the Central Trades Council of the American Federation of Labor to take group action against the struck clubs, setting up picket lines, etc. Irving met with James C. Cleary, secretary of the council, here yesterday.

**Meeting Scheduled**  
Irving arrived here Wednesday for a meeting with members of the national board and the branch executive committee. Other members were invited and about 55 showed for a meeting that was largely questions and answers. A formal AGVA meeting is scheduled for Wednesday (14) at which Irving will be present and to which all acts are invited except those working in the four clubs struck. Irving stated that acts that signed the resolution are welcome since AGVA does not consider this tantamount to bolting AGVA since "no other union as such exists." Purpose of the meeting will be to inform membership of AGVA's course of action as formulated at the executive meeting Monday.

On the subject of passing on to ARA members the reduction of insurance premiums from \$1 to 40 cents called for by existing AGVA-ARA contract, Irving declared, "AGVA is an honorable union and we stand by its agreements." He also pointed out that ARA in New York had instructed its agents to pay only 40 cents on club dates and that AGVA is accepting them. Asked for his opinion on impending move of Chi club date agents to pull out of ARA, Irving stated, "It would be the worst mistake they ever made."

**Hilton Next**  
Negotiations with the Hilton Hotels on the AGVA welfare plans were expected to begin this coming week, Irving stated. At the Palmer House here, Fred Guest, assistant to the executive vice-president of the Hilton chain, made it plain he was speaking only for the Palmer House and the Conrad Hilton hotels here. Guest stated that they will probably meet soon with local AGVA officials and a representative from New York to seek information on the entire insurance and welfare plan.

## AGVA LIMITS CONTRACTOR

CHICAGO, Dec. 13.—Jack Irving, national administrator of the American Guild of Variety Artists, went on record here this week that in AGVA's book there is no such thing as an act being an independent contractor.

"The Internal Revenue Bureau has defined an actor as an independent contractor for withholding taxes only," Irving said, "but as far as AGVA is concerned, every independent contractor is an employee."

He also pointed out that AGVA does not put any rubber stamp on an AGVA contract stating that the act covered is an independent contractor. It's the agents that do it, he stated, because they do not want to be classed as the employer nor does the spot booking the act wish to be so classified. All agents have been informed, Irving concluded, that affixing the stamp doesn't change the status of the act as an employee as far as AGVA is concerned.

## Copa City Lease Auctioned; Club May Stay Shut

MIAMI BEACH, Dec. 13.—Copa City's legal difficulties came to a head Thursday (11) in a public auction sale of the lease from the steps of the Dade County Courthouse in Miami. Ralph Resnick, holder of a third mortgage of approximately \$200,000, and plaintiffs in the foreclosure action, made the high bid of \$50,000. His leasehold is subject to other mortgages of approximately \$200,000. The largest of these mortgages is held by Sam Kay, who is Resnick's uncle.

It was rumored that the Columbia Broadcasting System was interested, with intentions to convert the structure into TV studios. This was not confirmed, however, even though Miami gets a two-way coaxial cable next month enabling network shows to emanate from this area.

A few hours before the public sale, Kay was reported offering to lease Copa City "only for one year," but as of Thursday night there were no takers.

Murray Weinger, former Copa City operator, is supposed to have in his pocket signed contracts for Joni James and the Ames Brothers, along with the Red Caps. It is believed that if the details can be worked out, Weinger would now take these

(Continued on page 45)

## Miami Hotels Talent Buyers

MIAMI BEACH, Dec. 13.—Big talent buyers here this year are the hotels, for the first time in history providing the bulk of this area's act-bookings.

The newly-opened Algiers Hotel is following Doretta Morrow with Joyce Bryant and Rosalind Cortwright, and is dickering with Tyrrell and Winslow. The Sans Souci has Johnny Johnson coming in this week, followed by Lenny Kent, Dick Shawn, Phil Foster, and Betty Reilly, with a possibility of Evelyn Knight.

The Casablanca Hotel has Myron Cohen, Billy Vine and Jackie Miles, the latter each for two separate two-week stints. The Nautilus has Mel Torme next week, followed by Jan Murray, Luba Malina and Joey Adams. The Saxony will feature Los Companons de Chyvalos and Pupi Campano, with solo names spotted throughout the season.

Next big hotel to open with shows is the Biltmore Terrace, with a tentative date of December 24 as its debut. The hotel is owned by Sam Kay, one of the large mortgage holders of Copa City. Nothing is set yet, but unconfirmed speculation are Morton Downey, Conrad Beerwell, Xavier Cugat and Guy Lombardo.

## OPENING WHIRLWIND

# Vegas Sands Stirs Up Ballyhoo Storm

Continued from page 1

cooked up a genuine atomic opening. A physics professor from UCLA has tentatively agreed to set off a tiny atomic bomb in front of the Sands which will officially open the doors. Management is a little wary of the gimmick, fearing that instead of just opening the doors it'll open the roofs.

An undisclosed item in the operation of a gambling casino with a hotel attached is the estimated amount of dough a weekly hotel guest usually leaves at the tables. Estimates vary from \$1,000 to \$5,000 a week, per room. The Sands has 200 rooms, of which 100 have been set aside for the press and other invited guests. Some of the newspaper lads may go for as much as \$50, but the majority will probably stick to about \$10, that means a potential \$200,000 the hotel won't get while the free loaders are cavorting around.

### Full Coverage

But all of it, say the Sands Hotel people, will be worth it in nationwide publicity. For not only will top columnist and newspapermen cover it, but also fan

mags, news and picture services, special free lance writers, newsreels, picture mags and radio-TV. Films for TV transmission are already being shot, and new clips will be inserted to be telecast the week of the opening.

In addition to the tremendous press coverage, the Sands has also arranged to bring out a flock of name performers from pictures and cafes, plus a series of daily stunts and gimmicks to keep the shindig in the public eye.

The junket will start from New York via TWA) Monday night and will take in all that week.

Meanwhile, the Sands, in order to make the opening day, is spending \$15,000 extra each day in overtime; so the place will be ready December 17. The result is that building costs originally estimated at \$4,500,000 will be \$5,500,000.

## LOYALTY

### Comic Pays Off Former Benefactor

NEW YORK, Dec. 13.—Despite the glamour that surrounds show-biz, the buck is all-important. So when a comic on the way up sacrifices the buck for loyalty it becomes a yarn.

About six years ago Joey Bishop worked around Pittsburgh and Chicago for scale. He went into Jimmy Pappas' Vine Gardens, Chicago for a two weeker and stayed for more than a year. Pappas treated Bishop like a son. When Bishop's wife fell sick Pappas paid medical, surgical and hospital bills.

In recent months the Vine Gardens hasn't been doing well. Pappas asked Bishop, who now gets a four-figure salary, to come in. Prior commitments prevented it. Last week Pappas became seriously ill and was put into an oxygen tent. But before he went into it he asked his son to call Bishop again.

Result is that Bishop is going back to the Vine Gardens this month for scale, about \$100, for an indefinite run and is fully aware that even that money may not be safe. To clear the decks, he's cancelled dates in Reno, Canada, and Florida. Bishop also had a three-time guest series on TV all set. That too was cancelled.

## Bookers Meet On ARA-AGVA

CHICAGO, Dec. 13.—A definite showdown on whether the Artists Representatives' Association will represent Chicago's bookers in welfare fund and insurance negotiations with the American Guild of Variety Artists will take place at a Monday (15) meeting of the local group.

The Chicago bookers this week were prevented from making an official decision by an ARA bylaw that makes it mandatory that 55 per cent of members entitled to vote be on hand for a matter of this nature. Altho the meeting this week drew a better-than-average turnout, the necessary quorum was not present. According to the bylaws, however, next week's get-together will constitute a quorum no matter how meager the attendance.

The meeting early this week was brief and, after John Moser, ARA attorney, explained this technically, it was almost immediately adjourned. The members present, however, showed their leanings after the adjournment when, voting unofficially, they indicated a strong intention to bolt

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## Midwest, East Cafe Ops Join TROA

PITTSBURGH, Dec. 13.—New members of the Theater Restaurant Owners' Association were pouring in from all over the country to headquarters here. Practically every city in the East and Midwest, with the exception of Chicago, is now represented. Friday's (12) meeting at Detroit at the 505 Club saw Benny Resh, owner of the club, elected president of the Motor City chapter, which includes 18 from Detroit, 12 from Toledo, 6 from Port Huron, 4 from Pontiac and 2 from Flint and Bay City.

Doris Kasee of Kasee's was elected chairman of Toledo chapter. At this meeting, the Michigan Theatrical Booking Agents Association which is headed by Pete Iodice, said they would go along with the ops on all decisions.

### Agreed to Pay

Acting upon the advice of Lenny Litman, national vice-president, the new chapter agreed to pay the welfare contribution money under protest while negotiations between TROA and the American Guild of Variety Artists continue. Another membership meeting will be held in Detroit

Tuesday (16), and Litman will attend along with the new TROA legal adviser, Col. Maurice Lutwack. The latter has been active in labor circles in Buffalo and recently returned from a tour of Army duty in Korea.

Bob Hope's letter to the public and press was seen by TROA as a definite opening for a meeting of the minds on how the program should be administered. Litman said "We are not opposed to the principle, merely the plan and hope that AGVA will soon sit down with us and thrash the whole thing out. We cannot let our member clubs in for a contributory expense bite just as AGVA will not allow this opportunity slip by to get a welfare fund for its members. Everything will turn out all right if everyone remains cool."

TROA also laid plans today for a meeting with Broadcast Music, Inc., in an effort to have their rates reduced. They will ask for the same low scale now enjoyed by the National Hotels Association. Lutwack was notified to petition BMI for re-opening talks on this matter.

## BIGGEST DRAW, BIGGEST BILLING

MIAMI BEACH, Dec. 13.—The El Mamba night club here gives top billing over the acts to its 65c drinks. Naturally, every act that has played the spot has squawked to the boss, Label Spiegel. Spiegel's stock reply is: "If you brought 'em in like those 65c drinks I'd give you top billing, too!"

## Extra Added

### New York

Taking a cue from the Chicago AGVA an effort is being made to set up a rump entertainers' union here. Move is led by 52d Street and Greenwich Village ops. . . . Don Cherry set for the St. Anthony Hotel, San Antonio, Tex., next February. In addition to working the club, Cherry will participate in the Texas Open Golf Tournament to be held there at the same period. . . . Kirkwood and Goodman added to Hon Soir show. . . . Meg O'Shaughnessy current at Caribe Hilton, San Juan, Porto Rico. . . . Lily St. Cyr's next job may be at Chez Zi-Zi. . . . Lilian Cavell (Mrs. Eddie Elkort) singing at the Montmartre. . . . Marshall Grant new at the Little Club. . . . Dave Berger, former manager of the Adams Theater, Newark, is now with Lou Cohen. . . . Delores Hawkins re-signed for Ciro's

L. A., for 1953. Her contract with GAC expires this month and other agents are already romancing her.

Georgia Gibbs, Ethel Waters and Carl Ravazza are set for La Vie en Rose, tho not on the same bill. . . . Beatrice Kaye comes into the Latin Quarter, February 8. The Blackburn Twins will get 12 weeks on the Hilton chain divided up between New York, Chicago and St. Louis. . . . Darvas and Julia will go back into the Latin Quarter December 28 but with no billing or advertisement to prevent conflict when they open at the Palace January 18 on the Danny Kaye show. . . . Myron Cohen and the Keane Sisters get the Copa, January 8.

Jimmy Jimas will do an Australian and New Zealand tour starting next February. . . . Chris Cross opens at the London Palladium May 16 and then goes into London's Savoy Hotel May 24.

## Decree Ends Gov't EMI, Deccas Suit

Anti-Trust Judgment Clarifies U. S. Stand  
On International Disk Biz; Firms Comply

NEW YORK, Dec. 13.—A consent decree judgment entered Wednesday (10) in Federal Court here brought to a close an anti-trust suit brought in 1948 by the United States government against Decca Records, Inc., and the Decca Record Company, Ltd., of England. The British firm, Electric and Musical Industries, was also named in the decree.

The government complaint charged the three firms with packing cartel agreements which cut up the world into exclusive marketing territories. These agreements limited the sale of records by each of the companies to specified areas.

### Clarification

While no issue of fact or law was adjudicated by the court, the term of the consent decree gain in import thru spelling out the government attitude on international

### SANTA CLAUS

## Boyd Becomes Showbiz Gift Via Col Disk

• Continued from page 1

ping a TV film series based on "Peck's Bad Boy," which will star the young warbler. A Technicolor Western that will feature Boyd is also in the works.

Boyd's Columbia waxing broke all records at the Columbia plant this week when the diskery sent out 248,000 platters in one day (Tuesday, 9). To date the factory has shipped about 1,700,000 of the disks and expects to pass the 2,000,000 mark before Christmas arrives. In the 10-day period from December 1 to December 10 the factory moved 700,000 of the Boyd records to its distributors. It is the fastest selling record in the firm's history.

In addition to record sales, Boyd's hot waxing and other diskings of the tune have had a startling effect upon sheet music sales for a Christmas tune. It is selling copies at the rate of 3,000 per day, and one day this week Music Dealers Service ordered 20,000 copies.

### TV Appearance

Boyd, who is now in the East on a personal appearance trip, did the Perry Como TV show Tuesday and will appear with Como again on December 22. He will visit dealers in Chicago, Detroit and Pittsburgh next week. Columbia Records, in addition to a gold record for his over-1,000,000-sale platter, will present the youngster with an expensive Western saddle.

Boyd is 12 years old, going on 13, and attends the Hollywood Professional School for Children, where he writes, stages and produces shows. He is a rodeo stunt rider, and an expert skeet shooter.

## Italian Rights On Sousa Go To Aberbach

NEW YORK, Dec. 13.—Aberbach, Inc., Italian subsidiary of Hill & Range, this week acquired the rights to all of the late John Philip Sousa's works for that country. The deal, which is set to continue for the duration of the copyrights, was made jointly with Theodore J. Presser and John Church Music, the two publishers who control the 50-odd compositions of the famous bandmaster-composer.

Meanwhile Hill & Range Italian firm also acquired the rights to "Tuxedo Junction" and "Jersey Bounce."

exchange agreements between American and foreign diskeries. The judgment, which becomes effective January 1, 1953, specifically enjoins the defendants and EMI from operating under any understanding, where United States domestic or foreign commerce is concerned, from:

"(A) Allocating or dividing territories or markets for the manufacture, distribution or sale of records;

"(B) Limiting, restricting or preventing importation of records into, or exportation of records from, the United States;

"(C) Determining, fixing or maintaining prices, discounts or other terms or conditions for the sale of records to third persons;

"(D) Transferring or exercising any right to sublicense or sublease any right in any matrix except for use in a country where the grantor or owner is unable to obtain payments in the currency of its own country."

### Matrix Rights

The decree, however, permits either defendant to enforce rights in matrices or records held under the laws of any country.

Under the judgment, if either Decca company agrees to lease matrices to the other, or to EMI,

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## ABC, Deutsch Offices Add New Personnel

HOLLYWOOD, Dec. 13.—Associated Booking Corporation and the Mill Deutsch agency here added important new personnel this week. Bobby Phillips, chief of the Joe Glaser outlet here, geared for greater penetration into the hostelry field, when he inked Ruell Freeman, who inked MCA recently after 14 years with the firm. The ABC office is the biggest in its four-year history on the Coast, with Billy McDonald as the third member of the staff. Freeman brings with him an exclusive booking agreement with the Hollywood Roosevelt and the El Rancho, Sacramento.

Deutsch has added Art Frew, formerly with McConkey. Frew will work as road rep for Deutsch, giving Deutsch more time to work on Coast accounts.

### GOSPEL SHOUTERS HIT TRAIL

## Lillian Cumber Sets Up Major Booking Operation

HOLLYWOOD, Dec. 13.—An experiment in booking sacred groups and packages, started three weeks ago by Lillian Cumber, has blossomed into a major booking operation, which, during 1952, will have set from 900 to 1,000 dates in most of the 48 States. Miss Cumber got the idea for a sacred group skedding office here while working as publicity director for Art Rupp's Specialty Agency.

Since 1948 Miss Cumber, believed to be the only agent nationally booking top diskery sacred talent, has inked the following groups: The Blind Boys of Mississippi (Peacock), six people; the Pilgrim Travelers, five; Brother Joe Mays; the Soul Stirrers, five; J. Earle Hines; the Sallie Martin Singers, six; Sister Wynona Carr; Original Gospel Harmonettes, six; Swan Silver-tone Singers, five, and the Detroiters, six, all with Specialty, and the Spirits of Memphis Quartet, who were with Peacock but are ankling to King this week.

Miss Cumber's office, Herald Attractions, is also a result of her experience, as previous to going with Specialty, when she worked for the now-defunct Federal Artists. The tours, most of which feature several of the groups as a package, are set in ball parks during the warm weather dates and go indoors for the winter swings.

## Industry's Concern Mounts On Split Copyright Problem

ASCAP-BMI Collaborators' Pay  
Stymied By Lack of Clarification

• Continued from page 1

license. You don't have to pay anything for it.' So the song is worth nothing to ASCAP so long as this continues."

Finkelstein added that the question is before the courts. "If we get a decision that the per program stations must pay the Society when they use that music (notwithstanding that they also have a license from BMI), then we will pay those members on those works."

The court case referred to above is that pertaining to the establishing of fees for per program licenses on television. In

this case, which will be tried in the U. S. District Court, ASCAP will claim, among other things, that it is unfair to compel the Society to offer a per program license when BMI is not compelled to do so.

Meanwhile, however, BMI has denied that it tells per program stations that they may perform non-exclusive copyrights without payment to ASCAP. "If such a tune is performed, it must be paid for," BMI execs stated. They pointed out that BMI-licensed stations are constantly kept informed with regard to tunes

which are non-exclusive. The BMI pin-up sheet has an asterisk after such songs, a footnote explaining that they are non-exclusive licensed by BMI.

### Ready Testimony

The television per program license case is expected to be heard in District Court, probably before Judge Goddard, early in the new year. ASCAP and the stations are preparing testimony and arguments.

Meanwhile, however, some writers and publishers have grown restive. They point to such tunes as "Glow Worm," "I Went to Your Wedding," "Both-A-Me" and "Au Wiederseh'n, Sweetheart" as examples of the increasing tendency toward collaboration. Some ASCAP writers, viewing ASCAP's disinclination to pay for performances on split copyrights at present, suspect some unfairness. They claim that important writers, as Johnny Mercer on "Glow Worm," are being credited. ASCAP, queried on this, stated that "We are holding up credits and awaiting legal adjudication of the matter." One bitter music man claimed writers on split copyrights were being discouraged because the Society was not anxious to have its performance pay-off compared to BMI's.

### Case in Point

A well-known publisher, with both ASCAP and BMI firms, stated the situation had become aggravating on both a publisher and writer level. He wished to publish in his ASCAP firm a tune written by an ASCAP writer in collaboration with a BMI clef. The ASCAP writer, however, learning that ASCAP was withholding performance money on such cleffings, gave the tune to the publisher on condition that the tune be placed in a BMI firm. This was done.

It is assumed, of course, that ASCAP writers on split copyrights will be indemnified ultimately. At any rate, and in view of the increasing tendency toward collaboration, the necessity of some clarification seems obvious to writers and publishers.

ASCAP writers on split copyrights will be indemnified ultimately. At any rate, and in view of the increasing tendency toward collaboration, the necessity of some clarification seems obvious to writers and publishers.

## 800G Allotted By Music Fund

NEW YORK, Dec. 13.—The Music Performance Trust Fund, for the first six months of 1953, has allocated \$800,000 for concerts throughout the country, according to the office of Samuel Rosenbaum, trustee. These monies are from the recording fund (which includes transcriptions). The \$800,000 allocation is equal to the amount given for the first six months of 1952. For the first six months of 1951 it was \$700,000, as against \$600,000 for the first half of 1950.

The allocations for the second six months of 1952 was \$1,000,000, as against \$900,000 for the second half of 1951 and \$700,000 for the second half of 1950.

## Big Disk Year For Stafford

NEW YORK, Dec. 13.—Jo Stafford is having her biggest sales period probably in her lengthy disk career. The Columbia chirp has three hits running simultaneously. Her rendition of "Jambalaya" has topped the 588,000 mark, while "You Belong to Me" is over 650,000. Her latest endeavor, "Keep It a Secret" has just passed the 250,000 mark.

This gives her a total on the three disks of over 1,488,000 for the past five months on releases, issued during that period.

## Capitol Shakes Up Sales, Exec Staffs

Hollywood, NY, Chicago, Other Branches  
Affected; Fraser Transferred to Coast

NEW YORK, Dec. 13.—In preparation for a major sales push during 1953, Capitol Records will make an important series of personnel promotions and transfers of key executives in January. These forthcoming shifts will affect the Hollywood office, the New York office and various sales field offices. One of the most important changes will be the transfer of Gordon "Bud" Fraser, vicepres and sales manager of the firm's Chicago district, to the Hollywood merchandising and promotion office under Lloyd Dunn, to strengthen and further expand the present staff.

Al Latuska, at present sales manager for the Boston area, will be moved up into Fraser's Chicago district, and will make his headquarters in that city. Paul Featherstone, vice-pres of the firm, will take over the direction of the Boston district, though he will still handle his syndicate stores activities. Featherstone will continue to work out of Capitol's New York office.

Vic Blanchard is to take over the management of the Philadelphia branch, and will continue as vicepres and sales manager for the district. George Mansour is leaving Capitol, his his future

plans have not yet been set.

Marvin Townsend, who has been working out of the Hollywood office on advertising and promotion assignments under Gene Becker, is set to return to the field. Townsend will be appointed to a regular operations post sometime in the spring after a few months in the New York sales office on special assignments.

Cleveland branch manager Thorpe Thompson is resigning as of the end of the year to join the Brush Development Corporation in a sales capacity. Max Callison, vicepres and sales manager of the Cleveland district, will supervise the Cleveland branch with Tom Bell for the present.

## Columbia Preps Hi-Fi Player For \$140 Retail

NEW YORK, Dec. 13.—Columbia Records will market a table model high-fidelity, three-speed phonograph after January 1, to retail for \$139.50. It will be available to dealers thru Columbia distributors. This is the first complete phonograph manufactured by the diskery and the first instrument of its type to be merchandised by any major record company.

The Columbia "360" phonograph is about the size of a hat box, and has a frequency response of 50 to 12,000 cycles. It has two synchronized six-inch speakers, mounted at the sides of the cabinet, and the cabinet is constructed of wood about a half inch thick. The entire unit measures about 17 by 13 by 10 inches in size. It has a three-speed automatic changer which can play 12 10-inch or 7-inch records, or 10 12-inch disks, and can play 10 and 12-inch records intermixed. The changer shuts off after the last record is played. The tone arm is of metal and contains a dual-needle ceramic cartridge, equipped with sapphire styl. The needle can be removed and replaced without tools. A diamond needle will be available.

The "360" has a loudness control which automatically compensates treble and bass response for volume level, and a tone control to permit adjustment of high-frequency response to take care of different recording characteristics of various manufacturers. The set was designed by Dr. Peter Goldmark, who developed the LP record for the firm.

James Conking, head of Columbia, stated that the Columbia "360" is as different from the (Continued on page 24)

# Nickelodeon Proposes Stock-Sharing Plan for Servicemen

## Buffalino, Presser, Calland Get Top Posts; Palmer, Blum, Salupo Trustees

By JOE CSIDA

NEW YORK, Dec. 13.—In a series of meetings here Wednesday and Thursday (10, 11), principals in the Nickelodeon Record Corporation of America elected officers, made arrangements to secure their American Federation of Musicians recording license and changed their original financing plans from those already filed with the Michigan Securities Commission in Lansing, as reported in last week's (December 13) issue of The Billboard.

Major officers of the firm are the three organizing principals reported in last week's story. They are William E. Buffalino, Detroit, president; William

Presser, Cleveland, vice-president; and Frank Calland, New York, secretary-treasurer. Appointed trustees were Jay Palmer, Akron; Joseph Blum, Youngstown, O.; and Albert Salupo, Cincinnati. The three last-named men are officials of their local American Federation of Labor Teamsters' Unions, groups to which juke box servicemen belong. Buffalino, Presser and Calland are the heads of their locals of this same union, as previously reported by The Billboard.

These men, and some 19 or 20 others all affiliated with juke box employees' unions, are presumably supplying the initial financing of the proposed record company. Under the original filing with the Michigan Securities Commission, the corporation structure listed \$10,000 of common stock at \$1 par value, with \$5,000 paid in. The present plan is to issue 100,000 shares, with a possible additional 50,000 shares to be issued to the approximately 25 key persons organizing the company.

Shares as Premium

These principals are attempting to work out a plan whereby juke

box servicemen members of their unions will be able to earn the second 50,000 shares as a kind of premium for their purchases of Nickelodeon Records. The plan has not been completed, at this point these principals see it operating roughly as follows: For each Nickelodeon record a serviceman purchases, he will receive a certain number of points, say 10 points per record. The purchase of 100 records under such a plan might earn a serviceman 1,000 points. These 1,000 points (if that figure is finally settled upon) would be redeemable for one share of stock in Nickelodeon.

When queried as to how the operator-employer of these servicemen—who is actually paying for the records even though the serviceman makes the purchase—might view such an arrangement, Buffalino told The Billboard that Nickelodeon anticipated no problems in this direction. The serviceman, said Buffalino, is free to make any arrangement concerning the stock he sees fit with his operator-employer.

The stock under this plan as outlined, however, is redeemable (Continued on page 11)

### DISK PITFALLS

## Reflected in Slim Willet's 'Eyes' Etching

HOLLYWOOD, Dec. 13.—The pitfalls that beset a recording artist or a favorite tune are fully reflected in the current Slim Willet 4 Star dishing of his own tune, "Don't Let the Stars Get in Your Eyes." Willet inked with 4 Star, the Pasadena diskery, late last year, getting his first release around the end of January. The tune was so bewilderingly different in its construction and meter that distributors reported little sales response to the tune.

As a result of the negative reaction to the first Willet release, McCall told Willet that he couldn't put out Willet's suggestion for the next release, "Don't Let the Stars." As a counter, McCall suggested to the insistent Willet that he buy the records and put them out on his own Slim Willet label, which Willet did in late April. Willet put on a salesman who covered Texas, while the KRBC, Abilene, warbler went on the road promoting the d.j.'s. The Slim Willet version began to grow and Paul Glass, of Big State Distributors, Dallas, phoned McCall about six weeks later and said that his salesmen were getting terrific requests for the record. By that time, other Texas distributors were also getting tremendous heat for the off-mentioned Spanish-flavored country tune. McCall released the record on 4 Star in June as a result.

Willet, a Hardin-Simmons grad, who had been in Abilene for about five years, is a d.j., singer, bandleader and time salesman at the station. He also operates a Saturday night jamboree for the station at the local auditorium, where he hires traveling stars as guests. Since his hat, Willet has installed his own recording studio in his home to disk other new tunes he composes.

The 4 Star firm is releasing another Willet original, "Let Me Know," next week.

## October Music Store Sales Up

WASHINGTON, Dec. 13.—Music store sales for October topped those of the preceding month by an estimated 6 per cent, but were 2 per cent under the October, 1951, sales mark. The Census Bureau reported this week. Music sales for the first 10 months of this year fell off a full 4 per cent from the record established during the corresponding period last year.

At the same time, the Federal Reserve System reported that sales of radios, phonographs and TV sets in October were down 16 per cent from October, 1951, and for the first 10 months of this year, down 23 per cent. Record, sheet music and instrument sales in October were 2 per cent higher than in October, 1951, but total January thru October sales were 9 per cent under for the same months last year.

## M-G-M Rudies Push Into R & B Disk Field

NEW YORK, Dec. 13.—M-G-M Records will start a big push in the rhythm and blues field in January. The diskery will issue at least three r.&b. records every month through next year, with five platters skedded for release to kick off the drive in January.

The M-G-M has issued r.&b. disks from time to time over the last few years, this is the first sustained drive by the firm to capture a significant share of this market. The M-G-M r.&b. push is another indication of the strenuous efforts being made by the large record companies over the past six months to swing their weight in the r.&b. field, a market that has been dominated by the independent labels since the war.

In a letter sent out to all M-G-M distributors this week, Frank Walker, general manager of the firm, stressed the planning and promotion that M-G-M would place behind the monthly r.&b. releases. The diskery will ship out copies of all r.&b. plat-

ters to a selected group of jocks throughout the country, and will go all-out promotion-wise on the disks. The firm's r.&b. activities will be handled in co-operation with Joe Davis, head of Beacon Music and long active in the r.&b. and jazz fields. Walker, who will supervise the firm's r.&b. push, was responsible, back in the early twenties, for the discovery of such greats as Bessie Smith, Ethel Waters and others.

First release by M-G-M will feature the Eddie Carter quartet, Basil Spears, with Benny Payne, Gabriel Brown and his guitar, Irene Redfield, and The Blues Chasers. All of these are fairly new to records, the Brown has been on the Beacon label.

The increasing importance of the r.&b. market to the major diskeries has been apparent for the past few years, tho it is only recently that the majors have be- (Continued on page 24)

## Kohlman and Mellow Tiff Hearing Held

NEW YORK, Dec. 13.—The dispute between Churchill Kohlman writer of "Cry," and Perry Alexander's Mellow Music, over royalty payments on the ditty went on to arbitration this week. Testimony was heard by the arbitrator Tuesday (9), and the hearing will be continued next week.

Kohlman claims that Mellow has not paid him any performance money. This the publisher admits, but argues his contract with the clefifer contained no provision for such payment. The clefifer also contends that Mellow permitted use of the song in a follo without permission.

Kohlman further charges that the \$14,000 he has received from Mellow for royalties on sheet music and mechanicals is not the full amount due. He contends his accountant has been refused access to the Mellow books to check the figures and therefore, he is entitled to remove the copyright from the publisher.

Both Herman Finkelstein, of the American Society of Composers, Authors and Publishers, and Bob Burton, of Broadcast Music, Inc., were subpoenaed to testify at the hearing. Evidence was presented that BMI had already racked up performance fees for "Cry" totalling \$8,600. No part of this has been paid the writer by Alexander.

## Full Year's Schedule Mapped Out for Laine

HOLLYWOOD, Dec. 13.—Frankie Laine is set a full year ahead, with the 1953 itinerary calling for a three-month stay in England, where he'll do about six weeks of newsreels and an equal amount of time in TV film and a feature pic.

The Laine schedule calls for the following dates: Fresno, with Billy May's band, January 9; an afternoon stint on the Edgar Bergen radio show and an evening show at San Diego with Billy May's band, 10; Biensub's, Boston, 19-23; Latin Casino, Philadelphia, 29-February 5; Chase Hotel, February 8-12; French Casino, New York, February 21-March 13; two weeks off for Columbia record sessions in California; the Biggest Show of '53, April 4-May 10; Town Casino, Buffalo, 14-20 (tentative); Italian Welfare Fund benefit, Chicago Stadium, 23; Palomar, Vancouver, 24-30; Coconut Grove, Ambassador Hotel, June 3-21; Riverside, Reno, 22-July 12. Laine intends to take a month's vacation, then leave for London where he'll open at the Palladium August 20 for two weeks, after which he'll do two weeks of one-nighters thru the provinces, closing with a week at the Empire Theater, Glasgow.

He then will shoot 13 more TV film half-hour shows for "The Frankie Laine Show." The series, like the first 13 he shot in Europe a couple of months ago, feature Laine as emcee and singer of a variety show of European acts. In addition, he'll make a full-

### 'MUSIC IN THE MAKING'

## Broekman's New Concert Format Stirs Audiences

Continued from page 3

harmony, dissonance, composition, etc.

The result is a concert which has none of the stuffy quality of the concert hall. It is thoroughly live, and provides for active participation by the musicians, composers, audience and critics. It is the opinion of Broekman that the traditional concert form is on the way out. He maintains that the Long Play record has sounded its death knell. Anyone, he points out, can have a concert at home, acoustically equal, and often superior, to what one hears in the cheaper seats of the average concert hall. Television, too, is furthering the decline of the traditional concert, and so are the rising costs of the concert business, he claims.

This new type of audience participation program, however, infuses an old entertainment with life form avers Broekman. And truly, this is the impression one gains when attending a session.

## Coast Group Seeks Nat'l Association

HOLLYWOOD, Dec. 13.—The Western Record Pressers' Association, which was incorporated here July 7, is aiming at a nationwide association of indie diskers. Louis M. Cutman, prexy of California Record Manufacturing, said that WRPA has found that the cooperative efforts of the Southern California membership could be greatly enhanced if the org went national.

He pointed out that the exchange of credit information already begun by the group has paid off a hefty dividend. In addition, group buying and the fact that the entire membership brings problems to suppliers has assisted each individual's business. At this month's meeting, a standardization of stampers was discussed. While such an important step as long-range thinking, the acceleration of record production and substantial savings were noted.

Al Ellsworth, Researcher, v.p. of WRPA, discussed the possibility of research on other products which could be produced in a typi- (Continued on page 24)

There is a constant interchange between orchestra, conductor, critic, composer and audience.

Concert caught was that given Monday (7). The pieces included "Concertant No. 3 for Solo Viola, Woodwinds and Brass" by Raser Goeb; "Music for Brass Choir, Opus 45," by Wallingford Riegler and a group of "Compositions for Tape Recorder," by Otto Luening and Vladimir Ussachevsky. The latter illustrate how far afield, experimentally, this concert series goes. The "pieces" exploited the sound possibilities of the tape recorder in order to highlight certain overtones. The effect, to the layman's ear, was weird.

More to the point, however, is the fact that Broekman, Fairchild, the Trust Fund and musicians' union have perhaps hit upon a concert format with sufficient freshness to bring people back to the concert halls. Under the terms of the trust agreement, these concerts are free; but the interest and liveliness inherent in the sessions invite speculation that the co-operating parties may have hit upon a good commercial idea.

The possibility of a televised version of these concerts is being considered. For TV, Broekman envisions a half-hour format, with the repertoire not necessarily ultra-modern, but slanted to those types of serious music having widest appeal. The format, too, would entail the commissioning of serious works by modern composers.

Paul Ackerman.

## S & S Out With New Kidisk Line Selling at 35¢

NEW YORK, Dec. 13.—Next week Simon and Schuster will start distributor shipment of the first release of a new 35-cent kidisk line, called Little Golden Record Specials. New line will supplement the existing Little Golden Record line which will continue to be priced at 25 cents per disk. Dealer sales of the new specials are set to kick off after the first of the year.

The new disks differ in two basic ways from the current 25-cent line, according to Bob Bernstein, sales manager. They will be packaged in stiff laminated sleeves with greater accent on the artwork. Secondly, they will make greater use of "name" talent and will permit the waxing of tunes on which the diskery is unable to get a better-than-normal royalty rate from publishers.

The first release of the specials (Continued on page 24)

## RCA to Reveal Distrib Plans

NEW YORK, Dec. 13.—RCA Victor will announce its first quarter plans to distributors next week in a series of separate one-day meetings with each of its 51 distributors (The Billboard, December 13). Highlighting the confabs will be the announcement of the label's new Bluebird kidisk line, a pop push and a stocking program which is geared to bring dealer inventories back to normal levels after Christmas.

The pop drive will be concentrated on three new disks which will be available after Christmas, plus a continued push on Perry Como's smash hit "Don't Let the Stars Get in Your Eyes." New records are by Eddy Arnold, Eddie Fisher and Spike Jones. The Bluebird kiddie line will be priced at 40 cents on 45 r.p.m. and 50 cents on 78 r.p.m., both prices exclusive of tax.

Distributor presentations will be made by RCA Victor execs Larry Kanaga, Jack Burgess and Ed Dodelin, plus the diskery's 14 fieldmen.

## George Levy Quits Leeds

NEW YORK, Dec. 13.—George T. Levy, for more than 11 years associated with his brother Lou in the management of Leeds Music and its affiliated music companies, sold out his stock interest last week.

The deal was amiable. George's current plans are not crystallized, but it is known that he definitely will remain in the music business. He is known to be contemplating either the establishment of his own firm, or making an affiliation with one of the larger publishing houses.

# Mercury Sales Meets in East, South, West

CHICAGO, Dec. 13.—Mercury executives announced plans here this week for a series of year-end regional sales meetings with distributors to be held in New York, Atlanta, here and in an as yet unselected West Coast city.

Subjects to be covered by Irving Green, Art Talmadge, Irwin Steinberg, Morris Price, Kenny Meyers and Arnold Silverman include Mercury's new classical line, addition of 12 new releases to the Childcraft label that now brings the total to 42 in the firm's EP program. Later is being increased to some 50 pop numbers by February 1 and will include the Olympian series.

Another subject that will come in for plenty of discussion is Mercury's policy of limiting the number of releases by artists. Art Talmadge points out that this policy has enabled the firm to concentrate a heavier barrage of promotion behind each tune that results in increased sales. As proof he cites fact that Patti Page had five pop releases during 1952 and all made The Billboard's best seller charts. Last year, in contrast, Page had 12 releases, but the five releases of '52 more than doubled the sales checked up last year. This year Eddy Howard made the best seller charts with six of eight releases.

Mercury's progress in the rhythm and blues and hillbilly fields is also skudded for review. Bobby Schach, r.&b. head of the firm, has just returned from Southern trip when he recorded regional artists on an amplex unit. Strategy calls for disks to be pressed of these artists and promoted by distributors in area where their name means something. Schach plans to leave shortly after January 1 on another such junket.

# Denies Midway, Alton Partners

CHICAGO, Dec. 13.—"There are no partners in Alton or Midway Music companies except Fran Allison, my wife," Archie Levington, head of the firm, declared here this week. In explaining the confusion on his part in promotion of the current hit, "You Belong to Me," Levington stressed that the tune never was assigned to the Alton catalog as reported in The Billboard of December 6. "It has always been registered under Ridgeway Music, Pee Wee King's own firm," Levington stated. "Alton Music's part was strictly a 50 per cent deal made with Charlie Adams of Ridgeway, for promoting the tune as a pop number." Levington also declared neither of his firms had at any time any part of "Slow Poke."

# Southern Buys Latin Tune

NEW YORK, Dec. 13.—The Latin American standard, "Quizas, Quizas, Quizas," a 1947 copyright, has been purchased by Ralph Peer's Southern Music from Joe Davis in a straight cash deal. The ditty, written by Cuban composer Osvaldo Farres, is known Stateside as "Perhaps, Perhaps, Perhaps." English lyrics were written by Davis.

The deal includes the mechanical income on over 20 recordings of the tune released thus far in the Western Hemisphere. Peer's rights lie worldwide.

# Danish Symp Orch Back From US Tour

COPENHAGEN Denmark, Dec. 13.—The Danish National Radio Symphony Orchestra returned to Copenhagen last Saturday (6) from its concert tour of the United States.

First to step off the train was concert master Louis Prell, who promptly skidded on the wet platform and was rushed to the hospital with a broken ankle—the first and only adverse incident of the long tour.

# D. C. LIBRARY GETS IVES WAX

WASHINGTON, Dec. 13.—Burl Ives has presented the Library of Congress with six albums of folk songs which he recorded for Encyclopaedia Britannica Films under the title "Historical America in Song." The albums include "Songs of the Colonies," "Songs of the Revolution," "Songs of North and South," "Songs of the Sea," "Songs of the Frontiers" and "Songs of Expanding America." More than 120 songs have been recorded on the 30 12-inch records in the collection. Ives has been recording folk songs with his guitar accompaniment for the Library since 1937.

# JATP Unit Is Set for 6-Week European Tour

NEW YORK, Dec. 13.—Norman Granz will take his "Jazz at the Philharmonic" unit on a six-week tour of Europe starting February 16. The group will play one-nighters in Scandinavia, France, Holland, Belgium and West Germany. The European JATP unit will include most of the personnel who have been with the one-nighter package this fall, such as Buddy Rich, Flip Phillips, Lester Young, Roy Eldridge, Charlie Shavers, Oscar Peterson and Roy Brown. This will be the longest Continental trek to date by the jazz package, which played its first European dates early this year.

Granz, who arrived here this week for a fortnight's stay, indicated that he would continue to issue "special interest" album sets in line with the recently released "Fred Astaire Story," along with his regular jazz and pop items on the JATP Mercury platters. The next set of this type in preparation is the "The Brave Bulls," featuring the music from the flick, with Mel Ferrer doing the narration.

Granz recently signed Teddy Wilson and Stan Getz for his JATP label and expects to cut some of the Wilson sessions for the pop market. The forthcoming Gene Krupa slicing of "The Bolero," featuring the drummer with a 40-piece orchestra, which was supervised by Granz, will be released for the pop and semi-classical market next year on Mercury.

# Max Dreyfus, Jerry Blaine In Accord

NEW YORK, Dec. 13.—Max Dreyfus, head of Chappell Music, and Jerry Blaine, of Jubilee Records, this week reached an agreement on a deal that has Chappell Music buying into Blaine's Jubilee Music catalog. Dreyfus' interest was spurred by Jubilee's copyright of "A Million Tears."

The agreement about Jubilee Music may be only the first part of a much bigger deal between the two. Discussions have also been held by Blaine and Dreyfus regarding a new pop record label which the two would jointly sponsor. It is possible that this deal will be wrapped up at a meeting early next week.

The name of the contemplated label is Trojan. Sides have already been cut with Angela Terry and the Johnny Richards orchestra.

This again spotlights the growing number of publishers who either have started their own record labels to showcase their material or are seriously contemplating the move.

The Drey-Blaine tie-up points up the second instance of a major publisher who is willing to go to great lengths in order to get the rights to a tune. Buddy Morris, of E. H. Morris, returned to the Coast this week to continue negotiations with Bill McCall of Four Star over "Don't Let the Stars Get in Your Eyes," and a possible purchase of the Four Star Record firm and its publishing subsidiary.

# H&R Steps Into Sacred Field; Has Deals With 30 Pubbers

HOLLYWOOD, Dec. 13.—The sacred field, which, up to now, has been relatively untouched by major publishers, has been penetrated heavily during the past year by Hill & Range, Julian and Jean Aberbach, of the BMI publicity, disclosed that their firm has closed deals with approximately 30 religious music publishers under terms of which they take over either full or partial control of almost 12,000 songs.

During the past year the Aberbachs have taken over entire catalogs of the Thomas A. Dorsey, Roberta Martin Studio of Gospel Music, Dorothy Austin and Good Shepherd firms. The previous owners retain the right to publish octavo or choral copies, but H&R takes all other rights.

In another series of agreements, worked out whereby they receive only sheet music distribution and printing rights, the following publishers were parted: Stamps-Baxter, from whom they received over 9,500 songs; T. R. Frye, Hoppe Publishing, Martin and Morris, H&H, R. E. Winslet, Firm Foundation Music, John T. Benson, Rede-heaver-Hall-Mack, Tennessee Mu-

sic and Printing, Sacred Music, Van Camp, Singesprialion, Lyon Music, John Henning, Gospel Songs, James Vaughn, Stamps Quartet, Savoy, Central and Nazarene Publishing. The acquisitions include catalogs of over 225 songs in the outright deals, while in the partial deals the acquisitions range from 100 to 10 or less.

The expansion into the sacred field was started in August, 1951. Several months ago H&R set about circularizing approximately 4,000 secular music stores with promotional material, informing the trade that 500 selected songs from the vast catalog would be available soon in regular sheet music form. Up to now, the bulk of such material had been available only in song book form or octavo or choral scorings. The firm is planning on adding 20 new sheet music numbers each month. In addition to servicing regular music store outlets, H&R sent the same packs of promotional material in volume to jobbers to give to customers. In a third flanking step, Mel Smith was sent out as traveling rep of the new sacred segment. He will call upon Bible

stores across the country indefinitely, plugging primarily special free music rack deal. Songs taking the rack will be supplied with monthly brochures showing new numbers and best selling old numbers, and every three months the firm will supply a bulletin showing new record releases on the ditties in the 500-odd song titles.

The acquisition of the vast sacred treasury by an active publisher, like H&R, heralds a new era for this hitherto dormant segment of the music biz. For the first time these songs will get a hefty disk-ing push, whether or not H&R has mechanical rights or merely sheet music distribution privileges. Since August, 1951, 150 renditions of various tunes in the amassed song titles have been disked by waxeries. H&R estimates that it was instrumental in getting 80 per cent of the wax commitments.

Some of the outstanding tunes in the acquisition are "Peace in the Valley," "My God Is Real," "Mansion Over the Hilltop," "Take My Hand, Precious Lord" and "My Desire." To show the future of the acquisition, the Aberbachs pointed out that in a recent Texas session with three different Columbia artists, including the Chuck Wagon Gang, 13 of the 16 sacred ditties cut were included from the sacred catalog acquired by H&R.

About 90 per cent of the songs in the vast array are SESAC, while the remainder are BMI and ASCAP, thus giving SESAC a boost in its promotion potential. Tunes in the haul are about evenly split between Negro and white religious numbers. Alan Salisbury is heading up H&R's new sacred department in their Beverly Hills office, which now comprises 10 employees.

# Fanelli Gets 2G From MCA, Drops Court Case

HOLLYWOOD, Dec. 13.—The long-time gripe between ballroom ops and booking agencies, involving failure of the percenters to make good on verbal commitments on orks, got its first court airing and settlement here this week. The Federal Court suit, filed March 28, 1952, and reported exclusively in The Billboard, was dismissed this week at the direction of Al Fanelli, Rock Springs, Wyo., promoter, who was plaintiff in the action.

Fanelli, when contacted, said he okayed dismissal of the suit after MCA, chief defendant in the suit, had agreed to pay him \$2,000 damages in an out-of-court settlement. Fanelli added that he had submitted another suit, involving a non-MCA leader, to James C. Petrillo's New York headquarters, but the union turned down his bid for legal damages. He said that he may file this claim in Federal Court soon.

Fanelli's suit is an important one in the band business, for ballroom ops and bookers. In some cases, have griped over failure of parties involved in a verbal commitment for an ork to promptly return signed contracts. Fanelli maintained in his complaint that November 14, 1950, he had made a verbal agreement via phone with MCA's Beverly Hills office to play Tex Benke, who was also named as a defendant, and his orchestra December 7, 1950, in Rock Springs. The price set was \$1,000 against 50 per cent privilege, and he claims he sent in a \$500 deposit. He alleged he made a verbal agreement with the same MCA outlet December 6,

1950, to play Jack Pina, also named a defendant, and his orchestra December 18, 1950, at the agreed price of \$450 against a privilege and paid a \$225 deposit. Neither band played the stipulated date for him, he alleged.

In the action Fanelli alleged that he was out \$1,841.69 on the Benke date, broken down into \$118 for radio ads; \$55.94, newspaper; \$107.75 for window and show cards; \$1,000, representing estimated loss of profit; \$60 for cleaning the hall; \$500 in deposit. On the Pina failure to show, Fanelli alleged a loss of \$1,784.52, citing a \$198 radio ad bill; \$154.92 for newspaper ads; \$107.75 for window and show cards; \$1,000 loss of profit; \$60 for cleaning the ballroom; \$225 for the deposit, and \$38.85 for miscellaneous expenses.

In addition to the above losses, claimed from failure of the dates to be played, he asked an additional \$10,000 damages to cover the "embarrassment suffered" with his patrons when he had to turn dusted money back and loss of prestige and patronage.

# NEW TUNESMITH

# 'Penny' Disk Watched By DC Newsmen

WASHINGTON, Dec. 13.—Carl Sorensen is a D. C. newsmen who's reading The Billboard more avidly than most of his colleagues these days. Reason is that Sorensen, who runs a news agency here called World Press, and who used to work for the Associated Press and New York Daily News, wrote the words and music of a tune, "If I Had a Penny," recorded on a Columbia disk by Rosemary Clooney accompanied by Percy Faith's orchestra and arrangement by Mitch Miller.

The disk was No. 9 in Dallas-Fort Worth on The Billboard's territorial best sellers list this week, and it rated fourth on The Billboard's "The Disk Jockey's Pick" list for popular disks. Previous week (The Billboard, December 8) it was on the magazine's Week's Best Buy's list, reported as showing early strength in the Midwest and on the West Coast. The tune is Sorensen's first published one.

Sorensen, who's 35 years old, married and the father of three, is overjoyed. He says he'd rather write tunes than eat. He won't quit his news bureau for the tunesmith game, tho. "On a penny a record I can't afford it," he says. "After all, whether or not I eat, I gotta wife and three kids and a big dog to feed."

# DJ BAIT

# Miami Junket Reward for Ditty Plugs

NEW YORK, Dec. 13.—A somewhat extreme form of disk exploitation was making the deejay rounds last week. It goes like this:

Deejays were offered first-class transportation to Miami Beach and return, together with accommodations at one of Miami Beach's luxury hotels, in return for spinning the Miami Beach Rumba as recorded by either Carmen Cavallero on Decca, Xavier Cugat on Columbia, Irving Fields on Victor or Emil Coleman on Delux.

The mimeographed note to deejays emanated from the Elmar Publicity Company, and was headed: "Repeat Offer for a disk jockey's free trip to Miami Beach." The note said: "We were surprised that you were one of those who did not respond to our previous announcement about a free vacation trip to Miami Beach. Maybe you were too busy with programming problems, or with extra heavy correspondence. . . . Here we are again with a repeat offer. . . . If you play the selection more often than any other deejay between October 15 and December 15, 1952, you will win the glorious Miami Beach trip. . . . In order to qualify you need only furnish us with evidence of the number of times you play "Miami Beach Rumba." Your report which must be in our hands by not later than January 1, should include a list of dates . . . and the names of recording artists. Also helpful . . . would be a copy of the introductory remarks used for each spinning. Your report will be judged and this offer is guaranteed by the Miami Beach Publicity & Convention Bureau. . . . If you win, you may plan your free trip to Miami Beach during the coming January."

A Midwest deejay commenting on the offer, said "As a record spinner since 1940. . . . I resent this sort of thing."



Breaking Big in Boston, N.Y., Philadelphia



Still  
Riding High  
**LAZY  
RIVER**

MGM  
11347  
K-11347



and "Winter"  
MGM 11386  
K-11386

## Gov't Ends EMI, Decca Suit

• Continued from page 19

each matrix must be leased within 120 days after it is first available. If not leased within that time, the diskery holding title to the matrix must accept any reasonable lease offer from a third person.

Further, the decree states that any lease or licensing agreement involving matrices shall not exceed a three-year period, including renewal options. The diskeries may still enter into exclusive agreements with each other provided that such agreements do not ban the import or export of records from the United States.

### Rackmil Comments

Commenting on the decrees, Milton R. Rackmil, president of Decca, Inc., said it "eliminates the vestiges of certain agreements made by American Decca in 1934. It has the effect of expanding foreign markets for all concerned and making valuable foreign recordings available to American Decca. It specifically reserves to American Decca its existing property rights.

"American Decca has successfully re-negotiated agreements with British Decca and EMI within the terms of the consent decree and will continue to distribute abroad thru them and to exchange matrices.

"The agreements to which the government in its suit took exceptions were written in 1934 when American Decca was formed. With the rapid expansion of the American Decca, and

following the war, these agreements were substantially modified, so that at the time of the Government's suit in 1948, they presented few of the features of the original agreements which seemed objectionable to the government. Now all such features have been removed and American Decca looks forward to its increased participation in foreign markets and its increased use in this country of foreign recordings."

The consent decree adjudged 10 agreements between American Decca and foreign firms "unlawful" and ordered all still in effect terminated. The agreements were made between August, 1934, and June, 1949.

## Helen Bernard Drops Dorsey Suit

NEW YORK, Dec. 13. — Just prior to going to trial before Federal Judge Vincent Leibell, songwriter Helen Bernard settled and discontinued her suit against Dorsey Brothers, Inc., United Artists and two songwriters, Don George and Allie Wrubel.

Miss Bernard had charged that the defendants pirated her song, "To Me," and used it in the motion picture, "The Fabulous Dorseys." She claimed she'd written the song and assigned it to Lincoln Music, who copyrighted it in 1938.

Under the settlement, she transferred the unpublished copyright to the defendants for a consideration.

## New Kidisk Line

• Continued from page 20

will consist of six 7-inch disks which showcase such talent as Bert Parks, Jimmy Durante, Peter Hanley and Ann Lloyd.

One record features a quartet composed of baseball greats Tommy Henrich, Phil Rizzuto, Roy Campanella and Ralph Branca. Mitch Miller will supervise all dates and receive artist billing. Interestingly enough, the Durante disk will be a shortened version of his 10-inch Big Golden Record of "I Like People" and "Yankee Doodle Bunny." Later plans call for moving to a semi-microgroove disk.

In addition to the new 35-cent line, the diskery made known its release plans on its other lines. Six new Little Golden 25-cent

## Coast Group

• Continued from page 20

cal record pressing plant. Ellsworth pointed out that measures should be investigated whereby presseries might get government material production and private work during months when record biz falls off.

Al Levin, Elko Research, secretary-treasurer, reported that the group now has 21 firms in this area as members, ranging from paper box suppliers to biscuit suppliers to the actual pressing plant themselves.

records will be available in January. On the Big Golden disk side (firm's 10-inch 98-cent line), plans call for two new releases per month for the first quarter.

# FOR THE THIRD STRAIGHT YEAR BMI LICENSED SONGS VOTED NO.1 IN *All* CATEGORIES

VOTING IN THE CASH BOX POPULARITY POLLS FOR  
1950-1951-1952 GAVE BMI 12 OUT OF 12 FIRST PLACE WINNERS



**1952 - CRY** (Mellow Music) ... Johnny Ray (Col.)

**1951 - TENNESSEE WALTZ** (Acuff-Rose) ... Patti Page (Mer.)

**1950 - GOODNIGHT IRENE** (Spencer) ... The Weavers (Dec.)



**1952 - WILD SIDE OF LIFE** (Commodore) ... Mank Thompson (Cap.)

**1951 - ON TOP OF OLD SMOKEY** (Folkways) ... The Weavers (Dec.)

**1950 - BONAPARTE'S RETREAT** (Acuff-Rose) ... Pee Wee King (Vic.)



**1952 - HALF AS MUCH** (Acuff-Rose) ... Mank Williams (MGM)

**1951 - COLD, COLD HEART** (Acuff-Rose) ... Mank Williams (MGM)

**1950 - CHATTANOOGIE SHOE SHINE BOY** (Acuff-Rose) ... Red Foley (Dec.)



**1952 - LAWDY, MISS CLAWDY** (Venice) ... Lloyd Price (Specialty)

**1951 - 60 MINUTE MAN** (Tob) ... The Dominoes (Federal)

**1950 - I ALMOST LOST MY MIND** (Mill & Range) ... Ivory Joe Hunter (MGM)

## All-Gal Ork Plays For Dane Benefit

COPENHAGEN, Denmark, Dec. 13. — Diane Miller, English vocalist, has organized an all-fem ork—trumpet, sax, bass, piano and drums—with which she will appear here in January.

The big pre-Christmas event here is the annual Polttiken (local news sheet) Christmas benefit show at the Odd Fellows Palace, Sunday (14). Heading the big line-up of talent are the Tivoli Symphony Orchestra, fronted by Sv. Ch. Felumby, Litwiz and Landaeus, two-piano team; Daniza Ilitsch, Met chirper; Yvette Chauvire, French ballerina; Teresa Maya, Spanish dancer, plus the Danish Royal Ballet company.

With the approach of Christmas there is the usual lull in the concert halls of Stockholm, as well as Copenhagen. Dean Dixon, the American conductor, directed the Stockholm Symphony Orchestra in a series of concerts at Stockholm's Concert House last week, and Jussi Bjorling and Signe Hasso shared the top spot in a big Christmas benefit show at the China Theater, Thursday (5).

## M-G-M Push

• Continued from page 20

gun to show any results in this field. Okeh Records, since turning over most of the line to independent distributors, has come up with some r.&b. hits. Coral Records will put out a line of r.&b. records on the Brunswick label starting in January and has brought over Phil Rose from Derby to handle the line. RCA Victor is accelerating its drive in this field, and Mercury Records has been riding along in high gear since taking on Bobby Shadd for its r.&b. line last fall.

With the large diskeries moving into the r.&b. field on a major scale, it appears that 1953 will see much stronger competition from the majors in this market than at any time since a decade ago.

## Columbia Preps

• Continued from page 19

dinary phonograph as the LP record is from an ordinary 78 r.p.m. disk. He noted, "Already nearly 1,000,000 Americans have invested in custom-built high-fidelity equipment. We at Columbia became convinced more than a year ago that many thousands would join the high-fidelity audience if they could buy a compact, fully assembled custom quality instrument for less than \$150. If no one else would produce such a phonograph, we decided we would."

BROADCAST MUSIC, INC. • 580 FIFTH AVENUE • NEW YORK 36, N. Y.  
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

# Producer-SAG Pact Is Denied

NEW YORK, Dec. 13.—John Wheeler, attorney for the Film Producers Association, this week told The Billboard he could get no confirmation of the report that some five TV-film commercial producers had entered interim agreements with the Screen Actors Guild, which has been striking against the blurb producers since December 1.

He said he'd wired the advertisers presumably involved in those deals, and had received in return only denials that they would even consider going along with the SAG on such an arrangement.

# GAYLORDS CASH IN ON 1-TAKE

CHICAGO, Dec. 13.—Story behind the sleeper Mercury waxing of "Tell Me Your Mine" is that Johnny Kaplan, of Pan-American Distributors, Detroit, first heard the tune. He tipped off Art Talmadge, Mercury vice-president who flew to the Motor City to catch the trio at the Falcon Club. Seems the lads had an audition record of which "Cuba Love Song" was the side they thought best exemplified their style and abilities.

Flip was tune they had done in one take. It's "Tell Me Your Mine" on which Ronnie Vincent, Burt Bonaldi and Don Rae — the Gaylords — stand to cash in.

# Parade to Invade \$5.95 LP Level

NEW YORK, Dec. 13.—Low-price Parade Records will take a crack at the \$5.95 LP price level next week when it starts shipping the initial release of its new Opus label. The first release consists of two 12-inch LP's by concert pianist Poldi Zeitlin, niece and protege of the late Artur Schnabel. These disks, the first of a continuing series, are billed as "Masterworks for Young Musicians" and will showcase Miss Zeitlin's interpretations of "Twenty-four Pieces for the Piano" by Tchaikovsky and "Twenty-one Pieces for the Piano," composed by Beethoven.

The Opus disks are being pressed of pure vinylite by the RCA Victor custom division. Future releases in this series are set at two each month.

# Urania to Give 12-Inch LP's in Promotion Plan

NEW YORK, Dec. 13.—Urania Records, classical indie, as part of a promotion plan for its forthcoming release of "La Gioconda" will offer a free 12-inch LP to each purchaser of the opera. The multi-disk Urania set will contain a bonus coupon entitling the purchaser to one of 10 selected Urania platters, including works by Beethoven, Strauss, Dvorak, etc.

The diskery will also release its first EP 45 singles in January. These will consist of 15 disks, with light orchestral and vocal works. They will be priced at \$1.58, and the diskery will supply special display racks for the platters.

# Coconut Grove Has New Talent, Booking Policy

HOLLYWOOD, Dec. 13.—A new booking set-up handling the important Coconut Grove of the Ambassador Hotel, Los Angeles, is planning an all-out big band and headliner policy to buck the more competitive niterly biz since the Statler opened its Terrace Room two months ago. August Tozzi has returned to head up advertising, promotion and entertainment for the Grove, following a two-year absence. He has taken over buying of talent for the room under the supervision of J. U. Hoendig, v.-p. and general manager of the Schine hostelry. Tony Cabot previously skedded talent for the hotel out of New York.

The Grove, which had been using a single headliner and Eddie Bergeman's local crew, reinstates a name ork policy when Harry James' ork opens a four-week stand December 24. He'll work until January 8 with Jean Sablon, after which he'll work 12 days with Margaret Whiting until January 20. Starting January 21 the room will feature Russ Morgan's ork for a six-week stand with the Blackburn Twins, with Marion Colby co-featured the first three weeks. The deal for Morgan was worked out with Lyle Thayer, the personal manager, who handled the Decca baton for the deal.

# Ray Anthony Starts Firm

NEW YORK, Dec. 13.—Orkster Ray Anthony and his personal manager, Fred Benson, have formed Anthon Management Bureau, Inc., here.

Their first client is Mary Mayo, who has been recording for Capitol. The thrush goes into the Statler Hotel, Washington, Saturday (20) for two weeks.

# Decca Re-Inks Orkster Gray

NEW YORK, Dec. 13.—Ork leader Jerry Gray has been re-signed to a ten-year pact by Decca Records. The diskery plans to use him largely to back name singers. Gray has recently cut sides with Ella Fitzgerald and Robert Lee.

# Lester Bihari Sets New Meteor Label

HOLLYWOOD, Dec. 13.—Lester Bihari, who, up to now, has been associated with his brothers' Modern and RPM diskeries as Memphis rep, handling pressing and distribution, is branching out on his own with a new r.&b. label, Meteor.

Bihari, who will continue to headquarter in Memphis, has signed Elmo James, ex-trumpet warbler, whose first release is "I Believe" and "I Held My Baby Last Night," and Beps Brown's "Roundhouse Boogie" and "Kick-in the Blues Around." He is currently setting distributors.

# Herb Sachs Picked As Capitol Rep

NEW YORK, Dec. 13.—Herb Sachs has been named Eastern representative of Capitol Records' studio and recording services division.

He will report to Walter Heebner, general manager of the diskery's custom and broadcast division, who made the appointment. He was formerly with Musicraft Records and Du Mont Television.

# Tommy Valando Inks Elth Peale

NEW YORK, Dec. 13.—Tommy Valando has joined the many New York publishers who are looking seriously into the country music field by signing Elth Peale to a writer's pact with Sunbeam Music.

Miss Peale is a guitar-playing beauty from Leadville, Colo.

**BMI 1952**

**81.8%**

OF THE TOTAL VOTES REGISTERED BY OPERATORS IN THE 1952 CASH BOX POPULARITY POLL, 81.8% WERE CAST IN FAVOR OF BMI-LICENSED SONGS

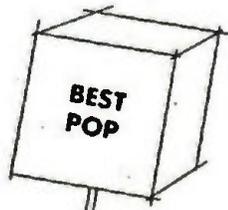
The remarkable story related in the Cash Box Popularity Poll of 1952 is truly a great tribute to the composers and publishers affiliated with BMI. For it is their keen insight into the current tastes of the music-loving public that is creating the song hits of today.

BMI is indeed proud of their accomplishment.

## BEST POP — 16 out of 24 — 68.2% of total votes

- CRY (Mellow) Johnny Ray (Col.)
- ANYTIME (Hill & Range) Eddie Fisher (Vic.)
- KISS OF FIRE (Duchess) Georgia Gibbs (Mer.)
- TELL ME WHY (Signet) Four Aces (Dec.)
- I'M YOURS (Algonquin) Don Cornell (Carol)
- HERE IN MY HEART (Mellin) Al Martino (BBS Paldo)
- AUF WIEDERSEHN SWEETHEART (Hill & Range) Vera Lynn (Lon.)
- HALF AS MUCH (Acur-Rose) Rosemary Clooney (Col.)

- YOU BELONG TO ME (Ridgeway) Jo Stafford (Col.)
- SLOW POKE (Ridgeway) Pee Wee King (Vic.)
- I'M YOURS (Algonquin) Eddie Fisher (Vic.)
- BLACKSMITH BLUES (Hill & Range) Ella Mae Morse (Cap.)
- I WENT TO YOUR WEDDING (Hill & Range) Patti Page (Mer.)
- TELL ME WHY (Signet) Eddie Fisher (Vic.)
- YANESSA (Meridian) Hugo Winterhalter (Vic.)
- BOTCH-A-ME (Hollis) Rosemary Clooney (Col.)



## BEST WESTERN — 7 out of 9 — 83.3% of total votes

- WILD SIDE OF LIFE (Commodore) Hank Thompson (Cap.)
- SLOW POKE (Ridgeway) Pee Wee King (Vic.)
- ALMOST (Acur-Rose) George Morgan (Col.)
- SILVER AND GOLD (Blue Ridge) Pee Wee King (Vic.)

- I DON'T WANT TO BE FREE (Wakely) Jimmy Wakely (Cap.)
- WAITING IN THE LOBBY OF YOUR HEART (Brenner) Hank Thompson (Cap.)
- DON'T LEAVE MY POOR HEART BREAKING (Lois) Cowboy Copas (King)



## BEST FOLK — 16 out of 18 — 92.5% of total votes

- LAWDY, MISS CLAWDY (Venice) Lloyd Price (Specialty)
- MY SONG (Lion) Johnny Ace (Duke)
- HAVE MERCY, BABY (Meridian) Dominoes (Federal)
- GOIN' HOME (Commodore) Fats Domino (Imperial)
- MARY JO (Droke) Four Blazers (United)
- JUNE (John Henry Burton) Little Walter (Checker)
- NIGHT TRAIN (Pamlee) Jimmy Forrest (United)
- THREE O'CLOCK BLUES (Modern) B. B. King
- NO MORE DOGGIN' (Modern) Roscoe Gardner (RPM)
- CRY (Mellow) Johnny Ray (Columbia)
- TING-A-LING (Progressive) The Clovers (Atlantic)

- HEAVENLY FATHER (Blazer) Edna McGarr (Jubilee)
- 5-10-15 HOURS (Progressive) Ruth Brown (Atlantic)
- YOU KNOW I LOVE YOU (Modern) B. B. King (RPM)
- ONE MINT JULEP (Progressive) The Clovers (Atlantic)
- FIVE LONG YEARS (Frederick) Eddie Boyd (Job)
- BOOTED (Modern) Roscoe Gordon (Chess)
- BESIDE YOU (Lois) Swallows (King)
- I'M GONNA PLAY THE HONKY YONKS (Lion) Marie Adams (Parade)
- GOT YOU ON MY MIND (Baleigh) John Greer (Vic.)
- MY HEART'S DESIRE (Modern) Jimmy Lee & Artis (Modern)



## BEST RHYTHM & BLUES — 23 out of 28 — 87.2% of total votes

- HALF AS MUCH (Acur-Rose) Hank Williams (MGM)
- LET OLD MOTHER HATURE HAVE HER WAY (Peer) Carl Smith (Col.)
- DON'T JUST STAND THERE (Hill & Range) Carl Smith (Col.)
- GIVE ME MORE, MORE, MORE (Hill & Range) Lefty Frizzell (Col.)
- THE GOLD RUSH IS OVER (Hill & Range) Hank Snow (Vic.)
- WONDERING (Hill & Range) Webb Pierce (Dec.)
- ARE YOU TEASING ME (Acur-Rose) Carl Smith (Col.)
- IT WASN'T GOD WHO MADE HONKY TONK ANGELS (Peer) Kirby Wells (Dec.)

- JAMBALAYA (Acur-Rose) Hank Williams (MGM)
- HONKY TONK BLUES (Acur-Rose) Hank Williams (MGM)
- DON'T STAY AWAY (Hill & Range) Lefty Frizzell (Col.)
- I WENT TO YOUR WEDDING (Hill & Range) Hank Snow (Vic.)
- A FULL TIME JOB (Acur-Rose) Eddy Arnold (Vic.)
- BABY WE'RE REALLY IN LOVE (Acur-Rose) Hank Williams (MGM)
- BACKSTREET AFFAIR (Forrest) Webb Pierce (Dec.)
- BLACKBERRY BOOGIE (Central) Tennessee Ernie (Cap.)



# Billy Eckstine

EVERYTHING I  
HAVE IS YOURS  
and  
I'LL BE  
FAITHFUL

MGM 10259 78 rpm K10259 45 rpm

BE  
FAIR  
and  
COME TO THE  
MARDI GRAS

MGM 11351 78 rpm K11351 45 rpm



# JONI JAMES

HAVE YOU  
HEARD  
and  
WISHING  
RING

MGM 11390 (78) - K-11390 (45)

WHY  
DON'T  
YOU  
BELIEVE  
ME

MGM 11333 (78)  
K 11333 (45)

# HANK WILLIAMS

I'LL NEVER GET  
OUT OF THIS  
WORLD ALIVE

and

I COULD  
NEVER BE  
ASHAMED OF YOU

MGM 11366 78 rpm  
K11366 45 rpm

#1  
BEST SELLER



# ART MOONEY

& His Orchestra

WINTER  
and  
HEARTBREAKER

MGM 11386 78 rpm  
K11386 45 rpm

# TOMMY EDWARDS

YOU WIN  
AGAIN

and  
SINNER OR SAINT

MGM 11326 78 rpm  
K11326 45 rpm

# GEORGE SHEARING

LULLABY OF  
BIRDLAND  
and  
WHEN LIGHTS  
ARE LOW

MGM 11354 78 rpm  
K11354 45 rpm

WATCH THIS ONE!

# GINNY GIBSON

YOU BLEW  
ME A KISS

and  
TOO FAR BETWEEN KISSES

MGM 11383 78 rpm  
K11383 45 rpm

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

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 13

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) Indicator tune is from a film; (M) indicates tune is Last Week from a legit musical.

- 1. Why Don't You Believe Me? 1 6**  
 By Lew Douglas, King Lanesy, Roy Roddes—Published by Brandom (ASCAP)  
**BEST SELLING RECORDS:** J. James, MGM 11333; **OTHER RECORDS:** G. Lombardo, Dec 2476; P. Page, Mercury 70025; J. Valli, V 20-5017. **TRANSCRIPTIONS AVAILABLE:** Henry Jerome, Lang-Worth; Earl Shelton, Associated.
- 2. Glow Worm 3 13**  
 By Paul Lincke, Lilla Casley Robinson and Johnny Mercer—Published by B. B. Marks (BMI)  
**BEST SELLING RECORDS:** Mills Brothers, Dec 2834; **OTHER RECORDS:** F. Carle, Col 37547; G. Carter, MacGregor 310; Home, A. Jethro, King 15203; S. Jones, V 20-1893; H. Luse, Imperial 1044; J. Mercer, Cap 2248; Paulette Sisters, Col 39840; H. Singer, King 15203; C. Ramsey, Old Timer Records 8004; C. Ryes, Cap 1092; E. Sack, Mercury 10009; Three Sons, V 20-1702; H. Winterhalter, Col 38784. **TRANSCRIPTIONS AVAILABLE:** Dick Jurgens, Charles Magname, Associated; Frankie Carle, Lew White, Al Trace, Milton Charles, Cavakau's Ork, D'Artega, Modes Moderns, Lang-Worth.
- 3. You Belong to Me 2 19**  
 By Pee Wee King, Redd Stewart and Chilton Price—Published by RidgeWAY (BMI)  
**BEST SELLING RECORDS:** J. Stafford, Col 79011; P. Page, Mercury 5899. **OTHER RECORDS:** G. Auld, Coral; B. Carter, V 20-5005; H. Foster and Rogers, Republic 7013; J. Garber, Cap 2198; Ken Griffin, Col 39857; T. Hayes, V 20-4943; Joni James, MGM 11295; M. Katz, Cap 2267; A. Laurie, Okeh 6913; B. Lucas, V. McDuff-Sorey, T. D. Jubilee 5094; D. Martin, Cap 2185; P. Martin, V 20-4893; G. Martin, Dec 28388; T. Smith, United 131; J. Stanton, Top 340; S. Thompson, Mercury 6407. **TRANSCRIPTIONS AVAILABLE:** Dolly Dawn, Theasurus; Henry Jerome, Lang-Worth; Earl Shelton, Associated.
- 4. I Saw Mommy Kissing Santa Claus - 1**  
 By Tommy Connor—Published by Harman (ASCAP)  
**BEST SELLING RECORDS:** J. Boyd, Col 39871. **OTHER RECORDS AVAILABLE:** M. Bee, Cap 2285; B. Clark, MGM 11381; S. Jones, V 20-5067; M. Shmer, Dec 28504.
- 5. Don't Let the Stars Get in Your Eyes 8 3**  
 By Slim Willet—Published by Four Star Sales (BMI)  
**BEST SELLING RECORDS:** P. Como, V 20-5064. **OTHER RECORDS:** L. Americh, Mercury 70023; E. Barton, Coral 60822; B. Foley, Dec 28460; G. MacKenzie, Cap 2256; S. McDonald, Cap 2216; R. Price, Col 21025; S. Willet, Four Star 1614.
- 6. I Went to Your Wedding 4 16**  
 By Jesse May Robinson—Published by St. Louis (BMI)  
**BEST SELLING RECORDS:** P. Page, Mercury 5899. **OTHER RECORDS:** E. Bam, Coral 60847; J. Bond-H. Carter, Col 21007; H. Brooks, Okeh 6919; S. Gibasco 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 379; J. Wakely, Cap 2221; P. Wright, Savoy 460. **TRANSCRIPTIONS AVAILABLE:** Dolly Dawn, Theasurus; Earl Shelton, Associated.
- 7. Because You're Mine 6 13**  
 By Nicholas Brodsky-Sammy Cahn—Published by Fein (ASCAP) (F)  
**BEST SELLING RECORDS:** Mario Lanza, V 20-10-3914. **OTHER RECORDS:** B. Eckstine, M-G-M 1301; G. Lombardo, Dec 28476; J. Raitt, Dec 29377; B. Wayne, Mercury 5897. **TRANSCRIPTIONS AVAILABLE:** E. T. Terry, Associated.
- 8. Lady of Spain 5 11**  
 By Erel Resdes and Toknard Evans—Published by Sam Fox (ASCAP)  
**BEST SELLING RECORDS:** E. Fisher-H. Winterhalter, V 20-4953; L. Paul, Cap 2245. **OTHER RECORDS:** K. Griffin, Ronda 188; B. Light, Cap 2248; E. (Phono) Miller, Rainbow 70044; R. Noble, V 20-5302; H. Que Trio, Dec 28790; L. Paul, Cap 2245; Philharmonic Trio, Cap 15346; A. Smith, MGM 10380. **TRANSCRIPTIONS AVAILABLE:** Airline Trio, Lang-Worth; Ambassadors, Lang-Worth; Cavakau's Ork & Chorus, Lang-Worth; Wayne King-Alice Roth Ork, Theasurus; Joe Soda, Lang-Worth.
- 9. Keep It a Secret 11 5**  
 By Jesse May Robinson—Published by Shapiro-Bernstein (ASCAP)  
**BEST SELLING RECORDS:** J. Stafford, Col 39891. **OTHER RECORDS AVAILABLE:** B. Crosby, Dec 28511; J. Hutson, Cap 2268; H. Jerome, MGM 11383; D. Shore, V 20-4992; S. Whitman, Imperial 8169.
- 10. It's in the Book 7 10**  
 By Johnny Standley-Art Thorne—Published by Magnolia (BMI)  
**BEST SELLING RECORDS:** J. Standley-Horace Reitz, Cap 2249. **OTHER RECORDS:** A. Gernie, Mercury 5911.

### Second Ten

11. JAMBALAYA ..... 8 17  
 Published by Acuff-Rose (BMI)
12. OUTSIDE OF HEAVEN ..... 14 11  
 Published by Breznan, Vocco & Conn (ASCAP)
13. TAKES TWO TO TANGO ..... 10 8  
 Published by Harman (ASCAP)
14. RUDOLPH THE RED-NOSED REINDEER ..... 16 2  
 Published by St. Nicholas (ASCAP)
15. WHITE CHRISTMAS ..... 15 2  
 Published by Berlin (ASCAP)
16. TRYING ..... 12 15  
 Published by Randy-Smith (ASCAP)
17. YOURS (R) ..... 16 7  
 Published by E. B. Marks (BMI)
18. HEART AND SOUL ..... 7  
 Published by Famous (ASCAP)
18. FROSTY THE SNOWMAN ..... 1  
 Published by Hill & Range (BMI)
20. TILL I WALTZ AGAIN WITH YOU ..... 1  
 Published by Billage (BMI)

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Vol. 2 No. 51

A NEW STAR!  
**RICKY HALE**

In  
**IF YOU LOVE ME**

and  
**OPEN YOUR HEART**

Decca 28521 (78 rpm) and 9-28521 (45 rpm)

**BEST SELLING CHRISTMAS SINGLES**

WHITE CHRISTMAS God Rest Ye Merry, Gentlemen	23778*	Bing Crosby
A CHRISTMAS FESTIVAL (Two Parts)	16041*	Leroy Anderson
SILENT NIGHT (Christmas Hymn)	23777*	
ADESTE FIOELES (Oh, Come, All Ye Faithful)	23722*	Bing Crosby
JINGLE BELLS SANTA CLAUS IS COMIN' TO TOWN	23721*	Bing Crosby and The Andrews Sisters
WINTER WONDERLAND CHRISTMAS ISLAND	27229*	Andrews Sisters and Guy Lombardo
SILVER BELLS (With Carol Richards)	24744*	Bing Crosby
THAT CHRISTMAS FEELING	24744*	Bing Crosby
BLUE CHRISTMAS The Mistletoe Kiss	24500*	Russ Morgan
WHITE CHRISTMAS TWELVE DAYS OF CHRISTMAS (A Partridge in a Pear Tree)	28504*	Fred Waring
I SAW MOMMY KISSING SANTA CLAUS Snowy White Snow and Jingle Bells	28443*	Mervin Shiner
WHITE CHRISTMAS WINTER WONDERLAND	28443*	Louis Armstrong and Gordon Jenkins

**DECCA BEST BETS**

I LET THE STARS GET IN MY EYES WAITING FOR A LETTER	Galdie Hill	28473*
YOU BLEW ME A KISS	Patty Andrews with Vic Schoen	
NO DEPOSIT NO RETURN	Andrews Sisters with Vic Schoen	28492*
SIOUX CITY SUE SEPTEMBER SONG	Grady Martin	28497*
WHY DO I CRY? I MISS YOU SO	Bill Darnal and Bob Austin	28505*
WONDERFUL COPENHAGEN THUMBELINA	Guy Lombardo	28471*
(That's Just My Way of) FORGETTING YOU I COUNTED ON YOU	Bill Kenny of The Ink Spots	28462*
HAPPY BIRTHDAY ANNIVERSARY SONG	Grady Martin	28472*
DO YOU KNOW WHY? HOLD ME, THRILL ME, KISS ME	Roberto Lee and Jerry Gray	28520*
DOES YOUR SWEETHEART SEEM DIFFERENT LATELY? ALL OF A SUDDEN	Connee Boswell with Lawson-Haggart Jazz Band	28498*
SINGIN' THE BLUES IT MADE YOU HAPPY WHEN YOU MADE ME CRY	(The My Baby Comes Home)	

**DECCA DATA**  
YOUR WEEKLY GUIDE  
TO AMERICA'S FASTEST  
SELLING RECORDS

**NEW RELEASES--SINGLES**

OPEN UP YOUR HEART YOU DON'T KNOW WHAT LONESOME IS (Till You Get to Herdin' Cows)	28470*	Bing Crosby
KING'S SERENADE (Imi Au Ia Oe)	28295*	Andrews Sisters and Alfred Apaka
THE COCKEYED MAYOR OF KAUNAKAKA!	28448*	Andrews Sisters
GOD BLESS AMERICA WHERE IN THE WORLD (But In America)	28512*	Fred Waring
IF YOU LOVE ME OPEN YOUR HEART	28521*	Ricky Hale
GYPSY FIDDLER MEDITATION (From Massenet's "Thais")	28507*	Florian Zabach

**NEW RELEASES--SINGLES**

LITTLE BROWN HAND KISS ME! KISS ME!	28522*	Jim Eanes
KNOCK KNEED SUZY TELL ME, WAS IT WORTH IT IN THE END	28510*	Lonzo and Oscar
PICKING SWEETHEARTS I LIKE TO PLAY WITH YOUR KISSES	28526*	Hank Locklin
I'M BOUND FOR HIGHER GROUNDS THERE IS A HIGHWAY TO HEAVEN	28509*	Sister Rosetta Thorpe and Marie Knight

**BEST SELLERS... based on this week's actual sales... BEST SELLERS**

WEEKS ON LIST	COUNTRY	ARTIST	DECCA NO.
13	I'LL ALWAYS TAKE CARE OF YOU BACK STREET AFFAIR	28369* Webb Pierce	
4	SOMEBODY LOVES YOU DON'T TRIFLE ON YOUR SWEETHEART	28448* Ernest Tubb	
7	A WEDDING RING AGO I HEARD THE JUKE BOX PLAYING	28432* Kitty Wells	
3	BLUE SNOWFLAKES MERRY TEXAS CHRISTMAS, YOU ALL!	28453* Ernest Tubb with the Beasley Sisters	
8	DEEP BLUES MIDNIGHT	28420* Red Foley	
2	WHITE CHRISTMAS Blue Christmas	46186* Ernest Tubb	
78	PEACE IN THE VALLEY (With the Sunshine Boys Quartet) Where Could I Go But to the Lord	14573* Red Foley	
18	FORTUNES IN MEMORIES So Many Times	28310* Ernest Tubb	
2	NO ONE WILL EVER KNOW HOOTIN' AND HOWLIN'	28446* Rex Allen	
3	TENNESSEE TANGO DON'T MAKE LOVE IN A BUGGY	28467* Jack and Daniel and the Sourwood Mt. Boys	

WEEKS ON LIST	RHYTHM and BLUES	ARTIST	DECCA NO.
	FRIENDSHIP YOU'RE MUCH TOO FAT (And That's That)	28444* Louis Jordan	
	SILENT NIGHT WHITE CHRISTMAS	48119* Sister Rosetta Thorpe and Rosette Gospel Singers	
	THERE'LL BE PEACE IN THE VALLEY FOR ME NEAR THE CROSS	48279* Sister Rosetta Thorpe and Anita Kerr Singers	
	TELL HIM YOU SAW ME WHEN I FIRST SOUGHT THE LORD	28417* Sister Rosetta Thorpe	
	OOOH YES! PLEASE DON'T PASS ME BY	48289* Stomp Gordon	
	INTERNATIONAL SERIES BEER AND PRETZELS POLKA STARLIGHT WALTZ	28427* "Whoopie" John Wilfahrt	
	KEYSTONE POLKA LOVE'S JOY	28440* Georgie Cook	
	LULUBELLE POLKA WAITING FOR YOU	28475* Eddie Haba!	
	ROCKIN' RHYTHM POLKA OKLAHOMA WALTZ	28331* Bernie Roberts	
	FIREMAN! FIREMAN! SAVE MY HEART! EVERYTHING'S BEAUTIFUL	28455* (When You're In Love) Georgie's Tavern Band	

WEEKS ON LIST	POPULAR	ARTIST	DECCA NO.
13	THE GLOW WORM After All	28384* Mills Brothers and Hal McIntyre	
9	HEART AND SOUL JUST SQUEEZE ME	28390* Four Aces	
5	DON'T LET THE STARS GET IN YOUR EYES LITTLE JACK FROST, GET LOST	28460* Sally (What a Pal--What a Gal) Red Foley	
4	LA ROSITA TAKE ME IN YOUR ARMS	28393* Four Aces	
1	SLEIGH RIDE LITTLE JACK FROST, GET LOST	28463* Bing Crosby	
3	WHY DON'T YOU BELIEVE ME? BECAUSE YOU'RE MINE	28476* Guy Lombardo	
2	KEEP IT A SECRET SLEIGH BELL SERENADE	28511* Bing Crosby	
13	TRYING My Bonnie Lies Over the Ocean	28375* Ella Fitzgerald with Bobby Orton's Teen-Aces	

WEEKS ON LIST	POPULAR	ARTIST	DECCA NO.
2	OH, HAPPY DAY TILL I WALTZ AGAIN WITH YOU	28506* Dick Todd	
11	TAKES TWO TO TANGO I Laughed at Love	28394* Louis Armstrong	
47	BLUE TANGO Belle of the Ball	27875* Leroy Anderson	
2	AULD LANG SYNE Home on the Range	24260* Guy Lombardo	
5	SLEIGH RIDE SARABAND	28429* Leroy Anderson	
3	LAZY RIVER (I YI YI) WISH ME GOOD LUCK, AMIGO	28458* Mills Brothers	
1	Look Out the Window (The Winter Song)	28479* Russ Morgan	
3	A SHOULDER TO WEEP ON SOMEONE LOVED SOMEONE (The First Broken Heart)	28459* Mills Brothers and Sy Oliver	

**ROBERTA LEE and JERRY GRAY and his Orch.**

a new smash!

**DO YOU KNOW WHY** and **HOLD ME, THRILL ME, KISS ME**

Decca 28520 (78 rpm) and 9-28520 (45 rpm)



# 'STOLEN WALTZ' CUT BY THOMAS

NEW YORK, Dec. 13. — Dick Thomas, whose dub of "Stolen Waltz" helped force waxings of the tune by RCA Victor and Decca without having a disk of his own version on the market, finally has commercial pressings available.

Disk jockey Don Larkin of Newark's WAAT composed the tune and cut it on his own with Thomas, an old friend of his, several weeks ago. For the last two weeks, Larkin has been blanketing the New York area with the Thomas dub. Decca and RCA Victor waxed the tune with Al Morgan and Sunny Gale, respectively.

Jerry Blaine, of Jubilee Records, re-recorded Thomas this week on his label and rushed records to his distributors. Thomas had a big hit with "Stoux City Sue" several years ago on National.

# 'Biggest Show' Coast Kick-Off

HOLLYWOOD, Dec. 13.—"The Biggest Show of '53" will tee off for the first time on the West Coast April 4, probably in San Francisco, starting a tour which will end May 10 on the East Coast. Frankie Laine will headline the show, with Woody Herman's orchestra set for certain. Ella Fitzgerald and Big Jay McNeely's small combo are being sought to complete the package, along with two supporting acts. Cross Courtney and Tim Gayle will work out the bookings.

Courtney, here this week, also set the first theater promotion by the duo on the Coast, taking the Curran Theater, San Francisco, January 12-18, for from eight to 10 shows, headlined by Edith Piaf and her husband, Jacques Peal, along with a supporting cast.

## Wolfe, Spier Jr. to Join Larry Spier

NEW YORK, Dec. 13. — Two new members join the Larry Spier music publishing organization right after—the first of the year.

Spier's son, Larry Jr. joins the firm fresh out of college, and Murray Wolfe becomes general professional manager. Wolfe will split his time between the firm's Hollywood and New York offices.

### PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past; specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

**Harmony of the Deep South**  
by one of America's Foremost Fours  
ON ORANGE RECORDINGS, EXCLUSIVELY

These top notch recordings now available:

- I Cried Holy #1010
- B/W I Ain't No Stranger #1011
- Git on Board, Little Children #1012
- B/W This Wicked Race #1013
- Exekiel Saw de Wheel #1014
- B/W This Old World Is in a Bad Condition #1015

**THE BARONS**

Going Strong and Climbing

**ORANGE RECORDING CO.**  
1253 Lewis Drive  
Winter Park, Florida

Distributors contact

**FOUR GREAT SELLERS**

*Rhythm & Blues*

**V-8 FORD**  
Backed with  
**NELSON STREET BLUES**  
By Willie Love Trumpet 175  
**IT'S A SMASH NATIONAL HIT**

*Spiritual*

**IN THE END**—Backed with  
**I'M GOING TO LIVE UP IN GLDREY**  
By Brother Hugh Dunt Trumpet 180

*Western*

**I HAD A DREAM**—Backed with  
**JUKE JOINT MAMA** by Jimmy Swar  
Trumpet 176

*Christmas*

**'SONNY BOY'S CHRISTMAS BLUES**  
By Sonny Boy Williamson  
Trumpet 145

Free Samples to Disc Jockeys

**TRUMPET RECORDS**  
DIAMOND RECORD COMPANY Jackson, Mississippi

**45 RPM—JUKE BOX OPERATORS—78 RPM**

**"Bugle Call Rag"—"Beautiful Minnesota Waltz"**  
is the best Juke Box Record I have ever heard. As a distributor 85% of my sales go on the boxes. MEL KIOUS' Hot Electric Organ is so HOT he SIZZLES on this number. MEL KIOUS will get more money over a longer period of time than any artist I have ever sold. THEY WANT 'EM BAD. Let me send you a sample dozen for \$6.00 C.O.D. 4 Records of his three best money performers.

**K & K RECORDS** Shelton, Neb.

The American Red Cross Is Your 24-Hour Friend in Disaster and Misery

### The Billboard Music Popularity Charts

# Favorite Tunes

... for Week Ending December 13

## 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. GLOW WORM (R)—E. B. Marks.....	2	9
2. YOU BELONG TO ME (R)—Ridgeway.....	3	17
3. WHY DON'T YOU BELIEVE ME (R)—Brandom.....	4	4
4. I WENT TO YOUR WEDDING (R)—St. Louis.....	3	15
5. BECAUSE YOU'RE MINE (R) (F)—Feist.....	5	12
6. I SAW MOMMY KISSING SANTA CLAUS (R)—Harman.....	8	2
7. LADY OF SPAIN (R)—Sam Fox.....	12	5
8. WINTER WONDERLAND (R)—Bregman, Vocco & Conn.....	14	2
9. DON'T LET THE STARS GET IN YOUR EYES (R)—Four Stars Sales.....	10	2
10. OUTSIDE OF HEAVEN (R)—Bregman, Vocco & Conn.....	11	7
11. JAMBALAYA (R)—Acuff-Rose.....	13	14
12. KEEP IT SECRET (R)—Shapiro-Bernstein.....	—	1
13. TAKES TWO TO TANGO (R)—Harman.....	—	5
14. MY FAVORITE SONG (R)—Gold.....	—	2
15. TRYING (R)—Randy Smith.....	—	9

## Best Selling Christmas Sheet Music

- RUDOLPH THE RED-NOSED REINDEER—St. Nicholas
- WHITE CHRISTMAS—Berlin.....
- FROSTY THE SNOWMAN—Hill & Range.....
- I SAW MOMMY KISSING SANTA CLAUS—Harman..
- SANTA CLAUS IS COMING TO TOWN—Feist.....

## Tunes with Greatest Radio and Television Audiences

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's 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 30 in Radio

Because You're Mine (R)—Feist—ASCAP	Outside of Heaven (R)—Bregman, Vocco & Conn—ASCAP
Christmas in Kilnary (R)—Remick—ASCAP	Ruby and the Pearl (R)—Famous—ASCAP
Don't Let the Stars Get in Your Eyes—BMI	Rudolph the Red Nosed Reindeer (R)—St. Nicholas—ASCAP
Frosty the Snowman (R)—Hill & Range—BMI	Santa Claus Is Coming to Town (R)—Feist—ASCAP
Glow Worm (R)—Marks—BMI	Silver Bells (R)—Paramount—ASCAP
Heart and Soul (R)—Famous—ASCAP	Sleigh Ride (R)—Mills—ASCAP
High Noon (R)—Feist—ASCAP	Takes Two to Tango (R)—Harman—ASCAP
I Saw Mommy Kissing Santa Claus (R)—Harman—ASCAP	Two Other People (R)—Chappell—ASCAP
I Went to Your Wedding (R)—St. Louis—BMI	White Christmas (R)—Berlin—ASCAP
I'm Never Satisfied (R)—Simon House—ASCAP	Why Don't You Believe Me? (R)—Brandom—ASCAP
Jambalaya (R)—Acuff-Rose—BMI	Winter Wonderland (R)—Bregman, Vocco & Conn—ASCAP
Keep It a Secret (R)—Shapiro-Bernstein—ASCAP	Wish You Were Here (R)—Chappell—ASCAP
Lady of Spain (R)—Sam Fox—ASCAP	You Belong to Me (R)—Ridgeway—BMI
My Baby's Coming Home (R)—Rosbury—ASCAP	Your Mother and Mine (R)—Disney—ASCAP
My Favorite Song (R)—Gold—ASCAP	Yours (R)—Marks—BMI

### Top 10 in Television

Because You're Mine (R)—Feist—ASCAP	My Lady Loves to Dance (R)—United—ASCAP
Christmas in Kilnary (R)—Remick—ASCAP	Silver Bells (R)—Paramount—ASCAP
Don't Let the Stars Get in Your Eyes (R)—Four Star—BMI	Why Don't You Believe Me? (R)—Brandom—ASCAP
I Went to Your Wedding (R)—St. Louis—BMI	Winter Wonderland (R)—Bregman, Vocco & Conn—ASCAP
King's New Clothes (R)—Frank—ASCAP	Wish You Were Here (R)—Chappell—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 McEllin, Ltd. (Mellin)	11. Zing a Little Zong—Maddox (Burvan)
2. You Belong to Me—Chappell (Ridge-way)	12. Walkin' My Baby Back Home—Victoria (De Sylva, Brown & Henderson)
3. Isle of Innisfree—Peter Maurice (Leeds)	13. Somewhere Along the Way—Magna (United)
4. Half as Much—Robbins, Ltd. (Acuff-Rose)	14. I Went to Your Wedding—Victoria (St. Louis)
5. Forget Me Not—Reine (Chappell)	15. Meet Mister Callaghan—Toff (Leeds)
6. Walkin' to Missouri—Dash (Hawthorne)	16. Blue Tango—Mills (Milt)
7. Faith Can Move Mountains—Dash (Hill & Range)	17. My Love and Devotion—John Fields (Shapiro-Bernstein)
8. Feet Up (Pat Hill on the Po-Po)—Cinphonic, (Hawthorne)	18. Take My Heart—Dash (Sandy Joy)
9. Sugarbush—Chappell (G. Schirmer)	19. Auf Wiederseh'n Sweetheart—Maurice (Hill & Range)
10. Honing Waltz—Reine (Miller)	20. I'm Yours—Mellin (Algonquin)

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RCA-VICTOR 20-4940  
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PERMO, INC.  
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"Music for the Tired Businessman"  
Presented by  
**The Superb Ed. Kay Ensemble**  
Featuring the Voice of  
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A Custom-Made 10" LP  
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HERE IS THE ORIGINAL!

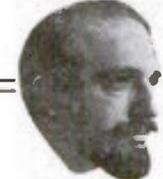
**MIKE PETTISON QUARTET**  
On 20th Century

**"I'LL ALWAYS LOVE YOU SOME"**  
TC 5006  
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**LONDON RECORDS**

The finest sound on record!

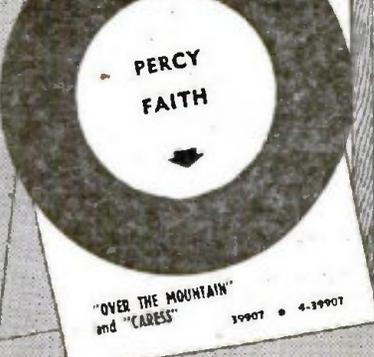
# COLUMBIA COUNTER-POINTS



**The Pitch**  
**From Mitch**

What would you kids like Santa to bring you this year? From Columbia, that is. During 1952 we turned out a batch of hits that should have had your cash register jingling cheerfully every week, and we'd like to keep up the same pace for 1953, for you and for us. We started the year out with Johnnie Ray's "Cry," which kept running far into the spring. Jo Stafford came along with "Around the Corner," and "The Three Bells" by Les Compagnons de la Chanson started out on its round. Then there was "Pittsburgh, Pennsylvania" (from Guy Mitchell) and "A Guy Is A Guy" from Doris Day. Doris teamed up with Frankie Laine for "Sugarbush," while Percy Faith brought you "Delicado." Rosemary Clooney had "Half as Much" in the late spring, and Johnnie Ray turned in another with "Walkin' My Baby Back Home." Then we heard from Rosie again with "Botch-A-Me." Sammy Kaye turned out "Walkin' to Missouri," which took a long time to build but is still up there, and Frankie Laine's great "High Noon" came along at about the same time. We teamed Mariene Dietrich with the Clooney girl for "Too Old to Cut the Mustard," introduced Art Lowry's first record and brought out Jo Stafford "Jambalaya" to start the autumn. Sarah Vaughan came through with "My Tormented Heart" for some steady movement, Jo caroled "You Belong to Me," and we moved into the string of highly profitable hits going at the moment. In addition to a solid procession of salable discs, we introduced Art Lowry and Felicia Sanders to records, and we did a lot of experimenting. Some of it worked, some of it didn't. The point is, we tried to give you a busy and interesting year in the record business, and I think we succeeded pretty well. So that more or less, is what we plan to toss down your chimneys—another busy and interesting twelve months while we keep playing Santa Claus as well as we can.

*Mitch*



**PERCY FAITH**

**"OVER THE MOUNTAIN" and "CARRESS"**  
39907 • 4-39907

*her newest!*

**MINDY CARSON**  
with Orchestra and Chorus under the direction of Jimmy Carroll

**TELL ME YOU'RE MINE**  
(Per Un Socio D'Amor)

**THE CHOO BUY SONG**  
(Peanut, Popcorn, Crockerjack, Jelly Apple)

78 rpm 39914 • 45 rpm 4-39914

---

*from "Hollywood's Best"*

**ROSEMARY CLOONEY joins HARRY JAMES in**

**YOU'LL NEVER KNOW**  
and **THE CONTINENTAL**

78 rpm 39905 • 45 rpm 4-39905

---

*hitting the big numbers—*

**RAY PRICE**

**DON'T LET THE STARS GET IN YOUR EYES**  
**I LOST THE ONLY LOVE I KNEW**

78 rpm 21025 • 45 rpm 4-21025

*new folk music releases*

**DON GIBSON**  
**SAMPLE KISSES**  
**LET ME STAY IN YOUR ARMS**  
78 rpm 21060 • 45 rpm 4-21060

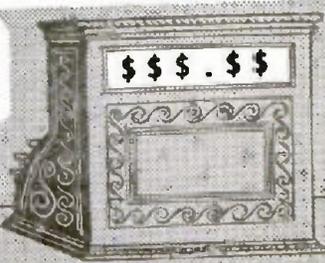
**THE STAMPS QUARTET**  
**SING, BROTHER, SING**  
**ONE OF HIS OWN**  
78 rpm 21058-a • 45 rpm 4-21058-a

**DAISY MAE AND OLD BROTHER CHARLIE**  
**I'D RATHER BE AN OLD MAN'S DARLIN'**  
**THAT'S WHY YOU'RE MY SWEETHEART**  
78 rpm 21059 • 45 rpm 4-21059

---

*from the repertoire of Josef Marais and Miranda—*  
*the new hit by*

**DORIS DAY and JOHNNIE RAY**  
**MA SAYS, PA SAYS**  
**A FULL TIME JOB**  
78 rpm 39898 • 45 rpm 4-39898



**FOR CHRISTMAS...  
New This Year!**

**ROSEMARY CLOONEY and GENE AUTRY**  
**THE NIGHT BEFORE CHRISTMAS SONG**  
**LOOK OUT THE WINDOW**  
39876 • 4-39876

**JIMMY BOYD**  
**I SAW MOMMY KISSING SANTA CLAUS**  
**THUMBELINA**  
39871 • 4-39871

**FRANKIE LAINE and JO STAFFORD**  
**CHRISTMAS ROSES**  
**CHOW, WILLY**  
39893 • 4-39893

**SWING AND SWAY with SAMMY KAYE**  
**ALL AROUND THE CHRISTMAS TREE**  
**SANTA, SANTA, SANTA CLAUS**  
39894 • 4-39894

**CHRISTMAS 'ROUND THE WORLD**  
**THE MARINERS in eleven beautiful carols**  
"Lp" CL 6227 • 45 Set B-321

**Best Sellers**  
*Based on actual sales reports for week ending December 12*

<b>IMMY BOYD</b> <b>I SAW MOMMY KISSING SANTA CLAUS</b> <b>THUMBELINA</b> 39871 • 4-39871	<b>DORIS DAY and JOHNNIE RAY</b> <b>MA SAYS, PA SAYS</b> <b>A FULL TIME JOB</b> 39898 • 4-39898	<b>SAMMY KAYE</b> <b>WALKIN' TO MISSOURI</b> <b>ONE FOR THE WONDER</b> 39769 • 4-39769
<b>O STAFFORD</b> <b>KEEP IT A SECRET</b> <b>ONCE TO EVERY HEART</b> 39891 • 4-39891	<b>FRANKIE LAINE</b> <b>I'M JUST A POOR BACHELOR</b> <b>TONIGHT YOU BELONG TO ME</b> 39903 • 4-39903	<b>RAY PRICE</b> <b>DON'T LET THE STARS GET IN YOUR EYES</b> <b>I LOST THE ONLY LOVE I KNEW</b> 21025 • 4-21025
<b>JO STAFFORD</b> <b>JAMBALAYA</b> <b>EARLY AUTUMN</b> 39838 • 4-39838	<b>LES COMPAGNONS DE LA CHANSON</b> <b>THE THREE BELLS</b> <b>WHIRLWIND</b> 39657 • 4-39657	<b>ROSEMARY CLOONEY</b> <b>IF I HAD A PENNY YOU'RE AFTER MY OWN HEART</b> 39892 • 4-39892
<b>ROSEMARY CLOONEY and HARRY JAMES</b> <b>YOU'LL NEVER KNOW</b> <b>THE CONTINENTAL</b> 39905 • 4-39905	<b>JO STAFFORD</b> <b>YOU BELONG TO ME</b> <b>PRETTY BOY</b> 39811 • 4-39811	<b>FRANKIE LAINE</b> <b>HIGH NOON</b> <b>ROCK OF GIBRALTAR</b> 39770 • 4-39770

# COLUMBIA RECORDS

Columbia, "Masterworks", "Red", and "Blue" Trade Marks Reg. U. S. Pat. Off. "Harmon" Registered

The Billboard Music Popularity Chart

... for Week Ending December 13

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

NEW RECORDS TO WATCH

**DORIS DAY-PAUL WESTON ORK**  
 Mister Tap Toe ..... 87  
 COLUMBIA 39006—Dodo's first rhythm side since "Guy Is a Guy" should be another winner for the dulcet-voiced thrush. It's a bright, foot-tappingly happy novelty, sure by the ebullient in breezy style with fine help from the vocal group and exciting backing from the ork. This one should take off quickly and grab much loot.  
 Year Mother and Mine... 75  
 Doris Day hands the tune from the forthcoming Walt Disney flick "Peter Pan" an appealing vocal, over a lovely arrangement by the Weston ork. Side should catch spins when the flick opens.

**NAT (KING) COLE**  
 Strange ..... 85  
 CAPITOL 2300—A lovely new ditty is handed a top-flight interpretation by Cole, over a bouancy, Latin-styled ork arrangement. The ork work is a bit cluttered but the tender Cole vocal, and the catchiness of the tune should help move this into the winning circle. The jukes have a com-crabber here.  
 How... 82  
 Cole turns in another strong reading, this time on a pretty ballad, selling the item in his usual warm, smooth style. Ork backing is catnip. Side should also be a good seller for the warbler, and the delays will hand it a bundle of spins.

**SUNNY GALE**  
 A Stolen Waltz ..... 83  
 V 20-5103—The thrush has a striking piece of material here, and she hands it a soulful reading, in keeping with the sad feeling of the ditty, aided very strongly by the stand-out organ backing. This is a potent disk and it could break thru. It should pull action with the delays and on the boxes. Both sides of this disk are strong.  
 Teardrops on My Pillow... 83  
 Sunny Gale comes thru with a solid reading of a bright new rhythm tune, selling it in her best "I Laughed at Love" manner, over a pounding ork backing. Side swings and should become a healthy coin-grabber for the thrush.

**MINDY CARSON**  
 Tell Me You're Mine ..... 82  
 COLUMBIA 39914—Pretty Italian melody is showcased by Miss Carson in her best side on the label to date in a warble full of sexy warmth and convulsed emotion. It's then picked up and projected lustily by the chorus. Side could attract ditty. The original wailing of the tune by the Gaylords on Mercury is starting to step out.  
 The Cheap Buy Song... 76  
 Novelty about good things to eat is sung cheerfully by the thrush here. Backing has plenty of bouancy and sparkle.

**THE FOUR KNIGHTS**  
 A Million Tears ..... 81  
 CAPITOL 2315—The quartet's great style makes this pretty near the most powerful version of the poignant opus. The slow, but penetrating beat adds special values. This version of the song, that has been doing business in an earlier treatment by Little Syvie, could easily step '4.  
 Oh, Happy Day... 71  
 Expressionless reading of the original Howard wailing is seconded here by the lead singer. (It might be questioned if this kind of duplication is necessary.)

**PERCY FAITH ORK**  
 Over the Mountain ..... 80  
 COLUMBIA 39907—Tender ditty has a gentle appeal that might capture attention if exposed sufficiently. The ork and chorus under Faith perform admirably. A beautiful side. Tune was penned by Josef Marais.  
 Ceres... 75  
 Warm instrumental has a teasing heat and a liberal amount of forthcoming flavor. Arrangement is smooth and sophisticated and the Faith strings bow it with elegance. Fine program was.

**ROBERTA LEE-JERRY GRAY ORK**  
 Hold Me, Thrill Me, Kiss Me ..... 79  
 DECCA 28320—The the Katon Chandler wailing of the very ballad has a big head spin. Miss Lee comes thru with a great cover job and should be able to win some of the surplus action. One of the canary's best in a long time.  
 Do You Know Why?... 7a  
 Another warm warble by Miss Lee full of her special brand of charm. Romantic ditty, however, doesn't have the appeal of flip.

**HUGO WINTERHALTER ORK**  
 The Second Star to the Right ..... 78  
 V 20-5092—A smooth interpretation of the ditty from the forthcoming Walt Disney "Peter Pan." The chorus and ork perform the tune carefully, and a bit too reverently, but jocks will spin.  
 Year Mother and Mine... 7a  
 New issue from "Peter Pan" is handed a careful reading by warbler.  
 (Continued on page 38)

Popular

**DORIS DAY**  
 Mr. Tap Toe—Columbia 39006—The thrush has a bright, catchy novelty here, and she hands it a breezy vocal. Rhythmic backing adds interest. A strong entry.

**MINDY CARSON**  
 Tell Me You're Mine—Columbia 39914—Love ballad in the continental manner is handed a most expressive rendition by the songstress and chorus. Side could be a big one for Mindy.

**SUNNY GALE**  
 Teardrops on My Pillow  
 A Stolen Waltz—RCA Victor 20-5103—Here are two strong sides by Sunny Gale. "Teardrops" is a booney, rhythm effort, that moves all the way and could grab juke loot. "Waltz" is a striking weeper, with an unusual and appealing organ backing. Good wax.

**FELICIA SANDERS-PAUL WESTON ORK**  
 People in Love Can Be Lonely—Columbia 39900—Felicia Sanders, new thrush on the label, turns in a sock vocal on this haunting new ballad. Disk may not be a smash hit, but the songstress who has a fine voice, is worth keeping an eye on.

Rhythm & Blues

**BILLY WARD AND HIS DOMINOES**  
 The Bells—Federal 12114—This, an unusual side, could be a big one for the side. It bears watching. Sad blues includes a crying jag, as the lead tells the story of his sweetheart's funeral.  
 Fred Paulin's Papa... 76  
 Ward's group, as usual, delivers a solid reading of the material. The gimmick here is in the lyrics of the ditty. Should do well for the group.

**LESTER WILLIAMS ORK**  
 If You Know How Much I Love You... 79  
 SPECIALTY 450—A melodic ballad and a very effective vocal by the orkster makes this a potent wailer. Ork work behind the singer is powerful. A good r&b. Item that should grab spins.  
 Brand New Baby... 77  
 The warbler turns in a strong vocal on this pounding blues effort, selling it forcefully, over a solid beat by the ork. Material is routine, but performance is fine. This side too looks headed for some loot.

**ROY HILTON ORK**  
 Believe Me Baby ..... 78  
 SPECIALTY 446—A smooth luscious side. Milton sings the pleasant blues in his own bright style, and the ork arrangement is attractive. Deejays will spin this cutting and it should get action on the boxes.  
 Blue Turning Grey... 76  
 The ork is handed an old-fashioned jazz interpretation by Milton, who throws in some wail-singing along with his vocal. Ork work is danceable.

**(TINY) KENNEDY**  
 Strange Kind of Fretting ..... 78  
 TRUMPET 187—The warbler has been rejected by his gal and she chants his feelings about the situation. Kennedy is energetic and is supported in great style by the driving ork. Good for the coin boxes.  
 Party in the Morning, Baby... 76  
 Kennedy shows an interesting change of pace here. He sings the unusual blues with great warmth and conviction. A good side.

**SNOKEY HOGG**  
 Do It No More ..... 75  
 FEDERAL 12109—Hogg has come up with a slick bunk of material here and he sells it to the hilt. Should make the straic with ops.  
 Keep A-Walkin'... 66  
 This is all cut of all-too-familiar cliché.

Country & Western

**WADE RAY**  
 The Things I Might Have Been ..... 80  
 V 20-5091—Here's a powerful rendition of the oldie. Wade Ray belts out this touching ballad with much true emotion. Tune itself has zots. This could break thru, with enough exploitation. It's a fine job by the country singer.  
 It's All Your Fault... 78  
 Bouncy tune musically, but with unimpressive lyric, given a vocal by Wade Ray. A noisy Boggs' steel guitar makes a good backing.

**LEON PAYNE**  
 Liza! to My Heart ..... 79  
 CAPITOL 2295—A particularly attractive ditty is amply chanted by Payne. Could be one of the best disks he's cut in a long time.  
 Stateman... 72  
 Novelty ditty with a twist ending gives Payne a chance to switch to his light-hearted style. Good listening.

**CURTIS CORDON**  
 The Greatest Sin ..... 75  
 V 20-5062—This is a real country tear-jerker which could bust thru. Oddly enough it was penned by a couple of Broadway hitbillies—Cy Coben and Charlie Green. It sounds authentic, too.  
 You Ain't Seen Nothing Yet... 71  
 More good channing from Cordon. This time on a somewhat lighter-hearted piece of material.

**BUD HOBBS**  
 Pick Up Truck ..... 85  
 MGM 1139—Fetchingly novelty, aptly sung by Hobbs, with the Trail Riders delivering a lively backing. A strong side that could pull loot.  
 I Believe You Battle to the End... 80  
 Lyric is somewhat charged here, detracting from effect. Bud Hobbs sings a smooth vocal.

**JIMMIE LOGSDON**  
 I Wanna Be Married ..... 75  
 DECCA 28302—Lively, almost lively, country novelty gets a good performance here. Logsdon's vocal is infectious. Instrumental backing carries fine heat.  
 That's When I Love You the Best... 71  
 A real weeper. Logsdon sings the sad story as if he means it. The side is a change of pace from the flip.

**JIMMY HEAP-PERK WILLIAMS**  
 Heartbreaker ..... 74  
 CAPITOL 2294—Evidently Heap and the crew supply a fine background for Williams' channing a good country item which could set some action for the boys.  
 You Didn't Have Time... 72  
 The nasal-voiced Williams handles the story here on a somewhat typical country ballad, but he does it with much feeling.  
 (Continued on page 41)

Rhythm & Blues

**BILLY WARD AND HIS DOMINOES**  
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 Keep A-Walkin'... 66  
 This is all cut of all-too-familiar cliché.

Latin American

**FERNANDO ROSAS**  
 Lgrimas De Josefina ..... 78  
 V 23-588—A Latin Western ditty is handed a strong reading by Rosas with bright how-down backing by the ork, and some vocal shouts by the men. An interesting and happy side, that should create action.  
 Los Pajaros... 77  
 Rosas does another good job here on a breezy novelty, with vocal help from the side men. Tune is catchy and side should pull spins on Spanish deejay shows.

**ISOLINA CARRILLO y su CONJUNTO**  
 Tu Campana No Tiene Baidulo ..... 78  
 V 23-587—A wild guaracha is handed a strong performance by the singer, with the help of a girl's duo, on this fine platter. Ork backing is solid all the way. A good disk.  
 Cuba Que Linda Eres... 75  
 The warbler does an effective job as he tells of the beauties of Cuba, on this pretty quality. The girl's duo supports the singer stylishly.

**CONJUNTO NACIONAL de COMPADRE SALAS**  
 Un Capicheo ..... 77  
 V 23-590—The vocal group turns in a good performance on this light bouncy item, and the ork adds strong support to the singers. A good platter.  
 Flor De Sangure... 68  
 A slight polka is played carefully and mechanically by the Salas ork on this instrumental etching.

**HERNANDES PADILLA**  
 Gracias Mi Amor ..... 75  
 V 23-589—A lovely and danceable bolero is smoothly chanted by the Mexican vocal group while the chorists in the ork supply a slick background.  
 Olvida Tado... 75  
 More of the same 'here.

**TITO PUENTE**  
 El Mambao Diabolo ..... 75  
 TIC 10-143—Another striking contribution from Puente on a Latin-American jazz ditty. This time he uses a xylophone for part of the group.  
 Monterey... 73  
 Vicentino Valdes handles the vocal chores on this mambo reading by the Puerto ork. It's typical of the ork's work—good.

**JOE LAGO ORK**  
 Bei Mir Bial Du Shores ..... 74  
 TIC 10-140—If this isn't a natural for the Manhattan-Latin dancers.  
 (Continued on page 41)

Sacred

**LOUWEN BROTHERS**  
 Do You Love What You Preach ..... 75  
 MGM 1139—The background diet does another of their own sacred items with plenty of sincerity. Should do well for them.  
 I Live With God... 75  
 The boys deliver another fine gospel ditty for a fine two-sided platter.

**BROWN'S FERRY FOUR**  
 You Must Be Born Again ..... 70  
 KING 1133—The quartet delivers another of their typical sacred readings which should please the home folks who're familiar with the quartet's work.  
 Praise God He Lovin' Everybody... 70  
 Ditto.

Children's

**RAY HEATHERTON**  
 Alice in Wonderland (Part 1 & 2) ..... 83  
 COLUMBIA 315V 50a—Two youngsters meet up with flip in this fine introduction to the classic tale. Heather-ton does a most appealing job on the lyrics, which tell the story ably and simply. Disk is one of two to-be-here in Columbia's new play-color record book. There are eight pages of illustrations for Junior in Part 1.  
 Snow White and the Seven Dwarfs (Part 1 & 2)... 88  
 More of the same on the Disney perennial.

**ROCKY JONES**  
 Rocky Jones and the Space Pirates (Part 1 & 2) ..... 81  
 COLUMBIA 315V 50b—This exciting story of space strife should keep youngsters glued to their seats. The latter is a great whose business grounds are the interplanetary disaster routes. Needless to state, there are several straitened moments before Rocky Jones and his crew win out. Story, with great sound effects, is told with rare elegance. A good disk for kids around its and over.  
 (Continued on page 41)

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

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, 10; arrangement, 10

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

*America's Number 1 Queen of Song*

with a **NEW**  
**SMASH** hit...



**JONI JAMES**

*Singing ...*

" **WISHING  
RING** "

" <sup>B/W</sup> **HAVE YOU  
HEARD** "

**BEST SELLER**  
**TOMMY EDWARDS**  
**YOU WIN AGAIN**

*B/W* **SINNER OR SAINT**  
MGM 11326 (78) - K 11326 (45)

MGM 11390 (78 rpm) • K 11390 (45 rpm)

**PICKED BY ALL THE TRADEPAPERS!**

**CASHBOX**  
"SLEEPER OF  
THE WEEK"

**BILLBOARD**  
"NEW RECORDS  
TO WATCH"

**VARIETY**  
"BEST BET"

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT  
701 SEVENTH AVE. NEW YORK 30 N.Y.

The Billboard Music Popularity Charts... for Week Ending December 13

# THIS WEEK'S BEST BUYS

In the opinion of The Billboard music staff, the following new records are most likely to achieve strong popularity in their respective fields. Selections are made, in some cases, after hearing the advance release. Other selections are made after careful analysis of early sales reports and juke box and disk jockey activity. Dealers and operators are advised to analyze their present stocks and future requirements of records applicable to their markets.

## Popular

### HAVE YOU HEARD

**WISHING RING**—Joni James—M-G-M 11390  
Despite continued strong action on "Why Don't You Believe Me," thrush's new release has started off fast. Fast Eastern distribution has already put top side on Philadelphia territorial and "Ring" on Boston chart. Disk also is beginning to kick off in Midwest. Tho a good two-sider, initial reaction is favoring "Have You Heard." Latter side is top pick by jockeys and dealers this week.

### I'M JUST A POOR BACHELOR

**TONIGHT YOU BELONG TO ME**—Frankie Laine—Columbia 39903  
Top side picked by dealers and jockeys this week. New Orleans chart lists "Tonight." Number two on label's new record re-orders and second with the New York distributor. Growing in Buffalo and Chicago.

### NO MOON AT ALL

Ames Brothers—Les Brown Ork—Coral 60870  
Growing re-orders have moved disk up to third spot among label's new records. Reports show disk is building steadily in Philadelphia, Western New York, St. Louis and on West Coast.

## Country & Western

### I LET THE STARS GET IN MY EYES

**WAITING FOR A LETTER**—Goldie Hill—Decca 28473  
Look like Decca is shaking another gal loose as budding hill-billy star. Answer to "Don't Let the Stars Get in Your Eyes" has gotten off to a good start in sections of the South and around Detroit. Has been number one in new record re-orders with label for last two weeks. Picked by dealers and deejays.

## Rhythm & Blues

### STORY FROM MY HEART AND SOUL

**BOOGIE WOOGIE WOMAN**—B. B. King—RPM 374  
Sales starting off strongly in South. Good initial action also in Newark and New York. Just being received in some parts. "Story" picked by dealers and flip by operators this week.

### BABY DON'T DO IT

**TAKE ALL OF ME**—"5" Royales—Apollo 443  
Just being released to most spots, disk has been tested for the past few weeks in the Carolinas and has broken wide open with top lid leading way. But it's a strong two-sider and could easily go both ways.

## Spiritual

### MOVE UP TO HEAVEN

**I'LL BE HOME FOR CHRISTMAS**—Pilgrim Travelers—Specialty 837  
Strong coupling by group. Both sides doing well now. Top side stacks up to hang around well after the holidays.

## Hot Jazz

### PARADISE SQUAT

Count Basie—Mercury 69014  
A strong jazz entry which is busting thru in the r.&b. field in spots around the country. Especially strong in L. A. and around Buffalo.

## Late Reports on Recent "Best Buys"

Following are condensed reports, based on late field information from all segments of the trade, showing the program being made by records which have been selected as "Best Buys" during recent weeks.

## Popular

### MUST I CRY AGAIN

**I KEEP TELLING MYSELF**  
Hilltoppers—Dot 15034  
Broke out strongly in Buffalo last week. Beginning to get some action in New York. Picked by jockeys. Good action reported in Chicago, Cincinnati, St. Louis, Indianapolis, Pittsburgh, and a number of Southern cities.

### I SAW MOMMY KISSING

**SANTA CLAUS**  
Spike Jones—RCA Victor 20-5067  
Disk hit deejay and sales chart high this week, but the Jimmy Boyd really stepped out during the week and increased its lead. A study of the pop territorial charts showing the comparative action on the three versions is very revealing.

### FULL TIME JOB

**MA SAYS, PA SAYS**  
Doris Day—Johnnie Ray—Columbia 39898  
Good action in L. A., Chicago and Buffalo on top side. St. Louis prefers other side. Strong distributor action in Cincinnati, New York and Newark. Number 2 with label.

### IT'S WORTH ANY PRICE

**YOU PAY**  
Eddy Howard—Mercury 70015  
Hit jockey list again at number 20. Steady rise on juke box chart. Disk has not yet hit big in any area, but is holding well. Reports show optimism for record after holidays. Number 3 in label's re-orders.

(Continued on page 44)

## 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

- HAVE YOU HEARD**  
Joni James—M-G-M 11390
- I'M JUST A POOR BACHELOR**  
Frankie Laine—Columbia 39903
- FULL-TIME JOB**  
Doris Day—Johnnie Ray—Columbia 39898
- NINA NEVER KNEW**  
Sauter-Finegan Ork—RCA Victor 20-5065
- I WISH I COULD SHIMMY LIKE MY SISTER KATE**  
Francis Faye—Capitol 2278
- LIES**  
Perry Como—RCA Victor 20-5064
- BYE-BYE BLUES**  
Les Paul—Mary Ford—Capitol 2318

### Country & Western

- BLUE SNOW FLAKES**  
Ernest Tubb—Decca 28453
- DON'T LET THE STARS GET IN YOUR EYES**  
Red Foley—Decca 28460
- THE CHILD'S SIDE OF LIFE**  
John Horton—Mercury 70014
- A FOOL SUCH AS I**  
H. Snow—RCA Victor 20-5034
- I LET THE STARS GET IN MY EYES**  
Goldie Hill—Decca 28473
- I COULD NEVER BE ASHAMED OF YOU**  
H. Williams—M-G-M 11366

### Rhythm & Blues

- STORY FROM MY HEART AND SOUL**  
B. B. King—RPM 374
- REAL FINE GIRL**  
Joe (Playmate) Fritz—Prestock 1806
- HOW LONG**  
Fats Domino—Imperial 5209
- SOFT**  
Tiny Bradshaw—King 5577

## The Disk Jockeys Pick

### Popular

- HAVE YOU HEARD**  
Joni James—M-G-M 11390
- MUST I CRY AGAIN**  
Hilltoppers—Dot 15034
- I'M JUST A POOR BACHELOR**  
Frankie Laine—Columbia 39903
- FULL-TIME JOB**  
D. Day-J. Ray—Columbia 39998
- MA SAYS, PA SAYS**  
D. Day-J. Ray—Columbia 39898
- THE WORLD IS WAITING FOR THE SUNRISE**  
Stan Freberg—Capitol 2279
- I DON'T CARE**  
V. Damone—Mercury 70011
- TONIGHT YOU BELONG TO ME**  
Frankie Laine—Columbia 39903
- WITHOUT MY LOVER**  
Mitch Miller Ork—Columbia 39901

### Country & Western

- NO HELP WANTED**  
Carlisle—Mercury 70028
- GOING STEADY**  
Fair and Young—Capitol 2299
- GONE**  
Terry Preston—Capitol 2298
- I LET THE STARS GET IN MY EYES**  
Goldie Hill—Decca 28473
- I COULD NEVER BE ASHAMED OF YOU**  
H. Williams—M-G-M 11366

## The Operators Pick

### Popular

- FULL TIME JOB**  
D. Day-J. Ray—Columbia 39898
- MA SAYS, PA SAYS**  
D. Day-J. Ray—Columbia 39898
- NINA NEVER KNEW**  
Sauter-Finegan Ork—RCA Victor 20-5065
- A SHOULDER TO WEEP ON**  
June Valli—RCA Victor 20-5017
- GREYHOUND**  
Buddy Morrow Ork—RCA Victor 20-5041
- LIES**  
P. Como—RCA Victor 20-5064

### Country & Western

- A FOOL SUCH AS I**  
H. Snow—RCA Victor 20-5034
- DON'T TRIFLE ON YOUR SWEET-HEART**  
E. Tubb—Decca 28448
- CHINA DOLL**  
S. Whitman—Imperial 8156
- DEEP BLUE**  
R. Foley—Decca 28478
- IT'S THE KIDS WHO PAY**  
M. Bee—Capitol 2259

### Rhythm & Blues

- FRIENDSHIP**  
Lynn Jordan—Decca 28444
- GREYHOUND**  
Winonie Harris—King 4592
- GABBIN' BLUES**  
Big Maybelle—Okeh 6931
- BOOGIE WOOGIE WOMAN**  
B. B. King—RPM 374
- SOFT**  
Tiny Bradshaw—King 4577

## Country & Western

**BLUE SNOWFLAKES**  
Ernest Tubb—Decca 28453  
Breaking big thru the South and in Pennsylvania. Looks like it can be a standard Christmas item for Tubb.

**NO HELP WANTED**  
Carlisle—Mercury 70028  
Very strong in the Carolinas and doing well around Chicago. Top pick by jockeys.

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

Hit national sales chart at Number 10. Flip side picked by jockeys.

**I'LL GO ON ALONE**  
Marty Robbins—Columbia 21022  
Hit fifth position on national jockey chart. Very strong in Chicago.

## Rhythm & Blues

**GABBIN' BLUES**  
Big Maybelle—Okeh 6931  
This has the earmarks of being a big one. New indie distributors for Okeh have kicked it off fast and it's already on charts for St. Louis and New York. Strong action in Newark and in parts of the South.

**I'M GONE**  
Shirley and Lee—Aladdin 3153  
Hit national sales chart at Number 10.

**ROCK, ROCK, ROCK**  
Amos Millburn—Aladdin 3158  
Continued strength in areas previously reported plus growing Southern action.

## RECORD DEALERS—

Each week dealers buy, for customer distribution, over 20,000 copies of Today's Top Tunes—The Billboard's weekly record sales list. "This Week's Best Buys" are now listed in Today's Top Tunes. For details write: Today's Top Tunes, The Billboard, 2160 Patterson St., Cincinnati, Ohio.

## JUKE BOX OPERATORS—

Title strips for each of the records listed in "This Week's Best Buys" are available to you. Only those records suitable for juke boxes are included in weekly title strip releases. For more information write: Title Strip Service, The Billboard, 1564 Broadway, New York City.

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**A DYNAMIC NEW HIT BY  
PATTI PAGE**

**'CONQUEST'**

COUPLED WITH

**"WHY DON'T YOU BELIEVE ME"**

MERCURY 70025·70025X45

**AMERICA'S FASTEST RISING BEST SELLER**

**"TELL ME  
YOU'RE MINE"**

**EXCLUSIVELY ON MERCURY**

**THE  
GAYLORDS**

NEW SINGING SENSATIONS FROM DETROIT  
A 'BILLBOARD BEST BUY' RECORD  
MERCURY 70030·70030X45

**JUST  
RELEASED**  
AND GETTING  
LOTS OF  
ATTENTION!



**"PRETEND"**

A BEAUTIFUL NEW INSTRUMENTAL SMASH BY  
**RALPH MARTERIE**  
AND HIS GREAT ORCHESTRA

Flip Side "AFTER MIDNIGHT"  
MERCURY 70045·70045X45

**COMING**

**NEXT  
WEEK**

**A GREAT  
NEW RELEASE  
BY  
VIC DAMONE**



The Billboard Music Popularity Charts

... for Week Ending December 13

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 3 columns: This Week, Last Week, Weeks on Chart. Lists top 20 singles including 'WHY DON'T YOU BELIEVE ME?' and 'I SAW MOMMY KISSING SANTA'.

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 3 columns: This Week, Last Week, Weeks on Chart. Lists top 20 juke box records including 'GLOW WORM' and 'WHY DON'T YOU BELIEVE ME?'.

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 3 columns: This Week, Last Week, Weeks on Chart. Lists top 20 jockey records including 'WHY DON'T YOU BELIEVE ME?' and 'GLOW WORM'.

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 3 columns: This Week, Last Week, Weeks on Chart. Lists top 10 popular albums including '33 1/3 R.P.M.' and 'I'm in the Mood for Love'.

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 3 columns: This Week, Last Week, Weeks on Chart. Lists top 15 children's records including 'ROBIN HOOD' and 'BOZO HAS A PARTY'.



The Billboard's Music Popularity Charts

... for Week Ending December 13

# Territorial Best Sellers (Popular)

LADDER OF  
**Best Sellers**  
FROM  
**King**  
AND  
**Federal**  
**RECORDS**  
Popular

**RUBY WRIGHT**  
HOT DOG BAG  
LEAVE IT ALONE  
15210 and 45-15210

**STEVE LAWRENCE**  
TANGO OF ROSES  
HOW MANY STARS HAVE  
TO SHINE  
15208 and 45-15208

**BILLY WARD AND HIS  
DOMINOES**  
I'M LONELY  
YOURS FOREVER  
12106 and 45-12106

**Folk/Western**

**MOON MULICAN**  
A CRUSHED RED ROSE  
(AND A FADED BLUE  
RIBBON)  
A THOUSAND AND ONE  
SLEEPLESS NIGHTS  
1152 and 45-1152  
PIPELINER BLUES  
SUGARBEEF  
1137 and 45-1137

**YORK 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 45-1149

**DELMORE BROS.**  
THAT OLD TRAIN  
I NEEDED YOU  
1141 and 45-1141

**COWBOY COPAS**  
LOVE ME NOW  
FEELIN' LOW  
1151 and 45-1151

**Rhythm/Blues**

**EARL BOSTIC**  
YOU GO TO MY HEAD  
THE HOUR OF PARTING  
4586 and 45-4586

**TINY BRADSHAW**  
SOFT  
STRANGE  
4577 and 45-4577

**LULIU REED**  
MY STORY  
LET ME BUY YOUR LOVE  
4578 and 45-4578

**THE SWALLOWS**  
WHERE DO I GO FROM  
HERE?  
PLEASE, BABY, PLEASE  
4579 and 45-4579

**Federal**

**BILLY WARD AND HIS  
DOMINOES**  
I'D BE SATISFIED  
NO ROOM  
12105 and 45-12105

**THE BELLS**  
PEDAL PUSHIN' PAPA  
12114 and 45-12114

**THE ROYALS**  
ARE YOU GETTING  
WHAT DID I DO  
12113 and 45-12113

DISTRIBUTED BY

**King**  
**RECORDS**  
INC.

**New York**

1. Why Don't You Believe Me  
J. James, M-G-M
2. I Saw Mommy Kissing Santa  
Claus  
J. Boyd, Columbia
3. Don't Let the Stars Get in  
Your Eyes  
P. Como, Victor
4. Takes Two to Tango  
P. Bailey, Coral
5. Glow Worm  
Mills Brothers, Decca
6. You Belong to Me  
J. Stafford, Columbia
7. Keep It a Secret  
J. Stafford, Columbia
8. Lady of Spain  
E. Fisher-H. Winterhalter,  
Victor
9. Trying  
Hilltoppers, Dot
10. Heart and Soul  
Four Aces, Decca

**Detroit**

1. Till I Waltz Again With You  
T. Brewer, Coral
2. Why Don't You Believe Me  
J. James, M-G-M
3. Tell Me You're Mine  
Gaylords, Mercury
4. Hold Me, Thrill Me, Kiss Me  
K. Chandler, Coral
5. Don't Let the Stars Get in  
Your Eyes  
P. Como, Victor
6. I Saw Mommy Kissing Santa  
Claus  
J. Boyd, Columbia
7. Blue Violins  
H. Winterhalter, Victor
8. Oh Happy Day  
D. Howard, Essex
9. Glow Worm  
Mills Brothers, Decca
10. I Saw Mommy Kissing Santa  
Claus  
M. Bee, Capitol

## This Week's Territorial Best Sellers to Watch

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

- Chicago.... PRETEND** Ralph Marterie—Mercury 70045
- Philadelphia.... CHRISTMAS** Eddie Fisher—Victor 20-5038
- Philadelphia.... HAVE YOU HEARD** Joni James—MGM 11390
- Boston.... YOU'RE ALL I WANT FOR CHRISTMAS** Eddie Fisher—20-4911
- Boston.... WISHING RING** Joni James—MGM 11390
- Atlanta.... CHRISTMAS FESTIVAL** LeRoy Anderson—Decca 16041
- St. Louis.... SOCKO THE SMALLEST SNOWBALL** Bell Sisters—Victor 20-5015
- New Orleans.... I WISH I COULD SHIMMY LIKE MY SISTER KATE** Frances Faye—Capitol 2278
- New Orleans.... TONIGHT YOU BELONG TO ME** Frankie Laine—Columbia 39903

**Chicago**

1. Oh Happy Day  
D. Howard, Essex
2. Don't Let the Stars Get in  
Your Eyes  
P. Como, Victor
3. I Saw Mommy Kissing Santa  
Claus  
J. Boyd, Columbia
4. Tell Me You're Mine  
Gaylords, Mercury
5. Glow Worm  
Mills Brothers, Decca
6. I Saw Mommy Kissing Santa  
Claus  
S. Jones, Victor
7. Till I Waltz Again With You  
T. Brewer, Coral
8. Conquest  
P. Page, Mercury
9. Pretend  
R. Marterie, Mercury
10. Keep It a Secret  
J. Stafford, Columbia

**Boston**

1. I Saw Mommy Kissing Santa  
Claus  
J. Boyd, Columbia
2. Don't Let the Stars Get in  
Your Eyes  
P. Como, Victor
3. Why Don't You Believe Me  
J. James, M-G-M
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. Lady of Spain  
E. Fisher-H. Winterhalter,  
Victor
8. You're All I Want for  
Christmas  
E. Fisher-H. Winterhalter,  
Victor
9. Keep It a Secret  
J. Stafford, Columbia
10. Wishing Ring  
J. James, M-G-M

**Atlanta**

1. Why Don't You Believe Me  
J. James, M-G-M
2. Why Don't You Believe Me  
P. Page, Mercury
3. Glow Worm  
Mills Brothers, Decca
4. Don't Let the Stars Get in  
Your Eyes  
P. Como, Victor
5. Keep It a Secret  
J. Stafford, Columbia
6. I Saw Mommy Kissing Santa  
Claus  
J. Boyd, Columbia
7. Takes Two to Tango  
P. Bailey, Coral
8. Jambalaya  
J. Stafford, Columbia
9. It's in the Book  
J. Standley, Capitol
10. Christmas Festival  
L. Anderson, Decca

**St. Louis**

1. I Saw Mommy Kissing Santa  
Claus  
J. Boyd, Columbia
2. I Saw Mommy Kissing Santa  
Claus  
S. Jones, Victor
3. Keep It a Secret  
J. Stafford, Columbia
4. Takes Two to Tango  
P. Bailey, Coral
5. Why Don't You Believe Me  
J. James, M-G-M
6. Silver Bells  
Bing Crosby, Decca
7. It's in the Book  
J. Standley, Capitol
8. My Baby's Coming Home  
L. Paul & M. Ford, Capitol
9. Don't Let the Stars Get in  
Your Eyes  
P. Como, Victor
10. Socko the Smallest Snowball  
Bell Sisters, Victor

**Los Angeles**

1. Why Don't You Believe Me  
J. James, M-G-M
2. I Saw Mommy Kissing Santa  
Claus  
J. Boyd, Columbia
3. Because You're Mine  
M. Lanza, Victor
4. Glow Worm  
Mills Brothers, Decca
5. It's in the Book  
J. Standley, Capitol
6. Why Don't You Believe Me  
P. Page, Mercury
7. Hold Me, Thrill Me, Kiss Me  
K. Chandler, Coral
8. I Went to Your Wedding  
P. Page, Mercury
9. Don't Let the Stars Get in  
Your Eyes  
G. MacKenzie, Capitol
10. Meet Mr. Callaghan  
L. Paul, Capitol

**Pittsburgh**

1. Why Don't You Believe Me  
J. James, M-G-M
2. Glow Worm  
Mills Brothers, Decca
3. Oh Happy Day  
D. Howard, Essex
4. I Saw Mommy Kissing Santa  
Claus  
J. Boyd, Columbia
5. Don't Let the Stars Get in  
Your Eyes  
P. Como, Victor
6. Lady of Spain  
L. Paul & M. Ford, Capitol
7. Water Can't Quench the Fire  
of Love  
G. MacKenzie-H. O'Connell  
Capitol
8. Jambalaya  
J. Stafford, Columbia
9. Keep It a Secret  
J. Stafford, Columbia
10. Because You're Mine  
M. Lanza, Victor

**Seattle**

1. Why Don't You Believe Me  
J. James, M-G-M
2. Glow Worm  
Mills Brothers, Decca
3. Don't Let the Stars Get in  
Your Eyes  
P. Como, Victor
4. It's in the Book  
J. Standley, Capitol
5. Because You're Mine  
M. Lanza, Victor
6. Nina Never Knew  
Sauter-Finegan, Victor

**Cincinnati**

1. Why Don't You Believe Me  
J. James, M-G-M
2. Don't Let the Stars Get in  
Your Eyes  
P. Como, Victor
3. It's in the Book  
J. Standley, Capitol
4. I Saw Mommy Kissing Santa  
Claus  
S. Jones, Victor
5. Keep It a Secret  
J. Stafford, Columbia
6. I Saw Mommy Kissing Santa  
Claus  
J. Boyd, Columbia
7. Lady of Spain  
E. Fisher-H. Winterhalter,  
Victor
8. Glow Worm  
Mills Brothers, Decca
9. I Saw Mommy Kissing Santa  
Claus  
M. Bee, Capitol

**Dallas-Ft. Worth**

1. You Win Again  
T. Edwards, M-G-M
2. It's in the Book  
J. Standley, Capitol
3. Why Don't You Believe Me  
J. James, M-G-M
4. I Saw Mommy Kissing Santa  
Claus  
J. Boyd, Columbia
5. Don't Let the Stars Get in  
Your Eyes  
P. Como, Victor
6. Glow Worm  
Mills Brothers, Decca
7. Keep It a Secret  
J. Stafford, Columbia
8. Blue Violins  
H. Winterhalter, Victor

**Denver**

1. Jambalaya  
J. Stafford, Columbia
2. Glow Worm  
Mills Brothers, Decca
3. It's in the Book  
J. Standley, Capitol
4. I Went to Your Wedding  
P. Page, Mercury

**Washington, D. C.**

1. It's in the Book  
J. Standley, Capitol
2. Don't Let the Stars Get in  
Your Eyes  
P. Como, Victor
3. I Saw Mommy Kissing Santa  
Claus  
J. Boyd, Columbia
4. Glow Worm  
Mills Brothers, Decca
5. Till I Waltz Again With You  
T. Brewer, Coral
6. Keep It a Secret  
J. Stafford, Columbia
7. Takes Two to Tango  
P. Bailey, Coral
8. You Belong to Me  
J. Stafford, Columbia
9. Why Don't You Believe Me  
J. James, M-G-M
10. Lady of Spain  
L. Paul & M. Ford, Capitol

**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. Takes Two to Tango  
P. Bailey, Coral
5. Keep It a Secret  
J. Stafford, Columbia
6. Jambalaya  
J. Stafford, Columbia
7. Glow Worm  
Mills Brothers, Decca
8. Don't Let the Stars Get in  
Your Eyes  
P. Como, Victor
9. Christmas Day  
E. Fisher, H. Winterhalter-  
Victor
10. Have You Heard  
J. James, M-G-M

**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. My Baby's Coming Home  
L. Paul-M. Ford, Capitol
4. Keep It a Secret  
J. Stafford, Columbia
5. Trying  
Hilltoppers, Dot
6. I Wish I Could Shimmy Like  
My Sister Kate  
F. Faye, Capitol
7. Tonight You Belong to Me  
F. Laine, Columbia

struttin' down the street to another big hit!

that hit-making lass



# DORIS DAY

offers...

# MISTER TAP TOE



with  
**THE NORMAN LUBOFF CHOIR**  
and  
**PAUL WESTON**  
and his Orchestra

b/w  
**YOUR MOTHER AND MINE**  
from "Peter Pan"  
with  
**THE FOUR LADS**

78 rpm 39906 • 45 rpm 4-39906

another "Guy Is a Guy" hit from . . .

## COLUMBIA RECORDS

Trade Marks "Columbia," "Masterworks," "C" Reg. U. S. Pat. Off. Marcos Registradas

wright

The Billboard Music Popularity Charts

Classical Records

... for Week Ending December 13

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.

Table with 4 columns: Rank, Title, Composer/Conductor, Weeks on Chart. Includes Beethoven Symphony No. 5, Shaw: Don Juan in Hell, Berlioz: Harold in Italy, Verdi: La Traviata, Rachmaninoff: Concerto for Piano & Ork.

45 R.P.M.

Table with 4 columns: Rank, Title, Composer/Conductor, Weeks on Chart. Includes Tchaikovsky: Swan Lake Ballet, Tchaikovsky: Nutcracker Suite, Rachmaninoff: Concerto for Piano No. 2, Offenbach: Gaite Parisienne, Rossini: William Tell Overture.

Reviews of the Current Classical Releases

CHORAL CARAVAN—The De Pair Infantry Chorus: Leonard de Paur, Cond. (1-10") Columbia (33) AAL 22

This is an excellent discing of the de Pair Infantry Chorus, one of the finest choruses of its type around today. On this set the group displays its versatility and wide appeal by singing three army-type songs and three Latin-American folk songs.

VICTOR HERBERT: PAN AMERICANA, AMERICAN FANTASY, IRISH RHAPSODY—The Philadelphia Pops Orchestra: Eugene Ormandy, Con. (1-10") Columbia (33) AAL 21

Victor Herbert fans, of which there are many, should enjoy this minor discing, which includes three of his large-scaled orchestral works. They are played with a brightness and charm by the Philadelphia Pops orchestra, directed by Eugene Ormandy.

RATINGS: 90-100 Top; 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.

YOUR RECORD PROBLEMS DISAPPEAR... when you team up with RCA VICTOR'S custom record service.

RCA CUSTOM MAKES Every type and speed record including: 45's and 78's children's records, a variety of special records to meet your individual require ments.

RCA VICTOR custom record sales RADIO CORPORATION OF AMERICA. NEW YORK, CHICAGO, HOLLYWOOD. A SOLID NAME BEHIND YOUR LABEL.

VOX JOX

By GENE PLOTNIK

Gimmix Walter Phillips, deejay at WLW, Cincinnati, has started a daily 15-minute show called "Krazy Kwitt," based on record excerpts that tie in with the commercials, thus mixing up the selling with comedy. Jerry Kay, WVEZ, New Orleans, has his listeners call in during the early part of his show to guess the number one song. First two to give the correct answers get free passes to the local cinema. Jack McDermott, W.O.B., Gardner, Mass., when he gets a male vocalist's recording of a tune as well as a female's, plays both simultaneously on separate tables, fading out the male on one chorus and the thrush on the next. Then he asks listeners to write in saying which version they think will become the bigger hit. Rex Dale, WKCV, Cincinnati, is doing regular appearances at teen cafés at the high schools, and is campaigning for the establishment of a teen-age nitery with soft drinks only and name tables.

Chatter Jay Creedon is back in Providence, with two record shows daily on WICE. Roger Stevens of WTR, Albany, N. Y., now has a Sunday evening long-hair disk show entitled "Off - in the Cuff Concert." Bob Jenkins, deejay on KONO.

YESTERYEARS' TOPS

- The nation's top tunes on records or reported in The Billboard DECEMBER 19, 1942 1. White Christmas 2. Mr. Five by Five 3. Praise the Lord 4. When the Lights Go On Again 5. I Had the Craziest Dream 6. Dearly Beloved 7. Serenade in Blue 8. Juke Box Saturday Night 9. There Are Such Things 10. Moonlight Becomes You

- DECEMBER 20, 1947 1. Near You 2. How Soon 3. Too Fat Polka 4. Ballerina 5. You Do 6. Civilization 7. Serenade of the Bells 8. -And Mimi 9. Golden Earrings 10. Till Dance at Your Wedding

San Antonio, now signs on each evening with his own theme song, written by Ben Oakland (Continued on page 41)

DEALER DOINGS

M-G-M Records has announced the winners of the window display competition which it co-sponsored with M-G-M Pictures to promote the movie "Singin' in the Rain" and the record album taken from its sound track. Contest was open to teams of record dealers and theater managers who jointly co-operated in window-dressing tie-ups. First prize of \$100 was split between Leslie Spottford, of the Wilson Music Company, Rutland, Vt., and Frank Vennell, of Rutland's Para mount Theater. Thomas A. Robinson, of Green-ee's Music House, Athens, Ohio and Ben Geary, of the Athena Theater, divided the second prize of \$50. The \$30 third prize went to Robert Hannan, of G. C. Murphy Company, Harrisburg, Penn., and William J. Tramboukis, of the neighborhood Louie's Theater.

Around and About

Ferguson Record Shop, Memphis, thinks Capitol and Columbia should improve their numerical catalog service. Says Columbia's months behind releases. Says further that distributors' salesmen aren't any help, since they don't seem to have up-to-date listings either. Notes that RCA Victor seems to be the only major label which keeps distributors and (Continued on page 44)

Popular Record Reviews

Continued from page 30

Stuart Foster, over a pretty arrangement by the Winterhalter orchestra and chorus. Tho this tune is handled almost like a hymn, it should catch deejay spins.

JUNE CHRISTY My Heart Belongs to Only You...75 CAPITOL 2308—Miss Christy wields the sentimental ditty a sweet reading, full of warmth and charm. Here's a disk that could move with exposure. Best waxing. I Was a Fool...74 Another fine waltz by the songstress. Flip has the greater potential, tho.

FELICIA SANDERS-PAUL WESTON ORK People in Love...77 COLUMBIA 39908—Felicia Sanders, new thrush on the label, turns in a rock performance on her first release, doing an outstanding job with a lovely, Cole Porterish type ballad. The ork work by the Weston crew is very smooth. The gal has a fine voice and this note, with enough push could break thru. It's a lovely waxing. Please Be Good While I'm Gone...72 With the help of the Four Lads, the number one that her love be good while she's gone. Gal tries an intimate style here, but the sounds much less attractive than on the flip.

ART LOUWY ORK The Girl Without a Name...77 COLUMBIA 39904—Instrumental item from the new Broadway comedy click "Seven Year Itch" could break for the hit class if it gets the exposure. It's done simply and has a lot of quality and appeal of "Third Man Theme." Most City Set...75 A good reading of the ballad with Louwy making with some semi-bonky tone piano and the vocal group handling the lyric. Short enough to interest ops.

JANE TURBY-GRADY MARTIN ORK That Heart Belongs to Me...77 DECCA 28499—Fine nature from the pen of Webb Pierce is awarded a fresh and appealing reading. Support by the Grady Martin combo is a steady beat and just the right proportion of corn. Jukes and jukes can use. Felicia Speerhearts...74 Pleasant ditty is warbled persuasively by Miss Turby to strong backing by the ork. Flip has better chance, tho.

LEZA MORROW-BILL STEGMAYER ORK When They Ask About You...76 KING 1214—The great ballad is warbled with great expression by Leza Morrow. Her warm and sultry style projects easily on wax. Side bears watching. Mindstep! Cakewalks...74 Another strong effort by the songstress. Arrangement of the rhythm organ has a couple of listenable oddity twists.

LITA ROZA I Woke Up Crying...76 LONDON 1281—Ditty, constructed as a refrain from a well-known operatic ballad, is warbled prettily by Miss Roza. The English thrush should come in for more domestic attention via this attractive entry. Tears...74 Another sympathetic vocal effort by the gal. Her rendition of the romantic weeper should be received well by the jocks.

BILLY MAY ORK A Cute Piece of Property...75 CAPITOL 2297—A peppy new item is performed tastefully by the May ork, with the Emores singing it cutely and with precision. The ork continues to stress the shirring sides on this buoyant effort. It should interest the jocks. Deafwood...74 A moody wailing instrumental is performed in listenable style by the May crew, which emphasizes the brass and reed sections throughout. Interesting side, tho not specially exciting. Ork's fans will enjoy.

JANE PICKENS Half a Heart...75 V 20-5096—Here's a lovely waxing by Jane Pickens, singing this pretty new tune with fast voices, up the aid of "Jub-lee." The arrangement is most attractive and the thrush shows off her warm, intimate style, with the four voices bringing back memories of the Pickens Sisters. Side could rack up attention with enough exposure. Intermittent...72 Another appealing side by the thrush, once again accompanied by herself, on the wistful melody of a decade ago. Arrangement is both unusual and listenable.

CONNIE BOSWELL It Made You Happy...75 When You Made Me Cry...75 DECCA 2458—Deccas could use this to advantage to spice up programming. Miss Boswell backs the oldie neatly over chattering backing by the Lawson-Haggar jazz combo. Should bring back pleasant memories. Singin' the Blues (Till My Baby Comes Home)...74 Great blues singing is caught here in soft and appealing accompaniment. Another good one for the jocks. Disk should be pushed by dealers to patrons well past their teens.

SPIKE JONES ORK—THE BEFL BROTHERS Swells the smallest from ball...75 V 20-5013—The pals and Spike's crew do a fine job with some really cute material. Should get some deejay play, but is destined to be overshadowed by Spike's "I Saw Mommy Kissin' Santa Claus." Bartered Christmas...75 More cute material here, but the sales potential is just about the same.

EDMUNDO ROS ORK Las Vegas—Rumba...75 LONDON 1262—Once again the Ros crew proves that it's one of the best Latin-American acts on either side of the Atlantic ocean. A fine instrumental this. Ole Mambo...75 Ros handles the lyrics which consist of nothing but repeating "ole, nie, ole" at intervals. It's another fine Ros jazzy discing.

LEROY HOLMES ORK Japanese Swindman...74 M-G-M 11188—Holmes leads his ork in a breezy reading of the ditty. A good dance starter. Bala...71 This robust and energetic reading of the film scoring makes for a good instrumental waxing.

DELTA RHYTHM BOYS I'm Never Get Out of This World Alive...74 V 20-5094—The new Hank Williams tune, now coming up the C&B, field receives a strong performance from the vocal group, who sing it with spirit over a bright ork backing. With exposure this side should create some buzz. I'm Used to You...71 The Delta Rhythm Boys are smooth on this new ballad with the lead singer doing a pleasant job with the vocals. The boys back the leads in standard style.

MARY OSBORNE TRIO Easy to Love...73 M-G-M 11387—Tasteful singing of the Cole Porter ditty from the Thacker "Born to Dance." Backing features piano and guitar. Good filler wax for the more sophisticated juke joints. Twhitch on the Tramp...73 More of the same treatment, this time on an item from the film "Ode." "The Trail of the Lonesome Pine."

JAN GARBER ORK If You See Stars in My Eyes...73 CAPITOL 2312—Smooth backing by the Garber combo provides a tasteful backing for Roy Corderell's warble of the romantic item. Good trip wax. People Wop...78 Opens with a slight novelty touch in taken at a genre bouzouk by the ork. A listenable instrumental.

NAVIER CUGAT ORK My Shave...72 MERCURY 7024—This is a re-arranging of the standard "Shave and a Dance" item which Eugie had a hand in writing and which he cut originally years ago on another label. It's still a beautiful thing and well-placed. Maria My Own...72 The Jack Halloran vocal group handles the lyrics on this familiar Latin-cubana melody. Doesn't sound much like what one expects from the Cugat ork, but it's still a highly listenable discing.

LEE LAWRENCE Fascination...72 LONDON 1266—The familiar waltz is handled with emotion and drive by Lawrence in one of his best sides. A Violin, a Serenade...79 Ditty is a pop rewrite of a familiar melody and Lawrence sings it with much emotion. He lacks, however, the "different" sound which would identify him as apart from many other capably singers.

FERRANTE AND TRICHER Susanna's Last Stand...78 ENTIRE 1016—This is the piano duet arrangement of "Oh, Susanna" and it features interesting piano sounds as played here by the pair. It may catch a few deejay plays here and there but the disk does not live up to its initial promise. Caravans...65 This is a rather unusual arrangement of the Ellington-Tiptop oldie, as played here by the piano team of Ferrante and Tricher, on the first single release on the new Columbia label. Side starts out brightly but doesn't hold interest.

LITTLE BILLY BIG—THE KNIGHTINGALES I Set to Her...47 KEM 2717—Lightweight ditty has the feeling of a nursery rhyme or kidney tho the lyrics are a straight pop. Chatter is okay, but only as an imitation of Nat Cole. Vengeance...67 Material here is stronger, but the disk's sales appeal is still about the same.

REGGIE KAY-BERNIE WYTE ORK Christmas Christmas Tree...67 DANA 2094—Reggie, first of all, is a girl. Ditty is a good enough juke-at-time item which is aimed at the moppet market—but the juxtaposition is pretty heavy. Mr. Snowman...67 Bright polka tempo ditty packs lots of spirit via the smart ork. Gene Cherry handles the lyrics capably.

(Continued on page 41)

**20,000** Listener letters and calls acclaimed this performance in a blank label "mystery voice" contest conducted by major Deejays!

# JANE PICKENS

*Singing as "The Pickens Sisters" in a great multiple recording ...*



# "HALF A HEART"

and

# "INTERMEZZO"

RCA Victor 20-5096; 47-5096



MIDNIGHT

MIDNIGHT

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MIDNIGHT  
MIDNIGHT**

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(A Hit Team on TV and Radio)

**"LET'S FLY AWAY"**

Words and music by Nita Mitchell  
3203 (78 & 45)

**LARIAT RECORDS**

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The Billboard Music Popularity Charts

... for Week Ending December 13

**TOP COUNTRY & WESTERN RECORDS**

**FOLK TALENT AND TUNES**

By JOHNNY SIFFEL.

**Artists' Activities**

Bea Terry, the publicist, is now handling Jimmy Boyd, the Columbia boy star. Boyd may do a rodeo show this summer for Abby Greshler, his manager. Norm (Circus) Riley is promoting Lefty Frissell from January 7-27. He is also seeking Coast dates for Slim Whitman. Jim Stanton, Rich-R-Tone and Acme chief, reports that Smokey Drew, Sikeston, Mo., has been added. The Stanley Brothers, Carter and Ralph, last with Columbia, also have returned to Rich-R-Tone. Ole Rasmussen took out incorporation papers in Los Angeles for a bar and restaurant operation. An all-star cast, including Eddie Kirk, Eddie Dean, Max Fidler, Billy Hill and others, is working a one-hour TV show Monday nights over KTTV, Los Angeles.

Red Kerec, publicity man for Loy McCormick, the all-night sing promoter, reports that WSB, Atlanta, has started taping half-hour segs of McCormick's audience arena promotions for weekly air-

ing Saturday nights of the shows. Billy McCormick has been ordered out of the army after two years in Korea and is back helping his dad, Rev. Vey Ellis has left Tampa and is new chief of Tennessee Music & Printing Company.

Hill & Range has snared an expansive catalog of sacred and gospel tunes (see separate story this issue in the music section). Patsy Prescott (Lariat) is working in a nitery in Fairbanks, Alaska. Hubert Long, manager of Hank Snow, and not manager of Faron Young, reports that the Victor warbler may play Korea and Japan along with Grandpa Jones and Lew Childre in March. Connie Gay, the Washington, D. C. d. j., is lining up the tour. Curley Williams (Columbia), the songsmith-bandleader, is due in the hospital, shortly before Christmas, for an operation. Williams heard daily on WHMA, Anniston, Ala. is set for weekly dates at various niteries in the vicinity. Carolina Cotton heads for Korea December 19 to entertain troops. Tex Ritter has made a deal with F. Miller, of London, who will handle a line of Ritter's western equipment for kiddies.

**Disc Jockey Doings**

The Jimmy Osbornes (WKLO, Louisville, d.j.) are expecting their second child soon. Their first is four and guests on his daddy's shows. Dewey Gardner, who did "Uncle Dewey" at WAYN, Rockingham, N. C. is back as "Cousin Curly" at WOKO, Albany, N. Y. He needs country and Western releases badly. Gerry (Hayseed) Parsons, CHNS, Hall-

(Continued on page 41)

**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	Weeks on Chart
1. JAMBALAYA—Hank Williams Window Shopping—M-G-M(781128); (45)K-1128—BMI	1	10
2. BACK STREET AFFAIR—W. Pierce I'll Always Take Care of You—Decca(7828369); (45)P-28369—BMI	2	12
3. INDIAN LOVE CALL—Slim Whitman China Doll—Imperial(7818156); (45)XK-18156—ASCAP	3	21
4. DON'T LET THE STARS GET IN YOUR EYES— R. Price I Lost the Only Love I Know—Col(7821025); (45)A-21025—BMI	5	5
5. MIDNIGHT—Red Foley Deep Blues—Decca(7828420); (45)P-28420—BMI	6	6
6. DON'T LET THE STARS GET IN YOUR EYES— S. McDonald Big Family Trouble—Capitol(782216); (45)F-2216—BMI	7	8
7. KEEP IT A SECRET—S. Whitman My Heart Is Broken in Three—Imperial(7811108)—ASCAP	8	2
8. GAL WHO INVENTED KISSING—Hank Snow Fool Such As I—Victor(78105034); (45)F-5034—ASCAP	9	2
9. DON'T LET THE STARS GET IN YOUR EYES— Slim Willet Hoodoo Corners—Four Star(781614); (45)S-1614—BMI	4	7
9. SETTIN' THE WOODS ON FIRE—Hank Williams You Win Again—M-G-M(7811318); (45)K-11318—ASCAP	10	10
9. I'LL NEVER GET OUT OF THIS WORLD ALIVE— Hank Williams I Could Never Be Assured of You— M-G-M(7811366); (45)K-11366—ASCAP	—	1

**Territorial Best Sellers**

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and mail box operators in each of the markets listed.

**Cincinnati**

1. Back Street Affair  
W. Pierce, Decca
2. I'll Never Get Out of This World Alive  
Hank Williams, M-G-M
3. Jambalaya  
Hank Williams, M-G-M
4. Don't Let the Stars Get in Your Eyes  
S. Willet, Four Star
5. Don't Let the Stars Get in Your Eyes  
S. McDonald, Capitol
6. Indian Love Call  
Slim Whitman, Imperial
7. Keep It a Secret  
Slim Whitman, Imperial
8. Don't Let the Stars Get in Your Eyes  
R. Price, Columbia
9. Gal Who Invented Kissing  
Hank Snow, Victor
10. Don't Trifle on Your Sweet-heart  
E. Tubb, Decca

**Nashville**

1. I'll Never Get Out of This World Alive  
Hank Williams, M-G-M
2. Don't Let the Stars Get in Your Eyes  
R. Price, Columbia
3. Midnight  
Red Foley, Decca
4. I'll Go on Alone  
J. Robbins, Columbia
5. Gal Who Invented Kissing  
Hank Snow, Victor
6. New Wears Off Too Fast  
Hank Thompson, Capitol
7. Juke Joint Johnny  
L. Moore, Speed
8. Back Street Affair  
W. Pierce, Decca
9. I Heard a Juke Box Playing  
K. Wells, Decca
10. Keep It a Secret  
Slim Whitman, Imperial

**Houston**

1. Don't Let the Stars Get in Your Eyes

2. S. Willet, Four Star
2. Jambalaya  
Hank Williams, M-G-M
3. Back Street Affair  
W. Pierce, Decca
4. Midnight  
Red Foley, Decca
5. You Win Again  
Hank Williams, M-G-M
6. I'm an Old, Old Man  
Lefty Frizzell, Columbia
7. Keep It a Secret  
Slim Whitman, Imperial
8. I'll Go on Alone  
M. Robbins, Columbia
9. Don't Trifle on Your Sweet-heart  
E. Tubb, Decca
10. Wedding Ring Ago  
K. Wells, Decca

**Memphis**

1. Gal Who Invented Kissing  
Hank Snow, Victor
2. Midnight  
Red Foley, Decca
3. I Heard a Juke Box Playing  
K. Wells, Decca
4. Older and Bolder  
E. Arnold, Victor
5. Our Honey Moon  
Carl Smith, Columbia
6. Somebody Loves You  
E. Tubb, Decca
7. Wedding Ring Ago  
K. Weil, Decca
8. Blue Snowflakes  
E. Tubb, Decca
9. Indian Love Call  
Slim Whitman, Imperial
10. Why Talk to My Heart  
G. Hill, Decca

**New Orleans**

1. Jambalaya  
Hank Williams, M-G-M
2. Almost  
G. Morgan, Columbia
3. One Woman Man  
G. Morgan, Columbia
4. Older and Bolder  
E. Arnold, Victor
5. Settlin' the Woods on Fire  
Hank Williams, M-G-M

(Continued on page 43)

**Correction**  
**Jimmy Smith**  
**"CURB SERVICE"**  
b/w "I'll Love You Tomorrow"  
**RCA VICTOR**  
**20-5088 (78) ; 47-5088 (45)**  
Personal Appearances:  
CONTACT: Jimmy Smith, P.O. Box 1598, Atlanta, Ga.

**Mercury RECORDS** **COUNTRY HITS**

**"NO HELP WANTED"**  
BY **THE CARLISLES**  
MERCURY 70028-70028X45

◆ The Disk Jockeys Pick... **NO HELP WANTED**  
The Carlisles—Mercury 70028

**JOHNNY HORTON**  
**"CHILD'S SIDE OF LIFE"**  
MERCURY 70014-70014X45

**Mercury RECORDS**  
MERCURY RECORDS, CHICAGO, ILLINOIS  
MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

**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-Ft. Worth... **FOOL SUCH AS I**  
Hank Snow—Victor 20-5034
- Dallas-Ft. Worth... **GOIN' STEADY**  
Faron Young—Capitol 2259
- Nashville... **JUKE JOINT JOHNNY**  
Lattie Moore—Speed 108 copyright

Record Reviews

Popular

Continued from page 38
WIMPEY ATWELL
LONDON 1267—Miss Atwell manages to create a stir in this country every once in a while with her plucky tunes.

TROY RAYMORE QUARTET
CRESCENDO 126—A pleasant item is sung nicely by the vocal group with okay support from the combo.

JOE COSTA
Tonight You Belong to Me... 45
M-G-M 11589—Costa won't break thru with this one.

WALTER SCOTT ORK
CRESCENDO 116—A bolero item is played with some spirit by the Scott ork.

PAT HALL-EBERTZER PROUT ORK
A-BELL 425—This is a good enough piano solo reading of the standard.

MICHAEL DELL
Romance in a Dream... 40
MURRAY 102—Love songs is casually produced.

Children's

JERRY WAYNE
Jack and the Beanstalk (Part 1 & 2)... 50
COLUMBIA RCA Victor's '6 in 1' series should move rapidly.

RAY HEATHERTON
Hansel & Gretel (Part 1 & 2)... 50
Same comment. The Humperdick music is quoted.

SALLY AND LEE SWEETLAND
The Travels of Babar... 50
CHILDREN'S RECORD GUILD 204—Diskery has taken the well-known Babar story and made it into a four-part play.

MUGO WINTERHALTER ORK
Never Smile at a Crocodile... 50
V 20-5093—This is one of the happy tunes from the forthcoming movie 'Peter Pan'.

NORMAN INDISE
My Playful Scarf (Part 1 & 2)... 75
CHILDREN'S RECORD GUILD 1078—The idea is said to be for the 3-4 age group.

DAVID PFEFFER
Pedro in Brazil (Part 1 & 2)... 75
CHILDREN'S RECORD GUILD 5034—An album effort, this is to give youngsters some authentic Latin-American folk music.

Country & Western

Continued from page 30

COUSIN JOE MAPPHIS-ROSE LEE
You Can't Take the Heart Out of Me... 73
LARIAT 1275—Cousin Joe and Rose team up for an agreeable vocal on a smart country novelty item.

CLYDE MOODY
Forlorn Me... 73
KINO 1147—An impressive side. Tune has substance and Moody gives it a strong delivery.

DIAMOND BROTHERS
Haley Sidek... 71
V 20-5063—Cute novelty item is purchased with spirit by the boys.

JOHNNY BOND
Born to Be Bad... 70
COLUMBIA 21042—Another routine reading from Bond on okay ballad material.

BILL TRAVELER
My Side of the Story... 69
LARIAT 1204—Okay country ballad gets a fair-to-middling reading.

International

FRANK WOJNAROWSKI
West Virginia Polka... 76
DANA 3105—Labeled notes that the disk is dedicated to 'Chet Rogers'.

RAY HENRY ORK
Blue Eyes... 74
DANA 3103—Ray Henry really gives on this side.

AL SOYKA ORK
Redheaded Turnado... 74
DANA 3101—There is zeal and gusto to this side, plus a considerable amount of melodic ingenuity.

RAY HENRY ORK
Lusty Polka... 73
DANA 3104—Henry ork gets a fine, full sound on this polka.

STEVE ADAMCZYK
Disc Jockey Polka... 72
DANA 3113—Lively and melodic side, this polka cut by Adamczyk and His Hungry Six.

REGINA KUJAWA
Jazz-Oberk... 71
DANA 780—In the three-quarter tempo called oberk the thrush sings an ode to a guy named Johnny.

TED POWERS ORK
Faded Polka... 68
DANA 3105—Recording sound here is not up to the standard which this label has set for itself.

Most Played in Juke Boxes

Table with 3 columns: Rank, Record Title, Weeks on Chart. Top entries include JAMBALAYA by Hank Williams, BACK STREET AFFAIR by W. Pierce, INDIAN LOVE CALL by Slim Whitman.

Most Played by Jockeys

Table with 3 columns: Rank, Record Title, Weeks on Chart. Top entries include BACK STREET AFFAIR by W. Pierce, DON'T LET THE STARS GET IN YOUR EYES by S. Willlet, JAMBALAYA by Hank Williams.

Latin American

Table with 3 columns: Rank, Record Title, Weeks on Chart. Top entries include MAMBO CON EL BIEN by Vin Strong, SALVADOR RUBIO by La Ultima Copra, LOLA FLORES by Paloma La De'ra.

FOLK TALENT AND TUNES

Continued from page 40
fav. N. S. conducted his annual favorite artists' poll of his listeners, with Hank Snow, Will Carter, Hank Williams, Doc Williams, Eddy Arnold and Carl Smith finishing in that order.

IT'S THE 'TENNESSEE TANGO' With the YORK BROTHERS

Another Smash HIT! in Cleveland York Brothers just set ALL-TIME record at the SHOWBOAT Club, Lorain, Ohio.

THANKS TO BILL RANDLE WERE Cleveland Recorded on KING 1135 RIDGEWAY MUSIC, INC. CHARLIE ADAMS 6087 Sunset Blvd. Hollywood 28, Calif.

RESEARCH IS WINNING! Join the MARCH OF DIMES JANUARY 1, 1953

The Billboard Music Popularity Charts

... far Week Ending December 13

# 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	Weeks on Chart	Title	Artist
1	1	12	FIVE LONG YEARS	F. Boyd
2	1	1	I DON'T KNOW	W. Mabon
3	4	6	MY STORY	Chuck Willis
4	2	13	JUKE	Little Walter
5	6	15	YOU KNOW I LOVE YOU	B. B. King
6	3	20	MY SONG	J. Ace
7	1	2	I PLAYED THE FOOL	Clovers
8	3	3	PORT OF RICO	I. Jaquet
9	5	7	HEY, MISS FANNIE	Clovers
10	1	1	I'M GONE	Shirley and Lee
11	1	1	HEY, MRS. JONES	J. Forrest

## Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of rhythm and blues records.

This Week	Last Week	Weeks on Chart	Title	Artist
1	1	10	JUKE	Little Walter
2	4	7	HEY, MISS FANNIE	Clovers
3	1	2	MY STORY	Chuck Willis
4	3	11	FIVE LONG YEARS	E. Boyd
5	4	9	PORT OF RICO	I. Jaquet
6	4	12	YOU KNOW I LOVE YOU	B. B. King
7	1	2	I DON'T KNOW	W. Mabon
8	8	6	I'D BE SATISFIED	Dominoes
9	9	10	OOOH, OOOH, OOOH	Lloyd Price
10	1	1	SAD HOUR	Little Walter

## 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	Detroit
1. I Don't Know W. Mabon, Chess	1. Oooh, Oooh, Oooh L. Price, Specialty
2. Sad Hour Little Walter, Checker	2. My Song J. Ace, Duke
3. Port of Rico I. Jaquet, Mercury	3. I Don't Know W. Mabon, Chess
4. Five Long Years E. Boyd, Job	4. Juke Little Walter, Checker
5. You Know I Love You B. B. King, RPM	5. You Know I Love You B. B. King, RPM
6. Hey, Miss Fannie Clovers, Atlantic	6. Rock Me All Night Long Ravens, Mercury
7. I Played the Fool Clovers, Atlantic	7. Port of Rico Illinois Jaquet, Mercury
8. My Song J. Ace, Duke	8. Hey, Miss Fannie Clovers, Atlantic
9. I Played the Fool Clovers, Atlantic	9. I Played the Fool Clovers, Atlantic
10. Hey, Mrs. Jones J. Forrest, United	10. Daddy, Daddy Ruth Brown, Atlantic

Chicago	St. Louis
1. I Don't Know W. Mabon, Chess	1. I Don't Know W. Mabon, Chess
2. Sad Hour Little Walter, Checker	2. My Story C. Willis, Okeh
3. Port of Rico I. Jaquet, Mercury	3. Sad Hour Little Walter, Checker
4. Five Long Years E. Boyd, Job	4. I Played the Fool Clovers, Atlantic
5. You Know I Love You B. B. King, RPM	5. Gabbin' Blues Big Maybelle
6. Christmas Won't Be Christmas C. Bostick, Chess	6. Five Long Years E. Boyd, Job
7. Johnny, Johnny M. Jones, Modern	7. Hey, Mrs. Jones J. Forrest, United
8. Juke Little Walter, Checker	8. Goodbye, Baby Little Caesar, Recorded in Hollywood
9. Soft Tiny Bradshaw, King	9. Juke Little Walter, Checker
10. Paradise Squat C. Basie, Mercury	10. Port of Rico Illinois Jaquet, Mercury

Los Angeles	Charlotte
1. I Played the Fool Clovers, Atlantic	1. I Don't Know W. Mabon, Chess
2. I'm Gone Shirley and Lee, Aladdin	2. Five Long Years E. Boyd, Job
3. Hey, Mrs. Jones J. Forrest, United	3. My Story C. Willis, Okeh
4. My Song J. Ace, Duke	4. My Song J. Ace, Duke
5. I Don't Know W. Mabon, Chess	5. Hey, Mrs. Jones J. Forrest, United
6. Five Long Years E. Boyd, Job	6. How Long Fats Domino, Imperial
7. Bells Dominoes, Federal	7. I'd Be Satisfied Dominoes, Federal
8. Johnny, Johnny M. Jones, Modern	8. Oooh, Oooh, Oooh L. Price, Specialty
9. You Know I Love You B. B. King, RPM	9. Rock Me All Night Long Ravens, Mercury
10. Smoke Gets in Your Eyes E. Bostick, King	10. Hey, Miss Fannie Clovers, Atlantic

## 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 their markets.

Los Angeles... BELLS	Dominoes—Federal 12114
Los Angeles... SMOKE GETS IN YOUR EYES	Earl Bostick—King 4570
Washington, D. C.	Tiny Bradshaw—King 4577
Chicago... SOFT	Count Basie—Mercury 89014
Chicago... PARADISE SQUAT	CHRISTMAS WON'T BE CHRISTMAS
Chicago... CHRISTMAS WON'T BE CHRISTMAS	Calvin Bostick—Chess 1530

## RHYTHM & BLUES NOTES

The rhythm and blues field, which has never been a quiet one, looks as if it will be in for some healthy action next year, with the possibility of many new artists getting a break and possibly a big record in the field. The large diskeries, which have not meant

very much in the field since the war, are showing an increasing interest. The latest of the large firms to enter the r.&b. field with a flourish is M-G-M Records, which will start issuing platters on a regular schedule starting in January. (See separate story.)

Coral Records will re-activate its subsidiary label, Brunswick, in January for r.&b. and jazz disks, with Phil Rose, former Derby staffer, heading the label. Okeh Records, Mercury Records and RCA Victor Records are moving much more strongly into the r.&b. field, with the Okeh drive beginning to show results via its Chuck Willis waxing of "My Story" and the up-coming Big Maybelle slicing of "Gabbin' Blues" and "Rain Down Rain." The chances of the large labels cracking thru the independent firms' hold on the r.&b. field is something that only time will tell, but it does mean that 1953 shapes up as a busy year.

The major diskeries are not the only ones becoming more active in the r.&b. field. Aladdin Records recently started a new label, Seven-Eleven, and this week Les Bihari, of the Modern and RPM diskeries, started a new r.&b. label, Meteor. Another new r.&b. label is Rockin' Records which

Philadelphia
1. I Played the Fool Clovers, Atlantic
2. Port of Rico I. Jaquet, Mercury
3. You Know I Love You B. B. King, RPM
4. My Heart Belongs to Only You B. McLaurin, Derby
5. I Don't Know W. Mabon, Chess
6. Restless Heart! L. Price, Specialty
7. Hey, Miss Fannie Clovers, Atlantic
8. I'd Be Satisfied Dominoes, Federal
9. Oooh, Oooh, Oooh L. Price, Specialty
10. Rock Me All Night Long Ravens, Mercury

Washington, D. C.
1. You Know I Love You B. B. King, RPM
2. I Don't Know W. Mabon, Chess
3. Soft Tiny Bradshaw, King
4. Hey, Miss Fannie Clovers, Atlantic
5. Port of Rico I. Jaquet, Mercury
6. I Played the Fool Clovers, Atlantic
7. My Song J. Ace, Duke
8. Sad Hour Little Walter, Checker
9. My Story C. Willis, Okeh
10. Goodbye, Baby Little Caesar, Recorded in Hollywood

**PROVEN HITS IN ALL TERRITORIES!**

5099 EDNA MCGRIFF & SONNY TIL  
"Pick-A-Dilly"  
"Good"

5102 THE OKIESLES  
"You Belong to Me"  
"I Don't Want to Take a Chance"

**BIGGER THAN EVER!**

5017 THE OKIESLES  
"Lonely James"  
"What Are You Doin' Now"  
"Year's End"

5045 THE OKIESLES  
"The Lord's Prayer"  
"O Holy Night"

5073 LOVA MCGRIFF  
"Heavenly Father"

**JUST RELEASED! A DEFINITE SMASH!**

5106 HERB LANGE  
"Why Don't You Believe Me"  
"My Inspiration Is You"

**JUBILEE RECORD CO., Inc.**  
315 W. 47th St., N. Y., N. Y.

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## "STILL IN LOVE"

"BABY, I STILL WANT YOU"

Atlantic 982

ATLANTIC RECORDING CORP.  
214 West 54th St. NEW YORK 19, N. Y.

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"GUMBO BLUES"

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**'BLIEVE ME**  
**"BABY"**

ROY MILTON  
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Specialty record

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IT'S A HIT!

**"BELIEVE IN ME"**

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## NEWS NUGGETS

### Long Beach Mulls 15,000-Seat Arena

LONG BEACH, Calif., Dec. 13.—Proposal to build a \$2,750,000 auditorium on the ocean front here with 15,000 movable seats, ice rink, stage and exhibit space was made this week by the convention bureau. Tidelands oil funds would finance it. However, city officials recommended that any such building be located further inland. More conferences on the plans were scheduled.

### MEMPHIS OFFICE SETS FT. WORTH YULE SHOW

FORT WORTH — Early Maxwell Associates of Memphis will promote a Christmas run of "South Pacific" at the Will Rog-

ers Memorial Auditorium here. Show is scheduled December 24-27. Ted Mack's "Amateur Hour" was on on December 6. W. B. Nowlin has quartet programs booked for Saturday (13) and December 31.

### MILWAUKEE STRONG FOR WIRTZ ICER

MILWAUKEE—"Hollywood Ice Revue" with Barbara Ann Scott pulled a 30 per cent hike in attendance over last year's score here. The icer played to about 100,000 November 27-December 7. Final Saturday night and Sunday matinee were sellouts. Engagement followed Denver, where the show's business was weak.

### MELVILLE, SASK. ARENA STUDIES ICE PLANT

MELVILLE, Sask.—Melville Stadium Company is investigating the possibility of installing an artificial ice plant. The 2,820-seat building recently was renovated. Don Melnyk is the new manager. The Queen Street Arena here was destroyed by fire of unknown origin recently. Loss was \$20,000.

### "HOLIDAY ON ICE" FOR COPENHAGEN STAND

COPENHAGEN, Denmark, Dec. 13.—Richard Stangerup, local producer of revues and ice shows, has signed the American ice spec, "Holiday on Ice," for a 20-day stand, starting February 12, in the big Forum exhibition hall. "Holiday on Ice" is currently playing in Switzerland, after which it goes to Spain for a tour prior to coming to Copenhagen.

### GLOBETROTTERS DRAW 8,072 AT CINCINNATI GARDEN

CINCINNATI — The Harlem Globetrotters played to 8,072 people at the Cincinnati Garden Wednesday (10). Their opponents were the Toledo Mercurys.

### "JOHN BROWN" TABS 60 FOR DETROIT STAND

DETROIT — One-night stand of "John Brown's Body" starring Tyrone Power, Judith Anderson and Raymond Massey, grossed \$6,000 in one performance at the Masonic Temple Monday (8), according to Manager William Van Lopik. Attendance was 3,500, or about 80 per cent of capacity, with the house scaled at \$1.20 to \$3.

## Vox Jox

Continued from page 38

and recorded by Artie Wayne's ork and the Morgan Trio... Bill Silbert, Du Mont TV Network deejay, is carrying amateur music talent on his nightly show, and sending off-the-air dinking of them to record company execs. Silbert has just obtained his release from MCA Ltd... Dave Miller has just joined WNJR Newark, N. J... Chuck Thompson and his morning "Chuck and Elmer" show have returned to WFOR, Hattiesburg, Miss., after an engagement in Ohio... Jera Laird has taken over Bill Ruff's deejaying chores at KOLO, Reno, Nev... Ken Elias has moved into the chief announcer job at WTHF, Fort Huron, Mich... John Van has been upped to assistant program director and chief announcer at WCAR, Pontiac, Mich., which expects to go to 50,000 wats around the clock before next summer... Chester Kiser, WWIN, Baltimore, has started a new 6-7 p.m. show concentrating on new releases... Brad Sherman is the new deejay at WFGF, Atlantic City, replacing Charlie WGY, Schenectady, N. Y... Don Lamond had Martin and Lewis on his "Lucky Lager" show on KERO, Bakersfield, Calif.

## Gripes

Bob Cavannah, KRIB, Mason City, Ia., recently traveled 60 miles to Terp, Baltimore, in Auto-Mint to interview Billy May only to run into re-

## Minstrel Show To Open Jan. 5; Sets Fla. Towns

FORT MYERS, Fla., Dec. 13.—The new Bill Bailey Minstrel Show will open at its home base here January 5, with a cast of 50 and plans for a nation-wide tour extending into December, 1953.

Se Rubens, who also operates Re-city Bros. Circus, is in charge of the new unit, which is described as a revival of the old-time minstrel shows in the pattern of Al G. Fields and Lassus White. General manager is Marshall Green. Producer is Happy Kellems, formerly in minstrel shows and more recently a circus clown. He will be assisted by Billy Ormand, who also will be interlocutor. The cast will include Brother Slim Williams, Danny Evans and Possum Gill.

The blackface opera will play one-day stands in auditoriums and arenas. Early stands will include Fort Lauderdale, Hollywood, Miami, Miami Beach and West Palm Beach, Fla.

Plans call for the revival of such traditions as the 11:45 a.m. street parade and daily concerts in front of city halls.

## Cincy Music Hall Bids for City Aid In Improvements

CINCINNATI, Dec. 13.—The Music Hall Association has asked the city to contribute part of the \$379,000 it proposes to spend for improvements on the building. City Manager W. R. Kellogg reported recently. Kellogg said he would recommend to council that some amount be contributed toward the alterations, but would not state what the amount would be.

Kellogg received a report from architects and engineers who made a study of the building. They said it was sound but that it needed rehabilitation. Kellogg said that an improved Music Hall would enable the city to get more conventions and would serve in lieu of a \$6,000,000 convention hall in the downtown area.

Some of the larger items of the proposed program are \$65,000 for heating and ventilating, \$55,000 for masonry work, \$75,000 for painting and \$71,000 for seating improvements.

## Dramatic & Musical Routes

Anonymous Lover; (Casal Detroit, Bill Book and Candie; (Columbia) Akron, O. 17-18; (Auditorium) Rochester, N. Y., 18-20  
Call Me Madam; (Forester Philadelphia, Consant Wife with Katharine Cornell; (Murray Indianapolis, Ind., 18; (Indiana Daily) Bloomington 17  
Country Girl; (Blacktop) Chicago, (Ogilvie Harris) Chicago  
Gilted & Sullied; (Shubert) Washington  
Goodnight, Ladies; (Shubert) New Haven, Conn.  
Ozys and Dolls; (Royal Alexandra) Toronto  
I Am a Camera; (Current) San Francisco  
Introducer; (Ford) Baltimore  
Maid of the Oaks; (Davidson) Milwaukee  
Mr. Roberts; (City Auditorium) St. Joseph, Mo., 17; (Memorial Hall) Independence, Kan., 18; (Memorial Hall) Joplin, Mo., 18; (Convention Hall) Hutchinson, Kan., 20  
Oklahoma; (Memorial Auditorium) Richmond, Calif., 18-17; (Community) Berkeley 18; (College of Pacific) Oakland, 19-20  
Paint Your Wagon; (Shubert) Philadelphia  
Pins of No Return; (Nixon) Pittsburgh, Pa.  
Shirley; (The Ransom) Cleveland  
Skinner; (Columbia) Oia, in Paris '90; Los Angeles  
South Pacific; (Municipal Auditorium) San Antonio, Tex.  
Suzanne; (Shubert) Chicago  
Top Banana; (Great Northern) Chicago

## Skating Shows

SKATING: Vanities-Ozwa & Johnson; (Forum) Wichita, Kan., 15-17; (Ishrine Mosque) Springfield, Mo., 19-22

fusal because of the union restriction on taped interviews... Roger Clark, WNOR, Norfolk, wishes all the labels would ape Capitol and put out five or seven cords with biographical sketches of their artists.

## SKATE OVERLAND?

### West Canadian Icer Carries Own Snowplow

EDMONTON, Alta., Dec. 13.—Winter tramping being what it is in Western Canada, Roy Lisogar's "Canadian Ice Fantasy of 1953" includes a snowplow in its inventory.

The icer opened at Killam, Alta., Tuesday (9) and is contracted to play arenas thruout Alberta, Saskatchewan, Manitoba and British Columbia.

Lisogar, of the Winter Skating Club, Edmonton, is producer and director. Unit has a cast of 36 Canadian skaters and feature acts, with Gloria Dawn of Toronto as the skating headliner. Acts include Bobby Hill, triek roper and rodeo clown, and the Flying Wendts, circus act.

Unit travels by bus and trucks. In addition to the snowplow which will be used to clear roads between stands, the show has portable heated dressing rooms and a portable 60-foot stage.

## Toronto Gardens Freight Is Paid By Pro Hockey

TORONTO, Dec. 13.—Maple Leaf Gardens, Ltd., is running well in the black, and a financial statement issued this week by the Canadian arena corporation, reveals that professional hockey is the reason. At the end of August, 1952, many weeks before the start of the current hockey season, the financial success of the gardens this season was assured by record advance subscriptions of \$284,077, against \$258,470 for the 1951-'52 season.

The corporation has made money every year since it was organized. For the fiscal year ended August 31, 1952, net profit was \$184,850 or \$1.25 a share on 147,116 shares of capital stock, compared with \$172,883 or \$1.17 a share the previous year. Record profits were \$180,339 in fiscal 1948.

However, hockey profits have paid for the physical assets of the gardens, now carried on the books in 1946, the gardens sold \$700,000 of debentures to obtain funds to retire an issue of preferred stock. The debentures were paid off in 1950 from hockey profits.

## Dealer Doings

Continued from page 38

dealers supplied with current and even advance listings, making up re-orders" Outlet also is finding very encouraging response in LP sales due to installation of three high-fidelity demonstrators. Believes latter are a worthwhile investment. Bluebird and Entire LP's are getting off to good start, despite no ad run on them as yet. Plymouth likewise continues as good seller. With LP's now available in three price ranges, Ferguson's looks for a good build-up... Aaron Applebaum, of Bergenfield, N. J., advocates the numbering of hillbilly records in separate groupings. Thinks it works a hardship on the dealer to have to dig thru pop stocks to find this type of record, instead of having it listed as a separate category. Notes that only Columbia, of all major labels, still lists hillbilly fare separately and finds their practice most helpful... Grandma Dean, of Dean Record Shop, Hyannis, Mass., applauds "more early Christmas buying this year than I ever remember." Believes there's a big year ahead for everybody via a tremendous number of new record buyers due to national advertising through speed Webster's changers and new portable three-speed players.

## Culture Droops, Cowboys Click At Canton, O.

CANTON, O., Dec. 13.—Attendance at recent "cultural" shows at Memorial Auditorium here has been weak, but cowboys, singers and Roller Derby pull good crowds, it was observed this week.

The First Drama Quartet's "Don Juan in Hell" attracted only 1,500 customers Sunday (6) despite a large-scale advertising campaign by Lou Platt of LCL Productions, Inc. Charles Wagner's "Carmen" drew only 1,667 for an October stand here. The Slavensak-Franklin Ballet on November 9 had a total of 2,100 for two shows.

In contrast, Roy Rogers had 10,000 in two shows. The Mills Brothers attracted 3,400 and "Holiday on Ice" had 37,000. Roller Derby had 22,000 for the first seven days and was held over for this week.

## Advance Sale For Wirtz Ice Show Started

NEW YORK, Dec. 13.—Advance ticket sale for the "Hollywood Ice Revue" starring Barbara Ann Scott, at Madison Square Garden, will begin Monday (15). It was announced by John Kilpatrick, Garden president. The Arthur M. Wirtz revue will open January 15. Showings will be given nightly thru January 27, and from January 31 thru February 4. Matinees are scheduled for Saturdays and Sundays on January 17, 18, 24, 25, 31 and February 1. The revue will suspend for three days, January 28, 29 and 30 so that other regular events may be accommodated in the Garden.

Because of its success here last winter, the revue has been booked for 24 showings, two more than last year.

## Late Reports on Recent "Best Buys"

### Popular

Continued from page 32

**IF I HAD A PENNY**  
Rosemary Clooney  
Columbia 39892  
**YOU'LL NEVER KNOW**  
Rosemary Clooney-Harry James—Columbia 39905  
At the moment "You'll Never Know" appears to be stronger than the other according to most reports. "You'll Never Know" is tops in new record re-orders with label, "Penny," Number 3.  
**TELL ME YOU'RE MINE**  
Gaylords—Mercury 70030  
Hit best-seller list at number 19. Growing stronger in Chicago and Detroit. Action now starting to the south of those areas and in Philadelphia. Number 2 record with label.  
**BYE BYE BLUES**  
Les Paul—Mary Ford—Capitol 2316  
Disk is beginning to break big in Philadelphia and New York, with good sales started in L. A., Chicago and other Midwest points. Number 2 with label.

### Auditorium Managers:

Help us build a list of promoters who are capable of properly promoting and underwriting attractions in your building. The increased availability of large attractions and package shows hinges upon the number and quality of local promoters. That is why it will be to your advantage to aid in the compilation of as complete a list of local promoters in your area as you can. The name of the promoters in your territory, Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Illinois.

# Hocus-Pocus

By BILL SACRS

**BOB NELSON**, top man in the Nelson Enterprises, Columbus, O., has been signed to do the Dr. Korda Ramona act for the Junior League of Battle Creek, Mich. Nelson recently finished a series of ghost show dates in Northern Pennsylvania and New York and has a few more dates to go until the end of the year. Bob says that the current issue of *Mechanic Illustrated* carries an interesting article on spooks, ghosts, etc., with the writer giving a big plug to the big ghost maker.

Julia Griffin, 11-year-old daughter of Ken Griffin (Navajo, the magician), who succumbed to a cerebral hemorrhage recently, worked with her father's magic turn since she was five years old. She also spent a season with Henry L. Brunk's Comedians.

Jay Palmer, who was proposed for membership in the Adventures Club of New York recently, attended the group's December 11 meeting at the Savoy-Plaza Hotel to give a qualified talk on his various adventures while on tour with USO Camp Shows, Inc., especially those in Alaska where he and Doreen were stranded for two days on a frozen lake while waiting for a helicopter to come to their rescue.

The Blackstone Magic Show went into the Warner Theater, Swampscott, Mass., December 3-4 following weeks run at the Erie Theater, Schenectady, N. Y., ending November 29. At the Erie the show did three performances a day Monday thru Wednesday, and four a day Thursday thru Saturday. Show is set for a week's run at the Seville Theater, Montreal, beginning Christmas Day.

**AUGUSTUS RAPP**, who had his own tent and hall magic show on the road for 60 years and who

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# Versailles, N.Y.

Continued from page 16

sults out of such situations the writers must furnish not only the usual romantic lines but also sufficiently contrasted comedy lines for over-all effect. Zeno and Derrman succeeded in the comedy; they didn't do so well in the romance department. Part of the fault for this can be attributed to unimaginative ballads and inadequate singing voices trained to sell properly. With a couple of shows under its collective belt, the cast, particularly the featured singers, should come up with a better job.

The juvenile, Glenn Burris, and the ingenue, Ann Cardall, played their roles in a plausible enough fashion. A hoked-up boxing scene between the two seemed a little too labored and confusing. The girl's singing (soprano) was just fair. Both read their speaking lines better than they sang.

Jim Hawthorne, with looks and physique, made an amusing Apollo the his tenor pipings clashed with his appearance. Alna Shields' Aphrodite was an excellent interpretation in the modern vein. Incidentally, some of the bits used to explain the mythological character's speaking voice was quite pleasant; her singing, also a soprano, clashed with that of the ingenue. In fact both seemed to sing in the same key.

In the specialty act department, the Cabots (two boys and girl adagio turn) almost stole the show. The fact that an adagio act did that may be a commentary on the major portion of the production. The Cabots, previously caught at Bill Miller's Riviera, were superb. In fact they almost stopped the show in their two spots.

Patricia Bright was hilarious when she did her own material, her rapier-like characterization of the Gabor Sisters was first rate and brought the first good laughs. On the set lines furnished her she missed primarily because the lines themselves were unfunny.

Bobo and Bobby had short bits in the show plus their own spot. In the latter, a rib at "Moaning Low," reminiscent of Clifton Webb and Libby Holman, got yucks. The Love Notes, three fresh-looking attractive girls did a good inging job for the Intros and excellently as talking-moving props with flashlight gimmicks. Jean Bradley, as the snooching society reporter, had a role that didn't seem to have any meaning.

Bernie Wayne, who did the entire score, showed a flair for comedy and novelty songs. His only ballad that meant anything was "Wild Grapes" and even that had a novelty undercurrent. On the novelty side, Wayne's "Too Much Talk" and "Napoleon Brandy" (a shortie based on a singing commercial) were outstanding.

The Billy Livingstone costumes, executed by Florence Lustig, were lavish and must've cost a bundle. Salvatore Gioe's band, working behind a black scrim, cut his h.w. Panchoito did the Latin sessions for dancing.

Bill Smith.

## AGVA Vs. Clubs

Continued from page 18

fund. Guest said he was much interested in what benefits performers will get and just how this fund will be administered. "After we obtain this information we will consider the matter and conduct negotiations if necessary. Meanwhile we have deferred making payments of \$250 a week," he stated.

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# Burlesque Bits

By UNO

Rita Havel, after a week at the Million Dollar Theater, Los Angeles, the new home of Mexican pix owned and managed by Frank Fousse, opened for two weeks at the Tropics niery in Fresno, Calif., thru Lou Dorn of Hollywood. . . The Troc, Philadelphia, was forced to close last week and will have to remain that way until the musicians' labor trouble is settled. . . Cecelia Ostrow, eight-month-old daughter of Pamela Pierce, strip talker, and Stan Stanley, straight man, is trouping via a portable crib with the Stinky Fields' unit on the First Circuit. . . The entire cast of the Roxy, Cleveland, including Maurus Wayne, Bobbi Bruce, Jessica Rogers, Bob Ferguson, Sammy Spears, Don Potter, Crystal Wade and Terry LaRue with manager Jack Beck and producer Eddie Lynch, sponsored a double birthday party backstage for Mary Murray and Tamara on December 1. . . The student body of the Gagwriters Institute plans to make a field trip to the Hudson, Union City, N. J., December 22 to study and analyze techniques of burly comics and sketches in which they perform. The trip is under supervision of George Lewis and his National Association of Gagwriters. . . Freddie Frampton, comic, was compelled to leave his first unit last week in Boston because of a leg ailment. Mac Dennison subbed for him opposite Irving Harzom

during a week in Union City, N. J., and then relieved Jimmie Pinto opposite Stinky Fields in another unit, due to Pinto's migration to niery dates. . . Loney Lewis and Red Marshall are recent feature comic additions to Hirst shows, the former for a tour of the wheel and the latter for a week only.

Arabella Andre writes from San Francisco she is busy signing papers in the process of buying her own local night club to the lunc of 20G. Also other papers that will legally separate her from husband Johnny (Delmar) Becker. . . Harry White and Danny Jacobs continue at the Roxy Montreal. Other principals are Eva Carroll, Ruth Swank, Debra Dante, Kozmy Sheborne, Irene McNeill and Andy Mark. . . Iron Jaw Jackson's specialty act in burly houses, is featuring Carl Iron Jaw Jr., five years old, who raises tables and chairs with his

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## Copa City Lease

Continued from page 18

acts over to Giro's. But Giro's, in turn, may not have any shows. Giro's is enlarging the seating capacity of both the main room and the lounge and—pending final decision on whether or not Copa City will unshutter—is planning an earlier opening. The next week, however, will provide all the answers.

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## '53 RSROA Events Go to Cleveland

SRSTA Representatives Ankle Control Board Meet in Clash Over Jurisdiction

DETROIT, Dec. 13.—Selection of Cleveland for the 1953 American Championships and convention of the Roller Skating Rink Operators' Association, the resignation of Fred J. Bergin as dean of the affiliated Society of Roller Skating Teachers of America, and the resultant dissolution of the board of representatives of the latter body highlighted the three-day semi-annual session of the RSROA Board of Control, which closed Wednesday (10) at the Sheraton-Cadillac Hotel.

Attending the meeting were: Fred A. Martin, Robert Bollinger, Jack Dalton, William T. Brown, Phil Hays, J. W. Norcross, Benjamin F. Morey, Thomas Boydston, R. D. Martin, Edward Stollery, Henry W. Mason, Robert Gould, Charles Sanford, Victor Caille, Edward LaVenture and Fred J. Bergin, all board members.

Also present were James Steigler, Miami; Melvin Broegle, Wichita Falls, Tex.; Al Kish, Toledo, O.; Russell Golden and Russell Golden Jr., Akron; John Stone, Clawson, Mich.; Albert Anselmy, Pontiac, Mich.; John Paxton, Glasgow, Del.; Joseph Nazzaro, San Leandro, Calif.; William McMillan, Denver; Robert Irwin, Chicago; Robert Cawley, Art Litzenberger, Philadelphia; Frank Bartik, Elizabeth, N. J.; George Brett, Dearborn, Mich.; Charles K. Hill, Detroit; and Ella Dlotte, Detroit. Manufacturers were represented

by Vern Fowlkes, Fo-Mac Enterprises, Oklahoma City, Okla.; Harry Portugal, Johnny Jones Jr., Pittsburgh; Max Hyde, Hyde Athletic Shoe Company, Cambridge, Mass.; James Saller Jr., Raybestos-Manhattan Company, Bridgeport, Conn., and Joseph Shevelson, Chicago Roller Skate Company.

### No Longer Dean

The resignation of Bergin, past RSROA president, honorary member of the Board of Control and operator of Estes Park (Colo.) Roller Rink from his post as dean of the SRSTA was reluctantly accepted by the board. Bergin indicated that his action was taken because of the pressure of business, personal interests and "in the interest of harmony in the RSROA."

In a dispute over jurisdiction of judges and examinations for judgeships, "representatives of the SRSTA to the board meeting walked out in spite of appeals by the chair to continue discussions," said President Fred A. Martin. "I had the opportunity of speaking to one of the delegates by telephone later and reiterated the invitation to continue discussions. However, at the time the Board of Control completed business late Wednesday, delegates had not returned and the board felt compelled to take action in passing a resolution citing certain representatives of

(Continued on page 47)

## Paterson Tops In AOW Racing

ELIZABETH, N. J., Dec. 13.—Amassing a total of 333 points, Paterson (N. J.) Arena, of the America on Wheels chain of rinks, has stepped far ahead of its rivals in the Northern racing league. AOW's inter-rink league. Standing a poor second is Mount Vernon (N. Y.) Arena with 142 points.

Other standings are: Boulevard Arena, Bayonne, N. J., 119; Reading (Pa.) Rink, 117; Twin City Arena, Elizabeth, 117; Florham Park (N. J.) Rink, 71; Capitol Arena, Trenton, N. J., 54, and Peckskill (N. Y.) Arena, 26.

Next competitions will be held December 20 at Capitol Arena, Trenton.

## B'port, Mass., Skaters Hold Competitions

BRIDGEPORT, Conn., Dec. 13.—Roller skaters of Bridgeport and Massachusetts competed in the second annual inter-city roller skating competition recently at Park City Skateland here, formerly Holland's Skateland.

Teams from Massachusetts participating were: Coed Club, Austin; Webster Square, Webster; Schowebes, Dorchester; Skateland, Worcester, and Rex and Magic Wheels, Lowell. Park City Skateland represented Bridgeport.

Teams were classified in seven divisions: Juvenile, sub-novice, novice, intra-mediate, intermediate, junior and senior.

Park City Skateland entrants were: Virginia Bognar and James Lavery, senior; Eleanor Mrozak and Frank Boros, juvenile, 12-zip; Diana Lynch and William Dixon, sub-novice; Dorothy Kish and Robert Olix, intra-mediate, barn dance; Dorothy Gosh and Tony Summa, Janet Jackson and Charles Urban, Ann Lyrmire and Charles Gulde, Lillian Kramer and William Kramer, Marie Elberhardt and Clifford Young, Marguerete Mills and Robert Wild, Tom Baldino and Mary Ann Lamoureux, Intermediate style "B" waltz; Joan Blotney and Richard Basque, Marion Ambroster and Tom Lathan, Barbara Fyle and Lawrence Banks, Mildred and Bernard Blotney, Barbara Fyle and Lawrence Banks, Marylen Kovacs, and Robert O'Brien, Eilen Forten and Walter Hopkins.

## Danish Rollery Bows

COPENHAGEN, Denmark, Dec. 13.—Roller skating got under way here in the big Forum Arena Sunday (7) afternoon. The rink has been installed inside the oval track used for the six-day bicycle race, which ended Thursday (4).

This is Copenhagen's first roller rink, and it is an experimental venture run by the promoters of the bike races, which continue thru January.

## Roadshow Rep

ANDREW LEIGH, whose obituary appeared in the December 13 issue of The Billboard, was widely known in rep and tent show circles. He died in his hotel in Chicago just prior to a scheduled radio broadcast. An actor since 1922, Leigh was a veteran of both World Wars and appeared on Broadway in "Deep Are the Roots" and with Mae West. He also had parts in pictures, radio and TV, his most recent video program being "Life With Luigi." During the summer he appeared with dramatic tent shows. Leigh spent three years with the Toby and Ora Slout Players and two with the Gordon Players. L. Verne Slout says that in the permanent stock period, Leigh was one of the leading men much in demand.

"His passing," says Slout, "robs the stage of one of its most conscientious and loyal actors." Albert H. Ward, Portland, Me., cartoonist, has been making dates in Central and Eastern Maine under auspices.

DOC FREEMAN ELLIS who has been in Central Indiana with his East-to-West solo show, reports that business has been only fair. Ellis says that he was going into Michigan but was told that it was poor territory so he now will move into Arkansas and

## Hartford Winner Of 2d Triangular New England Meet

HARTFORD, Conn., Dec. 13.—Team representing the Hartford Skating Palace came out on top at Wednesday night's (3) second triangular skating meet, held at the rink, with the local teams chalking up 43 points as compared with 33 for Riverdale Roller Rink, Springfield, Mass, and 32 for Eli Skating Club, New Haven, Conn.

Nine meets will be held by the three rinks, with each playing host three times. The next meet is slated for December 10 at Riverside. The first meeting, held in November at New Haven, had these totals: Springfield, 41; Hartford, 35, and New Haven, 32. Hartford leads the field. Aggregate scores: Hartford, 78; Springfield, 74, and New Haven, 64.

Rink holding the highest total will compete against high total holders of other New England States at a date to be determined by the New England Roller Skating Rink Association, according to Irv Richland, co-manager of the local rink, and past regional president.

Richland staged his annual Saddle Hawkins Day party at the rink tonight, with prizes for the best costumes, etc.

## W. L. Witherspoon, Former Cincy Op, Dies

CINCINNATI, Dec. 13.—William L. Witherspoon, 61, operator of the old Palace Garden Roller Rink in the East End of Cincinnati until illness forced him to give up work a number of years ago, died December 5 at his home in this city. Earlier in his career Witherspoon was a widely known motorcycle racer, having driven at the old Lagoon Motordrome in Ludlow, Ky.

Witherspoon was a veteran of World War I and a member of the American Legion. Surviving are his widow, mother and three brothers. Services were held December 8 in Christ Church Chapel, Cincinnati, with burial in Evergreen Cemetery, Southgate, Ky.

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then head for the Coast. J. M. Cosgrove asks from Houston if any of the cast of the old-time La Petite Players are still active. Cosgrove remembers Ethel Mabry, Florence DeGarde, Jessie Gilda, Wayne Peters, Jack Herman and Dick Darling. He says that he's currently on the road for a national cosmetic firm and his trip to Houston brought back memories of the old days. Oscar Roux, writing from Lawrence, Mass., says that "the only notes we have now of the gay 10-20-30 and one-night stand shows is what we get in this corner. I've been out of the business for years but I keep in touch with it thru this medium."

## Drivin' Round The Drive-Ins

ROY COCHRAN and Raymond Fischer, who operate four drive-ins in the Little Rock area, have the parking problem licked for their Little Rock drive-in, which opened last week. Thousands of tons of earth were removed from the side of a hill and 11 auto ramps were built, each three or four feet higher than the next one. Two balcony ramps were perched even higher on the hill. Total capacity is 400 cars. Plans of Statewide Drive-In Theater, Inc., to construct a new drive-in in the Allen Village, Tex., shopping center were temporarily stopped when the recommendation of the city planning commission that the area be rezoned from a manufacturing to a residential area was approved by city council. Originally the property had been zoned as residential, but in 1930 was changed to manufacturing. The legality of this rezoning from residential to manufacturing was under fire last week.

W. J. SETTECAST last week announced plans for the construction of a new drive-in to be built on a 19-acre tract at Houston. The drive-in will be for Negro patronage and will have a 400-car capacity. Ben Darby, manager of the Village Drive-In Theater, Ennis, Tex., has started "Carload Nights" at which time as many as can be loaded into one automobile are admitted to the Village for 60 cents per car. Safe crackers broke into the safe at the Airline Drive-In Theater, Houston, and made off with weekend receipts of \$1,450. Guy H. Price, manager, said the thieves ripped off a piece of sheet iron and tore a hole into the sheet rock wall to gain entry.

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# Cleveland Gets RSROA Events

Continued from page 46

the SRSTA, William McMillan and Joseph Nazzaro, whose conduct has been detrimental to the best interests of the association. The Board of Control, under authority expressed in Article 5, Paragraph 1 of the constitution, therefore suspended said representatives until such time as further action can be taken by the board.

As a final action, the Board of Control, in conformity with the acceptance of Bergin's resignation as dean of the SRSTA, the board of representatives of a new dean was considered.

A proposed amendment to the RSROA constitution, balloted on by mail during the preceding two months, was defeated, lacking the necessary two-thirds vote of the membership. This is a proposal to increase the board of directors from the present 11 to 14 members, in order to provide more widespread geographical representation.

However, a new amendment was presented at the meeting by representatives of the Texas, California and Michigan chapters, to be considered at the convention next July, which proposes a compromise arrangement for this set-up, there would be 14 members on the board, with the proviso that there shall be at least one member to represent each of the RSROA regions, of which there are seven.

Joseph P. Seifert, veteran board member and co-operator of Bay Ridge Rink, Bay Ridge, was unable to attend because of hospitalization for sinus treatment.

### New Members

New members accepted by the board were: Myer Simon, Redondo Beach (Calif.); Skateland; James W. Huber, Rollo Dome, Bakersfield, Calif.; Troy Jones, Coliseum Rink, Reading, Calif.; Mrs. Mary Burgess and Lewis Shoemaker, Skyline Roller Rink, Topock, Kan.; and James Fullman, Skateland, Tyler, Tex. Application of Russell J. Golden, Akron Rollerode, was previously approved.

A new four-color membership certificate form with improved design was adopted by the board. No change in text of the form was made.

The board approved a new program of education pamphlets for the rink operators as proposed by Secretary Robert D. Martin. This will be a series of 12 pamphlets, covering planning, construction, and care of maple floors; insurance and the rink, and other phases of operation and interests. They will be available only to RSROA members.

Charging of a registration fee, in addition to entry fee for unattached skaters was approved. This is to be at the discretion of the sanction holder, and not to exceed \$100. This fee may be charged at any meet other than the American Championships. All unattached amateur skaters shall be charged the same rate for any one meet.

A request to continue organization of a new department of the RSROA consisting of rink equipment manufacturers was presented by Max Hyde, of Hyde Athletic Shoe Company, and Joseph Shevelson, Chicago Roller Skate Company. The latter spoke on the subject, stressing the point that the industry now lacks a common organizational meeting ground, as found in most similar business fields. He indicated that manufacturers are vitally interested in participating in the over-all skating program. The matter was referred to the finance committee under the chairmanship of Henry W. Mason, Norfolk, to formulate plans and report to the July, 1953, meeting.

An operating budget for the association of \$63,340 for fiscal year ending August 31, 1953, was approved. This is a 10 per cent increase over last year's. It does not include purchase of any merchandise for distribution.

Development of a standard of basic requirements which must be met by a rink before it may be given sanction for a State or regional meet was approved. This is the result of continued growth in size of meets, which have outgrown the capacity of many rinks. Reports have been received that many operators are considering improving their premises to facilitate the handling of such events. This issue was referred to the finance committee.

### Diaper Division

The board voted approval of competition in the new "diaper division." This provides a free skating contest for children under seven, with boys and girls in a single classification. The contest is expected to be primarily of a

promotional nature, commonly scheduled on the opening night of competitive events. This idea originated with the California association, which has used this type of event successfully for three years.

Edward W. Stollery, San Mateo, Calif., vice-president of RSROA, introduced the entire schedule to the board in behalf of the committee established from the California chapter for that purpose. Reception to this new field of competition has been enthusiastic, and it has been a big factor in public relations, receiving lively interest from the press in competition coverage.

A committee on reapportionment of State and regional areas under the chairmanship of William T. Brown, Portland, Ore., is considering several proposals to increase the number of regions in the RSROA from seven to eight or nine, and to relocate some marginal States. This committee will present its report at the July convention.

Complete new library of RSROA textbooks, involving an expenditure of \$20,000, was authorized. It will replace the present set-up of the organization. Manuscripts on four books were reviewed and given tentative approval at the meeting. These covered dance, speed, hockey and scoring. It is expected that the new books will be published by February 1.

A move to Miami for the 1953 semiannual meeting next December was approved, making it the first time this event will go south.

Arthur Litzberger, president of the Pennsylvania Chapter, spoke to the board in his other capacity as a member of the tax committee of the Eastern Sports Association, Inc., a group opposed to the federal admission tax. He discussed the program of this organization in detail. The Eastern Sports Association has broad implications for show business as a whole since it includes the National Association of Amusement Parks, Pools and Beaches.

The board approved a competition for junior fours, to begin in 1954. Fours competition has been previously restricted to senior, intermediate and novice classes.

### Cleveland Rollerode

The 1953 American Championships and RSROA convention will be held July 28-August 1 at the Rollerode, Cleveland, site of the 1949 and 1951 meets. Bids were received from Miami, Philadelphia and Akron. Reason for selection of Cleveland was the combination "of the best proposition with the best facilities," especially a large and adequate floor, parking facilities, spectator space, central location, transportation and general physical appointments.

The bid from Russell Golden, operator of Akron Rollerode, received careful consideration and was tabled for personal inspection by board members during the 1953 convention, as a likely site for future meets. The Akron rink has a plastic floor, which has never been used in the past for American championships. Cunningham, representing the Akron Chamber of Commerce, came to the meeting to present the bid from that city.

Arthur Litzberger and other Philadelphia representatives made a strong bid for use of the Philadelphia Public Auditorium, scene of the 1942 championships, but were unable to persuade the board to again approve use of a public building.

James Steigler and Charles Sanford, Florida representatives, presented an elaborate and artistic presentation with bids from the governor and other officials, using the Dinner Key Auditorium at Miami. This bid was the reason for the board's selection of that city for the board meeting next December.

Regional champions sanctioned were: Eastern Region, Merryland, Glasgow, Del.; Northeast, Bal-A-Roue, Medford, Mass.; Southern, Troy's Rollerodrome, Little Rock; Great Lakes, Triangle, Dayton, O.; Midwest, Warnock, Greeley, Colo.; Northwest, Imperial, Portland, Ore.; and Southwest Pacific an California, College View, Marysville, Calif.

The following State championships were given sanctions: Pennsylvania, Playland, York; Delaware-Maryland, Printz, Holly Oak, Del.; District of Columbia, Rialto, Washington; Maryland, Mercurry, Norfolk; Ontario and Eastern Canada, Strathcona Rollerodrome, Toronto; New Hampshire, Bedford Grove, Bedford, Massachusetts; Skateland, Haverhill; Rhode Island, Riverdale, Natick;

For many years a New York booking agent, December 1 of a heart attack at his home in Natick, Mass. He retired because of ill health in 1924. Survived by his widow, Pauline, buried in Fern Park Cemetery, Natick, Mass.

**BARR-Viola**, 58, November 12 after a long illness. She was the mother of Donald Barr, operator of the Gayety Theater Restaurant, Detroit, long a center for burlesque performances. Interment in Roseland Park Cemetery.

**BELL-Frankie**, 41, wife of George E. Bell, November 10, at Joplin, Mo. She was a circus social with Beis-Stirling, Kelly Miller and other shows and for the past two seasons was concessions manager on Cole & Walters Circus. Her husband is a circus musician. Also surviving are a son, one sister and a grandchild. Burial in Joplin.

**DENNERT-Arthur**, for many years identified with the operation of Northern Kentucky night clubs, December 9 in Good Samaritan Hospital, Cincinnati, of injuries suffered in a December 6 auto accident. Dennert operated Club Alexandria, had a part interest in the Flamingo Club and at one time operated the Green Hotel, all in Newport, Ky. A surviving brother, Harry, at one time owned and operated the Broadway Show of America. Other survivors are his widow, Irene, and three sisters. Services December 17 at immaculate Conception Church, Newport, and burial in St. Stephen Cemetery, Newport.

**GILLIAN-Floyd (Doc)**, 57, concessionaire on the West Coast Shows, in Long Beach, Calif., survived by his widow and a brother, Ivan, also a concessionaire, both in Los Angeles Thursday (21).

**GRAFFIN-James H.**, 58, New York stage technician, December 15, at Elizabeth, N. J. Once professional baseball player in Texas, he was a charter member of the first stagehands club in Austin, Tex. in 1913 and had worked as stage technician for many musicals and plays on Broadway and for various radio companies. His wife, Mrs. Frances Audrey Griffith, survives.

**LEUMANN-Anthony T.**, 55, vaudeville man who was associated with the trio of singing comedians known as "A Thousand and One Harmonies," December 8 in Middletown, N. Y. All of the members of the troupe weighed over 200 pounds. Leumann also had been manager of the Paramount Theater in Middletown.

**LYLE-Anna Victoria**, 84, professional sharpshooter known as Anna Miller, December 9 at Muskogee, Okla. She formed with Will West and Wally W. Wally, a professional rifle team of Anna Victoria, survived by her husband, George.

**MANHART-Victor H.**, 78, of cerebral hemorrhage, in Milwaukee, December 9. He was a former secretary-treasurer of the Milwaukee Company, which distributed RCA theater supplies here. His son, Victor R. Manhart, heads the firm, which also distributes Evans music machines and coin games. He was widely known as a labor leader and was secretary of the Eagles Club for 24 years. He was a member of the Wisconsin Bowling Commission and in 1933 was elected second vice-president of the National Bowling Association. Besides his son, he is survived by his widow, Margaret; a daughter, Mrs. George A. Bell; and two brothers, Chester E. and Richard. Burial in Finlayson Cemetery, Milwaukee.

**OCBE-Peter**, 58, of cerebral hemorrhage, December 3, in Milwaukee County Hospital. Assistant operator of the Ochs House of Music, instrument and phonograph record shop, he formed one of the earliest accordion bands in Milwaukee. He was a member of Local No. 8 of the musicians union. Survived by his wife, Mrs. Peter J. Ochs; two daughters, Mary Ochs and Mrs. Kathryn Schaefer; and his mother, Mrs. Katie Ochs, all of Milwaukee.

**PEEL-Peter**, 70, operator of Radio Station WOAI, Elizabeth City, N. C. and former newspaper publisher, December 9 of a heart attack in Elizabeth City, N. C. Since selling The Elizabeth City Daily Advance in 1949, Peel had devoted full time to radio. He was a former president of the North Carolina Press Association. Survived by his widow and a son, Thomas. (S.M.S.)

**SULLIVAN-Cornelius (Ces)**, 78, former boxer, singer, performer and father of the internationally known Colleano family of show people, November 29 in Massachusetts Hospital, Allentown, Pa. Since 1948, when ill health forced him to retire, he had been living in Shelby, Pa., with a son, Don. Born in Murray, Pa., Sullivan began his career as a boxer and manager of a traveling boxing exhibition. An Australian featherweight champion and probably best remembered for a series of bouts with his brother, Mike, Sullivan was in America for a number of years as a leading contender for the world's featherweight crown. Later Sullivan trained a circus and featured his sons and daughters in a variety of acts. The show adopted the name of Sullivan, the maiden name of Sullivan's wife, Julia, and the children still are featured under the name, although the original family broke up years ago. The family came to the United States in 1924 and all were employed by the Ringling Brothers Circus at Bailey Circus for four years. The children then went their separate ways and Sullivan appeared in vaudeville for a number of years. Later he settled in New York and operated a Coney Island sports palace until his retirement. Surviving are his widow, 10 children, 15 grandchildren and six great-grandchildren. The children are Corral, wife of William O'Donnell; Marie, wife of James O'Donnell; and Tonia, wife of Ralph Meier, all of Allentown; Con and Maurice, both in London, traveling in England with a show; Lindsay, in the cast of a show in Australia; Max, New Orleans; William, in the cast of a show in Florida; and Joyce, appearing with a show in France.

**TARRANT-Hugh**, 82, formerly one of New York's leading vaudeville acts, December 9 in West Chester, Pa. A sister also survives.

**VOSS-Billy**, magician known professionally as the Great Redaido and Bill the Great, recently in Detroit. He was formerly on the road for a number of years, playing fair and square. Although he made his home at Wyandotte, Mich., he had been long associated with the Detroit chapter of the International Brotherhood of Magicians.

**WATERS-Percy B.**, 63, for many years a well-known tattoo artist and head of the B. W. Music Machine Company in Hamilton, Ala., recently of a heart attack at his home in Hamilton. Survived by his widow, Mollie, a daughter, Mrs. James D. Sloan, and a brother, Dixie, all of Aniston, and a sister, Mrs. Ouida Daughdill, Detroit. Waters' services were followed by burial in Edgemont Cemetery, Aniston.

**WITHERSPOON-William L.**, 51, former vaudeville artist, December 9 at his home in Cincinnati. He reced years ago at the old Lagoon Motorodrome, Detroit. He owned and operated the former Park Garden Roller Rink, Cincinnati, until ill health forced him to retire. He was a veteran of World War I and a member of the American Legion. Survived by his widow, mother and three brothers.

# Picture Business

Continued from page 2

being seeped to enjoy the take-off more than anyone else. The columnist was portrayed as a hard-boiled but very confused gal whose first question to publicists planning a story or persons being interviewed always is: "Who did you vote for?" And all of her competitive columnists are "Communists b. . . . ds."

There's Academy Award winning material in Stanley Kramer's latest film, "The Member of the Wedding." Both Ethel Waters and Julie Harris, who appeared in the stage version of the play, will vie for the honors. Miss Harris won the Donaldson Award during the Broadway run for her portrayal of the difficult part of the pre-adolescent girl tortured by the feeling that she doesn't "belong" to any one or group.

This reporter's choice is Ethel Waters for one of the most moving performances in hit screen this year. She plays the part of the sympathetic Negro maid with reserve and restraint and moves the audience from laughter to tears with her powerful performance. If she wins the coveted Oscar, she will be the second Negro actress to be so honored. First was the late Hattie McDaniel for her performance in "Gone With the Wind."

# Burlesque Bits

Continued from page 45

teeth in the same manner his dad does. Also in the act are Shirley and Al Jackson. . . . Pal Brandwax, producer at the Empire, Newark, N. J., because of a shortage of chorines, has engaged the Lawn Dancers, an outside group of four girls and two boys which will serve until the reinforcements can be obtained. . . . Carmelina, Peggy Davis and B. B. Hughes are at the Rancho nitery, Los Angeles. . . . George Corwin, former straight man who for the past three seasons has been press agent for Proll's Broadway shows, has returned to his home in Miami for the winter and is making plans to build a night club. . . . Detroit burlesque circles were saddened by the death of Mrs. William Barr on November 28. She was the mother-in-law of Mrs. Donald Barr, ex-Maxine Clamage, daughter of veteran producer Arthur Clamage. Nedra Velox, exotic dancer, and Marguerite Stevenson, featured woman, have been added to the cast at the Stone, Detroit, with owner Milton Jacobson switching the house policy to the only all-girl show in the city. Abe and Monte Perkins are the owners and operators of the Gay 90's Show Lounge in Minneapolis where Larry Norman, vocalist, is held over indefinitely.

**BALLOCK-Doris E.**, 41, Bobbi Ballock, 78, mother of W. A. (Bob) Ballock, widely known carnival general agent, suddenly November 30 of a lung infection. Her husband, the Rev. William A. Ballock, two other sons, Charles and William Jr., and two daughters, Anna and Margaret, survive. Burial in Riverside Cemetery, Rochester, N. Y.

**HAVASTAL-Alex.**, 50, radio announcer and commentator who in 1933 won the American Academy of Arts and Letters gold medal for fiction, December 7 in Englewood, N. Y. He had been an announcer, narrator and commentator for such stations as W.E.B. DUBOYSE, WOR, W. O'Rourke Healy from 1924 to 1946. From 1928 to 1936 he was also associated with many newswire agencies. He was with Radio Station WFAT, Paterson, N. J., and W.N.R. Newark, N. J. His wife and daughter, both prominent in radio, survive.

**HAVEY-Ron**, 45, bandleader, December 2 in Milwaukee, known in the U. S. and abroad as "The Toured Europe" several times, contracted multiple sclerosis four years ago in Oslo, Norway, while working there. He got his start in radio by guest appearance on the Rudy Vallee program. He toured Europe several times and played with USO troupes during World War II from Panama to Alaska. His mother, his father, wife and a sister survive. Cremation was at Valhalla Cemetery in Milwaukee.

# Tokyo Moshi, Moshi

Continued from page 2

only 200 to 500 receivers a month, and their prices will be high compared with the mass-produced foreign sets. Japanese Braun tubes are not so durable as the foreign imported type. Makers expect that they will be able to turn out from 1,000 to 1,500 sets a month in the spring of next year when full-scale TV broadcasts will begin to be made. By this time, they hope to be able to put on the market Braun tubes and other parts in addition to completed receivers. They are expected to concentrate on smaller sets with seven-inch and 11-inch Braun tubes.

# Hocus-Pocus

Continued from page 45

roe, Robert Ungewitter, Bob McCleary and Clare Cummings. Harry Cecil and Munroe were awarded life memberships in the ring. The Great Jaxon (Harry T. Jackson) last week concluded a full week of dates in Webb City, Mo., which included engagements with the American Legion's Gold Star Mothers, several lodges and a number of schools.

IN LOVING MEMORY OF MY WIFE AND OUR DEAR MOTHER  
**MRS. WILLIAM F. KORHN**  
WHO PASSED AWAY DECEMBER 17, 1945  
WILLIAM F. KORHN  
RAYMOND J. KORHN  
VERNON KORHN  
MRS. WILLIAM DUNCAN  
YOU ARE ALWAYS IN OUR THOUGHTS

## Iowa Fairs Seek Legalized Bingo

Frank Harris Elected President, Name Cap Lawson to Veep Post

DES MOINES, Dec. 13.—Legal operation of bingo at Iowa fairs was sought this week at the 45th annual meeting of the Fair Managers' Association of Iowa Monday and Tuesday (8-9) in the Hotel Fort Des Moines here. The request, which will be submitted to the Legislature in January, came in the form of a resolution passed by the managers and board members at the session.

The resolution, which was signed by a committee of Bill Woods, manager of the Clay County Fair, Spencer, and Clyde Hanna, Southern Iowa Fair, Oskaloosa, read: "Whereas, it has been the expressed sentiment of the majority of the people of Iowa that bingo, if properly controlled, be permitted at county and State fairs, now, therefore, be it resolved by the fairs of Iowa that their association, thru its officers and directors, investigate the possibility of submitting to the forthcoming legislative session a bill permitting bingo under strict control by the State of Iowa."

### Name Committee

A three-man committee appointed for the furtherance of the bill includes C. C. (Chuck) Nichols, Cresco; Eugene Moore, Tipton, and L. W. Hall, Eldon.

Frank Harris, manager of the Mississippi Valley Fair, Davenport, and formerly with the State fair, was elected president of the Iowa association, succeeding G. A. Soderquist, Alta. Millard C. (Cap) Lawson, secretary of the North Iowa Fair, Mason City, was named vice-president. New directors named for Districts 1 and 4 were Soderquist and L. L. Lyle, Webster City, respectively.

Good attendance of fair execs

## Winkley Mulls IMCA Proposal

DES MOINES, Dec. 13.—Directors of the International Motor Contest Association met Friday (12) in an attempt to iron out the controversy with promoter Frank Winkley and finally made a proposal to Winkley which he took under consideration. Winkley is to make a decision whether to accept by next Tuesday. Association in Chicago ruled it would not sanction any promoter who attempts to contract races at fairs under any sanction other than IMCA. Winkley has joined with Sam Nunis, Eastern promoter, and had planned some AAA races.

Board did not disclose details of the proposal made to Winkley, who has 48 dates already lined up for 1953 and who showed telegrams to the board from over 40 of his drivers agreeing to race for him regardless of an IMCA sanction. Al Sweeney and Gaylord White, of National Speedways, also appeared before the board.

Board approved the application of National Speedways and took three other applications under consideration. It named a special executive committee of R. H. McIntosh, Alabama State Fair; Lloyd Cunningham, Iowa State Fair, and Pete Baker, of Oklahoma, to arbitrate controversies between promoters, drivers and officials. It amended several rules, increased both sanction fees and license fees for drivers, agreed to hire a director of public information and ruled all racing personnel must be adequately covered by insurance.

## Re-Elects T. Blakeman

ELKHORN, Man. Dec. 13.—T. Blakeman was re-elected president of the Elkhorn Agricultural Society at its annual meeting. W. Montgomery was re-elected vice-president and J. B. Williams was retained as secretary-manager. The fair has a bank balance of \$750. Arrangements will be made at the spring meeting to observe the 60th anniversary of Elkhorn's fair next summer.

marked the business sessions both Monday and Tuesday with President Soderquist handling the gavel. Key address at the Monday afternoon session was delivered by Morris O. Penquite, of the local office of the Director of Internal Revenue, who discussed tax matters and helped straighten out problems posed by the convention. Following an open discussion on varied topics, E. W. (Deak) Williams, veteran secretary-treasurer, gave his report. C. C. (Chuck) Nichols led the singing which opened each session.

Others on the program included E. S. Pavel, secretary of the Des Moines Convention Bureau, who gave a welcoming address; Paul C. Taff, Ames, who spoke on "As Other Countries See Us" and illustrated his talk with colored slides, and Fred E. Brake, who discussed insurance.

### Stresses Exhibits

In the annual president's address, Soderquist stressed the importance of exhibiting at fairs and said "industry looks upon us as a busy street in which to show its wares."

One of the highlights of the meeting was a party Monday evening by the board of the Great Jones County Fair, Monticello, as a pre-celebration for the 100th fair next August. Held in the Arizona Room of the hotel, several hundred fair execs and attraction reps gathered as guests of the officers and board. R. C. (Butch) Lambert served as unofficial host along with Harry Stuhler. Ross Beatty, James Maurice, Claude Appleby, C. J. Mathiesen, Cecil Goetsch, M. F. Hogan, Don Pursell, Milton Stott, Harland Russell, Ed Helgins and G. M. Jones.

Gov. William S. Bearsley was the key speaker at the annual banquet on Tuesday evening, which drew its usual overflow crowd. Soderquist served as toastmaster. Following a supper and brief addresses, a sing-along was presented. Acts included Rio and Rogers, music-comedy; Conrad and Simmons, roller skating; Miss Loni, foot juggler; Huppi Bruno, ventriloquist and emcee; McNally Sisters, songs and comedy; Vernon and Bumpy, hand balancing, and the Joyce Lind Lovelys (8). Keith Killinger and his ork out the show.

## Dallas Fair Nets 397G To Crowd '49 Record

DALLAS, Dec. 13.—The State Fair of Texas made a net profit of \$397,677.88 for the fiscal year ending November 15, it was reported at the annual stockholders' meeting Tuesday (9).

Expo had a gross income of \$1,228,060. Annual also set a new national attendance record of 2,387,140 for its 16-day run in October. Fair profits have totaled \$2,795,047 during the seven years since the exposition resumed operations in 1946 after a wartime lapse.

Profit reported for the fiscal year just ended was the most since 1949, when a record \$490,087 was reported.

State Fair Musicals, Inc., summertime Auditorium theatrical operation, showed a profit of \$12,682, compared to a \$24,806 loss for the preceding season.

### Thornton Comments

Fair President R. L. Thornton, commenting on the financial report by Secretary S. Bowen Cox, said the fair needed at least a \$250,000 operating fund and that year-round activities on the fairgrounds had provided the additional revenue.

"We used to have a two-week fair when we were able to make money and nothing but expenses for the other 50 weeks of the year," he said. "Now with our trade shows and other bookings, we are able to start the fair in the black instead of the red."

## Show Bookers Busy at Iowa Fair Meeting

Attraction Reps Report Signing Volume Business

DES MOINES, Dec. 13.—Attraction bookers and fair suppliers left the annual Iowa fair meeting here this week after one of the busiest sessions, from the contracting standpoint, in several years. More fairs came to the confab this year prepared to sign attractions instead of waiting until later board meetings and as a result, a good number of attraction reps went home with bulging brief cases. Included were firms selling night grandstand revues, auto races, thrill shows, fireworks as well as paper and novelty salesmen.

Aut Swenson, who repped his Thrillcade here, picked up several new Iowa fairs, including West Union, and What Cheer. He also announced signing to play fair dates at Huron, S. D., Owatonna and Albert Lea, Minn., all new spots for the thrill show. Other Iowa fairs added to the Swenson list here included Cresco, Onawa, Cedar Rapids, Allison and Mount Pleasant. The show is also set to stage three shows at the Minnesota State Fair, St. Paul and will be back for its third straight year at the Wisconsin State Fair, as well as Oklahoma City, Topeka and Bethany, Mo., annals.

### Winkley Adds

One new Iowa fair added to the Frank Winkley auto race schedule here is the Bloomfield, Ia., annual which signed for one day of stock car races. Winkley also reported he signed for two days of AAA big car races, one at Mason City, the other at Cedar Rapids. Sam Nunis also repped the firm here.

The Boyle Woolfolk office got its share of business. New dates included fairs at Osage and Avoca and the Tipton South of the Border Fiesta where Sunny Burnett, Arvika, and Rex Rossi show were booked. Woolfolk also disclosed here that he had been signed to bring his Roxette variety show to the Bethany, Mo., annual next summer. Repeat contracts included those at Maquoketa, Mount Pleasant, Monticello, Allison and Osage. In addition to Burnet and Woolfolk, George

(Continued on page 50)

## Kiddieland Planned for Rockland County Area

ORANGEBURG, N. Y., Dec. 13.—Bernard B. Barton, Palisades, N. Y., fight promoter, today announced that he had completed a deal whereby he would take over Gus Wilson's Training Camp here and convert it into an amusement area consisting of an eight or nine-acre Kiddieland, roller rink, 600-seat theater and a 125 by 200-foot swim pool.

The property was owned by Ernest Abric and leased to Gus Wilson. It was training headquarters for many championship fighters. Barton said the 8.5-acre property cost \$100,000 and that its development would run about \$300,000. He expects to have it in operation by April 8.

The property is located near Camp Shanks, about a 45-minute drive from Manhattan, and Barton says it is the only Kiddieland in the 100-square mile Rockland County. The deal went thru when local authorities granted Barton permission to construct the amusement area.

### Lease or Pctg.

Barton plans to lease the Kiddieland rides, or work on a percentage basis, but he does not con-

## Tivoli Earnings To Top \$1-M-1

COPENHAGEN, Denmark, Dec. 13.—Stockholders of Tivoli Summer Garden, Europe's top-ranking amusement park, will hold their annual meeting Thursday (18). While no official figures have yet been released, park earnings for the past season are said to be close to \$1,160,000. Dividends are expected to be maintained at 10 per cent a share.

Many improvements are under way in the park. In view of the fact that Tivoli has at least 21 exciting spots, including some of the largest and finest in Scandinavia, it is somewhat surprising to note that additional space is being added to several of the park's restaurant and cabaret establishments.

Inge-Lise Bock and Henning Soeager, directors of the park, were in Ansborg last week inspecting that city's \$2,000,000 exhibition hall. Tivoli is set to build a large concert and vaude hall, and as the Aalborg Hall is so constructed that it can be used for concerts, conventions, circuses or big exhibitions, the Copenhagen park directors closely checked the novel points of the new building under the guidance of its architect, Puben Hansen.

## Portland, Ore., '53 Rose Festival To Move Outdoors

PORTLAND, Ore., Dec. 13.—The 1953 Portland Rose Festival will be reorganized to make it more of an outdoor entertainment, George Henderson, president of the Portland Rose Festival Association, announced. At the same time, he said the method of financial support will be altered to provide for more public participation.

Coronation of the Rose Festival Queen will be held in Multnomah stadium in connection with a program of outdoor entertainment. Traditionally the coronation has been in the Public Auditorium, but the 5,000-capacity hall has proven inadequate to accommodate the crowds.

The public will be asked to become stockholders in the association under new financing plans. A city-wide membership drive will be launched with a view to increasing the budget by \$33,000. A \$100,000 budget for 1952 proved inadequate.

## Harrison Re-Elected

MARYFIELD, Sask., Dec. 13.—Harold Harrison was re-elected president of the Maryfield Agricultural Society, with Wilbur Mills and Mrs. F. McAdoo vice-presidents. W. Goldsmith was retained as secretary-treasurer.

template an outright purchase. Prospects for the Kiddieland are excellent, according to Barton. He emphasized that in New York, State authorities pay for amusement park excursions for children in orphanages and that, with nine orphanages in the area, he has been promised that 300 children a day will be sent to his Kiddieland. He said that they had been sent to Palisades (N. J.) Park.

Barton plans to have over-night facilities, a golf course and tennis courts on the property and on adjacent property which he owns.

## Revive Plan For Chicago Open Theater

CHICAGO, Dec. 13.—Plans have been revived for a 26,800-seat open-air amphitheater on the Chicago lakefront by the Chicago Park District. The proposed \$3,050,000 structure would include a movable roof to shelter 10,000 seats in rainy weather.

Approval of a \$3,000,000 bond issue will be sought next June, according to James H. Gately, chairman of the park board. The project would be tied in with construction of an underground parking area now underway.

## Heart Attack Claims Wendler

CINCINNATI, Dec. 15.—John Wendler, president of the Allan Herschell Company, North Tonawanda, N. Y., died suddenly at 4 a.m., Sunday (14) at his home in that city following a heart attack. The Allan Herschell Company is the largest manufacturer of riding devices in the country. Funeral arrangements had not been set as The Billboard went to press.

## No. Battleford Has Neat Net

NORTH BATTLEFORD, Sask., Dec. 13.—North Battleford Agricultural Society showed a substantial profit on the year's operations, despite the cancellation of the annual purebred bull and fat cattle sale due to the hoof and mouth disease outbreak.

Directors were told at their annual meeting that the fair's surplus now tops \$30,000, of which \$12,000 is in buildings and equipment; \$4,000 in accounts receivable, mainly by government grants; \$8,000 in bonds and more than \$10,000 in cash reserves. Total receipts for the year totaled \$27,056, while expenditures were \$23,101.

A. Millar Craig was re-elected president of the agricultural society. C. W. Clark and C. D. Moore were re-elected vice-presidents and N. W. Symonds continues as secretary-manager.

## Winter Fete Sets Dates

LITTLETON, N. H., Dec. 13.—Littleton Winter Carnival, which is sponsored jointly by the Chamber of Commerce and the Retail Division here, will be held February 20-23. An ice revue will be one feature and attempts are being made to reopen the Mount Eastis ski area.

## Elect Nodham Prez

RAPID CITY, Man. Dec. 13.—W. E. Northam was elected president of the Rapid City District Agricultural Society to succeed Hampton Hindson, who becomes honorary president. Annual meeting also elected Gordon Wells as vice-president and John Smith as secretary-treasurer. Org's exhibition will be held in July next year.



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## Aquarium at Coney Is. Moves Nearer Reality

By UNO  
NEW YORK, Dec. 13.—What Coney Island ops and residents have been anxiously anticipating for several years now looms as a reality. The Aquarium is to be erected by the city on Surf Avenue, from West Fifth to West Eighth streets, and extending to the Boardwalk, where once was Dreamland Park and the Coney Island Athletic Club's fight arena.

A campaign to raise \$5,000,000 for the project was launched here December 9 by the New York Zoological Society and the Department of Parks. This sum represents half the cost of the institution, and will be the key proposition in the over-all plan for the rehabilitation of the area.

Construction of the Aquarium was postponed January 3, 1951,

in order to make way for replacement of the old one at the Battery, razed to make room for the Brooklyn-Battery Tunnel. At that time there was a shortage of materials and manpower, and it was judged that a campaign for funds would have been untimely. Now, the city and the society are prepared to go ahead with plans.

\$3 1/2 Mil. Waiting  
Preliminary steps have been taken in project. The city has \$3,500,000 waiting in the budget, and has also acquired 12 acres at Seaside Park, valued at \$1,000,000. The society has spent about \$200,000 in preparation of plans and other preliminaries. It now remains for the society to provide the other \$3,000,000.

Announcement of the campaign was made at a meeting at the University Club. Among those participating were Fairfield Osborne, president of the Zoological Society; Lawrence S. Rockefeller, chairman of the society's executive committee; Park Commissioner Robert Moses; Borough President John Cashmore, Brooklyn; Frederic Ernst, deputy superintendent of schools, and Christopher W. Coates, director of the new Aquarium. Moses said that Coney Island had been selected as the site because of the accessibility and seaside locality and because it was part of the general plan for the rehabilitation of Coney Island.

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The building as designed by Harrison, Follhous & Abramovits and Aymar Embury II, will be a flat-roofed curving structure, 1,165 feet long. There will be six major exhibition halls, five of them connected by a bridge so that exhibits can be seen from two levels. It will contain a maximum of 450 exhibition tanks, including one 450 by 23 by 7 feet. Outdoors will be two large tanks for the larger of the fish species.

It was demonstrated that once it is built, the Aquarium will be self-sustaining because an admission will be charged to all except school children in conducted groups. Moses thought that it would take about 18 months to construct the building.

### Rockaways' Buys Two Kiddie Rides

NEW YORK, Dec. 13.—Dick Geist, of Rockaways' Playland, this week announced that two new Kiddie rides have been added to the funspot. This brings the total of Kiddie rides to 17.

The rides are a 20-seat Jet Plane and a 10-seat Alien Herschell Auto Ride. Both rides have Mangels drives.

Geist said that Playland's Christmas promotion is underway, with several shows emanating from the park being carried over the National Broadcasting Company. A Christmas display, featuring an eight-foot fairy figure, candles, stained glass, and of course, Santa Claus, is set up at the park.

### Zoo Prexy Resigns

MOOSE JAW, Sask., Dec. 13.—Because he has been transferred to Edmonton, Alta., by his firm, Bill Hodgkinson, president of the Wild Animal Park Society in Moose Jaw, has resigned that post.

### Carnival Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

(Route law for current season when no dates are given is same as last season possible mailing points are listed.)

American Midway (Fair) Port Isabel, Tex. Bayou Am. Co. Galliano, La. Hit State: Benavides, Tex., 15-18; Alton 20-24  
Great Southern Expo.: Mission, Tex. Florida Expo.: Dublin, Ohio; Douglas 22-27. Miller, Ralph R. Galliano, La., 18-Jan. 1.

### Circus Routes

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2160 Patterson St.  
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Harris & Rowe: Salem, Ind., 13-30.  
Coud, Jay E.: Nevada, Mo., 16; Butler 17; Lamar 18.  
Rising Bros. and Barnum & Baffey: Havana, Cuba, 16-Jan. 21.

## Bookers Busy at Iowa Meet

Continued from page 48

B. Flint, Frank Shortridge and Doc Howe were on hand.

National Speedways, Inc., announced here they had been signed to provide three days of auto racing at the Clay County Fair, Spencer, and also added two days of racing at the Mississippi Valley Fair, Davenport. The organization, repped here by Mr. and Mrs. Gaylord White and Al Sweeney, also again closed with Eldon, Ia., for one day of big ear races during the fair.

The Irving Grossman-Gus Sun office reported a busy session. In addition to renewing pacts with a large number of fairs, top man Irving Grossman reported they had signed the Buck Steel Wild West show into fairs at Denison, Columbus Junction, Avoca and Davenport. New variety show contracts were closed with What Cheer, Monticello, Bloomfield and Osage. In addition to Grossman, other reps included Buck and Rose Steele, King Cole and Cyril Phely.

Ernie Young of the Chicago office bearing his name, announced he had signed the Sam Howard water show into the Cresco fair for a three-day stand and also reported closing with the Jackson, Tenn., fair for a six-night show.

Charles Zemeter Sr. and Jr. were on hand for that Chicago booking office, and announced re-signing with fairs at West Liberty and Greenfield. Zemeters also reported they have been signed to produce the night grandstand show at the Owatonna, Minn., annual.

Other attraction reps and suppliers on hand included:

Ralph Wilkerson, Bass and Wilkerson Ben and Vids Bruer, Black Hills Rodeo; Earl Heubery and Leo Overland, Joe Chittwood (thrill) show; Mrs. Hanna DeWaldo, DeWald's Attractions; Johnny Anderson, Cincinnati Knquirer Printing Company; Frank M. Prystal, Fair Publishing House; Wally Hendrick and Johnny Gunther, Johnny Gunter Entertainment Agency; Maggie and Scotty Swan, Chip-Pee Valley Barn Dance; William Garrett, Garrett Sound Systems; Pete Bailey, Hollywood Thrill Show; M. L. Bailey and Gordon Beasley, Hawley Racing Association.

Bill Reed, Jimmie Lynch (thrill) show; J. O. Michaels, Bass & Michaels Attractions; H. M. Packer, Midwest & Southern Bleacher Construction Company; Carl Hunt, Midwest Drako Agency; Johnny Geber, Midwest Midget Auto Racing Association; Roy Jones, Peet-Co Company; Charles G. Mike Riatt Entertainment Bureau; George H. Iverson, Sawley Steel Scaffold Company; Ernest Anderson, Speed Unlimited; M. E. Lurie and Russell Green, E. C. Staats & Company, Inc.; Frank and Jack Duffield and Art. Brice, Theatre-Duffield Fireworks; Fred H. Drake, Drake Agency; Billy Williams and Gladys Lee, Williams and Lee Attractions; Hubert Lydman, Barnes-Carruthers Theatrical Enterprises, Inc.; Bill Hartler, sound systems; B. Earl Beam, Congress of Auto Dancers; Earl King, Earl King's Band; Jim Reeder, sound systems; Jimmy Downey, music.

## Conn. Considers Fireworks Ban

HARTFORD, Conn., Dec. 13.—Proposals to ban the sale and use of all types of fireworks in Connecticut, except those used in licensed public displays, have been filed for consideration by the incoming Legislature.

The bills, similar in intent, were filed by Rep.-Elet Stanley F. Withe and Rep. John C. Donaldson.

Under terms of Withe's bill, all fireworks except caps would be banned, and State police would be directed to confiscate all they find as contraband.

Public displays by organizations or municipalities would be permitted if a license is obtained from the State fire marshal's office. Donaldson's bill is designed to accomplish the same purpose.

### New Jersey Company

JERSEY CITY, N. J., Dec. 13.—Edmund F. Knitter, Samuel H. Zabell and Joseph P. Sauter have formed the Ocean Corporation here for the operation of amusement parks and machines.

### Winter Fairs

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## Cincy's Coney Sells Wharf; Boat Use Out

CINCINNATI, Dec. 13.—Sale of the Coney Island wharfboat, foot of Broadway, was announced Tuesday (9) by Edward L. Schott, president and general manager of Coney Island, Inc. The price was not disclosed.

Sale was made to Fred W. Stille Jr., furniture manufacturer, and Richard A. Morr, attorney, who plan to operate it as a yacht club. Currently under lease, the purchasers will take it over May 1 when the lease expires. Sitting in with Schott at negotiations were Fred E. Wesselmann, vice-president and chairman of the Coney board, and Ralph G. Wachs, secretary-treasurer.

Sale of the wharfboat rules out, for the time being, acquisition of a boat by the company and a return to river transportation of passengers in connection with the park operation. The company's Island Queen was destroyed in an explosion at Pittsburgh a few years ago. "We do not think it will be possible for us to acquire a new boat in the foreseeable future," said Schott. "The cost of a new steamer under present conditions would be prohibitive. We could not possibly earn a return on the investment it would require. We are not, however, ruling out the possibility that some day we may acquire another boat when conditions warrant it. When that time comes we'll take the necessary steps to acquire wharfage facilities."

The wharfboat, of all-steel construction, measures 45 by 225 feet and has a six-foot hold. It was built in 1925. In 1946 it was remodeled at a cost of \$35,000. Replacement cost today would run about \$225,000. Howard Callahan, who has served as wharfmaster for 25 years, will continue in that capacity for the new owners.

## WALL ST. JOURN. VIEWS MIDWAY

CHICAGO, Dec. 13.—Numerous park operators and ride builders were quoted in the Chicago edition of The Wall Street Journal Friday (5). In a front-page story, the Journal stated amusement parks business was going thru "a profitable second childhood"—Kiddielands.

The newspaper interviewed park men and exhibitors at the outdoor conventions in Chicago last week.

## BOOK REVIEW

### Mangels Writes Well of Parks, Rides Origins

The long-time project of William F. Mangels, Coney Island ride builder, historian of the National Association of Amusement Parks, Pools and Beaches, and founder of a parks museum, has been climaxed by the publication of his book, "The Outdoor Amusement Industry, From Earliest Times to the Present."

This is an attractive 200-page illustrated volume sponsored by the NAAPB and published by the Vantage Press, New York.

For anyone connected with ride operations, particularly if that connection involves publicizing rides, this study is a must. It's full of historical data that frequently could be used to dress up park publicity. Background information it contains is of a variety about which park men probably have been asked and which until now only a few were likely to know.

The book's title is too inclusive since, in fact, it is devoted almost entirely to the origins of parks and rides and touches only briefly, if at all, on the several other major segments of outdoor show business.

Chapter are devoted to the origins of parks here and abroad, to Coney Island, Merry-Go-Rounds, Ferris Wheels, Coasters, swings, water rides, flat rides and others. Brief mention is made of carnivals, world's fairs, manageries, dance halls, fireworks and lighting.

#### First in Field

This is the first work to cover the field, and Mangels has done valuable service in documenting early operations. Without this groundwork any more complete history would be impossible. Mangels doesn't pretend to detail the entire field. No one could. He is concerned primarily with origins—the first parks, mostly European; the first pleasure wheels, the first carousels. Beyond that, there are gaps in the chronology. While numerous individual American parks are mentioned, the history of only three or four is given. Kiddie- (Continued on page 52)

## Freise Charges Hoffmeister Has No Right to Sell Rotor Ride in U. S.

Hearing Held in Federal Court Thursday (11) On Restraining Order; Second Action Is Set

NEW YORK, Dec. 13.—Attempts by Ernst Hoffmeister, German inventor and patent holder of the Rotor Ride, to manufacture and sell the ride in the United States and Mexico are being met with legal action by Carl Freise, joint owner of the ride and alleged owner of all U. S. and Mexican rights to the device which holds riders in mid-air by centrifugal force (The Billboard, December 8).

A hearing was held Thursday (11) at the U. S. Federal District Court here on a motion by Freise to serve a temporary restraining order to prevent Hoffmeister from making or selling the Rotor Ride in the United States. Freise is suing in the same court, charging patent infringement and exclusive license violation.

In another action, charging breach of contract and requesting U. S. enforcement of a prior ruling by a German court, Freise has filed suit against Hoffmeister in the New York State Supreme Court. A hearing on a petition by Hoffmeister, asking that this suit be dropped, will be held Wednesday (17).

Legal Line-Up  
Freise is being represented in both actions by the New York law firm of Hodges, Reavis, McGrath, Pantaleoni & Downey. Hoffmeister's lawyers, both from New York, are Clarence Archibald and Joseph Broderick.

According to Francis X. Downey, representing Freise, his client and Hoffmeister entered into an agreement in Germany December 18, 1949, whereby Freise "shall obtain the exclusive right of utilizing the application for patent (Serial No. 116,000) as submitted to U. S. A. authorities as well as the patent itself when granted." The patent was granted February 19, 1952.

The agreement continued that "Mr. Freise shall be registered as joint owner, entitled to one half of the rights to the patent ap-

plied for before or after its being granted and is herewith authorized by Mr. Hoffmeister to assert such rights solely and independently, and against third parties."

**Royalty Payment**  
The agreement provided for exclusive manufacture in Germany and for a royalty payment to Hoffmeister on all U. S. sales in a sentence which read, "Mr. Freise undertakes to guarantee that any Rotors salable to U. S. A. territory should be manufactured within the Federal Republic of Germany, and to pay Mr. Hoffmeister a royalty of 15 per cent of the purchasing price, but at any rate no less than DM 45,000 (about \$12,000) on any rotor shipped to U. S. A."

The agreement concluded that the payments shall be due when the rotor leaves the works, and that the same provisions shall apply to rotor shipments to Mexico.

After the contract had been entered into, Freise charged that Hoffmeister had violated the agreement by selling the Rotor in the U. S. and brought suit in a Hamburg, Germany, court. On August 25, the court ruled in favor of Freise and upheld the original agreement.

The court declared that "the plaintiff is the sole owner of the rights . . . regarding the utilization of the Rotor within U. S. A. and Mexico" and that "the defendant is not entitled to run, or cause to have run, any Rotor within U. S. A. or/and Mexico."

Freise had sold a Rotor to Irving Rosenthal of Palisades (N. Y.) Park which was put in operation in the summer of 1952, and the court ruled that he was not obligated to pay Hoffmeister a royalty on the installation.

Hoffmeister was ordered to pay damages to Freise. On October 4, an appeal on the judgment was filed on Hoffmeister's behalf. No ruling on the appeal has been made to date.

**Pends Decision**  
Downey explained that the temporary restraining order against Hoffmeister, heard Thursday (11) in Federal District Court here, will be pending the final decision on the alleged patent infringement.

Freise charges that Hoffmeister has sold Rotors to Riverview Park, Chicago; to the concessionaire at the State Fair of Texas, to Playland, San Francisco, and that he attended the Showmen's League of America convention in Chicago, December 1, where he attempted to sell Rotors to Max Myers, who made in England the Rotors now located in Chicago, San Francisco and here (The Billboard, December 6).

According to Downey, Freise financed the Rotor originally, while Hoffmeister was the inventor.

**Enforce Judgment**  
The action filed with the New York Supreme Court is primarily (Continued on page 52)

## Beach Charge Out For Atlantic City

ATLANTIC CITY, Dec. 13.—This resort is not planning any beach charges for bathers next summer, according to Mayor Joseph Altman. The mayor disclosed he received many inquiries since the announcement last week that the neighboring resort of Ventnor was considering such a charge.

Atlantic City's popularity might be lessened if it put a price tag on its bathing facilities, Mayor Altman observed. "Resorts are in a competitive field," he added. "In addition, we do well enough from our luxury tax."

Directors of the Chamber of Commerce adopted a "hands off" policy toward the Ventnor proposal. However, it was admitted that if Ventnor does impose a fee, it will have a serious effect on adjoining resorts, including Margate and Longport, all of which adjoin Atlantic City.

Moneys derived from Ventnor's proposed plan to charge beach users \$2 a season would be used to offset lifeguard salaries and beach maintenance costs which amount to over \$30,000 a year. It is felt that a beach charge would protect summer rental values.

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## Jeff Beach Installs New Pretzel Ride

DETROIT, Dec. 13.—Installation of a new Pretzel ride is being started at Jefferson Beach Park at St. Clair Shores, with construction of a new building now under way, under supervision of Manager Harry Stahl, still cancelling from major operation. This unit is being placed at the front of the park. Plans for other improvements, to be made in the spring, have not been definitely decided.

Park management is looking forward to an increase in business next season after the uncertainties of the election year, according to Bernard R. Siegel, Jefferson Beach executive.

## Streamland's Hiatus Prompts Remodeling

PICO, Calif., Dec. 13.—For the first time in 20 years, the year-round operation of Streamland Park here has been interrupted. The funspot closed Monday (8) and will be shuttered for a month or more.

General Manager M. S. Cipes said relocation of Rosemead Boulevard in connection with an adjacent federal dam project forced the closing. Several of the spot's 50 acres will be used by the new thoroughfare and the park will be remodeled to allow that work.

Cipes said the past season was one of the most successful in the park's history. Both attendance and receipts were up sharply, he said. Hot weather helped, he said, and new homes in the neighborhood added customers. While some major rides and

concessions are being moved, the park also will build a new Arcade, restroom and concession buildings. Plans call for laying out a new midway, with blacktop surface, and the construction of a lake for a new adult boat ride. The ride will be built by Tom Wade, owner and operator of the Whirlwind and Rocket rides in the park.

Painting and landscaping also will be carried out while the spot is dark. The park probably will re-open January 24.

Cipes said the Miniature Train has been sold by Leon Brock to Frank B. Balough. The layout includes both steam, and streamliner trains and a half-mile of track. The track will be relocated and new bridges and tunnel will be built, Cipes said.

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## Si Rubens Revises Rogers Operation, Tells Minstrel Link

Circus Stock, Cats Go to Cuba; Bill Bailey Minstrel Opens Jan. 5

FORT MYERS, Fla., Dec. 13.—Si Rubens this week revealed new plans for his Rogers Bros. Circus and announced his connection with the new Bill Bailey Minstrel Show. He also stated that Rogers Bros. animals would go to Cuba for a three-week engagement in Havana with Razzore's Circus.

The minstrel show, which will play auditoriums and arenas, will open January 5 at Fort Myers. Rubens will be in charge of it and will be with it rather than the circus. Marshall Green is general manager and Happy Kellen is producer. While plans for this show were announced some weeks ago, Rubens had not previously revealed publicly his connection with it.

## Morris, H-W, Jacobs Busy At De Land

DELAND, Fla., Dec. 13.—This new circus city is busy with winter quarters work for three circuses and a carnival. Kelly-Morris, Hagan-Wallace and Terrell Jacobs circuses are all at the old air base. The James E. Strates Shows are at the fairgrounds.

Kelly-Morris is building a new cookhouse trailer. Bill Morris is in charge. Swede Johnson has returned from a winter date with Hagan-Wallace stock. Dub Duggan and Terrell Jacobs have returned from trips to New Orleans. Jacobs now is breaking new lions. Red Holdridge is in charge of painting Jacobs' indoor unit.

All three circuses contributed units to a Chamber of Commerce Christmas parade December 6. Visitors at the quarters included Mill Robbins, Hardtimes Leonard and George Barton.

## Barrett Claims Clowning Record, Lists 27 Shows

OKLAHOMA CITY, Okla., Dec. 13.—Roy Barrett, now clowning at a department store here, believes he has been with as many or more shows than any other clown now active. He lists these shows:

C. W. Parker Carnival, Mighty Haag Circus, M. L. Clark, Sun Bros., Famous Robinson, John Robinson's 10 Big Shows, Barnum & Bailey, Yankee Robinson, Moyer Bros., Downie's Walter L. Main, Al G. Barnes, Ringling-Barnum, Sparks, Elmer Jones' 2-car show, Sells Floto, Hagenbeck-Wallace, Cole Bros., Barnes Bros., Russell Bros., Larry Sunbrock, Ringling Bros., Spangles, James M. Cole, Jay Gould, Art B. Thomas, Jack Raum, E. N. Williams, Dr. E. R. Braly plus Christy Bros. Minstrels, magic shows, hypnotic shows and a winter of stock. Barrett also has worked numerous indoor Shrine dates and 15 years of holiday store work. He began trouping in 1911.

## Franko Richards Opens Quarters, Sees January Start

PENSACOLA, Fla., Dec. 13.—Franko Richards has opened winter quarters of his new Richards Bros. Circus here. The show is slated to open in January with equipment from Richards' walk-trip shows and from the Warner Bros. Circus, which he bought.

Matt Laurish, formerly with Hagan-Wallace Circus, is in charge of construction work.

Rubens said the Rogers Bros. Circus title would be replaced this season with a system under which the show would be billed under the name of the auspices in each town. It will operate under the company name of Circus Enterprises. Leonard Simons will be manager.

### Blackfaces to Parade

Rubens' elephants, horses, ponies, dogs and wild animal act will make the Cuban junket. Bert Petus, Leon Snyder and Jack Lorenzo will handle the stock, and Joe Horwath will have the cut act. The Cuban show closes January 6, at which time the unit will return to Fort Myers quarters.

The minstrel show, Rubens said, would be a revival of the old-time units and would include the traditional 11:45 a.m. street parade and concert in front of city halls.

Assistant producer is Billy Ormand, who also will be interlocutor. The cast of 50 will include Brother Slim Williams, Danny Evans and Postum Gill.

Playing indoors and mostly one-day stands, the minstrel show will move first into Florida towns, including Fort Lauderdale, Hollywood, Miami, Miami Beach, and West Palm Beach. Then it is expected to cover all sections of this country as well as some parts of Canada. The season will run until just before Christmas, 1953, Rubens stated.

## 6 Polack Bulls To Land Jan. 6

LOS ANGELES, Dec. 13.—Six baby elephants consigned to Polack Bros. Circus are scheduled to leave Hong Kong Wednesday (17) aboard the S.S. President Jefferson. They are to arrive here January 6.

Polack is buying the bulls thru Louis Goebels of Thousand Oaks, Calif., and Mac and Peggy McDonald will train them at the Goebels ring barn for presentation with Polack's Western unit.

Noel Rosefelt, agent for Goebels, together with the elephants and his assistants, was captured by rebels in French Indo-China while en route to Hong Kong. He was held three days and released when he showed he was an American citizen. An American consul aided him.

Rosefelt said in Hong Kong that he had orders for a total of 20 elephants. He said he had 10 elephants awaiting shipment from India and six more at Bangkok.

Smallest of the Polack imports is 4 feet 7 inches. One is an inch taller in French Indo-China. Another is 4 feet 10 inches and the sixth is 4 feet 11 inches.

## JACOBSENS SIGN JERRY COLONNA

Hollywood Revue to Open in May With Circus, Vaudeville Program

VAIL, Ia., Dec. 13.—Jerry Colonna, radio and movie comic, has signed with the Hollywood Circus Corp. to star in its "Hollywood Revue." It was announced here by Charles Jacobsen, co-owner of the Hollywood corporation.

Jacobsen said the new show will open May 1 at Des Moines with a two-day stand. Date has been purchased by the Shrine. Tentative plans call for the show to play larger cities in Iowa,

## Harris-Rowe Uses Method Of Circle Stock

WASHINGTON, Ind., Dec. 13.—Harris & Rowe indoor circus, operated by J. C. Admire, agent, and Jimmy Watts, manager, will end its first four-week trek December 19 and enlarge for its second stanza, starting January 8. The show is using the old circle stock method of using a town as a base for a week and playing spots nearby. Unit plays schools and on opening day, out of Brazil, Ind., it gave performances at 8:30 a.m., 11 a.m., 12:45 p.m. and 2:45 p.m. The four schools in three towns turned out a total of 1,657 youngsters and 80 adults, Admire said.

Starting in January, the show will give 10 a.m., 2 p.m. and 8 p.m. performances. Program now includes Mr. and Mrs. Jimmy Watts, ponies, dogs, monkeys, magic, trick shooting, rope spinning and whip acts; Joe Hart Trio, cycles, skating and clowning, and Eddie Doyle, come-in clown and juggling. January additions are to include trampoline, globe and bar acts, Admire stated. A small wild animal act also is to be added.

Last Winter Admire was a partner in a similar operation.

## Hagen Orders New Big Top From U.S. Tent

OKLAHOMA CITY, Okla., Dec. 13.—Hagen Bros. Circus here has signed contracts for a new big top to be delivered in the spring by United States Tent & Awning Company, Chicago.

The top will be a 90 with three 40s. A new marquee also is to be delivered. Hagen Bros. took delivery on a new Side Show and menagerie late last season, thus the show will have an all new spread of canvas for 1953.

In another development, cancellation of plans by the Don Franklin carnival to add a circus show or open an independent circus halted delivery of the top the org. ordered from Mahaffey Bros. Tent & Awning Company, Memphis.

It was reported that Wallace & Clark Circus probably would buy the round top from Mahaffey and that Mills Bros. might take the middle pieces for use in its menagerie top.

## Rogers Launches Truck Paint Job

FORT MYERS, Fla., Dec. 13.—Work has begun at winter quarters of Rogers Bros. Circus here. Benny Wells has painted 10 trucks, which are white with pictorial decorations. Stock and equipment is being prepared for winter dates. Happy Kellums, clown, has arrived in Fort Myers.

## Royale Bros. Closes

HUGO, Okla., Dec. 13.—Royale Bros. Circus, indoor unit, closed at Fairview, Okla., December 1 and returned to winter quarters here.

## MILLS SIGNS ROSSI, LEAVES FOR EUROPE

CLEVELAND, Dec. 13.—Joe Rossi, bandmaster, has been signed for a second season with Mills Bros. Circus. It was announced here by Jack Mills, co-owner of the show. Mills, with his wife and daughter, depart Saturday (13) on an airplane trip to Europe to scout acts.

This week Mills added two promotional managers to his staff, bringing the number to seven. He also conferred with General Agent H. W. Ahnhart Jr., who has started spring bookings.

Jack Mills visited the show's quarters at Greenview, O., this week. Paul Nelson, horse trainer and new equestrian director for the show, and his wife, Jinx, reported in at quarters. Free training shows will be given on week-ends after Christmas. Charley Brady's crew has started work on new bibles and stringers. Chairs are to be painted.

Hugo Schmitt and family are due back in quarters soon. They have been on a trip to Cuba and also made TV appearances. Mayme Ward is expected back soon, following a vacation.

Jack Mills announced Triangle Poster Company, Pittsburgh, again will supply the show's posters and cards. Press Chief Fred Stafford has gone to his Bristol, Conn., home for a vacation. Before leaving he announced that George Strongman and Deane McMurray had been re-engaged as press assistants for 1953 and that other agents would be added.

Plans for a Christmas dinner and party are being made at quarters. Cookhouse now is feeding 35 and is under direction of Sheila Pugh.

## Both Polack Units Report Big Seasons

High Command Converges on Chicago; 1953 Openings in Mich.

CHICAGO, Dec. 13.—Business for both units of Polack Bros. Circus this season was excellent, according to show executives, who reported preparations were well underway for launching the 1953 season. The Western unit opens at Flint, Mich., January 18, and the Eastern unit starts at Lansing, January 27.

This was one of the rare occasions when top executives of both units were at the show's Chicago headquarters.

Following the close of the Western unit's season at Charleston, W. Va., Sunday (7), Managing Director Louis Stern came to Chicago. Mrs. I. J. Polack, in charge of the Eastern unit, made the final three stands with the Western and came to Chicago after the closing.

Arriving Wednesday (10), Mrs. Polack remained in Chicago until Friday, when she left for her home in North Hollywood, planning to go later to Mexico. Stern left today for California by way of Hot Springs for a combined vacation and business trip. Sam Polack, general agent of the Eastern show, also left today after two days of conferences. T. Dwight Pepple, the Western general agent, will head west next week and join Stern in San Francisco in time for the Shrine East-West football game December 27, as will Mickey Blue, of the Polack promotional staff.

### Western Holds Own

Playing more than 90 per cent in repeat towns, Stern said the show held its own in most of them and that the few where business dropped were offset by others that showed increases. He said, however, that operating costs continued to spiral as they had the previous year.

Having opened last January 13, the Western show's tour spanned 47 weeks of the calendar year, with a total of 232 actual playing days.

Longest run, as usual, was 17 days in Chicago, and shortest was a single performance July 4 in the Rose Bowl at Pasadena, Calif. The show played 12 days each in Oakland and San Francisco, 11 days in Sacramento and Vancouver, B. C., 10 days in Cincinnati, nine in Indianapolis and seven in 10 towns, which were as follows: Flint, Mich.; Fort Wayne and Hammond, Ind.; Louisville; Stuckton, Los Angeles and San Jose, Calif.; Denver; San Antonio, and Charleston, S. C.

The itinerary included one run of five days at Seattle, Wash.; one of four days at Chanute Air Force Base and Springfield, Ill.; Reno, Nev.; Hartington, Tex.; Oklahoma City, and Youngstown, O.; nine of three days each in, including Scott Air Force Base, Ill.; Fresno, Bakersfield and Eureka, Calif.; Richland, Wash.; Klamath Falls, Ore.; Little Rock, and Hu-

ron, S. D.; and 13 of two days at Santa Rosa, Tulare, Merced, San Francisco, Chico, Watsonville, Santa Cruz and Salinas, Calif.; Bend, Eugene, Roseburg, and Medford, Ore., and Enid, Okla.

The 46 towns played were in 15 different States and one province of Canada, and seven were State capitals. California led with a total of 18 spots. Longest move was 2,400 miles from Indianapolis to Santa Rosa, Calif., and shortest was nine miles across the Bay bridge from Oakland to San Francisco. Forty dates were for Shrine organizations, two for the Scouts and two for air force bases, while Pasadena was an outright sale to the Pasadena Fire Department July 4 committee. New dates were Bend, Eugene and Roseburg, Ore., and Huron, S. D.

## H-W Continues Promotion Plan

RICHMOND, Ind., Dec. 13.—Frank Martin, recent purchaser of the Hagen-Wallace Circus, said here this week he planned to continue use of advance promotion and auspices with the show in 1953.

Martin, now personnel manager of the Belden Manufacturing Company plant here, owns a one-third interest in an Illinois amusement park and a Miami Beach Kiddieland, he said. He has been owner of a midjet speedway at Richmond and booked thrill shows, the Wallenda Circus, White Horse Troupe and several rodeos there. He operated his own concessions. Martin said that at one time he made inquiries about buying the Cole Bros. Circus from its present owners.

Martin said he became interested in the Hagen-Wallace show when he saw it in 1951 and that when he attended the Barnes Bros. Circus here he learned from Arthur Sturmak that the show was for sale. Martin stated that he hoped to enlarge the circus.

## Spokane Sets Rodeo Dates

SPOKANE, Dec. 13.—The 1953 Spokane rodeo has been set for July 16-18, according to A. H. Bowles, president of the Spokane Rodeo Association.

It will be held in Memorial Stadium, where lighting will permit all night performances. The customary Sunday afternoon performance will be dropped.

This year's third annual rodeo attracted more than 10,000 persons to the stadium, where it was staged for the first time.

### Dressing Room Gossip

#### King Bros.—Cristiani

MACON, Ga., Dec. 13.—About 10,000 spectators thronged to quarters in Central City Park Sunday (7). Menagerie building was filled until after nightfall. Sixteen elephants are being worked out daily by Steve Fanning, superintendent of the elephant department.

In the workshop, Charles Luckey and assistant Pete Pierce have started work on the winter's schedule, which lists several new cages, tableaux, seat stringers and bible backs.

Daviso Cristiani is on a trip searching for ring stock horses. A new Liberty act will be in the 1953 show, which also will include several European imports.

Hugh Hari has returned from Sarasota, Cuba and June Cristiani leave Saturday (20) for Havana, Cuba, and will visit Mexico City before returning in January. Mr. and Mrs. A. Lee Hinkley are on a fishing trip at Umatilla, Fla. Mr. and Mrs. Walter Rogers are vacationing in Sarasota. Napoleon Reed is back from two weeks at Hot Springs.

Recent visitors included Jimmy and Angela Antek Winters, Arthur and Betty Sturmak, Buster and Helen Haag Hayes and Terrell Jacobs.

Show had a spread of winter quarters pictures in the Macon Telegraph News Sunday (7).

### Winter Quarters

#### Ringling-Bornum

SARASOTA, Fla., Dec. 13.—Rehearsals for the Cuban unit started Monday (8) and winter quarters shows started November 30 with a big turnout of visitors.

Margaret Crowell, daughter of Sam and Mary Crowell, celebrated her sixth birthday with a party in the cookhouse at Miami, the closing stand J. A. Jewel of Pomona, Calif., traveled by bus from coast to coast to visit Nena and Merle Evans at Miami.

Wilhelm and Elise (Frank) Conely, "Man in the Moon" act, won the cookhouse flag this season.—MARY JANE MILLER.

The Glenn Henrys, dogs, and the Juggling Glenns will be on "Super Circus" January 11. . . . Andrez, cloud swing and hand balancing, is playing night clubs in Mexico and plans to return to the States next spring. . . . Harold and Elson Voss, flying return, have purchased the Monterey Village Apartments at Sarasota, Fla.

Recent visitors at the Rex Ingham home Ruffin, N. C., included Billy Barton, free act, and Mrs. Jethro Almond, wife of the former show owner. Ingham also visited with Pate Neese, Burlington, N. C., jeweler who formerly owned a circus.

Pat Valdo is at his Sarasota home and won't make the junket to Cuba this winter. . . . Tom Hayes, ring stock man now in New York, writes that he met Bennie Norden and Geeta Gray on the Ringling show this summer. They were together on the John Robinson show, 1920-22.

It's possible Cole & Walters' Circus will be out under a new title next season. . . . George Kaller received a scalp wound during a mountain lion struck him during his act on Tom Packs' date in New Orleans. Cecil Edgington visited in St. Louis while on his way from New Orleans to his Milwaukee home. After a week in a Milwaukee theater, he'll make an industrial date in Chicago.

Doris and Harry Chipman enjoyed a trip into Mexico and penned a number of postal cards of the bull fights to friends on the West Coast. . . . Jake Disch plans to troupe his "Uncle Tom's Cabin" movie this winter. He'll be with George Bink's Circus Dogs for a couple of holiday dates. Disch reports Leo Demers, acrobat, underwent two operations at the Veterans Home, Woods, Wis. . . . Hubert Castle, Mr and Mrs Jerome Wilson, Harold Voss, Bert Erly, Harry Butt, Eddie Milan, Gabby and Margaret DeKoe, and Als Ming were visitors in New Orleans at the Tom Packs show.

Robert J. Reupfer of Elhart, Ind., reports Merle Evans, Ringling-Bornum bandmaster, will be guest conductor of the Elkhart Municipal Band, January 18.

A South African show, Boswell Bros., recently added zebras and a hippo. It gave three shows a day to handle crowds at Cape-town for two weeks. A riding act, Mariani Sisters, was to join Al DeRaeder's Circus has been playing Portuguese East Africa.

One of the eight baby elephants being broken at the Ringling-Bornum quarters for next season died recently.

John Foss, Wallace & Clark agent last year, has left Hugo, Okla., after a visit. Shorty Lynn, W.C. superintendent, also was in Hugo. . . . Syd Stevenson is contracting 1953 towns for Wallace Bros' Circus.

Bill Woodcock will have Miller's Baby Elephants at the Strand Theater, New York, December 26-January 1, and the Firemen's Circus, Evansville, Ind., January 22-25.

Clown Jack Klippel is back in Chicago following winter dates. He expects to be with Polack Bros. . . . R. M. Harvey is in the Caribbean on his annual winter cruise. . . . E. R. Gray, Evansville, Ind., circus promoter, and Mrs. Gray appeared on the radio show, "Welcome Traveler," during the outdoor conventions in Chicago. . . . Herb Duval, legal a d j u s t e r for Ringling-Bornum came to Sarasota from his Connecticut home last week.

Joe Lewis, clown, recently hopped to Florida and visited show quarters on the way. At Macon, Ga., he talked with Floyd King, Lucio Cristiani, Oscar Cristiani, Arnold Maley and Charley Luckey. At Sarasota, he saw Mr. and Mrs. Harold Gendler's son make a touchdown in a school football game. They visited Mr. and Mrs. John Staley of cookhouse fame, and on Sarasota streets met Merle Evans, Frank Streets, Alex Newberger,

# Under the Marquee

Frank Torrence, Boghoni, Brown, Gadalh, Jean Lewis, the Machinos and Frankie Saluto. At Gibsonton, he talked with Hip Raymond. Claude Evans, the Ernie Wiswall, the Ralph Duvals, Dime Wilson, Dime Wilson, Jr. and Al Tomiani.

Larry (Bozo) Valli has been booked almost solidly until Christmas for clown and Santa Claus work around Los Angeles. He was Yule parade marshal at Covina, Santa for a market each Wednesday, clown for a women's club charity and several industrial parties as well as for a Navy group at San Diego, and entertainer at San Bernardino for the Rotary Club. He'll work for Boeing aircraft plant parties in Seattle.

The Barnum Festival Society, Inc., with a charter membership of 45, was formed in Bridgeport, Conn., last week. The purpose is to perpetuate the spirit of P. T. Barnum in that city, where the old Ringling Brothers-Barnum & Bailey Circus wintered for many years prior to moving to Sarasota, Fla., and Barnum served the city as mayor. For the past four years, the city has been having a five-day festival in his honor. Mayor McLevy last week announced the appointment of Thomas Frouge as ringmaster for the 1953 festival.

Dan and Bobbie Stewart will again be with Hagen Bros' Circus in 1953, the former in charge of the cookhouse and Bobbie in the concession department, reports L. H. Brown. They are now in charge of Hagen quarters at Edmond, Okla. Dan is now working as Santa Claus in an Oklahoma City department store. Lee and Vic Bradley, who are visiting the Stewarts, recently bought a new house trailer.

Several former troupers served as pall bearers at the funeral of Cornelius Sullivan, former circus owner and father of the internationally known Colleano family, which was held in Allentown, Pa., December 1. Among them were Daniel Shafer, formerly of the Tom Mix Circus, and Edwin Fiedler and Robert D. Good, performers with the Ringling circus in the 1920's when the Colleano family was featured with the Big One. Willie C. Clark is doing his foot juggling and clown numbers in the Toyland of the Sears, Roebuck Company store in Tuscaloosa, Ala.

Laurence Cross, after closing with Polack Western, stopped off in Chicago this week. He was en route to his annual De Moines department store clowning engagement. . . . The Snell Brothers crowned Johnny Andrews' El Paso and Fort Worth, Tex., dates.

From El Paso they hopped to Los Angeles to visit a brother, and en route from Fort Worth to Chicago they visited their mother at Shelbyville, Tenn. They'll play 10 days for Len Fisher at Christmas dates around Chicago and will make the Indianapolis Knights of Columbus Circus January 8-11.

Clyde Wixom, Detroit, owner of the Nat Wixom's Great Show title, is celebrating Christmas with a greeting card depicting a multi-color circus train.

Christmas greeting card of the staff of the Museum of the American Circus, Sarasota, Fla., carries a reproduction of a painting of John Ringling. Staffers are John L. Sullivan, Dr. H. C. Hoyt and Frances Bates.

Joan Benjamin, well known in circus circles for 25 years, because of a heart attack went to Universal Hospital, Augusta, Ga., November 18. After remaining there three weeks she was transferred to Carter Moore Hospital, Franklin, Ky., by plane.

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### Toledo Zoo To Keep '53 Concessions

TOLEDO, Dec. 13.—Toledo Zoological Gardens will operate its own concessions in 1953, reversing a long-standing policy of leasing concession rights. A \$70,000 children's zoo is under construction and is expected to be open by May 1.

Concessions in 1952, leased to Jim Neal, grossed \$72,000. The miniature railroad made \$8,500 and the pony ring made \$2,000, both under zoo operation. The zoo officials hope the 1953 gross will reach \$100,000, with the increase coming from upped attendance and the concessions.

Children's zoo is the main reason for anticipating more attendance. The three-acre spot will include small and young animals. The zoo also has added more animals, birds, reptiles and fish recently.

Among new additions is a baby elephant presented by The Toledo Blade after a name contest which netted much publicity.

### Bailey Signs Acts for '53

YORK, Pa., Dec. 13.—A number of acts have already been set for the 1953 tour of Bailey Bros' Circus, which will get under way in early spring, according to George L. Myers, Bailey press man. Talent signed includes the Estrada Sisters, Pedro Gaona, Maurice Marmola, wire; Vern Colbert and Loretta LaPearl, boxing dogs; Buck Leahy, contortion and clowning; Edward Hodgini, comedy Ford, and the Aerial Dukes.

Concessions will be handled by the Bush-Laube Concession Company, Kansas City. Show property is now being put into shape at Gainesville, Tex., quarters. Nick Nicolas, superintendent of quarters, and Ben Thomas, promotional director, have arrived there.

### Book Review

Continued from page 51

lands are mentioned only as an adjunct to one park. With a previously untouched field in which to range, Mangels had nearly unlimited material. His original manuscript would have resulted in a considerably larger book and his vast collection of photographs, if all were used, could have made up a second volume. Necessarily, much has been eliminated. Indirectly, this volume shows that much of interest remains to be written about the subject.

Mangels has written interestingly about topics which could easily be made dull. Details are handled in a manner acceptable to park men and laymen alike. Frequently, the author's engineering background crops out with technical data about ride construction and even this is worded for interest and understanding. A sense of humor occasionally spices the account.

An NAAPPB committee headed by the late N. S. Alexander and then by Col. Allan MacNichol had a hand in preparation and checking of the material. NAAPPB board members also read certain portions prior to publication.—Tom Parkinson.

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# FAIRS-EXPOSITIONS

## Racing Is Big Business At Massachusetts Fairs

BOSTON, Dec. 13.—Horse and dog racing has become big business at Massachusetts fairs. Tommy Maren, Hub night club and restaurant figure, operates the racing concession at Topsfield Fair, the only fair of seven in the State that doesn't operate its own program.

For six days of dog racing last summer he paid the fair \$4,375. He grossed more than \$102,000, and his profit was \$30,000. Whether the Topsfield Fair would make money without Maren's program is problematical. The fair lost money three years ago when it ran its own meeting. It reported a profit in 1951 and 1952 when Maren handled racing.

Maren said that altho he made

\$30,000, he lost almost \$175,000 from race meetings at the Topsfield Fair in 1946, 1947 and 1948. His company is called Pari-Mutuel Racing, Inc., and switched to dogs after having poor success with horses.

The Boston concessionaire says he is in the racing business to make money, but points out that he has helped Topsfield Fair tremendously by increasing its gate. Last summer, he said, the fair got nearly \$25,000 in admissions after 6 p.m., when his dog racing meet was the feature attraction.

**No Easy Task**  
Maren set up the North Shore Corporation which reached an

(Continued on page 62)

## Brandon Ex Nets \$18,000 During Year

BRANDON, Man., Dec. 13.—An operating surplus of better than \$18,000 on the year's operations was reported by N. W. Kerr, chairman of the finance committee, at the annual meeting of shareholders of the Manitoba Provincial Exhibition.

Kerr reported that extensive repairs to buildings had been made from current revenues, that

(Continued on page 62)

## Regina, Sask., Ex Grosses \$1,838,341 Since Inception

REGINA, Sask., Dec. 13.—Surplus cash receipts of the Regina Exhibition since its inception have amounted to \$1,838,341 and \$1,704,078 has been spent, according to the financial statement of the Regina Exhibition Association, approved recently by directors.

Property controlled by the fair, title to which is held by the city, includes buildings to the value of \$2,039,875 and 99 acres of land valued at \$336,170, for a total of \$2,376,045.

Exhibitions prior to December 1, 1918, showed a surplus of \$33,341. Since then, summer fair surpluses, including federal and provincial grants, totaled \$987,097 and winter fair surpluses, including grants, \$13,529.

Stadium operations showed a surplus of \$86,188, grounds and buildings rentals totaled \$379,866. Bank borrowings of \$120,000 during the depression years were paid by the city and written off insofar as the exhibition org was concerned.

The department of national defense paid the exhibition board \$165,000 for replacements and renovations to leased property and federal and provincial grants toward building construction totaled \$56,762.

Deficits on harness races totaled \$3,441.

Out of its surplus cash receipts, the fair board paid \$1,037,563 for buildings and improvements, \$524,312 for grounds and buildings maintenance, \$103,791 interest on borrowings and \$39,012 toward its employees' superannuation fund.

## Wadena, Sask., Folds

WADENA, Sask., Dec. 13.—The Wadena Agricultural Society's 34-year-old exhibit building has been moved from the fairgrounds to the town and will be used to house the government snowplow. Agricultural fair was liquidated during the past year, with the building and grounds reverting to the town and funds totaling \$400 being taken over by the department of agriculture.

## Foam Lake, Sask., Elects

FOAM LAKE, Sask., Dec. 13.—H. J. Helgason was elected president of the Foam Lake Agricultural Society at the org's annual meeting. A. Hart and F. Steele are vice-presidents and R. Teby secretary-treasurer.

## Ia. State Asks \$1½ Million For Stock Bldg.

### Pike Re-Elected Board President, Campbell Vice

DES MOINES, Dec. 13.—A resolution asking the 1953 Iowa Legislature to appropriate \$1,500,000 for construction of a new livestock pavilion at the State fairgrounds was adopted at the annual meeting of the Iowa State Fair board here Wednesday (10).

The resolution endorsed the recommendation made by H. L. Pike, of Whiting, president of the board. Lloyd Cunningham, secretary, said the proposed structure would also include headquarters and facilities for the press and radio and television stations.

Pike was re-elected president for his fifth term. He has been associated with fair work for 30

(Continued on page 62)

## Iowa State Nets 296G

DES MOINES, Dec. 13.—The Iowa State Fair racked up a net profit of \$296,276.13 from its '52 operations. N. W. McDeath, treasurer, announced here this week at the annual meeting of the board. The profit was derived from total receipts of \$1,310,780.79. Expenses aggregated \$1,014,504.66.

Of the total receipts, \$155,585.54 came from activities held during the off-season, while the gross receipts from fair week totaled \$781,022.97. The grand total of disbursements included \$119,344.34 paid out other than during the fair and \$635,144.18 was chalked up as fair expense.

Of the expenses, \$89,845.16 went for maintenance of grounds and buildings and \$68,975.42 for additions and improvements. Income from ticket sales alone totaled \$505,697.32.

## Ceramic Show Is Set for Asbury Pk.

NEW YORK, Dec. 13.—Plans for the Eastern Ceramics and Hobby Show of 1953, to be held May 13-17 in Convention Hall, Asbury Park, N. J., were announced this week by Jerry Gasque, formerly with United Expositions, Inc., who is underwriting the show. Sponsor will be the Ceramic Leagues, Inc.

Gasque said that 66 of the 104 exhibit spaces have been rented, and that the exhibitors will be from 13 States, including 17 from California. He added that two phases of the industry will be covered, including arts and crafts, clay manufacturing and brush making.

Headquarters for the exhibition will be at the Berkeley-Carteret Hotel. Gasque said he planned to make the event an annual affair.

## Lake Odessa, Mich., Elects Garlinger

LAKE ODESSA, Mich., Dec. 13.—Orvin B. Garlinger has been elected president of the Lake Odessa Fair Association here, succeeding H. H. Chase, who has been named to the board of directors. Other new officers are Conrad Lass, vice-president; Wesley Phillips, secretary-treasurer; Fred Garlinger, Wayne Chase, Paul Reed and Walter Peacock, directors.

## Elect H. Anderson

SALT COATS, Sask., Dec. 13.—H. Anderson was elected president of the Saltcoats Agricultural Society at the fair's annual meeting. F. Torrie and James Trowell are vice-presidents. I. A. McDonald was retained as secretary-treasurer.

## FAIR ASSN. MEETINGS

Central New York Association of Agricultural Fair Associations, Syracuse Hotel, Syracuse, January 5. Robert S. Turner, Horseheads, secretary.

Minnesota Federation of County Fairs and the Minnesota State Agricultural Society, Radisson Hotel, Minneapolis, January 5-7. Harold C. Pederson, 3531 22d Avenue, South, Minneapolis, secretary.

Indiana Association of County & District Fairs, Hotel Severin, Indianapolis, January 5-7. William H. Clark, 360 Walnut Street, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 5-7. W. H. Eldridge, P. O. Box 266, Plymouth, secretary.

Kentucky Association of Fairs & Horse Shows, Brown Hotel, Louisville, January 8-9. Ray P. Weller, Shelbyville, secretary.

Georgia Association of Agricultural Fairs, Piedmont Hotel, Atlanta, January 12. E. Ross Jordan, 149 Rogers Avenue, Macon, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 13-14. Everett E. Erhart, Stafford, secretary.

Maine Association of Agricultural Fairs, Falmouth Hotel, Portland, January 14-15. Roy E. Symons, Skowhegan, secretary. Ohio Fair Managers Association,

Deshler-Wallick Hotel, Columbus, January 14-15. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

North Carolina Association of Fairs, St. Walter Hotel, Raleigh, January 15-16. Mrs. Clyde Kendall, Greensboro Fair, secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 15-16. Rollo E. Singleton, State Office Building, Jefferson City, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 15-16.

(Continued on page 62)

## Huron, S. D., Board Fired By Governor

### Anderson to Seek New Five-Man Board From Legislature

HURON, S. D., Dec. 13.—South Dakota State Fair again hit the headlines here this week with the firing of Enos Blair, president of the fair board and John F. White, senior member of the board by Gov. Sigurd Anderson. The term of the third board member, Luther Johnson, expires December 31.

Blair and White both assailed the governor recently for dictating to the board selection of its secretary. The controversy started with the November 15 dismissal of Phil Rensvold, who had been appointed secretary May 1.

Following his dismissal, Rensvold immediately denied the charges of "incompetence of duty" and in a counter-charge accused the board of

(Continued on page 62)

## Mich. Group Names Logan

CLARE, Mich., Dec. 13.—William E. Logan, manager of the Huron County Fair, Bad Axe, was named president of the Northern Michigan Fair and Racing Association at the group's annual meeting here in the Doherty Hotel, Friday (5). Harvard Swanson was elected vice-president; Irving Pratt, secretary-treasurer; Ray Harold, director for three years, and Hugh Johnston, secretary of speed.

Logan presided at the sessions which included speeches by Mayor L. J. Everts, this city; Hugh Johnston, Charles Figy, Orlo Owens, Charles Coons, Dr. J. Foust and Lloyd Honeywell. Herman Dignan was toastmaster at the banquet.

Attraction firms represented at the confab included Barnes-Carruthers Theatrical Enterprises, United Booking Agency, Gus Sun Agency, World of Pleasure, W. G. Wade and Happyland shows and Bert Thomas Fireworks.

## Minn. Circuit Sets Dates

CROOKSTON, Minn., Dec. 13.—Red River Valley Fair Circuit, which includes five annuals in this area, set their dates for this year and re-elected all officers. O. M. Mattson, president, announced at the loop's annual meeting here.

Dates are: Clay County Fair, Barnesville, July 9-11; Polk County Fair, Fertile, July 12-15; Marshall County Fair, Warren, July 18-19 with the possible addition of one more day; Roseau County Fair, Roseau, July 20-22, and Mahanomen County Fair, Mahanomen, July 24-26.

Officers renamed in addition to Mattson, include Charles Christanson, Roseau, vice-president, and Reynold Erickson, Fertile, secretary-treasurer.

Some 30 directors from the five fairs were on hand for the confab which included discussions on free gates and both midway and grandstand attractions. Don Franklin Shows will provide the midway attractions for the entire circuit. The night grandstand show contract, which was won by the Charles Zemeter Agency, Chicago last year, will be awarded at the Minnesota meeting in Minneapolis next month.

## Nipawin, Sask., Elects John Lyons

NIPAWIN, Sask., Dec. 13.—John Lyons was elected president of the Nipawin and District Agricultural Society at its annual meeting. Vice-presidents are J. B. McDermott, Mrs. George Carter and Charles Geall. The financial report showed \$48 in prize money paid out at the annual fair, compared with \$1,450 last year. There were 495 more entries, altho no livestock was exhibited.

## Meadow Lake Calls It Quits

MEADOW LAKE, Sask., Dec. 13.—Directors of the Meadow Lake Agricultural Society have decided to discontinue the annual agricultural fair. Lawrence Kirk was elected president, with B. I. Campbell and Peter Grambo vice-presidents. H. L. Cathrae is secretary, and O. B. Young, treasurer. Fair will devote its efforts to year-round projects such as sponsorship of calf clubs, livestock sales, farm machinery displays and tree planting campaigns.

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## John Marks Shows Purchased by Lewis

Returns to Carnies After 7-Year Absence; 40 Semis, 10 Major Rides Included

RICHMOND, Va., Dec. 13.—Art Lewis for 13 years operator of a show bearing his name, announced this week the purchase of the John H. Marks Shows which he will operate under that name in 1953. Marks, who has had the shows on the road for 27 years, will still be connected, serving for the next three years as a director.

Lewis returns to the carnival field after an absence of seven years, when he was active in the park business in Virginia and in the Miami hotel business. He is still part-owner of the Sea Gull Hotel, Miami Beach, Fla.

Included in the purchase, according to Lewis, were 40 semi-trailers, 10 major rides, 5 kiddie rides, 5 mobile light plants and 8 panel show fronts, plus the title. The shows will winter at their present site here.

### Lewis to Be GM

Art Lewis will serve as general manager, his brother, Jack Lewis, as assistant manager, and Frank Spina, business manager. Other executives, including the general agent, will be announced soon, Lewis said. The shows, under Marks' direction, have a route of 10 fairs lined up for 1953, with two more pending.

The Art Lewis Shows were sold to James E. Strates in 1945, and Lewis retired to a park operation in Virginia Beach. Later he sold out to his partner, Jack Green-

spoon, and confined his activities to Miami Beach. He returned to the carnival business in 1952 in an executive capacity with the Strates shows. He originally started as a small carnival operator in 1932 and gradually built up the Lewis shows until they were considered among the Eastern majors in 1945.

## Coast Club Pays Tribute To Deceased

LOS ANGELES, Dec. 13.—Impressive rites marked the annual memorial services held by the Pacific Coast Showmen's Association and Ladies' Auxiliary Sunday (7) at Showmen's Rest, Evergreen Cemetery. Harry G. Seber, chairman, pointed out this was the first to fall on Pearl Harbor Day since the eventful 1941.

While the program listed 20 members, who died during the year, another was added that day when Floyd (Doc) Gilligan passed away in Long Beach. The club lost during 1952 Gladstone Atkinson, Claude Phillips, Walter L. Towers, Frank Gilman, Cheerful Gardner, Henry Hohenhaner, S. Miles Jones, Bert Chipman, Ralph Krooner, Edmond Neu, Robert Murphy, William A. Mullein, Philip Walker, T. D. Newland, Lloyd Griffin, Joe Krug, William Steinhardt, Frank Kissinger, Milton Cohen, and Fred Stewart.

Seber paid tribute to Madge Buckley, a past president of the Ladies' Auxiliary, who passed away November 7. He pointed out that she entered show business in 1912 in the days when trouping was difficult and bookings were indefinite. Moving to the West Coast some years ago, she operated concessions on Crafts, West Coast, Douglas and more recently Monte Young shows. At her funeral on November 10, the mortuary was banked with flowers.

### Inclement Weather

Inclement weather held down the attendance at the cemetery. Following the Pledge of Allegiance to the Flag, the U. S. Marine Band from El Toro Air Base, under the direction of M-Sgt. Abraham Balfourt Jr., played the National Anthem. The aggregation also accompanied Ruth Felt in her vocal renditions of "Abide With Me" and "Rock of Ages."

Wendell L. Miller, minister of the University Methodist Church delivered the invocation. Ted LeFors, past president of PCSA, gave the principal address and wreathes were placed on the monuments by G. P. (Jerry) Mackey and Lucille Dolman. In his address, Seber also delved into the history of the showmen's rest. There are 148 buried in the plot which was opened 30 years ago.

A Marine bugler blew taps as the squad from Long Beach fired a salute during the raising of the flag. Sgt. Kenneth H. Roak was in charge of the squad. The services ended with the group, led by Miss Felt, singing "God Bless America."

Chairs for the services were furnished by Bob Downie of Downie Bros.

## Drew Adds 2 Dates To '53 Fair Route

WAYNESBORO, Ga., Dec. 13.—James H. Drew Shows have been signed to provide the midways at Cooke County Fair, Newport, Tenn., and Ocmulgee Fair, Macon, Ga., in 1953. James H. Drew Jr., announced from local quarters this week.

Drew also revealed that Ben Dover will return to the shows next season to again direct the shows' truck fleet and handle transportation of equipment.

## Gladstone Sets Nine Fair, Cele Dates for 1953

JACKSON, Miss., Dec. 13.—Gladstone Exposition Shows, managed by F. D. Poole, this week were awarded contracts to provide the midways at nine fair and celebration dates in Tennessee, Kentucky and Mississippi, it was announced from local winter quarters.

Booked for the shows by Jack Oliver, general agent, were the West Tennessee Strawberry Festival, Humboldt; IOOF Fourth of July Celebration, Eminence, Ky.; Muhlenberg County Fair, Central City, Ky.; LaRue County Fair, Hodgenville, Ky.; Marshall County Fair, Benton, Ky.; Centerville, Tenn. Fair; Savannah, Tenn. Fair; American Legion Fair, Clarksdale, Miss.; South Delta Fair, Belzoni, Miss., and the fair at Charleston, Miss.

## Baker United Org Inks July 4 Cele

TERRE HAUTE, Ind., Dec. 13.—Baker United Shows have been signed to furnish the midway attractions at the Linton, Ind., July 4 celebration, Ernest Allen, manager, announced. Show has also been awarded the contract for the American Legion Free Fair, Franklin, Ind.

## PCSA Banquet-Ball Draws Record Crowd

LOS ANGELES, Dec. 13.—The Pacific Coast Showmen's Association annual banquet and ball set a new attendance record here Wednesday night (10) by drawing a crowd of 428. The event, the 32d annual, was held for the first time in the Golden State Room of the new Statler Hotel. Sam Dolman was chairman of the function's committee.

The evening was devoted entirely to festivities with all speeches ruled out. The invocation was delivered by Harry Seber, a PCSA past president. Toastmaster Harry Golub presented G. P. (Jerry) Mackey, PCSA president, and Lucille Dolman, Ladies' Auxiliary president, who were given an ovation.

Golub also introduced representatives of show clubs and the honored guests of the evening. In addition to Mackey and Mrs. Dolman, who were at the speakers' table, there were Charles Walpert, PCSA vice-president; Al Weber, treasurer; Louis Manly, secretary; Al Flint, executive secretary; Harry Seber, chaplain; Dr. Ralph E. Smith, physician; Mike Krokos, a past president, and founder of the building fund committee; Doris Monette, Show Folks of America president; Phil Zeller, Showmen's League of America; Abe Fabricant, National Showmen's Association; Grace Merkel, incoming PCSA Auxiliary president and Hunter Farmer, PCSA vice-president-elect. Honored guests included E. K. Fernandez, Hawaiian showman; Clyde Beatty, circus owner and television star; Duncan Renaldo, known as the Cisco Kid; Lloyd Aldrich, Los Angeles city engineer, and Lt. Comdr. E. I. Pemberton, Navy Relief Carnival committee chairman, and Mrs. Pemberton.

Dolman was presented with a watch for his untiring efforts in making the event a record breaker. The banquet and ball was said to be the best ever staged.

A show, booked by the Walter Trask Agency, was presented. It was emceed by Dave Barry and included Regina Day, dancer; Radio Rogues, comedy impersonators; Peter James and Ruth Foster and Cecil Stewart's Royal Rogues, singing group. Nat Young and his New Statler Recording Orchestra accompanied the show and played for dancing. Patricia Manners was the band's featured vocalist.

## Midway Bookings Up At Iowa Fair Meet

Shows Move Back Into State After Two-Season By-Pass

DES MOINES, Dec. 13.—Iowa county fairs, which for the past several years found it tough to get midway attractions, experienced some relief at the annual meeting of the Fair Managers' Association of Iowa here this week in the Hotel Fort Des Moines. During the past two years a number of fair representatives left the meetings without signing carnivals but this year, due to considerable switching of dates and more interest by carnival owners, much more booking was done.

Typical of the carnivals which will play more Iowa fairs next summer is Ken Garman's Sunset Amusement Company. The Garman org played two Iowa annuals in '52, Alta and Monticello, both long-timers on the show route. This year, however, Garman added the Webster City, Rock Rapids and Decorah fairs.

Don Franklin Shows, repped here by Owner Franklin and J. O. Greene, new general agent, added two Iowa fairs to their route. These are Fayette and West Union. He also signed to repeat at the Red Oak July 4 celebration.

Greater Dixieland Shows will also play more fairs in Iowa than

heretofore, according to Jimmie Hensen who repped the show at this week's conclave. Hensen signed here to provide the fun zone at the Waukan and Cresco fairs and also resigned the Mount Pleasant, Vinton, Trer, Independence and Hamp'on annuals.

Two new Iowa fairs were added to the route of Merriam's Midway Shows, those at Ida Grove and Denison Shows, which were represented here by Mr. and Mrs. Alva Merriam and Mr. and Mrs. Woody Gaither, also announced they would play repeat stands at the Sac City and Algona annuals. Merriam disclosed that he had recently signed with the Bloomfield, Neb., fair, another new addition to the org's route.

Boone Valley Shows also were more active at the meetings here this week. Clement M. Smith, who with Ben Mesenbrink were on hand for the show, reported signing two new events, fairs at Poehontas and Sibley, as well as retaining all old fairs. The Smith-Mesenbrink combine announced they had added a Tilt-a-Whirl for the '53 season.

### Model Repeats

Model Shows, repped here by Mr. and Mrs. Jack Robinson had no new bookings to report but did sign repeat contracts for fairs at Audubon, Monville, Dayton, Knoxville and Donnellson, all in Iowa.

Other carnival representatives on hand included Reginald Bodart, Bodart's Blue Ribbon Shows; William T. Collins and E. W. (Sum) Wells, William T. Collins Shows; William Dyer, Dyer's Greater Shows; L. O. Weaver, Grand American Shows; L. P. and W. T. Hale, Hales' Shows of Tomorrow; George W. Nelson, Margaret Nelson, Ella Elsen and Ben Elsen, George W. Nelson Shows; C. S. Peck, Peck Amusement Company.

Also John Dorland and A. H. Brown, Royal United Shows; Mabel Carolus, Bill Dillard and Sonny Myers, Sonny Myers' Amusements; John Francis, Schaffers Just for Fun Shows; Mervin Barokman, Starlight Shows; Alec Fidler, Fidler's Concessions; Mrs. Faith Wolf and Stanley Warwick, Wolf's Shows; Al Martin, 20th Century Shows; J. C. McCaffery, Amusement Company of America, and John Lempert, show supplies.

## Ky. State Fair Signs Gooding For Fifth Year

LOUISVILLE, Dec. 13.—The Gooding Amusement Company Wednesday (10) was awarded the midway contract for the 1953 Kentucky State Fair. The award, made at a meeting of the fair's board of directors, gives the Gooding organization the contract for the fifth straight year.

## Zoot Reed Frames Unit

HOLLYWOOD, Dec. 13.—Billy (Zoot) Reed, veteran burlesque comic, will offer a girle attraction, "Hollywood Revue," for 1953. He is now headlining the show at the Zomba, Ventura Boulevard night spot.

Reed said that the show will feature 10 girls, a four-piece girl band, and a male vocalist, who will also play straight. The comic soon marks his 40th year in burlesque. He has headlined shows at the Follies in Los Angeles and other cities. He toured with Royal American for two years, and Cetlin & Wilson for three.

## Show Folks Banquet Set For Jan. 10

SAN FRANCISCO, Dec. 13.—Show Folks of America have set Saturday January 10, for the annual banquet and ball with memorial services to be held the following day. Al Rodin is chairman of the social event with Harry G. Seber conducting the Sunday function.

The banquet and ball which will be combined with the installation of officers, will be held in the Crystal Room of the Bellevue Hotel. A reception is planned for 7 p.m. with dinner at 8. Following the induction of the 1953 official slate, a show and dancing will be enjoyed.

Seber again is chairman of the club's memorial services to be held at Showmen's Rest in Mount Olivet Cemetery. The solemn rites will begin at 2 p.m. Seber has officiated at similar services for the past five years and this year directed those of the Pacific Coast Showmen's Association in Los Angeles.

Tony Ortega was named chairman of the Christmas Day dinner to be held in the clubrooms here by Doris Monette, president.

Naming of these chairmen highlighted the Monday night (8) meeting of the group. On the rostrum for the session were, in addition to Mrs. Monette, Charlotte Porter, first vice-president, and Bonnie Townsend, recording secretary.

## 20th Century Pacts Two Wis. Fairs

OTTAWA, Kan., Dec. 13.—The Al Martin-E. D. McCray 20th Century Shows will play two fairs in Wisconsin this year for the first time. Co-owner Martin announced here. Negotiations were completed this week to provide the midways at the Tri-State Fair, LaCrosse, and the Dunn County Fair, Menomonee. The LaCrosse dates follow the North Dakota State Fair, Minot.

Martin returned here Tuesday (9) after spending a few days at the Iowa fair meeting in Des Moines.

## Walpert's Hat In Coast Club Prez Contest

LOS ANGELES, Dec. 13.—An independent ticket for the presidency of the Pacific Coast Showmen's Association was launched here Monday (8) when the name of Charles Walpert was entered in the race. Walpert is currently vice-president.

The official nominating committee, headed by Harry Seber as chairman, had named Moe Levine to the post. On the ticket with him are Hunter Farmer, vice-president; Dave Friedenheim, secretary, and Al Weber, treasurer. The latter was re-named for the post.

Walpert was named on the independent ticket after a petition had been circulated among the members. Balloting is set for December 29.

No other candidates are named on the open ticket. With the nominations now closed the naming of Farmer, Friedenheim, and Weber was tantamount to election.

## Anderson, Ind., Fair To Pact Show in Jan.

ANDERSON, Ind. Dec. 13.—The Anderson Free Fair will not act on contracting a carnival for 1953 until the annual Indiana State Fair convention in Indianapolis early in January, William J. Hutton, fair secretary, said this week. Hutton's statement was made in the wake of the report that the Royal Crown Shows had been awarded the Anderson contract.

Several carnivals, including the Royal Crown Shows, currently are under consideration. Hutton pointed out, adding that no commitment of any kind regarding the midway attraction had yet been made.

We are trying to contact the following Concessionaires and Show Operators. Any leads to their present address will be appreciated.

LEO AXINS	JOE KARR	MITCHELL ROBINSON
BOB AYERS	WALTER LASCH	WM. SNYDER
HENRY BARNES	JOE LEASON	MIKE STRIEGEL
EDDIE BRENNER	COLEMAN LEE	NATE TASH
KENNETH DONMEYER	W. J. "HI POCKETS"	JOE TRIBBLE
GENE DRUMM	LINDSEY	DON URQUHART
GEORGE B. EDGAR	NORMAN LITTLEFIELD	CLIFF VIERUS
R. E. GETTYS	MARVIN LYNGEN	E. J. WIPPIER
SIDNEY GRONER	HAYDEN MITCHELL	GEORGE B. YANCEY
JACK HALEY	DEAN PEACOCK	
R. L. HETH	J. S. POWELL	

TAYLOR BROTHERS (carnival operators formerly of Martinsburg, W. Va.)

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FOR TOP CARNIVALS

WIRE OR WRITE  
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**FOR SALE—SHOW EQUIPMENT**

Must be sold on or before Jan. 15th.

Two-Abreast Little Beauty Allan Herschell Merry-Go-Round. No. 5 Big Eli Wheel, seven-car Tilt-a-Whirl, 24-seat Smith & Smith Chairplane, ten-car Auto Ride, Sunshine Choo Choo Train, four 1949 Model International Trucks, Semi-Trailers, several Steel Vans, two new 20x30 Show Tops, Transformers mounted in Semi-Trailers, Ground Cable, Junction Boxes, numerous other Show Equipment. Everything priced to sell. Can be bought separately or as a whole. Stored at Lake Charles, La. For information call Phone 6-9165, or write

**ED GROVES**

Route 1, Box 655 Lake Charles, La.

**RIDES FOR SALE**

Beautiful Spillman 36-horse 40 ft. Merry-Go-Round, completely reconditioned; horses all factory refinished. Brand new royal blue Top. Replacement cost \$15,000. Our bargain price \$6,500.00. SPITFIRE RIDE, excellent condition; engine completely reconditioned with factory-designed special semi trailer. Ride and Trailer, \$3200.00; with special extra fluorescent lights, \$3500.00 extra. OCTOPUS RIDE in first-class condition; all tubes like new. Price with Eli gas engine and special semi trailer, \$4500.00. These rides can be inspected any time at our winter quarters. Terms cash. Can be stored here until spring. Will consider booking Spitfire or Octopus on King Reid Shows for 1953. KIDDY FERRIS WHEEL, eight all-steel seats, 110-volt electric motor; reason for sale, we have two. Bargain price, \$650.00.

**KING REID SHOWS**

Manchester, Vermont

**FLORIDA EXPO SHOWS**

Douglas, Georgia, Christmas Week, Dec. 22nd to 27th. Followed by Albany, Georgia, New Year's Week, Dec. 29th to Jan. 3rd. Air Force Day, Dec. 29th. Want me Ride, Show—Animal, Monkey, Snake and Snake Show, Side Show, any show with own equipment. CONCESSIONS: Place Papers, Apples, French Fries, Novelties, Paintings, Handly Trucks of all kinds. Wire or come on. Will take care of you. \$15.00. Two for \$25.00. Some Percentage over. ISSUES: Place useful Carnival 1953. Girls for Girl Shows come on. Positively out all winter. All address: DUBLIN, GEORGIA, THIS WEEK; THEN PER ROUTE, P.O. Place 4380. Will give you people and location.

**WANT—G & B RIDES & SHOWS—WANT**

For 1953 Season opening in April

Concessions—Photo, Hi-Striker, Jewelry, Fish Pond, Ball Games, Coke Bottles, Scales, Soap, Lead and Cork Gallery, Balloon Dart, Big Cat, Penny Pitch, Pitch-Tilt-Up, Win and Fish Bowl, Shows—Animal, Monkey, Snake and Snake Show. Help on all rides must be able to drive trucks and be sober and reliable. No cheaters wanted. George Adams, set in touch with me. For Sale—One 30-foot Allan Herschell Merry-Go-Round, \$2500.00, needs some repairs. All replies to: GEORGE ADAMS, 627 30TH ST., PARKERSBURG, W. VA.

GIVE TO DAMON RUNYON CANCER FUND

**Midway Confab**

Tommy (Carey) Knight, son of J. A. Knight, has been inducted into the armed forces. The Knight family is wintering in El Dorado, Ark. . . Irene Hester, of the E. J. Casey Shows, is wintering in Miami where she took delivery on a new house trailer. Her niece, Lois Johnson and son, Michael, are with her. She plans to tour Canada again in 1953. . . Burkhardt Shows' winter quarters notes: Hank and Pearl Gowdy and Tex and Audrey Fetta are wintering in Turrell, Ark., where the Gowdys are operating their popcorn stand. Fetta is repairing trailers in quarters. Owner Burkhardt purchased a new Merry-Go-Round and Tilt-a-Whirl. Thomas Yanda is a frequent quarters visitor. The Fettas had Mr. and Mrs. Shelton Jr. as their guests Thanksgiving Day.

Roy Wallace, Side Show operator and performer, has moved into his new home in Holman Heights, North Greenwood, Ind. Wallace was married to Bernice W. Fraher in Greenwood Methodist Church Thanksgiving Day and he and his bride are settled in the new home following a honeymoon in Chicago. . . Wally and Rosa (Baby Dumplin') Chagnon, well known in outdoor show circles, are celebrating the recent arrival of a daughter, Christine Gail, who was born in Lutheran Hospital, Baltimore. The Chagnons are wintering in Baltimore but are considering a number of offers to return to the road with a carnival in 1953.

Willie Levine, old-time concessionaire with the Gaskill & Mundy and Bennie Krause shows, is operating a novelty store and photo gallery in Kansas City, Mo. . . Billy Logsdon tendered Paula Page a surprise birthday party recently at the Trailer Park, Beaumont, Tex. Guests included Helen and Mike Preneckok, Mr. and Mrs. Al Hunt, Pinky Pepper, Vicki LaPage, the Flying Rovells, Louise Logsdon, Tallulah Vaughn, Jimmy Farmer, Linda Lopez, the Boswells, Mr. and Mrs. Johnny Taylor, Jet LaMarr, Grace McDanners, Mona Keys, Paul-Pauline and Edna Mae Oliver.

Lou Passo writes from Miami that Tina-Lou Gardner is no longer connected with his show. He's booking shows around the Florida city for the winter and is featuring Valorie Day, Scarlett O'Hara, Gloria Shore and Bubbles O'Day. Lou says he'll spend most of the winter in Norfolk. . . Robi DeMato opened a singing engagement at the Club Tropica, Clearland, November 28. . . Mary Ann (Tanya) Beal and her husband, Glenn Beal, known professionally as Gary Hera, are at their home in Temple, Ariz., where they are operating the Beal Sign Service. Beal was show painter on Shan Bros. and Blue Grass shows the past season. Tanya was with Ray Marsh Brydon's French Folies until Labor Day when the Beals opened their own Girl Show on Lew Reese's Marvel Shows.

After closing their season in Charlotte, S. C., Mr. and Mrs. Jack Kellow went to Palmerton, Pa., where they will winter. Kellow and Steven Russell played two spots in Georgia on the Lone Star Shows with their French fries to poor business so they called it quits. En route north they spent Thanksgiving Day in Norfolk. Kellow will spend the winter building new fronts for his new Girl Show. Russell went to Pittsburgh for the winter. . . Roy Thomas advises from Columbus Junction, Ia., that his wife, Joy, is recovering from a recent illness. Mr. and Mrs. Jewel, of Pomona, Calif., visited the Thomases recently.

B. E. (Bill) Lichter is in Bay Pines Hospital, St. Petersburg, Fla., recovering from a broken arm sustained last September and would like to read letters from friends. His wife, Lucille, is with him. . . After closing with Don Franklin Shows in Alice, Tex., Mr. and Mrs. J. R. (Jimmie) Carroll, formerly of World of Pleasure Shows, are wintering in Los Angeles with their son and his family, Dick, Vendale, Sue and Debra Havins. The Carrolls plan to return to San Antonio for the Livestock Show and Exposition.

Frank W. Babcock, owner of Babcock's United Shows, who is on an extended tour of Europe, writes that he recently attended the ballet and the opera in Paris.

The Paris stay followed Babcock's jaunt to London where he attended a performance of "South Pacific" at the Drury Lane Theater.

Mrs. Ray Oakes Sr., wife of the Brookfield, Ill., games manufacturer, is on the mend following a recent illness. . . J. C. Admire, infom from Nashville that he has been named general agent of the new Tennessee Valley Amusements, Admire, who will also handle publicity for the new org., is a partner with Jimmy Watts in the Harris Rowe Circus which plays indoor dates. Mrs. Admire will have two concessions on the new show.

Joseph Lehr, spot worker, reports that Chi Chi Roberts, dancer on the King Reid Shows this past season, recently closed a five-week engagement at the Club Bandbox, Baltimore, mitey. He also passes on the info that Mrs. Roy Hunter is again working for Green's Store in Philadelphia.

Louis Weiss has contracted to operate the girl show on C. C. (Specks) Groscurth's Blue Grass Shows next season. He will be assisted by Madeline McCoy.

Mr. and Mrs. Jack Robinson, owners of Model Shows, have leased a steak house and gas station in Iowa Falls, Ia., and are operating it for the winter months. The two were on hand at the Des Moines fair meeting where they booked a number of fairs for next summer's trek. . . Mickey Stark, owner of Gold Bond Shows, was also on hand for the Iowa meeting and reported that he purchased a new Kiddie Boat Ride at the Chicago meetings. While there he also placed orders for two new Chevrolet tractors with Weber Chevrolet of St. Louis.

Turner Scott scribes from Daytona Beach, Fla., that he has obtained a five-year lease on a 98 by 105-foot space on the Boardwalk. Plans are to open there in March with a Ferris Wheel and several other rides and concessions.

Cameron D. Murray, who managed the Ray Williams Shows most of the past two seasons, has signed up with W. G. Wade as general manager of the Wade Greater Shows—the former No. 2 Unit—for 1953. Murray handled this post the last few weeks of the 1952 season. . . Bob Sutton, cashier on W. G. Wade Shows for the first part of the '52 season, is working with his brother Art Sutton, song-writer on the half-million dollar suit he is filing, claiming the current hit "I Saw Mommy Kissing Santa Claus" resembles his "Santa Claus Looks Like My Daddy."

**Phoenix Club Names Officers**

PHOENIX, Dec. 13. — P. H. Siebrand was named president of the Arizona Showmen's Association at the organization's meeting here Monday (8) with Ralph Horstman selected as first vice-president for the ensuing year.

Other officers include Harry L. Gordon, second vice-president; Betty Wilson, third vice-president; William E. Saunders, secretary, and W. J. Siebrand, treasurer. H. W. Siebrand was chairman of the nominating committee.

P. W. (Pete) Siebrand represented the club at the Chicago meetings and reported all proceedings to the membership. P. H. Siebrand, the new president, also was at the Chicago doings.

Treasurer W. J. Siebrand brought back an elk from a recent hunting trip and has donated it to the club for a venison supper following the December 22 meeting. It was announced that Christmas gifts will be sent to A. E. Beck, who is in the service, and Red Hooper who is still reported to be in the Aransas Pass (Texas) Hospital.

Meeting closed with a buffet supper served by Dallas MacArthur, Mrs. Nora Lucas won the pot of gold.

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Sober, reliable and capable.  
Will join anywhere in the  
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Smith & Smith Chairplane, late model, with beautiful 3D foot from lighted entrance and exit sign with international motor. Ride good as new, price \$1000. Two 1947 Fruehauf Trailers, 30 foot long, solid steel sides, open top, good rubber, price \$300 each.

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Long Beach, L. I. N. Y.

**BIG STATE SHOWS**

Want to book Holiday Parks of all kinds for 10-day Christmas Celebrations, Fiesta Grounds, Alice, Texas, Dec. 20-31. Winter privileges. T. W. Strawberry, Rohn, contact Sammy George immediately.

**ANNA MOORE**

Benavides, Texas, to Dec. 18; then Alice.

**FOR SALE**

**Flashy Photo Gallery**  
12x8 Booth, 3 Cameras 24x36 & 24x35, 12x8 Booth, motor food, 20 ft. Van Trailer, rubber fair, price \$700.00.  
3 extra Shutters, many extras, 10 Rolls Paper. Duffin now operating in store doing good, real money maker. Reason for selling—Jive bought a farm. Write for pictures. Will come soon.

**BOB RICARDO**

St. Francisville, La., until Dec. 30

**BINGO FOR SALE**

20x40 Top and Frame, fair condition; 1942 Chevrolet, tractor, motor food, 20 ft. Van Trailer, rubber fair, price \$700.00.

**CURLEY CLARK**

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**\$100.00 Reward**

Leading to arrest of person or persons for the return of one Transformer, 73 R.V.A.1 one Choo-Choo Kidney Train Rides, taken from State Street, Waycross, Georgia.

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For Ferris Wheel and Kiddie Merry-Go-Round prefer. Manassas, Pa. Concessions open for 1953 season. No racial, 80% of P.C. on midway.

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**WANTED**

FOR CENTRAL DISTRICT VOLUNTEER FIREMEN'S ASSN. 61st CONVENTION At Osceola Mills, Pa., week of August 17, 1953. Conventions—Carnival Shows. John A. Redding, George Werner, Charles Dunlap.

**Michigan Showmen's Association**

3153 Cass Ave., Detroit

DETROIT, Dec. 13.—President Ben Morrison occupied the chair at the regular meeting. Also on the rostrum were Fred Silber, second vice-president; Bill Zakoor, third vice-president; Lou Rosenthal, treasurer; Jack Dickstein, acting secretary; and Ben Miller, acting chaplain.

Dickstein reported on his trip to the Chicago outdoor conventions. Doug Brown, chairman of the Christmas party for underprivileged children, reported on his operations and appointed a large committee of members to assist in handling the crowd (21). The party is set for Sunday (21). Max Kahn, chairman of the New Year's ball, reported that a number of acts have been booked for the floor show and a sellout is expected.

**Ladies' Auxiliary**

The regular Christmas party was held here Monday night (8) with good attendance. Games were played and a buffet lunch was served by Bobby Vine. A huge Christmas tree was set up and trimmed by Mamie Wade and gifts were exchanged. Prizes were won by Lottie Johnson, Clara Connors, Marion Dickstein, Carrie Dear, Helen Cook, Margie Mansell and Edna Blankenship. Vivian Townsend took the grand prize and Edith Schultz the door award. Proceeds of the party went to the cemetery fund.

**Caravans, Inc**

P. O. Box 1902, Chicago

CHICAGO, Dec. 13.—Pearl McGlynn was installed as president at the annual ceremonies in the Crystal Room of the Hotel Sherman. Others taking office included Veronica Potenza, Eva Leroy and Marianna Pope, first, second and third vice-presidents respectively; Wanda Derpa, secretary, and Isabel Brantman, treasurer.

Claire Sopenar, outgoing president, turned her gavel over to her successor, Eva Leroy, entertained with a piano solo while Ralph Pope provided the dinner music with his accordion. Rev. Marcel LaVoy was guest chaplain and delivered the invocation.

Representing various other clubs and auxiliaries were Mae Taylor, Showmen's League of America; Jeannette Hart, Heart of America Showmen's Club; Betty Prosper, Missouri Show Women's Club; Gladys Mackey, Pacific Coast Showmen's Association; Joan Lipsky, National Showmen's Association; Minnie Simonds, Michigan Showmen's Association; Jeanette Wall, Lone Star Show Women's Club of Texas; Charlotte Wright, Miami Showmen's Association; Dolly Young, Greater Tampa Showmen's Club; Lucille Hirsch, Hot Springs Showmen's Association, and Charlotte Warren, Regular Associated Troupers.

Outgoing officers received gift checks in appreciation of their services. Marianna Pope, entertainment chairman, then supervised a program that included performances by Lovy Austin, Marilyn Polulab, Ralph Pope Jr., Ralph Pope Sr.

Committees included Dorothy Goltz, Pauline Gray and Helen Wetour. Pearl McGlynn reported the bazaar did well. Catherine Ross, Opal Rossi, Eva Leroy and Betty Shea handled the refreshments. Violet Westerman won the luggage prize and Lillian Derpa the toaster.

**National Showmen's Association**

1564 Broadway, New York

NEW YORK, Dec. 13.—Installation of officers for 1953 took place in the clubrooms. Tuesday night (9) with about 35 members attending. Installing the officers was Louis D. King.

First meeting of the new regime was held at the Sharon Hotel Wednesday (10), with President Phil Isser conducting both board of governors and general assembly meetings. Also on the dais were First Vice-President Joseph A. McKee, Counselor Max Hofmann and Dr. Jacob Cohen.

President Isser reported that he will have a complete list of his new committees ready within the next few weeks. Dr. Cohen spoke about sick and shut-in members who look for letters from members.

President Emeritus Hamid could only attend the governor's meeting for a short time. He spoke (Continued on page 58)

**Club Activities**

**Greater Tampa Showmen's Association**

Tampa, Fla.

TAMPA, Fla., Dec. 13.—President Nat Rodgers called the Monday (8) meeting to order assisted by Lloyd Serfass, first vice-president; O. J. (Whitey) Weiss, third vice-president; Vernon F. Korhn, secretary, and Harry Julius, treasurer. Bucky Allen, '52 president of the National Showmen's Association, was also seated on the rostrum.

George Dingilo reported that Jimmy Hicks is out of the isolation ward at Tampa Municipal Hospital and can receive visitors. Carl Swanson is in Jackson Memorial Hospital, Dade City, Fla., and Ray Griffin, who is in the county hospital here, would like to hear from friends. Charlie Gross is recuperating at home after a week's hospitalization.

Sam Delaney and Lloyd Serfass received gold membership cards at the meeting. Irish Gaughn reported on the upcoming December 23 Christmas party for orphans and underprivileged children. The club has chartered five busses to bring the kiddies, which will include youngsters from the Mary Help of Christians Orphanage, Family Service and the V.I. Neve Madonna School. A 35-piece band will be on hand from the first named organization.

Close to 4,000 toys have been donated by individual members as well as Ned Torti, Casey Concession Company, Joe End & Company and Mike Tisser. Fred Silvers has given 250 pounds of candy. A second party for the children of show people will be held December 24.

First Vice-President Serfass has donated a Steinway baby grand piano for the clubrooms and thru the co-operation of the personnel of his show, came up with \$5,000 for the club. Serfass said Harry Rubin and Pat McGee were his No. 1 assistants.

Snapp Wyatt has made a new large sign for the front of the clubhouse. Eddie Hunter reports good progress on the year book and his assistant Harry Rubin, Morey Brod and Slim Kelley are hard at work. Pete Burkhardt and Eddie Lowe are busy decorating the building for the holidays.

**Lone Star Show Women's Club of Texas**

3105 Forest Ave., Dallas

DALLAS, Dec. 13.—The Monday (1) meeting drew the biggest attendance of the year. President Marie Obluck presided. The club elected new officers. They include president, Millie Hudspeth; Edna Hacker, first vice-president; Bernice Fain, second vice-president; Inez Carroll, third vice-president and Grace Tindler, secretary. Pearl Vaught was elected to her fourth term as treasurer.

Beth Anderson and Evelyn Harrell were judges, assisted by Corine Geyer and Marie Obluck. A total of 171 votes were cast. During the membership drive, the club added 78 new and reinstated members.

Marie Sims and Russell Smith are in Dallas hospitals. Pearl Vaught is also on the sick list. Paul Juhlan underwent surgery in an Aransas Pass hospital on Thanksgiving Day but is improving.

**Heart of America Showmen's Club**

913A Broadway, Kansas City, Mo.

KANSAS CITY, Dec. 13.—Regular weekly meeting was presided over by President E. H. Hugo. The new president, Mike Rockwell, will be installed with the other officers on December 26. The ladies have scheduled their tacky party for December 30 and the annual banquet is set for New Year's Eve. At the latter event the KMBC Rhythm Boys will furnish the music and a floor show is also set for the program.

President Hugo announced that he plans to launch his own show next year under the banner of Novelty Exposition Shows. His daughter, Lora Lei recently took delivery on a new Country Club Sedan.

**Pacific Coast Showmen's Association**

145 Turk Street, San Francisco

Ladies' Auxiliary SAN FRANCISCO, Dec. 13.—President Dolman invited Past President Betty Coe, Lucille Gilligan, Peggy Steinberg and Mae Snobar to sit on the rostrum. All officers were present. New members introduced were Mrs. Shirley Mason, by Lucille Gilligan, and Mrs. Loucks, by Patti Cooke. Guests introduced were Beverly Krouse, Seattle; Mrs. Fairbanks, Mrs. Ball and Mrs. Walcott. Membership applications were read from Mrs. G. T. Loucks, Judith J. Cardwell and Frances Seber.

Letters were read from Sunny Day, Donna Day, Helen Hemo, Marie Lenz and the secretary of Caravans, Inc., Chicago. The following were reported on the sick list: May Reed, Rosemary Crosby, Josephine Lynch and Ann Doolan. Hazel Connors and Fay Prosser reported they had sent 18 packages via the Gift Lift to boys in Korea. Margaret Farmer, chairman of the committee will take care of 40 to 60 boys at the McKinley Home for Boys and 80 to 90 girls at Girls' Town with funds from the auxiliary and donations made by members and the men's club.

The parcel post auction by Nina Rogers realized \$140 for the club. Mary Taylor, chairman of this activity, was given a vote of thanks. There will be canned goods drive at the next two meetings. Ladies are asked to bring canned fruits or vegetables for Christmas distribution among the needy.

The following were called upon for short talks: Peggy Steinberg, Mae Snobar, Lucille Gilligan and Betty Coe. Patti Cooke, Andrea reported that she and her son, Mike, will leave for Fort Benning, Ga. to join her husband who is in training.

**Arizona Showmen's Association**

216 W. Washington, Phoenix, Ariz.

PHOENIX, Dec. 13.—President Hanna presided at the Monday (1) meeting. Als on the rostrum were Betty Wilson, first vice-president, and Ralph Horgan, third vice-president. Harold L. Humphries was accepted as a new member.

Marguerite Stone announced that all was ready for the annual banquet-ball at Troy's Shangri-La here December 15. She also said that time was short for the reservatio of tickets.

D. W. Yeakl, reminded members again of the unveiling and dedication of the new memorial stone. The annual memorial services will be on the Showmen's plot in Fire and Cemetery, Sunday, December 21 at 11 a.m. Harry L. Coro suggested reviving the bingo parties on Thursday nights. "His suggestion was accepted, and the games will start January 8.

Still reported on the sick list were Cleo La June, at her home in Phoenix, and Wilbur Red Hooper, Aransas Hospital, Aransas Pass, Tex. Treasurer, W. J. Siebrand, who left on a hunting trip to Northern Arizona, was stranded behind snow clogged roads. Harry A. Lucas and Big Bill Siebrand returned from a hunting trip in Idaho.

President Hanna said that the financial condition of the club is the best in its history and urged all members to continue their effort in the membership drive. Lloyd Lea won the pot of gold.

**Hot Springs Showmen's Association**

DeSoto Hotel, Hot Springs, Ark.

HOT SPRINGS, Dec. 13.—President Harry Zimdars called the 98th regular meeting to order. On the rostrum were H. P. McDonald, first vice-president, and Clayton Holt, treasurer. Chaplain Bill Durant gave the invocation.

Relief Committee Chairman Waldron reported that George McKie is in the Army Hospital, Hot Springs. Russell Johnson, injured in an auto accident, is in serious condition in Veterans' Hospital, Little Rock. Walter Ebel, Judge Ryan and Charles Weaver were placed in charge of December 21 memorial services. (Continued on page 58)

**Showmen's League of America**

54 West Randolph Street, Chicago

CHICAGO, Dec. 13.—In the absence of the chair officers, Maurice (Lefty) Ohren was selected to preside. With him on the rostrum were William Carsky, treasurer; Joe Stralbach, secretary; Lou Keller, past president, and Walter F. Driver, treasurer emeritus.

While final report on the banquet and ball was not available, early figures indicate it was successful. S. T. Jesop has recovered from his recent illness and left for Florida Thursday (11).

New committee appointments include Ned Torti, chairman of ways and means; Jack Duffield and Al Sweeney, entertainment; Nat Green and Bob Robbin, press; George W. Johnson, finance; Harry E. Duncan, welfare; Paul Olson, John W. Galligan and E. J. Casey, membership; Mel Harris, chairman, and Max Brantman, co-chairman, house committee; Ed Sopenar, cemetery; Walter F. Driver and Jack Hawthorne. (Continued on page 58)

**Missouri Show Women's Club**

415A Chestnut St., St. Louis

ST. LOUIS, Dec. 13.—The Tuesday (9) card and bingo party drew a good turnout. Everyone received an attendance prize.

First prize, a hand-made quilt, was won by Josephine Scordias. Second prize, a hand-made cord purse donated by Jane Bunting, was taken by Mrs. A. (Dutch) Wilson.

Most members were back here this week from the Chicago doings where all reported they had the usual big week of social activities.

**Miami Showmen's Association**

233 W. Flagler St., Miami

MIAMI, Dec. 13.—Membership was saddened by the deaths of Bernard Vincent (Irish Kelly) Dougherty and Joe Quinn. Services for Dougherty were held Tuesday (6) at Lithgow's Funeral Home and burials were in the Miami Showmen's Rest at Southern Memorial Cemetery. About 50 association members attended services conducted by Father Walsh of St. Joseph's R. C. Church. Many floral pieces were on display, including those sent by Edna and Jerry Girard, Boss and Jack Gallagher, Frank Ross and the Miami Showmen's Association. Those attending included Ralph Endov, Michael Roman, Harry Modele, W. C. Bryan, Freshy Schwacha, Tommy Carson, Maxie Glynn, Bryan Garner, Red Hicks, Mark Riley, Fred Conti, W. J. Tucker, Dick Anderson, Ben Glass, Mel G. Dodson, J. C. Weer, Harry Kerwin, James Stable, George Lewis and Phil Cook. Services for Quinn were held at the same funeral home yesterday (5). Interment was at the City of Miami American Legion Burial Grounds. The Legion conducted the services as Quinn was a veteran of the last war. Quinn was formerly employed by Paul Lane of the John H. Marks Shows, and Happy Hawkins, bingo operator.

The Tuesday (2) meeting was well attended. Mel Dodson, treasurer, presided. Acting Chaplain William C. Bryant officiate. The building committee reported a suitable location at N. E. 21st Street and Biscayne Boulevard. Property includes a 16-room building on a plot 300 by 250 feet. The committee was instructed to proceed at once on purchasing the property if it can be used for a club house. Failing that, the board of directors instructed the committee to purchase suitable ground so that work could begin on the construction of a home. Offers to stage the annual banquet have been received from Ciro, the Lati Quarter, the Beachcomber.

(Continued on page 58)

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# SLA Ladies Honor Prez

CHICAGO, Dec. 13.—The Ladies' Auxiliary of the Showmen's League of America honored its past presidents at the club's annual dinner here Sunday night (30) with 26 members and guests on hand for the event.

Mrs. Ann Doolan had Mrs. Orville Crafts as her guest; Mrs. Frank Warren had Mrs. Jerry Mackey. Mrs. Viola Moore came as the guest of Mrs. Eddie Hock, while Mrs. A. (Hattie) Wagner brought Mrs. Edward G. Hart. Mrs. Abner (Virginia) Kline was also a guest and delivered the invocation. A moment of silent prayer was held in memory of two past presidents who died during the year.

Current president, Mrs. Leah Brumleve presided. After the usual custom of exchanging gifts, the annual drawing was held with Mrs. Mike Doolan taking the prize, a linen luncheon set. The ladies then adjourned to the auxiliary's club rooms where open house was held.

# New Show Assn. Formed in Iowa

DES MOINES, Dec. 13.—The Midwest Carnival Association was organized here this week at the Iowa fair meetings. The new organization has applied for a State charter.

Joe Sharp, of American Beauty Shows has been named president; Alva C. Merriam, owner of Merriam's Midway Shows is vice-president, and Frank Shortridge, booker and representative of a poster firm, is secretary-treasurer.

Ernest C. Hanson, local attorney, has been retained to file for a charter as a non-profit organization.

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# Winter Quarters

## Leader

EDMONTON, Alta., Dec. 13.—Leader Shows of Canada had their most successful season in 1952 since hitting the road in 1947. The success was attributed to excellent weather throughout most of the season and a longer tour.

Repair of equipment has already started in quarters here. Three rides, a Genny, Double Loop-o-Plane and kiddie cars have been sold to the local park. They will be replaced by new equipment. Owner A. J. Ody Sr. will take out a circus, now in the process of organization, in the spring. Mr. and Mrs. A. M. Ody will handle the carnival. The circus will be named Odyson's Circus.

Charley Spears, of digger note, has gone to Moose hunting in Northern British Columbia. Mr. and Mrs. Pringnitz, of the cookhouse, have returned to their home in Salem, Ore. Steve Sanki, candy floss concessionaire, will winter in Edmonton.

## Page Bros.

SPRINGFIELD, Tenn., Dec. 13.—Mr. and Mrs. W. E. Page have returned from the Chicago outdoor conventions. Some work is being done here but activities will not get into full swing until around March 1.

Plans call for the construction of two new show fronts mounted on semi-trailers for the jig and monkey units. All the folks here are enjoying the new television set recently installed.

Recent visitors included Bobbie Kline, Cavalcade of Amusements; George Romans, manager, Warren County Fair, McMinnville, Tenn.; Bob Stewart, Gem City Shows, and C. C. Leisure, Gold Medal Shows.

# New Spot Set For Gary, Ind.

GARY, Ind., Dec. 13.—A new amusement park is being planned on a 35-acre tract here, it was announced by Edward Gray, Chicago contracting executive.

Gray said the proposed funspot would be built around a lake and would include adult and kiddie rides, zoo and other features. The property has been purchased but equipment has not yet been acquired, he said.

## Lone Star

the house guest of Mr. and Mrs. Red James. Joe Murphy is ready to go fishing in Trinidad Lake as soon as the weather permits. Mary Ellen Liberman was in from Longview for the election, and afterwards, took her mother, Edna Hacker, home with her.

Margaret Ausher and Lois O'Sullivan donated \$5 each to the cemetery fund.

Lunch was served. Corine Greer baked and donated a three tiered cake decorated with the club emblem and colors. Sandwiches were furnished by Margaret Pugh and Grace Under. Mary Ellen Liberman, Edna Hecker and Corine Greer assisted in preparing and serving the lunch.

Door prize, donated by Bernice Fain, was won by Marie Obluck.

# Miami Showmen's

Continued from page 37

and a number of other hotels and restaurants. The committee is urging the selection of "Tros Action" will be taken as soon as Chairman Patty Finnerty returns from his vacation. Peter Clyn, just returned from Europe, gave an interesting talk on his experiences there.

The following membership applications were approved: E. Bryan Garner, Earle Silver, Sol Lewis Nuger, Walter Silverberg and Fred King, proposed by Patty Finnerty; Larry Martinez and Norman W. Meyers, proposed by Leonard Ross; Arthur Habersin, proposed by Ep Glosser; David Robby, George H. Ross; Bennie H. Thacker, by Tommy Carson; Anthony I. Co., by Sam Steint; Earl Welner, by F. R. Schwacha, and James Pidluski by Nate Cutler. New member total is now 341. Leaders in the drive are Claude Sechr., with 65 members; Ep Glosser, 62 and Patty Finnerty, 52.

On the sick list are Mose (Rip) Weinkle who is showing some improvement at Mount Sinal Hospital, Miami Beach, where he was operated on. George Barnett has been confined to his home for three weeks with a severe leg ailment.

Recent arrivals include Richard K. Burns, Hy Shine, Robert Kelly, George Reagan, Jackie Owens, Whitey Higgins and son, Blinkey Bernstein, Jerry Gerard, Dick Anderson, Mickey Karr, Bern Herman, Louis Kramer, Sam Stein, Harry Foreman, Louis Rubin, Sam Kaplan, Slim Barry, Sam Goldstein, Ernie Manning, Al Sherman, Sparky Nissenbaum, Maxwell Kane, Eddie Davis, Bob Hallock, Ted Lewis, Harry Stevens, Al Sherman, Louis Rubin, Mike Ruff, Philip Manteo, Donald Murphy, Charley Graham, James Zabriskie and son, Leonard Campbell, Eustace Gordon, George V. Minden, Alfred Anderson, Frankie Hamilton, Nate Parker, Happy Hawkins, Bill Norton, Bill Sales, Johnny Miller and son, Ted Lewis, Clifford Maxwell, Al Edwards and Joe Exler.

Mail was received from Berny Renn, Nelson Beardsley, Irving Sherman, Burton Van Deusen, George Clyde Smith, Lester Tate and Jerry Cohen.

## Ladies' Auxiliary

President Mae Levine called the December 2 meeting to order. On the roster were Ruth Schreiber, first vice-president; Sydney Thomas, second vice-president; Ada Cowan, third vice-president; Mrs. W. Tucker, treasurer; Mrs. Alberta Mack, recording secretary, and Mrs. G. Whitehead, corresponding secretary. Edna Lockhart delivered the invocation.

Communications were read by Ann Whitehead. New members Ella and Irene Barnes were welcomed. A number of new applications for membership were reported by Ann Tara. Frances Barrett, chairman of the ways and means committee, announced that the rummage sale would be held within two weeks. Midge Block attended her first meeting. Lola Kochenour announced that the club installation would be held January 7 at the Biscayne Terrace Hotel. Ben Truesdale reported Rose Long and Billy Lane, of Mrs. Ida Sineley won the dark horse.

# Hot Springs

Continued from page 57

Orville K. Viste was admitted to membership.

Charles Goss reported on the monument project and displayed a drawing of the proposed memorial to be erected in the showmen's plot. The purchase, at a cost of \$2,500, has been postponed for two weeks until additional lots are bought. Dutch Waldron and Bill Durant made and seconded a motion that the club start a blood bank. Motion was approved. A committee was appointed to assist the ladies in preparing Christmas gifts for the Lakeside County Home.

Recent visitors were: Mr. and Mrs. Mickey Davis, Sammie Aldrich, Eddie and Juanita Strassburg, Mr. and Mrs. Don Pierson, Benny Glosser, Max Friedman, Harry and Rosie Kahn, Albert

# Showmen's League

Continued from page 57

funeral, and Sam J. Levy, chairman of the '53 banquet and ball. Other appointments were: George B. Flint as chaplain; William A. Hedlich, Tyler; Morris A. Haft, Arthur Morse, Louis Herman and C. N. Kushner, counsels; George B. Flint and Andre Dumont, News Flashers; Neil Webb, Canadian secretary; Drs. John C. Havlik and Max Thorek, physicians. Committee headed by the President's Party, memorial services and registration will be named later.

The December 25 meeting, Christmas Day, was postponed to January 2. Val Coogan is doing a good service job on the new television set for gratis. Mr. and Mrs. Chester Barker are back from Florida. Gerald Snellens made a complimentary talk on the banquet, Christmas dinner for members and their families will be held at the Bamba Inn here in Chicago. Al Sweeney is busy on Christmas party plans.

## Ladies' Auxiliary, Hotel Sherman

The open house during convention week was well attended. Mrs. Ann Belden gave a good report on the bazaar as did Carmelita Horan on the award books. Harriet McBeath handled the open house assisted by Mrs. L. M. Brumleve, Mrs. Margaret Hock, Evelyn Hock, Viola Moore and Margaret Filigrasso.

Installation took place Tuesday evening (2) in the Louis XVI room of the Hotel Sherman with Margaret Hock as emcee and Mrs. Brumleve as installing officer. Installed were Mae G. Taylor, president; Lucille Hirsch, first vice-president; Mrs. Viola Moore, second vice-president; Frances Berger, third vice-president; Mrs. Carmelita Horan, treasurer, and Elsie Miller, secretary. Virginia Kline handled the invocation.

Hattie Wagner presented her outgoing officers with gifts. Mae Taylor, Elsie Miller and Carmelita Horan. Entertainment was presented by Ralph Pope Sr. and Jr. and Mrs. Nelson. Telegrams were read from the Showmen's League of America, Nan Rankine, Ethel Wadco, Hattie Wagner, Regular Associated Troupers, Etta Henderson, Lone Star Show Women's Club of Texas, and the ladies of the Miami and Tampa clubs.

Flowers were received from ladies clubs of Detroit, Miami, New York, Missouri, Show Women's Club, Hot Springs, Tampa and Caravans.

New President Taylor was in the chair at the annual meeting Thursday (4). Other officers on hand included Lucille Hirsch, Viola Moore, Frances Berger, Carmelita Horan and Elsie Miller. Margaret Filigrasso, chaplain, delivered the invocation. Bond awards went to Sara McCaffery, Frances Berger and Alvira Shoemaker.

Donations to the auxiliary were made by Mrs. Esther Groscurth, Alma Richards, Lillian Lawrence and Hattie Wagner.

## Ladies' Auxiliary

The December 4 meeting was called to order by First Vice-President Caroline Holt. On the roster were Peggy Waldron, Pearl Weydt, Rose Cutler, Vivian Zimdas and Ethel Cutler. Grace Goss gave the invocation.

Welcomed back to the club after long absences were Rose Kahn and Rebecca Castle. Local members attending their first meeting of the year were Lillie Head and Bonnie Welchman. Admitted to membership were Janice Lint, Twoli Exposition Shows; Betty Stockton, co-owner of the Ohio Club, and Mervin Thornton, of the local radio station.

Preparations are complete for the fifth installation and dinner to be held in the Terrace Room of the Southern Club December 14. Open house, starting at 9 p.m. in the clubrooms, will feature the Hal Combs ork, buffet and entertainment. Several donations were received for the monument fund. A Helene Rubenstein set, donated by Sister Burroughs, was won by Lucille Donofio. Daisy Fritts is visiting relatives in Fort Worth. Rose Kahn, assisted by Caroline Holt, served chowmein and chop suey.

# Nat'l Showmen's

Continued from page 57

about the original principles upon which the club was founded and urged members to co-operate with the new president and officers.

Morris Batafsky, new secretary, wired his inability to attend the meeting. The following were approved for membership recently: Carl F. Swanson, Edward G. Kock, Arthur Boscarino, Eimer W. Olsen, Walter B. Cox, Paul Miller, Forrest Frederick, Charles Basile, all sponsored by George A. Hamill Jr.; Isadore Beck and Louis Hoffmann, sponsored by Sam S. Levy; Max Sonn, sponsored by Gerald Snellens, and Van Helman Smith, sponsored by Harry H. Agne. The next meeting will be held Monday (22). Future meetings will take place in the clubrooms on Thursday night instead of the usual Wednesday ones. We find new quarters. The auxiliary rooms will be used.

Among recent visitors were L. James Quinn, Irving Merson, Murray Spitzer, Leonard Traube, Harry Nelson, Mark Rosen, Howard E. Levy, Edward K. Johnson, Joseph DeLeo, Charles Smith, Irving Sherman, Jack Allen and Joseph Amico.

Letter received from Max Tubis, who is vacationing in Hot Springs together with his wife. They expect to go to California and will return about January 15. Eli Guralsky has returned from the Orient after a six-week vacation. Jack Rose, who is recuperating at Veterans' Hospital, Coral Gables, Fla., wrote about the excellent treatment there. Ethel Weinberg visited Kingsbridge Veterans' Hospital, where two members are hospitalized. Jack Lichter and Sam Finkel. Both are showing improvement. With her was auxiliary member Sylvia Stern. Jack J. Perry is asked to get in touch with his office.

# Freise Charges

Continued from page 51

to enforce the judgment of the German court, Downey said. He pointed out that the Supreme Court is not obliged to enforce the ruling of a foreign court, as it would the ruling of the court of a sister State, but that it can merely be requested to do so. However, he added, it is customary for the Supreme Court to enforce the decisions of foreign judicial bodies.

Downey said his firm had written letters to several amusement parks, informing them of the agreement between Freise and Hoffmeister and of the German court ruling.

# Alta. Rodeo Assn. Elects Stuckey

PONOKA, Alta., Dec. 13.—V. E. Stuckey, of Stettler, Alta., was elected president of the Central Alberta Stampede Association at the org's annual meeting here. Peter Guenard, of Hardisty, is vice-president, Archie MacDonald of Red Willow, treasurer, and Mrs. V. E. Stuckey, secretary.

Stampede dates for 1953 were set as follows: Olds, May 25; Sand Hill, June 10; Hardisty, June 12-13; Lousana, June 24; Sundre, June 25-26; Alix, June 27; Ponoka, June 30-July 1; Stettler, July 3-4; Lacombe, July 20-21; Bruce, July 22; Benalto, July 23; Stony Plain, August 3; Barrhead, August 5; Sandy Lake, August 7.

# Maine Resort Biz Nets \$175 Mil Mark

PORTLAND, Me., Dec. 13.—The Pine Tree State pocketed more than \$175,000,000, much of it Canadian dollars, in its resort, funspot and vacation business this year, the State Development Bureau reported.

The publicity bureau said it printed and distributed over 250,000 copies of various publications selling Maine to fun-seekers.

# Tennessee Valley

NASHVILLE, Dec. 13.—Theodore Meadows, owner-manager, has purchased additional rides for the 1953 tour. He says the shows will play the same route in Tennessee, Virginia and Georgia next season as they did in 1952. Opening is scheduled for early in April. Meadows will be in the fair meeting here in January and attempt to increase shows' fair dates from nine to 12.—UNA P. MEADOWS.

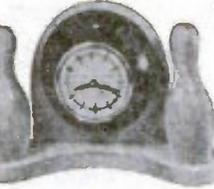
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AMPRO ARC 20 PROJECTORS, TWO 1950 10mm Projectors, two large Speakers, Rectifiers, Amplifier, Microphone, Change over Switch, Record Player, \$2200. J. F. Hill, Route 8, Box 264, Mountaintop, N. Va. CLOSE OUT 500 worth of Pancakeboards and Jar Tickets wholesale, all for \$75. Send deposit, \$10, since C.O.D. Carl Burkhardt, Plano, Ill. EARN \$18,000-\$30,000 ANNUALLY. FRANCHISE protected. Guaranteed minimum \$12,000. Free money to buy. No experience necessary to buy. Self-employed. One of most exclusive and non-competitive businesses in United States. Write for complete 50+ page explanatory book. Money refunded if you don't like it. Harold C. Jones, 400 A.M. Louisville, Ill. FOR SALE—SOUTH'S LARGEST NIGHT club, two restaurants, 2200 N. Dearborn St., Kirby Jones, Jackson, Tenn. Will take stock, good farm or furniture store in trade. HAVE LEASE NEAR STATE PARK. Want Developer who rides, either health, Mt. Bald, JOHN SOLAR, 81C, Birmingham, Ala. STARY VENETIAN BLIND LAUNDRY. Profitable Home Business. New machinery. Write for details. 1000 N. Dearborn St., Chicago 90, Ill. 60620. SALES/DRAWN FACTORY—SET UP AND IN GOOD condition. Owner will take large mortgage to sellable party. Other interests ready for selling. Very high potential. Write: C. J. or Richard, Cincinnati 22, Ohio. WHERE TO BUY WHOLESALE ELECTRIC. All Appliances, Sewing Machines, Cameras, draft treatment, beauty salons, barber shops, drug stores and agents. Rush 10 for size and valuable franchise opportunity. Oxford Laboratories, New Oxford, Pa. 6080. YOU HE, SHE, THEY ALL HAVE DAN. 100+ items, \$1.00 per copy. 2166 Patterson St., Cincinnati 22, Ohio.

COSTUMES, UNIFORMS, WARDROBES

CLOWNS AND BURLESQUE COMICS. Props, Wigs, Hats, Free Mail (Beard). Clown Oddments, 353 "Happy Morgan's" Clown Headquarters, 701 N. 151st Philadelphia 26, Pa. 19128. RHINESTONE FASTENER — ATTACHES Rhinestones to costumes, dresses. Complete with 150 rhinestones and settings. \$2. Free Mail. Amo-Lite Co., 21 Parsons, Columbus, Ohio. SANTA CLAU'S COSTUMES, WIG AND MAKEUP. Write for price list. Write for Information. Also 40 plus gaudy dress Mens Jackets, Fountains-Cosmetics, 146 Warren Ave., Youngstown, Ohio. 6080. FORMULAS & PLANS ANY FORMULA, 51 FORMULA CATALOG and Chemical Instruction Sheet, 10c. Joseph H. Bellfort, 216 W. Jackson Blvd., Chicago 6.



HAND PAINTED GEN. CLOISONNE

3-Pc. Neck, & Ear. Set at Our Lowest Prices Ever. Exquisite 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 available in asst. colored Birthers, centers, Cameos and Onyx at same price. Don't miss this greatest buy of the year. Four samples sent postpaid for \$5. All orders for resale only, otherwise add 20% Fed. tax. SEND FOR CATALOG. STERLING JEWELERS 44 E. Long St., Columbus, Ohio Phone AD 4621

10.80 minimum 10c lots

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—EVERY WORKERS. Send today for your Free Copy of our General Catalog, illustrating the most comprehensive line of Premium Bear Candies and Novelties ever offered. You owe it to yourself to be well informed before buying.

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Merchandise You Have Been Looking for. Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hosiery, Mitts, Socks, Plastic, Tying Birds, Whips, Balloons, Mats, Cans, Ball Game Specials, Bangs Merchandise. Catalog Now Ready—Write for Copy Today IMPORTANT: To obtain the Proper Likings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in. ACME PREMIUM SUPPLY CORP. 1111 South 12th St. St. Louis 4, Mo.

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**NEW YEAR party supplies**

Ass. Post Cards Mats ..... Grs. \$ 4.00  
 Ass. Christmas Party Mats ..... Grs. 6.75  
 Ass. Christmas Party Mats ..... Grs. 10.00  
 Deluxe Post Mats ..... Grs. 12.50  
 500 High Mats ..... Grs. 15.00  
 Ass. Metal Notecards, Box 100 ..... Grs. 2.00  
 25 Cardboard Mats ..... Grs. 2.50  
 100 Post Mats ..... Grs. 3.00  
 100 Post Mats ..... Grs. 3.50  
 12" Warm With Yarnel ..... Grs. 4.00  
 12" Warm With Yarnel ..... Grs. 4.50  
 12" Warm With Yarnel ..... Grs. 5.00  
 12" Warm With Yarnel ..... Grs. 5.50  
 12" Warm With Yarnel ..... Grs. 6.00  
 12" Warm With Yarnel ..... Grs. 6.50  
 12" Warm With Yarnel ..... Grs. 7.00  
 12" Warm With Yarnel ..... Grs. 7.50  
 12" Warm With Yarnel ..... Grs. 8.00  
 12" Warm With Yarnel ..... Grs. 8.50  
 12" Warm With Yarnel ..... Grs. 9.00  
 12" Warm With Yarnel ..... Grs. 9.50  
 12" Warm With Yarnel ..... Grs. 10.00  
 12" Warm With Yarnel ..... Grs. 10.50  
 12" Warm With Yarnel ..... Grs. 11.00  
 12" Warm With Yarnel ..... Grs. 11.50  
 12" Warm With Yarnel ..... Grs. 12.00  
 12" Warm With Yarnel ..... Grs. 12.50  
 12" Warm With Yarnel ..... Grs. 13.00  
 12" Warm With Yarnel ..... Grs. 13.50  
 12" Warm With Yarnel ..... Grs. 14.00  
 12" Warm With Yarnel ..... Grs. 14.50  
 12" Warm With Yarnel ..... Grs. 15.00  
 12" Warm With Yarnel ..... Grs. 15.50  
 12" Warm With Yarnel ..... Grs. 16.00  
 12" Warm With Yarnel ..... Grs. 16.50  
 12" Warm With Yarnel ..... Grs. 17.00  
 12" Warm With Yarnel ..... Grs. 17.50  
 12" Warm With Yarnel ..... Grs. 18.00  
 12" Warm With Yarnel ..... Grs. 18.50  
 12" Warm With Yarnel ..... Grs. 19.00  
 12" Warm With Yarnel ..... Grs. 19.50  
 12" Warm With Yarnel ..... Grs. 20.00

**KIPP BROTHERS**  
 Wholesale Distributors Since 1880  
 240-42 SOUTH MERIDIAN ST.  
 INDIANAPOLIS 25, INDIANA

**FREE! FREE!**  
 LATEST GIANT  
**WHOLESALE CATALOG**  
 MONEY MAKING OPPORTUNITY  
 Agents—Distributors—Salesmen  
 Deal direct with nationally known  
 wholesale house. Organizers and  
 promoters of fast-selling novelties  
 and accessories at NATIONAL  
 ADVERTISED merchandise. Write for  
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 Novelties to Jewelry & Carnival  
 Made a Leather Goods & Toys &  
 Premiums.  
 533 Wood-  
 ward Ave.  
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 Mich.

**NEW!**  
**POST CARDS**  
 BY **ELMER ANDERSON**  
 91 Snappy Numbers in Full Color!  
 Many choice territories open for  
 Jobbers and Distributors.  
 Complete sample line, \$1.00  
**H. K. KITTRELL CO., Inc.**  
 Box 142 Westboro, Iowa

**"BIG PROFITS!"**  
 From the Complete  
**CHEWING GUM LINE!**  
 \* Cellulose Wrapped  
 \* Fresh from the Factory  
 \* All Flavors and Tastes—  
 PLUS Bubble Gum—  
 1/2, 2/2, 3/2 Items!  
 Half of Standard Brand Prices!

**AMERICAN CHEWING PRODUCTS**  
 4th & M. Pleasant - Newark 4, N. J.

**SCATTERPINS \$45.00**  
 Boxed  
**EARRINGS** 288 Pcs. to 600SS  
 Carded  
 Specify Pinned or Screw Back  
 Miscellaneous Metals (Sterling  
 Silver) ..... Dn. Boxed \$24.00  
 Bony (Double Cooped Beads),  
 Boxed ..... Dn. Box 24.00

**OVER 100 VARIETIES**  
 Sample 3 Dozen Assortment... \$12.00.  
 Send Check With Order to  
**ROHAL MFG. CO.**  
 2804 N. 2nd St. Philadelphia, Pa.

**HELP WANTED**  
**DISPLAY-CLASSIFIED ADVERTISEMENTS**

**REGULAR CLASSIFIED ADS** . . . Set in usual want ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

**DISPLAY-CLASSIFIED ADS** . . . Containing larger type and white space is charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

Forms close Thursday for following week's issue

**AERIALISTS WANTED—MALE AND FE-**  
 males for double wing and single pole  
 sets. Top salary. Low season. Long  
 equipment guaranteed. Make your first  
 trip. Box 825, Boulevard, 3160 Patterson  
 St., Cincinnati 21, Ohio. j3

**GIRL AERIALIST FOR HIGH LADDER**  
 and season 1953. 23 weeks guaranteed.  
 State experience, height, weight age and  
 salary specified. Send photo with resume.  
 Jerry D. Martin, Mgr., Fairlane Stars, Box  
 8130, Tampa, Fla.

**NAME BAND NEEDS (AFTER JAN. 19TH)**  
 Tenor sax, flutes, alto sax and violin.  
 All must be able to sing or entertain for  
 1000. Name Band. Don't miss! Write: Bill  
 Board, Box 825, 180 Broadway, N.Y.C. 36.

**PIANIST—IMMEDIATELY! MUST CUT**  
 New show! Good reader, sober, commer-  
 cially minded. Salary \$100 per week. Con-  
 tact: Orchestra Leader, Fire of Clark Club,  
 Louisville, Ky.

**TRUMPET MAN TO SPLIT LEAD—SINGER**  
 preferred. \$100 tax paid. Locations:  
 Warner Hotel, Rhodora Apt. Hotel, 611 La  
 Branch, Houston, Tex. Fairfax 027, d46

**AT LIBERTY—ADVERTISEMENTS**  
 5c a Word Minimum \$1  
 Remittance in full must accompany all ads for publication in this column.  
 No charge accounts.  
 Forms Close Thursday for the Following Week's Issue

**CIRCUS & CARNIVAL**

**A-1 SHOWPAINTER—SIGNS, SCENERY,**  
 pictorial art. Wish to connect with  
 show where can book "Tanya," single  
 female dancer in costume or can frame  
 3 in 1 side show with special feature. Best  
 sign service, Box 461, Tempe, Ariz.

**AT LIBERTY—STEEL GUITAR, WESTERN,**  
 hillbilly, after Dec. 30; double Spanish  
 bass, trio, any part; married; union;  
 or gained exit prefer. Write or wire Curt  
 DeLaner, 7230 S. Stewart, Chicago 21, Ill.

**AVAILABLE IMMEDIATELY—END OR**  
 2nd choice tenor, clarinet, violin for hotel  
 type band. Locations only. Read, transport;  
 no live-in; experienced; dependable. Write  
 Tenfold, care Blue Bonnet Hotel, Dallas,  
 Tex. j3

**MISCELLANEOUS**

**AVAILABLE—TRAVELING COMPANION,**  
 secretary or as maid for showable execu-  
 tive. Age 28, references; pictures available.  
 Louie Sabo, 1510 30th, Lorain, Ohio. d477

**COMEDY M.C.—WAGON UNION** WITH  
 plenty of material changes, including bits  
 and biccouts. Wants to get in small club  
 around Philadelphia, Pa. Cleveland  
 Chicago Floyd Summers, the Broadway  
 Hillbilly, 1116 Jefferson, Toledo, Ohio.  
 Played 4 seasons doing Wokum Comedy.

**LEAD ALTO, CLARINET, FLUTE, NAVY**  
 band experience, location or will job out  
 of good locality. Box C-190, c/o Billboard,  
 Cincinnati 21, Ohio.

**SOBER, RELIABLE, RESPONSIBLE, EX-**  
 perience; union; draft exempt; base vocal  
 and recording base man with A-1 refer-  
 ences. Wishes to join name band. Has late  
 solo and wardrobe. Box C-195, c/o Bill-  
 board, Cincinnati 21, Ohio.

**STEEL GUITARIST (MODERN AND WEST-**  
 ern), double an string guitar, excellent  
 string or rhythm, bass fiddle; union; draft  
 exempt; name and semi-name experience.  
 Albert Danzer, 212 N. Market St., Frederick,  
 Md.

**FEMALE IMPERSONATOR OPEN FOR**  
 club. Fully booked, steady, single dancer;  
 flashy wardrobe; will send photos; salary  
 \$150 net; transportation one way. Write  
 Devin, 414 S. Wabash, Chicago, Ill. j3

**MAN WIFE, MANAGER-ORGANIST, CASH-**  
 ier-organist for Roller Rink. Ability to  
 handle rink property. Organist strict ahead  
 tempo. Would like to locate permanently.  
 Also consider individual auditions. Box  
 C-193, c/o Billboard, Cincinnati 21, Ohio.  
 d46D

**TWO WESTERN HILLBILLY MUSICIANS—**  
 Electric take off guitars, guitars banjo,  
 mandolin, vocal solos, party, base, doubles  
 rhythm guitar, trio, routine, Australian  
 whip solo. Both experienced, radio, show,  
 dance, union; wardrobe; clean shaven; will  
 separate. Chip Morton, GUNAR, Tex Evans,  
 Sam, College Heights, New Dim, Minn.

**FALMIST—DESIRES CLUB WORK,**  
 etc., enchanting in a Eppy way also do  
 hair and hair; age 30. Phone 825, Rose  
 Drive, Avila, Pa.

**BALLOON ASCENSIONS, PARACHUTE**  
 jumping for parties, fairs, celebrations.  
 Claude J. Shafer, 1081 S. Overland, In-  
 dianapolis 21, Ind. j3

**PANAMA'S FAMOUS BIRDS—**  
 Complete Shows At Liberty (to be held)  
 circus, ring or stage. George E. Roberts,  
 Panamastudio Studio 3504 N. Eighth St.,  
 Philadelphia, Pa. j3

**A-1 HAMMOND ORGANIST AVAILABLE**  
 for clubs, hotels, radio, lounges, rinks.  
 Address Organist, 312 W. 46th St., Apt. 19,  
 New York, N. Y. j3

**AT LIBERTY—BIGGEST MAN IN WEST-**  
 ern music; 400 lbs. twice as big as any-  
 one; 100 lbs. instruments at one time; used  
 in two different voices; double rhythm  
 guitar and drums; wardrobe; experience  
 with top notch Western Dance Bands Go  
 anywhere, can leave today. If it's good  
 rhythm you want with a solid local wire  
 of phone Try King, Boot Hill Hotel, Dodge  
 City, Kan.

**VOCALISTS**

**"LUCKY" HOLLINS—SINGER AND M.C.**  
 open for booking after Dec. 31, 1952  
 will travel to Canada, Mexico, Cuba, or  
 New York. Now recording on Diamond Rec-  
 oords. Complete wardrobe. Traveling outfit  
 built Hollywood Conv. 1952 soldier. Now  
 appearing "Club Zambora." Box 715, Rock  
 Hill, S.C. j3

**LUCKY**  
**ST. CHRISTOPHER**  
**MONEY CLIPS**  
 SPECIAL \$1.00  
 Each  
 Del. in U.S.A.  
 We Pay Postage.

**VAUDEVILLE ARTISTS**

**AT LIBERTY—PROF. AND COWBOY,**  
 Wild Horse Barry and his trick company  
 (Montana Baby, Wilder Girl, Showwood, G.)  
 PANAMA'S PRESENTS AMERICA'S  
 greatest live vocal soloists. Write: Pan-  
 amastudio Studio 3504 N. Eighth St., Phila-  
 delphia 26, Pa. Telephone Yagmors 5236  
 d42D

**AMERICAN CHEWING PRODUCTS**  
 4th & M. Pleasant - Newark 4, N. J.

**SCATTERPINS \$45.00**  
 Boxed  
**EARRINGS** 288 Pcs. to 600SS  
 Carded  
 Specify Pinned or Screw Back  
 Miscellaneous Metals (Sterling  
 Silver) ..... Dn. Boxed \$24.00  
 Bony (Double Cooped Beads),  
 Boxed ..... Dn. Box 24.00

**OVER 100 VARIETIES**  
 Sample 3 Dozen Assortment... \$12.00.  
 Send Check With Order to  
**ROHAL MFG. CO.**  
 2804 N. 2nd St. Philadelphia, Pa.

**10 WATCHES, \$18.00**  
 10 High Grade Swiss Watches, including  
 Gents' Wrist Watches, needing  
 minor repairs ..... \$18.00  
 Write for details.  
 100 Lbs. of English Costume Jewelry \$18.00  
 For details only  
**B. LOWE**  
 Holmden Bldg., St. Louis 1, Mo.

**BOY DIRECT AND SAVE!** **HEATH DEFIES COMPETITION!**

**TREASURE CHESTS OF HAMILTON**  
**GOLD PLATED JEWELRY**

**HAND PRONGED STONES**  
**LINE ALL FINE JEWELRY.**  
**NO PASTE, NO GLUE, NO**  
**STONE DROP-OUTS!**

**NECKLACE MAY**  
**BE WORN AS PIN!**

**3-PC. SETS • 6 STYLES**  
**\$2.00 EACH**  
**IN LOTS OF SIX**  
**SEND \$2.75 FOR**  
**PREPAID SAMPLE**

**JUMBO CHESTS**  
**(EXTRA LARGE) 4 PC. SETS**  
 Some Lovely Jewelry Plus  
 Equitable Receipt.

**\$3.50 EA. in lots of SIX**  
 SEND \$4.25 FOR  
 PREPAID SAMPLE!

**HEATH DISTRIBUTING CO.**  
 MANUFACTURERS & DISTRIBUTORS  
 3253 VINEVILLE AVENUE • MACON, GEORGIA

**EARRING HEADQUARTERS—SOUTH**  
 We bought thousands to give you this deal.  
 Hundreds of styles, types and colors. Specify  
 screw or pierced ear type. These are regular  
 \$6.75 doz., wholesalers and you customers  
 will grab them at \$1.00 retail. Beautiful  
 stylish, modern numbers that sell on sight!

**FREE DISPLAY BACK**  
 For 60 pieces (all \$5.00 PER DOZ.  
 metal) give us your customer  
 list with each six dozen.  
 Send \$5.75 for Sample Doz. WE PAY  
 POSTAGE  
 Satisfaction Guaranteed or Your \$ Back!

**WRITE FOR BRAND NEW CATALOG JUST OFF PRESS!**  
**FULL OF TERRIFIC PROMOTION ITEMS!**

**COME ON YOU TROUPERS**

Here is the showman's Winter Haven. Steady inside work under ideal conditions. Take home from \$1.25 to \$2.00 per hour. Get your spring stake here. An ideal spot to hole up for the Winter. Free Modern trailer parking space on factory grounds. Men and Women. 16 years of age and over. Time and one-half over 40 hours. Get here by Plane, Train, Bus or Jalopy, but come on Now! 70 miles northwest of Chicago on Illinois Highway 72.

**D. V. Tuttle**  
**FERRO ELECTRIC PRODUCTS, INC.**  
 Kirkland, Illinois

**ASSORTMENTS FOR HOLIDAY PARTIES**

**ASSORTMENT #1** consists of 50 large metal noisemakers, four dozen decorated crepe paper hats and four dozen eight-inch fringed horns. Shipping weight, 10 lbs. Complete assortment, \$6.75.

**ASSORTMENT #2** consists of 100 medium sized metal noisemakers, 96 enamel finished, assorted shapes, formed cardboard, adult sized hats and 96 cardboard horns with "Happy New Year" imprint. Shipping weight, 30 lbs. Complete assortment, \$14.55.

Above assortments must be shipped by express. C.O.D. orders not accepted. Remit in full and give nearest Express office if none in your town. Do not order after Dec. 20.

**LEVIN BROTHERS** Established 1886  
 TERRE HAUTE, INDIANA

**NEW!** **Art Model PIN-UP HANKIES!**  
 They're a Riot!  
 Presidential and Comic Honkies

**PAULO ART CO.**  
 431 WOODWARD AVE.  
 DETROIT 26, MICHIGAN

GROSS \$24.00  
 SAMPLE DOZ. \$3.00  
 25% Deposit With Order  
 Jobbers, Write for Prices.

**Engagement Ring, \$3.00 Doz. Wedding Ring, \$1.43**  
**JUST OFF THE PRESS—NEW CATALOG**  
 No. 16 for Jewelers, Demonstrators, Fair Workers Also  
 No. 70 for Jewelry and Ring Demonstrators  
 Division of Murray Ring Company  
 Shipping Over 750,000 Rings  
 Orders shipping same day at Providence prices plus 10%  
 discount. Consult catalog.

**MCBRIDE JEWELRY CO.**  
 N. Y. 16, N. Y.

**NEW CATALOG**  
 Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc.  
**WRITE FOR CATALOG** State Business Catalogs not sent to individuals.

**N. SHURE CO.** 300 W. ADAMS STREET  
 CHICAGO 6, ILLINOIS

**"FIRST WITH THE NEWEST!"**

**"TRESKY TODDLER" 60c** \$6.75  
 Walking Doll Not Me-  
 chanical! Full Size! Tall  
 Indie. Boxed Display, 3 Dz.  
 1 to case

**Shinning Neckties & Bar-**  
**ring Set plus Layer** \$3.75  
 Schraff's Delicious Chew-  
 ings in 3-Try Treators  
 Each. Lots  
 Sold with Lock and Key!  
 Sample  
 \$1.00 Pk.

Over 4000 Items from Which to Choose! Let Us Know Your Needs!  
 Orders shipped same day received!

**Universal Premiums Jobbers, 1508-16 B'dway, Macon, Ga.**

**SAY YOU SAW IT IN THE BILLBOARD!**





## 1952 TOTAL NEAR \$5 MILLION

# Monthly Game Export Sales Set New Record: \$317,594

WASHINGTON, Dec. 13.—Led by an all time record high in game sales, coin machine exports for August totaled 7,360 units, valued at \$606,423. Not only was the dollar figure the highest in a single month in the past five years but for the eighth consecutive month it topped last year's record figures. In January thru August this year, games, vendors and jukes, with an aggregate value of \$4,593,491, were shipped to foreign firms, compared to the

\$3,691,110 sold in a like period in 1951. Operating and distributing firms in 19 countries purchased 1,931 new and used games in August for \$317,954. The several countries came up with volume game orders during the month, the big total was directly attributed to firms in Japan and Canada. Japanese interest bought 349 units for a total of 108,351. Meanwhile Canadian coinmen shelled out \$121,443 for 708 games

of several different classifications. The dollar figure on export game sales of Japan or Canada was equivalent to a good world total for any month in 1950 or 1951. Among the other volume game buyers in August were operators in Switzerland, Cuba, Belgium, France and the Netherlands.

### Hold Lead

Just as in several months this year, Venezuelan companies were the biggest customers of U. S. made jukes in August. Operators there bought 82 units for \$62,026 and accounted for almost one-third the world dollar figure of \$203,871. The other major juke buyers in August were Canada (179—\$32,514), Belgium (66—\$23,619), Cuba (78—\$18,494), Mexico (147—\$18,204) and Guatemala (15—\$10,835).

Canada once again accounted for most of the vending export sales during the month. Operators north of the border purchased 4,608 of the 4,745 automatic merchandisers sold at a combined price of \$82,444. The dollar vending total in August was \$84,598. Besides Canada there were six other buyers of U.S.-built vendors. There were Venezuela, Mexico, Guatemala, Honduras, Colombia the Dominican Republic and Bermuda.

## NCMDA RE-ELECTS EXECS AT ANNUAL CONVENTION

CHICAGO, Dec. 13.—The National Coin Machine Distributors Association held its annual meeting at the Bismarck Hotel Monday (8) and re-elected all executive officers and three new directors. NCMDA's regular winter session will be held at the Saxony Hotel, Miami, January 18.

The executives returned to office for another year are Joe Ash, Active Amusements, Philadelphia, president; Harold Lieberman, Lieberman Music, Minneapolis, vice-president; Irv Blumenfeld, General Vending Sales, Baltimore, secretary, and J. D. Lazar, B. D. Lazar & Company, Pittsburgh, treasurer. The directors elected to three-year terms are Leo Weinberger, Southern Automatic, Louisville, Ash and J. D. Lazar.

One of the high points of the meeting was the appearance of the new Genco owners, Sam Lewis and Avron Gensburg, who told NCMDA members they could expect 100 per cent co-operation.

## Capitol Distribbs Meet in K. C. To Map Southwest Expansion

NEW YORK, Dec. 13.—Six Capitol distributors from various points thruout the U. S. and Leo Willins, of Capitol's New York headquarters, met this week in Kansas City, Mo., to map expansion plans for the Southwest. At the meeting were Clyde P. Weed, Fort Worth; M. H. Rosenberg, San Francisco; J. R. Peters,

Kalamazoo, Mich.; Jack Palmer, Philadelphia; William Rosenberg, Chicago, and Joseph Auton, Detroit.

M. H. Zinco, manager of Capitol's stores service division, outlined methods of increasing sales in department, chain and variety stores and supermarkets. Emphasized was the importance of tieing in Midget Movie and rides with retail sales and of identifying the amusement devices with national advertising. Examples cited were the Elsie the Cow Ride and Borden's products and the Hopalong Cassidy Horse Ride and Bond bread.

### Philly Promotion

Sam Goldsmith, Capitol topper said that seven Rocket Rides, four Auto Rides and 12 Midget Movies have been installed in Gimbel's Philadelphia store as a Christmas promotion. Goldsmith said that the machines were racking up strong grosses.

Goldsmith also reported that the Canadian Division, headed by Moe Fine in Montreal, has placed over 200 machines on location in the first nine months of operation.

## NY Amusement Ops Banquet Nears Sell-Out

NEW YORK, Dec. 13.—Ticket sales for the third annual banquet of the Association of Amusement Machine Operators, to be held at Alan Gale's Celebrity Club December 21, this week passed the 370 mark, and the organization seems assured of selling out the 400 seats available for the event.

Barnet Tenenbaum, group's president, said that leading manufacturers, including a large Chicago delegation, will attend.

The club will be closed to the public that evening, with the AAMO taking over the entire premises. Organization was founded in 1929, disbanded in 1942 and reactivated in 1949.

## Mars Readies Venus Air Sled

LINDEN, N. J., Dec. 13.—Mars Manufacturing Company's Venus Air Sled, a companion piece to the Jet Saucer, will be in production soon, with the first models available for shipment within 10 days, Sid Mittleman, Mars exec announced today.

The ride is the same as the Jet Saucer, except for the body, which is interchangeable with its companion piece. The bodies will sell to operators for \$295, with the ride listing for \$975.

Mittleman said that the ride's motion may be controlled by the operator by adjusting the cams. He added that Mars has another ride on the drawing boards, and that it will be announced early in 1953.

## Calendar for Coinmen

January 8—Music Operators of Northern Illinois, monthly meeting. Place to be announced.  
January 12—Wisconsin Phonograph Operators' Association, monthly meeting. Place to be announced.  
January 27—Western Vending Machine Operators Association, monthly meeting, Unique-Cafe, Los Angeles.

## DISTRIBS' IDEA

# Gottlieb Honored At Surprise Fete

CHICAGO, Dec. 13.—Distributors of D. Gottlieb & Company gathered at the Imperial House here Sunday (7) for a surprise testimonial dinner honoring President Dave Gottlieb's 25 years in the coin machine industry.

As the evening's activities turned out, the surprise proved to be one of the best kept trade secrets despite the fact it had been in preparation for nearly three months. When Dave and his wife, Dorothy, left their Oak Park, Ill., home Sunday evening, the amusement game factory's

founder thought he was on the way to a fund raising dinner in the interest of a new synagogue. This appeared logical enough since Dave was a co-chairman of a fund drive and a dinner meeting scheduled that evening. However, the pioneer manufacturer was induced to leave Oak Park sufficiently early to greet some out of town friends who were dining at the Imperial House.

The "friends" were there all right and with them were virtually all the heads of Gottlieb distributor firms.

### Speakers

The dinner was held in one of the Imperial House's private suites with Lou Wolcher, San Francisco, serving as toastmaster. He traced the career of the Gottlieb firm—equally stressing Gottlieb's business acumen with his fine qualities as a husband, father and friend. The other speakers of the evening were Harold Lieberman, Minneapolis, (Continued on page 69)

## LIGHTER SIDE

# Portland Taps' Brownout Hikes Coin Grosses

PORTLAND, Ore., Dec. 13.—Local tavern owners reported a brownout program, stemming from an electric power shortage, is proving a boon to business.

Altho the State Liquor Commission sets a minimum standard of lighting for taverns, owners were willing to reduce their electric consumption by turning out all lights they could call unnecessary. This put them in the position of co-operating with the northwest program seeking a 10 per cent voluntary reduction in power use, tho they had some misgivings as to effects on customer reaction.

A profitable by-product, however, was the attraction of the cheerfully lighted juke box and colorful glow of games. By contrast, they proved centers of attraction in rooms with less lighting. Altho operators have not attempted to trace the proportion of lively play as compared to what might be the result of the pre-holiday festiveness, they attributed a general rise in play as the result of the brownout.

## Det. Shuffle Ops Ready New Play Program

DETROIT, Dec. 13.—A program of supervision and certification of shuffleboard tables in the interests of sportsmanship and improved public confidence is being inaugurated by Fred Chlopak, new president of the Detroit Shuffleboard Association. The program will be implemented by the use of special attractive decalcomania transfers, to be imprinted with the legend, "This board has been approved by Detroit Shuffleboard Association for league play."

This will serve not only to identify boards, which have been placed on location by DSA members, but to assure that some inspection service is maintained, and that the operator keeps the board in condition acceptable for competitive play.

Another problem which occupied the attention of the DSA membership at its December meeting was that of disappearing pucks. Available data did not indicate any particular class of location or neighborhood affected.

Discussion among operators suggested three theories:

1. Players, perhaps elated by their own success, take pucks home as souvenirs.
  2. Accidental pocketing of the pucks by customers.
  3. Deliberate theft of pucks.
- Installation of new officers of the DSA will be held at a formal installation dinner, probably early in January, with civic and other governmental authorities attending.

## Florida Ops Merge Groups

MIAMI, Dec. 13.—The entire contingent of five operators of games and music in Miami Beach have been bl-cketed into the ever-expanding Amusement Machine Operators' Association. It was announced by President Willie Blatt at the regular monthly meeting of the AMOA, held at the El Comodoro Hotel in downtown Miami.

The quintet had a small association of their own called Miami Beach Amusement Operators' Association, which will be dissolved in view of the merger with the larger group across the bay. Attorney Harlan Street, who represented the Miami Beach coinmen, has been added to the legal staff of the AMOA and will assist Attorney William Charles in protecting the interests of the association.

AMOA members also voted to admit the following Miami companies: G & G Amusement Company, Gene Lane and George Bloom; Century Amusement Company, Joe Mangone and Joe Handelman.

## Coin Machine Exports

August, 1952

Country	Photographs		Vendors		Amusement Games		Total	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	179	\$ 2,514	4,609	\$62,444	708	\$121,443	5,496	\$216,401
Japan	5	3,635			349	106,381	354	111,986
Venezuela	92	62,026	25	14,495	19	5,839	136	82,360
Switzerland	9	3,150			205	29,298	214	32,448
Belgium	66	23,619			115	7,871	181	31,490
Cuba	78	18,494			182	8,675	260	27,169
Mexico	147	18,284	31	1,680			178	19,964
Guatemala	15	10,835	50	547	2	638	67	11,920
France	16	5,091			96	6,297	112	11,388
Netherlands	13	4,495			93	6,175	106	10,670
Netherlands Antilles	1	717			20	7,136	21	7,853
Honduras	9	4,975	1	400			10	5,375
Colombia			14	4,178			14	4,178
Ceylon					10	4,161	10	4,161
Canal Zone					15	3,920	15	3,920
Panama		2,900			9	1,820	13	3,110
Philippine Republic	12	2,035			8	980	20	3,015
Nicaragua	5	2,630					5	2,650
Algeria					50	2,500	50	2,500
Peru	8	2,495					8	2,495
French West Indies	9	2,250					8	2,250
Tangier					16	1,200	16	1,200
Turkey					18	915	18	915
Costa Rica	3	837					3	837
Dominican Republic	1	495	12	102			13	597
Ireland	2	100			8	378	8	478
Sweden	4	476					4	478
Bermuda			2	402			2	402
New Zealand	1	375					1	375
Ecuador					10	357	10	357
Salvador	5	329					5	329
<b>TOTALS</b>	<b>684</b>	<b>\$203,871</b>	<b>4,745</b>	<b>\$84,598</b>	<b>1,931</b>	<b>\$317,954</b>	<b>7,300</b>	<b>\$606,423</b>

## ARTIST SHOWS METTLE IN OILS

CHICAGO, Dec. 13.—One of the unusual features of the portrait presented to Dave Gottlieb was that it was painted in oil. The artist, Harvey A. Brownson from photos secured from The Billboard. Despite the remarkable likeness, Brownson had never seen the pioneer manufacturer until after the portrait presentation at the testimonial dinner.

## AROMA TO THE FORE

### Radio City to Install 1,000 Perfume Venders

JERSEY CITY, N. J., Dec. 13.—A contract between the management of New York's Radio City and Perfumatic Sales Company, for the installation of 1,000 perfume venders was announced today by Nathan Katz, Perfumatic Sales president.

Katz said that 50 machines had already been installed, and the remainder would be placed during the next five months at the rate of 50 a week. Perfumatic Sales operates in Manhattan, the Bronx and Westchester County as distributor for Jo-Lo, which, in turn, handles U. S. and foreign sales for Perfumatic of Canada, Ltd.

Meanwhile, Katz said recent Perfumatic installations were made in the Longchamps and Schraff's restaurant chains and in the leading Broadway motion picture houses.

Joe Tanzer, Jo-Lo head, an-

nounced the appointment this week of eight American distributors:

George Skoves, Washington, for the District of Columbia and Maryland; G. A. McNeil, Coin-O-Matic, Oakland, Calif., for Northern California and Nevada; the D & G Distributing Company, Omaha, Iowa, Missouri and Arkansas; Pacific Sales Factors, Honolulu, Hawaii; Al-Jo Distributing Company, Pawtucket, R.I., Rhode Island; Erio Perfumatic Company, Los Angeles County; Spar Novelty Manufacturing Company, Swanton, Vt., Vermont; and Hill Distributing Company, New York, Brooklyn and Long Island.

Tanzer said, with the appointment of these distributors, about half the U. S. was covered with Perfumatic agents. He stated distributors had also been appointed in Puerto Rico and South America.

## Pepsi, Schweppes Swap Franchises

English Ginger Beer May Be Sold Thru Vending Machines Here; Tests Awaited

NEW YORK, Dec. 13.—In the first major international franchise exchange in the beverage industry, the Pepsi-Cola Company, second largest soft drink maker in the world, and Schweppes, Ltd., British producer of soda water, tonic (quinine water) and mixers, have agreed to bottle each other's products for their home markets.

According to W. B. Forsythe, Pepsi-Cola first vice-president, Schweppes, the originator of quinine water, will supply the concentrated essence of its various beverages to Pepsi-Cola. The savings in import tariffs by bottling Schweppes' beverages here will enable Pepsi-Cola to market the product to American consumers at savings.

Paul Little, Pepsi sales executive, said that there is a good possibility that the agreement will influence the cup and bottle drink industry here. He pointed

out that while there is little likelihood that quinine water would be sold thru vending machines, he added that Schweppes makes a ginger beer which may be sold in automatic dispensers.

#### Ginger Beer

Little explained that quinine water is a semi-medicinal beverage, usually popular in tropical climates and that its appeal in vending machines is doubtful. However, he added that ginger beer is one of the most popular drinks throughout the world, and there is a possibility that Pepsi may promote it for vending sales.

Schweppes beverages will be tested in Pepsi's Long Island plant soon after January 1, and the future in vending of these beverages may be determined by the results.

Quinine water, the first to be bottled here by Pepsi, will be available next April, followed

(Continued on page 70)

## Bottlers Step Up Cup Vender Purchase, Use

CHICAGO, Dec. 13.—Interest in the incorporation of cup type soft drink venders in bottle machine operations became more pronounced this year. Officials of Automatic Products Company and Cole Products Corporation, for instance, report bottle buying has increased up to 100 per cent over 1951.

Both firms set up their own displays during the recent American Bottlers of Carbonated Beverages convention in Atlantic City. Their exhibits, because of an ABCB ban on cup venders, were in buildings adjacent to the Convention Hall showing.

Automatic and Cole displays consisted of special selective and non-selective cup models featur-

ing various brand colors and insignia. Cole-Spa and Sodashoppers equipment carried the colors of Pepsi-Cola and Coca-Cola, while Sodashoppers also included Nech and Dr. Pepper.

(Continued on page 70)

## EDITORIAL CITES COFFEE VENDING

CHICAGO, Dec. 13.—Coffee venders received a pat on the back on the editorial page of the Chicago Daily News this week.

Commenting on the now established American coffee custom in offices, the article points out how venders simplify the procedure. "They take little or no time, they paper cup cools on your desk, and they dispense a drink that comes clear or creamy, sweet or bitter if you push the right button."

NEW YORK, Dec. 13.—Record sales of \$37,000,000 for this year for the Rowe Corporation here were predicted today by President Robert Z. Greene.

Greene attributed the record sales to the increase in the variety of goods sold by machines and to the rapid development of venders for in-plant feeding and supplementary cafeteria service. He also cited an upswing in the export market and predicted that this market would be an even bigger factor in 1953.

Altho it made improvements in its various models during 1952, Rowe did not increase its prices, Greene said. Cost elements are not coming down, however, so that present price levels cannot be maintained indefinitely, he added.

Greene said that gross sales in

## Cookies Climb as Vender Product, Candy Companion

Supplement Bars, Boost Grass; Operators Tell 'What Happens'

CHICAGO, Dec. 13.—From a "fill-in" product during the early postwar period, cookies have become an increasingly important factor in present vending operations, particularly candy routes where their use poses no equipment problem. Currently operators using cookies report that they have increased baked sweet volume approximately 7 to 10 per cent since 1948.

The following is a composite report from leading operators including cookie packs with their candy offerings. One fact stands

out: all indicate that the use of cookies does not eliminate any one nickel bar brand; also cookies supplement candy and return plus sales by tapping a new customer market.

A summary of results when cookies are used, according to operators surveyed, follows:

1. No decrease in variety of candy bars vendible.
2. A step-up in rotation of bar brands to make up for the column space devoted to cookies.
3. The addition of a few bars to the operator's rotation schedule.
4. The addition of approximately \$1 per week per vender to total gross.
5. A new customer market is tapped and plus business is attracted from regular candy customers.

6. In addition to the over-all sales increase, cookies cushion candy's seasonal decline experienced in summer months.

On the average, cookie-using operators devote one to two columns in six column candy venders.

(Continued on page 70)

## Vendors Supply Texas Distributor For Navenco

DALLAS, Dec. 13.—W. R. Kendrick, Vendors Supply Company, said this week that his firm handles sales thru the entire State of Texas for Navenco Manufacturing Company's SuperVend cup vender. In an earlier report the distributor was named as East Texas Distributor for Navenco.

The remaining 47 States are covered for Navenco by Coan Manufacturing Company.

Kendrick also stressed that his firm's name was not Operators Supply Company, as carried in two recent stories. The name, Vendors Supply Company, remains unchanged.

## Lorillard Shuffles Field Managers; Promotes Five

NEW YORK, Dec. 13.—In a move to strengthen its sales organization, Lewis Gruber, vice-president and director of sales for the P. Lorillard Company, this week announced that five local division managers have been promoted to field managers, while three field managers have been assigned new areas. Promotions and transfers are effective January 1.

New field managers are William H. Holtzclaw, Richmond, Va.; Raymond A. McGinn, Chicago; Forrest A. Norman, Birmingham; William F. Quinn, Minneapolis; and Donald W. Root, Atlanta.

Edward J. Rohrer becomes field manager at Louisville, transferring from Montgomery, Ala.; Frank P. Russell, former Chicago field manager, moves to Detroit, while Kenneth H. Smith leaves Detroit to become Cleveland field manager.

## DOWN-TO-EARTH

### 'Promoted' Op Uses Wits to Earn Profits

DETROIT, Dec. 13.—An early experience with the traveling type of promoter in the vending machine field led to the establishment of the Hutchison Vending Company — but only because Samuel Hutchison had the business acumen to analyze the situation and learn what should be done to make it's route profitable.

It was over two years ago that,

(Continued on page 70)

## N. Y. SURVEY SHOWS—

### Cig Smokers Don't Buy According to Ad Taste

NEW YORK, Dec. 13.—According to a survey conducted in Manhattan by Michael Spina and Gerard J. Hahn, both of the Biow Advertising Agency, two out of three cigarette smokers regularly purchase a brand other than the one whose advertising they like the best. On the other hand, few smokers buy the cigarette whose advertising they dislike the most.

The results showed that 67 per cent of the smokers interviewed did not indicate as their personal smoking choice the brand whose advertising they approved of most. But only one of 25 regularly

bought the cigarette whose advertising they liked the least.

Lucky Strike and Chesterfield ads led in popularity, with the men showing a slight preference for the Lucky pitch, while the women were more inclined toward Chesterfield. The Old Gold claims are considered mild by advertising men, when compared with tactics of some other brands, most of the resentment was directed against OG advertising.

#### Aware of Own Brands

When asked what brands they recalled being advertised, respondents showed a great consciousness of the advertising of their own brand, rather than that of competing brands.

In actual smoking, Chesterfield was the top brand among men, with Pall Mall favored by women. The percentage of king-size cigarette smokers was sometimes as high among women as among men.

The findings were based on interviews conducted with 250 smokers. Neither of the two survey takers smoke.

## NCA '53 Meet In June, N.Y.C.

CHICAGO, Dec. 13.—The National Confectioners' Association announced this week that its 1953 convention and exhibit will be held June 15 thru 18 at the Hotel Waldorf-Astoria in New York.

David P. O'Connor, vice-president of Penick & Ford, Ltd., is chairman of the exposition committee.

The 1953 meeting will be the first held in New York since that held in the Grand Central Palace three years ago. NCA will handle all exhibit space sales.

## Rowe Gross May Hit \$37 Million; In-Plant Feeding, Variety Are Cited

Industry Gross May Top \$1.25 Billion; Cigarettes Remain Major Item of Sale

NEW YORK, Dec. 13.—Record sales of \$37,000,000 for this year for the Rowe Corporation here were predicted today by President Robert Z. Greene.

Greene attributed the record sales to the increase in the variety of goods sold by machines and to the rapid development of venders for in-plant feeding and supplementary cafeteria service. He also cited an upswing in the export market and predicted that this market would be an even bigger factor in 1953.

Altho it made improvements in its various models during 1952, Rowe did not increase its prices, Greene said. Cost elements are not coming down, however, so that present price levels cannot be maintained indefinitely, he added.

Greene said that gross sales in

the vending industry should top \$1,250,000,000 this year—the biggest in history. "At present, 25 types of goods are sold by machine," he explained. "In five years this figure should be doubled and possibly tripled or quadrupled. Sales thru vending machines have doubled since 1946, whereas total retail sales have only increased 50 per cent since then, he added.

Bright prospects for the future, he contended, rest in part upon expanding the diversity of machines and upon the expected termination during 1953 of allocations of steel, copper and aluminum. Allocations, in effect since the third quarter of 1951, have retarded expansion, he argued.

Greene pointed out that cigarettes remain the major item of sale thru vending machines, with

450,000 automatic merchandisers presently in operation. It has been estimated that roughly 16 per cent of all cigarette sales is made thru vending machines. King-size brands, which are enjoying an increasing vogue, can be handled by nearly all machines produced since 1940, as can filter-tip cigarettes when the demand is great enough to justify sales by vendors, Greene pointed out.

#### New Development

The newest development in the field, according to Greene, is the increased employment of automatic food-selling contrivances in large industrial installations, military and naval establishments and the like.

In some such places, he noted, cafeteria or other restaurant services remain the major item of sale thru vending machines, with

(Continued on page 70)

# BABY GRAND

## NOW IN DELUXE STYLE

FEATURING THE NEW



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

★ DELUXE  
CAPACITY  
6½ LBS. OF  
CHICLE 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

### 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.

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TOPPER DELUXE globe style



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## ATTENTION: VENDING MACHINE OPERATORS!!!

Now available in any quantity—4 or more—Victor's Half-Cabinet, Topper Deluxe, Glass Globe, Topper Deluxe, Baby Grand Vending 2 for 1: Chile Trees and Chloro Trees; also going great—our Baby Grand, Vending 2 for 5c Chloro Trees, 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.

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## BABY GRAND, 1c or 5c

**\$13.00 ea.** Packed 4 to the Case

**\$12.00 ea.** In Lots of 100

**VENDS THE FOLLOWING MERCHANDISE:**  
 Chile Trees, 2 for 1c, count 500 to 10.  
 Chlorophyll Trees, 2 for 1c, count 250 to 10.  
 Chloro Trees, 1 for 5c, count 250 to 10.  
 Chile Trees Ball Gum, 2 for 1c, count 250 to 10.

**WE SELL THE ABOVE AT LOWEST MARKET PRICE.**  
 1/2 Dep. Nat. C.O.D.  
**CHAMPION SALT CO.**  
 1194 Tremont St., Boston, Mass.

## NEWER CHARMS

From the World's LARGEST MANUFACTURER OF CHARMS

Playing Cards, Combs, Photo Lockets, Bull's Eyes, New Comics, Photo and Jewel Boxes

These are the finest and most complete line in the country. Immediate delivery! Send \$5 for complete samples for low, low, low prices!

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We are retailers and sellers of Nut Meats

- Spanish Peanuts
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- Wrigley's Gum
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- Charms 1.34 ..... \$17.28 ea.
- Gloves 25.95 ..... 17.13 ea.
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## Vending Take Is Down on N.Y. Subways

NEW YORK, Dec. 13.—Vending revenues on the subways operated by the New York Board of Transportation for the three months ending September 30 are slightly less than they were for the third quarter of 1951. Total revenues to the Board of Transportation for the 1952 quarter was \$335,972, while for the same quarter last year it was \$341,870.

Revenue from candy, nut and gum machines was \$195,000 for both periods. However, this figure does not represent the volume done by the machines, as it is the flat rental fee paid by the American Chile Company, operator of all non-drink vending machines in the system.

Drink machine revenue for the 1952 quarter was \$122,868, compared with \$126,875 for the same period in 1951. Drink machines are operated by the ABC Vending Company, the Automatic Canteen Company and Chick's Vending Company. The ABC Vending Company paid \$6,000 less than it did during the third quarter of 1951, while payments from the other two firms were virtually the same.

**Break Down**  
 ABC paid \$24,000 during the 1952 quarter (\$30,044 last year). Automatic Canteen paid \$41,250 (\$41,250 in 1951), and Chicks paid \$55,791 (\$55,581 in 1951).

Coin operated lockers yielded \$13,144 for the third quarter of 1952; the 1951 figure was \$13,570. Pay toilets brought in \$5,162 for the third quarter of 1952, compared with \$8,425 for the same period last year.

## Citrus Subsidy To Spur Exports

WASHINGTON, Dec. 13.—In an effort to increase exports of citrus type fruit, the current U. S. Department of Agriculture.

The purpose of the subsidy is to aid in distribution of this year's record citrus crops. Similar subsidy programs have been offered each of the last four years.

## Rowe Service Club Has Annual Dinner

NEW YORK, Dec. 13.—The Rowe Service Club, composed of 241 members with five or more years service each with the Rowe Manufacturing Company, held its fifth annual party at the Belmont Plaza here last week.

Some 30 members were initiated into the group and were awarded pins. A cocktail party preceded the dinner, which was followed by dancing.

## Intro New Fuse Box Type Circuit Breaker

DETROIT, Dec. 13.—E. C. Watkins & Company has introduced new permanent type circuit protective device, called Mini-Breaker, designed for use in the ordinary fuse box. Restoration of electric current, after an automatic shut-out, is effected thru pressing a releasing the shock-proof reset button. It is available in 15, 20, and 30 ampere ratings for use on branch or main circuits delivering up to 125 volt AC service.

## CHARMS DOMINOES

Beautifully designed black plastic with clear white dots

**\$7.50**

Whistles, Sirens, ETC.  
 COMPLETE LINE OF CHARMS  
 SEND FOR FREE PRICE LIST!

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Buy COLUMBUS VENDORS and end your servicing troubles

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put PROFITS in your pocket with PICTURES

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completely die-cast aluminum precision-built

the bright green light for new sales

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You're in the right lane for extra profits with the new ACORN Chlorophyll Vendor. Specially designed to show off the bright green, health-giving chlorophyll ball of chicle type gum that's sweeping the country today! Keeps its gleaming silver finish—all aluminum, permanently polished. Guaranteed mechanically held by top lock, body clamp only. Weighs less than 7 pounds.

Instantly converted to bulk merchandise

1c and 5c mechanisms slides into place—no screws!

Featuring the exclusive GREEN FLASH BRUSH HOUSING & BALL GUM WHEEL

Accurately dispenses 2 or more chiclets of chlorophyll gum

NEW! Hammerloid Silver Finish stops 'em every time! everywhere!

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and Best Wishes for the New Year

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CLEVELAND 8, OHIO

The birthplace of feature charms  
A new arrival each month

For the **FINEST VENDING MACHINES ALWAYS BUY**

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Topper Deluxe  
Globe Style



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- 1 to 5 cases ..... \$56.80  
per case of 4 F.O.B.
- 6 to 11 cases ..... \$56.00  
per case of 4 F.O.B.
- 12 to 24 cases ..... \$55.00  
per case of 4 F.O.B.
- 25 or more cases ..... \$52.80  
per case of 4 F.O.B.

VICTOR'S  
Topper Deluxe  
Half-Cabinet Style



## VICTOR'S BABY GRAND

New Deluxe Style

- LESS THAN 25 CASES,  
\$57.00  
PER CASE OF 4 F.O.B.
- 25 CASES OR MORE,  
\$53.00  
PER CASE OF 4 F.O.B.

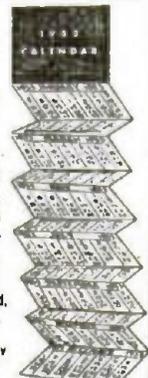


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Immediate  
Delivery.

Let's make 1953 burn with business. Begin with a 1953 CALENDAR STRIP. We have the NEW items for you. YOU keep up with us and the NEW items we advertise. We PROMISE to keep ahead of you with NEW and NEW and ALWAYS NEW items. Therefore, 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.

### VICTOR 1—BABY GRAND—5c

- \$13.00 each 4 to case
- \$12.00 each 100 or more
- \$15.95 each Same as above with gum



VENDS  
Chips  
Treats  
Chocol  
Treats,  
1 for 1c  
Lovers  
2 for 1c  
Chocol  
Treats  
2 for 1c  
WRITS  
FOR  
Lower  
prices on  
Ball Gum,  
Bulk  
Vendors  
and all  
merchan-  
dise for  
vending  
operations.

Now Stocked  
in Kansas City

Victor Topper Deluxe Half  
Cabinet ..... \$14.50  
Victor Topper Deluxe with  
5 size globe ..... 14.50  
Bernard K. Hiltner  
4729 E. 27, Kansas City 5, Mo.

### SILVER QUARTER OPERATION KING SIZE INCLUDED!

### CIGARETTE MACHINES

- National Model 930—9 col., 270 cap. \$95.00
- DuGrenier Model W—9 col., 308 cap. 85.00
- DuGrenier Model S—7 col., 210 cap. 79.50
- Rowe Imperial—8 col., 240 cap. 85.00
- Uneda Model E—9 or 12 col., 300 cap. 80.00

### CANDY VENDORS

- U-Select-N, Late Wall Model—74 cap. \$ 50.00
- DuGrenier Candyman with Base—72 cap. 62.50
- National Model 618 with Base—108 cap. 90.00
- National Model 918 with Base—162 cap. 110.00



Uneda Model 500  
7 Col., 250 Pack Cap.  
\$95.00  
Any Column Can  
Be Used For King  
Size or Standard  
Size Vending.

Our Patents Are  
VENDORIZED  
Prevents Peeling,  
Flaking & Rusting.

All Equipment Un-  
conditionally Guar-  
anteed Trade  
Price: 1/3 Cop.  
Bot. 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 4 to a case.

\$12.00 ea. lots of 25 cases or more.

TOPPER DELUXE—GLOBE STYLE

\$14.20 ea. packed 4 to a case.

\$13.20 ea. lots of 25 cases or more.

- CHOCLO TREATS, 1 for 1c. \$13.00 per case of 25 lbs.
- CHICCLE TREATS, 2 for 1c. \$11.33 per case of 25 lbs.
- CHOCLO TREATS, 3 for 1c. \$17.35 per case of 25 lbs.
- JORDANETTES ..... \$21.50 per case of 20 lbs.

1/3 dep.  
bot. C.O.D.

Ball Gum, 140-176-916, 25 lbs. or more, \$6 per lb.

### DEVICES NOVELTY SALES CO.

Authorized VICTOR Distributor

1624 N. California Ave.  
Chicago 47, Ill.  
Phone: SPaulding 3-5840

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every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES

has been sold in The Billboard

WHAT DO YOU HAVE TO SELL

Write Box 666, 2260 Parkway St., Cincinnati, Ohio

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 C.O.D.

- TOPPER DE LUXE GLOBE TYPE \$56.80 Per Case of 4
TOPPER DE LUXE CABINET TYPE \$56.80 Per Case of 4
BABY GRAND, 1c OR 5c TYPE \$52.00 Per Case of 4

WRITE FOR FREE COLORED CIRCULAR. GET ON OUR MAILING LIST LOGAN DISTRIBUTING COMPANY 627 Milwaukee Ave. Chicago 22, Ill.

WHAT ARE YOU VENDING?

Slick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfumes? Combs, Sanitary Products or other Merchandise?

ADVANCE

Is the Vendor for You? Want more information? Write today!

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Factory Distributor Of Advance Vending Machines 1645 Bedford Ave., B'klyn, 25, N.Y. P. Resident 7-2900

The word to the "wise" is...

GUGGENHEIM

for CHARMS

SEND FOR PRICE LIST

K. Guggenheim 33 UNION SQUARE N. Y. C. 3 N. Y. • AL. 5-8393



DO-ALL VENDORS for Nut-Gum Charms Chicle Treats 1c or 5c play \$12.95 each

BLOYD MFG. CO. Valley Station, Ky.

VICTOR'S TOPPER DELUXE

\$14.20 EACH (cases of four) (Minimum Order)

\$13.20 EACH (100 or more)

We have lowest prices on gum and charms

H. B. HUTCHINSON JR. 160 North Ave., N. E., Atlanta 6, Ga. Tel.: Emerson 4300

THE BILLBOARD Index of Advertised Used Machine Prices

Vending 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 quality 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.

Table with 4 columns: Issue of, Price, Issue of, Price. Lists various vending machine models and their prices across different issues.

Canteen Installs 2 Snively Units

NEW YORK, Dec. 13.—Campbell Soups moved closer to its goal of stepping up sales of its products thru vending machine sales last week as the Canteen Corporation installed three more Snively soup dispensing units in the New York subway system.

Chick's Vending Company installed its first Snively soup unit in the subway system this week. The Union News Company already has 25 units in operation in the New York area and ABC Vending Corporation has two.

Sullivan added that a Snively soup unit has been installed at the United States Atomic Energy Commission's laboratories at Oak Ridge, Tenn.

Amend Steps Up Tele Sponsorship; 3 Shows

CHICAGO, Dec. 13.—Fred W. Amend Company will resume sponsorship of the "Hall the Champ" TV show next month. The program, which went off the air last June, had featured Chuckles' commercials for 39 consecutive weeks.

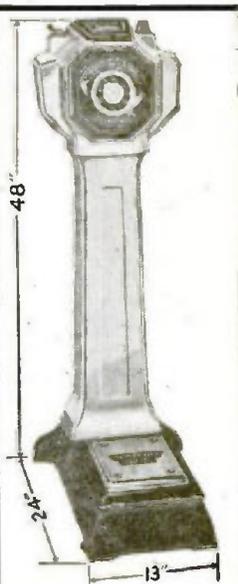
The new program will have additional station outlets, covering most of the Midwestern and Eastern seaboard market areas. It will retain the Saturday schedule.

Amend has also signed to sponsor the Range Rider telecast locally in New York each Sunday. Chuckles have also been advertised locally in Pittsburgh on a Hopalong Cassidy program, also on Saturday.

Feinstein to Resign Schutter Sales Post

CHICAGO, Dec. 13.—John Feinstein will resign as sales manager of Schutter Candy Company December 31, it was announced this week by William A. Fette, vice president.

Following a several-month vacation in Florida Feinstein will announce his future plans.



\$25 DOWN

Balance \$10 Monthly

ALL WEATHER SCALE COMPLETE CABINET AND BASE CAST IRON PORCELAIN ENAMELED FOR OUTSIDE LOCATIONS WRITE FOR PRICES

Invented and Made Only by

WATLING

Manufacturing Company 4650 W. Fulton St. Chicago 44, Ill. Est. 189 - Telephone: Columbus 1-2773 Cable Address: WATLINGITE, Chicago

30 DAY MONEY BACK TRIAL

Northwestern Model 49

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways.

GUARANTEED USED MACHINES

DELUXE 1c and 5c Combination... \$33.95
MODEL 33 BALL GUM, Pascolan, 1c 7-45
MASTER, 5c... 7-45

MERCHANDISE AND SUPPLIES

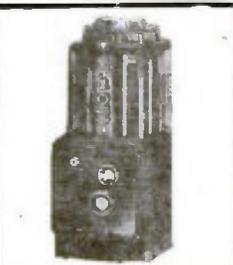
Table listing various merchandise items like ENOBIA PISTACHIO, VIRGINIA PEANUTS, SPANISH PEANUTS, etc. with prices.

NORTHWESTERN SALES AND SERVICE COMPANY MOE MANDELL 440-442 WEST 42nd STREET, NEW YORK 36, N. Y. • 10 Agents 4-6467

Nat'l Dairy Intros New Ice Cream Bar

NEW YORK, Dec. 13.—National Dairy Products Corporation has announced a new Sealtest ice cream novelty item, a dime Big Top Bar in a three-color glassine wrapper.

The bar will be available in all Sealtest market areas. The chocolate covered bar is being featured on the Sealtest "Big Top" TV show over CBS each Saturday. Wrapper colors are red, white and green.



IF YOU ARE LOOKING FOR THE BIG MONEY... THIS IS IT!

Today's hottest money maker. OPS are amazed at the earnings which are two to three times greater than ever experienced in this field. Big capacity... holds over 500 pieces... ten column... wide selection, tab gum, candy coated gum, 1c chocolate bars, fruit bars, fruit charms... fast, easy, front load servicing... positive, simple, fool-proof delivery... tested and proved on location.

THE NORTHWESTERN CORPORATION 899 S. ARMSTRONG STREET MORRIS, ILLINOIS

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to VEND—the magazine of automatic merchandising! Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio Yes—Please sign me up for Vend for: 1 year of \$4, 2 years of \$6, 3 years at \$7.50. Foreign rates upon request. 869

Form with fields for Name, Address, City, Occupation, and checkboxes for subscription terms.

GIVE TO DAMON RUNYON CANCER FUND

**"Smokeshop Co-Boy"**

THE NATION'S FINEST CIGARETTE VENDORS

**486 PACK CAPACITY**

Tear Out and Mail This Ad for Details

**AUTOMATIC PRODUCTS CO.**  
230 W. 37th St., New York 19, N. Y.  
Phone 7-3122

**CANADIAN OPERATORS!**

We are the Canadian distributors for

**OAK'S ACORN VENDOR**

The finest in the vending industry

**LEAF BALL GUM**

NEW! Internationality Famous Nicotiv Sugar Blends \$10.00 per M. Contact the nearest office for immediate deliveries

**INTERNATIONAL VENDING CO., LTD.**  
740 Campbell St. 587 Gladstone Toronto, Ont. Ottawa 2, 5783

READY FOR DELIVERY NOW!

**1c or 5c ACORN**

ALL-PURPOSE BULK MERCHANDISER

Featuring the new **Silver Streak** BRUSH HOUSING

**COIN MACHINE EXCHANGE**  
1012 Milwaukee Ave. • Chicago 22, Ill.

**FOR SALE**

4 Automatic Coffee Vending Machines, "NATIONAL KING" brand, made by National Advanced Vending Co. Machines only 8 weeks old, brand new. In their original factory crates, unopened and unused. Original price \$490 each, asking price \$475.00 each, or best offer.

**BILL K.**  
P. O. Box 11 Tremont, Connecticut

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	\$13.00 each
24 to 47	14.70	\$12.00 each
48 to 99	15.20	100 or more

**PARKWAY MACHINE CORP.**  
715 Ensor Street Baltimore 2, Maryland

**MAKE MORE MONEY IN VENDING!**

Read *The Billboard* Every Week for the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bill of significant name in your industry.

Enter a Money-Saving Subscription Now! **FIN** out this coupon and mail today. Saves you more than 20% on new rates price.

The *Billboard*, 2160 Patterson St., Cincinnati 22, Ohio. Yes  Please send me *The Billboard* for one year at \$10. Foreign rates upon request. 865

Name .....

Address .....

City..... Zone..... State.....

Occupation .....

**Cookies Climb as Product**

Continued from page 65

ders and from one to four columns in eight column machines to cookies. The average is one column in six, two columns in eight column units in industrial locations.

Time-tested cheese, peanut and cream sandwich cookies retain top preference in venders. However, new cookie flavors are found to consistently offer higher trial-purchase volume than do new candy bars.

When candy went off the ration lists in 1947-48, operators in most instances cut down on cookie use. This occurred both in over-all use and in elimination of cookies in all save summer months. However, with the increase in cookie variety during the past two years (in nickel vendor packs) and the steady growth of industrial operations, cookies again came to the fore as a vendor staple.

Operators point out there is also a price advantage in using cookies. Nationally advertised candy bars go for an average of \$2.90 per 100-count; cookies average out at \$2.80 per 100-count pack. This results in an additional one-tenth cent profit per nickel pack.

Actually, cookies range from a low of \$2.65 to \$2.90 for 100-count packs; high count nickel candy bar packs range up to and beyond the \$3 level.

Experience has shown that when used in equipment adjacent to any type of drink vendor (coffee, milk, soft drink) weekly volume on cookies is approximately double that of "dry" stops.

As a rule, cookies are not retained in a machine unless they return at least 20 sales a week, equal to one column or \$1 gross sales.

Industrial locations employing mainly women, or where women constitute at least 30 per cent of the employees, may be safely considered good cookie installations.

**Sales Pattern**

In all save the Southern areas, operators have found that cookie volume usually follows this pattern:

Taking July thru September as 100 per cent or peak cookie sales months, June becomes a 90 per cent month, January an 80 per cent month and (depending upon the Lenten period when cookie volume increases) February and March or March and April 85 per cent months. Low months, accounting for 70 per cent of maximum sales, are October thru December and May.

**Big Rowe Gross**

Continued from page 65

nomical on a 24-hour basis or impractical because of distances too great to be covered during lunch hour. In others, off-premises diners or "coffee pots" may be too remote, or entirely lacking. In still others in-plant distribution of food by cart has been attempted but is often impractical because the carts block the aisles, interfering with fork lifts and similar equipment.

These problems may be eliminated, or existing facilities supplemented, by the use of vending machines. Greene declared. Field tests in various parts of the country have proved the value of this method and, he said, "we expect to provide supplementary facilities on a broad scale. The 'captive employee,' who, because of distance, length of lunch period, or other reasons is unable to patronize conventional eating places, is the person we can best serve."

Vendors, he continued, are able to provide a different menu daily; between-meal snacks which enhance morale and efficiency, and elimination of spoilage of lunches brought from home and left in non-refrigerated lockers.

"Super highways and parkways provide another opportunity for vendors. One operator has installed machines with success in gas stations on Connecticut's Merritt Parkway, where there are no restaurants at all. Turnpikes where one restaurateur enjoys an exclusive concession are also a possibility. A battery of food vendors could provide quick lunches for the traveler who cannot wait for table service and could offer 24-hour service to those desiring it," he said.

For more than a year the Pennsylvania Railroad and Rowe have been experimenting with a snack bar consisting of a number of vendors set up in one end of a railway coach on the New York City-Washington run. On the basis of this venture a second car has been ordered and will soon be tried. Information on the progress of this test has been made available to other railroads, many of which are keenly interested.

Another new development in the field is the export of vendors, principally to Canada and Latin American countries from which dollars can be remitted to the United States. Machines are feasible only where a stable currency exists. The main export item is the cigarette machine, according to Greene.

**New Vending Company**

NEW ORLEANS, Dec. 13. — Southern Standard Company, Inc., has been formed to deal in vending machines. Authorized capital stock, \$4,000.

**COLUMBUS VENDORS**

- Easy to Assemble
- Easy to Operate
- Low Upkeep

Columbus Vending Co. Columbus, Ohio

**Down-to-Earth**

Continued from page 65

looking for a new field, Hutchison made contact with a traveling representative, who was selling Kleenex venders. The original deal was to buy 10 machines, but he started with five.

Hutchison said that his early experience showed that the machines to do good business would require daily servicing. But the cost of such an operation was likely to be prohibitive, as initial experience with daily service on a route selling low priced products or service indicated. Yet, Hutchison realized, adequate servicing required this frequency.

Within two months, he saw that there was one way to make this operation feasible—to concentrate his route. Actually, he went the limit, and put all five of his machines in one spot, so that servicing could all be handled on one call. Going on from there, Hutchison applied the lesson already learned to a wider field, and began to diversify his route. He now operates 300 machines of several types, with his route extending over three counties and still growing.

**Bottlers Step Up**

Continued from page 65

One major difference in bottle use of cup drink machines over bottle units is the method of operation. Where bottle equipment is placed in one or all of three ways, cup machines are largely used as "location insurance" by bottlers. Bottle machines are installed on a commission basis, on a lease arrangement or sold outright to the location. Cup venders are placed on commission, with the bottler retaining full ownership.

From the bottler's viewpoint, this is a must with bulk beverage equipment. It permits controlled use of cup venders in top flight stops, both as a source of extra income and as a protection against losing the location.

For "location insurance," a growing number of bottlers are purchasing cup machines, placing them in top stops but hiding others in reserve. Latter are kept on hand to replace the bottle machine in high-volume locations that show a preference for cup equipment.

This "switch" is profitable only to a certain location level, however. Many bottle machine locations do not have the volume to support a cup vender.

**AUSTIN, Tex., Dec. 13.**—State Treasurer Jesse James reported cigarette tax stamp sales for November totaled \$2,663,295, a decline of \$13,370 from November, 1951.

**IN STOCK VICTOR'S**

**Deluxe Model BABY GRAND CHICLE TREETS VENDOR**

ORDER TODAY

**VEEDCO SALES CO.**  
2124 Market St. Philadelphia 3, Pa.  
Phone: LOcust 7-1448

**SPECIAL! SILVER KING VENDORS**

1c Or 5c BULK 1c CHARM KING

Completely Reconditioned and Refilled \$8.50 F.A.

Full Cash for This Special!

NEW AND RECONDITIONED VENDORS

- PARTS, SUPPLIES, ACCESSORIES
- BALL OUN, CHARMS, NUTS
- EVERYTHING FOR THE OPERATOR

Send for Your Free Copy of Our New 1953 Catalog

RARE COIN MACHINE EXCHANGE  
609 Young Street St. Philadelphia 7  
Lombard 3-7474

**Furst & Schwartz Open New Quarters**

NEW YORK, Dec. 13.—Furst & Schwartz, distributors for Stoner Univerdents and also cigarette machine lines, has moved to 438 West 42d Street.

Its full vender line is being displayed in the new showrooms this week.

**Pepsi, Schweppes**

Continued from page 65

by ginger beer and mixers. The traditional Schweppes bottle and label will be used.

Pepsi-Cola will be bottled and distributed on reciprocal terms in the United Kingdom. Under the arrangement, Pepsi consumption will be further expanded with the aid of the large Schweppes network of distribution outlets to supplement existing facilities.

Meanwhile, Little said that Pepsi would attempt to bolster its vending sales by instituting a new operator finance plan, probably within a few weeks. He said the plan would not be a tie-up with any manufacturer to boost sales of his machines, but would allow the operator to select the vendor of his choice.

**VICTOR'S TOPPER DELUXE**

globe style

**\$14.20 EACH—PACKED 4 TO A CASE. LESS IN QUANTITY LOTS.**

Immediate Delivery on all Models. Time Payment Plan Available—Trade-Ins Accepted.

**BABY GRAND NEW DELUXE STYLE**

**CHICLE TREETS VENDOR**

Less than 25 cases ..... \$57.00  
25 cases or more ..... \$53.00  
per case at \$2.12

**Introductory Offer**

Four New Deluxe Style Baby Grand and 83 to each model

**POUR 10 BABY GRANDS \$63.25**

**CHICLE TREETS—Total FOUR 10 BABY GRANDS \$65.00**

**CHICLE TREETS—Total FOUR 10 BABY GRANDS plus 35 pounds of CHICLE TREETS—Total \$69.50**

**SPECIAL: Reconditioned 5c Silver Kings. \$7.45 Ea.**

**BABY GRAND CHICLE TREETS**

2 for 10 Count, Capacity: 54 Pounds, 45¢ per lb., 25 lb. cartons. Capacity: 54 Pounds.

**ALSO VENDORS CHLORE TREETS**

2 for 16, 33¢ Count, Capacity: 54 Pounds, 52¢ per lb., 25-lb. cartons.

**NEW VENDING CHLORE TREETS**

A Delicious High Quality Chewing Gum... Restoring Tissue... Health - Giving CHLOREPHYL... 2 for 16, 33¢ Count Capacity: 54 Pounds. Operators Gross Approximately \$6.25 per pound 70¢ per lb.—25 lb. cartons.

**"FIVE STAR" PIONEER CHARM MIX**

The Five Outstanding CHARM'S on the market today consisting of the following:

- 200 Pals Teeth
- 300 Auto Times with Malt Caps
- 700 Gold & Black
- 200 Imported
- 300 Metal Rings
- 300 Metal Sissors

Total 1600 for **\$12.50**

F.O.B. Brooklyn, Full Cash With Order. This FIVE "STAR" PIONEER CHARM MIX is the answer to every operator's need.

Large Pilechips MUMS OR 50lb. cartons ..... 74¢ lb. popular sizes ..... 36¢ lb. (FRUIT FLAVORS) 200 lbs. or more, each with order. Certain Western States, please quote per lb.

Write for Our Complete Charm List Price subject to change without notice.

**Pioneer Vending Service**

590 Albany Avenue Phone: PResident 4-5150 Brooklyn 5, N. Y.

## Rock-Ola Appoints 7 New Outlets

CHICAGO, Dec. 13.—Rock-Ola Manufacturing Corporation appointed five new sales outlets and re-appointed two others this week. James E. McNulty, Rock-Ola sales department, announced the new outlets:

Toledo Coin Machine Exchange, Toledo, covering the Toledo area; Central Ohio Coin Machine Exchange, Columbus, O., for the Columbus area; Warren Deaton Associates, Gallion, O., covering the Gallion area; Milton Hone, Rhineclander, Wis., the Rhineclander area, and Dayton Music Sales, Dayton, O., covering the Dayton territory.

Re-appointed were Fabiano Amusement Company, Buchanan, Mich. for the Buchanan, South Bend and Elkhart areas, and

## New Quarters For Taran Ready Soon

MIAMI, Dec. 13.—T. A. Distributing, Inc. expects to occupy its new building at 3401 NW 38th Street, by January 1, according to an announcement by Sam Taran, president.

The building, nearly completed, will be air-conditioned and will contain approximately 13,000 square feet of floor space. Offices, and their furnishings are being arranged by expert decorators.

The warehouse and shops, specifically planned for coin machine operation, are air conditioned and designed to eliminate inventory loss by warpage. Office files will be stored in a huge built-in bank vault. Spacious parking facilities are being made available.

Coincident with the projected move, Taran announced his firm has established an export department with Eduardo Arcentales, a native of Ecuador, in charge.

## ANCIENT JUKE BOX TINKLES

### Muscle Needed to Service Granddaddy of Juke Box

FORT STEELE, B. C., Dec. 13.—Juke box operators can be thankful that products progress with time. Otherwise they might still be servicing a machine similar to one that rests in reminiscent glory of the prospecting days in British Columbia.

The machine is in the Wild Horse House which is the summer home of W. H. Mead of California. The phonograph still performs and tinkles as it unwinds five minutes of "Il Trovatore," "The Marseillaise" or "A Drinking Song" just as it did behind the swinging doors of an old saloon.

The machine resembles a grandfather clock. In fact it is big enough to resemble one of those old clothes cupboards people used to have in their halls. In gold lettering across the front are the words "Orchestral Re-

Baillie Distributing Company, Syracuse, covering that area.

McNulty reported that the 1952 Rock-Ola "work shops" were winding up. Frank Schulz conducted "work shops" in St. Paul, Omaha, Kansas City, Oklahoma City, Tulsa, San Antonio, St. Louis and Indianapolis. Other final "work shops" were held by Jack Barabash in Fort Wayne, Detroit, Cleveland, Youngstown, Pittsburgh, Richmond, Charlotte, Atlanta and Nashville.

The "work shops" will be resumed in 1953 on a more intensive scale, McNulty stated.

## Coral Top Team In Phono Bowl

CHICAGO, Dec. 13.—The Automatic Phonograph Bowling League, which holds forth at the Fireside Bowl on West Fullerton Avenue is making the Monday night session a bowlers' battle in which the first five teams are less than three games apart.

Currently holding the leading spot is Coral Records manned by C. Latino, E. Walker, C.

(Continued on page 75)

## Nickelodeon Proposes Stock-Sharing Plan for Servicemen

Continued from page 20

only directly by and to the serviceman. No operator, in other words, may directly participate with Nickelodeon in the initial stock transaction.

"This whole enterprise," said Buffalino, "is designed to create a better labor-management relationship between the operator-employer and the serviceman-employee. We plan to produce good records, which will earn

## MORE PLAY

### Big Boxes Help Beat TV Problem

PORTLAND, Ore., Dec. 13.—Big phonographs are helping the Portland operators in meeting the problem of television in taverns. The answer lies in appealing to the wider musical tastes of patrons.

Instead of relying solely on hit tunes to keep the machines busy, these operators have branched out into fields which music critics would call "better music." Response has been good, and operators report they are getting better play from customers who might otherwise show little interest.

As operators switched from smaller machines to boxes holding 80 or more sides, a tendency developed to supplement the top hits with disks that had outworn their popularity. These tunes pulled in an occasional nickel but did not appeal to as wide a segment of the public as has the new policy of including selections offering a higher quality of performance and composition.

The new, bigger machines thus have afforded an opportunity to spread sales among a larger class of customers. They also have helped reduce a slump in play which some operators have estimated as high as 30 per cent since the advent of TV here last fall.

## Report Ristaucrat Readies Floor Box

APPLETON, Wis., Dec. 13.—Music machine circles this week heard that Ristaucrat, Inc., which built a counter model 45 r.p.m. phonograph, plans to introduce a low-priced floor-model phono-

graph during the first three months of 1953.

Joe Cohen, general manager of Ristaucrat, was out of town, and no other member of the organization would comment.

It was understood, however, that Ristaucrat had both a 24 and 48-selection 45 r.p.m. box, playing both sides of the disk, and that the mechanism would be housed in a floor-model cabinet.

The 48-selection phonograph is supposed to sell for under \$500.

Ristaucrat came into the phonograph business during 1950 with a non-selective counter-model phonograph which played one side of 12 records. Originally the box offered two records for a nickel. In January, 1951, the firm brought out a selective model, again using 12 records and playing only one side, set to deliver one tune for a nickel.

The Ristaucrat machine touched off a run of counter-model phonographs, with established amusement games manufacturers rushing into the field. Sales, however, were below expectation and all but Ristaucrat abandoned the field.

## Predict 200% More Evans Jukes in '53

CHICAGO, Dec. 13.—A 200 per cent increase in phonograph production in the H. C. Evans & Company's plant was forecast for the first quarter of 1953 by Les Reick, sales manager.

Reick said the company has a number of good additional distributors already lined to handle the 100-selection juke box, but that the firm would not confirm additional outlets until it is in position to satisfy present demand.

The 200 per cent increase is not expected the first week or two after the new year begins, Reick said, but within 90 days the firm expects to have production to a point where all distributors can be given adequate inventory to meet demand.

## Record Crowd At Quarterly Nebraska Meet

NORFOLK, Neb., Dec. 13.—The Nebraska Music Guild held its regular quarterly meeting here last week-end, December 6-7, at the Hotel Madison, with H. W. (Hap) Marble, president, presiding. In attendance were 45 operator members—the largest number yet to attend the two-year old Guild's meetings.

The Guild's board of directors meeting Saturday night in regular session, learned that the Music Operators of America had decided not to put its support behind the essay writing contest suggest by AMI, Inc. News that MOA decided against going along with the contest was contained in a letter written by MOA President.

(Continued on page 75)

money for the operator and supply him with these at the lowest possible cost. At the same time, we want to make sure that the servicemen members of our union participate directly in the earnings of this company. We also feel this company may develop into a solid bulwark to protect the operator against any future legislation which may put an un-economical tax in the form of copyright payments upon him. Our feeling is that as union leaders working for the welfare of our servicemen members, it is our job to keep their employers' businesses from being hurt. If operators' businesses are hurt, our members inevitably must also be hurt."

When, as and if needed, following the issuance of the second 50,000 shares of stock to union members thru the plan aforementioned, a possible third 50,000 shares may be offered for sale, said Buffalino.

It is apparent that the company is actually still in its most formative stages. No interviews have yet been held with prospective artist and repertoire personnel, nor have any plans for acquiring song copyrights yet been explored. Buffalino said, however,

## Illinois Ops Discuss Govt. Price Lifting

CHICAGO, Dec. 12.—The Music Operators of Northern Illinois held their monthly meeting last night at Gutman's Inn in nearby Skokie. A good turnout of 25 persons attended the gathering and dinner.

Andy Hesch, vice-president, presided in the absence of Bob Lindelof, president. The discussion mostly concerned the recent OPS lifting of ceiling prices.

Bob Lindelof's absence was due to illness. He is at his home after a stay in St. Francis Hospital in Evanston.

Bill Nyland, treasurer, is also on the sick list. He is in the Presbyterian Hospital where he underwent an operation Wednesday night.

The next meeting is scheduled for January 8, and will be held at the Pine Tree Inn, Niles, Illinois.

## 10-Cent Play Solid in Chi Area; Cite Op Benefits

CHICAGO, Dec. 13.—Dime play, already firmly entrenched in the Chicago area, is becoming the new standard here following Office of Price Stabilization's decontrol of the music industry last week (The Billboard, December 13).

Nickel operation, especially thru the suburban areas, has been the exception rather than the rule during the past two years. This was due to early action by Windy City operators prior to establishment of price ceilings, thus eliminating possible price violation suits by OPS. Actions instituted against some operators prior to decontrol because play

price was increased after ceilings were set, are still being continued (The Billboard, November 8, December 13).

Taking the lead prior to controls, both the Music Operators of Northern Illinois and Recorded Music Operators Association had suggested individual action by members. To aid in this, both organizations have and are continuing to sponsor advertisements in a tavern and restaurant publication, Beverage.

(Continued on page 75)

## Miller Needle Co. Into New Plant

CHICAGO, Dec. 13.—The M. A. Miller Manufacturing Company, needle manufacturers, is in the midst of moving. Its new plant is at Fourth and Church streets in Libertyville, Ill. L. W. Mintz, sales manager, said that production would go on in both plants but that it would gradually decrease in the Chicago plant as the new plant absorbs the entire load.

The floor space in the new plant is three times that of the old building. The company is now also producing products for use in the war effort.

The move is expected to be completed some time in early spring.

## El Paso Looks At Fireball

EL PASO, Tex., Dec. 11.—When Frontier Amusement Company here unveiled the Rock-Ola Fireball 120-selection phonograph, out-of-towners on hand included music men from New Mexico.

Frank Bunts, of Frontier, reported J. Harry Snodgrass, president and general manager of Border-Sunshine Company, Albuquerque, came down for the showing. Snodgrass' company is the Albuquerque sales outlet for the Rock-Ola. He was accompanied by Cliff Anderson of Border-Sunshine.

Others at the showing included V. R. Nabors, Rutherford Enterprises, Amarillo, Tex.; Lawrence Salazar, El Paso, and B. B. Ginsberg and Ed H. Harbough, both of Ginsberg Music Company, Roswell, N. M.

## 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:

**NICKELODEON ELECTS OFFICERS.** Buffalino is president; Presser is vice-president, and Calland is secretary-treasurer (Music department).

**M-G-M PUSH SET.** M-G-M Records will start a big push in the rhythm and blues field in January (Music department).

**NEW GOLDEN LINE.** Simon and Schuster will start distributor shipments of the first release of a new 35-cent kidisk line, called Little Golden Record Specials (Music department).

**RCA TO ANNOUNCE PLANS.** RCA Victor will announce its first quarter plans to distributors next week in a series of meetings with each of its 51 distributors. The label's new Bluebird kidisk line will be announced (Music department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

# Coinmen You Know

## Chicago

Dic Hood arrived back in his office at H. C. Evans Friday (5) from a rest in Florida following an accident which injured his foot. Altho he is still wearing a cast, he carried on business as usual.

Visitor traffic at Rock-Ola Manufacturing Corporation took on a "State and Madison" aspect this week. Among the callers were Morris Silberberg, Eastern Vending Sales Company, Inc., Baltimore, who has been active on the sales front since his re-association with the firm; B. D. Lazar and J. D. Lazar, of B. D. Lazar Company, Pittsburgh; Hymie Zorinsky, H & Z Vending, Omaha; Joe Abrahams, Lake City Amusement, Cleveland, and R. Lahiel, Lahiel Amusement Company, Montreal.

## Pittsburgh

Elmer Willets, noting the trend in business to giveaways, reports that dime play might be influenced should the location owner choose to insert in my dimes himself, giving patrons a lot of free plays.

Morris Moskowski, partner, Sidmor Vending Company, reports the youngsters these days are teasing their parents for pennies, nickels and dimes a year, but only to purchase a hanky or a gift for mother for Christmas.

John S. Novosel, of Novo Vending Servi e, reports his library idea is working well: recently he received a call from an attorney who wanted to see Novosel about three possible locations for his machines. . . . M. J. Abelson, general sales manager, Oak Manufacturing Company, is just back from a week in Los Angeles and reports the company has expanded its plant.

Harry Rosenthal, manager, Banner Specialty Company, reports the firm is "selling more AM's than ever" as he prepares for a road trip. . . . Francis Merkwicz, of Latrobe, Pa., in town. . . . Toyland at the new Spear, the tri-State's largest home furnisher, offer at 10 cents a ride on a Space Ship or on a "Mechanical Trigger."

Glen Mowry, Gem Vending, has found that the switching of

music boxes to different locations periodically frequently helps play. . . . Morris Moskowitz, Sidmor Vending says there is no need for an association as long as matters run smoothly. . . . William F. Hamel, Cole Products, states women patrons of vending machine products are slower than men.

John S. Novosel, Novo Vending Service, reports breakage is one of the major problems of nut vending. . . . Automatic Catering now has five employees. . . . Jesse L. Herron now services soft drink machines. . . . Harry Rosenthal, Banner Specialty, reports United's Circus game is moving well. . . . Stanton Distributors' officials report business on the upswing.

Thomas Moffatt, formerly office manager at Mills Automatic Merchandising Corporation, has received a steady stream of get well cards from friends and business associates. . . . Harry Dennis, Automatic Canteen manager, reports the firm has made plenty of progress in the past year. . . . Joe McGlenn says business will hold up well thru 1953. . . . Harry Rosen, Automatic Food head, is another who looks for steady business next year.

Sam Weisman, partner Oak Manufacturing, is expected to visit this area later in the month. . . . Herbert Cohen, Confection Specialties, has been getting a lot of action on his new charm series. He finds that the restricting of the quantity of charms in a bulk vender gives the operator added opportunity to vary his subjects.

Mary Solle, of the Leuenghen Record Bar, introduced Spika Jones to a large number of operators when that Victor artist made a personal appearance at the firm. . . . Ed Wilkes, of the Paul Laymon Company, is looking forward to the completion of the Freeway south of Los Angeles. It will make his daily drives from Long Beach easier and quicker. . . . Fred Velle back on the job in the parts department at the Badger Sales following his annual vacation.

## New York

Dave Lowy expects to vacation in Florida until the end of the year. . . . Hyman Rosenberg is in Chicago where he promoted his Try 'n' Tie unit at the NAAPPB convention. . . . Al Simon is back from Chicago and reports that Dowl-a-Balls sales are going strong. . . . Frank Bohoney, LaSalle Music recently placed an order with Meyer Parkoff, of Atlantic New York.

Irving Morris, coin machine distributor, has moved to larger quarters at 47 Stanton Street, Newark, N. J. Irv has provided parking space for patrons. . . . Sid Mittleman, of Mars Manufacturing, Linden, N. J., attended last

week's National Association of Amusement Parks, Pools and Beaches convention in Chicago. He reports that he sold a large number of Jet Saucers.

Gloria Leeds, wife of Alfred Leeds, Leeds Music, gave birth to a boy, Alan Jay, Thanksgiving Day. . . . Mrs. Al Engel, wife of the owner of Progressive Music, gave birth to a girl. . . . Phil Kaplan, Brooklyn op, moved to new offices at Coney Island Avenue, and, in partnership with Hal Hurwitz, has formed the Continental Music Service Company. Firm will service juke boxes and games.

J. C. de Graaf, of Fruit-O-Matic refrigerated fruit vender, off to the Northwest on a business trip. . . . Aubrey Stenler, Western representative for Eastern Electric, just back from the Northwest and takes off soon for Montana and that area on a selling trip.

Al Martinez, Santa Maria operator, in town on Tuesday to obtain parts and look over the machines on the sales floors. Dale Freeman, who has a large music operation in the Imperial Valley, a visitor on coin row. Jimmy Williams, of Williams Company, an operating firm, reports that business is rolling along in his area, 29 Palms. . . . Jack Pfeiffer on coin row buying records for his route.

Mary Solle, of the Leuenghen Record Bar, introduced Spika Jones to a large number of operators when that Victor artist made a personal appearance at the firm. . . . Ed Wilkes, of the Paul Laymon Company, is looking forward to the completion of the Freeway south of Los Angeles. It will make his daily drives from Long Beach easier and quicker. . . . Fred Velle back on the job in the parts department at the Badger Sales following his annual vacation.

Jack Gluck, who has been in the music machine business here for 16 years, has registered title to the J. G. Music Company, after using the name informally for sometime. Gluck, who operated for years under his own name, is inactive personally in the business which is being operated.

## Detroit

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(Continued on page 73)

# Trade Directory

For ready reference, here's a monthly guide to new products, new firms and offices and personnel changes reported in The Billboard issues of November 15 to December 20. Save the Directory for future reference.

## New Equipment

Boat ride, Aqua Jet; rocket ride, Atomic Jet; horse ride, Trizic, Nasco, Philadelphia. In-line scoring game, Bally Beauty, Bally Manufacturing Company, Chicago. Bulk vender, Baby Grand Project-O-View, Victor Vending Corporation, Chicago. In-line 5-ball game, Coronation, D. Gottlieb & Company, Chicago. Arcade game, Mighty Mike, Richmond Products, New York. In-line scoring 5-ball game, Four Corners, Williams Manufacturing Company, Chicago. Shuffle-board conversion, Try 'n' Tie, Hyman Rosenberg, New York. Upright pinball game, Jump'n' Jacks, Ger o, Chicago. Shoestring potato vender, Monarch Coin Machine, Inc., Chicago. Shuffleboard game, Bank-It, National Shuffleboard Company, Orange, N. J. Arcade type games, Air Hockey, Air Football, Telematic Industries, Brooklyn. Horse ride, miniature with two horses, Merry-Go-Round, Merry-Go-Round Manufacturing Company, Philadelphia. Space-type ride, Flying Saucer, Mars Manufacturing Company, Linden, N. J.

## Distributors, New Offices

Miller-Newmark Company, 5743 Grand River Avenue, Detroit, 42 Fairbanks Street, N. W., Grand Rapids, Mich. for Chicago Coin Machine Company, Chicago. Herman Distributing Company, 1505 Coney Island Avenue, Brooklyn, Connecticut, Northern New Jersey, part of New York. for H. C. Evans, Chicago. New Rock-Ola Manufacturing Corporation, Chicago, dealers: Border Sunshine Novelty, 2918 N. Fourth Street, Albuquerque, N. M.; Capitol Music Company, 135 E. Amite Street, Jackson, Miss.; Dan Stewart Company, Inc., 2607 W. Pico Street, Los Angeles; Eastern Vending Sales Company, Inc., 940 Linden Avenue, Baltimore; Frontier Amusement, 2020 Myrtle Avenue, El Paso; Fort Worth Amusement Company, 1210 S. Main Street, Fort Worth; Osborn Distributing Company, San Francisco; Ruthcrford Enterprises, 608 Johnson Street, Amarillo; Superior Sales Company, 1337 2nd Avenue, Des Moines; Lahiel Amusement, Inc., 1807 Notre Dame, W., Montreal; Sun Specialty Company, 10147 112th Street, Edmonton, Alberta.

Expanded territories for Rudolph Wurlitzer Company, North Tonawanda, N. Y., distributors: Cover Distributing Company, Chicago; seven new Illinois, 53 Indiana counties; T & L Distributing, Cincinnati, three new Indiana counties; Cain-Cailhouette, Inc., Louisville, three new Kentucky counties, Nashville branch, nine new Illinois, 10 Indiana and 12 Kentucky counties.

Nasco, Philadelphia, national distributor, Conat Sales, New York, named new Texas distributors; Southern Distributors, Inc., Houston; United Amusement Company, San Antonio; State Music Distributors, Inc., Dallas.

Thatcher Glass Manufacturing Company, Elmira, N. Y., elected Philip W. Hatch vice-president, charge of McKee Glass Division. Paper Cup and Container Institute moved to 250 Park Avenue, New York.

Miami-American shuffleboard Company, Miami, moved to 436 S. W. 8th Avenue.

Atlas Novelty Company, 2217 Fifth Avenue, Pittsburgh, most of Western Pennsylvania, West Virginia, direct factory for Bally Manufacturing Company's coin horse and space rides.

F. A. B. Distributing Company, 1019 Baronne Street, New Orleans, 304 Ivy Street, N.E., Atlanta; 911 Gervais Street, Columbus, S. C.; Louisiana, Alabama, Georgia and South Carolina, and Northern Music, Inc., 8307 Euclid Avenue, Cleveland, 30 Northern Ohio counties, for J. H. Keeney & Company, Chicago.

## Companies: New, Sold

Sierra Candy Company, San Francisco, purchased Chase Candy Company's San Jose plant. John Horne, Inc., Evanston, Ill.,

sold to Edward J. Rothman, Chicago.

M & M Candy Company, Chicago, merged with Hawley & Hoops, Boston.

Broudy-Kantor Company, Inc., Norfolk, cigarette route purchased by Tidewater Macke, Inc., G. B. Macke Corporation, Washington, subsidiary.

Guernsey Dell Confections, Chicago, candy firm formed by John Horne.

Tidewater Macke, Inc., subsidiary of G. B. Macke Corporation, Washington, purchased Broudy-Kantor Company, Inc., Norfolk, Va., cigarette operation.

Chicago Coin Machine Company, Chicago, purchased Genco Manufacturing Company, Chicago.

## Personals

Mars Manufacturing Company, Linden, N. J., appointed Dr. Joseph Slezak head of plastics division.

J. H. Keeney & Company, Chicago, named Gordon Sutton sales representative for its television division.

Spacarb, Inc., Stamford, Conn., named Maurice B. Spillane, Atlanta, Ga., sales representative, covering North and South Carolina, Georgia, Florida.

Rock-Ola Manufacturing Company, Chicago, appointed James E. Nulty to sales and advertising staff.

Schuttler Can-J, Company, Chicago, named Smith H. Cady Jr. sales promotion, advertising manager.

Philip Morris & Company, New York, vice-president Edward W. Dinwiddie, retired.

Continental Can Company, New York, promotions in Paper Container Division; John Jennings, assistant to vice-president; J. H. Taylor, manufacturing manager; George Johnston, Newark plant manager.

Dave Simon, Inc., New York, appointed Robert Black sales representative.

Dixie Cup Company, Easton, Pa., named Austin G. Malone Canadian sales manager.

Rudolph Wurlitzer Company, North Tonawanda, N. Y., appointed Sven W. E. Andersson chief engineer.

Dad's Root Beer Company, Chicago, named Walter Sala national advertising manager.

American Shuffleboard Company, Union City, N. J., appointed Sol Lipkin East Coast representative.

## STRIP MAKER DEvised BY GIRL FRIDAY

HOLLYWOOD, Dec. 13.—Ingenuity, and a need gave birth to a new strip-maker, Mary Solle, girl Friday of Bill Leuenhagen at his one-stop record department on West Pico, Los Angeles, came up with the thought.

She took an Addressette, made by Elliott Manufacturing, Cambridge, Mass., and merely snapped out the rear locking device so that unprinted title strips would pass thru. The device, usually used for marking package address slips, now punches off two neat title strips each time the bar is pushed down. The address plates, converted to song title strip use, are typed on a regular typewriter.

Miss Solle and her sister, Katy, have made a regular practice of keeping title strip cards available for an average of 1,000 different records. These have been a boon to juke box servicemen who now call for their disks and the required number of title strips at the same time. The Solle sisters insert the required number of strips into each disk sleeve as part of the extra-added service.

## SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY

... 600 pages 3 for rates

# ONLY EVANS' CENTURY 30 RECORD—15 RPM PHONOGRAPH

## Gives You the "ENCORE" MECHANISM . . . . . Exclusive in the Multiple Selection Field!

No scanning by record magazine rack if player desires to repeat a selection

SAVES TIME—SPEEDS ACTION  
—INCREASES REVENUE!

Add to this Evans' development such features as "Centuramatic" Selection, Eye-Level Programming and a host of others—equally effective in building and maintaining top volume play—and it's easy to understand why CENTURY is becoming synonymous with PROFITS!

# CENTURY

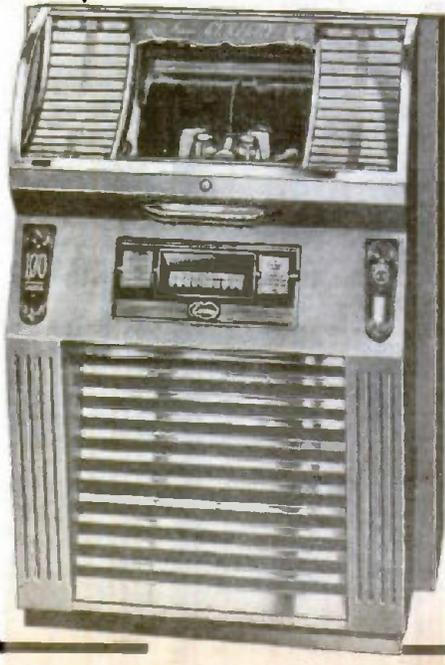
and EVANS'

JUBILEE PHONOGRAPHS

NOW ON DISPLAY  
AT YOUR  
DISTRIBUTORS

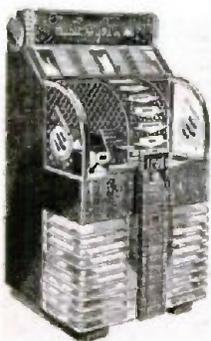
H. C. EVANS & CO.

1556 W. Carroll Avenue  
Chicago 7, Illinois



# *winning smile*

Watch the cheerful countenance of the man who operates a profitable music route. He's a happy man. Wherever he goes, his pleasant manner attracts friends—and business! Note how often this winning smile comes with the ownership of Model "D" juke boxes. You'll see it reflected in the glad welcome given the AMI operator by location and patron alike.



**AMI** *Incorporated*

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

THE "D" IS AVAILABLE IN 80 AND 40 SELECTION MODELS, BLOND OR MAHOGANY CABINETS

Be Your Own

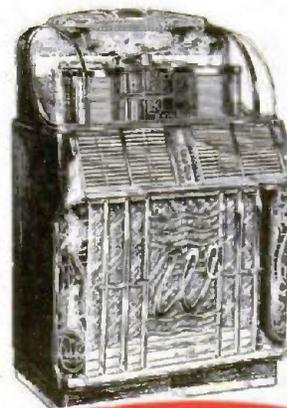
# Santa Claus



Don't wait for folks to **wish** you a Merry Christmas. Make **sure** you have one.

Be your **own** Santa Claus—buy Wurlitzer Fifteen Hundreds for your route now.

You'll have a Merrier Christmas and be Happier for Years to come because you'll enjoy the highest earnings in phonograph history— from the **only** phonograph that plays 45 and 78 RPM records intermixed.



SEE YOUR WURLITZER DISTRIBUTOR

Make  
More  
Money

with

*Wurlitzer*  
**FIFTEEN HUNDREDS**

The Rudolph Wurlitzer Company • North Tonawanda, N. Y.

# Coinmen You Know

• Continue from page 72

by Joseph Brilliant of the Brilliant Music Company, a one-time partner with Glick. James A. Passanante, Gaycoln Distributors, is holding open house for his friends and associates on December 23-24 in an annual pre-holiday celebration.

Julian Lefkowitz, son of Ben Lefkowitz, founder of the Auto City Candy Company, and Ben Rosen, branch manager for the Confection Cabinet Corporation, were elected to the board of directors of Tent No. 5, Variety Club of Detroit. William E. Bernard, vice-president of the Detroit Coca-Cola Bottling Company, and well known as a leader in the beverage vending field, has just been named chairman of the 1953 March of Dimes campaign for Wayne County, which includes Detroit.

David John Ross has opened a coffee vending firm, marking the continued rapid growth of this field in the Detroit industrial area, with a number of new firms recently established or growing. Ross, who has headquarters in the northwest business section, has registered two firm names, Coffee-Teria Service of America, and the local Detroit Coffee-Teria Service Company.

## Washington

Jim Schwartz, of Schwartz Bros., local Mercury records distributor, reports good dealer reception of the Patli Page recording of "Why Don't You Believe Me" Jack A. Spiller, who operates in Virginia, in town and reports business is fine.

## Coral Top Team

• Continued from page 71

Michels, G. Kahn, and G. Kanter, Latino is still leading the League in individual average with his 164.

Team standings follow:

	Won	Lost
Coral Records	22	11
Decca Records	20½	12½
Melody Music	20	13
ABC No. 2	18½	14½
Gillette Dist.	18½	14½
Columbia Records	17	16
Galgano District	17	16
ABC No. 1	16	17
Walter Oomens Sons	14	19
B & B Novelty	12½	20½
Atlas Music	12	21
Star Music	10	23

In the Ladies' Division, I. Oomens still leads the high game department with her 191 scratch, while M. Nyland leads the high series department with a 454 scratch.

R. L. Capone leads the men's high series department with 503 scratch, and G. Losasso has the high game with 233 scratch.

Jim Bowen, head of Kwik Kafé of Washington, Inc., is pleased with the cold weather. Coffee sales are "way up," he says. McDonald Enterprises, headed by Joe I. Donald, and Michael Coin Devices, headed by Michael Bubbidé, report collections steady.

Sid Lotenberg, head of Westway Vending, says his recent merger with Vendapak has been a profitable one. Vendapak now operates under the Westway name. Dorothy Brockman, of Nelson & Company, local Capitol Records distributors, reports the following records going over well with dealers and juke operators: "Les Paul's 'Lady Of Spain'" and "Meet Mr. Callaghan"; Fox Miller's "High Noon," and Mary Ford's "My Baby's Coming Home."

George Cervantes, of Southern Wholesale, local Victor Records distributor, reports the new EP's selling well. Christmas season will help sales further, he adds.

## Indianapolis

The Sicking Company reports a delay in many game shipments. Many new games have been sold but delivery is slow, reports Mrs. Lottie Bertram, head of the company. Ebert Brown is the new office manager at Shaffer Music Company. John Stockdale, Shaffer salesman, spent the week visiting juke box operators in the Fort Wayne area. John I. McClelland, district manager of the Seeburg Company, spent several days in the city calling on operators.

The James Music Company has many orders on its books for the holiday rentals of juke boxes. Most of these are from retail

store owners who want records for the entertainment of customers. The Armstrong Automatic Vending Company is engaged in holiday promotion work. Juke boxes are being filled with Christmas records and other music suitable for the season.

Calderon Distributing Company is busy delivering the new Bally Beauty, which is going over in a big way. The newest item at Calderon sales rooms is Bally's Space Ship. Al Calderon, head of the concern, is besieged with requests for deliveries.

Hartford "The Christmas season is another reminder to coin routemen to display courtesy on their business rounds," advises Abe Tiah, of General Amusement Games and honorary president of the Connecticut State Coin Association.

"Too many operators," he says, "find that in rushing around in the pre-Christmas weeks they're liable to become touchy and cut short pleasant chats with coin machine locations. Treat the customers as cordially now as you would during the spring."

The appearance of Tony Bennett, Columbia recording artist, at the 4200-seat State Theater, enabled Fred Perstein, sales promotion exec at Stern & Company, Columbia distributors, to go to town on promotion tie-ups.

Sam Roskin, head of Roskin Distributors, East Hartford, has announced the appointment, effective immediately, of S. A. Kelsey as general sales manager.

Kelsey, who formerly served as sales manager of Roskin's Philco division, has been associated with the electrical appliance industry, both with manufacturers and distributors, for 25 years. Some 8,500 persons toured Veeder-Root, the other day and watched the wheels go round in the plant of the world's largest manufacturer of counting and computing devices. The firm makes the latter items for the coin machine trade.

Isadore Goldman, formerly with Seaboard Distributors of Hartford, has been named sales representative for the Starrett Television Corporation for New England and New York State.

## Record Crowd

• Continued from page 71

George A. Miller to Guild secretary-treasurer, Howard Ellis. Miller explained that he felt MOA should not endorse such a program as AMI proposed unless the program had the full support of the other manufacturers of the Automatic Phonograph Manufacturers' Association. This support was lacking, Miller said, so MOA in all likelihood would proceed to set up its own public relations program.

At the open meeting on the second day President Marble urged Guild members to program their quarterly meetings around operating methods, exchanging helpful and practical suggestions on how a music route could be better, more efficiently managed.

The Guild will hold its next meeting in Lincoln, Neb., the first week-end in March.

## 10-Cent Play

• Continued from page 71

Dealer News. The ads, directed to the location owner, suggest the institution of dime play, citing better profit potential for both the location and the operator.

One Chicago operator, who instituted dime play as early as January, 1951, before OPS regulations, reported that the result was a \$200 increase in weekly gross for this and most of last year. He figured each machine picked up an additional 50 cents per day.

He also pointed out that the success of dime play depends on this fact: it costs less to operate a dime play route.

Operators, experienced with dime play, point out that change-over costs range from zero for newer machines to \$6.36 each for certain wallboxes.

The only major location class objecting strenuously to dime play, local operators found, were marginal stop taverns catering mainly to repeat neighborhood trade. But most agreed to try the two-nickel price and, after doing so, decided to stay with it.

Citing overhead savings under dime play, operators presented these facts: Pre-dime \$30 average stop in many cases became a 45¢ stop, achieving a gross dollar increase and at the same time (because of a drop in play volume up to 150 plays) registering less record wear. Under nickel play the \$30 machine went thru its play cycle 600 times a week; with dime play, it performed only 450 times to return, as much as a \$15 gross increase.

# 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, treasury 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. 13	Issue of Dec. 6	Issue of Nov. 29	Issue of Nov. 22
<b>AIRCOIN</b>				
400 Corset			\$125.00	
<b>AMI</b>				
Model A	\$239.00 260.00	\$239.00 260.00	260.00 274.50	\$239.00 260.00
Model B	279.50 350.00	279.50 350.00	350.00	\$25.00 350.00
Model C	360.00 395.50	360.00 395.00	360.00 450.00	360.00 450.00
Model D	439.50 445.00	439.50 445.00	449.50 460.00	435.00 460.00
	460.00 475.00	460.00 475.00	475.00	475.00
	495.00	495.00		
<b>CHICAGO COIN</b>				
Hi Parade	125.00		75.00	
			75.00 145.00	
<b>EVANS</b>				
Constellation		425.00	425.00	425.00
<b>PACKARD</b>				
Manhattan 76	89.00	89.00 135.00	95.00	89.00
Model 7	89.00	89.00 99.00		89.00
<b>ROCK-OLA</b>				
50-51			525.00	
1422	89.00 94.50	89.50 94.50	89.00 94.00	89.00 94.50
	150.00(2)	150.00	150.00	100.00 150.00
1426	124.50 171.00	129.50 175.00	129.50 175.00	129.50 175.00
1432	419.00 448.00	429.00 445.00	395.00 419.00	425.00 445.00
	525.00		645.00	
1434, '52			695.00	
<b>SEEBURG</b>				
Classic	49.00	49.00 60.00	49.00	49.00
Commaeater		69.00		49.00
Emory	49.00	49.00	49.00	49.00
H-146 M Hiway	94.50	94.50	94.50	94.50
H-148 M Hiway	229.00	229.00	229.00	229.00
Highline	49.00	49.00	49.00	49.00
H-100-A 78 RPM	675.00 695.00	673.00 695.00	695.00(2)	695.00
H-100-B 45 RPM			775.00	
Waver	49.00	49.00 59.50	49.00	49.00
46 A			99.50	
47 A			99.50	
48 A	150.00	150.00	150.00	150.00
48 B	150.00	150.00	150.00	150.00
46 M	99.50 129.00	99.50 129.00		129.00
146 S	129.00	129.00		129.00
147 M	175.00	175.00	135.00 175.00	175.00
148 M	99.50 149.00	99.50 149.00		140.00 149.00
148 M			195.00	
148 M	135.00	195.00	195.00	195.00
148 M	275.00	275.00	275.00	275.00
148 M	195.00	195.00	195.00	195.00(2)
148 M	240.00	240.00	240.00 249.00	240.00
148 SL	219.00	219.00		219.00
1951 Hiway	49.00	49.00	49.00	49.00
8800 DC		65.00		
<b>WILLIAMS</b>				
Music Mite	99.50	99.50 99.50	99.50	99.50
<b>WURLITZER</b>				
51			44.50	
500 K		79.00		
750 M	95.00	95.00	69.50 75.00	49.50 95.00
900			49.50	
1015	139.00	139.00	139.00	139.00 175.00
	139.50(2)	139.50(2)	139.50(2)	
	175.00	175.00	175.00	
1027	150.00	150.00	150.00	150.00
1080	125.00	125.00	125.00	125.00 150.00
1100	150.00(2)	150.00(2)	150.00(2)	
	289.50 315.00	289.50 315.00	289.50 315.00	324.00
	325.00(2)	325.00(2)	325.00	325.00(2)
1217			299.50	
1290	399.00 400.00	399.00 439.50	399.00 439.50	399.00 475.00
	439.50 475.00	450.00 475.00	450.00 475.00	

## Only The Billboard COIN MACHINE WINTER EXPORT QUARTERLY

... Sells both the foreign market and your complete U. S. market at the same time and without extra cost!

EXTRA distribution to over 5,000 foreign operators and businessmen—plus regular weekly distribution to your complete U. S. market as well.

Dated—Jan. 17  
Distributed—Jan. 12  
Advertising Deadline—Jan. 7

Reserve Advertising Space NOW!

Contact your nearest Billboard office:  
New York Chicago  
Cincinnati St. Louis  
Hollywood



**A-1 MECHANIC WANTED AT ONCE**  
For Seeburg Select-O-Matic and Games. Good pay and good working conditions.  
Victory Amusement Co.  
115 Vandell St. Collinsville, Ill.

**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.

<b>SEEBURG</b>	148SL	\$219.00
	147M	149.00
	146M or S	129.00
<b>Hideaways</b>		
H148M	\$229.00	
H146M	94.50	
AMI Model A	\$239.00	
WURLITZER 1015	139	
PACKARD Manhattan	89	
PACKARD Model T	49.00	
ROCK-OLA 1422	89.00	
Export inquiries invited—50 cycle motors available		
<b>Wall Boxes</b>		
3W7-L56 (5-10-25¢ 3 wire)	\$34.50	
3W2-L56 (5¢ 3 wire)	12.50	
W1-L56 (5¢ wireless)	5.00	
W6-L56 (5-10-25¢ wireless)	29.50	
Wurlitzer Model 3020	22.50	
Packard Chrome Wall Boxes	5.00	

**MUSIC SYSTEMS, INC.**  
DETROIT, MICH.—10217 LINWOOD  
CLEVELAND, OHIO—7600 EBLUD  
LANSING, MICH.—1224 TURNER  
TOLEDO, OHIO—1302 JACKSON

David C. Rockola... Members of the Rock-Ola  
Organization... All Rock-Ola Distributors and Dealers  
Wish You and Yours...



Model 1436



Discover *FireBall* for Yourself  
at any of these Showrooms...

Merry

CHRISTMAS

Happy

NEW YEAR

### EASTERN

**HACOLA DISTRIBUTING CORP.**  
265 Franklin, Buffalo, New York

**MUSIC & TELEVISION CORP.**  
1119 Commonwealth Avenue  
Boston 15, Massachusetts

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

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

### MIDWEST

**BADGER NOVELTY COMPANY**  
2546 North 30th Street, Milwaukee, Wis.

**BINCO MUSIC DISTRIBUTING CO.**  
1329 S. Calhoun St., Ft. Wayne, Indiana

**BRILLIANT MUSIC COMPANY**  
19963 Livernois Ave., Detroit 21, Mich.

**CALDERON DISTRIBUTING**  
2450 Massachusetts Ave., Indianapolis, Ind.

**DIXON DISTRIBUTORS**  
3808 Southern Blvd., Youngstown, Ohio

**H. Z. VENDING & SALES COMPANY**  
1205 Douglas Street, Omaha, Nebraska

**IDEAL NOVELTY COMPANY**  
2823 Lombard Street, St. Louis 3, Missouri

**LA BEAU NOVELTY SALES CO.**  
1946 University Ave., St. Paul 4, Minn.

**LAKE CITY AMUSEMENT CO.**  
4533 Payne Avenue, Cleveland, Ohio

**B. D. LAZAR COMPANY**  
1635 Fifth Avenue, Pittsburgh 19, Penn.

**SAVAGE NOVELTY COMPANY**  
628 Third Street, Beloit, Wisconsin

**UNI-COM DISTRIBUTING CO.**  
3410 Main Street, Kansas City 2, Missouri

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

### NORTHWEST

**CUSSON DISTRIBUTING COMPANY**  
9131 S. E. Division St., Portland, Oregon

**PUGET SOUND NOVELTY CO.**  
114 Elliott Ave., West, Seattle, Wash.

### SOUTHERN

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

**H. M. BRANSON DISTRIBUTING CO.**  
811 E. Broadway, Louisville, Kentucky

**CAPITOL MUSIC COMPANY**  
135 E. Amite Street, Jackson, Mississippi

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

**FRANCO DISTRIBUTING CO.**  
24 North Perry, Montgomery, Alabama

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

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

**SOUTHERN MUSIC CORPORATION**  
2828 So. Blvd., Charlotte, North Carolina

**SOUTHERN MUSIC DIST. CO.**  
418 Margaret St., Jacksonville 6, Florida

**FRANK SWARTZ SALES COMPANY**  
515-A Fourth Ave., 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. E. BRINCK**  
825 East Front Street, Butte, Montana

**MODERN DISTRIBUTING CO.**  
3222 Tejon Street, Denver 11, Colorado

**OSBORN DISTRIBUTING COMPANY**  
2647 Thirty-Eighth Street  
San Francisco, California

**DAN STEWART COMPANY, INC.**  
2607 West Pico, Los Angeles, California

**DAN STEWART COMPANY, INC.**  
140 E. Second, South, Salt Lake City, Utah

### LATIN AMERICAS

**ALMACEN LAS AMERICAS**  
San Salvador, El Salvador

**BRACHO AND SOCHECIAMPE**  
Apartado No. 523, Maracaibo, Venezuela

**J. ROMERO HERNANDEZ**  
Ponce De Leon 1663, Sanurce, Puerto Rico

**MIGUEL G. HERNANDEZ**  
5A Calle S. E.—No. 504  
Managua, Nicaragua

**VALERIANO MIRANDA**  
Apartado 1893, San Jose, Costa Rica

**LA COMERCIAL PROSPERI**  
Apartado 409, Pedrero A Gorda 62  
Caracas, Venezuela

**DAVID L. ROMERO**  
Baja California 5, Mexico D. F., Mexico

**ROBERTO ROSS**  
Apartado 107, Santiago, Cuba

**AMALIA SANDOVAL DE NICOL**  
8A Avenue Sur -109  
Guatemala City, Guatemala

**JOSE SASTRE**  
San Rafael 874, La Habana, Cuba

### CANADA

**CLIFF DAVIE AMUSEMENT COMPANY**  
300 Bay Street, Orillia, Ontario, Canada

**LANIEL AMUSEMENT INC.**  
1807 Notre Dame, West  
Montreal 3, Quebec, Canada

**WILLIAM POUND AGENCIES**  
140 New Gower Street  
St. John's, Newfoundland

**SUN SPECIALTY COMPANY**  
10147 112th Street  
Edmonton, Alberta, Canada

ROCK-OLA Manufacturing Corporation • 800 N. Kedzie Ave. • Chicago 51, Ill.











# On the Square! Williams 4 CORNERS

IS THE FIRST  
NEW TYPE 5-BALL SINCE  
THE END OF WORLD WAR II!



**IN-LINE SCORING**  
*plus*  
**HIGH SCORES**  
FOR REPLAYS!



IT ADDS UP!

**LOOK! REPLAYS**  
for 3 IN LINE  
4 IN LINE  
4 CORNERS

**IMAGINE!**  
When 4 corners are made 4 rollovers on both sides and 3 special bumpers at top score replays!

*Tantalizing*  
**THUMPER BUMPER AND FLIPPER ACTION!**

**TAKES ONLY ONE MINUTE + 10 SECONDS TO PLAY 5 BALLS!**



CREATORS OF DEPENDABLE PLAY APPEAL!  
4242 W. FILMORE ST.  
CHICAGO 24, ILL.

**33 WAYS TO SCORE REPLAYS!**  
NO OUT-HOLES!  
ALL 5 BALLS MUST SCORE!

<b>CLEAN MUSIC SPECIALS</b>	<b>GENUINE DE LUXE FORMICA TOPS</b>	<b>NEW GAMES</b>
SREBURG M100..... \$475 78 RPM AMI Model C..... 190 AMI Model B..... 150 WUBLITZER 1018..... 150 ROCK-OLA..... 1922 150	Get the best! Buy only GENUINE Formica Tops. No refinishing ever. Saves time and money. Ea. \$18.95. \$ or more, \$15 Ea.	United STEEPLE CHASE..... \$100 Bally BEAST..... Write United 10TH FRAME BOWLER..... Write GORLINO CORONA..... Write TION..... Write Williams FOUR CORNERS..... Write

<b>BINGO GAMES</b> <i>Thoroughly Reconditioned</i>	<b>MISCELLANEOUS EQUIPMENT</b>
Williams LONG BEACH..... \$995 Bally PALM BEACH..... 150 Bally SPOT LITE..... 275 Bally BRIGHT SPOT..... 225 Bally BRIGHT LIGHTS..... 245 Bally CONY ISLAND..... 225 Bally ATLANTIC CITY..... 225 Bally PROLICS..... Write United STARS..... 225 United ZINGO..... 225 United A.B.C..... 155 Kenney LITE-A-LINE..... 125	Bally SUNSHINE PARK..... \$575 Genco "400"..... 245 Exhibit PONY EXPRESS..... 250 Exhibit SIX SHOOTER..... 250 British DALE GUN..... 50 Kenney LEAGUE BOWLER..... 118 Kenney DELUXE LEAGUE BOWLER..... 203 Kenney BOWL CHAMP SHUF. FLP BOARD ATTACHMENT..... 50

**ACE COIN COUNTER**  
New 1953 Model—Counts 1r, 5c, 10c, 25c. Weighs 9 lbs. \$159.50

**WILLIAMS MUSIC MITE**  
45 RPM Counter Model 10 Record. Photo Stand to match. Brand new. \$145

**WORLDWIDE DISTRIBUTORS**  
Chicago 41  
2310 N. Western Ave.  
Phone: Morglade 4-2300

**Mr. Operator of METAL TYPER MACHINES**

**SPEED UP YOUR LOADING OPERATION!**  
Buy Your ALUMINUM DISCS in Bulk of 100. Small Extra Charge. Bulk Also Available.

**STANDARD METAL TYPER CO.**  
1318 N. Western Ave. Chicago 22, Ill.

**ELECTRIC SCOREBOARDS**

Two-faced—adjustable for all boards. Chrome tube supports. For 5c or 10c play by a simple plug switch-over.

**OVERHEAD MODELS**  
Horsecollar (15-21-50 pts.)  
Marvel Score (15-21 pts.) \$125.00 ea.

**MARVEL MFG. CO.**  
2845 W. FULLERTON, CHICAGO 47, ILL.  
(Tel.: Dirken 2-2424)

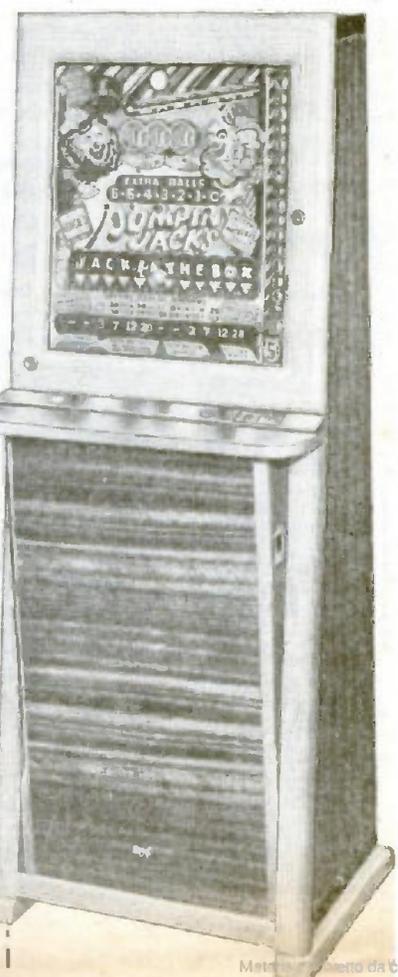
**WALL MODELS**  
Horsecollar (15-21-50 pts.)  
Marvel Score (15-21 pts.)  
\$95.00 each  
Terms: 1/3 dep. bal. C.O.D. or S.D.

# 'JUMPIN JACKS'

UPRIGHT BALL GAME

Fast Play! Fast Profits!

- In line and sequence scoring
- Popular new "Mystery Spot" Feature ADDS SUSPENSE—TEMPTATION
- Up to 20 Replays for 3-ra-6 letter combinations
- 100-200 Replay possibilities—
- Extra balls feature—6 extra balls Tremendous replay possibilities
- Compact, Tested Trouble-Free Action All parts easily accessible
- Ultra-modern design—space saver—24" wide, 17" deep, 64" high FITS ANY LOCATION



# GENCO

2621 N. ASHLAND AVE.,  
CHICAGO 14, ILLINOIS



# BALLY BEAUTY

More fun for players, more profit for you, thanks to new **SELECT-A-SPOT** feature and new **TRIPLE-SPOTS** roll-over feature

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

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** Ballyhorse Bally **SPACE-SHIP** SEE PAGE 84

**Bally** MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

## FOREIGN BUYERS!

we carry the world's largest stock

In addition to all the latest equipment, we have available for your selection more than 400 pin games at all times, as well as a complete line of kiddie rides, music machines, arcade equipment and alleys.

**Our Service Is Quick, Efficient and Reliable**

Remember: For export and domestic business it's International and Scott-Crosse. Write for **FREE** price list and order forms

**INTERNATIONAL AMUSEMENT CO.**

1423 SPRING GARDEN STREET

Rittenhouse 6-7712

Branch: 906 Capouse Avenue, Scranton, Pa.

**SCOTT-CROSSE COMPANY**

PHILADELPHIA 30, PA.

## TOP VALUE means TOP PROFIT!

SHUFFLE ALLEYS		MUSIC	
United 5 Player .....	\$210	Wurlitzer 3031	\$12
Keeney De Luxe .....		Wallboxes .....	
League Bowler .....	\$195	Wurlitzer 1400 & 1450 .....	Write or Call

**ONE BALLS**  
Cathine Parks - Fantasy  
Turf Kings  
Wanted: Will Pay CASH for **BALLY BRIGHT LIGHTS**

**ATTENTION - HORSE and SPACE SHIP OPERATORS!**  
We have the LARGEST STOCK in the U. S. of EVERY MAKE of HORSES, SPACE SHIPS, AUTOMOBILE and BOAT RIDES and MIDGET MOVIES.

**REDD** DISTRIBUTING CO., INC.  
292 LINCOLN STREET  
ALSTON 34, MASS. AL 4-4040  
Exclusive Distributors for **AMI** **BALLY** **UNITE** **KEENEY**

**BALLY SUNSHINE PARKS - \$395**  
In quantity \$375.00  
**NEW ORLEANS NOVELTY CO.**  
115 MAGAZINE STREET  
NEW ORLEANS 17, LOUISIANA  
Tel: CANE 8318

**FOR SALE!**  
GOTTIER LATE PIN GAMES,  
MILLS, JENNINGS, PACE, WAT  
LIND, SELLIS  
KEENEY, BALLY CONSOLES  
**A-1 Condition**  
**GENERAL COIN MACHINE CO.**  
725 N. 9th St., Philadelphia 23, Pa.  
Tel: 523-3311

## CLOSE-OUTS

Right Off the Route

Reconditioned Like New

Atlantic Citys .....	\$435
Coney Islands .....	335
Bright Spots .....	315
Leadens .....	310
Bright Lights .....	220
Cenco 400's .....	295
Turf Kings .....	120
Citizens .....	30
Hot Rods .....	40
Cenco Advance Rolls .....	30
Various Flipper Pins .....	Write
Cenco 400's Equipped With Latest Factory Improvements for Ideal Results.	

3/8 Deposit, Balance C.O.D.  
**W. E. KEENEY MFG. CO.**  
5229 So. Kedzie Chicago 33, Ill.  
Phone: WEStack 4-3344



## COVEN SPECIALS THIS WEEK!

**PHONOGRAPHS WALL BOXES**

Wurlitzer 1015 .....	\$139.50	Wurlitzer 3020 .....	\$34.50
Wurlitzer 1250 .....	449.50	Wurlitzer 4820 .....	59.50
Seeburg M100A .....	649.50	Wurlitzer 2140 .....	14.50

All Equipment Guaranteed—Good Working Order, One-Third Deposit, Balance C.O.D.

**GOVEN** distributing company  
3781 Elston Chicago 18, Ill.  
Independence 2-2210

Exclusive Distributors of Wurlitzer Phonographs

## A-1 MECHANIC

Wanted At Once

For Phonographs, Pins, Bowlers. Must be a non-drinker and willing to work.

**SOUTHERN MUSIC DIST. CO.**  
418 Margaret St. Jacksonville, Fla.

## for better buys BUY McGINNIS

YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT

Tickets .....	\$1.50	Sharpsnooter .....	\$75.00	Winners .....	\$209.50
College Date .....	15.50	Champion .....	Just 21 .....	38.00	
Pinky .....	95.50	(Bally) .....	65.00	Citizens .....	35.00
Merry .....	100.00	Bandstand .....	75.00	Beauty Champ .....	50.00
Punchy .....	85.50	Knockouts .....	75.00	Double Shuffler .....	75.00

Many Others... Send for List

WE SHALL BE PLEASED TO DEMONSTRATE THIS NEW EQUIPMENT  
KEENEY ELECTRIC CIGARETTE VENDOR  
KEENEY "21" TABLE  
KEENEY TEAM BOWLER (Top Player)

**ROY McGINNIS CORP.**  
2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1900

## EVERY PIECE GUARANTEED

ONE BALLS		5 BALLS	
FUTURITY .....	\$275.00	BALLY FROLICS .....	\$495.00
TURF KING .....	125.00	BALLY ATLANTIC CITY .....	425.00
WINNER .....	50.00	BALLY SPOT-LITE .....	325.00
CHAMPION .....	50.00	BALLY HOT ROD .....	40.00
CITATION .....	25.00	SELECT-A-CARD .....	25.00

MISCELLANEOUS EQUIPMENT		MUSIC	
SEEBURG BEAR GUNS .....	\$225.00	M-100 B SEEBURG .....	WRITE
20 & 22 FT. SHUFFLE BOARD .....	195.00	148 SEEBURG BLONDS .....	\$225.00
C. C. & 4 PLAYER DARTS .....	100.00	197 SEEBURGS .....	125.00
C. C. BOWLING ALLEY .....	45.00	M-144-M SEEBURG .....	100.00
UNIVERSAL TWIN BOWLER .....	45.00	SEEBURG COLOMB .....	40.00
UNITED DOUBLE SHUFFLE .....	45.00	W-1-36 SEEBURG BOXES .....	10.00

ONE-THIRD DEPOSIT—BALANCE SIGHT DRAFT  
**PARKER DISTRIBUTING COMPANY**  
311 8TH AVENUE, SOUTH, NASHVILLE, TENNESSEE PHONE 4-0794 OR 42-1231



**BONUS PLAY!**

STRIKE on each frame good for 2 extra shots.

SPARE on each shot. frame good for 1 extra shot.

**POSSIBLE SCORE:**  
Up to 900 Shooting 30 Strikes in 10 Frames!

**IT'S THE SEASON!  
BOWLING IS BOOMING NOW!**

**FASTER!**

**KEENEY DISTRIBUTORS ALL REPORT THAT TEAM BOWLER IS BUILDING HEAVY LEAGUE PLAY!**

**NEW!**

**2 FULL FIVE-MAN TEAMS**

The only game that offers realistic bowling competition for 5-man teams!

**Keeney's**

**TEN PLAYER TEAM BOWLER**

EVER-SLICK Silent Playfield

KEENEY LITE-UP PINS

LOCATIONS ARE ASKING FOR

**Keeney's TEAM BOWLER**

for LEAGUE PLAY AND BONUS SCORING

**Keeney's 10-PLAYER for 5-MAN TEAM BOWLING!**

Adjustable to:

**NEW BONUS PLAY**

★ 20-30 SCORING

★ EXTRA SHOTS ON TENTH FRAME

**See YOUR KEENEY DISTRIBUTOR!**

READY WITH IMMEDIATE DELIVERY!

J. H. Keeney & Co., Inc.  
2800 W. FIFTIETH ST. • CHICAGO 22, ILL.



... Your Passport to a Big **PLUS** Market of Over \$5,000,000 in Coin Machine Export Sales!

**The Billboard COIN MACHINE WINTER EXPORT QUARTERLY**

Sells to over 3,000 EXTRA foreign operators and businessmen—plus your complete U. S. market as well.

Dated—Jan. 17  
Distributed—Jan. 12  
Advertising Deadline—Jan. 7

Contact your nearest Billboard office to reserve advertising spots **NOW!**

- New York Chicago Cincinnati  
St. Louis Hollywood

**BETTER BUY from BANNER**

Where you get... The Best

**NEW and RECONDITIONED MECHANICAL HORSES and ROCKETS**

at the **NIGHT PRICE** Wire or Phone

**BANNER SPECIALTY COMPANY**

Endorsing Only the Best Since 1917  
Home Office  
199 W. Grand Ave., Phila. 23, Pa.  
Branch  
1508 Fifth Ave., Pittsburgh 19, Pa.

**LONDON FEATURES GOTTLIEB'S CORONATION QUEEN OF THEM ALL!**

**NEW SELECTION—FIVE BALLS—NEW PRICES!**

Trade Winds	\$29.50	St. Louis	\$44.50	Carnival	\$49.50
Mardi Gras	29.50	El Paso	39.50	Mit Parade	29.50
Heavy Wind	29.50	Dallas	44.50	One-Two-Three	34.50
Puddin' Head	39.50	Maryland	44.50	Aquacade	39.50
Three Feathers	64.50	Screwball	49.50	Tampico	64.50
Big Top	64.50	Black Gold	59.50	Playland	49.50
Wisconsin	34.50	Sharpshooter	49.50	Floating Power	44.50
Summer Time	34.50	Buccanoer	34.50	Serenade	34.50
Oklahoma	64.50	Cinderella	29.50	Tennessee	29.50
Dew-Wat-Ditty	34.50	All Babe	34.50	Super Hockey	59.50
Saratoga	39.50	Barnacle Bill	34.50	Thrill	29.50
Tucson	44.50	Double Shuffle	49.50		

**USED SPECIALS**

<b>KEENEY</b>		<b>CHICAGO COIN</b>	
LEAGUE BOWLER	\$139.50	TROPHY BOWL	\$59.50
DOUBLE BOWLER	79.50	BOWLING CLASSIC	59.50

**PHONOGRAPH SPECIAL!**

Packard Manhattan **\$79.50**

**WALL BOX SPECIALS!**

Seeburg Postwar 5c Wire—Wootless **\$9.95**

Packard Boxes **\$7.50**

Exclusive Distributors SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

**L. L. London Music Co., Inc.**  
3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220  
7605-7 HENNEPIN AVENUE MINNEAPOLIS 6, MINN. PLEASANT 4453

**NATIONAL GUARANTEED VALUES!**

**RECONDITIONED 5-BALLS**

CROSSROADS	\$200	K.C. JONES	\$100
4-STAR	190	COLLEGE DAZE	85
HIT 'N' RUN	165	3 MUSKETEERS	85
MINSTREL MAN	145	KING ARTHUR	85
HAPPY GO LUCKY	140	KNOCKOUT	75
DOUBLE FEATURE	135	OLD FAITHFUL	105
MADISON SQ. GARDEN	115	SPOT BOWLER	130
4 HORSEMEN	115	HAYBURNERS	175
JOKER	110	MERMAID	145
ROCKETTES	115	ROSE BOWL	150

**NATIONAL COIN MACHINE EXCHANGE**  
1411-13 DIVERSEY BLVD. (Phone: Buckingham 1-6466) CHICAGO 14

**UNITED'S NEW**

10TH FRAME STAR SHUFFLE ALLEY  
10TH FRAME SUPER SHUFFLE ALLEY  
PROMPT DELIVERY

BALLY BEAUTY—New WHITE  
KEENEY TEAM BOWLER—New WHITE  
UNITED CIRCUS—New WHITE  
UNITED STARS—Like New WHITE  
UNITED ZINGO—New WHITE  
SALLY PALM BEACH—New WHITE  
GOTTLIEB KNOCKOUT—195.50  
GOTTLIEB CHARLETTE—195.50  
GOTTLIEB FOUR HORSEMEN—179.50  
GOTTLIEB HAPPY GO LUCKY—179.50  
BALLY HOT ROD—69.50  
Seeburg Bear Gun—229.50  
Seeburg 411 Gun—229.50

WRITE, WISE, PHONE

**CENTRAL OHIO COIN MACHINE EXCHANGE**  
223 S. HIGH COLUMBUS 15, OHIO  
PHONE: ADAMS 7254

**FOR SALE**

Bally Big Inning	\$147.50	Eastern Electric Cig. Vendors (New)	Write
Williams Star Series	79.00	See One Basket Ball (New)	\$379.00
Dain Game	41.00	United Star Bowler (Used 2 Wagon)	426.00
Williams Deluxe World Series	175.00	Unbranded 5 Star	95.00
Williams Sluggers	149.00	Wur. 1200 (Like New)	395.00
Turf Kings (Like New)	95.00	Wur. 1100 (Very Clean)	380.00
Winner (Very Clean)	79.00	Rock-Ola 1428 (Blond)	295.00
Futurity, Brand New	385.00	1948 Seeburg Hodgepodge	195.00
Chl. Cain King Pin	75.00	Chl. Coin Band	195.00
Bally Double Reader	67.50		
United 5 Player Shuttle Alley, Permica Top and Pins	245.00		
United 5 Player Shuttle Alley, Permica Top and Big Pins	235.00		
Chl. Cain & Pinner Deluxe, Original Permica Top and Pins	365.00		

**WANT TO BUY**  
We need all types of arcade equipment. Send us a list of what you have for sale. Wire, Write, Phone.

**GIVE TO DAMON RUNYON CANCER FUND**

Use The Billboard classified pages for **RESULTS!**

**MONROE** COIN MACHINE EXCHANGE, Inc.  
2423 PAYNE AVENUE, CLEVELAND 14, OHIO  
(Tel. Superior 1-4800)



# 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 at 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!**

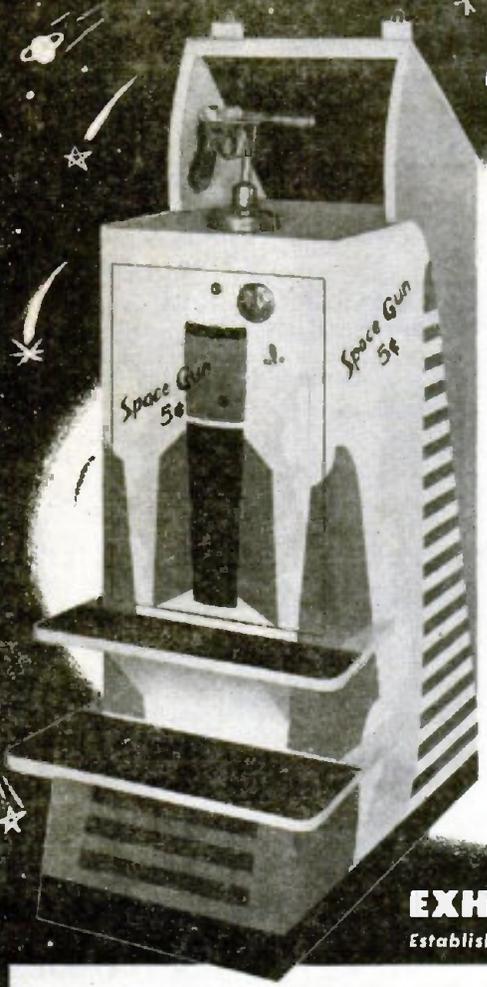
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Operators find The CHAMPION a real companion Kiddy-Ride for operation side-by-side with Bally SPACE-SHIP. Kids keep riding one, then the other, and back again. Profits soar to new highs. See your Bally Distributor today.

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# ATOMIC ACTION

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148 M	195	1100	315
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1432, 50 Record	\$419	A	\$260
		B	360
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#### \*Davis 6 Point Guarantee

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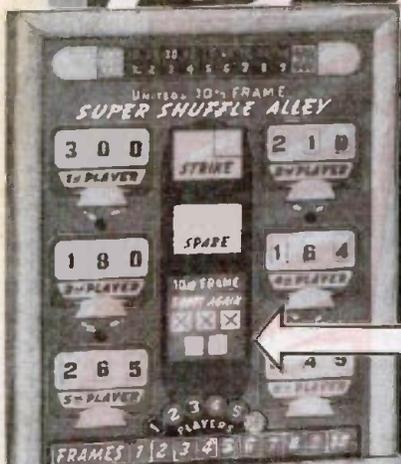


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**HI-SPEED SCORING INDICATORS**  
 FOR EXTRA-FAST PLAY

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 FOR THE WEEK  
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**CAN PICK UP 7-10 SPLIT**  
**FORMICA PLAYBOARD**

**HIGHEST**  
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**KEY**  
**CONTROL**

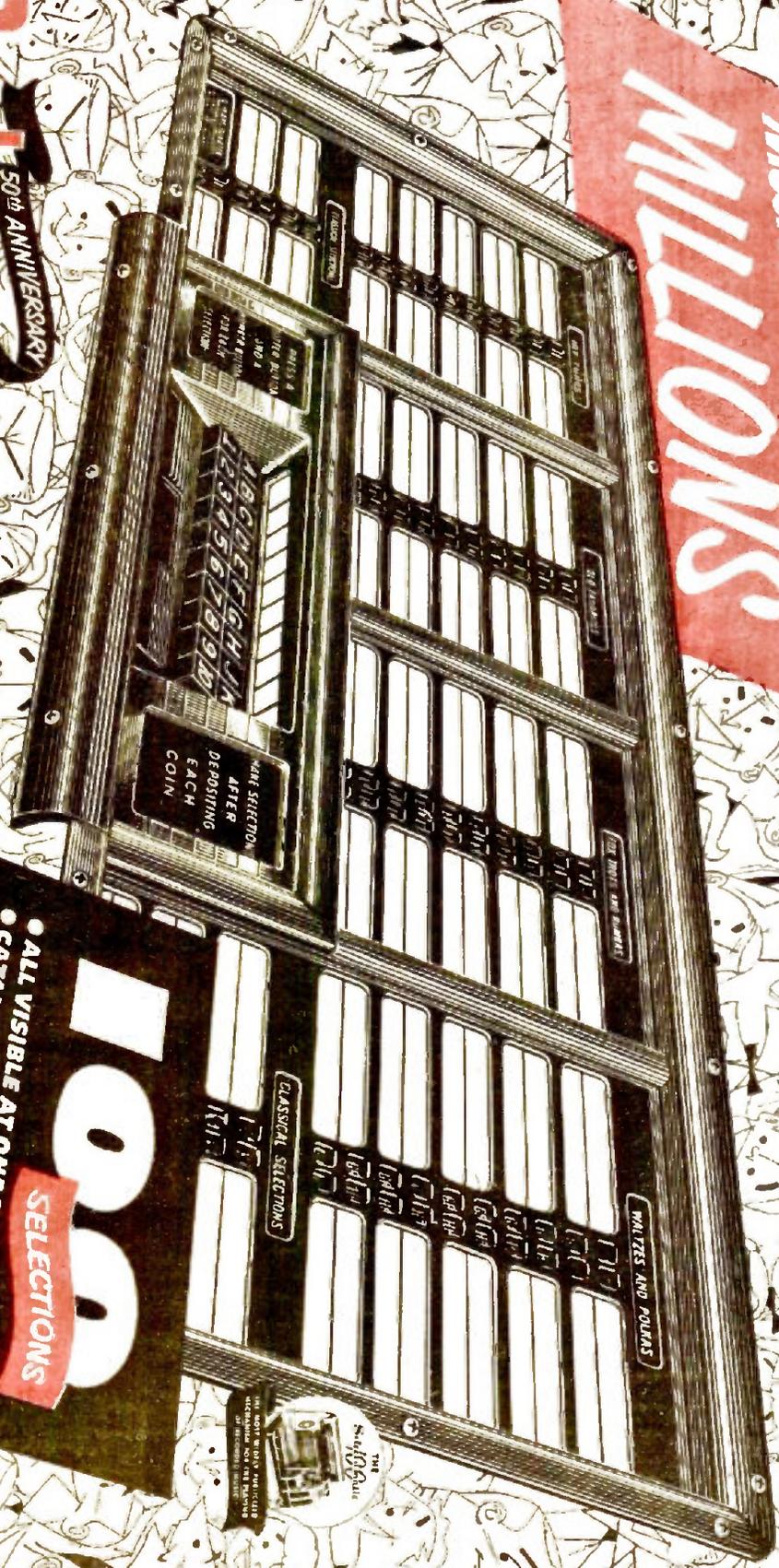
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