

The Billboard

JANUARY 10, 1953 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

Scramble for Songs Spreads '52 Hits Among Publishers

Talent Offices Realign Staffs At Year's End

Trouble Bubbles Beneath Surface Of Resignations

NEW YORK, Jan. 3.—The end of the year brought many changes in talent agency personnel, with some of the more familiar faces handing in their resignations for varied reasons. But underneath these resignations there is additional trouble brewing, brought on in some cases thru the expansive and expensive outlays in television and the general curtailment in other branches of showbiz.

The William Morris Office has accepted the resignations of Les Zimmerman and Al Schenken. Zimmerman, the office's former head of publicity has in recent years been in the guest shot division of the office's TV department. Schenken, in the club date department, has been with the Morris office close to 25 years. There are rumors of still additional resignations and personnel shifting, with at least two TV brass making plans to move out. Music Corporation of America will also have some new faces in the coming weeks. Joe Sully, with MCA for the past 12 years between Hollywood and New York, will leave about the middle of this month. Sully, one of

'Twas A \$\$ YULETIDE

Season's Disk Sales Far Above Last Year

NEW YORK, Jan. 3.—It was a merry Christmas for most dealers across the country who were busy this week totaling up holiday grosses that topped last year's by as much as 25 per cent, according to survey conducted by The Billboard. Many reported pre-Christmas sales were the best since the bumper 1947 season.

For a goodly number, the hectic two weeks before Christmas more than filled the mild depression in

Cugat Buys Up His Mercury Contract

NEW YORK, Jan. 3.—Xavier Cugat bought up his contract with Mercury Records this week after one year with the diskery. Cugat's contract with Mercury, which was signed in December, 1951, was for a five-year period. The orkster is now negotiating a pact for his Latin ork with a leading record company. Bill Diamant, Cugat's financial manager, handled the details of the orkster's Mercury release.

INAUGURAL FETE GROWS

2,000 Performers Cue Up To Be Called in for Show

WASHINGTON, Jan. 3.—More than 2,000 professional entertainers, including some of the biggest names in music, TV-radio and theater, have volunteered to perform in President-Elect Dwight D. Eisenhower's inaugural festival show, which the inaugural committee has officially named "a salute from the entertainment world to the new administration." Actor George Murphy has already picked 150 stars for the show which will be staged at Uline Arena the night of January 19, with at least half a dozen big-name entertainers alternating with Murphy in emceeding the show.

Albert Johnson, New York producer and designer of such attractions as "American Jubilee at the New York World's Fair," and Billy Rose's "Aquacade" is planning to

transform the Uline Sports Arena into "a dignified amphitheater featuring three different stages." The show is planned to be fast-paced, occupying three stages and alternating from one to the other, with at least half dozen different name bands, including Fred Waring and His Pennsylvanians, vying for the spotlight (The Billboard, January 3). Literally thousands of yards of cloth will be used to transform the sports arena Johnson whose name has been associated with some of the major Broadway spectacles for years, is planning to start a number of the sets in New York and will put them in place at the arena the day before the show.

Inaugural committee leaders indicated they were "pleased and overwhelmed" by the multitude of

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Congress Stokes Hopper With Legislation On Show Business

WASHINGTON, Jan. 3.—Showbiz will hold the spotlight in a mass of legislation to be paraded in the new Congress which opened today. Virtually every segment of the amusement industry will be affected by Congress's deliberations. Headed for the hopper are bills ranging from copyright revision, political spending for TV-

radio investigation of Federal Communications Commission and overhaul of the "Voice of America," to controls lifting, subversiveness, amusement tax cuts, TV-radio morals and educational TV.

Here is a capsule view of the legislative line-up for the new GOP Congress:

Amusement Excises—Nearly a dozen bills were ready to be hopped the opening week and more are on the way, calling for slashes or outright repeal of major showbiz taxes. Fiscal leaders on the Hill are agreed on cutting taxes and lowering the budget. Question on which they're hit is: Which step comes first? Several key members of the House Ways and Means Committee, including Rep. John D. Dingell (D. Mich.), are convinced that entertainment excises warrant drastic cuts without delay. Dingell not only drafted a bill calling for industry-wide tax cuts but also is sponsoring a separate bill for theater admissions tax repeal (see separate story). The GOP House Ways and Means Committee will push anew a study on duplication of amusement excises by the federal government, States and localities, with the committee in the expired Congress

NEWTON: CASH SAYS IT BETTER THAN HEARTS

NEW YORK, Jan. 3.—Larry Newton, head of Derby Records, received a telegram from one of his distributors for the firm's latest release, "Say It With Your Heart," sung by Bob Carroll. The telegram read, "Sensational record—RUSH SHIPMENT." Newton's reply to the distributor, read "Sensational record—rush money."

Large, Small Firms Share Top Honors

33 Houses Split 52 Tunes in Year's Honor Roll Poll; Licensers About Par

By NEV GEHMAN

NEW YORK, Jan. 3.—The year 1952 saw wide-open competition among music publishers of all sizes for hit tunes, it also marked the continued upsurge of Broadcast Music, Inc. and its affiliate publishers to a position of near equality with the American Society of Composers, Authors and Publishers in the production of hit tunes.

The extent to which these two trends have set T. Pan Alley on its ears during the past five years is sharply outlined by a comparison of the publishers whose tunes appeared on The Billboard's Honor Roll of Hits during the years 1947 and 1952.

The Honor Roll of Hits is a weekly listing of the 10 top tunes in the nation. It is compiled by a statistical formula which automatically measures the relative strength of tunes based on sheet music sales, retail record sales, juke box plays, disk jockey plays and tunes played most on broadcasting stations.

52 Tunes in '52

During 1952 a total of 52 tunes appeared on the Honor Roll of Hits for an average turnover of exactly one tune a week. This includes tunes that carried over from 1951 into 1952 on the Honor Roll as well as tunes that were on the ascendancy at the end of 1951. These 52 tunes are controlled by a total of 33 different publishing firms. Five years ago, in 1947, 59 different tunes made the Honor Roll. A total of only 21 publishers controlled these copyrights.

The fact that 12 more publishers split up seven fewer hits during 1952 than five years earlier points up the accelerated competition in the music business today. That fewer tunes made the grade this year would also seem to disprove a generally accepted thesis that a tune has a shorter life today than in previous years.

Solid Phalanx Broken

A comparison of which publishers had the hits in 1947 and

(Continued on page 13)

RCA Brass Changes Cover AM-TV, Disks

NEW YORK, Jan. 3.—The Radio Corporation of America went into the new year with top executive realignments in both its radio and television networks and in its record division. The National Broadcasting Company changes were dictated substantially by the resignation of NBC President Joe McConnell, who became president of Colgate-Palmolive-Peet.

The upper echelon changes in the RCA Victor record division were prompted by the need to relieve Vice-President Charlie Odorizzi of many important duties in connection with regional operations. The record company change ends Veepee Paul Barkmeier, until now general manager of the Record Division, in the post of director of regional operations. This includes supervision of RCA's eight regional offices, and embraces all the products manufactured by the company, not just records.

Manie Sacks, until now a staff vice-president, takes over Barkmeier's post as general manager of the Record Division. This marks Sacks' first post with the company in an operating capacity. No other changes in the Rec-

ord Division are contemplated at the moment. George Marek continues in charge of both classical and popular artists and repertoire, with Dave Kapp, continuing to head up popular artists and repertoire.

The executive realignments at NBC, following McConnell's resignation, underlines the web's determination to get back to the two-fisted, hard-selling era of Niles Trammell, former NBC president and board chairman.

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Billboard Backstage

By JOE CSIDA

When a couple of brilliant gents like General David Sarnoff and Frank Folsom, chairman of the board and president, respectively, of the Radio Corporation of America, start shuffling their upper echelon cards, it takes considerable newspapering to catch up with them in time to run the story while it's still news. When your newspaper is a weekly, and you are further befouled by distorted holiday deadlines, the problem becomes even more acute.

These high level, big corporation maneuvers are always, of course, executed with a maximum degree of secrecy for rather obvious reasons. On the National Broadcasting Company changes, for example, we'd been picking up rumors for as long as six months. These rumors were to the effect that President Joe McConnell was leaving NBC to go back into the Radio Corporation administrative set-up; that he was leaving to go with an outside company; that he wasn't leaving; that Pat Weaver would be the new president; that Frank White would be the new president; that Joe Heffernan or Ed Madden would land in the top spot. We checked them all, every time they raised their elusive heads, but never got to first base.

Similarly, the rumors had been around for some time that Paul Barkmeier, vice-president in charge of the RCA Victor Record Division, was stepping out of that spot; that he was going into the white goods and appliance division; that he wasn't; that Tom, Dick and Harry would be the new

president. All these, too, we dutifully checked each time out. And then, naturally, just as you're recovering from a really rugged Christmas season, and trying to marshal your last dregs of energy to make a reasonable pass at celebrating the New Year, everything begins to pop.

As the story on page one attests, we came out all right, thank the Good Lord and a number of friends. A substantial part of the important upper echelon changes at RCA are detailed for the first time anywhere in print in that story. And running, as I've said, a weekly with the additional handicap of holiday bells tolling, that's about as good as we could have hoped for. Normally, we would be more than a little irritated with some of the top level sources of whom we asked direct questions, and by whom we were tossed neat, sharp-breaking, tho friendly, curves.

It is still, however, the holiday season, and we are permeated with the peace on earth, good will toward all men feeling. One of our weaknesses, as a newspaper, come to think of it, is probably that we are a little too heavily permeated with that feeling too many weeks of the year. We don't subscribe to the one-time Durocher philosophy that nice guys finish last, but we have found on a number of occasions that nice newspaper guys frequently get beat on good stories.

Be that as it may, we want to extend our congratulations to all our good friends who've achieved higher positions in the Radio Corporation reshuffle. To Joe Mc-

Connell, who takes over as president of Colgate-Palmolive-Peet, our very best always. He is a friend of long standing, and one of the nicest as well as ablest gents we've ever known. We're sure he'll do great in his new post. And to Frank White, who succeeds him as NBC's president—well, he knows that we've been in his corner for lo these many years and still are. We haven't got to know Jack Herbert too well, but there's no doubt that he's earned his way up to the high niche he'll now occupy alongside White. And Pat Weaver and Ed Madden and Joe Heffernan will surely all continue to make notable contributions to the revamped web operations.

Paul Barkmeier, who leaves the top job in the Record Division to take over as director of regional operations, has always been a personal favorite of mine. During my short stay with RCA I worked for him, and it was a pleasure all the way. While the record division will miss him, I'm sure he'll do a bang up job with the regional operations, and on a much broader basis.

It's nice, too, to see Manie Sacks in the top record division spot. His previous operation as a staff vice-president, I'm sure, was too vague in outline to make him particularly happy. In his new post he'll have full opportunity to turn in a job with a specific objective, certainly a situation almost any man would welcome. It's New Year's Eve, as this is being written, and we just love everyone. May it be big, peaceful and prosperous for all.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Jan. 3.—Chief Thunderbird Lefthand of the Crow Indian Reservation in Montana, fearful that smoke signals wouldn't reach the Potomac, made a trip to the capital for a powwow with President-Elect Dwight Eisenhower's inaugural planners. Chief Lefthand wanted to contribute some entertainment to the incoming President's inaugural. Lefthand offered to ride a horse in the inaugural parade, proposed to have two Indian lovelies astride mounts and offered to perform a ceremonial dance at the inaugural ball with or without professional orchestra accompaniment. Chief Lefthand was quickly approved for the parade appearance along with some 175 other mounted braves, three circus elephants and several crack riding teams dressed like Roy Rogers. As for the inaugural ball, Chief Lefthand will have to confine his dancing to waltzes and fox trots, even if he comes attired in full tribal regalia.

HEADACHES LURK IN HILL TELECASTS . . .

House Speaker Joe Martin's generous rescinding of the ban on TV-radio coverage of committee hearings is quietly raising some new problems. Martin, in lifting former Speaker Sam Rayburn's ban, is authorizing committee chairman to use their discretion on TV-radio coverage. Few chairmen are sure to turn thumbs down on TV and newsreel cameras, but majority of committee heads are expected to welcome the TV-radio crews. This may turn out to be an unwieldy chore for the networks. Raft of hearings probing the excited fair deal administration will draw plenty of public interest for a while, and networks are likely to have a fairly free hand in coverage. Rivalry in coverage is expected to be unusually keen, especially if commercial sponsorship becomes an added inducement. Public appetite, however, could become quickly surfeited. Hearings can develop a deadening monotony, just like political convention oratory. Unforgotten from the recent election campaign are gripes from listeners weary of interruptions in their favorite TV fare week after week by windy vote hunters. Complicating matters are sure to be some protests from reluctant committee witnesses. Final solution may be the networks taking the initiative in tapering off on coverage even if the welcome mat stays.

CONGRESS FREE OF FAIR TRADE ROW . . .

Congress will keep hands off fair trade legislation next year until the courts decide anew on the validity of the current law which affects an important segment of the amusement industry. Pending in the courts is a test of the McQuire Act, which President Truman reluctantly signed

last summer. The McQuire Act restored to law a key provision which had been invalidated earlier in the year by the Supreme Court. Under that provision, the fair trade law of any State becomes operative as soon as price agreements are signed by a single distributor. Outcome of the court cases will determine the future of price cutting in the retail phonograph industry.

London Dispatch

By LEIGH VANCE

LONDON, Jan. 3.—The theater here has been waiting for word from Sir Laurence Olivier and Vivien Leigh about the play they plan to do for the Coronation. Now they have announced it will be Sir James Barrie's "The Admirable Crichton," a comedy originally produced at the Duke of York's Theater here in 1902, starring H. B. Irving and Irene Vanbrugh. It will be put on at the St. James—Olivier's own theater—which will mean the current semi-hit, "Sweet Peril," will probably have to move to an as yet unnamed theater. . . . The big interest here is who will play the lead in "The King and I." Candidates seem to be Constance Carpenter, revue Queen, Evelyn Laye and film star Valerie Hobson. Meanwhile, another American hit bit the dust this week. "Remains to Be Seen" got tepid reviews and was taken off by Jack Hylton after only five days at an estimated loss of \$14,000. After a five-week pre-London tour, the piece opened at Her Majesty's to big advance publicity. But, as Hylton put it, "the public just didn't turn up." Diana Dors, who played the stripper, made a big personal success, her second in shows that folded almost as soon as they opened. A previous hit for her was the revue "Rendezvous."

ICE AGE COMES TO LONDON . . .

The Ice Age seems to have come to stay. A quick look around the newly-opened ice "extravaganzas" show these results: At Wembley's Empire Pool "Sleeping Beauty on Ice," starring Daphne Walker and Gloria Nord, has opened to \$540,000 advance bookings, 40 per cent more than last year. Production costs were \$370,000, with a weekly salary list of \$33,000 for the 300-strong company. At the Empress Hall, Claude Langdon's "Jack and Beanstalk," starring Belita, which cost \$420,000 to put on, was seen by 40,000 people in its first week and has taken over \$45,000 advance booking in the first 10 days. In the show, critically applauded for its lavish production, Belita has to climb a slippery 90-foot high "beanstalk." She is insured for \$600,000. But all experience of these ice shows prove they pay off high dividends.

COMEDY THEATER FINALLY CLICKS . . .

For many years now the tiny Comedy Theater has had some- (Continued on page 42)

Legit Line-Up

Broadway producers and agents are still pondering the recent issuance of a letter from Actors Equity disseminating information received by the union from the Immigration and Naturalization Service, which pointed out that it is unlawful for an alien, visiting this country under contract for a specific job, to accept any other kind of employment "even tho he engages in the same type of work." For 28 years Equity has allowed foreign actors a six-month waiting period between jobs on the stage, and managements have been able to lure foreign actors by allowing radio and television appearances, etc. Now it seems the letter of the law would prohibit these practices and would also place a bigger salary burden on the theater management.

2 OF THE BARD'S, 1 OF THE BEARD'S . . .

The New York City Center drama season will begin February 4. The run will include Shakespeare's "Love's Labour's Lost" and "The Merchant of Ven-

ice" and Shaw's "Misalliance." The Center had hoped to do Sean O'Casey's "Purple Dust," but Sam Wanamaker has acquired production rights. Leo Shull, publisher of Show Business, also contemplates a production of "Merchant," with John Murray Anderson directing and Clarence Dervant as Shylock. . . . Advance sales on "The Love of Four Colonels," which opens at the Shubert Theater, New York, January 5, is \$300,000. "Time Out for Ginger," which opened a month ago with a mere \$10,000 advance now reports 60G in the advance till. . . . Starting January 12, six leading Skouras theaters in Greater New York will present a stage version of Shaw's "Pygmalion." . . . The Slavenska-Franklin Ballet Company will tour Japan beginning May 15.

SEEK INA CLAIRE FOR FRENCH PLAY . . .

S. N. Behrman's adaptation of the French "Here's the Child" hinges on an okay from Ina Claire to return to the stage. The Aldrich & Myers production office is

also awaiting word from Miss Claire. . . . "Stacross Story," London play, may be done on Broadway with Eva Le Gallienne, with Margaret Webster directing. . . . Fairfield County, Conn., will get Shakespeare-in-a-tent next summer. Maurice Evans has volunteered to participate in the project of the American Shakespeare Festival Foundation. . . . The American Theater Wing will launch five new advanced courses beginning January 20 — Work Group for Musical Stage, Acting, Television Workshop, Speech in Motion, and Director-Playwright-Actor Laboratory. The courses will run 16 weeks. . . . The New York City Center Ballet troupe will premiere George Balanchine's "Valse — Fantaisie" on January 6. . . . The Dobbs Ferry (N. Y.) Playhouse opened with "Lo and Behold" on December 31 for a two-week run. . . . Activity off-Broadway: "Madame Favart," Provincetown Playhouse; "Merry-Go-Round," Amtao Opera Theater; a children's marionette show matinee, Jan Hus House.

Picture Business

By LEE ZHITO

HOLLYWOOD, Jan. 3.—Can you remember your reaction when you first saw television? To some extent, that resembles this reporter's feeling this week when he witnessed the demonstration of a tape recorder that can produce both picture and sound. This device, developed after three years' research by Bing Crosby Enterprises, is truly one of the scientific wonders of our day.

Of course, the engineer will tell you that there is really nothing new involved. Light frequencies are recorded on the magnetic tape in a manner similar to the recording of sound frequencies, and when the tape is played back the picture is reassembled the same way that recorded sound can be heard again. But to one who was quite baffled by the first semester in physics, the simultaneous recreation of a moving image and sound from a single ribbon of tape as it winds from one spool to the next is indeed a scientific miracle.

It should be remembered that many things are possible in the theory of science but cannot be accomplished in actuality. While the sight-sound principle is old hat to the engineer, recording beyond the 15,000 cycle ceiling was

impossible but a few years ago. To capture the video spectrum on magnetic tape, recording had to be perfected to encompass 4,000,000 cycles. Frank Healy, head of Crosby's electronics division, and the video tape recorder's inventor, John T. Mullen, along with assistants Wayne Johnson and Edward Corey, are further evidence that the slide-rule boys can achieve the seemingly impossible. While sight-sound tape recording was first considered three years ago, the Crosby engineers actually tackled the job but a year and a half ago.

Once perfected, the device will open new show business vistas. Production cost of films for both TV and theatrical exhibition could be slashed beyond present-day expectations. The cost of film stock and the expense of lab processing would be eliminated. The time and money consuming task of editing would be brought down to a fraction of its present level. Production as a whole could be speeded up to a degree impossible with present filming methods.

Electronics will bring about the wedding of motion pictures and television. As Healy explains it, a movie producer could use TV cameras in shooting a picture. He

watches each scene as it shapes up on the monitor tubes. If a line is garbled or any other error occurs, he need not waste film on reshooting the scene. That portion of the tape is demagnetized and the scene reshot. Editing can go on during the actual shooting. And as one of the engineers explained, the final editing would be a simple matter. A picture could be tightened or slight blemishes eliminated merely by electronically snipping out the undesirable portions of the tape.

The producer would no longer have to wait for the lab to deliver the rushes. Instead, he would play back a scene immediately after it was shot in a manner much the same as one plays back the results of a recording session on audio tape.

And if one wants to peer deeper into the crystal ball, the utilization of the video tape recorder's principles on a home entertainment level can provide us in the near future with a means of seeing a favorite actor read a part or company perform a cherished scene merely by playing it back at will. The "records" of tomorrow can provide us with both sight and sound of our favorite artists.

BROADWAY SHOWLOG

Performances thru January 3, 1953

DRAMAS

Bernardine	10-16, '52	92
(Playhouse)		
Dial "M" for Murder	10-29, '52	140
(Plymouth)		
Mrs. McThing	2-20, '52	308
(48th Street)		
The Children's Hour	12-18, '52	20
(Coronet)		
The Deep Blue Sea	11- 5, '52	69
(Morosco)		
The Fourposter	10-24, '51	503
(Golden)		
The Male Animal	4-30, '52	284
(Music Box)		
The Moon Is Blue	3- 8, '51	755
(Henry Miller)		
The Seven-Year Itch	11-20, '52	52
(Fulton)		
The Time of the Cuckoo	10-15, '52	93
(Empire)		
Time Out for Ginger	11-26, '52	45
(Lyceum)		
Two's Company	12-15, '52	24
(Alvin)		
Whistler's Grandmother	12-11, '52	28
(President)		

MUSICALS

An Evening With Beatrice Lillie	10- 2, '52	109
(Booth)		
Guys and Dolls	12-15, '50	956
(46th Street)		
My Darling Aida	10-27, '52	84
(Winter Garden)		
New Faces of 1952	5-16, '52	268
(Royale)		
Pal Joey	1- 3, '52	421
(Broadhurst)		
South Pacific	4- 7, '49	1,540
(Majestic)		
The King and I	3-19, '51	739
(St. James)		
Wish You Were Here	8-25, '52	221
(Imperial)		

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TV Competish Cues Movie Relief Bill

WASHINGTON, Jan. 3.—Avowedly convinced that TV is making serious inroads on the movie theater industry, Rep. John D. Dingell (D., Mich.) disclosed he will hopper a bill to exempt movie houses from the 20 per cent federal admission tax. Dingell, a member of the House Ways and Means Committee which handles tax legislation, said he is certain that "movies are in critical condition because of TV competition." The Michigan legislator said he was particularly impressed "by the number of darkened motion picture houses" he saw while en route to the capital from his home State.

Dingell's attitude on TV's effect on movie theaters was the first expression of its kind as the new Congress opened today, and it looked as tho the Dingell view may be adopted as one of the arguments in a growing drive for repeal of the federal admission tax. Dingell's bill would repeal the tax as it applies to movie theaters. "It's time we took the tax off the poor man's opera," said Dingell. "We made high-priced admissions to non-profit operas and symphonies tax exempt because they were losing propositions, yet we continue to tax the little guy too poor to go to the opera"

The Michigan congressman indicated he implied no criticism of TV in sponsoring the movie admission excise repeal bill. Dingell is ready to spearhead a broad drive for reductions of a wide array of showbiz excises (The Billboard, January 3), including the tax on TV-radio sets. Already on the hopper line is his bill to restore excises to their 1939 status by repealing certain taxes and

cutting rates of others (The Billboard, January 3).

Organized theater interests which have brought their drives to the Hill year after year to wipe out the admission tax have never indicated in their testimony at hearings TV's rise was a cause for theaterdom's need for tax relief.

ABC Discussing TV Series Deal With Levenson

NEW YORK, Jan. 3.—Humorist Sam Levenson this week was in negotiations with the American Broadcasting Company TV network for a new series of video shows starring the comic. Levenson's long-term play-or-pay-deal with the Columbia Broadcasting System expires the end of January, and that web has been unable to come up with a show format satisfactory to Levenson.

The deal pending with ABC would give Levenson a free hand to set his own format, something the comic is known to desire strongly inasmuch as he feels that CBS, in using him as an emcee and on panel shows, exercised little regard for his major ability, story telling. The ABC deal, it is understood, also would utilize Levenson's services apart from his TV series, for special events and educational features.

White Dons NBC Prexy Robes As McConnell Leaves for Colgate

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The entire new personnel line-up points up the unspoken belief of the top brass at Radio Corporation of America, NBC's parent firm, that the time for expensive experimentation is past, and the period of shrewd operations geared for bigger net returns is definitely here.

The fact that Frank White has been chosen to move into the presidency, effective yesterday (2) at the conclusion of the annual board meeting, delineates this policy decision more than an official statement the board could make. Of the candidates in the running for McConnell's post, White was regarded as the most experienced and perhaps the most coldly practical in all facets of the business. The four men who were considered for the post were White; Sylvester (Pat) Weaver,

AM-TV network veepee; Ed Madden, public relations veepee and assistant to the president, and Joseph J. Heffernan, financial veepee.

The new chain of command at NBC now runs as follows: David

PHILIP MORRIS

Cig Dip Shows Rate May Not Mean Sales

NEW YORK, Jan. 3.—Another bit of evidence that a program's rating is not necessarily a gauge of its sponsor's sales came to light this week. It is the estimate of tax-paid cigarette sales for 1952, made by Walter E. Knight of the University of Louisville and published by Business Week magazine.

The Knight report shows that Philip Morris, sponsor of "I Love Lucy," the show that these days reaches almost 75 per cent of the nation's TV families, dropped in sales during 1952 by 7.1 per cent compared with 1951. This moved Philip Morris down a peg on the best-seller chart to fifth place, behind Pall Mall.

The effect of this condition was apparent in a recent airing of "Lucy." Last week in place of a commercial, Alfred Lyon, chairman of the Philip Morris board, came on and in effect pleaded with viewers to buy the brand to help support the cost of the show.

Sarnoff, RCA board chairman, continues to hold the NBC board chairmanship as well, a post he recently took on again following Trammell's resignation. White steps in as president, in place of McConnell. Weaver becomes vice-chairman of the board. Jack Herbert, formerly VP for sales for both AM and TV, moves into Weaver's old spot as VP in charge of both webs. There are no successors to Herbert or to White, the latter formerly holding the title of VP and general manager of the two webs. Both will continue to perform the former functions for the time being.

The new NBC line-up makes for the strongest possible alignment, the web believes. White, in recent months, had taken on more and more of McConnell's responsibilities, particularly in the realm of decisions about top shows. Expenditure of money on big new packages in the main have been cleared with White for some time. He has a potent background, including the former presidency of the Mutual Broadcasting System and Columbia

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Ships UHF Transmitters

CAMDEN, N. J., Jan. 3.—The RCA Victor Division Plant on Wednesday (31) made its second shipment of commercial UHF transmitters. The 1-kw. models were heading for Youngstown, O., to WFMJ-TV and WKBN-TV.

The two stations, however, will not be able to go on the air until they receive certain accessory equipment scheduled for later shipment by RCA.

Amusement Biz Probe To Be Continued in DC

WASHINGTON, Jan. 3.—As the new Congress got under way today Sen. William Langer (R., N. D.), as new chairman of the Senate Judiciary Committee, gave the signal for a continued probe of the entertainment industry, especially in the TV-radio areas where the outgoing Senate Judiciary Internal Security Subcommittee left off. Langer is asking the Senate for a \$100,000 appropriation to extend the subcommittee's efforts. A Senate okay appears virtually certain.

At Senate Judiciary Committee, it was pointed out that the reorganized subcommittee will stick fairly close to a large part of the agenda outlined by the expired subcommittee headed by Sen. Pat McCarran (D., Nev.). That agenda called for a probe of the Federal Communications Commission and "Voice of America" as well as TV-radio production centers, artists, writers' unions and others. The McCarran subcommittee already has published two volumes of printed hearings on testimony gathered behind closed doors and there is still a considerable amount of secret testimony to be uncorked. The outlay requested by Langer will help defray printing expenses. Unless the Senate approves the appropriation, the balance of the testimony gathered from TV-radio witnesses in closed-door hearings would go unpublished.

Thus far, radio writers' unions have been the center of much of the probe by the Senate Judiciary Internal Security Subcommittee exploring the entertainment industry. Senator Langer has made it clear that he doesn't intend to break with precedent by continuing McCarran as head of this subcommittee. Instead, he favors one of the following: Republican Senators Robert C. Hendrickson, of New Jersey; Homer Ferguson, Michigan; William E. Jenner, Indiana, and Arthur V. Watkins, Utah.

Meanwhile, on the House side, a go-ahead for an expanded study of TV-radio program mo's appears sure. Rep. Charles Wolverton (R., N. J.), of the House In-

terstate and Foreign Commerce Committee, has indicated he has no objection to recommendations made in the recent report of the outgoing House subcommittee on TV-radio morals headed by Rep. Oren Harris (D., Ark.). The report asks for a continuing study on an expanded basis.

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EXECUTIVES
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15TH ANNUAL
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Deadline for Entries is January 31, 1953

Send entries or inquiries to Promotion Competition The Billboard 1564 Broadway New York 36, N. Y.

Steve Allen Is Replacement For Kaufman

NEW YORK, Jan. 3.— Steve Allen this week was set to replace George S. Kaufman on the panel of "This Is Show Business," following the latter's dismissal for an irreverent quip about Christmas carols on the December 21 airing. Allen will appear in the last three telecasts of the show before it is replaced by the "Private Secretary" film series starring Ann Sothern.

Columbia Broadcasting System had considerable trouble getting a replacement for Kaufman due to the fact that it was only for three shots, and because some of the talent approached felt Kaufman's dismissal was arbitrary. Offers were turned down by Fred Allen, John Daly and Garry Moore, among others.

Kaufman's remark drew letters, reportedly numbering in the hundreds, from viewers protesting that it was anti-religious. The quote, "Let's make this one program on which no one sings 'Silent Night,'" was cut from the kine that went to 19 stations. Kaufman insisted that the line referred to the over-commercialization of Christmas carols and was not intended to be anti-religious.

AGENCY PANEL

Jerry Bess	Bill Maloney
Frank B. Sawdon Agency	BBD&O
Wm. A. Chalmers Grey Advertising	Don McClure
Walter Craig Benton & Bowles	McCann-Erickson
James C. Douglass Erwin. Wasey	H. Bart McHugh Jr
Frank Gilday Cecil & Presbrey	J. Walter Thompson
G. D. Gudebrod N. W. Ayer	Roger Pryor
Myron P. Kirk Kudner	Foote, Cone & Belding
Thomas Luckenbill William Esty	Harry Rauch
Chester MacCracken Doherty, Clifford & Shenfield	Young & Rubicam
	Reggie Scheubel
	Wyatt & Scheubel
	Tom Slater
	Ruthrauff & Ryan
	Lewis Titterton
	Compton
	William H. Weintraub
	Wm. Weintraub Agency
	Roy Winsor
	Biow

ADVERTISER PANEL

J. M. Allen Bristol-Myers	John H. Platt Kraft Foods
R. M. Budd Campbell Soup	Stanley Pulver Lever Brothers
Robert Copeland Lincoln-Mercury	Wm. Ramsey Procter & Gamble
Ralston Coffin Radio Corporation of America	Richard Rettig Whitehall Pharmacal
Leslie Harris Colgate-Palmolive-Peet	A. Craig Smith Gillette Safety Razor
Norman Livingston Serutan	Albert Stevens American Tobacco
N. N. Perlstein Pabst Beer	Donald Stewart Texas Company
	Sterling R. Wheeler Pepsi-Cola

Nothing But Issues Face FCC in 1953

WASHINGTON, Jan. 3.—Nearly a dozen major issues face the Federal Communications Commission as the new year gets under way. High on the list of subjects which will require de-

isions are theater television and its related issue of subscription TV. Hearings on the former will be resumed January 26, and separate pay-as-you-look TV hearings may come up later. The question of educational TV will become livelier with approach of June 2, after which commercial applicants can seek any of the 242 channels reserved by the FCC for non-commercial educational TV but still unapplied for.

One of the first rough spots thru which the commission must travel will be pointed up Monday (5) when oral arguments open on the controversial American Broadcasting Company-United Paramount Theater merger case. The merger already has been approved by FCC Hearing Examiner Leo Resnick in his initial decision. Fate of the whole TV allocation system is still wrapped up with several court challenges, with chances likely that one case may be resolved in 1953. Another issue before the judges is FCC's ban on giveaway programs, with a case pending in Federal Court in New York.

The color TV issue is expected to be revived toward the end of 1953, but a final decision on new standards won't be likely before 1954 at the earliest. There is little doubt that a compatible color system will be commercially ready when the commission is asked to replace present standards (The Billboard, December 20).

The broadcast industry also can expect no let-up for a while in processing of TV applications, with actual stations on the air exceeding 200 by 1953's end. The rise of AM broadcast stations will continue at a slower pace, with 1952's year-end total of operating stations already passing the 2,375 mark. The FCC is readying to ask for more manpower to keep pace with business as more stations go on the air. Clarification of the questions of joint ownership of a TV station by two or more AM broadcast stations is also on the agenda.

NEWS CAPSULES—COAST TO COAST

WNBC-T Combines Promotion, Ad Depts. With Merchandising

NEW YORK, Jan. 3. — In a move to expand its Chained-Lightning merchandising plan, the National Broadcasting Company's flagship here, WNBC-WNBT, this week consolidated its merchandising department with its advertising and promotion division. Max E. Buck, formerly advertising and promotion manager for Diamond Super Market Chain, New Jersey, has been appointed director of the new operation, with Jay Smalin, manager of advertising and promotion, and Bill Rich, merchandising director, reporting to him. Buck's first assignment will be to set up a merchandising and promotion plan in the retail drug field.

MAIER TO HEAD CBS DEPT. . . .

MEMPHIS — H. W. Maier Jr. has become manager of Columbia Broadcasting System radio spot sales operation, Southern area, and H. H. Holtshouser will continue in charge of TV spot and film sales. The split up was caused by expanding business in this area.

NARTB PLANS 'BLITZ' DRIVE . . .

WASHINGTON—The National Association of Radio and Television Broadcasters will embark Monday (5) on a two-month "blitz" drive for members. William T. Stubblefield, NARTB station relations director, said 82 NARTB members have been appointed to membership campaign committees in 17 Association districts. Quota sought is a 28 per cent rise in the Association's total membership.

JACK FRAZIER HEADS CROSLY MERCHANDISING . . .

CINCINNATI — Jack Frazier has been appointed director of merchandising for all products for WLW and WLWT here. Frazier was formerly field sales manager of the Post Cereals Division of the General Foods Corporation.

CROGHAN'S KWOL SOLD TO SANTA MONICA GROUP . . .

HOLLYWOOD — Arthur Croghan's Radio Station KOWL,

Santa Monica, this week was sold to a syndicate of Santa Monica businessmen. Albert Zugsmith, broker handling the deal, said station was sold for approximately \$500,000. Majority of the station buyers are affiliated with the Santa Monica daily newspaper, The Outlook, and include C. D. Funk, J. D. Funk and Robert McClure. Latter is The Outlook's editor.

RICHFIELD BANKROLLS KNBH NEWS EVENTS . . .

HOLLYWOOD — Richfield Oil Corporation this week signed a blank check at KNBH to bankroll the station's coverage of special and spot news events. First event bankrolled under terms of the Richfield Oil deal was the Cotton Bowl grid classic New Year's Day. Contract includes local live as well as net, kine and film coverage of events. Pact does not restrict the number of events Richfield will sponsor. Actually, contract gives sponsor first refusal on special events station will carry.

THE RESTLESS PEOPLE AND THE REVOLVING DOOR . . .

Charles Phelps has been appointed assistant night executive officer of NBC. . . . Walter Tibbals Jr. has been shifted to the Hollywood office of Batten, Barton, Durstine & Osborn to supervise radio-TV production. . . . John B. Hughes has been named news director at WOR-TV, New York. . . . Keith Byerly has been made manager of the Atlanta, office of the Katz Agency. . . . John Arens has been made sales manager of the 13-station Good Music Broadcasters. . . . Werner Michel, formerly of Kenyon & Eckhardt, has been made assistant to James Caddigan at the Du Mont Television Network.

Appointment of Warren Boorum as director of sales promotion for WTOP AM, FM and TV has been announced by the Washington station. Boorum, who joined WTOP in 1951 as assistant to the director of press information, replaces Haywood Meeks, who moved to WMAL-The Evening Star Broadcasting Company as director of promotion and publicity.

Odds Favor FCC Okay in ABC-Para Merger Case

WASHINGTON, Jan. 3. — A fateful huddle that may be protracted over several weeks will ensue after the Federal Communications Commission stages a one-day oral argument Monday (5) on the American Broadcasting Company-United Paramount Theaters, Inc., merger. It has been authoritatively learned that the FCC staff advising the commissioners on the final verdict is divided on at least two points in hearing examiner Leo Resnick's initial decision which recommended the merger. One of those points involves Resnick's recommendation that the commission rule a divorce of Paramount Pictures Corporation and Allen B. Du Mont Laboratories, Inc. Another is Resnick's recommendation that TV station KTLA, Los Angeles, now owned by Paramount Pictures, stay under Paramount's operation.

Odds continue to favor the FCC's giving a green light to the merger in a final verdict which, however, is already delayed well beyond the target date originally set by the commission. However, there is a chance that the commission might not go along with the Resnick finding in its entirety. At the present stage, it does not appear that objections will be taken to the most salient points in Resnick's verdict. This could slow the final decision even further. There is no doubt that this slowdown which has already transpired is attributable partly to the blasts given by Sen. Charles Tobel (R., N. H.), new chairman of the Senate Interstate and Foreign Commerce Committee, and Sen. William Langor (R., N. D.), new chairman of the Senate Judiciary Committee. Tobey and Langer said they were "shocked" at the Resnick recommendations.

Oral arguments on exceptions taken to the Resnick verdict by some of the parties in the proceedings is not expected to produce any added complications in the case. However, the oral ar-

gument itself, tho limited to a day, is a delay factor in itself. Originally, the FCC had hoped to hand down a final verdict by Christmas. The commission's interest in speeding a final decision appears to be lagging since the Tobey-Langer blasts. Staging the oral argument on Monday (5) at least provides the commission with a chance to have some of the controversy aired while Tobey and Langer are in the city. The two senators returned this week, Tobey for the first time since he came back from Paris, from where he had cabled the FCC. The FCC's Broadcast Bureau is expected to hurl more of its broadsides against the Resnick initial decision on Monday, but FCC staffers have already discounted the effect of this.

FCC to Keep Pace on Grants

WASHINGTON, Jan. 3.—The Federal Communications Commission indicated no let-up in its pace of handing out TV grants after issuing half a dozen more this week (31) to bring the post-freeze total to 175 construction permits and total authorizations thus far to 283.

Latest batch, including the first CP for a new TV station in Maine, went to:

Community Telecasting Service, Channel 5, Bangor, Me.; Ozark Television Corporation, Channel 14, Festus, Mo.; Wonn-TV, Inc., Channel 16, Lakeland, Fla.; Thames Broadcasting Company, Channel 26, New London, Conn.; Harrisburg Broadcasters, Inc., Channel 71, Harrisburg, Pa., and Gable Broadcasting Company, Channel 10, Altoona, Pa.

CBS Sets 2 Strip Shows

NEW YORK, Jan. 3.—Two new strip shows, one sponsored, the other sustaining, are coming up on the Columbia Broadcasting System radio network this month.

The sustainer is the Jo Stafford show in the 7:30-7:45 p.m. slot, beginning January 19. It replaces "Club 15," which was sponsored by Campbell Soup on Monday, Wednesday and Friday, and the Mindy Carson show, which was sustaining Tuesday and Thursday.

General Foods, thru Foote, Cone & Belding, has contracted for the 4-4:05 p.m. slot for Post Toasties and Calumet. Going on January 21, the program has not yet been decided, but it won't be news.

WWJ-TV BANS DRINKING PLUGS

DETROIT, Jan. 3.—A ban on drinking scenes in commercials has been placed in effect in WWJ-TV, here, by Edwin K. Wheeler, general manager. The ban applies to beer drinking in commercials originating at the station, but of course does not cover network commercials.

Wheeler expressed strong approval of proposals for industry self-discipline as the alternative to governmental censorship of television and radio. The move is deemed an example of such restraint.

NCCET Field Post to FCC's E. Minderman

WASHINGTON, Jan. 3.—Exodus of Chairman Paul A. Walker of the Federal Communications Commission is seen not too far in the offing, altho his term under special extension doesn't expire until June 30. Meanwhile, the chairman's top assistant, Earl Minderman, this week left the commission after seven years to become field liaison officer of the National Citizens' Committee for Educational Television, Robert R. Mullen, executive director of the organization, announced.

Milton S. Eisenhower, president of Pennsylvania State College and brother of President-Elect Dwight D. Eisenhower, and Marion B. Folsom, who will be under secretary of the Treasury in the new cabinet, are honorary chairmen of the TV group.

WEEK-ENDS

WOR-TV in Revamp of 'B'way' Run

NEW YORK, Jan. 3.—Warren Wade, manager of WOR-TV, here, is readying a plan whereby "Broadway TV Theater," now a Monday thru Friday feature, will do a series of repeat performances on Saturday and Sunday. The plan calls for the hour and a half dramatic show to be presented two or three times each day, with a feature movie sandwiched between each performance, a la movie-vaude house policy.

The week-end continuous performance schedule will be put into effect when WOR-TV starts to carry night baseball game telecasts this spring, since the station usually has to cancel out one or two of "Broadway TV Theater's" weekday performances each week during the season. Wade doesn't anticipate any sponsor objections, because the repeats will only occur at the end of each week's run.

The exec also hopes to entice more big names to appear on the show, via a plan whereby thespians will be given carte blanche on production. In addition to playing a leading role, the star will be allowed to select the play and supervise the entire production thruout rehearsals and the play's actual run.

NEW TECHNIQUE

Traffic Show Uses Mobile Mobile Unit

DETROIT, Jan. 3. — A new technical hook-up in the form of a "mobile mobile unit" was inaugurated last week on WWJ-TV, here, as part of the afternoon "Paul and Sally" program, featuring Paul Williams and Sally Chambers. Integrated as a segment of the program, which originated as usual in the studio, was a 15-minute sequence from the station's mobile transmitter, while in motion on major streets of the near-downtown area. The idea was a public service program, timed just before the peak of the holiday traffic over the week-end, with comments by Lieutenant John Griffin of the Police Department on driving and walking errors or drivers and pedestrians alike, in actual traffic. The camera was pointed over the driver's shoulder, picking up actual holiday traffic street scenes.

The unique broadcast was made possible by careful technical planning, to stay within sight range of the station's regular transmitter tower. The regular microwave and technical equipment were used for this show, according to Jim Eberle, public events director of the station, who handled the broadcast. Future plans call for more ambitious technical hook-ups, with double relays and reflectors under discussion.

L. I. TV Bid Nixed by FCC

WASHINGTON, Jan. 3.—Argument that Long Island's population growth warrants reallocation of TV channels to make room for a station there fell on deaf ears at the Federal Communications Commission this week. The commission dismissed without prejudice a petition filed by Key Broadcasting System, Inc., Oyster Bay, L. I., New York, requesting the FCC to "reallocate or reassign adequate TV channels for the area of Mineola, Long Island, Nassau County, New York," and suggesting the "reassignment of Connecticut channels." The petitioner, who hoped to build a TV station at Mineola, described the area as "an important population, educational and industrial center."

In rejecting the petition, FCC said that Key had not presented a specific proposal, and pointed out that under the rules, the FCC could not take up reassignment of channels before June 2.

Temporary FCC OK For 2 TV Outlets

WASHINGTON, Jan. 3.—Two Special Temporary Authorizations to operate commercial TV stations were granted this week by the Federal Communications Commission, bringing the total of STA's to 19. WBRE-TV, Louis G. Baltimore, Wilkes-Barre, Pa., received an STA on UHF Channel 28 for the period January 1 to July 1, and WKAB-TV, Pursley Broadcasting Service, Mobile, Ala., has authorization to operate on UHF Channel 48 from December 29, 1952, to June 29, 1953.

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

WDEL
AM • FM • TV
Wilmington, Del.

TOPS all stations in this richest market.

Let it sell your product effectively, economically.

Write for information.

Represented by

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New York

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*Figures released 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.

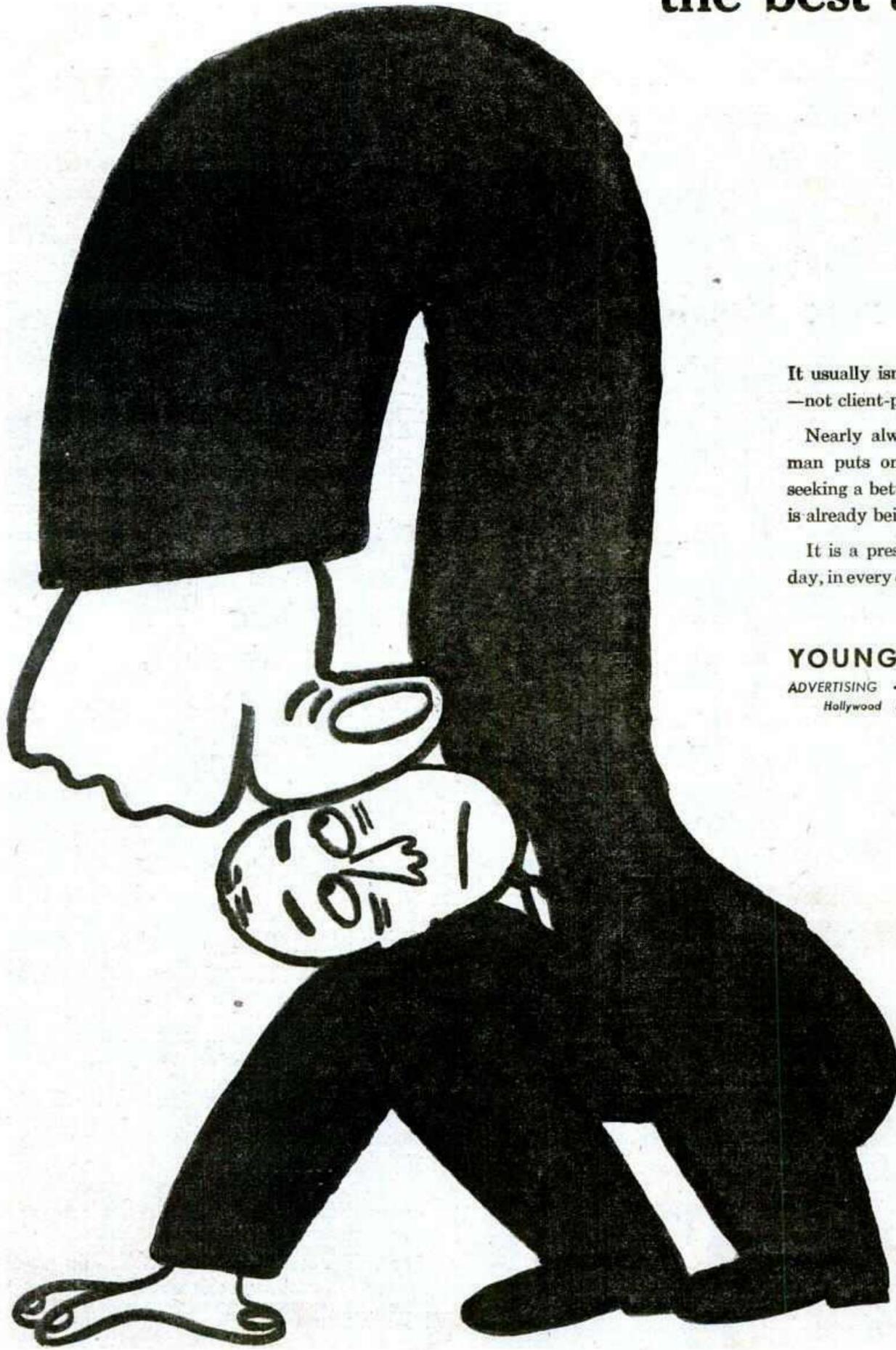
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What kind of pressure creates the best advertising?



It usually isn't the pressure of time, or work
—not client-pressure, not boss-pressure.

Nearly always it is simply the pressure a
man puts on himself—the pressure to keep
seeking a better way of doing something which
is already being done well.

It is a pressure that is being applied every
day, in every department of Young & Rubicam.

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This One



LZ2D-RQ1-LN91

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 PHILADELPHIA

(1,125,000 TV Sets; * Panel Size, 400)

... According to Videodex Reports

WCAU-TV	Philadelphia Bulletin	CBS
WFIL-TV	Philadelphia Inquirer	ABC, Du Mont
WPTZ	Philco Corporation	NBC

Videodex reports monthly on each of 25 major markets, besides publishing a monthly national network report based on all 63 markets. In the 20 markets it has placed diaries in a total of 7,700 TV homes. The city reports for those markets, taken the first seven days of each month, contain the rating for every 15-minute segment of every program from sign-on to sign-off. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each day in any of the 20 markets are determined by comparing the average ratings.

May-June, '52	SUNDAY, SIGN-ON TO SIGN-OFF				Avg. Rtg.
Pos.	Rtg.				
(1... 35.6)	1.	WHAT'S MY LINE	CBS	10:30-11:00	WCAU 36.4
(—... —)	2.	JACK BENNY SHOW	CBS	7:30-8:00	WCAU 31.5
(7... 12.5)	3.	TOAST OF THE TOWN	CBS	8:00-9:00	WCAU 30.0
(—... —)	4.	COMEDY HOUR	NBC	8:00-9:00	WPTZ 27.7
(—... —)	5.	RED SKELTON	NBC	7:00-7:30	WPTZ 23.8
(2... 17.9)	6.	ROCKY KING, DETECTIVE	DuM	9:00-9:30	WFIL 22.7
(3... 16.7)	7.	PLAINCLOTHESMAN	DuM	9:30-10:00	WFIL 21.2
(—... —)	8.	TV PLAYHOUSE	NBC	9:00-10:00	WPTZ 19.1
(—... —)	9.	WALTER WINCHELL	ABC	6:45-7:00	WFIL 18.2
(—... —)	10.	THE DOCTOR	NBC	10:00-10:30	WPTZ 17.8

MONDAY, SIGN-ON TO SIGN-OFF					
(—... —)	1.	I LOVE LUCY	CBS	9:00-9:30	WCAU 53.6
(3... 25.6)	2.	ROBERT MONTGOMERY	NBC	9:30-10:00	WPTZ 30.9
(—... —)	3.	EISENHOWER & NIXON	NBC	10:00-10:30	WPTZ 20.6
(4... 17.1)	4.	WINCHELL-MAHONEY	NBC	8:00-8:30	WPTZ 20.3
(—... —)	5.	THIS IS THE LIFE (Film)	Non-Net	8:30-9:00	WFIL 19.7
(—... —)	6.	JUNIOR HI JINX	Non-Net	5:00-5:30	WCAU 19.6
(—... —)	7.	INSPECTOR MARK SABRE	ABC	8:00-8:30	WFIL 19.0
(—... —)	8.	GOV. STEVENSON	NBC	10:30-11:00	WPTZ 18.6
(—... —)	9.	VOICE OF FIRESTONE	NBC	8:30-9:00	WPTZ 18.5
(—... —)	10.	HOWDY DOODY	NBC	5:30-6:00	WPTZ 18.1

TUESDAY, SIGN-ON TO SIGN-OFF					
(—... —)	1.	BUICK CIRCUS TIME	NBC	8:00-9:00	WPTZ 36.8
(—... —)	2.	ELECTION RETURNS	NBC	9:00-1:00	WPTZ 28.6
(—... —)	3.	WILD BILL HICKOK	NBC	6:30-7:00	WPTZ 23.9
(—... —)	4.	DINAH SHORE	NBC	7:30-7:45	WPTZ 20.7
(—... —)	5.	JUNIOR HI JINX	Non-Net	5:00-5:30	WCAU 18.5
(9... 10.8)	6.	HOWDY DOODY	NBC	5:30-6:00	WPTZ 18.2
(—... —)	7.	CAMEL NEWS CARAVAN	NBC	7:45-8:00	WPTZ 17.5
(—... —)	8.	HOPALONG CASSIDY (Film)	Non-Net	6:00-6:30	WPTZ 17.3
(—... —)	9.	ELECTION RETURNS	CBS	8:00-1:00	WCAU 16.8
(—... —)	10.	BEULAH	ABC	7:30-8:00	WFIL 14.4

WEDNESDAY, SIGN-ON TO SIGN-OFF					
(1... 31.5)	1.	GODFREY & FRIENDS	CBS	8:00-9:00	WCAU 40.2
(—... —)	2.	MAN AGAINST CRIME	CBS	9:30-10:00	WCAU 36.1
(4... 20.4)	3.	STRIKE IT RICH	CBS	9:00-9:30	WCAU 28.1
(3... 25.5)	4.	PABST BLUE RIBBON BOUTS	CBS	10:00-10:45	WCAU 23.9
(8... 11.1)	5.	FRONTIER PLAYHOUSE	Non-Net	6:00-7:00	WPTZ 19.7
(10... 10.2)	6.	THE NAME'S THE SAME	ABC	7:30-8:00	WFIL 18.6
(—... —)	7.	BOSTON BLACKIE (Film)	Non-Net	7:00-7:30	WCAU 16.8
(—... —)	8.	I MARRIED JOAN	NBC	8:00-8:30	WPTZ 16.5
(6... 12.8)	9.	KRAFT TV THEATER	NBC	9:00-10:00	WPTZ 16.2
(—... —)	10.	JUNIOR HI JINX	Non-Net	5:00-5:30	WCAU 15.9

THURSDAY, SIGN-ON TO SIGN-OFF					
(3... 26.0)	1.	DRAGNET	NBC	9:00-9:30	WPTZ 40.5
(—... —)	2.	T-MEN IN ACTION	NBC	8:30-9:00	WPTZ 33.9
(—... —)	3.	GROUCHO MARX	NBC	8:00-8:30	WPTZ 32.0
(1... 29.7)	4.	RACKET SQUAD	CBS	10:00-10:30	WCAU 24.5
(—... —)	5.	FRONTIER PLAYHOUSE	Non-Net	6:00-7:00	WPTZ 20.7
(—... —)	6.	JUNIOR HI JINX	Non-Net	5:00-5:30	WCAU 19.6
(—... —)	7.	FORD THEATER	NBC	9:30-10:00	WCAU 19.6
(8... 12.0)	8.	LONE RANGER	ABC	7:30-8:00	WFIL 19.6
(—... —)	9.	MYSTERY HOME	Non-Net	10:30-11:45	WPTZ 16.5
(4... 16.8)	10.	MARTIN KANE	NBC	10:00-10:30	WPTZ 15.6

FRIDAY, SIGN-ON TO SIGN-OFF					
(4... 15.1)	1.	MY FRIEND IRMA	CBS	8:30-9:00	WCAU 30.0
(—... —)	2.	OUR MISS BROOKS	CBS	9:30-10:00	WCAU 26.5
(2... 15.9)	3.	BIG STORY	NBC	9:00-9:30	WPTZ 25.8
(1... 20.9)	4.	BOXING	NBC	10:00-10:45	WPTZ 23.4
(6... 12.2)	5.	SIX GUN CINEMA	Non-Net	6:00-7:00	WPTZ 19.9
(9... 10.8)	6.	PLAYHOUSE OF STARS	CBS	9:00-9:30	WCAU 19.0
(—... —)	7.	OZZIE & HARRIET	ABC	8:00-8:30	WFIL 18.6
(5... 13.7)	8.	MAMA	CBS	8:00-8:30	WCAU 17.7
(—... —)	9.	HOWDY DOODY	NBC	5:30-6:00	WPTZ 17.5
(—... —)	10.	CISCO KID (Film)	Non-Net	7:00-7:30	WCAU 16.5

SATURDAY, SIGN-ON TO SIGN-OFF					
(—... —)	1.	JACKIE GLEASON SHOW	CBS	8:00-9:00	WCAU 23.7
(—... —)	2.	ALL STAR REVIEW	NBC	8:00-9:00	WPTZ 23.6
(—... —)	3.	KIT CARSON (Film)	Non-Net	6:30-7:00	WPTZ 21.8
(—... —)	4.	YOUR SHOW OF SHOWS	NBC	9:00-10:00	WPTZ 19.5
(7... 10.2)	5.	I'VE GOT A SECRET (Kine)	CBS	9:30-10:00	WCAU 18.9
(—... —)	6.	RANGE RIDERS (Film)	Non-Net	6:00-6:30	WPTZ 18.8
(—... —)	7.	MY LITTLE MARGIE	NBC	7:30-8:00	WPTZ 17.8
(2... 14.9)	8.	THE BIG TOP	CBS	12:00-1:00	WCAU 17.6
(—... —)	9.	ABBOTT & COSTELLO (Film)	Non-Net	9:00-9:30	WCAU 17.5
(—... —)	10.	EISENHOWER	NBC	10:00-10:30	WPTZ 17.5

*NBC estimate for November, 1952.

Share of Total Audience Radio vs. TV in PHILADELPHIA

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

	TELEVISION % of Total Aud.	Radio % of Total Aud.	TOTAL AUD. Sets in Use Radio & TV
7 P.M. to Midnight			
SUNDAY	64.5	35.5	38.8
MONDAY	64.5	35.5	37.4
TUESDAY	59.9	40.1	35.8
WEDNESDAY	61.5	38.5	37.8
THURSDAY	62.0	38.0	39.2
FRIDAY	64.8	35.2	38.5
SATURDAY	63.6	36.4	39.6
6 A.M. to 6 P.M.			
MON.-FRI.	27.0	73.0	24.8
6 A.M. to Midnight			
ENTIRE WEEK	45.5	54.5	28.5

NEXT WEEK Videodex and Pulse Studies of NEW YORK

Top 10 TV Shows Each Day

... According to Videodex

Top 5 Radio Shows Each Day

... According to Pulse

Share of Total Audience Radio Vs. TV

... According to Pulse

FOR FULL INFORMATION

about all radio and television shows... ratings, audience compositions and the many other factors which determine the success or failure of a program, subscribe to part of or the full services of the research organizations featured on these pages. For full details of the Pulse reports write to THE PULSE, INC., 15 West 46th Street, New York. For full details of the Videodex service write to JAY & GRAHAM RESEARCH, INC., 342 Madison Avenue, New York. For the ARB service write to AMERICAN RESEARCH BUREAU, National Press Building, Washington.

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THE DETROIT NEWS
National Representative
THE GEORGE P. HOLLINGBERY COMPANY

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Top 5 Radio Shows Each Day of the Week in PHILADELPHIA

(1,025,730 Radio Families*)

... According to Pulse Reports

KYW	50,000 watts	NBC	WIBG	10,000 watts	Ind.
WCAU	50,000 watts	CBS	WIP	5,000 watts	MBS
WDAS	250 watts	Ind.	WJMJ	1,000-day	Ind.
WFIL	5,000 watts	ABC	WPEN	5,000 watts	Ind.
WHAT	250 watts	Ind.	WTEL	250 day	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 1,000 homes.

SEPTEMBER-OCTOBER, 1952

May-June, '52	SUNDAY, 7 TO 12 P.M.				Highest Gr. Hr. Rtg.
Pos.	Rtg.				
(—... —)	1.	DREW PEARSON, WALTER WINCHELL	ABC	9:00-9:15	WFIL 7.5
(—... —)	2.	DECEMBER BRIDE, JACK BENNY	CBS	7:00-7:30	WCAU 6.0
(—... —)	3.	PHILIP MORRIS PLAYHOUSE	CBS	8:30-9:00	WCAU 5.5
(—... —)	4.	DORIS DAY, AMOS 'N' ANDY	CBS	7:30-8:00	WCAU 5.3
(—... —)	4.	MUSIC ROOM, HARRIS-FAYE	NBC	8:00-8:30	KYW 5.3
(—... —)	4.	SYMPHONETTE, DRAGNET	NBC	9:30-10:00	KYW 5.3

MONDAY, 7 TO 12 P.M.					
(—... —)	1.	LUX RADIO THEATER	CBS	9:00-10:00	WCAU 7.0
(—... —)	2.	VOICE OF FIRESTONE	NBC	8:30-9:00	KYW 5.5
(5... 5.5)	2.	RAILROAD HOUR	NBC	8:00-8:30	KYW 5.5
(3... 5.8)	4.	GODFREY'S TALENT SCOUTS	CBS	8:30-9:00	WCAU 5.3
(—... —)	5.	HORATIO HORNBLLOWER, SUSPENSE	CBS	8:00-8:30	WCAU 4.8

TUESDAY, 7 TO 12 P.M.					
(—... —)	1.	BASEBALL, MISC.	Non-Net	7:00-10:45	WIBG 6.0
(—... —)	2.	MEET YOUR MATCH, MARTIN AND LEWIS	NBC	9:00-9:30	KYW 4.5
(—... —)	2.	LIFE WITH LUIGI	CBS	9:00-9:30	KYW 4.5
(—... —)	4.	CAVALCADE OF AMERICA	NBC	8:00-8:30	KYW 4.3
(—... —)	5.	PEOPLE ARE FUNNY	CBS	8:00-8:30	WCAU 4.0
(—... —)	5.	BARRIE CRAIG, POLITICS	NBC	8:30-9:00	KYW 4.0
(—... —)	5.	TRUTH-CONSEQUENCES, MCGEE-MOLLY	NBC	9:30-10:00	KYW 4.0
(—... —)	5.	STEVE ALLEN, MY FRIEND IRMA, MISC.	CBS	9:30-10:00	WCAU 4.0
(—... —)	5.	ROUND-UP, MUSIC, SWING	Non-Net	10:45-11:00	WIBG 4.0

WEDNESDAY, 7 TO 12 P.M.					
(3... 5.8)	1.	DR. CHRISTIAN	CBS	8:30-9:00	WCAU 6.0
(—... —)	1.	GROUCHO MARX	NBC	9:00-9:30	KYW 6.0
(—... —)	3.	INSPECTOR HEARTHSTONE, FBI-PEACE-WAR	CBS	8:00-8:30	WCAU 5.5
(—... —)	4.	BASEBALL, MISC.	Non-Net	8:00-10:30	WIBG 5.3
(4... 5.5)	5.	BEULAH	CBS	7:00-7:15	WCAU 4.0
(—... —)	5.	THE GREAT GILDER-SLEEVE	NBC	8:30-9:00	KYW 4.0
(—... —)	5.	WHAT'S MY LINE	CBS	9:30-10:00	WCAU 4.0
(—... —)	5.	BOXING, MISC.	CBS	10:00-11:00	WCAU 4.0

THURSDAY, 7 TO 12 P.M.					
(—... —)	1.	BASEBALL, MISC.	Non-Net	8:00-11:00	WIBG 7.0
(4... 5.8)	2.	BEULAH	CBS	7:00-7:15	WCAU 4.3
(5... 5.5)	2.	THE JACK SMITH SHOW	CBS	7:15-7:30	WCAU 4.3
(—... —)	2.	FBI IN PEACE AND WAR, JR. MISS	CBS	8:30-9:00	WCAU 4.3
(—... —)	5.	EDWARD R. MURROW	CBS	7:45-8:00	WCAU 4.0
(—... —)	5.	MR. KEEN, MEET MILLIE	CBS	8:00-8:30	WCAU 4.0
(—... —)	5.	HARRY LIME, BING CROSBY	CBS	9:30-10:00	WCAU 4.0

FRIDAY, 7 TO 12 P.M.					
(—... —)	1.	FOOTBALL, MISC.	Non-Net	8:00-10:45	KYW 5.3
(—... —)	2.	THIS IS YOUR FBI	ABC	8:30-9:00	WFIL 4.0
(3... 4.8)	3.	BEULAH	CBS	7:00-7:15	WCAU 3.8
(2... 5.0)	3.	THE JACK SMITH SHOW	CBS	7:15-7:30	WCAU 3.8
(3... 4.8)	3.	EDWARD R. MURROW	CBS	7:45-8:00	WCAU 3.8
(—... —)	3.	OZZIE AND HARRIET, POLITICS	ACC	9:00-9:30	WFIL 3.8
(—... —)	3.	BOXING, MISC.	ABC	10:00-11:00	WFIL 3.8

SATURDAY, 7 TO 12 P.M.					
(1... 7.0)	1.	GANGBUSTERS	CBS	9:00-9:30	WCAU 5.5
(—... —)	2.	BASEBALL, MISC.	Non-Net	7:00-12:00	WIBG 5.0
(—... —)	3.	B'WAY-BEAT, STEVE ALLEN	CBS	9:30-10:00	WCAU 4.8
(2... 6.8)	4.	GENE AUTRY SHOW	CBS	8:00-8:30	WCAU 4.5
(—... —)	4.	TARZAN	CBS	8:30-9:00	WCAU 4.5

MONDAY-FRIDAY, 6 A.M. TO 7 P.M.					
(1... 9.9)	1.	ARTHUR GODFREY	CBS	10:30-11:30	WCAU 9.6
(2... 9.1)	2.	BIG SISTER	CBS	1:00-1:15	WCAU 9.2
(3... 9.0)	3.	MA PERKINS	CBS	1:15-1:30	WCAU 9.1
(—... —)	3.	HELEN TRENT	CBS	12:30-12:45	WCAU 9.1
(4... 8.8)	5.	YOUNG DR. MALONE	CBS	1:30-1:45	WCAU 9.0

SATURDAY, 6 A.M. TO 7 P.M.					
(4... 5.3)	1.	DANCELAND	Non-Net	10:00-12:00	WIBG 6.0
(—... —)	2.	BASEBALL, DANCE-LAND	Non-Net	6:00-7:00	WIBG 5.5
(—... —)	3.	BASEBALL, MISC.	Non-Net	1:30-4:00	WIBG 4.8
(—... —)	4.	FOOTBALL, MISC.	Non-Net	2:15-5:15	WPEN 4.3
(3... 5.8)	5.	THEATER OF TODAY	CBS	12:00-12:30	WCAU 3.8
(2... 6.0)	5.	STARS OVER HOLLYWOOD	CBS	12:30-1:00	WCAU 3.8
(—... —)	5.	WARM-UP, NEWS	—	5:45-6:00	WIBG 3.8

SUNDAY, 6 A.M. TO 7 P.M.					
(1... 8.5)</					

UI Resumes TV Pic Work Next Spring

HOLLYWOOD, Jan. 3. — Universal International will resume its TV film production operations sometime this spring. Policy meetings are going on among the U-I brass during the present period, termed by a studio spokesman as a "temporary break" in filming. Reason for the stop order, it is claimed, was to allow studio policy makers to examine its production cost schedule for TV film.

U-I claims it is not pulling in its TV film horns but instead is reshaping policy to permit production to get under way on a firmer foothold. Studio last week called a halt to production of its "Fighting Man" series upon completion of the 13th episode. Studio spokesman claimed U-I cannot afford to stay out of TV film. However, indications are that when U-I resumes telepic production, budgets will be cut considerably.

U-I admitted it felt some exhibitor resentment to its TV film activities but maintained that the reason for stopping production was due more to a desire for tightening budgets in the TV division than complying with theater owner wishes.

Unity to Enter Product'n Field

NEW YORK, Jan. 3. — Unity Television, feature film distribution outfit here, will enter the TV film production field in 1953, according to Unity prexy Arche Mayers. The exec, whose firm scored a record sales year in 1952, is now readying scripts for half-hour and hour TV film shows, and will produce some of the flickers in Europe.

Mayers, at one time very active in the foreign film field, holds the foreign TV distribution rights to hundreds of features in his catalog, and expects to cash in on these in 1953 in Canada, South America, Europe and the Far East. In anticipation of a record TV-film year for 1953 in the U. S., Mayers has doubled his field forces and will have 20 sales and market analysts out on the road within the next two months. The exec is also exploring sites in Chicago, Kansas City, Mo., Dallas and Los Angeles, with an eye toward setting up regional sales and service branches for Unity as the market expands this year.

M-G-M Plugs Pic in Boston

BOSTON, Jan. 3. — Metro-Goldwyn-Mayer is buying a big spot schedule over WNAC-TV here this month to promote the opening of its new Barbara Stanwyck flicker, "Jeopardy," in the Boston area, January 29. Special film spots to plug the movie are now being shot by Don Thompson at the M-G-M studios in California. Agency for the studio is Donahue and Coe.

The Mutual Broadcasting System station WNAC-TV is personally getting behind the campaign, and MBS representative Terry Turner is now in Boston to help co-ordinate the promotion. New England openings of the picture are one month ahead of its national release date, and if the Boston TV campaign clicks, M-G-M will probably back the movie with similar TV spot buys when it opens in other parts of the country.

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RE-RUN STRONG

Consolidated Sells WABD Lowe Series

NEW YORK, Jan. 3.—Consolidated TV Sales here this week sold the third and fourth runs of its TV film series, "Front Page Detective," to WABD here, proving there's still plenty of life in TV film re-run rights in Manhattan.

The contract, which runs from February 1, 1953, to April, 1955, was negotiated by Consolidated's Eastern sales manager, Halsey Barrett, and the WABD general manager, Dick Jones.

The 39-episode Edmund Lowe series has been aired twice over the Du Mont Television Network station here under the sponsorship of the Winegrower's Guild and Rayco TV.

MPTV to Use \$1.5 Mil Loan For Expansion

NEW YORK, Jan. 3. — The \$1,525,000 Bankers Trust loan to Motion Pictures for Television, Inc. and its subsidiary, Western Television Corporation, is the first known instance of bank money going into the TV-film field, which up to now has been financed entirely by private investment. When Herb Golden, former trade paper scribe, joined Bankers Trust several months ago, it was indicated that the bank would consider TV-film loans, but this is the first such deal set.

MPTV has earmarked the million and a half for new product and sales expansion. The firm is expected to open at least two more offices within the coming months, probably in Cincinnati and Detroit. MPTV is also expected to go into further production of program series. It released the "Superman" show currently being spot booked for Kellogg, and is understood to be interested in further ventures of this sort.

The loan will also probably be used to try to acquire more feature films for Western TV. MPTV execs would not reveal what, if any, feature product they were aiming for, altho they have been rumored to have been trying to acquire some RKO films.

9 New Outlets For Ziv Series

LOS ANGELES, Jan. 3.—Ziv Television this week sold its "Boston Blackie" TV film series to Pacific-Mercury TV in nine markets. Deal is one of the largest TV film pacts ever consummated on the West Coast. At the same time, Pacific-Mercury acquired an option to sponsor the series in all new TV markets that open up in the West.

Beginning this month the firm will sponsor "Boston Blackie" in San Diego; San Francisco; Seattle; Portland, Ore.; Spokane; Salt Lake City; Denver; Phoenix, and Honolulu.

QUICK TAKES

New York

Wells Bruin, formerly with Du Mont's film syndication department, has joined Official Films as a sales rep. . . . Arche Mayers, president of Unity Television Corporation, returns to headquarters Thursday (8) from Tampa, where he combined a holiday-vacation with a tour of TV outlets in and around Florida. . . . Charles E. Denny Jr., formerly an account exec with the National Broadcasting Company, has joined Paramount TV Productions. . . . Consolidated Television Sales has moved its Philadelphia office, headed by Mort Brandes, to new quarters at 1015 Jefferson Building.

Thomas Milana is serving as sales agent for Commodore Productions half-hour "Clyde Beatty Show."

TV Station Permit Grantees Buy Films at Frantic Pace

NEW YORK, Jan. 3.—Grantees of new TV station permits are buying up TV film series at an almost frantic pace, a survey by The Billboard revealed this week. Even before they become airborne and almost as soon as they receive their construction permit grants from the Federal Communications Commission, the outlets are scouring the field for suitable film series.

This is a marked switch from earlier days, when a new outlet had to be content with only sporadic programing and, in the event it was not an interconnected station, had to build its own local stanzas. Outlets now hitting the ether are currently able to begin operations with a full roster of non-network programing, and at a relatively nominal cost.

Among the stations not yet on the air, KCBD, Lubbock, Tex., and KGNC, Amarillo, Tex., are among the most active film buyers. The Lubbock station is known to have contracted for "Dangerous Assignment," the hour-long "Hopalong Cassidy," and "Douglas Fairbanks Jr. Presents" from the NBC-TV Film Division, as well as NBC's daily and weekly news films. From the Columbia Broadcasting System, KCBD has bought "Gene Autry," "Jeffrey Jones," "Range Rider," and "Strange Adventure." From Consolidated TV Sales, KCBD has taken "Front Page Detective" and "Ringside With the Rasslers."

KGNC, Amarillo, also took the NBC daily news films, but from Telenews Productions it bought the weekly news review and "This Week in Sports." The Amarillo station also bought "Dangerous Assignment," "Hopalong Cassidy" and "The Lilli Palmer Show" from NBC. It also took a big order from CBS, including "Gene Autry," "Eddie Drake," "Holiday in Paris," "Immortal Operas," "Jeffrey Jones," "Range Rider," and "Strange Adventure." From Consolidated, KGNC has bought both "Front Page Detective" and "Ringside."

Another rather active buyer among upcoming stations is KOLN, Lincoln, Neb., which has contracted for "Jeffrey Jones," "Range Rider," "Front Page Detective" and "Ringside," and also the Telenews Daily. KVOA, Tucson, has signed up for "Range Rider," "Strange Adventure," and "Front Page Detective."

Other new-station buyers of the aforementioned shows are: Telenews Daily—WTVU, Scranton, Pa.; KGW-TV, Portland, Ore.; KPO, Tucson; KDEN, Denver; WHUM, Reading, Pa.; KGW, Portland, Ore.; WKAB, Mobile, Ala., and WWLP, Springfield, Ill.; "Dangerous Assignment"—WJTV, Jackson, Miss.; "Hopalong Cassidy"—WROV, Roanoke, Va.; "Gene Autry"—WAFB, Baton Rouge, La.; "Eddie Drake"—WKAB, Mobile, Ala., and "Strange Adventure"—KDBC, Austin, Tex. KXLY-TV, Spokane, has taken

from Consolidated, "Front Page Detective" and "Ringside with Rasslers." United Press-Movietone News has been sold to KXLY-TV, Spokane; KAKE, Wichita, Kan.; WHYN, Holyoke, Mass., and WEEK, Peoria, Ill.

15 Markets on Arrow 'Jungle'

NEW YORK, Jan. 3. — Arrow Products, Inc., has sold "Ramar of the Jungle," the Jon Hall TV-film series, in 15 markets to date.

Stations and sponsors buying the adventure package include: WFIL, Philadelphia, Coca-Cola; WENR, Chicago, Chase & Sanborn, Studebaker and Drout Soaps; WXYZ, Detroit, State Sample Furniture Stores; WNHC, New Haven, Conn., Cott Beverages; WJAR, Providence, Cott Beverages; WWLP, Springfield, Mass., Cott Beverages; Bangor, Me., Cott Beverages; WFAA, Dallas-Fort Worth, Fritos Pretzel Company; WFBM, Indianapolis, Gasetaria, Inc.; WBNS, Columbus, O., Ohio National Bank; KTTV, Los Angeles; CBLT, Toronto, Ont.; KDUB, Lubbock, Tex.; KGNC, Amarillo, Tex., and KTSM, El Paso, Tex.

Ziv-TV Mulls 'Falcon' Series

NEW YORK, Jan. 3.—Ziv-TV this week was considering a video adaptation of "The Falcon" as a vidfilm series. If set, this would make the second detective series handled by Ziv, which is getting a wide play with "Boston Blackie." Bernard Schubert owns "The Falcon," which has a long radio track record.

Schubert leaves for Europe today (3) to sew up other TV film deals he has pending, and while in London may arrange for shooting a pilot on "The Falcon." Schubert's first stop will be Rome before going on to England. In both places he will firm up deals with European film producers for joint production of several out-long pix, which Schubert will release for TV in the Western hemisphere while the European firms retain Eastern hemisphere theatrical and TV rights. Among those with whom pacts are being set are Eros films and Adelphi, of London.

TV Tape Recording Unveiled by BCE

Perfection of System Would Produce Upheaval in Video, Film Industries

HOLLYWOOD, Jan. 3.—Magnetic recording of sight and sound on tape, long a scientific probability, this week became a revolutionary actuality during an impressive demonstration of the videotape recording system developed by Bing Crosby Enterprises. If BCE can continue to keep abreast with its timetable, the many ramifications of the video tape recorder point to a complete upheaval of existing filming and kinescoping methods as well as present-day means of picture projection. The revolution that could result would be felt not only in TV but in the motion picture industry. Device was unveiled by Frank Healey, exec director of BCE's electronics division, and was explained by its inventor, BCE chief engineer John T. Mullin, TV project engineer Wayne B. Johnson and Edward T. Corey, assistant TV project engineer. Cost for installing the equipment at a station or network is estimated as just over the \$50,000 mark by Healey. However, the savings which tape can effect thereafter are tremendous, he said. Thus, while it now costs about \$600 to make a 15-minute kinescope film, the same material on tape will cost about \$80.

At the demonstration, tape transcriptions of several regular TV shows recorded off the air were played back thru a regular tele

monitor picture tube. As in audio tape recording, playback machine is the same equipment used in recording. Playback's appearance resembled the usual Ampex studio equipment. Tape seemed to be identical to regular magnetic ribbon except for the fact that it was an inch wide. As in audio tape equipment, ribbon passed from the fed spool across the playback head and wound onto a pick-up reel.

Tape moved across the playback head at a rate of 100 feet per second as compared to the normal audio standards of 15 or 30 feet per second. Greater quantity of tape needed forced demonstration (Continued on page 9)

Roach Sets 5 Segs for Jan.

HOLLYWOOD, Jan. 3. — TV film production on the Hal Roach Studios' lot will swing into high gear this month with five separate series starting to roll. January 5 will see the "Life of Riley" series produced by the Roach studios for National Broadcasting Company go before the cameras. The studios' production of "Amos 'n' Andy" for Columbia Broadcasting Company kicks off two days later.

Bing Crosby Enterprises resumes production of its "Rebound" series on the 12th of the month. Roland Reed Productions and Hal Roach Jr. will return to filming "My Little Margie" January 15, and Showcase Productions will point its cameras at "Racket Squad" for additional episodes for Toni Permanent's sponsorship.

COMING NEXT WEEK-

THE BILLBOARD TV FILM PROGRAM GUIDE AND MARKET REPORT FOR JANUARY

. . . with new TV Film Features, Rating Data and Business Directories to help sponsors, agencies and TV station to buy right . . . to help producers and distributors to sell right.

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THE BILLBOARD TV-Film Buying Guide

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

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

Series Name	Length in Minutes	No. Releases Available	ARB Ratings
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ADVENTURE

Big Game
Hunt 30 . . . 26
 Dist.: Explores Pictures Corp.
DETROIT (3 stations)
 WXYZ, 11-11:30 a.m., Sun.
 Nov. ARB Rating 4.2
 (Previous Month's Rating . . . 9.1)
 Prec. Show: Action Theater . . . 5.2
 Opposition Shows, 11-11:30:
 WWJ—Western Feature 6.6
 WJBK—What's Your Trouble;
 The Christophers 1.2
ALSO CURRENTLY SHOWING IN:
 Johnstown, Minneapolis-St. Paul.

China Smith 26 . . . 26
 Dist.: PSI-TV, Inc.
BALTIMORE (3 stations)
 WAAM, 11-11:30, Fri.
 Nov. ARB Rating 7.4
 Prec. Show: Down You Go . . . 14.1
 Opposition Shows, 11-11:30:
 WMAR—Chronoscope;
 Pastor's Study 1.6
 WBAL—Greatest Fights; Finals;
 Playhouse 13.4
CHICAGO (4 stations)
 WNBQ, 9:30-10, Thurs.
 Nov. ARB Rating 11.4
 Prec. Show: Martin Kane, Private
 Eye 31.5
 Opposition Shows, 9:30-10:
 WBKB—Boston Blackie 24.1
 WENR—Hollywood Off Beat . . . 5.3
 WGN—I've Got a Secret 11.4
DETROIT (3 stations)
 WXYZ, 8-8:30, Thurs.
 Nov. ARB Rating 10.8
 Prec. Show: Lone Ranger 34.4
 Opposition Shows, 8-8:30:
 WJBK—Burns and Allen 16.0
 WWJ—You Bet Your Life 38.4
LOS ANGELES (7 stations)
 KECA, 8:30-9, Fri.
 Nov. ARB Rating 12.3
 Prec. Show: Ozzie and Harriet . . 18.0
 Opposition Shows, 8:30-9:
 KNXT—Mama 8.7
 KNBH—Herman Hickman;
 Short Short Drama 1.4
 KTLA—Lawrence Welk 28.9
 KHJ—Football 9.7
 KTTV—Friday Night Movies . . . 1.9
 KLAC—Wrestling 10.2
 Atlanta, Baltimore, Birmingham, Bloomington, Chicago, Columbus, Dallas-Fort Worth, Davenport, Detroit, El Paso, Houston, Indianapolis, Los Angeles, Lubbock, New Orleans, Oklahoma City, Pittsburgh, San Antonio, San Francisco, St. Louis, Washington.

Dangerous Assignment 30 . . . 29
 Dist.: NBC Film Syndication Sales
BALTIMORE (3 stations)
 WBAL, 10:30-11, Thurs.
 Nov. ARB Rating 15.5
 (Previous Month's Rating . . . 15.2)
 Prec. Show: Martin Kane 15.9
 Opposition Shows, 8-8:30:
 WMAR—Hollywood Off Beat . . . 11.0
 WAAM—I've Got a Secret 15.5
BOSTON (2 stations)
 WBZ, 10:30-11, Mon.
 Nov. ARB Rating 20.6
 (Previous Month's Rating . . . 16.0)
 Prec. Show: Robert Montgomery . . 43.4
 Opposition Show, 10:30-11:
 WNAC—Studio One 20.8
CHICAGO (4 stations)
 WENR, 10:30-11, Tues.
 Nov. ARB Rating 14.3
 (Previous Month's Rating . . . 12.5)
 Prec. Show: Hollywood Off Beat . . 10.6
 Opposition Shows, 10:30-11:
 WBKB—Vic Perry; Bob Elson,
 Sports; Weather 2.5
 WNBQ—Weather, Dorsey Connors;
 News, Clifton Utley 14.5
 WGN—Theater of Romance 13.5
CINCINNATI (3 stations)
 WLWT, 10:30-11, Wed.
 Nov. ARB Rating 13.1
 (Previous Month's Rating . . . 7.0)
 Prec. Show: This Is Your Life . . . 21.9
 Opposition Shows, 10:30-11:
 WCPO—Film 6.9
 WKRC—Blue Ribbon Bouts;
 Ringside Roundup 10.2
CLEVELAND (3 stations)
 WNBK, 10:30-11, Thurs.
 Nov. ARB Rating 14.7
 Prec. Show: Martin Kane 13.7
 Opposition Shows, 10:30-11:
 WEWS—Thursday Night Theater . . 16.7
 WXEL—I've Got a Secret 7.7
COLUMBUS (3 stations)
 WBNS, 9:30-10, Sun.
 Nov. ARB Rating 17.6

Series Name	Length in Minutes	No. Releases Available	ARB Ratings
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(Previous Month's Rating . . . 23.2)
 Prec. Show: Fred Waring 17.8
 Opposition Shows, 9:30-10:
 WLWC—TV Playhouse 28.3
 WTVN—Plainclothesman 19.1
DAYTON (2 stations)
 WLWD, 10:30-11, Sun.
 Nov. ARB Rating 7.5
 (Previous Month's Rating . . . 16.8)
 Prec. Show: The Doctor 21.1
 Opposition Show, 10:30-11:
 WHIO—What's My Line 36.4
DETROIT (3 stations)
 WWJ, 6:30-7, Sun.
 Nov. ARB Rating 22.0
 (Previous Month's Rating . . . 19.1)
 Prec. Show: Meet the Press 9.6
 Opposition Shows, 10:30-11:
 WJBK—See It Now 5.8
 WXYZ—Billy Daniels;
 Walter Winchell 10.2
LOS ANGELES (7 stations)
 KNBH, 10:30-11, Fri.
 Nov. ARB Rating 13.0
 (Previous Month's Rating . . . 14.0)
 Prec. Show: Dennis Day 19.7
 Opposition Shows, 10:30-11:
 KNXT—Chronoscope;
 Table at Ciro's 11.7
 KTLA—Swing Shift Theater 6.5
 KECA—Jack Rourke;
 Moonlight Movietime 9
 KHJ—Football 7.2
 KTTV—Ladies Always Win 9
 KLAC—Wrestling 14.8

NEW YORK (7 stations)
 WNBC, 10:30-11, Mon.
 Nov. ARB Rating 17.0
 (Previous Month's Rating . . . 14.9)
 Prec. Show: Robert Montgomery . . 38.8
 Opposition Shows, 10:30-11:
 WCBS—Studio One 17.2
 WABD—Boxing 3.6
 WJZ—Spotlight on Harlem 1.8
 WOR—Double Feature 4
 WPIX—Telepix; Weatherman;
 Tomorrow's News 2.4
 WATV—Salute to Marines; News . . 4
PHILADELPHIA (3 stations)
 WPTZ, 10:30-11, Tues.
 Nov. ARB Rating 15.7
 Prec. Show: Two for the Money . . 12.3
 Opposition Shows, 10:30-11:
 WFIL—Stage "5"
 WCAU—Jeweler's Showcase 5.0
SAN FRANCISCO (3 stations)
 KRON, 8-8:30, Sat.
 Nov. ARB Rating 26.7
 (Previous Month's Rating . . . 30.0)
 Prec. Show: Hit Parade 40.7
 Opposition Shows, 8-8:30:
 KPIX—Jackie Gleason Show 34.4
 KGO—Famous Playhouse 4.0
WASHINGTON (4 stations)
 WMAL, 9:30-10, Wed.
 Nov. ARB Rating 13.0
 Prec. Show: Ellery Queen 17.8
 Opposition Shows, 9:30-10:
 WNBW—Kraft TV Theater 20.5
 WTIG—Pursuit 9
 WTOP—Man Against Crime 23.5
ALSO CURRENTLY SHOWING IN:
 Albuquerque, Atlanta, Birmingham, Buffalo, Birmingham, Bloomington, Charlotte, Cleveland, Davenport, Denver, Dallas-Fort Worth, Erie, Grand Rapids, Greensboro, Houston, Huntington, Indianapolis, Johnstown, Kansas City, Louisville, Memphis, Miami, Minneapolis-St. Paul, Nashville, New Haven, New Orleans, Norfolk, Oklahoma City, Phoenix, Pittsburgh, Portland, Richmond, Rochester, Salt Lake City, San Antonio, Seattle, Syracuse, Toledo, Tulsa, Utica, Washington.

Foreign
Intrigue 30 . . . 39
 Dist.: J. Walter Thompson Co.
 WNAC, 10:30-11, Sat.
BOSTON (2 stations)
 Nov. ARB Rating 10.5
 (Previous Month's Rating . . . 7.0)
 Prec. Show: Balance Your Budget . . 10.5
 Opposition Show, 10:30-11:
 WBZ—Hit Parade 38.2
CHICAGO (4 stations)
 WENR, 10:30-11, Wed.
 Nov. ARB Rating 5.7
 Prec. Show: Wrestling 11.0
 Opposition Shows, 10-10:30:

Series Name	Length in Minutes	No. Releases Available	ARB Ratings
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WBKB—Vic Perry; Bob Elson,
 Sports; Weather 1.4
 WNBQ—Weatherman; D. Connors;
 C. Utley, News 16.0
 WGN—Request Playhouse 16.6
CINCINNATI (3 stations)
 WKRC, 9:30-10, Mon.
 Nov. ARB Rating 14.6
 (Previous Month's Rating . . . 9.4)
 Prec. Show: I Love Lucy 60.3
 Opposition Shows, 9:30-10:
 WLWT—Robert Montgomery 32.3
 WCPO—Life With Luigi 13.7
CLEVELAND (3 stations)
 WEWS, 10:30-11, Sun.
 Nov. ARB Rating 23.7
 Prec. Show: Break the Bank 13.3
 Opposition Shows, 10-10:30:
 WNBK—The Doctor 23.0
 WXEL—TV Travelog 3.2
DETROIT (3 stations)
 WJBK, 10:30-11, Fri.
 Nov. ARB Rating 18.0
 (Previous Month's Rating . . . 18.5)
 Prec. Show: Mr. and Mrs. North . . 23.2
 Opposition Shows, 10:30-11:
 WWJ—Cavalade of Sports 22.0
 WXYZ—Down You Go 5.2
LOS ANGELES (7 stations)
 KNBH, 10:30-11, Thurs.
 Nov. ARB Rating 12.7
 (Previous Month's Rating . . . 11.5)
 Prec. Show: Martin Kane 19.3
 Opposition Shows, 10:30-11:
 KNXT—Table at Ciro's;
 Harmon Huddle 2.2
 KECA—Jack Rourke;
 Moonlight Movietime 2.5
 KHJ—Newspaper; Star Time 1.0
 KTTV—Tell Me a Good One 1.7
 KLAC—Freedom Forum 1.4
NEW YORK (7 stations)
 WNBC, 10:30-11, Thurs.
 Nov. ARB Rating 16.8
 (Previous Month's Rating . . . 22.2)
 Prec. Show: Martin Kane 10.4
 Opposition Shows, 10:30-11:
 WCBS—I've Got a Secret 17.6
 WABD—Madison Square Garden
 Highlights 1.6
 WJZ—Home Handyman and
 Gardner 4.8
 WPIX—Basketball 4
 WATV—Western Feature 4
PHILADELPHIA (3 stations)
 WCAU, 10-10:30, Sat.
 Nov. ARB Rating 17.7
 (Previous Month's Rating . . . 16.4)
 Prec. Show: I've Got a Secret . . . 12.0
 Opposition Shows, 10-10:30:
 WPTZ—Show of Shows 34.5
 WFIL—Home Theater;
 What One Person Can Do 3.0

NEW YORK (7 stations)
 WNBC, 10:30-11, Wed.
 Nov. ARB Rating 21.2
 (Previous Month's Rating . . . 22.2)
 Prec. Show: This Is Your Life . . . 21.2
 Opposition Shows, 10:30-11:
 WCBS—Blue Ribbon Bouts;
 Sport Spot 14.4
 WABD—International Playhouse . . 2.4
 WJZ—Wrestling 4.4
 WOR—Harness Racing 4
 WPIX—Telepix; Weatherman;
 News 6
 WATV—Feature Film 4
PHILADELPHIA (3 stations)
 WCAU, 10:30-11, Thurs.
 Nov. ARB Rating 13.5
 Prec. Show: Racket Squad 36.5
 Opposition Shows, 10:30-11:
 WPTZ—Mystery Hour 25.4
 WFIL—Steigmeier Hour 2.0
SAN FRANCISCO (3 stations)
 KRON, 8:30-9, Thurs.
 Nov. ARB Rating 24.0
 (Previous Month's Rating . . . 15.6)
 Prec. Show: You Bet Your Life . . . 57.8
 Opposition Shows, 8:30-9:
 KPIX—Burns and Allen 36.4
 KGO—Chance of a Lifetime 6.9
ALSO CURRENTLY SHOWING IN:
 Atlanta, Birmingham, Bloomington, Bloomington, Buffalo, Charlotte, Dallas-Fort Worth, Detroit, Grand Rapids, Houston, Indianapolis, Jacksonville, Kansas City, Los Angeles, Memphis, Miami, New Haven, New Orleans, Norfolk, Philadelphia, Rochester, Schenectady, Seattle, Syracuse, St. Louis, Toledo.

COMMENTARY
Hollywood
Reel 15 . . . 52
 Dist.: Paramount TV Productions, Inc.
CLEVELAND (3 stations)
 WEWS, 7:15-7:30, Wed.
 Nov. ARB Rating 3.0
 (Previous Month's Rating . . . 3.3)
 Prec. Show: News Parade 2.7
 Opposition Shows, 7:15-7:30:
 WNBK—Sports Review 5.3
 WXEL—Captain Video 18.0
ALSO CURRENTLY SHOWING IN:
 Buffalo, Washington.

SPORTS
All-American
Game of the Week 30 . . . Weekly
 Dist.: Consolidated Television Sales
NEW YORK (7 stations)
 WNBC, 7-7:15, Wed.
 Nov. ARB Rating 2.0
 Prec. Show: News; Sports;
 Weather 2.8
 Opposition Shows, 7-7:15:
 WCBS—The Early Show 10.8
 WABD—Captain Video 12.8
 WJZ—Mr. Lucky at Seven 1.6
 WOR—TV Dinner Date 8
 WPIX—Your Esso Reporter 1.2
 WATV—Prairie Theater 8

Football
This Week 12 . . . 10
 Dist.: Station Distributors, Inc.
BALTIMORE (3 stations)
 WMAR, 7:15-7:30, Fri.
 Nov. ARB Rating 7.6
 Prec. Show: Sunpapers TV News 4.1
 Opposition Shows, 7:15-7:30:
 WBAL—Headlines on Parade 5.9
 WAAM—It's High Time 4.8
CLEVELAND (3 stations)
 WEWS, 7:15-7:30, Fri.
 Nov. ARB Rating 3.3
 Prec. Show: News Parade 3.3
 Opposition Shows, 7:15-17:30:
 WNBK—News in Review 3.0
 WXEL—Captain Video 24.0
COLUMBUS (3 stations)
 WLWC, 7:15-7:30, Fri.
 Nov. ARB Rating 4.8
 Prec. Show: Al Morgan 16.5
 Opposition Shows, 7:15-7:30:
 WTVN—Captain Video 10.9
 WBNS—March of Time 9.1
DETROIT (3 stations)
 WWJ, 7:15-7:30, Fri.
 Nov. ARB Rating 2.8
 Prec. Show: Scotti Show 5.6
 Opposition Shows, 7:15-7:30:
 WJBK—March of Time 6.0
 WXYZ—Variety Theater 18.8
NEW YORK (7 stations)
 WABD, 8-8:15, Thurs.
 Nov. ARB Rating 1.2
 Prec. Show: Paper Playhouse 2.8
 Opposition Shows, 8-8:15:
 WCBS—Burns and Allen 18.4
 WNBC—You Bet Your Life 38.4
 WJZ—All Star News 4
 WOR—Broadway TV Theater 2.0
 WPIX—First Show 3.2
 WATV—Feature Film 4
PHILADELPHIA (3 stations)
 WCAU, 10:45-11, Fri.
 Nov. ARB Rating 3.3
 Prec. Show: Split Seconds in
 History 5.1
 Opposition Shows, 10:45-11:
 WPTZ—Cavalade of Sports;
 Greatest Fights 28.6

The Unexpected 30 . . . 52
 Dist.: Ziv Television Productions
BALTIMORE (3 stations)
 WBAL, 10:30-11, Tues.
 Nov. ARB Rating 14.8
 (Previous Month's Rating . . . 11.2)
 Prec. Show: Two for the Money . . 10.3
 Opposition Shows, 10:30-11:
 WMAR—Wrestling 30.2
 WAAM—Life of the Party 2.4
COLUMBUS (3 stations)
 WBNS, 9:30-10, Tues.
 Nov. ARB Rating 27.6
 (Previous Month's Rating . . . 15.9)
 Prec. Show: Crime Syndicated . . . 19.1
 Opposition Shows, 9:30-10:
 WLWC—Circle Theater 23.9
 WTVN—Silver Theater 2.6
DAYTON (2 stations)
 WHIO, 10-10:30, Sat.
 Nov. ARB Rating 15.0
 (Previous Month's Rating . . . 33.3)
 Prec. Show: City Hospital 12.1
 Opposition Show, 10-10:30:
 WLWD—Show of Shows 24.1
LOS ANGELES (7 stations)
 KECA, 8-8:30, Wed.
 Nov. ARB Rating 6.0
 Prec. Show: All American Jubilee . . 7.3
 Opposition Shows, 8-8:30:
 KNXT—Strike It Rich 9.9
 KNBH—I Married Joan 12.5
 KTLA—Frosty Frolics 21.5
 KHJ—News; Sports by Brundige . . . 5
 KTTV—Brew 102 Theater 5.5
 KLAC—Candid Camera 6.2

Ringside With the Rasslers 56 1/2 . . 52
 Dist.: Consolidated Television Sales
PHILADELPHIA (3 stations)
 WFIL, 10-11, Mon.
 Nov. ARB Rating 10.1
 (Previous Month's Rating . . . 7.7)
 Prec. Show: All Star News 1.2
 Opposition Shows, 10-11:

Series Name	Length in Minutes	No. Releases Available	ARB Ratings
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WPTZ—Robert Montgomery;
 Who Said That 24.8
 WCAU—Studio One 20.5
ALSO CURRENTLY SHOWING IN:
 Amarillo, Atlanta, Austin, Brownsville, Dallas-Fort Worth, Denver, Detroit, El Paso, Honolulu, Houston, Lubbock, Phoenix, Portland, Roanoke, Sacramento, San Francisco, Seattle, Spokane, Tucson.

Roller Derby 30 . . . 52
 Dist.: Station Distributors, Inc.
NEW YORK (7 stations)
 WPIX, 3:30-4, Sun.
 Nov. ARB Rating 4
 (Previous Month's Rating . . . 2.1)
 Prec. Show: Soccer,
 Yankee Stadium 1.6
 Opposition Shows, 3:30-4:
 WCBS—What in the World 3.2
 WNBC—Juvenile Jury 4.8
 WABD—Frontier Theater;
 Feature Theater 1.4
 WJZ—Sunday Playhouse 2.8
 WOR—Western Playhouse 4
 WATV—Talent for Tomorrow 4
SAN FRANCISCO (3 stations)
 KGO, 11:30-12 midnight, Fri.
 Nov. ARB Rating 4
 (Previous Month's Rating . . . 2.8)
 Prec. Show: Herman Hickman 1.5
 Opposition Shows, 11:30-12:
 KRON—Owl Theater 6.9
 KPIX—Late Show 3.3
ALSO CURRENTLY SHOWING IN:
 Charlotte, Chicago, Columbus, Dallas-Fort Worth, Detroit, Erie, Greensboro, Jacksonville, Johnstown, Lancaster, Los Angeles, Nashville, New York, Norfolk, Omaha, Salt Lake City, San Francisco, Syracuse, Washington.

Sportsman's Club 15 . . . 52
 Dist.: Syndicated TV Films
CLEVELAND (3 stations)
 WEWS, 1:30-1:45, Sun.
 Nov. ARB Rating 8.7
 Prec. Show: Polka Parade 23.0
 Opposition Shows, 1:30-1:45:
 WNBK—Frontiers of Faith 1.3
 WXEL—Audition Ambition 6.0
PHILADELPHIA (3 stations)
 WFIL, 11:15-11:30, Fri.
 Nov. ARB Rating 2.4
 (Previous Month's Rating . . . 3)
 Prec. Show: Newsreel; Weather . . . 3.3
 Opposition Shows, 11:15-11:30:
 WPTZ—Wrestling 13.2
 WCAU—Sports Final; Theater . . . 12.3
WASHINGTON (4 stations)
 WTTG, 7:30-7:45, Fri.
 Nov. ARB Rating 1.3
 (Previous Month's Rating . . . 3.9)
 Prec. Show: Captain Video 18.3
 Opposition Shows, 7:30-7:45:
 WNBW—Those Two 9.1
 WMAL—Stu Erwin Show 14.8
 WTOP—CBS News,
 Doug Edwards 8.7
ALSO CURRENTLY SHOWING IN:
 Birmingham, Bloomington, Buffalo, Dayton, Denver, Detroit, El Paso, Greensboro, Houston, Huntington, New Haven, Philadelphia, Portland, Pueblo, Seattle.

Sports Parade 15 . . . 104
 Dist.: United Artists
DAYTON (2 stations)
 WHIO, 10:45-11, Wed.
 Nov. ARB Rating 12.5
 Prec. Show: Blue Ribbon Bouts . . . 23.6
 Opposition Show, 10:45-11:
 WLWD—Stars Over Hollywood . . . 14.6
DETROIT (3 stations)
 WJBK, 10:45-11, Wed.
 Nov. ARB Rating 10.4
 (Previous Month's Rating . . . 5.8)
 Prec. Show: Blue Ribbon Bouts . . . 22.0
 Opposition Shows, 10:45-11:
 WWJ—Who Said That 12.0
 WXYZ—Wrestling 9.6
LOS ANGELES (7 stations)
 KNXT, 7:45-8, Wed.
 Nov. ARB Rating 8.0
 Prec. Show: Blue Ribbon Bouts . . . 12.7
 Opposition Shows, 7:45-8:
 KNBH—Camel News Caravan 4.7
 KTLA—Film Featurette 8.3
 KECA—All American Jubilee 7.3
 KHJ—Film Featurette 3
 KTTV—In Our Times 4.3
 KLAC—Liberace 25.0
ALSO CURRENTLY SHOWING IN:
 Atlanta, Birmingham, Bloomington, Cleveland, Columbus, Dallas-Fort Worth, Davenport, Dayton, Denver, Detroit, Erie, Grand Rapids, Greensboro, Huntington, Jacksonville, Johnstown, Kalamazoo, Lancaster, Lansing, Los Angeles, Miami, Milwaukee, Minneapolis-St. Paul, New Orleans, Norfolk, Oklahoma City, Omaha, Phoenix, Pittsburgh, Providence, Richmond, Rochester, St. Louis, San Antonio, Toledo, Tulsa, Wilmington.

Telesports
Digest 15
 Dist.: United Artists Television
COLUMBUS (3 stations)
 WBNS, 7-7:30, Wed.
 Nov. ARB Rating 6.8
 Prec. Show: Chet Long 16.5
 Opposition Shows, 7-7:30:
 WLWC—Al Morgan Show;
 Headlines on Parade 14.2
 WTVN—Captain Video 15.7
DETROIT (3 stations)
 WJBK, 7:15-7:30, Sat.
 Nov. ARB Rating 4
 Prec. Show: U. of D. Roundtable . . 2.0
 Opposition Shows, 7:15-7:30:
 WWJ—Circles in Clay 5.2
 WXYZ—Stage 7 24.8
SAN FRANCISCO (3 stations)
 KGO, 10-10:30, Thurs.
 Nov. ARB Rating 3.3
 Prec. Show: Ellery Queen 10.9
 Opposition Shows, 10-10:30:
 KRON—Martin Kane 12.0
 KPIX—Racket Squad 21.5

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

NEW YORK (7 stations)
 WNBC, 10:30-11, Mon.
 Nov. ARB Rating 17.0
 (Previous Month's Rating . . . 14.9)
 Prec. Show: Robert Montgomery . . 38.8
 Opposition Shows, 10:30-11:
 WCBS—Studio One 17.2
 WABD—Boxing 3.6
 WJZ—Spotlight on Harlem 1.8
 WOR—Double Feature 4
 WPIX—Telepix; Weatherman;
 Tomorrow's News 2.4
 WATV—Salute to Marines; News . . 4
PHILADELPHIA (3 stations)
 WPTZ, 10:30-11, Tues.
 Nov. ARB Rating 15.7
 Prec. Show: Two for the Money . . 12.3
 Opposition Shows, 10:30-11:
 WFIL—Stage "5"
 WCAU—Jeweler's Showcase 5.0
SAN FRANCISCO (3 stations)
 KRON, 8-8:30, Sat.
 Nov. ARB Rating 26.7
 (Previous Month's Rating . . . 30.0)
 Prec. Show: Hit Parade 40.7
 Opposition Shows, 8-8:30:
 KPIX—Jackie Gleason Show 34.4
 KGO—Famous Playhouse 4.0
WASHINGTON (4 stations)
 WMAL, 9:30-10, Wed.
 Nov. ARB Rating 13.0
 Prec. Show: Ellery Queen 17.8
 Opposition Shows, 9:30-10:
 WNBW—Kraft TV Theater 20.5
 WTIG—Pursuit 9
 WTOP—Man Against Crime 23.5
ALSO CURRENTLY SHOWING IN:
 Albuquerque, Atlanta, Birmingham, Buffalo, Birmingham, Bloomington, Charlotte, Cleveland, Davenport, Denver, Dallas-Fort Worth, Erie, Grand Rapids, Greensboro, Houston, Huntington, Indianapolis, Johnstown, Kansas City, Louisville, Memphis, Miami, Minneapolis-St. Paul, Nashville, New Haven, New Orleans, Norfolk, Oklahoma City, Phoenix, Pittsburgh, Portland, Richmond, Rochester, Salt Lake City, San Antonio, Seattle, Syracuse, Toledo, Tulsa, Utica, Washington.

Foreign
Intrigue 30 . . . 39
 Dist.: J. Walter Thompson Co.
 WNAC, 10:30-11, Sat.
BOSTON (2 stations)
 Nov. ARB Rating 10.5
 (Previous Month's Rating . . . 7.0)
 Prec. Show: Balance Your Budget . . 10.5
 Opposition Show, 10:30-11:
 WBZ—Hit Parade 38.2
CHICAGO (4 stations)
 WENR, 10:30-11, Wed.
 Nov. ARB Rating 5.7
 Prec. Show: Wrestling 11.0
 Opposition Shows, 10-10:30:

NEW YORK (7 stations)
 WNBC, 10:30-11, Thurs.
 Nov. ARB Rating 16.8
 (Previous Month's Rating . . . 22.2)
 Prec. Show: Martin Kane 10.4
 Opposition Shows, 10:30-11:
 WCBS—I've Got a Secret 17.6
 WABD—Madison Square Garden
 Highlights 1.6
 WJZ—Home Handyman and
 Gardner 4.8
 WPIX—Basketball 4
 WATV—Western Feature 4
PHILADELPHIA (3 stations)
 WCAU, 10-10:30, Sat.
 Nov. ARB Rating 17.7
 (Previous Month's Rating . . . 16.4)
 Prec. Show: I've Got a Secret . . . 12.0
 Opposition Shows, 10-1

Palace, New York

(Friday, January 2)

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

Post-New Year bill ads up to generally satisfactory with at least three stand-out spots in the line-up. Tops on the agenda are vet Joe Termini's musical clowning, the adagiastics of the Helen Vernon trio and the torrid tapping of Dick Berk and Bunny Hallow. Termini's instrumental routines hardly need additional comment. Miss Vernon and her two assistants look like one of the best adagio acts in the business and young Berk and his partner likewise step with the best in their field. Contributions of all three register a solid click with a Palace audience.

Also a fine novelty for the youngsters is Captain Shaw's monkey with the high I.Q. Pint-sized simian can do about anything from playing piano to leading a band. On the chant side are the Highlighters, three men and two gals. Quintet projects cleanly and harmonizing of novel arrangements is good. Group scores solidly with balladizing of "You'll Never Walk Alone."

Bill's weakest spots are in the comedy sector. Patsy Abott, fem monologist, is blessed with run-of-the-mill material and hammers too hard and too long to get it across. Low, Hite and Stanley offer all their familiar low comedy sight gags, with intended fun stemming from the fact the trio ranges in size from a giant to a midget. Their antics wear a bit thin as far as this reporter is concerned.

The acro-juggling Tien Tsi Liu troupe, two men and two gals, provide a smoothly paced bagful of tricks for a click wind-up.

Pic is "The Savage."

Bob Francis.

Ciro's, Miami Beach

(Thursday, December 25)

Capacity 400. Two shows nightly, 9:30 and 12:30. Price policy, \$5 food or beverage minimum. Manager, Murray Weinger. Booking non-exclusive. Publicity, Hal Pearl. Estimated talent budget, \$7,500.

Steve Gibson's Red Caps stopped the show cold opening night, creating the wildest melee of applause and whistling heard this season along the local nitery front. In order to get headliner Jack Carter on stage, Gibson hauled him up to the microphone by the arm, and it was still several moments before the noise subsided so Carter could continue.

The number that brought out the boisterousness was "Cry," in which the five red-suited Red Caps out-cried Johnnie Ray. This was their finale, after Damito Jo scored brilliantly with a couple of ballads and a jump tune, and after Arthur Davey (a newcomer to the troupe) tore down the house with a jump version of "Ol' Man River." Carter typified it correctly when he quieted down the room enough to be heard: "It's nice following this Eisenhower rally"

But Carter acquitted himself well, building up from a quiet start to a bang-up finish. He had to work hard, tho, and even had to throw in some blue lines which he normally would've omitted from the dinner show; and he went off to big hands and a lot of laughs.

The bill is opened by Joni James, who arrived here in the wake of big ballyhoo centering around her hit record "Why Don't You Believe Me?" She looks good on stage, handles herself and vocals admirably, delivers brief but pleasant chatter between numbers, and walks off to good hands. Her "Wish You Were Here" was followed by "Birth of the Blues" and then her latest record "Have You Heard." The crowd would've kept her on stage if she hadn't brought on the Red Caps.

Dave Tyler's band, which worked Copa City for the past few seasons, handles the backgroundings in tip-top fashion.

Herb Rau.

Night Club-Vaude Reviews

Latin Quarter, Miami Beach

(Saturday, December 20)

Capacity 475. Two shows nightly, 9:30 and 12:30. Price policy, \$7 food and beverage minimum. Operator, Lou Walters. Booking non-exclusive. Publicity, Les Simmonds. Estimated talent budget, \$8,500.

For the second consecutive year, Lou Walters has a winner in his Latin Quarter revue. Show has everything except an animal act.

New costumes, new imported talent, zippy music and a variety of acts in a fast-paced production brings out hefty mits from beginning to end. If the opening is any indication, Walters will repeat the phenomenal box office he racked up in this Palm Island spot last year.

Outstanding in the revue is the 1953 version of Egyptian belly-dancer Samia Gamal. She's a Turkish import named Nejla Ates (pronounced "Ah-tesh"), a cute little chunk of halvah who wriggles and writhes and gyrates and proves a crowd-pleaser every moment she's on. Wears a flock of jewels, but little clothes, and scores a personal success.

Biggest ovation on opening night, however, went to the De-Castro Sisters, a Miami favorite, whose comedy antics stopped the show. Another best-bet is the Charliveis, three versatile lads who, dance, sing and play a variety of musical instruments; but their terping skill has rarely been duplicated on a local stage.

Gilda, Parisian female impersonator, has a featured spot on the bill, but, in obedience to a recent Miami Beach law forbidding "femmics," he worked in trousers and did the best he could. Show also includes Mons. Choppy's amusing novelty of painting humorous faces on the bare back of live models, with a finale in which he used the front of one model and brought titters from the audience.

The two-hour show also features able vocals by Ralph Young, Janine Grenet and Gloria LeRoy; semi-rude acrobatic dancing by Carma and Yaki; top-flight cancan routines by the Charlie Ballet; lavish-scaled production numbers; a mirth-provoking satirical Apache dance by Lucienne, Bob Gaster, and excellent musical backgrounding by Jose Cortez' band. Herb Rau.

Ciro's, Hollywood

(Monday, December 29)

Capacity, 460. Price policy, \$2 cover. Shows at 10 and 12. Owner-operator, Herman Hover. Publicity, Jiv Byron. Booking policy, non-exclusive. Estimated budget this show, \$2,700. Estimated budget last show, \$5,750.

Video has prepared the way for the current headliner, Jimmy McHugh, the veteran ASCAP melody-spinner, and his new five-chirp act, who are playing their second professional date here. The new act, which casts the well-known hit writer as narrator and pianist, plays extremely well. The William Morris office deserves a hefty hand for providing McHugh with five beautiful gals, each of whose talents complement the presentation, yet show a different side of McHugh's varied melody talents.

Judy Clark, an explosive blonde, is short on pipes but long on animated delivery and dance talent. Daria Hood, Ken Murray's TV chirp, sparkled with her animated delivery of up-tempo and novelty material penned by McHugh. Eve Morley, a statuesque brunette, has a low register, intimate style on romantic lyrics that should win her diskery attention. Blond Dorothy Coulter has a lyric soprano quality that adds wonderful pacing for the pop renditions of her cohorts. Titian-tressed Beverly Richards should get TV ogling because of her beauty. Each gal, too, has several changes of smart costuming. McHugh's tunes are strong enough to provide a good base for the act. Matty Malneck does fine musical direction for the 30-minute act. Johnny Sippel.

Minnesota Terrace, Hotel Nicollet, Minneapolis

(Tuesday, December 23)

Capacity, 400. Price policy, \$3.50 dinner, \$1.50 supper. Two shows nightly at 8:30 and 11:30. General manager, Neil R. Messick. Room manager, Ken Ralph. Publicity, Phyllis Lunquist. Booking, non-exclusive. Estimated talent budget this show, \$1,500.

Only a month away from closing down as a nightly entertainment spot, to end an era of nearly 20 years, this room is winding it up with Carol Bruce in a twice-nightly 30-minute entertainment seg.

With workmen hard at it during the day transforming the room from a warm, intimate night spot into a cold convention-type meeting hall, the ordinary entertainer would be beset with the chilliness of the atmosphere. But Miss Bruce gives out with a vim and punch that wins the pewsitters instantly. Beautifully costumed, quick with the quip, well able to sell her ballads, she's a hit right from the start.

Old Songs

Miss Bruce's act when caught depended principally on such oldies as "Singing in the Rain," "What'll I Do," "Together," "Alexander's Ragtime Band," "Can't Help Lovin' That Man," "Gypsy in My Soul," "White Christmas" and "The Robert E. Lee." A couple of novelties also registered big. The mitting was heavy, bringing her back three times before a final bow-out.

Cecil Golly's seven-piece ork does just as good as ever for dancing and cutting the show. Mildred Stanley, ork canary, continues her top warbling.

Jack Weinberg.

Chez Paree, Chicago

(Tuesday, December 30)

Capacity 500. Price policy, \$1.10 cover with \$3.50 minimum. Shows at 8:30, 12 and 2. Operator, Dave Halper. Publicity, Aaron Cushman. Booking policy, non-exclusive. Estimated budget this show, \$8,000. Estimated budget previous show \$10,000.

For opening of the brand new Chez, Dave Halper has brought in an old favorite, Joe E. Lewis, to a packed house.

The spot is re-decorated with pink and black French decor. At the door, the motif is set by a French kiosk displaying hometown and a few French newspapers. The entry lounge is outstanding with its panorama of a Parisian street scene. The main dining room is pink and black, with marbelized walls, street scene illustration and candelabras. Big point in the remodeling of the Chez is the elevated stage. The 24-inch height gives audience a better break.

Joe E. took the starch out of the place with his easy-going patter that is familiar here. Having played the Chez not so long ago, Lewis chatted with new material, using horses, drinking and women for solid yocks. Lewis opened strong, but his act dragged at mid-point. Things got back to par when he switched from spotty patter to his forte of parodies.

One of his songs was alleged to be his reply to an application from Harry S. Truman for the post as Lewis' accompanist. "Mink Coat Is A'Comin'" was another clever one. A third said there's no business like "Win, Place and Show Business."

Elise Rhodes

A decided hit was Elise Rhodes, singer, making her first Chicago appearance. The gal bubbled with personality and proved a good seller. Starting with "It's a Most Unusual Day," she moved on to "The Boy Next Door," "Shooting High" and "Gimme a Little Kiss."

Lucienne and Ashour, apache dance team, came up with a rough routine that registered all the way.

The line of eight Chez adorables did two spots in pleasing fashion. Johnny Martin, emcee and singer, did songs with a sharp French accent, using a Maurice Chevalier hat and a touch of Al Jolson.

Tom Parkinson.

Pagoda Room, Saxony Hotel, Miami Beach

(Tuesday, December 23)

Capacity 400. Two shows nightly, 8:30 and 11:30. Price policy, \$2 cover weekdays and \$3 Saturdays, plus \$3 food or beverage minimum. Owner, George D. Sax. Booking non-exclusive. Publicity, Bernard Kahn. Estimated talent budget, \$5,000.

The Saxony, which converted its dining room into a plush supper club, couldn't have picked a better attraction to debut than Los Chavales De Espana. This 11-man group adds a distinct aura of class to current Miami Beach entertainment — which includes everything from Lou Walters' lavish extravaganza to strippers, with several kokamamie comedians thrown in.

Colorfully costumed, Los Chavales provide an unusual show for locals who've never seen anything like it. Their collective and individual musicianship and vocalizing brought cheers from the crowd, as did their showmanship in staging each number as if it were a production.

Trini Reyes, permanent member of the troupe, scored brilliantly with her flamenco and Spanish ballet terping. For dancing, Pupi Campo's orchestra is on the bandstand. He's a different Pupi than the boisterous Latin who opened this hotel four years ago. On the quiet side now, he also keeps his band's drums and brass down to a hush for very pleasant listening. Herb Rau

Jimmy Fazio's Supper Club, Milwaukee

(Friday, December 19)

Capacity, 300. Price policy, \$2.50 per person minimum. Two shows during week and three on Saturdays. Owner, operator, publicity, Jimmy Fazio. Booking, non-exclusive. Estimated talent budget this show, \$1,000.

A noisy, rowdy opening night crowd made it almost impossible for acts to showcase properly. The Lane Twins, however, improve each time out. While they didn't do any new songs opening night, they showed improvement in the selling department. Nice lookers, the gals were smartly gowned, and sold all their tunes to good mits. Their job was all the more impressive considering the discourteous house.

Tommy Richards

The bill also spotlights comic Tommy Richards, local fave. The lad seemed nervous and was hampered by the size of the room, which may be too big for his highly intimate style and rubber faced mannerisms. His gags and stories were excruciatingly funny and had most of the onlookers giving strict attention, but when he started to ramble, he lost them completely. His material needs tightening, and he could profitably eliminate the over-abundance of asides to the musicians which annoy and distract the audience.

The Tommy Sheridan Trio is a prime favorite here. Its music is geared for both listening and luring out the dancers who jammed the floor. Ben Ollman.

TROA to Hold NY Convention

NEW YORK, Jan. 3. — The recently organized Theater Restaurant Owners of America will hold its first convention in New York at the Park Sheraton Hotel starting January 28. Harry Altman, co-owner of the Town Casino in Buffalo, named convention chairman, said the session would last two days and decisions would be made at that time to determine the action to be taken in the present American Guild of Variety Artists welfare fund negotiations. After the convention, TROA's directors plan to stay over for the AGVA national board winter meeting set for the first week in February.

An attempt will be made by TROA to sit down with AGVA and arrive at a peaceful agreement.

Stanley Theater, Pittsburgh

(Sunday, December 28)

Capacity, 3,874. Prices, 65 cents to \$1.10. Booking, Joe Hiller. Show played by Maurice Spitalny's house ork.

The prophet is not without honor but is certainly exemplified here as Billy Eckstine's Christmas show in his home town played to disappointing crowds and, according to a house spokesman, will wind up with a weak \$25,000 gross.

Show itself is great but the afternoons have been bad all week and the first on Christmas Day played to a fast 50 people. House will not lose but since Eckstine packed the Syria Mosque on a one-night stand and did capacity a couple of months ago at the Vogue Terrace, Warner execs figured him to hit somewhere around the \$40,000 mark.

Standard turns, The Evans Family and Martin and Florenz, stopped the show cold when caught and the big surprise was comedian Dave Barry whose brand new material had the audience roaring with laughter during his entire 15-minute stint. His version of a Mario Lanza record running down and then picking up again was the highlight of his routine. Eckstine, of course, was superb. The first few bars of each song brought immediate applause and he had to beg off after doing seven numbers. Len Litman.

Jackie Heller's Carousel, Pittsburgh

(Saturday, December 19)

Capacity, 300. Policy, \$2.50 minimum, no cover. Exclusive booking, George Claire. Estimated budget this show, \$1,500.

This room is beaming with the sight of the most promising comedy act since Martin and Lewis in a husky hilariously funny youngster from Buffalo named Dick Shawn. Here is a boy that shows a wealth of new material that is so ably presented that it stamps him as a comic to be reckoned with. When caught, Shawn had a noisy Saturday night audience, but he wrapped them up like a veteran with fresh, punch stories and songs, and then after he had them, he kept them with a very creditable version of "Vesti La Giubba."

At first it looked like the song would follow the comedy line, but instead he did it straight and showed remarkably well-trained pipes. He didn't leave them on this note, however, but came back with another funny routine on the troubles of a foreign singer with an American band. Bob Caldwell rated the top television singer in the city, was in the second spot and did his usual bang-up job in selling five well-selected tunes. A beautiful terp star, Lynne Jackson, opened the show in great fashion. Ralph Destanano's ork (5) cut a fine show and played well for dancing. Len Litman.

Book Icer for Las Vegas 'Inn'

LAS VEGAS, Jan. 3. — The Desert Inn will be the first hotel here to use an ice show when it opens January 13. Package, booked by Frank Sennes, exclusive booker for the Desert Inn, will carry its own tank, about 21x25, and 25 people, including principals.

After the Vegas date, Sennes plans to move the ice unit to the Statler Hotel, Los Angeles. Bringing the icer to Vegas makes it another first for the Desert Inn and Sennes. Latter was the first Strip hotel to put in units and roadshows.

* RCA Victor & MGM Records
TEXAS JIM ROBERTSON
 Western Singing Artists
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JOLLY JOYCE
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 New York City L.A. 4-9469
 Earle Theatre Bldg., Philadelphia, Pa.
 WA 2-4677 and 2-3172

Chi Ops Demand Hope's Intercession In AGVA Dispute

Nitery Owners Charge Union's Strike Un-American; Hope Prepares Denial

NEW YORK, Jan. 3. — The battle for position between the cafe ops of Chicago and the American Guild of Variety Artists took a new twist last week when the club ops, thru the Cafe Owners' Association of Greater Chicago, fearing AGVA's threat of encirclement, wired Bob Hope, AGVA's prexy, asking him to intercede.

Cafe ops, thru counsel Milton T. Raynor, charged AGVA with "communistic thinking" and called the strike "un-American." Hope was working on a reply, but it is understood he will say that there is nothing un-American about trying to build a welfare fund for actors or trying to protect its members when they're injured or otherwise unable to earn a living. He will also point out that AGVA isn't run by any single individual but by a board of actors elected on a nationwide basis.

The wire to Hope said: "Bob Hope, Paramount Studios, Hollywood, California.

"Your constant appearances before armed forces actually within battle zones, at great personal risk to yourself, proves your deep rooted faith in the cause of liberty and freedom. How then is it possible that you can countenance the actions taken by AGVA, as president of that organization, which in effect destroy that very freedom and liberty at home which we are fighting to maintain abroad? AGVA has issued an ultimatum to cafe owners to pay an accident insurance premium, and to enforce its ultimatum has called strikes and threatens to continue these actions until owners go out of business or capitulate. Our opinion of the program was never sought, our ability to pay was never discussed, we have no voice in the spending of the \$3,000,000 which would be raised, although we alone are asked to pay it. Now AGVA even refuses to negotiate a fundamental and inalienable right of all Americans. This is a form of communistic thinking—intolerable to any decent American. AGVA went to the executive council grievance committee of the Chicago Federation of Labor for help. AGVA's lawyer admitted their tactics and procedures were completely wrong. When the Chicago Federation of Labor heard the facts, they found the situation repugnant to decent labor practices. Then AGVA withdrew from the hearings. We sincerely

feel that you are not fully cognizant of the facts and that AGVA is using you just as they tried to use the Chicago Federation of Labor.

"We are in favor of a sound welfare program which will help the performers who really need help—as the sick and the indigent. But we will not participate in a program which we had no voice in establishing and will have no voice in administering.

"We sent a committee of four to New York which appeared before the AGVA executive board. We requested this board to call off the strike and then to honestly and sincerely bargain around the conference table. They refused.

"We now respectfully request you to use your good office to immediately call off this un-American strike and to negotiate this dispute in accordance with the concepts of real freedom and liberty.

"Cafe Owners Association of Greater Chicago, By: Milton T. Raynor, Counsel."

Many Changes In Staffs of Talent Offices

Continued from page 1

the organizers of MCA's cafe department, has no definite plans for the future. Howard Stark, assistant to Harry Romm, who heads the theater department, will also leave. Dick Mascot, of MCA's cocktail department, has also resigned.

To plug up the hole left by Sully's resignation, MCA will shift Harry Diner from its Boston office to New York. Dave Whelan, on leave from MCA, is expected to return from the armed services in the immediate future and will join the cocktail department.

General Artists Corporation will remain status quo, with the exception of Howard Christianson of the television department. Christianson, who came in to join the office from Chicago about a year or so ago, has already tendered his resignation.

Bolger Booking Starts Flurry At Miami Club

NEW YORK, Jan. 3. — The booking of Ray Bolger to kick off the opening of Bill Miller's Riviera, Miami Beach (ex-Copa City), January 20 has started a flurry among acts who had been previously signed for Copa City by Murray Weingar, but who are now left out in the cold.

Some of the acts who had been bought by Weingar were booked elsewhere when Weingar lost the Copa. But at least four acts, bought back last October, have complained to the American Guild of Variety Artists. The basis of their complaint is that a club is responsible for all outstanding contracts.

The acts involved are the Szonys, Harry Belafonte, Sonny Howard and Martha Ann Bentley. In the case of the Szonys, the Music Corporation of America claims it turned down "good money and good jobs" for a period of six weeks because it had set the team for the Copa, thereby making them unavailable for other jobs. A similar situation is claimed for the other acts.

MCA and the acts feel that

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'STORMY' BOW IN NEW ORLEANS

NEW ORLEANS, Jan. 3. — Stacey Lawrence, a strip, who got a new rep when tossed into a pond on the Louisiana State University campus several months ago, will open at Dan's International Settlement after more than a year's absence from show business. She will open in opposition to a nitery which is using her original name of "Stormy."

Miss Lawrence originally worked for the Casino Royal which billed her lavishly and used her name to identify the place. This sign still adorns the place—which is a block distant from Dan's. To twist it still further, the Casino has another performer which it is billing as the original Stormy.

31 Chi Performers Clear With AGVA

CHICAGO, Jan. 3.—The executive committee of the Chicago local of the American Guild of Variety Artists this week is reported to have recommended to the union's national board in New York that the 31 performers playing four strike-bound clubs here not be placed on the unfair list. This development came out of a Friday (2) meeting of the local board, to

which all 31 acts were invited to appear to show cause why they should not be declared unfair.

Only two performers showed up to appear before the four members of the board. Manuel Weisman, local attorney who claimed he had been retained as legal counsel by 26 of the 31 performers, was not permitted to appear in their behalf.

In its recommendation to the New York board, the Chicago members reportedly said that they were not consulted prior to the strike call of the four clubs and that they were not in accord with the strike. For this reason they did not feel they were in a position to appear in their behalf.

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Big Takes for Stem Combos

NEW YORK, Jan. 3.—It was a big harvest for the presentation houses on the Stem last week. It was a Merry Christmas and an anticipated Happy New Year, with a lot of trimmings that kept the houses jammed and box offices racking up record takes.

The Johnnie Ray show at the Capitol, which came in for an original two weeks, did close to \$125,000 for the opener and is now being held over for a third week. The Roxy, pulling street lines that stretched to Sixth Avenue, did \$160,000 with its new ice show and "Stars and Stripes."

Radio City Music Hall set an all time record with \$187,000 for its annual Christmas spectacle (with "Million Dollar Mermaid"), headlining Sarah Vaughn and Illinois Jacquet, did \$108,000.

The Palace with its eight-act policy plus "Black Castle," jumped to \$31,000 from the previous week's \$21,000.

IRVING BLASTS HAMID AS A 'UNION BUSTER'

NEW YORK, Jan. 3.—Jack Irving, executive administrator of the American Guild of Variety Artists charged George Hamid with being a "union buster with whom we've been patient long enough."

"Hamid says we are not a union but a trade association because some of our members sign contracts as independent contractors. Well Hamid knows quite well that our members are employees and not independent contractors, and he also knows, and we know, how he operates.

"If Hamid speaks about skeletons in closets about which he is badly misinformed, we will tell about his activities in the proper forum at the proper time about which we are fully informed.

"The federal government and the various State governments have been losing millions of dollars yearly because of the independent contractor practice. We think we know how to stop it. We will stop it whether Mr. Hamid likes it or not," said Irving.

REPORT FROM MADRID

Spanish Showbiz Best on Continent

By MURRAY LANE

MADRID, Spain, Jan. 3.—After looking at all kinds of shows thruout Europe, I've come to the conclusion that there's more showbiz in Madrid than anywhere on the Continent. This city, for example, has about 20 theaters all using flesh. Among them are eight revues and 10 musicals. The rest are legit or concert-like presentations, with Flamenco dancing and singing running a big first.

The show doing the biggest business is "El Carrusel Vienés," produced by Artur Kaps and Franz Joham, starring Franz Joham. Joham is an excellent comic who works with an American flair. In fact the whole show is paced like a Yank revue. Herta Frankel, also in the show is one of the most versatile gals I've caught anywhere on the Continent. Not only does she do a great puppet act, but later teams up with Raffaele Defoe in two ballet sequences for great results.

Los Likayos

Another act on the bill which had them yelling hysterically were Los Likayos, a two-man and a girl tumult group that does a combo of adagio and apache. The trio does a lot of Doug Fair-

banks stuff, breaks chairs and glasses, and ends in a fast sword duel with hero's shirt torn and blood oozing from an arm wound. The show runs two and a half hours at the 1,200-seat Teatro Alvarez Quintero, with prices scaled from 15 cents-\$1.

The outstanding musical book show here is at the Teatro Lope de Vega, tagged, "El Puerto de Los Amores" (The Port of Love). It stars Madrid's biggest Flamenco singer, Juanito Reina. Tho the show goes big here, it is doubtful if it could do as well in a "no habla Espanol" country. It is draggy; there doesn't seem to be any continuity, and the entire show and book seems an excuse to give Miss Reina a breather for costume changes. The cast, without much material, looks bad. The house seats 1,400 and is scaled from 25 cents-\$1.

Madrid has about 15 night clubs called "Salas De Fiesta," with about five top spots. These are the Fontoria, Pasapaga, Tey-

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EMA to Fill 2 Slots on Board

CHICAGO, Jan. 3.—Entertainment Managers' Association, revived-recently when Midwest independent bookers bolted the Artists' Representatives' Association, will fill two board vacancies at a special meeting here Thursday (8).

Replacements will be made for Freddy Williamson, veepee of the Associated Booking Corporation, who resigned as a result of the break, and for Wade Booth, first vice-president of EMA, who is vacating that post due to outside interests. Booth, however, will retain EMA membership.

The revived EMA already has 56 members paid up, according to Vic Brown, secretary-treasurer, and all who pay by February 1 will be listed as charter members.

In addition to Brown, the board, as it now stands, includes Sam Roberts, president; Doris Hurtig, vice-president; Lyman Goss, Sidney Page, Paul Marr, Harry Greben, Leo Nadel, Lou Breese and Sam J. Levy.

Extra Added

A well-known percenter with a big office may be in trouble because payolas received for which he's unable to deliver. . . . Bob and Ray will get their first big-time cafe job when they open at the Town Casino February 23. . . . Harsh words were thrown in one big office when the bonus dough didn't come up to expectations. . . . Before Frankie Laine comes into the French Casino, February 20, he'll do dates at St. Louis' Chase Hotel and Boston's Blinstrub's.

Palace tickets for Danny Kaye's show now being sold eight weeks in advance. . . . Al Martino will do a two-weeker starting February 4 at Golden's Hotel, Reno, Nev. . . .

Johnny Johnston's looking for somebody to sub-lease his apartment. He's heading for the West Coast to do a series of TV shows with Ken Murray that'll keep him there until summer.

Murray Lane is at the Brooklyn Jewish Hospital with a heart attack. . . . Irving Grossman and Dinah Goldberg (Mrs. Grossman) were smashed up pretty badly when their car skidded in the Catskill Mountains. . . . Friar's dinner for Bob Hope just about sold out. Boys received a commitment from Gen. Eisenhower to sit on dais. But since he's been elected President, it looks like he won't be able to make it.

LETTER TO THE EDITOR

Hamid Jr. Blasts AGVA; Opposes Insurance Plan

LETTER TO THE EDITOR

Dear Mr. Littleford: While in Chicago, it happened that a great number of acts, involved in the American Guild of Variety Artists strike, called at our offices for advice and aid. It appears that by reason of our past stands on AGVA matters, both acts and promoters alike sought us out. Since it is impos-

sible for us to reach all of these troubled people, we will endeavor, in this manner, to give them our message.

The strike in Chicago is thoroely regrettable, but by the same token it is unavoidable based on AGVA's indicated attitude toward both the performers and the acts in the past. The unfortunate result of a new union may be a blessing in disguise because it may bring AGVA to a realization of its true job and true obligations. These are simple. They are:

That AGVA's position is to create the maximum possible amount of work for its members; and must consider their welfare first and foremost. But (and this is important), AGVA must never lose sight of the welfare and interest of operators because without prosperous operators of clubs, theaters, etc., the welfare of all acts is sacrificed.

The main cause of contention in the last two years has been AGVA's dogged stubbornness about an insurance plan that is confusing and undesirable. Surely

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Minn. Terrace To Shut Down

MINNEAPOLIS, Jan. 3. — The Nicollet Hotel will shut down its Minnesota Terrace Room January 24, ending an era of nearly 20 years as the top hotel entertainment room in Minnesota.

The room is being converted into a luncheon-convention spot, tho it will be used about four times a year for such big names

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Holiday Disk Sales Surpass Last Season by Wide Margin

N. Y. Biz Best Since '47; Nat'l Picture Bright

Continued from page 1

chandise along at a hefty pace. Top selling albums during the Christmas season at Liberty included Toscanini's recording of Beethoven's Ninth Symphony on RCA Victor, Danny Kay's "Hans Christian Andersen" on Decca, and Columbia's "Benny Goodman Concert No. 2."

The Liberty spokesman predicted that the trend of offering more waxed music for less money, such as the low-cost LP's bowed recently by RCA Victor and Columbia, as well as EP, will continue in 1953.

Doubleday Take Hiked

The Doubleday chain, which has six stores here, all of which offer records at list price, estimated that their over-all business was up about 7 per cent over last Christmas. This was not true of each shop in the chain. Three stores showed an increase over last year and three slumped somewhat. However, the great jump in business at the Fifth Avenue shop, the largest in the chain, and the other two stores, more than made up for the three-store decrease.

A spokesman for Doubleday felt that price-cutting by Sam Goody and Liberty was responsible for the decline of some of the outlets.

The Doubleday stores moved all types of platters during the Christmas rush, with specific Christmas items merely part of over-all sales.

The Carl Fischer Music store had a good Christmas season, according to a store exec, giving this year's Christmas business a slight edge over last year. "We at least equalled last year and since we sell at list price we consider it pretty good business," he said. The store upped phono business by 5 to 10 per cent over a year ago, with most of the increased action coming on portable machines.

Haines-Griffin, Schirmer

Holiday business at G. Schirmer and Company, was equal to last year, with the last two weeks of December tremendous for the store. Christmas merchandise moved strongly thruout the fortnight, and the store managed to unload a lot of 78 r.p.m. sets it had around. Haines-Griffin also noted it was about the same this year as last on over-all Christmas business, tho it slipped a bit on phono sales. The store claimed it would have done much better this year than last if it were not for price-cutting among a number of local shops.

Others

One of the outlets whose grosses topped those of a year ago by 25 per cent was the record department at Ludwig Baumann, midtown department store. During the past year, the store concentrated its efforts largely on promotional or lower-cost lines.

Young Comp. Awards Given

NEW YORK, Jan. 3. — The judges panel for the Young Composers Radio Awards, headed by Carl Haverlin, president of Broadcast Music, Inc., has announced the prize-winning compositions of entrants in the secondary, college and graduate student competition for 1952. Prizes, which range from \$100 to \$1,600 each, are applied by the winners to costs of tuition and subsistence at educational institutions of their choice.

Judges included William Schuman, president of Juilliard; Henry Cowell, president of the American Composers Alliance; George Marek, of RCA Victor; Charles A. Wall, president of Associated Music Publishers; Lazlo Halasz, of Remington Records, and Horace Grenell, of the American Recording Society.

and this type of merchandise made up the bulk of its Christmas sales. While movement of multi-disk sets tapered off, action on more economical disks, particularly EP, gained apace. The gain in sales of phonographs and player attachments outdistanced records, increasing by as much as 50 per cent at the store.

Record shops in the Times Square area, which depend almost entirely on transient traffic for the bulk of their business, did about as well this Christmas as in 1951, altho some reported jumps of as much as 10 per cent. Little gift merchandise is normally bought in these outlets, and the volume consists largely of single disks. But greater traffic on Broadway during the holiday weeks resulted in volume increases. Except for the zooming hit "I Saw Mommy Kissing Santa Claus," sales were stable across the board, with few disks standing out far ahead of the pack.

Washington Business

WASHINGTON, Jan. 3.—In the nation's Capitol both The Hecht Company and Woodward & Lothrop's reported good Christmas sales, Hecht calling it the best in the last three years. W.&L. was handicapped by a new record department location, with practically no playing booths available. If it had more players, said the manager, sales would probably have exceeded 1951's.

Both Hecht and W.&L. reported sellouts of the Eddie Fisher Christmas album, with many more requests received than could be filled. The only Christmas carols that W.&L. had left this week, either in singles or albums, were 78's.

"I Saw Mommy Kissing Santa Claus" was the only new pop single which really went over, according to record managers. "Bing Crosby was bigger than ever," said a Hecht exec, and he reported sellouts of all Crosby Christmas disks. Sales, however, exceeded expectations in all record categories, pop, classical and holiday.

Business at the Disc Shop dropped about 10 per cent from last year. Tho there were as many customers, the store reported each went away with fewer records than in 1951.

Philly Bright

PHILADELPHIA, Jan. 3. — In Philadelphia, the picture was also bright, with business booming thruout the last two weeks of December. Many dealers reckoned this Christmas to be much better than last year, and one of the best in many seasons. One large classical shop reported sales running about 10 per cent or more over the previous year, and two pop shops confirmed this estimate. As a whole, stocks of all kinds moved rapidly, with Christmas items only a small part of the total. One dealer said that "We were able to move a lot of stuff that we had held in the basement for the past two years."

M'west Dealers Report Hefty Holiday

DETROIT, Jan. 3.—Dealers in the Midwest racked up heavy pre-Christmas sales, which for many topped holiday volume in 1951. Wearied retailers in Detroit agreed sales here were "tremendous" during the past three weeks.

Turnover was especially strong in the classical field, averaging as much as 15 per cent over last year, according to major stores. Favorites in this category were such standbys as "Swan Lake" and "Nutcracker Suite," topped by an unprecedented demand for the new Toscanini reading of Beethoven's Ninth Symphony.

In the popular field, Jimmy Boyd's "I Saw Mommy Kissing Santa Claus" was the standout leader. Dealers noted a return of Crosby seasonal platters to marked popularity, after being off for the last two years. Generally, however, regular pops out-

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L. A. Shatters Previous Highs In Last 4 Days

LOS ANGELES, Jan. 3.—Record retail Christmas biz here was confined pretty much to the four days before December 25. Action up to that time was slow, but the last four pre-holiday days were, in some cases, the biggest in history. Only one of 14 outlets checked just equalled last year. One store, which has put in self-service, noted a "terrific increase, while most ranged from 10 to 20 per cent over last year. The sale of record-playing equipment made the difference in most cases. In the one outlet which said business was just about at last year's pace, they couldn't count player equipment, for that was in another segment of the store's operation.

A healthy pop single business, with 78's still outselling 45's anywhere from six to one in downtown outlets, to two to one in neighborhood stores, also helped the season's gross. Most stores sold more individual customers, but unit sales were smaller. One chain of four stores noted a sizable return of customers who had been only TV-viewers to buy lots of disks.

Radio Sales

Christmas merchandise from earlier years, especially albums and singles, were way off in all stores. However, most retailers said they stocked only a minimum number of these items. Recent LP's and extended play packages sold very well. In two cases, one, where a store has three outlets, and one, a big-traffic center store, reported a general rise because they had year-long radio shows, which paid off a big Christmas dividend.

One store, which reported the heaviest sale the four days previous to Christmas in players, a record number of three-speed portable sets were sold. Two other retailers, one of which is a four-store operation, reported that Columbia's new LP attachment was the big seller.

CAPAC Seen Winning Rate Fight Vs. CAB

TORONTO, Jan. 3.—Five blanket injunctions were granted to the Composers, Authors and Publishers Association of Canada, Ltd., by Mr. Justice Cameron, of the Exchequer Court of Canada, against five supper clubs. Under the Copyright Tariff, these clubs, which had refused to pay their license fees, are scheduled to pay a percentage fee.

The case is regarded here as having a significance transcending its immediate application in the night club field. For it is just on this point—percentage fees—that CAPAC and the Canadian Association of Broadcasters are currently in litigation. CAPAC wants a percentage of the gross revenue of each station in Canada. CAB has refused. The case was taken to court and argued before Justice Cameron. The latter's

Decca, Guy to Push 'John'

NEW YORK, Jan. 3. — Decca Records and Guy Lombardo have set a major drive behind the orkster's latest release, coupling two new ditties held by Lombardo's publishing firm, Carmen Music. The push will be concentrated on the novelty side, "John, John, John," written by Collins Driggs. Decca has tagged the platter a salesmen's plug item and will award the effort full promotional support. Lombardo has hired four field men to push the disk in a drive that will last at least four weeks.

BOSTON BAN

Spike Jones Disk Barred By Station

NEW YORK, Jan. 3. — Boston indie station WHDH has banned the playing of Spike Jones' "I Went to Your Wedding" parody on the RCA Victor label. Reason for the ban, according to a station spokesman, is that management has decided that the lyrics are objectionable. Specifically, the line "You walked down the aisle and fell on your—smile," is objected to as being suggestive. Again, the line, "Your father was loaded .too," is considered in bad taste.

Commenting on the decision, the spokesman said that WHDH has listeners of all ages and its management feels that it is within the province of being a responsible broadcaster to feature recorded music suitable for all listeners.

Tannen Gets 2 New Tunes

NEW YORK, Jan. 3. — Nat Tannen has taken over two tunes from other publishers. From Ostrow Music he has acquired "Headin' for Home." The other tune, "Picking Sweethearts," was purchased from Eagle Music in Washington. Both tunes have already had major company recordings and have been placed in Tannen Music, his Broadcast Music, Inc., affiliate.

Copyright Treaty for New Administration

WASHINGTON, Jan. 3. — The State Department's formal submission of the new International Copyright Treaty to the Senate will wait until after John Foster Dulles takes over as Secretary of State, it was learned this week. Dulles will replace Secretary of State Dean Acheson January 20, oath-taking day for the new administration under President-Elect Dwight D. Eisenhower.

A State Department spokesman said that the model global pact, adopted in Geneva last September by United Nations Educational, Scientific and Cultural Organization, would be "favorably re-

Goody's Record Mart Expects \$3 Mil Gross

NEW YORK, Jan. 3. — Heavy Christmas action at Sam Goody's, local cut-rate record mart, will lift the outlet's cumulative gross for 1952 to near the \$3,000,000 mark, store executives estimate. Goody, which also does a nationwide mail-order business and supplies customers in many foreign countries, moved LP disks this year at a rate 40 per cent higher than in 1951.

The mail order sales increased substantially, and continued to wean away package business from neighborhood list-price retailers in many cities, store traffic at Goody's rose at a still faster rate in 1952. A year ago, the ratio between mail-order and store sales was 60 to 40. The current ratio is exactly the reverse.

Christmas sales at the store were unusually heavy, with long lines formed at three, and sometimes four, check-out counters during peak rush hours before the holiday. During the two days immediately preceding Christmas, Goody registers rang up a total of \$30,000. Purchases per customer were substantially heavier than normal during the last few weeks. A recent check of the buying habits of 4,800 customers showed the average Goody patron spent \$8 to \$9 per visit.

Biggest pre-Christmas seller at the outlet was, and remains, the

(Continued on page 16)

ceived" on Capitol Hill, altho a load of priority matters already lined up for committee attention (The Billboard, November 22) might delay consideration of the treaty. No other copyright pact will be before the Senate Foreign Relations Committee which will decide whether the treaty should be sent to the Senate floor.

The copyright treaty, which would unify basic copyright requirements for 30 signatory nations, has the approval of the American Society of Composers, Authors and Publishers, Broadcast Music, Inc., Authors' League of America and others in the music world. Dr. Luther Evans, librarian of Congress, who headed the U. S. delegation at Geneva, and Dr. Arthur Fisher, register of copyrights, are expected to urge early ratification.

While the new Congress convenes today, the State Department prefers to wait until the new Secretary of State takes office and has full knowledge of the world-wide copyright plan before sending so important a measure to the Hill. It is known that Dulles is fully in accord with the UNESCO treaty and is familiar with its major points. In all likelihood the treaty will reach the Hill by early February, and it is virtually certain that it will require a full hearing before final determination is made.

Spina-Russell 'Shrimp Boats' Suit Dismissed

HOLLYWOOD, Jan. 3.—The suit instigated in Federal District Court September 21 by Harold Spina and Bob Russell against Walt Disney Music; Fred Raphael, profes-

(Continued on page 16)

Sauter-Finegan Ork Sets Tour

NEW YORK, Jan. 3. — The much-awaited road debut of the Sauter-Finegan ork is scheduled for Easter Saturday, April 4, at the Sunnybrook, in Pottstown, Pa., according to Willard Alexander who books the band. On Easter Sunday the ork will play at Bridgeport, Conn., and then will take off on a string of one-

(Continued on page 16)

TAKE the WORD

G R E A T

G R E A T

IS THE
WORD
FOR...



**MINDY
CARSON**

G R E A T

IS THE
WORD
FOR HER
NEW
BALLAD...

**TELL ME
YOU'RE
MINE**
(Per Un Bacio D'Amor)

G R E A T

IS THE WORD
FOR HER
NEW
NOVELTY...

**THE CHOO
BUY
SONG**
(Peanuts, Popcorn, Crackerjack, Jelly-Apple)

WITH A **G R E A T**
ACCOMPANIMENT by the Orchestra
and Chorus under the direction
of Jimmy Carroll



Making a great record: COLUMBIA 78 rpm 39914 • 45 rpm 4-39914

Columbia[®] Records

Trade Marks "Columbia," "Okoh," "Masterworks" Reg. U. S. Patent Off. Marcas Registradas

Music Publishers' Record Scoreboard

A complete weekly report, and a cumulative tabulation from January 1, 1952, to date of record sides secured by publishers from Capitol, Columbia, Decca, Mercury, MGM and RCA Victor in the popular, folk and rhythm and blues categories.

• Total Sides and Label Breakdown of Publishers Who Have Had 10 or More Sides Released From January 1, 1952 thru December 31, 1952

• Sides in Current Release . . . Week Ending January 3

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

PUBLISHER	TOTAL SIDES ALL LABELS	(p, POPULAR; f, FOLK; r, RHYTHM & BLUES)					
		CAPITOL	COLUMBIA	DECCA	MERCURY	MGM	RCA
ACUFF-ROSE GROUP							
—Acuff-Rose	169	10p, 21f	10p, 14f, 2r	4p, 7f	3p, 25f	6p, 53f	2p, 11f
—Milene	30	2p, 1f	2p	2p, 3f, 1r	—	6p, 8f	3p, 2f
AMERICAN GROUP							
—American	29	7p, 5f	2p, 1r	4p, 2f	1p, 2f	—	2p, 3f
—Choice	4	—	2p	1p, 1f	—	—	—
ARDMORE GROUP							
—Ardmore	19	12p, 2f	1p	—	1p	1p	1p, 1r
—Beechwood	28	15p, 12f	—	1f	—	—	—
—Beck Music	21	—	14f	—	—	—	2f
BERLIN MUSIC	10	2p	1p, 1r	2p	—	1p	3p
MARTIN BLOCK	11	—	1p	—	4p	4p	1p, 1f
BOURNE GROUP							
—ABC	8	2p	—	2p	2p	—	2p
—Bourne	65	14p	13p, 1f, 3r	14p	7p	5p	8p
BRANDON MUSIC	10	2p	1p	—	3p, 1r	2p	1p
BREGMAN-VOCCO-CONN GROUP							
—Bregman-Vocco-Conn	48	13p	4p, 3r	10p, 1f	4p	6p	6p, 1r
—Supreme	6	—	—	6p	—	—	—
—Triangle	4	—	—	1p	—	3p	—
BROADCAST MUSIC	22	3p	3p, 1f	4p, 1f, 1r	—	3p	4p, 2r
BULLEIT MUSIC	15	2p, 3f	—	—	3f	—	—
BULL'S EYE MUSIC	11	2p	—	2p, 1f, 1r	—	2p	2p, 1f
CARAVAN GROUP							
—Caravan	3	—	—	—	2p	—	1p
—Park Lane	5	—	1p	1p	—	—	1p, 1f, 1r
CENTRAL	56	12p, 41f	1p	—	—	—	1p, 1f
CHAPPELL GROUP							
—Chappell	42	8p	3p	7p, 1f, 2r	6p, 1r	6p	7p, 1r
—Crawford	19	—	—	1p, 1f	1p	2p	1p
—De Sylva, Brown & Henderson	6	4p	3p, 1r	6p	2p, 1r	1p	1p
—T. B. Harnis	17	3p	1p	2p, 1r	—	9p	—
—Marlo	1	—	—	—	1p	—	—
—Mutual	2	—	1p	—	—	—	1p
COMMODORE	10	1p, 3f	1f, 1r	1p, 2f	1p	—	—
CRESTWOOD	29	—	11r	—	—	—	18r
DISNEY GROUP							
—Disney	36	8p	2p, 1f	8p	1p	4p	10p, 2f
—Wonderland	1	—	—	—	—	—	1p
DORSEY GROUP							
—Dorsey	6	2p	—	3p	—	—	1p
—Embassy	7	2p	—	3p	1p	—	1p
DRAKE	15	—	—	4p, 8r	—	—	—
DREYER GROUP							
—Dreyer	1	—	—	—	—	—	1p
—Raleigh	16	—	6r	3p	—	—	7r
REDD EVANS GROUP							
—Evans	12	1p	1p	5p	1p	1p	2p, 1f
—Jefferson	13	1p	2p	4p	3p	1p	2p
FAIRWAY GROUP							
—Fairway	25	1p, 16f	—	—	5f	—	1p, 2f
—Malabar	24	4p	—	—	—	—	2f, 18r
—Teri	3	—	1p	—	—	—	2r
FAMOUS GROUP							
—Burvan	12	1p	—	8p	—	2p	1p
—Famous	53	11p	4p, 1f, 2r	10p, 1f	5p, 2r	6p	7p, 3f, 1r
—Paramount	9	3p	3p	1p	1p	1p	2p
—Paramount-Roy Rogers	1	—	—	—	—	—	1f
FORRETT	31	2p	2f	4p, 22f, 1r	—	—	—
FORSTER GROUP							
—Adams-Vee-Abbott	3	—	1p	—	—	—	2f
—Forster	16	1p	4p	1p	2p, 1f	1p	4p, 2f
FOUR STAR SALES	17	2p, 8f	1f	3f	2p	—	1f
FOX GROUP							
—Fox	15	4p	—	2p	—	3p, 1f	5p
—Movietone	5	—	—	1p	1p, 1r	2p	—
FRANK	26	4p	4p, 1r	9p	2p, 1f	2p	1p, 2f
GALE & GAYLES GROUP							
—Gale & Gayles	7	2p	1p	2p	1p	—	1p
—Rockaway	5	—	1r	2p, 1r	—	—	1r
—United	15	2p	4p, 1r	3p, 2r	—	—	3p
GALLICO	16	2p	2p, 1r	4p, 1f, 1r	2p	—	1p, 1f, 1r
GENERAL GROUP							
—General	13	—	—	—	1p	—	7p, 1f, 4r
—Park Ave.	1	—	—	—	1p	—	—
GODAY	10	3p	3r	1p, 1f	—	1r	1p
GOLDSSEN GROUP							
—Anton	1	1p	—	—	—	—	—
—Atlantic	3	—	—	3p	—	—	—
—Benton	4	4p	—	—	—	—	—
—Criterion	7	4p	—	2p	—	—	1p
—Goldsen	9	7p, 1f	1p	—	—	—	1p
—Tex Ritter	2	—	—	—	—	—	1f
—Riverside	2	1f	—	—	—	—	1f
HAMBLEEN	10	2f	6f	1f	—	—	1f
HERBERT GROUP							
—Fanmar	6	2p	1p	1p	—	1p	1p
—Herbert	2	—	—	—	—	—	1p
HILL & RANGE GROUP							
—Aberbach	4	—	—	—	2f	—	2f
—Alamo	39	7p, 1f	4p, 1f	6p, 2f	5p	1f, 1r	2p, 9f
—Ark-La-Tex	10	3f	1f	1p, 5f	—	—	—
—Brenner	7	3f	1f	—	1r	—	2f
—Hill & Range	146	17p, 4f	11p, 18f	11p, 9f	3p, 1r	7p, 10f	19p, 36f
—St. Louis	33	1p	1p, 1f, 1r	1p, 1f	1p	1f, 5r	1f, 19r
—Ernest Tubbs	6	1f	1f	3f	—	1f	—
—Bob Willis	5	—	—	—	—	1p, 3f	1f
—Wooley	1	—	—	—	—	1f	—
HOLLIS GROUP							
—Cromwell	13	—	4p	2p, 1f	—	5p	1p
—Darlmouth	17	1p	13p	1p	1p	1p	—
—Essex	4	1p	1p	2p	—	—	—
—Folkways	7	1p	1p	5p	—	—	—
—Hollis	19	4p	4p	5p	4p	4p	2p
—Ludlow	8	—	2p	4p	1p	1p	—
HUB	12	4p	1p	5p	—	1p	1p
JOHNSTONE-MONTEI GROUP							
—Johnstone-Montei	15	5p, 4f	1f	3p, 1f	1p	1p	1p, 1f
—Vanguard	4	4f	—	—	—	—	—
KASSNER GROUP							
—Goldmark	3	1p	—	1p	—	—	1r
—Kassner	3	1p	1r	—	—	1p	—
—Piccadilly	4	—	—	1p	—	—	1p, 2f
—Town & Country	1	—	—	—	1f	—	—
KELLY STOOL GROUP							
—Bishop	5	1p	—	3p	—	1p	—
—Kelly Stool	7	2p	—	2p	2p	1p	—
LAUREL GROUP							
—Laurel	29	4p	1p, 3r	6p, 1r	4p	2p	6p, 1f, 1r
—Valando	9	1p	—	3p	1f	2p	2p
LEEDS GROUP							
—Duchess	29	3p	1p	8p	2p, 1f, 2r	4p	6p, 2f
—Leeds	80	14p	3p, 2f	21p, 1r	4p, 1f, 1r	14p	15p, 3f, 1r
—Maurice	5	—	—	2p	—	—	3p
—Pickwick	30	3p	4p	10p	4p	4p	5p
—Wabash	6	—	—	—	—	—	6r
E. B. MARKS GROUP							
—Marks	45	5p	2p	14p	12p	4p	6p, 1f, 1r
—Piedmont	3	1p	—	—	—	1f	1p

(Continued on page 38)

PUBLISHERS	TUNE	ARTIST AND LABEL
Ardmore Group	Unless You're Near Me	Fran Warren, M-G-M (p)
Beechwood	Don't Turn Your Back on Me	Eddie Carter Quartet, M-G-M (r)
Beacon	Eat 'Em Up	Eddie Carter Quartet, M-G-M (r)
	Cold Mama	Gabriel Brown, M-G-M (r)
	I'm Just Crazy	Gabriel Brown, M-G-M (r)
	Whalin' Away	Irene Redfield, M-G-M (r)
	Never Trouble Trouble	Irene Redfield, M-G-M (r)
	Birmingham Special	The Blues Chasers, M-G-M (r)
	Old Fashioned Blues	The Blues Chasers, M-G-M (r)
	You Make Me Feel So Good	Basil Spears, M-G-M (r)
	I Want a Man to Give Me Some Luck	Basil Spears, M-G-M (r)
	Picking Sweethearts	Freddie Chapman, Cap (f)
	Why Don't You Believe Me	Sharkey, Cap (p)
Bellemeade	I'm Sorry to Say I'm Sorry	Skeets McDonald, Cap (f)
Brandom	Little Old Rag Doll	Freddie Chapman, Cap (f)
Central	Big Game Hunter	Steve Gibson, RCA (r)
M. M. Cole	Take a Back Seat Mister Jackson	Inez Jones, RCA (r)
Crestwood	And the Bull Walked Around, Olay	Les Harris, RCA (r)
Dreyer Group	Black Spider	Rock Heart Johnson, RCA (r)
Raleigh	Midnight Rambler	Rock Heart Johnson, RCA (r)
Fairway Group	Let Me Know	Skeets McDonald, Cap (f)
Malabar	Summertime	Buddy De Franco, M-G-M (p)
Four Star Sales	A Quarter's Worth of Heartaches	Red Sovine, M-G-M (f)
Gershwin	A Heart Bound in Chains	Shel Wooley, M-G-M (f)
Hill and Range Group	Freight Train Cinders in My Eyes	Shel Wooley, M-G-M (f)
Ark-La-Tex	I Just Can't Remember the Words	Helen O'Connell, Cap (p)
Hill & Range	NC 4 March	Bob Roberts, M-G-M (p)
Hub	Everyone Knew But Me	Fran Warren, M-G-M (p)
Jacobs	Sunday Afternoon	Benny Carter, RCA (r)
Kellem	Second Fiddle	Blue Barron, MGM (p)
Largo	The Singing Zither	Camarata, Dec (p)
Laurel Group	Flashing Pearls	Camarata, Dec (p)
Valando	Did Anyone Call for Me	Blue Barron, M-G-M (p)
Leeds Group	Hiccough Song	Maddox Brothers & Rose, Col (f)
Duchess	Chicken Strut	Arthur (Guitar Boogie) Smith, M-G-M (f)
Leeds	Too Late Too Long	Tampa Red, RCA (r)
Lols	All Mixed Up Over You	Tampa Red, RCA (r)
Lynn	When My Sugar Walks Down the Street	Dick Stabile, Cap (p)
Mellin	Margie	Les Harris, RCA (r)
Mills	Somebody Loves You	Fred Waring, Dec (p)
E. H. Morris	My Darling	Roger Coleman, Dec (p)
Music Publishers Group	I Confess	Tony Morelli, M-G-M (p)
Harms	Vieni, Vieni	Les Baxter, Cap (p)
Remick	They Say	Inez Jones, RCA (r)
Witmark	Little Willie Waltz	Maddox Brothers & Rose, Col (f)
Peer International	Twilight Time	Dick Stabile, Cap (p)
Porgie	You Say It With Your Eyes	Roger Coleman, Dec (p)
Regent	On the Trail	Ray Anthony, Cap (p)
Robbins Group	Street Scene	Ray Anthony, Cap (p)
Robbins	As Long as You Care	Les Baxter, Cap (p)
Feist	Love Is Cynthia	Benny Carter, RCA (r)
Miller	Am I to Blame	Tony Morelli, M-G-M (p)
Shapiro-Bernstein	Over the Rainbow	Buddy De Franco, M-G-M (p)
	Is It Love You're After	Tony Alamo, M-G-M (p)
	You Can Do It	Helen O'Connell, Cap (p)
	Keep It a Secret	Sharkey, Cap (p)
	The Clown	Tony Alamo, M-G-M (p)
		

H&R, Big 3, Peer Lead in Disk Output

Big 3 Tops in Pops; Acuff-Rose 1st In Hillbilly, With 6 Major Diskeries

NEW YORK, Jan. 3.—A recap of publishers' efforts in getting tunes recorded and released by six key record companies (Capitol, Columbia, Decca, Mercury, M-G-M and RCA Victor) adds up to a total of 4,050 sides. This output covers only the three largest areas—pop, hillbilly and rhythm and blues recordings. A total of 2,610 of these sides were in the pop field; 993 hillbilly sides were released, and about half as many (447) were in the r.&b. category.

On an over-all basis, the year's leading publisher quantitatively speaking, was Hill and Range, with a total of 251 sides released by these six record companies. Two others, the Big Three (239 sides) and Peer, International (207) topped the 200-mark in number of sides.

Acuff-Rose with 199 sides just missed the select "200 circle." Following these and rounding out the top 10 in output come the Warner group (191), Leeds (150), E. H. Morris (107), Mills (97), Chappell (89) and Mellin (88).

Big Three Tops in Pops

Of the total 2,610 pop sides garnered by the publishers, the Big Three easily outdistanced the field by coming thru with 205 pop recordings. The Warner publishers came in second with 170 sides. Leeds, with 130, was the only other publisher to come up with more than a hundred. Fourth was Hill and Range with 97, followed by Morris (94), Mills (84), Chappell (79), Peer and Shapiro-Bernstein (71 each) and Bourne (69).

Hillbilly Leaders

The race for honors in the number of hillbilly sides recorded was a three-way battle thruout the year between Acuff-Rose, Hill and Range and Peer. Acuff-Rose took the plum with 145 sides, followed by Peer with 134 and Hill and Range with 125 sides. These three account for over 40 per cent of the total. All the others were far behind in output. Central and Tannen were tied at 42 each, and Fairway was sixth with 25. Ridgeway (24), Forrest (24) and Beck (21) were the only others to top the 20-mark.

R.&B. Pubbers

Tho none of the six labels have been any great shakes in the r.&b. field, it's interesting to note which publishers were the leaders in number of recorded sides gained with the six labels. Crestwood was the leader with 29 sides, followed by Hill and Range and Mellin, each with one less. The Big Three, interestingly enough, came in fourth on this re-cap. Fifth was Fairway with 20.

Hill and Range, which led in the over-all number of sides, was the only publisher to make the first 10 in all three categories.

The firm was fourth in pop sides, third in folk and second in r.&b.

As interesting as the rankings is an examination of the publisher standings as to the number of sides gained with each record company. This comparison can be made by a study of the year-end recapitulation of the Music Publisher Record Scoreboard which is included in this issue.

Hank Williams

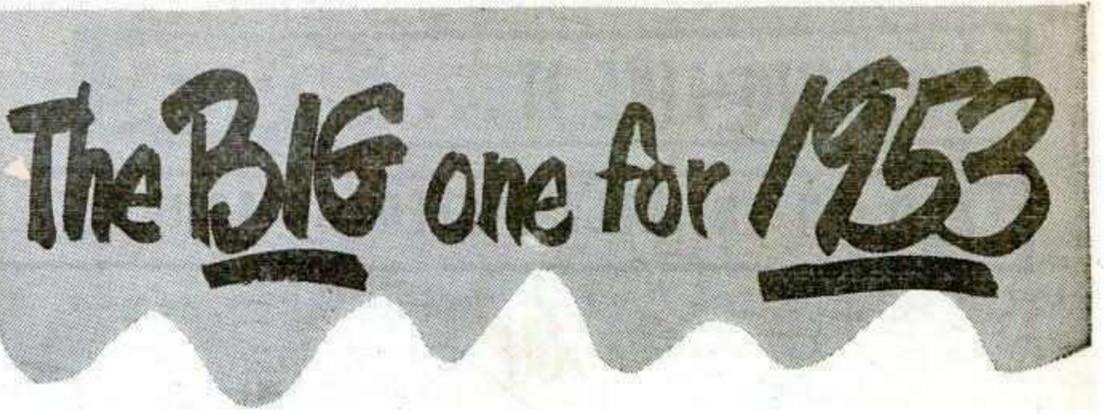
• Continued from page 13

him. When Carr reached nearby Oak Hill, W. Va., Williams was declared dead. He is survived by his widow whom he married a few months ago and a son, Randall (three and a half years of age) from a previous marriage with Audrey Williams.

Williams' career started with radio station WSFA in Montgomery. At 14 he had organized his own band called the Drifting Cowboys, a name he retained for his group thruout his career. His star began shining under the aegis of Frank Walker, head of M-G-M Records who signed Williams to a recording contract when the diskery was formed in 1947. His first release was "Move It On Over." Soon after the singer-composer was signed as a featured singer on WSM's "Grand Ole Opry." From that time on Williams turned out hit after hit. His biggest seller, "Lovesick Blues," sold more than a million. Some of his other standouts include "Wedding Bells," "Long Gone Lonesome Blues," "Why Don't You Love Me," "Cold, Cold Heart," "Jambalaya," "Settin' the Woods on Fire," and his current hit "I'll Never Get Out of this World Alive." Williams averaged five to six releases a year. Every one of his records sold more than 100,000 copies in the first three weeks of release. He also recorded for M-G-M as Luke the Drifter.

As great an artist as was Williams, he is possibly even better known as a song-writer. With few exceptions, everything he recorded was of his own composition. In the last few years Williams' songs were recorded with increasing frequency by pop artists. Last year three of these—"Half as Much," "Jambalaya," and "Settin' the Woods on Fire" became big pop hits as well as country smashes. All of his songs were published by Acuff-Rose under the guidance of the Rose brothers, Fred and Wesley.

The artist's next release was scheduled for January 30. According to Mr. Walker this schedule will be maintained. A novelty and a ballad, Walker said that he and Williams were in agreement that these two songs were the singer-composer's best efforts.



TILL I WALTZ AGAIN WITH YOU

Words and Music by SIDNEY PROSEN

Recorded by

- TERESA BREWER CORAL 60873
- RUSS MORGAN DECCA 28539
- TOMMY SOSEBEE CORAL 60916
- DICK TODD DECCA 28506
- BETTY HARRIS PROM With Enoch Light Orchestra

P.S. This HIT SONG is a Lazy Fox Trot

VILLAGE MUSIC COMPANY

1619 Broadway, N. Y. 19, N. Y.

SID PROSEN, Gen. Mgr.

New York
ABE BLOOM

Chicago
SAM EVANS

Hollywood
JERRY JOHNSON

South
JIM PROSEN



Call me late—call me early, but don't call me

John, John, John

(Every Tom, Dick and Harry's Called John)

GUY LOMBARDO'S

GREAT NEW DECCA RECORD

Decca 28546 (78 RPM) and 9-28546 (45 RPM)

NOTHING LIKE IT... EVER

AND AN ENTIRELY DIFFERENT SOUND...

by

JOHNNIE RAY

singing ...

"I'M GONNA WALK and TALK WITH MY LORD"

Picked as **DISK OF THE WEEK** by **CASH BOX** Jan. 3

"... an exciting entirely different type of number Johnny belts out a fast moving spiritual called 'I'm Gonna Walk and Talk With My Lord' in a truly sensational manner that ought to make his fans go wild... side looks like another 'Cry.'"

Columbia 39908 78 rpm
4-39908 45 rpm

and
**The Touch of
God's Hand**



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

The Billboard Music Popularity Charts

HONOR ROLL OF HITS



The Nation's Ten Top Tunes

... for Week Ending January 3

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

- 1. Why Don't You Believe Me? 1 9**
By Lew Douglas, King Laney, Roy Roddes—Published by Brandom (ASCAP)
BEST SELLING RECORDS: J. James, M-G-M 11333. **OTHER RECORDS:** Five Crowns, Rainbow 202; H. Lance, Jubilee 5106; G. Lombardo, Dec 28476; J. Oth, Mercury 70038; P. Page, Mercury 70025; J. Valli, V 20-5017; M. Whiting, Cap 2292. **TRANSCRIPTIONS AVAILABLE:** Dolly Dawn, Thesaurus; Henry Jerome, Lang-Worth; Earl Sheldon, Associated.
- 2. Don't Let the Stars Get in Your Eyes 3 6**
By Slim Willet—Published by Four Star Sales (BMI)
BEST SELLING RECORDS: P. Como, V 20-5064. **OTHER RECORDS:** L. Ameche, Mercury 70023; E. Barton, Coral 60882; R. Foley, Dec 28460; H. Jerome, M-G-M 11385; G. MacKenzie, Cap 2256; B. Maxwell, Mercury 70045; S. McDonald, Cap 2216; R. Price, Col 21025; S. Willet, Four Star 1614.
- 3. Glow Worm 4 16**
By Paul Lincke, Lilla Cayley Robinson and Johnny Mercer—Published by E. B. Marks (BMI)
BEST SELLING RECORDS: Mills Brothers, Dec 28384. **OTHER RECORDS:** F. Carle, Col 37567; G. Carter, MacGregor 310; Homer & Jethro, King 15203; S. Jones, V 20-1893; H. Luse, Imperial 1044; J. Mercer, Cap 2248; Paulette Sisters, Col 39840; H. Singer, King 15203; C. Ramsey, Old Timer Records 8004; C. Reyes, Cap 1092; E. Sack, Mercury 10009; Three Suns, V 20-3702; H. Winterhalter, Col 38704. **TRANSCRIPTIONS AVAILABLE:** Dick Jurgens, Charles Magnante, Associated; Frankie Carle, Lew White, Al Trace, Milton Charles, Cavalcade Ork., D'Artega, Modes Moderne, Lang-Worth.
- 4. Keep It a Secret 6 8**
By Jesse May Robinson—Published by Shapiro-Bernstein (ASCAP)
BEST SELLING RECORDS: J. Stafford, Col 39891. **OTHER RECORDS AVAILABLE:** B. Crosby, Dec 28511; Five Crowns, Rainbow 202; J. Hutton, Cap 2268; H. Jerome, M-G-M 11385; Sharkey, Cap 2329; D. Shore, V 20-4992; S. Whitman, Imperial 8169. **TRANSCRIPTIONS AVAILABLE:** Henry Jerome, Lang-Worth.
- 5. You Belong to Me 5 22**
By Pee Wee King, Redd Stewart and Chilton Price—Published by Ridgeway (BMI)
BEST SELLING RECORDS: J. Stafford, Col 39811; P. Page, Mercury 5899; **OTHER RECORDS:** G. Auld, Coral; B. Carter, V 20-5005; H. Foster and Rovers, Republic 7013; J. Garber, Cap 2198; Ken Griffin, Col 39857; T. Hayes, V 20-4943; Joni James MGM 11295; M. Katz, Cap 2267; A. Laurie, Okeh 6915; B. Lucas, E. McGriff-Sonny Till, Jubilee 5094; D. Martin, Cap 2165; F. Martin, V 20-4893; G. Martin, Dec 28388; T. Smith, United 131; J. Stanton, Top 340; S. Thompson, Mercury 6407. **TRANSCRIPTIONS AVAILABLE:** Dolly Dawn, Thesaurus; Henry Jerome, Lang-Worth; Earl Sheldon, Associated.
- 6. Because You're Mine 8 16**
By Nicholas Brodsky-Sammy Cahn—Published by Feist (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 28337; B. Wayne, Mercury 5897. **TRANSCRIPTIONS AVAILABLE:** E. T. Terry, Associated.
- 7. Lady of Spain 9 14**
By Erell Reades and Tolchard Evans—Published by Sam Fox (ASCAP)
BEST SELLING RECORDS: E. Fisher-H. Winterhalter, V 20-4953; L. Paul, Cap 2265. **OTHER RECORDS:** K. Griffin, Rondo 188; B. Light, Cap 2288; E. (Piano) Miller, Rainbow 70044; R. Noble, V 20-3302; H. Otis Trio, Dec Gee 3901; L. Paul, Cap 2265; Philharmonic Trio, Cap 15346; A. Smith, MGM 10380. **TRANSCRIPTIONS AVAILABLE:** Airlane Trio, Lang-Worth; Ambassadors, Lang-Worth; Cavalcade Ork & Chorus, Lang-Worth; Wayne King-Allen Roth Ork., Thesaurus; Joe Sodja, Lang-Worth.
- 8. Till I Waltz Again With You 12 4**
By Sidney Prosen—Published by Village (BMI)
BEST SELLING RECORD: T. Brewer, Coral 60873; (45)9-60873. **OTHER RECORDS:** R. Morgan, Dec 28539; T. Sosebee, Coral 60916; D. Todd, Dec 28506; D. Travis & J. Swanson, Jubilee 6014.
- 9. I Went to Your Wedding 7 19**
By Jesse May Robinson—Published by St. Louis (BMI)
BEST SELLING RECORDS: P. Page, Mercury 5899. **OTHER RECORDS:** K. Bass, Coral 60847; J. Bond-H. Carter, Col 21007; H. Brooks, Okeh 6910; S. Gibson and Red Caps, V 20-4835; S. Jones, V 20-5097; S. Kaye, Col 39856; Little Sylvia, Jubilee 5093; G. Lombardo, Dec 28411; G. Martin, Dec 28388; J. Selph, Rosemay; H. Snow, V 20-4906; P. Starr, Top 339; J. Wakely, Cap 2221; F. Wright, Savoy 860. **TRANSCRIPTIONS AVAILABLE:** Dolly Dawn, Thesaurus; Earl Sheldon, Associated.
- 9. It's in the Book 11 12**
By Johnny Standley-Art Thorsen—Published by Magnolia (BMI)
BEST SELLING RECORDS: J. Standley-Horace Heidt, Cap 2249. **OTHER RECORDS:** A. Bernie, Mercury 5911.

Second Ten

- 11. OH, HAPPY DAY** 1
Published by Bregman, Vocco & Conn (ASCAP)
- 12. TAKES TWO TO TANGO** 16
Published by Harman (ASCAP)
- 13. JAMBALAYA** 14
Published by Acuff-Rose (BMI)
- 14. MY BABY'S COMING HOME** 2
Published by Roxbury (ASCAP)
- 15. BYE BYE BLUES** 1
Published by Bourne (ASCAP)
- 16. HAVE YOU HEARD** 1
Published by Brandom (ASCAP)
- 17. HEART AND SOUL** 8
Published by Famous (ASCAP)
- 18. TELL ME YOU'RE MINE** 1
Published by Capri Music (BMI)
- 19. TRYING** 3
Published by Randy-Smith (ASCAP)
- 20. OUTSIDE OF HEAVEN** 17
Published by Bregman, Vocco & Conn (ASCAP)



Buyboard

TOP SELLERS—POPULAR

... Based on Actual Capitol Sales Reports

	Record No.
1. IT'S IN THE BOOK, PART I IT'S IN THE BOOK, PART II	J. Standley 2249
2. MY BABY'S COMING HOME LADY OF SPAIN	L. Paul & M. Ford 2265
3. BYE BYE BLUES MAMMY'S BOOGIE	L. Paul & M. Ford 2316
4. HOW STRANGE	N. Cole 2309
5. MEET MISTER CALLAGHAN TAKE ME IN YOUR ARMS AND HOLD ME	L. Paul & M. Ford 2193
6. I'M NEVER SATISFIED BECAUSE YOU'RE MINE	N. Cole 2212
7. FAITH CAN MOVE MOUNTAINS THE RUBY AND THE PEARL	N. Cole 2230
8. DON'T LET THE STARS GET IN YOUR EYES MY FAVORITE SONG	G. MacKenzie 2256
9. OH, HAPPY DAY A MILLION TEARS	Four Knights 2315
10. CRAZY WALTZ WATER CAN'T QUENCH THE FIRE OF LOVE	G. MacKenzie & H. O'Connell 2266
11. GONE THE NEW WEARS OFF TOO FAST	G. MacKenzie 2307
12. MY HEART BELONGS TO ONLY YOU I WAS A FOOL	J. Christy 2308
13. WISH I COULD SHIMMY LIKE MY SISTER KATE SHE LOOKS	F. Faye 2278
14. TENNESSEE TANGO THE KIDS WHO PAY	M. Bee 2258
15. COMES A-LONG A-LOVE THREE LETTERS	K. Starr 2213
16. STORMY WEATHER THE DAY ISN'T LONG ENOUGH	Four Freshmen 2286
17. MR. WAH WAH THE MUSIC GOES 'ROUND AND AROUND	C. McCoy 2321
18. KEEP IT A SECRET I MISS YOU SO	J. Hutton & A. Stordahi 2268
19. TAKES TWO TO TANGO BUTTERFLIES	J. Gayle 2222
20. WHY DON'T YOU BELIEVE ME COME BACK TO ME, JOHNNY	M. Whiting 2292
21. IDAHO PEOPLE IN LOVE	R. Anthony 2293
22. HIGH NOON DO YOU EVER THINK OF ME?	B. May 2284
23. KISS WHAT COULD BE MORE BEAUTIFUL	D. Martin 2319
24. BUNNY HOP BLOW, MAN, BLOW	R. Anthony 2251

TOP COUNTRY & HILLBILLY

... Based on Actual Capitol Sales Reports

	Record No.
1. DON'T LET THE STARS GET IN YOUR EYES BIG FAMILY TROUBLE	S. McDonald 2216
2. GOIN' STEADY JUST OUT OF REACH	F. Young 2299
3. LET ME KNOW I'M SORRY TO SAY I'M SORRY	S. McDonald 2326
4. HIGH NOON GO ON! GET OUT!	T. Riffer 2120
5. SATISFIED HIDE ME, ROCK OF AGES	M. Carson 1900
6. HEARTBREAKER YOU DIDN'T HAVE TIME	J. Heap 2294
7. THE NEW WEARS OFF TOO FAST YOU'RE WALKING ON MY HEART	H. Thompson 2269
BEST BET	
Watch This One—It's on the Way Up!	
"LET ME KNOW" and "I'M SORRY TO SAY I'M SORRY"	
by Skeets McDonald Record No. 2326	
8. GONE NOW AND THEN	T. Preston 2298
9. BLACKBERRY BOOGIE TENNESSEE LOCAL	T. Ernie 2170
10. THAT'S ME WITHOUT YOU COOL, COLD AND COLDER	S. James 2259
11. RAINBOW AT MIDNIGHT WHEN IT'S HARVEST TIME, SWEET ANGELINE	J. Wakely 2272
12. FEAR NOT CRYIN' HOLY UNTO THE LORD	M. Carson 2252
13. THE FAMILY WHO PRAYS LET US TRAVEL, TRAVEL ON	Louvin Bros. 2296
14. DON'T BREAK THE SIXTH COMMANDMENT OUR LOVE ISN'T LEGAL	M. & W. Tuttle 2242
15. CANNON BALL RAG I'LL SEE YOU IN MY DREAMS	M. Travis 2245

BEST SELLING POPULAR ALBUMS

Based on Actual Capitol Sales Reports

	Alb. No.
1. BYE BYE BLUES Les Paul & Mary Ford 356
2. PROLOGUE Stan Kenton 386
3. MUSIC FOR LOVERS ONLY Jackie Gleason 352
4. WITH A SONG IN MY HEART Jane Froman 309
5. CITY OF GLASS Stan Kenton 353
6. THE NEW SOUND! Volume I Les Paul 226
7. ROUGHHOUSE PIANO Joe (Fingers) Carr 345
8. YOGI YORGESSION'S FAMILY ALBUM Yogi Yorgesson 336
9. A BAND IS BORN Billy May 349
10. BIG BAND BASH! Billy May 329
11. PENTHOUSE SERENADE Nat (King) Cole 332
12. UNFORGETTABLE Nat (King) Cole 357
13. SPOTLIGHT SONGS Four Knights 346

NEW RELEASES

NO. 350

Start '53 with this lucky 7!

—seven solid money-makers that are "naturals" for every taste and sure to keep every turntable spinning!

Record number shown is for 78 rpm. For 45 rpm add prefix "F"

1.	HELEN O'CONNELL with Orchestra Conducted by Harold Mooney	YOU CAN DO IT I JUST CAN'T REMEMBER THE WORDS	2324
2.	DICK STABLE and His Orchestra	WHEN MY SUGAR WALKS DOWN THE STREET Vocal by Jo Ann Greer TWILIGHT TIME Instrumental	2325
3.	SKEETS McDONALD	LET ME KNOW I'M SORRY TO SAY I'M SORRY	2326
4.	RAY ANTHONY and His Orchestra	ON THE TRAIL From the "Grand Canyon Suite" STREET SCENE From the 20th Century Fox Picture "Street Scene"	2327
5.	LES BAXTER and His Orchestra	AS LONG AS YOU CARE Vocal, Sue Allen From the 20th Century Fox Picture "I Don't Care Girl" VIENI, VIENI Vocal with Chorus	2328
6.	SHARKEY and His Kings of Dixieland	KEEP IT A SECRET Vocal Chorus by Sharkey WHY DON'T YOU BELIEVE ME	2329
7.	FREDDIE CHAPMAN	LITTLE OLD RAG DOLL PICKING SWEETHEARTS	2330

WAIT AND SEE ...

It's

*

MOLLY BEE

IN FIFTY-THREE!

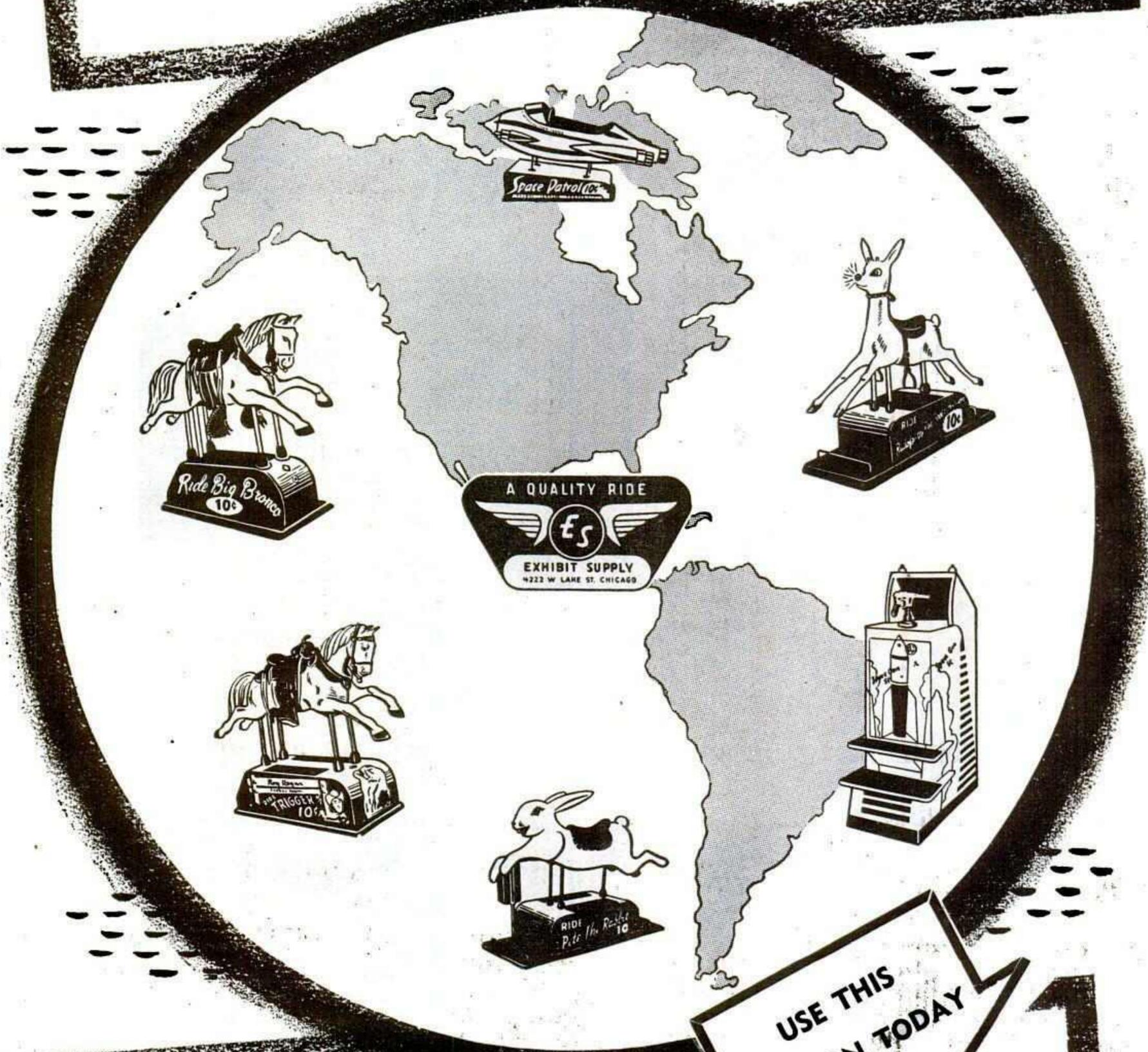
* the sensational teen-age thrush has a big hit on the way!



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HEARD"**



JONI JAMES

**WISHING
RING"**

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

Yes—M-G-M means Mighty Good Music

M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT

The Billboard Music Popularity Chart

... for Week Ending January 3

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

GUY MITCHELL-MITCHELL MILLER ORK

She Wears Red Feathers86
COLUMBIA 39909 — Mitchell and clefter Bob Miller, a potent hit combo, should have another big one here. The chanter pounds across a great reading of the unusual, salty ballad about a gal from the islands. Backing by the Miller ork and chorus is ingenious and moves with an infectious beat. A solid coin-grabber.

Pretty Little Black-Eyed Susie80
Slight ditty is read with spirit and sparkle by the chanter and ork. Hand-clap beat helps out. Also due for good action.

JOHNNIE RAY

I'm Gonna Walk and Talk With My Lord82
COLUMBIA 39908 — Johnnie Ray makes a dramatic switch from his usual pop tunes to tackle semi-sacred tunes on this new release. This is a wild, jazzy gospel effort with a solid beat, and Ray, with the help of the Four Lads, hands it a sock reading. With enough exposure this could make a dent in the pop and sacred markets. It's a good platter and could go on the boxes.

The Touch of God's Hand79
Ray is really on the sacred kick here, far from his usual waxings. He hands the beautiful tune a sincere and moving reading, over a straightforward organ backing. The side is aimed at both the pop and sacred markets, and it should pull a few deejay spins in both. Whether it will have the impact of previous Ray diskings is a question mark.

VIC DAMONE

Amor80
MERCURY 70054 — The familiar Latin melody is projected with great warmth by Damone to lush support by a big chorus and ork. Deejay exposure can be anticipated and the effort might snare some loot.

Sugar78
The warbler hands the romantic opus a sweetly-phrased reading that many will like. Backing has a touch of the blues and adds interest. Side could stir up some attention.

TONI ARDEN-PERCY FAITH ORK

It's Not Their Heartache80
COLUMBIA 39911 — Miss Arden could make it with this one. The new ditty is a classy weeper with a pretty melody and much sentiment. It's sung with great persuasion and emotion by the thrush. Should earn many spins, and could move up steadily.

Kiss76
Another romantic item is handed sweetly by Miss Arden to full backing by the Faith ork. A good side.

JOHNNY MADDOX

In the Mood80
DOT 15045—Here's a hokey, ragtime version of the Glenn Miller hit of a few years back, played with a bounce by the Maddox ork. Maddox sparks the side with his old-fashioned piano work. Platter is listenable and corny and with enough exposure should grab some juke loot.

By the Light of the Silvery Moon77
The oldie receives a rhythmic ride from the Maddox aggregation on this instrumental waxing. Side has a pleasant, old-fashioned quality, and should also get some plays.

JAN AUGUST-THE HARMONICATS

Finesse76
MERCURY 70056—August and the Harmonicats team up to turn out a good instrumental dishing of the listenable tune. The pianist brightens the slicing thru his slick 88-ing. Deejays can use this one. It's a happy effort.

Ti-Pi-Ti74
Here's a pleasant interpretation of the well-known oldie with some nice work by August and the harmonica group.

KEN GRIFFIN

Pretend75
COLUMBIA 39915 — Ken Griffin awards the pretty tune, recently waxed in a couple of ork versions, a tasteful run-thru that brings out its sentimental appeal. He's given a strong assist by Earl Backus on the guitar.

Oh, Happy Day73
Could it be that this left-field ditty may yet evolve into a standard? If so, treatments like this will bring that unlikely prospect about. The tune sounds right fine in this smooth organ and guitar reading. Both sides should be in for fair deejay attention.

DICK BROWN

Five Wives69
KING 15215—Cute item about mates who didn't last is sung pleasantly by Brown. Effort has a couple of smiles and should earn some nickels.

Ready, Willing and Able65
Ordinary ditty is hyped by a samba beat in the backing. Brown does well and the side might serve as filler material for the boxes.

(Continued on page 37)

NEW RECORDS TO WATCH

Popular

JOHNNIE RAY

I'm Gonna Walk and Talk With My Lord
The Touch of God's Hand—Columbia 39908
—The emotional warbler switches to a couple of religious items on this new release. The "Walk and Talk" side is a wild, jazzy gospel item, while "The Touch of God's Hand" is a sincere religious effort. Disk should go on boxes as well as retailwise.

TONI ARDEN

It's Not Their Heartache—Columbia 39911
Thrush hands this sentimental ballad a heartfelt performance to beautiful backing by the Percy Faith ork.

GUY LOMBARDO ORK

John, John, John—Decca 28546—Gang-sing novelty has a happy sound, with chanter Kenny Gardner and the ork projecting effectively. Decca and Lombardo are mapping a special promotional push for the platter that should pay off in extra sales.

RAY ANTHONY ORK

Street Scene

On the Trail—Capitol 2327—Two excellently arranged and performed sides. Jockeys should jump on these fast. Whether they can be as successful with dealers and operators is another question, but they are well worth watching.

Country & Western

KITTY WELLS

The Things I Might Have Been
Divided By Two — Decca 28525 —Country thrush has a couple of good ones here that should keep her a hot hillbilly property. "The Things" is selected as a "Best Buy" this week via Wade Ray's recording. Miss Wells' treatment is in a different vein and a very good one.

Rhythm & Blues

WYNONIE HARRIS

Bad News Baby80
KING 4593—Wynonie does a sock job on this wild rocker, selling the plain-spoken lyrics powerfully over a slick and solid combo backing. This potent dishing should be a real coin-grabber for the warbler.

Bring It Back72
The warbler turns in a good vocal on this blues effort, but the material is very weak.

JOHNNY OTIS

The Love Bug Boogie78
MERCURY 70050—Ada Wilson and Mel Walker combine effectively on a blues vocal with solid ork support.

Brown Skin Butterball77
Another slow blues is warbled feebly by Walker. The Otis aggregation backs him with some fine instrumental work.

BIG JAY McNEELY

Just Crazy78
FEDERAL 1211—Title explains this to a "T." It's a wild instrumental filled with powerful riffs and some fine instrumentation. For those who like a real driving side, this is it.

Penthouse Serenade73
Old favorite is given a pleasant ride by McNeely with a Latin beat sparkling it.

JAY McSHANN ORK

Reach77
MERCURY 70040—The ork comes thru in good style on a bright boogie blues, playing the instrumental ditty with a good beat. Side could easily grab juke box plays.

You Didn't Tell Me70
A so-so blues effort is given an okay vocal by McShann but the material is unimpressive.

LUCKY MILLINDER ORK

Old Spice75
KING 4589—The Millinder ork sells this very reminiscent instrumental effort with occasional excitement and drive. Nothing exceptional, but it should grab spins.

When I Gave You My Love74
Warblers Corky Robbins and Johnny Bosworth do a pleasant job on this lightweight weeper, while the Millinder ork lends quiet support.

Latin American

YEYO Y ORQUESTA MEMO SALAMANCA

Capribo Viejas79
V 23-5905—The oldie is handed a lovely interpretation by the ork, who perform it smoothly and stylishly.

Cuatro Camisas78
The Yeyo ork turns in a solid performance of a bright bolero-mambo, while Yeyo contributes a smooth vocal.

FERNANDO FERNANDEZ

Mi Ultimo Anhefo79
V 23-5897—Fernandez warbles this one, a romantic ditty in bolero rhythm, with warm appeal. Orking is on the sophisticated side.

Contra El Destino77
The chanter duets with Lupita Palmera in close harmony. The pretty tune is set in a danceable arrangement.

DON TOSTI Y SU CONJUNTO

Casco De Mulo78
V 23-5909 — This wild mambo receives a strong performance from the ork, while the warbler sells it with a lot of spirit.

Crel76
A haunting bolero ditty is sung with feeling by the chanter over a smooth backing by the ork. A listenable platter.

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

Rhythm & Blues

LLOYD PRICE

Tell Me Pretty Baby
Ain't It a Shame—Specialty 452—See "This Week's Best Buys."

PERCY MAYFIELD

The River's Invitation — Specialty 451 — A sparkling effort by Mayfield on a cleverly-cleffed item that has just the right amount of melancholy. Mayfield's fine vocal could bring this one home a winner.

JOHNNY ACE

Cross My Heart
Angel—Duke R-107—Ace's new disk stacks up as another good one and bears close watching. Both sides are slow-paced ballads with strong ork backing. "Cross My Heart" likely side. It's cut from the same cloth as "My Song."

Spiritual

BELLS OF JOY

Leak In This Old Building
Echoes From Heaven—Peacock 1708—Latest disk by this top-notch group stacks up an another in their steady list of winners.

Latin American

LUIS ARCARAZ ORK

Tu Me Pertenece
Telefono a Larga Distancia — RCA Victor 23-5910—This band puts many an American "name band" to shame via its sparkling arrangements, great brass section and precision. One often wonders why the label doesn't merchandise this group in the pop field as well as the Latin American. The "recording sound" gained in the Mexico City studio is excitingly clean. "Tu Me" is of course "You Belong to Me."

Spiritual

EDNA GALMON COOK

Nobody to Depend On79
REPUBLIC 7019—Only the Lord can be depended upon, is the message of this reverent spiritual. Miss Cook awards it a warm and moving performance to simple and appropriate backing. Fine wax.

Walk Thru the Valley75
Spiritual is delivered with compelling sincerity by Miss Cook. A good side that should do well in the field.

Country & Western

KITTY WELLS

Divided By Two83
DECCA 28525—A clever weeper is handled very effectively here by Kitty Wells. The tune is melodic and the gal does it with feeling. This one could grab a lot of spins and pull loot too.

The Things I Might Have Been82
The thrush does a slick job with the oldie, singing the ditty with feeling. The arrangement is striking, rather different than other likings of the tune. If the song makes it, this version will share some of the loot. The Wade Ray cutting on Victor is already creating some action.

YORK BROTHERS

So Full of Tears78
KING 1156 — Over a Latin-styled backing the boys tell how they miss their darling. Arrangement is in the style of "Don't Let the Stars . . ." and it's bright and fresh. Good for juke plays.

Baby I'm Lost Without You76
The boys turn in a mighty smooth reading of a pretty weeper showing off some excellent close harmony. A deep waxing that should interest the jocks, and may even pull juke coin.

JIMMY THOMASON

Big Deal77
KING 1157—A powerful rhythm ditty is punched across by the singer with the strings setting a driving beat. Stacks up as a fine juke item for hillbilly locations. Timing (2:10) makes it even more likely.

Bouncing Heart73
Lyrics are clever, drawing on the analogy of a bouncing ball. It's well projected by Thomason. This side too has good juke potential.

JIM EANES

Kiss Me! Kiss Me!74
DECCA 28522—A fast-tempo novelty receives an effective vocal from the warbler. The tune is cute.

Little Brown Hand73
Eanes sings this up-tempo novelty with spirit, as he tells about the courtship and marriage of his childhood sweetheart. Material is light but spinable.

Album and LP Reviews

Popular

THIS IS TOMMY DORSEY74

(1-10")
V LPT 3005
Eight cuttings by the old Tommy Dorsey ork (circa 1941) are revived on LP in this attractive collectors' release. All feature vocals by warblers still very much in the current musical scene. Frank Sinatra, who joined Dorsey after his stint with the Harry James aggregation, is heard in one of his all-time best, an unusually warm rendition of "This Love of Mine." Jo Stafford comes thru with a really smooth ob on "Embraceable You" and the swiny "For You." Connie Haines has her turn in "What Is This Thing Called Love" and "Will You Be Mine." All three, with Miss Stafford as part of the Pied Pipers, combine in the slight novelty, "Snootie Little Cutie." Frankie shows his swoon-power in "Without a Song" and all join in "Oh! Look at Me Now." For aural evidence of what made the Dorsey ork click, this is it.

THIS IS ARTIE SHAW AND HIS GRAMERCY FIVE72

(1-10")
V (33) LPT 3013
RCA Victor has rescued some of Artie Shaw's best waxings with his small combo, the Gramercy Five, and released them on a single LP disk as part of its "Treasury of Immortal Performances," pop division, series. Shaw made five of the eight diskings included on this set back in 1940, when his great ork was creating swing history, along with the Goodman, Dorsey and James orks of the period. The 1940 Shaw Five was a band within a band, and created a lot of attention with its bright diskings which broke some new ground musically in the early 40's. The men with the original Five included Johnny Guarneri on harpsichord, Billy Butterfield, Al Henrickson, Jud De Naut and Nick Fatool. The 1945 group, which cut three of the disks, features Roy Eldridge, Dodo Mar-marosa, Barney Kessel, Morris Rayman and Lou Fromm. The best sides are the ones made in 1940, with the sound fresh and spontaneous, as against the more studied work of the 1945 group. "Cross Your Heart," "My Blue Heaven" and "Dr. Livingston, I Presume," are outstanding. Roy Eldridge, blows some fine trumpet on "Scuttlebutt" and "Grabtown Grapple," both of which were waxed in 1945. Many jazz fans, and those who enjoyed the old Artie Shaw ork, will be interested in this new release.

(Continued on page 37)

RATINGS: 90-100, Tops; 80-89, Excellent; 70-79, Good; 40-69, Satisfactory; 0-39, Poor

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

THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories: Vocal and/or instrumental interpretation, 25; over-all exploitation potential, 20; song caliber, 20; artist's name value, 15; manufacturer's distribution power, 10; arrangement, 10.

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

COLUMBIA COUNTER-POINTS



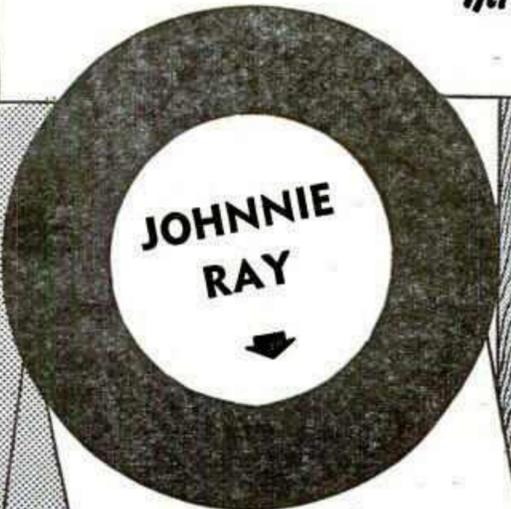
The Pitch From Mitch

Things look mighty fine around here just now, as I think you'll agree. Spotted throughout this ad are some of our biggest items, and the group by no means takes care of all of them. Not by a long shot. It omits Tony Bennett, for example, who's very much in the business with "Congratulations to Someone" and "Take Me." Be sure you listen to these discs—they're right in Tony's best-selling groove. There's also the "Studio One Concerto" for Art Lowry and his orchestra, with a good helping of concert-type piano thrown in with a moody theme. Nice listening for anyone, and ideal for the boxes.

Sammy Kaye is still doing fine with "Walkin' to Missouri," and he comes along with "Hurry, Hurry, Hurry" which ought to set new peaks for him. It's coupled with "The Dance of Mexico," which is your old favorite, "La Raspa," in Kaye style. Our girl Toni Arden has "Kiss" and "It's Not Their Heartache," and the list goes on and on. So far on, as a matter of fact, that we're holding back some stuff with high potential until you can absorb what's out right now. We have a whole deck of aces up our sleeves here on Seventh Avenue, and we're just waiting until the time is ripe.

It's that old stuff about the embarrassment of riches. Our kids are singing better and playing better than they ever did before, and they've got some fine material to work out on. The engineers are getting some fine sounds for us, too, and it all looks like a happy winter all around. Meanwhile, remember the sides we've listed for you here—the others will be along when you need them.

Mitch



THE TOUCH OF GOD'S HAND
I'M GONNA WALK AND TALK WITH MY LORD
39908 • 4-39908

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

ROSEMARY CLOONEY and
HARRY JAMES
YOU'LL NEVER KNOW
THE CONTINENTAL
39905 • 4-39905

FELICIA SANDERS
PLEASE BE GOOD WHILE I'M GONE
PEOPLE IN LOVE CAN BE LONELY
39900 • 4-39900

FRANKIE LAINE
I'M JUST A POOR BACHELOR
TONIGHT YOU BELONG TO ME
39903 • 4-39903

DORIS DAY
MISTER TAP TOE
YOUR MOTHER AND MINE
39906 • 4-39906

GUY MITCHELL
SHE WEARS RED FEATHERS
PRETTY LITTLE BLACK-EYED
SUSIE
39909 • 4-39909



New Extended Play Releases on Columbia!

APRIL IN PARIS
April in Paris • I'm Gonna Ring the Bell Tonight • I Know a Place • That's What Makes Paris Patee
DORIS DAY with Paul Weston, Percy Faith and The Norman Luboff Choir 45 Set B-1581

FRANKIE LAINE SPOTLITE
Jealousy • Jezebel • The Gandy Dancers' Ball • When You're in Love
With Paul Weston, Mitch Miller, The Norman Luboff Choir and Carl Fischer at the piano 45 Set B-1582

GUY MITCHELL SPOTLITE
My Truly, Truly Fair • The Roving King • Sparrow in the Tree Top • My Heart Cries for You
With Mitch Miller and his Orchestra and Chorus 45 Set B-1585

DORIS DAY
in songs from "Peter Pan" and "Hans Christian Andersen"
The Second Star to the Right • Your Mother and Mine • No Two People • Wonderful Copenhagen
With Donald O'Connor, Paul Weston, The Four Lads and The Norman Luboff Choir 45 Set B-1590

MAMBO WITH CUGAT
Mambo Gardo • Mambo En Espana • La Cumparsita • Mambo Retozon
XAVIER CUGAT and his Orchestra 45 Set B-1586

JEROME KERN FAVORITES
Lovely To Look At • Why Do I Love You? • All the Things You Are • The Way You Look Tonight
EDDY DUCHIN, piano 45 Set B-1587

BARBERSHOP BALLADS
Annie Laurie • Oh, Joe • Harbor Lights Yodel • Shine
FLAT FOOT FOUR 45 Set B-1588

PLAY, GYPSIES
Play Gypsies, Dance Gypsies • Tuica • Dark Eyes • No Longer Does the Dawn Caress Me
V. SELINESCU and his Gypsy Ensemble 45 Set B-1589

Best Sellers		
Based on actual sales reports for week ending January 3		
JO STAFFORD KEEP IT A SECRET ONCE TO EVERY HEART 39891 • 4-39891	ROSEMARY CLOONEY HALF AS MUCH POOR WHIP-POOR- WILL 39710 • 4-39710	LES COMPAGNONS DE LA CHANSON THE THREE BELLS WHIRLWIND 39657 • 4-39657
JO STAFFORD JAMBALAYA EARLY AUTUMN 39838 • 4-39838	MINDY CARSON TELL ME YOU'RE MINE THE CHOO BUY SONG 39914 • 4-39914	SAMMY KAYE WALKIN' TO MISSOURI ONE FOR THE WONDER 39769 • 4-39769
DORIS DAY MISTER TAP TOE YOUR MOTHER AND MINE 39906 • 4-39906	FRANKIE LAINE I'M JUST A POOR BACHELOR TONIGHT YOU BELONG TO ME 39903 • 4-39903	RAY PRICE DON'T LET THE STARS GET IN YOUR EYES I LOST THE ONLY LOVE I KNEW 21025 • 4-21025
JO STAFFORD YOU BELONG TO ME PRETTY BOY 39811 • 4-39811	ROSEMARY CLOONEY and HARRY JAMES YOU'LL NEVER KNOW THE CONTINENTAL 39905 • 4-39905	ART LOWRY THE GIRL WITHOUT A NAME SIOUX CITY SUE 39902 • 4-39902

COLUMBIA RECORDS

"Columbia," "Masterworks," "Okeh," "Entree" (LP and 45) Trade Marks Reg. U. S. Pat. Off. Marca Registrada

The Billboard Music Popularity Charts . . . for Week Ending January 3

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

IN THE MOOD

BY THE LIGHT OF THE SILVERY MOON—Johnny Maddox—Dot 15045

Continued strength in L. A. and Chicago. Picked up fast during the week in Cincinnati. Disk is selling well retail-wise as well as to operators with whom Maddox has had past strength. It's his first disk, tho, which has made more than a ripple in the retail market.

SHE WEARS RED FEATHERS

PRETTY LITTLE BLACK-EYES SUSAN—Guy Mitchell—Columbia 39909

Full distribution has not yet been achieved but disk has started off well where it's available. This is particularly true in Los Angeles and metropolitan New York.

Country & Western

THE THINGS I MIGHT HAVE BEEN—Wade Ray—RCA Victor 20-5091

Reports on the early activity on this record from St. Louis, Chicago and L. A. are very good. Top pick by deejays this week.

GOIN' STEADY—Faron Young—Capitol 2299

On deejay chart this week. Top dealer pick and also picked by operators. On New Orleans territorial.

Rhythm & Blues

I BELIEVE—Elmore James—Meteor 5000

Record building well in Chicago, Tennessee and Cincinnati. Heavy demand in New York. Top dealer pick this week.

TELL ME PRETTY BABY

AIN'T IT A SHAME—Lloyd Price—Specialty 452

Two powerful new blues efforts by Price. "Tell Me" is a jump blues while flip is set to a slower tempo. Both have a solid beat sparked by pounding keyboard work. Too early for many retail or one-stop reports, but distributor activity is strong.

BELIEVE ME BABY

BLUE TURNING GREY—Roy Milton—Specialty 446

It's coming up on the juke box chart and is the number two operator pick for the week.

Spiritual

WILL JESUS BE WAITING FOR ME

I WAS PRAYING—Five Blind Boys—Peacock 1708

Retail action is building in the South. A previous "New Record to Watch" selection.

I'LL BE SATISFIED THEN

NO ROOM AT THE HOTEL—Sister Jessie Mae Renfro—Peacock 1707

Same comment as above.

Late Reports on Recent "Best Buys"

Following are condensed reports, based on late field information from all segments of the trade, showing the progress being made by records which have been selected as "Best Buys" during recent weeks. Reports on a record are discontinued after the first week it appears on either the National Best-Seller or Juke Box chart.

Popular

TEARDROPS ON MY PILLOW
STOLEN WALTZ

Sunny Gale—RCA Victor

20-5103

Disk had a good week. "Teardrops" is on the Philadelphia chart. Activity is very good in Chicago where both sides appear to be selling equally well. It is also strong in New York. Action in St. Louis is reported as just fair at the moment with a number of other areas reporting the disk undelivered.

MUST I CRY AGAIN

Hilltoppers—Dot 15034

Hit disk jockey chart this issue. Picked by operators. Continued strength in areas reported last week.

YOU'LL NEVER KNOW

Rosemary Clooney—Columbia

39905

On juke box chart for first time at number 18.

EVEN NOW

IF IT WERE UP TO YOU

Eddie Fisher—RCA Victor

20-5106

Disk is off to a fast start. "Even Now" is side. Top dealer pick. Coming up national sales chart fast. Tops in re-orders with label. Already on Boston, Philadelphia, and Pittsburgh charts.

MISTER TAP TOE

Doris Day—Columbia 39906

Strong upsurge made by disk this week. Just missed making top 20 national best sellers. On Detroit territorial chart.

WISHING RING

Joni James—M-G-M 11390

"Have You Heard" continuing to move up charts. Activity on "Wishing Ring" is beginning to build. On Cincinnati chart, doing well in Boston and showing real strength on national sales chart.

I'M JUST A POOR BACHELOR

Frankie Laine—Columbia

39903

On Chicago territorial. Just off best seller chart.

PRETEND

Ralph Marterie—Mercury

70045

Hit juke box chart in 13th position. On Chicago territorial chart.

Country & Western

EDDY'S SONG

CONDEMNED WITHOUT TRIAL

Eddy Arnold—RCA Victor

20-5108

Looks like another big one for Arnold. Very strong and quick action on "Eddy's Song." All reports show good activity and many sales.

NO HELP WANTED

Carlises—Mercury 70028

On disk jockey hillbilly list at number six. On Dallas-Fort Worth territorial.

I LET THE STARS GET IN MY EYES

Goldie Hill—Decca 28473

"Stars" hit both the best-seller and juke box charts for first time this week. On four territorial charts.

THAT'S THE KIND OF LOVE I'M LOOKING FOR

Carl Smith—Columbia 21051

Moving up Nashville chart. Good action reported in Midwest. Picked by deejays this week. Flip side "My Lonely Heart Is Running Wild" picked by dealers.

(Continued on page 66)

Coming Up in the Trade

The following records have been selected by dealers, disk jockeys and operators as tomorrow's hits, based on early activity. Picks are limited to recent records which have not yet appeared on any of The Billboard Music Popularity Charts

The Dealers Pick

Popular

1. EVEN NOW
Eddie Fisher-Hugo Winterhalter—RCA Victor 20-5106
2. MISTER TAP TOE
Doris Day—Columbia 39906
3. I'M JUST A POOR BACHELOR
Frankie Laine—Columbia 39903
4. TEARDROPS ON MY PILLOW
Sunny Gale—RCA Victor 20-5103
5. BLUE VIOLINS
Hugo Winterhalter Ork—RCA Victor 20-4997
6. HOT TODDY
Ralph Flanagan Ork—RCA Victor 20-5095
7. OH, HAPPY DAY
Lawrence Welk—Coral 60893
8. FULL TIME JOB
Doris Day-Johnnie Ray—Columbia 39898

Country & Western

1. GOIN' STEADY
Faron Young—Capitol 2299
2. MY LONELY HEART IS RUNNING WILD
Carl Smith—Columbia 21051
3. GONE
Terry Preston—Capitol 2298
4. THE NEW WEARS OFF TOO FAST
Hank Thompson—Capitol 2269
5. IT'S THE KIDS WHO PAY
Molly Bee—Capitol 2258

Rhythm & Blues

1. BELIEVE
Elmore James—Meteor 5000
2. STRANGE
Nat (King) Cole—Capitol 2309
3. I'M GONNA PLAY THE HONKY TONKS
Marie Adams—Peacock 1583

The Disk Jockeys Pick

Popular

1. TEARDROPS ON MY PILLOW
Sunny Gale—RCA Victor 20-5103
2. WISHING RING
Joni James—M-G-M 11390
3. OH, HAPPY DAY
Lawrence Welk—Coral 60893
4. AMOR
Vic Damone—Mercury 70054
5. MUST I CRY AGAIN
Hilltoppers—Dot 15034
6. MISTER TAP TOE
Doris Day—Columbia 39906
7. STRANGE
Nat (King) Cole—Capitol 2309
8. YOU BLEW ME A KISS
Ginny Gibson—M-G-M 11383

Country & Western

1. THE THINGS I MIGHT HAVE BEEN
Wade Ray—RCA Victor 20-5091
2. GONE
Terry Preston—Capitol 2298
3. THE NEW WEARS OFF TOO FAST
Hank Thompson—Capitol 2269
4. DOES YOUR SWEETHEART SEEM DIFFERENT LATELY?
Aury Inman—Decca 28595
5. THAT'S THE KIND OF LOVE I'M LOOKING FOR
Carl Smith—Columbia 21051
6. NO ONE WILL EVER KNOW
Rex Allen—Decca 28446
7. WAITING FOR A LETTER
Goldie Hill—Decca 28473

The Operators Pick

Popular

1. IF I HAD A PENNY
Rosemary Clooney—Columbia 39892
2. NINA NEVER KNEW
Sauter-Finegan Ork—RCA Victor 20-5065
3. YOU WIN AGAIN
Tommy Edwards—M-G-M 11326
4. MUST I CRY AGAIN
Hilltoppers—Dot 15034
5. TONIGHT YOU BELONG TO ME
Frankie Laine—Columbia 39903

Country & Western

1. PLEASE, BELIEVE
George Morgan—Columbia 21052
2. GOIN' STEADY
Faron Young—Capitol 2299
3. GONE
Terry Preston—Capitol 2298
4. DON'T MAKE LOVE IN A BUGGY
Jack and Daniel—Decca 28467
5. MY GOD IN REAL
Red Foley—Decca 28447

Rhythm & Blues

1. BABY, DON'T DO IT
Five Royales—Apollo 443
2. BELIEVE ME, BABY
Roy Milton—Specialty 446
3. BOOGIE WOOGIE WOMAN
B. B. King—RPM 374
4. LORD KNOWS I TRIED
Lucky Millinder—King 4457
5. A MILLION TEARS
Little Sylvia—Jubilee 5100
6. MUST I CRY AGAIN
Todd Rhodes—King 4583

RECORD DEALERS—

Each week dealers buy, for customer distribution, over 20,000 copies of Today's Top Tunes—The Billboard's weekly record sales aid. "This Week's Best Buys" are now listed in Today's Top Tunes. For details write: Today's Top Tunes, The Billboard, 2160 Patterson St., Cincinnati, Ohio.

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Title strips for each of the records listed in "This Week's Best Buys" are available to you. Only those records suitable for juke boxes are included in weekly title strip releases. For more information write: Title Strip Service, The Billboard, 1564 Broadway, New York City.

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The Nation's Newest Singing Stars
WITH THE OUTSTANDING POP HIT



THE GAYLORDS



"TELL ME YOU'RE MINE"



MERCURY 70067-70067X45

RALPH MARGERIE

AND HIS

DOWN BEAT ORCHESTRA

"Pretend"

AND

"After Midnight"



Billboard... NEW RECORDS TO WATCH

RALPH MARGERIE ORK. Pretend
After Midnight—Mercury 70045—Two very fine instrumentals by the Margerie group that bear careful watching. Jockeys should go for them in a big way, and there is a lot of commercial potential in "Pretend." Flip is a fine item reminiscent of the days of swing bands.

Billboard... THIS WEEK'S BEST BUYS

PRETEND—Ralph Margerie—Mercury 70045
Disk is getting very strong acceptance with juke box operators in a number of areas. It's picked by the operators this week. Number two in label re-orders. Retailers list it as very strong in Chicago and as good in Cincinnati. Good initial activity with L. A. distributor. A "New Record to Watch" selection.

EDDY HOWARD

"It's Worth Any Price You Pay"



IT'S WORTH ANY PRICE YOU PAY—Eddy Howard—Mercury 70015
This disk, too, appears to have withstood the rigors of Christmas. It's now beginning to show good action in Philadelphia and Western New York State.

"Amor" AND "Sugar" VIC DAMONE

Variety...

Jocks, Jukes and Disks

By MIKE GROSS

Vic Damone: "Sugar" (Mercury). Vic Damone has come up with a solid commercial coupling in the workover of the oldies, "Amor" and "Sugar." Platter should share spins now with the Yule tunes and then ride in for big returns in the new year. The Latino flavored "Amor" gives Damone his best material in some time. He's in top voice here and belts out for romantic impact. Hits a couple of falsetto notes that should keep the femme trade asking for repeats. On "Sugar," Damone delivers with the sort of sweet styling that sells. Walter Rodell orch and the Jack Halloran Singers assist.

Variety... BEST BETS

VIC DAMONEAMOR
(Mercury)Sugar

Billboard... NEW RECORDS TO WATCH

VIC DAMONE
Amor—Mercury 70054—A subdued orking sets a lovely backdrop for a very sensitive reading by Damone. Singer is in top form on this one.



MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

The Billboard Music Popularity Charts

... for Week Ending January 3

TOP POPULAR RECORDS

Best Selling Singles

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed.

Table with columns: This Week, Last on Week, Weeks on Chart. Lists top 20 singles including 'DON'T LET THE STARS GET IN YOUR EYES' and 'GLOW WORM'.

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in juke boxes throught the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed.

Table with columns: This Week, Last on Week, Weeks on Chart. Lists top 20 juke box records including 'WHY DON'T YOU BELIEVE ME?' and 'DON'T LET THE STARS GET IN YOUR EYES'.

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on disk jockey radio shows throught the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

Table with columns: This Week, Last on Week, Weeks on Chart. Lists top 20 jockey records including 'WHY DON'T YOU BELIEVE ME?' and 'DON'T LET THE STARS GET IN YOUR EYES'.

Best Selling Popular Albums

Albums are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. Separate charts are listed for 33 1/3 r.p.m. and 45 r.p.m. records.

Table with columns: This Week, Last on Week, Weeks on Chart. Lists top 18 popular albums including 'BENNY GOODMAN 1937-38 JAZZ CONCERT NO. 2' and 'BECAUSE YOU'RE MINE'.

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 throught the country with a high sales volume in children's records. No distinction is made between record speeds. Number after title indicates the number of records in each set.

Table with columns: This Week, Last on Week, Weeks on Chart. Lists top 18 children's records including 'TWEET, TWEET, TWEETY' and 'ROBIN HOOD'.

The Billboard's Music Popularity Charts

... for Week Ending January 3

Territorial Best Sellers (Popular)

LADDER OF Best Sellers FROM King AND Federal RECORDS

Popular

RUBY WRIGHT
HOT DOG RAG
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

HAWKSHAW HAWKINS
BETTY LORRAINE
TANGLED HEART
11154 and 45-11154

YORK BROS.
TENNESSEE TANGO
RIVER OF TEARS
1135 and 45-1135

COWBOY COPAS
LOVE ME NOW
FEELIN' LOW
1151 and 45-1151

BOB NEWMAN
SWEET ORCHARD VINE
STRANGE LOVE
1155 and 45-1155

MOON MULLICAN
A CRUSHED RED ROSE
(AND A FADED BLUE RIBBON)
A THOUSAND AND ONE SLEEPLESS NIGHTS
1152 and 45-1152

Rhythm/Blues

TINY BRADSHAW
SOFT STRANGE
4577 and 45-4577

EARL BOSTIC
YOU GO TO MY HEAD
THE HOUR OF PARTING
4586 and 45-4586

LULU 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
THE BELLS
PEDAL PUSHIN' PAPA
12114 and 45-12114
I'D BE SATISFIED
NO ROOM
12105 and 45-12105

THE ROYALS
ARE YOU FORGETTING WHAT DID I DO
12113 and 45-12113

DISTRIBUTED BY

King RECORDS INC.
1540 Brewster Ave. Cincinnati 14, Ohio

New York

1. Don't Let the Stars Get in Your Eyes
P. Como, Victor
2. Glow Worm
Mills Brothers, Decca
3. Why Don't You Believe Me?
J. James, M-G-M
4. Takes Two to Tango
P. Bailey, Coral
5. It's in the Book
J. Standley, Capitol
6. Lady of Spain
E. Fisher, H. Winterhalter, Victor
7. Because You're Mine
M. Lanza, Victor
8. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral
9. You Belong to Me
J. Stafford, Columbia
10. Oh, Happy Day
D. Howard, Essex

Chicago

1. Don't Let the Stars Get in Your Eyes
P. Como, Victor
2. Tell Me You're Mine
Gaylords, Mercury
3. Till I Waltz Again With You
T. Brewer, Coral
4. Glow Worm
Mills Brothers, Decca
5. Pretend
R. Marterie, Mercury
6. It's in the Book
J. Standley, Capitol
7. Oh, Happy Day
D. Howard, Essex
8. Keep It a Secret
J. Stafford, Columbia
9. Have You Heard?
J. James, M-G-M
10. I'm Just a Poor Bachelor
F. Laine, Columbia

Los Angeles

1. Glow Worm
Mills Brothers, Decca
2. Why Don't You Believe Me?
J. James, M-G-M
3. Don't Let the Stars Get in Your Eyes
P. Como, Victor
4. It's in the Book
J. Standley, Capitol
5. Takes Two to Tango
P. Bailey, Coral
6. Oh, Happy Day
L. Welk, Coral
7. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral
8. I Went to Your Wedding
P. Page, Mercury
9. Why Don't You Believe Me?
P. Page, Mercury
10. Till I Waltz Again With You
T. Brewer, Coral

Washington, D. C.

1. Don't Let the Stars Get in Your Eyes
P. Como, Victor
2. It's in the Book
J. Standley, Capitol
3. Glow Worm
Mills Brothers, Decca
4. Till I Waltz Again With You
T. Brewer, Coral
5. Why Don't You Believe Me?
J. James, M-G-M
6. I Went to Your Wedding
P. Page, Mercury
7. Bye, Bye Blues
L. Paul & M. Ford, Capitol
8. Keep It a Secret
J. Stafford, Columbia
9. Takes Two to Tango
P. Bailey, Coral
10. You Belong to Me
J. Stafford, Columbia

Atlanta

1. It's in the Book
J. Standley, Capitol
2. Glow Worm
Mills Brothers, Decca
3. Why Don't You Believe Me?
J. James, M-G-M
4. Trying
Hilltoppers, Dot
5. Don't Let the Stars Get in Your Eyes
P. Como, Victor
6. Lady of Spain
E. Fisher, H. Winterhalter, Victor
7. Full Time Job
Doris Day-J. Ray, Columbia

Boston

1. Don't Let the Stars Get in Your Eyes
P. Como, Victor
2. It's in the Book
J. Standley, Capitol
3. Why Don't You Believe Me?
J. James, M-G-M
4. Till I Waltz Again With You
T. Brewer, Coral
5. Bye, Bye Blues
L. Paul & M. Ford, Capitol
6. Even Now
E. Fisher-H. Winterhalter, Victor

Detroit

1. Till I Waltz Again With You
T. Brewer, Coral
2. Tell Me You're Mine
Gaylords, Mercury
3. Oh, Happy Day
D. Howard, Essex
4. Don't Let the Stars Get in Your Eyes
P. Como, Victor
5. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral
6. Don't Let the Stars Get in Your Eyes
Red Foley, Decca
7. No Moon at All
Ames Brothers, Coral
8. Hot Toddy
R. Flanagan, Victor
9. Mister Tap Toe
Doris Day, Columbia

Philadelphia

1. Till I Waltz Again With You
T. Brewer, Coral
2. Why Don't You Believe Me?
J. James, M-G-M
3. Have You Heard
J. James, M-G-M
4. Glow Worm
Mills Brothers, Decca
5. Don't Let the Stars Get in Your Eyes
P. Como, Victor
6. Oh, Happy Day
D. Howard, Essex
7. It's in the Book
J. Standley, Capitol
8. Takes Two to Tango
P. Bailey, Coral
9. Teardrops on My Pillow
S. Gale, Victor
10. Even Now
E. Fisher-H. Winterhalter, Victor

Pittsburgh

1. Don't Let the Stars Get in Your Eyes
P. Como, Victor
2. Glow Worm
Mills Brothers, Decca
3. My Baby's Coming Home
L. Paul-M. Ford, Capitol
4. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral
5. Oh, Happy Day
D. Howard, Essex
6. Why Don't You Believe Me?
J. James, M-G-M
7. Water Can't Quench the Fire of Love
G. Mac Kenzie, Capitol
8. Because You're Mine
M. Lanza, Victor
9. Keep It a Secret
J. Stafford, Columbia
10. Even Now
E. Fisher & H. Winterhalter, Victor

St. Louis

1. Don't Let the Stars Get in Your Eyes
P. Como, Victor
2. My Baby's Coming Home
L. Paul & M. Ford, Capitol
3. Oh, Happy Day
D. Howard, Essex
4. Till I Waltz Again With You
T. Brewer, Coral
5. Bye, Bye Blues
L. Paul & M. Ford, Capitol
6. It's in the Book
J. Standley, Capitol
7. Lady of Spain
L. Paul & M. Ford, Capitol
8. Takes Two to Tango
P. Bailey, Coral
9. Why Don't You Believe Me?
J. James, M-G-M
10. Say It With Your Heart
B. Carroll, Derby

Cincinnati

1. Don't Let the Stars Get in Your Eyes
P. Como, Victor
2. Why Don't You Believe Me?
J. James, M-G-M
3. Glow Worm
Mills Brothers, Decca
4. Oh, Happy Day
D. Howard, Essex
5. It's in the Book
J. Standley, Capitol
6. Keep It a Secret
J. Stafford, Columbia
7. You Belong to Me
J. Stafford, Columbia
8. Have You Heard
J. James, M-G-M
9. Wishing Ring
J. James, M-G-M
10. Till I Waltz Again With You
T. Brewer, Coral

New Orleans

1. Why Don't You Believe Me?
J. James, M-G-M
2. Glow Worm
Mills Brothers, Decca
3. Oh, Happy Day
D. Todd, Decca
4. My Baby's Coming Home
L. Paul & M. Ford, Capitol
5. Keep It a Secret
J. Stafford, Columbia
6. Trying
Hilltoppers, Dot

Denver

1. Glow Worm
Mills Brothers, Decca
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. I Went to Your Wedding
P. Page, Mercury
6. Jambalaya
J. Stafford, Columbia

Seattle

1. Glow Worm
Mills Brothers, Decca
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. Jambalaya
J. Stafford, Columbia
5. Oh, Happy Day
Four Knights, Capitol
6. Heart and Soul
Four Aces, Decca
7. Oh, Happy Day
D. Howard, Essex
8. Trying
E. Fitzgerald, Decca
9. Bye, Bye Blues
L. Paul & M. Ford, Capitol
10. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral

Dallas-Ft. Worth

1. Why Don't You Believe Me?
J. James, M-G-M
2. Glow Worm
Mills Brothers, Decca
3. It's in the Book
J. Standley, Capitol
4. I Went to Your Wedding
P. Page, Mercury
5. Lady of Spain
E. Fisher-H. Winterhalter, Victor

This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

- Los Angeles... OH, HAPPY DAY
Lawrence Welk—Coral 60893
- Boston... EVEN NOW
Eddie Fisher & Hugo Winterhalter—Victor 20-5106
- Seattle... OH, HAPPY DAY
Four Knights—Capitol 2315
- Philadelphia... TEARDROPS ON MY PILLOW
Sunny Gale—Victor 20-5103
- Philadelphia... EVEN NOW
Eddie Fisher & Hugo Winterhalter—Victor 20-5106
- Pittsburgh... EVEN NOW
Eddie Fisher & Hugo Winterhalter—Victor 20-5106

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GUY LOMBARDO'S Great New Decca Record
John! John! John!
(Every Tom, Dick and Harry's Called John)

Decca 28546 (78 RPM) and 9-28546 (45 RPM)

The Billboard's Music Popularity Charts

Classical Records

... for Week Ending January 3

Best Selling Classics

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers throughout the country with a high sales volume in classical records. Separate charts are listed for 33 1/3 and 45 r.p.m. records.

This Week	33 1/3 R.P.M.	Last Week	Weeks on Chart
1.	BEETHOVEN SYMPHONY NO. 9.—E. Farrell, N. Merri- man, J. Pearce, N. Scott, R. Shaw Chorale; NBC Sym- phony Ork; A. Toscanini, conductor.... V (33)LM-6009	1	13
3.	BERLIOZ: HAROLD IN ITALY—W. Primrose, Sir Thomas Beecham, conductor; Royal Philharmonic Ork Col(33)ML-4542	2	18
3.	VERDI: IL TRAVATORE—Z. Milanov, J. Bjoerling, F. Barbieri, L. Warren, R. Shaw Chorale; RCA Victor Ork V(33)LM-6008	3	3
4.	SHAW: DON JUAN IN HELL—Sir Cedric Hardwicke, Charles Laughton, Agnes Moorehead, Charles Boyer Col(33)SL-166	4	14
5.	ANNA RUSSELL SINGS—A. Russell, H. Dworkin, piano. Col ML-4594	—	1

This Week	45 R.P.M.	Last Week	Weeks on Chart
1.	RACHMANINOFF: CONCERTO FOR PIANO NO. 2— A. Rubinstein, NBC Symphony Ork.. V(45)WDM-1075	2	6
2.	TCHAIKOVSKY: NUTCRACKER SUITE—E. Ormandy, conductor; Philadelphia Ork..... V(45)WDM-1020	1	6
2.	TCHAIKOVSKY: SWAN LAKE BALLET—St. Louis Symphony Ork.; V. Golschmann, conductor..... V(45)WDM-1028	4	55
4.	OFFENBACH: GAITE PARISIENNE — Boston Pops Ork; A. Fiedler, conductor..... V(45)WDM-1147	2	9
5.	ROSSINI: WILLIAM TELL OVERTURE—NBC Sym- phony Ork; A. Toscanini, conductor.... V(45)WDM-605	—	20

Reviews of the Current Classical Releases

PUCCHINI: HIGHLIGHTS FROM LA BOHEME—Licia Albanese, Patrice Munsel, Giuseppe di Stefano, Leonard Warren; RCA Victor Orchestra; Renato Cellini and Victor Trucco, Conds. (1-12") 82
V (33) LM 1709

Last April RCA Victor released the complete "La Boheme" led by Toscanini. Now the label follows with a "highlight" record. Surprisingly, the latter is not culled from the full-length recording. Only Miss Albanese is on both. The "high- light" disk has taken eight excerpts from the opera, including the best-loved arias. The performances are tremendous by all four artists. A comparison with the full-length recording shows that this disk stacks up very well, and there are those who might even prefer di Stefano as Rudolfo over Pearce. In any event, for those who can't go the price of the complete opera, this is a good substitute.

BEETHOVEN: SYMPHONY NO. 2 IN D MAJOR, Op. 36; SYM- PHONY No. 4 IN B-FLAT MAJOR, Op. 60 — Philharmonic Symphony Orchestra of New York; Bruno Walter, Cond. (1-12") 80
Columbia (33) ML 4596

This is an epochal disk for Walter in that it completes the cycle of Beethoven symphonies on records for the conductor. All but the Sixth (which is performed by the Philadelphia Symphony) have Walter at the helm of the New York Philhar- monic. While neither of the symphonies on this disk have the popular appeal of some of the more familiar Beethoven works they are both standard concert fare. Under the baton of Walter they are performed brilliantly.

CASALS FESTIVAL AT PERPIGNAN, Vol. 3—(4-12") 77
Columbia (33) SL 169

This final entry in the three-volume Perpignan set might stir greater long-term interest than those issued previously. Whereas, in the first two volumes, Casals played on some disks but conducted on most, the master cellist here plays thruout. The works are all by Beethoven and Casals takes the cello part in the Trios, Nos. 2, 4, 6 and 7; the Cello Sonata, Op. 5, No. 2, and the Cello Variations on themes from Mozart's "Magic Flute." Collaborating artists are pianists Rudolf Serkin and Eugene Istomin, and violinist Alexander Schnieder. Bonus disk of the set has unusual interest in that it eavesdrops on a rehearsal of Casals conducting a movement from the Bach A Minor Violin Concerto, with Isaac Stern as soloist. Casals is heard exhorting the ork to realize his interpretation, and the take has great fascination. This latter collaboration, incidentally, was part of last year's Prades Festival set, and might lead to some rebirth of sales of the older issue.

TCHAIKOVSKY: CONCERTO No. 1 IN B FLAT MINOR Op.23 —Solomon, Pianist; Philharmonia Orchestra; Issay Dobrowen, Cond. (1-12") 75
V (33) LHMV 1028

It does not seem as tho there could be a great market for this new waxing of Tchaikovsky's Piano Concerto. At the present time there are eight LP's of the famous war-horse on the market, including one by Horowitz, another by Rubinstein, etc. Yet there is much to recommend this dinking. Solomon does a fine job and the ork supports him expressively giving an excellent performance under Issay Dobrowen. The orches- tra sounds rich and full, and the recording is excellent. Those interested in the Tchaikowsky Concerto should certainly listen to this set.

(Continued on page 66)

RATINGS: 90-100 Tops; 80-89 Excellent; 70-79 Good; 40-69 Satisfactory; 0-39 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.



BIG 5



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b/w PURPLE SHADES MGM 11333 (78 rpm) K11333 (45 rpm)

TOMMY EDWARDS

Sings

YOU WIN AGAIN

b/w SINNER OR SAINT
MGM 11326 (78 rpm)
K11326 (45 rpm)



ART MOONEY

HEARTBREAKER

b/w WINTER MGM 11386 (78 rpm) K11386 (45 rpm)



GINNY GIBSON

YOU BLEW ME A KISS

b/w TOO FAR BETWEEN KISSES
MGM 11383 (78 rpm)
K11383 (45 rpm)



M-G-M RECORDS

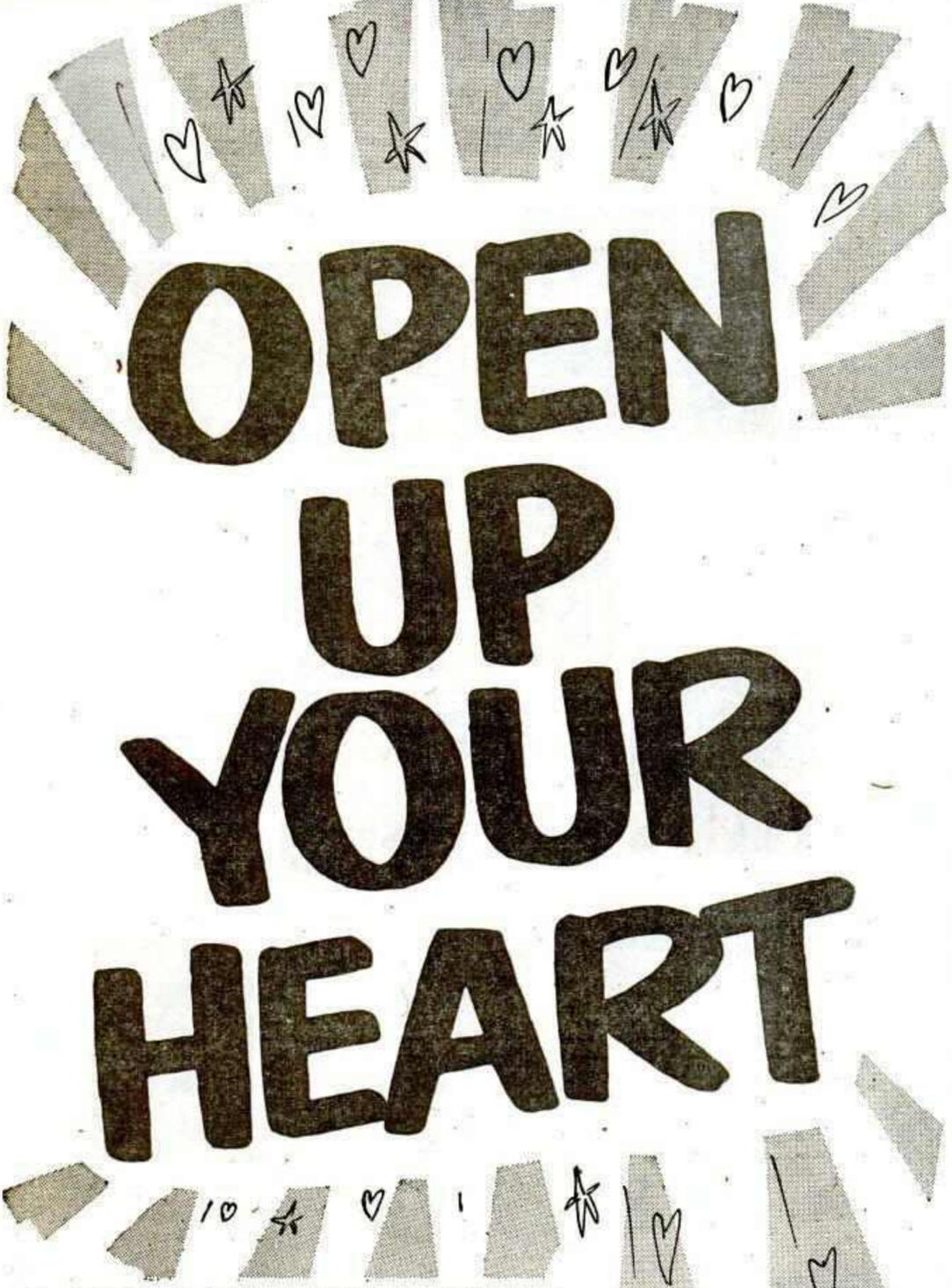
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**Perry Botkin,
The King's Men**
and the
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2 HITS WRITTEN BY ...
COUNTRY WASHBURNE and FOSTER CARLING

America's Fastest Selling Records



VOX JOX

By GENE PLOTNIK

Chatter

Roger Clark, WNOR, Norfolk, Va., did his annual three-hour salute to the late Glenn Miller on December 15, just eight years to the day that Miller disappeared while flying across the English Channel. . . . Bud Shurian, jock at WARE, Ware, Mass., has started a "new label" show and is eagerly rounding up waxings from new diskeries. . . . Phil Haines, WTRC, Elkhart, Ind., has started a new all-Western show for late evenings under the title "Just Plain Phil," which is in addition to his afternoon all-Western "Phil's Free for All." . . . Tony Bennett guested on Jerry Kay's "Revolving Bandstand" recently, previewing his new "Congratulations to Someone" and autographing photos for the gals in the office. . . . Jon Farmer, WAGA, Atlanta, Ga., says he's been voted the most popular disk jockey in Atlanta in a 30,000 listener vote. . . . On the Friday edition of his "1230 Club," Leo McDevitt, WBSM, New Bedford, Mass., averages 30 requests a week from members of the armed forces overseas. Songs are dedicated to the folks back home. . . . Jack Surrell, WXYZ, Detroit, conducted a special Christmas party for the patients at the Northville (Michigan) State Hospital.

Gimmix

On his regular Saturday request session, Jim Bryant, WJVB, Jacksonville Beach, Fla., invited fans to call in their Christmas greetings to friends. A "beeper" on the line allowed airing of the listeners' voices. . . . On their "Hour of Harm" show via KCLX, Colfax, Wash., Jim Goodrich and Marge Smith ask listeners such questions as "What are the names of the reindeer in the Autry - Clooney version of 'Night Before Christmas?'" The first one to phone in the correct answer of each question gets a membership card in the Goodrich - Smith club. In this way they rounded up over 50 members in less than a week. . . . For his "SS Cool" show, Carl Ide, WNJR, Newark, N. J., has 3,000 members, each of whom gets a discount card at local record shops.

Comments

Oscar Neider, WAGM, Presque Isle, Me., says that "I Saw Mommy Kissing Santa Claus" has been taken off the air there, altho they have several kiddie Christmas shows. "The reason should be obvious," says Neider. . . . John Coughlin, WMNB, North Adams, Mass., says that, according to his mail, the Four Lads are the hottest quartet to reach the airwaves in many a day.

DEALER DOINGS

By BOB FRANCIS

What Price Repeats?

In re last week's column, as to post-holiday inventory-taking and hole-plugging on stock of "bread-and-butter" items, comes a reminder from Samuel Howell, of Howell's Radio Service, Flora, Ill. "Back in 1948," recalls Howell, "The Billboard polled retailers, disk jockeys and operators as to old records they wanted to see re-issued. In the June 26 issue of that year, the ones available were listed in order of popularity. For some time after this we stocked and sold many of the first 50 and not a few of the others. How about another listing like that? Surely others must have found it valuable, too." So—how about it? This column is ready to do the spade work, if it seems a worthwhile sales-hype to enough interested parties in 1953. Let us know what you think—the sooner the better—and we'll get another poll underway.

Christmas Riffs

Pelham Music Company, of Pelham, Ga., says that a holiday window display featuring 45's hung-up on a fish line and hooks has caught a lot of sales attention. . . . Pat's Music Store, Schenectady, N. Y., has been utilizing day-long tune-plugging via outside speaker, backed by window streamers ballying latest releases. Best results come from encouraging customers to try out new numbers. . . . "Find Columbia and Victor most co-operative in authorizing returns of broken and defective merchandise," says Tom Morgan, of Miller's Music, San Fernando, Calif. "Capitol is next, but Decca is

the lowest. Love Columbia for guaranteed sales on singles all year, but Capitol pleasantly surprised us when its salesman guaranteed all Christmas singles. That was just the boost we needed for our first year in business. . . . "Christmas business has been spotty," writes Renee Manola, Carlisle Radio Company, Carlisle, Pa. "However, it has kept us on our toes. Sales of EP's have tripled. Platters are easy to handle, and the best invention in the industry. We seem to have finally convinced out customers that 45's are here to stay, and our farm trade is converting from old wind-up vics to the new machines. It's been hard work, but the effort is paying off. The fact that our local radio outlet, WHYL, has 45 equipment has been a big sales help. Bows go to deejays, Clint "Country Cousin" Morse, Jack "City Slicker" Simmons and Winslow Porter, our star local news commentator. . . . Manny's Music Mart, Brockton, Mass., reports a good sales gimmick. Store operates a record club. When a customer makes his first purchase, he is given a membership card, numbered 1 to 10. With each succeeding buy, a number is punched, and 10 punch-holes call for a free record of the customer's own choice. There's no time limit on the deal, but the outlet says that sales frequently run to 10-at-a-clip in order to get the premium record right off. Manny's thanks Teddy Rosenberg, of Columbia, who presumably had something to do with the idea. Also, the store notes that it keeps a duplicate club membership file—in case the customer is careless enough to lose his card.

"... on every glorious Arizona morning I rise and face the sunrise and thank Billboard's staff of experts. Allah!!! I feel that anyone who tries to operate a record business without your aid is kidding himself!!"

John Gale Barker
Barker Music Center
McLellan's Store
Tucson, Arizona.

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Address _____
City _____ State _____
Occupation _____

The Billboard Music Popularity Charts

TOP C & W RECORDS

... for Week Ending January 3

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	Label
1.	2	9	MIDNIGHT	Red Foley	Deep Blues—Dec(78)28420; (45)9-28420—BMI
2.	3	11	DON'T LET THE STARS GET IN YOUR EYES	S. McDonald	Big Family Trouble—Cap(78)2216; (45)F-2216—BMI
3.	5	4	I'M AN OLD, OLD MAN	Lefty Frizzell	You're Just Mine—Col(78)21034; (45)4-21034—BMI
4.	—	1	I LET THE STARS GET IN MY EYES	G. Hill	Waiting for a Letter—Dec(78)28473; (45)9-28473—BMI
5.	1	21	JAMBALAYA	Hank Williams	Window Shopping—M-G-M(78)11283; (45)K-11283—BMI
6.	7	10	DON'T LET THE STARS GET IN YOUR EYES	Slim Willet	Hadalcol Corners—Four Star(78)1614; (45)45-1614—BMI
7.	—	3	KEEP IT A SECRET	S. Whitman	My Heart Is Broken In Three—Imperial 8169—ASCAP
8.	—	14	BACK STREET AFFAIR	W. Pierce	I'll Always Take Care of You—Dec(78)28369; (45)9-28369—BMI
9.	6	5	GAL WHO INVENTED KISSING	Hank Snow	Fool Such As I—V(78)20-5034; (45)47-5034—ASCAP
10.	—	1	DON'T LET THE STARS GET IN YOUR EYES	R. Foley	Sally—Dec(78)28460; (45)9-28460—BMI

Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart	Title	Artist	Label
1.	1	10	DON'T LET THE STARS GET IN YOUR EYES	S. McDonald	Cap(78)2216; (45)F-2216—BMI
2.	3	5	MIDNIGHT	Red Foley	Dec(78)28420; (45)9-28420—BMI
3.	1	19	JAMBALAYA	Hank Williams	M-G-M(78)11283; (45)K-11283—BMI
4.	4	6	I'M AN OLD, OLD MAN	L. Frizzell	Col(78)21034; (45)4-21034—BMI
4.	5	15	BACK STREET AFFAIR	W. Pierce	Dec(78)28369; (45)9-28369—BMI
6.	6	6	KEEP IT A SECRET	S. Whitman	Imperial(78)8169; (45)45X8169—ASCAP
7.	—	10	OLDER AND BOLDER	E. Arnold	V(78)20-4954; (45)47-4954—ASCAP
8.	—	1	I LET THE STARS GET IN MY EYES	G. Hill	Dec(78)28473; (45)9-28473—BMI
9.	—	4	DON'T LET THE STARS GET IN YOUR EYES	S. Willet	Four Star(78)1614; (45)45-1614—BMI
10.	7	7	SETTIN' THE WOODS ON FIRE	Hank Williams	M-G-M(78)11318; (45)K-11318—ASCAP

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week	Last Week	Weeks on Chart	Title	Artist	Label
1.	2	14	BACK STREET AFFAIR	W. Pierce	Dec(78)28369; (45)9-28369—BMI
2.	1	22	JAMBALAYA	Hank Williams	M-G-M(78)11283; (45)K-11283—BMI
3.	2	16	DON'T LET THE STARS GET IN YOUR EYES	S. Willet	Four Star 1614—BMI
4.	5	4	I'LL GO ON ALONE	M. Robbins	Col(78)21022; (45)4-21022—BMI
5.	—	10	DON'T LET THE STARS GET IN YOUR EYES	S. McDonald	Cap(78)2216; (45)F-2216—BMI
6.	—	1	NO HELP WANTED	Carlisles	Mercury(78)70028; (45)70028X45—BMI
7.	4	6	KEEP IT A SECRET	Slim Whitman	Imperial(78)8169; (45)45X8169—ASCAP
7.	—	1	GOIN' STEADY	F. Young	Cap(78)2299; (45)F-2299—BMI
9.	6	6	DON'T LET THE STARS GET IN YOUR EYES	R. Price	Col(78)21025; (45)4-21025—BMI
9.	9	11	SETTIN' THE WOODS ON FIRE	Hank Williams	M-G-M(78)11318; (45)K-11318—ASCAP

FOLK TALENT AND TUNES

By Johnny Sippel

Artists' Activities

The Georgia Crackers, WHKC, Columbus, O., report that Bob Newman (King) has left Ohio because of his health and is now disk jockeying at KRUX, Phoenix, Ariz., daily. Slim and his wife, Helen, have bought a truck stop cafe on a highway near Columbus. Donna Jean is back at work publicizing the group after a stretch in the hospital, recovering from a gall bladder operation. Al Newman is running a Western gear store in Columbus. Donna and Hank Newman are running an Italian cafe in downtown Columbus called the Red and White Trailor. . . . Jack Hunt (Capitol) flew to New York recently for the big Pillsbury Bakeoff staged at the Waldorf by his milling sponsor. Hunt is now cutting his e.t. shows for both Pillsbury and Ballard biscuits out of his own studio, located on his ranch in Hot Springs.

Tex Ritter set for the Olympia Theater, Miami, headliner spot, December 31-January 5, after which he hopes to vacation at his home in the San Fernando Valley. . . . Claude (Duke) Dugay, the Buckfield, Me., country music promoter, would like to hear from artists seeking dates in the New England territory. . . . Curley Kinsey, WGTA, Summerville, Ga., reports that his pact with Mercury has run out and he is seeking a new waxing pact. He also is looking for a station connection which would put on a barn dance operation. His present station lacks auditorium facilities to put on such a jamboree venture.

Cowboy Dallas Turner lost his three-year-old son recently when the boy was burned to death in his Portland, Ore., home. . . . Rocky Rauch, KVER, Albuquerque, N. M., reports that Bob Willis did 2,000 paid December 13 at the Ice Arena there. Rauch intends to visit the Coast after the first of the year. . . . Jimmy Smith and his manager, John Elder, report that the Victor disk and the Maddix Brothers and Rose

(Continued on page 34)

Going Strong . . .

THANKS DISK JOCKEYS, JUKE BOX OPS AND DEALERS—

"TENNESSEE TANGO"

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

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IT'S A SIN
MOLLY, DARLING
FULL TIME JOB
LOVE BUG ITCH
ROCKIN' ALONE
BOUQUET OF ROSES
EASY ON THE EYES
OLDER AND BOLDER
EASY ROCKIN' CHAIR
CUDDLE BUGGIN' BABY
CHAINED TO A MEMORY
JUST A LITTLE LOVIN'
WHAT IS LIFE WITHOUT LOVE?
THAT'S HOW MUCH I LOVE YOU
BUNDLE OF SOUTHERN SUNSHINE
THERE'S BEEN A CHANGE IN ME
I WANNA PLAY HOUSE WITH YOU
THERE'S NO WINGS ON MY ANGEL
DON'T ROB ANOTHER MAN'S CASTLE
TAKE ME IN YOUR ARMS AND HOLD ME
DON'T EVER TAKE THE RIBBONS FROM YOUR HAIR

to make This Big Hit...

"EDDY'S SONG" by EDDY ARNOLD

RCA Victor 20-5108

RCA VICTOR RECORDS

Territorial Best Sellers

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

Cincinnati

1. Don't Let the Stars Get in Your Eyes
S. Willet, Four Star
2. Back Street Affair
W. Pierce, Decca
3. I Let the Stars Get in My Eyes
G. Hill, Decca
4. Keep It a Secret
S. Whitman, Imperial
5. Don't Let the Stars Get in Your Eyes
S. McDonald, Capitol
6. I'll Never Get Out of This World Alive
Hank Williams, M-G-M
7. Midnight
Red Foley, Decca
8. Jambalaya
Hank Williams, M-G-M
9. Indian Love Call
Slim Whitman, Imperial
10. Fool Such as I
Hank Snow, Victor

Dallas-Ft. Worth

1. Jambalaya
Hank Williams, M-G-M
2. Midnight
Red Foley, Decca
3. I'm an Old, Old, Man
Lefty Frizzell, Columbia
4. Gone
T. Preston, Capitol
5. I Let the Stars Get in My Eyes

6. G. Hill, Decca
6. Don't Let the Stars Get in Your Eyes
S. McDonald, Capitol
7. Keep It a Secret
Slim Whitman, Imperial
8. Don't Let the Stars Get in Your Eyes
S. Willet, Four Star
9. No Help Wanted
Carlisle, Mercury
10. Fool Such as I
Hank Snow, Victor

Houston

1. Don't Let the Stars Get in Your Eyes
S. Willet, Four Star
2. You Win Again
Hank Williams, M-G-M
3. Jambalaya
Hank Williams, M-G-M
4. Back Street Affair
W. Pierce, Decca
5. Bumping Around
J. Dean, Four Star
6. I'm an Old, Old, Man
Lefty Frizzell, Columbia
7. Midnight
R. Foley, Decca
8. I'll Go on Alone
M. Robbins, Columbia
9. Keep It a Secret
Slim Whitman, Imperial
10. That's Me Without You
L. Millet, Dot

New Orleans

1. Jambalaya
H. Williams, M-G-M
2. Deep Blues
Red Foley, Decca
3. Going Steady
F. Young, Capitol
4. Back Street Affair
W. Pierce, Decca
5. I Let the Stars Get in My Eyes
G. Hill, Decca
6. Gal Who Invented Kissing
Hank Snow, Victor
7. Keep It a Secret
S. Whitman, Imperial
8. Blackberry Boogie
Tennessee Ernie, Capitol
9. Our Honeymoon
Carl Smith, Columbia
10. Almost
G. Morgan, Columbia

Nashville

1. I'll Never Get Out of This World Alive
Hank Williams, M-G-M
2. Juke Joint Johnny
L. Moore, Speed
3. I Let the Stars Get in My Eyes
G. Hill, Decca
4. Don't Let the Stars Get in Your Eyes
R. Price, Columbia
5. I Could Never Be Ashamed of You
I. Williams, M-G-M
6. That's the Kind of Love I'm Looking For

- C. Smith, Columbia
7. Midnight
R. Foley, Decca
8. I Heard a Juke Box Playing
K. Wells, Decca
9. Please Believe
G. Morgan, Columbia
10. Fool Such as I
H. Snow, Victor

Memphis

1. Midnight
Red Foley, Decca
2. Fool Such as I

- Hank Snow, Victor
3. Don't Let the Stars Get in Your Eyes
R. Price, Columbia
4. Wedding Ring Ago
K. Wells, Decca
5. I'm an Old, Old, Man
Lefty Frizzell, Columbia
6. I'll Go on Alone
M. Robbins, Columbia
7. Older and Bolder
E. Arnold, Victor
8. Somebody Loves You
E. Tubb, Decca
9. Why Talk to Your Heart
G. Hill, Decca
10. Blue Snowflakes
E. Tubb, Decca

FOLK TALENT AND TUNES

By JOHNNY SIPPTEL

Continued from page 33

headlined the first edition of "Saturday Night Country Style," the CBS webber Saturday night feature which aired December 13 from Dallas. Other talent on the seg, which is to air from a different country talent area each week, included Riley Crabtree, Paul Blunt and Marv Montgomery, with Johnny Hicks as emcee.

The cast of WAGA-TV's country shows, Atlanta, with Leon Beavers' Boys, played for an all-night jamboree December 31 at the Sports Arena, Atlanta. Wayne Raney and Lefty Frizzell are set for the Sports Arena January 7. Hovie Lister and the Statesman Quartet have joined WSB, Atlanta, according to Bill Martin. Martin is now managing the WYO Ramblers, who formerly worked as the Gate City Playboys. They are heard over WTJH, East Point, Ga., and will soon add another seg at Austall, Ga. Personnel includes Dave Buice, Benny Bradford, Smoky Rose and Jimmy Kirby. Curtis Gordon (Victor) and his partner, Hubert Norman, have opened a new nitery, Radio Ranch, Mobile, Ala.

and his wife, Evelyn, had a large party out at Sandy's, Louisville nitery, recently, celebrating his first Decca release, according to Carl Shook, WKYW, Louisville, spinner. Shook reports a heavy influx of new musicians in Louisville, with the town not big enough to accommodate them.

Peanut Faircloth, WRDW, Augusta, Ga., has added Mary Pope, wife of Smitty Pope, to his band, playing bass fiddle and managing. . . . Louis (Texas Slim) Dees is proud pappy of a daughter born November 17. Dees has been at WVEZ, New Orleans, for eight months. Wesley Fairburn, also with the station, has inked with Trumpet Records. John Fortenberry of the station reported the news. . . . Texas Tiny Cherry, KFOX, Long Beach, Calif., veteran, got national publicity when he dropped his weight from 600 pounds to 350 during the past four months so he could make the airplane trip to his Texas home for Christmas. Tiny reports he is doing an hour Sundays of gospel and sacred music. . . . Shel Horton, WVAM, Saxton, Pa., was honored by being elected prexy of the Huntingdon Country Heart Association. He is planning a 72-hour marathon for the cancer fund soon.

Disk Jockey Doings

Bob and Jim Edwards, WFBC, Greenville, S. C., have started mimeographing their top 10 requested numbers and are sending them out to the trade, along with a short news portion. . . . Jon Farmer, WAGA, Atlanta, won the State-wide most popular d.j. award, sponsored by Hank Snow. The balloting was done by radio listeners. Over 30,000 votes were cast, with Farmer receiving a Victor TV set. . . . Tommy Cutrer, KCIJ, Shreveport, La., d.j. who just inked with Capitol, reports that Claude King (Specialty) is now a KWKH, Shreveport, regular. . . . Sammy Lillibridge, KCLW, Hamilton, Tex., guested on the Big D Jamboree, Dallas, December 20. . . . Jimmy Logdson

F. Henderson Dies in N. Y.

NEW YORK, Jan. 3.—Fletcher Henderson, one of the brightest names of the jazz and swing eras, died here Monday night (29) in Harlem Hospital, after a long illness. Henderson won enduring fame as an arranger, composer, bandleader and pianist from 1920 to 1950. He was 55 years old.

The orkster made his great impression in the music field thru his own ork, which led the way to the great era of swing in the 1930's, and thru his sparkling arrangements for the Benny Goodman ork from 1934 to 1950. His free-swinging arrangements were responsible for the Goodman ork's rapid rise. The Henderson crew played in ballrooms, night clubs and cafes thruout the country. The Cotton Club, the Plantation and the Roseland Ballroom here were the scenes of his greatest success. Henderson was born in Cuthbert, Ga., and received his degree from Atlanta University. He toured the country with his first ork with Ethel Waters. Many of the sidemen who played in his ork became notable jazz figures in their own right, including Joe Smith, Cootie Williams, Roy Eldridge, Henry Allen, Jimmy Harrison, Charlie Green, John Kirby, Benny Carter, Don Redman and Coleman Hawkins.

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.

Houston . . . THAT'S ME WITHOUT YOU

L. Millet—Dot 203

YOU'LL LIKE
GEORGE MORGAN
singing
PLEASE BELIEVE
Words and Music by Vic McAlpin and Jack Toombs—published by Melody Trails (BMI)
b/w
STRANGERS IN THE NIGHT
Words and Music by Hank Williams and Bill Morgan—published by Acuff-Rose (BMI)
Columbia Record No. 21052
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A GREAT NEW COUNTRY WALTZ!
"CLINCH MOUNTAIN WALTZ"
by **WILMA LEE** and **STONEY COOPER**
Columbia #21049
Tannen Music, Inc.
146 W. 54th St. New York 19, N. Y.

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HERE IT IS!
SLIM WILLET
Has Another Hot One on the Way
"Again It's the Original by the Composer"
"LET ME KNOW"
"MY LOVE SONG TO YOU"
on
FOUR STAR 1625 45-1625
DJ's—Your copy of "LET ME KNOW" is in the mail, watch for it. If you need more than one copy, write us.
★ ★ ★ ★
Other New 4 STAR Releases for Jan. 1
"Golden Wristwatch"
"Alone at a Table for Two"
HANK LOCKLIN
1624 45-1624
★ ★ ★ ★
"I'D RATHER HAVE JESUS"
"I JUST STEAL AWAY AND PRAY"
MADDOX BROS. & ROSE
1626
★ ★ ★ ★
Keep Stocked Up on the ORIGINAL of the Smash Song HIT
"DON'T LET THE STARS (Get in Your Eyes)"
SLIM WILLET
1614 45-1614
★ ★ ★ ★
Other Strong Sellers on Four Star
"THE HOKEY POKEY"
By SUN VALLEY TRIO
1505 45-1505
"BUMMING AROUND"
By JIMMIE DEAN
1613 45-1613
(Watch this one, it's hot in Houston, Dallas and Washington, D. C.)
"SNOW ON THE MOUNTAIN"
By T. TEXAS TYLER
1621 45-1621
"GEORGIA RAG"
By WEBB PIERCE
1616
If These Releases Not Available in Your Territory Write—Wire—Phone
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305 S. Fair Oaks
Pasadena, California
RYan 16909

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AMERICA'S #1 VOCAL GROUP

Featuring
the Voice of
JIMMY SACCA

MUST I CRY AGAIN

and

I KEEP TELLING MYSELF

DOT 15034; 45-15034

AMERICA'S #1
PIANO STYLIST

JOHNNY MADDOX

IN THE MOOD

and: BY THE LIGHT OF THE
SILVERY MOON

DOT 15045; 45-15045

... OVER 175,000
SOLD THE FIRST
TEN DAYS



The Billboard's Music Popularity Charts

... for Week Ending January 3

TOP RHYTHM & BLUES RECORDS

National Best Sellers

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 10 national best sellers including 'I Don't Know' by W. Mabon.

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.

Table with 4 columns: City, Rank, Record Title, Weeks on Chart. Lists territorial best sellers for New York, Philadelphia, Chicago, Cincinnati, Los Angeles, and Detroit.

Most Played in Juke Boxes

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists most played records in juke boxes, including 'I Don't Know' and 'My Story'.

Advertisement for Gene Gilmore's 'Mable Bell' and 'I Want to Be With Her' on Imperial Records.

Advertisement for 'OH RED' by The Howling Wolf on Chess #1528.

Advertisement for Chess Records, 750 E. 49th Street, Chicago 15, Illinois.

Advertisement for 'DREAM GIRL' by Jesse & Marvin on Specialty Records.

Advertisement for 'GIVE VOLUNTARILY!' and 'Join the MARCH OF DIMES'.

Large advertisement for Atlantic Records, '1952's TOP R & B RECORDS according to RETAIL SALES' and 'according to JUKE BOX PLAYS'. Includes a list of top records and their points.

Continuation of territorial best sellers table for Washington, D. C. and Charlotte.

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.

Cincinnati...BABY, DON'T DO IT 5 Royals—Apollo 443

Record Reviews

Continued from page 24

Popular

LEONARD STANLEY TRIO
Tutti Core40
F.J.C. 1674—Okay vocal by Jack Fisher with pleasant backing by the Leonard Trio.

Every Body Loves You Mary... 20
Pretty sad material is warbled fairly well by Fisher with the Trio providing a music box backing.

LEONARD STANLEY TRIO
Gypsy Maid30
F.J.C. 1673—This tune should've never been waxed and it isn't even worth the try that warbler Jackie Fisher and the trio give it.

Welcome, Pretty Stranger... 25
Same comment.

CHANGE Records

Watch the Charts for
"HOW MUCH MORE"
and
"THE MOUNTAIN"
By
J. B. Leñore
JOB #1008

1151 E. 47th St. Chicago, Illinois
Phone: KENwood 8-4813

IT'S A HIT!
PICKED BY CASHBOX
Savoy #878
"FORGIVE ME, BABY"
b/w
"OVER HERE, PRETTY BABY"
Henry Hayes Orchestra with
Elinore Nixon, Vocalist

SAVOY RECORD CO., INC.
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THE ORIOLES
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JUBILEE RECORD CO., Inc.
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PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas, 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.

RHYTHM AND BLUES NOTES

By BOB ROLONTZ

The Billboard survey of the best-selling and most played r.&b. disks for 1952, in the December 27 issue, shows that Atlantic Records had the most disks in the first 10 best-selling records with three, and that Federal Specialty, Imperial, United, Duke, RPM and Checker each had one apiece. In the first 10 most-played juke records, RPM was first with two, and Checker, Federal, Atlantic, Specialty, United, Job, Duke and Imperial had one each. The Clovers on Atlantic had two sides in the top 10 best sellers, and B. B. King of RPM had two in the top 10 juke box disks.

Newcomers who made the top 10 in either category included Lloyd Price (Specialty), Jimmy Forrest (United), Johnny Ace (Duke), Little Walter (Checker), and Eddie Boyd (Job). Artists who have become established in the field and who repeated with big ones in 1952 were: The Domi-
(Continued on page 58)

MCA Schedules Coast Confab

NEW YORK, Jan. 3. — Music Corporation of America will have its next general meeting in Beverly Hills, Calif., with all its top and smaller brass being flown in for the huddle. Confab is due to start January 7 and last two days.

Among the subjects to be tossed around is the act and the band department. Each property will be given a close scrutiny and each office will be asked its opinion on bookings in its territory, prospects for money and suggestions on how to improve sales.

MCA huddles are regular events run on a rotating basis, with each meeting held in a different area of the country.

Album and LP Reviews

Popular

Continued from page 24

POPULAR FAVORITES65
Ralph Ginsburgh and the Palmer House Concert Orchestra (1-10")
Mercury (33) MG 25167

Dinner music, slickly arranged and smoothly performed, has been ably recorded by Mercury in this set. The ork, a fixture at Chicago's Palmer House Hotel, features a goodly complement of strings and they bow the tunes sweetly. Heard are "Lamento Gitano," "Minuet in Jazz," "Perhaps, Perhaps," "Cielo Andaluz," "Wonderbar," "La Borrachita," "Fiddlin' for Fun" and a pop treatment of the Grieg Piano Concerto. Good background music.

Hot Jazz

THE LAST TESTAMENT OF A GREAT NEW ORLEANS JAZZMAN75
Bunk Johnson (1-12")
Columbia (33) GL 520

Before Bunk Johnson, one of the pioneer New Orleans Jazzmen died in 1949, he played a very important date at New York's Stuyvesant Ballroom. The time was the fall of 1947. For this engagement Bunk picked a new band, one of the best aggregations he ever had under him. The ork however, did not draw too well, and Bunk returned to New Orleans, with the Stuyvesant engagement his last professional appearance. While at the Stuyvesant, the last Johnson ork was waxed by two jazz enthusiasts, and these are the 1947 recordings. They are unusual for a New Orleans jazz ork, featuring pop tunes, cowboy songs, a rumba, jazz standards and rags. Perhaps that is one of the troubles with this new set. In spite of the fact that the men play everything well in the standard New Orleans style, there is lacking a spontaneity and enthusiasm that is usually associated with this jazz form. Otherwise, Bunk Johnson and the men turn in some good renditions of such efforts as "Some of These Days," "Hilarity Rag," "That Teasin' Rag," and "You're Driving Me Crazy." Most jazz fans, especially those who go for New Orleans music, will want this set, both for its historical importance, and its music. Liner notes by George Avakian are copious and interesting.

RECORD ALBUM REVIEW

Astaire Story, at \$50 Per Set, Is Collector's Item

Norman Granz, whose spectacularly successful "Jazz at the Philharmonic" road units and waxings for Mercury have given new impetus to, and created a new interest in jazz, has pioneered again with a sumptuous, eye-pleasing and musically delightful record album, "The Astaire Story," featuring the well-known stage and screen star. The limited edition of this set, of which only 1,384 copies, listing at \$50 each, have been produced, is a landmark in the record album field.

"The Astaire Story" bears a closer relation to the book field than to the record album market, in terms of production. There has rarely been a set like this with its luxuriously bound cloth cover, excellent color and black and white photographs, and portfolio

of drawings, all of which are neatly bound in the album, along with the four blue vinyl LP diskings. The photographs, by Gjon Mili and Paul Nodler, are candid shots of Astaire and the musicians making the waxings. The drawings, which are impressions of "The Astaire Story" by David Stone Martin, are suitable for framing. These are enclosed in their own envelope in the album, as are the LP disks.

The superb production work is
(Continued on page 46)

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FIRST CHOICE OF MILLIONS
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CHICAGO 26, ILL.

WHY?
OVER 100 INDIE LABELS DO BIZ WITH RCA VICTOR!

Flip to "Market Place" PAGE 39

Folsom Notes Victor's 'More Music for Less'

NEW YORK, Jan. 3. — In a year-end statement, Frank M. Folsom, president of Radio Corporation of America, estimated that between 150 and 200 new television stations were expected to start operation in 1953. This would add 5,000,000 additional families to the total TV audience. The industry would distribute 6,250,000 new TV receivers in 1953, Folsom said. He added that the going rate of the radio-TV industry was now \$5,000,800,000 and would approach \$6,000,000,000 at

the end of the year. Twenty-one million sets are in use today, he estimated.

TV was meeting the needs of both national defense and the domestic market, it was stated.

Folsom pointed out that along with the growth of TV, interest in radio "continues firm." Some 9,000,000 radio sets were distributed in 1952, with a similar number expected to be produced in 1953.

As a principal manufacturer,
(Continued on page 58)

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San Francisco 17, Calif.

Total Sides and Label Breakdown of Publishers Who Have Had 10 or More Sides Released From January 1, 1952 thru December 31, 1952

Continued from page 18

Table with columns: PUBLISHER, TOTAL SIDES ALL LABELS, CAPITOL, COLUMBIA, DECCA, MERCURY, MGM, RCA. Lists various publisher groups and their side counts across different labels.

Total Sides of Publishers Who Have Had Less Than 10 Songs Released During 1952

Table listing publishers with less than 10 songs released in 1952, including names like A.M., A.Q.V., GEORGE ADAMS, etc.

LONDON RECORDS logo and 'The finest sound on record' slogan.

TEMPO'S First Hit for '53 Frances Farwell Sings HOLD ME B/W American Patrol TR 1276

Academy Award Winner WITHOUT MY LOVER (Bakera Gouchal) Recorded by MITCH MILLER and I'M NOT AFRAID Recorded by CHAMP BUTLER

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BMI record report AND FORECAST OF TOMORROW'S SONG HITS

SMASH HITS: I'M GONNA WALK AND TALK WITH MY LORD (Acuff-Rose) THE TOUCH OF GOD'S HAND (American)—Johnnie Ray (Col.) rates a Variety "BEST BET" for a pair of sides that "looks like Johnnie Ray's ticket back to the hit brackets." Cash Box names it "Disk of the Week" and reports: "top side looks like another "Cry" . . . we're crazy about it." MR. TAP TOE (Montclare) — Doris Day (Col.) lands a Billboard Best Buy. "Very strong re-orders put record number one in new records," reports Billboard after a previous listing as "record to watch." Cash Box rates it B+. A STOLEN WALTZ (Sheldon)—Unanimous approval goes to Sunny Gale (Vic.) for this effort. Picked in Billboard as "a striking weeper-record to watch." Cash Box names it "Disk of the Week" and gives the Dick Thomas (Jubilee) version "Sleeper" honors. THE GIRL WITHOUT A NAME (Marks)—Variety awards a BEST BET to Art Lowry's (Col.) newest waxing for "a potent side." The instrumental is the theme music from Broadway's smash comedy, "The Seven Year Itch." Cash Box rates it a BEST BET. WISHING RING (Acuff-Rose)—Joni James (MGM) hits the top again. Her latest disk earns the following honors: Billboard—BEST BUY; Cash Box—SLEEPER OF THE WEEK; Variety—BEST BET. TELL ME YOU'RE MINE (Capri)—Mindy Carson (Col.) has a potential winner here. Billboard calls the expressive love ballad a "new record to watch." Variety hails it a BEST BET. YOU'RE SO DANGEROUS (Mellin)—Tony Martin (Vic.) puts his all into this big ballad. Cash Box cites it "Disk of the Week" and reports: "could be a big one . . . should be a best seller." CONDEMNED WITHOUT TRIAL (Hill & Range)—Eddy Arnold's (Vic.) latest can well be the first big Country hit of the year. Billboard picks it as a BEST BUY. GABBIN' BLUES (Rush) Headed for a Rhythm & Blues hit is this first release by Big Maybelle (Okeh). Cash Box calls it "dynamic" and gives it the "Award of the Week." AFTER MIDNIGHT (Frederick)—Ralph Marterie (Mer.) I'LL GO ON ALONE (Acuff-Rose)—Webb Pierce (Dec.) A CUTE PIECE OF PROPERTY (Duchess)—Billy May (Cap.) HALF A HEART (Weiss & Barry)—Jane Pickens (Vic.) YOU WIN AGAIN (Acuff - Rose)—Tommy Edwards (MGM)

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D. C. to Unveil Bust of Foster

WASHINGTON, Jan 3. — The Library of Congress on January 12 will unveil a bust of Stephen Foster. A likeness of the great American composer of the 19th century is already in the Hall of Fame in New York, but as yet there exists no memorial to Foster in the national capital. In 1951, Congress declared January 13—the day of Foster's death—as Stephen Foster Day. The unveiling of the Library of Congress bust will occur on its eve. The American Society of Composers, Authors and Publishers will be represented by John Tasker Howard, ASCAP board member and biographer of Foster. Howard will deliver a speech.

Parrish Starts Jazz Concerts in Hartford

HARTFORD, Conn., Jan 3. — Howard Parrish, local dance promoter, has started a series of jazz concerts at Foot Guard Hall, with the initial presentation, featuring Illinois Jacquet and his orchestra, staged Sunday (21) night at a \$2.50 top.

He is planning another program, with Lester Young, Joe Holliday and Al Hibbler, for January 24.

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(Bet. 106 St. & 107 St.)
SACRAMENTO 2-9171

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52 CONSECUTIVE insertions, per word16	52 CONSECUTIVE insertions, per agate line90
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Hocus-Pocus

By BILL SACHS

VIRGIL, the Magician, and **Julie** typewrite from Melbourne, Australia, under date of December 17 to give a detailed report of their successful tour Down Under. After a few days off for a Christmas vacation, they resumed with their mammoth magic extravaganza at Bendigo, Australia, December 26. "We had 15 successful weeks in New Zealand under the capable management of **Ophir Rees**," write Virgil and Julie. "In Australia we have done 11 weeks in Brisbane, Queensland and Sydney, and have just completed a 10-and-a-half-week season in Melbourne. We have more of Australia to play before moving on, which will include a tour of Tasmania. **Howard Moody**, a New Zealander who took over the helm as our world tour manager in the middle of our Sydney season, is doing a splendid job for us. Moody is also our orchestra leader and pianist. He has had wide experience in this capacity, having played many of the operas, ballets and musicals touring thru Australia. He was orchestra leader for magician **John Calvert** when he toured New England some months ago. After more building at Melbourne, we now carry 23 illusions, and it takes 32 sets of lines to hang the show. We move on two railroad cars and our baggage taxes the capacity of their largest car. The show has been operating with our three American assistants, **Rick Rimsider**, **Bob Fenton** and **Don Brisbane**; **Howard Moody** and

his orchestra, and a line of girls, with Julie working all the major illusions. We played day and date with **Levante** at two situations without hurting each other. During our season in Melbourne, the magicians of Australia had their first convention and it proved highly successful. All along our route we have met assistants, musicians and stagehands who had worked with the big magic shows that toured these countries in the past, such as **Dante**, **Carter**, **Thurston**, **Nicola** and others."

DON ALLAN, Chi trixster who has been presenting his complete mystery show, labeled simply "Magic," over WENR-TV, the ABC outlet in Chicago, for the last 12 weeks, has had his contract extended for another 13 weeks. The half-hour weekly seg is sponsored by the Bowman Dairy Company, Chicago, and features each week an outstanding junior magician as well as a name guest performer from the world of magic. . . . **Harry Blackstone** and his company of six people, doing 45 minutes, comprised the entire stage show at the Seville Theater, Montreal, the week of December 25. **Arthur Schalek**, our faithful Montreal correspondent, informs that "the Old Master works as well as ever." . . . **Ben Aga**, billed as "the famous Indian fakir," opened Christmas Day at the Continental Cabaret, Montreal. . . . **Landrus the Magician** has school bookings in Houston, Corpus Christi and the Rio Grande Valley thru January and February, mostly repeats from past seasons. . . . **Lee Richards** infers that he has been keeping busy on club and banquet dates in and around Easton, Pa., his home stand, in recent months. He is doing his own booking. . . . **Kismet** shoots holiday greetings from Korea, where he put in his second straight Christmas entertaining the Armed Forces. He is manager of an eight-people USO unit. . . . **Dr. Marcus Bloch** is back at his New York headquarters after a trip to Los Angeles where he says he gave a number of successful demonstrations on psychosynthesis to members of the medical staff of Veterans' Hospital there. He also reports that while on the Coast he had a nibble from 20th Century-Fox for a role of master hypnotist in a flicker they have under consideration.

Chi Performers

Continued from page 12

tion to recommend any disciplinary action. Other developments here were numerous, but the end result was that all performers continue to work the struck clubs as well as all other spots, and the Chicago Cafe Owners' Association has not budged from its stand of refusing to pay the \$2.05 per week into AGVA's welfare and insurance fund.

Any strike assistance that AGVA may have expected from the Chicago Federation of Labor was discounted this week by **William Cleary**, CFL's secretary, who said he would not recommend assistance from allied unions, such as the bartenders, musicians and truck drivers. Cleary said the performers' union could not expect any assistance until they attempt to negotiate the controversy.

Cleary also told The Billboard that the Chicago Entertainers' Union, Local 1, which was organized December 6 shortly after the strike began, is no longer in existence and that any AGVA claims of dual unionism no longer can be considered valid.

Bernard B. Wolfe, attorney for the rump union, admitted that no further action has been taken to charter CEU and that there is "talk of its being dissolved."

The cafe owners this week answered a widely published letter from **Bob Hope**, in which the AGVA president asked for cooperation in putting the welfare fund into effect. In a long wire to the comic, sent by CCO's attorney, **Milton Raynor**, the cafe owners asked Hope to use his office to call off the Chicago strike and to negotiate. The wire also said that the club owners are in favor of a sound welfare program which will help the performers who really need help—the sick and indigent. They further asserted that they will not participate in a program which they had no voice in establishing and will have no voice in administering.

Thus far the payment of money into the AGVA welfare fund here is reportedly slim. The 60 or more clubs of the CCO, along with most club date bookers and hotels, have deferred making contributions, and **Al Greenfield**, who opened his **Black Orchid** this week, said he is not making the payments.

Minnesota Terrace

Continued from page 12

as **Hildegard**, who is booked for an April date, and the **Dorothy Lewis** ice show next summer.

The decision to end nightly entertainment is said to have come in an effort to do away with the federal entertainment tax bite which takes a heavy chunk of the proceeds.

To offset the tax, the **Nicollet** on February 16 will open its **Waikiki Room**, just across the lobby, as an eating-drinking place, but with no entertainment. There was a possibility of dinner music, however. The room is being set up by **Don the Beachcomber**.

Under **Neil R. Messick**, hotel general manager, the **Nicollet** for nearly two decades has been known as one of the top show spots in the country. When it first started using nightly shows, it relied heavily on big name bands. Later the policy shifted to a local band with name and semi-name acts. Its entry into the nightly entertainment biz spelled doom a few years later for the **Hotel Lowry Terrace** Room in St. Paul, which until then had been picking off the top entertainment seekers.

Shuttering of the **Nicollet's Minnesota Terrace**, leaves the **Flame Room** in the **Radisson Hotel**, Minneapolis, as the only hotel entertainment room in the Twin Cities.

The **Minnesota Terrace** shutdown also means the end of a five-year stretch for **Cecil Golly**, ork leader, and his wife, **Mildred Stanley**, band singer. **Golly** expects to come back for the **Lewis** icer next summer, however.

Burlesque Bits

By UNO

Flash O'Farrell opens at the **Gayety**, Norfolk, Va., January 11 after a week at **Belli's Supper Club**, Springfield, Mass. Then to **Miami Beach** for a few weeks rest. . . . **Detroit burly circles** were shocked December 21 by the sudden death of **Frank Crowe**, for 10 years manager of the **Empress**, which closed December 24 to permit members of the cast and staff to attend funeral services. . . . **N. S. Barger** has severed his relations with the **Rialto**, Chicago, management, leaving **Harold Minsky** and **Phil Rosenberg** in charge. . . . **Lynn O'Neill**, who is due as feature at the **Hudson**, Union City, N. J., January 11, sends greetings in the form of a useful illustrated desk calendar. . . . **Holiday Theater**, New York, reopened Christmas day after a brief shuttering with **Sally Rand** featured in **Michael Rose's "Capers."** Retained are **Natalie Cartier**, producer, and **Jimmy Brown**, straight man. New are the three **Rand Starlets**, **Belle Romaine**, **Connie Tyler** and **Jean Hale**. Also **Shavo Sherman**, impersonator, and **Bill Davis**, puppeteer. Parade girls are **Lyn Storm**, **Norma Hale**, **Jane Frazer**, **Anise Sherman** and **Faith Gardner**. **Avalon Alon** and **Nancy Crane** are dancers, and **Robert Monte**, singer. Out front **Myrtle Candee** continues as general manager for lessee **Isador Zalkin**, with **Bill Levine** and **Ralph Story**, assistants. **Phil Raskin** is ork leader. . . . **Mervin Harmon**, who discarded straight man's roles to become a New York stage hand, was host and his wife, **Melaine LaBeau**, hostess to an entire **Hirst** unit at their own turkey dinner in **Union City** Christmas day. Guests

included **Eunice Jason**, **Billy Hagan**, **Harry Seymour**, **Floyd Hailicy**, **Bobbie Parker**, **Lois West**, **Ben Hamilton** and **Dave Kayne**. **Jerry Paulos**, house singer, left the **Hudson**, Union City, December 13 to join a singing group playing vaude and nitery dates. Replacing him was **Ben Hamilton**.

. . . **Terry Kaye**, **Harry Clexx**, **Johnny Mahoney** and **Letha Lee** joined **Gay Dawn** at the **New Follies**, Los Angeles, last week.

Roxanne, after three weeks of illness, returned to the **Lewis** and **Price** unit on the **Hirst** wheel in **Buffalo** last week. . . . **Ed Bordmann**, stage carpenter of the **Hudson**, Union City, became the proud father of a boy, **Edward Jr.**, born December 12 in the **Margaret Hague Hospital** in **Jersey City**. . . . **Freddie Frampton** has recovered from leg and knee injuries sustained in a fall that had him laid up in his **Columbus, O.** home and is back this time doing comedy on the **Kane Circuit**. . . . And now it's the opera to snatch a burly comic. **Jack (Peanuts) Mann** goes back for his second season to the **Metropolitan Opera House**, New York, on December 31 to again play the role of a drunken jailer in the "Fledermaus." His contract with the **Met** expires in April. . . . **Lou Karns**, acro specialty act in circuit houses, followed his December 20 date with "Big Top," TV show, in **Camden (N. J.) Convention Hall** by a trip to **Mason City, Ia.**, where he starts a five-week engagement with an **International Harvester** show. . . . **National Association of Gagwriters**, thru **George Lewis**, is seeking permission of owners of burly houses in **Union City** and **Newark, N. J.**, to utilize one night a month to showcase new comics who might fit into burlesque. Comic would perform in any sketch as an apprentice with regular cast or do monolog. **Lewis** has in mind that shortage of sketch comics will affect burlesque wheels just as it does TV, stage and vaude if no steps are taken to inject new blood into the field. . . . **George Tuttle**, vocalist, opened at the **Atlantis Hotel**, **Miami Beach**, for two weeks.

Madrid Report

Continued from page 12

ma, **Villa Flores** and the **Rex**. The big hit and the only American act here, is **Saul Grauman** at the **Pontoria**. **Grauman's** musical stairs act is really a sensation here. Nothing like it has ever been seen here before.

Late Starters

Practically everything here starts late and runs later. Dramatic shows and revues start their matinees at 7 p.m., with second shows at 11 p.m. The usual dinner hour here is 9 p.m.

Vaude shows as we know them don't exist here. It is the legit theater and night clubs that prosper, the living conditions here are not cheap. Money here, according to "Sindicato Nacional Del Espectaculo," the actor's union, is \$1.15 a day for members of the chorus. Principals' minimums range from \$2.50 to \$3.15 a day. Movie extras get \$1.35 peratas a day (about 40 to 45 pictures are made each year in Spain). The union claims a membership of 150,000 but these comprise not only actors but also bull fighters, camera men, radio technicians, musicians, ushers, in fact everybody who works in any branch of showbiz, whether he performs or not, are members of the union.

American acts do well here, but only the sight acts are wanted. Money isn't too good, and Americans will have to go over their contracts with an eagle eye.

(**Murray Lane**, the **Billboard's** roving European correspondent, is now back in this country. He has suffered a heart attack and is now hospitalized.)



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Bolger Booking

Continued from page 12

AGVA should hold the new operators of the old **Copa City**, now **Bill Miller's Riviera**, responsible for all outstanding contracts on a play or pay basis.

Under an old rule in AGVA, it had held that corporate changes in a cafe didn't release the parties concerned from a contract. So long as a spot was operating, it had to honor contracts even if they were made by previous operators. The same rule is in effect in the **American Federation of Musicians**.

In recent years, however, AGVA has changed the rule. If it can be proved that new owners or operators have no connection with any previous owners, it will not hold the new parties to contracts.

The actors union said if, however, it can be proved that **Bill Miller** or any of his associates have any connection with the prior owners, it will take action to enforce the old contracts.

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NEWS NUGGETS

Cisco-Pancho Unit Plays Milwaukee

MILWAUKEE, Jan. 3.—The Cisco Kid & Pancho show, with a cast of 35, is at the Auditorium here for four performances Friday and Saturday (2-3) under the promotion of A. L. Tonsor, who has produced rodeos here.

No announcement has been made regarding the appointment of a successor to William Maas, auditorium-arena manager who has retired.

FOUR EXPOS PLANNED AT NEW HAVEN ARENA

NEW HAVEN, Conn.—Milton Cottler, expo director at the Arena here, announced four trade shows which he will produce during 1953. They are the second Connecticut Trailer Coach Exposition and the fifth New Haven Business Show, both in April; 18th New Haven Home Show and the 16th New Haven Antiques Show, both in September.

SHRINE CHANGES AUDS FOR CINCYNAT

CINCINNATI — Shrine Circus here will shift from the Taft Auditorium to the Cincinnati Gardens this year in a switch which also will see Cole Bros. producing the show. Polack Bros. had it last year. Show will run a week in April.

CLEVELAND ARENA: "OPRY" FOR HOLIDAY

CLEVELAND — New Year's fare at the Cleveland Arena was the "Grand Ole Opry" with Webb Pierce, Decca Record artist; Ray Price, Columbia Record artist; Johnnie and Jack and the Tennessee Mountain Boys; Stringbean; and Kitty Wells, Decca artist.

NEW YEAR'S JAMBOREE AT CANTON MEMORIAL

CANTON, O. — LCL Presentations, Inc., produced a New

Wirtz Extends Chicago Run; Business Zooms

CHICAGO, Jan. 3.—Arthur M. Wirtz' "Hollywood Ice Revue," with Barbara Ann Scott, extended its run at the Chicago Stadium by two days and added an extra matinee to handle what was shaping up as a record-breaking run.

The show now will close here Tuesday (13) and open in Madison Square Garden, New York, on Thursday (15).

Tom King, show rep, said almost all nights since the show opened here Christmas night (25) have been big, with even Monday and Tuesday business up from 50 to 75 per cent. No performances were scheduled for Friday (2).

Slout Sets Hobby Show in Lansing

LANSING, Mich., Jan. 3.—This city's fifth annual Antiques and Hobbies Show will be held in the Lansing Women's Clubhouse March 26-29. Sponsored by the various local women's clubs which use the clubhouse, the show is under management of L. Verne Slout.

All facilities of the clubhouse will be used, Slout says, with the antique show on one floor and the hobby attractions on the other. Sports and interior decorating will be included in the hobby displays this year.

A limited number of demonstrators are given space since most of the footage is taken up by business firms dealing in or with hobbies and allied interests. The women's clubs are conducting the advance ticket sale.

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 Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Year's Eve Jamboree at Municipal Auditorium here. The show including Hawkshaw Hawkins, Homer and Jethro, Autry Inman, Merle (Red) Taylor, Jack and Daniel and the Webb Sisters. Coming to the aud January 8-10 is "Good Night Ladies."

WILLIAM GROSS HANDLES ULINE ARENA PROMOTION

WASHINGTON — William Gross, auto race driver at tracks in this area, is handling promotion for Uline Arena here.

2,000 Pros Volunteer For Eisenhower Show

Continued from page 1

big-name entertainers, including several Metropolitan Opera stars, who have offered their services free for the show. Murphy, who is in charge of talent for the festival, was scheduled to fly here from Hollywood today to arrange for

Home Builders Show Set for Cincy Garden

CINCINNATI, Jan. 3.—With most of the firms which had exhibits at last year's show engaging increased space for the Home Builders Show of 1953, it was announced this week that the event will be held in Cincinnati Garden here April 18-26. This year will be the second for the show in the Garden. Previously it had been held in Music Hall here.

Matthew J. Shrand is general chairman of the show, which is sponsored annually by the Home Builders Association of Greater Cincinnati. Joseph F. Carabin is director in charge of subcommittees, and Earle W. De Laitre, executive vice-president of the sponsoring association, again will be show manager.

Schrand said that altho most of the space has been assigned there is still some available for exhibitors with new and different products of interest to the public. This is in line with the show's policy of displaying a variety of products for the erection, maintenance and outfitting of homes as well as remodeling those now in use. It is also planned to conduct many of the contest which were popular at last year's show. These include the Boy Scouts' Bird House competition and the Miss Homemaker thruout the Greater Cincinnati area. First prize in the latter contest is a \$500 scholarship in the College of Home Economics at the University of Cincinnati.

Hartf'd New Year Party

HARTFORD, Conn., Jan. 3.—Irv Richland, of the Hartford Skating Palace, ran a New Year's Eve party Wednesday night (31), with skating from 7:30 p.m. to 2 a.m.

He distributed free hats, horns and other holiday souvenirs, with advance newspaper ads heralding the event as "guaranteed best party in town."

Rawson Off to Fla.

ASBURY PARK, N. J., Jan. 3.—Perry B. Rawson, the roller skating researcher, has closed his home and laboratory here for the winter and departed for Palm Beach, Fla., where he intends to remain until March 10, at which time it is expected that he will return here and reopen his laboratory.

Auditorium Managers:

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RIGHT TUNES, WRONG PEOPLE

HARTFORD, Conn., Jan. 3.—Irv Richland, co-manager of Hartford Skating Palace, tells this story about his rink's musical director, Jimmy Morgan.

The other night, a group of sailors skated around the rink. Inasmuch as they appeared to be Hawaiians, Morgan, always a good samaritan, played island tunes.

At the conclusion of his brief organ recital, Morgan asked: "What part of Hawaii you guys from?" The reply: "Who said anything about Hawaii! We're all from Chicago!"

more elaborate details. The show is a sellout at fancy prices undreamed of on Broadway. Efforts are being made to keep the show from running as long as the 1948 gala festival for President Truman. It is already certain, tho, that the show will feature more stars than did the Truman gala concert. Staging and lighting will be handled by Leon Leonidoff. Meanwhile the inaugural committee is in the throes of trying to complete final arrangements for the twin inaugural balls which will be held at Uline Arena and the National Armory the night of January 20. It is now expected that there will be at least four bands rotating between the sites. Showbiz apparently is going all-out in its efforts to welcome, the new administration via the festival. Both TV and radio will be on hand to broadcast at least some of the acts across the nation.

Dramatic & Musical Routes

- Anonymous Lover: (Lyceum) Minneapolis.
- Bagels and Yox: (New Parsons) Hartford, Conn., 9-11.
- Bat, The: (Locust) Philadelphia.
- Be Your Age: (Shubert) Washington.
- Bell, Book & Candle: (Erlanger) Buffalo.
- Borrowed Time: (United Nations) San Francisco.
- Call Me Madam: (Forrest) Philadelphia.
- Constant Wife, with Katharine Cornell: (Selwyn) Chicago.
- Country Girl: (Blackstone) Chicago.
- Dial "M" for Murder: (Wilbur) Boston.
- Fifth Season: (Walnut) Philadelphia.
- Fourposter: (Nixon) Pittsburgh.
- Gigi: (Harris) Chicago.
- Gilbert & Sullivan: (Shubert) Chicago.
- Good Night Ladies: (Virginia) Wheeling, W. Va., 5-7; (Memorial Auditorium) Canton, O., 8-10.
- Guys and Dolls: (Hanna) Cleveland.
- I am a Camera: (Mayfair) Portland, Ore.
- Intruder, The: (New Parsons) Hartford, Conn., 5-7; (Shubert) New Haven 8-10.
- Josephine: (Playhouse) Wilmington, Del., 8-10.
- Love of Four Colonels: (Colonial) Boston.
- Maid of the Ozarks: (Royal Alexandra) Toronto.
- Mid-Summer: (Plymouth) Boston.
- Mr. Roberts: (WRVA) Richmond, Va., 8-10.
- Oklahoma: (Geary) San Francisco.
- Paint Your Wagon: (Shubert) Boston.
- Piaf, Edith: (Curran) San Francisco.
- Point of No Return: (Hartman) Columbus, O.
- Srike, The: (Cass) Detroit.
- Skinner, Cornelia Otis, in Paris '90: (Civic Auditorium) Pasadena, Calif., 7; (Auditorium) San Bernardino 8; (Lobero) Santa Barbara 9-10.
- South Pacific: (Civic) New Orleans.
- Stalag 17: (American) St. Louis.
- Strike a Match: (Music Hall) Houston, Tex., 6-8; (Texas) San Antonio 9-10.
- Top Banana: (Great Northern) Chicago.

Skating Shows

- Hollywood Ice Revue of 1953: Chicago, 5-11; (Madison Square Garden) New York, 15-Feb. 4.
- Ice Capades of 1953: (Boston Garden) Boston, 5-11; (R. I. Auditorium) Providence, R. I., 12-25.
- Ice Follies of 1953: (Arena) Philadelphia, 5-13; (The Gardens) Pittsburgh, 14-21.
- Skating Vanities-Olsen & Johnson: (Civic Auditorium) San Francisco, 9-18.

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U. S. to Take Over N. Y. Palace Bldg.

NEW YORK, Jan. 3.—This city will be lacking a suitable exhibition building and suffer losses running into the millions of dollars when the first four floors of Grand Central Palace are taken over early this year to provide office space for the Bureau of Internal Revenue.

Bernard F. Gimbel, chairman and president of the New York Convention and Visitor's Bureau, said that it would be at least two years before the projected New York Coliseum will be available. He said the elimination of the Palace from the exhibition field would mean a loss of some \$60,000,000 to restaurants, hotels, amusement places and other establishments.

The directors of the convention bureau urged that the city and federal governments work out a plan for making the Palace available for exhibitions until 1956, when the Coliseum at Columbus Circle is expected to be ready for use.

Presumably, existing show contracts can be nullified at any time since they are said to contain a clause reserving the owner's right to take space for structural improvements. Principal events staged in the Palace last year, and including many set for 1953, included the Motorboat Show, which drew 150,000 visitors; National Sportsmen's Show, 225,000 and the National Hardware Show 30,000.

Rental charges for the four floors for two weeks was about \$33,000. Prospective exhibitors are believed to have been notified that no shows would be scheduled to begin after next October 27.

The building is owned by Park Lexington Company, Inc.

550 Skate in New Year at Meyer Rollery

CINCINNATI, Jan. 3.—About 550 people skated the new year in at Lou Meyer's Price Hill Roller Rink Wednesday (31), continuing the good business the suburban rollery has been doing during the two holiday weeks.

Featured at the big "hello" party, which ran until 1 a.m., were a confetti battle, balloon shower, contests and the giveaway of a pair of roller skates.

Attendance during recent weeks has been on a par with that experienced during the corresponding period of 1951, which was excellent. However, rink encountered a serious slump in the sale of shoe skates during the month of December, said C. V. (Cap) Sefferino, manager. This was caused by some cut-throat competition from a local retail outlet, which succeeded in obtaining a large quantity of rink skates and attached them to cheap shoes. The skates, a standard brand, were of good quality, said Sefferino, but the shoes were definitely inferior, enabling the outlet to sell them for \$12.95 a pair. As a result, the Price Hill Rink suffered a 75 per cent drop in the sale of shoe skates during the month.

Sefferino also reported that party bookings, which have slumped in recent weeks, are beginning to show a pick-up, and that he expects to again have his usual backlog of such events before long.

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The Final Curtain

ANDERSON—Katherine, Eastern educational representative for the Music Publishers' Holding Corporation, December 22 in New York. She was once associated with G. Schirmer, Inc., and in 1942 joined MPHIC in an educational capacity.

ABBOTT—William, Sr., 83, father of Sam Abbott, of The Billboard Hollywood office, December 29 in Natchez, Miss. Survived also by a daughter, Mrs. Walter Abbott, and a son, Lt. Col. William B. Abbott Jr. Burial in the family plot in Natchez.

BREISACH—Paul, 56, permanent conductor of the San Francisco Opera Association and former conductor with the Metropolitan Opera Company, December 26 in New York. Known in Europe as a personal assistant to Richard Strauss and coach at the Vienna Opera, Breisach came to the U. S. in 1940. He had since directed for the Chicago Civic Opera Company, the Met, at the Ziegfeld Theater, New York; for the American debut of Benjamin Britten's "Boris Godunov" at the American Lyric Theater, the Cincinnati Summer Opera, festivals in Havana and Montreal, the Charles Wagner Opera Company, the Miami Opera Guild and the New York City Opera Company. Breisach was also a symphonic conductor for the Vancouver and Cleveland orchestras, the Grant Park summer concerts in Chicago and recently the Buenos Aires Philharmonic. His widow, a son and his cousin, Rudolph Bing, manager of the Met, survive.

BURGE—Arthur E., 35, in Bridgeport, Conn., December 25. He was a musician with the LeDonne Trio in that city. Survived by his widow, three children, father and six brothers. Burial in Lakeview Cemetery, Bridgeport, December 29.

COOPER—Irving, 74, veteran theatrical agent, December 23 in New York. At the turn of the century he was a member of vaudeville's Empire City Quartet and later had an early interest in financing motion pictures. His widow, two sons and a daughter survive.

De RATT—Gracia, 76, December 20 at Detroit. Radio Station WGAY, Silver Springs, Md., was dedicated to her by her foster sons, John Brechner and John Kluge, in 1947. Interment at Fairhaven, N. Y.

GLASSON—T. Bath, 79, pianist, composer and founder of the Music School of the Hebrew Educational Society, December 26 in New York. He was also known as a choral director and composer of many chorals, especially the cantata, "The Village Blacksmith." His widow and a daughter survive.

HARDING—Lyn, 85, Shakespearean actor, December 26 in London. He made his stage debut in 1890 and became known at the beginning of the century as the outstanding villain of the English-speaking stage. He made many extensive world tours which included U. S. tours from 1911 thru 1928, appeared in a number of films and made his final stage bow in London in "Chin-Chow" in 1941.

HENDERSON—Fletcher H., 55, noted arranger, composer and band leader, December 29 in New York. (See Music Department for details.)

KNOEBEL—Henry H., 78, founder of Knoebel's Groves in the Elysburg, Pa., area and prominent local businessman, recently at his home in Knoebel's Groves of complications following an illness of several weeks. He started the resort in the '90's and developed it into one of the largest amusement resorts in that section of the State. Survived by his widow and four children. Services at the family home and in Elysburg Presbyterian Church. Burial in Jacob Lutheran and Reformed Church Cemetery, Reed Station.

LITZ—Angie, 44, Cincinnati night club emcee, December 26 of a heart attack in Oklahoma City, Okla., where he had been preparing to lead a show at the Jamboree Club. Litz had been in show business over 30 years and had played many clubs around Cincinnati, including Mel Fernberg's old Kelly's Cafe, House of Rinck, the Latin Quarter and the Primrose Club. Survived by his widow, Charlotte. Services and burial in Butler, Pa.

LOVETT—Seward B. (Sid), 58, advance agent for traveling shows for 25 years, December 24 of a heart attack in a Rome, Ga., hospital. He broke into show business on a minstrel show and for a time was connected with some of the leading burnt corkers. Later he went into the circus field, working with such shows as the M. L. Clark & Sons, Mighty Haag and Haag Bros. circuses. In recent years Lovett had been in an advance capacity with Rogers Bros. and the Hagan-Wallace shows. He was a member of the Loyal Order of Moose. Survived by a sister, Mrs. H. P. Riddick, and a brother, Roy, both of Valdosta, Ga., Lovett's home town. Services December 26 and burial in Sunset Hill Cemetery, Valdosta.

LUTZ—Estelle A., 60, who operated the Chicago booking office bearing her name, December 27 in Presbyterian Hospital, Chicago. Surviving are three nieces, Lillian and Adelyn Lutz and Mrs. Ruth Graham, and a nephew, Harold Lutz.

MALOTT—Mrs. Flora, mother of L. B. Malott, of the Malott Mentalists, December 26 in Indianapolis.

Marriages

BOND—REA— David Bond, announcer at WICC, Bridgeport, Conn., and Mabel Rea, night club singer and dancer, in New York December 27.

CLARK—BRAGG— Lewis Clark, non-pro of Ennis, Mont., and Shirley Joy Bragg, hillbilly singer with the Smokestack Valley Folks show and daughter of George and Edith Bragg, former circus troupers who operate the show, December 20.

ELLIOTT—DUNCAN— Randall Davison Taylor Elliott II to Ava Juanita Duncan in San Antonio, December 29. Bride is daughter of Justin R. Duncan, public relations director for WOAI (AM-TV) there.

MARTIN—Sidney T., 72, who formerly owned and operated the privilege car and Merry-Go-Round on the old Mighty Sheesley Midway, recently in Jacksonville, Fla., hospital. Survived by his widow, Belle, and two sisters, Mrs. J. G. Seelinger, Arlington, Va., and Mrs. Joseph Murphy, Washington. Burial in Greenlawn Cemetery, Jacksonville Beach, Fla.

MEDONALD—Groves, 40, husband of Marguerite Plaza, opera, television and radio soprano, unexpectedly December 31 at his hotel in New York. Body was taken to Bellevue Hospital for an autopsy.

MILLER—Leroy, 39, disk jockey at WFIL, Philadelphia, December 28 in Lancaster, Pa., following a heart attack. He became a star announcer for KYW in 1936 and later conductor of the station's early-morning "Musical Clock" programs. He moved to WFIL in 1945 and conducted the "Leroy Miller Club." Surviving are his widow, Mary, and two children.

MOLINARI—Bernardino, 72, Italian composer, musician and conductor, December 25 in Rome. An international figure, he was well known in Rome, Naples, Turin, Prague, Vienna, Buenos Aires, Tel Aviv and New York. For four seasons he conducted the New York Philharmonic, at the Metopera and the Brooklyn Academy of Music. He was a conductor of symphonies in Philadelphia and San Francisco, as well as the National Broadcasting Company Orchestra. His radio broadcasts were during the 1938, 1939 and 1940 seasons.

NEWELL—Alfred Colquitt, 81, December 26 at his home in Atlanta. He was president of Southeastern Fair Association in 1929 and 1930. Surviving are his widow and two daughters. Interment in Westview Cemetery, Atlanta.

ROBINSON—Setta, 71, recently in Harper Hospital, Detroit. She was formerly associated with Jesse Wood in management of the Central Concert Management Association and later managed the Town Hall Series at the Cass Theater, Detroit. Interment in Woodmere Cemetery, Detroit.

RUBINSTEIN—Beryl, 54, director of the Cleveland Institute of Music, December 29, in a Cleveland hospital, of virus pneumonia. Born in Athens, Greece, he toured the U. S. as a child musician from 1905-11, making his debut with the Metropolitan Opera Orchestra at 13. Later, he appeared as soloist with many noted orchestras here and abroad. His compositions included many for orchestra, piano, violin, string quartet and voice. His opera, "The Sleeping Beauty," had its world premiere in New York in 1938. During the last war, he served as an Army captain and traveled 20,000 miles giving concerts for overseas servicemen.

ROSENZWEIG—Charles, 62, former vice-president of RKO Radio Pictures, December 30 at his New York home after a short illness. He held various executive posts in the Hollywood film industry since 1917, and in 1937 retired from the RKO post. Other studios he had served included Universal and Columbia. He leaves his widow, Jane; a daughter, Joyce, and two sons, Morris and Joseph.

SMITH—Clyde A., 49, musician, December 21 in Detroit. He was formerly with various jazz bands in the '30's, joining the Henry Theis orchestra as trombonist. He subsequently played with orchestras in the Grand Riviera, Fisher and Michigan theaters in Detroit, and with Detroit stations WWJ, WXYZ and WJR. He joined the Hank Biagini orchestra at Jean Goldkette's Graystone Ballroom, Detroit, in 1933, and was also with the Monk Watson, George Kavanagh, Ted Lewis, Ray Gorrell and Benny Meroff orchestras. Six years ago he joined the Dixie Five, recording for the United Records label. Survived by his widow, Julia A. Interment in Evergreen Cemetery, Detroit.

SCZUREK—Paul Sr., 78, father of the well-known concessionaire and Girl Show operator, most recently with the Continental Shows, December 26 of a cerebral hemorrhage. Burial in St. Stanislaus Cemetery, Meriden, Conn.

STURTEVANT—Col. C. G., 75, historian of the Circus Fans Association, in San Antonio December 26. He was an Army officer for 41 years. Surviving are his widow, a daughter and two sons. Burial at San Antonio. (Details in Circus Section.)

THOMPSON—Chester L., 68, stage carpenter who had worked in various New York theaters, December 25 in Westport, Conn. His widow, a brother and three sisters survive.

TRESSELT—Frank, 57, head of 20th Century-Fox Studio's music legal department and former assistant to the late Florenz Ziegfeld, December 28 in Los Angeles after a long illness. He had been with Fox 20 years and previously served as musical assistant for the "Ziegfeld Follies."

WADDELL—Gertrude Edna, December 23 in Detroit. She was the widow of Ira A. Waddell, former projectionist at the Cinderella Theater, Detroit. Survived by three children, Edward a projectionist; Pfc. Ira and Joan.

WESTON—Mrs. Annie Burke, 82, actress who played character parts on stage, radio and in the movies, December 24 in New York. A son, Gerald, survives.

WELGE—Josephine, 42, cellist for many years in Cincinnati theater orchestras, December 30 in Christ Hospital, Cincinnati. She formerly played in orchestras at the Cox and Taft theaters and was a member of Local 1, American Federation of Musicians. Survived by her parents and a sister. Services in St. Francis Seraph Church and burial in St. Mary Cemetery, St. Bernard, O.

WILLIAMS—Hank, 29, well-known hillbilly singer, composer of folk tunes and M-G-M recording star, January 1 in his automobile near Oak Hill, W. Va. Williams was en route to Canton, O., to fill a New Year's Day engagement. Survived by his widow, the former Billie Jones of Bossier City, La., whom Williams married October 19, a son and daughter by a former marriage, and his mother who resides in Montgomery, Ala. (Details in Music Department.)

London Dispatch

Continued from page 2

thing of a jinx on it. But this week George and Alfred Black put on a charming comedy piece there, by motion picture censor Arthur Watkyn, called "For Better, for Worse . . ." whose advance booking has already shattered that dismal record. The piece stars Geraldine McEwan and Leslie Phillips.

Drivin' Round The Drive-Ins

JAY FINN, former manager of J. E. M. Loew's Riverdale Drive-In, West Springfield, Mass., has been named manager of the circuit's Winchester Theater, Winchester, Mass. . . **Bill Daugherty,** who managed the Lockwood and Gordon Torrington (Conn.) Drive-In last season, is now managing the company's Avon Theater, Providence, R. I.

Closing for the winter, **Low Packard,** of the Yarmouth Drive-In Theater, Yarmouth, Me., displayed the following sign: "When snow is gone, grass has riz; this is where the movies iz!"

Ruben Shore, director of Allied States Association of Motion Picture Exhibitors of West Virginia, last week announced that the board of directors of West Virginia Allied Theaters Association, Inc., in a mail poll vote unanimously approved National Allied's policies and were emphatic in their rejection of arbitration.

Charles Laughton

Continued from page 10

imitably effective way. The show opens cold with Laughton tottering up to the table, books under his arm, and nodding hello to the camera. It closes after the end commercial with Laughton hurriedly reading a proverb out of Confucious or Lao-Tse, and then waving good-bye.

Straight readings for adults are a natural for TV entertainment. The only other attempt so far, to this reviewer's knowledge, is "Night Editor," which is on the sensational level. Altho Laughton's readings are a distinct achievement, there are other good hams who could also carry off this type of routine. The only reservation that comes to mind is that Thurber and Wolfe might be too highbrow for the audience to whom you'd want to sell fruit juices and apple sauce.

Mott plugs the apple juice and sauce with rapid fire visuals, showing the occasions on which they can be used. These are pegged on the five animated singing apples. Sunsweet prune juice is also mentioned.

Gene Plonik.

Births

BRODER— To Mr. and Mrs. Jack Broder, a daughter, December 27 in Los Angeles. Father is principal in the Van Houdt Theater Circuit, Detroit, and president of the Broder Productions.

EDWARDS— A daughter, Roberta Louise, to Mr. and Mrs. Bob Edwards at Jewish Hospital, Cincinnati, December 29. Mother is Ruth Arden, professional dancer; father, former vaude and nitery dancer, is AGVA topper in Cincinnati.

KENNEY— A son, Bruce Emerson, to Mr. and Mrs. David Kenney. Father is an account executive at WICC, Bridgeport, Conn.

Divorces

HAGEN— Thelma Hagen from Edward Hagen, recently.

OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite • Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 607 W. 52 St., New York 19.

Roadshow Rep

BRUCE E. RINALDO and his wife, **Maybelle Fowler,** veteran dramatic and repert show performers, were hosts at a New Year's Day dinner party in their Shelby, O., home to **Mr. and Mrs. Emory Goyt,** former circus performers, in celebration of the latter's 50th wedding anniversary. The Goyts, who also make their home in Shelby, were married January 6, 1903, in a lion's cage while they were with the John Sparke's Circus, which was playing Pensacola, Fla. An estimated 5,000 turned out for the event. Rinaldo is still painting all the signs for the Wilkins Air Force Depot at Shelby.

out of Chicago. At Williams, Ariz., I met **Henry (Doc) Renton.** He pushes med up that way and covers many small towns in Southern Utah. In winter he plays some eating places. Strolling musicians are abundant each summer in Utah since they come up from California and most of them work both indoors and outdoors. Also ran into **Hughie Clifford** who worked maps and did some busking work. We worked together on one of **Lincoln J. Carter's** shows."

THE LONDON Theater Company, composed wholly of English stage technical talent, concluded a five-week stay in Halifax, N. S., recently. Used for the first time by a professional group was the Queen Elizabeth School auditorium. Prior to opening in Halifax the group played St. John's, Newfoundland, for nine weeks. Engagements are planned for other centers in the Maritime Provinces for the remainder of the winter. In the group are **Leslie Yoe, Charles Mardel, Anthony Newlands, Richard Easthan, David Morrell, Hilary Vernon, Ruth Perkins, Roma Haycock, Avis Lennard** and (Continued on page 59)

The Legislative Spotlight

Continued from page 1

state. The pact, product of last September's Geneva conference of United Nations, Educational, Scientific and Cultural Organization, would have the effect of superseding the present Copyright Law. However, the pact won't become operative until it gets a sizable number of signatories. There's no certainty yet that the Senate will ratify it. Meanwhile a new attempt is sure to be made to put across legislation similar to the scrapped Bryson-Kefauver Bill extending copyright protection to music played on juke boxes. The Bryson-Kefauver Bill died in the House Judiciary Committee despite an eleventh-hour attempt by one of its authors, Rep. Joseph Bryson (D., S. C.), to get at least a token recommendation for it from the outgoing committee.

Political Broadcasting — With spade work already begun as result of TV's unprecedented prominence in the 1952 national election campaign, the new Congress will seek the answer to two important questions: How should the election laws be modernized to accommodate spending for TV and radio in political campaigns? And, How should the communications act be revised to clarify station liability? Nearly a dozen bills, some of which were introduced last session, already were being fashioned for the new Congress. Lengthy hearings on both topics appear certain, even tho the subjects already have been aired in hearings. Senate Subcommittee on Elections and Privileges and House Campaign Expenditures Subcommittee will probe deeply for the answer, with every indication that the new Congress will raise statutory ceilings to allow for increased TV-radio spending in campaigns. Libel liability problem in political campaigns will be tough to resolve in revision of the Communications Act. The Horan Bill, which passed the House last session but was lost in Senate-House conference, will be introduced in new form. Bill extends Communications Act's Section 315 to cover spokesmen for candidates and holds broadcasters free from liability in State, local and federal courts.

"Voice of America" Overhaul—State Department's global propaganda program is due for an investigation and another big reorganization. Maybe the propaganda outfit will land outside the State Department. The "Voice" has been under Congress fire year after year as wasteful, inefficient, inept and a haven for junketing globe-trotters.

Federal Communications Commission Probe—Investigation of FCC from several congressional sources appears in the works. Sen. Joseph R. McCarthy (R., Wis.) Senate Investigating Committee will be one of the probers. Senate and House Interstate Commerce Committees are threatening too. So is Senate Judiciary Committee.

Showbiz Controls — Already

tapering fast, amusement controls will be all but dissolved by June 30. Policy of President-Elect Dwight D. Eisenhower's administration hasn't been completely formulated yet, and controls agencies are hoping that at least a skeleton set-up will survive (for details see separate story).

Un-American Probes—Subversiveness in entertainment industry will continue to be studied, with Senate Judiciary Subcommittee on Internal Security sure to be extended. Sen. William Langer (R., N. D.) heading Senate Judiciary Committee wants no let-up (see separate story). Also House Un-American Activities Committee is hinting it will return to this field later in session.

Clear Channel Stations—North American Regional Broadcasting Agreement pact, which would reduce power of some U. S. clear channel stations, is still awaiting Senate Foreign Relations Committee study. Pact has been on shelf two years.

Chain Broadcasting—Legislation is expected to be introduced anew to extend Communications Act to give FCC jurisdiction over networks. Legislation in previous Congresses received little attention.

Dry Bills—Prohibitionists will seek anew to outlaw commercial plugs for alcoholic beverages on TV and radio.

TV-Radio Morals—New Congress will be asked to extend House Interstate and Foreign Commerce Subcommittee on TV-radio morals in line with recommendation made by expired subcommittee.

TV-Radio Coverage—With partial lifting of the House ban on TV-radio coverage of committee hearings (see Washington Once-Over for details on new problems), question of Hill telecasts and broadcast will continue lively topic of legislation.

Educational TV—Legislation to extend deadline of reservation of TV channels for noncommercial channels is expected to be introduced. Under present FCC rule, commercial applicants can apply after June 2 for any still unused or unsought channels reserved for educational TV.

National Theater—At least a dozen bills will be introduced to set up a national theater and opera house. Similar legislation last season got nowhere.

Anti-Featherbed Legislation—Congressional row over featherbedding provision of Taft-Hartley law is likely if Supreme Court in a pending decision rules that American Federation of Musicians must be hired even tho their services were unrequested (The Billboard, October 25, November 22, 29, January 3). High court's decision will come in the case of National Labor Relations Board versus Gamble Enterprises, Inc. Sen. Robert A. Taft (R., O.), co-author of the Taft-Hartley Act and Senate majority leader, would be virtually sure to seek restoration of his anti-featherbed provision in stronger language.

Cole Bros. Enters Sponsored Field; Signs Cincinnati

Wirtz Organization Contracts Shrine Date at Cincy Gardens

CHICAGO, Jan. 3.—Cole Bros. Circus stepped into the indoor sponsored field this week with the announcement by Bill Horst-

man here that it has contracted to produce the Shrine show at Cincinnati for the week starting April 6.

The date, first of its type that the Arthur M. Wirtz enterprise has signed, will in effect put the Cole title back on the road. Last year the name was used only at Wirtz' Chicago Stadium stand. Horstman said the show will be billed as the Shrine Circus "produced by Cole Bros."

This year's show will be at the Cincinnati Gardens. In past seasons, Polack Bros. Western unit produced the show and used Taft Auditorium.

Part of Cole Bros. elephant, horse and pony acts will be used in Cincinnati, while others will be on the Orrin Davenport show at that time. Horstman said additional acts would be announced shortly. While no announcement was made regarding Cole's plans for its annual Chicago run, it was presumed that it and the Cincinnati show would run consecutively.

It was also anticipated that Vernon L. McReavy would handle Cole's promotion of the Cincinnati date. Formerly with Hamid-Morton, McReavy moved to the Cole-Barnes organization several months ago to handle still dates of the Barnes Bros. unit which played Middle Western fairs.

Gordon Awarded Waukesha Cele

WAUKESHA, Wis., Jan. 3.—American Legion and Veterans of Foreign Wars posts here this week awarded the Waukesha July 4th Celebration contract to the M. T. Gordon Amusement Company for the fourth consecutive year.

John O. Erickson, celebration committee chairman, said that the event will be held July 2-5.

Fairs' Adv. and Press Chiefs Plan to Swap Ideas at Clinic

2-Day Workshop for Chi Feb. 23-24; Program Sponsored by The Billboard

CHICAGO, Jan. 3.—Sponsored by The Billboard, an advertising-publicity-promotion clinic for press-radio-advertising directors of fairs of the United States and Canada will be held at the Hotel Sherman here Monday and Tuesday, February 23-24.

The clinic will be a workshop for press chiefs, with the two-day program covering all phases of fair advertising, publicity and promotions to enable leaders in

the field to exchange ideas. No social activities are planned in connection with the clinic, tho it is expected that after the formal sessions many of those in attendance will discuss their experiences, plans, etc., in informal get-togethers.

Outstanding publicity men in the fair field will head up each division of the programs on both days. They will detail their own thinking, observations and ex-

periences on a particular subject and lead the discussion that will follow.

Adv. Features

The program will also feature the display of outstanding newspaper advertisements, outdoor advertising, mailing pieces, newspaper-radio releases, and other material that ties in with a fair's advance campaign.

There will be no charge for attendance, the expenses being borne by The Billboard. Based on reaction among leading fairs, indications are that the clinic will be well-attended by top publicity men.

"The clinic should be a great help to the fair movement," Frank Kingman, secretary of the International Association of Fairs and Expositions, declared.

"The interchange of ideas which it will afford publicity-advertising directors should be of tremendous value to each individual. The result should stimulate advertising-publicity of fairs campaigns generally and make them more effective."

Leaders in the outdoor amusement field echoed Kingman's views.

Hamid Jr. Charges AGVA Is Trade Association, Not Union

Continued from page 12

we all feel that a group insurance coverage for acts is desirable and advisable, but most show people feel (and this includes the acts) that this insurance should be met by the acts themselves.

After all, in most companies today, Blue Cross, Blue Shield, and the like are paid for by the members. In reality, the insurance plan is a minor issue. AGVA should have long ago named a committee, composed of both acts and operators, to study the insurance problem and come up with a satisfactory solution.

AGVA has chosen to ignore the interests of the performers and the operators; it has issued threat after threat and called strike after strike. It has even violated State insurance laws. For what? Simply for the greed and selfishness of some directors who feel there is a gold mine at the end of the insurance rainbow.

It is time that the cards were laid on the table. The real welfare of acts lies in continued work at decent salaries. The constant bickering and confusion within the management of AGVA constantly clouds the true welfare of the acts among a series of small "issues" until the true welfare is lost from their sight.

Why does AGVA do this? Because AGVA has an enormous skeleton in its closet and sooner or later its officers realize it. When they do, they become panicky. That skeleton is this—AGVA has been thwarted from all directions in its effort to establish a false employer-employee relationship between the buyers and talent and the talent itself. Many State governments have specifically ruled that the acts are independent contractors and in virtually all others the law is such that the independent contractor relationship is a foregone conclusion.

What does this mean? It means that AGVA is not a union at all! It is a trade association. As such, it is liable to full regulation by the Sherman Anti-Trust act and is obliged to conduct its business along the very restricted rules of any trade organization.

If it were brought to test, a

"strike" by AGVA would become not a strike at all, but a coalition in restraint of trade subject to prosecution by law. This accounts for AGVA's fruitless pursuit of the "employer-employee" status, despite the wish of the vast majority of acts to remain independent contractors.

It is no wonder that a "union" such as this lives in internal strife, loses sight of its real purpose, and exists only so long as the closet door is closed on its skeleton. It is no wonder that AGVA continually fails to acquire worthwhile and forward-looking management. It is no wonder that AGVA, as it did to the Hamid-Morton Circus in Philadelphia, calls strikes without so much as consulting the acts involved. It is no wonder that the acts ignored the strike call; nor is it any wonder that AGVA calls such strikes over trivialities! Its jittery management continues to create tempests in its little teapot for fear that someone will look inside and find the pot has no tea at all! It has cost our organization many anguished hours and thousands of dollars to uncover and establish the foregoing facts.

Bob Hope's recent advertisements were undoubtedly well meaning. But, knowing of Mr. Hope's heavy schedule, he probably hasn't had the time to examine AGVA's problems. Unfortunately, many organizations today are headed, in name, by men of high character but are actually run by an entirely different group.

Mr. Hope speaks of the many benefits at which AGVA members perform. He is interested, and so are we, in the welfare of all performers. We urge that AGVA run a series of benefit performances for its own welfare fund. What organization is better fitted to do this? We imagine that any operator in the country will gladly turn over his establishment free of charge for a day for this purpose. As an operator of the Steel Pier in Atlantic City, I hereby offer the use of Steel Pier at no cost of any kind.

Sincerely yours,
George A. Hamid Jr.

Showbiz Bldg. To Hit 1/4 Bil \$, NPA Predicts

WASHINGTON, Jan. 3.—The showbiz building boom of 1953, forecast by The Billboard December 6 and implemented by the National Production Authority's action lifting the ban on amusement construction after January 1 (The Billboard, December 13), may hit the one-quarter billion dollar mark, NPA predicted. Steel, copper and aluminum requirements for recreational, amusement and entertainment construction can be met during the coming year without interfering with supplies for other types of construction, John L. Haynes, director of NPA's building materials division, said.

"Erection of theaters, bowling alleys, skating rinks, swimming pools, playgrounds and other places of recreation in 1953 may amount to a value of one-quarter billion dollars," Haynes predicted. He pointed out that the principle building materials used in recreational construction—concrete, cinder blocks, bricks, rough lumber, wall board and non-metallic roofings—should be "amply available to fill the stored-up demand."

Removal of the ban last week on showbiz building is regarded by NPA as "the most significant" ruling on construction since the institution of the original construction order in October, 1950 at which time NPA admits recreational construction "took a beating."

Topeka, Tampa Fairs Ink Sweeney-White Races

CHICAGO, Jan. 3.—National Speedways, Inc., have signed to produce the auto races at both the Florida State Fair, Tampa, and the Kansas Free Fair, Topeka, it was announced here this week by Al Sweeney, who with Gaylord White, heads up the race org.

The Florida date will include three days of big car races, one each of February 4, 7 and 14. Sweeney-White last played the fair in 1951.

The Topeka contract calls for four speed meets during the fair and two still dates. The still dates will be May 30 and July 4, both long distance stock car races. The fair programs include two days of big car races and two stock car meets. Contract was signed last week when White flew to Topeka to close with Fair Secretary Maurice Jencks.

Other new dates on the National Speedway calendar for '53 includes a day of big car races at the Faribault, Minn., fair; two big car races at the Fargo, N. D., annual and the previously reported contract for three days of speed events at the Clay County Fair, Spencer, Ia.

Org has signed to again put on two big car sprints at the Canadian Lakehead Exhibition, Fort William and Port Arthur, Ont. New to its route will be a day of big car races at Independence, Ia., fair and a similar program at the Urbana, Ill., annual.

Altho the Sweeney-White organization has dropped several

fair dates for '53, including Rapid City, S. D., Blackfoot, Idaho, and Salt Lake City, it plans to greatly expand its operations during the coming year. According to Sweeney, current plans call for an estimated 76 race meets during the still date and fair season—a dozer more than during '52.

Jerry Marlatt, veteran billposter, will handle the paper for White and Jim Mullins will do the advance publicity.

COMING...in the January 31 issue

A SPECIAL SECTION

devoted exclusively to

THE KIDDIE RIDE MARKET

Ad Deadline: January 22
Distributed: January 27

An exhaustive, accurate and authentic editorial presentation of the profit potential and location opportunities offered by the newest developments in coin-operated equipment.

EXTRA DISTRIBUTION to key executives of leading

- Department Stores
- Super Markets
- Shopping Centers
- Theaters
- 10c Stores
- Resorts
- Filling Stations

IN ADDITION to The Billboard's blanket coverage of the Coin Machine, Outdoor Amusement, Retail Record Store and "Opportunist" markets that number 169,618 readers weekly.

Sked Washington Probe of Dual Showbiz Taxes

WASHINGTON, Jan. 3.—The new House Ways and Means Committee under Chairman Daniel A. Reed (R., N. Y.) is preparing to explore the question of duplication of amusement taxes, taking into consideration some of the data included in a report handed up today by the Democratic-controlled committee of the expiring 82d Congress.

Today's report on federal, State and local tax co-ordination called attention to the Treasury Department's exhaustive study on the subject, which favored ending overlapping jurisdiction in tax matters. The committee, which met earlier with governors of the various States to work out a solution to this "big and touchy" problem, appeared to have reached little agreement on the subject of which excise taxes should be relinquished by the States and which by the federal government.

In the words of one committee member, "After all, each man was thinking of his own State, and it would be tough to get him to give up any tax which benefited his State. On the other hand, we have had no encouragement that the federal government would give up anything either." He predicted that if the government cut down on taxes in the amusement field, "the States would rush in and slap heavier ones on." Studies on duplication of excises have been under way for two years, and it is generally recognized that the amusement industry is among the hardest hit by the present tax system.

Conklin-Russell To Distribute Bally Kid Rides

CHICAGO, Jan. 3.—Russ-Con Company, Montreal, headed up by J. W. (Patty) Conklin and Dave Russell, has been named Canadian distributors of the Bally Manufacturing Company's mechanical horse, The Champion, and its Space Ship, coin-operated kid rides.

The announcement was made this week by Jack Nelson, general sales manager for Bally. Lucien LaPalm, Russ-Con general manager, reported that both Bally devices were already in operation in a number of Canadian stores.

PEANUTS · POPCORN · SUPPLIES

TOP-POP HYBRID POPCORN CARRIES A MONEY BACK GUARANTEE

Five Sizes Boxes — Complete Line of Supplies — Midway Marvel Candy Floss Machine— Snowflake Snow Cones — All Makes Ice Shavers—Star Popcorn Machines — Cotton Candy Cones — Candy Apples Equipment & Supplies — Fresh Roasted Peanuts — Attractive Circus Bags — Candy Floss Supplies. SEND FOR FREE CATALOGUE!

CHUNK-E-NUT PRODUCTS CO.

VIC ZINDA 231 N. Second St. Philadelphia 6, Pa.
 TED VINES 2908-14 Smallman St. Pittsburgh 1, Pa.
 ED BERG 1261-63 E. Sixth St. Los Angeles 21, Calif.

Multiplex Faucet Co. Serving the Trade 47 Years

a 3 1/2¢ Profit on a 5¢ Sale! with a Multiplex

ROOT BEER BARREL

FOUR SIZES: 8 GAL. 17 GAL. 45 GAL. 60 GAL.

Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Exclusive! Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Also 17, 45 and 60 Gal. Barrels with Two Faucets for two different drinks.

Other Dispensers for COCA-COLA, ORANGE, GRAPE, DR. PEPPER, GINGER-ALE, PEPSI-COLA, VERNORS and Root Beer for HIRES, RICHARDSON ROCHESTER, BUCKEY, DAD'S, LYONS, CANADA DRY, TRIPLE AAA, MENLO, BOWLEYS, HUNTER, NESBITTS.

Manufacturers: **MULTIPLEX FAUCET CO.** 4325-B Duncan Ave. St. Louis 10, Mo.



The World's Greatest Amusement Rides
 Bear the Name **ALLAN HERSCHELL**

KIDDIE RIDES: MERRY-GO-ROUND, SKY FIGHTER, LITTLE DIPPER, KIDDIE AUTO, BUGGY, BOAT AND JEEP RIDES, ALSO MAJOR RIDES. Write for literature

ALLAN HERSCHELL COMPANY, Inc.
 North Tonawanda, N. Y.



The TILT-A-WHIRL Ride
 "Best Buy in Rides Today"

* Very Popular and Profitable
 * Good Looking * Good Quality
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 and What a * Repeater!!

SELLNER MFG. CO.
 Faribault, Minnesota



LOOK! PARKER DOES IT AGAIN

We have added another model to our famous Baby "Q" Jumping Horse Carry-Us-Alls. Our new SUPERIOR 30 FOOT TEEN AGER MODEL is more elaborate, has more flash and more equipment. Ideal machine for road and Kiddie Lands. Time sales arranged. We trade. Prices start at \$5,750.00. For particulars phone, wire or write

C. W. PARKER AMUSEMENT CO.
 Leavenworth, Kansas, U. S. A.

BUYING A NEW FLOSS MACHINE?

Then be sure you get the new WHIRLWIND, the only vibrationless Cotton Candy machine made. All floss machine headaches are eliminated with the Whirlwind—there is no other machine even close to it when it comes to production, ease of operation and freedom from breakdowns. You will buy the Whirlwind some day, so why not buy it first and save money. Remember—it is guaranteed to please you or you get your money back.

GOLD MEDAL PRODUCTS CO.
 318 E. THIRD STREET CINCINNATI 2, OHIO



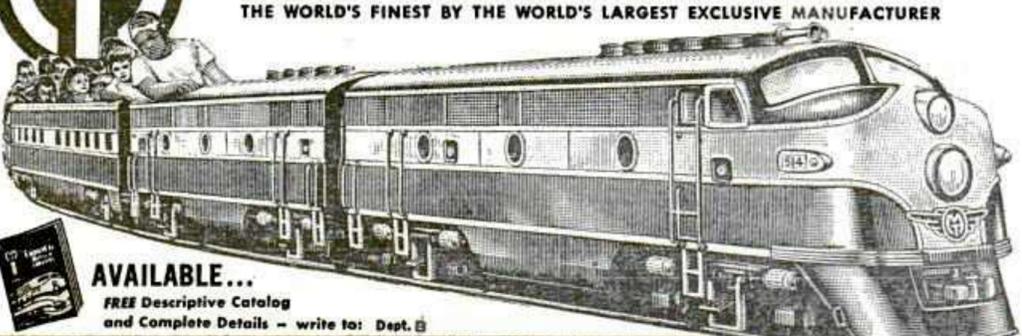
ONE STOP SERVICE

POPCORN MACHINES FLOSS MACHINES
 BOXES BAGS OILS COLORING SUPPLIES REPAIRS
 EVERYTHING FOR THE CONCESSIONAIRE

CONCESSION SUPPLY COMPANY
 3916 SECOR ROAD TOLEDO 13, OHIO

MINIATURE TRAINS for EVERY LOCATION
 any SIZE...any CAPACITY...any PRICE RANGE...

THE WORLD'S FINEST BY THE WORLD'S LARGEST EXCLUSIVE MANUFACTURER



AVAILABLE...
 FREE Descriptive Catalog and Complete Details - write to: Dept. B

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Talent Topics
 By CHARLIE BYRNES and JIM McHUGH

Henry Klink, and wife, Rosella Kellyhouse Klink, who have a diving act, will henceforth be known as Texas O'Rourke and Rose O'Rourke. Klink petitioned the court to change his name because it was "unusual and odd sounding," and Judge John V. Phelan in Essex Probate Court, Salem, Mass., allowed the petition. The Klinks told the court they were known in the amusement world as Texas and Rose O'Rourke.

Earl Armstrong, top man in the Roscoe Armstrong Ford act, has been released from the Army after a two-year hitch, one year of which was spent in Germany with the Engineer Corps. Earl is back in Montezuma, Ind., where he, Billy Clay Cox and Johnnie Griffin are readying the act for an April opening. Earl's father, Roscoe, originator of the act, is in Vermillion County Hospital, Clinton, Ind., recuperating after surgery.

George Hubler and Don Hewell, who perform under the banner of Glenn Martin and Company, trampoline-bars, flew to Havana for an engagement with Santos and Artigas recently after playing the Big Top TV Circus, Palace Theater, Rockford, Ill., and the Cincinnati Garden show. After closing the Cuban date the duo flew back to Miami.

Speedy Babbs returned to Camden, N. J., after presenting his Man from Mars act at the Hadi Shrine Circus, Evansville, Ind. He's getting ready to play the Sealtest Big Top TV show January 10. While loafing between acts at Evansville, Speedy completed work on his Cycle Whirl act which he plans to have in rehearsal by January 1. In addition to Speedy the new act uses two motorcycles and three girls.

The Dunns, Bill, Peggy and Patricia, recently took delivery on a new trailer. They spent the holidays visiting relatives in Philadelphia. Wally Overman, who concluded a tour of the Fox Inter-Mountain Circuit recently, will move into other Fox-Paramount houses in the Northwest before heading south and east. He leaves for England in the spring to play dates for Hyman Zahl, his European agent.

Larry Griswold, who was injured while playing a Chicago club date several weeks ago, letters from his Cedar Rapids, Ia., home that he was released from

the Windy City hospital in time to make it home for Christmas. Larry reports he's improving steadily and expects to be out of bed soon depending on how quickly a couple of simple pelvic fractures heal. The comedian figures he's lucky to have dodged wearing a cast.

John Shouse, the ossified man, and wife, Hazel, spent the holidays with their son in Los Angeles. Following their visit they are skedded to start a West Coast tour with Cliff Younger before heading for the Midwest... Hazel and Jackie, The Little People, who are under the direction of Younger, also spent the holidays in Los Angeles and will head for the Fort Worth Stock Show and a similar event in Laredo, Tex., in January.

George J. Keller, animal trainer, will open his '53 season for Orrin Davenport at the Grand Rapids, Mich., circus on January 12. He will also play the Minneapolis Shrine event and the Chicago Stadium circus later in the year. Keller is now working a mixed group of 12 cats, including a new black leopard.

Harry Froboess, who is spending the winter operating his Olympia Film Productions, in Santa Fe, N. M., has produced a number of colored films on outdoor show business. Included are "Hippodrome Thrill Circus," "Ringing Show - St. Louis Police Circus," "Grandstand Attractions," "Fair-Time," and "Amusement Parks."

Leon and Eleana's Dane Circus, animal group, has been busy playing Christmas parties in Evansville and Princeton, Ind., and Breckenridge, Ky. The duo has half of January booked and will open in Memphis for the Hamid-Morton Circus in February. They will play parks and fairs for the Hamid office during the '53 outdoor season.

While working dates in the East, the Latinos (Heber and Charter Webber) appeared on the "Big Top," TV network show and also visited Capt. and Mrs. Guy Leslie, who make their home about 25 miles from the video studio in Florence, N. J. Leslie reports that he recently received an order from the zoo in Trenton, N. J., for delivery of two sea lions for the park. The sea lions will be shipped to the zoo from Snow's Sealatorium, Oxnard, Calif.

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Out in the Open

Jimmy Rose, veteran press agent, is wintering in Florida where he is handling health education promotion for hospitals in nine central counties of the State.

Ida Cohen, Chicago insurance exec, is confined to the Michael Reese Hospital Chicago.

Mr. and Mrs. Gene Hamid recently visited Irah Watkins in Tampa. Watkins is resting up for a few weeks before showing the Florida State Fair, Tampa, with his chimp act.

Mrs. L. P. (Pat) Murphy, wife of the Long Beach (Calif.) Amusement Company's general manager, was called to Chicago Christmas night by news of the death of her nephew. He was killed in an automobile accident near that city December 23.

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Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for Thin, Transparent Plastic Markers, Brown, 3/4-inch, Per M 1.00
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Winkley Wins Test Case

MINNEAPOLIS, Minn., Jan. 3.—Frank Winkley, manager of Auto Racing, Inc., has been awarded a favorable decision in a case involving the death of Vernon Mortenson, race driver killed in July 1949 at Grand Forks, N. D.

Winkley was sued by Donna Mortenson, widow of the driver under the Workmen's Compensation Act and hearings were held by the Industrial Commission of Minnesota. Mrs. Mortenson held that her late husband was in the employ of Winkley but the commission ruled that the deceased was not an employee altho he drove in a race meet produced by the Winkley organization. Claim for compensation benefits was disallowed.

While the case could have been settled out of court, Winkley said he preferred a commission ruling on the matter so that a precedent would be established.

Prominents Attend Ada Green Rites

DETROIT, Jan. 3.—Many persons prominent in show business attended funeral services for Ada Green, 67, wardrobe designer and mother of William H. Green, former press representative for Polack Bros.' Circus Eastern Unit, who died December 20 in Harper Hospital here of coronary occlusion.

At services held Tuesday (23) were Norman Birnkrant, attorney for the Michigan Theatrical Agents' Association; H. F. Reves, local representative of The Billboard; Charles Roth, dance studio operator; Jack Dickstein, former Gus Sun representative and entertainment manager of Michigan State Fair; Ben Morrison, president of the Michigan Showmen's Association; Grace Zeigler, Auxiliary president; Jack Bell, United Billposting Company; Andy Mulligan, general manager of the Toledo Sports Arena; Clarence Bell, Columbia Pictures, and Charles Dietz, M-G-M Pictures.

DOG SHOWS

California
San Bernardino—Jan 18 Jack Bradshaw, Los Angeles.

Florida
Clearwater—Jan. 20-21 Edgar A Moss, Greensboro, N. C.
Fort Lauderdale—Jan 14-15 Edgar A Moss, Greensboro, N. C.
Jacksonville—Jan 9 Mrs W Kendrick, 9730 Eisenhower Road
Jacksonville—Jan 10-11 Mrs W Scheil, Box 1232
Miami—Jan. 17-18 Clell Diddy, Biloxi, Miss
Miami Beach—Jan 17 Edgar A Moss, Greensboro, N. C.
Orlando—Jan 27 Edgar A Moss, Greensboro, N. C.
St. Petersburg—Jan. 22-23 Edgar A Moss, Greensboro, N. C.
Tampa—Jan 25 Edgar A Moss, Greensboro, N. C.
West Palm Beach—Jan. 13 Edgar A Moss, Greensboro N. C.

Indiana
Fort Wayne—Jan 18 Vera Miceli, Route 2

Ohio
Marion—Jan 25 Bow Org. Detroit

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COMING EVENTS

Arizona
Phoenix—Arizona Nat'l Livestock Show, Jan. 6-10. Frank Armer, Valley Nat'l Bank.

Colorado
Denver—National Western Rodeo, Jan. 16-24. John T. Caine III.

Connecticut
Hartford—Conn. Sportsmen's Show, State Armory, Jan. 17-25.

Florida
Clewiston—Sugarland Expo, Jan. 26-31. Frank Cox.
Lake Worth—Piesta del Sol, Jan. 19-24. Mac Markres, R. 1, Box 370, W. Palm Beach.
Miami—Dade Co. Youth Fair, Jan. 16-18.
Wauchula—Tri-County Show & Sale, Jan. 28-29.

Georgia
Atlanta—Southeastern China, Glass & Gift Show, Jan. 18-21. Foster B. Steward, 1036 Peachtree St., N. E.

Indiana
Evansville—Firemen's Circus, Jan. 22-25. Carl Sahlen, 727 Sweetser Ave.
Indianapolis—K. of C. Circus, Jan. 8-11.

Massachusetts
Boston—Boston Poultry Show, Jan. 20-24. Paul Ives, 39 Church St., New Haven, Conn.
Worcester—Grotto Charity Circus, Jan. 18-24. Emile L. Rousseau, 1 Waycross St.

Michigan
Grand Rapids—Shrine Circus, Week of Jan. 12. A. H. Hoffman, 263 Houseman Bldg.

Minnesota
Saint Paul—Winter Carnival, Jan. 30-Feb. 8. John P. Geisler, 89 E. Fifth St.

Pennsylvania
Harrisburg—Farm Show of Pa, Jan. 12-16. Harold R. McCulloch, 209 Agr. Bldg., State College, Pa.

Swenson Inks Four New Iowa Spots

DALLAS, Jan. 3.—Aut Swenson, top man in the auto thrill show bearing his name, announced the addition of four new Iowa dates to his route for '53. Fair performances include those at Page County Fair, Clarinda; Calhoun County Fair, Rockwell City, and Buena Vista Fair, Alta. In addition, he has signed to play the American Legion July 4 celebration at Red Oak.

Swenson, who recently returned from a quickie trip East, including a stopover at Washington, also disclosed that the Thrillcade will again play two shows at Ozark Empire Fair, Springfield, Mo., and one performance at Greater Lyon County Fair, Rock Rapids, Ia.

Previous to his Eastern jaunt, Swenson, and Rocky Fisher, Thrillcade stunt driver, took delivery on part of the show's new fleet of '53 Kaiser Manhattans at the Kaiser plant in Willow Run, Mich.

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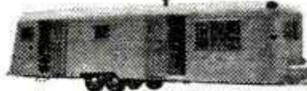
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State Expo: Jay, Fla., 12-17.
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Davenport, Orrin: Grand Rapids, Mich., 12-17.
Harris & Rowe: Henderson, Ky., 5-10;
Clarksville, Tenn., 12-17.
Ringling Bros. and Barnum & Bailey: Havana, Cuba, thru Jan. 11.

Misc. Routes

Lee's, Homer, Swing Revue: (Savoy) Clarkdale, Miss., 8.
Miller's, Irvin C., Brown-Skin Models: (Ritz) Monroe, Miss., 7; (Palace) Vicksburg 8; (Vester) Pine Bluff, Ark., 9; (Gem) Little Rock 10; (Rex) Tulsa, Okla., 15; (Aldridge) Oklahoma City 16.

The Astaire Story

Limited Edition Album, produced by Norman Granz. Sung, danced and narrated by Fred Astaire. Ork personnel: Oscar Peterson, Flip Phillips, Charlie Shavers, Barney Kessel, Ray Brown, Alvin Stoller, Photographs, Gjon Mili and Paul Nodler. Cover and drawings, David Stoner Martin. Engineer, Lowell Frank. Printing by Berkshire Press. Binding by Fisher Bookbinding. Four 12-inch LP's. Mercury Records (33) MG C-1001-2-3-4.

● Continued from page 37

only one aspect of the de luxe set, the other being the musical portion. Here, too, the album reveals creativeness and imagination on the part of Granz, Astaire and the six top-flight jazz musicians who back the hooper. It is the musical record of Astaire singing songs he has become identified with over the past 20 years, from the days when Fred danced with his sister, Adele, to the period of Astaire-Ginger Rogers and Astaire-Bing Crosby movies.

Astaire, backed by jazzmen from the JATP unit, including Oscar Peterson on piano, Flip Phillips on tenor, Charlie Shavers on trumpet, Barney Kessel on guitar, Ray Brown on bass and Alvin Stoller on drums, turns in an engaging and delightful performance on this extended recording. He sings, talks and dances his way thru the many great songs in the set. In his own breezy, informal style he brings to life the tunes he introduced and made famous, while the combo, sparked by Peterson on piano, contributed some exciting music that will be prized by jazz fans. The arrangements are bright and fresh, often exciting, and at times smooth and mellow, depending upon the tune, but at all times in good musical taste.

The rapport between Fred and the combo on this spontaneous, unrehearsed disk, is remarkable. The variety of presentation of each tune, within the limited format, is beautifully done. Sometimes Fred opens with the verse, occasionally he jumps right into the chorus and at times he doesn't sing at all, but just taps out the melody with his agile feet. To the exciting music of the ork. In other words, he "swings."

Astaire has introduced many great tunes during his career, and most of them are included in this set. The total comes to 34 songs, and six instrumentals, including five ad lib dances. They read like the Honor Roll of Hits for the past two decades, penned by such composers as Cole Porter, Irving Berlin, Jerome Kern, George Gershwin, Arthur Schwartz, Vincent Youmans, Con Conrad and a few by Astaire himself. A partial list includes such wonderful melodies as "Cheek to Cheek," "Puttin' on the Ritz," "I'm Putting All My Eggs in One Basket," "Isn't This a Lovely Day," "Top Hat, White Tie and Tails," "The Continental," "The Carioca," "They Can't Take That Away from Me," "Fascinating Rhythm," "A Foggy Day," "Oh, Lady Be Good," "S

Wonderful," "Nice Work if You Can Get It," "A Fine Romance," "Lovely to Look At," "I Concentrate on You," "Night and Day," "Dancing in the Dark" and "I'm Building Up to an Awful Let-Down." It's an imposing collection.

In his introduction to the album, Granz states his hope that the set has captured the essence of Astaire's personality and talent. It does that and more. It also captures, in microcosm, the songs America sang and whistled during the past 20 years. The four records will be released singly and in a simple four-record set within the next few weeks.

Bob Rolontz.

Wonderful," "Nice Work if You Can Get It," "A Fine Romance," "Lovely to Look At," "I Concentrate on You," "Night and Day," "Dancing in the Dark" and "I'm Building Up to an Awful Let-Down." It's an imposing collection.

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SHOP CENTER KIDSPOT HYPES HOLIDAY GROSS

SEATTLE, Jan. 3. — Northgate Kiddieland at the big Northgate shopping center here played to big business thruout the holiday season, according to operator Vernon L. Spalinger. The spot will be closed for two months now.

Merchants in the center reported big increases this year, and Spalinger said they attributed much of the increase to holiday promotion which was centered on the Kiddieland. Favorable weather also aided in upping Kiddieland business, he said.

Theme was set a huge mechanical Santa Claus. The figure was 40 feet high and was equipped with a moving head, rolling eyes and animated hand. The Santa also bowed and was equipped for sound so as to "speak" to children. It was manned by two operators. Cost was about \$5,000, Spalinger stated.

Television, radio and newspaper advertising was used extensively, with costs estimated at about

\$15,000, and the Santa also was good for considerable free publicity. All costs were shared by merchants in the center and the Northgate Company.

Kaner Again Gets Rocks' Publicity Post

NEW YORK, Jan. 3.—Publicity results achieved for Rockaways' Playland, Queens, during 1952 set a record high surpassing previous years, it was announced by A. Joseph Geist, park president, in renaming Walter Kaner Associates to handle publicity and promotion for the fifth year.

One of the most intensive promotional campaigns in the park's history is scheduled for 1953. Kaner disclosed, in conjunction with the 25th anniversary of the funspot under Geist's ownership.

Heavy emphasis will continue to be placed upon newspaper, radio and television promotional tie-ups as well as an extensive schedule of contests. For the past several years Playland has maintained reciprocal tie-ups with the New York Mirror, television Station WNBT and radio Station WNBC.

Many Tie-Ups Set

Tie-ups with major organizations for spring and summer outings are now being set, Kaner reported, with the Newspaper Reporters Association, Press Photographers Association, Police Athletic League, American Legion and the Knights Before Christmas, charity group headed by New York Mirror columnist Eddie Zetin, already set to participate.

Promotional contests and stunts will be conducted at Playland thruout the present winter operation and the previous year's schedule of summer promotions will be intensified this year in conjunction with the park's silver anniversary, Kaner stated.

Conklin Airs Views On Bourbon Street

NEW ORLEANS, Jan. 3.—J. W. (Patty) Conklin, Canadian showman, inspected the array of Bourbon Street niteries during a holiday visit with Harry J. Batt of Pontchartrain Beach, and he came up with the observation that the seven-block collection of clubs has all the earmarks of a big time midway. Batt and Conklin also were to take in the Sugar Bowl football game at New Orleans.

Celebrate Christmas At Little Rock Spot

LITTLE ROCK, Jan. 3.—Employees of War Memorial Park here joined Mr. and Mrs. T. A. Fuzzell in celebrating Christmas in the park cafeteria December 20, reports W. E. Ward, manager of the park skating rink. The Fuzzells served a five-course Christmas dinner and there were gifts for all, brought in by a Santa Claus. Mayo Williams, who has been toastmaster at these events for the past nine years, flew in from Leavenworth, Kan., for the occasion.

Gerald Price Works On Inaugural Plans

WASHINGTON, Jan. 3.—Gerald P. Price, manager of Glen Echo Park, here, is active in making arrangements for the presidential inaugural events January 20. He is vice-chairman of the program booklet committee.

Indoor Train Scores at Store In Pittsburgh

PITTSBURGH, Jan. 3.—Typical of holiday operations at department stores in many cities, Boggs & Buhl's store here operated a basement Kiddieland to good business.

A miniature train was the main attraction. It operated at capacity during the weeks immediately prior to Christmas. The train, built by Miniature Train Company, Rensselaer, Ind., was opened in November and began daily business at 10 a.m. Ride traffic paralleled shoppers' traffic, with business booming when the store was full of shoppers.

Layout included a 40-foot boarding platform, flasher lights, and a fenced area containing Christmas trees, reindeer, huge Jack-in-the-Box and other decorations. Train model carried four kids in each of four cars. It made three or four loops for the 10-cent fee.

Boggs & Buhl leaves the tracks in place permanently. The cars are stored between holidays. The layout will be used next at Easter time.

Small Showbiz To Be Boosted By Control Cut

WASHINGTON, Jan. 3.—Whatever the new Congress and President-Elect Dwight D. Eisenhower decide on the fate of controls, federal agencies are launching the new year with sharply modified control programs and even greater relaxations in store. Agencies handling amusement controls are adjusting to "substantial" personnel cuts.

The showbiz building boom, a foregone conclusion in view of National Production Authority's order lifting the ban on amusement and recreation construction beginning last Thursday (1), will be chiefly in the \$30,000-\$40,000 project class, an NPA official said. The explanation for this is that allotments (five tons of steel and 500 pounds of copper per project per quarter with no aluminum before May 1) are only enough for construction of relatively small showbiz projects.

Manufacturers of juke boxes, radios, phonographs, TV sets, coin-operated amusement and merchandising machines should enjoy a better year than last year, judging from the increased allotments of controlled materials in prospect for them. During the second quarter, carbon steel and alloy quotas will rise to 70 per cent of the base period (first six months of 1950), the largest allotment approved since the outbreak of the Korean War. This compares favorably with the announced allotment for the first quarter of 33 per cent of base period which, with supplementary allotments, will actually exceed 50 per cent of base. Copper and aluminum allotments during the second quarter will stand at 50 per cent and 55 per cent of base period, respectively.

Daughter Born to Richard Geists

NEW YORK, Jan. 3.—A daughter was born to Mr. and Mrs. Richard Geist at Rockaway Beach Hospital Christmas morning. The child was named Jodi. Geist is vice-president of Rockaways' Playland.

The baby is the grandchild of Mr. and Mrs. A. Joseph Geist. A. Joseph Geist is president of Playland.

CONCORD, N. H., Jan. 3.—Edward L. and Lillian E. Bergeron, of Keene, have registered the Lakeview Recreation Park, amusement center at North Swanzy, with the Secretary of State's office here.

Long Beach Firm Outlines 50G Plans For Virginia Park

Kight Plans February Opening For Recently Acquired Funspot

LONG BEACH, Calif., Jan. 3.—Virginia Park the fun zone recently acquired for a sum in excess of \$500,000, will be rolling full force by the middle of February, Mason Kight, president of the Long Beach Amusement Company, announced. The company also owns and operates the Nu-Pike, about 400 feet east of the area.

Since the deal several months ago and during the period that the sale was in escrow, L. P. (Pat) Murphy, LBAC general manager, has been making plans for the purchased property. Murphy said that at the end of the escrow period, plans had been formulated for Virginia Park.

Rides competing with those in Nu-Pike will not be installed in Virginia Park and the plan is to make the two parks as similar as possible. Exception to the conflicting ride policy is the operation of the Skooter, owned by Frank

Zambrino, in the new zone.

Murphy said that Virginia Park will feature two midways with the rides down the middle. Additional parking facilities are planned to the rear of the area to give a combined capacity of 1,000 cars. Recently a new parking section was made to the front of the zone on the beach.

In addition to the major rides, Murphy plans to install a Kiddieland of six or seven rides. The Zambrino Skooter is to be turned around to fit into the new plans.

Murphy set the construction work cost in excess of \$50,000. This will be mostly for concessions.

At Nu-Pike, which has had large holiday crowds particularly on the week-ends, a program of painting and improving is under way. The rides are being refinished, and a sizable amount is being spent on the famed Long Beach plunge, also an operation of the company.

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CHICAGOANS BUY EX-ROGERS OUTFIT

Margolis Group Opens Show January 9; Plans to Use Auspices Title Scheme

FORT MYERS, Fla., Jan. 3.—Rogers Bros.' Circus, now titled Circus Enterprises, Inc., has been taken over by a Chicago group headed by Adolph Margolis. Si Rubens, former owner of Rogers Bros. said here he was no longer connected with the operation.

The show will open Friday (9) with Leonard Simons as manager. Margolis has left Chicago

for Fort Myers to be on hand for the launching of the show. It is scheduled to move on 21 trucks, including 18 semi-trailer rigs.

Apart from top management, staff personnel will remain much the same as that for Rogers Bros. Skinny Goe has the band. Ginsburg will handle concessions. Jim Burke is boss canvasman and Al Dean has the cookhouse. Oscar Wiley will be in charge of the brigade.

As reported recently, Circus Enterprises will play under auspices and will use a title selected by the sponsor in each case. The Enterprises tag is the name of the company but will not be used in billing the show. A like system has been used by the Hollywood Circus Corporation.

Rubens has been interested in selling his circus for some time. This season he is putting out the Bill Bailey Minstrel show to play auditoriums. Prior to the sale of his circus, he planned to operate both units. The minstrel show is to open here Monday (5).

Ringling Gives Havana Shows Stiff Competition

HAVANA, Cuba, Jan. 3.—Ringling Bros. and Barnum & Bailey's winter unit has been giving three other circuses here stiff competition during the annual holiday runs.

The populous Christmas-New Years circus roster here includes the Loyal Repensky, Razorre and Santos & Artigas shows. These three are expected to make tours of the island after completion of their Havana runs. Several United States acts are with each but some will return to the States at the end of the Havana dates.

Ringling's unit again is at the Sports Palace. Horse and elephant tops, four baggage wagons and two cages are spotted outside the building. Inside is a one-ring set-up with green sawdust and red and gold trim on the boxes.

Californians Start Animal Import Firm

SAN GABRIEL, Calif., Jan. 3.—D. C. Mobley and E. E. Ellsworth left here December 24 on a South American safari for their Zoological Import Expedition. They will establish a compound in Colombia and later travel to the Pacific Islands and Asia.

The expedition will be directed by Mobley, for 31 years associated with the Catalina Island Bird Park. Small animals and birds will be sent here by air, with larger game to follow by boat when Mobley and Ellsworth return in March or April.

While the team is away on this initial trip, a compound is to be set up here under the direction of James A. Dick.

Dick said that the South American compound would be permanent as will the one here. Upon their return to the States next year, Mobley and Ellsworth will leave for the Orient. The tentative plan is to establish permanent compounds in that area with the Philippines as the probable location.

The hunters have commitments to zoos and circuses for animals and birds, Dick said. While no name has been definitely set, it is likely that Zoological Import Expedition Compound will be used for the local headquarters.

Lydia Miller Sells Cole-Walters Share

HUGO, Okla., Jan. 3.—Mrs. Lydia Miller has sold her share in Cole & Walters Circus. This leaves Herb Walters, Kelly Miller and Dory Miller as owners of the show. General Agent Tom McLaughlin recently announced the sale of his share. Mrs. Miller was a part owner during the 1952 season.

A full schedule of building is to get underway at the show's quarters shortly after the first of the year, it was reported.

12-Month Trek For S. Africa Tenter Closes

JOHANNESBURG, South Africa, Jan. 3.—Boswell Bros.' Circus closed its 12-month tenting season here late in December and reported a highly successful season. Business for two weeks at Durban and three weeks at Capetown included straw houses and extra shows.

The Circus now moves half by rail and half by road. It uses two tops with 40-foot middle pieces. New are a hippo, seven zebras and a light plant.

Acts included lions, clowns, Liberty ponies, Gheorgheu Trio, bars; jugglers; African and Indian elephants; The Mounties, riding; trampoline; Liberty act with mules and zebras; Francis Duncan, trapeze; Gentleman Jack, pickpocket act; comedy zebra; McSovereign's Diabolo Display; Capellinys, skating; Mariani's Baboons; Four Rethys, fencing adagio; Boswell's 10 Liberty horses; crazy car, and the Rockets, aerialists.

Polack Frames New East Unit Program

CHICAGO, Jan. 3.—New acts and transfers from the Western unit will give Polack Bros.' Eastern unit a virtually new program for the 1953 season, which opens January 27-29 at Lansing, Mich. Some performance spots remain to be filled.

Jack Joyce's performing camels and the Theron Family, cyclists, will come on from the Western unit. Melita and Wicons, high perch, will be with the Eastern unit after 1951 and 1952 engagements on the other show. The Whirlwinds, skating act, also will go with the unit.

New acts will include the Arigones (4), Danish aerial act; the Sikorska Duo, aerial; the Kohl-Behee flying return act with four people; the Ivanofs (3), horizontal bars; Sheridan Brothers, wire and the Ladoffs, comedy acrobatics.

Luciana and Friedel, dressage equestriennes, will be with Polack after several seasons with Ringling-Barnum. Janet's Dog and Pony Revue, formerly with Hamid-Morton, and Atonucci's Chimpanzees complete the present line-up.

Clowns contracted include Gene Randow, Al Ackerman, Harold Conn, Jack Klippel, the Snell

Brothers and Toto, an European comic.

Still to be announced is another aerial act and an elephant act. Elephants used previously on the Eastern unit will open with the Western unit. Negotiations for an elephant act for the Eastern show have not been completed.

Ethel Robinson, Polack booking agent and talent scout, contracted the acts.

Mrs. I. J. Polack and Louis Stern are directors of the show. Sam T. Polack is general agent and William B. Naylor is press agent. Equestrian director again will be Nate Lewis. Henry Kyes will be back as bandmaster and Whitey and Edythe Boyd will play drums and organ. Mrs. Betty Proper is secretary.

Promotional directors for the unit will be Clyde Harrison, Henry Barrett, Bill Kay, Sam Ward and Ralph Haller. In some cases, promotional chiefs with one unit are assigned to dates played by the other.

Stands at Huntington, W. Va., and Kingston, Ont., follow the initial date at Lansing.

Evans to Handle Hamid-Morton Pittsburgh Date

NEW YORK, Jan. 3.—Lee Barton Evans will handle the advance ticket sale and promotion for the Pittsburgh date of the Hamid-Morton Circus, to be sponsored by Syria Mosque, March 23-28. The Hamid-Morton show last played the date in 1946.

Evans, who recently completed three months of concert appearances, will open his advance campaign Tuesday (6). He expects to resume his concert work at the conclusion of the Pittsburgh date and after that to return to his post as company manager of the principal George A. Hamid & Son grandstand revue.

Ringling Baby Bulls In First Appearance

SARASOTA, Fla., Jan. 3.—Recently imported baby elephants of the Ringling Bros. and Barnum & Bailey show made their first public appearance on Christmas Day.

Lewis E. Reed, trainer of the seven small bulls, is preparing them for an act on the circus next season.

Orrin Davenport Readies '53 Unit

Package to Open at Grand Rapids; Adds Hibbing, Grand Forks Dates

CHICAGO, Jan. 3.—Orrin Davenport will open his winter and spring season at Grand Rapids, Mich., Monday (12). The route includes 13 stands. Two of them, Hibbing, Minn., and Grand Forks, N. D., are new this year, and both are under Shrine auspices.

Davenport's Sioux Falls, S. D., date has been changed to the week of March 23. It will overlap the Dayton, O., engagement, and a second unit will be framed for it.

Cole Bros.' horses and elephants will go the whole route with the Davenport show this season. Ringling-Barnum acts and animals have been used in recent years.

The opening package will play Grand Rapids and Saginaw. Then it will be augmented for Detroit and Cleveland.

Names Acts

Acts making the Grand Rapids stand will include:

George Keller's animals; Dobritches, high act; The Sandys, casting, The Henrys; Jimmy Troy, wire; George and Kay (Hanneford), trampoline; Corrine Dearo, JoAnn Day and Grace MacIntosh, aerial; Jorgen Christensen, Liberty animals; Elly Ardelty, aerial; Helen Haag's Chimpanzees; Henry's Dogs and Ponies; Craigon and Juanita; Var de Velde, balancing; Bob Nelson's Pigs; Dorita Konyot, dressage horses; Martells; Mack and Marsha, balancing; Hawthorne Bears; George Hanneford Family, bareback riding; Jimmy Troy,

Mills Leaves Madrid, Goes To N. Africa

MADRID, Jan. 3.—Jack Mills, co-owner of Mills Bros.' Circus, and his family arrived here by plane several days ago and after seeing Spanish circuses they departed for North Africa.

They were to visit Algiers and Tunisia before flying to Rome, where they were to spend Christmas. The Millses were scheduled to be in Amsterdam for New Year's. They will visit several other European capitals before returning to their Cleveland home on January 14.

CFA HISTORIAN

Col. Sturtevant, 75, Dies at San Antonio

SAN ANTONIO, Jan. 3.—Col. C. G. Sturtevant, historian of the Circus Fans Association since the organization was formed, died here Friday (26). He was 75 years old.

Probably no other person made as comprehensive a study of circus history. Colonel Sturtevant wrote numerous articles for The White Tops, CFA publication, and the last one appeared in the magazine's current issue.

He made trips to all parts of the country to study newspaper files and other old documents to obtain circus history, and owned a large collection of circus items, including files of old trade papers. Sturtevant's articles, frequently published in series, included histories of various shows, the show histories of several major cities and the biographies of leading circus owners, staffers, performers and families. He also compiled much information about shows and showmen who were active prior to 1900. Starting his research many years ago, Sturtevant interviewed persons who were with some of the earliest shows and thus obtained material which otherwise would not have been recorded.

Several times during the past

25 years he wrote articles which were published in The Billboard. Among these were features about old-time route books, early show trains and similar phases of circus business. He also was interested in the history of river boats and showboats.

Sturtevant was the son of a roving minstrel. Joining the Army, he served in the Spanish-American War in 1898. He retired from active duty in 1932 with 41 years' service. After that he taught military science and tactics at schools and was active in that field until recent years. He was stationed in New Orleans and later went to Texas.

Interest in animals brought him a life membership in the New York Zoological Society and he was also a director of the San Antonio Zoological Society.

Surviving are his widow, Mrs. Margaret Sturtevant of San Antonio; one daughter, Mrs. Margaret Frances Webster of San Antonio, and two sons, Capt. Robert A. Sturtevant, Des Moines, and M/Sgt. Charles G. Sturtevant, stationed at the Perrin Air Force Base, Tex. He had five grandchildren.

Funeral services were conducted Monday (29).

traps; Cole Bros.' Elephants (5), and Josephine Berosini, high wire.

Clowns will include Ernie Bursch, Jackie LeClaire, Irving Romig, George LaSalle, Roy Barrett, Dukie Anderson, Larry Benner, Joe Lewis and Otto Griebing.

Col. Harry Thomas will be back as announcer and equestrian director. Davenport is producer.

Morton Stages Show for Fla. Paper, Track

HALLANDALE, Fla., Jan. 3.—Several thousand persons, mostly children, attended the third annual Christmas Circus staged here under auspices of Gulfstream Park and The Fort Lauderdale Daily News. Produced by Bob Morton, of the Hamid-Morton Circus, it was presented at the Gulfstream race track.

Acts included Raftery Sisters, tapsters; Roby and Dell, hand balancing; Hip Raymond, clown car; Cycling Sidneys; Madame Claude Valois, dressage horses; Aerial Winters, high act; Natal, monkey man; Beers-Barnes Circus elephant, Alice; Harold Barnes, wire; Phil Wirth, riding mechanic; Irah Watkins, chimps; Maschino Troupe, acro, and Janet and Paul, high act. Morton was equestrian director.

Toys and refreshments were passed out to the children.

Circus Clown Club In Growth Abroad

LOS ANGELES, Jan. 3.—The Circus Clown Club of America has added two new divisions, Munich (West Germany) and Havana, according to Secretary Marge V. Kelly. These supplement divisions established in India, Australia, Canada, England, France and South America.

June 1-7 have again been designated as dates for National Circus Week in 1953. This year the club will suggest the use of more clowns at department stores, amusement parks, special events, etc. Secretary Kelly reported that the club has enrolled many new members in the past year, and that foreign divisions have been holding their own.

Working on the West Coast recently were Paddy the Clown, Ernie Burch, U-So, Go-Go, Cookie the Clown, Karlo at Paramount Studios, Rusty Lawrence, Larry Valie and Frisco Joe.

Dutch Unit Bows In Brussels

BRUSSELS, Jan. 3.—The Dutch circus Frans Mikkenie, from Amsterdam, has pitched its aluminum-walled big top in the center of the city and opens this weekend for a two-month stand.

Brussels' Cirque-Royal arena building has been condemned and eventually will be replaced, but no details have been announced as to when construction will begin nor as to what type of structure will be erected.

Kelly-Morris Buys Larger Big Top

DE LAND, Fla., Jan. 3.—Kelly-Morris Circus has ordered a new big top from the United States Tent & Awning Co., Chicago, for early March delivery.

New top will be a 90 by 250 six-pole tent, larger than those previously used by the show. It will give space for three rings and two stages.

Meyer Re-Enters Sponsored Field

CENTERVILLE, Mass., Jan. 3.—Charles J. Meyer, former James M. Cole Circus agent who retired from the road five years ago to devote his time to real estate here, is back in the business, this time in connection with sponsored events. Meyer re-entered the field as a sideline after experiencing considerable success in assisting in the promotion of local events, and reports that he has lined up many dates for the summer and fall of 1953.

One of his recent dates was a children's Christmas party for a church near Fall River, Mass. The 90-minute show included L. Herb Taylor, comedy juggling and Punch; St. Peters Sisters, acro; Ben Chapman, bone clapping; Sid Wright, magician and emcee, and Captain Anderson's Animal Circus.

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Under the Marquee

Mr. and Mrs. L. Verne Slout, of the Slout Players, were recent guests of **Mr. and Mrs. Art Miller**, of the Al G. Kelly & Miller Bros.' Circus in Hugo, Okla. The Slouts were en route to El Paso, Tex., booking their winter antique show, which they present in Oklahoma City, Dallas, Fort Worth, Waco and Austin, Tex. Miller recently was a guest of the Hot Spring Showmen's Association, Hot Springs, where he visited with many old friends, particularly **Art and Marion Shufford** with whom he trouped on Downie Bros.' Circus. . . **Charles Robinson** was the guest of the McKeone family during the holidays. The McKeones are the well-known circus and vaude acrobats now living in retirement in Philadelphia.

Grover O'Day, comedy cyclist, recently closed 14 days of Christmas shows in the St. Louis area. He expects to be back with the Tom Packs Shrine Circus in 1953.

George and Edith Bragg, who formerly had a small circus and now operate the Smokestack Valley Folks show, a combo hillbilly-vaude unit, report that their daughter, **Shirley Joy**, singer on the show, is retiring. She married **Lewis Clark**, Ennis, Mont., rancher, December 20. Bragg is a wire walker and juggler. Mrs. Bragg is a contortionist.

Dale W. Petress has returned to his quarters in Lamar, Mo., following a three-day Christmas date in Cheyenne, Wyo., for the Foot Printers Association. Petress offered his Liberty, high school and dancing horses and a six-pony drill. En route home he was snowbound for 48 hours in St. Francis, Kan.

The Zoppe equestrian troupe, last season with Polack Bros.' Circus, has set up training quarters at Braswell's Riding Academy, Mobile, Ala. The act rejoins Polack January 18 in Flint, Mich., for the 1953 season. . . **Larry Lawrenson**, who trouped ahead of circuses and carnivals in England and Australia for several years, is wintering in Tampa. He has spent the last few seasons in advance of the Dailey Bros., Ringling-Barnum and the King-Cristiani shows. The easiest towns in the world to bill probably are New York and London, says Lawrenson. He thinks Los Angeles and New Orleans are the toughest.

Wimpy, the clown, is in Chicago after playing parks, fairs and clubs this season. He's considering a visit to England soon but would return to this country again later. . . **Butch Cohn** and **Jean Allen** were to spend New Year's with **Paul Van Pool** of Joplin, Mo. . . **Eddie Jackson**, Ringling advance man, hopped from Akron to Fort Myers, Fla., to catch the opening of **Si Rubens' Bill Bailey Minstrel** show. . . **Ben Davenport** spent the holidays with his daughter, **Norma Cristiani**, at Sarasota, Fla.

Emory and Gertrude Goyt, former circus and vaude performers, celebrated their 50th wedding anniversary January 6 at their home in Shelby, O. They were married in Pensacola, Fla., January 6, 1903 while performing with the John Sparke's Circus. The ceremony took place in the lion's cage and attracted an estimated 5,000 persons. Among the parties tendered them in celebration of their golden wedding anniversary was a New Year's Day dinner at the home of **Bruce E.** and **Maybelle Fowler Rinaldo**, veteran dramatic and rep-tent show performers. The Sunday, December 28 edition of the Mansfield, O., News-Journal devoted an interesting and lengthy story to the Goyts' show business activities, tracing their debut in 1896 until the present. The feature, written by **John Gray**, News-Journal staff correspondent, pointed out that both are in excellent health and that they currently are in charge of the Shelby branch office of the Ideal Laundry Company, Willard, Ohio.

George Hubler and **Don Hewell** visited Mills Bros. quarters at Greenville, O., where **Paul Nelson** was on hand. They talked

with **Milt Herriot** at Cole quarters in Peru, Ind., and at Bloomington, Ill., they visited with **Billy Ward**, **Jimmy Olson**, **Harry LaMar** and **Mary and Lowell Shear**, all rehearsing a flying act at the YMCA. Hubler and Hewell played in Havana for Santos & Artigas and were flying back to Miami at the end of this week.

Ralph Duval, **Hip Raymond**, **Ernie Wiswell** and **Joe Lewis** made a fishing excursion out of Gibsonton, Fla. In Sarasota, Lewis met **Al Tomania**, **Earl and Hattie Shipley**, **Mr. and Mrs. Johnny Gibson**, **Jack Joyce**, **Kirk Oranto**, **Karl Wallenda**, **Slats Beeson**, the **George Hanneford Family**, **Nellie Lloyd**, **Buster and Helen Haag Hayes**, **Doc Haag**, **Naomi Haag**, **Doc and Mrs. Slack**, the **Hartzells**, **Ernie Burch**, **Jimmy Millett** and **Mr. and Mrs. Jack Hetter**. The Lewises spent Christmas Eve with **Gracy Spenders** and family and the **Doll Family**.

Fred Speers, acrobat, has been discharged from a hospital and is back home in Ozone Park, N. J. . . **Jim Brown**, clown and novelty worker, made a string of Santa Claus parades, the **Mrs. Eisenhower-United Nations** parade, the **Mummers Parade** at Philadelphia and will make the inauguration parade at Washington.

Art Bitters, agent for the Hormel Girls, stopped over in Chicago on his way from the West Coast to Milwaukee. . . **Frank Braden**, Ringling press man now ahead of the movie, "Hans Christian Andersen," was in Chicago last week and hopped next to Dallas.

On hand for the annual Christmas party of the Atwell Luncheon Club, Chicago, were **Harry Atwell**, **Nat Green**, **Babe Boudoin**, **Frank Davis**, **Al Sweeney**, **Emmett Sims**, **Harry Duncan**, **Harry Burt** and **George Flint**.

Kick-off for Polack Western's Chicago engagement in March started Tuesday (23) with Shriners presenting a check to their hospital for children. Check represents the Shrine's share of last year's circus proceeds.

Don (Zacchini) Northdorff has returned to his original infantry outfit with the Army in Korea. He was injured some time ago and after his recovery he was assigned to a special services unit until recently.

Peter (Pete) Callahan, former acrobat with the old Ringling Bros. & Barnum and Bailey Circus, and now in charge of the front door at the Loew-Poli-Palace Theater, Bridgeport, Conn., is back on the job after undergoing two major operations at Saint Vincent's Hospital in that city.

Robert (Little Bob) Stevens, former operator of Stevens Bros.' Circus, has sold his farm near Hugo, Okla. . . **Milt Herriot** has taken over the Cole Bros.' horse acts and will work them on **Orrin Davenport's** dates. He succeeds **Paul Nelson**, who moved to Mills Bros. **Frank Orman** is in charge of Cole quarters at Peru, Ind.

Buck Owens has . . . en trouping an indoor show for several weeks and expects to continue into March. The show was booked into Racine, Wis., for the weekend after Christmas as the entertainment for an industrial holiday party.

Larry Griswold suffered a broken leg while doing his act and was forced to skip an industrial Christmas show at Charleston, W. Va., December 15-20. Those who played the show included **JoJo Lewis** and **Carl Marx**, clowns, **ed and Flo Vallett**, batons; **Ben Beri**, juggling; **Rufe Davis**, hillbilly; and **Hurley's Rousabouts**, dcgs. . . **Roy Barrett**, closing his department store clown assignment last week, is resting at Hot Springs for two weeks and then starts indoor dates at Grand Rapids, Mich., January 12.

Simmons Circus Revue, produced by **Don Simmons**, played Sacramento recently to half-house business at the State Fairgrounds. Performers included the

Three D's, bars; **Hap Henry**, dogs, elephant and clowning; **Jimmy Jamerson**, emcee; the **Great Velade**, bounding rope; **Ben Yost Royal Guard**, vocal group, and **Boy Foy**, juggling and unicycle. . . An imported German movie, "Tromba, the Tiger Man," was made on the Krone Circus.

Jake J. Disch (Clown Cop Corrigan) spent the holidays at his home in Cudahy, Wis. He reports a spotty 1952 season. . . **J. D. McNeely** is wintering in Houston and will return to Wallace Bros.' Circus next season. . . **Harvey M. Lankford**, of the Kelly-Miller Circus, is making his home in Corona, L. I., N. Y. He was married to **Eleanora C. James** recently.

Mr. and Mrs. Floyd King spent Christmas with Mrs. King's family at Louisville. King also made a business trip to Chicago. They'll return to King-Cristiani quarters at Macon, Ga.

Charles Jacobsen, of the Hollywood Circus Corp. was in Chicago on business this week. . . **Rayford** the clown worked a theater in Greenfield, Mass., for the opening there of **Red Skelton's** new movie, "The Clown." . . **Leland Antes Jr.**, Austin, Tex., fan received a write-up in the Austin paper recently about his miniature circus.

Jack Klippel, who will be with Polack Bros.' Eastern unit next season, has been released from a Chicago hospital where he was under treatment for 12 days. He received cards and letters from many troupers while there.

Jimmy Heron is trouping his animal show in the vicinity of San Antonio.

Harry Chipman, back in Hollywood after a trip, reports seeing many circus folks at the Pacific Coast Showmen's Association and around Hollywood, they included **Abe Goldstein**, **Peggy Forstall**, **Joe and Anna Metcalf**, **Meyer Schlom**, **Eddie Brown**, **Buster Cronin**, **Dan Mix**, **Harry H. Hargraves**, **Ray and Rose Rosard**, **Mabel Stark** and **Eddie Trees**, **Eliza Berry**, **Ben Beno**, **Bones Hartzell**, **Ted DeWayne**, **Harry Quillen**, **Arthur Hockwald**, **John T. Backman**, **Jake Posey**, **Ruben Castang**, **Ma Belle Chipman** and **Florence and Phil Darling**. Chipman also heard from **Jack (Gilly Horse Johnny) Flurry**. He said **Ken and Bertha Maynard** are at their ranch at Reseda, Calif. The Chipman's called on **Max and** (Continued on page 58)

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POLL PULLS

Survey Indicates Sanitation Problem

LONDON, Ont., Jan. 3.—Lack of proper sanitation on fairgrounds is the No. 1 criticism of patrons, according to a survey conducted by T. O. Robinson, of the Western Fair. Those polled at the same time lauded fairs for the excellent advertising media they provide manufacturers and distributors in reaching potential customers.

The findings were the result of a personal survey Robinson conducted among 131 friends and business acquaintances. He received 123 replies.

Other items on the criticism list included untidy grounds, unclean food concessions and rundown exhibits. Fairground auditoriums came in for some comment with most of the replies pointing out they should be air-conditioned. Indiscriminate distribution of free passes was criticized as was lighting, lack of directional signs, control of quality and prices and congestion caused by delivery trucks moving thru a crowded grounds.

Some of the suggestions received by Robinson were to confine exhibits, which feature cooking, to one specific area. Also to keep exhibits in balance and arrange them to prevent overcrowding in some areas. Lack of local exhibits and lack of adequate space for animated exhibits also was cited as not good.

Some of those polled suggested that big fairs include more foreign exhibits, dress up displays, accent animation in industrial displays and place more emphasis on exhibits that would attract children. Attraction-wise, most answers indicated long box-office waiting lines should be eliminated, and should stress the exceptional with plenty of variety.

In addition to the excellent use of fairs as advertising and public relations media, they were also lauded as an excellent sales outlet for livestock, serving as

a clearing-house for the exchange of information by agriculturists. The poll also indicated that fairs have proved to be an important addition to education in business, vocation, industry and science.

In summing up the survey findings, Robinson said the responsibilities of fairs is to attract all classes, foster showmanship and imagination, set off exhibits to their greatest advantage and dress up grounds in attractive color scheme. They should also improve the traffic flow on the grounds, provide accommodations for both exhibitor and patrons and keep the grounds and rest-rooms clean.

Moose Jaw Plans New Grandstand

MOOSE JAW, Sask., Jan. 3.—Plans for a grandstand with facilities for use by Army reserve units have been formulated by the Moose Jaw Exhibition company and forwarded to Ottawa for study by the department of national defense.

The grandstand would seat 3,200, compared with 900, the present capacity. The under part of the building would be available to the Army thruout the year and used for exhibits during exhibition time.

If approved by the Defense Department, the building would be for the race track, which runs east and west, to run north and south, with the new grandstand to be erected northwest of the present stand. The switch would provide more midway area.

Other plans of the exhibition include installation of lights for night baseball, a revamped entrance to the grounds, new main gate ticket boxes and permanent lighting along the entrance driveway.

Winter Fairs

- Copyright 1953
The Billboard Pub Co
- Arizona**
Mesa—Maricopa Co. Fair, Feb. 21-March 1. Marcel Delportis, 5111 N. 10th St., Phoenix
 - California**
Imperial—California Mid-Winter Fair, Feb. 28-March 8. D. V. Stewart
Indio—Riverside Co. Fair & Nat'l Date Festival, Feb. 18-23. R. M. C. Pullen-wider
San Bernardino—National Orange Show, March 19-29. Earl E. Bule
 - Florida**
Bowling Green—Hardee Co. Strawberry Festival, Jan. 19-24. G. W. Glendenning
Ocala City—Pasco Co. Fair, Jan. 22-24. J. E. Higgins
Daytona Beach—Halifax Fair, Second week in March. Turner Scott
Delray Beach—St. Fla. Gladioli Festival & Fair, Feb. 23-28. R. C. Lawson
Eustis—Lake Co. Fair, March 18-21. Karl Lehmann, Courthouse, Tavares, Fla.
Fort Lauderdale—Broward Co. Fair, March 3-7. B. E. Lawton
Fort Myers—Southwest Fla. Fair, Feb. 3-7. Jack D. Hughes
Port Pierce—St. Lucy Co. Fair, Feb. 9-14
Indian Town—Martin Co. Fair, Jan. 10-17. L. M. Johnson, Stuart, Fla.
Inverness—Citrus Co. Fair, Jan. 27-31. Quentin Medina
Largo—Pinellas Co. Fair, Feb. 17-21. J. H. Logan
Orlando—Central Fla. Expo, Feb. 23-28. Crawford T. Bickford
Palmetto—Manatee River Fair, Jan. 24-31. Hoke S. Hughes
Plant City—Florida Strawberry Festival, Feb. 23-28. G. R. Patten
Punta Gorda—Charlotte Co. Fair, Jan. 19-24. Harry Jack
Sanford—Seminole Co. Fair, March 9-14
Sarasota—Sarasota Co. Fair, Jan. 19-24. George W. Potter
Tampa—Florida State Fair & Gasparilla Assn, Feb. 3-14. P. T. Strieder
Titusville—Brevard Co. Fair, Feb. 3-7
West Palm Beach—Palm Beach Co. Expo, March 8-14. L. W. Allen
Winter Haven—Florida Citrus Exposition, Feb. 18-21. Phil E. Lucey
 - Louisiana**
Lafayette—South La. Mid-Winter Fair, Jan. 23-25. Dr. T. J. Arcecaux
Saint Francisville—West Feliciana Fair, Feb. 27-28. C. L. Flowers
 - Montana**
Bozeman—Montana Winter Fair, March 21-27. George T. Sims
 - Texas**
Fort Worth—Southwest Expo. & Pat Stock Show, Jan. 30-Feb. 8. W. R. Watt
Houston—Houston Pat Stock Show, Feb. 4-15. Herman Engel
Laredo—Washington Birthday Celebration, Feb. 18-March 1. J. George Loos, Box 455
Mercedes—Rio Grande Valley Livestock Show, March 5-9. Carl A. Blasig
San Antonio—San Antonio Livestock Expo, Feb. 20-March 1. W. L. Jones

Shreveport Sets Board

SHREVEPORT, Jan. 3.—Louisiana State Fair this week announced the line-up of its new board of directors, which includes one new member and the six re-elected.

W. H. Bronson, president of the Times Publishing Company here, was named to succeed the late John D. Ewing, editor and publisher of the Times. Re-elected to the board were Douglas Attaway Sr., publisher of the Shreveport Journal; W. B. Jacobs Sr., J. R. Querbes Sr., Paul Sippel, E. Bernard Weiss, Edwin White and Wilburn Yearwood.

Not filled at the election was the directorship held by S. H. Bolingen, veteran lumberman, who died recently.

W. R. (Bill) Hirsch, secretary-manager, reported that during the meeting it was proposed to enlarge the board by appointment of several out-of-town representatives. One member from each parish will probably be selected, he said.

Dates for the '53 fair will be October 24-November 1.

Unity, Sask., Names Officers

UNITY, Sask., Jan. 3.—Ellis Peterson was elected president of the Unity and District Agricultural Society, succeeding Cliff J. Simpson, who declined to run for re-election. Vice-presidents are Martin Bowker and Reg Lloyd.

Don Davison, secretary-treasurer, reported total receipts of \$3,629, including \$951 on hand from the previous year, and expenditures of \$2,522, leaving a balance of \$1,107. In addition about \$300 in grants from the provincial government was yet to be received, he said.

FAIR ASSN. MEETINGS

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.

Association of Tennessee Fairs, Noel Hotel, Nashville, January 12-13. L. E. Griffin, P. O. Box 90, Nashville, secretary-treasurer.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 13-14. Everett E. Erhart, Stafford, secretary.

Maine Association of Agricultural Fairs, Falmouth Hotel, Portland, January 14-15. Roy E. Symons, Skowhegan, secretary.

Ohio Fair Managers Association, Deshler-Wallick Hotel, Columbus, January 14-15. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

North Carolina Association of Fairs, Sir Walter Hotel, Raleigh, January 15-16. Mrs. Clyde Kendall, Greensboro Fair, secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 15-16. Rollo E. Singleton, State Office Building, Jefferson City, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 18-20. Harry B. Kelley, Hillsdale, secretary.

Virginia Association of Fairs, Richmond, January 18-20. C. B. Ralston, P. O. Box 482, Staunton, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 18-20. Clifford C. Hunter, Taylorville, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 19-21. H. C. McClellan, Arlington, secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 14. Tom Craig, Piedmont Interstate Fair, Spartanburg, secretary.

Western Canada Association of Exhibitions, Fort Garry Hotel, Winnipeg, Man., January 19-21.

Massachusetts Agricultural Fairs Association, Hotel Kimball, Springfield, January 20-21. Edward J. Carroll, Agawam, Mass., president.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 21-23. Charles W. Swoyer, 522 Court Street, Reading, secretary.

North Dakota Association of Fairs, Graver Hotel, Fargo, January 22-24. G. A. Ottinger, Jamestown, secretary.

Louisiana Fair and Festival Association, Heidelberg Hotel, Baton Rouge, January 25-26. Adolph Netter, Donaldsonville, secretary.

Medicine Hat Elects Higdon For Seventh Term

MEDICINE HAT, Alta., Jan. 3.—Retired rancher Mack Higdon was re-elected president of the Medicine Hat Exhibition and Stampede company for his seventh term at the org's annual meeting.

Other officers are Dirk Scholten, first vice-president and managing director; Henry Cavan, second vice-president; Lorne Thompson, third vice-president, and E. V. Elford, secretary. Scholten will be managing director for his seventh straight term.

Plans to add more Western atmosphere to the annual stampede were considered. Consideration was also given to extending the promotion of the 1953 stampede July 17-19. Directors said they felt this year's show was "too localized" and suggested an early start on launching a wide publicity campaign to herald the 1953 event.

Managing Director Scholten told the meeting everything went well at the 1952 show in spite of rain two of the three days. No financial report was made public but it was understood the show cleared expenses.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 25-26. Vera McQuilkin, P. O. Box 974 Oklahoma City, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 25-27. Clifford D. Coover, Shelby, Mont., secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 26. William C. Lynn, 1 West State Street, Trenton, secretary.

Texas Association of Fairs & Expositions, Baker Hotel, Dallas, January 29-31. Ted Overby, Texas-Oklahoma Fair, Iowa Park, Tex., secretary.

Western New York State Fairs Association, Hotel Lafayette, Buffalo, January 31. Carlton J. Larson, P. O. Box 170, Dunkirk, secretary.

Arkansas Fair Managers' Association, Hotel Marion, Little Rock, February 2-3. Sen. Clyde E. Byrd, 2601 Howard Street, Little Rock, secretary.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 2-3. James A. Carey, State Office Building, Albany, executive secretary.

Association of Connecticut Fairs, Mount Carmel Parish House, Mount Carmel, March 21. Mrs. Joseph Bartlett, North Haven, secretary.

Calgary Ex Re-Elects, Ups Purses

CALGARY, Alta., Jan. 3.—George Edworthy, general manager of the United Grain Growers, Ltd., was re-elected president of the Calgary Exhibition and Stampede, Ltd., for the second successive year at the annual directors' meeting.

W. A. Crawford-Frost was re-elected first vice-president, R. J. Dinning, second vice-president, and Maurice L. Hartnett, general manager. D. E. Black, a director, was honored for nearly half a century's service. He was named an honorary life director.

Purse for the famous chuckwagon races has been increased from \$9,000 to \$11,000 and the general stampede prize list has been upped by \$1,000, it was announced.

Humboldt, Sask., Ups Carl Schenn

HUMBOLDT, Sask., Jan. 3.—Secretary-treasurer for the past six years, Carl Schenn was elected president of the Humboldt Agricultural Society to succeed the late Arthur Kilcher. A Hoffman and Jack Lees were named vice-presidents. A permanent secretary-treasurer will be sought.

The financial statement showed receipts of \$14,647 for the year and a substantial balance after payments had been made on money borrowed for improving the fairgrounds.

Plans were discussed for holding a seed fair, vegetable and poultry show in 1953. The seed fair and poultry show, scheduled for 1952, was cancelled.

Following a lengthy discussion it was decided to retain the harness horse racing on the fair program in 1953.

Eustis, Fla., Event Starts Pavilion

EUSTIS, Fla., Jan. 3.—Lake County Fair has broken ground for the first unit of its new livestock pavilion, which, when completed, will include an arena and bleacher seats.

The initial unit will be 40 by 50 feet, the completed pavilion 50 by 100 feet. Walls of the first portion will be six feet and one rafter will be placed across the front of the building.

Two types of cattle exhibits will be housed in the structure this year, non-competitive courtesy exhibits and part of the 4-H and FFA animals.

Saskatoon Ex Seeks Plant Expansion

SASKATOON, Sask., Jan. 3.—Dr. Fred Salisbury was re-elected president and R. J. Murray first vice-president at the annual meeting of the Saskatoon Industrial Exhibition, Ltd. J. R. Wilson was elected second vice-president, taking the place of Harry Hunking, who died recently.

The need of a new industrial building was stressed by President Salisbury in his address to the shareholders. A number of displays for the 1952 fair had to be turned down because of lack of space, he reported.

"Altho we are making progress in improving our grounds and restoring our plant, there are a number of much needed improvements yet to be made," he said. "No doubt the buildings and grounds committee will have a program of construction to place before your directors early in the new year. Occupying a high priority should be a new industrial exhibits building and additional paving west of the grandstand."

He also mentioned the need for more parking space and expressed the hope that a major drainage job in the barn area would be done by early spring.

Salisbury termed the past year a record-breaking one and pointed to daily attendance records at the summer fair and heavy increases in racing, midway and gate revenue.

Commenting on the surplus of \$107,671, he stated that this was 27 per cent higher than in 1951 and congratulated the directors on their achievement.

He paid tribute to four directors who died during the year, John East, Prof. J. G. Rayner, Harry Hunking and J. J. Olmstead.

Miss. Assn. Sets Three Jan. Confabs

JACKSON, Miss., Jan. 3.—Mississippi fair executives, in lieu of a State-wide annual convention, have scheduled three regional meetings during the month of January. J. M. Dean, executive secretary of Mississippi Agricultural and Industrial Expositions, announced.

The confabs are set for Hattiesburg, January 28; Greenwood, January 29, and West Point, January 30. The three towns are locations of three district livestock shows to be held later in '53.

Three district meetings also will be held at towns having district fairs, Dean said.

Hillsboro, O., Org Balance Hits \$588

HILLSBORO, O., Jan. 3.—Highland County Agricultural Society here ended 1952 with a balance of about \$588, according to Secretary Clarence Larkin.

Larkin said 1952 receipts totaled \$13,748 and disbursements were \$13,160. The balance represents an increase of about \$380 in comparison with the 1951 figure. Largest amount of revenue came from fair admissions, \$9,134. Paid attendance was about 7,000.

Fair directors are Walter G. Rooselott, Larkin, Stanley Kibler, C. E. Tucker, John Beaver, Proctor Holbrook, Carey Roberts, Fred Mount, J. E. Ruppel, C. C. Barrett, Walter West, Walter Coldiron, Frank Shoemaker, Willard Johnson, Arthur Miler, Joe Burkard and Maynard Surber.

Moosomin, Sask., Elects Ferguson

MOOSOMIN, Sask., Jan. 3.—W. A. Ferguson was elected president of the Moosomin Agricultural Society at the fair's annual meeting. He succeeds Jack Stutt. Vice-presidents are Hazel Pillsworth, John Cleghorn and Thomas Thompson Jr. Bert McKay is secretary-treasurer.

Iowa County, District Fairs Finances for 1952

County, City or Town	Balance on hand	Receipts of fair	Receipts other than fair	Grand total receipts	Expense of fair	Previous indebtedness paid	Insurance, repairs, etc.	Grand total disbursements	Balance or overdraft Nov. 1, 1952
Adair, Greenfield	2,712.53	9,628.98	3,195.00	15,536.51	12,145.19	250.00	3,031.30	15,426.49	110.02
Adams, Corning	756.13	8,713.78	5,000.00	14,469.91	10,041.96		3,152.51	13,194.47	1,275.44
Allamakee, Postville	417.20	6,243.39	1,991.88	8,652.47	5,457.24	1,200.00	1,886.50	8,543.74	108.73
Allamakee, Waukon	1,363.89	9,899.75	7,300.00	18,563.64	10,102.90	5,015.00	1,863.39	16,981.29	1,582.35
Appanoose, Centerville	1,904.31	5,028.37	5,359.89	12,292.57	8,916.57	1,740.00	718.61	11,375.18	917.39
Audubon, Audubon	79.00	17,534.49	4,437.64	22,051.13	19,109.67		2,840.27	21,949.94	102.19
Benton, Vinton	8,466.94	14,962.24	13,403.25	36,832.43	22,816.24		19,829.33	32,645.57	4,186.86
Black Hawk, Waterloo	29,807.52	270,890.15	74,518.47	375,216.14	206,438.05	13,250.00	137,409.05	357,097.10	18,119.04
Boone, Boone	125.74	9,380.07	10,427.87	19,933.68	9,033.55	2,410.94	7,533.60	18,978.09	955.59
Bremer, Waverly	191.76	3,089.68	278.74	3,560.18	3,296.54			3,296.54	263.64
Buchanan, Independence	1,520.80	11,370.31	10,364.39	23,255.50	13,224.97	4,000.00	5,420.81	22,645.78	609.72
Buena Vista, Alta	3,052.16	12,965.14	16,244.64	32,261.94	13,730.19	7,500.00	9,080.56	30,310.75	1,951.19
Butler, Allison	1,912.60	11,614.23	8,173.12	19,787.35	12,559.06	4,200.00	4,148.86	20,907.92	1,120.57
Calhoun, Manson	1,276.03	1,423.61	2,740.60	6,076.81	3,198.72		690.78	3,889.50	2,187.31
Calhoun, Rockwell City	1,276.03	4,658.51	2,686.13	8,620.67	5,817.92		3,320.65	9,138.57	517.90
Carroll, Coon Rapids	600.09	7,380.77	2,535.60	10,516.46	7,520.72		1,955.67	9,476.39	1,040.07
Cass, Atlantic	654.25	6,497.54	984.50	8,136.29	6,018.73	110.36	446.42	6,575.51	1,560.78
Cedar, Tipton	1,748.15	9,690.58	8,621.96	20,060.69	10,215.45	4,000.00	3,678.97	17,894.42	2,166.27
Cerro Gordo, Mason City	17,890.01	61,751.86	19,829.05	99,470.92	60,568.06		22,673.03	83,241.09	16,229.83
Cherokee, Cherokee	1,046.31	2,153.28	800.00	3,999.59	1,691.04	1,046.31	800.00	3,537.35	462.24
Chickasaw, Nashua	414.66	9,225.82	401.21	10,041.69	9,369.07		149.95	9,519.02	521.67
Clarke, Osceola	698.67	2,348.71	5,156.78	8,204.16	2,807.60	2,439.60	2,517.16	7,764.36	439.80
Clay, Spencer	52,017.83	196,260.77	19,843.56	268,122.16	166,609.05	3,014.50	48,182.82	217,806.37	50,315.79
Clayton, Elkader	1,620.27	4,036.06	3,000.00	8,656.33	5,113.24	1,500.00	168.26	6,781.50	1,874.83
Clayton, National	233.32	3,978.25	1,500.00	5,711.57	4,042.51	52.20	1,376.33	5,471.04	240.53
Clinton, DeWitt	11,117.75	14,678.05	4,368.64	30,164.44	10,494.20		14,409.23	24,903.43	5,261.01
Crawford, Denison	2,644.73	14,772.13	9,333.09	26,749.95	13,955.62	4,843.64	4,243.30	23,042.56	3,707.39
Dallas, Adel	1,369.92	2,826.69	750.00	4,946.61	3,628.67		695.45	4,324.12	622.49
Davis, Bloomfield	10,854.61	23,279.31	2,030.52	36,164.44	24,071.89		5,962.10	30,033.99	6,130.45
Decatur, Leon	3,663.52	1,586.18	3,120.09	8,369.79	3,693.77	1,300.00	286.17	5,279.94	3,089.85
Delaware, Manchester	800.31	10,321.36	3,204.50	14,326.17	12,369.65		1,098.04	13,467.69	858.48
Des Moines, Burlington	17,147.44	17,600.39	19,210.23	43,958.06	19,945.54	11,000.00	12,578.11	43,523.65	434.41
Dickinson, Spirit Lake	6,193.19	3,120.15	3,172.21	12,485.55	4,148.67		838.69	4,987.36	7,498.19
Emmet, Estherville	733.14	3,516.01	8,381.00	12,630.15	4,595.05	1,000.00	3,619.58	9,214.63	3,415.52
Fayette, West Union	1,303.18	24,254.11	4,400.00	29,957.29	23,601.59	1,500.00	3,610.22	28,711.81	1,245.48
Franklin, Hampton	2,747.38	10,227.53	3,802.50	16,777.41	12,285.59		1,393.88	13,679.47	3,097.94
Greene, Jefferson	2,385.79	11,907.91	8,648.20	22,941.90	12,776.45	1,025.00	6,380.04	20,181.49	2,760.41
Grundy, Grundy Center	2,016.73	12,021.13	3,000.00	17,037.86	13,310.18		1,629.37	14,939.55	2,098.31
Guthrie, Guthrie Center	76.18	11,200.06	4,025.57	15,301.81	12,860.82		1,349.39	14,210.21	1,091.60
Hamilton, Webster City	282.79	27,488.99	13,139.40	40,911.18	30,956.34		7,801.46	38,757.80	2,153.38
Hardin, Eldora	3,450.22	8,867.61	6,701.87	19,019.70	10,364.24		4,735.17	15,099.41	3,920.29
Harrison, Missouri Valley	1,093.06	5,683.19	3,686.91	10,463.16	8,637.10		1,484.32	10,121.42	341.74
Henry, Mt. Pleasant	3,350.18	14,366.28	1,741.45	19,457.91	14,640.68		564.76	15,205.44	4,252.47
Howard, Cresco	703.80	13,481.28	5,780.00	19,965.08	15,780.73		4,968.74	20,749.47	784.39
Humboldt, Humboldt	1,190.41	9,803.25	9,803.25	20,993.66	13,085.27		4,453.68	17,538.95	3,454.91
Ida, Ida Grove	1,434.44	9,777.13	3,654.00	14,865.57	9,489.62	3,000.00	1,591.78	14,081.40	784.17
Iowa, Marengo	2,572.91	3,671.19	4,262.75	10,506.85	3,222.05		1,573.70	4,795.75	5,711.10
Jackson, Maquoketa	2,430.69	20,757.30	10,754.78	33,942.77	20,144.58	7,500.00	3,588.23	31,232.81	2,709.96
Jasper, Colfax	1,949.19	3,664.06	1,699.31	7,312.56	3,805.39	1,415.00	293.03	5,513.42	1,799.14
Jefferson, Fairfield	181.70	4,115.26	4,256.67	8,553.72	4,304.65	3,150.00	930.69	8,385.34	168.38
Johnson, Iowa City	2,651.81	1,024.16	14,943.37	18,619.34	1,403.08	200.50	10,733.31	12,336.89	6,282.45
Jones, Monticello	7,137.03	42,777.32	7,272.91	57,187.26	34,103.37	1,000.00	11,235.62	46,338.99	10,848.27
Keokuk, What Cheer	233.22	8,691.06	5,000.00	13,924.28	9,872.12	200.00	3,497.43	13,569.55	354.73
Kossuth, Algona	728.83	15,763.13	10,598.85	27,090.81	20,620.28	40.00	5,872.74	26,533.02	557.79
Lee, Donnellson	3,435.56	19,886.49	3,366.00	26,688.05	16,828.92	1,200.00	2,718.58	20,747.50	5,940.55
Linn, Cedar Rapids	4,624.36	127,192.61	36,043.09	167,860.06	124,266.71	4,242.59	29,930.23	158,439.53	9,420.53
Linn, Central City	926.47	3,782.40	5,623.25	10,332.12	7,426.29	1,000.00	2,405.92	12,402.21	500.00
Louisia, Columbus Junction	2,070.13	13,487.84	1,000.00	16,557.97	13,605.88		1,442.28	15,048.16	1,509.81
Lucas, Derby	75.35	3,323.02		3,398.37	2,964.73	125.00	146.41	3,236.14	162.23
Lyon, Rock Rapids	1,177.72	22,478.64	11,112.47	34,768.83	28,705.81		6,176.09	34,957.14	188.31
Madison, Winterset	7,150.22	4,971.48	12,121.70	14,121.70	8,708.81	1,764.00	1,944.95	12,417.76	296.06
Mahaska, Oskaloosa	9,228.15	26,562.50	19,486.78	55,277.43	25,160.25		16,708.61	41,868.86	13,408.57
Marion, Knoxville	2,380.74	6,475.23	9,706.71	18,562.68	7,886.88		3,386.32	11,273.20	7,289.48
Marshall, Marshalltown	4,071.27	20,488.11	19,806.35	44,365.73	29,322.43		6,761.58	36,084.01	8,281.72
Mills, Mailvern	2,567.89	5,901.52	2,629.55	11,098.96	5,966.98	375.00	3,229.55	9,571.53	1,527.43
Mitchell, Osage	3,712.15	6,559.00	7,629.68	17,900.83	12,018.81	2,000.00	904.17	14,922.98	2,977.85
Monona, Onawa	911.59	6,304.83	5,000.00	12,216.42	7,798.66	2,200.00	1,443.27	11,441.93	774.49
Monroe, Albia	439.52	3,357.60	3,357.60	3,357.60	3,160.12		43.27	3,203.39	154.21
Muscatine, West Liberty	4,523.31	79,263.31	6,305.32	40,092.24	26,731.87		9,345.13	36,077.00	4,015.24
O'Brien, Hartley	1,786.46	2,023.56	435.50	4,245.52	2,618.36	73.25	87.60	2,779.21	1,466.31
Osceola, Sibley	533.73	7,049.43	10,907.35	18,490.51	11,278.89	3,000.00	5,988.43	20,267.32	1,776.81
Page, Clarinda	2,010.73	9,248.72	856.94	12,116.39	8,985.94		745.25	9,731.19	2,385.20
Palo Alto, Emmetsburg	488.96	3,792.06		4,281.02	4,191.29			4,191.29	89.73
Plymouth, LeMars	3,466.93	7,057.51	10,939.71	21,464.15	6,402.91		12,701.40	19,104.31	2,359.84
Pocahontas, Fonda	4,137.00	2,015.13	260.00	6,412.13	3,385.75		2,730.07	6,115.82	296.31
Polk, Des Moines	494.60	4,018.36	280.00	4,792.96	4,250.05	591.52		4,841.57	48.61
Pottawattamie, Avoca	7,034.34	18,147.38	18,147.38	25,181.72	6,780.21	3,250.00	14,888.16	24,918.37	263.35
Poweshiek, Grinnell	2,049.84	3,783.32	4,326.13	10,159.29	2,991.49	959.22	4,109.37	8,060.08	2,099.21
Ringgold, Mt. Ayr	683.57	4,343.38	3,824.22	8,851.17	6,431.09		1,369.88	7,800.97	1,050.20
Sac, Sac City	626.05	8,861.79	11,136.85	20,624.69	8,947.20	2,161.00	7,058.19	18,166.39	2,458.30
Scott, Davenport	925.84	70,796.44	17,422.68	89,144.96	74,318.03		14,894.68	89,212.71	67.75
Shelby, Harlan	13,919.71	3,929.50	13,119.44	17,849.21	13,119.44	192.93	1,982.85	15,295.42	2,553.79
Sioux, Sioux Center	4,410.24	11,248.35	3,907.10	15,658.59	9,907.10		11,702.69	15,609.79	48.80
Story, Nevada	754.59	3,998.66	6,094.66	11,847.91	4,091.33	1,000.00	4,345.87	9,437.20	2,410.71
Tama, Traer	76.81	3,250.56	2,500.00	5,827.37	3,395.55		1,207.50	3,395.55	2,355.01
Taylor, Bedford	293.04	17,869.91	1,439.59	19,602.54	17,033.34	150.00	1,207.50		

PRELL PACTS 11 FAIR DATES

Preps for 9 Florida Annuals;
Looks for Good Takes in 1953

NEW YORK, Jan. 3.—Sam Prell, owner Prell's Broadway Shows, this week announced the signing of 11 fairs for the 1953 fall season. The show this month embarks on a series of nine Florida winter fair dates.

Regular season dates awarded to the Prell organization include fairs at Bedford, Carlisle and Nazareth,

Pa.; Cumberland, Md.; South Boston, Frederick and Fredericksburg, Va.; Goldsboro and Mount Airy, N. C.; Columbia, S. C., and Valdosta, Ga.

Prell said that the 1953 route would be similar to the one played last year. Only a few weeks space the regular season dates and the winter trek; allowing a minimum of time in which to refurbish.

Adds New Trucks

Prell said that he is adding 20 new Chevrolet tractors, purchased thru George Brickley, of St. Louis, to the show's motor equipment. Other new units will be added as the season progresses, he said, with an effort being made to have all new equipment on the show before the end of the 1953 season.

Joe Prell has been handling most of the booking chores and will continue to do so thru the fair meetings, while his father, Sam, guides the show on its Florida dates and supervises activities at the Kissimmee, Fla., quarters. Considerable painting has been done, and much more is planned before the show opens.

Prell said that he believes the coming season will be good. The 1952 season finished up a full 35 per cent ahead of expectations. The unusually bad weather affecting many of the early dates had the organization in the doldrums before it entered fairs.

Prell was in New York during the holiday season to visit with his children and grandchildren. He returned to Florida this week.

Two Dixie Annuals Sign Vivona Org

NEW YORK, Jan. 3.—Two new fairs have been added to the 1953 route of Vivona Bros.' Shows, it was announced this week. They are the Sanford (N. C.) Fair, last held by the Penn Premier Shows, and the Charlestown (S. C.) Colored Fair, played by the John H. Marks Shows last year.

Manager John Vivona said that 12 fairs have been signed to date and that the planned route would be completed with the addition of three more. In addition, only two still dates are needed to fill out the route for the entire season.

Vivona is vacationing in Miami. He will leave in time to attend Eastern fair meetings. At the conclusion of the confabs the winter quarters at Kingtree, N. C., will be opened. This should be about February 1.

Tommy Carson, business manager, is already making plans for refurbishing the front end. Harry E. Wilson reports that he will soon begin formulating promotional plans for next season.

Buck-Model Org Names Peugh P.A.

MIAMI, Jan. 3.—Roy F. Peugh, veteran press agent for the O. C. Buck Exposition Shows, will retain that position in the new O. C. Buck Model Shows, Inc., rail show resulting from the merger of the Buck org and Model Shows, Inc.

Peugh is up and around again after being confined to his bed for a few days with food poisoning.

3,120 KIDS BENEFIT

Miami Members Aid Santa Spread Cheer

MIAMI, Jan. 3.—Members of the Miami Showmen's Association were active in spreading Christmas cheer on two occasions last week. On Saturday, December 20, 120 children of show families were guests at a Christmas party staged by the club. Gifts were distributed to all by Santa Claus (Ben Glasberg) and refreshments were served.

The club also joined with the '29'ers, The Miami Daily News and Radio Station WIOD in staging a Christmas party Sunday afternoon, December 21, for 3,000 underprivileged children. A Ferris Wheel was donated by Leo Bistany, a Merry-Go-Round and Funhouse by John Keeler and a Merry-Go-Round and Kiddie Boat by Lyman Truesdale. The entertainment was furnished by Betty Ward of the Youth Round-Up of the Daily News.

Club members aiding included Leo Bistany, William Cowan, Ben Cohn, Sydney Daniels, Johnny Miller, Harry Matisoff, Johnny Appelbaum, Al Edwards, Eddie Owens, William Tara, Ep Glosser, Harry Bouck, Pete Wagner, Sam Stein, Hom Zolum, Bagels, Ben Glass, Bob McClure, Harry Tilner, Al Cherner, Mickey Karr, Russell Erdell, Emile Ross, George Fox,

Raymond Gravely, Ben Herman, Sam Palitz, Sam Rosenthal, Dutch Holtzman, Al Trudeau.

Bill Bryant, Lyman Truesdale, David Robbins, A. K. Crowell, Monroe Eule, Norman LaChance, Mark Graham, Harry Nelson, Louis Rubin, Dutch Ross, Danny Murphy, Morris Fisher, Mickey Gallo, Willie Lish, Alton Pierson, Spot Pinsonault, Sam Crowell, George Raner, Sam Goldstein, Johnny Keeler, Charles Zucker, Tommy Holeman, Al Palitz, Dave Endy, Oscar C. Buck, Joe Galvin, Louis Cucco, Philip Duskin and Phil Cook.

The party was held in the Dade County Armory, site of Dade County Fair.

Frenchy Scwacha was chairman of the party staged for the children of show people. He was assisted by Mickey Gallo, Randolph Gravely and Harry Modele, Kitty Glosser headed up the refreshment committee, assisted by Pearl Schultz, Billie Palitz and Ricki Applebaum. Mrs. Frances Deemer headed the entertainment committee.

Acts were donated by Cortez Lorow, who presented his puppet show, and magician, The Great Freddie. Musical entertainment was provided by Emma Rocco and her troupe.

K. C. Club Ushers in '53 With Banquet

KANSAS CITY, Mo., Jan. 3.—An estimated 150 show people turned out to welcome 1953 at the 33d annual banquet and ball of the Heart of America Showmen's Club, in the Hotel Continental New Year's Eve.

Chaplain Al C. Wilson delivered the invocation and, following dinner, Noble C. Fairly ably handled the toastmaster chores, introducing past and present officers and notables on hand for the festivities.

F. W. (Boxie) Warfield represented the Hot Springs Showmen's Club and F. M. Shortridge was on hand for the Carnival Managers' Association. Congratulatory wires were read from Billie and Jackie Wilcox, Doc and Clara Zeigler, E. D. McCrary, Hot Springs club and the Lone Star Showmen's Club. Mike Rockwell, club's new president was presented with a gold life membership card. Music was provided by the Rhythm Boys from Radio Station KMBC.

Committee in charge of the
(Continued on page 53)

Intro Second Ticket in Phoenix Race

PHOENIX, Jan. 3.—A second slate of nominees has been introduced into the office race of the Arizona Showmen's Association, and for the first time since the club's inception, a woman was listed for the presidency.

The ticket, labeled as independent, includes Marguerite Stone for the post of president; Harry A. Lucas, first vice-president; Louis Block, second vice-president; Marie Berko, third vice-president; Earl Salters, secretary, and Don Hanna, treasurer.

The regular ticket nominees include P. H. Siebrand for the office of president; Ralph Horstman first vice-president; Harry L. Gordon, second vice-president; Betty Wilson, third vice-president; William E. Saunders, secretary, and W. J. Siebrand, treasurer.

Election is skedded for January 12 in the clubrooms with polls to open at 7 p.m. The party for the outgoing president and the installation of new officers will be held January 19, also in the clubrooms.

Troupers Name Nathan Prexy

LOS ANGELES, Jan. 3.—Larry Nathan was elected president of Regular Associated Troupers at the club's annual elections here. Maxine Ellison was named first vice-president for 1953.

Other officers include Ed Butler, second vice-president; Myrtle Hutt, third vice-president; Pete Steinkellner, fourth vice-president; Ray Marrion, treasurer, and Helen B. Smith, secretary.

Election judges were Fred Smith, Lee Smith and Eve Scott. Past presidents Nell Robideaux and Marie Bailey served as tellers.

NE&E Gets New Title for '53

BRIDGEPORT, Conn., Jan. 3.—New England & Exposition Shows will be retitled the Bob and Ida Amusement Company when they take the road May 2, it was announced from org's local quarters this week. Shows will launch their season near this city.

Current plans call for the org to carry 5 major and 2 kiddie rides, 4 shows and about 10 concessions, officials said.

2 Fairs Ink Marks; Lewis Is Optimistic

New Exec Sees Tension Lessened,
Predicts Lucrative Outdoor Season

MIAMI, Jan. 3.—Art Lewis, who returned to the road this season after a long absence, and who will troupe next season as head man of the John H. Marks Shows, which he acquired several weeks ago, announced that his organization has been awarded contracts by the Roanoke (Va.) Fair and the Fayetteville (N. C.) Fair. Roanoke will run the week of August 31 and Fayetteville the week of September 28.

The Marks route in 1953 will include most of the dates played this past season, Lewis indicated. The show will continue to travel under the Marks title, both because many 1953 contracts have already been assigned to it and because the name has solid value thruout the territory it plays. Marks will continue to be identified with the organization.

Lewis this week began to line up attractions and working help in all departments. His background in the carnival business, which included the changeover from a truck to a highly successful railroad operation, mirrors a progressive approach that many of his acquaintances believe will

again assert itself now that he has returned to management.

Lewis said that he is looking forward to an exceptionally good year. The change in the national administration will have the effect of lessening tensions and the public will be more inclined to spend freely, he said.

There is evidence here that money will be plentiful next season, Lewis said. The plush Sea Gull Hotel, in which he is a partner, is enjoying capacity business at top seasonal rates.

Lewis will leave here in time to make the Eastern fair meetings. After that he will supervise refurbishing activities at the show's winter quarters in Richmond, Va.

Detroit Club Treats 500 At Kid Party

DETROIT, Jan. 3.—The Michigan Showmen's Association played host to an estimated 500 under-privileged children at its annual Christmas Party in the organization's clubrooms here Sunday (22). The youngsters were selected by recognized social and charitable organizations.

Candy, refreshments and gifts were passed out to each child and during the afternoon the party was picked up by television station WJBK-TV which helped give the show club a big publicity break.

Douglas Brown served as general chairman of the event, assisted by Sam (Pork Chops) Ginsburg as co-chairman. The committee included Capt. Joseph N. Seymour, Jack Dickstein, Lloy C. Westerman, Louis Rosenthal, Sammy Burd, Mike Engelbrecht and Art Rosenthal. Ray Becker did the Santa Claus chores, Harry Green clowning, and Louis (Frenchy) Brown was the comedy cop. Dickstein served as emcee.

The Ladies' Auxiliary served refreshments and also took care of the youngsters. Those active in these departments included Marion Dickstein, Grace Ziegler, Marjorie Mansell and Rose Morrison.

Among prominent civic leaders present was Judge John Ricca.

Phoenix Club Unveils Stone

PHOENIX, Jan. 3.—Members of the Arizona Showmen's Association dedicated its new burial plot monument here Sunday (21) with appropriate ceremonies in Greenwood Cemetery.

D. W. Yeakle, who was in charge of the rites, introduced the Rev. George Probert, who delivered the invocation and led the group in singing "America." Don Hanna, club president, gave the address of the day tracing the history of the organization and outlining its purposes.

During the prayer service by Reverend Probert, the monument was unveiled by J. M. Stone and Harry A. Lucas. Harry L. Gordon then placed the traditional wreath on the marker.

The stone, which is located near the front center portion of the plot, bears the inscription "Arizona Showmen's Association, Founded December 20, 1945." An elephant and lion are carved on each side of the inscription.

Tampa Showmen's Club Plays Santa to 400 Kids

TAMPA, Jan. 3.—The Greater Tampa Showmen's Association played Santa Claus to over 400 orphans and underprivileged children at the club's annual Christmas Party here in the organization's clubhouse, Tuesday (23).

In addition to refreshments, toys and a complete show, the youngsters were treated to rides on four devices set up outside the clubhouse. The festivities opened with ice cream, cup cakes, ginger ale and cookies and two Santas, escorted to the club by police motorcycles with sirens wide open.

Attending the celebration were youngsters from Mary Help of Christians Orphanage, Tampa Day Nursery, Family Service Association and about a dozen orthopedic children from Bayside School.

Show Line-Up

The show included a number of variety acts. The Great LeRoy was emcee and went thru his magic routines, assisted by Harry Wilson; Philex did clay modeling and Charles Oldar had his Punch and Judy show on tap. In addition were Happy Linquist, clown; Jo Aleen Herod, songs and soft show taps, and Tony Rand, gui-

tar and songs. June Johnson accompanied at the organ and the Rev. Clemintie directed the 35-piece band from the Mary Help of Christians School.

Following the performance, the children lined up to receive a shopping bag crammed full of toys, fruit, nuts and candy, and were then returned to their chartered busses for the ride home. Boys from the Mary Help of Christians School were also presented with five new bicycles, and a complete new major league baseball set autographed by a number of big league players.

The party committee included Irish Gaughn, Earl Maddox, Eddie Pasterczyk, Bill Clain, Paul Sprague, Eddie Lowe, Doc Hartwick, Ernie Wenzik, Eddie Hunter and Harry Rubin.

Following the party, a number of showmen accompanied Mrs. Elton Edwards to a local polio ward where patients were presented with fruit, nuts, candy and other gifts.

On Wednesday afternoon (23) a similar party was held for children of showfolk gathered here. Jack Norman and Fat Norton served as Santa Clauses and Salty Sol Fleishman, WDAE radio announcer, took over the emcee chores.

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A. W. McASKILL
 Pine Oak Trailer Park, 340 40th Avenue, North, St. Petersburg, Florida, until Jan. 12th; then General Delivery, Houston, Tex.

Midway Confab

Mr. and Mrs. C. M. Lovell, parents of Mrs. Joe E. Karr, held their 12th annual Christmas dinner and party at their home in Mobile, Ala., serving an old-fashioned roast turkey dinner to 32 relatives and guests. Guests included the Karr family, Mr. and Mrs. Jack Lovell, Mr. and Mrs. Joe Lovell and Walter B. Fox. The Karrs returned to Georgia the day after Christmas where they are connected with the John R. Ward winter org. . . . Belle Evans is visiting friends in Mathis, Tex., following her return from a two-month visit in San Francisco. She's catching up on her fishing at Aransas Pass, Tex., where a host of showfolk are wintering.

Larry Schaff, secretary of Peppers' All-State Shows, is seriously ill at his Hagerstown, Md., home. He'd like to read letters and cards from friends. His home is at 629 Penna Avenue. . . . Peggy Ewell, Charles Martinez and Johnnie Girod spent Christmas with friends in Bushnell, Fla. They reopen with Barney Tassel's Shows January 5.

Walter B. Fox advises from his Mobile, Ala., headquarters that his holiday advertising and mail order business was better this year than for any like period since he started in that business. Visitors to the Foxes' apartment during the holidays included Frank W. Peppers, Charles H. King Jr., Bennie Johnson and B. K. Salters. . . . Al P. Hill, former concessionaire and present operator of the Hill Hotel, Mobile, Ala., still is confined to his room with arthritis. He says that Al Wagner visited him before leaving for Florida.

Sophia Carlos, talker on the Conklin Glass House, and a veteran of outdoor show business, is confined in the home of her brother, Roy Crago, 1113 Lincoln Avenue, Yakima, Wash., with a fractured ankle. Mrs. Carlos broke the member when she alighted from the train here for what was to be a one-week visit but now looks like it might be of two-month duration.

Harry (Slim) Martin, Ferris Wheel foreman with W. G. Wade Shows, is wintering at his home in Ithaca, Mich.

Harry E. Wilson, publicity and promotional chief of Vivona Bros. Shows, last week was back on his feet after having been sick for several weeks. Harry is again wintering in Gibsonton, Fla.

O. Carver is in Jackson, Tenn., renewing acquaintances with Dude Brewer and others following the recent closing of the Arcade Amusement Company. . . . Jim and Mad Hannigan, of "Front Page People" on Johnny Denton's Gold Medal Shows, spent Christmas in Birmingham, Ala., with Jim's family. While passing thru Cincinnati to Batavia, N. Y., to visit Mrs. Hannigan's mother, they stopped off at The Billboard offices. . . . Gay, wife of J. Mortellaro, concessionaire with the Royal American Shows, has returned to her home in Grand Ridge, Fla., following an operation in New Orleans for cancer.

Lloyd C. Westerman, veteran Detroit carnival supply man, was to be the guest of Leo Lippa, past president of the Michigan Showmen's Association, and Mrs. Lippa for Christmas dinner, while his partner, Louis Rosenthal, was to be the guest of the Cameron Murrays. . . . Roscoe T. Wade, former carnival owner, and Mrs. Wade, have sold their home in

Detroit and are moving to Adrian, Mich., Wade's old home town. He produced a New Year's Eve party for the Knights of Pythias at Adrian.

H. B. Rosen, manager of Interstate Shows, is confined to the Sinai Hospital, Baltimore, where he is recuperating from major surgery. Following his release he plans to return to Dothan, Ala., where the shows are wintering at Napier Field.

Oscar C. Buck, co-owner of O. C. Buck-Model Shows, Inc., and son, Bucky, were hosts at a Christmas Eve party to their many friends wintering in Miami Beach. Sid Goodwald served as Santa Claus and passed out presents to the guests. Showfolk attending included Mr. and Mrs. Ross Manning, Mr. and Mrs. William Cowan, Mr. and Mrs. Sidney Goodwalt, Mr. and Mrs. David B. Endy and their daughter, Joan, Mr. and Mrs. Larry Marcassio, Mr. and Mrs. Roy F. Peugh and daughters, Harriet and Karin, Mrs. Marie Seifker, Mrs. Patricia McDowell, Rose Shieler, Charles Freihofer, Simone Lappman, Marilyn Curanitz and Charles Zucker.

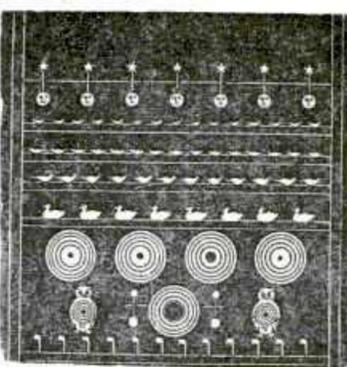
Mrs. and Mrs. Al Anthony, concessionaires on the James E. Strates' Shows, have returned to their Huntington, W. Va., home after spending some time with the Roy F. Peughs in Hollywood, Fla. . . . Mr. and Mrs. Roy Dear-duff, concession ops with the Red Brady Shows, are wintering in West Hollywood, Fla.

Tex and Bertha Dabney and Ross Jacoby have their concessions working at the Farmer's Sunshine Fair Auction Market in West Hollywood, Fla. . . . Mr. and Mrs. Larry Marcassio are wintering in Miami and plan to join the O. C. Buck Model Shows, Inc., in the spring. Mr. and Mrs. Chet Batchelor and Raymond Gibson, former Buck show personnel, are also wintering in Miami.

Louis Maltin, concessionaire with Midwestern shows, is visiting his sister in Los Angeles for several weeks. . . . Charles Rafal, concessionaire at Flint (Mich.) Park, is preparing for a trip to Miami. . . . Walter Sala, who has the game and refreshment concessions at Flint Park is chairman of the election committee for the Michigan Showmen's Association. . . . Hank Shelby, who had concessions at the Wisconsin State Fair, was a visitor at the MSA clubrooms last week.

Mr. and Mrs. Frank Bergen, of the World of Mirth Shows, welcomed the New Year in New York. They celebrated Christmas at their Richmond, Va., home. Gerald Snellens, general representative of the shows, has been in New York for several weeks lining up tie-ins with national advertisers for next season.

Following three years on the road with Imperial, Crescent Amusement, Vivona Bros. and Eddie Young's Sterling Crown shows, F. O. (Tarzan) Banks has signed with Dr. Dudley Cooper, owner of Seaside Park, Virginia Beach, Sea View Beach and Ocean View Amusement Park, Norfolk, to provide three shows at Ocean View for the 1953 season. . . . Buttons McCormack, Bert Aeton, Vic Harden and Bobby Lewis operated fireworks concessions in the Rio Grande Valley for P. L. Patterson during the holidays.



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 Can Place—Legitimate Concessions and Clean Shows.
 Will sell X on Novelties with parade privilege; Age and Scales, Derby, Jewelry, Demonstrators, Pitchmen, Ball Games, Darts, Spot, all Hanky Panks open; Fun House, Snake Show, Glass House open at 30%. Eats, Glass Pitch sold—no Bingo or Camps. Time and space limited. Contact
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Will book Rides and Shows that do not conflict with what we have. Can place Foremen for Caterpillar, Ferris Wheel and Looper. Also other capable Ride Help. Will book legitimate Concessions of all kinds.
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Cook House—Write, tell us what you got. SHOWS—Big Snake, Side Shows, 2 Girl
Shows (we have the panel fronts and tops), any Show of merit. RIDE HELP—Foremen
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Club Activities

Greater Tampa Showman's Association

Tampa, Fla.

TAMPA, Jan. 3.—The regular meeting was called to order by President Nat Rodgers. Also on the rostrum were Lloyd Serfass, first vice-president; Carl Sedlmayr Sr., second vice-president; O. J. Weiss, third vice-president; Vernon Korhn, secretary, and Harry Julius, treasurer.

Sick list committee reported Jimmy Hicks was in serious condition following a lung operation. Bert Britt is confined to his home.

Pete Burkhardt said that the house was in order for the holiday activities and Tommy Thomas, chairman of the ways and means committee, announced \$730 had been raised for the burial fund. Jack Young reported the Saturday night dances were successful and Doc Hartwick said three new members had been admitted to the club.

C. J. Sedlmayr Jr., chairman of the cemetery committee, announced that headstones for the burial plot would be uniform in size, made of red granite and would carry the deceased member's name, birth date and date of death. The blood bank has 64 pints on hand, according to Charlie Gross, chairman, who also said that eight pints had been used for Jimmy Hick's operation.

Elmer Winters, a member now in the Marine Corps, spent a nine-day leave here after which he headed back to Korea.

Named to the nominating committee were Paul Sprague, Tommy Thomas and Hall Hall. Big Joe Sanfrantello is the alternate. Elected by the board of governors were Earl Maddox, Sam Delaney, Bill Cain and Tommy Arger. George Reinhardt is alternate of the second group.

Following the meeting a supper of spaghetti and meat balls, salad and coffee were served.

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, Jan. 3. — President Lil Schue was in the chair at the regular meeting. The main business was the election of Larry Nathan as president. Also named to office were Maxine Ellison, first vice-president; Ed Butler, second vice-president; Myrtle Hutt, third vice-president; Pete Steinkellner, fourth vice-president; Ray Marrion, treasurer, and Helen B. Smith, secretary.

Ruth and Lou Kortez were at the meeting after a busy season on the road. Eight new members include Loa and Shirley Mason, Herbert McFarland, Dave Chisholm, Ruth Wood, May Snobar, Carl Balmer and Stanley Korn.

The past president's tea was well attended. President Schue gave each past president a corsage, with Marie Bailey and Nell Robideaux holding forth at the tea table. Wesley Bishop and Harold Robideaux took charge of the refreshment booth. Among those attending were Sam Abbott and his sister. Lucille King escorted visitors around the new clubhouse.

Arizona Showmen's Association

216 W. Washington, Phoenix, Ariz.

PHOENIX, Jan. 3. — President Don Hanna called the regular meeting to order. Visitors included Bones Hartzel of the Pacific Coast Showmen's Association and Mr. and Mrs. R. Turnham of Long Beach, Calif.

P. H. Siebrand was reported on the sick list and Red Hooper is still confined to the Aransas Pass (Tex.) Hospital. Marguerite Stone chairman of the banquet and ball, reported the event was a social and financial success and she was given a standing vote of thanks.

President Hanna appointed Bill Siebrand to purchase dishes and silverware for the club kitchen. Venison, donated by Bill Siebrand, was prepared by Johnny Steffens and Jimmy Hale. Bill Davis won the pot of gold.

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Jan. 3.—The regular Monday (29) meeting had President Ben Morrison in the chair. Also on the platform were Lou Rosenthal, treasurer; Jack Dickstein, acting secretary, and C. J. Lovejoy, chaplain.

One of the high points of the meeting was the presentation to Dickstein of two pieces of luggage, with President Morrison doing the honors. Harry Stahl attended after a long absence during which he underwent surgery.

Ben Miller, chairman of the January 15 installation party, reported attendance should be the largest on record. Following the meeting, a buffet lunch was served by Sam (Pork Chops) Ginsberg and Walter Sala. Election is set for January 12 with polls to be open from 2 p.m. to 8 p.m.

Ladies' Auxiliary

President Grace Ziegler handled the gravel at the regular meeting, assisted by Peggie Cohen, first vice-president; Leona Bennett, second vice-president; Pat Grogna, third vice-president; Dottie Miller, secretary, and Marion Dickstein.

The ladies announced they would hold open house during the Michigan fair convention in the Fort Shelby Hotel here, January 18-20. Open house will be held in the Georgian Room.

Officers for '53 are unopposed and include Dottie Miller, president; Clara Silber, first vice-president; Ann Stone, second vice-president; Carie Dear, third vice-president; Florence Williams, secretary, and Revell Galo, treasurer.

Revell Galo and family are back here after a month in California. Sick list includes Viola Lipka, Jessie Pushin and Bernice Stahl. New members at their first meeting included Audrey Jones and Jerry Barber.

Caravans, Inc

P. O. Box 1902, Chicago

CHICAGO, Jan. 3.—The meeting preceding the Christmas party was conducted by President Pearl McGlynn. On the rostrum were Veronica Potenza, Eva LeRoy and Marianna Pope, first, second and third vice-presidents respectively; Wa da Dorpa, secretary, and Isabel Brantman, treasurer. Edith Streibich, chaplain, delivered the invocation.

Correspondence was read from the ladies' auxiliaries of the Showmen's League of America, Miami Showmen's Association and Heart of America Showmen's Club. In addition, numerous Christmas cards were read. A rising vote of thanks was given Helen Hoffmeyer for her sales of greeting cards. Lucille Hirsch will receive a gold membership card as soon as the engraving is finished.

Ann Sleyter and Mae Oakes are still on the sick list. A Christmas remembrance was sent by Edith Streibich and Jeanette Wall to Edna O'Shea Stinson, who is convalescing at 129 North Harvey, Oak Park, Ill. Veronica Potenza will be hostess at the January 13 social, assisted by Mary Calcara and Stella Matura.

New members include June Arlan Carter, Gladys Dowswell, Anna Gallagan, Betty Gregg, Marie Heglund, Viola J. Kosch, Pearl Lake, Alyce Mendelson, Martha Moss, Margaret B. Porter, Betty Proper, Mayme Ross, Bertha Sens, Mrs. John Sullivan, Mollie Torti, Esther Trent, Frankie Lee Wood, Mabel Wright and Dolly Young.

The Christmas party followed with grab bag gifts exchanged and pot-luck refreshments. Mabel Mullen took the main prize, which was donated by Veronica Potenza. An impromptu song-fest followed with Mary Stutsky playing the harmonica.

Caravan members who assisted at the Showmen's League of America Christmas party for underprivileged children included Clara Etta Barker, Frances Berger, Isabel Brantman, Irene Coffey, Mabel Davis, Lillian Lawrence, Rebecca Lotsey, Mary Martin, Pearl McGlynn, Betty Shea and Mae Sopenar. Mrs. Paul Delaney and Mrs. I. Micari also lent a helping hand.

National Showmen's Association

1564 Broadway, New York

NEW YORK, Jan. 3.—Louis D. King was named chaplain and Frank Rappaport sergeant at arms at the last regular meeting. Sympathy is extended to Harry Schwartz on the death of his father, and to Vincent Anderson on the death of his brother. President Phil Isser is formulating committees for 1953. All future meetings are to be held in the club rooms, utilizing the quarters held by the Ladies' Auxiliary. The meeting night has been changed from Wednesday to Thursday, to avoid conflict with the women. The next meeting will be held Thursday (15).

Edward Cohen donated \$6 to the shut-in fund. On the sick list currently are Jack Lichter, Kingsbridge Veterans Hospital; Jack Rose, Pratt General Hospital, Brooklyn; James Cox and Irving Udowitz. John W. Wilson has been discharged from a Richmond, Va., hospital, where he was confined with an eye ailment, and is recuperating at his home in Petersburg, Va. Mr. and Mrs. Arthur E. Campfield have motored to Miami for a short vacation.

Recent visitors included Max Miller, Mark Rosen, Leo Eicholtz, Allen Travers, Abe Rapps, Edward McKeon, Sam Weisser, Morris Gurtov, Andrew Stryker, Jack Schenck, Sam Shaw, Howard Levy and Max Siskind. Membership applications have been received from Joe Gilbert, sponsored by Dave Solti, and Robert L. Christenberry, sponsored by George A. Hamid Jr. These will be acted on at the next meeting of the eligibility committee. The card players have contributed generously to the shut-in fund.

Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, Jan. 3. — Final meeting of the year drew 32 members and all officers. President Jeannette Hart handled the gavel.

Nora Hopflinger is a new member of the club. Norma Lang took first prize with Edith Meyers winning the second prize. Both prizes were donated by Fay Davis. The card party was announced to be a big success with Jeannette Hart leading in the sale of books.

Following the meeting, exchange of \$1 gifts took place. Food served included a salad made by Peggy Grimm, cookies by Fay Henze, and egg-nog by Joan Lipsky. Singing and quiz games followed.

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—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 Department, The Billboard, 168 W. Randolph St., Chicago 1, Ill.

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Showmen's League of America

54 West Randolph Street, Chicago

Ladies' Auxiliary

Meetings are closed for the holidays and will be resumed Thursday night (8).

Committees for the year have been appointed as follows: finance; Mrs. L. M. Brumleve chairman; Margaret Hock Ann Belden, Blanche Latto and Phoebe Carsky, Relief; Ann Sleyster, chairman; Josephine Glickman, Lena Schlossberg and Louise Donahue, Reception; Harriet McBeath, chairman; Lillian Woods and Ida Chase, Press; Elsie Miller, chairman; Virginia Kline, Lee Gluskin and Grace Goss.

Ways and means: Viola Moore, chairman; Ann Belden, Lillian Glick, Frances Berger, Lucille Hirsch, Marie Brown, Louise Rollo, Carmelita Horan, Margaret Filograsso, Frances Keller, Esther Groscurth, Edna Burrows, Ethel Wadoz, Mac Smith, Pat Seery, Veronica Potenza, Ethel Weer and Evelyn Hock.

Membership: Lillian Lawrence, chairman; Hattie Wagner, Edith Streibich, Nan Rankine, Alda McCue, Dolly Young, Jeanette Hart, Dolly Snapp, Etta Henderson, Minnie Simmonds, Sophie Carlos, Billie Billiken, Ann Doolan, Betty Bazinet, Isabel Brantman, Claire Sopenar, Betty Shea and Myrtle Hutt.

Phoebe Carsky has been named official greeter along with Evelyn Hock and Margaret Hock. Harriet McBeath and Clara Etta Barker are sergeant-at-arms and Margaret Filograsso, chaplain.

Relief committee reports that Billie Wasserman, Ruth Martone and Alice Hill are well on the mend following illnesses. Marie Brown, past president, left recently for a California vacation. Nan Rankine, also a past president, letters that she's enjoying the winter in her Miami home. Letter also received from Ethel Weer.

New members include Gertrude Lindsey, Betty Becker, Mrs. Bernie Mendelson, Ruth McCabe, Ruth Bernauer and Jean Wells.

Greater Tampa Showmen's Association

Tampa, Fla.

Ladies' Auxiliary

President Dolly Young called the December 26 meeting to order. Officers present were Betty Rodgers, first vice-president; Virginia McGee, second vice-president; Grace Fillingham, secretary; Blanche Lemish; sergeant-at-arms, and Ella Stophel, chaplain.

Hazel Maddox filled the third vice-president's chair in the absence of Geraldine Gaughn. Mae Serfass took Mrs. Maddox's place on the board of directors. Vera Hauck was appointed a sergeant-at-arms.

Leona Plas, membership committee chairman, reported seven new members. Honorary member Mary Ruth Tillery was present for her first meeting.

The welfare chairman, Helen Julius, said the auxiliary's wheel chair would be returned to the club.

Esther Young, entertainment chairman, outlines plans for a Saturday dance. She also said the club was asked to give the minstrel at Bay Pines Hospital for Veterans. The secret pal revealing party was in the clubrooms Thursday (8) before the annual barbecue for club members.

Ella Stophel reported that Arlene Adams is ill at home. Flo Pontico is still at home and can now have visitors. Mrs. Reinhardt is on the mend. Flowers were sent to Mrs. Joyce LaMorris who gave birth to a boy December 24 at St. Joseph Hospital.

Elsie Johnson, garden club president, said tickets for the flower queen would be distributed. The date for the flower and fashion show has been changed to January 27. Mary Delaney was given a vote of thanks for the use of the booths at the bazaar.

The dark horse, donated by Pauline Thomas, was won by Bertie Perrot. It brought \$21. The penny arcade netted \$8.63. The auxiliary will furnish the lounge at the newly dedicated cemetery. Seventy-nine members attended.

Miami Showmen's Association

233 W. Flagler St., Miami

MIAMI, Jan. 3.—Regular meeting December 23 was attended by 178 members. President Leo Bistany presided. On the dais were William Cowan, first vice-president; William Moore, third vice-president; Mel Dodson, treasurer; Oscar C. Buck, secretary; Carl Hanson, assistant secretary; George A. Brautigam, attorney; and Art Lewis, past president of the National Showmen's Association. William C. Bryant, acting chaplain, officiated.

It was definitely decided that Clif Wilson, chairman of the building committee, should contact the owner of property located at N. W. 17 Avenue and 26th Street for the purpose of purchasing that property. The lot forms a triangle 165 by 302 by 150 feet. Claude Seckrest, chairman of the membership committee, reports that 1,031 paid up members are listed. Max Sharp, chairman of the year book committee, announced that gross revenues will approximate \$8,000. Buster Westbrook, chairman of the ways and means committee, urged continued fund raising action. Patrick J. Finnerty, chairman of the banquet committee, reported tickets selling fast. The event will be held at the Beachcomber, local night club.

Members speaking included Ray Marsh Brydon, Dick Crawford, Bernie Stone, Roland Page, Aaron Katzen, Charles Wright, Slim Wolfe, Joe Ross, Joe Goodman, Sam Taylor, Sol Rosenfeld, Thomas Murray, Art Brown, Art Lewis, Ross Manning, William Cowan, William Moore, Oscar Buck, Lew Lange and George Brautigam.

The following membership applications were approved: Lawrence Tanargo and Jerry Rotelle, proposed by Berney Renn, Nicholas A. Rosito, by Leonard Ross; Tommy Thomson, by Michael Roman, Ted Price, by Buster Westbrook, and Meyer Meryerson by Nate Cutler.

On the sick list are George Arnett, 3596 N. W. 41st Street, Miami; Abe Rabinovic, 270 N. W. 47th Court, Miami; Max Kimerer, 8245 Abbott Avenue, Miami Beach; Jack Rose, Pratt General Hospital, Coral Gables Fla.; Lou Leonard, Fox River Sanitarium, Batavia, Ill.; Frank Starr, Pratt General Hospital; Eddie Cooper, Rex Hospital, Raleigh, N. C.; Jack Wilson, Eye, Ear, Nose and Throat Hospital, Richmond, Va.; Lou Meyers, Miami General Hospital, Miami and Bobby Allen, Mt. Sinai hospital, Miami Beach.

Gold life membership cards will be awarded to Claude Seckrest, Ep Glosser, Patty Finnerty and Leo Bistany. Gold certificates of appreciation will be awarded to about 50 shows and individuals.

Mich. Assn. To Install

DETROIT, Jan. 3.—The Michigan Showmen's Association and the Ladies' Auxiliary will join for the second time in holding a joint installation dinner on Thursday, January 15, in the ballroom of the Fort Wayne Hotel. New officers of the organizations will formally take over their duties at that time.

Inspector Charles W. Snyder, former executive secretary of Allied Theaters of Michigan and former Detroit police censor will be toastmaster. Guests of honor will be Judge John A. Ricca and Mrs. Ricca, and H. F. Reeves of The Billboard.

Royal Midwest Sets Miss. Fairs

FINDLAY, O., Jan. 3.—Royal Midwest Shows has completed its Southern route, according to information received here at the org's winter quarters from General Manager Bill Harris, who is traveling in Mississippi. Harris reports signing several fairs in that State to round out the '53 line-up.

Harris will be back here in time to make the Indianapolis and Louisville fair meetings. Owner Roxie Harris, stopped off here recently from Chicago where he purchased equipment for the coming season, and then left for New York to buy additional gear.

Winter Quarters

Johnny's United

BRAZIL, Ind., Jan. 3.—Much has already been accomplished in readying equipment for the scheduled early April opening. Eddie Hall was left in charge of quarters over the holidays. John Portemont Sr. was in Florida and John Jr. and Jimmy Bush were in Indiana.

New contracts added to the 1953 route are the Hoopston, Ill., July 4 Celebration and Randolph County Fair, Roanoke, Ala. A&M Colored Fair, Jackson, Tenn., has been renewed. Negotiations are under way for several other contracts. They are expected to be signed during fair conventions. New this year will be a Kiddie Coaster and a hillbilly unit managed by Smokey Strickland. JOHN PORTEMONT.

K. C. Banquet

Continued from page 52 event included Joseph A. Claton, chairman; L. K. Carter, co-chairman; Richard Holmberg, George Sargent, H. A. Campbell and Henry Hogan.

Those attending included: Mr. and Mrs. George Gordon, Mr. and Mrs. F. W. Warfield, Billie Grimes, Nellie Bedonie, Joseph and Anna Bowen, Mr. and Mrs. Charles Cassana, J. C. Mc Bride, George Chronic, Marian Chronic, Lloyd and Jimmie Dyre, Dick Durrett, Betty Durrett, George Sargent, George W. Carpenter, George A. Dean, Lucy Morse, William Holston, C. E. Troxell, P. Troxell, Eddie Wood, Mrs. Eddie Wood, Ruth Ann Levin, Chester I. Levin, Jos. A. Clayton, Nora Clayton.

Also J. R. Gilham, Ollie Shelby, Nellie Ricketts, George W. Gallaher, Paul M. Wooster, Ruby Wooster, Pat Cherrito, Mildred E. Lattin, Gilbert V. Lattin, Betty Schnell, Warren D. Schnell, Harry S. English, Lorelei Hugo, John J. Joss Jr., Aline Simpson, Mr. and Mrs. George A. Campbell, Mrs. E. H. Hugo, James Perron, Bill Snyder, Mrs. George W. Kimbrell, Henry (Al) Campbell, H. C. (Curley) Clark, Trixie Clark, Mr. and Mrs. Sam Lyons, L. K. Carter, Mrs. L. K. Carter, Jim Ferron, Booth Cutler, E. Harold Elliott, Rosalee Elliott, Mr. and Mrs. William Jewett, Ruth (Ginger) Gordon, Ruth Montgomery, Dr. S. Van Hoak, Mrs. S. B. Stewart, Dr. S. B. Stewart, Mrs. Thelma Van Hoak, Mr. and Mrs. Sol Brancato.

Mr. and Mrs. Cliff Audiss, Shirley Ann Audiss, Fern Hale, Marion Brancato, Josephine Brancato, Harry Sartor, Mary Sartor, Art Brainerd, Bird Brainerd, George Howk, Hattie Howk, Buck Ray, Esther Ray, Penny Ray, Don Ray, Charles R. Coleman, W. T. Hale, Juda Fay Slicker, Ted Brunington, Gertrude Brunington, L. P. Hale and Woody Gather.

FOR SALE

MODEL 612 RENSSLAER MINIATURE TRAIN

Capacity 20 passengers; locomotive, 2 coaches and observation car; 600 feet of track; covers for entire train. This equipment is in excellent condition. Price, \$2500.

J. ERNEST MOBERG KIDDELAND SEASIDE HEIGHTS, N. J.

FOR SALE

MANGELS KIDDIE CARROUSEL

Like new, used 9 months. 1 location.

M. GOLDSTEIN 109 Pine St., Freeport, N. Y.

WANTED CARNIVAL

With Rides, Concessions, no Stage Show, for 3rd and 4th July, 1953. Celebration sponsored by American Legion, plan to make annual event. Last year without carnival had an estimate of 10,000 people. Our take was approximately \$5500 without rides or carnival. Address:

RALPH H. HANSON or American Legion Post 321 Elbow Lake, Minnesota

SPORTS FISHERMEN ATTENTION!

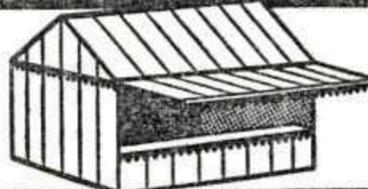
Amazing Grunt Fishing Lure. U. S. Patent Pending. Every time you pull, your lure grunts. The lure with a sound track. All working parts, brass and stainless steel. Five years in the making. Price \$4.98 postpaid including tax. Order yours today.

Taylor Trout Grunt Fishing Lure Co. Grant, Florida

WANT

For Jay, Florida, American Legion Fair, Jan. 12 to 17. Concessions and Shows of all kinds. Crestview, Fort Walton, Milton follow. Replies: STATE EXPO SHOWS Jay, Florida P.S.: Slick Bickett, contact Borne Harn.

ANCHOR TENTS



CONCESSION, BINGO TENTS, RIDE TOPS, MOTORDROMES, SHOW TENTS ANYTHING IN CANVAS

Manufacturing Show Canvas for Over Fifty Years. Underwriters' Approved Flame Resistant Materials Available. 5 DAYS' SHIPMENT ON MOST SIZES.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

FOR SALE ALL IN A-1 CONDITION

- 8 PORTABLE WHIP CARS \$1,000.00
WURLITZER BAND ORGAN 800.00
PINTO KIDDIE PONY CART RIDE 1,000.00
KIDDIE AEROPLANE SWING 750.00

Will book Tilt-a-Whirl; good location. Will let owner operate on P.C. Large Aeroplane Swing, new cars.

PLAYLAND 1671 Lincolnway East South Bend, Indiana

BOHN'S UNITED SHOWS WANT FOR 1953 SEASON

OPENING MIDDLE OF FEBRUARY IN SOUTH TEXAS

Concessions of all kinds except Eats and Drinks. Have Cookhouse. Especially want Bingo, Popcorn, Peanuts, Custard, Penny Pitch, Hoop-La (Dave Kelly, contact) or any Concessions not conflicting with those already booked. Contact at once. Want one Flat Ride, prefer Octopus. Can place a few good Ride Men who drive trucks. Also want Special Agent who can do some booking. Will book 2 or 3 Shows (Frenchie Bullion, answer).

Committees in Texas, New Mexico, Colorado, Wyoming and Nebraska, have some open dates. All reply to N. L. (WHITE) DIXON or CARL BOHN BOX 686 (PHONE: 215), ARANSAS PASS, TEX.

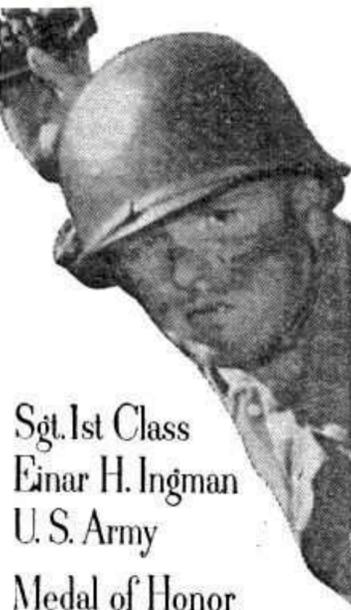
1950 CHEVROLET TRACTORS

C.O.E., mechanically perfect, original blue finish. Two-speed rears. Good tires. Here is good equipment at junk prices. All offers considered. Phone or wire collect

JOHNNY CANOLE, CANOLE BUICK MONESSEN, PA. PHONE 2500 ALTOONA, PA. PHONE 9347

ROLL TICKETS

PRINTED TO YOUR ORDER SHAMOKIN, PA. DEPT. B
Keystone Ticket Co. 100,000 \$29.50
10,000 ... \$ 9.50
20,000 ... 12.00
50,000 ... 18.50
Send Cash With Order. Stock Tickets, \$22.50 per 100,000.



Sgt. 1st Class Einar H. Ingman U.S. Army Medal of Honor

THE REDS IN AM-BUSH on the ridge suddenly opened fire. The two squads were trapped. Their leaders were wounded; others were dropping.

Sergeant Ingman took command, encouraging the men to fight. A red machine gun opened fire. The sergeant charged it alone, neutralizing it with a grenade.

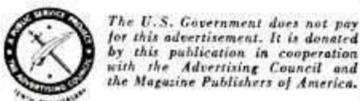
Tackling another gun, he was badly wounded. But he reached the gun, and dispatched the entire crew. When his squad reached him, they found Sergeant Ingman unconscious—and 100 of the enemy fleeing in panic.

"Bucking the Communists," says Sergeant Ingman, "takes an awful lot of staying power. The G.I.'s have got it. You have, too, when you invest in U.S. Defense Bonds."

Bonds are first of all a cash saving for you. But they're also back of our country's production power. Which couples up with G.I. fire power to keep the peace for all of us.

Peace is for the strong! For peace and prosperity save with U.S. Defense Bonds!

Now E Bonds pay 3%! Now, improved Series E Bonds start paying interest after 6 months. And average 3% interest, compounded semi-annually when held to maturity! Also, all maturing E Bonds automatically go on earning—at the new rate—for 10 more years. Today, start investing in Series E Bonds through the Payroll Savings Plan at work.



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FOR SALE COMPLETE CARNIVAL

2-Abreast Herschell-Spillman Merry-Go-Round, new top and platform, 25 Eli Wheel, Tilt-a-Whirl, 1935 model, good bull plates and intermediates, ride needs general repair. One Kiddie Auto Ride, One Kiddie Airplane Ride, 3 Tractors and 4 Semi Trailers. Front Gate, 3 Light Towers. Good heavy-duty Cable, all in 50-ft. lengths and lugged. Also Junction Boxes. Will sell as a unit only, \$10,000. Window shoppers and price cutters, don't bother to write. This equipment stored in Arkansas and is not the Groves Greater Shows. Write or wire F. M. SUTTON JR. General Delivery Lake Charles, La.

FOR SALE 7-CAR TILT

Reconditioned at factory, Fairbault, Minn., last spring. New type clutch and power Jack. New catwalk. Entire ride in A-1 shape—\$7000.00. 2 Semi Trailers, drop frame, with loading racks, \$1000.00 each. 2 1949 KB6 International Trucks, only 10,000 miles, \$1000.00 each. Will sell all together or separately. For full information write Route 1, Box 695 Lake Charles, La., or Phone 6-9166.

FOR SALE

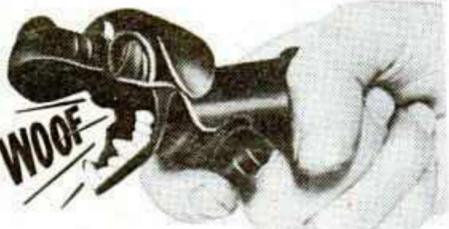
Sunshine Choo-Choo Electric Train, three coaches, with heavy duty, new 1 1/2 h.p. electric motor; steel fence, lighting effect all around fence, double lighted arch, ticket box. Ride in perfect operating condition, weight 1500 lbs., 35 ft. circle. For quick sale, \$1000. Also Truck if wanted. MRS. IVY WEST General Delivery New Sarpy, La. P.S.: T. W. Rohn, come on.

GIVE TO THE RUNYON CANCER FUND

AD MEN of every kind ENDORSE THE BILLBOARD as a top selling force

Greatest Novelty Sensation
Since the BUSY BIDDY!
MOODY MUTT
THE DOG-GONE'DEST DOG YOU EVER SAW . . .

ACTION! SOUND!
SURPRISE!
 Hold in hand. Press his front feet back like a trigger. He changes expression—he bites—he barks!



32¢ EACH
 MINIMUM ORDER—**CARTON of 24 \$7.60**
 SEND **75¢** FOR **PREPAID SAMPLE!** Actual Tests Have Proven They Sell Like Hot Cakes — Get in On the Ground Floor — **ORDER TODAY!**

Sensational Seller—Thousands Sold!
HAMILTON GOLD PLATED

3 Pc. SETS
 (Necklace may be worn as pin)
SATIN LINED GIFT BOXED
\$1 PER SET in DOZEN LOTS ONLY
 (Same style or Ass.)
 6 entirely different styles. Send \$7.00 for sample of all six styles.



Hand pronged stones like all fine jewelry—no paste—no stone drop-outs!
HEATH DISTRIBUTING CO.
 3253 VINEVILLE AVE. • Manufacturers & Distributors • MACON, GA.

HUNDREDS OF NEW IMPORTED AND DOMESTIC NOVELTIES
 SUCH AS YOU HAVE BEEN LOOKING FOR, WILL BE LISTED AT AMAZINGLY LOW PRICES IN

NEW! 1952 General Catalog
 OPERATORS—AUCTIONEERS—STREET WORKERS
 Send today for your FREE Copy of our General Catalog, illustrating the most comprehensive line of Premium Merchandise and Novelties ever offered. You owe it to yourself to be well informed before buying.

GELLMAN BROS. 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

ATTENTION, JOBBERS!
EASTER LINE NOW READY

Terrific new Easter numbers of REAL FUR and PLUSH Stuffed Toys, created by one of the oldest and largest stuffed toy manufacturers. Brand new numbers at rock-bottom prices!
SALESMEN: Choice territories open. Liberal commission.
FREE: Send for free catalog and price list of over 100 Easter and year-round sure sellers. State nature of your business in FIRST letter to avoid delay. Write today.

ACE TOY MANUFACTURING CO.
 Manufacturers of Fur Stuffed Toys
 122 WEST 27TH STREET NEW YORK 1, NEW YORK

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

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession	<input type="checkbox"/> Personals
<input type="checkbox"/> Supplies	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> Formulas	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Scenery, Banners
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:
 REGULAR CLASSIFIED AD—15¢ a word
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 (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
 2160 Patterson St.
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Please insert the above ad in.....ISSUE

I enclose remittance of \$.....

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DISPLAY-CLASSIFIED SECTION
 A MARKET PLACE FOR BUYERS AND SELLERS

DISPLAY-CLASSIFIED ADS . . . Set in usual want ad style, one paragraph, no display. First line regular 5 pt. caps. **RATE: 15¢ a word — Minimum \$3. CASH WITH COPY.**

REGULAR 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 NOON IN CINCINNATI
FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

ACTS, BLACKOUTS, PLAYS, SKITS, PARODIES, Monologs, Gags, Songs, Special Material, Sketches, Bits, etc. Catalog free! "Writers," P. O. Box 575, Hollywood 28, Calif. ja17

"EMCEE" MAGAZINE — CONTAINING Band Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee-B, P. O. Box 983, Chicago 90. ja10

FREE CATALOG! PROFESSIONAL COMEDY material. Every phase of showbiz. Introductory collection, including five parodies, \$1. Sebastian, 10934 Hamlin, North Hollywood, Calif. ja24

JOY RECORDS—"TODAY & TOMORROW" Song by Arthur Stango, 649 S. 13th St., Newark 3, N. J. ja10

MUSIC BARGAIN — 9 STANDARD POP Lead sheets, Lyrics, all modernized in "Blues" singer's range, \$10. Guaranteed. Pinkard Studios, 115 W. 53 St., New York 19, N. Y. ja24

PIANO VOCALS — LEAD SHEETS, ORCHESTRATIONS and band scores arranged. Val's Arranging Studio, P. O. Box 1906, Sarasota, Fla. ja24

WELL-VOICED SPECIAL COMMERCIAL arrangements for small 3 or 4 front line bands. Standards, pops. Prompt service. Bob Baugh, 1212 E. Golf Course Rd., Midland, Tex. ja17

I ORIGINATED THE LATEST ONE MAN show on earth; terrific money maker; selling account of health; \$15 brings plans. Henry B. Jones, 2912 Meadow Lane, Manitowoc, Wis. ja17

ANIMALS, BIRDS, PETS

A COMPLETE STOCK ON HAND FOR your every need. Monkeys of all kinds, Agouti, Coati Mundi, Giant Anteaters, Pacas, Ocelots, Sloths, Giant Green Iguanas, Large Boa Constrictors, Jabiru Storks, Spoonbills, Screamers, Guans and many others. This week's special: Adult Spider Monkeys, \$22.50, and adult Cinnamon Ringtail Monkeys, \$15. Tarpon Zoo, Tarpon Springs, Fla. ja10

FOR SALE — 10 BUFFALO, VARIOUS ages; 1 pair of Elk, one and two years old; 4 African Lions, 4 young Emus, 2 pair Canadian Geese. Rose Park Zoo, Prairie Du Chien, Wis. Phone 436. ja10

GIANT ANTEATERS — HEALTHY, AC- climated stock, \$65 each; live delivery guaranteed; 1¢ deposit with order. Tropical Hobbyland, 1525 Northwest 27th Ave., Miami, Fla. ja10

AGENTS & DISTRIBUTORS

A CATALOG FREE WITH WORLD'S BEST values. Novelties, Gifts, Watches, Jewelry, Appliances, Toys, Sundries, Vitamins, etc., from big cut-rate wholesalers since 1916. Mills Sales Co., 26 West 23rd St., New York 11. ja10

AGENTS — ACT NOW! STAMP SOCIAL Security Plates; Stamping Outfits; sample with Name and S. S. Number, 50¢; literature free. General Products, 11 N. Pearl BB-21, Albany, N. Y. ja17

AGENTS WANTED FOR IMPORTED gifts, housewares, toys. 100% profit. Write Farley, 2506 W. Huisache, San Antonio 1, Tex. ja10

A MONEY MAKER—FREE CATALOG. Select Shaker Co., 5132 Shattuck, Oakland, Calif. ja10

AT LAST! SOMETHING NEW AND SEN- sational in Everyday Cards, 21 for \$1. Make extra money fast! Show Satin, Velour, Metallic Cards. Get orders easy. Big line \$1 Assortments, Scented Stationery, Personal Matches, Kiddie Books. Imprints free. 50¢ for exploratory book. Money refunded when book returned. Harrell & Co., Box A-14, Louisville, Ill. ja17

ATTENTION, HOSIERY—LOW PRICES FOR jobbers, pitchmen and salesmen; complete line Ladies', Men's, Children's Hosiery, Nylons, \$1 dozen up; sample order one dozen slightly imperfect Nylons, packed beautiful cello bags; \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market, Chattanooga, Tenn. ja10

BARGAINS — TERRIFIC SAVINGS; JOB lots, closeouts; also save up to 50% on dry goods, clothing, hosiery, notions, drugs, toiletries, gifts, jewelry, television, etc. 2000 items. Send 25¢ for wholesale bargain catalog with special "get acquainted" offer which includes free \$1 merchandise certificate. Reliable Jobbers, 311 H-26 North Des- plains, Chicago 6. ja10

BARGAINS—BALLOONS, COMBS, NOVEL- ties, Notions, Pocket Knives, Dolls, Watches, Specialty Items, Variety Merchandise. Large profits. Carleton House (BB), Texas City, Tex. ja31

BIGGER PROFITS—SELL KOEHLER BUSI- ness Signs; over 1500 varieties; free catalog; 15 samples, \$1 postpaid. Koehler, 335 Goetz, Lemay 23, Mo. ja31

CATCHEMALL, CATCHUMRIGHT, TRANS- portation, Patented Trap. Get yours now. State rights for sale. Partners, agents wanted. Dr. Roberts, 223 W. Central, Valdosta, Ga. fe7

COMIC BOOKS (COVERLESS)—REGULAR 10¢ sellers, assorted titles, \$15 thousand, f.o.b. Philadelphia; samples \$1. Savar, 707 Poplar St., Philadelphia 23, Pa. ja10

COMIC POST CARDS—NEW GAGS, BRIL- liant full color finest art work, yellow glossy paper. Retail for a nickel. Price to trade, \$25 per 1000. Samples, \$1. Jobbers and Distributors wanted. Continental Publishing Co., 705 Fifth St., Sioux City, Iowa. ja10

EARN 400% SELLING COPY 150 MEN'S yellow square case enameled Watch. Seven jewels, rhinestone dial, yellow plated expansion band; boxed, guaranteed exclusive, \$9.50. Result Sales A. Room 608, 580 Fifth Ave., New York. ja10

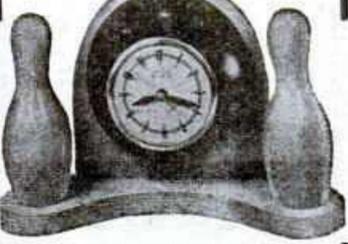
GET IN ON ONE OF THE EASIEST money-making ideas in the world! Send \$1. Receive three sample issues "Contests." Dept. 8, P. O. Box 51, Station H, Montreal, Canada. ja17

HOLY MINIATURE BIBLE
 In keychain plastic case; carded or bulk. Sample 25¢; sample card of 2 dz., \$4 postpaid. Miniature Bible separately, \$6 per 100.
JAY SALES CO. Chicago 2, Ill.
192 N. Clark
JOBBERS WANTED BY MANUFACTURER of adult home entertaining products; such items as Hangover Hats, Crying Towels and Hankies, etc. Products have repeat possibilities. Box C-215, c/o Billboard, Cincinnati 22, Ohio. ja24
JOKERS' FUN SHOPS—FULL CREDIT AL- lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. ja31
MAKE \$300 FIRST WEEK
ON NEON AD CLOCK
 or return it for a full refund; exclusive territory to good men; no experience needed. **ELECTRIC AD CLOCK CO.** Chicago 6, Ill.
NEED EXTRA MONEY? SHOW YOUR friends wonderful Regal line of All-Occasion Greeting Cards. Over 100 beautiful assortments to choose from. Also exclusive stationery unobtainable elsewhere. No experience necessary. Your profit up to 100% plus bonus. Write for free samples. Sales kit on approval. Regal Greeting Card Co., Dept. 5, Ferndale, Mich. ja10

PREMIUM SPECIALS

NO. 2276—KIT-KAT KLOCK
 Electric Novelty Clock. Self-starting motor, with precision movement. Luminous Eyes, Mouth and Dial, Moving Eyes and Wagging Tail. Molded Plastic Case. Colors: Black, Yellow, Red, Pink, Blue and Ivory. Size: Overall 15 1/4 x 4 inches. Individually packed.
EACH.....\$7.00
EACH (6 OR MORE) \$6.60
 (Plus 20% Federal Excise Tax)

NO. 2198—BOWLING PIN ELECTRIC MANTLE CLOCK



* Self-starting movement with sweep second hand.
 * Chrome Bezel.
 * Mahogany finish Wood Base.
 * Ornamental BOWLING PINS in natural wood finish, set in base on either side of Clock.
 * Approved plastic cord and plug.
 * Size: Overall width 11 1/2 in., height 7 1/2 in.
 * Individually boxed.
EACH \$7.40. EACH (6 or more) \$6.90.
 Plus 20% Federal Excise Tax.

Send for our new Holiday Catalogue—Xmas Specials—Games—Mech. Toys—Dolls—Stuffed Toys—Xmas Decorations—New Year Favors—Hats—Horns—Neismakers. State your business when writing to enable us to put you on our mailing list.
WISCONSIN DELUXE CO.
 1902 N. 3rd St. Milwaukee 12, Wis.

You Can't Beat BRODY for Merchandise . . .

We Carry a Complete Line of
TOASTERS—Kitchen Utensils—ALUMI- NUMWARE—Irons—GRIDDLES—Waffle Irons—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—HORSES—Toys—CLOCKS—Dolls—CAR- NIVAL GOODS—Plastic Dolls—BAL- LOONS—Noisemakers—PREMIUM GOODS—Decorative WATCHES—Glassware—ASSORTED NOVELTIES—Household Goods—HATS—Lamps.
 Write for our free 64-page Catalog Serving the Carnival Trade for over 37 Years.
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FREE! FREE!

LATEST GIANT WHOLESALE CATALOG
MONEY MAKING OPPORTUNITY
 Agents—Distributors—Salesmen
 Deal direct with nationally known wholesale house. Originators and promoters of fast-selling novelties and distributors of NATIONALLY ADVERTISED merchandise! Write for FREE catalog today!
 Novelties • Jewelry • Carnival Mds. • Leather Goods • Toys • Premiums.
GEM SALES 533 Wood- ward Detroit 26, Mich.

MAGNIFICENT WATCH BRACELET



Simulated diamonds over entire bracelet and watch cover. Genuine guaranteed Swiss movement. Delivered with watch box. \$120 price tag. Min. order 3. 25% with order—balance C. O. D.
Only \$12.50 each
 in lots of three.
 \$13.95 for sample.

NATIONAL DIST. CO.
 222 Calumet Bldg. Miami, Fla.

BEAUTIFUL CROSS



MIRACLE CROSS

When you place the center to your eye you can see the LORD'S PRAYER clearly and distinctly.

RETAILS UP TO \$6.95 EACH. OUR PRICES TALK!!!

\$4.25 Doz. | \$48.00 Gross

\$6.00 Doz. | \$66.00 Gross



No. 185 Full of Life! Fire! Brilliance \$3.85 doz. \$45.00

Gold finish. White brilliant center. Red sides.

Deposit with all C.O.D. orders. Please state your business.

PROVIDENCE RING COMPANY 49 Westminster St., Providence, R. I.

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MOST ATTRACTIVE! MOST SALABLE! MOST PROFITABLE! STATE AND REGIONAL SOUVENIR GIFT SCARFS! Westerns—Rodeos—Novelties See Your Jobber or Write Dept. 81

Rivoli SCARF & NOVELTY CO. Manufacturers 48 W. 37th St., N. Y. C. LO 4-5670

JANUARY SPECIAL



Here's a gem that has more sparkle than diamonds. It is clearer in color and brilliancy than any on the market today. We will set in your own mountings at very little additional cost. Or set in our gents' yellow gold newest style mountings, 12.50 and up; same in lady's, 9.50 and up. Wholesale only, 25% deposit with order, bal. C.O.D. Open account to rated houses. NEW 1953 CATALOG 25c

MIDWEST WATCH CO. 5 S. Wabash Ave. Chicago 3, Ill.

ENGRAVERS

with it since 1907 No. 100 Men's All Aluminum Idents \$13 Gr. No. 102 Double Heart All Aluminum Idents \$13 Gr. No. 14 All Aluminum Grab Bag Idents (not seconds) \$7.50 Gr. Send for New Catalog—We Pay Postage on All Prepaid Orders Except Airmail. 3 Phones: ESTABLISHED 1907. Originators of the All-Aluminum Idents. MILLER CREATIONS 7739 Avalon Chicago DAY & NIGHT SERVICE

FOR SALE—40 FT. HERSCHELL-SPILLMAN Merry-Go-Round, Train, Boat, Ride, Pony Ride, Now in operation at Punkin Center. Must be moved from location. John L. Sullivan, Punkin Center, Vallejo, Calif. Phone 3-7952, evenings.

FOR SALE—SIX COMPLETE BAZOOKA Guns with compressors and all fittings, like new, \$1,000; Walking Charlie, complete new top and back stop, \$400 without top, back stop goes; one Short Range Gallery on trailer, two guns, a real gallery, \$550. Neal Carlin, Box 237, Riviera Beach, Fla., Box 97, Buckeye Lake, Ohio. ja17

FOR SALE—OCTOPUS, GOOD RUNNING condition, or will trade for Fun House or 25 foot Merry-Go-Round. W. A. Thomas, Belgrade, Neb.

FOR SALE—1947 SPARTAN MANAR, 28 ft. by 12 ft. closed in 2 wheel luggage trailer and a '41 International, ton and a half, with a perfect show built on the back; ready for business. Built in living quarters, Betty Middleton, c/o Midway Bar, Box 387, Plaquemine, La.

MANUFACTURE, REPAIR, TRADE ANYTHING canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. ja24

PHOTO TRAILER, MIDGO RACER, HOBBY Horse Ride, Snow Machine, Sound System. Discount new Trailer Houses. 2730 S. Harvard, Tulsa, Okla.

PRICED FOR QUICK SALE—WHIP RIDE, complete, 12 cars, 1939 make, excellent condition. Price \$3,000 cash. Write Ralph De Martino, 2790 W. 15th St., Brooklyn 24, N. Y.

RIDES—NEW, USED, FROM \$600 UP TO thirteen thousand; demonstrators, slightly used. Greatest bargains ever listed. We are agents for new sensational Tonerville Trolley, besides Standard, Sunshine, others. Theater chairs, seats, bleachers, new, used. What have you got to sell? List with us now! Young's, Tel. 268J, Moravia, N. Y.

TENT PICTURE SHOW—BARGAIN; 4 mos. old; 30x40 Tent; Bleachers, seat 185; RCA Projector, Speakers, Mike, Turntable; folds into 1/2 ton pick-up or trailer. Actual cash value, \$1,965. Will sacrifice for \$1,150. Alfred Edwards, 4429 Jinx Ave., Austin, Tex.

2 UNICYCLES, ANTIQUE HIGH WHEELS, collection of old photos, ball players, fighters, also old programs and catalogs. Occupational shaving mugs. Nilsson, 9016 Beverly Blvd., Los Angeles 36, Calif.

35MM SOUND WESTERN FEATURE "Sand Flow" starring Buck Jones; fine condition, \$25. Kramer, Box 372, Burlington, Iowa

MAGICAL APPARATUS

A BRAND NEW #23 CATALOG MIND reading, Mentalism, Spooks, Hymnism, Horoscopes, Crystals, Pook, Biddhi, Graphology, Magic; 144-page illustrated catalog Buyer's Guide, both 50¢ wholesale. Nelson Enterprises, 336-B S. High, Columbus, Ohio. fe28

SENSATIONAL JAIL ESCAPE—ESCAPE from any jail; Houdini's Secret, 4 pages instructions; also Mystery Review Book and 224 page Magician's Catalog (collector's gem). All prepaid, send one dollar. Heaney, Oshkosh, Wis. ja17

SUB MINIATURE RADIOPHONE FOR Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohio. fe28

VENTRILOQUIAL (\$65 UP); PUNCH FIGURES, \$15 each, dressed. America's finest hand carved figures. Books, wigs, acts, etc. Spencer, 3240 Columbus, Minneapolis, Minn. fe14

2500 TRICK CATALOG (512 pages)—POCKET, parlor, stage. World's finest magic. Catalog, \$2 (dollar trick included free). Kanter's, B-1311 Walnut, Philadelphia 7.

MISCELLANEOUS

FLASHY BLADE BOX, \$35; PLANS ONLY \$5; Burning Alive, \$50; Plans, Lecture, 27. Charts, laydowns, signs to order. Write for prices. Showpainters, Box 441, Tempe, Ariz.

NEW IDEAS AND ITEMS—25¢ BRINGS samples to retail for \$1 Specialties. Box 475B Park Ridge Ill. ja17

QUIZ-BINGO, GLOBE-RUMMY, TRIPLE-Deal, Madame-X. Four complete games with playing cards. \$1 postpaid. P. O. Box 842, Denver 1, Colo. np

TAPE RECORDERS, TAPES, ACCESSORIES. Nationally advertised brands. Unusual values. Dresser, 624-B E. 20th St., New York 9, N. Y. np

1000 POSTCARDS, \$12. REPRODUCED from photograph, negative or picture; 5 word advertisement, name and address. Samples, 10¢. Tuclaw Art, Stanhope, New Jersey.

PARTNERS WANTED

M.C. COMIC, SINGER, YOUNG, WANTS experienced partner with contacts to build act for nightclubs, television, resorts, burlesque, etc. Have limited means. Will help finance act, material, etc. Box 826, The Billboard, 1564 Broadway, N.Y.C. 36.

PERSONALS

GITANO

BLACKY WRIGHT

Call George Turner, collect. Oklahoma City, Oklahoma. Phone Trinity 8-2136.

INDEPENDENT MUSIC PUBLISHERS WHO wish New York City representation. Write for free details. A.S.W.I.P., 1585-D Broadway, New York City.

PHOTO SUPPLIES

DEVELOPING-PRINTING

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices; Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras; for indoor and outdoors, complete Photo Booths, etc. Free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago Ill. tf

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Scio St., Rochester 4, New York. ja31

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. tf

PRINTING

ATTRACTIVE PRINTING REASONABLE—1,000 Business Cards, \$2.95; 1,000 Bond Letterheads, \$5.95; satisfactory work guaranteed. Taylor, 5103 Forty-Third Ave., Hyattsville, Md. ja31

POST CARDS PRINTED FROM YOUR photos; hundreds different general scenes; Cuties-Comics, 500, and your city, State imprinted free. Mayrose Co., 923 Chandler, Linden, N. J. np

WINDOW CARDS—14x22 AND 11x14. THE Bell Press, Winton, Pa. fe7

YOUR NAME AND ADDRESS PRINTED on 500 gummed stock labels, \$1 postpaid; to Jim Brown, P.O. Drawer 308, Lindenhurst, L. I., N. Y.

200 LETTERHEADS WITH ENVELOPES, \$3.50, 5 lines; Posters, Decals available; black or blue ink. Mallo Press, 767-B Lehigh, Flint 5, Mich. ja24

1,000 BUSINESS CARDS WITH 1953 CALENDAR on back, \$2.95 prepaid. Chester Snyder, 77 Lincoln Ave., Newark, N. J.

1000 BUSINESS CARDS, \$2.95 PREPAID; simulated engraved, \$3.50, seven lines. Samples free. Normandie Business Service, 406 S. Spring, Los Angeles.

SALESMEN WANTED

ANYONE CAN SELL HOOVER DUPOINT Nylon Uniforms for beauty shops, waitresses, doctors, nurses, others. In white and colors. Exclusive styles. Top quality. Low priced. Exceptional income. Real future. Equipment free. Write fully. Hoover, Dept. H-109, New York 11, N. Y. mh28

FANTASTIC \$1 SELLER (NEW, CLEVER, women's item), sells on sight as fast as you can show it. Make \$25 to \$100 per week, side money easy. If you contact women you can't miss. Chicago people call me at Buckingham 1-4611 after 1 p.m. Others send \$1 for sample and details to R. E. Thompson, Rm. 368, 4554 Broadway, Dept. B, Chicago 40, Ill.

IS \$210 A WEEK WORTH A POSTCARD to you? Then rush card with name and address for special Free Trial. Plan that sells amazing new Automatic Re-generator Defroster "like hot cakes!" Write to Mr. Lewis, D-Frost-O-Matic Corp., Dept. S-106, 173 W. Madison, Chicago 2, Ill. np

MAKE MONEY WITH FAST-SELLING Bostonian Shirts, Blouses, too. Spare time, full time. Sales Kit free. Bostonian, 89 Bickford, Dept. U-77, Boston 30, Mass. np

REQUEST TERRITORY WANTED IN YOUR own State. Sell variety nationally advertised carded merchandise, novelties, jewelry, drugs and notions to restaurants, cigar stands, etc. Unusual proposition. Long profit, steady repeat business. AAI rated firm. Contact P. M. Layton, Sales Manager, World's Products Co., Dept. 38-V, Spencer, Ind. np

MALE BALLAD VOCALIST WANTED IMMEDIATELY. Guaranteed weekly salary. No lay offs. Contact Jess Gayer Orchestra, 2023 N. Huston, Grand Island, Neb.

YOUNG, SINGLE, MALE PARTNER, amateur or prof., to frame high act. I have new truck. Contacts to book. Single, age 26. Harris, Cypress Hobby House, Bradenton, Fla.

WANTED—28 TO 36 FOOT CAROUSEL, good condition, all cash. Ansaca Realty, 55 S. 11th St., Brooklyn, N. Y.

WANT TO BUY — KIDS' RIDES, GIVE make, age, condition, price and picture. Write Thompson Bros., 2906 4th Ave., Altoona, Pa.

WANT FIFTY MERRY-GO-ROUNDS AND Ferris Wheels, No. 5 or similar; any make or place; nationwide service. Young's Agents, Moravia, N. Y. Tel. 268J.

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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.

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MANAGER — SKATING RINK EXPERIENCED; middle aged man; reliable, capable managing rink properly. Box C-208, c/o Billboard, Cincinnati 22, Ohio. ja10

BANDS & ORCHESTRAS

ACCORDION, GUITAR AND BASS FIDDLE; sing trios, duets and solos. Play Western or hillbilly. Would like job on radio and do personal appearances. Radio and stage background. Contact John Herrington, 624 White Ave., Greenville, Ill. Telephone 324-J.

CIRCUS & CARNIVAL

FAT DWARF WOMAN, OVER 40 YRS. old, 140 lbs., 4 ft. tall. Wants to team up with a dwarf or midget that can sing or dance. I play a small Spanish guitar and harmonica combined, also good alto voice to harmonize. No telegrams or wires. Blanche Ober, 1516 Orange Ave., Fresno 2, Calif.

MAN AND WIFE TEAM—MAN PLAYS FIDDLE; both sing and play bass, rhythm and take-off guitar or Western unit complete. Well experienced. Want radio job. Now working. Others write 211 N. Askew, Kansas City, Mo. Phone Benton 1063.

PIANIST VERY GOOD; ALSO PLAY Solovox and Organo; attractive personality; no vocals of any kind. Box C-214, c/o Billboard, Cincinnati 22, Ohio.

PIANIST—COMMERCIAL; SOBER, RELIABLE; age 34. Available immediately. Contact Frank Green, 467 Cannon St. E., Hamilton, Ontario, Canada. Tel. 3-7553. ja17

PIANIST—FAKE, READ, COMMERCIAL; good Latin, light classics; combos; experienced; worked top hotels; locations. David Chody, Western Union, Compton, Calif.

TAKE-OFF GUITAR—TOP CALIBER MAN; name Western experience; sober; union; go anywhere; own transportation; cut or no notice. Address Musician, 706 Beech St., Gaffney, S. C.

TROMBONE PLAYER WHO DOUBLES VOCALS would like job with Dixie combo. Prefer location. All offers considered. Art Weite, Wells, Minn. ja17

TWO ATTRACTIVE GIRL MUSICIANS; tenor sax, clarinet, drums, vocalist; wish to join commercial unit; prefer location. Box C-213, c/o Billboard, Cincinnati 22, Ohio.

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COWBOY SINGER WANTS JOB. ROY Reynolds, 3940 N. Ashland Ave., Chicago, Ill.

"BIG PROFITS!"

From the Complete CHEWING GUM LINE!

* Cellophane Wrapped * Fresh from the Factory * All Flavors and Types—PLUS Bubble Gums—1¢, 2¢, 5¢ Items!

Half of Standard Brand Prices!

All sizes Ball and Vending Gum, Chlorophyll Gum, Chiclé & Bub-L Chews, B & B Midget Chicks Tablet Gum. Three sizes — 520, 300 & 240 pieces per lb. Priced 36¢ B. Chiclé type 31¢ lb Bub-L type.

AMERICAN CHEWING PRODUCTS 4th & Mt. Pleasant • Newark 4, N. J.

SALESMAN WANTED — CALLING ON wholesale novelty trade. Fast selling line of boxed Jewelry. All year round sales. Give name of lines now handling and territory covering. Box C-216, c/o Billboard, 2160 Patterson St., Cincinnati 22, Ohio. ja24

SCENERY & BANNERS

NIEMAN CARNIVAL, CIRCUS BANNERS—The best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago, CA 6-2544. ja10

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—DESIGNS, colors, needles, outfits; genuine German Pelican ink, free catalog. Owen Jensen, 120 W 83d St., Los Angeles 3. ja10

GET YOUR 1952 TATTOOING SUPPLY Catalog, including 15-lesson Tat-2-R-Tat Course. Brochure now 25¢. Zels Studios, 728 Lesley R., Rockford, Ill. ja10

WANTED TO BUY

MINIATURE TRAIN, TRACK, WRITE James Taylor, 1416 Central, Chanute, Kan.

RIDES—MAJOR KIDDIE STATE PRESENT condition; cash deal; photos returned. Moe Cohen, Edison Hotel, Baltimore, Md. ja31

WANT TO BUY — KIDS' RIDES, GIVE make, age, condition, price and picture. Write Thompson Bros., 2906 4th Ave., Altoona, Pa.

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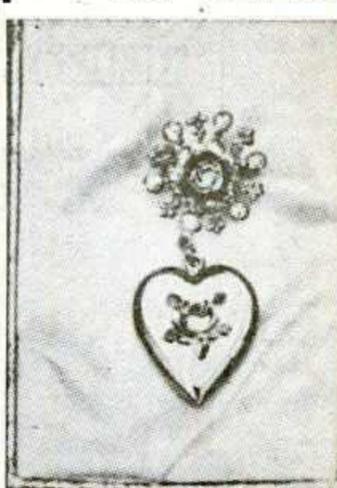
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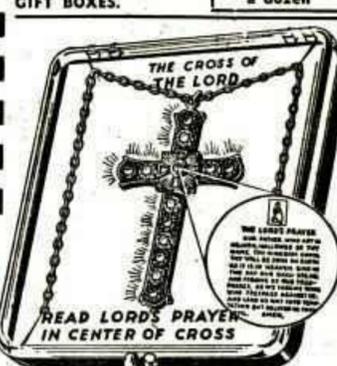
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START 1953 WITH THESE BIG SELLERS



Heart Hand-Painted CLOISONNE LOCKET

Exquisite pin-up locket with place for 2 pictures of loved ones. Genuine hand-painted Cloisonne—imit. stone set. IN GIFT BOXES. \$10.80 a dozen



LORD'S PRAYER CROSS

Read the Lord's Prayer thru the center. 12 lovely rhinestones and sim. rubies. Boxed in transparent lucite display. Prayer verse available in English, Spanish and French.

a doz. individually \$4.50 gross bulk \$48

Boxed \$6 doz. \$66 gross

Also Scaffer Pins \$10.80 doz. sets boxed to Match, \$6 per dozen pairs.



SUNBURST

The original glamour Necklace and Earring Set. Retail for \$7.50. Available in 5 assorted colored Birthstone centers and white, black, brown and white limit. Cameo center and onyx, also hand

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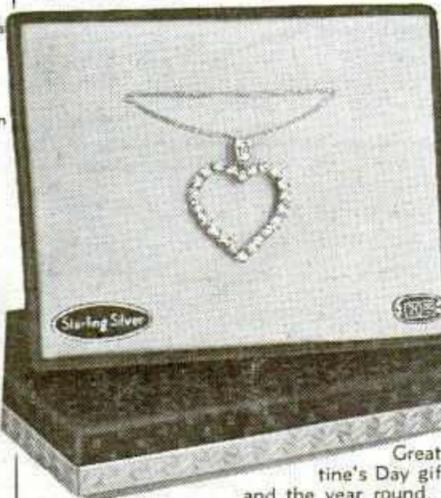
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Valentine Bonanza

HEART O' FIRE

STERLING SILVER and Rhinestones

HEART and CHAIN



Temple Exclusive

Only \$3.00 Each

Retails \$20.00 and Worth It.

Great for Valentine's Day gift giving... and the year round. Superb copy of the dazzling heart and chain publicized nationally on television by a famous TV star. Fiery imported rhinestones, hand-set in sterling silver mountings... exquisite sterling silver chain. Beautifully gift boxed. For really big sales between now and Valentine's Day... February 14th... order immediately.

Minimum order \$20. Federal Tax additional if not for resale. 25% deposit, balance C.O.D., F.O.B. Philadelphia.

Send TODAY for your FREE Copy of TEMPLE'S CATALOG Visit our showroom when in Philadelphia

TEMPLE COMPANY INC. 708 Sansom Street Philadelphia 6, Pa. Market 7-8242

Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

From All Around

Ace Toy Manufacturing Company, New York, announces that its new Easter line of fur and plush stuffed toys is now on the market. The line is composed of "brand new numbers at rock-bottom prices," the firm states. It also offers a free catalog and price list of over 100 Easter and year-round sellers. Latest item to be introduced by **Heath Distributing Company**, Macon, Ga., is the **Moody Mutt**, which the firm calls the greatest novelty sensation since the **Busy Biddy**. The item changes expression, bites and barks when you hold it in your hand and press the front feet back like a trigger. It is sold in minimum order cartons of 24 for \$7.60.

Sterling Jewelers, Columbus, O., has introduced some new items which the firm claims is sure to catch on with jewelry workers. One is the **sabre tie-clasp**. The sword actually slips from the scabbard. It features 14k. gold finish, mother of pearl handle and stainless steel blade and is priced to retail at \$3.50. Another item the company features is the **sunburst necklace and earrings set** to retail at \$7.50. The sets are available in five assorted colored birthstone centers, and white, black and brown imitation cameo centers.

H. Smith Bottle Supply Company, Atlanta, urges pitchmen and concessionaires to visit the company show rooms while passing thru the town to see its complete line of premium gifts and glassware. The firm offers such items as ash trays, oval dishes, salad plates, bon-bon dishes, compotes, nappys and fruit bowls. **M. Gerol**, New Rochelle, N. Y., calls the attention of demonstrators to its pen and pencil sets which is calls a sensational value. The sets are composed of hooded point fountain pen, automatic pencil and precision ball pen in assorted colors and attractively boxed. Price to demonstrators is \$48 per gross, including tax. **Gem Sales**, Detroit, announces its free, giant-size wholesale catalog for agents, distributors and salesmen containing listings of such items as novelties, jewelry, carnival merchandise, leather goods, toys and premiums.

Detroit

Fred Silber, head of the carnival and novelty supply house bearing his name at Ferndale, Mich., Detroit suburb, is leaving with Mrs. Clara Silber the first week of January for an extended stay in Florida.

Los Angeles

Saul Freedman, well-known merchandising man, now associated with **M. M. Sales**, reports good response for the **Monroe** cocktail tray. The firm has an

arrangement with **Tom Kelley Studios**, which made the original picture, for the distribution of the color-photo-top trays. **K. & L. Jewelers** are moving to new and larger quarters on Fourth Street. The firm is one of the largest in the watch-rebuilding field. With the move the firm is adding a line of diamond watches and costume jewelry.

RHYTHM AND BLUES NOTES

Continued from page 37

noes (Federal), **Ruth Brown** (Atlantic), **Fats Domino** (Imperial), and **King and The Clovers**. The only thrush to come thru in the first 10 was **Ruth Brown**, and **The Clovers** were the only vocal group that made it. **Jimmy Forrest's "Night Train"** was the only instrumental that broke into the first 10 disks.

New York will have a new spot featuring jazz and r.&b. talent starting in about two weeks. **Bistro** is called **The Bandbox** and is located on the site of the former **Iceland Restaurant** on Broadway. Opening show will feature the "Jazz at the Philharmonic" trio, with **Buddy Rich**, **Flip Phillips** and **Oscar Peterson**. Spot may bring in **Duke Ellington** for the kick-off show starting January 16. **Monty Kay**, formerly at **Le Downbeat** and **Bop City**, will handle booking. **Billy Shaw**, head of **Shaw Artists** left for Chicago this week to visit the firm's offices there and to pact some new talent.

Ruth Brown has been set for the **Billy Eckstine-Count Basie** tour this spring. Unit will start out on February 27 in **Roanoke, Va.**, and will play thru the South to Texas. Package will tour for about seven weeks. **The Griffin Brothers** start on January 16 on a Southern tour under **Ralph Weinberg**. They will open in **Miami** and work their way back up the East Coast. **Fats Domino** and **The Clovers** open their two-week one-nighter trek on January 15 at **Roanoke**, and finish up at **Virginia Beach** on February 1.

Ben Webster, absent from the Philadelphia scene for a long time, is first in for the new year at the **Blue Note**. **Trumpet-maestro Morris Lane** and singer **Lee Richardson** usher in the new entertainment policy at **Christy's**, Philadelphia's newest musical spot. **Arthur Davey**, who had been with **Plink, Plank and Plunk**, has rejoined his old unit, **Steve Gibson** and **The Red Caps**. Booking of the **Red Caps** by the **Jolly Joyce Agency**, Philadelphia and New York, for the **Copa City** in **Miami Beach**, the agency reports, has been taken up by **Ciro's** at the resort following the closing of **Copa City**. **Chris Powell** and his **Five Blue Flames** set to open January 19 at the **Trocadero Club**, Cleveland.

Folsom Notes

Continued from page 37

RCA Victor produced as many radio and TV home instruments in 1952 as Government allocations of materials permitted, Folsom noted. The greatest demand in the TV field was for 21-inch receivers, the RCA president remarked, and added that the consumer's desire for larger screens was growing. The trend would result in substantial sales of 27-inch receivers by the end of 1953. The radio trend is to small sizes with high performance, he said.

The growth of TV would focus much attention on the ultra high frequencies, Folsom noted. The growth of the UHF market was attributed by Folsom to work conducted by RCA at its experimental proving ground at **Bridgeport, Conn.**, where receiver designs and other problems were tested. As a result of these tests, the freeze on TV construction was ended, the RCA president said.

RCA has continued its engineering development of compatible color television as a future additional service, Folsom added.

Commenting on the outlook for the over-all electronics industry, Folsom noted its capacity for growth and diversification. "In this connection, it has often been predicted in the past that the non-entertainment applications of electronics would some day produce a greater volume of business than radio and television. While the non-entertainment applications are still far short of forming the major output, the year 1952 brought a pronounced quickening of interest on the part of different elements of the industry in an unusually wide range of developments."

The **National Broadcasting Company** completed its 26th year in 1952, and for the first nine months of that year NBC radio and television sales totaled \$92,093,592. TV was ahead of previous years, with a sales total of \$57,793,752 at the end of the third quarter of the year.

In the phonograph and record field, Folsom highlighted the "more music for less money trend." In this connection he mentioned the development of **Victor's Extended Play** disk and the **Bluebird Classics** albums. The RCA president predicted that by the end of 1953, the sale of 78 r.p.m. disks "probably will amount to less than 25 per cent of the market, having been replaced by the newer, unbreakable and easier-to-handle 45 and 33 r.p.m. speeds. With the increased number of turntables now in use, including new three-speed players, and with the growth of interest in music apparent thruout the country, the phonograph industry can look forward to the greatest sales in its 75-year history."

R & B Territorial Best Sellers

Continued from page 36

St. Louis

1. I Don't Know
W. Mabon, Chess
2. Soft
Tiny Bradshaw, King
3. I'm Gone
Shirley & Lee, Aladdin
4. Sad Hours
Little Walter, Checker
5. Hey, Miss Fannie
Clovers, Atlantic
6. Gabbin' Blues
Big Maybelle, Okeh
7. I Played the Fool
Clovers, Atlantic
8. Beside You
Swallows, King
9. Five Long Years
E. Boyd, Job
10. My Story
C. Willis, Okeh

Cohen, Yoskin Buy Kaylor, Phil Distrib

PHILADELPHIA, Jan. 3.—The Kaylor Company, local record distributor, has been sold to John Cohen and Harold Yoskin, whose new firm, the **John-Harold Company**, took over operation of the enterprise Thursday (1). Cohen was sales manager of **Stuart Loucheim**, local Columbia distributor, for the past four years. Yoskin was formerly merchandising manager of a large chain store operation.

Under the Marquee

Continued from page 49

Ethel Ebel, who formerly trouped with many big shows in this country and abroad. **Chipman** expects to undergo an operation soon.

Acts making a company holiday circus at **Ashland, Ky.**, included **Seven Ashtons**, **Korum**, **LaMontis** birds, **The Sandys**, **Bo-Bo Barnett**, **Jack LaPearl** with **George Kauffman**, **Pete Sullivan**, **Bill Bailey** and **Steve Crowe**; **Red Bicknell** and **George Charles**. Show was booked by **James Hetzer** of **Huntington, W. Va.**, who also had the **American Va.**, **Juggling Bakers** and **Joe Rossi's** band for a party put on by the same company in Ohio.

R. M. Harvey, just back from a vacation cruise to Caribbean ports, stopped off in Chicago on his way back to **Perry, Ia.** **R. K. Chapman**, veteran troupier, reports he's staying pretty close to his **Evansville, Ind.**, home. **Al Sweeney**, handling **Polack Western** press in Chicago, is pointing to a **Shrine Circus** photo in a

picture spread carried by the **Chicago Tribune** illustrating good deeds done during the past year in city.

The **Wallendas** worked December 25-26 at a drive-in theater and cafeteria at **Sarasota, Fla.**, in what was **Carla Wallenda's** home-town debut. **Gunther Wallenda**, on furlough from the Army, worked the date, his first appearance in the act for about a year. **Dick Faughnan**, of the **Wallenda** troupe, has received his draft notice.

L. Verne Slout, handling hobby show promotions again this winter, was in Chicago this week. Slout was recalling his season as press agent for **Jack Hoxie** and **Honest Bill Newton**. **Justus Edwards**, **Polack Western** press chief, has completed new art work and press material for the show. H's now vacationing at **Burlington, Ia.** **Bill Naylor**, **Polack Eastern** press chief, is at **Buffalo** and readying material for the new season.

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Pipes for Pitchmen

By BILL BAKER

PITCHMEN working Washington during the three-day inauguration ceremonies must submit their wares for approval to the Eisenhower-Nixon Inaugural Subcommittee on Concessions. Subcommittee Chairman Maury L. Nee predicted that the District of Columbia would derive considerable income from local sales taxes on all inaugural souvenirs, including the official Eisenhower-medal. Street vendors who plan to be in business during the ceremonies must post small bonds to guarantee payment of sales taxes, but the ruling will not apply to regular District stores handling inauguration mementos.

BILL DuBOIS pipes from Newark, N. J., that he's been working screens and coils around the East for the past few months to fair returns but that he can't stand the cold weather. He says that he's breaking in a combination driver and co-worker and will head for California as soon as his driver gets things in order. Shamrock is still at Broad and Market Streets, Bill says. He also notes that many streetmen worked the city during the holidays.

JOE CONTI is still working for Larry Friedman & Company, purveying cutters and sharpeners.

MANNY WOLF and George Hess are reported to have chalked up big business at Tucson, Ariz., during the holidays.

THE FIELDS Marge and Solly, garnered a red one with Indian jewelry during the holidays in Tucson, Ariz.

JOHNNY (DISKO) BARBER has given up working the sheet in favor of operating a record store in Tucson, Ariz.

HENRY H. VARNER who says he gets his biggest kicks out of throwing away empty card board cartons rather than hauling around full ones, writes from his Akron headquarters that his son, Donald Clifton Varner, 1135463 (S-4-11) First Marine Division, F.M.F., FPO, San Francisco, has been a troupier since he was a small boy around Columbus, O. Varner says his son has made the acquaintance of many

show people on both coasts and in Puerto Rica, Japan and Korea.

RAY SEIGLER closed a successful stand in Kresge's, Newark, N. J., December 29. He had his hat machine in operation there for the holidays. Seigler, who reported his business better than he had anticipated, says that he got an assist from some of the local boys who stopped in for a visit and wound up giving him a hand. Among them were Sam Maddalone and Frank and John Glenn.

SAM FREED advises from up-State New York that he's still working trade papers to good returns. Freed has been working sheet since starting out in 1914 with the Sig Sautelle Circus.

NOTES FROM South Bend, Ind., by Horace Van Camp: Jack Young, who was in

the city for two weeks, left for New Orleans where he will winter. . . Archie Dunn, of soap note, and Charlie Mackie have been making their headquarters here for some time. . . Hugh Stewart, known as the Sunshine Kid, is a recent arrival in the city. . . Mike Sullivan also is in town. . . The shops are doing fairly well here.

ED BEDELL well known to the pitch fraternity, is making his home in Schenectady, N. Y., where he is employed by a local newspaper.

PITCHMEN working Washington during the three-day inauguration ceremonies must submit their wares for approval to the Eisenhower-Nixon Inaugural Subcommittee on Concessions. Subcommittee Chairman Maury L. Nee predicted that the District of Columbia would derive considerable income from local sales taxes on all inaugural souvenirs, including the official Eisenhower medal. Street vendors who plan to be in business during the ceremonies must post small bonds to guarantee payment of sales taxes, but the ruling will not apply to regular District stores handling inauguration mementos.

Roadshow Rep

Continued from page 42

Jacqueline Lacey, Yeo and Vernon play the leads.

F. A. MARCELLE pens from St. Petersburg, Fla., that "the change which has taken place in the smaller tent show field in the past 10 years makes an old-timer blue. In 1938 I covered the tent shows of the United States for a large printing house. We did small and large printing, stock and special. That summer I called on 68 of these shows. This did not include shows of the tent, minstrel type. Depression, radio, gyp management, poor shows and now television. It's all out and over. However, I won't admit this for tent minstrel shows. I can't be made to believe that these shows haven't a place in summer show business. Tent minstrels should be good enough to play two-day stands in fair-sized cities. Drop the side lines and concessions and cut off the trailers for the best performers. Let them go to hotels where they will be of some advertising value. Spend some money for good music-comedy style short-cast bills. There are plenty of old-time bills that can be leased for very little money."

DR. REXALL L. NORTH is playing sponsor dates in New England with his hypnotic show. . . "I hope that the minstrel show that is opening in Fort Myers, Fla., catches on and gets up North." **Scott Daniels** writes from Providence, R. I. "There are about 50 amateur minstrel shows in the Boston area every year and they hold their grip. They are good shows which are produced or directed by old-timers who know their business." **George D. Trellis** advises from Winnipeg, Man., that he vacationed there during the holidays but that he plans to get going again about the middle of January with his two-cast show. Trellis says that he has promoted a number of indoor fairs in small Western Canada towns and he's getting together equipment to build up this end of his business. "Only drawback in this country," Trellis pens, "is the cold weather. But the summers are great." **Bird's Show**, which has been off the road for some time, is playing Oregon towns and will work toward Southeastern Florida. Unit plays everything that comes along and even has some feature film for spots that are a bit hungry for pix.

ERNEST BLATCHFORD, currently headquartering in Waco, has been working merchandise and med in Texas towns for the past six months. He says, however, that the old grind is not what it used to be in the Lone Star State. . . **George and Edith Bragg**, the Smokestack Valley Folks, spent the holidays in Cheyenne, Wyo., after winding up a long engagement in Hot Springs and a 30-minute daily air show on Station KPRK, Livingston, Mont. Their oldest daughter, Shirley Joy, was married December 20 to Lewis Clark, rancher of Ennis, Mont. Shirley worked with the Harry Evans show in Nebraska last winter. . . **SeaBee** and **Marion Hayworth**, veteran rep

and tab show troupers, have leased their drive-in theaters in North Carolina and are making their home in Miami where they continue to battle a two-year siege of ill health. Their son, Joe, is still in the Army.

BERT J. BENTLEY is in Binghamton, N. Y., mulling a small circle flesh show, with short-cast bills. Most of the talent under the set-up would be semi-pro and would be obtained from the Binghamton area. **J. H. (Joe) Mercer** writes from Springfield, Ill., that he'd like to have someone send thru the roster of the 1940 Rose City Players. **Don Taylor** managed the show.

Chester Harper reports okay business with his hypnotic show at schools and for sponsors from Bonners Ferry, Idaho. He plans to try some small indoor fair promotions, using his Man Turned to Stone act as bally. "I've been here for a couple of months after spending a month on the highways from Wyoming," pens **Curley Ford** from Gulfport, Fla. "We made about 40 appearances of every kind and at all sorts of spots. We were lucky in two Saturday night hotel spots in fair-sized towns where we presented three shows. But most of the locations merely kept us from getting out of practice."

G. F. MALVENEY in a note from Dorchester, Mass., thanks **Marty Lynch** for sending thru the Culhane, Chase and Weston Minstrel roster. He wants to know if **John S. Van Arnham** and **Billy Wehle** are still active. (Ed. note: Van Arnham died several years ago. Wehle, however, is an executive in a successful insurance business operation in Florida.) **Henry Lavine** plans to spend most of the winter in St. Petersburg and Clearwater, Fla. Lavine, who has had small shows in Canada, is recovering from an attack of rheumatism and will rest up for some time.

"I READ with interest the notes in the column on the I. W. Marshall Minstrels," writes **E. J. Fanning** from Ipswich, Mass. "The show opened in Gloucester, Mass., and around the turn of the century that city was a busy place with roadshows and minstrel shows playing the old city hall. Gloucester also was the home town of many backers of small roadshows. One of the most interesting ventures in the small circus field was the Joseph Davis Village Show. For many years Davis conducted a junk business in the town, but when he got the circus urge he put out a neat little tent show. Also it took Davis a year to assemble the show, it didn't last long and soon went broke. **Eddie Edwards**, an old-time biddy impersonator, lived in East Gloucester and toured with many med shows in the Kickapoo days. **William H. Kelleher**, who was with the Bob Hunting Circus, and the **McGraw Brothers**, well-known banjo players, were natives of Gloucester, as were **George and Eddie La Barre**." **Harlan Dennis** asks from Munster, Ind., if **Marta and Lance Davis**, who spent several years with the Gifford Players, are still active.

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Beautifully engraved Heart Lockets, \$5.50 per doz. Necklace, Bracelet, Earrings Sets, \$1.25 and \$1.50 each. Single Strand Simulated Pearl Necklaces (filigree clasp), \$1.40 per doz. Double Strand, \$2.80 per doz. Triple Strand, \$4.20 per doz. 4-pc. Pearl Sets with rhinestone clasps, \$1.40 and \$2.75 each. 3 and 4-piece All Rhinestone Rhodium Sets, \$2.00 and \$2.75 each. Jewelry Sets (in jewel box), \$2.25 each. Ladies' and Men's Watches, Rhinestone and Plain Crosses on chains, Scatter Pin Sets, Earrings, \$2.50 per doz., \$3.50 and \$6.00 per doz. Adjustable Ladies' Rhinestone Rings, \$3.50 per doz.

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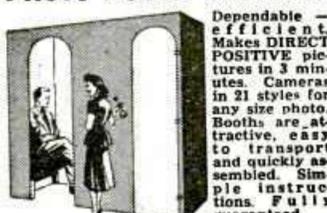
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- Adams, Nick
Alexander, A. L.
Alfredo, Al
Allan, Leon or Milan
Allen, Casey P.
Allen, Mrs. Dode
Allen, Henry S.
Allen, W. S.
Aly, Slayman
Ambrose, Alfred
Andreano, Frank
Andrews, Jackie
Amy, Ray
Andry, Andy
Anni, R. G.
Armstrong, Elmer
Arnold, Fat
Ashby, Jesse & Mrs.
Asbury, Howard
Wendell
Bailey, A. E.
Baker, Ronald
Balmer, Carl R.
Banks, F. O. Tarzan
Barackman, Mervin
Barfield, John Wm
Barnes, D. Rex
Barnes, Ron
Barret, Chas.
Barnes, Freddie
Basthe, A. A.
Batson, Billy
Bauserman, Dottie
Seal
Beck, Mrs. Robt
Beck, R. E.
Bell, Billie
Bell, Gus (Flying Bells)
Bellows, Bob
Bellman, H.
Bergman, Leo H.
Berall, Ronnie
Berman, Joe
Berryhill, Leo
Bess, James Raymond
Betzold, Edw.
Black, Joe & Mrs.
Blackaller, Maurice
Blackwell, Ralph
Blair, Zora
Blair, Pepe
Blake, Bernice
Bokara Troupe
Bowman, B. E.
Bowman, H. G. (Lefty)
Boxall, Al
Brad, Fred
Brandenburg, Joseph
Braunstein, Ber
Brazil, Bob
Brennan, Mrs.
Brill, Beth
Brisenstein, J. R.
Broadway, Art
Brod, Morrie & Gladys
Bronaugh, Geo. T.
Brook, Ed
Brozio, Walter
Bruce, Chris & Gay
Bruce, The Great
Bryer, Ollie
Budd, Charlie
Buerston, Tex. & Mrs.
Bunch, Jean Martin
Burke, Billy (Clown)
Burns, Doc
Burns, Mrs. Eunice M.
Burrell, Jerry & Vi
Calaioan, Carl
Carlton, Larry
Carpenski, Jonnie
Carpenter, Roy
Carr, Joe (Fingers)
Carroll, Dave
Case, Glenn O.
Case, Ed
Castie, Andrew
Caughee, Russell
Chambers, Charlie
Change, Mike
Chisholm, Dave
Church, Lee
Ciaburri, Mrs.
Claire, Hans & Rosita
Clark, Angeline & Willie
Clark, Fenley
Cleator, John N.
Colbert, Verne
Cole, Richard Daniel
Collier, Lee
Collins, R. C. & Mrs.
Cooper, Roy W.
Cooper, Harry
Copeland, James
Corrao, Martin
Cortello's Dancing Stars
Cortes, Rita
Cotton, Ray & Mrs.
Courtney, Robt.
Cowan, Hank (Comic)
Cowan, W. D. (Tiny)
Crabtree, Eddie
Cramer, Ray
Cress, Jack
Crider, Robt & Wilma
Crompton, Nancy
Cubans, Cal
Curran, Cliff
Dale, Chick
Dare, Ronnie
Dard, Mr. & Mrs.
Darrell, Miss Rusty
Dave (Bucket Agent)
Davis, C. C.
Davis, Earl
Davis, Graham F.
Davis, H. L.
Davis, Wm. D.
DeCarlo, Bobbie
Decker, Steve
Delaney, Helen
Delaney, Jonney
Delmar, Jene & Mrs.
DeKohl Family
DeMarco, Jack
DeRizkie, Frank
Diano, Tony
Dickman, Bob
Dixon, Henry C.
Dobish, Joe
Doll Family (Daisy & Grace)
Donnini, Don
Dorsam, Chas.
Dorso, Danny
Dot, Phil
Dotson, Marie
Dougherty, Duke
Drury, Cliff
Duffy, J. D.
Dutcher, Jean
Eagle, Nate
Earnest, Bill
Eddleston, Chas.
Eddleston, Bob
Ehlert, Richard W.
Eller, Rusty
Evans, James H.
Faa, Frenchy
Farmer, Andrew L.
Finkelstein, Dan
Fisher, Mrs. James
Folk Celebration
Ford, Ted
Forkum, B.
- Forrester, Harold & Dareece
Fraker, Chas.
Fraker, Marion
Frank, Edw.
Frank, Wadley
Fraser, Earl
Freeland, Forrest D.
Friend, Orrie F.
Friend, Red
Fulmer, James
Gallup, Jack
Gambino, John
Gambone, Felix
Gibbs, Leona
Gibson, Albert Lee
Glasgow, S. C.
Glasburn, Johnny
Glenn, James R.
Glover, Bill
Gomez & Jerry
Goodman, Spark Plus
Ashby, Jesse & Mrs.
Gordon, Oscar J.
Gordon, Bob
Grabs, Louie
Green, Tom
Green, Eddie
Greenstat, Don
Greenwood, Don & Thelma
Grennan, Alan
Griffin, Jeff
Griffin, Mrs. Bea
Gross, J. P.
Gunn, L. Red
Hackett, J. Edw. J.
Haddan, Lindon
Hagen, Thelma
Haisch, Fred
Hale, Mr. Francis
Hall, Mrs. Jackie
Hall, Hubert
Hamilton, Fred
Hammons, Cherokee
Hankins, Doc Ross
Hardy, Bob
Harris, Donald Nip
Harrison, Happy & Geo
Harrison, Jack & Family
Hartman, Hollis
Hascal, Maurice
Hildebrand, Frank
Hilf, Geo. B.
Hill, W. F. & Mrs.
Hilton, Joe
Hines Trained Mule Act
Hinkle, Milt
Hitchcock, Ernest
Holstrom, Dave
Hosler, Dale
Houston, Lee
Hoy, Mrs. Clyde
Hudson, M. H. & Mrs.
Hudson, Billy T.
Hudson Mrs. Connie
Huff, Roy
Hughes, Roy
Hunt, Michael
Hunter, Jim
Hunter, Roy (Fingers)
Hunting, Mrs. Lynn D.
Hyman, Al
Ireland, F. M. & Mrs.
Ireland, Val & Mrs.
Ireland, Wm.
Jablonski, Frances
Jackson, Mrs. Kay
Jeffrey, Mrs. Kay
Jenkins, Rusty
Jenner, Walter
Johner, Stanley
Johanan, Swede Earl
John, Elsie
Johnson, Jr. Chas.
Johnson, E. & Mrs.
Johnson, Frank B.
Johnson, Michael
Johnson, Romie
Johnson, R.
Jones Blackie & Bobby
Jones, Miss Bobby
Jordan, Jess
Judy, R. F.
Kallbaum, W. M.
Keller, Charles
Keller, Mr. & Mrs. (Chuck)
Kelly, Bill & Mrs.
Kelly, Mr. & Mrs.
Kight, Merlene
Killman, Robert
King, Mrs. Doris
King, Raymond C.
Kish, Lou
Kitchens, Josh & Alihan
Knapp, Mrs. Sue
Knier, C. L.
Koosale, Aleta
Kriel Family
Lady Ema
Lamb, J. M.
Lafortis, William
Lawrence, Burgess
Le Barry, Babe
Le Paige, Bertie
Lawsell, Thomas W.
Lawton, James
Lee, Francis
Lehman, Mr. & Mrs.
Levine, Maurice
Levy, Martin (Blimp)
Levy, Morton
Lewis, Bob & Jesse
Lewis, Victor
Lilly, Mr. & Mrs. H.
Little, Mr. & Mrs. Jack
Lombards, The
Long, Leon
Long, Roy
Lorenz, Mr. & Mrs.
Loter, Happy & Marie
Lowe, George & Mrs.
Lundgren, Ed
Lydiek, Jack
MacKnight, Bill
McAllister, Norman
MacQuitty, Forrest H.
McAniche, Mrs.
McCloskey, Mr. & Mrs.
McGuire, Mr. & Mrs.
McIntosh, Billy Don
McQuality, Forrest H.
Mancuso, Sammie
Manning, E. I.
Manson, Mickey
Marchand, Mr. & Mrs.
Noah
- Martell, Mr. & Mrs. Frank
Martin, Edward
Martin, Kurt
Mason, Harry
Mayberry, Wayne
May, Charles J.
Mayer, Betty J.
Meyer, Alexander
Merritt, Raymond
Miller, Iris
Miller, Kenneth T.
Miller, Robert E.
Miller Jr., Mrs. Walter B.
Mitchell, Frank C.
Mooney, Joe
Mooney, Mr. & Mrs. Tom
Moore, Harry
Moore, Wm. (Mr. & Mrs. Bill)
Moore, W. E. & Mrs. Bill
Morales, Robert & Pedro
Morris, Mrs. R. F.
Morrison, Mr. & Mrs. Al
Morrison, Melvin
Moseley, Tex & Jane
Mudry, Pete
Muphree, Jeff
Murphy, Diane & Pat
Murray, Jess
Murray, Maxine
Muzinski, Miss Pat
Myers, Herman
Namore, Mrs. C. E.
Nixon, Eddie
Norman, Mr. & Mrs. Jack (Doc)
Norrid, Mr. & Mrs. Melvin
Norwood, Louise & Al
O'Connor, John J. & Mrs.
O'Farrell, Flash
O'Hagan, Vicky
O'Hara Steven R.
Oddy, Joe
Oliver, James
Osborne, Bill
O'Sullivan, Mr. & Mrs. Richard
Palmer, John
Parker, Robert K.
Partello, Win & Marian
Peters, Frank E.
Petus, Bert
Phillips, Hilda
Plauga, Mr. & Mrs. Frank
Patton, Mr. & Mrs. Clifford
Patina & Rosa
Pennell, Troy
Perri, Ann
Pillarim, Grady Darrell
Pineck, M. L.
Pollack, Wm. H. (Bill)
Pontus, Alonza
Porter, Glen
Powers, Thomas R.
Pugh, Margaret
Qualis, Mrs. Bee
Quigley, James
Rankin, Ethel
Rausch, Steve
Ray, Jimmy
Rea, Mr. & Mrs. Joe
Rea, Mr. & Mrs. John
Reed, Fred & (Dolly)
Regan, Madeline & Ray
Reisinger, Mr. & Mrs. Al
Reiter, Ed
Reynolds, Denise & Harris
Richard, Lloyd
Riley, Dan
Rinard, Donald
Rinehart, Jake
Rivers, Wm. (Gobi)
Riueiro, Teresa
Roark, Chas.
- Roberts Amateur Revues
Roberts, Nick
Robinson, Mr. & Mrs. J.
Rose, Martin R.
Rosenbaum, H. E.
Ross, Lovely Diane
Ross, Barney
Ruediger, Albert
Russell, James
Russell, William H.
Salisbury, Mr. & Mrs. Bill
Scott, Mr. & Mrs. Tommy
Schmitz, Johann
Seigman, Murray
Shaffer, Mrs. Gladys
Shaffer, H. R.
Shelford, Mr. & Mrs. William
Shipley, Earl
Smith, C. C.
Smith, Mr. & Mrs. Charley (Rancho)
Smith, Joe F.
Smythe, Col. Herman
Snider, Charles
Sohns, Harry
Stanford, Harold E. (Red)
Stanley, Thomas W.
Stansbury, Polack
Stedman, George
Steel City Shows
Stevens, Robert A.
Stevens, (Steven Bros.) Circus
Stermer, Mr. & Mrs. Al
Strump, Freddy
Swank, Harry & Ruth
Swanson, Jack
Tammany, John F. (Curly)
Taylor, Albert
Taylor, Charles (Harlem Revue)
Taylor, William G.
Terrell, Robert
Terry, William (Mgr.)
Thomas, Chick & Mrs. Thomas, Clyde M.
Thomas, Roy & Joy
Thompson, Bill (Sonny)
Thompson, Mr. & Mrs. Jack
Thompson, John L.
Thornson, Lee (Tiger)
Timberlake, Forest
Tomas, L. I.
Treadwell, J. C.
Tucker, Gus
Turner, Thomas E.
Tyler, Unis (Shanzola)
Valdo, Pat
Vasquez, Raymond
Wallace, Mr. & Mrs. Joe
Walters, Mr. & Mrs. Lee
Ward, John R.
Warren, Fred
Weidman, Arthur
Whalen, Billy
Whalen, Tommie
Wilkins, Ann & Nelson
Williams, Hubert
Williams, Mrs. Maple
Wilson, Loyd (Mickey)
Winters, James A. Ten
Wright, John Wallace
Wuebkes, Karl (Karlo, the Clown)
Wunder, Mrs. Jean
Yale, Chick
Yates, Tex & Betty
Young, Bob & Mrs. Zebrosky, Chas.
Zimm, K. A. & Mrs. Zornia, Pamela
Zorenne, Miss
- Robert Amateu
Reeves
Hanneford Sr., Mr. & Mrs. George
Harn, D. H.
Halold, Mrs. Frelda
Hayes, Mr. & Mrs. Buster
Have, Mrs. Clyde
Heiser, Sol
Herbert, Herbie
Hern, Mr. & Mrs. Gerry
Hill, Will
Hinzman, Mr. & Mrs. D. L.
Hoffman, Mrs. Margaret
Hopper, Bill
Hubbard, Venice
Hunt, Whitely Albert
Huff, Floyd
Hunt, Leo V.
Humphrey, C. H.
Hurst, Martin H.
Hull, Mrs. Myrtle
Hull, Mrs. Myrtle
Jackson, J. G.
Jones, Grady Fred
Jones, Jimmie
Jurden, Mr. & Mrs. D. E.
Kadin, Marge & Max
Keef, John
Keohn, Gerald
Kelly, W. H.
Kelly, William
Kime, Leona
King, Helen
King, Larry
Kinsley, Ralph
Kline, Virginia
Kochler, Barbara
Kouzek, Frank
Lanfield, Lawrence
LaMont, Bob
Lavelle, Frank X.
Lee, Robert Edward
Lewis, Edith
Lorenzo, Capt. Jack
Liles, E. Paul
Lettner, A.
Lockett, Ralph G.
Lopez, Linda
Lorenzo, Capt. Jack
Lottridge, Mr. & Mrs. Harry
Lynn, John Shorty
McCabe, Mr. & Mrs. Vince
McConnell, Kenneth
McLendon, Leon
McNeece, Mr. & Mrs. L. R.
Malloy, Ullaine
Manstine, W. W.
Marchand, N. L.
Marsh, Jesse B.
Marshall, Mrs. Leo
Martin, L. E.
Melbye, Viago
Mendelson, Mr. & Mrs. Bernie
Miller, Jimmie
Minshall, Everett
Mitchell, William
Moffield, James
Morrison, Melvin
Moss, Mr. & Mrs. Arthur
Moss, Mr. & Mrs. Richard
Myers, Austin
Naworthy, Jack
Nelson, H. E.
Norman, Mr. & Mrs. Jack
Norman, Wm. H.
O'Dad, James
Odom, W. T.
Opsal, Mr. & Mrs. Abe N.
Padkula, John
Paul, Benjamin
Pavne, Earl
Pavne, Mr. & Mrs. John
Phelps, Fred
Pink, William
Polack Bros. Circus
Proper, Mr. & Mrs. Fred
Hayden, Don
Hill, Betty
Jeffries, The
Jonas, Frank
Jordan, Jo Jo
Kauffman, Elmer
Kelly, Bob
King, Mr. & Mrs. Howard
Lee, Doris M.
Littlejohn, F. 22¢
McDaniels, Bertha (Gyp)
McLaughlin, Mr. & Mrs. W. A.
Manly, Skippy
Marvin, Jack
Moore, Sonny (Roustabouts)
Pierce, Mr. & Mrs. W. B.
Powers, Babe Patricia
Proper, Betty
Randon, Jene
Roberta, Mrs.
Scatterday, O. R.
Seol, Walter
Seitzer, Loreita
Sloan, Lawrence
Smith, Rex P.
Sommers, Charles
Stephanick, Mr. & Mrs. Steve
Subrt, Mr. & Mrs. John
Sweeney, Matt
Teodra, Leoua
Terrell, Charles
Typpman, Max
Zarnell, Jean
- Halv, Mr. & Mrs. Jerry
Hanneford Sr., Mr. & Mrs. George
Harn, D. H.
Halold, Mrs. Frelda
Hayes, Mr. & Mrs. Buster
Have, Mrs. Clyde
Heiser, Sol
Herbert, Herbie
Hern, Mr. & Mrs. Gerry
Hill, Will
Hinzman, Mr. & Mrs. D. L.
Hoffman, Mrs. Margaret
Hopper, Bill
Hubbard, Venice
Hunt, Whitely Albert
Huff, Floyd
Hunt, Leo V.
Humphrey, C. H.
Hurst, Martin H.
Hull, Mrs. Myrtle
Hull, Mrs. Myrtle
Jackson, J. G.
Jones, Grady Fred
Jones, Jimmie
Jurden, Mr. & Mrs. D. E.
Kadin, Marge & Max
Keef, John
Keohn, Gerald
Kelly, W. H.
Kelly, William
Kime, Leona
King, Helen
King, Larry
Kinsley, Ralph
Kline, Virginia
Kochler, Barbara
Kouzek, Frank
Lanfield, Lawrence
LaMont, Bob
Lavelle, Frank X.
Lee, Robert Edward
Lewis, Edith
Lorenzo, Capt. Jack
Liles, E. Paul
Lettner, A.
Lockett, Ralph G.
Lopez, Linda
Lorenzo, Capt. Jack
Lottridge, Mr. & Mrs. Harry
Lynn, John Shorty
McCabe, Mr. & Mrs. Vince
McConnell, Kenneth
McLendon, Leon
McNeece, Mr. & Mrs. L. R.
Malloy, Ullaine
Manstine, W. W.
Marchand, N. L.
Marsh, Jesse B.
Marshall, Mrs. Leo
Martin, L. E.
Melbye, Viago
Mendelson, Mr. & Mrs. Bernie
Miller, Jimmie
Minshall, Everett
Mitchell, William
Moffield, James
Morrison, Melvin
Moss, Mr. & Mrs. Arthur
Moss, Mr. & Mrs. Richard
Myers, Austin
Naworthy, Jack
Nelson, H. E.
Norman, Mr. & Mrs. Jack
Norman, Wm. H.
O'Dad, James
Odom, W. T.
Opsal, Mr. & Mrs. Abe N.
Padkula, John
Paul, Benjamin
Pavne, Earl
Pavne, Mr. & Mrs. John
Phelps, Fred
Pink, William
Polack Bros. Circus
Proper, Mr. & Mrs. Fred
Hayden, Don
Hill, Betty
Jeffries, The
Jonas, Frank
Jordan, Jo Jo
Kauffman, Elmer
Kelly, Bob
King, Mr. & Mrs. Howard
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Manly, Skippy
Marvin, Jack
Moore, Sonny (Roustabouts)
Pierce, Mr. & Mrs. W. B.
Powers, Babe Patricia
Proper, Betty
Randon, Jene
Roberta, Mrs.
Scatterday, O. R.
Seol, Walter
Seitzer, Loreita
Sloan, Lawrence
Smith, Rex P.
Sommers, Charles
Stephanick, Mr. & Mrs. Steve
Subrt, Mr. & Mrs. John
Sweeney, Matt
Teodra, Leoua
Terrell, Charles
Typpman, Max
Zarnell, Jean
- Posay, Mr. & Mrs. Bailey
Ray, William W.
Redman, Ace
Renee, Candy
Renee, Jean (Jo-An)
Renee, Judy Lee
Reeves, Charles E.
Reese, Manuel
Richards, Grace & Reinhardt
Richards, Mr. & Mrs. Whitey
Rickey, J. J.
Riles, Ed
Robber, Mrs. Lucy
Rohter, Lawrence S.
Rose, Louis
Ryan, W. J.
Scheller, Mr. & Mrs. George
Schloss, Chick
Seigrist, Mr. & Mrs. W. H.
Servis, Edward F.
Sileos, Joe
Silva, Edwin F.
Sittl, William
Smith, Mr. & Mrs. Jim
Smith, William Farnice
Smith, William C.
Snyder, Wm. E. (Bill)
Sokolowski, Peter
Solem, Miriam
Souza, Andrew
Spain, Leo
Speck, Mrs. Jean
Spencer, Bob C.
Stanko, Mr. & Mrs. Mack
Stanley, George
Star, Hedy Jo.
Stern, Constance
Stevens, Grant
Steffen, John Otto
Steward, R. A.
Stoltz, L. M.
Striegel, Robt. Paul
Stuydin, Harry L.
Stanley, Robert
Suess, Mr. & Mrs. Howard
Sullivan, Rose Beech
Swinne, Lewis E.
Taylor, Betty
Taylor, Tiny Bill
Terry, Glenn
Teska, Adam
Thoreson, Norman E.
Thorp, Bradley
Thorp, Donna
Thorp, Mr. & Mrs. Marshall
Thurman, Brad
Vandenburgh, Mr. & Mrs. Wesley
Vandermyr, Arman
Vinson, Jack E.
Virginia, Madam
Wagoner, Rudy
Waits, G. B.
Walker, Kirk
Walsh, Roy J.
Warner, Geo. E.
Warwick, Mr. & Mrs. Stanley
Waters, Mr. & Mrs. A.
Webster, Mr. & Mrs. J. H.
Wells, Sam
Wetherick, Mr. & Mrs. John
Whalen, Thomas
Whitak, Abilene
Whitham, Earle
Wilde, Carl
Williams, Charles
Wilson, Mr. & Mrs. Dutch
Wolf, Mitch
Woods, Mr. & Mrs. Gene
Woods, Jack
Woods, Mrs. Marian
Wutherick, Mr. & Mrs. John

JOKE NOVELTIES



Snake Bow Ties dz. \$3.00;
Exploding Book Matches \$3.05
Snake Book Matches Box (4 dz.) \$1.20; Gr. \$3.05
Snake Book Matches Box (4 dz.) 1.60; Gr. 4.00
Sparkle Book Matches Box (4 dz.) 1.60; Gr. 4.00
Smoke Screen Book Matches Box (4 dz.) 1.60; Gr. 4.00
Trunk Kitchen Matches, boxed 40;
Cigarette Loads (tins) dz. 40; Gr. 4.00
Cigarette Loads (envelopes) Card (2 dz.) .75; Gr. 3.80
31x3 Cigarette Loads, dz. 35; Gr. 3.75
Smokers' Fun Shop, 55¢
of 53 items 1.85;
Auto Bombs dz. 1.25; Gr. 14.50
Hot Pepper Gum, box of 20 packs 90;
Hot Toothpicks Card (2 dz.) .75; Gr. 3.25
Sneeze Powder Card (2 dz.) .60; Gr. 3.20
El Skunko Perfume dz. 70; Gr. 7.50
Razberry Cushions dz. 2.25;
Real Toilet Water dz. 4.25;
Yakety Yak Talking Teeth dz. 7.20;
Everybody's Ash Receiver dz. 2.25;
Magnetic Tricky Dogs, dz. 1.55;
Snake Nut Cans dz. 3.40;
Joy Buzzers dz. 3.40;
Drizzle Glass dz. 3.40;
Shooting Ball Pens dz. 3.00;
Butt Snuffer Ash Tray, dz. 2.25;
31x3 Cigarette Loads, dz. 35; Gr. 3.75
No C.O.D.'s. Cash with order. Minimum order \$5.00.
Explosives via express only. Prices F.O.B. Indianapolis.

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Wholesale Distributors Since 1880
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SAVE UP TO \$15.00 on Glasses! Big news to the millions of Spectacles wearers! Here's a great new opportunity in a tremendous new field of unlimited possibilities. Spare no full time. No experience needed. Write for Free sample kit. C. G. OPTICAL CO., Dept. A-154, 20 E. Delaware Pl., Chicago 11.

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EVERY BEGINNER MAKES \$50-\$100 EASILY

We will send samples of our new 1953 all-occasion greeting cards and gifts. Show them to friends and neighbors - take their orders - and earn up to 100% profit for yourself.

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Dept. 88-10, Faradale, Michigan

FOR KIT ON APPROVAL AND WATCH THE MONEY ROLL IN!

SENSATIONAL SELLER!
"4 NICKELS TO 4 DIMES TRICK"



Place MAGIC CAP over 4 nickels. Lift cap - you have 4 dimes! Nickels have vanished! No skill required!

SAMPLE \$1.00 postpaid. WHOLESALE PRICE - \$6 per doz.; 3 doz. \$10; postpaid. Remit with order. DEALERS: Ask for No. 10 Wholesale Catalog of fast selling Tricks and Jokes. Mention your business.

D. ROBBINS & CO. 131-B W. 42nd St. New York 36, N. Y.

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SELL a brand new item going to every type of food and beverage store, factories, laboratories, hospitals, etc. Sustained by national publicity campaign.

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ROHAL MFG. COMPANY
2804 N. 5th Street, Philadelphia 33, Pa.

ILLUSTRATED CARTOON BOOKLETS!



53¢, FOLLOW! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$10, ALL DIFFERENT, 11 POSTPAID \$50, NO POSTAL C.O.D.'S. REGULAR SALES

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Big Profits
Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25¢.

Bart Mfg. Co.
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TV IS ALL of SHOWBUSINESS
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Calendar for Coinmen

January 8—Connecticut State Coin Association, election meeting, DePasquale's Restaurant, Hartford.
 January 8—Music Operators of Northern Illinois, monthly meeting, Pine Tree Inn, Skokie.
 January 12—Wisconsin Phonograph Operators' Association, monthly meeting. Meeting place to be announced.
 January 18—National Coin Machine Distributors' Association, winter meeting, Saxony Hotel, Miami.
 January 21—Music Operators' Guild of Michigan, organizational meeting, Sheraton-Cadillac, Detroit.
 January 27—Western Vending Machine Operators' Association, Unique Cafe, Los Angeles.

The Rocket Has First New York Showing

Ride Operates on Compressed Air; Motion Is Controlled by Rider

NEW YORK, Jan. 3.—The Rocket, a coin-operated rocket ride whose motion is controlled by compressed air, had its first New York showing at the Hotel McAlpin Tuesday and Wednesday (30-31). The ride is made by Nylco Products, Inc., Clinton, Mass., which has set up a separate company, Amusements, Inc., to manufacture it.

The Rocket is a departure from the conventional rocket ride in that rider actually operates and controls the motion. When the dime is deposited in the coin slot, compressed air forces the body to rise on a shaft and, after the body reaches the height of the rise, a rocking motion automatically takes place.

At that point the rider takes over. There are three joysticks,

one of which causes the body to back tilt, the other results in a quick drop, and the third causes the body to bottom bounce. The controls may be worked in combination to vary the motion. When the quick drop joystick is released, the body automatically rises to its full height.

Description

The over-all length of the ride is 59 inches. It weighs 460 pounds. The blue light on the machine gun and the red tail light flash continually, whether the ride is in operation or not. Other than the

(Continued on page 72)

Chicago Coin Names London Wis. Distrib

CHICAGO, Jan. 3.—Chicago Coin Machine Company thru Owners Sam Wolberg and Sam Gensburg announced the appointment Wednesday (31) of a new Wisconsin distributor, S. L. London Music Company, Inc.

London has offices at 3130 West Lisbon Avenue, Milwaukee. The firm is headed by Sam London. Among the key sales staffers at London are Perry London, Al Mirovitz, John Zeglin, Nate Victor and Joe Robbins.

The latest Chicago Coin games are Special Bowler, Super Match and Bowl-a-Ball. All are six-player games.

Conn. Op Assn. Skeds Election

HARTFORD, Conn., Jan. 3.—The election of officers of the Connecticut State Coin Association has been scheduled for January 8 at DePasquale's Restaurant here.

The current president, James Tolisano, Superior Music Company, stated that reservations indicated the meeting would be well attended. Among the key points on the agenda will be the discussion of problems of interest to game and music operators.

Mars Offers 4-Body Package Deal for Ops

LINDEN, N. J., Jan. 3.—A package deal whereby operators can buy one coin-operated ride mechanism and four ride bodies to fit that mechanism will be offered by Mars Manufacturing Company here.

Sid Mittleman, Mars exec, explained that the body changes may be made on location in about 10 minutes. Removal of six bolts and a Jones plug is all that is necessary to lift a body from the mechanism. He said the price of the package to operators has not yet been determined, but that it would probably be between \$1,000 and \$1,200.

Three of the bodies already are

in production. They are the Jet Saucer, Air Sled and Boat Ride. The last-named recently made its debut.

Mittleman said the speed of the mechanism may be adjusted, and that at high speeds it has a rolling motion. The mechanism and base weigh 160 pounds, while the bodies weigh 75 pounds each. He said that under the package deal, Mars would provide all four bodies within a year of purchase, with delivery spaced so that the operator would be able to keep abreast of season changes.

Name Golumbo Exhibit Rep

CHICAGO, Jan. 3.—The J. J. Golumbo Company was appointed distributor in the New England States of Exhibit Supply products, Art Weinand announced this week.

The distributing firm has headquarters at 1110 Commonwealth Avenue, Boston, and is headed by Jerry Golumbo. It also represents Rock-Ola in the music box line and Andrea in TV sets in New England. Joe Greene is Golumbo's traveling sales representative.

Prior to forming the distributing company several years ago Golumbo was affiliated with Seeburg and Rock-Ola.

EARLY '53 ACTIVITY

Industry Eyes Favorable Excise Tax Legislation

WASHINGTON, Jan. 3.—With the excise tax on cigarettes set for reduction from \$4 a thousand (eight cents a pack) to \$3.50 (seven cents a pack) on April 1, 1954, at least one bill will be in the hopper of the House of Representatives on the first day of the session to reduce further the tax on cigarettes and reduce or eliminate other taxes affecting the coin-machine industry.

A bill which will be immediately introduced by Rep. John D. Dingell (D., Mich.) would slash to \$3 a thousand (six cents a pack) the excise tax on cigarettes. At the same time he would abolish altogether the \$10 per machine tax on coin-operated amusement machines, such as strength testing devices, and juke boxes, but would suggest no alternative of the \$250 per machine excise tax on games of chance.

A 10 per cent excise tax on musical instruments, phonographs, records, radio and TV sets and

component parts, and a 20 per cent rate on the taxable amount on cabarets and roof gardens, would be repealed outright under the proposed Dingell bill, while a 20 per cent excise on general admissions, including movies, would be cut in half. No cut-off date on this group of excise taxes is authorized under present law.

Dingell would also reduce to \$6 the \$10.50 tax per proof gallon on distilled spirits, a proposal which

will have additional backing when Rep. Emanuel Celler (D., N. Y.) introduces his own bill to accomplish the same purpose early in January. This tax is automatically scheduled for reduction to \$9 per proof gallon on April 1, 1954.

SPECIAL FIELD

New Play Area Keys Gottlieb Queen Hearts

CHICAGO, Jan. 3.—D. Gottlieb & Company distributors in all parts of the country have begun simultaneous showings of the Queen of Hearts five ball game, which offers a new type of play area based on "drop-thru" ball traps.

In Queen of Hearts, the objective is to make a winning poker hand. This is accomplished by the player guiding a ball thru the five trap holes.

Among the many other ways of scoring replays on Queen of Hearts are the completion in rotation of a 1 to 6 series, lighting up four suit rollovers, high score and points. In addition, the new Gottlieb game develops fast scoring situations from the player's use of pop bumpers, cyclonic kickers and powered flippers.

One of the service innovations on Queen of Hearts is a specially divided playfield glass which will be on the distributor's sample games only. Purpose of this glass is to aid distributors in explaining the salient scoring plays to operators. The demonstrator model has handy grips which permit the distributor and his staffers to easily lift a section of the playfield glass. While this section is raised, the remaining part of the playfield glass can be moved forward if necessary.

Bally Appoints Russ-Con Ride Rep in Canada

CHICAGO, Jan. 3.—Bally Manufacturing Company this week announced thru Jack Nelson, general sales manager, the appointment of the Russ-Con Company as distributors of The Champion, mechanical horse, and the Space Ship ride in Canada.

The Russ-Con firm is headed by J. W. (Patty) Conklin and Dave Russell and has headquarters in Belmont Park, Montreal. Lucien LaPalm, Russ-Con general manager, disclosed that both Bally kiddie rides already are in operation in many large Canadian stores, including Eaton Stores, Inc., Simpson Stores, Ltd., the Lob-Low supermarket chain and many others.

United Intros Show Boat, New Six-Card Unit

CHICAGO, Jan. 3.—United Manufacturing Company has shipped samples of its new in-line scoring game, Show Boat, Billy DeSelm, sales manager, announced Tuesday (30). It is a six-card unit and introduces several new ideas on in-line play.

Show Boat has 25 numbered holes and a ball return hole (for balls which do not drop in a

(Continued on page 72)

Williams Reps Show Jockey In-Line Game

CHICAGO, Jan. 3.—Distributors of the Williams Manufacturing Company now are in the midst of showings of the Disk Jockey in-line scoring game.

Designed with a pinball styled playfield, Disk Jockey's nine holes which lead to the in-line scoring are in the center of a series of bumpers and other scoring units. Among the other departures of the new Williams game are its "Double Feature" which doubles the in-line replays for the next game when bumpers 1 to 5 are hit in numerical order. The game also has a 1-7 series which illuminates side rollovers for replays.

In all Disk Jockey has 27 replay combinations. Besides in-line scoring it has high score.

NPA Boosts 2d Quarter Steel Quotas

WASHINGTON, Jan. 3.—The National Production Authority has raised second quarter allotments of steel users who come under automatic allotment regulation. However, the agency did not boost second quarter allowances of nickel, stainless steel, copper and aluminum, contrary to the predictions of some metal experts.

NPA authorized steel users, governed by the automatic allotment

(Continued on page 73)

KIDDIE RIDE SPECIAL

Special Issue Traces Boom in Kiddie Rides

CHICAGO, Jan. 3.—Coin-operated kiddie rides, fastest growing segment of the coin machine industry, will be featured in a special section to be published in The Billboard's January 31 issue. The section will trace the rise of the kiddie ride business, contain a complete buyers' directory and offers practical tips for

securing locations which have never before had coin machine installations.

Special features in the section will show how kiddie rides in department and chain stores have helped the sale of specialized merchandise thru tie-ins with nationally advertised and local brand favorites.

The section will contain a complete analysis of the potential for all types of kiddie rides and messages from top executives in department stores, supermarkets and similar installations telling why their stores have the rides.

The section will be reprinted and mailed to key men in the nation's retail store business thus helping operators gain new outlets by pre-selling store management the value of kiddie rides.

Modern Named Genco Distrib

CHICAGO, Jan. 3.—Modern Distributing has been appointed Colorado and New Mexico factory representative by Genco Manufacturing & Sales Company, Owners Sam Lewis and Avron Gensburg announced.

Modern Distributing has headquarters at 3222 Tajon Street, Denver, and is headed by Lu Shulman. The firm has started showings of Genco's Jumpin' Jacks.

COMING...in the January 31 issue

A SPECIAL SECTION devoted exclusively to THE KIDDIE RIDE MARKET

An exhaustive, accurate and authentic editorial presentation of the profit potential and location opportunities offered by the newest developments in coin-operated equipment.

EXTRA DISTRIBUTION to key executives of leading

- Department Stores
- Super Markets
- Shopping Centers
- Theaters
- 10c Stores
- Resorts
- Filling Stations

IN ADDITION to The Billboard's blanket coverage of the Coin Machine, Outdoor Amusement, Retail Record Store and "Opportunist" markets that number 169,618 readers weekly.

Ad Deadline: January 22
 Distributed: January 27

10c PLAY DRAWS PROS AND CONS

Philadelphia Claims Success, Milwaukee in No Hurry

MILWAUKEE, Jan. 3.—Music operators of the Beer City are in no hurry to switch to dime play altho several scattered attempts have been made here and in other parts of the State to up the price.

Only fair success has been reported wherever dime play has been tried. Most operators, association members as well as unaffiliated coinmen, however, stated they looked with favor on such a move. At the same time, practically all of them added they had little hope for the immediate success of dime play in this area.

The talk in favor of dime play, which for months was a major topic before the government lifted price ceilings, apparently dissipated into thin air when the actual okay came along. Many reasons for the sudden lack of interest are being advanced, but the predominant factor seems to be the lack of organization of industry members. The bulk of the operators claim that it is futile to contemplate moving to

(Continued on page 66)

PHILADELPHIA, Jan. 3.—“Operators should keep their customers happy. That is the secret of success,” according to John Workman, contact and promotional man for George Workman, a half million dollar operator in coin equipment.

George Workman introduced dime play boxes thruout Delaware County, and this is still the only part of the Philadelphia metropolitan area to use dime play.

John Workman says, “We started the dime play to keep our customers contented. We had been protected by the minimum take which we require of all the machines we place on location. However, the revenue from some machines often is insufficient to provide any return for the location owner and we felt the only way to overcome that situation was to increase the play to a dime. Time has proven us correct.”

Helps Ops

Workman also believes in loaning money to location owners in

(Continued on page 65)



GEORGE A. MILLER

NICKEL VERSUS DIME

Miller Favors Dime Play On Juke Boxes

OAKLAND, Calif., Jan. 3.—George A. Miller, president of the California Music Guild and of Music Operators of America, came out this week in favor of dime play for phonographs, asserting it means “the difference between profit and loss.”

The complete text of Miller’s announcement follows:

“Since controls have been removed from the operation of automatic phonographs, many operators in the State of California have been clamoring for 10-cent play. There is some difference of opinion about three for 25 cents or four for 25 cents, but that seems secondary because the main interest and necessity to the music operator is to either get volume play or more money for single play.”

Little Resentment

“The writer has read in the various trade papers where some of the associations in one or two States have frowned on 10-cent play. However, in all localities in California where the operators have increased to 10 cents, they have found very little resentment from the patrons, and in most instances the location owner has accepted the increase as a necessity and not as a problem.”

“The writer, being the State president of the California Music Guild, has not recommended for or against the increase either State-wide or nationwide, but it does seem that the solution to many of the operators’ problems could be solved thru this medium.”

“When one stops to realize that phonographs cost four times as much as they did some years ago and that phonograph records, labor and everything else connected with the industry has increased 200 per cent to 300 per cent, it is hard to understand why any group of operators would not take

advantage of decontrol and immediately put their music business on a paying basis.

“I have talked to other association representatives who tell me that their operators are making a small profit on 5-cent play, but I personally believe that conditions in the future will be such that even a small profit will not be made on automatic phonographs unless operators put their music routes on a paying basis at this particular time.”

“Take Full Advantage”

“Statistics show that industry expects a good year in 1953, but they also show that there may be a decline in 1954. The time to stabilize an industry is while business is good, not after a recession appears. Therefore it would seem to me that every operator would take full advantage of decontrol by either increasing the price per play or setting up a better percentage schedule so that he can once again derive a rea-

(Continued on page 65)

53 Servicemen Get Diplomas From Rock-Ola

CHICAGO, Jan. 3.—Fifty-three servicemen who recently completed the Rock-Ola Workshop training course will receive diplomas from the Rock-Ola Manufacturing Corporation.

The diplomas are awarded in recognition of successful completion of an intensified training course designed to familiarize them with the mechanical operation of the Rock-Ola Fireball 120-selection phonograph.

Upon completion of the course, each individual is given an examination covering the mechanical and electrical operation of the Fireball. The examination papers are forwarded to the factory where they are corrected and graded by the service staff.

A serviceman receiving a passing grade is awarded a diploma framed and personally signed by David C. Rockola and the distributor in whose territory the serviceman operates. A personal letter from the company also is sent to the serviceman complimenting him on his completion of the course.

Expansion Aim Of Ill. Ops

CHICAGO, Jan. 3.—Music Operators of Northern Illinois will continue their expansion program during the coming year, according to Bob Lindelof, president.

The program started last year is to expand the organization so that it will include the Chicago area on all sides. This would include Chicago Heights and Joliet which are near some of the towns already represented by members of MONI.

Lindelof is recovering from an illness that has kept him at home for about eight weeks. He is getting back into the stride by working a few days a week.

necessary in order to express their views, and protect their rights and interests insofar as legislation and so forth is concerned in the operation of their business.”

Operators and coin machine men making up the nucleus of the new organization, according to Ackerman, include Vincent A.

(Continued on page 66)

Ex Partner Sues Coast Record Co.

LOS ANGELES, Jan. 3.—The case of Paul Mayer vs. the Coast Record Manufacturing Company is scheduled for hearing here January 6 in Superior Court. Mayer is seeking \$25,000 damages to enjoin the defendant firm from using a list of customers he claims to have compiled and for an accounting of monies allegedly due him.

Mayer is suing individually and in the name of his firm, the Coast Export Company. The defendants named are the Coast Record Company, Charles E. Washburn, Gladys Washburn, Claude Sharpsteen Jr., Richard Washburn,

(Continued on page 66)

Mich. Org Split; New Group Formed

DETROIT, Jan. 3.—Organization of a new trade association in the music operation field, to be known as the Music Operator’s Guild of Michigan, is under way here. The first general meeting is scheduled for Wednesday, January 21, to be held at the Hotel Sheraton-Cadillac at 8 p.m., and is to be open to any music machine operator interested in joining the group.

The organization is being headed up by a representative group of leading operators. The reason for the formation of the new group is “the difference of opinion in the administration of the Michigan Automatic Phonograph Owner’s Association,” according to Irving B. Ackerman, founder of the Detroit Tradio Company, who has long been legal counsel for the latter organization.

Org Purpose

“The proponents of the new group,” Ackerman told The Billboard, “feel that a new group is

HONORED

Bollheimer, Rocky Rolf Get Awards

CHICAGO, Jan. 3.—Robert B. Bollheimer, salesman for Decca Distributing Company, was awarded “The Outstanding Record Salesman of the Year” trophy by the employees of the Apex Cigarette Service, Inc.

Rocky Rolf, RCA Victor Distributing Corporation, received “The Personality Award.”

Earl Kies, manager, Apex Cigarette Service, stated that the employees held their own vote and bought the trophy. The awards were given at a Christmas party held for the Apex employees.

Kies said, “Bollheimer has been conscientious in trying to solve all our problems; he is punctual, pleasant in his sales approach, and has done all in his power to fill our every want. Rolf received his award because of his outstanding personality, and for being such a likeable guy.”

The awards are to be an annual event at Apex.

Rolf’s award, hand made by the employees, included a 45 r.p.m. record and scroll, attesting to his outstanding personality.

Wisconsin Ops Discuss Govt. Regulations

MILWAUKEE, Jan. 3.—A turnout of eleven operators from all parts of the State gathered at the Eagles Clubhouse in Milwaukee for the December meeting of the Wisconsin Phonograph Operators’ Association.

In attendance were Sam Anderson and Arvin Mode, of Rhineland; Dewey Wright, Wausau; Louis Jacobs, Stevens Point; C. G. and Roger Bookmeier, Green Bay; Arnold Foch, Beloit; Ed Dowe, Beaver Dam; Bob Ludwig, Oshkosh; Doug Opitz, Milwaukee, secretary of the organization, and prexy, C. S. Pierce, of Brodhead.

Discussions centered around the recent action of the government in lifting ceiling prices on coin machine equipment, and its possible affect upon the industry. Members were also informed that labels were now available for members of the WPOA to affix to their equipment on location. Each member will receive 50 labels upon payment of dues. Additional labels will be supplied at a cost of 50 cents.

Next meeting of the organization will be held February 9, in Madison, Wis. The meeting place, it was announced, would be decided upon later.

RIAA Accepts ASCAP’s Bid

(Continued from page 13)

sent letters proposing such a meeting to a number of industry organizations.

The controversial section of the Copyright Act, which ASCAP particularly has long sought to amend, concerns the exemption from royalty payments enjoyed by juke box operators. The most recent attempt to amend the act was during the last session of Congress, when the Bryson-Kefauver Bill narrowly missed being reported out favorably by a subcommittee. It is considered certain that a bill seeking similar changes will be introduced again this year.

Meanwhile, it is known that opinion in the Music Operators of America is forming against participation in any compromise negotiations. Representatives of the MOA were also contacted by Finkelstein with the view toward discussing proposals acceptable to both (The Billboard, November 22). It is expected that MOA will reject the peace bid from ASCAP. What affect this will have on RIAA’s amenable attitude, remains to be seen. Last year, record manufacturers joined phonograph operators in fighting the Bryson-Kefauver bill.

COMING...in the January 31 issue

A SPECIAL SECTION

devoted exclusively to

THE KIDDIE RIDE MARKET

●

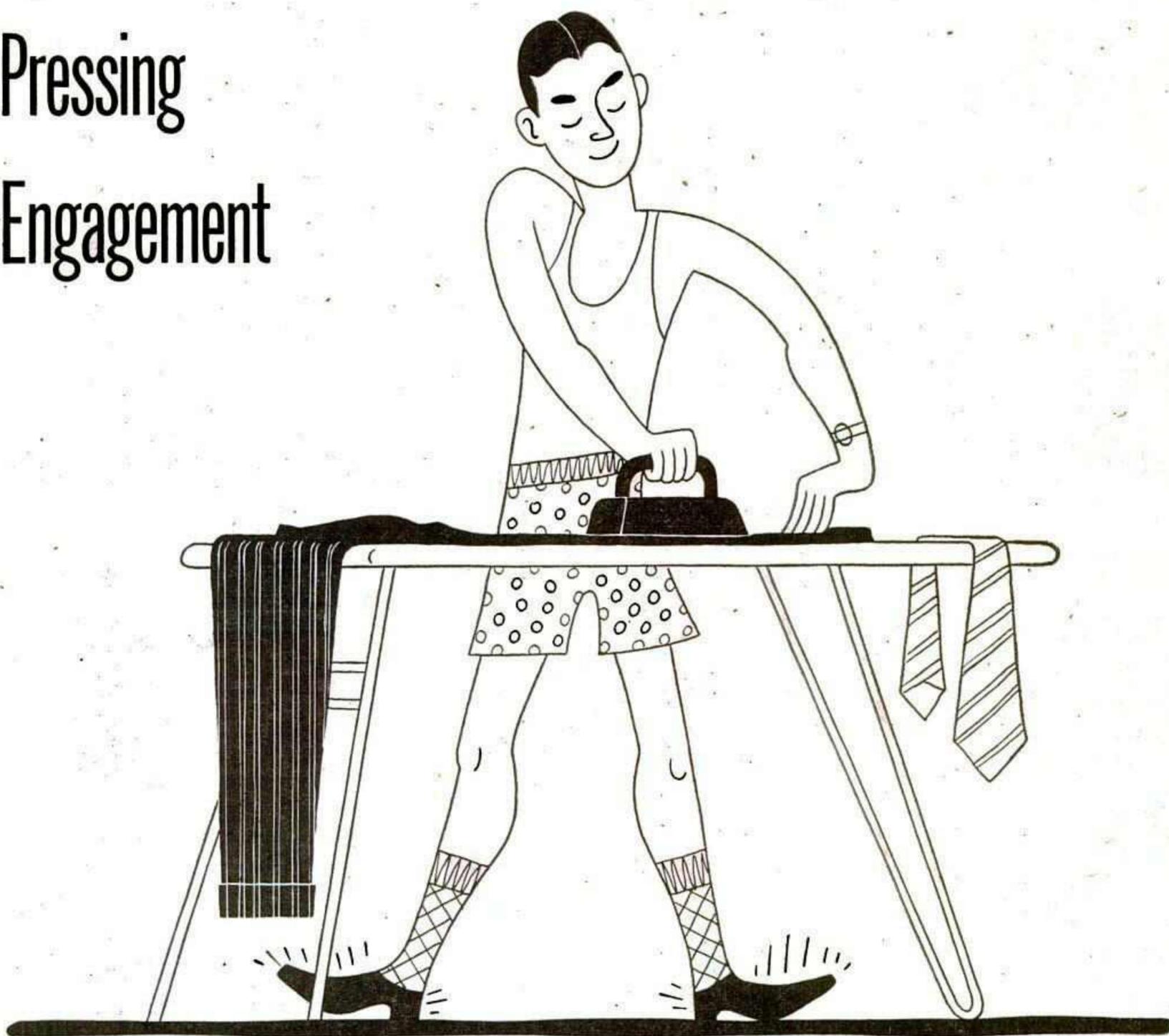
Ad Deadline: January 22
Distributed: January 27

EXTRA DISTRIBUTION
to key executives of leading

- Department Stores
- Super Markets
- Shopping Centers
- Filling Stations
- Theaters
- 10c Stores
- Resorts

● IN ADDITION to The Billboard’s blanket coverage of the Coin Machine, Outdoor Amusement, Retail Record Store and “Opportunist” markets that number 169,618 readers weekly.

Pressing Engagement

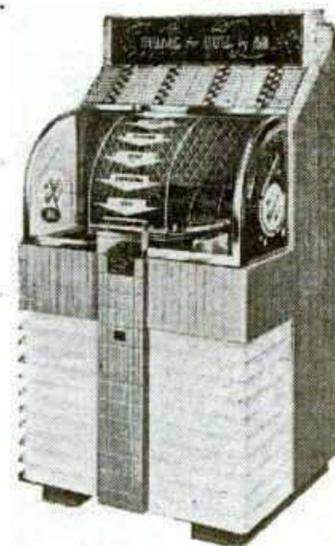


Every operator knows that a clean and sparkling juke box attracts more play—less abuse or careless handling. Most operators are aware, too, that their own good grooming will earn respect that attracts better locations. The operator of the Model "D" is as presentable as his machines. He has little cause for work-stained hands and nails, clothes that are wrinkled and untidy. The reason? His AMI juke boxes long retain their factory-fresh look, seldom need mechanical adjustment or repair.

It's easy to stay clean when it's hard to get dirty!

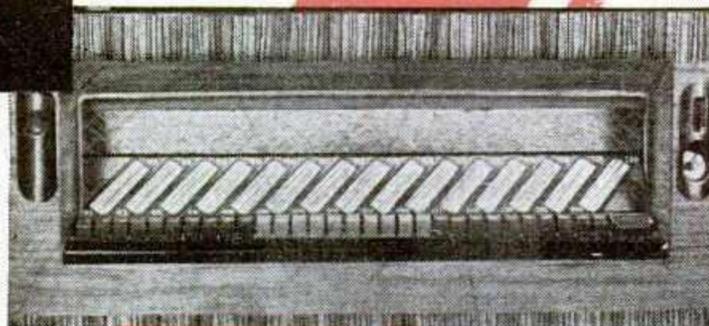
AMI Incorporated

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

**Push One Button
Under Number Selected**
(that's right, just one)



THE ROCK-OLA
"CARROUSEL"
LINE-O-SELECTOR

**... and Out
Comes
Your Tune**

See, Play, Hear—Order—Your ROCK-OLA FIREBALL at any of the following Showrooms:

EASTERN

BAILIE DISTRIBUTING CO.
647 South West St., Syracuse, N. Y.

EASTERN VENDING SALES CO., INC.
940-42 Linden Ave., Baltimore, Md.

HACOLA DISTRIBUTING CORP.
265 Franklin, Buffalo, New York

B. D. LAZAR COMPANY
1635 Fifth Avenue, Pittsburgh 19, Penn.

MUSIC & TELEVISION CORP.
1119 Commonwealth Avenue
Boston 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
450 Massachusetts Ave., Indianapolis, Ind.

CENTRAL COIN MACHINE EXCHANGE
525 S. High St., Columbus, Ohio

DAYTON MUSIC SALES
815 St. Paul Ave., Dayton 10, Ohio

DIXON DISTRIBUTORS
3808 Southern Blvd., Youngstown, Ohio

FABIANO AMUSEMENT CO.
208 E. Dewey Ave., Buchanan, Michigan

IDEAL NOVELTY COMPANY
2823 Locust 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

SAVAGE NOVELTY COMPANY
628 Third Street, Beloit, Wisconsin

SUPERIOR SALES COMPANY
1337 Second Ave., Des Moines, Iowa

TOLEDO COIN MACHINE EXCHANGE
814 Summit St., Toledo, Ohio

UNI-CON DISTRIBUTING CO.
3410 Main Street, Kansas City 2, Missouri

WORLD WIDE DISTRIBUTORS, INC.
2330 N. Western Ave., Chicago 47, Ill.

NORTHWEST

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

SOUTHERN MUSIC DIST. CO.
503 W. Central Ave., Orlando, Florida

FRANK SWARTZ SALES COMPANY
515-A Fourth Ave., So., Nashville, Tenn.

WERTZ MUSIC SUPPLY CO.
1013 E. Cary St., Richmond 19, Virginia

SOUTHWEST

AUTOMATIC MUSIC CO.
1214 W. Archer, Tulsa, Oklahoma

BORDER SUNSHINE NOVELTY
2919 N. Fourth Street
Albuquerque, New Mexico

BOYLE AMUSEMENT COMPANY
522 North West Third
Oklahoma City, Oklahoma

FT. WORTH AMUSEMENT COMPANY
1210 S. Main Street, Ft. Worth, Texas

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

WESTERN

H. B. BRINCK
825 East Front Street, Butte, Montana

DAN STEWART COMPANY, INC.
2667 West Pico, Los Angeles, California

DAN STEWART COMPANY, INC.
140 E. Second, South, Salt Lake City, Utah

MODERN DISTRIBUTING CO.
3222 Tejon Street, Denver 11, Colorado

OSBORN DISTRIBUTING COMPANY
2647 Thirty-Eighth Avenue
San Francisco, California

"The Industry's Greatest Phonograph Achievement"

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago 51, Illinois

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard, issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Jan. 3	Issue of Dec. 27	Issue of Dec. 20	Issue of Dec. 13
AMI				
Model A	\$239.00 360.00 350.00	\$239.00 260.00	\$239.00 260.00	\$239.00 260.00
Model B	360.00 450.00	360.00	274.00 350.00 279.50 350.00	360.00 389.50
Model C	360.00 475.00	460.00	425.00 450.00 439.50 460.00 475.00 495.00	439.50 445.00 460.00 475.00 495.00
CHICAGO COIN				
Band Box	125.00	125.00	125.00	125.00
EVANS				
Constellation				425.00
MILLS				
Constellation				250.00
PACKARD				
Manhattan 76	79.50 89.00	89.00	79.50 89.00	89.00
Model 7	49.00	49.00	49.00	49.00
ROCK-OLA				
1422	89.00 150.00	89.00	79.50 89.00 125.00 150.00	89.00 94.50 150.00(2)
1426	175.00		175.00	124.50 175.00
1428			295.00	279.50
1428 Blonde	295.00	295.00		
1432	419.00 445.00	419.00	419.00	419.00 445.00 525.00
SEEBURG				
Classic	49.00	49.00	49.00	49.00
Colonel				40.00
Envoy	49.00	49.00	49.00	49.00
H-146 M Hideaway	94.50	94.50	94.50 100.00	94.50
H-148 M Hideaway	229.00	229.00	229.00	229.00
Hightone	49.00	49.00	49.00	49.00
M-100-A 78 RPM	695.00	649.50	575.00 649.50	675.00 695.00
Major				
146	49.00	49.00	49.00	49.00
146 Hideaway	150.00		150.00	150.00
146 M	129.00	129.00	129.00	99.50 129.00
146 S	129.00 140.00	129.00	129.00	129.00
147	149.00 175.00		125.00 175.00	175.00
147 M	140.00	149.00	149.00	99.50 149.00
148 M	195.00	195.00	195.00	195.00
148 Blonde	275.00		225.00 275.00	275.00
148 Hideaway	195.00(2)		195.00	195.00
148 ML	240.00	240.00	240.00	240.00(2)
148 ML Blonde		245.00		
148 SL	219.00	219.00	219.00	219.00
1948 Hideaway		195.00	195.00	
1951 Hideaway	49.00	49.00	49.00	49.00
WILLIAMS				
Music Mite	99.50	99.50	99.50	99.50
WURLITZER				
51			39.50	
750	95.00		95.00	95.00
1015	139.00 175.00	139.00 139.50	139.00	139.00
			139.50(2)	139.50(2)
1017 Hideaway	150.00		150.00 170.00	175.00
1080	125.00 150.00	125.00	125.00 150.00	150.00
				125.00
1100	300.00 315.00	300.00 315.00	289.50 299.50 300.00 315.00	289.50 315.00 325.00(2)
1200	395.00	395.00		
1250	399.00 475.00	399.00 449.50	395.00 399.00 439.50 475.00	399.00 400.00 439.50 475.00

Pros and Cons

• Continued from page 62

order to obtain stops. He says, "Some operators can't seem to understand that loaning money is not the same as giving it away. When we lend money, we are protected. We record our judgment note immediately and the lien usually has priority over other debts. Also, the location owner who borrows money from us feels that he owes us something. He appreciates our help, and he shows his friendship by giving us good terms when we place our equipment in his location. That is how we are able to obtain some of the best stops in the territory."

Workman also believes in acting the role of Santa Claus at Christmas time. He distributes presents, such as wallets, calendars, fruit, and turkeys to all of his location owners.

"If you want to be a progressive, growing firm," says John, "you must be on your toes. You have to be able to analyze any situation and be willing to invest in it by lending the location owner money. That is the only way to make this business pay off."

Nickel Vs. Dime

• Continued from page 62

sonable profit out of automatic phonographs.

"I have been asked for an opinion as the State president of California Music Guild, and I, therefore, release this statement as one who has had a reasonable amount of experience with the industry and as one who realizes that the

OREGON OPS IN MIDDLE

Lack of Association Stymies Dime Play

PORTLAND, Ore., Jan. 3. — Oregon juke box operators were all set to move into dime play last summer, but were forestalled by the Office of Price Stabilization regulations. Ironically, this week they found themselves without machinery to effect the change now that the OPS regulations are lifted.

The operators allowed their own organization, the Oregon Music Association, to become inactive. Now they lack the instrumentality to make dime play uniform, deemed necessary to make such a policy effective. A spot check by The Billboard revealed a general desire to make the change, but a hesitancy of operators to take individual action.

Tentative Plans

With some of the operators laying tentative plans for dime play after the first of the year, there appeared to be a revival of interest in reactivating the OMA. No instances were found where play had been changed since the

lifting of OPS regulations December 1.

The check disclosed the lack of information was a factor in developing a policy for the operators. The chief source of information, regarding policy, was The Billboard story of the OPS announcement on December 13. The local press carried only a few lines on the juke box phase of the announcement.

Distributors were informing operators of the development. Especially active in this regard was Larry Hornbeck, manager at R. F. Jones & Company, and Budge Wright, Western Distributors. Wright was planning a circular letter to the trade.

The OPS development was one of several factors promising the reactivation of the operators' organization. Another was the loss in gross stemming from tavern television. Some reported declines up to 30 per cent and operators agreed that a pooling of experience was necessary.

Below-cost Operation

Another factor was the desire for a fair-trades statute patterned after the California regulation, to outlaw below-cost operation. Below-cost operation is found in locations where music is allowed to play second fiddle to game operation. Another concern of the industry is the threat of possible additional taxes on juke play.

Altho the OMA remains an entity, with funds in its treasury, interest lagged to the point where meetings lacked quorums, after the shelving of the Bryson Bill. The president of OMA left the music industry, and the members never elected a successor. Indications this week, however, were that some of the leaders would call a meeting during January to reactivate the organization.

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:

COLUMBIA HAS BANNER YEAR. Columbia Records in 1952 racked up the highest sales total in its history, with the exception of 1947 (Music Department).

GOODY'S BUSINESS BOOMS. Heavy Christmas action at Sam Goody's, New York cut-rate supermart, will lift the outfit's cumulative gross for 1952 to nearly \$3,000,000 (Music Department).

SAUTER-FINEGAN ORK TO HIT ROAD. The group has stirred up considerable interest with its distinctive stylings on RCA Victor disks (Music Department).

MAD RACE FOR HIT TUNES. The year 1952 saw wide-open competition for hit tunes, with the continued upsurge of Broadcast Music, Inc. (Musical Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Only the
WURLITZER
FIFTEEN HUNDRED
Plays
104 TUNES
on 45 and 78 RPM
RECORDS INTERMIXED

Confidentially... they're TOPS!
because they're from
MUSIC SYSTEMS
BEST BUYS OF THE MONTH
Clean Equipment—Ready for Location
Write, wire, phone. 1/3 deposit, balance C.O.D.

SEEBURG	148SL	\$219.00
	147M	149.00
Hideaways	146M or S	129.00
H148M		\$229.00
H146M		94.50
AMI Model A		\$239.00
WURLITZER 1015		139.00
WURLITZER 1100		289.00
PACKARD Manhattan		89.00
PACKARD Model 7		49.00
ROCK-OLA 1422		89.00

Export inquiries invited.

Wall Boxes		
3W7-L56		\$34.50
(5-10-25¢ 3 wire)		
3W2-L56		12.50
(5¢ 3 wire)		
W1-L56		5.00
(5¢ wireless)		
W6-L56		29.50
(5-10-25¢ wireless)		
Wurlitzer Model 3020		22.50
Packard Chrome Wall Boxes		5.00

MUSIC SYSTEMS, INC.
DETROIT, MICH.—10217 LINWOOD
CLEVELAND, OHIO—2600 EUCLID
LANSING, MICH.—1224 TURNER
TOLEDO, OHIO—1302 JACKSON

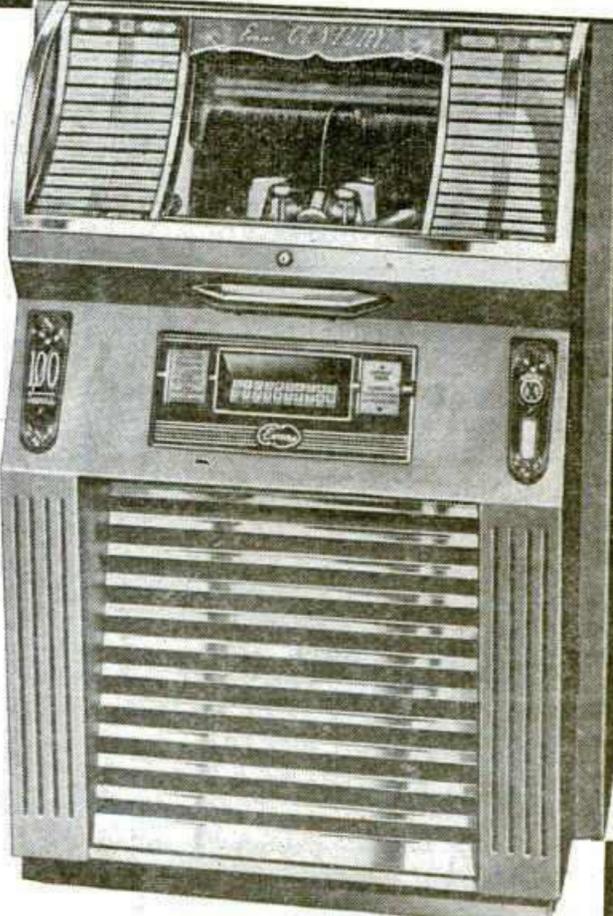
Use The Billboard Classified Pages for **RESULTS!**

3
Great Features
... TESTED AND PROVED
ESSENTIAL TO PROFITABLE MUSIC OPERATING ...

- ★ "CENTURAMATIC" SELECTION
Simple! Fast!
- ★ "ENCORE" MECHANISM
Time Saver on Repeat Selections!
- ★ EYE-LEVEL PROGRAMMING
All Selections Visible at a Glance!

ALL AVAILABLE ONLY IN
1
Great New Phonograph ...

EVANS' 100 SELECTION CENTURY
50 Records • 45 RPM



ON DISPLAY NOW AT YOUR DISTRIBUTOR
ALSO SHOWING—EVANS' JUBILEES
40 Selections—20' Records—45 or 78 RPM
H. C. EVANS & CO.
1556 W. Carroll Ave. Chicago 7, Ill.

Milwaukee in No Hurry

Continued from page 62

a dime unless the changeover is unified and industry-wide.

More Revenue

There is unanimity among the members of coin row here on the necessity of more revenue for music operators. Here, as elsewhere throughout the country, prices of equipment, waxings, labor, and other costs of doing business have risen, while the price per play has remained steady for years.

Sam Hastings, of Hastings Distributors, insists that the price hike, if effectively carried thru, should be originated and boosted via the manufacturers. "It will have to be done by the manufacturers putting out a dime play music box, just as they did with the United Shuffle Alley game," said Hastings. "In that way, operators, buying a dime play juke box, would be able to justify the price much more easily to locations. They missed the boat when they started putting out the 100-play machines. It could best have been done at that time."

Study Dime Play

The Wisconsin Phonograph Operators' Association, led by C. S. Pierce, has for months been studying and encouraging dime play among its membership. Pierce has successfully installed dime equipment in many of its

locations, altho the majority are still on a nickel basis. Arnold Foch, a member of WPOA, is another exponent of the switch to dime play.

Major objections of various members, stressed the fact that most of them have tried dime play at one time or another and found it unsuccessful. Some operators report that following the introduction of dime play, some location owners purchased their own machines.

Many operators voiced the hope that when the cost of telephone calls in Wisconsin is increased to 10 cents, it will condition the public to absorb higher coin machine prices. As yet, the Badger State is one of the few areas in the Midwest where the public can use a phone for a nickel. The hike in phone call prices is due to make its appearance the beginning of the new year.

Another development in the phonograph industry, calculated to alter the price structure shortly, is the pending unionization of route and maintenance workers in Milwaukee. Operators agree, by and large, that this forthcoming setting of labor standards and wage levels will be highly beneficial to the industry, and afford a better opportunity for dime play.

Ex-Partner Sues Coast

Continued from page 62

Ralph G. Wiser, and Richard Roe, executor of the estate of Bessie Hodson; John Does 1 to 10, and Doe companies 1 to 3.

Allegations

In the suit, Mayer states that he was engaged in an export sales business thruout the world, particularly phonograph equipment and allied commodities. The plaintiff alleges that included in the deal were Coast and Peerless records. He also sets forth that he made numerous trips abroad in the interest of the exporting

business and that there were additional expenses of entertaining customers and prospective customers in this country and overseas. Mayer asserts that a list of customers was kept and that new ones were added from time to time.

Mayer claims exclusive right to sell for export all items and products manufactured or distributed by the defendant company on the basis of an agreement said to have been made in November, 1951. He declared that while pressing equipment and similar commodities were the main items, the exporting of records was included but not specifically named.

Agreement Canceled

On last February 29, Mayer asserts, the distributorship agreement was canceled. With the dissolution, all rights, title and interest in and to the Coast Export Company, were said to have been granted Mayer.

Milan Medigovick, attorney for the defendants, said that the only observation he could make was there was "some misunderstanding regarding the interpretation of the dissolution."

Mayer is asking damages on the allegation that the defendants "without any notice or warning to the plaintiff did solicit and continue to solicit the business of customers of the plaintiff whose names they had ascertained from the plaintiff."

Reviews of the Current Classical Releases

Continued from page 31

RAVEL: L'HEURE ESPAGNOLE — L'Orchestre Radio-Symphonique de Paris de la Radiodiffusion Francaise; Rene Leibowitz, Cond. (1-12") 74
Vox (33) PL 7880

The French operetta field has been explored quite successfully by Vox and here the diskery enlarges its scope with a work of far greater import. This light opera by Ravel tells a fantastic tale of romance in the French manner. The music is modern enough, but it rests easy on the ears, and is fully enjoyable. The all-French cast, as might be expected, has the idiom down pat. And their efforts are blended with taste by Rene Leibowitz. A first-rate waxing, altho a libretto would be a welcome addition to the set. Dealers might brief customers that the clicking sounds on the disk are clocks ticking and do not indicate marred record surfaces.

MAHLER: SYMPHONY No. 5 — Philharmonic Symphony Orchestra of New York; Bruno Walter, Cond.
MAHLER: EIGHT SONGS — Desi Halban, Soprano; Bruno Walter, Piano (2-12") 73
Columbia (33) SL 171

For Mahler devotees, a somewhat restricted group, this set should be a must. For it has Bruno Walter, who as a youth perfected his craft under Mahler, conducting the symphony. And the eight songs are performed by Desi Halban, daughter of a soprano who often sang in operas led by Mahler. Further, Miss Halban is accompanied at the piano by Walter. The interpretations, then, can be accepted as closely in accord with the wishes of the composer. The greater proportion of disk buyers might find the symphony too lengthy and discursive (it occupies three record sides), but none will quibble with the dedicated and often brilliant reading it receives. A fine set, excellently recorded.

SCHUBERT: IMPROMPTUS—Artur Schnabel, Pianist (1-12") .. 73
V (33) LHMV 1027

This is an excellent release by HMV. Artur Schnabel, long admired during his career, for his outstanding interpretations of Beethoven's Sonatas, has done a superb job on this fine waxing of Schubert's two sets of Impromptus. The pianist plays them with consummate skill, bringing out the melodic and tuneful themes that flow out of each delicate, short work. There are a number of other waxings of these Schubert compositions, but collectors who remember Schnabel at his best will want this set in their disk libraries.

HANDEL: ISRAEL IN EGYPT—Berlin Symphony Orchestra; Chorus and Soloists; Helmut Koch, Cond. (2-12") 72
Vanguard (33) BG 521-22 (AS)

Handel's "Israel in Egypt" is one of the towering masterpieces in the choral literature. It tells with compelling impact the Old Testament story of the Hebrews during their bondage under the Pharaohs. The oratorio, recorded so faithfully here, should have wide appeal among many categories of disk collectors. And dealers alert to the school and library market should be able to garner many extra sales with this one. The recording by Vanguard has good presence and robust sound. There is only one duplication on the LP catalog.

MOZART: SONATA No. 1 IN A MAJOR (K.305); SONATA NO. 7 IN F MAJOR (K.376); SONATA No. 17 IN A MAJOR (K.526)—Alexander Schneider, Violin; Ralph Kirkpatrick, Harpsichord (1-12") 71
Columbia (33) ML 4617

These are the versions of the Mozart sonatas for those who prefer the harpsichord, rather than the piano, as companion to the violin. Use of the less-resonant keyboard instrument leads to greater balance between the two participants and contributes a sense of the antique that pleases greatly. Musically, the two artists show their usual sensitive rapport. A fine disk for the chamber music set.

CATHEDRAL VOLUNTARIES AND PROCESSIONALS — E. Power Biggs, Organ (1-12") 68
Columbia (33) M 4603

Thirteen selections written for use in the church, by twelve composers—Bach, Purcell, Vaughan Williams, Schubert, Richard Strauss, William Walond and Sir Hubert Parry—are included in this disk. They are all expressively played by E. Power Biggs, one of today's foremost exponents of the organ, on the instrument in Boston Symphony Hall. Tho the market for this effort may be relatively small, the disk should interest all church organists, as well as other lovers of the instrument.

TCHAIKOVSKY: 24 PIECES FOR THE PIANO; BEETHOVEN: 21 PIECES FOR THE PIANO—Poldi Zeitlin, Pianist (1-12") 68
Opus (33) 6001; Opus (33) 6002

These two disks kick off a new series entitled "Masterwork Series for the Young Musician," released by Parade Records on its new Opus label (\$5.95). Each of these first two disks contains a number of short (some as brief as a minute), and beautifully simple compositions by these two illustrious members of the romantic and classical schools. The disks are billed as being designed especially for young musicians. They are played forthrightly and with fine understanding by Miss Zeitlin, a niece and student of the late Artur Schnabel. The purpose behind this series—to present to young students the compositions of the masters that technically are not difficult to master—is a good one. With proper exposure they should find a market in the educational field and could easily pick up sales with customers who like good piano music.

MOZART: REQUIEM MASS IN D MINOR—Robert Shaw Chorale; Robert Shaw, Cond.; RCA Victor Ork (1-12") 75
V (33) LM 1712

A truly moving performance by the Shaw Chorale of this revered religious work. It's the first LP version by American artists. The label has done some skillful manipulation to make this available at an attractive price. It's already on the market as two 10-inch LP's by Cetra and London. Remington has it on two 12-inch disks. Victor has gotten it on a single 12-inch without sacrificing any quality.

Late Reports on Recent "Best Buys"

Continued from page 26

Rhythm & Blues

SOFT

Tiny Bradshaw—King 4577
Record has a big week. Moved into top 10 records on both the sales and juke box charts.

BABY DON'T DO IT

"5" Royales—Apollo 443
On St. Louis territorial chart. Now strong in New York, and Chicago, very strong in Ohio. It's now starting to break in Philadelphia.

STREET OF DREAMS

Gene Ammons—United 137
Strong action now in Chicago with other Midwest reports showing good activity. Disk is just being received in most other sections.

THE BELLS

PEDAL PUSHIN' PAPA
Dominoes—Federal 12114
Very strong in South now in addition to continued good action as reported last week. Still on L. A. territorial.

Mich. Org Split

Continued from page 62

Meli, Meltone Music; Frank Alluvot, Frank's Music; Joseph Brilliant, Brilliant Music Company; Anthony Sirocuse, Circle Music Company; Carl J. Angott, Angott Distributing Company; Louis Nemes, Music Systems; Sam Ciaramitaro, Sam's Music; G. M. Patton, Pat's Music; Sparky Corrado, Jay-Cee Music; William Rodes, Rodes Music; B. Tocco, T. D. Music; and Samuel DiNoto, T. D. Music.

Clarifies Objectives

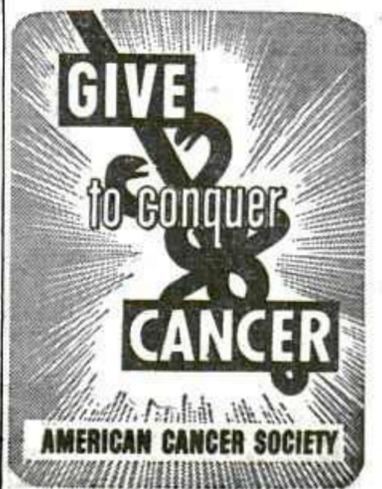
No complete break with the long-established MAPOA is sought, it was indicated. Asked to clarify the objectives of the dissenting group, Ackerman made this point clear—that the new group "is not formed with any desire to establish competition or any animosity with the MAPOA."

The founders of the new group, Ackerman said, feel that they "are not getting the proper management of the organization. Some of the men in the new group remain members of the MAPOA, and there is no reason why they should not hold membership in both if they so desire. The objectives of both are the same. The only dissatisfaction is with some members of the administration."

Both Function

Roy Clason, business manager of the MAPOA, expressed little concern over the development, noting that "MAPOA is remaining intact, and will continue to function as it has been for nearly ten years in the past, with or without the dissident group."

Joseph Brilliant, named as one of the leaders of the new group by Ackerman, said that "this (Guild) is an association formed by men that can't seem to get along with the other fellow, and vice versa. Nobody is out to hurt anybody. They have no intention of taking over the old association. I'm in both associations."



Join the **MARCH OF DIMES**
JANUARY 2 TO 31

JANUARY						
	1	2	3			
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

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JUKE-BOX MONEY MAKERS

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TITLE STRIPS

a brand new money-making service for operators based on The Billboard's

"THIS WEEK'S BEST BUYS"

Now you can be sure of top play on each and every record for which a strip is issued, and you get your supply of strips at exactly the right time! Never before has any juke box title strip programing service been based on such scientifically accurate forecasts of the coming top record hits.

Write today for complete details of this simple, money-saving, money-making plan!

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CHI SUBWAY VENDERS HIT BY COIN BOX ROBBERS

CHICAGO, Jan. 3.—Nickel gum, candy and dime beverage venders scattered thruout the Chicago subway system were subjected to a new wave of coin box robberies during December. The net result, other than dollar losses by the operating firms involved, Transit Sales, Inc., and Mechanical Merchants, Inc., was the stoppage of the former's nickel gum vending expansion program and the hiring of private investigators to patrol the underground stations.

The special investigators, hired about 10 days ago by Transit Sales, William Wrigley Jr. Company subsidiary, to date apprehended three teen-age thieves attempting to break into venders. Using crowbars and axes, the youths appeared to be part of an organized gang systematically robbing the machines of their record holiday grosses.

Penny machines were by-passed by the thieves in favor of the console nickel gum equipment, candy bar and dime beverage venders. Wrigley spokesmen indicated that the situation was in hand, due mainly to the private policing action. However, such action could not be sponsored by an operator for continued periods without also seriously affecting profits, it was pointed out.

Last year, Mechanical Merchants also reported a high rate of coin box lootings in its subway installations. The pattern repeated itself this year; sporadic during the summer, fall and spring months, but peaking during the rush holiday weeks. As before, the thefts usually were committed during the early morning hours, just before collections were made.

BALL GUM VENDING MATHEMATICS

Operator of 600-Machine Route May Expect Profit of \$14,000

By AARON STERNFIELD
NEW YORK, Jan. 3.—A bulk vending operator, with a 600-machine route, can reasonably expect a net annual income of \$14,000. His original investment figured at \$20 a machine, would be \$12,000. These figures were arrived at by an informal panel

of operators, gum ball, charm and machine manufacturers at the National Association of Bulk Vendors' recent Eastern regional meeting.

The mathematics were figured by getting estimates from panel members, adding them, dividing by the number of panel members and rounding the figures off—on the conservative side. Here's the way it works.

Bulk vending machines run the operator between \$13 and \$14 each new, depending on the quantity ordered. The average bulk vending machine with the ball gum wheel, using 210-count gum, will hold about 6.25 pounds of gum, which will cost the operator about \$1.75 per fill.

\$3 for Charms

If an operator puts in about \$3 worth of diversified charms, including a great number of the in-

expensive fill type charms as well as a balanced variety of secondary gimmicks, he will have a machine filled with about 500 charms—enough in display to make his machines imposing vending units.

A bulk machine, so filled, will take in a gross of \$14.50 by the time it empties. The operator usually will pay the location about \$3 in commission. Adding the \$1.75 for gum, the \$3 for charms and the \$3 commission, operating costs figure to \$7.75, leaving the operator a \$6.75 profit.

Sell-Out Pattern

Given the poorest type of operation, the average gum ball machine with charms will empty about four times a year. With intelligent operating methods, a machine will turn over from six to eight times a year.

The panel defined intelligent
(Continued on page 69)

Larger Charm Emphasis Seen During 1953

NEW YORK, Jan. 3.—Emphasis on bigger charms, as large as can be handled effectively in a bulk vending machine, will be made during 1953 by Samuel Eppy & Company, Inc., Jamaica, L. I., charm manufacturer.

In a release to some 500 accounts, Eppy summed up the results of customer requests and suggestions.

He said that many operators had pointed up the need for a still greater assortment of charms. Some asked for new charm items as often as once a week so that bulk vending machines would constantly have "the fresh look."

Eppy said the trend is toward more charms in machines, with many operators willing to spend between \$3 and \$3.50 per fill.

R-M Starts \$5 Million Coffee Vender Program

PHILADELPHIA, Jan. 3.—Rudd-Melikian, Inc., has started a new \$5 million distribution program to place a chain of some 200 franchised distributors across the country. Officials estimate that, when completed, the program would be instrumental in boosting coffee consumption to over 198 million cups this year.

According to Rudd-Melikian spokesmen, individual distributor would be required to outlay an average of \$25,000 to get into

operation. They stated franchises will range from \$15,000 to \$150,000, dependent upon location and size of area serviced.

The firm's new bantam Coffee Cup, low capacity vender, will play an important part in the expanded operations this year, it was indicated.

Macke Ups Cig Price to 22c

WASHINGTON, Jan. 3.—The G. B. Macke Corporation increased the price of cigarettes thru its venders a penny a pack to 23 cents, effective Thursday (1)

Meyer Gelfand pointed out the former price was not the OPS ceiling. He said increased costs of maintenance and overhead necessitated the increase.

Danish Cig Venders Face Problem in Change Shortage

COPENHAGEN, Denmark, Jan. 3.—The recent increase in the price of all brands of cigarettes in Denmark has resulted in a severe shortage of small change. This is

due to the fact that the new cig price of the majority of brands sold here is now 3 krone, 20 ore instead of 3 krone. This does not affect stores very much, but it does pose a big problem for the owners of coin-operated cigarette venders.

As there are approximately 3,000 cigarette vending machines in Denmark, all had to be readjusted to operate with four 1-krone coins instead of three. This was simple enough, but it required time. The real hitch is that the sum of 80 ore in change must be doled out with each pack of smokes. This requires either eight 10-ore coins or three 25-ore and one 5-ore coin being placed in each pack of cigarettes. More modern machines are equipped with coin-change return devices, but they require the same amount of change in the machine.

The theft hazard has also been augmented as machines now hold a very much greater amount of cash as well as a larger value in merchandise. Practically all machines occupy outdoor locations in front of stores and operate primarily at night. Theft-alarm systems have been installed in many machines by local private police agencies which provide night surveillance of stores and venders.

FCM Finance Program To Start in 30 Days

NEW YORK, Jan. 3.—The first loans to vending machine operators under the \$9,000,000 Florida Citrus Mutual finance program will probably get underway within the next 30 days. This prediction was made here today by R. M. Townsend, manager of FCM's dispenser and beverage division.

Townsend said that vending operators are eligible to get loans right now on vending equipment to dispense Florida orange concentrates. He revealed that \$1,000,000 is available for this purpose.

The loans will be made with a 20 per cent down payment on the part of the operators, with an interest of 6 per cent on the unpaid balance. Operators will be given up to 24 months to pay the balance. Of course, the machines used for vending Florida citrus products must be approved by FCM. To date, the Snively and Mills machines have been placed on the approved list. However, Townsend hinted that machines made by any substantial manufacturer would also probably be placed on the approved list.

Working Arrangement

The working arrangement would work something like this. FCM has been promised by the Florida National Bank chain a loan of \$3,000,000 a year for a three-year period. The first \$1,000,000 of this sum is already
(Continued on page 69)

Spillane Spacarb Sales Rep; Set New Chi Office

STAMFORD, Conn., Jan. 3.—H. J. Foster, vice-president and sales manager of Spacarb, Inc., announced the appointment of Maurice B. Spillane as Southern sales representative with headquarters in Atlanta. He will cover North and South Carolina, Georgia and Florida.

Foster also reported the opening of a new branch sales office at 126 N. Union Avenue, Chicago. Walter Strauss, formerly in charge of the firm's New York territory, heads the new office, which covers the Northern Indiana and Illinois areas.

1952 \$375 Million Popcorn Sale Year

CHICAGO, Jan. 3.—Retail sales of popcorn totaled \$375 million during 1952 in the U. S. and Canada, Oliver Koeneman, president of the National Association of Popcorn Manufacturers, announced this week.

He predicted that sales in 1953 would exceed the half billion dollar level.

1,000 PERFUME VENDERS SET FOR N. Y. AREA

NEW YORK, Jan. 3.—A story which appeared in the December 20 issue of The Billboard said that 1,000 Perfumatic perfume venders will be installed in New York's Radio City. Actually, the 1,000 machines represent the initial quantity contracted for by the Manhattan, Bronx and Westchester distributors for installation in that area, with a substantial number of the machines going into Radio City. The perfume vender is manufactured by Mercury Tool & Stamping, Ltd., Toronto. Jo-Jo Perfumatic is the exclusive distributor for the United States.

HOUSE ORGAN AIDS OPERATOR

Gives A, B, C's of Vending, Cites Employee Benefits

JACKSON, Miss., Jan. 3.—A good barometer of how well plant management is sold on the benefits of in-plant vending is the house organ. When eight Spacarb four-flavor cup machines were recently installed in the Mississippi Products, Inc., factory here the company's employee publication carried this headline over the announcement story:

"New Soft Drink Machines to Boost Employee Activity Fund Finances & Give Better Service to Employees."

The article went on to cite price advantages for the plant worker. The same equipment operated at a dime in local movie houses, but vended beverages at

a nickel for Mississippi Products' employees, it pointed out.

Further stressing employee benefits, the article described how the graduated commission scale would add to the activities fund. The commission ranged from 15 per cent on the first \$1,200 gross per month to 25 per cent above \$2,000. It was noted that the proceeds went to pay for flowers, fruit and greeting cards for workers confined to hospitals and athletic equipment used by plant teams.

Many operators with industrial routes, recognizing the value of such in-plant vender promotion, make it a point to suggest such mention in house organs following a new installation.

COMING...in the January 31 issue

A SPECIAL SECTION

devoted exclusively to

THE KIDDIE RIDE MARKET

Ad Deadline: January 22
Distributed: January 27

An exhaustive, accurate and authentic editorial presentation of the profit potential and location opportunities offered by the newest developments in coin-operated equipment.

EXTRA DISTRIBUTION

to key executives of leading

- Department Stores
- Super Markets
- Shopping Centers
- Theaters
- 10c Stores
- Resorts
- Filling Stations

IN ADDITION to The Billboard's blanket coverage of the Coin Machine, Outdoor Amusement, Retail Record Store and "Opportunist" markets that number 169,818 readers weekly.

Patman to Push Coinage Bill

WASHINGTON, Jan. 3.—Representative Wright Patman has announced that he plans to push his bill for fractional coinage as a means of aiding automatic vending machine operators. Use of such coins would permit venders to operate profitably without changing product sizes or instituting inflationary price increases, he pointed out.

Patman advocates the minting of 6 1-2-cent and 12 1-2-cent coins.

FROZEN DINNER PKG. POTENTIAL VEND PRODUCT

PHILADELPHIA, Jan. 3.—A potential take-home product for food venders may be in the making here with the new Frigidinner, Inc., pre-cooked frozen dinner package. Available in individual servings, the package is initially being offered to chain stores, airlines and railroads and will retail from 39-cents to 43-cents.

Under its new marketing plan, Frigidinner expects to introduce 15 different frozen food dinners, each in its own "platter package." The first package has already gone out consisting of a casserole of spaghetti, meat balls and sauce. A second offering will be a beef stew with the third package, a chicken pot pie.

CHARMS

New JET SERIES
120 ASSORTED CHARMS
Includes crosses, skulls, animals, etc.
This is the largest assortment in the charm field!

Plastic \$2.15 M
Copper 3.60 M
Silver 3.70 M

DOMINOES

Beautifully designed black plastic with clear white dots

\$6.00 per M
f.o.b. NYC

• WHISTLES • SIRENS, ETC.
COMPLETE LINE OF CHARMS
SEND FOR FREE PRICE LIST!

PAUL A. PRICE CO.
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NEWER CHARMS

From the World's LARGEST MANUFACTURER of CHARMS

Playing Cards
Silver Tipped Buttons
New Cameos

Compasses
Photo Lockets
Photo and Jewel Rings

Ours is the finest and most complete line in the country. Immediate delivery! Send 35¢ for complete samples for low, low, low Prices

PENNY KING CO.
2538 Mission Street
Pittsburgh 3, Penna.

FOOD VENDING PIONEER

Variety, Service Keys Auerbach Operation

PHILADELPHIA, Jan. 3.—Bringing the customer to the food instead of food to the customer has been the successful tact followed by Morris H. Auerbach's Automatic Food Service Company here.

Auerbach conceived the idea of vending food by way of robot restaurants in 1949 when he was an executive of Harborside Restaurants, Inc., of Jersey City. He took the idea to John Sharenow, development engineer for the Rowe Corporation. Sharenow liked the idea and agreed to help develop the equipment for a pilot installation.

The robot restaurants are installed in a variety of locations, and the Slater System, Inc., the nation's largest operator of industrial cafeterias, views Automatic Food's operations as a valuable supplement to its regular cafeteria methods.

Variety

Automatic tries hard to keep its customers happy. One of its methods is to provide five new selections each day from 26 dispensed over a five-day period, each individually boxed. Sandwiches, which are packed in dry ice, are delivered by servicemen each morning and are distributed to refrigerated machines, kept at a constant 40-degree temperature, well in advance of the lunch-hour business.

The firm also vends 15 kinds of cakes and pies especially prepared for sale thru the Rowe Cake-O-Mat five-selection dispenser. Five different items are featured daily, with Danish pastry and pies the most popular.

Automatic also has milk machines offering both chocolate

and homogenized milk. A leading Philadelphia dairy has worked the machine stops into its regular pattern of deliveries. Driver-salesmen make day-to-day deliveries to the venders but Automatic's routemen also visit these stops daily to make collections, check equipment for cleanliness and operating efficiency, and to handle repairs.

Automatic also operates ice-cream machines. A bar and an ice cream sandwich share equal popularity and are rotated periodically.

Radio Phone

Automatic makes it a point to provide quick service. Three trucks, each equipped with radio telephone installations, can be reached directly without routing the call thru Automatic Food Service's office.

Auerbach is currently working with the Pennsylvania Railroad on the adoption of a vending machine system to provide food service to coach passengers. The railroad's dining car deficits have been mounting to more than \$3,000,000 a year while pilot installations of food vending machines have shown a profit.

P. Lorillard Buys 76-Acre Tract at Greensboro, N. C.

GREENSBORO, N. C., Jan. 3.—The P. Lorillard Company has acquired a 76-acre tract here for future tobacco processing and manufacturing purposes. President Robert M. Ganger said the move was necessitated by the sales growth of Lorillard's major brand, Old Gold, and the near doubling of its king-size Embassy cigarette volume in 1952, as well as the demand for the new Kent.

The company will erect on the site what it describes as the "most modern cigarette plant in the world." Ganger said that Lorillard might ultimately employ as many as 1,000 persons here.

Cigarette Service Sells Fla. Route To New Yorkers

MIAMI, Jan. 3.—One of the largest coin machine transactions here in recent years was consummated this week when Cigarette Service, Inc., sold out its Dade and Broward vending operation to two New Yorkers for a reported \$340,000. Part payment on the purchase by Joe Spinelli and Joe Amato consisted of their Liberty Cigarette Service operation in New York.

The Cigarette Service route, second in size only to Ace-Saxon in Florida, totals about 1,000 venders in the two counties which extend from Fort Lauderdale to Homestead and include the heavily populated Greater Miami area. Cigarette Service is a nationwide organization which owns and operates some 10,000 smoke venders in New York, New Jersey, Maryland, Ohio and California. In New York City the firm is known as Herald Vending.

The deal came as a surprise to local trade circles, since Cigarette Service had purchased several smaller cigarette vending routes in the past year and was believed to be embarking upon an expansion program.

Sources close to Paul Jacobs, who managed Cigarette Service here for the parent organization, said he would sell his Miami Beach home and return to New York.

New Batch Counter For Drink Venders

CHICAGO, Jan. 3.—Production Instrument Company has introduced an electric "batch" counter, Type MFA, to operate "empty" warning and coin return mechanism for cup drink and food vending machines.

Completion of the batch count for which the unit is set, closes built-in electric contacts. A batch quantity slightly less than magazine capacity of the vender is suggested. Over-all dimensions are 1 23/32 inches long, 1 9/16 inches wide and 2 13/32 inches high.

Schutter Exec Changes

CHICAGO, Jan. 3.—Schutter Candy Company has appointed Ralph A. Hull special representative to maintain field contact with the firm's salesmen and candy brokers. Hull joined Schutter over 20 years ago.

Edmond Doherty, formerly with Shotwell Manufacturing Company, was named purchasing agent.

Beverage Outlook

The beverage industry will spend \$416,000,000 on new plants and equipment during 1953, a gain of 9 per cent over 1952 expenditures, estimated at \$381,000,000, the Commerce Department predicts. The department bases its outlook for the industry on anticipated capital expenditures as reported by business in October.

"Smokeshop Le-Boy"

THE NATION'S FINEST CIGARETTE VENDOR!

486 PACK CAPACITY

Tear Out and Mail This Ad for Details

AUTOMATIC PRODUCTS CO.
250 W. 37th St., New York 19, N. Y.
PLaza 7-3123

It's GUGGENHEIM for COMIC STRIP CARDS

For years comic wrappers have sold bubble gum. Now at long last Guggenheim brings you these well known comic characters who will empty your machines in a hurry.

Printed on heavy card stock in brilliant colors, they are sure to SELL on SIGHT. Get your supply now—the craze is on!

- Comic Strip Cards (in color) \$10.50 per thousand
 - Movie Star Cards (in color) \$10.00 per thousand
 - Old Maid Cards (in color) \$10.00 per thousand
- (remember how you used to play?)
For unassembled cards deduct \$1.50 per thousand.

Send for new price list and samples.

Guggenheim
INC.
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

We are roasters and salters of Nut Meats

- Spanish Peanuts
- Jumbo Peanuts
- Cashew Nuts
- Mixed Nuts
- Pistachio Nuts
- Wrigley's Gum
- Squash Seeds
- Red Skins
- Almonds
- Filberts
- Adams Gum
- Ball Gum
- Pan Candies
- Stands
- Brackets
- Scales
- Charms
- Globes
- Parts

Northwestern "49"
1-24 \$17.25 ea.
25-99 17.15 ea.
100 or more 16.95 ea.

NORTHWESTERN SALES & SERVICE
1194 TREMONT ST., BOSTON, MASS.

● **SAVE MORE MONEY—MAKE MORE MONEY**
Subscribe to *The Billboard* TODAY!
see page 3 for rates

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
Uneeda Model E—9 or 12 col., 300 cap.. 80.00

CANDY VENDORS

U-Select-It, 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

UNEEDA MONARCH
6 Cols., 380 Pk. Cap. \$75.00
8 Cols., 510 Pk. Cap. \$90.00

Any column can be used for king size or standard size vending as desired.

Our Paints Are VENDERIZED Prevents Peeling Flaking & Rusting

All Equipment Unconditionally Guaranteed Trade Prices. 1/3 Dep., Bal. C.O.D.

UNEEDA VENDING SERVICE, INC.
The Nation's Leading Distributor of Vending Machines
NEW... RECONDITIONED LIKE NEW
106 Clymer Street, Brooklyn 11, N. Y. • EVERgreen 7-4568

SCALES

"PRICES REDUCED CUT TO \$89.95"

Price \$89.95. Down Payment \$14.95. Balance \$5.00 per month for 17 months. Or if you prefer to send cash with your order, you may deduct 5% or \$4.50 from the list price, making the cash price only \$85.45. On sales in Georgia or South Carolina, it is necessary to add Sales Tax to scale prices.

All prices are f.o.b. Soperton and we will ship to you by express or freight.

A Scale crated weighs 100 pounds. Get in touch with us for a Scale Deal.

Bona fide distributors wanted if you have a sales room and can go after selling a good scale.

MANUFACTURED BY **SPARKS** SPECIALTY COMPANY
PHONE 33 SOPERTON, GEORGIA

VICTOR... The Choice of Operators...

VICTOR'S Topper Deluxe Half-Cabinet Style

Each 1 to 23... \$14.20
24 to 47... 14.00
48 to 99... 13.75
100 or more... 13.20

VICTOR'S Baby Grand Deluxe

\$14.25 ea.

VICTOR'S Topper Deluxe Globe Style

Each 1 to 23... \$14.20
24 to 47... 14.00
48 to 99... 13.75
100 or more... 13.20

GARDNER & LOSE, INC.
2611 Hale Avenue Louisville, Ky.

Buy VICTOR for Better Bulk Vending

VICTOR'S Topper Deluxe Globe Style

1 to 23... \$14.20
24 to 47... 14.00
48 to 99... 13.75
100 or more... 13.20

VICTOR'S Baby Grand Deluxe

\$13.25 ea.

VICTOR'S Topper Deluxe Half-Cabinet Style

Each 1 to 23... \$14.20
24 to 47... 14.00
48 to 99... 13.75
100 or more... 13.20

All machines packed and sold 4 to the case.

GRAFF VENDING MACHINE & SUPPLY CO.
2841 W. Davis Street Dallas, Texas

VICTOR ... Tops in Bulk Vending



VICTOR'S Topper Deluxe Globe Style
 1 to 23... @ \$14.20 ea.
 24 to 47... @ \$14.00 ea.
 48 to 99... @ \$13.75 ea.
 100 or more... @ \$13.20 ea.

VICTOR'S Baby Grand Deluxe



\$14.25 ea. \$13.25 ea. 100 or more



VICTOR'S Topper Deluxe Half-Cabinet Style
 1 to 23... @ \$14.20 ea.
 24 to 47... @ \$14.00 ea.
 48 to 99... @ \$13.75 ea.
 100 or more... @ \$13.20 ea.
 All machines packed and sold 4 to the case.

PARKWAY MACHINE CORP.

715 Ensor St. Baltimore 2, Md.

Gum Vending Mathematics

Continued from page 67

operating methods as maintaining high standards of cleanliness and sanitation, dressing and filling the machines properly, keeping abreast of the newest and best charm items, using top quality gums and taking advantage of seasonal opportunities—such as placing machines at resorts in the summer. Also stressed was the use of point-of-sale aids, such as stickers and decals and placements within the location.

Of course, the \$6.75 profit per fill is not net. From this must be deducted auto cost, maintenance and depreciation, as well as insurance, etc.

The panel figured that an operator, by himself, can handle about 600 machines. If each machine were to empty between two and three times a year (less than half the volume which may be expected of an efficiently operated machine) the take would be about \$40 per machine per year. This would give the operator an annual gross income of \$24,000.

\$14,000 Net

Figuring an operating cost of \$200 a week (which most panel members considered high), total annual expenses would be \$10,000, leaving a net income of \$14,000.

In order to operate a 600-machine route, an operator would need \$20 worth of capital to back up each machine. In other words

his investment for the route would be about \$12,000.

However, panel members pointed out that few operators begin with a 600-machine route. Many start with 200 or 300-machine routes, with the successful operators building their routes thru profits.

Panel members agreed that today most operators are entering the bulk vending field by either beginning a part-time operation and expanding it to a full-time basis, or because they have friends or relatives who are operators.

Ready-Made Routes Out

Gone are the days when legitimate distributors built routes and sold them, working to convince operators to go into the business. The panel agreed that while a few of these legitimate distributors are left, much of the ready-made route selling is being done by the blue sky boys.

According to the arithmetic of the panel members, the first two empties pay back the operator for the investment of his machine, with the third empty paying for his year's operating expense. Anything beyond that is profit.

Panel members agreed that while slack seasons occur, particularly before Christmas and during the winter, a bulk vending operator can count on from nine to 10 good months.

FCM Program Starts in Month

Continued from page 67

deposited. When an operator is accepted into the finance plan, FCM pays the vending machine manufacturer cash for the machines the operator plans to use, and retains title to the machines.

The operator pays FCM a 20 per cent down payment, and has up to two years to pay the unpaid balance at a 6 per cent rate. When the payments are completed, the title of the machines goes to the operator.

However, Townsend said that a second contract with the vending machine manufacturer might be in the offing, with the manufacturer bearing responsibility for the proper functioning of his machines. This, he pointed out, would probably be covered by the usual manufacturer's guarantee.

Technological Improvements

Townsend explained that many of the larger operators were mulling the possibility of technological improvements in vending machines, and therefore waiting before buying any of the current machines. However, he did not say what these technological improvements were.

Selective Units

Townsend stated FCM would probably have no objection to fi-

nancing multiple venders, providing, of course, that one of the drinks vended was an FCM product.

Townsend said the board of directors of the Florida Citrus Mutual had approved the current plan December 11 and that while the \$1,000,000 is in the bank, the organization is hampered by a lack of funds to administer this sum. The lack, he explained, is due to the fact that the Florida citrus season begins in October and ends in June, and that this is in the middle of the season.

While no provisions for promotion of Florida citrus products sold thru vending machines has yet been made, Townsend said there was a strong likelihood of this happening. For example, he pointed out that if the organization collected as much as 1 cent a box for promotion, a kitty of \$700,000 a year for this purpose could accrue.

Mich. Laundry Assn. Expands, Cites Program

DETROIT, Jan. 3.—The membership drive of the Michigan Self Serve Laundry Association has enlisted about 150 of the known 250 laundries in the State, according to Baruch Rosenberg, secretary, and head of the Fort Self-Serve Laundry.

A program of four meetings a year, each to be spotted in a different city, is designed to bring the activities of the body as close as possible to each area. The next meeting will be in April in Detroit. No holiday quarterly meeting is planned because of conflict with year end business and events. The Detroit chapter of the organization also holds monthly meetings for members in the local area.

Key activities of the organization as summarized by Rosenberg follow:

1. Recommendations on machinery and equipment purchase.
2. Discussion of supplies problems, including new soaps and detergents.
3. Special problems of the self-serve operator.

A major focal point of 1953 activity will be the problem of relations with power laundries. Rosenberg presented the association's position that the automatic laundry is not a competitor of the power laundry, but in some cases actually helps to build patronage that means more business for the power laundry. "We are helping to bring the women out of the basement," he said. "And once they come out, they will never go back."

Switzer's to Sponsor National Ad Program

ST. LOUIS, Jan. 3.—Switzer's Licorice Company will initiate an advertising program this year in all major newspapers designed to reach some 30 million people each week. To date, 18 metropolitan newspapers have been selected to carry the 52-week campaign.

Switzer's also will include ad space in consumer magazines and leading trade publications in the confectionery field. The firm's Old Fashioned Licorice in suitable vending machine packages will be promoted.

WHAT ARE YOU VENDING?

Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume Combs, Sanitary Products or other Merchandise?

ADVANCE

Is the Vendor for You

Want more information? Write today to

J. SCHOENBACH

Factory Distributor Of Advance Vending Machines 1645 Bedford Ave., B'klyn, 25, N.Y. PResident 2-2900

5 PEAK POLIO YEARS
 Join the MARCH OF DIMES
 JANUARY 2 TO 31

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 bit of significant news in your industry—

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today.

Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Yes Please send me The Billboard for one year at \$10.

Foreign rates upon request. 903

Name

Address

City..... Zone..... State.....

Occupation

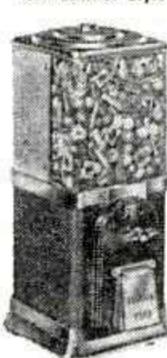


VICTOR ... Tops in Bulk Vending

VICTOR'S Topper Deluxe Globe Style

VICTOR'S Topper Deluxe Half-Cabinet Style

VICTOR'S Baby Grand Deluxe



All machines packed and sold 4 to the case.
 1 to 23 @ \$14.20 Ea.
 24 to 47 @ 14.00 Ea.
 48 to 99 @ 13.75 Ea.
 100 or more @ 13.20 Ea.

\$14.25 EA.
 \$13.25 EA.
 100 or more

J. ROSENFELD COMPANY

3218 Olive Street

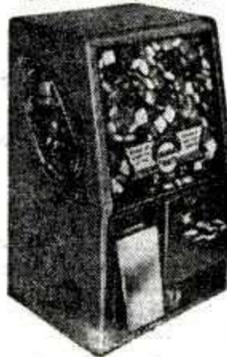
St. Louis 3, Missouri

For the Finest Vending Machines Always Buy VICTOR

VICTOR'S Topper Deluxe Globe Style

VICTOR'S Topper Deluxe Half-Cabinet Style

VICTOR'S BABY GRAND



1 to 23 \$14.20
 24 to 47 14.00
 48 to 99 13.75
 100 or more 13.20

\$13.00 each
 \$12.00 each
 100 or more

PARKWAY MACHINE CORP.

715 Ensor Street

Baltimore 2, Maryland

Precision-Built for PROFITS!

From LITTLE ACORNS mighty INCOMES grow!

ACORN

The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mdse.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

1c & 5c mechanism slides into place—no screws!

NEW!

SILVER STREAK

BRUSH HOUSING & BALL GUM WHEEL

DAK MANUFACTURING CO., INC.
 11411 Knightsbridge Ave., Culver City, Calif.

East & Midwest: M. J. Abelson Gen. Sales Mgr. 2033 Fifth Ave. Pittsburgh Phone: AT 1-6478
 Pacific Coast Distributor: OPERATORS VENDING MACHINE SUPPLY 1023 S. Grand Ave. Los Angeles

VICTOR ... For Profitable Trouble-Free Operation . .

VICTOR'S Topper Deluxe Globe Style

VICTOR'S Topper Deluxe Half-Cabinet Style

VICTOR'S Baby Grand Deluxe



\$14.25 ea. \$13.25 ea. 100 or more
 All machines packed and sold 4 to the case.

STANDARD SPECIALTY COMPANY
 5115 E. 14th St. St. Louis 3, Missouri

every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES

has been sold in The Billboard

WHAT DO YOU HAVE TO SELL?

Write Box 666, 2160 Patterson St., Cincinnati, Ohio

BRAND NEW LUCKY BOY VENDORS

\$9.75 Each
 Lots of 5 \$9.50 Ea.
 Lots of 10 \$9.25 Ea.
 MODEL Lots of 25 1¢ or 5¢ \$9.00 Ea.

For 140-170-210 Gum and Charms, Nuts and Chicle chews. Fully Guaranteed.
 1/3 Deposit, Balance C.O.D.

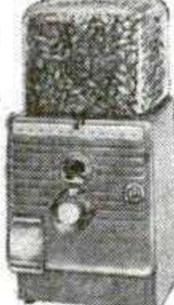
BLOYD MFG. CO.
 VALLEY STATION, KY.

REVERSE VENDER
Return-O-Mat Takes Empties, Issues Credits

BROOKLYN, Jan. 3.—Gurey Manufacturing Company has developed a new method of handling, storing empty bottles in retail outlets. Its Return-O-Mat, which has a front appearance similar to a bottle vender, receives empties thru a round aperture and issues credit checks for bottle deposits.

These are conveyed into a revolving drum. The unit stops automatically when full. It includes a counter for different sizes of bottles to permit checking totals of cash deposit returns daily.

HERE'S THE SECRET TO BIG PROFITS IN BULK VENDING



SIMPLIFIED SERVICE MEANS MORE MONEY ... LESS WORK

The biggest profit maker operators have ever enjoyed in the bulk vending field. Simplified service cuts costs in half. You just exchange globes on location... the empty globe is cleaned and filled at your workshop. Vends all products including ball gum and charms. Attractive eye-catching appearance. Built for years of hard service.

THE NORTHWESTERN CORPORATION
 829 S. ARMSTRONG ST., MORRIS, ILL.

Schweppes to End Heublein Tie-in

HARTFORD, Jan. 3.—Domestic distribution of Schweppes, Ltd., beverages in the U. S., handled by the Heublein Importing Company, Inc., for several years subsidiary of G. F. Heublein and discontinued in 1953.

Action follows the recent agreement entered between Pepsi-Cola and Schweppes, under which Pepsi-Cola will manufacture and distribute the Schweppes beverages (The Billboard, December 20).

Present volume of Schweppes' sales in the U. S. is substantial. The firm's line includes, besides ginger ale, sarsaparilla and other popular U. S. soft drinks, ginger beer and quinine soda, used widely in tropical countries.

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 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 Jan. 3	Issue of Dec. 27	Issue of Dec. 20	Issue of Dec. 13
Advance Model D Ball Gum	\$7.45		\$7.45	
DuGrenier Candyman	62.50	\$62.50	62.50	\$65.00
DuGrenier Challenger, 5c (3 col.)		22.50		22.50
DuGrenier Challenger (7 col.)	125.00	125.00	125.00	125.00
DuGrenier Model S (7 col.)	79.50	79.50	79.50	
DuGrenier Model W	85.00	85.00	85.00	
Eastern Electric C-8	150.00	139.00	150.00	139.00
Esquire 1c		6.95		6.95
Foot Ease (Exhibit)	85.00	85.00	85.00	85.00
Keeney (9 col.) Elec.	185.00	185.00	185.00	199.50
Kwik Shoe Shine Machine		54.50		54.50
Marion Scale	89.50	89.50	89.50	89.50
Master 5c	7.45	7.45	7.45	7.45
Mills Candy (5 col.)				49.00
National Candy 618	90.00	90.00	90.00	
National 750	95.00	95.00	95.00	95.00
National 930	95.00	130.00	95.00	95.00
National 950	145.00	145.00	95.00	130.00
National Candy 918	110.00	85.00	110.00	105.00
Northwestern 33 Ball Gum	7.45	7.50	7.45	7.50
Northwestern Deluxe 1c and 5c	13.95	13.95	13.95	13.95
Northwestern Stamp	69.00	69.00	69.00	69.00
Pop Corn Sez	69.50	69.50	69.50	69.50
Rowe Candy (8 col.)		69.00		69.00
Rowe Diplomat Electric	185.00	185.00	179.50	185.00
Rowe Imperial (6 col.)			85.00	85.00
Rowe Imperial (8 col.)	85.00	85.00	85.00	85.00
Rowe President (10 col.)	100.00	155.00	100.00	155.00
Rowe Royal (8 col.)	130.00	130.00	130.00	130.00
Rowe Royal (10 col.)	140.00	140.00	140.00	140.00
Sanitary Napkins, 10c	22.50	22.50	22.50	22.50
Silver King, 1c or 5c	8.50	7.45		7.45
Silver King Hunter	22.50	22.50	22.50	22.50
Siros Brush-Up	50.00	50.00	50.00	50.00
Stoners Candy (8 col.)				125.00
Uneeda Candy				69.50
Uneeda Model A (8 col.)				90.00
Uneeda Model E (4 col.)				49.50
Uneeda Model E (5 col.)				69.50
Uneeda Model E (6 col.)	50.00	50.00	50.00	79.50
Uneeda Model E (8 col.)				80.00
Uneeda Model E (9 col.)	80.00	80.00	80.00	80.00
Uneeda Model E (12 col.)	80.00	80.00	80.00	80.00
Uneeda Model, 500 (7 col.)				90.00
Uneeda Model, 500 (9 col.)	135.00	135.00	135.00	90.00
Uneeda (15 col.) Model 500	115.00	115.00	115.00	135.00
Uneeda Monarch (6 col.)	75.00			115.00
Uneeda Monarch (8 col.)	95.00	95.00	95.00	95.00
Uneeda Monarch (10 col.)	110.00	110.00	110.00	110.00
U-Pop-It	195.00	195.00	195.00	195.00
U-Select-It	49.50	50.00	49.50	50.00

VICTOR... For Beauty and Durability

VICTOR'S Topper Deluxe Globe Style
 VICTOR'S Topper Deluxe Half-Cabinet Style



1 to 23 @ \$14.20 Ea.
 24 to 47 @ 14.00 Ea.
 48 to 99 @ 13.75 Ea.
 100 or more @ 13.20 Ea.

VICTOR'S Baby Grand Deluxe



\$14.25 EA. \$13.25 ea. 100 or more

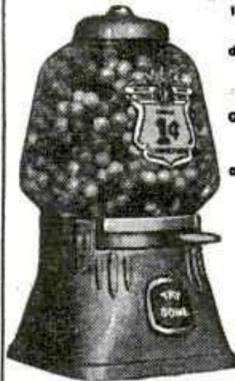
All machines packed and sold 4 to the case.

ROY TORR

Lansdowne, Pa.

Famous Silver-King's Mighty King of Vendors

Silver-King's got 'em all



1c Chlorophyll Ball Gum Vendor, Today's Sensation (Vends 218 count).
 1c "Charm King"—Ball Gum & Charms (time-tested and proved).
 5c Pistachio or Mixed Nuts (The busiest nickel snatcher).
 1c "Super Vendor"—King-Size Ball Gum ("to wake up" locations).
 1c Candy Baked Beans Vendor (Fine companion for ball gum machines).

5c Silver-King "Hot Nut" (For that "extra-special" spot).
 1c "Hunter" Action Ball Gum Vendor (The kids stamped it).
 1c or 5c Silver-King Nut Vendors (Best bet for bars).

Vendors for All Foreign Coins. Immediate Delivery at Best Dealers Everywhere

SILVER-KING CORP.

622 Diversey Parkway, Chicago 14, Ill.

30 DAY MONEY BACK TRIAL

Northwestern TAB GUM

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose and we know we will gain a satisfied customer.

GUARANTEED USED MACHINES

DELUXE 1c and 5c Combination \$13.95
 MASTER 5c 7.45
 SILVER KING, 1c or 5c 7.45

CHALLENGER, 5c, 3 Col., Plastic Globe, \$22.50
 HUNTER, Like New \$22.50
 ESQUIRE, 1c 6.95

MERCHANDISE AND SUPPLIES

Per Lb. ZENOBIA PISTACHIO Jumbo Queen \$.74
 ZENOBIA PISTACHIO Fancy Shell \$.52
 PISTACHIO 4-STAR PISTACHIO Vendors MIX \$.65
 PISTACHIO 3-STAR \$.52
 CASHEW, Whole \$.67
 CASHEW, Butts \$.60
 FILBERTS \$.58
 MIXED NUTS \$.55
 JELLY BEANS \$.28

Per Lb. VIRGINIA PEANUTS \$.38
 SPANISH PEANUTS \$.28
 ALMONDS, 480 Count \$.85
 5 Lb. Vac'm Packed ITALIAN CHICK PEAS, Roasted and Salted \$.25
 RAINBOW PEANUTS \$.28
 BOSTON BAKED BEANS \$.28
 LICORICE LOZENGES \$.25
 M & M \$.40

BALL GUM, All Sizes (200 Lbs. Min.), Prepaid, Per Lb. \$.28
 ADAMS GUM, All Flavors, 100 Count \$.42
 WRIGLEY'S GUM, All Flavors, 100 Count \$.47
 SUCHARD CHOCO-LATE, 200 Count \$ 1.20
 HERSHEY'S CHOCO-LATE, 200 Count \$ 1.30
 Minimum Order, 25 Boxes

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.
 1/3 Deposit, Balance C.O.D.

TIME PAYMENT PLAN AVAILABLE—TRADE-INS ACCEPTED

NORTHWESTERN SALES AND SERVICE COMPANY
 MOE MANDELL
 440-442 WEST 42nd STREET, NEW YORK 36, N. Y. • LOngacre 4-6467

VICTOR... The Profit Line

VICTOR'S Topper Deluxe Globe Style
 VICTOR'S Baby Grand Deluxe
 VICTOR'S Topper Deluxe Half-Cabinet Style



1 to 23 @ \$14.20
 24 to 47 @ 14.00
 48 to 99 @ 13.75
 100 or more @ 13.20

\$14.25 ea.
 \$13.25 ea. 100 or more

1 to 23 @ \$14.20 Ea.
 24 to 47 @ 14.00 Ea.
 48 to 99 @ 13.75 Ea.
 100 or more @ 13.20 Ea.

All machines packed and sold 4 to the case.

LOGAN DISTRIBUTING CO.

627 Milwaukee Avenue

Chicago 22, Illinois

For Beauty and Durability—It's Victor

VICTOR'S Baby Grand Deluxe
 VICTOR'S Topper Deluxe Globe Style
 VICTOR'S Topper Deluxe Half-Cabinet Style

\$14.25 EA. \$13.25 EA. 100 or more

All machines packed and sold 4 to the case.

1 to 23 @ \$14.20 Ea.
 24 to 47 @ 14.00 Ea.
 48 to 99 @ 13.75 Ea.
 100 or more @ 13.20 Ea.

ELLINGSWORTH SUPPLY CO.
 659 Adams St., N. E. Minneapolis 13, Minn.

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!

MONTHLY FEATURES

Candy Gum & Nuts
 Beverages
 Tobacco
 New Products
 Trends
 Industry News
 Market Place
 Articles
 Editorials

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
 Yes—Please sign me up for Vend for

1 year at \$4. 2 years at \$6. 3 years at \$7.50.
 Foreign rates upon request. 897

Name

Address

City..... Zone..... State.....

Occupation



IN STOCK VICTOR'S

New Deluxe Model BABY GRAND CHICLE TREETS VENDOR

VEEDCO SALES CO.
 2124 Market St. Philadelphia 3, Pa.
 Phone: LOcust 7-1448

BANKROLL of \$186.00 of PLAY-MONEY



Count it—it actually adds up to \$186.00 in One, Five, Ten, Twenty, Fifty and One Hundred Play-Dollar denominations. Big deal for the child. He will feel like a Millionaire.

Imagine the "Bet you this; bet you that" games children will play, spending, winning, losing hundreds and thousands of Play-Dollars.

Every boy will try to get richer than his friends.

\$10.00 per 1,000 rolled and banded.
\$6.25 per 1,000 unrolled but with bands supplied.

F.O.B. Jamaica, New York.
Or: At Your Distributors.

Your bulk machines are the "bank" where children will go to "deposit" their pennies and to "withdraw" Bankrolls of Play-Money.

Put Play-Money in—and take out real copper pennies as your machines empty quickly.

SAMUEL EPPY & CO., Inc. 91-15 144th Place Jamaica 2, N. Y.

Coinmen You Know

Chicago

Trade rumor strengthened this week on final disposition of the Vendall Company 8-column candy vender. The machine was said to be withdrawn from the general market on an exclusive purchase deal with a national operating company. . . . **Harold Burt**, president of Silver-King Corporation, reports growing sales volume on firm's charm vender.

Victor Vending Company sums up 1952 bulk vender activity as being better than the previous year. **Harold M. Schaef**, president, looks for a rising curve of business this year. . . . The Bert Mills Corporation is taking orders for Coffee Bar delivery on a several months' delivery basis.

Fred Hebel Corporation plans to increase its export business on its five-selection ice cream bar machine this year. . . . **Leon Segal** and **Sam Kogen**, partners heading Kandy Korner, are leaving their Van Buren Street headquarters to operate from more convenient facilities as soon as the latter can be decided upon.

Jimmy Martin, James H. Martin, Inc., says sales of his Martin's Little Candy Store vender went up in 1952, as a result of steady plugging away in more areas. . . . **John Flowers**, **Elvin D. Angell** and **Sterling B. Douglas** all agree that the past 12 months added to the sa'es laurels of Ball-Gum, Inc. With re-newed activity on the ball gum-charms front, business went up. . . . **Tom King** and **Paul Crisman**, King & Company, are anticipating a good year in the bulk machine field. As distributor for Northwestern venders, the boys state they have a top salesworthy product to offer.

Max and **Paul Rosenbaum's** multi-city beverage operation, which concentrates on theater installations, is said to be experimenting with a new coffee vender. The machine, presumably built by their subsidiary firm, Square Manufacturing Company, perks its own coffee.

Rolfe Lobell, Leaf Gum Company sales manager and vice-president, is another ball gum exponent who agrees that operator demand went up during the past year and should continue to rise in '53.

All levels of the trade here were optimistic on business in 1953. One of the bright spots on the horizon was the introduction of new games by Williams, Chicago Coin, United, Bally and Gottlieb. . . . At Exhibit Supply **Frank Mencuri** and **Art Weinand** were expediting shipments of their new animal rides and gun units. . . . At Bally, **Herb Jones**

and **Jack Nelson** were looking forward to continued heavy business on the kiddie rides and in-line scoring games.

At World Wide Distributors, **Al Stern** and **Len Micon** were pleased over the steady response to the Rock-Ola Fireball music box and also new and used games. . . . **Gil Kitt**, Empire Coin Machine Exchange, and his right hand men **Howard Freer** and **Stanley Levin** were busy with both domestic and foreign shipment of games.

Wally Finke and **Joe Kline**, First Distributors, reported Christmas gift sales hit a new high for the firm. Meanwhile, the games division continued to roll up an impressive sales record. . . . **Joe Schwartz**, National Coin Machine Exchange, was working extra hard getting out foreign shipments. . . . At Acme International, **Maury Ovitz** reported increased activity in late model used games.

Herb Perkins, Purveyor Shuffleboard, was back from a brief business trip and found sales on both shuffleboards and shuffle games picking up sharply. . . . **Mr. and Mrs. Dave Gottlieb** vacationing in Florida.

At United Manufacturing, **Billy DeSelm** and **Johnny Casola** were enthused over Show Boat, the new in-line scoring game with six cards. Among the recent visitors was **Lou Casola**, Rockford, Ill., who will soon leave for a California vacation. **John Casola** flew to Alabama to visit his mother and dad over the Christmas week-end.

Sam London, new Chicago Coin distrib in Wisconsin, is enthused over the new shuffle games he has started to handle. . . . At

Williams, **Sam Stern**, vice-president, has found demand for the Disk Jockeys' amusement game exceptional.

Over at Genco, **Sam Lewis** and **Avron Gensburg**, owners, were getting steady sales response to the Jumpin' Jacks game. Their new Colorado distributor, **Lu Shulman**, is doing a good job with the unit. . . . **Henry Ryberg Jr.**, son of United's **Hank Ryberg**, was in for a visit from his Mississippi Air Force post.

Bill Nyland, Western Automatic Music, is off the sick list but has not, as yet, returned to work.

Bob Lindelof, General Music, is recovering from a recent illness and is returning to work gradually, one day a week, until he is able to take over a complete schedule.

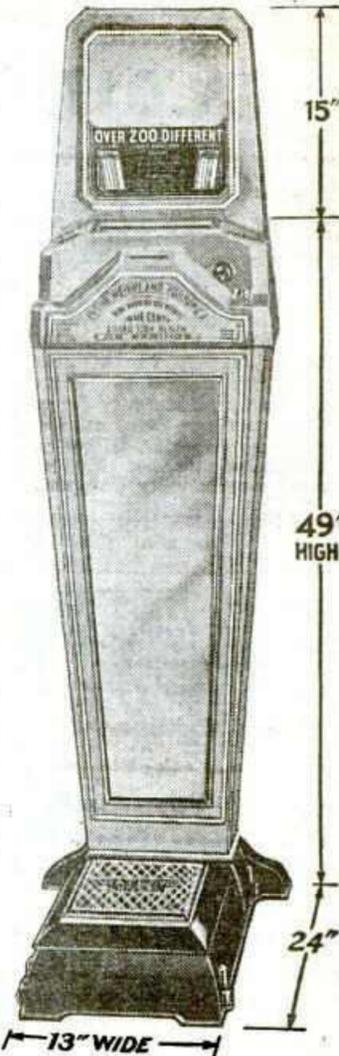
(Continued on page 72)

Vital Statistics Marriages

James Verner Sr., and **Mrs. Lionel M. Woolson**, December 24, at Bloomfield Hills, Mich. The groom is head of the James Verner Company, Detroit, ginger ale manufacturer, and active in the coin machine supply field.

Deaths

Louis A. Shaffer, 63, December 19. He was general manager of the Al Green Enterprises, operating an extensive coin machine installation at the Willow Run Airport near Detroit. Survived by his widow, **Edna**, and two sons, **Robert A.** and **Capt. Edwin C. Shaffer**. Interment in Grand Lawn Cemetery, Detroit.



WEIGHT 165 LBS.

\$25 DOWN

Balance \$10 Monthly
400 DE LUXE
PENNY FORTUNE SCALE

NO SPRINGS

Invented and made only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

Supplies in Brief

Here are the current trends in supplies and commodities which affect vending machine operators, direct from The Billboard's Washington Bureau.

Confectionery Sales Off

Manufacturers' sales of confectionery and competitive chocolate products in November were "considerably lower" than sales in November, 1951, in terms of both pounds and dollar value of sales, the Commerce Department announced, based on preliminary figures reported by manufacturer-wholesalers. The total number of pounds of this type chocolate sold was down 10 per cent from the preceding year's level, while dollar value of sales were down 7 per cent.

A breakdown by products re-

veals that bar goods sales were 10 per cent lighter by pounds and 9 per cent by dollar value, while 5 and 10-cent specialties fell off 12 per cent by pounds and 6 per cent by dollar value. Bulk goods, including penny items, were down 2 per cent by poundage and 3 per cent by dollar value of sales.

Peanuts in Dip

Commercial peanuts totaled 881,000,000 pounds on November 30, only slightly below the 888,000,000 pound supply of November 30, 1951, the Agriculture Department reports. Holdings of farmers' stock peanuts totaled 765,000,000 pounds on that date compared with 789,000,000 pounds the preceding year.

Stocks of shelled edible grades at 110,000,000 pounds, are about 21 per cent above 1951 holdings, but stocks of peanuts cleaned in the shell for roasting, at 6,500,000 million pounds, are approximately 15 per cent below last season's figures.

Roger H'w'd Ad. Mgr

CENTRALIA, Ill., Jan. 3. — Hollywood Brands, Inc., appointed **Glenn R. Roger** advertising manager. He replaces **Frank T. Egan** who resigned to join an appliance firm.

HELP YOURSELF TO MORE VENDING PROFITS



Get VEND Every Month Thru a Money-Saving Subscription



More vending men in all phases of the industry are using the money-saving, money-making ideas in VEND every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW—MAIL THIS COUPON TODAY

Vend Magazine 895
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to VEND for
 1 year \$4 2 years \$6 3 years \$7.50
 Payment enclosed Please bill me

Name
Address
City Zone... State...
Occupation

SPECIAL!

SILVER KING VENDORS

1c OR 5c BULK
1c CHARM KING



Completely Reconditioned and Refinished! \$8.50 EA.

Full Cash for This Special!

- * NEW AND RECONDITIONED VENDORS
- * PARTS, SUPPLIES, ACCESSORIES
- * BALL GUM, CHARMS, NUTS
- * EVERYTHING FOR THE OPERATOR

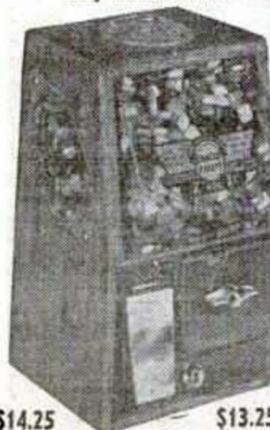
Send for Your Free Copy of Our New 1953 Catalog!

RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Philadelphia 27, Pa.
Lombard 3-2676

GIVE TO THE RUNYON CANCER FUND

VICTOR... The Operator's Choice for Better Vending...

VICTOR'S Baby Grand Deluxe



\$14.25 ea.
\$13.25 ea. 100 or more

VICTOR'S Topper Deluxe Globe Style



1 to 23 @ \$14.20 Ea.
24 to 67 @ 14.00 Ea.
48 to 99 @ 13.75 Ea.
100 or more @ 13.20 Ea.

All Machines packed and sold 4 to the case.

BIRMINGHAM VENDING COMPANY
540 Second Ave., N.
Birmingham 3, Alabama

VICTOR'S Topper Deluxe Half-Cabinet Style



VICTOR... For Trouble-Free Operation

VICTOR'S Topper Deluxe Globe Style



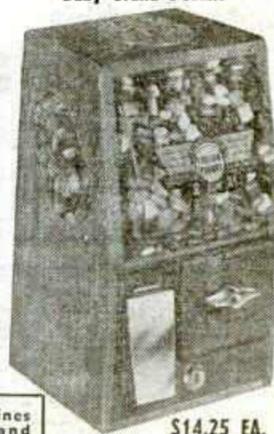
1 to 23 @ \$14.20 Ea.
24 to 47 @ 14.00 Ea.
48 to 99 @ 13.75 Ea.
100 or more @ 13.20 Ea.

VICTOR'S Topper Deluxe Half-Cabinet Style



All machines packed and sold 4 to the case.

VICTOR'S Baby Grand Deluxe



\$14.25 EA.
\$13.25 EA.
100 or more

CONFECTION SALES CO.
10008 St. Clair Ave. Cleveland 8, Ohio

Coinmen You Know

Milwaukee

Staffers of Major Distributors held their annual Christmas party at Fazio's Supper Club last week-end. The gang had a glorious time, with Bob Markwardt listing the only complaint. The lad couldn't manage to finish his pot roast supper. Visitors around the holiday period to replenish their supply of Mercury Records, included Arthur Stephen, Wone-woc; Elmer Schmidt, Hilbert, and Louis Albatonte, of Kenosha's North Shore Novelty Company.

Bud Simmert, Mercury Records' Western Wisconsin sales rep,

motored into Milwaukee last week-end for a confab with bossman, Johnny O'Brien. Holiday stops for O'Brien included several days in Chicago visiting with his folks.

"The biggest December's business volume in the company's history," is the way Sam Hastings puts it. Steady flow of equipment and premium goods to the long list of Hastings' customers has shown a sharp increase since the addition of more space to the showroom and warehouse. Music route takes have declined somewhat, he adds, but the

wholesale end of the business is more than gratifying.

Reid Whipple, Wurlitzer service specialist, now spending some time in this territory for United, Inc., is on the sick list, and is expected to take it easy for a week or so. Harry Jacobs Sr., is driving to Florida for several weeks of vacationing. Joining him will be his son, Richard, who attends Florida State University, and is currently working for his doctor's degree in music. Music seems to be in the family, with both Harry Sr. and Harry Jr.

(Continued on page 73)

THE MARKET PLACE
for the
COIN MACHINE INDUSTRY

The National Exchange
for Coin Machine
Personnel, Products,
Services and
Opportunities

★
CLASSIFIED
ADVERTISING
★

Business Opportunities

Arcade for Sale—Going business, across from army bus station; long and short range galleries, 25 other pieces; all equipment in A-1 condition; have other business interest; reasonable. Write or see Richard Silver, Box 1470, Leesville, La.

Help Wanted

Experienced Mechanic on all types of Pin Balls and Phonographs; territory in Southern Ohio. Box M-23, The Billboard, Cincinnati 22, O.

Parts, Supplies & Services

For best buys in bulk vendors and supplies, write for literature. Cameo Vending Service, 432-B W. 42nd St., New York 18, N. Y.

Special Sale at Cost—30-wire cable; each wire rubber covered; all enclosed in tough plastic cover; 18¢ per ft., in 500' rolls. Tri-State Music Co., 1423 N. 3rd St., Harrisburg, Pa.

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Veeco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

Positions Wanted

A-1 Mechanic seeks position; steady, sober, best references; 30 yrs. old; prefer South-west but will go anywhere and settle. Alex W. Zvonar, 1508 N. Linwood Ave., Baltimore 13, Md.

Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

Absolute Bargains—Wurlitzer Phonographs: 38 1015's, 8 1080's, 4 1017's, 85 3031 Wall Boxes and 6 Speakers; good condition; warehoused Phoenix, Ariz.; asking \$4200, subject to prior sale. Contact C.M.A.C. Corp., 50 Church St., N. Y., N. Y.

Bargain—Packard Wall Boxes, \$5; 30-wire cable wired to some, 7¢. Den Novelty Co., 265 Broadway, Idaho Falls, Ida.

Cigarette Machine, King Size Conversions, 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

Cigarette Machines, quarter operation: Uneda latest model, \$55; Counter Model, \$22.50; U-Select-It, 72-bar candy vendor, \$27.50; 74-bar, \$37.50; Shipman candy bar machines, \$22.50—cost \$69.50. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Danish Wittenborg All-Purpose Vendor, stainless steel construction, 192-item capacity; sell or trade for what have you. Automatik, Inc., 1500 Hennepin Ave., Minneapolis, Minn.

For Sale—11 Ristaurat Midget Music Boxes; used 2 months; make offer. F. A. Terral, 3336 Youree Dr., Shreveport, La.

Horses, Three Thunderbolts, one Rocket Patrol; sell or trade. Want Ristaurats Stoner Candy, Superior Cigarette Machines, Arcade Equipment, Automatik, Inc., 1500 Hennepin Ave., Minneapolis, Minn.

Pokerino Tables—Rebuilt, natural finish, new plywood, new silver back glass, perfect condition, \$95 each. James Travis, 204 N. 3rd, Millville, N. J.

Scales—Wattling and Kirk Guesser; used on inside locations; like new; \$100 each. Glenco Sales, Box 835, Bluefield, W. Va.

Wanted to Buy

Coin Radios wanted, new-used. Box 5085, Daytona Beach, Fla.

Wanted to Buy—Pikes Peak; write, stating price and amount. Grand Sales and Service, 2600 Falmouth Ave., Dayton 6, O.

Wanted—Eric Diggers; state price. Paul V. Miller, 1619 Woodhaven Ave., Dayton 4, O.

WATCH THIS SPACE EVERY WEEK

(This heading 10 pt. Spartan Medium)

for samples of different size type available to users of display-style advertising.

Put your message across with an attention-getting display ad. See order blank for complete details

To Order Your Market Place Ad
USE THIS HANDY FORM TODAY

1: First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted, please figure 6 additional words.

2: Now check off the classification you want your advertisement to appear under:

Agents and Distributors Wanted

Help Wanted

Parts, Supplies and Services

Positions Wanted

Routes for Sale

Used Coin-Operated Equipment

Want to Buy

3: Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch:

Display Classified

Regular Classified

4: And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:

Gentlemen: Run this in your "Market Place" as indicated below:

Next 6 issues Next 4 issues Next 3 issues Next issue only

\$ _____ Payment enclosed Bill me (on 3 or more issues only)

Name _____

Address _____

City _____ Zone _____ State _____

ADVERTISING RATES

REGULAR CLASSIFIED

Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light

Per word \$.20

3 or more CONSECUTIVE or 26 insertions, per word 18

52 CONSECUTIVE insertions, per word 16

Minimum \$3

DISPLAY CLASSIFIED

Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.

Per agate line \$1.00

3 or more CONSECUTIVE or 26 insertions, per agate line95

52 CONSECUTIVE insertions, per agate line90

1 inch equals 14 agate lines.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

Cash must accompany all orders for less than 3 insertions. Please include and additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

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 December 20 to January 10. Save the Directory for future reference.

New Equipment

Space type ride, Venus Air Sled, Mars Manufacturing Company, Linden, N. J.

Beverage vender, conversion unit, three-flavor pre-selection type for Kwik-Kafe coffee vendors. The Coffee Vending Service, Maspeth, N. Y.

Chlorophyll gum, penny tab, Chlorized Tab, American Chewing Products Corporation, Newark, N. J.

Distributors, New Firms

D. Huss Cline, Shelby, N. C., North and South Carolina, for Bally Manufacturing Company, Chicago Space Ship and The Champion.

Hyman Rosenberg, New York, appointed as distributors First Distributors, Chicago; Monroe Coin Machine Exchange, Cleveland; Rex Amusement Company, Rochester, N. Y.

M. A. Miller Manufacturing Company, Chicago, phonograph needle manufacturer, into new plant at Fourth and Church Streets, Libertyville, Ill.

Michigan Automatic Phonograph Owners Association, new offices at 16560 Wyoming Avenue, Detroit.

Furst & Schwartz, Stoner University distributor, moved to 438 West 42nd Street, New York.

Taran Distributing, Inc., to 3401 NW 36th Street, Miami.

Companies: New, Sold

Coffee-Teria Service Company of America, Detroit, leasing firm for coffee vendors.

Automatic Products Company, New York, incorporated as APCO, Inc.

Personals

American Shuffleboard Company, Union City, N. J., appointed Sol Lipkin sales representative.

Schutter Candy Company, Chicago, sales manager John Feinstein resigned.

Detroit Shuffleboard Association, Detroit, elected Fred Chopan, president; Barney Burke, vice-president; Charles Friedenberger, secretary-treasurer.

National Coin Machine Distributors Association, Chicago, re-elected Joseph Ash, president; Harold Lieberman, vice-president; Irving Blumenfeld, secretary and J. D. Lazar, treasurer.

Pepsi-Cola Company appointed as vice-presidents Stephen J. Gullo, Donald M. Kendall and Henry McGovern.

New Offices

Spacarb, Inc., opened a new sales office at 126 N. Union Avenue, Chicago, under Walter Strauss. Maurice B. Spillane, Atlanta, was appointed Southern sales representative covering North and South Carolina, Georgia and Florida.

Chicago Coin's Special Bowler Rolls Off Line

CHICAGO, Jan. 3. — Special Bowler, the new six player shuffle game manufactured by Chicago Coin Machine Company, already is drawing repeat orders. Owners Sam Gensburg and Sam Wolberg announced this week. The game not only has a 10th frame feature but also doubles scores for fifth frame play.

Based on 20-30 scoring, Special Bowler has easy-to-read scoring dials, jumbo fly-away pins, Formica playfield, a high score for the week box and provisions for the 7-10 split.

Chicago coin also is in production on two other six-player shuffle units. They are Super Match Bowler, which is actually four games in one, and Bowl-A-Ball. In the latter game, the player bowls a ball, while in Special Bowler and Super Match Bowler, a puck is used by the player.

Philly Group Elects Stern Prez 8th Time

PHILADELPHIA, Jan. 3.—At a dinner meeting held at McCallister's, the Amusement Machine Association of Philadelphia elected Sam Stern for his eighth term as president.

Others elected were Joe Levin, vice-president; Frank Erben, treasurer; Sam Morse, secretary and Jules Sloan, financial secretary. The incoming board of directors will be composed of Frank Fromowitz, Sam Klein, Jerry Locks, Mort Medvene, Bill Slawe, Bob Weissblatt, and Stanley Bear.

Attending the meeting as honored guests were C. V. White, treasurer of Northwestern National Bank, and Ray Erfle, Irv Udell, and Bob Moore, vice-presidents of the Northwestern National Bank.

United Intros

Continued from page 61

numbered hole). The numbered holes are connected with 25 scoring boxes in each of the six cards on the backglass. These boxes are arranged in different patterns and light up when a ball drops in a correspondingly numbered hole. Players must light up three, four or five numbers in a line on the cards—vertically, diagonally or horizontally—to win replays.

Play Appeal

One of the key play appeal features of Show Boat, available on nickel or dime operation, is the activation at the start of play for scoring on a single coin. Thus the player, starting with all six cards illuminated, can win on up to six cards with but a single coin. In addition at the outset of play, some of the other features—such as double or even triple replay scoring—may be in operation on the single coin.

In general, skilled players will insert from six to 10 coins to set up the desired situation prior to playing. These may include the purchasing of additional cards, setting up the double and triple replay feature or gaining additional balls thru lighting up numbers 14, 15, 16, 17 or 18 of the special backglass boxes. In the event the player lights up one of those numbers and then guides a ball thru a corresponding numbered hole, this ball is returned. By lighting up two sets of five numbers in line on super score in the same game the player registers a maximum 600 replays.

Rocket Showing

Continued from page 61

joysticks and the lights, there are no other accessories on the body.

The body is of fiberglass, the fins are yellow as is the upholstery, with the body red.

Robert C. Graham, president of the firm, said that the Rocket has been on test location in Boston's Jordan Marsh Department Store for six weeks, and that it has out-pulled other rocket rides by wide margins. He said that the ride would be sold only thru distributors and that only one distributor, for New England, has been named. He added that he is not ready to announce the name of this distributor.

Eight Rockets are now on location. Graham said—five in New England, two in the Midwest and one on the West Coast. He said that his firm is now turning out 25 Rockets a week, with plans calling for upping the weekly production to 50 within two months. The ride will be competitively priced, he added.

Sole Miami Firm Owner

MIAMI, Jan. 3.—Miami-American Shuffleboard Company, organized here recently by David Friedman and Morris Marder, now is solely owned by Friedman. The company distributes and services shuffleboards.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with 4 columns: Machine Name, Issue of Jan. 3, Issue of Dec. 27, Issue of Dec. 20, Issue of Dec. 13. Lists various machines like ABC (United), Advance Roll (Genco), All Baba (Gottlieb), etc.

Coinmen You Know

Continued from page 72

selling juke boxes and Richard set to be a concert pianist.

Another bustling spot on coin row is the Paster Distributing headquarters on Fond du Lac Avenue. Office manager Sam Cooper reports that the statistics show business well above last year and that it still is impossible to keep floor models of the AMI music box on hand for display purposes.

Washington

Max (Waxie Maxie) Silverman, owner of the Quality Music Company, is pleased with the additional space brought about by recent remodeling. It gave him room for lots of holiday business. James Bowen, head of Kwik Kafé of Washington, Inc., is not happy with the spring-like weather in Washington.

Sid Lotenberg, owner of Westway Vending, reports business good and expanding. Lotenberg is adding a new location in the Navy's gun factory shortly.

Bayne E. Phipps, of Spacarb of Washington, Inc., reports bus-

ness good, as usual. George Cervantes, of Southern Wholesalers, local Victor records distributor, believes several new records will help Southern start the new year off with a bang.

Mrs. G. L. Sinclair, Northern Virginia Music, and Jack A. Spitzer, operators in nearby Virginia report business good. Mike Miguel, secretary to Leonard Abrams, president of the Washington Music Guild, reports the plans for 1953. Dorothy Brockman, of Nelson & Company, Capitol records distributor, says the dj's are snapping up the June Christie recording of "My Heart Belongs to Only You."

Michael Bushdid, owner of Michael Coin Devices, has installed a new PhotoMatic machine at Neisner's. Horsas are doing well, Bushdid adds, and all available juke boxes were rented out for New Year's parties.

Hartford

Members of Stern & Company staff were presented profit-sharing bonus checks at a holiday dinner at the Tumble Brook Country Club. Francis E. Stern, president, distributed checks to all employees who have been with organization for more than six months. The profit-sharing plan has been in existence since the company's founding.

Table with 4 columns: Machine Name, Issue of Jan. 3, Issue of Dec. 27, Issue of Dec. 20, Issue of Dec. 13. Lists various machines like Merry Widow (Genco), Minstrel Man (Gottlieb), Mountain Climber, etc.

A. J. Berube, of the Ajay Service, says that "good records can always improve juke box trade." Berube is marking his fifth year of an arrangement with a Hartford restaurant to provide a steak dinner to every purchaser of a lucky-numbered stamp vending container in a Berube-operated machine.

A warrant charging a local pinball machine operator with using machines for gambling purposes, was dismissed for lack of evidence. The warrant was issued in nearby New Britain after police seized 12 pinball machines in a garage.

Maurice Grabell, general sales manager, and I. D. Lyons, sales manager, electric housewares, have resigned from Roskin Distributors, Inc., East Hartford, to form their own company, Grabell-Lyons, Inc., 175 Morgan Street. Grabell, with Roskin for 14 years, and Lyons, with the East Hartford concern since 1941, are well-known in the coin trade in Connecticut. F. A. Malarney, formerly sales manager, major appliances at Roskin, and George Pease, former Hartford area representative of kitchen equipment for the same firm, have joined Grabell-Lyons in top sales capacities.

Seaboard Distributors Corp., of which Ralph Colucci is head, is looking for "another juke box to distribute." The Colucci company formerly handled distribution for Aireon music machines. The firm now handles Coral, Dana, Peter Pan and other record lines. Marvin Ginsburg, sales manager, has been promoted to general sales manager, working directly under Colucci. Ralph's brother, John, of Mattatuck Music and Amusement Company, Waterbury, was a recent Hartford visitor.

Detroit

Fred Chlopan, Detroit Shuffleboard Association, received compliments on his unusual holiday greeting card. Irving B. Ackerman, founder of the Detroit Tradio Company and counsel of the Michigan Automatic Phonograph Owners, was the co-author of a special resolution, passed by the Wayne County board of supervisors, paying tribute to the late Nate Samuels, much beloved civic figure and leader of the Goodfellows.

Joseph Brilliant, of Brilliant (Continued on page 74)

NPA Boosts

Continued from page 61

ment program, to place orders in the second quarter for up to 110 per cent of the amounts of carbon and alloy steel allotted to them in the third quarter of 1952. The agency said the hike was made possible by the improved outlook for steel in the first half of 1953.

The automatic allotment system was set up by NPA in November for manufacturers of different products who use less than the following amounts of various metals in each quarter: 500 tons carbon steel; 90 tons alloy steel; 10,000 pounds of nickel-bearing stainless steel, 40,000 pounds of copper and 60,000 pounds of aluminum.

Brody, Seeburg Distrib, 49, Dies in Philly

PHILADELPHIA, Jan. 3. — Leo Brody, partner of Oscar Parkoff in the Atlantic Pennsylvania Corporation, local Seeburg distributor, died here Tuesday (30). He was 49. Funeral services were held at the Riverside Memorial Chapel, New York, Wednesday.

N. H. Charters 2 Firms

CONCORD, N. H., Jan. 3.—The Acoma Company, dealers in coin machines, has been registered at the secretary of State's office here by Phoebe M. Basil, Island Pond, Vt.

Oscar Pratte, Manchester, doing business under the name of the Joy Bar Music Company, dealing in coin-operated record machines, has also registered with the secretary of State's office.

Runzel

PUSHBACK WIRE 18 OR 20 STRANDED

NOW AVAILABLE IN 90 COLOR COMBINATIONS

This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry.

MANUFACTURERS... our facilities for building wiring harness to meet your specifications is unexcelled.

We specialize in Telephone cords, wire and cable. Inter-Com cable requirements solicited

RUNZEL Cord and Wire Co. 4723 W. MONTROSE AVE. CHICAGO 41, ILL.

Coinmen You Know

Continued from page 73

Music, and Meyer (Red) Saperstein of Reliable Vending Company are leaving January 9 for Hot Springs, to be gone until February 1.

Williams Enterprises, North End firm, is operating a route of nut vendors in the Royal Oak area... O. Buck Reed, owner of the Ferndale Self-Serve Laundry, closed his place of business at 4:00 p.m. on the days before Christmas and New Year's, giving the staff extra time to spend with their families.

Stamford, Conn.

President Walter H. Wheeler Jr. of Pitney Bowes, Inc., manufacturers of postage meter machines, foresees a good year ahead. He said, "The only question is what is going to happen when defense begins to taper off.

Philadelphia

Joe Silverman, general manager of Amusement Machine Association of Philadelphia, left for a Southern vacation... Rudd-Melikian is planning national distribution of its Coffee Cub, automatic coffee dispenser designed for offices and smaller plants using around 30 cups a day.

Local teen-agers have found a new gimmick. They take stays from corsets, file them down, and use them to jiggle the plunger in pinball machines, thus getting a game for free... Sadie Snyderman, Overbrook Amusement Company, has been on sick-call for several weeks.

Miami

The gathering included well-known coinmen of by-gone years who now make their homes in Greater Miami, some active in other fields and a few still representing coin manufacturers in the North. Roy Bazelon, former owner of Monarch Coin Machine Company, Chicago, and now active in real estate here, was present. So were Irving Sommer, first South Florida distributor for Wurlitzer and Seeburg automatic phonographs, now a real estate figure and owner of the Gaylord Hotel; Leon Seiger, formerly with Modern Vending Company of Miami, of which Sommer was owner; and Jack Rose, who represents Juice Bar Sales Corporation, Arthur D. DuGrenier, and the Craig Ice Cream Machine Company.

Harry Zimand, Acme Music

THE BILLBOARD Index of Advertised Used Machine Prices

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.

Arcade Equipment

Table with columns for machine names and prices from various issues (Jan. 3, Dec. 27, Dec. 20, Dec. 13). Includes items like Ace Bomber, Air Raider, All Star Baseball, Bank Shots, Basketball, Big Inning, Bolascare, Challenger, Chicken Sam, Counter Grip, Dale Gun, Defender, Deluxe Athletic Scale, Derby, Flach Hockey, Flying Saucer, Goalie, Gun Patrol, Heavy Hitter, Hockey, Irish Poker, Jack Rabbit, Lite League, Love Meter, Metal Typer, Midget Ski Ball, Nite Bomber, Panorams, Photomatic, Pistol Pete, Pitch 'Em & Bat 'Em, Pookerino, Pony Express, Pool Table, QT Pool Table, Quizzer, Raider, Rapid Fire, Recordio, Rifle Range Ray Gun, Shipman Art Show, Shocker, Shoot the Bear, Silver Gullet, Six Shooter, Ski Ball, Ski Roll, Skill Gun, Skill Pool, Skill Test, Standard Metal Typer, Star Series, Sub Gun, Super Bomber, Target Skill, Team Hockey, Telequiz, Ten Strike, 3-Way Gripper, Undersea Raider, Voice-o-Graph, Western Baseball.

MERCURY ATHLETIC SCALES—NEW



Counter Model This sensational proven Penny Athletic Scale has made a hit throughout the country. Our new model is completely redesigned and is now being offered at a new low price, finished in a variety of colors.

SPECIAL! "POP" CORN SEZ 10c VENDORS RECONDITIONED LIKE NEW! WRITE

SPECIAL-PANORAMS Guaranteed Reconditioned WRITE. NEW—WRITE Un. 10-Frame Star, Un. 10-Frame Super, Bally Beauty, Jumpin' Jack, Wms. Disk Jockey, Queen of Hearts, K'ney Team Bowler, Ex. Super Twin Rot, Exhibit Big Bronco, Exhibit "Trigger"

Write for January Specials Price List CLAYT NEMEROFF • CHARLEY PIERI

MONARCH COIN MACHINE, INC. 2257-59 N. Lincoln Ave., Chicago 14, Ill. Phone: Lincoln 9-3966-7-8

For REAL BUYS from the nation's LARGEST coin-machine STOCK Send Today for Our Complete Price Lists

DAVID ROSEN Exclusive AMI Dist. Ea. Pa. 855 N. BROAD STREET PHILADELPHIA, 23, PA. PHONE: STEVENSON 2-2903

- 6 Bally Frolics @ \$425.00
2 Bally Palm Beach @ 450.00
3 Bally Spot Lite @ 280.00
4 Bally Bright Lights @ 175.00
5 Bally Turf Kings @ 100.00

Write—Wire—Phone Nastasi Distributing Co. 1010 Poydras St. New Orleans 12, La. Phone: Magnolia 6386

WANT ARCADE EQUIPMENT Exhibit Six Shooters, Gun Patrols, Jet Guns; Guns—Seeburg, Bally, Keeney; Skyfighters, Ace Bombers, Drivemobiles, Night Bombers; Chi. Coin Midget Skees and Basketballs, etc.; Williams World Series. ECONOMY SUPPLY COMPANY 579 Tenth Ave. New York 36, N. Y.

HERE! HERE! ROCK-OLA FIREBALL 120 PHONO GRAPH IN CENTRAL OHIO. UNITED'S NEW 10TH FRAME STAR SHUFFLE ALLEY 10TH FRAME SUPER SHUFFLE ALLEY PROMPT DELIVERY. KEENEY TEAM BOWLER—New WRITE BALLY BEAUTY... WRITE UNITED STARS—Like New... WRITE GOTTLIEB CORONATION—New WRITE GOTTLIEB CHINATOWN—New WRITE UNITED 5 PLAYER... \$199.50 UNITED 6 PLAYER—Formica... 315.00 KEENEY 4 PLAYER—Formica... 295.00 MANY USED BINGO AND PIN GAMES WRITE, WIRE, PHONE CENTRAL OHIO COIN MACHINE EXCHANGE 525 S. HIGH COLUMBUS 15, OHIO PHONE: ADAMS 7234

ALWAYS FIRST SECOND TO NONE!

CONVERSIONS

IT PAYS TO BUY THE BEST! GENUINE FORMICA TOPS. Absolutely highest quality! Silk Screened during manufacturing process. Available for United 2, 4, 5, 6 Players; Keeney, Chicago Coin and Universal games. Complete with cement, 8 & 9 sizes. \$17.50

MATCH-A-SCORE CONVERSIONS Modernize your shuffle alleys into match score games! TRY 'N' TIE with Huge Flashy Numbers \$37.50 King's MATCH THE WHEEL \$42.50 United LITE-A-SCORE \$57.50

—RIDES— NEW APPEAL NEW PROFITS RUDOLPH THE RED NOSED REINDEER TRIGGER RAWHIDE PETE THE RABBIT BIG BRONCO SPACE PATROL HOT ROD

PRIZE BOARDS! Let our experts make up your board deals. Merchandise selected to your specifications, if desired, or you may order from our stock boards. All prices: \$25, \$30, \$35, \$40, \$45, \$50, etc. Satisfaction Guaranteed.

BINGO 5 BALLS

NEW Bally BEAUTY United CIRCUS "First-Conditioned" BALLY PALM BEACH \$515 ATLANTIC CITY 445 SPOT LIGHT 350 BRIGHT SPOT 335 CONEY ISLAND 335 BRIGHT LIGHTS 245 UNITED BOLERO \$250 A.B.C. 150 WILLIAMS LONG BEACH \$195 KEENEY LITE-A-LINE \$125

ARCADE

New EXHIBIT SPACE GUN! "First-Conditioned" Seeburg SHOOT THE BEAR \$275 Chi Coin 4 PLAYER DERBY 195 TELEQUIZ, w/film 139 Keeney AIR RAIDER 125 CHICKEN SAM 105 RIFLE RANGE RAY GUN 105 United TEAM HOCKEY 95 Wms. QUARTER-BACK 85 Chi. Coin GOALEE 85 Ex. FOOT EASE 85 IRISH POKER 85 Ex. DALE GUN, late 75 Ex. DALE GUN 65 Chi. Coin HOCKEY 65

MUSIC Chicago Coin HIT PARADE Brand New Special \$150 Limited Quantity!

SHUFFLE GAMES

NEW Keeney's 10 Player TEAM BOWLER With dynamic new bonus play feature! "First-Conditioned" and Resurfaced KEENEY DE LUXE LEAGUE BOWLER \$265 LEAGUE BOWLER 135 UNITED SUPER 6 PLAYER \$375 6 PLAYER 265 DELUXE SIX PLAYER 325 SIX PLAYER 245 FIVE PLAYER 225 SKEE ALLEY 75 SHUFFLE SLUGGER 65 SHUFFLE EXPRESS 49

CHICAGO COIN SIX PLAYER w/Jumbo Pins 295 SIX PLAYER 265 BALLY SHUFFLE LINE \$105 SHUFFLE BOWLER 29 UNIVERSAL SUPER TWIN BOWLER \$ 69 TWIN BOWLER 49 GENCO SHUFFLE TARGET \$95 WILLIAMS DOUBLE HEADER \$45 DELUXE BOWLER 39

American BANK SHOTS Floor Samples SPECIAL \$285

VENDING

Keeney's Electric CIGARET MACHIN "The Pack You See is the Pack You Get!"

FIRST DISTRIBUTORS Joe Kline & Wally Fink 1750 W. North Avenue Chicago 22, Illinois Dickens 2-0500

67,000 ACTIVE BUYERS read The Billboard Classified columns each week

and Vending Company, has moved to larger and more modern quarters at 1046 Alton Road, Miami Beach, where he shares a building with **Tod Mahoney** and **Bert Brown** of the Capitol Vending Company. . . . **Phil Zimand**, Harry's brother, who recently passed the Florida pharmacy board exams, has purchased a drugstore at Washington Avenue and Eighth Street, Miami Beach, which will be renamed Doc Phil's Pharmacy.

The trend to better collections this time of year is also noted by **Harry Silverman**, Ace Music Company, who says his music, pin and shuffle route is picking up steadily. . . . **Mark Max**, owner of Southland Records, is looking for a new record clerk. . . . How **Jack Lipsiner** manages to catch any shuteye is a mystery. Besides operating his own route of music and pin games, Lipsiner is taking an accounting course at the University of Miami, and repairs coin machines as a freelancer. Should be an eight-day week, he says.

Murray Gross, music operator, supplies records to Sleepy Time

Gal for her wee hours of the morning show over a Miami Beach station. . . . **Eddie Petrocine**, North Dade Amusement Company, and his wife, **Virginia**, had a large table all to themselves at the AMOA banquet. The two other couples scheduled to sit with them failed to show up, so the Petrocines had six portions of food available. What a spot for a big eater. Incidentally, Petrocine, who is a member of the board of directors of the North Dade Democratic Club, is spearheading that group's fund-raising campaign to provide a Christmas party for underprivileged children. Coinmen are contributing generously, he says, with **Joe Mangone** and **Sy Wolfe** among the leading donors.

AMOA Business Manager **Jimmie Bonnie** and his wife entertained a number of visitor during the holidays. . . . **Eddie Petrocine**, North Dade Amusement Company, is mourning the loss of his mother, **Mrs. Sadie Petrocine**, who died in Peekskill, N. Y. Pet-

rocine's father is also in the coin machine business in Peekskill.

Because of the holidays, the AMOA dispensed with its December meeting and re-scheduled the next one for January 15. . . . **Harry Baron**, formerly owner of Metro Cigarette Service, New York City, is developing a sizable cigarette vending operation here.

. . . **Willie Blatt** and his wife have as their house guests **Mr. and Mrs. Sam Sterling**, New York City.

Ted Bush, Bush Distributing Company, played host to **Harold Lieberman**, Lieberman Music Company, Minneapolis, on a fishing expedition to Everglades City, Fla., along with **Teddy Bush Jr.** and Lieberman's two sons. . . . **Milty Green**, boss of Supam Distributing Corporation, is back in town from New York.

Rex Holley, routeman and manager at Supam, reports that **Joni James'** version of "Why Don't You Believe Me?" is coaxing more nickels into his juke boxes than any other number. On the rhythm and blues side, he says **Willie Mabon's** "I Don't Know" leads the parade. **Joni James** is currently headlining the stagershow at Ciro's, Miami Beach night spot, where she is billed as "The Nation's No. 1 Recording Star."

Vincent Klobe, record manager of Pan American Distributing Company, a Taran subsidiary, is being trained to take over the South and Central Florida territory for games and music machines. . . . Bush Distributing Company's **Ken Willis** just can't keep his feet on terra firma. He just returned from his second South American plane trip in less than a month. He is export manager for the Wurlitzer distributor.

An out-of-town visitor at the Christmas party held by Taran Distributing Company for its employees and the area's coin operators was **Nathan Lucker**, owner of the Dairy Way chain of drive-ins in Philadelphia and formerly associated with Mayflower Novelty, St. Paul. Another interested guest at the party was **Freda Taran**, sister of **Sam Taran**, who has been confined to a wheelchair for a number of years. **Mrs. Sam Taran** delighted the women employees by presenting each one with a lapel perfume container and vials of perfume.

Hoskle Goldberg, Sterling Novelty Company, Lexington, is in town for his annual winter visit, and spending some time with **Harry Goldberg**, H & G Vending.

. . . **Frank Sallano**, who sold his Arcade and coin machine route here to go into business at Coney Island Park, Marianao, Cuba, is liquidating his holdings there and will return to Miami. . . . **Bill Baird**, right-hand man in setting up and switching machines for a number of local ops, and his wife, **Frances**, celebrated their 18th wedding anniversary.

Herman and Sadye Perin are in town for a holiday visit with their daughter, son-in-law and grandchild. Until recently, Herman operated a coin machine route here while Sadye was secretary at the AMOA office. . . . **Herman Wolf**, Central Vending Machine Company, Philadelphia, writes coin machine pals that he expects to come to Miami for a vacation. His wife, **Rose**, is already here.

Jack McGriff Jr., whose dad operates pins and shuffle alleys in West Palm Beach, is recovering from a bout with polio and is now able to get around on crutches.

. . . **Guy Hunter**, owner of Hunter Music Company in West Palm, is spending some time in Mississippi where he operates a hotel.

Bush Distributing Company has added to its personnel. **Gladys Rohloff** now assists in the parts department, while **Norma Welch** is a newcomer to the office staff. . . . Atomic Jets and Miss Americas are moving fast, says **Ken Willis**, who adds that the firm's growing export business is keeping shipments moving in a steady stream to all points in Latin America. . . . Willis and his wife, **Evelyn**, hosted a Peruvian cocktail party for Bush employees.

● Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk 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 Jan. 3	Issue of Dec. 27	Issue of Dec. 20	Issue of Dec. 13
Bowler, 4 player (Keeney) . . .			\$225.00	\$225.00(2)
Bowlette (Gottlieb)				24.50 27.50
Bowling Alley (Chicago Coin)				15.00 49.50
Bowling Alley, 6 player (Chicago Coin)	\$245.00 319.50	\$265.00 295.00w/p 319.50	265.00 295.00w/p 319.50	265.00 295.00w/p 319.50
Bowling Champ (Keeney)	50.00			
Bowling Champ 2 Player (Keeney)				99.50
Bowling Classic (Chicago Coin)	59.50 109.50	109.50	59.50 69.50 109.50	69.50 109.50
Bowling League (Genco)				24.50
De Luxe League Bowler (Keeney)	265.00 275.00 295.00	275.00 295.00	195.00 275.00(2) 295.00 325.00	195.00 275.00(2) 329.50
Deluxe Bowler (Williams)		39.00	39.00	39.00 49.50
Deluxe 6 Player (Chicago Coin)	265.00w/p	265.00w/p	265.00w/p	295.00
Double Bowler (Keeney)	79.50 99.50	99.50	75.00 79.50	99.50
Double Header (Bally)	69.50			
Double Header (Williams)	49.50	45.00 49.50	29.50 45.00(2)	29.50 45.00(2)
Double Shuffle Alley (United)	55.00	55.00	45.00 55.00 75.00	55.00
Double Shuffle Alley Express Rebound (United)	139.50	139.50	139.50	139.50
8 Player Rebound (Genco)	125.00	125.00	125.00	125.00
Five Player Shuffle Alley (United)	199.50 215.00 235.00w/p 240.00w/p 245.00	199.50 215.00 235.00w/p 240.00w/p 245.00	210.00 215.00 219.50 235.00w/p 240.00w/p 245.00(2)	210.00 215.00 235.00w/p 240.00w/p 245.00(2)
Four Player (Keeney)	195.00 295.00	195.00 295.00	195.00	115.00
Four Player Shuffle Alley (United)	220.00	220.00	220.00	220.00
Hook Bowler (Bally)	125.00 149.50	125.00 149.50	125.00 145.00 149.50	145.00 149.50
King Pin (Keeney)				50.00
League Bowler (Keeney)	115.00 139.50	115.00 155.00	115.00 125.00 139.50 145.00 150.00 155.00	115.00 125.00 145.00 155.00(2)
League Bowler, 4 Player (Keeney)	195.00	139.50 195.00	139.50 195.00	139.50 195.00
League Bowler Super Deluxe (Keeney)			295.00	295.00
Match-A-Score (United)			45.00	
Official Shuffle Alley (United)			355.00 359.50	355.00 379.50
Pin Boy (Keeney)				24.50
Shuffle Alley (United)			29.00	24.50 29.00
Shuffle Alley Deluxe 6 Player (United)	315.00w/p 325.00 350.00	325.00 335.00	325.00 335.00	325.00 335.00
Shuffle Alley Express (United)	35.00 49.00	35.00 49.00	35.00 45.00 49.00	35.00 45.00 49.00
Shuffle Alley 2 Player (United)	60.00	60.00	60.00	60.00
Shuffle Alley Express 2 Player (United)	139.50	139.50	139.50	139.50
Shuffle Alley, 6 player (Keeney)	250.00	250.00		250.00
Shuffle Alley, 6 Player (United)	240.00 265.00 265.00(2)w/p 315.00	240.00 265.00(3) 265.00(2)w/p 315.00 375.00	240.00 265.00(2) 265.00(2)w/p	240.00 265.00w/p 265.00(2)
Shuffle Baseball (Chicago Coin)			45.00	45.00
Shuffle Bowler (Bally)	29.00	29.00	29.00	24.50 29.00
Shuffle Champ (Bally)			55.00	55.00
Shuffle Horseshoe (Chicago Coin)	75.00 95.00 129.50	75.00 95.00 129.50	75.00 95.00 129.50	75.00 95.00 129.50
Shuffle Lane (Rock-Ola)			29.00	24.50 29.00
Shuffle Line (Bally)	95.00 105.00 125.00	105.00 125.00	105.00 125.00(2)	105.00 125.00(2)
Shuffle Slugger (United)	65.00	65.00	65.00 79.50	65.00 79.50
Shuffle Target (Genco)	69.50 95.00	69.50 95.00	69.50 90.00 95.00	69.50 95.00 119.00
Shuffle Tournament, 4 player (Universal)			145.00	145.00
Single Shuffle Alley Rebound (United)	50.00 89.50 79.00	50.00 89.50 79.00	50.00 89.50 79.00	50.00 89.50 79.00
Skee Alley (United)				49.50
Speed Bowler (Bally)	350.00 435.00	350.00 435.00	350.00 435.00	350.00
Star Bowler, 2 Player			89.50	89.50
Strike (Exhibit)				
Super Six Shuffle Alley (United)	350.00 375.00	350.00 375.00	350.00 375.00(2)	350.00 375.00(2)
Super Twin Bowler (Universal)	59.50 69.00	59.50 69.00	59.50 69.00(2)	59.50 69.00(2)
Ten Pins (Keeney)	50.00 59.50 119.50	119.50	59.50 89.50 119.50	89.50 119.50
Trophy Bowl (Chicago Coin)			49.00	49.00 49.50
Twin Bowler (Universal)	49.00	49.00	45.00 49.00	49.00 49.50
Twin Shuffle Alley Rebound (United)	165.00	165.00	145.00 165.00	145.00 165.00
Twin Shuffle (Williams)				24.50
Two Shuffle-Cade (United)	195.00	195.00	195.00	195.00

Still Celebrating after 25 years



We're proud to look back on a quarter century of progress for the Shaffer Music Company.

The experience gained in the past 25 years has helped us to recognize your needs and better understand your problems. Let us know when we can provide you with finer and more reliable music systems for your locations.

The next time you need reconditioned equipment, think of Shaffer for a better buy . . . and rely on dependable performance for years to come.

Write for Illustrated Catalog of Late Model Phonographs

Shaffer Music Co.

Columbus, Ohio 606 S. High Street MAIn 5563
Cincinnati, Ohio 1200 Walnut Street MAIn 6310
Indianapolis, Ind. 1327 Capitol Ave. Lincoln 3571

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ADDRESS _____
CITY _____ ZONE _____ STATE _____
OCCUPATION _____

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

735 S. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio
240 Jefferson St., Lexington 2, Ky. 3011 E. Maumee Ave., Ft. Wayne 4, Ind.
129 W. North St., Indianapolis, Ind.

Fight Polio

Join the **MARCH OF DIMES**

Jan

MECHANIC

Permanent position. Experienced on Seeburg Victrolas and Pin Ball Machines. Excellent salary, hospitalization, life insurance benefits. No drinks or floaters apply. Reference required.

B AND B NOVELTY CO., INC.
715-17 W. Main St. Louisville, Kentucky

Yes! Yes! Yes!

Here's **IN-LINE SCORING** plus **HIGH SCORE** WITH A **BRAND NEW "DOUBLE FEATURE" CARRY-OVER!!!**

NEW!

Williams **DISK JOCKEY**



HITTING BUMPERS 1 to 7 in consecutive order scores replay and lites both side roll-overs for replays! **Gets and Holds Sustained Play**

FAST FLIPPERS!

Williams **DISK JOCKEY** will capture and hold any **LOCATION!** **HURRY! HURRY! HURRY!**

See Your Distributor Now!



Yes! 27 WAYS TO SCORE REPLAYS plus the Tantalizing new **"DOUBLE FEATURE"** which **DOUBLES** the "in-line" replays for next game when bumpers 1 to 5 are hit in consecutive order. **Yes IT SURELY PULLS REPEAT PLAY!**

CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. FILMORE ST. CHICAGO 24, ILL.

MODERN IDEAS

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SOLID BACKGROUND

GENCO
New Management plus
25 Years of Experience

This background is reflected in the success of Genco's current ultra-modern, upright ball game.

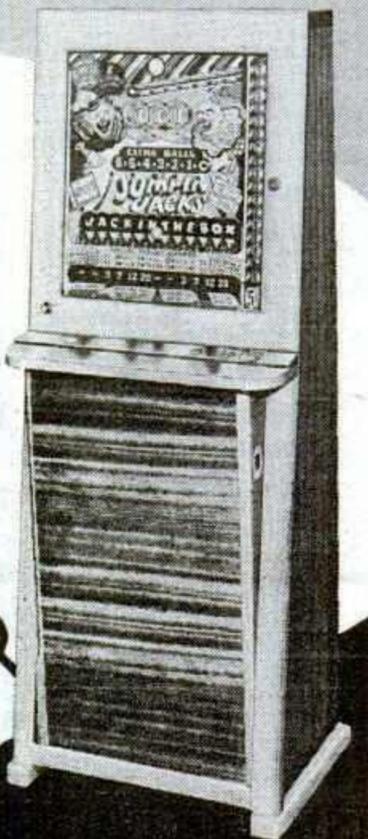
"JUMPIN' JACKS"

EYE-LEVEL ACTION KEEPS PLAYERS PLUGGING!

- (A proved fact recognized by leading coin machine operators.)
- Still in production after 14 weeks!
- **PROVED** earning power after months on location
- **PROVED** trouble-free operation
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Investigate "Jumpin' Jacks" today. **WRITE—WIRE—PHONE** your Genco distributor for details.

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FITS ANY LOCATION—Only 2 3/4 sq. ft. of floor space needed. 24" wide, 17" deep, 64" high.

GENCO
2621 N. ASHLAND, CHICAGO 14

for better buys buy McGinnis

YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT

Triplets ... \$94.50	Punchy ... \$80.00	Knockouts ... \$75.00
College Daze 59.50	Champion (Bally) ... 65.00	Bowling Champ ... 50.00
Pinky ... 99.50	Basketball ... 95.00	Double Shuffle 72.50
Nitty ... 99.50	Many Others, Send for List.	

We Shall Be Pleased to Demonstrate This New Equipment

KEENEY ELECTRIC CIGARETTE VENDOR — KEENEY 21" TELEVISION CONSOLETTES — KEENEY 21" TELEVISION TABLE MODELS — KEENEY 17" TELEVISION TABLE MODELS — KEENEY TEAM BOWLER (Ten Player)

ROY MCGINNIS CORP.
2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

COMING NEXT WEEK

The Billboard
WINTER COIN MACHINE EXPORT QUARTERLY

Helps you to **MAKE MORE MONEY**

- ... BY INTRODUCING YOU TO NEW CUSTOMERS
- ... BY OPENING UP NEW COIN MACHINE MARKETS
- ... BY LEADING FOREIGN BUYERS TO AMERICAN SELLERS

Every single issue of the year The Billboard delivers valuable facts and coverage of the complete coin machine market... facts that can help you find the biggest profit opportunities in your business!

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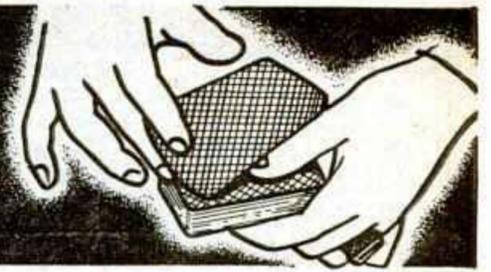
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OTTIEB LATE PIN GAMES, JENNINGS, PACE, WATLING BELLS, BALLY CONSOLES.
GENCO
Condition
MACHINE CO.
225 N. 9th St. Philadelphia, Pa.

Your ticket to **SALES RESULTS—** the advertising columns of **THE BILLBOARD!**

GOTTLIEB DEALS YOU ANOTHER WINNING HAND!



Queen of Hearts

WITH 5 BRAND NEW "DROP-THRU" BALL TRAP HOLES . . . TEN-JACK-QUEEN-KING-ACE

REPLAYS FOR: NEW "4-SUIT" ROLL-OVERS, WHEN LIT . . . NEW "ROLL-UNDER" GATES, WHEN LIT BY NOS. 1 TO 6 IN ROTATION . . . POINTS . . . HIGH SCORE.

EXHILARATING, ACCELERATED ACTION with 3 "POP" BUMPERS, SUPER-ACTION CYCLONIC KICKERS, SUPER-POWER FLIPPERS!

"SIT IN" ON THE GAME THAT GIVES YOU MORE ACTION—BIGGER EARNINGS BY ACTUAL TEST!

BE SURE . . . ORDER AT ONCE FROM YOUR DISTRIBUTOR!

REPLAYS FOR:

STRAIGHT!

FULL HOUSE!

4 OF A KIND!

5 OF A KIND!



D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

ATTENTION Importers

AVAILABLE FOR JANUARY DELIVERY

- 50 Wurlitzer 1015 25 1422 Rock-Ola
- 25 Wurlitzer 1100 15 1426 Rock-Ola
- 10 Wurlitzer 1250 5 50-51 Rock-Ola Rockets
- 25 46 Seeburg

Trimount has the largest stock of coin-operated phonographs in America. Write for complete lists.

EXCLUSIVE GOTTLIEB, WILLIAMS, SEEBURG and CHICAGO COIN DISTRIBUTORS



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS

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One of the finest routes in the country. Music and Legal Games in the vicinity of Columbus, Ohio; about 50 100 Seeburgs (45) and Alleys and Games.

618 Dominion Blvd. Columbus, Ohio
Phone: Lawndale 7275

"LITTLE CHOO-CHOO"



Designed by World Famous Manufacturer of Amusement Rides

Sensational new coin-operated Kiddie Ride for Dime Store and Super Market locations. Train goes thru all of the motions of a real locomotive. Foot accelerator operates variable speed control. Device has seven flashing lights and realistic bell. Terms: Payments arranged for established operators. Write today for complete information.

KING AMUSEMENT CO. Mt. Clemens, Mich.

NOW LOOK

New and Different

Artist Peek—in beautiful new two-tone cabinet (size of Panoram), equipped with finest new RCA projector (16MM.) complete with sound. New precision built trouble free continuous rewind that will not tear film. Cuts film cost 50% over old type. New type projector lamp that outlasts ten regular lamps. Five, ten or twenty-five cent drop chute, complete with six subject burlesque art film, \$695.00.

HAVE ALL TYPES FILM—Also

- Exhibit Twin Rotation \$350.00
- 8 Scientific Q-Ball (brand new) . . . 199.50
- Scientific Pokerino Jr. (like new) . . . 49.50
- 3 Exhibit Jet Guns (new in crate) . . . 79.50
- 2 Mills Panoram, refinished and converted 225.00
- Humpty Dumpty Scale (floor sample), 1/2 price 125.00
- Mutoscope Drop Kick 149.50
- 3 Exhibit Jet Guns (new in crate) . . . 199.50
- Photomatic (late, refinished and reconditioned) 375.00
- 1 Deluxe Photomat (Mutoscope's latest), used one month. Can't be told from new. 2 Photos, 50¢ 1,495.00

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Phone: CA 7881

DAVIS Guarantee

- ✓ Mechanism overhauled
- ✓ Worn parts replaced
- ✓ Amplifier reconditioned
- ✓ Speaker inspected
- ✓ Tonehead renewed
- ✓ Cabinet professionally refinished

SEEBURG M-100-A

Reconditioned, Refinished Like New \$669

Phonographs listed below are complete and in good working order at the low prices listed. They may also be purchased reconditioned and refinished with Davis 6 Point Guarantee for \$35 additional per machine.

SEEBURG	WURLITZER
148 ML \$240	1250 \$399
148 M 195	1100 315
147 M or S 140	1080 125
1951 Hideaway 49	
Envoy, Major, Classic, Hightone 49	
	AMI
	A \$260
	B 360
	C 460

WALL BOXES

AMI 5r, 10c, Reconditioned	\$29.50
Wurlitzer 4651, 5r, 10c, 25c, Like New	59.00
Wurlitzer 4820, 5r, 10c, 25c, Like New	54.00
Wurlitzer 4820, 5r, 10c, 25c, Converted	41.50
Wurlitzer 3020, 5r, 10c, 25c, Reconditioned	26.50
Wurlitzer 3031, Reconditioned	9.95
Wurlitzer 3025, 5r, Wireless, Reconditioned	5.95
Wurlitzer 219 Stepper	22.50
Wurlitzer 248 Stepper	49.00
Seeburg W4-L56, 5c, 10c, 25c, Wireless, Reconditioned, Refinished	34.50
Seeburg 3W5-L56, 5c, 10c, 25c, 3-Wire, Reconditioned, Refinished	24.50
Seeburg 3W2-L56, 5c, 3-Wire, Reconditioned, Refinished	11.95
Seeburg W1-L56, 5c, Wireless, Reconditioned, Refinished	7.95

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

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SEEBURG FACTORY DISTRIBUTORS
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Electric Scoreboards Overhead, 15-21 pts. Horsecollar, 15-21-50 pts. \$125 ea.	Climatic Adjusters, Set \$12.00	BINGO GAMES Bright Lights \$219.50 Coney Island 349.50 Lite-A-Line 99.50 Bright Spot 349.50 Stars 379.50 Spot Light 349.50 Leader 299.50 Holiday 325.00 5-Star 99.50 Circus 465.00 Above games are cleaned, checked, ready for location.
Wall Models, 15-21 pts. and 15-21-50 pts. \$95.00 ea.	Brand new, crated 90.00	
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STRIKE on each frame good for 2 extra shots.

SPARE on each frame good for 1 extra shot.

POSSIBLE SCORE:
Up to 900 Shooting 30 Strikes in 10 Frames!

3 WAYS TO PLAY

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!

TEN PLAYER TEAM BOWLER

KEENEY LITE-UP PINS

LOCATIONS ARE ASKING FOR **Keeney's TEAM BOWLER** for LEAGUE PLAY AND BONUS SCORING

EVER-SLICK Silent Playfield

Adjustable to:
NEW BONUS PLAY

- ★ 20-30 SCORING
- ★ EXTRA SHOTS ON TENTH FRAME

Keeney's 10-PLAYER for 5-MAN TEAM BOWLING!

See YOUR **KEENEY DISTRIBUTOR!**

READY WITH IMMEDIATE DELIVERY!

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2600 W. FIFTIETH ST. • CHICAGO 32, ILL.

<p>UNITED ALLEYS</p> <p>5 Player \$215.00</p> <p>5 Player with Formica and large pins 240.00</p> <p>6 Player 240.00</p> <p>6 Player with Formica and large pins 265.00</p> <p>6 Player Deluxe 325.00</p> <p>6 Player Supers 350.00</p> <p>2 Player 60.00</p> <p>1 Player Shuffle Alley Rebound 50.00</p> <p>Express 35.00</p> <p>Genco Target 100.00</p> <p>Chi. Coin Horseshoes 75.00</p> <p>Genco 8 Player Reb'd 125.00</p> <p>Exh. Twin Rotation. Write</p> <p>CIGARETTE MACHINES</p> <p>C-8 Electric \$150.00</p> <p>9-Cel. Keeney Electric 185.00</p> <p>Rowe Diplomat Electric & Clock 185.00</p> <p>National 750 95.00</p> <p>Rowe 10 Col. President 180.00</p> <p>Uneda 300, 15 Col. 115.00</p> <p>Uneda Monarch, 8 Col. 95.00</p> <p>Uneda Monarch, 18 Col. 110.00</p> <p>DuGranier Challenger, 7 Col. 125.00</p> <p>HORSES, ROCKET AND SPACE SHIPS AND CHOO-CHOO TRAINS. Both new and used—immediate delivery, lowest prices.</p>	<p>ARCADE EQUIPMENT</p> <p>Ace Bomber \$150.00</p> <p>Astroscope, 10¢ 95.00</p> <p>Bat-A-Ball, New 75.00</p> <p>Boomerang 45.00</p> <p>Bally Big Inning 165.00</p> <p>Bally Defender 95.00</p> <p>Bally Heavy Mitter 65.00</p> <p>Bally Rapid Fire 125.00</p> <p>Chi. Coin Hockey 75.00</p> <p>Chi. Coin Pistol 75.00</p> <p>C. C. Widget Skee Ball 125.00</p> <p>Chicken Sam 105.00</p> <p>C. C. Basketball Champ 225.00</p> <p>Chi. Coin Goalee 125.00</p> <p>Dale Gun 65.00</p> <p>Edsco Pool Table 75.00</p> <p>Ex. Gun Patrol 215.00</p> <p>Ex. Jet Gun 250.00</p> <p>Ex. Silver Bullets 125.00</p> <p>Evans Ski Roll 125.00</p> <p>Ex. Big Bronco Write</p> <p>Jack Rabbit 95.00</p> <p>Keeney Sub Gun 125.00</p> <p>Mercury Athletic Scales 79.50</p> <p>Midget Movies 195.00</p> <p>Mills Panoram 225.00</p> <p>Mountain Climber 165.00</p> <p>Mut. Flying Saucer 150.00</p> <p>Mut. Photo, late 625.00</p> <p>Mut. Photo, early 250.00</p> <p>Mut. Sky Filter 125.00</p> <p>Mut. Voice-Graph 425.00</p> <p>Munves Set Shot, new 375.00</p> <p>Oracle of the Sphinx, new 379.50</p> <p>Pitch'm & Bat'm 185.00</p> <p>Pop Sez 69.50</p>	<p>Quizzer & Film \$ 95.00</p> <p>Star Series 100.00</p> <p>Siro's Brush Up 50.00</p> <p>Sci. Pokerinos 125.00</p> <p>Seeburg Bear Gun 275.00</p> <p>Six Shooter 165.00</p> <p>Supreme Bolascor 95.00</p> <p>Texas Leagueur 50.00</p> <p>Ten Strikos 75.00</p> <p>Undersea Raider 95.00</p> <p>Wms. Super World Series 195.00</p> <p>Wilcox Gay Recordio 125.00</p> <p>Wurlitzer SkeeBall 150.00</p> <p>Western Baseball 85.00</p> <p>COUNTER GAMES</p> <p>A.B.T. Challengers \$20.00</p> <p>A.B.T. Model F 20.00</p> <p>Advance Shockers, new 24.50</p> <p>Dancing Dan 29.50</p> <p>Genco's Punch-a-Ball, non-coin 15.00</p> <p>Hit-A-Home 22.50</p> <p>Kicker & Catcher, used 18.50</p> <p>Shipman's Art Show 59.50</p> <p>Shipman's 3-Way Stamp Vendor 39.50</p> <p>Wizard 49.50</p> <p>Three of a Kind 12.50</p> <p>ROLL DOWNS</p> <p>Bingo Rolls \$45.00</p> <p>Advance Rolls 35.00</p> <p>Hy Roll 45.00</p> <p>Pro-Score 45.00</p> <p>ONE BALLS</p> <p>Futurities \$295.00</p> <p>Turf Kings 95.00</p> <p>Winners 45.00</p> <p>Photo Finish 40.00</p> <p>BINGOS</p> <p>Five Stars \$125.00</p> <p>A.B. 145.00</p> <p>Bolero 250.00</p> <p>Circus write</p> <p>Frolic 475.00</p> <p>Atlantic City 425.00</p> <p>Palm Beach 475.00</p>
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Terms: 1/2 deposit with all orders, balance C. O. D.

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Cleveland Coin MACHINE EXCHANGE, INC.

M. S. GISSER Sales Manager

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All Phones: Tower 1-6715

BETTER BUY from BANNER

Where you get . . .
The Best

NEW and RENEWED MECHANICAL HORSES ROCKETS and SPACE SHIPS at the RIGHT PRICE

Write, wire or phone
BANNER SPECIALTY COMPANY
Endorsing Only the Best Since 1917

Home Office
199 W. Girard Ave., Phila. 23, Pa.
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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	Hit Parade 29.50
Merry Widow 29.50	Dallas 44.50	One-Two-Three 34.50
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Tucson 44.50	Double Shuffle 49.50	

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KEENEY	CHICAGO COIN
LEAGUE BOWLER \$139.50	TROPHY BOWL \$59.50
DOUBLE BOWLER 79.50	BOWLING CLASSIC 59.50

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Packard Manhattan \$79.50

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IT'S THE WURLITZER 1500 for 1953

COVEN distributing company
3181 Elston Chicago 18, Ill. Independence 3-2210

Exclusive Distributors of Wurlitzer Phonographs

CLOSE-OUTS
Right Off the Route
Reconditioned Like New

Atlantic City \$435
Coney Islands 335
Bright Spots 315
Leaders 310
Bright Lights 210
Genco 400's 295
Turf Kings 120
Citations 30
Hot Rods 40
Genco Advance Rolls 30
Various Flipper Pins Write

Genco 400's Equipped With Latest Factory Improvements for Ideal Results.

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W. E. KEENEY MFG. CO.
5229 So. Kedzie Chicago 32, Ill. Phone: HEmlock 4-3844

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WHAT ARE THEY GETTING FOR USED EQUIPMENT?
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING!

Find out every week in **The Billboard**

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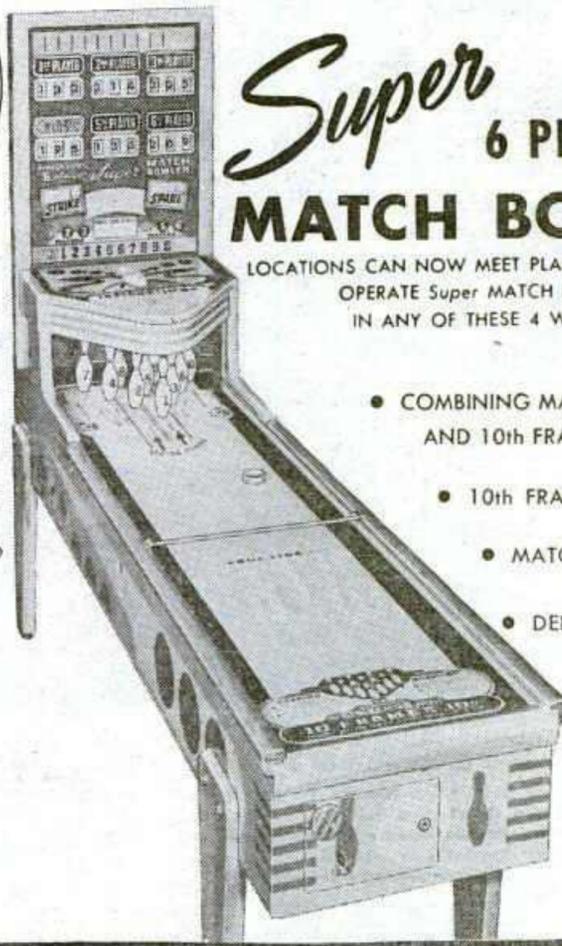
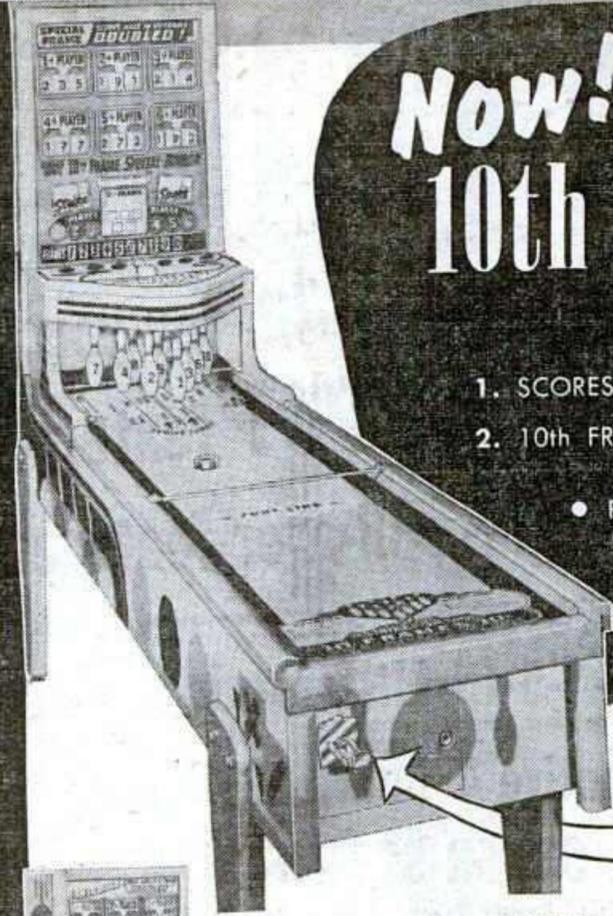
Now! CHICAGO COIN'S NEWEST 6 PLAYER 10th FRAME SPECIAL BOWLER

10th FRAME *plus* 5th FRAME "DOUBLE SCORE FEATURE"

- 1. SCORES MADE IN 5th FRAME DOUBLED!
- 2. 10th FRAME FEATURE!
- 3. HIGH SCORE OF THE WEEK!
- 4. 7-10 SPLIT PICK-UP!
- REBOUND ACTION, 20-30 SCORING
- JUMBO "FLY-AWAY" PINS
- PUCK GLIDES SMOOTHLY OVER FORMICA PLAYFIELD
- EASY TO READ INDIVIDUAL SCORE DIALS

NOTE!

AT YOUR REQUEST CHICAGO COIN IS AGAIN FURNISHING THEIR PROVEN SLIDE COIN SHUTE IN THIS MACHINE



Super 6 PLAYER MATCH BOWLER

LOCATIONS CAN NOW MEET PLAYERS' DEMANDS OPERATE Super MATCH BOWLER IN ANY OF THESE 4 WAYS!

- COMBINING MATCH BOWLER AND 10th FRAME BOWLER!
- 10th FRAME BOWLER ONLY!
- MATCH BOWLER ONLY!
- DELUXE BOWLER ONLY!

MATCH BOWLER

6 PLAYER BOWL-A-BALL

- PLAYERS ACTUALLY BOWL WITH A BALL—not a Puck!
- BALL REBOUND FOR FASTER PLAY!
- MATCH BOWLER—USING CHICAGO COINS
- ① MATCH A NUMBER ② MATCH A STAR FEATURE!
- ADDED NEW FEATURE! THE BEER FRAME—SCORES MADE IN FIFTH FRAME DOUBLED!

NEW! 45 SECOND SCORING

chicago coin

MACHINE COMPANY

1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

KIDDIE RIDES FOR BIG CASH PROFITS ALL GUARANTEED!

NOTE: WE ARE EXPORT SPECIALISTS!

EXHIBIT BIG BRONCO	Write or Call	METEOR ROCKET	
BALLY CHAMPION HORSE	Write or Call	Space Ships	Write or Call
ATOMIC JET	Write or Call	ROCKET PATROL	Write or Call
MIDGET MOVIES	Write or Call	Space Ships	Write or Call
		METALTYPERS	
		Late Models Deluxe	\$375

SPECIALS: Bally Spotlight \$345
Bally Sunshine Parks Write or Call

REDD DISTRIBUTING CO., INC.
298 LINCOLN STREET
ALLSTON 34, MASS. AL 4-4040

Exclusive distributors for **AMI BALLY-UNITED**

WE EXPORT
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• MUSIC MACHINE
Joe Ash

SPECIAL!

A-1 MECHANICAL CONDITION—READY FOR OPERATION!

HAYBURNER	\$159.50
KNOCKOUT	74.50
PINKY	89.50
GEORGIA	84.50

1/2 Dep., Bal. C.O.D.

We are exclusive **WURLITZER DISTRIBUTORS** in Delaware—S. Jersey—S. E. Pennsylvania

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad Street Philadelphia 30, Pa.
Phone: FRemont 7-4495

"You can ALWAYS depend on Active—ALL WAYS!"

GAMES

FROLICS	\$450.00
SPOT-LITES	215.00
TURF KINGS	85.00

Clean, ready for location.
1/3 Deposit With All Orders.
H. M. BRANSON DIST. CO.
811 E. Broadway Louisville 4, Ky.

WILLIAMS DISK JOCKEY

A tantalizing game! In-line scoring plus "double feature" carry-over. Fast flippers . . . 27 ways to score replays.

Genuine Deluxe FORMICA TOPS

For 8" United games, special glue included.
\$16.95 Ea. Lots of 5 or more \$15.00 Ea.

MISCELLANEOUS EQUIPMENT

Exhibit SIX SHOOTER	\$165
Bally TURF KING	145
Bally FUTURITY	275
Bally HOOK BOWLER	125
Bally SHUFFLE LINE	95
United FIVE PLAYER	245
Chi. Coin TROPHY BOWL	50
Exhibit PONY EXPRESS HORSE	250
Exhibit DALE GUN	50
Keeney LEAGUE BOWLER	115
Keeney BOWLING CHAMP	50
Williams HAY BURNER	160
Williams SEA JOCKEY	175
Williams JALOPY	195

BINGO GAMES

BALLY BRIGHT LIGHTS	\$210
FROLICS	450
ATLANTIC CITY	425
BRIGHT SPOT	215
CONY ISLAND	325
SPOT LITES	350
PALM BEACH	525
UNITED A.B.C.	\$150
STARS	325
KEENEY LIT-A-LINE	\$115
GENCO	
400"	\$265

NEW GAMES

Williams FOUR CORNERS
Bally BEAUTY
United 10TH FRAME BOWLER
Gottlieb QUEEN OF HEARTS

TERMS: 1/3 deposit, balance sight draft

ACE COIN COUNTER

Counts coins, wraps them. Weighs less than 8 lbs. Complete with tubes and reset meter. Counts 1c, 5c, 10c, 25c.
\$159.50

WILLIAMS MUSIC MITE

Brand new. Modern design. Ten selection 45 RPM phonographs.
5c play 5-10-25c
\$145 \$195



COBRA CARTRIDGES

Realigned and Resurfaced, 75c each. ORIGINAL PERFORMANCE GUARANTEED 10 Days' Service Via Air Mail. This ad worth 75c on first order
ELECTRONIC INDUSTRIES
P. O. Box 2308 Mesa, Arizona

SACRIFICE! 6 ROCKET RIDES

WELL KNOWN MAKE! **\$395.00**
GOOD CONDITION!
USED SHORT TIME!
Write or Wire!
c/o The Billboard, Box 827
1564 Broadway, New York 36, N. Y.

NEW 5 BALLS

Gottlieb Chinatown
Gottlieb Queen of Hearts
Williams Disc Jockey

5 BALL PIN GAMES USED

Chinatown	\$195
Skill Pool	190
Paratrooper	190
Knockout	60
Hit & Run	60
Arcadia (Wm.)	115
Double Shuffle	50
Shoot the Moon	155
Caravan	195
Sweetheart	65
Sportsman	90
Quartette	165
Globe Trotter	165
Control Tower	95
Crossroads	160
Shoo Shoo	75
Sluggfest	140
Long Beach (Like New)	295
Majorette	165
County Fair	87.50
Touchdown	165
Just 21	25

Select-a-Card

Bowlette	\$25
Stardust	20
Wisconsin	20
Rondeau	20
Pinch Hitter	20
Ramona	20
Moon Glow	20
Monterrey	20
Summertime	20
Show Boat	20
Paradise	20
Aquacade	20
Blue Skies	20
Major League	20
Carolina	20
Dew-Wa-Ditty	20
Maryland	20
Sally	20

ARCADE EQUIPMENT

Chicago Coin Basket Ball Champ	\$185
Chicago Coin Goatee	75
Chicago Coin Pistols	70
Chicago Coin 4 Way Derbys	150
Ace Bombers	100
Exhibit Silver Bullet	150
1 Set Shot	200
Under Sea Raiders	90
Chicago Coin Midget Skee Bowl	150
Seeburg Bear Gun	250

NEW EXHIBIT

Space Gum	
Pete the Rabbit	
Trigger	
Rudolph	
Space Patrol (WRITE)	
New Electro 10 Col. Chrome Top (WRITE)	
New National (WRITE)	
Used DuGrenier, 11 Col. (25c CONVERSION)	\$125
Used Stewart-McGuire (25c CONVERSION)	\$99.50

MUSIC MACHINE

Rock-Ola Fireball new	(WRITE)
BOWLING MACHINE	
New United 10 Frame	(WRITE)
WALL BOXES	
New Packard Chrome	\$20.00
Used Packard	6.50
Used 5c Rock-Ola	5.00
Used Seeburg 5c Wall-O-Matic	
Used Rock-Ola 5-10-25c Model 1542	

H. Z. VENDING & SALES CO.

1205-07 Douglas St. Omaha, Neb. Phone: AT 1121



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 82

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

\$49.50 SPECIALS!

- 1—New United Lite-A-Score... Match Score Conversion Unit
- 2—Wms. Double Header Shuffle Game
- 3—Bally Special Entry 1-Ball

5-BALLS

- NEW**
- UNITED SHOW BOAT
 - BALLY BEAUTY
 - GENCO JUMPIN' JACKS
 - CHI. BIG HIT
 - GOTT. QUEEN OF HEARTS
 - WMS. DISC JOCKEY

BINGO

- Fratics... \$445
- Atlantic City 450
- Stars... 345
- Spot Lite... 345
- Coney Island 350
- Bright Spot... 350
- Solero... 350
- Bright Lights 275
- A-B-C... 145
- 5 Star... 145
- Life-a-Line 145

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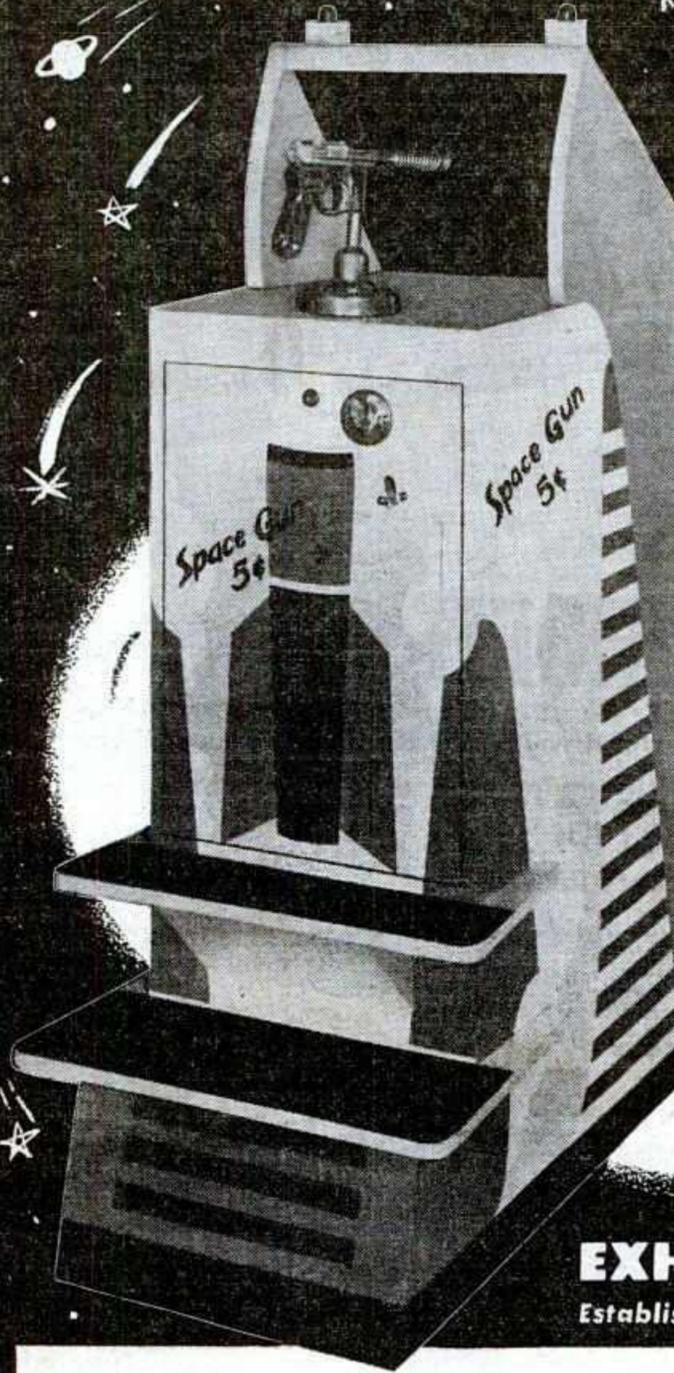


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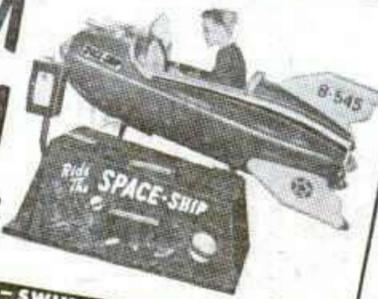
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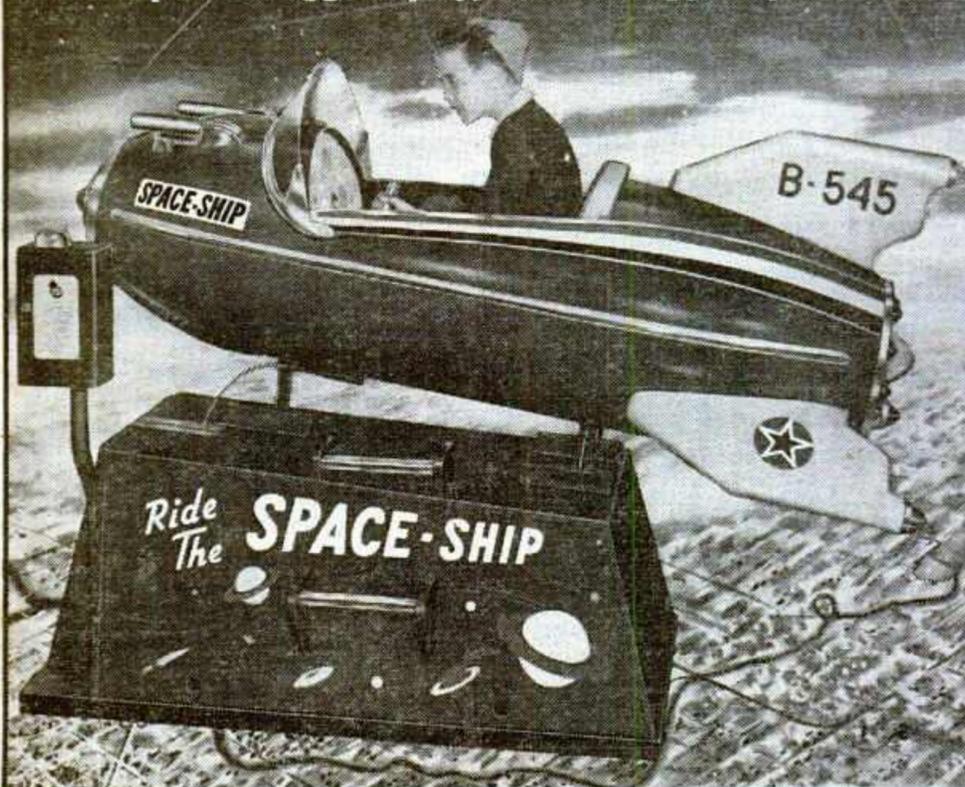
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new exclusive DIVE-DIP-ROLL-SWING action
captures biggest play, insures biggest profit



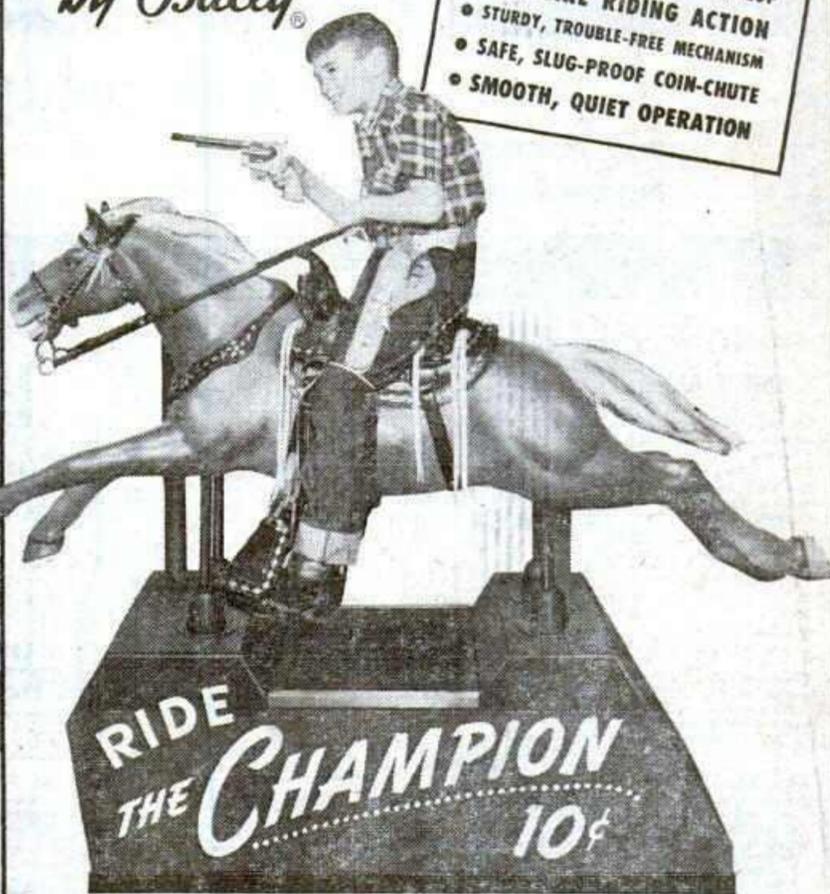
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- ★ Simple mechanism
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See the Bally SPACE-SHIP in action... surging forward, gliding backward... dipping and rising... rolling from side to side... swinging and banking like a jet-fighter... and you 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 Bally Distributor for details of the Bally Kiddy-Ride Finance Plan.

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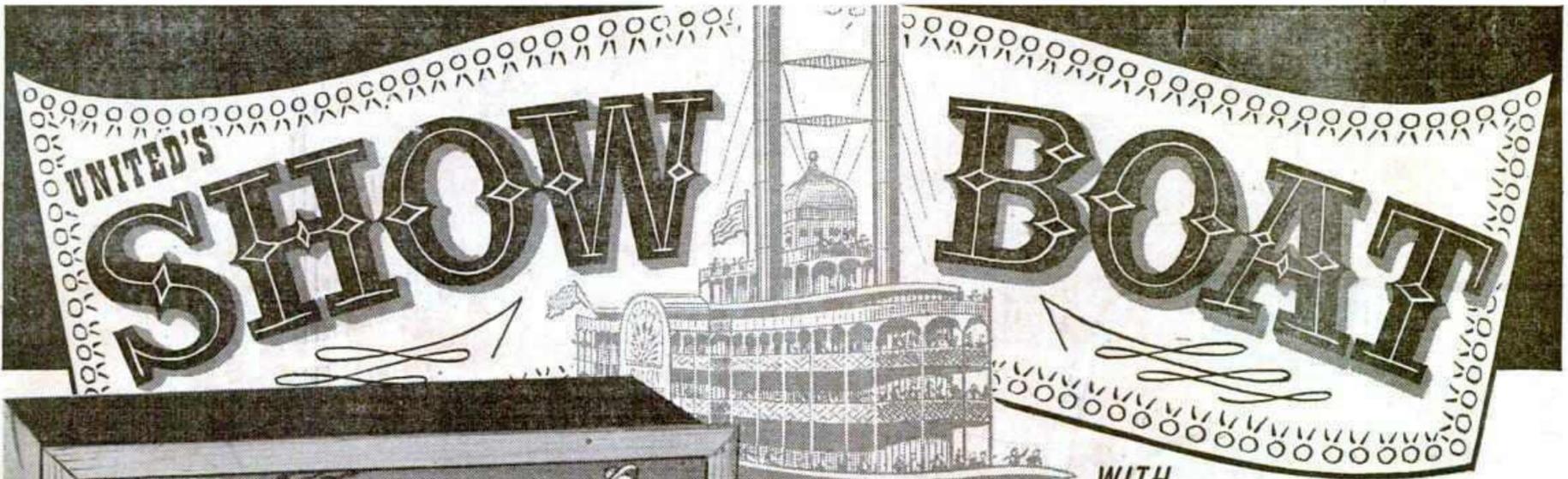


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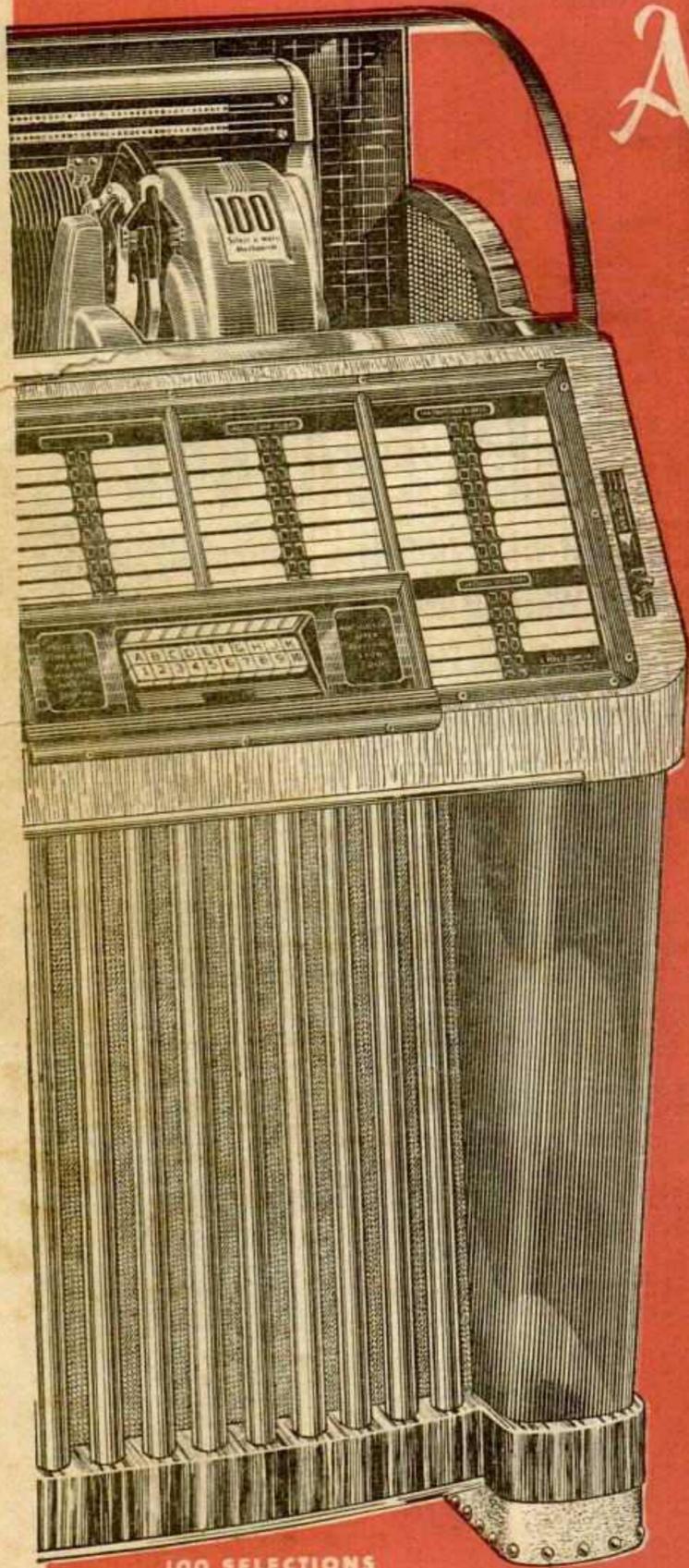
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