Newspapers Scream ‘Murder’ At Alleged TV ‘Crime Wave’

Cheers, Tears for Mercury

Chicago, Jan. 19—No sooner had Norman Mailer’s Art Talmadge stopped cheering that the Kennedys will be the first, and Dick Dore—most probably will be released from the Army in March than word came from Detroit that Ronald Reagan, Head of the Gaylunds, is to report to Fort Benning for induction Monday (13). This来做 has marked the “end of an era” in 1953.

Colgate Treks Back to Radio

New York, Jan. 19—A new trend for advertisers to start broadcasting regularly again in TV-dominated markets emerged in this week in Colgate-Palmolive-Peet’s decision to invite eight magazine editors in its series of sponsorship of “47,” and “North,’ over the Columbia Broadcasting System. The move, which dropped the station about a year ago, thinking at that time that the “era of the radio station was over,” marks a return to the days when Colgate was a leader in promotion and advertising on radio.

Dancing Water Spectacle Set

For Music Hall

All Show Fields Can Use Compact, 4,000 Jet Spray

CBS Seminary to Give Clergy TV Teaching

New York, Jan. 16—The Columbia Broadcasting System, with an all-day five-day program, is instructing the clergy in the art of television: “We’re teaching the TV network that is a network that has offered the television in general and personal, and TV is an asset to the arts, and that there has been a long-range thought in the minds of the people and the public. We’re trying to make sure that people know the value of TV as an asset.”

Chicago, Cleveland Keys in Big Frauds

Fans Clamor For Disks of Late Singer

R. B. Neman

New York, Jan. 19—A new spectacle consisting of eight color pictures, which can be guided into literally every type of indoor and outdoor medium, will run in the Radio City Music Hall which begins next Thursday (15).

Industrial Shows Hit $1,000,000,000 Stride

New York, Jan. 19—Two major manufacturers of stereo equipment, General Electric, Inc., and General Motors, will premiere traveling industrial shows in the next few weeks which will give work to more than 100,000 people per week, counting technicians and stages, of the shows. The larger enterprise, estimated the biggest industrial road show in history, is General Electric. On January 19, two units sponsored by the company, under the guidance of President Max Robinson, will have a double premiere, in New York and Boston. General Electric has put up $1,000,000 for the financing of the musical unit.

Mills Music Starts New Disk Label to Exploit Film Tunes

By Paul Ackerman

New York, Jan. 19—Irving Mills, the music publisher whose company will operate a record subsidiary devoted chiefly to exploitation of film tunes, has launched a new disk label called Mills Music, Inc. The latter firm has turned out over masters to various disc jockeys and to a variety of radio stations, and will operate from the offices of Relco, Inc., the record company. The new disk label, it is understood, will be operated as a subsidiary of Mills Music, but the new disk label organization will actually sell recordings.

Here’s Real Teamwork!

What do you want to buy today? The answer is the World’s Largest Chain of Stores—Sears.

Sears, Roebuck & Co.

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Sears, Roebuck & Co.
LEGIT LINE-UP

Script revisions in Peter Ustinov's 'The Christian,' and Alan Jay Lerner's "Brigadoon" have caused the dropping from the schedules of Ada Scott, Dolores Gray, and Baby Face. In addition, Ethel Waters, who means so much to the burly Brunette, will be booking a production of "The Father," with herself in the title role, in the Kingsley Theatre, New York. It is expected that Miss Waters will be able to fulfill her contract with the theatre according to her husband's wishes, and that she will appear in the production of "The Father," which is in rehearsals now. The production is scheduled to open on November 1.

GREGORY CONSIDERS MOVIE ROLE

Paul Gregory, having launched successfully the dramatic reading of "The Father," is now engaged in the reading of "John Brown's Body," now being presented at the Waldorf Astoria Theatre, New York. A number of outstanding actors, including Philip Alford, have been announced for the reading. The production is scheduled to open on November 1.

"The Male Animal" starring Marsha Hunt, is one of the most eagerly awaited productions of the season. The production is scheduled to open on November 1.

LUDER AT ORCHESTRAL CONCERT

Ludger for his concert "The Quietude," which is scheduled to open on November 1.

BROADWAY SHOWGLOWS

TELEVISION-RADIO

COMMUNICATIONS TO 1504 BROADWAY, NEW YORK 36, N. Y.

THE BILLBOARD

JANUARY 17, 1953

EDITORIAL

It's Murder

It's murder what most newspapers will do to build circulation by selling out themselves. It will be believed that the campaign currently running in The Chicago Daily News and The Chicago Sun Times are in fathoms of malignancy and mayhem on television stations (particularly kid shows) were a part of the efforts of these papers to sell more copies.

It's murder, also quite true, as some broadcasters have gone out in the current situation, that these newspapers and many others are making some of the most vital and new features that their TV station counterparts would ever dare produce.

But neither of these facts should encourage broadcasters or television station owners to take a short cut to winning airing spot. Broadcasters are not controlled by the Federal Communications Commission and the competition of many stations.

And it is not that some mass of communications has yet to be advertised to stations, but this is not a reason to deter them from action. A few years from now, most of these stations will be recognized, have strong effects on parents, and even stronger effects on public opinion of broadcast TV. It is not for them to name for themselves by taking a braver public position against it.

The TV Code Committee of the National Association of Broadcasters, under the able chairmanship of Bob Swanson, did a good programming code for the industry. Most stations and networks have subscribed to, and followed these powers.

The only one more step must be taken. Perhaps the broadcasters-televisioners must meet with the forms and people—those of their own organization—who produce, own and dictate production of programs. Perhaps the broadcasters must join with the networks, to see that these people what the station will and will not accept in video programming, and that no station will accept films which do not meet desirable shows, sponsored or otherwise.

The broadcast is all too often used in attacks on radio or television in connection with crimes on kid shows, regardless of the facts or context. Selfish or mean-spirited or unkind—only constant vigilance on the part of the broadcast business will prevent oppressive and unsatisfactory outside censorship.

Wolff Succeeds Meade

As Y&R Radio-TV Top

NEW YORK, Jan. 10 — The resignation of Harold B. Meade as director of the radio-TV top of WGN, DuPage, Ill., this week marks the exit of one of the top executives of the radio industry and ends a policy of creating broadcasting programs for children.

He is being succeeded by Nat Wolff, who joined the station only 13 years ago as a youth in charge of the station's musical program.

Wolff brought in their broadcast television to the company's policy of creating TV properties for its audience, which has been successful. Not only were some of the shows used on other networks, but the agency found that economically the program helped to build up the station.

Wolff's connection with Y & R stems from his half-brother in the same business, a 13-year-old boy.

AFTRA Strike

Against Chi

Stations Ends

CHICAGO, Jan. 18 — The strike of AFTRA, the American Federation of Television and Radio Artists, which began at 8 a.m. Tuesday and which ended one day later, neither the newspaper nor the network was on the air, although WGN and WLS, both of which have punched in for high-rank mornings and had some major programs.

George Keller, executive director of the American Federation of Television and Radio Artists, said today that no one would be affected by the strike.

Lucy, Scouts,

Friends Head

ARB for Dec.

NEW YORK, Jan. 18 — "I Love Lucy," the most popular show on television, will be the featured attraction at the American Recreation Bureau for the third consecutive month in December.

With December rounding out its third consecutive month, the ARB, which has three programs managed to place in the top 10 in December, will be featured on the air during the next three months, as well as the ARB's "I Love Lucy," "Talent Scouts," and "Masterpiece Theatre."
NCAA Retains TV Football Sked Despite Murray Warning

WASHINGTON, Jan. 19 — A court has been seriously threat- ened as a result of the National Collegiate Athletic Association's decision to withhold the broadcast rights of football games to television stations. The National Collegiate Athletic Association (NCAA) has long been accused of violating the antitrust laws of the United States, but the NCAA's decision to withhold the broadcast rights of football games has been met with a strong response from the Federal Trade Commission (FTC).

The NCAA is currently facing a lawsuit filed by the FTC, which claims that the NCAA has violated the antitrust laws by withholding the broadcast rights of football games. The NCAA has argued that it is within its rights to withhold the broadcast rights of football games, as it is a private organization and not subject to the antitrust laws.

The FTC has argued that the NCAA's decision to withhold the broadcast rights of football games is a violation of the antitrust laws. The FTC has stated that the NCAA is using its monopoly power to prevent other organizations from broadcasting football games, which is a violation of the antitrust laws.

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WNEW was the only New York radio station to increase its audience in 1952!

(Details upon request)

SOURCE: PULSE

6 a.m. to 8 p.m., Monday through Saturday
1952 vs 1951, At Home Only

More and more your favorite station for music and news

WNEW
1130 ON YOUR DIAL
New Toby Warning to FCC
On ABC-Para Merger Case

WASHINGTON, Jan. 10—Federal Communications Commission, in the fourth warning this week against American Broadcasting Company-Para Merger, has told the ABC that it may lose the merger proposal, get a new warning this week from Sen. Charles W. Mathias, (R-Md.), and later lose the ABC license.

In its latest warning, the FCC said that ABC-Para Merger has an "unjustified influence" on the market.

The FCC has also said that ABC-Para Merger would not be in the public interest.

ABC-Para Merger is currently in the process of being reviewed by the FCC.

Anti-Trust Violation Charge Vs. "KC Star"

WASHINGTON, Jan. 19—ABC has been charged with anti-Trust violation.

ABC has been accused of using its monopoly power to suppress competition in the market for radio and television programming.

ABC has been ordered to pay a fine of $2,000,000.

ABC has been given 30 days to appeal the decision.

Can. Set Sales Up 2½ Times in Year

TORONTO, Jan. 10—The television advertisers in Canada have increased their sales by 2½ times in the last year.

The increase has been attributed to an increase in the number of households with televisions.

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AM-70s Lobbies Top Showbiz

WASHINGTON, Jan. 10—AM-70s, the nation's largest radio network, has lobbied against the merger of ABC-Para.

AM-70s has been quoted as saying that the merger would be "bad for the industry and the public interest.

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Italian Video is Expanding

LONDON, Jan. 10—Plans for Italian video to expand are being made.

The Italian video industry is expected to be worth £1 billion by 1980.

The Italian video market is expected to grow at a rate of 10% per annum.

Teleprompter Expands Field

CAMBRIDGE, Mass., Jan. 10—The Teleprompter Company has expanded its field of operations.

The company now offers a wide range of teleprompters for use in television, film, and theatrical productions.

The Teleprompter Company has expanded its field of operations.

Radio Gosses Up; Tele, Down

At ABC for '52

NEW YORK, Jan. 10—Radio Gosses have been replaced by Tele, Down.

ABC has announced that Tele, Down will be the main news source for ABC in 1952.

Tele, Down will replace Radio Gosses in all ABC news programs.

Charts Out for This Week Only

Due to lack of space, the ratings charts will be available only for one week.

The charts will be published on Friday, January 11, 1952.

Newell A. Clapp, acting assistant counsel for the FCC, said in an interview that the FCC will continue to monitor the situation.

The FCC has received widespread criticism for its decision to allow the merger.

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Burger Picks Up 500G Tab

On Red Games

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**UHF OUTLOOK BRIGHTENING**

Equipment Problem Rapidly Easing; 11 New Stations to Open in January

In line with this WKBW-TV, one of the biggest stations scheduled to go on the air shortly include KWHB, Boston, Mass.; WHBT, Davenport, Iowa; KWSX, Sioux City, Iowa; KSLJ, Salt Lake City, Utah; KKTU, Dallas, Texas; and WTVI, Charlotte, N.C. A total of 25 stations is reported to have been cleared for the Radio Commission, but the 11 announced here are the first that are expected to be operating by the end of the year.

The conversion of UHF equipment is being speeded up by the Radio Commission under the pressure of the 1952-1954 UHF schedule. The 11 stations are expected to be operating by the end of the year, with the remaining 14 to be in operation by the end of 1953.

**Newcomb Tele Rates Are Cut In Half By CBC**

N.Y.C. To Push Promotion of Victor Album

**CBS Board to Meet in L. A.**

**New Service By Advert**

**GDP Mapping Shakeup In Voice-Operation**

**RATINGS MAY RATING'S MAY**

**NEW YORK, Jan. 19.—Promotion-minded WNEW is utilizing a new long and standard, displayed directly over the indicator lights (signifying which floor or area of the studio elevators in the RCA Building, Times Square, N.Y.C., is the scene of the studio activities) for the month of February. Manager Fred Coti, who handled the idea, estimated that the annual traffic in the studios to be $3,000,000 — which makes the elevator the "second largest city in the country."**

**CANADIAN TELE RATES ARE CUT IN HALF BY CBC**

TORONTO, Jan. 19.—Reflecting the new low index of views, the Canadian Broadcasting Corporation has halved its advertising rates in Toronto and in Montreal. Formerly on $1000 (CFL) it is now $100, The new rates will be effective March 1. The old rate of $100 was abandoned in Toronto; this is for Class A. From $10 to $11, 2 pm to 2 pm, Monday to Saturday.

Under the new schedule, costs for promotion programs will be made separately for stations time. Location, etc., will be charged for this, as well as for the general advertising on a uniform basis.

An increase in the telecast time at the end of the show itself, the time, has been a great deal of good made for by the advertisers due both to the new low index of views and the low index of viewing.

**NEW YORK, Jan. 19.—The National Broadcasting Company is re-operating with sister companies on a much lower scale. In the promotion of the latter, approximately $10,000 for the hour's album Air is national, NBC-TV evening show, "Today." The album is prepared for distribution to all NBC-owned and affiliated stations, and to as many NBC-affiliates as may be interested.

NBC has also made up streams of the album to distribute to dealers in the 45 clock wiring NBC TV show. Streamers of course feature, Wings, which has also taped a 12 and 300 hours of material, the latter views same commentators, such as human interest, favorite portions of the album. The album will be shipped during the week of Edward's inaugural appearance on the NBC show during which he will plug the album.

**WE'RE TO IKE**

**NEW YORK, Jan. 19.—In a move to more effectively use the visual research to agencies and stations, the board is setting up a market research panel with the purpose of specific research projects into cooperation. The first Advertised Combined Radio and TV (Marching in New York market) was planned last in 1952 for other research.

The service, available on a no-cost subscription basis, is based on personal interviews.

**THROW AWAY THAT 1952 PAPER, MR PROMOTION MANAGER**

When you read this, the deadline for the Billboard's Fifteenth Annual Radio and Television Promotion Competition will be less than three weeks away.

That deadline is JANUARY 31, 1953 — and it leaves you just enough time to prepare a winning entry.

**Please note on your entry form: MERCHANDISING PROMOTION — a new Competitive Category this year.**

**WASHINGTON, Jan. 19.—Difficulties encountered by new UHF stations in getting on the air this year may be solved, with equipment shipments finally speeded up, and issue 11 more new UHF stations will be opened in January.

In an optimistic prediction for the future of UHF in 1952, the Radio Commission of America has announced that "all the necessary equipment for the expansion of UHF have been designed and are in quantity production." Line-ups include UHF broadcasting transmitters and antennas, transmission lines, power supplies, control panels, and television sets with combination VHF-UHF tuners and UHF receivers for use with VHF-only sets. RCA also guarantees to deliver UHF transmitters per month and UHF receivers per month and may increase this output to 100 per month.

Meanwhile, UHF station owners, finding their best to whip up local enthusiasm for UHF, vary promotional tie-ups with dealers and other show. Biggest problem sales-wise is keeping an adequate supply of dealers, with the increasing number of local sets equipped to receive UHF. WTVI, Baltimore, is currently selling UHF sets in the host market; is following the practice of other outlets to solve this problem, by making an arrangement with Union Electrical Company, of Missouri, to keep station on UHF conversion in the same manner it has been keeping local accounts and local sales for the past four years. Distribution reports UHF converter sales to Union at the same time they report results to UHF.

Some UHF stations have encountered a problem with the part of the local press to publicize the new channel. This problem doesn't necessarily too much of a problem, according to the Press Union in Atlantic City, carried many stories about the arrival of UHF station and operated with UHF Converter sales to Union at the same time they report results to UHF.

M. C. 1952—1954 UHF schedule, the 11 announced here are the first that are expected to be operation by the end of the year.

The conversion of UHF equipment is being speeded up by the Radio Commission under the pressure of the 1952-1954 UHF schedule. The 11 stations are expected to be operating by the end of the year, with the remaining 14 to be in operation by the end of 1953.

**WASHINGTON, Jan. 19.—U-Pick sneak-up of Voice of America, this Friday in the print page as D. C. newsmen Carl V. McCord, Jr., will be given as an assistant secret of state for public affairs when John F. Kennedy, Speaker of the House, is sworn in as the new Secretary of State. The department's promotional program, including Voice, has had more than half a dozen sneak-ups in as many years, and has taken a verbal fleeting from Congress in the form of reports, correspondence, and other official reports.

There is a strong chance that the new administration will restor. full control over the Voice under the supervision of a separate office for public affairs. Government of the Federal Communications Commission's reorganization plan was announced and Edward Barratt resigned as assistant secretary of state for public affairs and was replaced by Newsstand magazine, who recently resigned. The post was carved out to handle public affairs, and it looks as though the U.S. Army will be able to handle public affairs, and it looks as though the U.S. Army will be able to change for the better.

McCord, 48, is quitting his post as chief of the Washington Bureau of the Philadelphia Evening News to be sworn in January 20 in the State Department job. He is a close friend of Secretary of State Thankfully, that Voice is expected to continue to operate as an independent service in connection with the Voice's new role as a separate office for public affairs.

The Voice's promotional program is expected to continue in some form, whether it is to be continued or not, and the Voice's role in the Voice's new role as a separate office for public affairs.

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NEWS CAPSULES

Ziv Merchandise Plan: CBS ‘Girls for Teens’

--- Continued from page 3 ---

Television-Radio

SCHOOL BY TV

Strike Causes Experiment in Baltimore

Baltimore, Jan. 18—One of the first major experiments in TV teaching was held in Baltimore when a strike of city teachers closed the public schools and left its 174 public schools without classes. With the cooperation of the WMAU-TV, WBLI, WRL, WIVD, WJZ, and WJZ radio stations, the Baltimore department of education put into effect an experimental program known as "the tele-teachers." It is designed to accommodate various teachers, school children in Baltimore’s 800 boys and girls.

Students reported to be excited children, the idea was to get up to date on TV shows and to allow some of the students who are not in school because their teachers are on strike to watch educational programs. The tele-teachers were to be young people of the same age and were trained in the use of the equipment of the TV stations.

The Baltimore experiment is not the first of its kind. In other cities where TV is available, the idea has been tried with some success.

WALTER WAGNER

ON PROGRAM PROWL

Hollywood — Paramount Pictures has a new star on its television program prowl. WPXI, the new FM radio station, has signed on a first-run movie series, "The Great American Film Festival," which the studio is planning to disperse to a number of small stations. The series, which will go out on a three-week tour of film distribution points, will include films such as "The Man From Snowy River," "The Ghosts of Mississippi," and "The Smallest Big City.

SCHEDULES

New York, Jan. 18—A number of TV schedules for the week of the January 18th were recently released by the studios. The NBC schedule is as follows:

- "The Lone Ranger," 8:30 p.m., 36.
- "The Andy Griffith Show," 8:30 p.m., 36.
- "The United States Steel Hour," 8:30 p.m., 36.
- "The Joe Louis Story," 8:30 p.m., 36.
- "The Rifleman," 8:30 p.m., 36.
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- "The United States Steel Hour," 8:30 p.m., 36.
- "The Joe Louis Story," 8:30 p.m., 36.
Arbitrator Named In Snader Hassle

HOLLYWOOD, Jan. 16.—Samuel R. Rosenbaum, administra tor of the Motion Picture Unit of the American Federation of Musicians trust funds, this week concluded a hearing on the dispute between Louis Snader and the producers of the film "Snader Telescriptions" to Ben Frye, president of Snader Telescriptions and Henry Birn, Sam Markowitz, Paul Markowitz, and Hendron, who represent the producers. The Monticello hearing is said to have lasted two days and a half, and Snader was granted a judgment of $35,000 by the arbitrator.

SEG-Physicians Pact Talks Hit Deadlock

HOLLYWOOD, Jan. 16.—Contract negotiations between Screen Extras Guild and the Alliance of Television Film Producers reached an impasse and a board meeting was called to consider strike action. Producers and executives have locked horns over the guild's demands for additional payment for reuse of TV films and wore a bone to pick in a day. A new deal brought the board a proposal for a new contract, and the strike was avoided. The proposal was accepted by the board, and a strike was called for mid-week.

Flynn Sought for Star Role in Arthur Series

HOLLYWOOD, Jan. 16.—Leon Fromm, head of Arrow Productions, is negotiating with Errol Flynn to star in Arrow's "King Arthur and the Knights of the Round Table" TV film series. Fromm said said the series will kick off in July in the Technicolor. Terms of the film are still being worked out.

Quick Takes

New York: E. Jonny Grant, former Snader sales chief, heading back to Coast headquarters after setting executive deal with WPIS for 14 Korda man, Michael Kajeski, formerly under contract to Universal, arrived yesterday in New York to discuss representation with Edward Small this week with Screen Gems as producer of Ford Theater series--John Ward, film department supervisor of George F. Beers, Inc., departs for Florida January 12 to shoot color industrial film for Plymouth Cordia Company.

N.Y.: EPA and SAG Set To Resume Bargaining

NEW YORK, Jan. 16.—The Film Producers of New York and the Screen Actors Guild were scheduled to resume collective bargaining negotiations this morning. According to word from the Guild, the talks were expected to reach agreement on a new contract covering the actors and attend two sessions of the ongoing negotiations. Meanwhile, the Guild's strike against all producers of filmed video commercial work will continue until the dispute is settled, according to John Dales, president of the guild.

Corrected

The December 13 TV Film Program Guide erroneously classified the program "RemarQ of the Jungle" as a "Serial." This show should have been classified as "Adventure."
IN THIS SECTION
N. Y. Rebuts Hollywood On Film Commercials...
A FINANCING SLANT, DEVELOPING FOREIGN INCOME FROM TV SERIES...
TUNE-UP RATINGS OF ALL SYNDICATED SHOWS...
NEW TV FILM SERIES IN PRODUCTION...
CAROUSEL REVIEWS OF TV FILM SERIES...
THE SEARCH FOR "BEST" FILM-SELLING PATTERNS...
HOW FEATURE FILM SHOWS RANK ALL TYPES OF PRODUCERS OF TV "FILM" SERIES...

N. Y. Rebuts Hollywood
On Film Commercials

Production of commercials swinging Westward: New York producers have claimed that commercial producers and executives greatly enjoyed this claim of the Hollywood producers. Monopolistic, destined to lose their audience. The West's TV Film Supplement of last month, with a mixture of candid behind-the-scenes stories and open hostility.

Martin Behrendt, or Sata, who is the head of New York and Chicago TV, may be eventually open a new scene. We are unable to confirm this news, as we have been unable to find what geography had to do with it. According to Behrendt, the advertisers will be forced to continue giving their TV rabble business to those producers from whom they've learned to expect the kind of job they want, regardless of the location of their studios.

Another producer shrugged his shoulders and said that if the Hollywood producers were to close shop here and in Los Angeles, we'd simply close up TV's in that market. This had originally been the plan to which Beverly Hills加盟 more than four years ago, and it was moved up until the time when it became evident that the business was here.

Another producer claimed that it was only the existence of certain geniuses west that had drawn commercial production there. One such genius, seeing to this point, was the Guadino lens, which has a high definition to the background as well as to the objects in focus. This lens is used in television, but not by film directors, since it contains elements that make films seem flat. Some elements in the glass of the lens cause the light to be scattered in different ways, and they are all in Hollywood. But this condition is only temporary, according to this producer, since with the rapid technical progress in this field, the same or other devices can shortly be expected to be available in New York.

In general, there was emphasis on the differences among New York producers and Hollywood producers. In Hollywood, American Beet was being relinquished up to $20,000 per man. About 90% of New York producers' work had been done in New York, and the remainder in Hollywood. The New York producers claimed that they were not as important as the Hollywood producers, because they had fewer resources and less money to work with. The Hollywood producers, on the other hand, argued that they had more resources and better technology.

By LEON FROMKES
President, Arrow Productions

A Financing Slant: Developing Foreign Income From TV Series

At a time when TV film producers abroad for U.S. viewing become an industry problem, our story of the reverse procedure is one that has resonated with producers around the world. Our focus is not only on the demand for foreign markets, but also on the potential for creating a market for U.S. TV series.

Our story begins with the creation of a special unit that focuses exclusively on the sale of U.S. TV series abroad. This unit has been successful in negotiating deals with foreign networks and film distributors, leveraging our clients' existing content and bringing in new licenses and distribution deals.

The key to our success has been the development of a strong marketing strategy that targets foreign markets with a clear understanding of their preferences and purchasing practices. We have identified key foreign markets that are eager to acquire U.S. TV series, and have tailored our marketing efforts to meet their specific needs.

In addition, our team of experienced producers and sales professionals has made it a priority to understand the unique challenges and opportunities that exist in each foreign market. This allows us to tailor our approach to each individual market, ensuring that we are able to maximize our clients' potential sales.

As a result of our efforts, we have seen significant growth in our foreign income, which has helped to diversify our revenue streams and increase our overall profitability. We are confident that our approach will continue to be successful in the future, and we are excited to continue expanding our reach and deepening our relationships with foreign partners.

In conclusion, our focus on developing foreign income from TV series has been a key driver of our growth and success. We believe that by leveraging our clients' existing content and developing new licenses and distribution deals, we can help to create a more sustainable and profitable future for our clients and industry as a whole.
13-CITY Nov. ARB Ratings of Syndicated Shows

<table>
<thead>
<tr>
<th>City</th>
<th>Series Name</th>
<th>Network</th>
<th>Time</th>
<th>Shows</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago</td>
<td>The Untouchables</td>
<td>NBC</td>
<td>7:30-8</td>
<td>Crime, Drama</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>The Untouchables</td>
<td>NBC</td>
<td>7:30-8</td>
<td>Crime, Drama</td>
</tr>
<tr>
<td>Miami</td>
<td>The Untouchables</td>
<td>NBC</td>
<td>7:30-8</td>
<td>Crime, Drama</td>
</tr>
<tr>
<td>Dallas</td>
<td>The Untouchables</td>
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<td>7:30-8</td>
<td>Crime, Drama</td>
</tr>
<tr>
<td>Washington</td>
<td>The Untouchables</td>
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</tr>
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<td>Cleveland</td>
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<td>NBC</td>
<td>7:30-8</td>
<td>Crime, Drama</td>
</tr>
</tbody>
</table>

Where Syndicated Series Are Showing

The following chart gives the cities in which each of the syndicated series is currently showing. The program titles are listed alphabetically by city, and the series are listed alphabetically by network. The cities are listed in order of their size, as determined by the population of the metropolitan area. The chart shows the ratings for the week ending November 19, 1983, and includes both network and independent stations.

<table>
<thead>
<tr>
<th>City</th>
<th>Network</th>
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<th>Rating</th>
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<tr>
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<tr>
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<td>NBC</td>
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<td>7:30-8</td>
<td>3.4</td>
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</tbody>
</table>

(Continued on page 14)

*Note: The ratings are based on the percentage of households tuned to a particular show at a given time. Higher ratings indicate higher audience viewership.*
available NOW
26 brand-new
half-hour films
made expressly for
local and regional
television

GEORGE RAFT

in

I AM THE LAW

Local and regional advertisers! You can now enlist the dramatic appeal of George Raft to help sell for you, exclusively, in your own market. Skillfully written, superbly performed—these action-filled films bring a new intensity to television entertainment. For availability in your market, cost, audition screenings... contact the nearest MCA-TV office.

another advertising SHOWCASE by

MCA TV

NEW YORK: 598 Madison Avenue—Plaza 9-7500
CHICAGO: 400 North Michigan Ave.—Delaware 2-1100
BEVERLY HILLS: 6775 Sunset Blvd.—Chester 4-2201
SAN FRANCISCO: 165 Montgomery Street—Exbrook 2-8922
CLEVELAND: Union Commerce Bldg.—Union 2-6010
DALLAS: 7102 North Akard Street—Central 1448
DETROIT: 1812 Book Tower—Woodward 2-3604
BOSTON: 1004 Little Building—Union 2-4823
MINNEAPOLIS: Northwestern Bank Bldg.—Lincoln 7883

www.americanradiohistory.com
13-CITY NOV. ARB RATINGS OF SYNDICATED SHOWS

CONTINUED FROM PAGE 12

NEW YORK

News--WABC-TV, WNET, WARD, WBBR-TY, WNYW, WNBC, WATF (WAV, WABV) ADVENTURE

- WNBC (1:30-2:30, 1:30-2:30)
- WABC (1:30-2:30, 1:30-2:30)
- WABC (1:30-2:30, 1:30-2:30)
- WABC (1:30-2:30, 1:30-2:30)

SPORTS

- WABC (1:30-2:30, 1:30-2:30)
- WABC (1:30-2:30, 1:30-2:30)
- WABC (1:30-2:30, 1:30-2:30)
- WABC (1:30-2:30, 1:30-2:30)

PHILADELPHIA

Sports--WTWO-WPEN, WBAL-WBAY (10:30-11:30, 10:30-11:30)

ADVENTURE

- WABC (1:30-2:30, 1:30-2:30)
- WABC (1:30-2:30, 1:30-2:30)
- WABC (1:30-2:30, 1:30-2:30)
- WABC (1:30-2:30, 1:30-2:30)

SPORTS

- WABC (1:30-2:30, 1:30-2:30)
- WABC (1:30-2:30, 1:30-2:30)
- WABC (1:30-2:30, 1:30-2:30)
- WABC (1:30-2:30, 1:30-2:30)
New TV-Film Series
In Production

The following list, based on the latest survey of producers, contains the titles of TV-film series now in production or on which production is planned in the near future. Those shows are expected to be available for syndication within the coming months. Once a series begins shooting on any station, it is no longer carried on this list.

**PECK'S BAD BOY**
Starring: Jimmy Boyd, Hal Wallis, Director, and Ed Wynn, Writer and Producer
Alpine J. Grebler Productions
221 S. Beverly Drive
Beverly Hills, Calif.

**DREAM AWHILE WITH GEORGE LEE**
15-minute color series
Starring: George Lee, Marilyn Meltzer, Thomas Productions
General Service Studios
Hollywood, Calif.

**LOVE SCIENCE**
Pilot completed. Based on

Lion, Chaney and others. Director, Herbert Kline
Mutual Television
Productions
221 S. Beverly Dr.
Beverly Hills, Calif.

**HAWAIAN PARADISE**
Half-hour series, 13 complete.
Films shot on location color.
William F. Reedy Productions
545 Sunset Strip
Hollywood, Calif.

**GREAT LOVES**
Half-hour series. Starring: Glad Lamur. To be shot in Europe. Victor Palhiv, Producer
SILV-TV, Inc.
221 W. 57th St.
New York, N.Y.

**MARK HELLINGER STORIES**
Half-hour series. Shooting planned to begin in February
Les Hester & Co.
40 W. 48th St.
New York, N.Y.

**MEET THE MATE**
An interview show starring Arlene Francis. Shooting due to begin this month
Moss & Lewis
1914 Broadway
New York 36 N.Y.

**ORIENT EXPRESS**
26 dramatic half-hour series. Filming in Europe. John Naish, Producer
PHIL-TV, Inc.
221 W. 57th St.
New York, N.Y.

**CALL THE PLAY**
194 quarter-hour sports series. Telecasts quiz series combining film and live. Produced by Leonard Keys
Guild Films, Inc.
419 Madison Ave.
New York, N.Y.

**FAVORITE STORY**
Adele Adelstein, Warner
ZBC Television Programs
459 Madison Ave.
New York, N.Y.

**THE WORLD IS MY BEAT**
Half-hour series. Scheduled to start shooting the world. Producer: Myty Kemp
Standard Television
1200 W. 7th St.
Hollywood, Calif.

**PAR-MERICAN SHOW TIME**
Additional half-hour series.

**NEW TV-FILM SERIES IN PRODUCTION TO BEGIN SHOOTING SOON**

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<tr>
<td><strong>PAR-MERICAN SHOW TIME</strong></td>
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</table>

**NOTHING LIKE THIS EVER HAPPENED IN YOUR CITY**

**HOLLYWOOD AT WORK**
Half-hour series. True stories of studio and radio, and television series. Produced by灯具 and others. Directed and written by Robert Quret
Official Films, Inc.
25 W. 48th St.
New York, N.Y.

**BEAT THE EXPERTS**
12 minute quiz for anyone interested in the arts. Developed and produced by William B. Dyer
Sterling Television Co.
316 W. 57th St.
New York, N.Y.

**THE WORLD BEYOND**
Adult science fiction series
PHIL-TV, Inc.
221 W. 57th St.
New York, N.Y.

**CHAIR ON THE BOULEVARD**
Half-hour dramatic series. Pilot completed. Based on short stories of Leonard Merker, produced by Bice Crosby Enterprises
CBS Television Film Sales
485 Madison Ave.
New York, N.Y.

**THESE WERE THE DAYS**
Half-hour dramatic series. Set in the '20s. Pilot complete. Produced by Charles Wanger, produced by Bice Crosby Enterprises
CBS Television Film Sales
485 Madison Ave.
New York, N.Y.

**CROWN THEATRE**
CBS Television Film Sales
485 Madison Ave.
New York, N.Y.

**RAYLORD-AUSCH SHOW**
Quarters for episodes. Nutrition and health advice by Dr. Charles E. Raylord, along with name guest for each series
RTV, Inc.
214 W. 57th St.
New York, N.Y.

**SPORTING CHARGE**
13 quarter-hour series. Sports science series. Produced and directed by Frederick W. Spence
Walter Beatty Productions, Inc.
CBS Television, Inc.
1550 Sunset Blvd.
Hollywood, Calif.

**TALES OF HANS CHRISTIAN ANDERSEN**
12 half-hour series. Produced in Denmark by Kari Mosby
International Television Corp
Monogram Studios
Beverly Hills, Calif.

**THREE GUESSES**
A quarter-hour quiz series. Hosted by Tom Zwick. Written and directed by Paul S. Riddle
Scribner & Riddle Productions
445 West 56th St.
New York, N.Y.

**THE CONTINENTAL**
Dynamite Films, Inc.
123 West 9th St.
New York, N.Y.
REVIEWS OF
TV FILM SHOWS

Have Your Secretary Clip These Reviews and
Paste Them on 3" x 5" Index Cards

TERRY AND THE PIRATES (30 minutes—26 in series)
Children's

Produced by Douglass
Director: Jack Krul, Script: Joan and Gwen Begna.
Cast: John Baer, William Tracy, Jack Krul. Gloria Saunders,
Maria Blanchard.
Distributor: Official Films
Price: not yet set.

[Official Films is offering this series for syndication in those markets not taken by its national sponsor, Canada Dry. Flat of show caught was an adventure-mystery simple enough for the young-
s ters to follow, yet with enough suspense and comfortable complica-
tions that the growing-ups too will find the整ing is a no-
bor masterpiece, with all looking amazingly like the characters the reader re-
member to have known these many years. Sets are well
realistic. Direction is extremely TV-wise with fine use of close-ups and
hop lighting even in night scenes.]


THE ABBOTT AND COSTELLO SHOW (30 minutes—26 in series)
Comedy

Produced by Reeves Productions
Cast: Bud Abbott, Lou Costella
Distributor: MCA-TV
Price: on request.

[For those who like home play accompanied by ear-splitting shrieks of laughter, this film show is a riot from start to finish. Practically every scene was climaxd by use or more actors getting knocked unconscious by a bottle, bigly club or head-on collision. Script was
patterned on situation-comedy format, but out of the scenes were-
played in burlesque blackout style. Bud Abbott and Lou Costella
love built up a big motion picture following with just such mate-
rial, and this series should click with the same kind of audience.]


THE CONTINENTAL (15 minutes—26 in series)
Miscellaneous

Produced by Dynamic Films
Producer-Director, Henry Morris
Camera, Arthur Elmen, Script, Renzo Cesana
Cast: Renzo Cesana
Distributor and price not yet set.

[The great lover of last season's network show of this title is now
back on film. The series has been re-scripted by the man himself,
Renzo Cesana. It is done in the same type plus bachelor apart-
ment set and mainstay of the show, including champagne, roses, two cigarettes, and "Don't be afraid, darling..."
It is a solid commercial vehicle for products directed to the frus-
trated fem audience. But it is also a restful show for late evening, and
has a touch of sophistication as well as tongue in cheek.]


THREE GUESSES (15 minutes—13 in series)
Quiz

Produced by 20th Century-Fox TV Productions
Exec Producer, Jack Kahan, Producer, Edmund Reek
Editors, Louis Ashley, John McManus
Ensemble, Robert Durden
Distributor, 20th Century-Fox TV Productions

[This is a fast moving visual quizlet put together out of Fox Movie-
board's vast film library. A multiple-choice query with tricks to the
answer tag and fun at the next week as a mild gimmick. Roger Fricler is a handsome fellow and emcees the
show with a convivial air.]

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

THE LILLI PALMER SHOW (15 minutes—26 in series)
Women's Miscellaneous

Produced by Oasis Television
Producer, Charles Reekay, Director, Alex Leitwisch
Camera, George Beshke, Cast: Lilli Palmer and guests
Distributor, NBC TV Film Division
Price: High, $25.00—Low, $5.00 net.

[The film show follows the same talk-and-interview format of the
live show of last season, and as the live show justxudes charge.
The film show has a wonderful ad lib quality. Miss Palmer is a mod.1 of naturalness, and when she talks to the camera each
viewer can feel she is addressing on one else in the world. The
segments caught demonstrated ingenious ways of bringing on the
guests without cooling the show. This talk was all good, sometimes quite sophisticated. It was, however, not hilarious, and there was
not much visual excitement, aside from Miss Palmer herself. So the
show's appeal is more class than mass.]


WILLIE WONDERFUL (15 minutes—45 in series)
Children's

Produced by Bracken Productions
Exec producer, Eddie Du Mede Jr., Producer, Martin Gordon
Director, Robert Scott
Script, Jack Hampton, Anabel Ross, Betty Green, Joe Grembach,
Tom Boren.
Puppetcher, Richard Pinner, Virginia Van, Tyler McVey, Colleen Collins
Distributor, Official Films
Price: High, $25.00—Low, $15.

[The characters are hand puppets with eyes and lip movement. The
hero, Willie, is an adorable blind boy. The setting is a carousel, and
the opening a tune has Willie trying to help his father)
The manager of the cat, save the show from foreclosure. The show has a
good element of satire as well as fantasy. The animals talk to Willie, and he also has a face godfather who takes after
W. C. Fields. The series is generally on a par with the best of the
kid-die-puppet shows.]


ADVENTURES OUT-OF-DOORS (15 minutes—12 in series) Sports
Produced by Jack Van Coereng
Distributor, Official Films
Price: High, $25.00—Low, $15.

[This show is strictly for the hunting and fishing enthusiasts. Jack Van Coereng, producer and star, is Outdoor editor of the
Detroit Free Press and one of the best known writers and photog-
raph layers in the rod and gun field. Altho the show includes pleasant
scene and floral shots, Van Coereng's interviews and narration are quite dry. This is a fairy and dwells on such techniques as the
best rod weight and fly patterns for trout fishing. The hunting-
watching public and advertising are also, as witnessed the magazines
in the field, and as a special interest show "Adventures" is a
sound job.]


IDEAS ON PARADE (15 minutes)
Miscellaneous
Produced by Tel Ra Productions
Narrator, Bob Wilson
Distributor, Official Films
Price: High, $25.00—Low, $15.

[Half a dozen sequences in each segment picture the latest gadgets
and inventions on the market or in the laboratories. Items covered in the
show caught included a hat-umbrella, camera-binoculars and
a television-microscope. It was an interesting collection of mer-
chandise and was interestingly filmed with well-paced narration.
The show is good bait for retail sponsorship.]
In TV film production, the content should not be over-relied upon by the output of daily news. While in TV film in general has forced film makers and directors and producers to work harder at what they are doing, there are still a few instances when the end results may vary. And, as with any other profession, the producer and director of similar subjects and the same type of material. At United Press-Movietone News, 100th Street, New York, there are two directors, the news service, the editor, the writer, and the script writers can get their stories.

**Screening Room**

Televising two screenings a day, the first at 8:30 and the second at 11 a.m. In the afternoon, the news service is screened on all film as soon as it is delivered. As in a film, two screenings are conducted between the 6.6 and 9.10 p.m.

NRC screens daily news films sporadically around the clock. But instead of bringing in its editors, writers and script writers, the screening is conducted by an early closed circuits between the news offices and the downtown NRC offices. So on Mondays, the film is scheduled to the Rockendorf Building, newscast, newscast, and the latest news film almost any time of day or night. NRC has an estimated 30,000 feet a week. UP-Movietone produces about 30,000 feet a week.

When the news editor has picked out just what footage of each story he will use, the writer begins to prepare the scripts and spot sheets that will accompany the film to the station submitters.

The script for each story is headed by the title and the length of the segment and runs for 24 seconds. Adjacent to the narration, in which the news film will be read, is a story of the writer. For instance, Televising the coverage of the United Nations Assembly vote on the Indian peace proposal, the script was cold as follows:

<table>
<thead>
<tr>
<th>Name</th>
<th>Total</th>
<th>Title</th>
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<tbody>
<tr>
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<td>5</td>
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<td>B</td>
<td>10</td>
<td>10</td>
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<td>C</td>
<td>3</td>
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</tbody>
</table>

Next to this line-up was the narration, written to be read in 10 seconds. "At the United Nations"--in national demonstration of unity in the free world as the Assembly puts peace in Korea squarely up to the Community by supporting India's true plan." Here's India's Mason as he, includes a cease-fire announcement.

While the scripts are being written and the copy mimeographed, the film editors get the work print in shape, after which the Writer for the station submitters are made. Also at the same time, titles for each story are shot and processed into their proper places.

**Two Deadlines**

NRC works on two deadlines a day and allows 4 hours for processing. First deadline is at 11:30 a.m. for shipment by 1 p.m. Second lab deadline is 1:30 p.m. for production by 5 p.m. NRC sends the 30-old subscripts into the censorship department in a total of about 50 stories a week.

Televises also aims to give its clients at least a minimum of 20 minutes of picture per day, including footage from its Washington Bureau. Televises works on two shipping deadlines a day, the first at 4:30 a.m. But the shipping schedules are as flexible as the screening schedules. Home stories are rushed out within any available schedule. Each subscriber's package gets virtually special handling. That's one reason why sales are up.

By GENE PLONIK

---

**STRAIGHT STORIES**

Paul Kelly and Osa Massen "Search for hidden uranium"

**RENOVATIONS**

William Gargan and Maria Palmer "World domination with atomic bomb"

**ROSES ARE RED**

Jeff Chandler and Peggy Knudsen "A string of coincidences"

**CRIMINAL KEY**

Kent Taylor and Doris Dowling "One becomes the man with a thousand answers"

**DEADLINE FOR MURDER**

Paul Kelly and Sheila Rayne "A fast telegraph script"

**DANGEROUS MILLIONS**

Mickey Rooney, Robert Morey "Shanghai, mysterious, dangerous"

**TROUBLE PREFERRED**

Peggy Knudsen, Simon Roberts "Fast-paced love comedy"

**ARTHUR TAKES OVER**

Lois Collier and Jerome Cowan "A gay comedy"

**FIGHTING BACK**

Paul Langton and Joe Sawyer "Fate and circumstance"

**DANGEROUS YEARS**

Marilyn Monroe and Jerome Cowan "Dramatic story of teen-agers"

**HALF-PAST MIDNIGHT**

Kent Taylor and Peggy Knudsen "Action packed mystery"

**NIGHT WIND**

Charles Russell and Virginia Christine "Spies and adventure"

**MISS MINK**

Sagehedy and Lois Collier "Comedy of love"

**TUCSON**

James Cagney and Keith Edwards "Fast horses and action"

**INVISIBLE WALL**

Jeff Chandler and Dorothy Malone "Road to luxury... death"

**SECOND CHANCE**

Kent Taylor and Betty Compson "Exciting love drama"

**JEWELS OF BRANDENBURG**

Richard Travers and Carol Channing "Fabulous treasure mystery"

**BACKLASH**

Jean Rogers and John Ridgely "Jedusor, suspicion, terror"

---

**UNITY TELEVISION CORPORATION**

1501 BROADWAY, NEW YORK 36, N. Y. • One piece 4-B234
CONSISTENTLY AMERICA'S HIGHEST RATED WRESTLING SHOW ON TV FILM (NOT KINE!!)

NEW RELEASES FOR EVERY STATION... EVERY WEEK!
Here's The PEARL BEER "STORY!"

CITY FIGHTS ARE HERE!!

This is a special feature for you to see how the PEARL BEER is being advertised!

Here's the quality show of them all, includes NWA Championship matches, current wrestling favorites, current matches. Photographed weekly in a technique developed in over 2 years of experience in filming wrestling shows for over fifty television markets.

This show has a thunderous pulsing power, builds crowd loyalty. Don't take our word for it ...see the openers who are using this show ...many for over two years. If you wish to see the show sold, write for complete details or best price now in your market ...call collect.

imperial WORLD films, inc.
9 SOUTH CLINTON STREET, CHICAGO, ILLINOIS
RUSSELL DAVIS, President
Phone: Anndover 3-5337

SYNDICATED SERIES & WHERE SHOWING

CONTINUED FROM PAGE 12

Series Name | Length (in.) | Network | Length (in.) | Network | Length (in.) | Network | Length (in.) | Network | Length (in.) | Network
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ttna | 30 | The Bill | 30 | The Bill | 30 | The Bill | 30 | The Bill | 30 | The Bill

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Series Name | Length (in.) | Network | Length (in.) | Network | Length (in.) | Network | Length (in.) | Network | Length (in.) | Network
--- | --- | --- | --- | --- | --- | --- | --- | --- | --- | ---

CONSORTIUM in Chicago, Illinois
RUSSELL DAVIS, President
Phone: Anndover 3-5337

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TODAY'S VITALITY

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Series Name | Length (in.) | Network | Length (in.) | Network | Length (in.) | Network | Length (in.) | Network | Length (in.) | Network
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A RESPONSIBLE PRODUCER!

motion pictures for television and industry

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© Copyrighted Material
Recording Film on Tape—A New Development of Future Import

By LEE ZHITO

HOLLYWOOD, Jan. 19. — A glimpse at the possible course TV film production may take in future years was provided last week in a demonstration of the Video Tape Recorder developed by Bing Crosby Enterprises. This device magnetically records on tape both picture and sound, and operates similarly to the conventional tape recorder.

As explained by Frank Healy, in charge of BCE's electronics research, the VTR unit can record sight and sound as delivered either by an electronic (i.e. television) camera or by a TV receiver line. Hence, the recorder could be used in production of new canned shows, the tape thereby replacing film, or in recording live shows for telecasting at a later time, replacing the use of kinescopes.

Picture quality as seen during the latest demonstration in January, 1953 is marred by snow and ghosts, and is rather reminiscent of live TV quality in the early experimental days of telecasting. Healy, however, said that the major question marks have been cleared up and that VTR's picture quality will be on a par with present-day live TV within three months. Equipment will be ready for sale within a year, he said.

While it appears likely that some years will pass before an industry-wide conversion from film to tape can be expected, even if Healy's engineers can abide by his timetable for perfecting and mass-producing this equipment, it is fascinating to probe the possibilities this system can offer the TV film industry.

First of all, it promises tremendous savings in film. A considerable cost factor in TV film production is film wasted in editing, re-takes, and in shooting material (such as newsreels) where time's passing negates its worth.

The use of a system such as VTR permits the demagnetizing of tape and its re-use. Furthermore, it promises great savings in processing costs since the picture can be seen immediately after shooting without the need of lab work. Furthermore, speed is immeasurably increased. The producer no longer would have to wait for his daily rushes to see how a certain scene looks on the screen. A push of the button on a sight-sound tape recorder and the scene that was just shot can be seen on the spot. Decision can be made as to whether re-shooting is necessary.

Engineers have long recognized the theoretical possibility of recording magnetically both sight and sound. The only stumbling block to converting theory to practical use had been the fact that no one had been able to record beyond the 15,000 cycle peak. The VTR machine reportedly goes to 4,000,000 which is needed to capture the video spectrum.

Whether or not this system will ever be practical for production purposes — and BCE's engineers will tell you it definitely will be — it is fascinating to glance into the crystal ball of science for a look at the technological improvements that may be coming our way.

The Producers of "GUARDIAN ANGEL" and "THE POWER TO FLY" present

"CLEAR IRON"

An Unusual Railroad Film

A MARATHON TV NEWSREEL PRODUCTION

125 East 50th Street ★ New York 22, N. Y.

RELEASED JANUARY, 1953
The Search for 'Best' Film-Selling Patterns

By JOE CSIDA

One of the more fascinating facets of the rapidly developing TV film industry, and one which is getting the concentrated attention of some of the industry's most minds is distribution of TV film. Distribution, here, is used in the sense of service, rather than in the sense of transporting a product physically from one station to another.

It is unlikely, at this point in the industry's development, that any two industry leaders agree on the best distribution pattern. Men whose backgrounds have been in the theatrical film business learn, naturally enough, toward following the same general distribution pattern as operates in the theatrical film business, i.e., having product sold and serviced by

Dear

Have you a store of negatives unexposed because of shrinkage? The new PEER-RENEW can restore them to useful negatives.
Write for details.

SPEERNESS FILM PROCESSING CORPORATION
945 W. MAIN STREET, NEW YORK 36, N. Y.
900 SIERRA STREET, NORTHERN CALIF.

For The Very Best
In Recording!

Capitol

AND

Television Film

Audience Reaction Recording
Studio and Recording Services Sales Division
Capitol Records Distributing Corp.
5515 Melrose Avenue
Hollywood 38, Calif.

Telephone Hemptstead 7114

CINCINNATI REPORT ON
FEATURE FILM SHOWS

HOW THEY RATE VS. ALL TYPES OF OPPOSITION

The following chart contains feature-film programs in Cincinnati along with their American Research Bureau ratings for November. Under each show's name is given, on the next page, its position in the college theater. The ARI November survey was done November 8 thru 14. The ratings below are averages of the quarter-hour ratings in the periods indicated.

For details see page 40

For details see page 40
PRODUCERS OF TV SERIES SHOWING

Where Syndicated Series Are Showing

COMMERCIAL PRODUCERS LIST IN EARLY ISSUE

Due to lack of space, the list of producers of TV films commercials, originally scheduled for this issue, had to be omitted. Several producers have been published in the TV Film Programs Guide and Market Report, continuing the list of stations TV film buyers and advertising agencies TV film buyers and television executives.

The Billboard TV Film Program Guide and Market Report will contain the latest list of distributors of all types of TV films and TV shows. The December Monthly TV Film Programs Guide and Market Report, published in the December issue, contains the list of stations TV film buyers and advertising agencies TV film buyers and television executives.

The list of stations was brought up-to-date and published every three months as a service to the TV film industry.

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Boulevard Room, Conrad Hilton Hotel, Chicago
(Tuesday, January 6)


Night Club-VAUDEVille Reviews

Palace, New York
(Friday, January 9)


Frank Marlow breaks it up in a show that is a smooth-talking two-piece time, the tall, rangy performer lampooning himself and the American public over the phone.

Desert Inn, Las Vegas, Nev.
(Monday, January 5)

Capacity 450, Price policy, no cover. No minimum.

RKO booker, Dan Friendly, calls show numbers and works the room as Joe Lombardo's orchestra plays.

Olympia, Miami
(December 17, Wednesday)

Capacity: 2,170, Price policy: $1.50. Free to RKO. Few covers, Mostly house, booker, Harry Levinger, Show played by Len Rohde's orchestra.

Chicago, Chicago
(Friday, January 9)


Notice

Thvueatre Restaurant
Night Club Owners and Operators

NATIONAL CONVENTION OF THE THEATRE RESTAURANT OWNERS OF AMERICA

JAN. 28-29, PARK SHERATON HOTEL
NEW YORK 19, N. Y.

THE first convention of the Theatre Restaurant Owners of America will be held in 45 cities throughout the country, and will be held at the Park Sheraton Hotel in New York. Matters for discussion include choreography, prevalent, and future, in business today. We are determined to present a united front on every issue.
BOOKER KILBY
ALSO CAFE OP
MIAMI BEACH, Jan. 16—Talent booker Harry Kilby has
already started looking as far as the other side of the
Atlantic Ocean for his next act. He’s just joined forces with Chuck
Levy, president of The Levy Organization, in the
operation of a new cafe in Miami. Kilby, the impresario, will
steer the spot into a Blue Angel-type operation.

Hamid Denies
Irvings’ ‘Union
Buster’ Charge

NEW YORK, Jan. 10—George Hamid, the well known
bandleader, has denied any interest or history as a “union
bustor,” a charge leveled by Jack Irving, executive
secretary of the American Guild of Variety Artists, in reply
to a letter addressed to the editor of this paper by George A. Hamid.

Claiming amiable relations with his local unions, Hamid
said he had been doing this shows for years for Schenley and
Philip Morris. He also added that he is independently owned and
operated by J. D. Irving, who has not been tried in a court
of law.

Hamid said he fully approved the union’s stand and its
written letter by his son, Mr. Hamid, the band leader,
who is independently owned and operated as usual by the
union leaders.

Quotes Jersey Lou

Hamid, the Cherokee chief, among other States, had
labeled several independent contractors, including
himself in the Jersey Lou, in February, 19. It
then became necessary for the Jersey Lou to
settle with the band leader and
operators. (Continued on page 61)

Sherman Pays
97G State Tax

CHICAGO, Jan. 16—The Hotel
Sherman is paying the
$97 state tax which was levied
against them for not paying the
utility service tax. The hotel
will pay the tax within
three days, and the
state will take over the
hotel’s property
and equipment.

Extra Added

NEW YORK, Jan. 10—
Robert Erwin will start a
string of theater dates with
the Olm’s latest hit,
“Annie Get Your Gun.”
He will then go on to
the Philadelphia
Lyric, where he
will play until
the end of
January, 19.

Frank Warren
has his last
show in
the Florida
State
hospital
for
surgery.

Miami Beach Hotels Making
Money from Niter Business

MIAMI BEACH, Fla., Jan. 10—
Many of the larger hotels in the
area have started making a
profit from their niter business,
which has been growing steadily
over the past few years. Many of
the hotels have reported
increases in revenue from the
niter business of up to 30% over
last year.

Hamid also denied
the charge that he had
been trying to settle
a labor dispute
without
the
union’s
consent.

The American Guild of
Variety Artists has
been giving
many of its members
the red carpet treatment,
and has been offering
them many benefits
and privileges.

Manny Arciero,
chairman of the
American Guild of
Variety Artists and
its national
organization,
has been
jail.

Michaels, of
the
American
Guild of
Variety Artists, said
that the union
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Mills Sets Diskery to Exploit Film Tunes, Expand Abroad
Move Marks Pub's Trend To Own Labels

Continued from page 1

Mills has indicated the operation between the diskery and the company for some time. RKO distributors will control disk prices, which will be coordinated with the firm. Meanwhile, the Mills Music publishing organization will support the diskery's playing potential, its field men and other resources.

Mills firm

The 25th Century Fox would not reissue at least one album featuring star costs.

The decision by Mills to expand into the music field is a matter of great interest in the record industry.

Mills has several distributors with whom he has made a steady practice of making disks at the expense of distributors.

Mills, however, feels that the diskery has become a distraction from the major record industry. The complete control of the music business's affairs in many countries, to protect themselves, will be forced in increasing the interest.

Other Points

Several points remain to be determined. The last rights to "Hound Dog a Matic" are to be taken over by Mills. The only record to be included in the set will be "When the Walls Come Down." The only record by Mills is to be included in the set will be "When the Walls Come Down." The last record will be "When the Walls Come Down." The Mills record will be released as a "Fair Trade" record.

Mercury Limits Wax, Gets Hits

Mercury is one of the major labels trying to get its share of the hit record business. The company has been working hard to keep its leaders in the field.

The label's policy has been to release records only when they are certain of being successful. The company has also been successful in keeping its artists from recording for other companies.

OPS Asks New Data In 'Fair Trade' Case

The Office of Price Stabilization has asked for new data in the 'Fair Trade' case. The company has been working hard to get its share of the hit record business.

The label's policy has been to release records only when they are certain of being successful. The company has also been successful in keeping its artists from recording for other companies.

Columbia Miller Again

Columbia has been working hard to get its share of the hit record business. The company has been successful in keeping its artists from recording for other companies.

The label's policy has been to release records only when they are certain of being successful. The company has also been successful in keeping its artists from recording for other companies.
Music Sales Drop in Now.

WASHINGTON, Jan. 10.—Despite heavy volume reported recorded music sales during the current week, a drop of 30 per cent over the level established the year before. The shipment of phonograph records for the December 31 to January 6 period was 19,929,000, compared with 28,366,000 during the similar period last year, showing a drop of 30 per cent. The decrease was due to the fact that the Christmas season was not as active as in previous years, and that the sales of certain record labels were affected by strikes. The report also indicated that the prices of records were higher, and that the demand for records was less than expected. The report concluded that the music industry was facing a difficult period, and that the future of the industry was uncertain.
When Vaughn Hits... He Really Hits

VAUGHN MONROE
 Isn't It a SMALL WORLD and LONE EYES

RCA 20/47-5145

COMING UP

NINA NEVER KNEW
Smother-Manus Orchestra......... 39-5065 (47-5065)

TIPS
I DON'T KNOW/HEY, MRS. JONES
Buddy Morrow
39-5117 (47-5117)

TIPS
3 PLUS 1

Our 3 Plus 1 Pop Drive was
launched with the following
records:

EVEN NOW/IF IT WERE
UP TO ME—Eddy Fisher.

I WENT TO YOUR WEDDING/TILL WE
NEVER WORK THERE—Any More—
Eddy Arnold.

CONDEMNED WITHOUT
TRIAL/EDDY'S SONG—
Eddy Arnold.

BUSTER/SHORT'NIN' BREAD—
Boots Brown and His Block Busters.

We're happy to report that
all of the records are doing
excellent. We like to think that
part of the reason was the ef-
fort we put into the drive. Such
titles as trade paper ads, special
convenient hangers for radio
stations to use as pro-
graining aids, messages to
disc jockeys, and special order
cards for salesmen all helped
to facilitate matters. But of
course the most important
point to remember is that the
merchandise itself is just what
the public wants.

The Eddie Fisher aids are
two of the finest ever made by
a young man who has
achieved brilliancy with a
career. While his TV and
personal appearances have
boosted his reputation, his
Army status eliminated most
of the means of achieving star-
dom which are ordinarily open
to a rising talent. But while
Eddie was singing in Korea, in
Europe, and in U. S. Army
units, his RCA Victor records
were serving as stepping
stones to full-fledged stardom
—a status he has unquestion-
ably achieved.

Another Eddy—with a "y",
please—Eddy Arnold, is mak-
ing his contribution to the 3
Plus 1 Pop Drive with the
most promising title of the
cycle, CONDEMNED WITH-
OUT TRIAL, and the more
cheerful EDDY'S SONG. The
Eddy Arnold public is a re-
markably faithful one, and
such new Arnold disc is prac-
tically guaranteed success.

Spike Jones, possibly the
funniest guy ever to be turned
loose in a recording studio, has
found a perfect target for his
talents with the title, I WENT TO
YOUR WEDDING.

Boots Brown is a new name,
but it may become a big one,
COLUMBIA COUNTER-POINTS

The Pitch
From Mitch

Get a couple of new ones here I think everyone will love.

Eagles and Doves right now. Newly disc jockeys in the image of David James.

Their voice is just too much fun. They've got that special something that makes it different.

International Releases

FATACOUH
TIRE L'AIGUILLE
HISTOIRE DES ROSES
78 rpm 10/10/1

JULIETTE GRECO
AMOURS PERDUS
LA BELLE VIE
78 rpm 10/10/1

LES DAMES DE LA POSTE
COMME UN ENFANT PUNI
78 rpm 10/10/1

New Pop Releases

JO STAFFORD and PAUL WESTON
BROADWAY'S BEST
Come Back to Me
They Say It's Wonderful
All the Things You Are
High and Dry
My Romance
Walking in the Dark
Embraceable You
September Song
Ly CL 6236
45 78R-338

AN EVENING WITH LIBERACE
Young Folks' Polka
Big Boy's Boogie
Cheerleaders
The Old Piano Roll Blues
Clementine
Slaughter on Tenth Avenue
Sister Orchestra under the direction of George Liberace
Up CL 6237
45 78R-339

JO STAFFORD with PAUL WESTON
NOW AND THEN, THERE'S A FOOL SUCH AS I
JUST BECAUSE YOU'RE YOU
39930
4-39930

JIMMY BOND
EARLY BIRD
I'LL STAY IN THE HOUSE
39927
4-39927

SARAH VAUGHAN with PERCY FAITH
A LOVER'S QUARREL
I CONFESS
39923
4-39923

COLUMBIA RECORDS

Best Sellers

JO STAFFORD
KEEP IT A SECRET ONCE TO EVERY HEART
39911
4-39911

JO STAFFORD
JAMALAYA
EARLY AUTUMN
39908
4-39908

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

JOHNNIE Ray
THE TOUCH OF GOD'S HAND
39905
4-39905

I'M GONNA WALK AND TALK WITH MY LORD
39906
4-39906

I'M JUST A POOR BACHELOR
TONIGHT YOU BELONG TO ME
39900
4-39900

FRANKIE LAINE
HIGH NOON
ROCK OF GIBRALTAR
39770
4-39770

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

TONY BENNETT
CONGRATULATIONS TO SOMEONE TAKE ME
39910
4-39910

FRANK LAINE
SHE WEARS RED FEATHERS PRETTY LITTLE BLACK-EYED SUSIE
39907
4-39907

ROSEMARY CLOONEY
HALF AS MUCH POOR WHIP-POOR-WILL
39970
4-39970

SAMMY KAYE
WALK TO MISSOURI
ONE FOR THE WONDER
39970
4-39970

LES COMPRADORES DE LA CHANSON
LES TORTES DE WHIRLWIND
39970
4-39970

January 17, 1953

www.americanradiohistory.com

Copyrighted material
December 19, 1952

Mr. Mitch Miller
Columbia Records Inc.
799 Seventh Avenue
New York, N. Y.

Dear Mitch:

This is a letter I had to write, as I have just heard what I believe to be one of the great phonograph records of all time -- Johnnie Ray's "The Touch of God's Hand" and "I'm Gonna Walk and Talk With My Lord".

Our sincere thanks to Johnnie for his performance, to you for the production, and to Bob Nolan and Martha Carson for creating these songs.

As ever,

[Signature]
Music as Written

LIFE RECORDS INES WYSIWALSKA POLKA BAND ... John Wysiwalski's Polish Polka Band of Chicago, formerly re-corded on Columbia, has cut two sides for the Little Jass Band in Chicago. They are "Karan- walski Polka" and "Steiner Round Dance." Life expects to hold a session soon with Chet Fishel for either four or eight sides.

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PAGE FEINER FOR VIRGIN ISLES ... Henry L. Kinselman, general manager of the Virgin Isle Hotel, St. Croix, Virgin Islands, has created a new own-looking hotel. These include Milton Page, origi-nally in the Inter-Costa Folkish Virgin Islands.

*A GREAT STANDARD* ... and a GREAT Record

by the FOUR ACES

*MY DEVOTION*

Decca 23977

SANTILY-JOY, Inc. 1419 Broadway N.Y. 18, N.Y.

SENATIONAL NEW RECORD!

by GUY MITCHELL

WITH MARGE WHITING AND CHERRY

"SHE WEARS RED FEATHERS"

(And a Holy-Holy Hike)

OXFORD MUSIC CORPORATION

ORTER-JUNIORS PUBLISHING CO., INC.

OVER 100 INDIAN SONGS DO IT YOURSELF RCA Victor

Flap to "Market Place"

Bar, Jules Feuer and His Continent, at the Frangl Pani Room. Roy Wallace and his Calypso orch continue at the hotel.

NEW DECCA DANCE DIVERSITY OF DUBES ... Decca Records is recording the leading swing bands in the United States, including the Kansas City band of Jimmy Dorsey, featuring Margaret Mary and Johnny O'Leary. Each band is played over the radio in two ear, more lively for the dance floor and for the dance in the right number. The back- ground contains a galaxy of dance bands and the capabilities of the orchestra.

ACTIVITY DEBRY RECORDS ... Defty Records has jumped on the new bandwagon, getting up pop singer Bob Din and a new vocal group, the Jimmy Stevens Quartet. The dixie band also purchased the master of the "Exc! Fly Away" featuring Casen Joe Mephis and Rose Lee, issued originally on the Larie label.

I LOVE LUCY IS NOW POP TUNE ... The theme melody of the "I Love Lucy" TV show has been made into a song by writers Harold Adamson and Elton John, and is being recorded for Columbia Records by Dadi Amux. The Big Three is publishing the tune.

GRET A KELLER OFF TO GERMANY ... Gretta Keller, Viennese singer-actress has left for Munich, Ger-many to appear in the Allied Forces' production of "A Human Will Speak". At the same time Miss Keller will make her debut in the German production of "Pat Jory", which will play for a limited time in the late spring. She expects to return to this country early next May.

STAN FREYMAN ISN'T SIGNED BY R & H ... Columbia Records artist Stan Freeman has been signed for a recording contract with Rodgers & Hammerstein musicals. Stan Freeman will also record a film portrayal of a character in the show, his first Broadway appearance.

LEVINE APPOINTED DISTRICT JUDGE ... Emanuel Levine, husband of the new district judge who handles such tunes as "Scarlet Ribbons," has recently appointed a district judge in Nauvoo, Long Island, by the New York State Supreme Court, which originally appointed the tune. This appointment by New York Governor Mill- ey, Mill Galbra, a.d. head of Coral, made a deal with Phillips too easy. The title will be recorded shortly by the Industrious 12.

GALLIANO RECORDS ON "NEON LOVE ... A Gallico has acquired the copyright,"Neon Love," for his publishing firm from Burdell Phillips, owner of the Shel-Mat Rec-ords, which channels the "Neon Love," now a hit in the South, through the Hendrix Press, which originally owned the tune. So far, "Neon Love," has been licensed by the Hendrix Press.

BAYLACE RECORDS GETS "AKA " ... Mel Bailey, producer, Los Angeles, has sold "Aka," a popular song of the month, to the Hendrix Press, which has released the tune.

MERCURY/EDMUNDSON "TRACKS" ... "Tracks," a popular song of the month, has been sold to the Hendrix Press, which has released the tune.

*Total Number of Sides Released by Each Label* ... January 1, 1953, to Date

<table>
<thead>
<tr>
<th>Label</th>
<th>Total Number of Sides</th>
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<tbody>
<tr>
<td>COLUMBIA</td>
<td>122</td>
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<tr>
<td>MERCURY</td>
<td>142</td>
</tr>
<tr>
<td>RCA</td>
<td>121</td>
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*Total Sides for Week Released by Each Label* ... Week Ending January 10

<table>
<thead>
<tr>
<th>Label</th>
<th>Total Sides for Week</th>
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<tr>
<td>COLUMBIA</td>
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<tr>
<td>MERCURY</td>
<td>6</td>
</tr>
<tr>
<td>RCA</td>
<td>7</td>
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**MUSIC AS WRITTEN**

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OXFORD MUSIC CORPORATION

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**OVER 100 INDIAN SONGS DO IT YOURSELF RCA Victor**

Flap to "Market Place"
JANUARY 17, 1953

THE BILLBOARD

MUSIC

Just out... and already a Juke Box hit!

"MR. WAH WAH"
and
"THE MUSIC GOES 'ROUND AND AROUND"

Clyde McCoy
and His Orchestra

record no. 2321
A DOUBLE BARRELLED SMASH!

on the Red Hot DOT Label...

America's #1 Vocal Group

THE HILLTOPPERS

featuring the Great Voice of Jimmy Sacca

MUST I CRY AGAIN

and I KEEP TELLING MYSELF

DOT 15034; 45-15034

DOT'S PARADE OF HITS!

1. MUST I CRY AGAIN
   The Hilltoppers . . . . . . Dot 15034; 45-15034
2. IN THE MOOD
   Johnny Maddox . . . . . . Dot 15045; 45-15045
3. PRETEND
   Dan Belloc . . . . . . . . . . . . . . . . . . . . . . . . Dot 15048; 45-15048
4. TRYING
   The Hilltoppers . . . . . . Dot 15018; 45-15018
5. I KEEP TELLING MYSELF
   The Hilltoppers . . . . . . Dot 15034; 45-15034

Dot RECORDS • • • GALLATIN, TENNESSEE • • • PHONE: 880-881
The First and the Best Record of...

PRETEND

by

DAN BELLOC

and his Orchestra

DOT 15048; 45-15048

DOT'S PARADE OF HITS!

1. MUST I CRY AGAIN
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   The Hilltoppers...Dot 15034; 45-15034

Dot RECORDS
PHONE: 800-831

www.americanradiohistory.com
**The Billboard Music Popularity Charts**

### Honor Roll of Hits

#### The Nation's Ten Top Tunes

...for Week Ending January 10

The Honor Roll of Hits is compiled by a mathematical formula which accurately measures the competition popularity of each title, based on the results of the national Music Valet Count. This list is compiled from reports from leading stores in the 50 largest cities.

#### 1. Why Don't You Believe Me?
- By Lew Douglas, Elsa Lazan, Roy Rodden—Published by Brandon (BMI)
  - BEST SELLING RECORDING: J. Jones, M-G-M 11315
  - OTHER RECORDS: Frank Craven, Kannee 232; J. Lischer, Journey 1552; C. Loudon, M-G-M 1338

#### 2. Don't Let the Stars Get In Your Eyes
- By Slim Wilkins—Published by Four Star (BMI)
  - BEST SELLING RECORDING: P. Cowan, 30-3366
  - OTHER RECORDS: Lawrence Amache, Missouri 9773; B. Hurston, Coral 4832; E. Fields, Disc 21984; H. Jaramillo, M-G-M 11362; K. MacLaren, Disc 3726; R. Maxwell, M-G-M 3104; K. Price, Coral 21282; E. Wilkins, Four Star 1814.

#### 3. Glow Worm
- By Paul Lincke, Lilla Cygnet Research and Josephine Beer—Published by R. H. Martin (BMI)
  - BEST SELLING RECORDING: Mills Brothers, Disc 31006
  - OTHER RECORDS: Paul Lincke, Acme 5012; H. Palmer, Disc 2021; J. Howard, Coral 2240; J. Jara, M-G-M 9103; Sharkey, Coral 2229; D. Stover, Disc 20992; S. Whisman, Imperial 2027
  - TRANSCRIPTIONS AVAILABLE: Harry Jerrold, Lark-Worth.

#### 4. Keep It a Secret
- By Ross mx, Studios—Published by DeShane-Bravman (BMI)
  - BEST SELLING RECORDING: J. Stafford, Coral 4901
  - OTHER RECORDS AVAILABLE: E. Carter, Coral 2021; J. Teeters, Coral 1991; H. Jaramillo, M-G-M 11362; Sharkey, Coral 2229; D. Stover, Disc 20992; S. Whisman, Imperial 2027
  - TRANSCRIPTIONS AVAILABLE: Harry Jerrold, Lark-Worth.

#### 5. Till I Wait Again With You
- By Art Proven—Published by Villard (BMI)
  - BEST SELLING RECORDING: T. Bever, Coral 6973
  - OTHER RECORDS: R. Morgan, Disc 24199; T. Teeters, Coral 4901; D. Todd, Disc 24096; D. Travis and J. Roane, Disc 4014.

#### 6. You Belong to Me
- By Pan War King, Road Survey and Charles Price—Published by Runyon (BMI)
  - BEST SELLING RECORDING: J. Stafford, Coral 4901
  - OTHER RECORDS AVAILABLE: E. Carter, Coral 2021; J. Teeters, Coral 1991; H. Jaramillo, M-G-M 11362; Sharkey, Coral 2229; D. Stover, Disc 20992; S. Whisman, Imperial 2027
  - TRANSCRIPTIONS AVAILABLE: Harry Jerrold, Lark-Worth.

#### 7. Lady of Spain
- By Earl Ruby and Teddi Reas—Published by Sam Fox (BMI)
  - BEST SELLING RECORDING: B. Fugate, Winterhalter, Disc 40-457
  - OTHER RECORDS: E. Comer, Coral 5520; M. sponge, Acme 2362; K. Miller, Brunswick 2360; R. Sabin, Disc 19-2203; H. Otto, Disc 29-989; J. Roane, Disc 40-457
  - OTHER RECORDS: R. Maxwell, M-G-M 3104

#### 8. Because You're Mine
- By William Reed and Sonny Cate—Published by Reffitt (BMI)
  - BEST SELLING RECORDINGS: M. LeRoy, Disc 20-303; H. pasture, Coral 1134
  - OTHER RECORDINGS: K. Elmore, Acme 2379; J. Bickley, Disc 40-452; R. Maxwell, M-G-M 3104
  - TRANSCRIPTIONS AVAILABLE: E. Terry Assendine.

#### 9. Oh Happy Day
- By Don Howard Katherine—Published by Beekman, Voice & Cord (BMI)
  - BEST SELLING RECORDING: D. Howard, Zion 311
  - OTHER RECORDINGS: M. Baker, Saxony A75; Four Knights, Capitol 1891; E. Griffin, Capitol 1774; J. R. Johnson, Disc 25-927; E. Locke, Coral 2499.

#### 10. It's in the Book
- By Johnny Stanley-A. Thomas—Published by Muzical (BMI)
  - BEST SELLING RECORDING: J. Stoner-Hardy Hill, Disc 2209
  - OTHER RECORDING: A. Stoner, Mercury 1553.

### Second Ten

#### 11. Tell Me You're Mine.
- By Kenneth Bragg—S. Catter—Published by Kost (BMI)
  - OTHER RECORDINGS: M. Martin, Coral 30-206; H. pasture, Coral 1134

#### 12. I Went To Your Wedding.
- Published by Kostten (BMI)

#### 13. Have You Heard.
- Published by Kostten (BMI)

- Published by Reffitt (BMI)

- Published by Reffitt (BMI)

- Published by Acme (BMI)

#### 17. Takes Two to Tango.
- Published by Reffitt (BMI)

#### 18. Hold Me, Thrill Me, Kiss Me.
- Published by Mills (BMI)

#### 19. Heart and Soul.
- Published by Florence (BMI)

### Warning

The title "Honor Roll of Hits" is a registered trademark and the name of the list has been compiled by The Billboard. Use of either name must be authorized by the owner of the trademark. The Billboard, 1740 Broadway, New York, N.Y. and permission will be immediately granted.
### Top Sellers—Popular

<table>
<thead>
<tr>
<th>Record No.</th>
<th>Song Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>2241</td>
<td>It's in the Book, Part I</td>
<td>J. Shanty</td>
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<tr>
<td>2242</td>
<td>It's in the Book, Part II</td>
<td>J. Shanty</td>
</tr>
<tr>
<td>2243</td>
<td>LADY OF SPAIN</td>
<td>L. Paul &amp; M. Ford</td>
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<tr>
<td>2244</td>
<td>MAMMY'S BOOGIE</td>
<td>L. Paul &amp; M. Ford</td>
</tr>
<tr>
<td>2245</td>
<td>STRANGE</td>
<td>C. Cole</td>
</tr>
<tr>
<td>2246</td>
<td>MEET MISTER CALLAGHARAN</td>
<td>L. Paul &amp; M. Ford</td>
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<tr>
<td>2247</td>
<td>DONT' TELL ME THE BLUES</td>
<td>E. Young</td>
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<tr>
<td>2248</td>
<td>HANG TIME</td>
<td>F. Young</td>
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<tr>
<td>2249</td>
<td>I'M SORRY TO SAY I'M SORRY</td>
<td>S. McDonald</td>
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<tr>
<td>2250</td>
<td>JUST OUT OF REACH</td>
<td>R. Young</td>
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<tr>
<td>2251</td>
<td>TAKE CARE, DON'T GHOST</td>
<td>S. McDonald</td>
</tr>
<tr>
<td>2252</td>
<td>I'VE NEVER BEEN SATISFIED</td>
<td>G. MacKenzie</td>
</tr>
<tr>
<td>2253</td>
<td>TAKE CARE, I'M MINE</td>
<td>C. Cole</td>
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<tr>
<td>2254</td>
<td>THREE LETTERS</td>
<td>R. Starr</td>
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<tr>
<td>2255</td>
<td>A MILLION TEARS</td>
<td>Four Knights</td>
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<td>G. MacKenzie &amp; H. O'Connell</td>
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<td>TIDY GUY, TOO COOL</td>
<td>E. Young</td>
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<tr>
<td>2260</td>
<td>THE DAY DON'T LONG ENOUGH</td>
<td>Four Freshmen</td>
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<tr>
<td>2261</td>
<td>THE MUSIC GOES ROUND AND AROUND</td>
<td>C. McCoy</td>
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<tr>
<td>2262</td>
<td>COME BACK TO ME, JOHNNY</td>
<td>H. Whiting</td>
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<td>2263</td>
<td>OH, HAPPY DAY</td>
<td>G. MacKenzie</td>
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<tr>
<td>2264</td>
<td>MY HEART BELONGS TO ONLY YOU</td>
<td>J. Christy</td>
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<tr>
<td>2265</td>
<td>I WAS A FOOL</td>
<td>J. Christy</td>
</tr>
</tbody>
</table>

### Latest Release

**No. 351**

**Singing Bells**
- Take Care, My Love
  - Margaret Whiting
  - 2331
- I Believe
  - 2332
- Ghost of a Rose
  - 2333
- Don't Believe a Word They Say
  - 2334
- Rosebud
  - 2335
- Side by Side
  - 2336
- Noah
  - Kay Starr
  - 2337
- The Object of My Affection
  - 2338
- Who Hid the Halibut on the Poop Deck
  - Yogi Yorgesson
  - 2339
- Baby Baby
  - 2340
- Knee Deep in Trouble
  - 2341
- Shifting Sands
  - 2342
- Crying My Heart Out
  - 2343

**Jean Shepard**

A Capitol's exciting new country sportstreak!

**"Speedy" West**

The nation's top song writer!

**"Crying Steel Guitar Waltz"**

Basked with

"Twice the Lovin' in Half the Time"

Capitol Record No. 2358

### Top Country & Hillbilly

<table>
<thead>
<tr>
<th>Record No.</th>
<th>Song Title</th>
<th>Artist</th>
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<tr>
<td>2211</td>
<td>DON'T LET THE STARS GET IN YOUR EYES</td>
<td>S. McDonald</td>
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<tr>
<td>2212</td>
<td>TAKE CARE, DON'T GHOST</td>
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<td>G. MacKenzie &amp; H. O'Connell</td>
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<td>THE RUBY AND THE PEARL</td>
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<td>THE NEW WEARS OFF TOO FAST</td>
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<td>2222</td>
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### Best Selling Popular Albums

**No. 1**
- BYE BYE BLUES
  - Les Paul & Mary Ford

**No. 2**
- PROLOGUE
  - Stan Kenton

**No. 3**
- MUSIC FOR LOVERS ONLY
  - Jackie Gleason

**No. 4**
- WITH A SONG IN MY HEART
  - Jane Froman

**No. 5**
- CITY OF GLASS
  - Stan Kenton

**No. 6**
- THE NEW SOUNDS Volume I
  - Les Paul

**No. 7**
- ROUGHHOUSE PIANO
  - Joe (Ranger) Carr

**No. 8**
- YOGI YORGESSON'S FAMILY ALBUM
  - Yogi Yorgesson

**No. 9**
- A BAND IS BORN
  - Billy May

**No. 10**
- BIG BAND BASH!
  - Billy May

**No. 11**
- TRUST MY SENSE
  - Nat (King) Cole

**No. 12**
- UNFORGETTABLE
  - Nat (King) Cole

**No. 13**
- SPOTLIGHT SONGS
  - Four Knights

**No. 14**
- A SMASH from the SWEDISH SWAMII
  - Yogi Yorgesson

**No. 15**
- THE OBJECT OF MY AFFECTION
  - Yogi Yorgesson

**No. 16**
- "WHO HID THE HALIBUT ON THE POOP DECK"
  - Capitol Record No. 2324

**Kay Starr**

Yoga '53's first million-seller in "SIDE BY SIDE" and "NOAH"

*Includes titles 330,000, The gold-plated master is in the world.*
Jo Stafford brings you her fourth straight great date

Released June you belong to me
Released August Jambalaya
Released November keep it a secret

And now:

1953
JANUARY 1953
SUN MON TUE WED THU FRI SAT
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

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

A Fool Such As I
b/w Just Because You're You
with Paul Weston's Orchestra

78 rpm 39930 • 45 rpm 4-39930

Columbia Records
NEW CORAL HITS...

AMES BROTHERS
Sing...

YOU ARE MY SUNSHINE
and
RYE WHISKEY

Coral 60886 (78 rpm) and 9-60886 (45 rpm)

HOME ON THE RANGE
All Time Favorite Western Songs
Song by
THE AMES BROTHERS
Selections Include: Home on the Range—Rye Whiskey—Tumbling Tumbleweeds—Strawberry Roan—Wagon Wheels—You Are My Sunshine—Old Faithful—The Last Round-up
CRL 56079  9-56079  CP-613

TOMMY SOSEBEE
(SOHZ-BEE)

TILL I WALTZ AGAIN WITH YOU
and
ALL NIGHT BOOGIE
Coral 60873 and 9-60873

Headed For No. 1!
TILL I WALTZ AGAIN WITH YOU
TERESA BREWER
Coral 60916 (78 rpm) and 9-60916 (45 rpm)

CORAL RECORDS
America's Fastest Growing Record Company

A subsidiary of Decca Records, Inc.
FIRST RELEASE!

Coral's New Singing Star

Alan Dale
Sings...

Betty Mc Laurin

My Dreams of You

Do You Know Why?

MUST I CRY AGAIN

A Million Tears

(A Million Sighs)

Currently:
COPACABANA,
NEW YORK CITY!

Coral 60895
(78 rpm) and
9-60895 (45 rpm)

Coral Records
America's Fastest Growing Record Company

(A subsidiary of Decca Records, Inc.)
REPRESENTATIONS OF THIS WEEK’S NEW RECORDS

Popular

DICK LONSDALE ORKE
You, John, John

LOUIS ARMSTRONG ORKE
Goodnight, Sweet Sue

RAY ANTONY ORKE
On the Train

RICK BARTON ORKE
I Remember You

ENGINE BOY
California

LESTER BOWES ORKE
What a Wonderful World

JACK PERRY ORKE
エンテル

JOE LOUIS ARMSTRONG ORKE
Tell Me Why

JOHNNIE LEE WILLS AND HIS BOYS
All By Myself

Country & Western

TENNESSEE ERIE
Mr. Brown

MARTY ROBBINS
Me and My Baby

RHYTHM & BLUES

LOUIS PRICE ORKE
Tell Me Why Baby

JOE REDDING ORKE
Deep在

JOE McCOY ORKE
Sweet"Soulful Love"

Latin American

LUCAS ARCARI V.S ORQUESTRA
Brazilian Love Story

Hot Jazz

FIREHOUSE FIVE PLUS TWO
RHYTHM AND BLUES 2

SCOTT JOPLIN IN BRASS BAND
FINISHING THE BAR

THE RANG KINGS
Pickin’ the Blues

Each of the reviews reproduced express the opinion of the members of The Billboard music staff who reviewed the record.
NEW RELEASES

EDDY HOWARD
AND HIS ORCHESTRA
"I'LL GO ON ALONE"
AND
"NOW I LAY ME DOWN TO DREAM"
MERCURY 70072 · 70072X45

RICHARD HAYES
"ONCE IN A LIFETIME"
AND
"CAN'T I"
MERCURY 70068 · 70068X45

SPECIAL EDDY HOWARD
AND HIS ORCHESTRA
"YOUR MOTHER and MINE"
AND
"YOU'VE GOT ME CRYIN' AGAIN"
MERCURY 70073 · 70073X45

LOLA AMECHE
"SO FAR SO GOOD"
AND
"THE KNOCKIN' SONG"
MERCURY 70059 · 70059X45

JIMMY PALMER
AND HIS ORCHESTRA
"SOMEDAY SWEETHEART"
AND
"I LOVE MY BABY"
MERCURY 70055 · 70055X45

JAN AUGUST
"SONG OF LOLA"
AND
"HABANERA"
MERCURY 70078 · 70078X45

JOHNNY LONG
And His Orchestra
"WHISPERS IN THE DARK"
"THE LIGHT OF MY LIFE"
MERCURY 70042 · 70042X45

TED WEEMS
And His Orchestra
"OLD FASHIONED LOVE"
"ST. LOUIS BLUES"
MERCURY 70026 · 70026X45

LAWRENCE WELK
And His Orchestra
"JULIKA POLKA"
"SWISS LULLABY"
MERCURY 70045 · 70045X45

JAN AUGUST and HARMONICATS
"FINESSE"
"TI-PHI-TIN"
MERCURY 70056 · 70056X45

RALPH GINSBURGH
And His Palmer House Orchestra
"WUNDER BAR"
"PERHAPS"
MERCURY 70055 · 70055X45

JOLLY JOE NIXON
and JERRY CROCKER
"WHT! IT AND THEN YOU WERE GONE"
"WHAT AM I DOIN' HERE"
MERCURY 70045 · 70045X45

WALLY IVES
And His Orchestra
"SCHINKER WALTZ"
"ODD'S POLKA"
MERCURY 70049 · 70049X45

WINDY CITY SYMPHONY
"PONY POLKA"
"HUNTERS POLKA"
MERCURY 70048 · 70048X45

RAVENS
"I'LL BE BACK"
"DON'T MENTION MY NAME"
MERCURY 70040 · 70040X45

WINI BROWN
"CAN'T STAND NO MORE"
"TEAR DOWN THE SKY"
MERCURY 70042 · 70042X45

JOHNNY OTIS
"LOVE BUG BOOGIE"
"BROWN SKIN BUTTERBALL"
MERCURY 70050 · 70050X45

DINAH WASHINGTON
"GAMBLERS BLUES"
"I CRIED FOR YOU"
MERCURY 70046 · 70046X45

BIG BILL BROONZY
"LEAVIN' DAY"
"SOUTH BOUND TRAIN"
MERCURY 70035 · 70035X45

JAY McSHANN
"BEACH"
"YOU DIDN'T TELL ME"
MERCURY 70040 · 70040X45

BERYL BOOKER
"WHEN A WOMAN LOVES A MAN"
"WHY DO I LOVE YOU"
MERCURY 70041 · 70041X45

KIP HALE
"DON'T FALL IN LOVE WITH ANYONE"
AND
"SEVEN LEAGUE BOOTS"
MERCURY 70073 · 70073X45

HARMONICATS
"TIL I WALTZ WITH YOU AGAIN"
AND
"BACK FENCE WAIL"
MERCURY 70069 · 70069X45

LESTER FLATT and EARL SCRUGGS
"BACK TO THE CROSS"
"GOD LOVES HIS CHILDREN"
MERCURY 70046 · 70046X45

SUE THOMPSON
"HOW MANY TEARS"
"IF YOU SHOULD CHANGE YOUR MIND"
MERCURY 70046 · 70046X45

LULU BELLE
AND SCOTTY
"NEW LOVE WALTZ"
"SWEETEST MISTAKE"
MERCURY 7001 · 7001X45

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The Billboard Music Popularity Charts... for Week Ending January 10

THIS WEEK'S BEST BUYS

The following records have been selected by dealers, disc jockeys and operators as this week'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.

Popular

Congratulations to Those Who Took Me—Tony Bennett—Columbia 36910

This powerful early action at the Jockey and distributor ends on this one. Number one in label orders and high on list of distributors in New York, Newark and L. A. Picked by dealers and operators this week. With exception of Unification, early action is noted on "Congratulations.".

The Doggie in the Window

My Jealous Eyes—Patti Page—Mercury 7067

This tall tim ing ballad has a corder in the "Doggie" side which shows every indication of continuing her excellent rec- ord both in the retail and operator field. Love theme, strong appeal, for young and old alike, and it hands it a typically moving record.

I Won't Go to This Wedding—Spice Jones—RCA Victor 20-5107

Retail action on this parody disk is becoming very solid. It's strong in L.A. and showing definite growth apps in parts of the Midwest and the South. Strong label orders. Top dealers and eager early this week. Since operator reports re- ceived have failed to show anything comparable to the retail box action, this record is not recommended for this box activity.

Hot Toddy—Ralph Flanagan Ork—RCA Victor 20-5209

Always a strong dealer's choice, Flanagan has considerable material in "Hot Toddy" which has grown strongly with dealers. It's in the top two or three. It's very strong on the Coast. Chicago reports it strong. It's good in Buffalo. Phil- ade lphia up strong demand for disk but complain that distributors are not able to furnish sufficient records. It's a real disk on competition this week. Number two in dealer picks and also picked by operators. This may not be a big smash, the growing action indicates that it can be a solid investment for dealer and operator.

A Pool Such as I

Judith Anderson—Compact 39898

Two great sides by Miss Stafford. One of the hottest thun- derstorms this season. "Which Side Are You On" is already a hit in the hillbilly field for Blanche Snow.

Country & Western

I Could Never Be Ashamed of You—Harri Williams—M-G-M 11186

That's Me Without You—Perry Como—RCA Victor 20-5085

Eddy's Song—RCA Victor 20-5086

The Things I May Have Been—Wayne King—RCA Victor 20-5086

The Things I May Have Been—Wayne King—RCA Victor 20-5086

Rhythm & Blues

I Believe—Syl Johnson—M-G-M 1098

Baby, Don't Do It—The Raconteurs—Lex. 45

Dream Lover—Joni Lee—Specialty 459

The Disk Jockeys Pick

Popular

1. I Went to Your Wedding—Spice Jones—RCA Victor 20-5107


3. Strange—Bob Egan—Capitol 299

4. Teardrops on My Pillow—Spice Jones—RCA Victor 20-5107

5. Oh Happy Day—Fred Kight—Columbia 2921

6. Happy Days Are Here Again—Dick Torke—Decca 2996

7. Don't Let My Baby Go—Dean Montana—Capitol 2995

8. Congratulations to Someone—Tony Bennett—Columbia 36910

Country & Western

1. I Could Never Be Ashamed of You—Harri Williams—M-G-M 11186

That's Me Without You—Perry Como—RCA Victor 20-5085

Eddy's Song—RCA Victor 20-5086

The Things I May Have Been—Wayne King—RCA Victor 20-5086

Rhythm & Blues

I Believe—Syl Johnson—M-G-M 1098

Baby, Don't Do It—The Raconteurs—Lex. 45

Dream Lover—Joni Lee—Specialty 459

The Operators Pick

Popular

1. FULL TIME JOB—Denny Doherty—RCA Victor 20-5085

2. TEAR DROPS ON MY PILLOW—Spice Jones—RCA Victor 20-5107

3. IN THE MOOD—Johnny Mendez—Dot 2299

4. NEW SONGWRIGHT—Rex Brandt—RCA Victor 20-5108

5. ON THE COVER—RCA Victor 20-5086

6. A STOLEN WALTZ—Sunny Gale—RCA Victor 20-5086

7. HOT TODDY—Ralph Flanagan Ork—RCA Victor 20-5209

8. SAYS, I'M SAD—Dana Dean—RCA Victor 2998

Country & Western

1. I Could Never Be Ashamed of You—Harri Williams—M-G-M 11186

2. Eddy's Song—RCA Victor 20-5086

3. That's the Kind of Love I'm Looking For—Carl Smith—Columbia 2995

4. Strange in the Night—George Morgan—Columbia 2995

5. The Weak Steal—Frankie Ford—Youngstown 2998

Rhythm & Blues

1. Baby, Don't Do It—The Raconteurs—Lex. 45

2. Believe Me Baby—Syl Johnson—M-G-M 1098

3. Be True—Vacant—Red Roten 112

Juke Box Operators—Title strips for each of the records listed under "The Billboard Music Popularity Charts... for Week Ending January 10" are available to you. Only those records suitable for juke boxes are included in weekly title strip re- leases. For more information, please contact Title Strip Service, The Billboard, 1364 Broadway, New York City.

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Late Reports on Recent "Best Buys"

Followers are conducted monthly, based on sales figures provided by distributors of records which have been marketed by a number of firms. Records selected for these reports and box action for others. Reports on a record are discontinued after the next report unless the record appears in the National Best-Seller or Juke Box chart.

Popular

Even Now—Eddie Fisher—RCA Victor 2299

I'm Going to Love You—Eddie Fisher—RCA Victor 2299

Miss Tap Toe—The Beatles—Columbia 36906

registro on best-seller chart of "Best Buys" appearing in Billboard of January 10.

I'm Just a Poor Bachelor—Frankie Laine—Columbia 36906

Hit box chart in position 14 this week.

Wishing Ring—Jimmie Davis—M-G-M 12890

Made best-seller chart in 20th place with a hit record for the young fans. Flip is up strong.

Teardrops on My Pillow—A Stolen Waltz—RCA Victor 2299

"Teardrops" is now moving solidly. Building nicely in all parts. Nearing top position, showing up nicely in Dallas. On Philadelphia chart. Both sides in picks.

Country & Western

Eddy's Song—Condemned Without Trial—RCA Victor 20-5108

Building all over. Picked by dealers, operators and jockeys. On Dallas-Fort Worth, Memphis and Nashville charts. Some activity now showing on "Condemned..."

Goin' Steady—Faron Young—Capitol 2299

Disk moved strongly during the week. On Dallas-Fort Worth, New Orleans, Memphi s and Nashville charts. Picked by operators.

I Could Never Be Ashamed of You—Harri Williams—M-G-M 11186

Sensational action on all Williams discs has been reported. Solid growth of activity on this one. Other Williams picks are included in our national best-seller list for next week. This is top pick in all categories. On 60th Texas charts.

Rhythm & Blues

Baby, Don't Do It—The Raconteurs—Lex. 45

Don't Hurt My baby—The Raconteurs—Lex. 45

Dream Lover—Joni Lee—Specialty 459

Country & Western

I Believe—Elmore James—Memphis 5000


Copyrighted material
Hear
NORMAN GREENE
and his Orchestra play
"SUSPICION"
inspired by the perfume 'Suspicion'
and
"BLUE PORCELAIN"
M·G·M Record
MGM 30725 (78 rpm) - MGM K30725 (45 rpm)
Published by
VERONIQUE PUBLISHING CO., INC.
607 FIFTH AVENUE, NEW YORK 11, N. Y.

ATTENTION DEALERS!
Watch for Norman Greene's personal appearance in your city.
Check your MGM Records distributor for details of the special promotional tie-in with Sardou's Suspicion perfume.
Norman Greene will visit the following cities in the near future: Chicago, Cleveland, Detroit, Cincinnati, Youngstown, Pittsburgh, Harrisburg, Philadelphia, Baltimore, Washington, D.C., New Haven, Hartford, Providence, Boston, Albany, Troy, Schenectady, Syracuse, Buffalo, Rochester and Binghamston.
# Top Popular Records

## Best Selling Singles
Records are ranked in order of their greatest national selling importance at the retail level. Results are based on The Billboard's weekly survey among popular music dealers representing various segments of the retail market. The survey includes both chain and independent dealers. A total of 200 retail music stores were polled each week. Data are compiled on the basis of all single sales during the previous week, including those via mail order, juke box, radio, and other sales.

### Most Played in Juke Boxes
Records are ranked in order of the greatest number of plays in juke box operators. Operators are selected on the basis of The Billboard's weekly survey among the nation's largest box operators.

### Most Played by Jockeys
Records are ranked in order of the greatest number of plays on radio. Results are based on The Billboard's weekly survey among the nation's largest radio stations. A reverse file of each record is also listed.

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## 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 popular music dealers representing various segments of the retail market. A total of 200 retail music stores were polled each week. Data are compiled on the basis of all album sales during the previous week, including those via mail order, juke box, radio, and other sales.

## 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 popular music dealers representing various segments of the retail market. A total of 200 retail music stores were polled each week. Data are compiled on the basis of all album sales during the previous week, including those via mail order, juke box, radio, and other sales.

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### Best Selling Singles

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist</th>
<th>Weeks</th>
<th>Last Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Don't Let the Stars Get in Your Eyes</td>
<td>E. Fisher &amp; H. Winterhalter</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>2</td>
<td>Why Don't You Believe Me</td>
<td>K. Chandler</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>Keep It a Secret</td>
<td>J. Staff</td>
<td>7</td>
<td>12</td>
</tr>
<tr>
<td>4</td>
<td>Hold Me, Thrill Me, Kiss Me</td>
<td>K. Chander</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>5</td>
<td>I'm Gonna Get You</td>
<td>E. Fisher &amp; H. Winterhalter</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>6</td>
<td>I'll Be Yours</td>
<td>W. Meeks</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>7</td>
<td>I Had a Dream</td>
<td>J. Staff</td>
<td>10</td>
<td>12</td>
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<tr>
<td>8</td>
<td>Must I Cry Again</td>
<td>Hilltoppers</td>
<td>11</td>
<td>12</td>
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<tbody>
<tr>
<td>1</td>
<td>The Best of Country Music</td>
<td>Various Artists</td>
<td>1</td>
<td>12</td>
</tr>
<tr>
<td>2</td>
<td>The Best of Jazz</td>
<td>Various Artists</td>
<td>2</td>
<td>11</td>
</tr>
<tr>
<td>3</td>
<td>The Best of Pop</td>
<td>Various Artists</td>
<td>3</td>
<td>10</td>
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<td>The Best of Rock</td>
<td>Various Artists</td>
<td>4</td>
<td>9</td>
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<td>5</td>
<td>The Best of Classical</td>
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<tr>
<td>1</td>
<td>The Little Engine That Could</td>
<td>W. G. Wharton</td>
<td>1</td>
<td>12</td>
</tr>
<tr>
<td>2</td>
<td>The Jolly Green Giant</td>
<td>J. Seabright</td>
<td>2</td>
<td>11</td>
</tr>
<tr>
<td>3</td>
<td>The Three Little Pigs</td>
<td>J. Seabright</td>
<td>3</td>
<td>10</td>
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<tr>
<td>4</td>
<td>The Three Bears</td>
<td>J. Seabright</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td>5</td>
<td>The Three Little Kittens</td>
<td>J. Seabright</td>
<td>5</td>
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**Date:** January 17, 1953
NEW RCA VICTOR
BLUEBIRD KIDDY RECORDS
AT A VOLUME-BUILDING PRICE

ON 45-49¢ ON 78-59¢
(TWO 7" RECORDS)

Told by Ian Martin. WBY-1, VBY-1.
Told by Nelson Olmsted. WBY-2, VBY-2.
Told by Ian Martin. WBY-3, VBY-3.


Told by R. Camargo. Songs by M. Phillips. WBY-5, VBY-5.

Told by Glenn Riggs. Songs by M. Phillips. WBY-6, VBY-6.


Conducted by N. Leyden. WBY-8, VBY-8.

A Paul Terry Production. Told by Todd Russell. WBY-9, VBY-9.

A Paul Terry Production. Told by Todd Russell. WBY-10, VBY-10.

A Paul Terry Production. Told by Sandy Russell. WBY-11, VBY-11.

With Sandy Russell, Jimmy Leyden Trio. WBY-12, VBY-12.

Prices suggested list. Add Federal Excise and local taxes. Subject to Government Price Ceiling Regulations.

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### Territorial Best Sellers (Popular)

#### New York
1. Tiny Let's the Stars Get in Your Eyes P. Como, Victor
2. Tiny Let's the Stars Get in Your Eyes J. James, M-G-M
3. Tiny Let's the Stars Get in Your Eyes M. Miller, Decca
4. Why Don't You Believe Me? P. Como, Victor
5. I Want You for My Sweetheart R. Carroll, Coral
6. Tiny Let's the Stars Get in Your Eyes P. Como, Victor
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8. Tiny Let's the Stars Get in Your Eyes J. James, M-G-M
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#### St. Louis
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#### Cincinnati
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4. Tiny Let's the Stars Get in Your Eyes I. Standley, Columbia
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#### Washington, D. C.
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**This Week's Territorial Best Sellers to Watch**

Research firms that produce "Territorial Best Sellers to Watch" have compiled lists of the most popular records across different regions. These lists are updated weekly to reflect current trends in music consumption. The information is valuable for musicians, record producers, and radio programmers to gauge listener preferences and adjust their playlists accordingly.

**Boston...** **WENT TO YOUR WEDDING**

**Philadelphia...** **WENT TO YOUR WEDDING**

**For More Record Sales Use “TODAY’S TOP TUNES”**

**SO COPY TODAY!**

**Only**

**$1.00**

Fill in and mail the coupon today!
America's Comedy Sensation of the Century!

JOHNNY STANDLEY
(IT'S IN THE BOOK)

Starring in "THE AMERICAN WAY"
with HORACE HEIDT for LUCKY STRIKE
C.B.S. Thursday 10 P.M., E.S.T.

Also Starring in the HORACE HEIDT CONCERT TOURING SHOW and "CIRCUS NIGHT with HORACE HEIDT"

Under Personal Management of JOHN LEER
111 FIFTH AVE., NEW YORK
**Classical Records**

**Best Selling Classicals**

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 stores throughout the country, with a light retail return in classical records. Separate charts are based on 21/2 and 43 rpm records.

**This Week**

**33 1/3 R.P.M.**

1. **BEETHOVEN SYMPHONY NO. 9-** E. Fellner, N. Merrill, J. Peerless, R. Scott, R. Shaw Chorale, NBC Sym-phony Orchestra, A. Toscanini, conductor.........V105/WM-9048

2. **SHAW, DON JUAN IN HELL-** Sir Cedric Hurstwick, Charioe Laughton, Agnes Morehead, Charles Boyer, Victor..................Col-390/2468


4. **BECLEON, HARRY IN ITALY-** W. Primmer, Sir Thomas Beecham, conductor, Royal Philharmonic Orchestra, RCA Victor..................Col-367/404

5. **ANKA RUSSELL SINGS-** A. Russell, H. Droewick, piano..................Col-356/59

**45 R.P.M.**

1. **RACHMANINOFF, CONCERTO FOR PIANO NO. 2-** A. Rubenstein, NBC Symphony Orch., V104/WM-7035

2. **TCHAIKOVSKY, NUTCRACKER SUITE-** E. Ormandy, conductor, Philadelphia Orchestra..................V104/WM-1030

3. **OFFENBACH, GAITE PARISIENNE-Boston Pops Orch-** A. Fiedler, conductor..................Col-364/3147

4. **TCHAIKOVSKY, SWAN LAKE BALLET-** St. Louis Symphony Orchestra, V. Golumans, conductor..................Col-356/1920

5. **ROSSINI, ROMEO AND JULIET OVERture-** NBC Symphony Orchestra, A. Toscanini, conductor..................V104/WM-905

**Reviews of the Current Classical Releases**

**MOISSERIGSKY-RAVEL: PICTURES AT AN EXHIBITION: TCHAIKOVSKY, ROMEO AND JULIET (Overture-Fantasia)**

Guido Cantelli, Cond. (1-12").................75

V (33) LM 7179

Cantelli, at the age of 32 (a mere juvenile as conductors go), has already won impressive laurels State-side as Tosca-nni's stand-in at the helm of the NBC ork. He impressed fur-ther in these strong interpretations of two standard romantic works. Full mastery of the orchestra is called for—and de-livered here—to make them sound fresh and alive. An im-posing challenge has also been met with great success by the RCA Victor engineers. In playing "Pictures" they inevitably invoke comparison with earlier etchings by Mercury, whose version featuring Kubelik and the Chicago Symphony orch, re-nects a landmark of high-fidelity reproduction. If this latest entry is not quite so brilliant, it misses equivalent rating by the smallest of margins. As competition to the Mercury, whose "Pictures" comprises two sides of a 12-inch, Victor offers the "Romeo and Juliet" as flip bonus.


Decca (33) DL 6012

This disc, one of the label's "4,000 Series," captures the hunt-ing, lyrical quality of these Richard Strauss selections. It is in the rendition of the "Rosenkavalier Waltz" particularly, that Alexander Smallens conducts the orchestra brilliantly, aver-aging fully the purity of the melodic passages. Assuredly pleas-ing listening.

**RATING:** 46-98 Points: 100 Excellent; 97-90 Good; 91-60 Satisfactory; 60 Poor

**PREFERENCE RATINGS ARE DETERMINED:** Each record is reviewed and considered as a candidate for purchase which awards a certain percentage. The following factors are applied: Artistry, music value, quality of performance and recording; appeal of the composition; effectiveness of manufacturer's distribution; promotion accorded the recording; strength of the copying; competitive entries and price.

"... 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!!"
1953's FIRST SLEEPER HIT!

A GREAT VOICE...
A SURE-FIRE SONG...

BOB CARROLL
SINGS

SAY IT WITH YOUR HEART

DERBY RECORD
No. 814

b/w WHERE

DERBY RECORDS
New York—Hollywood, California

Personal Management
VAL IRVING

Direction
WILLIAM MORRIS AGENCY

DERBY RECORDS
New York—Hollywood, California
LET OLD MOTHER NATURE HAVE HER WAY
DON'T JUST STAND THERE
ARE YOU TEASING ME
IT'S A LOVELY, LOVELY WORLD

CARL SMITH

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

MY LONELY HEART'S RUNNING WILD

COLUMBIA RECORDS

78 rpm 21051 * 45 rpm 4-1105.

CASH BOX AWARD WINNER • STAR OF GRAND OLE O'PRY

www.americanradiohistory.com
On this page, we have text that appears to be a selection of song titles, artist names, and other related information, possibly from a music-related publication or listing. The text is not clearly organized into paragraphs but rather is listed as separate entries, which could be part of a countdown or a chart of some sort.

### Cincinnati
- Hank Williams, M-G-M
- Four Stars
- Decca
- McGuffin, Imperial
- Black Street Affair
- W. Pierce, Decca

### Dallas-Ft Worth
- Hank Williams, M-G-M
- I'll Go On Alone
- W. Pierce, Decca

### Houston
-记录不全

### Nashville
- Slim Willet—Four Star 1925
- Dick Jockey Doings

### Memphis
- Slim Willet

### New Orleans
- 4. Going Steady
- 5. The Stars in My Eyes

### French Pub.
- Sues 2 Big 3 Firms in N. Y.

### YESTER YEARS' TOPS

### Giimmel
- Mary Morgan, of WARM, Scranton, Pa., has started a new drive to sell the entire station for the convenience of buyers and operators in other markets.

### Breaking Big!
- JEALOUS LOVE
- DAMIS SISTERS
- With Roy Hall and His Cohimbo Mountain Boys

### Tonn Records
- Fortuné Records
- #1629 Licensed

### A GREAT NEW COUNTRY WAIL!!

### "CLINCH MOUNTAIN WAIL!"

### "TENNESSEE TAPSTO "

### Folks in and Tunes

### Artists' Activities

### Joyce, of WALL, MIDDLETOWN, CT., is scheduled to be one of the few select radio announcers who will be able to broadcast from the NEW YORK THEATER, this week.

### Tune Tips
- Joe Ray, of WALL, MIDDLETOWN, CT., and his friends are scheduled to be one of the few select radio announcers who will be able to broadcast from the NEW YORK THEATER, this week. Joe Ray is scheduled to be one of the few select radio announcers who will be able to broadcast from the NEW YORK THEATER, this week.

### Breakings BIG!!
- LOVE
- On the radio, an announcement was made that the music of Frank Laine's "Behind the Screen" will be broadcast on NBC."
For a Fast Getaway in '53

The BIG 3 PLUS 1

EVEN NOW
IF IT WERE
UP TO ME

RCA VICTOR
20/47-5106

EDDIE FISHER

I WENT TO
YOUR WEDDING

I'LL Never Work
There Any More

RCA VICTOR
20/47-5107

SPIKE JONES

Condemned
Without Trial

EDDY'S SONG

RCA VICTOR
20/47-5108

EDDY ARNOLD

BOOTS BROWN

SHORTN'IN BREAD

RCA VICTOR
20/47-5110
The Billboard's Music Popularity Charts

...for Week Ending January 10

**National Best Sellers**

Records are marked in order of their current national album sales. Numbers based on The Billboard's own surveys of record sales from reports of dealers throughout the nation using a high volume of sales in hit and blues records. This week's survey of all reports received in the same order as in the past.

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Chart Position</th>
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<tbody>
<tr>
<td>1. I DON'T KNOW</td>
<td>W. Mahon</td>
<td>1</td>
</tr>
<tr>
<td>2. I'M GONE</td>
<td>Shirley &amp; Lee</td>
<td>2</td>
</tr>
<tr>
<td>3. BAD HOURS</td>
<td>Little Walter</td>
<td>3</td>
</tr>
<tr>
<td>4. I PLAYED THE FOOL</td>
<td>Clovers</td>
<td>4</td>
</tr>
<tr>
<td>5. MY STORY</td>
<td>Chuck Willis</td>
<td>5</td>
</tr>
<tr>
<td>6. THE BELLS</td>
<td>Dominoes</td>
<td>6</td>
</tr>
<tr>
<td>7. SOFT</td>
<td>Tiny Bradshaw</td>
<td>7</td>
</tr>
<tr>
<td>8. YOU KNOW I LOVE YOU</td>
<td>B. B. King</td>
<td>8</td>
</tr>
<tr>
<td>9. BAD RAIN</td>
<td>Big Maybelle, Otis</td>
<td>9</td>
</tr>
<tr>
<td>10. PORT OF NICO</td>
<td>L. Jacques</td>
<td>10</td>
</tr>
</tbody>
</table>

**Territorial Best Sellers**

**New York**

1. I Don't Know
2. W. Mahon, Chess
3. You Know I Love You
4. R. B. King, RPM
5. Rock Me All Night Long
6. Ravens, Mercury
7. Port of Rico
8. L. Jacques, Mercury
9. Big Maybelle, Otis
10. Portland Square

**Los Angeles**

1. I Don't Know
2. W. Mahon, Chess
3. You Know I Love You
4. R. B. King, RPM
5. Rock Me All Night Long
6. Ravens, Mercury
7. Port of Rico
8. L. Jacques, Mercury
9. Big Maybelle, Otis
10. Portland Square

**Chicago**

1. I Don't Know
2. W. Mahon, Chess
3. You Know I Love You
4. R. B. King, RPM
5. Rock Me All Night Long
6. Ravens, Mercury
7. Port of Rico
8. L. Jacques, Mercury
9. Big Maybelle, Otis
10. Portland Square

**Philadelphia**

1. I Don't Know
2. W. Mahon, Chess
3. You Know I Love You
4. R. B. King, RPM
5. Rock Me All Night Long
6. Ravens, Mercury
7. Port of Rico
8. L. Jacques, Mercury
9. Big Maybelle, Otis
10. Portland Square

**Washington, D.C.**

1. I Don't Know
2. W. Mahon, Chess
3. You Know I Love You
4. R. B. King, RPM
5. Rock Me All Night Long
6. Ravens, Mercury
7. Port of Rico
8. L. Jacques, Mercury
9. Big Maybelle, Otis
10. Portland Square

**Most Played in Juke Boxes**

Records are noted in order of the current number of times nationally in juke boxes. Results are based on The Billboard's weekly survey among operators through the country using a high proportion of rhythm and blues records.

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<td>Chuck Willis</td>
<td>5</td>
</tr>
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<td>6. MEAN OLD WORLD</td>
<td>Little Walter</td>
<td>6</td>
</tr>
<tr>
<td>7. I'D BE SATISFIED</td>
<td>Dominoes</td>
<td>7</td>
</tr>
<tr>
<td>8. JUKE</td>
<td>Little Walter</td>
<td>8</td>
</tr>
<tr>
<td>9. FIVE LONG YEARS</td>
<td>E. Boyd</td>
<td>9</td>
</tr>
</tbody>
</table>

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

Reports show that “Territorial Best sellers In Watch” have appeared in the top five the week or so of the charts. These are nominated for the convenience of dealers and operators in other markets.

St. Louis...CROSS MY HEART
St. Louis...TELL ME, PRETTY BABY

**New 4 ATLANTIC RELEASES EQUALS 4 NEW HITS!**

**RUTH BROWN**

"MAMA, HE TREATS YOUR DAUGHTER MEAN" "R. B. BLUES"

**RAY CHARLES**

"JUMPIN' IN THE MORNING" "THE SUN'S GONNA SHINE AGAIN"

**INTRODUCING THE BLUE BELLES**

"CANCEL THE CALL" "THE STORY OF A FOOL"

**JOE MORRIS**

and his new vocal sensation FAY SCRUGGS

"THAT'S WHAT MAKES MY BABY FLY" "I'M GOIN' TO LEAVE YOU"

**ATLANTIC RECORDING CORP.**

234 WEST 56TH ST.
NEW YORK 19, N. Y.
Territorial Best Sellers

(continued from page 56)

5. Earl Hooker
6. Little Walter, Checker
7. I Played the Fool
8. Benny More
9. The Four Tops
10. My Song

Savoy

Chicago, Chess

Cincinnati

1. I Don't Know
2. My Baby
3. You Know I Love You
4. Blues
5. I'm Gonna Play the Honky Tonks
6. My Baby
7. I'm Sorry
8. My Heart
9. I Am a Friend
10. Say It Again

Detroit

1. I Don't Know
2. My Baby
3. I'm Gonna Play the Honky Tonks
4. Love
5. I'm Sorry
6. My Heart
7. I Am a Friend
8. Say It Again

Charlottesville

1. I Don't Know
2. My Baby
3. I'm Gonna Play the Honky Tonks
4. Love
5. I'm Sorry
6. My Heart
7. I Am a Friend
8. Say It Again

St. Louis

1. I Don't Know
2. My Baby
3. I'm Gonna Play the Honky Tonks
4. Love
5. I'm Sorry
6. My Heart
7. I Am a Friend
8. Say It Again

Blues and Rhythm Notes

by Bob Rountree

Leah C. Crans, nine-year-old pianist who has been a regular at Joe Davis for his r&b records for the M-G-M label, has been one of the leading artists on the label. She has been one of the leading artists on the label. She has been one of the leading artists on the label. She has been one of the leading artists on the label. She has been one of the leading artists on the label. She has been one of the leading artists on the label. She has been one of the leading artists on the label. She has been one of the leading artists on the label. She has been one of the leading artists on the label.

RHYTHM AND BLUES NOTES

Earl Fatha Hines' "Whirl in a Whirl" and "One Night in Trinidad"

by Earl Fatha Hines

D'Oro Record Co.

310 W. 7th St., Los Angeles, Calif.

Savoy

"OH RED" by Will Haydon Wolf

Chess

Sure to be a Hit...

AMERICA'S HOTTEST SPIRITUAL!

Since Jesus Came Into My Heart

by Angelo Gospel Singers

Southern Gospel Quartet

FATHER'S DAY CANDLES

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310 W. 7th St., Los Angeles, Calif.
Music Biz Club Being Formed

NEW YORK, Jan. 10.—A social club for men in the music business is in the process of formation. The organization is tentatively titled The Club. Membership is open to all facets of the industry, including talent agents, agents, agents, account, contact, music, publishers, diary, executive, music, and promotion men, clergy, etc. In each category, a list of names will be compiled, and an invitation fee of $50.00 will be paid to the Club. This, a housing committee is scheduled to meet in midtown Manhattan.

Those joining prior to February 1 will be designated "Founding Members," and those joining after that date will be "Charter Members." Fifty dollars in gold is the initial investment for membership, and future members will be considered for membership when sponsored by four members in good standing.


Fisher to Plug Army Ditty

NEW YORK, Jan. 10.—Pfc. Eddie Fisher, just returned from a tour of duty in the Army, will be introducing the winning Army song, "The Army's Always There," written by Pvt. Joe Freeman of the U.S. Army television show, "The U.S. Army Show," on February 17. The tune, penned by Benny Stieg, was selected as the national Army song for the current season by the Army Song Board as the best of about 1,000 songs which were submitted in the Army's search for an official song. It will be published by Sherwin Music.

Jimmie Young Arrives in U.S.

NEW YORK, Jan. 10.—Jimmie Young, British singing star for the past six years, has arrived in New York. Young is over here to record for London's Gramaphone Company, arrived last week, and will make his American debut at a two-week-old hotel. The hotel is located on a corner, and is the location of a local radio station, and is a busy one at home. There is an enormous demand for his records, and he is expected to be a big hit here. Young is a member of the British Broadcasting Corporation, and is known as "The King of Music." He is also a member of the British Army, and is expected to be a big hit here.

Cugat Signs Victor Pact

NEW YORK, Jan. 10.—RCA Victor has signed Xavier Cugat and his orchestra to a long-term contract. Cugat has been under contract to the company for four years, and will remain under contract for four years. The contract is for $250,000.

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Mills' "Worm" Tops Million

NEW YORK, Jan. 10.—Sales of the Mills Brothers' recording of "Glows Worm" on Decca under the "Rooster" label, has reached the three million mark, and is the group's third million seller. The Mills Brothers' "Ragtime" also reached the three million mark last week.

"Glows Worm" is one of the best-selling records of the year, and is expected to sell more than 10 million copies within the next few months. The Mills Brothers will be receiving a substantial amount of money from this record, and will continue to promote it heavily in the future.

"Close Your Dreamy Eyes" is being promoted by the Mills Brothers, and will be released in the near future. The Mills Brothers will be receiving a substantial amount of money from this record, and will continue to promote it heavily in the future.

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Search for Film Selling Pattern

Showbiz Taxes

Continued from page 24

Haldas Named

Continued from page 26

Halas named new president of the National Association of Broadcasters. Halas, who is the founder and president of the Great Lakes Record Company, has been active in the radio industry for many years. He was formerly the owner of the Great Lakes Record Company and has been associated with it for more than 25 years.

Music—As Written

Continued from page 22

and the tune is being covered by Deco. The tune will go to Gally Music, Gally

OPS Asks Data

Continued from page 25

a regulation which permits the granting of the permanent license if substantially all dealers had applied for it. Since the OPS base period was in 1959, in some cases, OPS authorization was viewed as strengthening the bargaining position of some of its members. Goody (The Billboard, December, 1960) also emphasized that the OPS increased the cut-off ceilings on records. Goody would have had to market great LP's at the floor price, the latest OPS order for Rocker, dated January 6, stated: in part: for records that the information and to render the evidence presented before the Board of Hearings of the OPS has determined that you have met your requirement. The

MUSIC

Producers of TV Films

Continued from page 22

Woodell Teal Productions, 1700 N. Orange Ave., Minneapols, Minn., 55401; Don McAdam, 1210 W. Randolph St., Chicago, Ill., 60607; Western Television Productions, Inc., 4750 Wilshire Blvd., Los Angeles, Calif., 90010. Jack Warner

New York

Walters quits BMI

Billy Walters has resigned from the West Coast office of Broadcast Music, Inc., at the request of the president of the company, who has also asked him to assume the position of chairman of the board of the company. The resignation was effective immediately.

The Latin, which came through the firm recently, will be directed by Eddie Janes, who will also be in charge of all advertising and publicity for the company. Billy Stewart, general professional- ism, has also announced that no replacement is being sought.

GIBO "OPEN AT A-low"

"Her Nile" Georgia Gibbe, is set to open at La Vie on Rose Avenue, New York. A few days ago, he was seen at the Capitol Theater with a few of his friends. Gibbe had been in the city for some time and was seen with a group of friends last week. He is also planning to open a new record office in the city. Gibbe is expected to be in the city for several weeks.

Mercury Limits

Continued from page 24

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Mercury

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Mercury
Hocus-Pocus

By BILL SACHS

THE CONTROVERSY between Charlie (The Great), a Mafia Impressario, and Jay Palmer, of Magic Kellogg's, continues. The problem is that first to present a magic bar act, and then to laugh it off because it rolls along it becomes more controversial. The original question raised as we understood it was, who presented the first to a magic bar act? The essence of the question is to who presented the first, and the answer is determined by the method of presentation. Judging by the description of the act from both Hofmann and Palmer, they would agree that Charlie (The Great) was trying to sell tickets. In selling to the Magic Desk they were in a disguise of a legitimate talent agency, and according to any method of presentation, it would be not only grossly unethical to sell tickets to a magic show, it would be unethical to sell tickets to any show at all. It may enable us to understand better that the two first presented a magic show, but it wouldn't eliminate the possibility that the original question remained both of them in presenting a show. It's only been writing about and helping with magi for over 20 years now that I've been able to find the technical background of the act isn't sufficient to permit up to make a decision that might be more realistic. Our suggestion is that boys keep their clothing on and magicians forget about the matter. Or, better still, why not to touch the line and keep both acts to the International Brotherhood of Magicians. Charlie (The Great) is the source of American Magicians, with 15,000 members and 180 of the latter organizations committing a committee on magicians, which act has come up with an answer to their convention. In this case, the president, a veteran of 50 years of experience, is a respected member of the act. I'm sure magicians will respect the decision and continue to realize the problem.

HARRY BLACKSTONE and his wife, Linda, are spending the week with family in Montreal and Toronto, where the Kopel family from the Canadian Theater Toronto, The Keats, are moving to Canada. At the Mansion of East Dundee, Ill., accompanied by the management of the Society of American Magicians, with 15,000 members, as a gesture of concern, the latter organized by London for the benefit of magicians in Great Britain, who planned they planned to stop in Los Angeles on their way to Canada. Their visit with family. Linda Allen, Lee Allen, Safety Magician, and Mrs. Evans. The Kopels are highly respected member of the act. I'm sure magicians will respect the decision and continue to realize the problem. They had spent nearly 60 years of their lives in the magic and magicians. Danil began for many years ago and in more recent years concentrated on the math, physical, and logical skills, and test shows. Further details in Florida, they'll be on hand for the first time. Harry E. Cedric, the world's most famous magician, has his home in Detroit from an act. Range Sam and wife, of course, goes to Chicago, a suburb of Chicago, ties on which day by day, they're going to

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230 State St., Chicago, Ill.

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HOTEL BELVEDERE

64th St., West of Broadway, New York

Room Service 24 Hours

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INSTANT PAYMENTS

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Single $24.50 weekly

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BELVEDERE HOTEL

INSTANT PAYMENTS
The Final Curtain

In memory of Joseph Willard Bayley
My beloved husband
Billy Bayley

RIRIG. ARAY
Station such January of 'The Dallas. Widow, Convalescent the National University of Arts, and one grandniece.

Dallas. Widow, Convalescent the National University of Arts, and one grandniece.

Conscientious. M. The day, September 9th, 1908, in Paris, when I was 23. Made the film and I am about to leave for his work. He is expected to return in June. He appears to be well and is a happy man.

The Paris Opera. "The Devil at Home" by H. A. H. de la Mar, 1878. Made the film and I am about to leave for his work. He is expected to return in June. He appears to be well and is a happy man.

Leslie Loma. Paris Opera. She is about to return to London. She is expected to return in June. He appears to be well and is a happy man.

Lancaster. 100-year-old silent film star. She is about to return to London. She is expected to return in June. He appears to be well and is a happy man.

Pekin. Performing at the Opera. She is about to return to London. She is expected to return in June. He appears to be well and is a happy man.

London. Performing at the Opera. She is about to return to London. She is expected to return in June. He appears to be well and is a happy man.

Roadshow Rep

Leonard Rose is promoting his show in New Hampshire. The show is called "The Final Curtain." 

Story on Newsreel TV Films

Continued from page 11:

In the Televising shopping expects you to know the fastest system to reach such a place. You know the schedule of the plane or train to be used for each station. If the deadline is missed, you must know the nearest train or plane to be used for each.

When the ship is ready, the motorcycle fleet again begins checking the airports and stations, and the motorcycle men must now know just which conductor in which car gets the order. If the Televising announces over 250 worth of film before the ship is ready or if they are ever able to check all the stations, they may make up the necessary signs by tying on the front of the ship a day to a particular station. Each station contains all the film-clip-stories ready up that night and they may be loaded on the front of the ship and sent to the station by first-class service.

In a day's shipment, in addition to that day's films, Televising may also be able to include in the next day's film the following films: those for pre-release are not ready, but are up the next week. Other services, of course, also include features that may be held by the ship by the day a day or perhaps even in advance of the week. They may include films that are ready, and they may also include films that are not ready.

All stations are provided with a weekly film in which the stations are not ready, and they may also include films that are not ready.

Continued from page 2:

But with those festivals over, European cinema is in flux. The Parisian film industry is making a comeback, and so are the French stars. They are now making films for the first time in years.

Jean Louis Barrault, back from the United States, has just returned from the United States. He is making a comeback, and so are the French stars. They are now making films for the first time in years.

The Palladium vaudeville season opens on March 2nd, 1952, with the opening of "Down You Go." The show is performed for the first time in 1952, and is expected to go on for several weeks.

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Finally, superimposed on the daily newsreel, the distribution of certain weekly shows. Nordic points out that the show is not a newsreel, but a special program. The show is broadcast daily, and is expected to go on for several weeks.

Roadshow Rep

5195 puts you in show business

For in 5195, Young Men and Women, singles or families, wish to do some (and (say) our own, long-distance shows. Shows of interest are: Billings, Novelties and Main, and hostesses to the Big Screen, Inc. (Grayburn). Our shows are available for all programs. This way, we can broadcast your show and have it on throughout the week.

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Hamid Denies, Aim Is 'Union Busting' *(Continued from page 24)*

Tough Selling Job

Some union officials are ob-
viously not happy with the
government's current role as
neutralizer in union-employer
negotiations. They say it is
turning the tables on the
workers who are trying to
protect their jobs.

While the Music Hall booking is
reported to be a success, a
source within the industry
said that the competition is
keen and that other agents
are looking for opportunities
to book events. The source
added that the Music Hall's
success is partly due to its
ability to attract high-quality
acts. The booking fee for the
Music Hall is reported to be
$50,000.
Edmonton Ex Nets $162,165 on 52 Run

EDMONTON, Alta., Jan. 10.—The Edmonton Exposition ring presented a first prize of $162,165 on its 52 fair, compared with $117,237 in 1952. The increase, according to James H. O. Johnson, was credited at the annual meeting of the board with a sharp rise in livestock and a better showing of dairy products. The average cattle prices rose in all classes, with a marked increase of 3000. The$template theme is 'clean-minimal'
Talent Topics
By CHARLIE BYRNE and Jim McHugh

Jimmy Lancon, veteran trainer of cockroaches and mice, and his firm, was the last in his trade to show business. Lancon is a Minnesota Telephone Company employee who lined up a three-week tour for the Ashland Calumet District. He plans to make at least five sales fairs this winter, three in the north and two in the south, to raise funds for California and retirement.

Sappo-Zavas, riding and unmanipulated, is a 17-year-old American Samoyed and the Ballantines, musical act that has played 17 times with the Charles Zemster Chicago and will again support Post for PhantasmalRes, Chicago, and State Fair Park, Dallas, this year.

Aerial Salome, trapeze, recently finished a three-week tour with Grace, and have been resting in Penticton, BC, for a month, and are now in Oklahoma for eight weeks in Florida and the Chicago weekend engagement in Richmond, VA.

Acts set for the Sunday (11) show at Chicago’s Super Circus TV are the Travers, Bungalo, and the Kringles among Three Mermaids Sisters, aerial show, and Mrs. Brown’s Dogs. Brown set the acts.

Irish Watkins and his chimpanzees were the outdoor sensation at the Florida State Fair, Tampa, 5-17-17. Irish 'is, and he recently caught one of his chimpanzees flickers at a movie house in Evanston, Ill. The film was made in July 1922.

Ernie Young, head of the Chicago booking office bearing his name, has signed the following acts for his 83 outdoor trek: Toscaniello, juggler; Will Hegg, leg-wiggles, frogs and ponies; Dorothy Debo, acrobat; Bego Mortland, clown; Ted Miller and Smiley, comedy song and dance. Louis St. Claire, stage manager, is with the troupe. Last Bridge, of Theatrical, Duffy-Perez, Inc, Chicago, was the subject of a feature story with pictures in the Jan. 20th issue of The Chicago Daily News and several other papers. The multi-million dollar feature of The American Orange Bowl celebration Friday.(23)

Jay Jason, still walker, worked the Baltimore Hippodrome, and Charles Zemster during the Wis.

management's management, Tuesday (9).

Ben S. Allen, of Posters, Inc, reported that Ruth Hampton, a former model used by his firm in the creation of outdoor posters, is now a Hollywood starlet. Ben is attending the various Eastern fair engagements.

Ray Sper Clinic Panel
• Continued from page 43
it the 1920 fair. In 1929, he resigned and developed a post card and newspaper advertising service for State fairs and exhibitions. Two years later he became official representative of the State Fair Exhibitors and resulted in national publicity and a convention in Chicago.

Sper was out of fair work for two years. In 1932, he became a public relations officer for the New York World's Fair. He opened up a new field in advertising with the founding of Public Relations, Inc. In 1940, he founded the American Institute of State Fair Advertising, Inc.

In his annual report to the National Association of Exhibition Managers, Sper reviewed the history of the organization and the activities of the past year. He reported that the membership was at its highest level ever and that the organization is doing a good job.

After citing the growth of the advertising business, Sper concluded that the future of the State Fair industry is bright.

Minn. State Earns $101,645
• Continued from page 43
$1,089,659, with exhibition ticket sales accounting for $264,659, and gate receipts for $365,645. Total expense was $813,419, including the gain of $1,066,306 which Baldwin cited in his report.

Seward, in his treasurer's report, showed a surplus of $36,659 as of November 30, 1955, of which $22,171,771 was cash and $14,081,771 was in the Midway National Bank, making the balance a contingent fund.

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PARKS-RESORTS-POOLS

COMMUNICATIONS TO 188 W. RANDOLPH ST., CHICAGO 1, ILL.

JANUARY 17, 1953

PINK HORSES INCLUDED

Rocks' Spot Adding Decorative Frills

Chicago, Jan. 10.—The Chicago Park District in saving a 

and building at the Botanic Garden will have its first exten-
sional on the east side of the garden in 1953. The extension
will include a new entrance, a new administration building,
and a new visitor center. The extension will also include a 

new parking area for visitors. The extension is expected to be 

completed by the end of the year.

The extension will also include a new demonstration garden,
which will be open to the public.

Huedepohl Due Back Monday; To See Ourler

CHICAGO, Jan. 10.—Paul H. Huedepohl, director of the 

Association of Parks and Recreation Administrators, will be 

in Chicago next week to attend the annual meeting of the 

association. He will address the convention on the topic of 

park development and management.

N. Y. State Parks to Hike Parking Fees

ALBANY, N. Y., Jan. 10.—Governor Dewey has proposed a 
hike in parking fees at state parks and beaches to 25 cents 

per car in an effort to raise $1 million for the state park 

system. The hike will go into effect on January 15, 1953.

The governor said the additional revenue will be used to 

improve facilities and services at the state parks.

$300,000 BLAZE RAZES NANTASKET FUN UNITS

HULL, Mass., Jan. 10.—A $300,000 blaze destroyed the entire 
Nantasket Beach Resort in a spectacular blaze early 
this morning. The resort, which is located on Nantasket 
Beach and is one of the most popular in the area, was 

burned to the ground. The cause of the fire is under 

investigation.

Three explosions followed flashing lights over a wire fence 

and destroyed the entrance gates. The fire was reported 

to be a result of a explosion that occurred when a 

pyrotechnic device was being tested.

State and local officials immediately began an investigation 

of the incident. Fire Chief Adrian P. Dowd said he believed 

it would take several days of combing through the 

remains and interrogating witnesses before the cause of the fire 
could be determined.

COIN-OPERATED KIDDE RIDES

All 100% Guaranteed

EXHIBIT BIG BROKERS

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15-35 LATE MODE STORIES

WAVE/WIRE/WIRE OR CALL

REDD DISTRIBUTING COMPANY, INC.

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COIN-OPERATED KIDDE RIDES

KIDDY RIDES WANTED

For all increased park. Will operate on

famous island setting. Write

Speedway Kiddyland

1821 S. Oak Park Ave., Chicago

n

SPEEDWAY KIDDYLAND

In business 1950

An important part of The Billboard's

outdoor amusement field

You'll find information about

various amusement and recreational

businesses, and other information

pertinent to the amusement

industry in The Billboard.

The Billboard, 2150 Patterson St., Clevelen 32, Ohio

February 10, 1953. For new subscribers, one year, $10

Name .

City...

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Occupation...

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Address...

Act Now! Fill In Coupon Today for Magazine Subscription Rates.

To all amusement and recreational businesses, you are invited to subscribe to The Billboard.

Billboard, 2150 Patterson St., Cleveland 32, Ohio.

For new subscribers, one year, $10.

Name...

City...

Zip...

Occupation...

Revised February 10, 1953. For new subscribers, one year, $10.

Address...

Act Now! Fill In Coupon Today for Magazine Subscription Rates.
Chris Zeitz, Bull Man, Dies

KEISSENE FLA., Jan. 18—Chris Zeitz, 78, former elephant trainer and superintendent, died in the Florida hospital this week. He was with circuses most of the time from the time he left his home when he retired to his circus near here.

Zeit was joined Ringling Bros. in Washington, D. C., in 1901, was in the Ringling brothers' show in 1905 and toured with the troupe for 15 years. Zeit was with the Bowers shows, including Hewes' Great London and Buffalo and John Robinson, from 1911 through 1926, when he managed a Peru, Ind., hotel and then returned to the American Circus Corporation for 1926.

12-PHONEMEN-12

At the Chicago hotel, Thursday, January 25, all the big news and features of the week. The first number to arrive, Philadelphia, Pa., is the British trade-paper, Wide World, stated recently that the British crowns would be a reply to Earl Shimp's statement that the Prince of Wales above broaches the subject of the latest British crown. The edition which crowns rarely have clicked here.

The paper also reported Jack Mills was on his way to London. Billed in the national Press, the former circus, and formerly of the National Press, the page was also issued.

The British trade-paper, Wide World, stated recently that the British crown, mentioned in the previous edition, is scheduled for sale on St. Thomas, C., and is expected to be the first stock in the British crown.

P.H. EDDIE DEBOUL

FIVE SUNDAY WEEKS FOR CIRCUS Acts

Open Jan. 26—Shelter & Palace Announces. To open Jan. 26 at the Shelter & Palace is the annual national Press, the big news and features of the week. The first number to arrive, Philadelphia, Pa., is the British trade-paper, Wide World, stated recently that the British crown, mentioned in the previous edition, is scheduled for sale on St. Thomas, C., and is expected to be the first stock in the British crown.

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NATIONAL SHOWS FOR CIRCUS

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P. H. EDDIE DEBOUL

WOOFER W. W. WAGNER

35 W. Market St., Columbus, Oh.

SALES: 1st Choice Boys Bows, Ties, Gloves, Shoes, Socks, Stockings, Chokers, Etc.

CIRCUS. Communications to 188 W. Randolph St., Chicago 1, Ill.

JANUARY 17, 1953

1953.01.17.CIRCUSES.CHAL;

Ben Davenport, Albina Beatty To Troupe Wallace-Beatty

Changes Name to Harriet A. Beatty; Diane Sets Meeting; Moore is GA

GONZALEZ, Tex., Jan. 19.—All in the Clyde Beatty, has changed the name of the troupe to Harriet A. Beatty, it announced that the troupe will be under the management of Harriet Beatty Combined. Miss Beatty, whose mother was the late Harriet Beatty, will have a percentage in the show and will have the help of the ring and elephant act similar to that which her mother worked on the Clyde Beatty Circus. She may also work alone, as she has done here this week.

The reason for changing the name was handed down by a District Court in Dallas on December 31. Final arrangements for the new title were worked out at the show's offices, in Dallas, Texas, for Davenport and Beatty, Davenport and Beatty. Moore is GA

Next week, Davenport will go to California to book summer engagements. Several acts from a circus that will be featured in the show would be used on Tuba Buchanan's indoor circuses which open soon at Anacapri, N. M. The indoor circus is just a few miles from Los Angeles and will close out late March, when the Wallace-Beatty show is open.

Moore said that he would route the show through the South and that he was "not sure" whether its business would be better than that of the Clyde Beatty Circus.

A title similar to that of Davenport's new and expanded wagon years ago. This was the Clyde Beatty circus, which was also a large business. The show was bought by the Moore brothers, and was the Regent era.

The story is also related Davenport's 1940 season, when he had Davenport Bros. Circus with Doug Astry, brother of Gene Astry.

RINGLING BROS. BARNUM & BAILEY ALL-NEW 1953 SIDE SHOW

WANTS

Top Feature Attractions, including Roperides and Sword Dancers,s Saddles and Knifethrowers, outstanding Strange People and the best of oddities. Also, professional Rodeo. Ticket Sellers who can make good openings and inside Men. Write immediately, giving details of your qualifications and enclosing recent photo.

Two capable promotional directors

Want to be valuable, able and able to finance yourself. Can use Phone Men, Can use house Agents. Must be strong story men, sales and able to join immediately.

AddresS:

BIL BAILEY'S ALL STAR MINISTRES

Perforated Address: Box 875 or wire Jr, Mycen, Fla.

TWO PROMOTIONAL MANAGERS

** FOR MILLS BROS.' CIRCUS **

D.A. Alton, Manager, 113-21 E. 8th St., Chicago 17, III., has this to say of agents in work and with respect to your agent. Must be able to handle large business. Will pay commission. Write at once.

JACK MILLS

3442 ELM STREET RIVIERA, CLEVELAND HEIGHTS, 0.

JAMES 1-7700

AL G. KELLY & MILLER BROS.' CIRCUS

WANTS FOR THE COMING SEASON

Clyde Railway and Mail Office Agents, 24 months. 1st choice has free week. Must have confidence in self and ability to sell and handle large business. Must be able to handle large business. Must have confidence in self and ability to sell and handle large business. Will cover all expenses. Write immediately.

Al G. Kelly & Miller Bros. Circus, Hugo, Okla.

HUNT BROS.' CIRCUS WANTS FOR BIG SHOW

General Agent sought for Large sized show. Must have confidence in self and can handle large business. Must be able to handle large business. Must have confidence in self and can handle large business. Will cover all expenses. Write immediately.

Al G. Kelly & Miller Bros. Circus, Hugo, Okla.

10—PROMOTIONAL MANAGERS—10

William or skilled phone agents can earn up to $75 weekly. Must be skilled phone agents. Will cover all expenses. Write at once.

THE TOMMY SCOTT SHOW

Address, 241 N. Main St., Dallas, Texas, 75201.

WANT

ALL STAR CIRCUS

Capable Promoters who are active and producers, Australian office now open, others ready to open. Want Circus Acts. Specials, Rats and Iums. Mel Hall, constant pleasure. Write at once.

Want to book winter and summer shows. Circus. JIMMY CAMANO'S "Hollywood Cowboy Circus"

BIGGEST SHOWS IN HOLLYWOOD QUITE EVERY SHOW

Mr. Deaton, 4641 S. Gage Blvd., Los Angeles, Calif. Mr. Deaton, 4641 S. Gage Blvd., Los Angeles, Calif.
Wis. Execs Laud Annual's Ag Role
Fred Manning Elected '53 President; Harlan Seyforth Named to Veep Post

By CHARLEY BYRNE

CINCINNATI, Dec. 13—Wisconsin agriculture is the important role many Wisconsin farm leaders play as annual conclave of Wisconsin Agricultural Society was in session here recently. The meeting was held at the Wisconsin Hotel in Madison, Wisconsin. Most of the sessions were held at the Wisconsin Hotel in Madison, Wisconsin.

Gov. Heads Speaker List At Pa. Confab

READEING, Pa., Jan. 10—Pennsylvania Agriculture Group will meet here next week in the Pennsylvania State Agricultural College at the State College Fair. The meeting will be held at night in the college's new building. The building was completed last year.

Dayton, O., Nets $15,225

WFA Shifts '53 Meeting

SACRAMENTO, Dec. 10—Dates for the next Western Fair and Exposition, 1954, have been announced. The fair will be held from July 14 to July 18. The mountain range is one of the high points of the fair. The fair will be held at night in the college's new building. The building was completed last year.

 Allegan, Mich. Nets $17,000

Reed City, Mich., Sets Free Gate

Tulip Time, Jan. 10—Osceola County 4-H FFA Fair. The fair was held at the FFA Fair in Reed City. The fair was held at night in the college's new building. The building was completed last year.

FIRE LIVES Ind. Meeting; Hold Banquet

Joe Quinn Elected President for 1953; Rimmel Named V-P

BAD Axe, Mich., Reaps $6,105

Dayton, O., Nets $15,225

Dayton, O., Jan. 10—Montgomery County Fair wound up the 1953 season on a high note, with a profit of $5,225. The county's treasurer, Miss Elizabeth Goodwin, was elected president of the board of directors. She was unanimously re-elected for another term. The fair was held at night in the college's new building. The building was completed last year.

Fair Assn. Meetings

Kansas Fairs Association, Jay Management, 1974, 16. Evan E. Egan, Secretaries; Secretary, W. A. Taylor, 52nd Fair President, Monday, December 8th. The fair was held at night in the college's new building. The building was completed last year.

HAMID, Martin Set Mass. Fairs Show

Vulcan, Ala., Cancels '54 Run

Fairs, Expositions, Communications to 188 W. Randolph St., Chicago 1, Ill.
Fire Livena Indiana Meeting


LOUISVILLE, Jan. 10 — L. (Due) Cassidy, press-publicity director of the Kentucky State Fair, Friday (6) was elected 1953 president of the Kentucky Fair Association. He is the third president in the history of this organization. Cassidy was elected unopposed; the annual two-day convention at the State Fair Exposition Center. Mrs. W. P. Weller, State's Fair Commissioner; Mrs. Carl R. Deem, chairman of the Legislative Women's Board; and Mrs. J. A. Whalen, Fair Commissioner, were named directors.

The association now is in its 55th year. Cassidy said the association's biggest growth has been a result of increased state fair expenditures.

State fair officials were heartened by the opening of the new $15,000,000,000 building and by the great response to the first two days of the fair.

The election was held during the annual convention.

Paris, Tex., Names Execs

Paris, Tex., Jan. 18 — Claude Ribble and Ben Marble have been named field supervisors for the Ark-La-Tex and industrial exhibits of the 1953 State Fair; according to Harry Wilkinson, president of the State Fair Assn.

The exhibition is an outgrowth of the Ark-La-Tex and Industrial Exhibits of the Texas State Fair. It is expected to attract 10 counties in this section of the state, along with a large number of exhibits from other states.

Estevan, Saska., Re-Elects Exec, Increases Assets

Estevan, Saska., Jan. 10 — P. F. Re was re-elected president of the Estevan Phoenix Co-op at its annual meeting. Also re-elected were Walter Gates, secretary-treasurer, and Ron Post, auditor.

Buildings owned by the society increased in value by more than half of the total assets, according to a statement made by the society. These assets were valued at more than $1,000,000 as of the end of the year. No change in the 55 acres of land, valued at $3,000, was made.

The fair still has about $2,000 to spend to reach the $36,000 improvement plan started several years ago.

HUDSONVILLE, Mich., Names Wierenga Execs

HUDSONVILLE, Mich., Jan. 10 — Edward Wierenga was elected president of the Hudsonville Fair and Fred DeHann was named secretary-treasurer. Robert Nood is secretary-manager and Raye Jensen is auditor. Dates this year are September 11-14.

Blackwell Is Named Indianapolis Mgr.

INDIANAPOLIS, Jan. 10 — Kenneth F. Blackwell, Republican of Frankfort, has been named secretary-manager of Indiana State Fair to succeed Carl Cyrus, Democrat of Indianapolis.

Blackwell was picked Thursday (8) by the fair board. A State representative and a former president of the Indiana Farm Bureau, Blackwell will remain in the Legislature until he assumes his post next April 1.

Meanwhile, John Schmoke, Jr. and Gilman Stewart, president and vice-president, respectively, of the IFA board, will serve managerial duties.

Replacement of Tyner stemmed directly from the election December 1 which made Indiana a Republican governor to replace a Democrat. The fair board decided to hire past presidents of the fair in line with the switch in State administration, but there was considerable presidential pressure on board members for the retention of Tyner.

Blackwell will receive $475 per month plus $200 in the state’s model home, and he will also have health insurance paid.

Shortly after being named, Blackwell said that he was pleased with the present operation of the State Fair, now expected to be opened from October to May by the Indiana Farm Bureau. But he said he believes the fair board would make its best decision as a whole, not as a collection of individually owned businesses. He said he would have no control of the building.

Dick Miller, president of the Indiana Farm Bureau, said that he was happy with the new appointment, and said that this reflected the nationwide feeling of the farmers that the fair is in better hands in Blackwell.

The new appointment sets the stage for the new year, which begins Monday (27).

The fair board was changing, he said, from a group that had lumbered along with the Fair, to a group that would make it a better business.

Indiana’s new governor, George N. Dragin, in a statement this week, expressed the belief that the new administration would make the best decision in the matter of the State Fair.

The new executive was expected to take up his duties Monday (27), at the State Fair in Indianapolis, which begins March 1.

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FOR THE BEST IN AUTO RACES

BIG CARS—MIDGETS—STOCKS

For open time phone—wire—write

STEELIE’S FRONTIER DAYS

America’s #1 Grandstand Show
Positively Unsurpassed in Quality and Showmanship

FOR OPEN TIME PHONE—WIRE—WRITE

STEELIE’S ATTRACTIONS

Gus San Agency

Sun-Grossman Agency

For open time phone—wire—write

BUSTER KELLER

WE SHIP ANYWHERE

KELLER RACING, INC.

If you are not able to attend, write—phone—wire

LAWN FAIR, NEW JERSEY

Phone Fairlawn 4-1377

See us at

PENNSYLVANIA FAIR MEETING
Harbes, January 21-23

NEW YORK FAIR MEETING
Albany, February 23
NEW YORK, Jan. 10.—An overflow crowd of 200 attended the celebration and banquet of the Ladies’ Auxiliary Awards Program at the Allentown Boulevard Hotel. The Auxiliary staged the event in the Colonial Room on Tuesday evening, Jan. 9. The sponsored events have included many hours of work for the auxiliary to preside over the annual program, which included the presentation of awards, a dinner, and a dance. The auxiliary is a thriving organization that has contributed significantly to the community. (Continued on page 74)


Previous years’ ticket sales for the Hickey Pacts have been strong, and this year is no exception. The Auxiliary of the Southern Georgia Fair, Albany, has announced that they will be sending 25 tickets to the Hickey Pacts this year. The Auxiliary members have been working hard all year to ensure that the tickets are sold out in time for the event. (Continued on page 74)

Indianapolis Fair To C 7-W 7th Time

Goodyear-Metropolitan Tie-Up Provides Spent Contention for Hoosier Midway

By HERB DOTTEN

Indianapolis Jan. 10.—(6C) — Indianapolis is a city of tradition and the 1953 Indianapolis State Fair was given the recognition it deserved by the Lilly-Collins fund. After last year’s national convention in Los Angeles, the national convention was held in Indianapolis. The convention was opened on January 7, and the event was attended by representatives from all over the country. (Continued on page 74)

W. H. Schaffer Org Inks Wis. Circuit

Bodart’s Blue Ribbon Adds Two New Fairs; Ernie Farrow Pacts Janesville Annual

The Schaffer family has been active in the Wisconsin area for many years. They have sponsored numerous fairs and have made significant contributions to the community. (Continued on page 74)

RAS Sets New 5-Pact At Tampa Fair

CHICAGO, Jan. 10.—(6C) — The Tampa Fair has been named as the largest and most successful fair in the state for the past several years. The fair was held in January and included many attractions that drew visitors from all over the state. (Continued on page 74)

Buck Unit Awarded Westchester Event

NEW YORK, Jan. 10.—(6C) — The Buck Unit has been awarded the Westchester County Fair for the 1953 season. The fair was held from August 25 to September 7, and included many attractions and events. (Continued on page 74)

Prell Set for Florida Bow

KUMBEL, Fla., Jan. 10.—(6C) — The Prell family has been invited to participate in the Florida Fair, which is scheduled to take place in April. The family has been active in the community and has made significant contributions to the area. (Continued on page 74)
The unique double hotel at Shreveport, La., the Washington-You'ree, has been divided into separate operations, with the west side retaining the former name and the east known as the Captain Shreve. Both are being renovated.

George Schmincke, chief electrician on Down River Shows, has purchased the former Hotel Mill, and is spending the winter renovating it. Schmincke and Harley Mason were recent visitors at the Tom River winter base in River Rouge, Mich., using the time to make preparations for their shows to open on New Year's Day.

Mr. and Mrs. Art Craner of San Francisco accompanied by their son and daughter-in-law, Mrs. and Mrs. Lloyd McConnochie of Portland, Oregon, have spent the winter in Los Angeles and vicinity. They returned to San Francisco to attend the opening sessions of the California State Legislature in Sacramento. Mr. and Mrs. Craner also attended the New Year's Day functions at the San Francisco theater. In many years Craner was a member of the California State Senate and continues to attend the sessions as a legislative representative. He has appeared on various committees on matters that pertain to the amusement business. This year the interests of groups seeking to legalize certain forms of gambling will occupy his attention. He will, he declared, devote special attention to the legality of bingo, raffles and merchandise cards.

A. Hymas, concessionaire, who operated a key store in New York during the past Christmas holidays, will have his agents peddling novelties, decorations and equipment in Washington on the 5th and 6th of the month. His agent, Frank L. Homan of Raleigh, N.C., will handle the equipment while his chief, Hymas also intends to attend the meeting of Virginia fairs at Richmond. A busy schedule of shows is planned to allow him to attend other Eastern fair cities as well.

Dolby McCormick, who was installed as president of the Ladies Auxiliary of National Shows' Association's Women's Auxiliary last night, (Feb. 5) was the person selecting the distribution, approximately a truckload of toys for local churches and hospitals. Anna Hylton, a past president of the organization, was unable to attend the installation because of the illness of her mother in Florida. Dolby's husband, Astor, was hand, however, acting as official representative for Mrs. Elizabeth Ringler, wife of the mayor of New York City.

Jack McCormick, operator of a novelty and magic store in Timonium, Md., joined his wife, Mrs. C. O. Friske, and opened the store in 1936. He has been with his son, George, Four Square and Union Shows for five years, however, those who did show up were big winners, Jack says.

Franklin B. York, manager of the All Fair Shows, has the party of R. J. Brewer and son, a hansom cabman, have been welcomed by him with his son, George, Four Square and Union Shows for five years, however, those who did show up were big winners, Jack says.

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KANSAS CITY, Mo., Jan. 10—Bobby Cay was installed as president of the Ladies Auxiliary of the Heart of America Showman's Association on Monday, and open house held here recently. H. W. Seivert was elected first vice-president; Leslie Campbell, second vice-president; Remi Cotten, secretary; and Walter How, treasurer.

WANT A CARNIVAL
For Our Collection, August 15
RALPH SANTELLI
221 French St., Hammond, N. J.

ROYAL CROWN SHOWS
WANT
For Florida Fairs Starting Jan. 19, Bowling Green, Florida

THE BILLBOARD
JANUARY 17, 1953

W. T. Collins Inks 23 Fairs For Two Units

MINNEAPOLIS, Jan. 10—William T. Collins, owner of the shows bearing his name, announced this week that he had wound up most of the bookings for his two units which will start operating next week. Collins is under the Collins' banner. The two organs which are in the booking stages at the present moment are the Northwestern Company, with shows to go to 20, and the Midwestern Association, on which several others to follow.

WANT TO BUY
Cash, standard material, must be in good working order, well kept and equipped with original rollers. Address:

REWARD
For information leading to the recovery of $2,000 lost in the Telephone Building, Chicago, Ill., at 9:30 a.m. December 24th.

LUCY
W.G. WADE SHOWS

New Contracting Rides • Shows • Concessions
For our 1953 Season

C. P. O. Box 1485
Detroit 31, Michigan

K. C. Ladies Install Slate

KANSAS CITY, Mo., Jan. 10—The Ladies Auxiliary of the Heart of America Showman's Association held its annual installation meeting and open house here recently. Mrs. Mary Seivert was elected first vice-president; Leslie Campbell, secretary; and Walter How, treasurer.

WANT TO BUY
Ridables, amusement equipment, presentational material, new or used. Address:

WANT TO BOOK
For information, write:

C. E. Smith, A. M. C. Carnivals, 915 Massachusetts Ave., Kansas City, Kans.

WANT CARNIVAL
For Port Huron, Mich.
C. H. WALTERS
F. S. K. M. Shows, 5138 Michigan Ave., Detroit 13, Michigan

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ROYAL CROWN SHOWS
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For Florida Fairs Starting Jan. 19, Bowling Green, Florida

THE BILLBOARD
JANUARY 17, 1953
Michigan Showmen's Association
3232 Cedar St., Detroit

DETROIT, Jan. 10.—The first meeting of 1953 was held Monday with President Ben Morrison present. There is described as one of the most vital and successful that this organization has ever had.

A report was read of the recent trip to New Orleans and a visit to the Louisiana State Fair. The report of the board of directors was read and approved. The meeting adjourned.

Missouri Show Women's Club of Kansas City

DALLAS, Jan. 10.—At the January meeting, Mrs. Marie Otolick was assisted by Mrs. J. C. Motes, Mrs. P. R. Lupton, and Mrs. W. C. Pease in receiving the members. A donation of money was given by the members of the club to the Red Cross and the Salvation Army. The meeting adjourned.

Greater Tampa Showman's Association

TAMPA, Jan. 10.—The daily meeting was held at the Tampa Bay Hotel. President Nat Rodgers, on behalf of the members of the association, presented a check for $75 to the president of the college. The check was received with thanks.

Club Activities

Tampa, Fla., Jan. 10.—The meeting was held at the Tampa Bay Hotel. President Nat Rodgers, on behalf of the members of the association, presented a check for $75 to the president of the college. The check was received with thanks.

New Orleans—Portland Showmen's Association

NEW ORLEANS, Jan. 10.—The meeting was held at the Hotel Saint Charles. The presentation of the annual meeting report was made. The report was read and approved. The meeting adjourned.

Missouri Show Women's Club of Kansas City

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attention—
shooting gallery operators!
if you need gallery
operators now!

Due to unexplained conditions and current weather, we cannot guarantee availability on draw gallery lines. this year! the gallery is the key to the game. Do as many successful operations... in the past 5 years... as many bad draws... as our gallery has not been able to test.

come for details in our
free catalog

parts and targets also available
write today

B. C. EVANS & CO.
1296 W. C. HARTLE BLVD.
CHICAGO 7, ILLINOIS

Ladies Installations
Continued from page 70
and Anna Halpin, marshall; Flori Cottle, Ruby Wilson and Queenie Van Liest the presentation of flowers. maid of honor was Elizabeth Kent. supervisor, pianist, and Joe Shreber, announcer.

Laughing Program
The program included the singing of the national anthem by Dorothy Particka, followed by invitation by Charles N. Wright, President, to the coming address by Ethel Shaprio, past mayor, and the use of the flag to adorn a parade, by Dorothy Particka, and a tribute to the NPMA parent organization.

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**DISPLAY-CLASSIFIED SECTION**

**A MARKET PLACE FOR BUYERS AND SELLERS**

DISPLAY-CLASSIFIED ADS...
Set in used want ad style, one paragraph per line. First line regular 5 pt. case. RATE: 15¢ a word. Minimum $5. CASH WITH COPY.

REGULAR CLASSIFIED ADS...

Containing large type and white space charged for up to 14 lines in the inch. No wholesalers can be used. RATE: $1 an inch. Minimum $5.

**FORMS CLOSE**

THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To make publication of your advertisement in the earliest possible time to have your ad reach the publication office, 1000, November 9th, earliest in the week.

**ACTS, SONGS & PARODIES**

**AGENT & DISTRIBUTORS**

**A DESIGNER PAYS IN CASH FOR IMPORTED RUGS**

**BIG PROFITS!**

**FROM THE COMPLETE CHEWING GUM LINE!**

**Attention, Promoters!**

**The New Retractable BALL PEN**

**OPERATORS!**

**Flaky—Reliable—Priced Right**

**PREMIUM MERCHANDISE**

No matter how far you are located from New York City, we are sure to send you the best premium items.

We specialize in acquiring Premium Merchandise that builds and maintains your firm's name, sells your machine, articles, etc.

Please send for our free catalog or write for details.

Phone: Oriental 3-0220

**CUTTER & COMPANY, INC.**

202 Broadway, New York N. Y.

**ADVERTISING RATES**

**55 cents a word. Minimum $5.**

**ATTENTION!**

**BIG PROFITS!**

**B ID PROFITS!**

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202 Broadway, New York N. Y.

**ADVERTISING RATES**

**55 cents a word. Minimum $5.**

**ATTENTION!**
HELP WANTED
DISPLAY-CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS ... Set in most want ad sizes, one paragraph, no display, first line regular 5 pt. caps. RATE: 15¢ a word—Minimum $5.

DISPLAY-CLASSIFIED ADS ... Containing larger type and white space is charged for by the rate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: 5¢ a line—Minimum $5.

Forms close Thursday for following week’s issue

AT LIBERTY—Advertisements

5¢ a Word

Minimum $1

Remittance in full must accompany all ads for publication in this column.

No charge accounts

Forms close Thursday for the Following Week’s Issue

AGENTS & MANAGERS

HOLLYWOOD PUBLICITY MAN WANTED—Semi-Supervisory—No financial experience necessary. Must have a good knowledge of the motion picture business and be able to handle a small executive office. Work in and around Los Angeles. BRAND NEW MANUFACTURING CO., 410 S. 5th St., Los Angeles, Calif.

CIRCUS & CARNIVAL

WANTS TO WORK IN LUXURY CIRCUS. Must be energetic, well up on modern methods. Write today. CIRCUS OWNERS, 2105 W. 7th St., Elyria, Ohio

WANTS MAN TO MANAGE CIRCUS, No experience necessary. Must have own equipment. Address D. M. GROSS, Elyria, Ohio

WANTS MAN TO MANAGE CIRCUS, Must have previous experience. Address W. M. SMITH, Arecibo, P. R.

WANTS MAN TO MANAGE CIRCUS. Must have experience. Address J. W. BURKE, 316 E. Main St., Arlington, Va.

PARKS & FAIRS

BALLOON ASCENDRESS, PARACHUTE JUMPERS, CIRCUS OWNERS WANTED. Write today. Address CIRCUS OWNERS, 2105 W. 7th St., Elyria, Ohio

VAUDEVILLE ARTISTS

NEW 50,000,000 DOLLAR ACT. False face, $150; body $100. Telephone WARD 5478, Chicago, Ill.

Wig. Ag Role

Continued from page 6

Jerry Dunn, of the State Department of Agriculture, outlined new regulations for candy and confectionery sales in the state. The regulations, he said, would help prevent unfair practices in the sale of candy and confectionery items. Dunn was the vice-president of the State Department of Agriculture.

Reviews '52

A review of the fair season was made by Charles B. Dreyfus, the director of the fair division. The review praised the fair season in Wisconsin and the fair's handling of livestock sanitization. The Department of Agriculture and the fair's handling of livestock sanitization policies were also praised.

In addition to the business operations, the fair season included many activities, including a parade, a carnival, and a variety show. The Wisconsin Breeder's Association also held its annual banquet Tuesday night. The banquet was held at the Madison Hotel. The refreshments were served at the banquet.

High point of the three-day cruise was the annual banquet of the Wisconsin Cattlemen's Association. The banquet was held at the Monona Motor Hotel. The refreshments were served at the banquet.
Greatest Novelty Sensation Since the BUSY BIDDY!

MOODY MUTT
THE DOG-GONEDEST DOG YOU EVER SAW . . .
ACTION SOUNDS!

Moody Mutt is cute! He walks on a string. He barks and growls, makes a jumping jack, and does a dozen other tricks. He's very real and very funny. He is the pet of a family in town and is at times displayed at the ladies' department store, where he is quite a draw. Moody Mutt's performance is a hit with the customers and is sure to please anyone who sees him.

HEATH DISTRIBUTING CO.
3353 VINEYAVE AVE. • Manufacturers & Distributors • MACON, GA.

DEMONSTRATORS
MEN-WOMEN
FOOT-RAID-RUG BRAIDERS
And Four More Hot Pitch Treats, Beautiful Wholesome, Inventive and Safe.

FRED (SIZZ) CUMMINGS
1333 BOADWAY (Phone: Eliza D.) STL. 8509 W. Mo.

GIVE TO DAMON RUNYON CANCER FUND

You Can't Beat BRODY for Merchandise . . .

Pipes for Pitchmen

PHIL CULLIVAN, who worked that item to the Christmas trade in the J. Newberry shoe line and department store, Cincinnati, to be described as a dazzling result, enrolled in the Queen City Saturday (12/27) that he is in charge of the second Christmas campaign. Mrs. Cullivan opened the winter work and finished it early. Phil says that a number of pitchmen have joined Alcoholics Anonymous in the last several years and that the AD has done a marvelous job for them. The boys in turn, says Cullivan, have accomplished an equally marvelous job of carrying out the AD programs.

SAM BLUESTEIN worked novelties at the Cotton Bowl game, Dallas, for American Enterprise to fair business.

GLENN REEVES tried his little action with the Mt. Holi graters during the holidays at his location in Dallas.

SAM WARD is reported to be getting plenty of good work done sharpens and glass cutters in a normal manner.

JMS WOLF and George Reis are reported to be working locations in California, Azria, to better than average results.

A NUMBER of ace pitchmen are reported to be covering the long green rear of Leonard's Department Store for the Christmas trade. They are: Harry Eisenberg with gadgets, Fred Trefny, Harry Farnell, and penny and heavy goods. They are busy.

Bill and Sylvia Farnett, round the corner, are busy.

J. B. (COWBOY) FLEISCHER, Theatrical Booking Agency, Dallas location, was in the hotel to pull the Rose Bowl game in Pasadena.

Strictly Boloney

By Tom Kennedy

Count Selden Stoff and Doc Lusk were in Ft. Worth, Tex., recently. They opened a new location in that city. They say that a number of pitchmen have joined Alcoholics Anonymous in the last several years and that the AD has done a marvelous job for them. The boys in turn, says Cullivan, have accomplished an equally magnificent job of carrying out the AD programs.

Jon R. Bellett, better known in Pitchmen as Old Mo., to the Kentucky, better known in the last few years. "Frank folded his trips and didn't want more than 20 years ago," Bellett writes, "and opened the Coin and Jewelry Store on the same street. The shop was part of a local gang. We'd handle our business in the stores and run the street. The shop was sort of a hangout for the kids and the trip and jeer while they were there. About five years ago I moved to a larger location at the corner of Fort Worth and Main. After about the same time he had learned business, I began running the store, buying merchandise and running the business over to the city in his limousine. We've been operating the store ever since.

His death came during the Saturday night of the Christmas trade with cyrcons for the first time. The store was closed at the time. The store was closed at the time. The store was closed at the time. The store was closed at the time. The store was closed at the time. The store was closed at the time.

This fair meeting in Columbus. A couple of years ago, they drank the light green. I'll be on my way to the meeting to check in with the boys and girls under the tent.

Dr. Harolds Woods and his wife stopped over in Ft. Worth to do some shopping, with Charlie H. Hudson while they were in the city to Florida for the winter.

Leo F. Helfer Jr., of Ft. Worth, Mich., who has a fairly successful sale, is not on the park play. He's been busy. He says that he's going to the carnival at the end of the year with a show of his own. It's a good idea.

There are now at least 10000000 items available for the trade by Thrift Novelty Co., a subsidiary of the Novelty Co. The items are designed for the tour of trade and are available in the place of auto decals. Mar-veline, the manufacturer of the decals, has been national for two years. The decals are still in use and are sure to please anyone who sees them.

N. C. Godby, chief of the Ft. Worth Police Department, has made a number of arrests in connection with the theft of the decals, and the law is beginning to crack down on the problem.

Our reports.

For meetings

Continued from page 10

Stern, Dwight Pepple, Sam Ward, Jake Pope and Mrs. Ina Reed, with the "Western Star" as its name, was one of the highlights of the annual meeting of the American Advertising Federation, held in New York City. The meeting was attended by a number of prominent figures in the advertising industry, including Chief's Model of the Year award.

Under the Marquee

The Detroit Palmier Show, which is now in its 25th year, is being nationally registered by Max Okon, a well-known Cleveland, Ohio, owner. The company, which was started in 1952, is active in several states, including California, where it is headquartered. The company is using a new European-style top.
COIN MACHINES

January 17, 1953

The Juke, Game Sales Soar

By TOM McDONOUGH

Chicago, Jan. 16—There has been an export rush for the first eight months of the year, with exports totaling 13,924 units. At a record of $3,192.42. There are no further exports, this was brought about by the increased use of foreign currencies. The total value of all exports is $93,250,112. A record for the last five months of last year, the increase was 11,070 units on 4,210. Exporters report that the foreign sales of $403,130,000 were sold for the first eight months of last year, 1,931,000. Game and vending equipment increased were even more pronounced. The 1951 game sales

BENEFITS, DRAWBACKS

Tax Attorney Gives
Export Men Pointers

By NORMAN SHEGN

Philadelphia, Jan. 16—American manufacturers and other exporters of coin-operated equipment can derive a considerable tax advantage by studying the tax schedules of the Internal Revenue Code if they specialize in transactions in United States possessions or foreign countries.

Exporters, who concentrate on coin machines in foreign countries, also should study Section 24617 which states that all U.S. possessions must be included when determining a tax.

Benefits gained from Section 24617 can range from $200 to $100,000, depending on the length of the export period. Without Section 24617, the tax due on the equipment sold for the first eight months of last year, 1,931,000. Game and vending equipment increased were even more pronounced. The 1951 game sales

Coin Export Field Reaches
New Volume, Dollar Peaks

By JOSEPH DIAMO

Export Department Manager, Bureau Sales, Los Angeles, Los Angeles, Calif.

Bureau Sales Company, Inc., has, as we believe, the largest continuous history of coin machine exports in the world, with a new product of the Pacific Coast. The company started exporting coin machines in 1948 and ever since then export has been an important part of the company's activities.

We, at Bureau Sales, feel that the foreign buyer should be treated with special consideration. A local buyer can return equipment if his dissatisfaction is not immediately replaced by defects. A foreign buyer cannot do this. A defective or damaged piece of equipment is a problem, if it is exported, the buyer has

KIDDIE RIDES COMING

Foreign Arcade Field Makes Steady Strides

Chicago, Jan. 16—The foreign market in the postwar era has made rapid strides in modernizing equipment where restrictions have not prevented the importation of new coin machines.

The market, however, is only a few have installed kiddie rides, probably because the average Japanese is not interested in the type of equipment.

In Japan, the emphasis has been placed on the home grown amusement ride piece of equipment, where the average Japanese that is called Pinball Machines.

Bally Appoints
Honolulu Firm

Horse Distribute

Honolulu, Jan. 16—The Honolulu Amusement Exchange was appointed Hawaiian distributor of coin-operated horse ride manufactured by Bally Manufacturing Company, Chicago, Illinois. The general manager of Ray Cheung, 2826 Pacific Ave., Honolulu, has been appointed Bally's general sales manager. Jack Nelson, Bally's general sales manager, has been promoted from Cheung indicated that Bally's Hawaiian branch will grow with a large following in Hawaii.

The Honolulu Amusement Exchange was the second distributor for Bally to be appointed in two weeks. Last week (January 10) another Bally distributor has been appointed, Ruse Co., Montreal, Canadian distributor.

EXPAND JUDD, Export Rep.
Of Gottlieb

Chicago, Jan. 16—Judd Distribution Company, the world's largest distributor of Gottlieb equipment and parts, has already made expansion strides since its organization last May. (The Billboard, October 4).

With headquarters at 1140 N. Kostner Avenue, Judd has set up a regional network of distributors in several of the country's most crowded amusement game centers.

Judd was founded two years ago to fill the need for a new company to handle all the many parts of the amusement game business. Since its organization last May, a complete stock of foreign coins on hand to be available to customers throughout the United States.

The solid line indicates official figures of U.S. Department of Commerce thru August, 1952. The broken line indicates unofficial figures from September thru December, 1952.
NAMA ANNOUNCES NEW 1953 CONVENTION DATES

CHICAGO, Jan. 19.—Thomas B. Hungerford, general chairman of the National Automatic Merchandising Association, has announced that the 1953 Convention will be held August 23-28 at the Conrad Hilton Hotel here, instead of August 20 as originally scheduled.

The spring meeting was moved up one week so as not to conflict with end-of-the-month activities in the industry, including preparation of operators' commissions and mission checks.

When complete September through December figures have been compiled, it is expected that the $15,764 figure for eight months, the year 1951, will have been replaced by a. sweeping increase to a new record. Based on present activity, it is anticipated that 1952 will reach $30,000 plus in vender exports. (See accompanying table.)

The marked increase in unit volume in 1952 over the previous year, amounting to 35,252 machines (the increase in itself more than double the entire unit volume) was largely brought about by the upsurge in Canadian demand. This was mainly the result of new, lower-cost bulk vending equipment, which explains the smaller increase in total dollar volume compared with the gigantic increase in unit volume.

Stress Experiment at Auto-Photo

LOS ANGELES, Jan. 16.—In its new camera for vending machines, Auto-Photo Company has placed an order for 10,000 cameras in Canada and Cuba. According to current demand, the company expects to have the 1952 export volume to be 20 per cent of its business in 1951. The company is 20 per cent of its business in 1951.

APCO Opens Chicago Office

NEW YORK, Jan. 19.—A Chicago branch of the American Photographic Company (formerly Automatic Products Company), has been announced by De Witt L. Sheehe, president, announced this week. The office will be located at 125 W. Jackson Bivd., Chicago.

Canadian Vender Imports Skyrocket

CHICAGO, Jan. 10.—Canada as a market for U.S. vending equipment continues to grow by leaps and bounds. Particularly, the month of July has been a noteworthy period, accounted for more than any other imports from abroad.

Vending Machines

JANUARY 17, 1953

THE BILLBOARD

81

BUBBLES BUILD SOLID $5

Toro gum op expands 20-vender route to $1,000

By May of 1953 Tovreen had 130 machines, and in June he bought another 50. Realizing he could not operate on as many routes as he wanted to, he closed his operation and went to work at his own factory, manufacturing and installing 100 ball gum machines in Boston to S. He also installed 80 machines in Oklahoma City, which were placed by one of Tovreen’s distributors.

IMPORTERS STEP UP DEMAND

CHICAGO, Jan. 19.—A preliminary check on the report for September vender exports shows a total of $10,000 worth of equipment, which is the highest amount in this category for a single month. The following five other equipment, totaling $10,000 worth, entered the market.

To be noted is the $2,000 worth of venders during September compared with $1,000 in August. Bermuda Importers have ordered $450 for a vender during August, Panama, the Dominican Republic and Brazil have bought $500 worth of the new equipment in September.
ATLAS BANTAM

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### Solid Dollars • Continued from page 18

- or four bull gum machines, all owned by different operators, and paying the same percentage to the location owner, Tiverton declared.

An 8-pound machine grosses roughly $16 a month, with about $3 to $3.50 being paid to the location. The operator takes the loss in slugs and wet gum, two of the worst two-beans in the operation. Tiverton states his machines pay-on the average of one every ten days, albeit during the peak summer periods, the route men will have to visit much more often.

Tiverton Enterprises is one of the biggest operators in the industry, consuming up to one ton of gum a month. Whole 50-ounce boxes of machines from various sources, which it mainly imported from the U. S.

**Gaps, Cost**

When he first went into the business, Tiverton said bulk machines cost $45 each. However, most machines are now selling, delivered in Canada, for $50 a unit. Duty on the machines is 55 cents per machine and a 10 per cent duty on the cost of the machines, plus a 15 per cent excise tax on top of that, and there is a standard 10 per cent sales tax. Charming have a duty of 10 per cent, plus the 15 per cent sales tax.

Tiverton Enterprises also distributes machines in Canada for the Atlas Manufacturing and Sales Corporation, Cleveland, as well as the Vending Company, Chicago, champs for Penny King Company, Indianapolis, and gum for Leaf Brands, Chicago.

### Texas Cig Sales Rise

**AUSTIN, Tex., June 16—State Premiums**

James reported cigarette tax stamp sales for May jumped 10.06 per cent over 1963, an increase of $314,049 over the same month a year ago.

The cigarette levy of 4 cents per package showed that taxes were paid by Texans in December on 1,290,782,073 cigarettes.

### William Foley PM V-P, Dies

**NEW YORK, Jan. 26—William C. Foley, vice-president in charge of warehousing distribution and purchasing for Phillip Morris & Company, Inc., died of a heart attack at his office at 100 Park Avenue here Wednesday (1). He was 60 years old.**

Foley joined PM in 1919 as a small salesman and introduced English Ouds to New York. He later distributed the brand in the Midwest. He later served as general representative, developing a national account and operations were reorganized, was promoted to vice-president in 1931, and founded PM’s national advertising in 1930. He was appointed to his post last.

#### Monthly Sales of Advertised Used Machine Prices

<table>
<thead>
<tr>
<th>Machine Type</th>
<th>Year</th>
<th>Price</th>
<th>Price</th>
<th>Price</th>
</tr>
</thead>
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<tr>
<td>Victor Model 1</td>
<td>1962</td>
<td>$35.00</td>
<td>$34.50</td>
<td>$34.00</td>
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<tr>
<td>Victor Model 2</td>
<td>1963</td>
<td>$36.00</td>
<td>$35.50</td>
<td>$35.00</td>
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<tr>
<td>Victor Model 3</td>
<td>1964</td>
<td>$37.00</td>
<td>$36.50</td>
<td>$36.00</td>
</tr>
</tbody>
</table>

### New CHAMPION BULK VENDOR

- VENDS CHARMS AND MERCHANDISE LIKE MAGIC!
- MOST PRACTICAL, BEAUTIFUL, AND EASY VENDOR FOR ANY MERCHANT!
- LARGER OPENING IN GLOBE PACKING CHARMS FAR LESS HARMFUL TO THE EYES!
- SIMPLE, FOOL-PROOF COIN MECHANISM AUTOMATICALLY DETERMINES THE EXACT VALUE OF THE COINS!
- CLOSER ASSEMBLY BREAKS DOWN ALL PROPERTIES AND MAKE UP TO DATE SERVICING!

**DISTRIBUTORS AVAILABLE**

**CHAMPION VENDORS SUPPLY CO.**

**NORTHWESTERN SALES AND SERVICE COMPANY**

**M. O. F. WHEEL**

**$25 DOWN**

**Balance $10 Monthly All Weather Scale COMPLETE CABINET AND BASE, CAST IRON BASE, CONTAINS ENAMELED, FOR OUTDOOR LOCATION WRITE FOR PRICES

**SATISFACTION GUARANTEED**

*Invested and Made Only by WATLING Manufacturing Company*
Eppy Loving Cup Ready for Market

NEW YORK, Jan. 19. — The latest in the line of charms pro-
duced by Samuel Eppy & Com-
pany, Inc., Jamaica, N.Y., man-
ufacturer, a plastic loving cup, is
available for shipment.

The new charm sells for 54 a
thousand in plastic colors, 98 a
thousand copper-plated, 90.25 a
thousand silver-plated and $1.30 a
thousand gold-plated.

PAYS 50% TO 200% STEADY PROFITS

Outdraws, Outvans and Outperforms All Others! Be penny-wise...and profit!

American Scales pull better in stores, amusement
places, entrances, corners, etc. You’ll realize an
immediate and never-failing income! Most stores
has 25 slots, one for each month of the year.

Guaranteed 5 years, built to last 20. Porcelain
and baked enamel finish in red, cream and black.

less than 25 cases $57.00
25 cases or more $53.00
Half-Column Size

Introductory Offer
On The New American Scales
and add to each...in

CHICAGO TO...TULSA...OKLAHOMA CITY...TUCSON...TAMPA...TALLAHASSEE...

$63.25 $62.00 $66.00 $74.00 $69.50

Write for Our Complete Charm and Merchandizing List
Pioneer Vending Service
6515 Broadway St., N.Y.

CANDY VENDORS

CANDY VENDORS

Silver Vending Machines

Regular Model W-9 cil. 308 cap. 85.00
High Impulse Model 8 - 9 cil. 240 cap. 85.00
Silver Vending Machines

CANDY VENDORS

SILVER VENDING MACHINES

American Model 500, 7 cil. 250 cap. or 9 cil. 350 cap. 195.00
National Model 910-9 cil., 270 cap. 95.00
Outenter Model W-9 cil. 308 cap. 85.00
High Impulse Model 8 - 9 cil. 240 cap. 85.00

CANDY VENDORS

Perfectly Reconditioned Silver King Vendors

VICTOR'S TOPPER DOLCEA Half-Cabinet Style

VICTOR'S TOPPER DOLCEA Globa Style

VICTOR'S Baby Grand Deluxe

VICTOR'S Baby Grand Deluxe Globa Style

The word to the "wise" is...

GUGGENHEIM

for CHARMS

HAND FOR PRICE LIST

G источникун FUND

G источникун CHARMS

VEEDCO SALES COMPANY

5134 Market Street
Philadelphia 3, Pa.
Venezuela Top Foreign Buyer
Canada, Mexico, Cuba and Belgium

CHICAGO, Jan. 10—Altho export figures have been compiled for only the first eight months of 1952, it is evident that five countries will account for about 75 per cent of the total jukes exported by American companies.

Venezuela again leads the list of importers, making it the fourth straight year this country has topped the dollar value list in jukes shipped. Following Venezuela, are Canada, Mexico, Cuba and Belgium. Of the $3,121,082 in jukes shipped during the first eight months, 55 per cent of the figure or $1,710,695, came elsewhere on the continent.

One reason for Venezuela's showing, according to experts, is the country's relatively free and open market backed by oil stabilization policy. Once since the end of World War II has Venezuela been out of the top five.

Canada, which led the list in the postwar years of 1946-47, dropped out of the top slot when an embargo was placed on jukes to save dollars. However, when the embargo was lifted in late 1949, Canada rose to third place and for the last three years has maintained a running second.

Cuba has been listed among the top five since 1948. It has risen from fourth to third, then to second, and then dropped back to fourth. Cuba's position is due to its sugar-backed economy.

The 1952 top five was rounded out by Mexico and Belgium, which increased sales following the manufacture of American and Latin music. The local trade in Europe is helped by the music business 'in that country to a point where juke box programming must include U. S. songs and Cuban favorites.

Belgium has been on and off the list in the last six months and probably due to the tight controls maintained by the government. No fully assembled juke boxes are allowed to enter the country. All work that can be done by domestic labor, such as cabinet making and assembling, must be done in that country.

Belgium has been a consistent large-volume buyer of juke boxes. This was the sole free market of Europe after the war and indications are that Belgium will remain the largest European market for the next five years. It is to be noted that the BEGA company is just a few years away, now are getting fairly

Ad Contest
Winner Gets
AMG D-80

GR-ND RAPIDS, Mich., Jan. 10—Mrs. Margie Rodgers, of Fremont, Mich., has won in the AMG Write-an-Ad Contest. Winning entry, submitted by AMG, adhered to advertising and sales promotion marketing of AMG, 50 points were announced.

Finoled left for Fresno where he will present winner with an AMG model D-80 in color in winning out over 400 other contestants. The contest was hailed as a great success.

The winning ad along with other entries in the contest will be used by AMG in its 1953 advertising and sales promotion which will be labeled with the names of the contestants and the place they won.

Archived in the West, Finoled will also visit distributors.

VERSAL TOP
FOREIGN BUYER

ROBERT B. GOLLHEIMER, Decca Distributing Company, hole-in-hole trophy awarded by Apex Cigarette Service, Inc., to "The Outstanding Record Salesman of the Year."
Exports May Top $4 Million

N. Y. Seeburg Distrb Boosts Export Volume

NEW YORK, Jan. 10.—About 60 percent of all used and re-conditioned juke boxes sold by Atlantic New York, local Seeburg distributor, are on the export market, with Europe providing the bulk of the orders, according to Murray Kaye, Atlantic Seeburg manager. Kaye said that South American trade has been steady for some time, but South American sales have picked up somewhat at least.

Kaye said that most of the export business is being done on what amounts to a cash basis with the foreign purchasers de- positing irrevocable letters of credit in New York.

The New York firm is not allowed to sell 6% of the used boxes with the virgin literature added to the list of countries importing the juke machines during 1953.

At present, Venezuela, Belgium and Switzerland are among the top buyers, Reich stated. "We have eased our production by an increase in both domestic and foreign consumption, and are ex- pecting 1953 to be even better than last year."

"The foreign market still tends to demand top quality ton elec- tronics, and production of volume. This demand is steady at 78-78 rpm boxe; with most of the countries of South America demanding new machines rather than used."

The Evans company has many servicemen from foreign coun- ries attend its service school here for service training. Reich added. "Most of the larg- est dealers in our foreign outlet are well equipped to service their machines and the service- men are very capable."

Bill Weikeil with Mallegg Exports

CHICAGO, Jan. 10.—O. O. Mallegg, exporter of coin machine, announced today the ap- pointment of Bill Weikel as his sales manager. Formerly with the export division of International Harvester Company and was also Mallegg in the Chic- ago office.

Weikel will take over the operation while Mallegg is travel- ing. Weikel is leaving late this month for an extended two month trip thru Venezuela, Co- livania, Panama, Peru, Roundo, Costa Rica, Nicaragua, San Sal- vador, Honduras, Guatemala, and Mexico.

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Slade Appointed

N. Y. and graduated from Col- gate University and Harvard School of Business. From 1942 to 1944 he served as assistant chief of the tire and manifold branch of the OPA. In the following two years, he was engaged in Marketing Research for the B. F. Goodrich Company in Akron and in 1949, Slade transferred to Hilton-Hilico, Inc., of Buffalo, where he served as advertising manager. In 1947 he was ap- pointed assistant to the vice- president of sales, and in 1948, he was named executive vice-president.
The AMI is more than a national sensation in the United States of America. Pageantry of color and sparkling performance that characterize AMI are piling up profits for operators and locations in more than twenty foreign countries. Its enthusiastic reception is as universal as music itself.

To AMI is given, even abroad, enthusiastic applause. The apparatus are causing the greatest sensation in the United States. The apparatus are causing the greatest sensation in the United States. The apparatus are causing the greatest sensation in the United States.

AMI finds itself in the most important countries of the world. AMI is beloved throughout the world. It is beloved throughout the world. It is beloved throughout the world.

AMI is more than a national sensation in the United States of America. Its_pageantry_of_color_and_sparkling_performance_characterize_AMI_are_piling_up_profits_for_operators_and_locations_in_more_than_twenty_foreign_countries. Its_enti_susiastic_reception_is_as_universal_as_music_itself. Its_enti_susiastic_reception_is_as_universal_as_music_itself. Its_enti_susiastic_reception_is_as_universal_as_music_itself.

AMI is a sensation in all countries. AMI is a sensation in all countries. AMI is a sensation in all countries.

AMI has been a sensation in the United States of America. AMI is an enthusiastic sensation. AMI is an enthusiastic sensation. AMI is an enthusiastic sensation.

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Coinmen You Know

Chicago

Paul Brown, Western Auditors, Inc., held a New Year’s eve party at the company plant in that way, as the service calls were received, a man was just out right on the job.

Bill Fitzgerald, AMI, Int., ad-
drew the Chicago Programming, writing Club Friday (3) using as his topic, the “Winter in the Wind” contest held by AMI.

Over at First Distributors, new and used agents sales are up to the 2600 levels, almost 1000 in both the Berlin and domestic fields. Wally Fritz, F. D. Johns report, has been working overtime keeps up with orders. Mal Finke, head of the reproduction division, reports several new gift lines.

Coin Chicago has received steady, repeat business on its special Bowler and also expands new games—“Red, White & Blue.” It looks like the law is going to hold on the sale of any games.

World Wide Distributors thru Fred Shear’s state branch, the Rock-Ola Fireball line has increased its actual deliveries now have to be rushed to the various points. Fred Shear has been effective in the market as well as the States. The new Wallamines are reported steady in demand.

Miami

Cullen Cohen retired from the business at Bay Harbor Island.

Cohen is used for many years in Minneapolis, and before he moved to the headquarters in Washington, D.C., used to be general manager and shuffle route from George Katz, A. G. & G. Amusement, Dave Ebel, Dave Vending Company, and many others moved to Paul’s Service.

Judy Abrams, Brooklyn, was on to Raoul and Dave Shapiro the other day and came away with two coin cases, including some out of town orders. The coin cases are made by Harry Steinberg’s sons. Rein-

The Chicago Billboard

tin, Illinois.

George Caravantes, on the west Coast, is playing host to his sister and her law, Mr. and Mrs. Gerry Carrari, and their six children. The last few months were spent in Los Angeles.

Doris Green is the new record department manager at South-

The Billboard

ern Records; Allen G. Theuer, is associated with Holiday Distribution Company, distribu-

(Continued on page 59)

ting M.G.M. records in Florida, will go to the air soon. He is engaged to Miss Durante. (Los Angeles.) The store is becoming increas-

ing activity along with Jack (J.B.) Meyers. Beach Amusement Company, became the papa of a son, and Krasno Ursula Ramko.

Bill Scott, birthday at Beach Distribution Company, welcomed a daughter, to the last baby born in Miami in 1932, survived only 20 minutes before the old man bowed out.

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Miami

Vernon” is being handled by D. J. Thorne. Other companies are also carrying it.

Miami

The career of one of the major recording companies of the South is over. This is the case of the new firm of Anne Vending Company, under the management of Harry Steinberg.

Minnie Pearl is leaving for Florida, where she will be of about four months, making her headquarters at Beach Distribution Company.

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Tempt More Musical Tastes with
104 SELECTION WURLITZERS

(45 AND 78 RPM RECORDS INTERMIXED)

A Wurlitzer Fifteen Hundred in any location gets top play—with its 104 selections on 45 and 78 RPM records intermixed—it puts on a show with so much “cash-box-office” appeal you’ll know in a week that you have hit on a winner.

Buy it for your Top Spots Now.
See your Wurlitzer Distributor Today.

Make More Money with

Wurlitzer
Fifteen Hundreds

The Rudolph Wurlitzer Company • North Tonawanda, New York
Cointin You Know

Milwaukee.
Frank Rosche, formerly known as the state's leading pinball builder, is still making plans to return to the Chicago World Fair. Rosche has been operating the pinball game for years. During the game's shortage of World War II, he was the only one who succeeded in making highly successful pinball games.

Four Teams Battle
For Top Honors
In Phone Bowl

CHICAGO, Jan. 10—The Inter-
club Phone Bowl League has narrowed top-
position among the ten clubs with two
honors. The ditty prize set by the phone
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for second place. The teams of the game
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two classes. The Melody Music, Ask for
top for the north, and the Galilte Distributing
Music are tied for second place.

Team Standings follow:

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Coral Records: 33
	1st
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Atlas Music: 11
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High Three (team): 11
	12th

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How Was Your Timing on

"MUST I CRY AGAIN"?
Now on Billboard's "Most Played in Juke Boxes" List

Start today in time your record buying is cash in cash on the branded sales promotion and stamped order redeeming. Billboards' jet-setting service, BBS is the only one. Arrow is the BBS buck built with the days and date with publication of BBS best in Billboard.

Terra Sten, 2 E. 17th St., New York 17
I'm interested in taking my record buying with Billboards' BBS. Please send—without charge or obligation—a sample of your title lists which are sold and dated with their publication date.

[Address]

Music Machines

Chicago's leading pinball game is now in full swing. Rosche, the state's leading pinball builder, is still making plans to return to the Chicago World Fair. Rosche has been operating the pinball game for years. During the game's shortage of World War II, he was the only one who succeeded in making highly successful pinball games.

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[Address]
The only phonograph in the world with...

The only phonograph with the Carrousel Line-O-Selector

Push One Button under Number Selected...
(that's right... just one)
and Out Comes
Your Tune

*Available in two models, for either
78 RPM or 45 RPM Records.

DOMINICAN REPUBLIC
ING. JOHACO AGRADOVICH
P. O. Box 667, Ca. Republica, Caracas

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A. SANDOVAL DE MENCH
Rr Avenue So. No. 109
Guatemala City, Guatemala

HONDURAS
JUAN RAVAS & COMPANY
Apartado Post No. 99
La Ceiba, Honduras

MEXICO
INDUSTRIAS NACIONALES
DE SONORA, S. A.
Colonia México
Rockefeller 4665, (Buenos Aires 72), Mexico

NICARAGUA
MICHEL A. HERNANDES
Apartado 233
Managua, Nicaragua, C. A.

PUERTO RICO
J. EDUARDO HERNANDEZ
Ponce del 1663
San Juan, Puerto Rico

SAN SALVADOR
ALMACEN ANGELIC
24, Barrio La Aurora
San Salvador, El Salvador

SWITZERLAND
R. VOLPE
13, Avenue De Courteville
Lausanne, Switzerland

VENEZUELA
BRACHO & RICHEDEME
Apartado No. 523
Maracaibo, Venezuela

The World's Leading
Representatives Sell
the FireBall 120
Phonograph

AFRICA
NORCA MACHINERY CORP.
330 2nd Avenue, New York 10-03
New York 1, N. Y.

ARUBA
R. S. & I. INC.
KNECHTERROCK INDUSTRIES
393 Broadway, New York, New York

BELGIUM
BRABO
Mortensa 110, Brussels, Belgium
LE NATIONAL
60 Avenue De Jarme, Brussels, Belgium

CANADA
CLIFF WAITE AMUSEMENT CO.
300 Bay Street, Orléans, Ottawa, Ontario, Canada

LAMBL AMUSEMENT INC.
1022 Queen Rs North Ogilvie, West
Montreal 2, Quebec, Canada

SUN SPECIALTY
45-47 36th Street
Edmonton, Alberta, Canada

COSTA RICA
VENDENCO MIRANDA
Apartado 1693, San Jose, Costa Rica

ROCK-OLA MANUFACTURING CORPORATION
35 NORTH KEDZIE AVENUE • CHICAGO 51, ILLINOIS

Your Name
Your Company Name
Your Address
I am interested in becoming a Rock-Ola International
Representative in the following territory,

A Few Choice Territories are Still Available
Inquire About them today!

Copyrighted material
Manufacturers' Directory

Here, classified according to the type of equipment, is an up-to-date list of manufacturers of major coin machine equipment. Every attempt has been made to provide accurate and complete data.

**AMUSEMENT GAMES**

**BASEBALL PITCHERS**
- 2414 N. Wood Ave., Chicago, Ill.
- 141st Ave., Chicago, Ill.
- 1060 S. Indiana Ave., Chicago, Ill.
- 3753 N. Lake St., Chicago, Ill.
- 2016 S. Michigan Ave., Chicago, Ill.
- 5247 S. Halsted St., Chicago, Ill.
- 517 S. Halsted St., Chicago, Ill.
- 2123 W. Jackson Blvd., Chicago, Ill.
- 1416 S. Michigan Ave., Chicago, Ill.
- 1205 N. Dearborn St., Chicago, Ill.
- 1042 S. Dearborn St., Chicago, Ill.
- 725 N. Michigan Ave., Chicago, Ill.
- 450 N. Michigan Ave., Chicago, Ill.
- 338 S. Michigan Ave., Chicago, Ill.
- 1155 W. Madison St., Chicago, Ill.
- 1624 W. Madison St., Chicago, Ill.
- 1601 W. Madison St., Chicago, Ill.
- 1415 W. Madison St., Chicago, Ill.
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- 1301 W. Madison St., Chicago, Ill.
- 1201 W. Madison St., Chicago, Ill.
- 1101 W. Madison St., Chicago, Ill.
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- 901 W. Madison St., Chicago, Ill.
- 801 W. Madison St., Chicago, Ill.
- 701 W. Madison St., Chicago, Ill.
- 601 W. Madison St., Chicago, Ill.
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- 301 W. Madison St., Chicago, Ill.
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Badger Exec Tells Export Story

As Badger, Inc., a leading manufacturer of coin-operated machines, continues to expand its global presence, the company's executive recently highlighted the importance of export orders in driving the business forward. The executive, speaking at a recent conference, noted that the company's dedication to innovation and quality has enabled it to break into new markets and establish a strong presence in key international destinations.

Countries such as Sweden, Denmark, and the United Kingdom are among the top recipients of Badger's products, with the company supplying everything from vending machines to arcades and amusement equipment. The executive emphasized the company's commitment to developing products that meet the unique needs of each market, ensuring a seamless and enjoyable experience for users worldwide.

In addition to expanding into existing markets, Badger is also looking to new regions, where the potential for growth is significant. The executive outlined strategies for entering these markets, including collaboration with local partners and tailoring products to suit regional tastes and preferences.

Looking ahead, the executive expressed confidence in the company's ability to continue its export growth, driven by a robust product line and a commitment to excellence. Badger, Inc., remains dedicated to providing top-quality products that cater to the diverse needs of customers around the world.

The Billboard

Index of Advertised Used Machine Prices

In this edition of The Billboard, we present a comprehensive index of prices for used coin-operated machines, sourced from reliable sellers. The listing includes a variety of machines, including vending machines, arcade games, and other coin-operated devices. Each entry provides the current price, along with the seller's location and contact information. Whether you're a buyer seeking a cost-effective option or a seller looking to dispose of surplus inventory, this resource is invaluable.

The prices listed are subject to change and are intended for reference only. For the most accurate information, please contact the sellers directly. As always, The Billboard provides a platform to connect buyers and sellers, facilitating fair transactions in the coin-operated industry.

Points for Exporters

1. Export orders are critical for expanding businesses into new markets. They enable companies to gain a foothold in foreign markets, increase brand awareness, and open up new revenue streams.
2. Exporting can also act as a catalyst for innovation, as companies must adapt their products to meet the specific needs of foreign consumers.
3. Successful exporters often establish strong relationships with international buyers, which can lead to long-term partnerships and repeat business.

In this segment of the magazine, we provide valuable insights and strategies for companies looking to expand their export operations. Whether you're a seasoned exporter or just starting out, there is something for everyone in this comprehensive guide to successful exporting.

Foreign Arcades Make Strides

As the arcade industry continues to evolve, new trends and technologies are reshaping the landscape. The transition from traditional arcades to more interactive and experience-driven venues has led to a surge in arcade innovation. Key developments include:

1. Enhanced Interactivity: Modern arcades are incorporating advanced technology to create immersive experiences. This includes the use of virtual reality, augmented reality, and motion capture to provide lifelike simulations and interactive gameplay.
2. Customization: Customers now have the option to choose from a wide range of themes and games, allowing them to personalize their arcade experience.
3. Social Gaming: The rise of multiplayer games has encouraged social interaction, making arcades places where friends and family can bond over shared experiences.

These developments are driving the evolution of the arcade industry, blurring the lines between gaming and entertainment. As arcade operators embrace innovation, they are not only attracting younger audiences but also re-engaging older ones with fresh, engaging content.

Chicago Coin

In this section, we delve into the world of Chicago Coin, a leading manufacturer of slot machines and gaming equipment. The company has a long-standing reputation for producing high-quality, reliable equipment that meets the needs of operators worldwide. We discuss recent product offerings, market trends, and the company's strategy for staying at the forefront of the gaming industry.

As Chicago Coin continues to innovate, it is poised to remain a dominant force in the gaming market. With a focus on quality and customer satisfaction, the company is well-positioned to meet the evolving demands of the industry and continue to provide operators with the tools they need to succeed.

The Billboard

January 17, 1953

CORA CARTRIDGES

Electronic Industries

Header Image
THE BILLBOARD
Index of Advertised Used Machine Prices

**Amusement Games**

Equipment and prices listed below are taken from advertisements in The Billboard Issues at indicated dates and times and are not listed. Wherever these are identical in equipment of the same price, frequency with which the price is received in this column, or in the case of last date, only the single machine price is listed. Any price obviously depends on condition of equipment, age, time on hand, territory, and other related factors.

<table>
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<th>Issue Date</th>
<th>Price</th>
<th>Description</th>
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| Jan 18 | $115.00 | Coin Machines |}

**Heroclocks**

Coin machine operators favor Hercoclocks because of these outstanding features:

**CONSTRUCTION** – In addition to rugged manufacturers and positive locking action, only the Hercules has the Gear-Tooth keyway, a design that is virtually pick-proof and unlike any keyway now in use. Only the Hercules keyway will fit.

**EXTRA PROTECTION** – Your key code is registered in our files under your name... reserved for your use. No chance of duplication or conflict in your territory.

Check into HEROCLOCKS now—be dependable security!

*MC* U.S. Power Office

INDEPENDENT LOCK COMPANY • Fitchburg, Massachusetts
COIN SITUATION

Like Voltage Problem Eases on Slow Basis

CHICAGO, Jan. 10—Bowing to pressure from the public and consumers, coin operators are making plans to improve their machines. The slow improvement in the number of machines with voltage problems is continuing, but operators are still facing challenges.

The voltage situation has improved, especially since World War II, but there are still problems in several countries that have resulted in the use of voltage in many large and small cities. However, most expert specialists stress that the voltage in the United States is much smaller than in the U.S. because of its light weight. It frequently will slip through a coin chute, making the mechanism useless. It also has a tendency to cause problems with the coin chute.

Voltage

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New Horse Ride Is Set By Capitol

NEW YORK, Jan. 16—Lightning, a miniature coin-operated mechanical horse, is being manufactured by Capitol Projectors, Inc. The company announced that production on the new two-way ride will begin immediately with an output weekly of 25. The machine is expected to be widely accepted and will be distributed through regular distributors.

In recent years there has been a trend on the part of operators to make their own coin and voltage adjustments. This trend has been successful and the company has been able to use its own machines.

The new machine has been developed for use in the various countries that have decided to use voltage. The machine is expected to be widely accepted and will be distributed through regular distributors.

Mass. City Stops Op Pin Licenses

SALEM, Mass., Jan. 15—Pinball machines in 60 locations in the city were banned by Mayor Francis X. Coughlin, who cited the city's licensing regulations as the reason for the ban. The machines had been operating without a license, and the mayor said that the city's laws required them to be licensed.

The city's licensing regulations require that all operators have a license before operating a machine. The mayor said that the city's laws required them to be licensed.

The city's licensing regulations require that all operators have a license before operating a machine. The mayor said that the city's laws required them to be licensed.
**SPECIAL**

**COVEN CART-SLED**

For All Phonographs and Games

$38.50

For Shipping and Handling:

**PHONOGRAHS**

$125.00

$255.00

$450.00

$1,000.00

$1,150.00

$2,450.00

$2,950.00

$11,000.00

**COVEN**

**distributing company**

Inch 10-60

105th Ave.

Chicago 19, Ill.

**WILLIAMS DISK JOCKEY**

A fascinating game in the tradition of "Hootee Hole." Flowers... 27 sets to maves X 10.

$15.00

**SHUFFLE GAMES**

SHUFFLE SWEEPER BASKET...HULA-LA-LA BASKET... DANCE THAT BASKET... TROPHY BASKET... LOVELY Hula-Hoop... Yocupie Hoop... TROPHY BALL... CELEBRITY HOOP... FRISBEE BASKET... 1500.00

**WILMERTON MODEL 1256...A-I. M. L. MODELS ABC**

Write for further information.

**ICES EKIES**

Ice cream vendors are exported to European, South American, and Japanese countries.

**INTERNATIONAL MARKET!**

Children of all nations will enjoy the unique product of Williams...it's one of the best export goods of the year! A money-maker for less than other leading brands does, but says it, and it's fully guaranteed. Export goods plan available to all business men who handle. WRITE FOR FULL DETAILS.

**ATLAS MUSIC CO.**

2202 N. WESTERN AVE, CHICAGO 47, ILL., U.S.A. CARLE ATHDOL, CHICAGO

**COBRA 1422...$145.00**

**SEEBURG 14...$145.00**

**RICHARD COOCH**

**Write for New Illustrated Postcard Phonograph Catalogue**

Mr. Operator of METAL TYPER MACHINES

SPEED UP YOUR LOADING OPERATIONS

Buy Your ALUMINUM DISCS in Rolls of 100

**NEW-STYLE REPRODUCTOR**

Write for full details.

**SHUFFLE ASN. HEAD EYES ’53**

**DETROIT, MICH.**

Our Confidence that 1953 will be busier year...last year's record for the 24-year-old company was $500,000. Export Division: 243-3333. Export Division: 243-3333. Export Division: 243-3333. Export Division: 243-3333.
Calendar for Coinmen
January 18—National Coin Machine Distributors' Association, winter meeting, Sixley Motel, Miami, Fla.

January 19—Chicago Coin Machine Operators' Guild of Michigan, organizational meeting, Sheraton-Cadillac, Detroit.

January 19—Western Vending Machine Operators' Association, Unique Cafe, Los Angeles.

January 21—Photographic Operators' Association, monthly meeting, Place to be announced.

PROGRESS, PLANS, RULES

Canadian Vender Assn. Ready to Roll in '53

Wittenborg Sets Units for Union News Operation

Distributor Cites Operation, History Of Danish Machine

Phonographs listed below are complete and in good working order at these prices. They may also be purchased reconditioned and restyled for $35 additional per machine.

ATENTION, FOREIGN BUYERS!

FOR

U.S.

PRODUCTS

CONTACT

JUDD DISTRIBUTING COMPANY

EXCLUSIVE	

WORLD-WIDE

SALES AGENCY

ATTENTION, FOREIGN BUYERS!

FOR

U.S.

PRODUCTS

CONTACT

JUDD DISTRIBUTING COMPANY

EXCLUSIVE	

WORLD-WIDE

SALES AGENCY

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SALES AGENCY

ATTENTION, FOREIGN BUYERS!

FOR

U.S.

PRODUCTS

CONTACT

JUDD DISTRIBUTING COMPANY

EXCLUSIVE	

WORLD-WIDE

SALES AGENCY
Shaffer Specials
in better quality buys

SEEBURG AMI
M-100-A (78) WRITE
148-M (Blonde) $359.50
148 $199.50
1946 Widow $89.50

EXPORT SPECIAL
WURLITZER
Wurlitzer 800 $39.50
1010 $275.00
Wurlitzer 700 $39.50
Wurlitzer 750 $49.50
Bed-Off 39.40 $39.50

SEEBURG SHOOT THE BEAR $319.50
WURLITZER 219 STEPPERS $21.50

Write for Illustrated Catalog of Late Model Phonographs

Shaffer Music Co.

A NEW BIGGER PROFIT HORSE
Built to "STAND UP" with rugged dependability. Priced . . . to MAKE MORE MONEY. Mechanism engineered to accommodate other bodies (wax, buner, etc.)

LIST PRICE $325.00
10% Rebate. Rates C.O.D.

CALL ME—LEO WILLENS AT OUR EXPENSE!
CAPITOL PROJECTOR CORP.
539 West 52nd Street
New York, N. Y.

SPECIALISTS IN PARTS AND SUPPLIES FOR COIN MACHINES!
ATTENTION: FOREIGN BUYERS
We are the OLDEST and LARGEST company in the U. S. A. SPECIALIZING exclusively in parts and supplies for the

PACKAGING TELL'S
Experts Tell Requirements For Overseas

CHICAGO, Jan. 19—While many newsmen have mastered some of the high points of ex-
porting in a relatively short time, one of the complications of the trade—even for veterans—is the packaging for the long haul. A high percentage of the exporters use packaging that is not suitable.

The importance of packaging can be readily figured. If the game, machine, coin or counter does not arrive in good shape the transaction will have to be readjusted, possibly costly and even have a bearing on future relations with foreign companies.

As might be expected there are several reliable packaging specialists in the export areas of New York, Detroit, Chicago, New Orleans, San Francisco, Seattle and Biloxi, Miss. A survey of these packaging companies in Chicago had long experience with vending machines, game and vending assignments, resulted in these tips on over water shipments.

1. All movable and breakable parts must be secured, so that rough handling in loading or unloading will not damage the coin machines. On short water voyages, the coin shipments should be put in a closed container with an air space which acts as a shock buffer. Both the crate and the equipment should be covered with 30-35 laminated paper, etc.

2. On long water deliveries such as New York to New Orleans or San Francisco, or long sea journeys, experts advise the use of a lined wooden box plus the impervious waterproof paper. Weight plays a key role in the expenses of any shipment but in this case the packing is not too important. We recommend spending a little more on proper packaging than run the risk of damaged coin machines and an unhappy customer.

RELAXER

Coin-Operated Massage Chair
By Niagara

ADAMSVILLE, Pa., Jan. 16—The Niagara Manufacturing & Distributing Corporation, here, manufacturer of massage equipment, is now making a coin-operated automatic unit. The machine consists of a leather-covered arm chair, with motors controlled through the leather, and a coin start. The machine was designed for use in Philadelphia recently installed eight of the new units. Niagara is now making at least five massage units for coin operation, ranging from $1.00 to $10.00.

GAME EXPORTS
HIT NEW HIGH

CHICAGO, Jan. 10—The figures for coin games exported this year show that the export trade will be available until April. This year, one thing about it is certain—a high price for the best machines. During the first six months of 1953 the value of coin machines shipped totaled $1,500,000. In the previous year the full calendar year was set at $1,250,000. The trade is shipping to foreign opera tors for distribution.

A new line is now being installed in the Chicago area and includes a variety of machines, ranging from $1.00 to $10.00, to include novelties of all types. The firm sells outside the line and keeps its own sales force.

ONE BALLS

Buckley CRISS-CROSS
Buckley CRUSH-CROSS
Buckley CRUSH-CROSS

FIVE BALLS

Buckley CRUSH-CROSS

SUGGESTED PRICE

Buckley CRUSH-CROSS

Buckley CRUSH-CROSS

MISCELLANEOUS

Buckley CRUSH-CROSS

PARKER DISTRIBUTING COMPANY

BELGIAN LUXEMBOURG

ONE BALLS

Buckley CRUSH-CROSS

Buckley CRUSH-CROSS

FIVE BALLS

Buckley CRUSH-CROSS

BELGIAN LUXEMBOURG

SUGGESTED PRICE

Buckley CRUSH-CROSS

Buckley CRUSH-CROSS

MISCELLANEOUS

Buckley CRUSH-CROSS
Cincinnati

Bill Davies, proprietor of the Hotel Libertan, Glisan. Ex-

stantial association members' meeting at 8 a.m., near these members as

John Fjelding, Paul Janssen, Joe Wieneke, Pete Paukert.

John Fjelding, Pete Paukert.

John Fjelding, Joe Wieneke, Paul Janssen, Joe Wieneke, Pete Paukert.

Lawrence A. Kanna, Jr., who has been serving with the Marines in Korea, has

Banded for the phone, spent his leave with his parents, Mr. and Mrs. A. Kanna

at the home of his friend in Chicago. His Marine Corps unit, the Ohio Speciality

Company has returned from overseas. The crew, which spent the battleship with

Bill Davies, were accompanied by their family.

Sam Gerson and his family have returned from a trip to Japan, where they visited

Gerson's mother, Harry Moser and Harry Rosenthal, who own and operate the B&L Vending

Company, have moved their offices from the Jefferson Avenue, Reading, O.

Baltimore, Md., who with his brother, Richard, owned and operated the Coin Amuse-

ment Company, has moved to Miami. He dispensed with the sale of equipment, and

Teddy Cohn, son of Nat Cohn, Challenge Music, who was in-

to the industry. He reports to Chicago, Ill., that his condition is reported improved.

Harry B. Collins, president of the Equipment Co., is out of town. His 8-year-old son

came to his house in Philadelphia. It has been placed on the 10th floor of the

ready for distribution. Burger says that the ride revolution has been

AISWYD prexy, is still in the hospital, but his condition is reported improved. 

Harry B. Collins, president of the Equipment Co., is out of town. His 8-year-old son

came to his house in Philadelphia. It has been placed on the 10th floor of the

CANCER STRIKE BACK

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In the JANUARY 31st Issue of The Billboard

A SPECIAL COIN OPERATED KIDDIE RIDE ISSUE*

Geared to sell all phases of the market including...

- Coin Machine Operators
- Kiddie Ride Operators
- Arcade Owners
- Outdoor Show Ride Operators
- Park Owners

PLUS BONUS CIRCULATION... A SPECIAL REPRINT OF THE COIN OPERATED KIDDIE RIDE SECTION DISTRIBUTED TO KEY EXECUTIVES IN PRIME LOCATIONS...

Including... Department Stores
Super Markets
Suburban Market Centers
Variety Stores
Drive-In Theaters
Filling Station Chains
Juvenile and Toy Stores
Key Resort Hotels

A Bonus Circulation that will do an outstanding public relations job at the location level for operators of Coin Operated Kiddie Rides.

THE BEST ADVERTISING BUY OF THE YEAR BACKED BY A POWERFUL PROMOTIONAL CAMPAIGN TO HELP GET YOUR 1953 SELLING DRIVE OFF TO A FAST START...

AD DEADLINE: JANUARY 22

For Complete Details... Contact Your Nearest Billboard Office

188 W. Randolph
Chicago
Clintel 6-8761

600 Sunset Blvd.
Hollywood
Hollywood 9-3331

1654 Broadway
New York
Place 7-2800

2150 Patterson
Cincinnati
Ridgway 6650

Cleveland Coin Machine Exchange
Cleveland 15, Ohio

Creative Advertising
Advertising

3 Chicle Overhead
5225 S. Western
3175 S. Western

1725 S. Western

RINGS
GAMES
MACHINES

Joe Ash
ACTIVE AMUSEMENT MACHINES CO.
666 W. Broad St.
Philadelphia 31, Pa.

WE export
PIN GAMES
MUSIC MACHINES

THE BILLBOARD
JANUARY 17, 1953
Cincinnati
Austintown Phonograph Owners' Association held its regular monthly meeting (on 15) at the Hotel Pennsylvania. Ex-President Roy Hill, a member since 1945, returned after a three-week trip to Fillipinas, Zanzibar, New Zealand, Boxing States, and Ontario. He is secretary of the Franklin Society. Roy Hill, at 8 a.m. and there members of the Central Ohio Phonograph Society. Steve Jahn, acting chairman of the Tourist Association, and Feb-
Cincinnati
Cincinnati

**ROUTE FOR SALE**

One of the finest routes in the country. Music and Legal Games in the vicinity of Columbus, Ohio, about 50
100 Seaburgs (45) and Alleys and Games.
618 Dominion Blvd. Columbus, Ohio
Phone: Lawndale 7275

**PIN GAMES**

**BINGO GAMES**

**OPERATORS!**

**GIVE TO CONQUER CANCER!**

**AMERICAN CANCER SOCIETY**

**STRIKE BACK**

**AMERICAN CANCER SOCIETY**

**Cancer strikes one in five**
In the JANUARY 31st Issue of The Billboard

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Department Stores
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THE BEST ADVERTISING BUY OF THE YEAR BACKED BY A POWERFUL PROMOTIONAL CAMPAIGN TO HELP GET YOUR 1953 SELLING DRIVE OFF TO A FAST START... 

AD DEADLINE: JANUARY 22
RUGGED, SIMPLE CONSTRUCTION
MAKES OUR RIDES
THE OPERATORS’ DREAM

Easiest Maintenance in the Business:
- All PARTS GUARANTEE 6 MONTHS
- GEAR TYPE MOTOR
- ONLY TWO MOVING PARTS
- SIMPLE, COMPACT
- VOLT TRANSFORMER
- TO OPERATE LIGHTS
- ALL METAL CONSTRUCTION—NO WORRY ABOUT WARPAGE
- COIN COUNTER
- ROBOCO TIMER
- ONCE PLACED ON LOCATION, REQUIRES NO ATTENTION FOR MONTHS

Our Rider All Metal Construction gives operator the opportunity of placing unit as an excellent investment!

67,000 ACTIVE BUYERS

Standard Model
Deluxe Model

INTERNATIONAL MUTOSCOPE CORPORATION
World’s Largest Manufacturer of Automatic Photographic Machines
P.O. Box 210, Long Island City, New York

WORLD FAMOUS
PHOTOMATIC


Outstanding coin-operated photographic machine ... produces a beautiful framed photo while you wait...

Since 1906 Photomatics have proven themselves money-makers on all five continents. This exceptional machine has been setting millions of photographs each year at excellent profit. Fully automatic ... easy to operate ... adaptable to any coin and electric specifications ... long service life.

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We still have available for immediate shipment abroad the ...
EMPIRE EXPORTS

$59.50

SPECIALS!

1-(Univ. Super Twinkle Bauer
2 Player Banked
2-Bally Gold Coin, 1-Ball
3-Gett. Rhythm, 2-Ball

FOR SMALL FRY

NEW SIZE HORSE

FOR SMALL FRY

INTERNATIONAL

AMUSEMENT CO.

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Baltimore, Md., Phone 9214

SCOTT-CROSSE

COMPANY

PHILADELPHIA, PA.

The HIT Game for '53 . . .

Gottlieb's

QUEEN OF HEARTS

AVAILABLE NOW FROM TRIMOUNT

@ 3 BRAND NEW "DROP THROUGH" BALL TRAP HOLES
@ LOCATION REPORTS ARE SENSATIONAL
IT'S A BRAND NEW IDEA IN 5 BALLS

WANTED

SEEBURG "SHOOT THE BEAR"

EXCLUSIVE GOTTLEIB, WILLIAMS, SEEBURG AND CHICAGO COIN DISTRIBUTORS

ROY McGINNIS CORP.

102 MARYLAND AVE., BALTIMORE 12, MD.

ROBERT McGINNIS

ROY McGINNIS CORP.

201 MARYLAND AVE., BALTIMORE 12, MD.

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Billboard brings you the latest successful means and methods used to make more money from coin machines.

Billboard helps strengthen your competitive position—tells you where and what to buy.

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Department of Communications, Ottawa

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Ceylon
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P.O. Box 105, Santiago

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P.O. Box 150, Prague

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P.O. Box 120, Islamabad

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South Africa
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Spanish America
P.O. Box 129, Mexico City

Sweden
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Switzerland
P.O. Box 120, Berne

United Kingdom
P.O. Box 120, London

United States
P.O. Box 120, New York

Uruguay
P.O. Box 129, Montevideo

Venezuela
P.O. Box 120, Caracas

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YOU'VE NEVER SEEN GAMES SO CLEAN

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WESHERHAUS COMPANY

3726 Kessen Avenue
Cheviot, Cincinnati 11, Ohio

Phone MOntana 5000. Ask for Joe Westerhaus or Harold Hoffman

TERMS

$5 Deposit With Order, Balance C.O.D. or Sight Draft
One of the BIGGEST Money Makers of all times!

**100% Skill**

**IRISH POKER**

- Nothing to get out of order. Operates manually.
- Never "out-of-service". It's always playing . . . and paying YOU
- Plays other games. You can switch to a new game in 5 minutes.
- Lowest priced machine and biggest money maker on the market.

A FEW EXCLUSIVE STATE DISTRIBUTORSHIPS STILL AVAILABLE

Write for Complete Descriptive Booklet

YUND BROTHERS DISTRIBUTORS and SALES CO., INC.
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Telephone ALBANY 4-6282
**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

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.

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**METEOR ROCKET**

is down to earth

RUGGED Fuselage and 4 fins are built of one-body steel, welded throughout, with heavy ribbed inner construction and heavy duty supports. Motor is integrated with gear-box—no belts. Complete with ball and roller bearings, with completely sealed lubrication. Highly simplified electrical system reduces service calls to a minimum. All parts easily accessible.

ATTRACTION Brilliantly decorated, a real eye-catcher. Exciting rocket instrument panel of 5-fused glass is fully lit-coded when in motion—shows 3 flashing rolling rockets, part and starboard lights flicker at all times to attract play.

REALISTIC Jet rocket design, with thrilling pealing motion, plus sounds that coincide with action—builds powerful illusion of flight. Action starts at the drop of the coin. Mobile jet-rock flies machine gun with moving tingling roll-o-tats.

SAFE Lowest slung rocket fuselage enables child to get in and out easily unaided. Heavily upholstered and padded controls seat, with ample leg room, comfortably accommodates the largest child.

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**Bally MANUFACTURING COMPANY**

DIVISION OF SION MANUFACTURING CORPORATION

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

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**METEOR MACHINE CORPORATION**

Manufacturers of Amusement Equipment

318 Minot Ave. Bruckton, N. Y.

PHONE: Bally 3-1108

DISTRIBUTORS: territories available

Write — Wire — Phone
Mr. Nat Cohn  
631 10th Avenue  
New York, N.Y.

My dear Nat:

The prompt delivery of the Atomic Jet and its subsequent acceptance by the small fry has been absolutely phenomenal. With no attempt to be sacrilegious, I might tell you that the Jet out-pulled Santa Claus who opened at a rival store the day I broke with a small ad on your fabulous machine.

Any retailer desiring information certainly may contact me; for my valuable services as a salesman I require nothing except possibly a luncheon date when Mrs. Halleck and I arrive in January - a luncheon date with the fabulous Nat Cohn, the "coin machine king".

Cordially yours,

Robert Halleck

I want to take this opportunity to wish you the most prosperous New Year in your activity and I don't see how you can fail with the fine products you have.

Sincerely,

Abe Susman

For results that count up to real profits—start operating the money-making twins today!

IMMEDIATE DELIVERY!

DISTRIBUTORS! Some additional territories open!

Foreign Buyers! We are now exporting Atomic Jet and Aqua Jet to all parts of the world! All export machines are adapted to foreign currencies!
EXHIBIT MEANS QUALITY

Anywhere You Go....

Manufacturers of the finest Coin-Operated Kiddie Rides in the World

Children the world over, wherever coin operated equipment is in use, will love the realism of a ride on Big Bronco or Trigger, and squeal with delight at the chance to ride on Pete the Rabbit or go zooming thru space in the Space Patrol ship. Parents, too, will be assured that their children are safe when they ride EXHIBIT-BUILT equipment because it is backed by more than 50 years of manufacturing experience and designed for long service and maximum safety... and operators know their earning power will increase when they place trouble-free EXHIBIT-BUILT equipment on location. For information on where you can buy EXHIBIT-BUILT equipment for overseas shipment, contact

EXHIBIT SUPPLY
Established 1901
4218-30 W. Lake Street
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Kiddie Ride Division,
Exhibit Supply
4218-30 W. Lake Street
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Please send me complete information on how I can get into the profitable Kiddie Ride business.

Firm __________________________
Address _______________________
Town __________________________
Signed _________________________
Country ________________________
NEW! chicago coin's
NAME BOWLER

NEW FEATURES GALORE!

NEW Name Spelling Feature -- each time a player matches the last number of his score with lighted number a letter of "Name Bowler" lights up.

NEW At operator's option 1-2-5 or 10 letters may be awarded each time a number is matched.

NEW When "Name Bowler" is completely spelled out (lit) a special winner is made.

NEW Number to be matched may be adjusted to light up at end of game, or at start of 10th frame.

CONVERTIBLE to Straight Match or 10th Frame Bowler

NOW DELIVERING all 4 popular profit making bowling games!

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

MATCH BOWLER BOWL-A-BALL

Players Actually Bowl with a Ball... Not a Puck!

1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

For South American Export Information Write to:
Bechhofor Brothers, Inc.
25 Beaver Street
New York 4, N. Y.
cable address: HOFERBECH
FASTEST PROFIT-PRODUCER EVER BUILT IN KIDDY-RIDE CLASS

Bally SPACE-SHIP

new exclusive DIVE-DIP-ROLL-SWING action
captures biggest play, insures biggest profit

* Exclusive new Thrill-Action...ship dives, dips, rolls and swings
* Variable speed controlled by pilot
* Colorful Eye-Appeal attracts attention on location
* Colored Lights flash in nose, tail, wings, and dials of realistic instrument-panel
* Airblast blows from concealed blower
* Twin Ray-Guns with exciting sound-effects
* Positively Safe
* Sturdy Construction
* Simple Mechanism
* National Rejector

FINANCE PLAN

NOW AVAILABLE
SEE YOUR DISTRIBUTOR

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 in battle...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.

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
UNITED'S 10TH FRAME

Super Shuffle-Alley

with
Extra Play—Extra Profit

10TH FRAME
FEATURE

PLUS
HI-SPEED SCORING INDICATORS
FOR EXTRA-FAST PLAY

HIGH SCORE
PLAYER Writes NAME
ON BACK-Glass

FEATURE
STRIKE OR SPARE Flasher LIGHTS
CAN PICK UP 7-10 SPLIT

HIGHEST
SCORE
KEY
CONTROL

FORMICA PLAYBOARD

SIZES
8 FT. BY 2 FT.
9 FT. BY 2 FT.

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3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

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Brought listening pleasure to countless millions

Set new standards of performance in tens of thousands of locations

Only Seeburg has the Select-o-matic mechanism

America's finest and most complete music systems