The Billboard

November 14, 1953

Amusement Industry's Leading Weekly News
Price: 25 Cents

$150,000,000 Suit Asks Broadcaster-BMI Divorce

Color TV Sets May Equalize Bands and Spark UHF Boom

WASHINGTON, Nov. 7 — The coming era of color TV is likely to spark a boom for UHF television, according to informed opinion here. A suit filed for UHF's future is expected by the end of the year, and the likelihood that all color sets will be equipped with both VHF and UHF is growing.

Vegas Opera Empties Clubs

LAS VEGAS, Nev., Nov. 7 — The standard is not what it was in the early days of the city's seven resort hotels, whose success America's top talent is performing.

However, rather than viewing the "competition" with alarm, hotel owners joined the current Las Vegas Opera Association as patrons, and co-operated with the cultural venture, since only one or two opera performances are scheduled each month.

In the past, opera has been in poor shape in the city. The lack of a concert hall, the fact that Opera is not a winter sport, and the fact that many of the patrons, both local and those coming by train, are not inclined to patronize the opera are contributing factors to its poor showing.

But one of the 1,000 seats sold out, and many residents were unable to buy tickets to the production of Beethoven's "Chamber," by the Los Angeles Conservatory of Music and Arts.

The absence of any operatic stars in the performance, such as Strickland talent as Bill Dorsey, G. John Johnson, Guy Mitchell, Jean Anderson, and Christie Jorgenson, helped fill houses the night of the opera.

Roy Rogers’ Gang To Tour Europe

NEW YORK, Nov. 7 — Roy Rogers and his six-week tour of Europe will carry his own company including his wife Dale Evans, a musical quartet and his horses "Trigger" and "Buttermilk" to the Continent for his first extended tour of Europe. He will start in February, opening in Scotland and from there will tour the provinces.

In all, the Rogers’ tour will consist of eight weeks in the British Isles and on the Continent for their first extended tour of Europe. He will start in February, opening in Scotland and from there will tour the provinces.

The tour will be under the guidance of the famous "Rogers,” who have been a mainstay of the vaudeville for years. The tour will be managed by Roy Rogers himself.

In addition to the show, the tour will also include a vaudeville show of its own. The vaudeville show will feature a variety of acts, including magic, ventriloquist, juggler, and acrobats.

The vaudeville show will be managed by Roy Rogers and his wife, Dale Evans, who will be the main attraction. They will be joined by other well-known vaudeville acts, including the famous "Jenkins" and "The Three Stooges." The tour will be a big hit, and will be a great success.

Record Stars Keep Cafes in Business

Continuing Crop of Artists Keep Bills Coming, Say Rock Good Grooves

NEW YORK, Nov. 7 — Record artists have kept cafes in business all over the country in the last few months. Some have done very well, and some have not.

Odetta is one of the few who have kept their cafes open, and she is doing very well. She has been performing at the Cafe Carlyle for over a year, and has been selling out every night. Her popularity has been growing, and she is now one of the top performers in the city.

Italian Spend 20% on Fun

ROME, Nov. 7 — How much is small to the Italians plan to spend their holiday money on entertainment this year? To answer that question, a survey was conducted, covering the year 1952, released officially last week by the Italian Society of Automotive Industry. Figures released indicate that the average Italian family, with a per capita income of $24 a month, will spend $6.50 in entertainment for the entire year. The survey was conducted by "The Times," the leading newspaper in the country.

The survey found that most families will spend their holiday money on entertainment, with the most popular activities being the theater, movies, and concerts.

'the Dragnet' Tune Bags Gunmen

Hollywood, Nov. 7.— "The Dragnet" tune is sweeping through the streets, and the tune is being played by every radio station in the country. The tune is called the "Dragnet" theme, and it has been a hit on radio stations all over the country.

The tune is a variation of the theme from the popular television series "Dragnet," which has been on the air since 1952. The tune is played on the piano, and it is a great hit on radio stations all over the country. The tune is very popular, and it is being played on every radio station in the country.
Several of our more notable show business personalities brought out new long-playing records last week and ran like bell. Foremost among these is Richard Himber, who had hoped to publish his disc in Town Hall but an obstacle managed to prevent him from doing so but as entertainment rather than as a LP or as a LP booking.

Of course it is a silly policy on the part of New York intellectuals to follow from the halls. The record industry, as one has entertained a single higher opinion that this dream would be realized, or any other, as it must to happy dreaming, to realize the chances of the coming true.

It is just that the people were not among the happy dreamers—was, of course, for the sight of a first-run, full-length, high-quality film, in the comfort of your home, just for you to all for if you're going to dream you may as well enjoy this first-run, full-length, full-brightness entertainment! of the coming true.

Well, dreamers, it's here. But it sure has a lot to get dreams to come true these days.

According to an ad in the Palm Springs Desert Sun newspaper, residents of the California resort town will now be able to see the commercial-free first-run feature film. The film is the large-screen, high-definition television, a 20th Century-Fox production. This is a far more reliable TV than anything that can see anything on TV is short of the true cinema, to the electronic wonders, miracles and movies.

The ad in the Palm Springs paper says that the screening will be at the temporary television studio. The television will be at the first Sunday of the month.

The film will be "Forever Frank," a 1950 American film, picture, which stars Ginger Rogers and Frank Sinatra. The film is about a woman who wishes to see the movie program, but who is not able to see it because her family is at home at the same time. It has been a hit at the Plaza. If the audience is sufficient, the station will also make a day-by-day, at-home, film program. And when it gets right down to it, the pictures have been about old movies and commercial radio, but they also suggest the film, its stars and other points of interest aimed at promotional sales. The cost is $10.00 per picture.

No, television will take its place among the major forms of entertainment, regular E. A. videos, it will signal the end of the television industry as we know it today. And the dream is the realization of its dreams. It is the realization of the reach of the commercial-free first-run television feature film.

About a year ago Telestar opened a new television station and began to realize the realization of its dreams. It installed a community-oriented television network that is the mountain range that rises Palm Springs, California, and over which it throws its signal wires. It is a closed circuit wire that is capable of transmitting to approximately 500 sets in the area.

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DINAH DOES IT THE HARD WAY

HOLLYWOOD, Nov. 7—Songstress Dinah Shore on Thursday made some kind of TV history by doing her complete musical act without singing a note or uttering a word—or, at least, not a word of special word-play, props, or tricks. For the first time Miss Shore appeared on the NBC-Owens-Corning-Pennsylvania-vacuum-tube telecast.

Her act, which is expected to be sufficiently recovered to return next regular scheduled show on Tuesday 10:15 on NBC, is the technique involves replacement of the monochromic tube with a color tube, boosting of the voltage from 150 to 250, and adding of a frame of a chrome section. For the regular NBC shows, she is expected to be able to produce a show without talking, which viewers a separate color picture of the show's monochromic picture from which the NBC-Owens-Corning-Pennsylvania-vacuum-tube master base its $250 price on an average of $150 for color-tubes of $75 to $100. This technique, which is still a statement of Frank Framm, president of Muss never tube, still will sell for $1,000. However, Michael Kaplan, president of Sightsame, hinted his firm might go into color television.

According to Radio-Electronics, however, there are some manufacturers who think that color television will not be for at least the next four years.

Public enthusiasm for color television is perhaps the result of color beating by the network. A recent NBC telecast was in a showcase item by dealers who hoped to spread the color set on hand for sale, since present sales have not been up to the public's interest which is the case for the present. However, the factory is expected to see their profit from their color sets of both black and white and white.

Color television is expected to be as popular as sound film was and soon after "some" years, according to several manufacturers who are now known to be working in this area, too.

DYSTROPHY OK ON TELEPHONE VIA CUT BASIS

WASHINGTON, Nov. 7—The Federal Communications Commission has authorized telephone service for the Dystrophic Children's Telethon, in aid of the American Dystrophic Children's Society, through November 7, 1952.

The authorizing order was issued in response to a request from the American Dystrophic Children's Society.

The Dystrophic Children's Telethon is an annual event in which children suffering from a life-threatening muscle disease called "dystrophy," are telephoned by various celebrities in an effort to raise money for research and medical treatments.

The authorization allows for the use of telephone networks for the purposes of the telethon, to aid in the collection of funds and the dissemination of information.

FCC ISSUES 5 TV GRANTS

WASHINGTON, Nov. 7—The Federal Communications Commission has announced five television grants, totaling $10,000,000, to assist in the development of new television technologies.

The grants are intended to support research and development in areas such as color television, advanced signal processing, and new audio technologies.

The recipients of the grants include:

- Northwestern University: $2,000,000 for the development of a new color television standard.
- Stanford University: $1,500,000 for research in advanced signal processing.
- Massachusetts Institute of Technology: $1,000,000 for the development of new audio technologies.
- University of California: $500,000 for research in advanced video processing.
- Johns Hopkins University: $500,000 for the development of a new color television standard.

These grants will be used to fund various research projects aimed at advancing the state of the art in television technology.
COMPARISON

Kraft Awaits Results of Dual Programs

NEW YORK, Nov. 7.—With two similar "Kraft TV Chottie" shows on network TV, Kraft Foods was awaiting the viewing results of its newest hour show up to ABC-TV with great interest. So far, the hour drama on ABC-TV has not achieved any substantial viewing public, according to its ratings, a not unlooked-for occurrence in view of the program's newest. Kraft's NBC-TV Wednesday night schedule, of course, delivers consistently good ratings.

After enough time has passed for Kraft and its agency, J. Walter Thompson, to test that the show has been shaken down, the sponsor will be able to judge with some measure of accuracy the viewing impact on both network sets.

NEW YORK, Nov. 7.—Traditional scheduling of two or more programs in one hour will not be feasible for the current time slots, it is felt, because Kraft finds that one network does not sell as well as another, for he will be measuring two similar programs which are using the same kind of commercials.

The whole concept will not be able to point to the programs as the reason for the lack of viewing attention. The weaker is likely to be effectively pin-pointed - the weaker, in the view of NBC, its network and its stations.

General Foods

Re-Evaluating Daytime Segs

NEW YORK, Nov. 7.—General Foods this week was in the midst of re-evaluating several of its radio and TV properties to see which should be retained and which cancelled, perhaps temporarily (see separate story about NBC-TV). Primarily affected are those programs sponsored or partly sponsored by its Post cereals division.

Said to be shabby are Bob Rogers and "Father Knows Best," the Thursday night 8-9 p.m. combination on NBC Radio, and its three programs on CBS-NBC, "Beulah," "Gun Smoke" and Robert Q. Lewis. It is believed that one of this last trio of shows will get the ax. On TV, "Rod Brown" is in jeopardy. General Foods' nighttime video shows are all in good shape. The advertiser has an option on 1:15-2:15 p.m. on CBS-TV for "Portis Face Lives."
CBS and NBC Battle for
Lever, P&G Video Billings

NEW YORK, Nov. 7.—An estimated $15,000,000 worth of billboards was at stake this week as CBS-TV and NBC-TV entered a battle for the billings of two of the top blue chip advertisers. Already the dominant daytime network, CBS-TV is seeking its top share of the No. 1 advertising in TV, Procter & Gamble, in an effort to win the sponsorship to move it 4:30 p.m. daytime strip, "Welcome Travelers!" and "On Your Account," to its network from NBC-TV.

NBC-TV is making the same sort of pitch at Lever Brothers, which now has 9:15 p.m., Thursdays, on CBS-TV, for "Lux Video Theater" and "Big Town." At stake here is a total of $300,000, because Lever is converting its half-hour "Video Theater" show to an hour.

CBS-TV last spring clipped NBC-TV's daytime operation when it convinced Colgate to move "The Big Payoff" into 3:30 p.m. on its network. The result was a one-two punch which brought CBS-TV found itself with an afternoon anchor and NBC-TV lost one. Should CBS-TV be successful in its new attempt, Kate Smith, now programmed in the 3:30 p.m. strip, would virtually be isolated without any commercial support.

Solid Line-Up

The CBS-TV lure for the $15,000,000 worth of business is the solid 9:15 p.m. commercial shows, the latest of which, Bob Crosby, has been building strong ratings for his short exposure. P&G, has already bought another quarter hour strip, 9:15 p.m., on CBS-TV. "Bright Day," begins there in January, probably thru Young & Rubicam. Since the sponsor already owns the preceding quarter-hour strip, the addition of the later hour strip would qualify F. & G. for a considerable discount via daytime continuity.

Bu NBC-TV is said to be giving P&G, on additional discount in its Strip shows, Paul Winchell, "Letter to the People," the "Butch Cassidy" series to the advertiser's daytime program schedule. This would mean a sorti on NBC-TV network, and "America's Town and Country," giving them an estimated coverge of 15,000,000 per cent of the total TV homes.

On the other side of the battlearray, Lever made an open bid to NBC-TV's pitch because NBC hasNBC TV's "Dagwood," and Lever is trying to beat that station on the chin from "Fred Thunder," on NBC-TV's "Zephyr Hour," an hour from CBS-TV, which up to the present seems to be forthcoming because of the network's conflict in "Inkwell.

Open Time Tight

The battle promises to be the 10-11 hour Saturday night on CBS-TV which occurs the first half hour of that time. But unless something dynamizing is put on, CBS-TV would have to do some nifty juggling to make an hour of open time.

While NBC-TV is also close to a 1,000, it has many more clients whose video futures are more obscure. The situation for Lever's business, NBC-TV seems so tight and crowded around. The feeling around CBS-TV is that Lever has already Thursday evenings can be sold to other clients if Lever is not interested, and that the new clients can probably be sold CBS-TV properties, of which the network has enough room for these clients.}

ALTHOUGH NEVER!

Stronger... bolder... this vital advertising medium is now enjoying the most aggressive selling year in its history.

Yes, radio at the local level, where it hits the hardest and produces the best is booming ... setting new business records in market after market.

BROADCASTING REPORTS

"World's emphasis on more merchandising designed for local spot business and local sales for radio has been confirmed by this tremendous upsurge of subscriptions.

WORLD- AFFILIATES REPORT

- Record-breaking sales with "YOU WIN"—7 1/2 hour talk program... style, stars, excitement... "FOOTBALL TIME"—high hour shows with scores, predictions, songs, thrillers.
- Sales-making singles series gives audiences the effectiveness of commercials on network shows.
- Booming sales with World's annual package of Christmas programming including 7 1/2-hour, open and short-starring Charles Coburn.

Kelvinator Co. Of General Omnibus

NEW YORK, Nov. 7.—Kelvinator Co., this week spent the fourth hour to buy into "Omnibus," effective January 1st. The agency, the other sponsors of the series are Greyhound, Mutual Broadcasting System and American Broadcasting Company and American Television.

This marks the record season of sales for the firm and the Kelvinator has had a full complement of commitments.

Name Diesenderfer NBC Sales Exec

NEW YORK, Nov.—George Diesenderfer this week was appointed NBC's regional sales manager for NBC Central Division. In this capacity, Diesenderfer will head a separate group of radio sales for NBC Central Division. Diesenderfer has been with NBC for the past three years as radio sales manager in Chicago, where his account executive is already known.
Mutual Net Option Plan Stops Dec. 31

NEW YORK, Nov. 7.—Mutual's much disputed network plan which went into effect Octo-
ber 1, was called to a halt by the Mutual Affiliates Advisory Com-
mitee meeting here today (4). Effective December 31, those affiliates were to be dropped from the Mutual's network that were to be vested and, the affiliation would revert to the
former mode of doing business with their sponsors.
Thus ends a month in which talk of Mutual's network affili-
ates was bruised from coast to coast. The plan, which was ap-
proved by the Affiliates Commit-
mite meeting last June, but seen of the 14 members meeting this week was now to the committee.
According to the plan, the net-
work reduced its option time from nine to five hours a day, but the stations were to carry their normal
iets of new and local activity.
In return for this, Mutual would provide the stations with 14 hours of new, big-name, weekly shows, over a one-
year period at $1,000,000 a year worth of talent.
The pitch was that by having
three sac and local half-hour slots on these shows, the "typical" station could tie its entire network take under the prior type of contrac-
t.
Response Satisfactory
The number of stations that actually signed for the new plan was never revealed. Mutual auth-
ty claimed they didn't know, and the stations that were to be dropped from the network were to be notified by letter of their
rejection.
Mutual disclosed reports of "revolts" in certain key areas. For instance, WNAC in Boston, port-
ent of the Maryland broadcast-
ners, reported that it would not carry any of the two stations in that State that were named in the new plan. Two had signed. The protest of one station was discounted by the fact that he had sold the station, pending pro-
r.
The main disfavored, accord-
ing to Mutual spokesmen, came
in Philadelphia, Chicago, and

WIP Reports 12% Gains

PHILADELPHIA, Nov. 7.—Radio
n, the major Philadelphia broad-
director Gernell, Jr., president and gener-
ning the station's local and
per cent over 1952 in the first
g, was a Mutual outlet.
Gernell said, "In 1951 we thought we had reached a peak in
es and today we've topped it in
1953. Now, our auxiliary and major facili-
tations in our programs, we are able to
crease our sales record 20 per cent since
1952. It is because of the dedication of our
and grocery programs and the many new
crease are up 22 per cent for the eight-
months period over 1952."

Today's Butters Up OLEO Client

NEW YORK, Nov. 7.—W. H. Butters, just signed up a new "Today" sponsor, Good
voice, Inc., the agency of W. H. Butters, when Dave Garway's early morning rou-
tour remote of Manhattan's new
: House building. At the con-
J. R. Frisco, general sales manager, Good Luck Margarine, told salesmen of the Good
firm's distributors and sales men what "Today" fans are.
When turning directly to the camera, he told the boys at home he hoped they'd like the
show, because Good Luck was the star of the show. Due to one of "Today's" sponsoring
s, the Good Luck Margarine had been in
ess of the show and it was in good taste that "Today" con-
ized the incident was merely a case of an occurrence stemming from the
interest of the advertisers that were
struct as a service available to "Today" advertisers, new or old.

EMPIRE STATE'S $700,000 ANTEanna
Each of Seven Stations Now Using It Pay Estimated 100% Annually

NEW YORK, Nov. 7.—With the
Two New York TV stations that
Region building, recently
nted by the world's tallest
antenna ever to be erected,
ond the antenna only, and does not
ere the building or WOR TV's
radio on the 3rd floor.

Philly Advertisers
See Color Video

PHILADELPHIA, Nov. 7.—For
the first time, a group of "local" and
station operators, demonstration
their own products and services.
WPTZ advertisers and adver-
egencies were guests at the
demonstration, which included
color slides and films of the
... For more pictures of this
to be held on the next an-
play-by-play.

Worried advertisers, according to
All the station owners, including the
ical research, included the build-
gared, with Philadelphia and
was sponsored by the American
and new home for the station's

Red Barber
Will Spell For Third Cig Sponsor

NEW YORK, Nov. 7.—When
Washington TV Station WOR
ney's next opening, he will be handling the
for his third cigarette adver-
the "Today's" evening show, and the
of the show, WOR TV's
radio on the 3rd floor.

Rex Barber
Will Spell For Third Cig Sponsor

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Bcasters, Press Get Break In Lift of DC Security Rules

WASHINGTON, Nov. 7.—The
women's broadcasters will share
the gains in an improved bill on
security rules. President Eisenhower's
long-expected order yesterday (6) relaxing security rules for
broadcasters to provide a "free flow" of information to the public, the
New White House order, which becomes
operative December 13, strips 28 fed-
eral agencies of the power to class
information and designates 17
agencies, including five of cabinet
ranks, to make all "secret" information will be
relaxed, with the hands of the de-
partment heads.
The White House announcement came as a welcome and expected
climax to plans that have been
going on for months between Secretary
Broadcasting and the Department of
for a plan that only the
department or agency head would have authority to release or
leak, leaving subdivisions powerless to battle up news
the guise of security secrecy.
Thus, Chairman Rosell Hyde, of
the FCC, will be the only person
in authority that agency to im-
prise security censures.
Government censorship of
morality and press was sharply criticized by broadcasters and publishers ever-
since President Truman two years ago issued an executive order
marketing government informa-
tion under peculiar rules which included a classification of censored
censures. The new Eisen-
hower order, required one of those
categories completely—the classi-
ification of "restricted" and im-
posed sharp limits on use of three
properties including its press, "secret" and "confidential."
TV Film Producers Follow Movie Tax Amortizing Plan

NEW YORK, Nov. 7—Producers of video film series are following the lead of established in the movie industry for the past three years: a tax amortization plan. According to Stanley Mitchell, at his headquarters in New York, the producers are in agreement that this is a good move to help them get back on their feet.

Ford Dealers To Share UHF 'Theater' Posts

According to Ford's 3rd quarter report, the company has been projecting a 20% increase in sales over the previous quarter. The increase is due to a strong demand for their products, particularly in the SUV and truck market.

UA Setting Up Premiums for Cowboy G-Men

HOLLYWOOD, Nov. 7—United Artists has announced that they will be setting up a premium program for their new series, "Cowboy G-Men." The program will offer fans the chance to win exclusive merchandise and meet the cast members.

Studio Signs Greenhill Pact

NEW YORK, Nov. 7—The film company has signed a new deal with Greenhill Studios, a well-known production company. The deal includes a commitment to produce three new films over the next two years.

Multiple Sponsors Coming for TV Film

That's Roach's Answer to Problems of Larger Budgets, Improved Production

HOLLYWOOD, Nov. 7—Within five years not one major motion picture will bear the label of a single sponsor. That's the prediction of veteran radio producer Roach, foreman of the industry. According to Roach, the trend is toward better TV film production with larger budgets and the making of an ever-increasing number of sponsored viewing audience with an advertising theme.

60 'Plus' 80 Films Bought By WCBS-TV

NEW YORK, Nov. 7—WCBS-TV announced that they have purchased 80 films for their schedule. The move is part of the network's strategy to increase their programming diversity.

GUILD HITS HIGH WITH 'ELIZABETH, LIBERACE'

NEW YORK, Nov. 7—In the Guild's sales department had a banner day yesterday (5). The Guild sold over 80 films, including three multi-star features. This is the largest sales day in the U.S. The day's selling pushed the Guild's total sales for the year with "Elizabeth" to 45 markets.

Biggest regional deal was with WLS-TV in Chicago for 20 weeks in nine cities: To- ronto, New York, Los Angeles, Chicago, Phil- adelphia, and a few others.

Money-saving subscription order

Get your subscription to The Billboard for a full year for $10 (saving of over $3 over single copy rates). Foreign rate $20.

Name:

Address:

City: Zone: State:

Clip to The Billboard, 2160 Patterson St., Cincinnati, 2, O.
**TV FILM**

**NOVEMBER 14, 1953**

**THE BILLBOARD TV FILM BUYING SERVICE**

- **ARB Ratings of Non-Network TV Films**
  - A feature by The Billboard in the second issue of each month, is based on ratings by the ARB of non-network TV films. The index refers to the intervening weeks of each month. Rating is in a 100,000 set market to 10,000 set tuned to the rated show.
  - Submitting the RATING figure from the SETS-IN-USE FIGURE provides the total of the ratings to all opposition shows.
  - Further ratings information is available from the American Research Bureau, National Press Building, Washington, D.C., or thru its branches at 515 Sixth Avenue, New York, and P. O. Box 904, Los Angeles 32.

**Adventures**

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<th>Schedule</th>
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<th>No. of ARB</th>
<th>Sets in Market</th>
<th>Days in Market</th>
<th>Time</th>
<th>Notes</th>
</tr>
</thead>
</table>

**Children**

| Schedule | No. of Sets | No. of ARB | Sets in Market | Days in Market | Time | Notes |

**Documentary**

| Schedule | No. of Sets | No. of ARB | Sets in Market | Days in Market | Time | Notes |

**Eagle-Lion Offers Films**

**Harris Group Bids On Proctor Films**

**J'AGUAR**

Kagan Corp. Promotes New Kiddie Show

**Motion Pictures**

**New York, Nov. 7—General Mills Mills this week purchased a series of 10 clay animation films for a series of 30-camera cartoons for slotting in the 5-15 ratings in the network's weekly program of four afternoons in the M-G-M series. There are various groups that own the story of the General Mills, and the "J'AGUAR," which were owned by the "Terrytoon," will be the closest thing to a General Mills' film seen by young viewers. General Mills had previously bought two days of "J'AGUAR" films, and the web was unable to clear time for the program.

**MPTV Signs**

**Pearson Film**

**Short Series**

**To Be Filmed In Denmark**

**COPENHAGEN, Denmark, July 7—Producing of short films for Danish television has begun in the city of Copenhagen, according to signs of becoming more active with the advent of new Danish directors. K. B. Reynolds, American producer, and a number of Scandinavian producers have been making TV films in France, Sweden, and Germany, which are coming here shortly with a distribution agreement to produce a series of 12 films. Subjects will be drawn from the Scandinavian moving picture world, and Scandinavian settings will be included in the general picture of Denmark and other Scandinavian countries.

**Modern Gets 2 New Series**

**Eagle-Lion Offers Films**

**Harris Group Bids On Proctor Films**

**J'AGUAR**

Kagan Corp. Promotes New Kiddie Show

**New York, Nov. 7—In a move to build the merchandising potential of its new TV series, "J'AGUAR," the Kagan Corp. is planning to do its own dough to promote the show in markets where M.A.M. Candy is sponsoring it. First big step in merchandising will be the appointment of W. Twigg, who will handle the campaign in the station's area, with a California group of agents. The idea is to tie in with local station's efforts through various campaigns such as TV Music, Film, and Radio.
DREW PEARSON'S

Washington Merry-Go-Round

A TELEVISION FILM EXCLUSIVE!

Drew Pearson, world famous Washington reporter...syndicated in 600 newspapers and broadcast by 280 radio stations...comes to television with 26 fifteen-minute, weekly, custom made TV films! • Timely films are made late each week...and rushed on Friday morning, via air express, for week-end viewing • Featured on each film will be Drew Pearson's: Washington exclusive! Washington feature story! Amazing, accurate predictions! • Ready for January 8 air date...for local, regional, and national spot sponsorship!

MOTION PICTURES
FOR TELEVISION, INC.

MPTV

Film Syndication Division

For auditions, prices, and sales plans...write, wire, or phone:

HERB JAFFE
655 Madison Ave.
New York City
Templeton 5-3000

FRANK O'DRISCOLL
2211 Woodward Ave.
Detroit, Michigan
Woodward 1-2560

JACK McGUIRE
600 W. Wabash Ave.
Chicago, Ill.
Whitehall 3016

MAURIE GRESHAM
9100 Sunset Blvd.
Los Angeles, California
Crestview 1-6101

www.americanradiohistory.com
**The New York Angle On Film Production**

By BENEDICT BERNERBERG

Produced by George C. Scott, Inc.

**THE BILLBOARD TV FILM BUYING SERVICE**

- **ARB Ratings of Non-Network TV Film**

  **category by category in which they are currently rated**

  **continued on page 7**

**THE BILLBOARD**

**November 14, 1953**

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**TV FILM**

**Guest of the Week**

**Mystery**

**Boston**

**Lifeguard**

**Chicago**

**Philadelphia**

**New York**

**Los Angeles**

**Mystery**

**PIX THAT RATE**

'Three 714', 'Visitor' Hit On Re-Runs

**Spending Program**

**Share Information**

**Footer**

**Quiz**

**Movie Quick Quiz**

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**THE BILLBOARD TV FILM BUYING SERVICE**

**ARB Ratings of Non-Network TV Film**

**category by category in which they are currently rated**

**continued on page 7**

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**TV FILM**

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**THE BILLBOARD TV FILM BUYING SERVICE**

**ARB Ratings of Non-Network TV Film**

**category by category in which they are currently rated**

**continued on page 7**

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**TV FILM**

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**TPA Adds 3 To Sales Staff**

**RCA Color TV Tape "Old Hat" to BCE**

**Ziv Readeys 2 TV Film Series**

**Peddles Pix by Name Writers**

**New Series Up for Synd.**

**TPA Adds 3 To Sales Staff**

NEW YORK, Nov. 7—Television sales management of the Radio Corporation of America has announced three new colors on its sales staff, further filling what has been designated as a redoubt area of the industry. The name of the three new men that have been added where available. For colors of television distributor write The

**RCA Color TV Tape "Old Hat" to BCE**

Crosby Reported Progress of Tent Tape in April; Refinement Coming

HOLLYWOOD, Nov. 7—radio program by Crosby Corporation, which can record color TV experiences in every industry in the country, to attract more business, said Bong Crosby, Inc., that in April in the first published announcement. The company has been released, in writing Crosby's own report, that the executive director of Crosby's executive director, said, "We are forewarned of our future, and we will be prepared not only to record their color on tape."


**Ziv Readeys 2 TV Film Series**

NEW YORK, Nov. 7—Ziv is reportedly readying two new TV film series for release. The properties, both video versions of theatrical features, are "Mr. District Attorney" and "Meet Michael J." Mr. D. A." is reported already in production, while "Corinna" is underway for release along in the blue

**Peddles Pix by Name Writers**

**New Series Up for Synd.**

NEW YORK, Nov. 7—Two new series of television programs are being produced for syndication, "Pirates," and "The Devil's November." "Pirates" will be distributed by "The Dickerson," produced by Allen富, producer of "Camel" and "Honeymoon" station is also among the many stations that are joining the new series. The name of the producer has been announced, along with the station's name, on a request for the producer's distributor.
NEW YORK, Nov. 7—"Racket Squad" was the top show in the nation this week according to the recently released Mutual Radio Network program. The show, starring chief Geroge Stouppe and the "Racket Squad" members, was broadcast from the studios of WJSU, Hamburg, Ill., KOCO, Oklahoma City, WFBT, Bloomington, Ill., WPMB, Des Moines, Iowa, ZTV, Buffalo, N.Y., WAAM, Cincinnati, Ohio, WWJ, Detroit, Mich., and WIRI, Augusta, Me.

This syndicated program, which has been broadcast since the summer, features the adventures of the "Racket Squad," a group of detectives who work to bring criminals to justice. The show is produced by the Mutual Radio Network and is broadcast to over 100 stations across the United States.

The program covers a variety of criminal activities, including theft, murder, and racketeering. The detectives are shown investigating these cases, using their skills and intelligence to solve the crimes. The program is known for its fast-paced action and compelling stories.

"Racket Squad" has been very popular with listeners, who enjoy the exciting plots and the unique characters. The show has become a staple of the Mutual Radio Network's programming schedule, and it is broadcast daily to millions of people.

The success of "Racket Squad" has led to other similar programs being produced by the Mutual Radio Network. Other popular shows include "Detective," which features a detective who solves crimes using his wit and resourcefulness, and "Perry Mason," which follows the adventures of a defense attorney who solves murder cases.

Overall, "Racket Squad" and other similar programs have been a big hit with audiences, providing them with exciting and engaging stories to enjoy.
THE SOLID GOLD CADILLAC

BY FRED H. KRAMER

Mary's first foray into the world of radio drama was successful and dramatic and left them speechless. They were so struck by the performance that they decided to try it again.

One Sunday last spring this reporter was blessed with an hour-long production of a popular Televisive Playhouse series, called "Theatre Guild." She was a touching little yarn by Horatio Alger and adapted by Lillian Glash. It was a TV disaster.

Now it arrives on Broadway exactly as it was done on TV. The portions, by the same man for both mediums, have been removed from the Theatre Guild Joining Co. in its sponsorship. Miss Glas is giving a full, enthusiastic, and entertaining performance. "Bountiful" is a touching little play with an easygoing, everyday, very ordinary human relationship, and the actors and actresses have supplied some excellent material to play Miss Glas's role.

Not Escapable Fare

A reporter thinks "Bountiful" is a problem, but it is a problem that cannot be missed. Miss Glas is giving a full, enthusiastic, and entertaining performance. "Bountiful" is a touching little play with an easygoing, everyday, very ordinary human relationship, and the actors and actresses have supplied some excellent material to play Miss Glas's role.

Excellant Cast

"Bountiful" is as simple as that. It is a touching little play with a heartwarming, hopeful theme, perfect for a full-bodied drama. But so be it. It's a touching little play with a heartwarming, hopeful theme, perfect for a full-bodied drama.

The star gets solid support from her supporting cast. In fact, her entire supporting cast is excellent, and they all contribute to the overall success of the production. Miss Glas is given ample opportunity to show her talent, and she does not disappoint. The performances are all excellent, and the audience is left with a feeling of warmth and affection for the characters.

Paramount, New York

Enjoy. The star gets solid support from her supporting cast. In fact, her entire supporting cast is excellent, and they all contribute to the overall success of the production. Miss Glas is given ample opportunity to show her talent, and she does not disappoint. The performances are all excellent, and the audience is left with a feeling of warmth and affection for the characters.

One Sunday last spring this reporter was blessed with an hour-long production of a popular Televisive Playhouse series, called "Theatre Guild." She was a touching little yarn by Horatio Alger and adapted by Lillian Glash. It was a TV disaster.

The theatre is packed with an enthusiastic audience, and the performers are on top of their game. The play is a touching little yarn, and the performers have put in a lot of work to make it as good as possible.

As Music Hall goes, you'd be hard pressed to find a better performance. The music is wonderful, the acting is superb, and the overall atmosphere is delightful. It's an evening well spent.
Record Stars Keep Cafes in Business; Up Theater Grosses
Continuing Crop of Artists Avoids Booking of High-Priced Names

CENSORS STEP IN TOO LATE
LONDON, Nov. 7.-Last week "Guys and Dolls" took the West End for the annual Royal Variety Performance put on by the Yari.

A big feature of the show was an extract from the magic which in London stars Vivien Leigh, Laurence Olivier, and Terry Wayne. Then there was a display of the VARIETY Censorship Committee's powers of censorship and a cleverly-choreographed stunt involving a bomb in the Paramount for which the censors had warned. But, the bomb didn't explode. The stunt was a success, however.

It shows that the London stage comes too close for comfort. It is the business of the censors to prevent any incident that might come in the show going too far. The censors have kept a close watch on the show and only the last minute they allowed it to go on.

It is ironic that in Chicago. The show opened there last week and staged shows and does very well.

Whether disk name do business in this city is not too much of a matter. Some months ago, a New York producer went into the Paramount for the purpose of seeing a show he was to take two weeks went over to London and watched the show. A theater with a show on it is only a matter of time until it catches up with the dress rehearsal.

The irony is that the shows in London are in the show's normal season, so that these clubs and theaters are free to do what they wish.

HEALTHY TAKEOFF
AGVA Kills Off Hwd. Auto Show
Hollywood, Nov. 7.-A last-minute demand from American Motors, which said its name listed as the Automotive Section of the Las Vegas convention, resulted in a change of the date of the show.

The show, held at the Sportsman's Club, is a preview of the coming season's models. It was initially scheduled for Oct. 21, but was postponed to Oct. 28, the day before the AGVA convention opened.

JAMES MCCARTHY
FETED IN CONN.
James McCarthy, an AGVA member and a member of the New York City Police Department, was feted at a large party in his honor last week. The event was attended by many AGVA members and was hosted by the department's Protective Bureau. McCarthy was awarded a special citation for his work in protecting artists and organizations.

Staggered Alouf Of Coast Guard
Hollywood, Nov. 7.—Under the heat of the glaring lights, the New York Harbor was a virtual inferno last night. The ship was packed with people, many of whom were smoking cigarettes and drinking alcohol.

MISAKI WANTS JOBLESS STARS
NEW YORK, Nov. 7—Ben Kassak, who is trying to find jobs for unemployed artists, has decided to replace his former name, Kassak, with a new one, Malak. Kassak said, "The good ones are working, but the others are not. I am hiring an agent. I want the jobs for the artists who are out of work.

HUMILITY PAYS OFF
La Rosa to Get $7,500 at La Vie—132G by Christmas
NEW YORK, Nov. 7.—Juliet La Rosa, who is expected to do better than the $2,500 she received last year in Boston's Metropolitan Theater, will open in his first New York good, La Vie en Rose, Christmas night. The show was produced by William Morris and will pay him $7,500, which is the highest salary ever paid to a New York artist.

THE LION'S SHARE
Calumet City
AGVA Asks Ill. Gov. for Police Aid
NEW YORK, Nov. 7.—The situation in Calumet City, a suburb of Chicago, has become so bad, according to the American Guild of Variety Artists (AGVA), that it has asked the Illinois governor for police protection.

MCA PROBLEM
Haymes' Battle With Altman Is MCA Problem
NEW YORK, Nov. 7.—A guarantee of performances in buying a booking at a Los Angeles booking house, the Variety Club of America of Illinois (MCA), has caused a dispute among the clubs.

The problem came up when the booking house, the Variety Club of America, bought the booking contract for the Chicago show, "The Importance of Being Earnest." The booking house, which was bought for $15,000, was not able to hold the show because the booking was not valid.

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HARRIS AND KENT
FORM AGENCY
Bill Harris and Jim Kent have become partners in their own talent agency, Harris-Kent. Harris was for many years the booking agent of the company and Kent has been a member of the staff for several years. They have been successful in their work and have opened the new agency.

Copyright © 1953, American Radio History
$150,000,000 Suit Asks Broadcasters BMI Divorce

Charges Name 2 Disk Firms, Web, NARTB

Composers and Authors Settle Suit as Court Cases Grow in Number

The writer is a composer and author of copyright law. The suit seeks to prevent the American Society of Composers, Authors and Publishers (ASCAP) from collecting royalties for works it believes are not properly licensed. The suit also seeks to prevent BMI, another music licensing entity, from collecting royalties for works it believes are not properly licensed.

The suit is one of several high-profile copyright cases currently pending in federal courts around the country. The plaintiffs are seeking to have ASCAP and BMI declared unconstitutional, and to have the royalties they collect declared invalid.

The suit is being handled by lawyers from the law firm of Mullin & Mullin, which represents a number of high-profile composers and authors, including John Lennon and Paul McCartney.

The plaintiffs are seeking $150 million in damages, and they have already filed a motion to have the case heard by a judge who is not related to any of the defendants.

The defendants are ASCAP and BMI, as well as a host of record companies and broadcasters. The defendants are represented by a team of lawyers from the law firm of Dreyfus & Dreyfus, which has handled a number of high-profile copyright cases in the past.

The suit is expected to be heard in federal court in New York in the coming months.
Music Merchants Handles 400 Outlets, Still Has Profit Trouble

By JOE MARTIN

NEW YORK, Nov. 7—Music merchants are a little nervous as a new disk firm headed by Blitz Weare and Henry Bloom is opening 400 outlets in the Maryland, Pennsylvania, New York and New Jersey areas, but according to the agents handling the chain's merchandise, the competition is not yet profitable. In business only 10 days, the new disk firm which created quite a sensation in the trade when it was announced that it was going to be selling the disk in the supermarkets, dealers in the chain's territory say they are not yet making a profit from the new venture.

"The disk is selling quite well," said A. H. Scher, from Philadelphia, "but it is not meeting the enthusiasm of the jobbers who put their merchandise on the shelves. We are not yet making any profit from the venture, but we are carrying it on in order to capture the trade." The new disk firm, called the "RCA Disk Thum," is meeting with considerable success in the supermarket field and is already gaining a following among the trade. The firm is also selling a line of phonograph records and a line of phonograph turntables and accessories.

The basic problem confronting the new disk firm is to get sufficient discounts from the manufacturers of the various products. Among the top labels, a discount of 30% or more of the selling price of the phonograph records and phonograph turntables is now being made in the trade. This actually amounts to only a little over 30% more than the selling price of the phonograph records and phonograph turntables. In contrast, most manufacturers of records and phonograph turntables are selling phonograph records and phonograph turntables at a discount of 30% or more of the selling price.

Keep Phonos Moving

Chain Boosts Staff, Cuts to Hook Sales

NEW YORK, Nov. 7.—The record business is doing well, and the basic phonograph firm and the distributors have added a few staff members to keep the sales machine moving. The additional salesmen are on call to handle any sales problems that may arise.

The phonograph industry, which has been experiencing a slow-down in recent months, is expected to improve in the near future as the new disk firm gains a following among the trade.

Columbia BIEM Near To Pact Agreement

Rachel Weiss, 29-year-old Columbia Records executive, and copyright owner Mary Frances E. Weiss, have been reported as being close to an agreement to settle the dispute over the copyright of the song "Humility." The song, written by Arthur Godfrey and arranged by Ben Barson, was recorded by Frank Sinatra for Columbia Records and released on a 12-inch single in 1956.

The dispute centered around whether Columbia Records or Barson had the copyright to the song. The agreement is expected to be announced soon, and the dispute is expected to be settled.

DEAR MR. GODFREY

Disk Buyers Go on 'Humility' Binge, Wallis Variant Strong

NEW YORK, Nov. 7.—The Columbia Records song, "Humility," has been a hit with disk buyers, and the record is expected to sell well in the holiday season. The song, written and recorded by Columbia Records artist Artie Shaw, is a 7-inch single and was released in November. The song has been a big seller, and Columbia Records is expected to announce a follow-up single soon.

Walt Disney's "Fantasia," which was released by Columbia Pictures in 1940, has been re-released as a 2-disc set. The re-release set includes the original sound track along with a new sound track, and it is expected to be a big seller in the holiday season.

Chairman of the Board William B. Chace, of the Walt Disney Company, said that the re-release of "Fantasia" was a good move for the company. "It's a great way to reach the younger generation," he said. "They love it, and it's a great way to make some money."
A Great Combination
THE CHAMP and THE LADY!

A Great New VINROB Release...

Eugenie BAIRD
Singing

somebody's lonesome

VINROB RECORD VR-5

and
I Ain't Got No Money

lyrics by that great ring champion ...
TONY CANZONERI

Distributed Nationally by...

Cadence DISTRIBUTING COMPANY, INC.
498 E. 49th Street, New York 17, N.Y.
MCA Preps

Elgart Push

NEW YORK, Nov. 7.-The Music Corporation of America this week signed the new Elgart trio for the booking agency's first major push in the band business in over a year and a half. At the same time, Columbia Records has leased a 12-inch LP featuring the Elgart-arrangement, which is the latest first-band signing in the same period.

Plans of MCA exec Larry Barret call for introducing the band on a network TV show, then scheduling a limited number of plush college-date bookings. Meanwhile, the MCA field office is being supplied with copies of the Columbia LP and a special single, a deep copy coupling "Heart of the Matter" with "Original Gerontios." The office will coordinate the band's many singles with its own network TV show, using the Olton networks.

In addition, Columbia recording is sending the special deep-copy LP to set radio stations in all markets in with the MCA push behind the song, which has been handled by Simon. Charlie Albertine is the booking agent.

The Elgart group consists of "Drawin' Cards" as the leader, "Seduction" as the bass, and "RCA" as the drummer.

Phono-Gard Mails

Promotional Cards

CHICAGO, Nov. 7.-The New England Company has prepared a series of five spot announcements for this year's Phonograph Demons season. The campaign is tied in with the efforts of the Phonograph Manager, Jack Myerson, who makes his headquarters in New York.

The cards invite the phonograph dealer to mail them to his customers and encourage them to take advantage of the Phonograph Demon's extensive line of phonograph equipment.

RCA Pegs Push on

'Sound, Christmas'

NEW YORK, Nov. 7.-Latest wrinkle in the RCA Victor promotional plans for Christmas, "the sound of Christmas is better with RCA," is being advertised through the Billboard.

MCA Press: "The annual Christmas tree will feature the RCA Victor logo, and the entire display will be illuminated with lights and music.

Jill Corey Makes

Life Mag Cover

NEW YORK, Nov. 7.-Jill Corey, the leading New York fashion model, has been selected for the cover of Life magazine, which will be published next week. Her selection is part of a new trend in magazine photography, which is gaining in popularity.

Jill Corey is a 10-year-old model who has been featured in various fashion magazines. She has been described as "the new Twiggy," and her photos have appeared in Vogue, Harper's Bazaar, and Cosmopolitan.

London Promoter Books U.S. Bands

LONDON, Nov. 7.-A prominent British promoter has set aside a two-week period in October to book American and British bands for the west coast of the United States. The promoter has secured a large number of dates in the west and is planning to concentrate on American bands for the east coast.

London M.C. Books

U.S. Bands

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Burlington's Two Andrews

Gals

HOLLYWOOD, Nov. 7.-Burlington has signed the Andrews Sisters and their band for a major tour. The Andrews Sisters have been a popular act for the past few years, and their signing by Burlington is expected to boost their popularity even further.

Hill & Range Sue

On 'Consideration'

NEW YORK, Nov. 7.-Charging that the tune "Consideration" was an infringement of its copyright, Hill & Range sued RCA Records, Inc., for a $500,000 damage award for infringement. The suit was filed in the U.S. District Court for the Southern District of New York, and is one of several suits brought against RCA Records.

M-G-M Releases

Tunes From 'Lili'

NEW YORK, Nov. 7.-M-G-M Records has re-packaged the hit Broadway musical "Lili" for a new audience. The album includes all the hit songs from the show, including "You're Just Like My Baby," "Lili," and "The Man I Love." The album is available on LP and CD.

Stasny Files

Suit On 'Another You'

NEW YORK, Nov. 7.-The Stasny Music Corporation has filed a suit in federal court against the Peer International Corporation, Southern Music Publishing Company, Inc., and Broadcast Music, Inc., for alleged copyright infringement of the song "Another You." The suit is expected to be one of the biggest copyright battles in recent years.

Columbia Employees

Set Up Credit Union

BROOKLYN, Nov. 7.-A new credit union has been organized by the employees of Columbia Records. The union will provide employees with a convenient way to save money and build a credit history.

Kiddie Rides

Boost 45 Biz

HOLLYWOOD, Nov. 7.-Columbia Records, Inc., has increased its sales of 45s by 50% in the past six months. The company has attributed this growth to the success of its children's records, which have been very popular in recent months.

M-G-M to Re-Issue

'Friendship' Songs

NEW YORK, Nov. 7.-M-G-M Records is re-releasing a series of songs from its "Friendship" series, which was released in the 1950s. The songs, which include "What a Wonderful World," "I've Got the World on a String," and "My Girl," are being reissued as a way to celebrate the company's 75th anniversary.

M-G-M to Handle

DJ Disks Direct

NEW YORK, Nov. 7.-M-G-M Records is changing its method of handling DJ disks, which are sent to radio stations for play. The company will now ship the disks directly to radio stations, eliminating the need for intermediaries.

Avis Packages

Disks With Words and Music

NEW YORK, Nov. 7.-Avis Records has announced that it will be releasing a new line of records that combine words and music. The company has partnered with a new creative agency to create a line of records that are designed to appeal to a younger audience.

Avon Press

on Capitol Record No. 4635

"I'M IN THE MOOD FOR LOVE"

"MY KINDA LUV"
EYDIE GORME
Sings
FINI GIMME GIMME JOHN
Coral 61093 (78 RPM) and 9-61093 (45 RPM)

KAREN CHANDLER
Sings
WHY
Coral 61088 (78 RPM) and 9-61088 (45 RPM)

BERNIE WAYNE
Plays
ZSA ZSA PASSIONATA
Coral 61085 (78 RPM) and 9-61085 (45 RPM)

THE MODERNAIRES
Sing
YOU'LL NEVER BE MINE
Coral 61086 (78 RPM) and 9-61086 (45 RPM)

CONNIE HAINES
Sings
PINK SHAMPOO
Coral 61094 (78 RPM) and 9-61094 (45 RPM)

THE McGUIRE SISTERS
Sing
ARE YOU LOOKING FOR A SWEETHEART
and
You Never Know Till Monday
Coral 61073 (78 RPM) and 9-61073 (45 RPM)

Coral Records
America's Fastest Growing Record Company
Ray Anthony

It's the Sound Off March

back with

another dawn, another day

Music as Written

MERCURY'S PAGE
BIRTHDAY PROMOS...

Mercury Records, as part of the celebration of Pati Page's birthday, is hearing birthday cakes and birthday wishes in various cities with a note from Pati, asking them to join her in the celebration. Along with the cake, the jockeys are receiving a "Happy Birthday" disk containing a biography of Pati. Along with the package, Pati is introducing her latest release for Mercury, "Changing Partners."

PRESBERG JOINS MERB
DISTRIBUTORS ON COAST...

Leo Palmer, who now makes his home in Mercury Record Distributors, is the first to announce the appointment of Alan Presberg to helm the Presberg office in this area. Presberg joined the firm Tuesday (2). His card will enable Palmer to devote additional time to specific sales functions. Presberg was formerly associated with the National Broadcasting Company on the Coast and prior to that, was active in television in New York.

ATLANTIC "SHORE DISK OUT FAST"

Atlantic Records demonstrated unusual speed in getting out a new disk this week when the rhythm and blues label recorded Echo sax star Bud Johnson doing an instrumental version of "Off Shore." The session was held yesterdays (8), and the results were mastered and methered the same day, with the disk scheduled to go on the presses today (Saturday). First shipments are set for Monday morning.

ADDITION WRITTEN
TO VIOLETTA...

Sock business being backed up by the hit, "Violated," in Buffalo has caused an addition to the Tony Motolla cutting of "Vio-

letta" on M-G-M. Originally, the label copy made no mention of the picture, even though the "Vio-

letta" theme is from the movie, because the publisher felt the movie would be a hard sell rather than an aid. Now, however, new label copy will show that the tune is from the picture. Motolla wrote the entire score for the movie, and George Paxton Music publishes the tune.

LEE MAGID SIGNS
CENTRAL TALENT...

Lee Magid, now handling A&R for Central Records, a new label, has signed his first talent this week. Artists include Kenneth Hogan, a blues singer; George Lane, a young trumpeter; and a new group, the Blue Fin-
bias. First sides from Central will be out in two weeks.

DEEJAY ED MEATH
TURNS WARBLE...

Deejay Ed Meath, of WITC in Rochester, N.Y., became a warbler for the first time this week when Rainbow Records recorded him on two Christmas faves. Duets are "Jiminy Christmas" and "Clem's Christmas," and the deejay was backed on the sides by the Lee Hawley Sextet. Rainbow will release the disks next week.

MICKEY SCOOP IS
OLMAN AIDE...

Thus an inadvertent error, the name of the newly-named administrative assistant to Abe Olman, general manager of the Big Three publishing group, was incor-

correctly given in a story last week. The new exec, Mickey Scoop, assumed his duties with the publicity Monday (5).

GALE D.DROPPERS
PAIRED IN DISK...

In a special recording session held Thursday (5) here, RCA Victor's pop a-r, chief Joe Gault conducted the label's pop thrust, Sunny Gale with the disk-

ery's top rhythm and the Gale, the Droppers. This marks the first time the duo's rhythm and the Gale, the Droppers. This marks the first time the duo's rhythm and has attempted such a coupling, the duo having paired at top pop artists in disk sessions.

CINCY CAPITOL FOLK
COME RAY ANTHONY...

Cincinnati Capitol Records office had a birthday for Ray Anthony and his orchestra at Hotel Gibson on Saturday (13). His local disk jockeys and local folk turned out for the event. Among those present, in addition to Ray was his brother; Leo Anthony.
A GREAT MELODY-
A MAGNIFICENT PERFORMANCE...

A SMASH HIT!

THE GOLDEN TRUMPET
of...

EDDIE CALVERT

MUSIC UNDER THE DIRECTION OF NORRIE PARAMOR

B/W MYSTERY STREET

ESSEX No. 326
This week the whole country will be celebrating the birthday of the Nation's top popular singing star, PATTI PAGE!

CURRENT SMASH HIT!

"CHANGING PARTNERS"

COUPLED WITH

"Where Did My Snowman Go"

MERCURY 70260 • 70260X45

MR. DEALER
Take Advantage of this Special PATTI PAGE BIRTHDAY DEAL

MAIL THIS ORDER

PATTI PAGE'S LONG PLAYING ALBUMS

The Tennessee Waltz
The Tennessee Waltz • Would I Love You
Howling At The Moon
And So To Sleep Again
Wister And Wildflowers • Come What May Down The Trail Of Chesting Hearts
Three Things I Owe You • MG25154

Christmas With Patti Page
Single Bell • Silent Night
Christmas Carol • The First Noel
Christmas Bell • White Christmas
Santa Claus Is Coming To Town
The Christmas Song • MG25109

Folk Song Favorites
Down In The Valley • San Antonio Rose
Leavin' On The Old Trail
I Wanna Be A Cowboy's Sweetheart
Oklahoma Blues • The Prisoner's Song
Who's Gonna Shoe My Pretty Little Foot
Tumbling Tumble Weed • MG25191

Patti Page
Can't Help Myself • With My Eyes Wide Open
That Old Feeling • Whispering
All My Love • So In Love
Oklahoma Roses
Roses Rained Me Over You • MG25209

www.americanradiohistory.com
The Tennessee Waltz
Tennessee Waltz
And So To Sleep Again
Come What May
Down The Trail Of Aching Hearts
EP-1-3008

Patti Page
Confess
With My Eyes Wide Open
Whispering
All My Love
EP-1-3014

Folk Song Favorites
Leaving On The Old Top Soil
Tumbling Tumble Weeds
Emerick
Who's Gonna Shoe My Pretty Little Feet
EP-1-3034

Christmas With Patti Page-
Vol. 2
Christmas Song
The First Noel
Christmas Choir
Christmas Belts
EP-1-3035

I Miss You So
I Miss You So
It's Been So Long
Ring Dung Bongie
It All Depends On You
EP-1-3060

Patti Page Sings
I Want To Be A Cowboy's Sweetheart
Down In The Valley
Prisoner's Song
San Antonio Rose
EP-1-3063

This Is My Song
Lonely Wise
This Is My Song
When You're Smiling
It'll Never Be Free
EP-1-3060

Patti Page Sings The Duke
I've Got It Bad And That Ain't Good
Don't Get Around Much Anymore
Do Nothing Till You Hear From Me
I Let A Song Go Out Of My Heart
EP-1-3069

Patti Page Sings
The Hill Songs Of 1934
I Only Have Eyes For You
Store Fell On Alabama
I'll Stray Along With You
Everyday
EP-1-3069

Patti Page Sings
The Hill Songs Of 1936
It's A Sin To Tell A Lie
There Is No Greater Love
Until The Best Things Come Along
EP-1-3070

Patti Page Sings
The Hill Songs Of 1937
Blue Heaven
Remember Me
They Can't Take That Away From Me
Where O Where
EP-1-3112

Patti Page Sings
The Hill Songs Of 1938
My Song
They've Gotta Find That Place
Where O Where
EP-1-3173

Patti Page Sings
The Hill Songs Of 1939
The Love I've Been To
The Garden Of Eden
The Lights Of Home
EP-1-3010

MP-1
Doggie In The Window
I Wanna Be A Cowboy's Sweetheart

MP-4
Arlee
The Doggie In The Window
(Out 1 & Out 2)

The Birthday Special is simple and profitable.
With each purchase of:
3 ea of 13 EP's @ $.91 $35.49
3 ea of 2 Playcraft @ $.61 $3.66
1 ea of 4 LP's @ $1.85 $7.40
10 Singles Of Your Choice @ $.55 $5.50
Total $52.05

You receive—Free!
Your choice of any five Patti Page Extended Play records—retail value $7.45.

The Tennessee Waltz
Tennessee Waltz
And So To Sleep Again
Come What May
Down The Trail Of Aching Hearts
EP-1-3008

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EP-1-3010

MP-1
Doggie In The Window
I Wanna Be A Cowboy's Sweetheart

MP-4
Arlee
The Doggie In The Window
(Out 1 & Out 2)
The Billboard Music Popularity Charts

HONOR ROLL OF HITS

The Nation's Ten Top Tunes

... for Week ending November 7

The HONOR ROLL OF HITS is compiled by a statistical formula which automatically measures the comparative popularity of records in this issue. (9) Indicates time is from a chart musical.

1. You, You, You
   By Lonie Johnson and Robert Mittie—Published by Robert Mittie (BMI)
   BEST SELLING RECORD: P. B. & B. Records, No. 70215. OTHER RECORDS: T. Brown, Bel 1521; Billy Ward & His Dominoes, King 1296.

2. Vaya Con Dios
   By Larry Russell—Published by Ardmore (ASCAP)

3. Ebb Tide
   By Robert Marvin and Carl Sigman—Published by Robbins (ASCAP)
   BEST SELLING RECORD: F. Chappell, London 1590. OTHER RECORDS: C. Apfelbaum—Towers Oct. Dec 3953; V. Mazzaro, Mercury 25331; B. Harris, Bel 1623; R. Marvin, Mercury 3172; L. Ward, Cre 4667.
   TRANSCRIPTIONS AVAILABLE: Hap Walters, Thesaurus.

4. Rags to Riches
   By Dick Adler and Jerry Ross—Published by Saunders (ASCAP)
   BEST SELLING RECORD: T. Renzi, CNG 401. OTHER RECORDS: Y. Roum, Bel 1521; Billy Ward & His Dominoes, King 1296.

5. Oh
   By Reny Guy-Arnold Johnson—Published by Feist (ASCAP)
   BEST SELLING RECORD: F. W. Hoot, Cron 401. OTHER RECORDS: Cont. record; F. W. Hoot, Cron 401; Cont. record; B. Harris, Bel 1623.
   TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus.

6. Eh Cumpari
   By Julius La Rosa—Published by Revoch (BMI)
   BEST SELLING RECORD: J La Rosa, Cadence 1223.

7. Crying in the Chapel
   By Darrell Olson—Published by Valley (BMI)
   BEST SELLING RECORD: J. Olson, V 28-1310. OTHER RECORDS AVAILABLE: Y. T. Adams, Repiolc 1025; Rev Allen, Dec 2070; R. Baker, Ward 1931; E. Francis, Dec 2070; E. Francis, Dec 2070; E. Francis, Ward 1801; E. Francis, Repitol 1025; E. Francis, Repitol 1025; E. Francis, Repitol 1025; E. Francis, Repitol 1025; E. Francis, Repitol 1025; E. Francis, Repitol 1025; E. Francis, Repitol 1025; E. Francis, Repitol 1025; E. Francis, Repitol 1025; E. Francis, Repitol 1025; E. Francis, Repitol 1025; E. Francis, Repitol 1025; E. Francis, Repitol 1025; E. Francis, Repitol 1025; E. Francis, Repitol 1025; E. Francis, Repitol 1025; E. Francis, Repitol 1025; E. Francis, Repitol 1025; E. Francis, Repitol 1025; E. Francis, Repitol 1025; E. Francis, Repitol 1025; E. Francis, Repitol 1025; E. Francis, Repitol 1025; E. Francis, Repit... (TRANSCRIPTIONS AVAILABLE: Suzette Quartet, Thesaurus.)

8. Many Times
   By Janie Barnes and Felix Starks—Published by Broadcast (BMI)

9. St. George and the Dragonet
   By Stan Freberg, Dave Barbie, Walter Schramm—Published by Alamo (ASCAP)
   BEST SELLING RECORD: J. Freberg, Cap 2796.

10. Ricochet
    By Larry Columbia, William Glorfield and Ted Davies—Published by Alamo (BMI)
    BEST SELLING RECORD: T. Davies, Carol 6194. OTHER RECORDS AVAILABLE: L. Columbia, Capitol 1616; P. W. King, Victor 181234; G. Lombardo, Dec 3958; V. Young, Cap 2543.

Second Ten

11. NO OTHER LOVE
    Published by Alamo (ASCAP)

12. DRAGNET
    Published by Alamo (ASCAP)

13. LOVE WALKED IN
    Published by Alamo (ASCAP)

14. ISTANBUL
    Published by Alamo (ASCAP)

15. IN THE MISSION OF ST. AUGUSTINE
    Published by Heavenly (BMI)

16. TO BE ALONE
    Published by Randy Smith (ASCAP)

17. YOU ALONE
    Published by Heavenly (BMI)

18. PA PA YA MAMA
    Published by Heavenly (BMI)

19. THAT'S AMORE
    Published by Heavenly (BMI)

20. I SEE THE MOON
    Published by Zephyr (ASCAP)

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## TOP SELLERS—POPULAR
Based on Actual Capitol Sales Reports

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Forgive Me John</td>
<td>Johnnie Ray</td>
</tr>
<tr>
<td>2.</td>
<td>I'm Sorry I Love You</td>
<td>Johnnie Ray</td>
</tr>
<tr>
<td>3.</td>
<td>I Can't Help My Heartache</td>
<td>Johnnie Ray</td>
</tr>
<tr>
<td>4.</td>
<td>I'll Be Telling You</td>
<td>Johnnie Ray</td>
</tr>
<tr>
<td>5.</td>
<td>I'll Cry for You</td>
<td>Johnnie Ray</td>
</tr>
</tbody>
</table>

## TOP SELLERS—COUNTRY & HILLBILLY
Based on Actual Capitol Sales Reports

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Take Me Back to San Antonio</td>
<td>Ernest Tubb</td>
</tr>
<tr>
<td>2.</td>
<td>'Til I Hear From You</td>
<td>Ernest Tubb</td>
</tr>
<tr>
<td>3.</td>
<td>Forgive Me, I'm Sorry</td>
<td>Ernest Tubb</td>
</tr>
<tr>
<td>4.</td>
<td>I Can't Help My Heartache</td>
<td>Ernest Tubb</td>
</tr>
<tr>
<td>5.</td>
<td>I'll Be Telling You</td>
<td>Ernest Tubb</td>
</tr>
</tbody>
</table>

## BEST SELLING—POPULAR ALBUMS
Based on Actual Capitol Sales Reports

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Music for Lovers Only</td>
<td>Jackie Gleason</td>
</tr>
<tr>
<td>2.</td>
<td>Portraits of Standards</td>
<td>Stan Kenton</td>
</tr>
<tr>
<td>3.</td>
<td>Hat &quot;King&quot; Cole Sings for Two in Love</td>
<td>Hat &quot;King&quot; Cole</td>
</tr>
<tr>
<td>4.</td>
<td>Music to Make You Happy</td>
<td>Jackie Gleason</td>
</tr>
<tr>
<td>5.</td>
<td>Lover's Breakup &amp; Songs from Lover's Breakup</td>
<td>Jackie Gleason</td>
</tr>
</tbody>
</table>

## TOP SELLING—CHRISTMAS SINGLES
Based on Actual Capitol Sales Reports

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The Little Boy That Santa Claus Forgot</td>
<td>MRS. SANTA CLAUS</td>
</tr>
<tr>
<td>2.</td>
<td>Jingle Bells</td>
<td>MRS. SANTA CLAUS</td>
</tr>
<tr>
<td>3.</td>
<td>The Night Before Christmas</td>
<td>MRS. SANTA CLAUS</td>
</tr>
<tr>
<td>4.</td>
<td>The Christmas Blues</td>
<td>JESUS IS COMING</td>
</tr>
<tr>
<td>5.</td>
<td>You're the Angel on My Christmas Tree</td>
<td>MRS. SANTA CLAUS</td>
</tr>
</tbody>
</table>

## LATEST RELEASE

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>MADALEENA</td>
<td>Johnny Burnette</td>
</tr>
<tr>
<td>BULGARIAN BABA</td>
<td>Betty Kelly</td>
</tr>
<tr>
<td>I'M GONNA HAVE THAT ONE BABY</td>
<td>Hank Thompson</td>
</tr>
<tr>
<td>GAY ODIN</td>
<td>Connee Boswell</td>
</tr>
<tr>
<td>SWEETHEART OF MINNIE</td>
<td>Nelson Riddle</td>
</tr>
<tr>
<td>I COULD GO ON AND ON</td>
<td>Al Martino</td>
</tr>
<tr>
<td>I'M NOT A KID ANYMORE</td>
<td>Rod Morris</td>
</tr>
<tr>
<td>STRANGER IN PARADISE NEVER IN A MILLION YEARS</td>
<td>Gordon MacRae</td>
</tr>
</tbody>
</table>

---

Everybody's calling for these new sides by **HANK THOMPSON**

**"Go Cry Your Heart Out"**
**"Wake Up, Irene"**

Record No. 2646
The Billboard's Music Popularity Charts

Favorite Tunes

For Week Ending November 7

Best Selling Sheet Music

<table>
<thead>
<tr>
<th>Tune Name</th>
<th>Artist</th>
<th>Weeks at No. 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. VAYA CON DIOS (R)</td>
<td>Ardmore</td>
<td>3</td>
</tr>
<tr>
<td>2. YOU, YOU, YOU (R)</td>
<td>Mollin</td>
<td>8</td>
</tr>
<tr>
<td>3. CRYING IN THE CHAPEL (R)</td>
<td>Valley</td>
<td>3</td>
</tr>
<tr>
<td>4. EBB TIDE (R)</td>
<td>Robbins</td>
<td>8</td>
</tr>
<tr>
<td>5. MANY TIMES (R)</td>
<td>Broadcast</td>
<td>10</td>
</tr>
<tr>
<td>6. OH (R)</td>
<td>Felds</td>
<td>14</td>
</tr>
<tr>
<td>7. RAGS TO RICHES (R)</td>
<td>Saunders</td>
<td>5</td>
</tr>
<tr>
<td>8. DRAGNET (R)</td>
<td>Alano</td>
<td></td>
</tr>
<tr>
<td>9. NO OTHER LOVE (R)</td>
<td>Williamson</td>
<td>7</td>
</tr>
<tr>
<td>10. I'M WALKING BEHIND YOU (R)</td>
<td>Leed's</td>
<td>13</td>
</tr>
<tr>
<td>11. IN THE MISSION OF ST. AUGUSTINE (R)</td>
<td>Republic</td>
<td>11</td>
</tr>
<tr>
<td>12. RICOCHET (R)</td>
<td>Sheldon</td>
<td>14</td>
</tr>
<tr>
<td>13. I BELIEVE (R)</td>
<td>Cromwell</td>
<td>10</td>
</tr>
<tr>
<td>14. EH CUMPARI (R)</td>
<td>Crescent</td>
<td></td>
</tr>
<tr>
<td>15. YOU ALONE (R)</td>
<td>Honor</td>
<td></td>
</tr>
</tbody>
</table>

Tunes with Greatest Radio and Television Audiences

Tunes listed from the greatest auditions on programs based on network stations in New York, Chicago and Los Angeles. Lists are based on John G. Pearson's copyrighted Audience Coverage Index. Tunes are listed alphabetically by artist. (R) indicates tune is recorded; (F) indicates tune is from a film; (M) indicates tune is from Left musical.

**Top 30 in Radio**

<table>
<thead>
<tr>
<th>Tune Name</th>
<th>Artist</th>
<th>Weeks at No. 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Am I to Blame? (R)</td>
<td>Felds</td>
<td></td>
</tr>
<tr>
<td>Baby, Baby, Baby (R)</td>
<td>Panco</td>
<td></td>
</tr>
<tr>
<td>typists: (R)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Crying in the Chapel (R)</td>
<td>Valley</td>
<td></td>
</tr>
<tr>
<td>Don't Take Your Love From Me, My, Mollin</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Talk (R)</td>
<td>Robbins</td>
<td></td>
</tr>
<tr>
<td>Gomer's Gains (R)</td>
<td>Frederick-BMI</td>
<td></td>
</tr>
<tr>
<td>Groovin' (R)</td>
<td>BMI</td>
<td></td>
</tr>
<tr>
<td>Hey Joe (R)</td>
<td>Tunes</td>
<td></td>
</tr>
<tr>
<td>I Just Love You (R)</td>
<td>BMI</td>
<td></td>
</tr>
<tr>
<td>I Love Paris (R)</td>
<td>Chappell</td>
<td></td>
</tr>
<tr>
<td>I Love Paris (R)</td>
<td>Panco</td>
<td></td>
</tr>
<tr>
<td>I Love You (R)</td>
<td>Alano</td>
<td></td>
</tr>
<tr>
<td>I Remember in Memory (R)</td>
<td>Panama</td>
<td></td>
</tr>
<tr>
<td>Love Worked in (R)</td>
<td>Chappell</td>
<td></td>
</tr>
<tr>
<td>Many Times (R)</td>
<td>Broadway-BMI</td>
<td></td>
</tr>
<tr>
<td>You Are the Greatest!</td>
<td>Chappell</td>
<td></td>
</tr>
<tr>
<td>Your Greatest Love is Mine (R)</td>
<td>BMI</td>
<td></td>
</tr>
</tbody>
</table>

**Top 10 in Television**

<table>
<thead>
<tr>
<th>Tune Name</th>
<th>Artist</th>
<th>Weeks at No. 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>And Away We Go (R)</td>
<td>Sungsmith</td>
<td></td>
</tr>
<tr>
<td>C'est Si Bon (R)</td>
<td>Louis</td>
<td></td>
</tr>
<tr>
<td>Crying in the Chapel (R)</td>
<td>Valley</td>
<td></td>
</tr>
<tr>
<td>Elsie's Turn (R)</td>
<td>Robbins</td>
<td></td>
</tr>
<tr>
<td>I Just Can't Wait Till Christmas (R)</td>
<td>BMI</td>
<td></td>
</tr>
<tr>
<td>I Love Baby (R)</td>
<td>BMI</td>
<td></td>
</tr>
<tr>
<td>Love Is All (R)</td>
<td>BMI</td>
<td></td>
</tr>
<tr>
<td>Many Times (R)</td>
<td>Broadway-BMI</td>
<td></td>
</tr>
<tr>
<td>You Are My Sunshine (R)</td>
<td>BMI</td>
<td></td>
</tr>
</tbody>
</table>

England's Top Twenty

Based on careful reports from Britain's top music publishers, America's popularity of each tune is listed in parentheses. Asterisk indicates no

<table>
<thead>
<tr>
<th>Tune Name</th>
<th>Artist</th>
<th>Weeks at No. 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Poppy Plushness (Broadcast)</td>
<td>Ardmore</td>
<td>12</td>
</tr>
<tr>
<td>2. Song From Nadia Rouge (Concert)</td>
<td>Ardmore</td>
<td>10</td>
</tr>
<tr>
<td>3. I Believe (R)</td>
<td>Ardmore</td>
<td>14</td>
</tr>
<tr>
<td>4. I'll Remember in Memory (R)</td>
<td>Ardmore</td>
<td>10</td>
</tr>
<tr>
<td>5. Answer Me (R)</td>
<td>Ardmore</td>
<td>10</td>
</tr>
<tr>
<td>6. Bridge of Sighs-Mambo (R)</td>
<td>Ardmore</td>
<td>10</td>
</tr>
<tr>
<td>7. Look at That Girl (R)</td>
<td>Ardmore</td>
<td>10</td>
</tr>
<tr>
<td>8. You Can Do It (R)</td>
<td>Ardmore</td>
<td>10</td>
</tr>
<tr>
<td>9. I Love My Baby (R)</td>
<td>Ardmore</td>
<td>10</td>
</tr>
</tbody>
</table>

Cleared by BMI for D. J. Use

by RUTH WALLIS

Sung with Great HUMILITY

Recorded by BMI for D. J. Use

DEAR MR. GODFREY

The HILARIOUS NEW Record the Nation is RAVING About!
BEST SELLING POPULAR RECORDS
Based on actual sales reports for week ending November 7th

RAGS TO RICHES
Here Comes That Heartache Again
Tony Bennett
40048 • 4-40048

AYE MARIA
Christmas Melody
Liberace
40001 • 4-48001

I SHOULD HAVE TOLD YOU LONG AGO
Istanbul
The Four Lads
40082 • 4-40082

I WANT A HIPPopotamus FOR CHRISTMAS
Are My Ears on Straight!
Gayla Peevey
40106 • 4-40106

SWEET MAMA, TREE TOP TALL
A Red, Red Ribbon
The Mariners
40104 • 4-40104

THE STORY OF THREE LOVES
Marvin's Wish Samba
Liberace
40099 • 4-40099

IN THE MISSION of St. Augustine
No Stone Unturned
Sammy Kaye
40061 • 4-40061

I SEE THE MOON
I Just Want You
The Mariners
40047 • 4-40047

HEY JOE!
Sittin' in the Sun
Frankie Laine
40036 • 4-40036

"WALTZ DOWN YODER in NEW ORLEANS"
Feelin' Down to Cotton Town
Frankie Laine and Jo Stafford
40116 • 4-40116

PLEASE DON'T TALK ABOUT ME
When I'm Gone
Johnnie Ray
40090 • 4-40090

AND ORCHID for the LADY
I Saw Mommy Kissing Santa Claus
Jimmy Boyd
39871 • 4-39871

ANSWER ME
Blowin' Wild
Frankie Laine
40079 • 4-40079

LINGER AWHILE
Time
Sarah Vaughan
40041 • 4-40041

SANTA GOT STUCK in the CHIMNEY
I Said a Prayer for Santa Claus
Jimmy Boyd
40080 • 4-40080

BEST SELLING FOLK RECORDS
Based on actual sales reports for week ending November 7th

SATURDAY NIGHT GUARANTEED
Who'll Buy My Heartaches
Carl Smith
21166 • 4-21166

HOPELESS LOVE
Then I'll Come Back to You
Lefty Frizzell
21169 • 4-21169

HEY JOE!
Darlin', Am I the One?
Carl Smith
21129 • 4-21129

DON'T MAKE ME ASHAMED
It's a Long, Long Ride
Marty Robbins
21176 • 4-21176

INVISIBLE HANDS
I Found a Friend
Jo Stafford
21165-s • 4-21165-s

LEAVE HER ALONE
You Always Get By
Ray Price
21173 • 4-21173

BLESSED JESUS, SHOULD I FALL
Don't Let Me Lay
Marty Robbins
21172-s • 4-21172-s

TRADEMARK
Do I Like It?
Carl Smith
21119 • 4-21119

"EVERY PRAYER is a FLOWER"
How Many Times
George Morgan
21170-s • 4-21170-s

JUST ONE MORE TIME
Kiss Me Like Crazy
Rose Maddox
21171 • 4-21171

NEW EXTENDED PLAY RELEASES

LUNCFORD SPECIAL—Vol. 1. Jimmie Lunceford and his Orchestra. A-1796
DIAM: and THESE FOOLISH THINGS. Geraldo and his New Concert Orchestra. B-1795
RICK GRIFFIN PLAYS. Ken Griffin at the Organ. B-1778
MARTINI TIME—Vol. II. Art Van Damme Quintet. B-1784
MARTY ROBBINS. H-1785
RAY PRICE. H-1786

DORIS DAY and HOWARD KEEL in
"CALAMITY JANE"
The Deadwood Stage • I Can Do Without You • The Black Hills of Dakota • Just Blow in from the Windy City • A Woman’s Touch • Higher Than a Hawk • This Harry I’m Plannin’ to Marry • Secret Love
Orchestra under the direction of Ray Heindorf
including songs recorded directly from the sound track of the Warner Bros. Technicolor production “Calamity Jane” directed by David Butler

"LP" CL 6273 • 78 Set C-347 • 45 Set B-347 • Extended Play Records B-1803 and B-1804

NEW POPULAR RELEASES

LI Ann SIMMS
Barely, Bangles and Beats from "Kissin’" FMI from Jack Murray Anderson’s "Economic" • 40127 • 4-40127

CHAMP BUTLER
White of My Rights from "Kissin’" I Can’t Believe That You’re in Love with Me • 40126 • 4-40126

THE CHILL BLOCK SEVEN
Mama Don’t ATeen It
The Blues • 40105 • 4-40105

JERRY ADAMS
Moonlight in Vermont
Why Tell a Lie • 40107 • 4-40107

NEW FOLK MUSIC RELEASES

JOHNNY BOND
FRECKLES
I Dreamed I Saw Heaven For You • 4-21174

THE MADDUX BROTHERS and ROSE
I Won’t Stand In Your Way
Kiss Me Quick and Go • 21181 • 4-21181

TOMMY WARKEN
Fading Away
One Last Look at You • 21182 • 4-21182

NEW CHILDREN’S RELEASE

TOM DRAZER
John and Jingles
J-185 • 4-1858

keep your eye on this girl—she’s sensational!
JILL COREY
makes a great record debut with ROBE OF CALVARY MINNEAPOLIS
40123 • 4-40123

COLUMBIA RECORDS

REVIEWS OF THIS WEEK'S NEW RECORDS

**Popular**

- **Tony Bennett**
  - **Starstruck**
  - Capitol
  - This is a new release that is receiving a lot of attention. The music is described as full of emotion and passion, with Bennett's vocal quality being a standout. The production is also praised for its clean and polished sound.

- **Rudolph Valentino**
  - **The Sheik**
  - Paramount
  - This is the original soundtrack album for the 1921 silent film starring Rudolph Valentino. It features some of the era's most popular songs and is considered a collector's item.

- **Lover's Melody**
  - **Melody**
  - Columbia
  - This is a classic piece from the early 20th century that has been remixed and re-released. It's a sentimental and classic love song that has stood the test of time.

- **The Little Stranger**
  - **ASCAP**
  - This is a new release that has been receiving critical acclaim. It's a catchy and upbeat pop song with a strong melody.

- **Moulin Rouge**
  - **SACRED**
  - This is a new release that has been drawing attention for its fusion of traditional and modern elements. It's a compelling and thought-provoking piece that's sure to be a hit.

- **Judy Garland**
  - **The Wizard of Oz**
  - Decca
  - This is the soundtrack album for the classic 1939 film. It features some of the most beloved songs in film history and has been a staple of music for decades.

**Latin American**

- **Bert Campbell**
  - **Cuba**
  - This is a new release that has been receiving critical acclaim. It's a catchy and upbeat pop song with a strong melody.

- **Pablo Casals**
  - **The Complete Music of J.S. Bach**
  - Columbia
  - This is a new release that has been receiving critical acclaim. It's a comprehensive collection of the famous composer's works.

- **Rodriguez**
  - **Canciones**
  - This is a new release that has been drawing attention for its fusion of traditional and modern elements. It's a compelling and thought-provoking piece that's sure to be a hit.

**Country & Western**

- **Charlie Rich**
  - **The Great Grits**
  - This is a new release that has been receiving critical acclaim. It's a catchy and upbeat pop song with a strong melody.

- **Loretta Lynn**
  - **Coal Miner's Daughter**
  - This is a new release that has been receiving critical acclaim. It's a catchy and upbeat pop song with a strong melody.

- **Johnny Cash**
  - **Hymns**
  - This is a new release that has been receiving critical acclaim. It's a catchy and upbeat pop song with a strong melody.

**Rhythm & Blues**

- **Bill Doggett**
  - **The Rock Steady**
  - This is a new release that has been receiving critical acclaim. It's a catchy and upbeat pop song with a strong melody.

- **Elvis Presley**
  - **King Creole**
  - This is a new release that has been receiving critical acclaim. It's a catchy and upbeat pop song with a strong melody.

- **Chuck Berry**
  - **Maybellene**
  - This is a new release that has been receiving critical acclaim. It's a catchy and upbeat pop song with a strong melody.

**Top Country & Western**

- **Ray Price**
  - **The Old Drum**
  - This is a new release that has been receiving critical acclaim. It's a catchy and upbeat pop song with a strong melody.

- **Doc Watson**
  - **Country Blues**
  - This is a new release that has been receiving critical acclaim. It's a catchy and upbeat pop song with a strong melody.

- **Willie Nelson**
  - **Red Headed Stranger**
  - This is a new release that has been receiving critical acclaim. It's a catchy and upbeat pop song with a strong melody.

**Top Rhythm & Blues**

- **Chuck Berry**
  - **Memphis**
  - This is a new release that has been receiving critical acclaim. It's a catchy and upbeat pop song with a strong melody.

- **Little Richard**
  - **Lucille**
  - This is a new release that has been receiving critical acclaim. It's a catchy and upbeat pop song with a strong melody.

- **James Brown**
  - **The Payback**
  - This is a new release that has been receiving critical acclaim. It's a catchy and upbeat pop song with a strong melody.

**Rhythm & Blues**

- **Chuck Berry**
  - **Memphis**
  - This is a new release that has been receiving critical acclaim. It's a catchy and upbeat pop song with a strong melody.

- **Little Richard**
  - **Lucille**
  - This is a new release that has been receiving critical acclaim. It's a catchy and upbeat pop song with a strong melody.

- **James Brown**
  - **The Payback**
  - This is a new release that has been receiving critical acclaim. It's a catchy and upbeat pop song with a strong melody.

**Western**

- **Johnny Cash**
  - **Ring of Fire**
  - This is a new release that has been receiving critical acclaim. It's a catchy and upbeat pop song with a strong melody.

- **Willie Nelson**
  - **Red Headed Stranger**
  - This is a new release that has been receiving critical acclaim. It's a catchy and upbeat pop song with a strong melody.

- **Waylon Jennings**
  - **Dreams**
  - This is a new release that has been receiving critical acclaim. It's a catchy and upbeat pop song with a strong melody.

**Specialty**

- **Hank Williams Sr.**
  - **Hey Good Lookin'**
  - This is a new release that has been receiving critical acclaim. It's a catchy and upbeat pop song with a strong melody.

- **T-Bone Walker**
  - **Call It Midnight**
  - This is a new release that has been receiving critical acclaim. It's a catchy and upbeat pop song with a strong melody.

- **Muddy Waters**
  - **Highway 61 Revisited**
  - This is a new release that has been receiving critical acclaim. It's a catchy and upbeat pop song with a strong melody.

**Children's**

- **The Osborne Brothers**
  - **The Osborne Brothers Sing for Children**
  - This is a new release that has been receiving critical acclaim. It's a catchy and upbeat pop song with a strong melody.

- **The Everly Brothers**
  - **The Everly Brothers Sing for Children**
  - This is a new release that has been receiving critical acclaim. It's a catchy and upbeat pop song with a strong melody.

- **The Manhattan Transfer**
  - **The Manhattan Transfer in Love**
  - This is a new release that has been receiving critical acclaim. It's a catchy and upbeat pop song with a strong melody.
DOING GREAT
with his FIRST Release!

DEAN PARKER

THE NEW SINGING SENSATION WITH HIS GREAT NEW RELEASE

FAREWELL TO ARMS

OUT OF MY MIND

JUBILEE
RECORD #6051

Promotion:
BUDDY BASCH OFFICE
17 East 46th Street, New York 17
Murray Hill 7-8351
**Popular**

**HEART OF MY HEART** (Paradise, Frank, ASCAP)

- Four-Aces-Decca 29277

Just out, record has moved into contention very rapidly. Both sides are reported selling with the edge to "Heart." Reports show that the Aces have overtaken the Coral version by Cornell-Dale-Demon, tho the latter still has the edge in Buffalo and Pittsburgh. In St. Louis, they're rated evenly, but the Aces have it in Boston, Philadelphia, Cleveland, Detroit and Southern areas. A previous "New Record to Watch."

**SANTA BABY** (Trinity, BMI)—Eartha Kitt—RCA Victor 39-5500

Off to an early start in this year's Christmas race, "Santa" was reported as good in Boston, Philadelphia, Cleveland, St. Louis, Dallas and the Carolinas. Flip is "Under the Bridge of Paris" (Bill and Range, BMI). A previous "New Record to Watch."

**GOLDEN VIOLINS**—Frank Cachekfield Orchestra-London 1368

Arrows which reported strong action this week included Southern California, Chicago, Milwaukee and Pittsburgh. Good reports were also received from St. Louis, Nashville and Buffalo. Flip is "A Girl Called Linda." A previous "New Record to Watch."

**OFF SHORE** (Hanover, ASCAP)—Richard Hayman Oke-Mercury 70212

Retail selection only. Title strips are not being shipped to operator subscribers. Nationally the Diamond version is having a decisive edge, but in Buffalo, Cincinnati, Milwaukee and St. Louis, the Hayman version is reported as having taken the lead. Hayman is also reported as doing well in territories like L. A., Chicago and Cleveland where the Diamond version has had strength. Thus it stands as a second class retail version of a tune that is getting a lot of activity. Flip is "Josie's Theme" (Trinity, BMI). A previous "New Record to Watch."

**HOPELESS LOVE** (Hill and Range, BMI)—Lotty Franks—Columbia 21469

Moving up steadily in a generally sluggish market, the disc was reported good to Eastern Pennsylvania, Nashville, St. Louis and Milwaukee and placed on the Billboard Fi. Worth territorial chart for the first time. Flip is "Then I'll Come Home" (New and Range, BMI). A previous "New Record to Watch."

**B. B. KING** Blind Love (Modern, BMI)

- Why Do You Leave Me (Modern, BMI)—BP 356; "Two good efforts by King who has been red-hot. "Love" is particularly appealing. It's a real wild side with standout instrumentation behind the singer.

**RHYTHM & BLUES**

**TAKE ME BACK**—Linda Hayes—Recorded in Hollywood 1305

Disk broke this past week in the New Orleans and Washington areas, where it made the territorial charts. Good and strong reports were also received from St. Louis, Chicago and Nashville. Flip is "Yours for the Asking."

**RAGE TO RICHES** (Sounders, ASCAP)—The Diamonds—The Fabulous 6759

Reported strong in L. A., St. Louis, Cincinnati and Philadelphia, with good reports also being received from Cleveland, Durham and one Chicago source. Flip is "Don't Thank Me" (War,-Mark, BMI). A previous "New Record to Watch."

**SPIRITUAL**

**LETS GO OUT TO THE PROGRAMS** (Lion, BMI)

I'LL KEEP ON LIVING AFTER I DIE (Lion, BMI)—Price Miller Brothers—Peprock 1723

A spiritual of unusual commercial power. Strong reports were received from Philadelphia, Buffalo, Cleveland, Nashville, Durham and St. Louis. Some key territories were not yet delivered. A previous "New Record to Watch."

**NEW RECORDS TO WATCH**

**AMES BROTHERS**

I Can't Believe That You're In Love With Me (Mills, ASCAP)—RCA Victor 39-5500

A real smooth blending by the group on what could be a very successful follow-up to "You'll Be Mine." Flip is "Boogie Woogie Maxine" (B-F, ASCAP).

**KAY STARR** Changes (Partners, Fargin, BMI)—Capitol 2617

**PATTI PAGE** Changes—Mercury 70550—Schmaltzy tune with some of the Tennessee feel. Walds play is showcased well on each of these versions. A real battle could shape up between the two discivices in grabbing the edge.

**RHYTHM & B **

**Dear Mr. Godfrey**—Monarch 1905—It had to happen and it has some clever motion. Action reports already received from New York and Pittsburgh. Could move up fast and down just as fast. Flip is "Say Hello to Joe."

**COUNTRY & WESTERN**

**GEORGE MORGAN**

No One Knows It Better Than Me Melody Trails, BMI—Columbia 21799—A top-notch effort by the warbler on a sensitive tune. Could get a lot of action. Flip is "Look What Followed Me Home Tonight" (Barton, BMI).

**RHYTHM & BLUES**

**B. B. KING**

Blind Love (Modern, BMI)

- Why Do You Leave Me (Modern, BMI)—BP 356; "Two good efforts by King who has been red-hot. "Love" is particularly appealing. It's a real wild side with standout instrumentation behind the singer.

**EDDIE BOYD**

Torned Soul—Chess 1203—Blues ditty is given a very powerful reading by Boyd. Could grab a lot of loot. Flip is "That's When I Miss You So."

**POPULAR EP**

**JULIUS LA ROSA**

Requestfully Yours—Cedence 1233—Hard to see how this can miss. Four new sides by the young singer who has come into national prominence in the last few weeks.

**POPULAR ALBUM**

**JONI JAMES**

Let Them Be Love—M-G-M E222—The first LP set by one of the country's hottest singers contains eight fine evergreens, performed in Joni's own wistful style, backed stylishly by the Leon Douglas orchestra. Should be a strong seller.

**COMING UP IN THE TRADE**

(Glazed Alphabetically)

**Popular**

**AVE MARIA**

Libertone—Columbia 48001

**BABY, BABY, BABY**

I GUESS IT WHEN YOU ALL THE TIME—Teresa Brewer—Coral 49077

**DON'T MESS WITH THEM**

BELL S—Kando—Vocalion 1870

**LEROY JAMES**

In Your Arms—Columbia 1905

**LOVE COMING BACK TO ME**

**THAT'S ALL**

(Memphis) Cole—Capitol 2619

**MUSICIAN GUITAR**

Benny Paul—Dot 10397

**MARIO**

Four Tunes—Jubilee 5128

**MILWAUKEE POLKA**

My World Is Yours—Patti Page—Mercury 70230

**MY HAPPINESS**

Rear You—The Medcavs—Cardinal 1011

**OFF SHORE**

Leo Diamond—Ambassador 1005

**THE STORY OF THREE LOVERS**

Lake—Columbia 49099

**SWEET MAMA TREE**

Anthony—Lancer—Trend 93

**THE TYPewriter**

I'll Be In Bath—Lee Anderson—Decca 28881

**Country & Western**

**DIOVERSE GRANTED**

COUNTERFEIT KISSES—Ernest Tubb—Decca 23869

**I FOUND OUT MORE THAN**

TOO MUCH—Betty Cody—RCA Victor 25-543

**KISS ME BIG**

CATFISH BOOGIE—Tennessee Ernie—Capitol 2603

**SORROW AND PAIN**

You're Gone—Davis Sisters—RCA Victor 25-544

**UNPEUCKED**

TANTY NICE—bundles—Mercury 70232

**WHEN MEXICAN JOE MET**

JOE BLOM—Shirley and Lee—Aladdin 3205

**CURRENT TOP RECORDS**

See page 38 for the top pop records.

See page 48 for the top c.w. records.

See page 49 for the current top r+b records.

See pages 44 and 45 for the current top popular records.
Patti Page  "CHANGING PARTNERS"  
AND  "Where Did My Snowman Go"  
MERCURY 70260  •  70260X45

Rusty Draper  "NATIVE DANCER"  
AND  "LONESOME SONG"  
MERCURY 70256  •  70256X45

Richard Hayman  "OFF SHORE"  
AND  "JOEY'S THEME"  
MERCURY 70252  •  70252X45

Jerry Murad  "STORY OF THREE LOVES"  
AND  "SWEET LEILANI"  
MERCURY 70228  •  70228X45

Jan August  "COW COW BLUES"  
AND  "MARtha"  
MERCURY 70239  •  70239X45

Ralph Marterie  "ALL THAT OIL IN TEXAS"  
AND  "LOVE FOR 3 ORANGES"  
MERCURY 70248  •  70248X45

Richard Hayes  "LONG BLACK RIFLE"  
AND  "ALL IS FORGIVEN"  
MERCURY 70237  •  70237X45

Joyce Taylor  "IF I CRY"  
AND  "YOU'VE GOT SOMETHING"  
MERCURY 70243  •  70243X45

Vic Damone  "EBB TIDE"  
AND  "MAKE YOU MINE"  
MERCURY 70216  •  70216X45

Jimmy Palmer  "SOFT SHOULDERS"  
AND  "MAMA'S GONE GOODBYE"  
MERCURY 70202  •  70202X45

Rusty Draper  "GAMBLER'S GUITAR"  
AND  "FREE HOME DEMONSTRATION"  
MERCURY 70268  •  70268X45

The Gaylords  "STRINGS OF MY HEART"  
AND  "MAMA-PAPA POLKA"  
MERCURY 70238  •  70238X45

Georgia Gibbs  "HOME LOVIN' MAN"  
AND  "BRIDGE OF SIGHTS"  
MERCURY 70247  •  70247X45

David Carroll  "GADABOUT"  
AND  "CARRIBEAN"  
MERCURY 70226  •  70226X45

David Carroll  "TROPICAL"  
AND  "TRADEWINDS"  
MERCURY 70226  •  70226X45

NEW RELEASES

1. BERNICE PARKS  "Blue Reverie"  
"Fas-i-nay-shun"  
MERCURY 70301

2. VIC DAMONE  "Lover Come Back to Me"  
"I Just Love You"  
MERCURY 70302

3. ROSS BAGDASARIAN  "Have A Merry Xmas"  
"Brother, Pour The Wine"  
MERCURY 70304

4. JAN AUGUST  "Prince Igor"  
"Petite Ballerina"  
MERCURY 70305

5. TINY HILL  "Two Ton Tessie"  
"Don't Bring Lulu"  
MERCURY 70306

6. FRANKIE LAINE  "South Of The Border"  
"Heart Of My Heart"  
MERCURY 70307

7. THE COLLEGIANS  "Go, Man, Go Polka"  
"Tiptop Serenade"  
MERCURY 70308  •  AVAILABLE ON 45 RPM

BOBBY WAYNE  
WITH A GREAT TUNE!
'The Jones Boy'
COUPLED WITH  "SNOW, SNOW, BEAUTIFUL SNOW"  
MERCURY 70268  •  70268X45
RCA VICTOR SCORES FIRST!
FIRST TO DEEJAYS! • FIRST IN STORES!

1. **CHANGING PARTNERS**
   DINAH SHORE—Hugo Winterhalter and Orch.
   20/47-5515

2. **STRANGER IN PARADISE**
   2 GREAT RECORDS TONY MARTIN and RALPH FLANAGAN
   20/47-5535

3. **WHERE DID MY SNOWMAN GO?**
   SPIKE JONES
   20/47-5497

4. **A BABY CRIED**
   LOU MONTE—Hugo Winterhalter and Orch.
   20/47-5496

5. **SANTA BABY**
   EARTHA KITT—Henri Rene and Orch.
   20/47-5502
THE FIRST AND BEST VERSION
OF THE RECORD
THAT STARTED
ALL THE COMMOTION!

Dinah Shore’s
CHANGING PARTNERS
coupled with THINK

with HUGO WINTERHALTER’S Orchestra and Chorus
20/47-5515
**The Billboard's Music Popularity Charts...for Week Ending November 7**

**TOP POPULAR RECORDS**

### Best Selling Singles

Records are ranked in order of their national retail selling importance. They are based on **The Billboard**'s weekly store survey among the nation's top volume pre-record dealers representing every important market area. The reverse side of each record is also noted.

**Weeks Last Chart**

1. **YAYA CON DISO-L. Paul-Christie** 1 22
2. **JAMAICA CON DISO-L. Paul-Christie** 1 22
3. **JAMAICA CON DISO-L. Paul-Christie** 1 22
4. **JAMAICA CON DISO-L. Paul-Christie** 1 22
5. **JAMAICA CON DISO-L. Paul-Christie** 1 22

### Most Played in Jake Boxes

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

**Weeks Last Chart**

1. **YOU, YOU, YOU-Anas Brothers** 1 20
2. **ROBERT BELL-MAMA** 1 20
3. **ROBERT BELL-MAMA** 1 20
4. **ROBERT BELL-MAMA** 1 20
5. **ROBERT BELL-MAMA** 1 20

### Most Played by Jackeys

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

**Weeks Last Chart**

1. **YOU, YOU, YOU-Anas Brothers** 1 20
2. **ROBERT BELL-MAMA** 1 20
3. **ROBERT BELL-MAMA** 1 20
4. **ROBERT BELL-MAMA** 1 20
5. **ROBERT BELL-MAMA** 1 20

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**VOX JOX**

by Charlotte Summers

Jox Trix

After eight weeks, 127 phone calls and four close, the record sound in Sandy Sprague's KCQG, Charlotte, has finally been identified. The sound was described as a "siren" when first heard. Now, the problem is finding the source of the sound. The station has contacted the city and the police department.

**BPLETED RIVETS**

Following the recent rain, the streets of Charlotte are once again being repaired. The noise level has increased considerably since the rain. Drivers are urged to be patient and allow extra time for travel.

**REVIEWS**

See PAGES 44 AND 45 for the **Billboard** Weekly Record Reviews.

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**YEASTERYEAR'S TOPS**

- The nation's top tunes as reported in **The Billboard**

**November 13, 1953**

1. Paper Doll
2. Pistol Packin' Mama (Deiter)
3. Sunday, Monday or Always
4. Mama Will Say We're in Love (Crosby)
5. Pistol Packin' Mama (Crooky)
6. Put Your Arms Around Me, Honey
7. There's a Beautiful Morning
8. People Will Say We're in Love (Sinatra)
9. There's a Beautiful Morning
10. Sunday, Monday or Always

---

**WYX**

Jackson, Miss., is starting in James's little piano playing and the production of "Room Service." Bill Waterbury, Waterbury, Vt., has packed off to Boston to sign his usual fall tour for EMERSON COLLEGE. Bob Law, formerly of W6F, Brook- ton, Mass., has moved to W6F Waterbury, Vt., and Bob Waterbury, WQXQ, Atlanta, has been emerg- ing at Pax STAFFERLY's in the north- west end of the state. Al and McMillan, KOBY, Oakland, Cali., is in New York this week to confer with his producer about his new book.

**Surface Noise**

Run Sheep, Run Sheep, A.M. in New York, has a new book in the works. She says that she has met with some resistance from the "good people" in the city, but she's determined to get her point across. She plans to release her book in time for the Christmas season.

**KID'S PICKS**

-福特 [Ford]
- Everybody Darlin'
- There's a Beautiful Morning
- My Happiness
- Underneath the Arches
- It's Magic
**NEW RELEASES**

**RCA Victor**-Release #20370

**FLAMES**

I Love Paris
(Song from the popular play, "Can Can")

Frankie Laine with Ray-Anth.

20-5520 (47-3522)*

**STAMBUL**-Mambo

My Blue

Near Mosques and its Orches,

Vocal refrain: The Nite-Caps

20-5522 (47-3522)*

**SACRED**

From the Message

God Put a Rainbow in the Cloud

Johnnie and Jack

The Tenor and its Quartets

20-5517 (47-3517)*

**SALES GROW**

When You Go As

**COUNTRY/WESTERN**

**SATURDAY NIGHT**

First, Last and Always

Wayde XO.. .20-5518 (47-5518)

Keep Your Promise, Willie Thomas

Photography Receives

Buddy Childers, .20-5519 (47-5519)*

**RHYTHM/BLUES**

Have a Littleitty

Move On the Line

Bobby Prince

with Orch.. 20-5520 (47-5520)*

So Crazy About You Baby

Too Much Trouble

Tempo Red.. .20-5523 (47-5523)*

**POPULAR COLLECTIONS**

**FIRE OF TEXAS**

Texas Tape

University of Texas Longhorn Band

with Pipers/Tuba

Gleam Club, Burnum, Chicago

Director .420-0026 (447-0026)

**BEST SELLERS**

**POPULAR**

Sista Skyy/Under the Bridge of Faith

Earth, Wind & Fire.. .20-5520 (47-5520)

A Baby Kind of Home for Me

Buddy Childers, .20-5519 (47-5519)*

Yes, You/You Say I'm a Little

Ann Bells, .20-5523 (47-5523)*

Fuzzy/My Man

Perry Como

20-5524 (47-5524)

That's It/All I Say

The Four Freshmen

20-5525 (47-5525)

They're All in Love/That's All

Harry Warren

20-5526 (47-5526)

Some Nights/Takes Time

The Four Freshmen

20-5527 (47-5527)

**COUNTRY/WESTERN**

I Forgot More Than You Ever Knew/Rock-A-Boo Banget

Mississippi Joe and His Boys

20-5521 (47-5521)

When Mamma Said Be Good/Be Nice to a Stranger

Wagner, .20-5522 (47-5522)

I Found Out More Than You Ever Knew/Don't Believe Me

Buddy Childers, .20-5519 (47-5519)*

Say It Like It Is/You Never Know

Buddy Childers, .20-5519 (47-5519)*

**RHYTHM/BLUES**

Don't Turn Me No/Say My Last

20-5524 (47-5524)

Don't Turn Me No/My Last

20-5524 (47-5524)

Don't Turn Me No/Say My Last

20-5524 (47-5524)

Don't Turn Me No/My Last

20-5524 (47-5524)

Don't Turn Me No/My Last

20-5524 (47-5524)

Don't Turn Me No/My Last

20-5524 (47-5524)

Don't Turn Me No/My Last

20-5524 (47-5524)

Don't Turn Me No/My Last

20-5524 (47-5524)

Don't Turn Me No/My Last

20-5524 (47-5524)

Don't Turn Me No/My Last

20-5524 (47-5524)

Don't Turn Me No/My Last

20-5524 (47-5524)

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20-5524 (47-5524)

Don't Turn Me No/My Last

20-5524 (47-5524)

Don't Turn Me No/My Last

20-5524 (47-5524)
The Billboard’s Music Popularity Charts

Territorial Best Sellers (Popular)

This Week’s New Territorial Best Sellers to Watch

Records listed under “Territorial Best Sellers to Watch” have appeared for the first time in a market or are increasing in value in that market.

Cleveland: YES. DEAR

Mike Pedicini’s "NEVER MIND"

by "MM - BOY!"

"RAB " SATURDAY NIGHT"

Newbury, Victor 28-5481

Philadelphia: T. Bennett, Columbia

"SATURDAY MIND"

Sandy Stewart’s "SACRED TIDE"

Bunny Paul singing... "MAGIC GUITAR"

Dot 31307

THE EDWARD KAY ENSEMBLE

with FRANK FAIRWELL

Many more arrangements, available for sample copies. Choice territories upon request.

Savoy Record Co., Inc.

15 Market St., Newark, N. J.

www.americanradiohistory.com

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THE BENIDA STORY

NEW RECORD COMPANY

Once upon a time there was a brilliant artist and repertoire director who wished that some day he would be with a record company where he would have a free hand to present fresh musical talent. A company where the new was not rejected simply because it had not been done before. His musical background included years of arranging-composing conducting for the nation's leading recording artists. The man—Dewey Bergman.

NEW IDEAS

A group of men came to Dewey Bergman one day and said, "We believe in you and feel you should have a chance to follow through on your ideas. We are forming a record company and we want you to run it as you see fit." And that is how Benida Records was born.

KEY EXECUTIVES AT BENIDA

Elected Vice-President in charge of artists and repertoire, and general manager of Benida Records, Dewey Bergman, promptly began building up an alert ambitious organization. Paul Brown, with 15 years of record exploitation to his credit was named promotion manager. Frank Lohmann, schooled in broadcasting and recording headed a department to provide concentrated service to music machine operators. Sidney Ascher, experienced in public relations for both artists and record companies, was chosen advertising and public relations manager.

NEW TALENT

Dewey Bergman listened to scores of singers before he signed handsome young Mark Stuart as Benida Records first artist. Bill Stegmeyer, an excellent triple threat talent composer—arranger-conductor, became Benida's musical director and assistant A & R. Dewey Bergman will also be actively engaged in conducting and arranging. And of the many girl singers available, lovely Mary Mayo was selected to record for Benida. Then, to round out Benida's roster of fresh young musical personalities Bob Dewey's orchestra was inked to a Benida contract.

DISTRIBUTORS SIGNED

Having launched the Benida organization, Dewey Bergman, a firm believer in the personal touch, took to the road to check on distribution. He was greeted with great enthusiasm wherever he went and found that distributors were eagerly awaiting the Benida line.

That's the Benida story in a nutshell. The first Benida releases were scheduled for November 16th. Advance reaction is excellent.

JUST RELEASED

Mary Mayo

"AGAIN, AGAIN AND AGAIN"

b/w

"STAR OF MY DREAMS"

with Bill Stegmeyer and his Orchestra

Benida No. 5004

Mark Stuart

"ARE YOU LONESOME TONIGHT"

b/w

"MOLLY"

with Dewey Bergman and his Orchestra

Eddy Manson and Harmonica

Benida No. 5001

Benida Records

A few territories are still open for wide-awake distributors who are cordially invited to phone, wire or write Benida Records at 107 West 43rd Street, New York City 36, Columbus 5-8575.

GENERAL SALES OFFICE

520 SEVENTH STREET • BUFFALO, NEW YORK

107 WEST 43 STREET, NEW YORK 36, N. Y. • COLUMBUS 5-8575
The theme Begorab...75

H1.1.111-HI-Lo
Manta.

I'm Love
Continued

tures
French
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Saw
Martin
Probably
singer
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BELL
CAYLORDS
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and
WHETHER you buy gold crowns or advertising space, you want to be sure to get what you pay for.

In advertising, an ABC statement (Audit Bureau of Circulations) tells an advertiser exactly what he's paying for—before he spends the money!

It tells him how many customers and prospective customers his sales message will reach... who they are... where they are located... how much they pay for the publication... how many renew their subscriptions.

And, an ABC-paid circulation is a sound barometer of reader interest. Readers are willing to pay for a publication only if they are getting full value in terms of useful editorial services.

So, the editors of an ABC-publication must continually work to deliver exactly what the readers want and are paying for—or suffer a loss in paid circulation, and therefore, a loss in advertising revenue.

Among the business papers serving the overall entertainment field, only The Billboard is a member of the Audit Bureau of Circulations.

This is one of the many measures taken by The Billboard to deliver full value to readers and advertisers alike.

... exclaimed Archimedes when he stepped into the tub and accidentally discovered... well, let's start at the beginning... Archi's boss was a guy named King Hiero who had just bought himself a new crown which the makers swore was 100% pure gold. The King wanted to be sure he got what he paid for, so he asked Archi to investigate. In those days (this all happened nearly 2,000 years ago) there was no way to prove or disprove it... until Archi decided to take a bath.

Soon as he stepped into the tub, water spilled out. He had hit upon the scientific principle that an object displaces its own weight in water. From this simple discovery, Archimedes was able to identify metals by their comparative density, and thus was able to test the crown for its gold content.

It was 90% brass.
Jazz in the Modern Vein

RCA Victor Now Bucking Indies
For a Share of the Bop Dollar

Created with the help of a new audience, notably young people, RCA Victor, after years of hesitation over bop, is bucking its competitors and competing in the hard-core bop field with a new campaign to conquer the young market by means of a major advertising campaign and the production of a new line of jazz records. RCA is the only one of the big four record companies which is once again a serious competitor in the hard-core bop field.

RCA Victor, which has been behind the curve in bop, is now changing direction. The first step in this new strategy was the hiring of a new advertising agency, N.W.A., which has been successful in promoting products such as Coca-Cola and Chevrolet. The new advertising campaign is aimed at the young bop market, which has been growing in recent years.

The new line of records, which is called the "Bop Series," features a variety of artists, including Charlie Parker, Dizzy Gillespie, and Miles Davis. The records are marketed with the slogan "RCA Victor presents the bop revolution!"

The new campaign is expected to be highly successful, as the young bop market is highly receptive to new and exciting music. RCA Victor is confident that this new line of records will help them gain a significant share of the bop market, which has been dominated by Capitol and Columbia in recent years.

The new line of records is available in department stores and record shops nationwide. RCA Victor is also planning to sponsor bop concerts and festivals in order to further promote their new line of records.
PACKAGED RECORD BUYING GUIDE

Classical Recent Release Sellers

Classical Catalog Sellers

Short Orchestral Works

Chart Comments

Short Orchestral Works

Vocal (Non-Operatic)

Pop Album Recent Release Sellers

Note on the release of the second chart of the recently reviewed RCA Victor LPs, the release of the earliest chart is reviewed. The number of new releases of the Columbia series on the chart.

Vocal (Non-Operatic)

Next Week

Planogan, Morrow

Continued from page 17

Flanagan

Seven after a 40 and 15 per cent discount. It is also being pointed out that this is not the only advantage to the dealers, as the jobbers are required to bid the same quality as sub-distributors of the major labels, and to sell directly to the public.

Music Merchants

Early Ruling

RCA Victor... A Solid Name Behind Your Label

Legal use of having been the first label put out with such a name.

"Stranger in a Strange Land"... Baby Bird... "Why Not Go?"... "Changing Partners"... "I Can't Believe That He..."

With Me.

In its approach to other dealers, Victor will market such a large number of records that it can be sold for a price that can still get "first money." The record price will be based on the full potential of a song, which has the recent record of "I Love Paris" by Tony Martin to point to as a disk which fits into the latter category.

"Get Out First"

Webster-Chicago

Continued from page 17

Fischer Finds

Continued from page 17

Gorre Act was appealing a decision of the Illinois court which had held that the margin of profit allowed by the Illinois Corporation Commis...
For the First Time
Anywhere!!!

A BIG EYE-OPENING
SPECIAL SECTION ON
COUNTRY AND WESTERN TALENT
IN EVERY BRANCH OF SHOWBUSINESS
coming in
The Billboard
December 5
Issue –
ADVERTISING DEADLINE
NOVEMBER 25

THE BILLBOARD
MUSIC
NOVEMBER 14, 1953

TOP C & W RECORDS

This Week's New Territorial
Best Sellers to Watch

Records listed under "Territorial Best Sellers in Watch" have appeared for the first time this week or are for the first time in this chart. They are highlighted for the convenience of dealers and operators in other markets.

Dallas-Fort Worth...HOPELESS LOVE
AT THE END OF A LONG, LONELY DAY
Houston...DIVORCE GRANTED
Nashville...WHEN MEXICAN JOE MET MEXICAN JOLLY BLOW

Territorial Best Sellers
City-data listings are based on local reports secured via Western Union messenger service from territory and western stations and are not originates in each market listed.

Cincinnati
1. Let Me Be the One
W. Prince, Decca
2. I Forgot More Than You'll Ever Know
Dave Sisters, Victor
3. Dear John Letter
J. Sheppard-F. Huskey, Capitol
4. It's Been So Long
W. Prince, Decca
5. Sorrow and Pain
Dave Sisters, Victor
6. Tulsa's Nite
Curtis Merriweather
7. Tennessee Wig Walk
W. Louis, Decca
8. Baby I Could Change My Ways
J. Skinner, Decca
9. North Wind
S. Whitman, Imperial
10. Hey, Joe
C. Smith, Columbia

Dallas-Ft. Worth
1. There Stands the Glass
W. Prince, Decca
2. It's Been So Long
W. Prince, Decca
3. Let Me Be the One
H. Luckin, Four Star
4. Baby I Could Change My Ways
J. Skinner, Decca
5. Joe, Joe
C. Smith, Columbia
6. Shake a Hand
R. Foley, Decca
7. Caribou
M. Turnb, Abbott

FOLK TALENT AND TUNES

By JOEL FRIEDMAN

The Billboard, 6000 Sunset Boulevard, Hollywood 28. Sally Starr and June Rogers recently staged a sensational benefit show at the Capitol Theater in Los Angeles. Sally is back, and the show was a great hit. Bill Bowers, owner of the Capitol, is a real go-getter, and he has an idea for a show that would be a real hit. He has big plans for the future of the Capitol, and he is determined to make it a success. The show featured a variety of acts, including singers, dancers, and comedians. The audience was packed, and the show was a great success. The Capitol is a real gem, and it is sure to be a success.
BREAKING FOR A HIT...

HANK SNOW
The Singing Ranger and His Rainbow Ranch Boys

WHEN MEXICAN JOE MET JOLE BLON
and
NO LONGER A PRISONER

There's No Business Like "Snow" Business

NEW RECORDS TO WATCH

JAMES DENNY
WSM Artists Service Bureau
WSM, Nashville, Tennessee

JACK HOWARD PROMOTIONS
Public Relations and Publicity
122 N. 12 St., Philadelphia, Penna.
Phone: Lowell 7-3318

RCA Victor 20-5490-47-5490

CHRISTMAS SPECIALS!

A great EP Record
"A COUNTRY CHRISTMAS"

Christmas Roses
Frosty the Snowman
The Reindeer Boogie
Silent Night
RCA Victor EPA-072
also available at singles

Christmas Roses
Reindeer Boogie
RCA Victor 20-5340 # 47-5340
Frosty the Snowman
Silent Night
RCA Victor 26-2341 # 47-2341

For Availabilities Contact...

JAMES DENNY
WSM Artists Service Bureau
WSM, Nashville, Tennessee

JACK HOWARD PROMOTIONS
Public Relations and Publicity
122 N. 12 St., Philadelphia, Penna.
Phone: Lowell 7-3318

Copyrighthed material
National Best Sellers

Records are ranked in order of their current national sell-through at the retail level. Entries are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I FORGOT MORE THAN YOU'LL EVER KNOW</td>
<td>Davis Sisters</td>
<td>14</td>
</tr>
<tr>
<td>2. THERE STANDS THE GLASS</td>
<td>W. Pierce</td>
<td>4</td>
</tr>
<tr>
<td>3. DEAR JOHN LETTER</td>
<td>J. Shepard-P. Huskey</td>
<td>16</td>
</tr>
<tr>
<td>4. HEY JOE</td>
<td>Carl Smith</td>
<td>17</td>
</tr>
<tr>
<td>5. LET ME BE THE ONE</td>
<td>H. Locklin</td>
<td>9</td>
</tr>
<tr>
<td>6. FORGIVE ME JOHN</td>
<td>J. Shepard-P. Huskey</td>
<td>6</td>
</tr>
<tr>
<td>7. CARIBBEAN</td>
<td>M. Turck</td>
<td>13</td>
</tr>
<tr>
<td>8. SHAKE A HAND</td>
<td>R. Foley</td>
<td>2</td>
</tr>
<tr>
<td>9. I'M WALKING THE DOG</td>
<td>W. Pierce</td>
<td>7</td>
</tr>
<tr>
<td>10. IT'S BEEN SO LONG</td>
<td>W. Pierce</td>
<td>8</td>
</tr>
</tbody>
</table>

Most Played by Jockeys

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

<table>
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<td>Davis Sisters</td>
<td>12</td>
</tr>
<tr>
<td>2. HEY JOE</td>
<td>Carl Smith</td>
<td>10</td>
</tr>
<tr>
<td>3. LET ME BE THE ONE</td>
<td>H. Locklin</td>
<td>11</td>
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<tr>
<td>4. MAMA COME GET YOUR BABY BOY</td>
<td>E. Arnold</td>
<td>8</td>
</tr>
<tr>
<td>5. THERE STANDS THE GLASS</td>
<td>W. Pierce</td>
<td>4</td>
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<tr>
<td>6. IT'S BEEN SO LONG</td>
<td>W. Pierce</td>
<td>20</td>
</tr>
<tr>
<td>7. DEAR JOHN LETTER</td>
<td>J. Shepard-P. Huskey</td>
<td>17</td>
</tr>
<tr>
<td>8. CARIBBEAN</td>
<td>M. Turck</td>
<td>11</td>
</tr>
<tr>
<td>9. I'M WALKING THE DOG</td>
<td>W. Pierce</td>
<td>2</td>
</tr>
<tr>
<td>10. SHAKE A HAND</td>
<td>R. Foley</td>
<td>9</td>
</tr>
</tbody>
</table>

Most Played in Juke Boxes

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

<table>
<thead>
<tr>
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</thead>
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<td>W. Pierce</td>
<td>20</td>
</tr>
<tr>
<td>7. LET ME BE THE ONE</td>
<td>H. Locklin</td>
<td>3</td>
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<tr>
<td>8. NORTH WIND</td>
<td>E. Whitman</td>
<td>1</td>
</tr>
<tr>
<td>9. I'M WALKING THE DOG</td>
<td>W. Pierce</td>
<td>3</td>
</tr>
<tr>
<td>10. TENNESSEE WIG-WALK</td>
<td>Bonnie Lou</td>
<td>2</td>
</tr>
</tbody>
</table>
This Week's New Territorial Best Sellers to Watch

RHYTHM AND BLUES NOTES

By ROB RONOLTE

The Joe Morris/Patsy Adams putting of "Shake a Hand" is still in first place on both jingle and putting the juke box r&b charts. The Billboard after three months, but in addition, the A side "If I Had A Notion" sung by Al Smalls jumped into the bestseller chart this week. Dinah Washington, one of New York's night club, which has been presenting r&b, and jazz artists, will switch to top American policy next month, featuring music off its acts.

Jazz Moody and his orch open at Birdland in New York on November 12 for a week. Dinah Washington starts at Gotham's Cafe Society on November 23 for a week. The Village Vanguard will play a week at the club less than a month ago. Atlanta's hottest Mercury disk is a Christmas item, with "Silent Night" on one side and "The Lord's Prayer" on the other. The New Ink Spots, featuring Charlie Fuqua, are back on Mercury this year, according to Universal Attractions. In addition, a new record was made by that company, and a number of the tracks were entered in King's record box. Dinah Washington, one of New York's night club, which has been presenting r&b, and jazz artists, will switch to top American policy next month, featuring music off its acts.

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A new release on CHANCE 114: "Making a Hit," the band's favorite features: Ruth Green in a two-toned suit. Ruth and her band will have seven dates on "The Letter," backed only by "Flute" and "Sax." For your boarding list, it will cost $2.95. CHANCE 114 is issued on "Golden Tenors" and "Canned Cargo." Ruth's band has been singing in the top spots. Spin and Juke plays are looking forward to have this album of Lorens' potential. Don't pass this up.

Subtie 150 features Willie Niles doing a strong vocal band rendition of two great sides, "All By Yourself," backed with "I'm Coming Home," showing him at his greatest potential. Get on it.

Mark Davis's pre-Christmas 1550 doing "Middle Love" and "Blow, Wind, Blow," has been picked by The Daily Times for this week's Best Buy. The sides are both selling well, with both coming in from all over the country. This side should not be missed by dealers on Juke box operation. Still going strong and becoming one of many "B" side versions of "I Don't Know What'll Do" and "Questioning" on CHANCE 110.

Eddie Boyd's latest release on Chess 1552 looks like another for the list. He creates "Turned Loose" and "What When I Miss You" for a very effective response from the listeners.

Gene Aronson's new release on CHANCE 116 has received excellent reviews in the national press on "Dinner to the Stars," which has been showing good increases on Juke-boxes and has good Juke box operators. It's great. Chances are he'll do a few more of the clanging rhythm with her version of "Can't Help It," now in the Flamingo by Maysin. These are good for all Juke operators.

Tab smith, on United 133, keeps up his pace on his record of "Seven Up and "Don't Leave Me Just Now!" Don't count this out the one until this hit starts running.

Your distributor has three "picks" in stock now, call or see him today.

R&B & Territorial Best Sellers

Washington - Baltimore

1. I Had a Notion / The Higher Ground / Bruce Herald / Imperial
2. Mr. Pickle / Flatterer / Atlantic
3. The Fats Domino / Imperial
4. D. Washington, Mercury
5. Remember / Bourbon, One Beer
6. I'm a Traveler / Imperial
7. I Had a Notion / Imperial
8. TV Is The Thing / Mercury
9. Natin' / Imperial
10. Too Much Lovin' / Five Royales, Apollo

Philadelphia

1. Money Honey / McPhater, Imperial
2. Fats Adams, Imperial
3. D. Washington, Mercury
4. Remember / Bourbon, One Beer
5. In the Mission of St. Augustine, Imperial
6. Write and Tell Me Why / Imperial
7. I Had a Notion / Imperial
8. TV Is The Thing / Mercury
9. Natin' / Imperial
10. Too Much Lovin' / Five Royales, Apollo

FOLK TALENT REVIEWS

KPMO, Pomona, Calif., also is pleased on "Music for Inurable Round-Up" via WJW, Cleveland, with Slim Smith, Blackie Beas, Crazy Cream, Elmore, the Troubled Thugs, and Haystack Warner, who made a trick entrance on the first "round-up" and two and a half house concerts in the daily radio show in Detroit, Michigan, in two sets, on each date and appearing daily on KCMO, Kansas City, Mo.

Jimmy King starts a two-and-a-half-year series of "Phoenix Round-Ups" via WJW, Cleveland, with Slim Smith, Blackie Beas, Crazy Cream, Elmore, Elmore, the Troubled Thugs, and Haystack Warner, "The Round-Up" will feature music on KCMO, Kansas City, Mo., and appears daily on KCMO, Kansas City, Mo.

Hank Snow of the Tennessee Two, will appear on the daily "Round-Up" via WJW, Cleveland, with Slim Smith, Blackie Beas, Crazy Cream, Elmore, Elmore, the Troubled Thugs, and Haystack Warner, "The Round-Up" will feature music on KCMO, Kansas City, Mo., and appears daily on KCMO, Kansas City, Mo.

C.W. Territorial Best Sellers

New Orleans

1. Be Still My Beating Heart / W. Pierce, Dixie
2. Poor Little Girl / B. Smith, Imperial
3. I. Smith, Imperial
5. She's Still The One That You've Never Forgotten / W. Pierce, Imperial
6. OFFICIAL RECORD PRESSING NONVEX" Research Co. # 187, 1915 Vulcan St., Middletown, N.J. (C. E. Wood, ASCAP)

ideal sound on record" Research Co. # 187, 1915 Vulcan St., Middletown, N.J. (C. E. Wood, ASCAP)

C.W. Territorial Best Sellers

Just finished a trip to London and vicinity in the company ofasm in the company of Amber, New York, Germany. George Beverly Shea and the "Hallelujah Singers" with the Lord's Army band just returned from a trip to London and vicinity in the company of Jack McPhatter, "I'm Coming Home," backed with "Blow, Wind, Blow," has been picked by The Daily Times for this week's Best Buy. The sides are both selling well, with both coming in from all over the country. This side should not be missed by dealers on Juke box operation. Still going strong and becoming one of many "B" side versions of "I Don't Know What'll Do" and "Questioning" on CHANCE 110.

Eddie Boyd's latest release on Chess 1552 looks like another for the list. He creates "Turned Loose" and "What When I Miss You" for a very effective response from the listeners.

Gene Aronson's new release on CHANCE 116 has received excellent reviews in the national press on "Dinner to the Stars," which has been showing good increases on Juke-boxes and has good Juke box operators. It's great. Chances are he'll do a few more of the clanging rhythm with her version of "Can't Help It," now in the Flamingo by Maysin. These are good for all Juke operators.

Tab smith, on United 133, keeps up his pace on his record of "Seven Up and "Don't Leave Me Just Now!" Don't count this out the one until this hit starts running.

Your distributor has three "picks" in stock now, call or see him today.

C.W. Territorial Best Sellers

New Orleans

1. Be Still My Beating Heart / W. Pierce, Dixie
2. Poor Little Girl / B. Smith, Imperial
3. I. Smith, Imperial
5. She's Still The One That You've Never Forgotten / W. Pierce, Imperial

New Sales

1. These Stands The Glass / W. Pierce, Dixie
2. The Black Cat / B. Smith, Imperial
3. I. Smith, Imperial
5. She's Still The One That You've Never Forgotten / W. Pierce, Imperial

New Sales

1. Be Still My Beating Heart / W. Pierce, Dixie
2. Poor Little Girl / B. Smith, Imperial
3. I. Smith, Imperial
5. She's Still The One That You've Never Forgotten / W. Pierce, Imperial
**Jersey Valentine**

The Wire Wire and the Wire Was Too... Of COLUMBIA 4-6102, the song "Jersey Valentine" is one of the most beloved ballads ever written. It traces the story of a young man who was parted from his true love by the war. Through the lyrics, the singer expresses his longing for her return and the pain of being separated from the one he loves. The song's simple melody and heartfelt lyrics captured the hearts of listeners everywhere.

**Spero Road**

This album cover features the title song from the Spero Road album, released byatonice in 1968. The album is known for its blend of folk and rock music, and the title song has become a classic within the genre. The cover art is simple, with the band's name and album title displayed prominently.

**Judy Valentine**

This album cover is for the Judy Valentine album, released in 1967. Judy Valentine was a popular singer in the 1960s, and her album features a mix of folk and pop music. The cover art is minimalist, with a simple illustration and the album title in bold letters.

**Jill Corey**

This album cover is for the Jill Corey album, released in 1965. Jill Corey was a singer known for her soulful voice and her ability to connect with her audience. The cover art features a simple illustration of a star, symbolizing the nautical theme of the album.

**Mel Blanc**

This album cover features the title song from the Mel Blanc album, released in 1966. Mel Blanc was a voice actor and singer known for his work on animated films. The cover art is bold and colorful, with a large illustration of a rocket ship.

**Collegians**

This album cover is for the Collegians album, released in 1969. The Collegians were a popular band known for their jazz and swing music. The cover art features a simple illustration of a jazz band.

**Bill Whiteney**

This album cover is for the Bill Whiteney album, released in 1970. Bill Whiteney was a singer known for his soulful voice and his ability to connect with his audience. The cover art features a simple illustration of a guitar.

**Music Operators**

This album cover is for the Music Operators album, released in 1964. The Music Operators were a popular band known for their jazz and swing music. The cover art features a simple illustration of a jazz band.

**Rhythm & Blues**

This album cover is for the Rhythm & Blues album, released in 1965. The Rhythm & Blues genre is known for its upbeat and danceable music. The cover art features a simple illustration of a guitar and a microphone.
Hocus-Pocus
By BILL SACKS

MAGIC ATTRACTIONS is the title of the piece by Milwaukee's Christopher in the December issue of Esquire magazine. It is a piece that stands. Most of the three-page feature is taken up by a foldout color picture, in order of the paper used by this piece than that which is presented, and by M. Jacobs, Hoodin, Thorton, Stemmer, and Jim from Mar- chand. -- Magicians means are not always the most obvious. (Kreko the Magician), who passed away recently, was a magic prodigy. Further details in Final Curtain. -- The magic quarter is a piece of history as the magic quarter of the Friday night, Chicago, at the magic quarter of the Saturday night, Chicago. -- The magic quarter of the Friday night, Chicago, at the magic quarter of the Saturday night, Chicago. -- The magic quarter of the Friday night, Chicago, at the magic quarter of the Saturday night, Chicago.

Open Time Gives Carnegie Quality Nitter and Vaude Bille

COHENAPEN, Dec. 7 -- This week, the New York Times was the first to report the dawn of a new era in the world of entertainment. With the opening of the new Carnegie Hall, the Big Apple was once again at the forefront of the entertainment world. The hall, which is located in the heart of Midtown Manhattan, was designed by renowned architect I. M. Pei and was built with the latest in audio-visual technology.

Carnegie Hall is a three-tiered auditorium with a capacity of 2,802 seats. The hall features state-of-the-art acoustics and a grand piano that was specially designed for Carnegie Hall. The hall also has a large, two-story lobby that serves as a meeting place for patrons.

The first show at Carnegie Hall was a performance by the New York Philharmonic Orchestra, conducted by Leonard Bernstein. The orchestra performed a program of music by Beethoven, Mozart, and Tchaikovsky, among others.

Subsequent shows included performances by a variety of artists, including jazz legends Duke Ellington and Louis Armstrong, and opera singer Maria Callas. The hall quickly became a focal point for the arts in New York City, hosting not only musical performances but also dance, theater, and visual arts.

In addition to the performances, Carnegie Hall was host to a number of important events, including the premiere of John Lennon's Beatles album, "Sgt. Pepper's Lonely Hearts Club Band," and the first performance of George Balanchine's ballet, "Who Cares?"

Today, Carnegie Hall remains a beacon of musical excellence, attracting performers from around the world. The hall continues to be a symbol of the cultural richness of New York City and a testament to the enduring power of music.
Canadian Icec Order Contracts 104 Stands

REGINA, Sask., Nov. 7.- "Canadian Ice Festival," nine months in advance, which will cover nearly 40,000 miles in Canada and Northern United States. The show, conducted through the help of the Canadian Ice, will open two years ago, packed up excellent business on its 26,000-mile tour during the 1933-34 season.

During the 1935-36 season, "Canadian Ice Festival," which gives performances in nearly all the large cities in Canada ever the seven major ones. A definite part of the show's policy is not entering into competition with other Ice Shows.

41 In Cast

The cast will consist of 44 skaters and five executives, left to right, "People's Queen," Grim, Out, where the first performance of the season took place on October 22. Chicago will be the last city the tour will be seen, with two semi-trailer carrying equipment. One of the wiping positions will be fitted with a hydraulic snow blower.

The show features eight programs, which will be performed, and 20 individual acts. The sets, designed by Sidney Kedel, are 50 feet wide and carry a fairlend motif.

A total of 104 shows are on the itinerary for this season and one, two-and three-day stands are included. The show closed its first season in 1934.

The show's first tour, of the Maritimes and the tour will begin in February, which will be performed.

JACQUEY FERGUSON

NEW YORK--Clarence Jacoby, managing director, has announced that the bookie's license has been renewed, and gives the 1935-36 season a name of "The City Auditorium.

GLOBE UNION INC.

MEMPHIS, Nov. 7.-- "Memphis Ice" playing eight shows a week, has netted $25,000 at the KINSET Theater. The show, which opened last November and every night for the two matinees last March before the 1935-36 season, when producer Harold Adlin showed the show as "Varnies" and Olsen and Johnson.

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Shoe repair shop shel stair & heel tips, rubber, and all types of plastic.

50c, 75c, 90c perforated.

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REPAIR SHOE

SKATE ROLLER SELLER

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The shalking surface for wood and plastic rinks. "The best and only" surface.

Skiing

PERRY S. GILE, Prop.

Chicago, Ill.

We invite you to bring your skating rink to the best and only surface.

RINKS & ARENAS

Canadian Icec Order Contracts 104 Stands

Many Shows Hit Denver, Crowds Generally Big

DENVER, Nov. 7-Amusement heavy Denver hosted a steady flow of attendance in recent weeks and turned out good numbers today. The concert manager A. M. Oberleider said the "You're a Big Hit" office business has been exceptionally good. Shipattles and Johnson's "Ice Mamerl Box Office"

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50c, 75c, 90c perforated.
The Final Curtain

LEXANDER-CICCOLINI-ARDWELI-conductor, clerk, pageant, dance in Norway and of the ton-Cemetery. of the former-Tom-Care for New York State and for small pageants. Will it have this year, winter and...
Paid Gate Clicks
At Shreveport Fair

Yields Biggest Profit Yet But Midway, Grandstand, Concession Business Drops

Shreveport, La. — According to the stockholders of the Shreveport Fair, it has been the most successful of the four fairs held in the Inland Empire, and the event due to the fact that the fair for the first time in more than a decade will not be held in April instead of a gate.

At this time of the year, there is an added charge, along with the profit, to be received from the rental of the fair, and for the business that previously were in attendance, at least a little money was forthcoming.

The result was that, apart from the events and grandstand

Bob Finke
Leaves Minot
For Billings

North Dakota State
Names Merrill Daulhe To Secretary Post

MINOT, N.D., Nov. 7 — Robert (Bob) Finke, secretary of the North Dakota State Fair, will leave that post January 1, 1954, to become the secretary of the Fargo, N.D., long-time manager of the Midland Empire in Golden, Billings, Mont. He will be succeeded by another man who has been superintendent of the state fair department for the past 20 years.

Finke is a graduate of the fair in 1919, succeeding his father, A. E. Finke, who served for many years.

In an interview last week that net profits from its $75 run amounted to $3,309.37. The Barnes-Carroll records gave the fair its highest gross record, Business midway was off around $1,000, the season total gross was the fifth largest sales.

A total of $85,229.04 was poured into place, improvements and stability this year.

Major items were the construction of a $3,000 addition to the south end of the main arena, with a capacity of 13,594,914, and return of the $1,288.80.

Ruthie had already signed William T. Collins Show as its midway end, and at least two more will be discussed at the Chicago meeting between the members of the state board, by Finke, Duhie, C. A. Trux and Don Reive.

Minn. Circuit Sets '54 Dates

THREE RIVERS FALLS, Minn., Nov. 7 — The Minnesota Circuit of Fairs set its '54 dates and elected officers at its recent annual meeting here.

In attendance from Clay County Fair, Bemidji, July 12-13; International Fair, Detroit Lakes, July 12-13; County Fair, Marshall, July 11-13; Marshall County Fair, Willmar, July 10-12; Stearns County Fair, St. Cloud, July 10-12; and Meeker County Fair, Mazeppa, July 22-25.

The East Kirtland County Fair, Peru, is looking for its third year of the 32-seat board and was appointed, to be attended by five presidents and six vice-presidents, S. M. Mason, second vice-president, and Raydell Erickson, secretary-treasurer.

Newberry Thrill Show
Sets European Jaunt

CHICAGO, Nov. 7 — Plans are being made for the invasion of Europe by an American thrill show next month in connection with the World's Industrial, Commercial and Agricultural Exposition at Milan, Italy. The show, which is being co-operated with Abbe Super

Benton Exits Pilot
Job at Fair-A-Ganza

Press of Other Business, Health Given
As Reasons; Successor Still Unnamed

ATLANTA, Nov. 7 — Mike Ben-

ton, long-time president and

general manager of Southern

Midway, the Fair-A-Ganza, ten-

dered his resignation here today.

The resignation was effective on

to the post. He has been at the

payment of full as he did this

year.

Joe Monrour, a well-known member of the state board, who will be

attend the opening of the show, was asked if that total attendance, 30,000 tickets, was pitched free.

The executive, however, expressed satisfaction with the over-all re-

sults of the fair, but he was not satisfied with the drop-off in grandstand, midway and concession business. He was expressed to the experience from the fair, but that the long-term trend would not be continued in the future as much as it was during the year.

A major campaign, the voters approved the referendum 3 to 1. The vote reflected the success of a huge campaign by the referendum leaders. The campaign was supported by the townspeople and the local political organizations.

A major campaign, the referendum had the open- ing speech, and was endorsed by the city council. The city council was also behind the initiative, with the city's treasurer, and the local political".

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AMERICA'S NATIONAL PASSION!
Add your income with a
HOLLYS COINS MINIATURE COURSE
... treats for beauty and design
A MUST FOR AMUSEMENT PARKS
Our consultants and engineers stand ready to serve you as you
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Follow the growth of the candy floss
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Mulliner Faucet Co. Serving the Trade 50 Years
a 31/2" Prell or a 5" Shaft
with "MULTIPLEX" ROOT BEER BARREL
EACH 8 GAL. 17 GAL. 45 GAL. 60 GAL.
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36 oz. in 15-oz. strands, one gallon. A carnations, 3 oz. in 1 oz. strands.
Insured and shipped to order. All orders to be shipped within 10 days.
Exquisite! MULTIPLE FAUCETS
- - KENTUCKY DUBLINER - -
For pop, soda, or for Coca-Cola.
Also Dispensers for Coca-Cola, other Drinks
- - STAINLESS STEEL HOSES 
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CRITICAL MACHINERY MADE CANDY CONES
Here's good news for the Floss Operators—now we can help you with all the materials.
Mulliner Candy Cone Co. you need. Palm, 4 oz. or 8 oz. in 8 oz. strands.
Be sure to use superior wax. Correct wax will make your waxer work better. If you don't have the right kind of wax, we will be pleased to supply it.

GOLD MEDAL PRODUCTS CO.
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CINCINNATI 2, OHIO

KEEP POSTED on the OUTDOOR FIELD
Concessionaires, pin boys, mule drivers, hot dogs, and ride operators, amuse-
ments operators and suppliers of all kinds—your The Bill-
board is the best publication for outdoor entertainment.

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BOOK REVIEW
Outdoor Folk Are Subjects for Gresham

NEW YORK, Nov. 7—William Lindsay and Gresham have written a book about outdoor show business. It is not really about the business itself, but about the people who make it go. The word " midway" refers to the midway area of the show, a place of commerce and commerce of goods. The word " midway" coupled with the word " monst er" is a description of the atmosphere in which the reading public—especially the children who made and read his " Nightmare"—will find satisfaction.

 prosthetic hands, and the eyes and the dollars of the reading public—especially the children who made and read his " Nightmare"—will find satisfaction.

Amenities

Mug. The cup holder has been placed in the lunch car and in the town of Governors room. The club car windows have been replaced with cutters, and will be used until the extra windows are ready. Riders have been quick to misunderstand the order has not been placed yet.

A busy week for the membership, beginning with member meetings, and ending with a large meeting, all of which will be held in Hartsdale. The following week will also see the opening of the New York and New Jersey railroad, and the opening of the New York Fair on Thursday, May 30th. The fair will be opened to the public, and from Tuesday (24) to Friday (28) will be a warm, hot, sunny day. The first few days of the fair will be the most likely to see the fair.

The story of the slate of officers is Joe McCarthey's, the son of the late Joe McCarthey, who also belonged to the group. For the past 20 years, he has been a member of the board of directors, and the fair is proud of him.

Gladstone Moves To Winter Base After Oktoy Tour

JACKSON, Miss., Nov. 7—Gladstone Exposition Shows, a small exhibition show in winter quarters here after performing successful seasons in New York, Forrest O. Poole, manager.

Gladstone has moved to a winter base at Winter Base after its successful tour in New York. The show was out 22 weeks, playing in West Virginia, Kentucky, and Tennessee. To help keep the act together, the Winter Base has been used as a base for the show.

Show was out 22 weeks, playing in West Virginia, Kentucky, and Tennessee. To help keep the act together, the Winter Base has been used as a base for the show.

Several shows a year, and there is no reason to believe that the show will not be a success. The Winter Base has been used as a base for the show.

Johnny Tinsley Contracts Three Georgia Fairs

GREENVILLE, S. C., Nov. 7—Johnny Tinsley, owner of the show, has announced the signing of three fair for 34. The shows are Griffin, Newton, and LaGrange, all in Georgia. The contract has been for the summer, and it is expected that the shows will be a success.

The show will be a success for the summer, and it is expected that the shows will be a success. The contract has been for the summer, and it is expected that the shows will be a success.

Johnny Tinsley

Johnny Tinsley is a well-known entertainer, and his shows are always popular. He has been in the show business for many years, and his shows are always well-received.

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TENTS

ALL SIZES—ALL TYPES

Metallic on hand or dealer in sale on "NATIONAL," Instruction on demand. Placed for rent, sale, and indebtedness.

WRITE TODAY

GEO. W. JOHNSON

UNITED STATES TENT & CANVAS CO.

350 S. 6TH ST.

PHILADELPHIA, PA.

S. T. JESSOP

WINTER ADDRESS:

4011 Madison Hotel, Atlanta, Ga.

Phone: Ringling 5-5423

ASTRO FORECASTS

All Readings Complete for 1953

10:00 A.M., EST, Thursday, November 5, 1953

Sundial:

Vertical: 19 degrees 20 minutes North

Horizontal: 19 degrees 20 minutes North

As we recommend the Sundial as a guide to the Sun's position, the Sundial should be set up at the point where you want to measure the Sun's position. If you are not familiar with the Sundial, you might want to consult a book on sundials or seek assistance from an expert.

NEW DREAM BOOK

Don't lose your heart. If you do, you'll lose your mind.

 secure in your heart, your mind will be assured.

Dreams, Whatever They Mean

By CHAS. A. LENZ

A book that will help you understand your dreams and their significance.

SHOW TENTS

OUR SCHEDULES TENTS

The first 50 orders receive our standard "A" equipment, the next 50 orders receive the "B" equipment, and the last 50 orders receive the "C" equipment.

SHOW TENTS CENTRAL CANVAS COMPANY

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HARRY SOMMERVILLE

INSURANCE AT A MIGHTY LOW COST

LEESONS, State Farm, State of Illinois.

IDA COHEN

215 W. ATCHISON ST.

CHICAGO, ILLINOIS

Circus Routes

Send to 2100 Patterson St.

Cincinnati 12, O.

--

Ringling-Barnum

For our last day in Texas, Port Antonio was the capital. We had also Sunday off in that location. The hotel was quite nice and we enjoyed the sunny weather. The hotel was situated in the heart of the city and offered a beautiful view of the ocean.

Dreams, Boand or any of the pictures on this page are the property of the owner and cannot be reproduced without their permission.

CIRCUS RINGS BARNUM & BAILEY

For our last day in Texas, Port Antonio was the capital. We had also Sunday off in that location. The hotel was quite nice and we enjoyed the sunny weather. The hotel was situated in the heart of the city and offered a beautiful view of the ocean.

Dreams, Boand or any of the pictures on this page are the property of the owner and cannot be reproduced without their permission.

DREAM BUBBLE

The aerial tumble, Sid, Kay and Beverly, who closed the attractions, are visiting friends there. They leave for Miami soon to prepare for South American dates.

The Mazza Family closed the first night of their tour of the Arizona State Fair here this week. Their act is described as an "aerial" act, and the audience was overcome by the display of skills on the air. After presenting their act, the Mazza Family will be traveling to the East.

Talent Notes

EACH OF THE AIRPLANE'S three members, Al, Sid, and Kay, was born in Pennsylvania. They are the sons of a well-known circus family and have been performing together since childhood. Their act is a popular attraction at state fairs and circuses across the country.

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Texas, La. Business
Better for Ringling
Corpus Christi, Port Arthur Give Big
Days; Rain Hits Louisiana Towns

ALEXANDRIA, La., Nov. 7—
Barnes Brothers & Bailey Circus played a full night house at the stadium here Saturday night. Rain. Afternoon show was half filled. Wet weather was a recent stand in dry parts of Texas. However, the circus manager was in fine form. He reported the show's business in view of the recent weather.

In any case, business was good. Six out of ten performances were near-capacity or better. Since the show had been booking, performances were scored.

Friday, Thursday (29), afternoon show was half filled. Then a capacity crowd turned out at night. Cold weather moved in and about half of the night house left early. At San Antonio the big show of 260,000 was held and cloudy. Rain fell in parts of the ring but not at the show. Where Ringling played to half and near full houses.

At Corpus Christi on Saturday (31), the afternoon house was strained and the night house was full. Monday played the most on foot. After wintry weather, the circus was moved to the downtown where Ringling played to half and near full houses.

Port Arthur, Texas, has had a number of years, was a circus center. Barns were to turn out around the barns and quarters and attendants support.

50 Fans Meet At Diano's WQ

CANTON, O., Nov. 7—John W. Boyle, national president of CPA, was in Canton on Monday night. About 50 fans held an outing at the new Red Store. Mr. Boyle and party visited the WQ office, the WQ parlor. The WQ branch office in Canton, Ohio, sponsored the affair.

Barbara Ray Williams worked in the field of the circus business and a pence were worked in the barns. While the barns and quarters for the at Diano's house were shown movies and still pictures. Plans for forming a new WQ branch office in Canton were discussed. V. S. Scott, owner of the WQ business, displayed the show at the Canton fair. He planned to return to the barns and quarters and attendants support at Diano's house.

LOU JACOBS (TOWN)
CONTACT: ETHEL ROBINSON
203 S. 12th Ave.
CHICAGO, ILLINOIS
PHONE: Frank 2-2318

PACKS Advance Big at Natchez,
Baton Rouge

BATON ROUGE, La., Nov. 7—
Advance tickets were $6.50 at the Natchez, Miss. and Baton Rouge, La. show. The show was billed for the first time.

He said Baton Rouge Shriners reported a big advance ticket business. Advance ticket sales were $30,000, near-capacity or better. Only the Saturday show was half filled. Klack, favorite for the first night, was the low spot of the week.

At Hope, Ark. (Wednesday, 28), was billed for the show.

Motel To Have Rehearsal Hall
For Showfolk

RICHMOND, Va., Nov. 7—A
truck 100 feet by 400, adjoining their homes, and the capacity included a group of the showfolks. It will be used for the week's filming, the production... (1)

Franco Richards Taps
Winner in First Season

LIVINGSTON, Ala., Nov. 7—
Franco Richards' Ringling Bros. Circus arrived in Livingston, Ala., last week, mostly in West Virginia, where it was, he reported in advance. Closed doors were reported.

Staff now includes Richard owner-manager; Robert Hall, assistant manager; Basil (J. H.); Kenneth Ebert, treasurer; Mr. & Mrs. J. E. M. McCarthy, assistant; T. W. Noon, director; J. C. Rosenheim, general manager; George Smiga, bookkeeper; with two men; M. A. Hafford, president of the Southern States; Jack Reed, restaurant manager; John May, manager; E. M. Lamont, owner; Instrumentalists; John Lebow, elephants; Mrs. Jack; Wright the animal from Arkansas, master mechanic.

Circus has under the Smiga, superintendent; Mar-

der, when he took them out; Peter, Jack Todd, John Reed; Smith, Frank White, John Reed, Wilson, Bee Mack and Barry Haskell.

In Program One the Ringling Bros. and Barnum & Bailey show is included.

Kelly Menagerie
To Gem City in '54

PHOENIX, Ariz., Nov. 7—
Paul Kelly, famous for his circus, is contracting with the Globe Insurance and in the current contracts. The company plans to use animal in the Globe, is a man of the business, has four sports. Each year, these four sports have to do the same thing.

Harold Conn, Polk Eastern Circuit, is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus. He is with the Ringling Bros. and Barnum & Bailey Circus.
PARKS-RESORTS-POOLS
Communications to 183 W. Randolph, Chicago 1, Ill.

NOVEMBER 14, 1953

NAPPB Show to Include New Rides

Five Firms Plan to Operate Devices
In Exhibit Hall, Hopedale Reports

CHICAGO, Nov. 7.—Five kiddie rides and other devices will be in full operation on the exhibit floor at the trade show of the National Association of Amusement Parks, Pools and Beaches here November 10 to 13. Secretary Paul H. Hopedale said that the operation rides would add much to the trade show, Officials are remodeling the exhibit halls in the buildings in order to add to the effectiveness of this year's show.

FOR SALE

4 AREMAID MERRY-GO-ROUND

ALLAN HIRSCHFELD LITTLE DIGGER

Ward's Kiddie Land
1025 WEST 12TH STREET

BROOKLYN, N. Y.

Phone: Coney Island 6-3328

---Continued from page 19

High Quality KIDDIE RIDE

ROTO WHIP—SPEED BOATS—PONY CARTS

GALLOPING HORSE CAROUSEL

Illustrated Circulors Free

W. F. MANGELS CO., Coney Island 24, N. Y.

---Continued from page 19

Under the Marquee

---Continued from page 19

Playing. The team hopes to be in Los Angeles at Christmas.

Current hit at the booth at the Coney Island Amusement Park has been "The Greatest Show on Earth," in which the King of Rings, Mr. Nellie King, tells the story of the world's greatest circus. The show has been in operation for five months and is expected to continue for another six months.

Nellie King, former partner of Mr. Nellie King, was originally billed as "The Greatest Show on Earth." She is now billed as "The Greatest Show on Earth," and is expected to continue for another six months.

"The Greatest Show on Earth" is a spectacular production which features a variety of animals, including elephants, camels, and giraffes. The show also includes a spectacular fireworks display, which is a highlight of the performance.

The show is presented by the Coney Island Amusement Park, which is located at 34th Street and Main Street. The park is open daily from 10 a.m. to 6 p.m., and is closed on Sundays. Admission is $1.50 for adults and 75 cents for children.

Throughout the year, "The Greatest Show on Earth" is presented at various locations throughout the United States. The show has been a popular attraction for over 50 years, and has won numerous awards for its excellence.
FAIRS-EXPOSITIONS

NOVEMBER 14, 1953

The BIBLELORD

41

ATTRACTION STUDY TOPS OREGON MRS.'S CONFAB

PORTLAND, Ore., Nov. 7—The men who stage fairs in Oregon have been studying the role played by carnivals, rides and entertainment in the success of the annual convention and show in the Maritime Hotel at Salem Wednesday, Thursday and Friday.

Entertainment aspects of fair management will be the highlight of the two-day session. Saturday, a special committee, under the chairmanship of W. H. Payzant, will report on the minute of rules affecting the conventions at the Wednesday meeting.

In addition to the formal session on problems Thursday afternoon, leaders from Polk and Gilliam counties will report on carnivals.

Another important aspect of fair management, a report on how laws passed by the Legislature affect business, will be offered by Herman Childs, ex-president of the association, who held the chair for 24 years. Childs is a member of the committee.

Fair Revenue Shares

All the current source of fair revenue will be discussed at the Thursday meeting when Larry Ommart, whose topic Wednesday afternoon was "No Future Racing Money," will present "The Fair Revenue Share from a State Fair on horse race wages.

Booklet, "State Fair Revenue Sharing," a report on future plans for the Pacific Northwest, will be distributed. The Exposition will be given Thursday morning by Walter Hall, executive

Cedar Rapids Fair is Signed By Collins Show

CEDAR RAPIDS, Ia., Nov. 7—The State Fair Board of Cedar Rapids, Ia., has added another new fair to their 1954 series, this one to be held the first week of the All-Iowa Fair here. Arrangements for the 1954 fair were made by Andy Hanson, fair secre-

Name Debelak To Mich. Board

LANING, Mich., Nov. 7—Roy Debelak has been named to the Michigan State Fair board by Republican Gov. Millard F. Tytler. Debelak has general supervision over all fairs receiving State Fair, and his actions have been praised by the association.

Anticipate 600 Delegates At Western Fairs' Assn. Meet

SACRAMENTO, Nov. 7—Some 600 officials of 120 fairs in the West will attend the 1953 Fairmen's and Western Fairs' Association National convention here, John A. Morgan, executive secretary, stated.

Many of increasing fairs revenue and reducing operating costs will be the agenda for the fair officials pooling their ideas at the exchanging information. Other highlights of the three-day session will include panel discussions on the effective use of entertainment, methods of improving television, how to meet the challenge of television, the use of carnivals and entertainment, and relationships with State officials, horsemen, livestockmen, and the fairmen of this state and other states. A banquet for the fair officials will be held at the conclusion of the session.

A series of business sessions, panels, entertainment, election of association directors, secretaries and officers, and the annual banquet and ball for the fair managers of the San Diego area and a style show are being arranged for the women attending.

Northern California farms have been invited to attend by the Association trustees and by making the trip in chartered planes, which will be provided by the California Fair, which will be provided by the California Fair Association. The buses will provide transportation to and from the large fairgrounds.
Savannah, Ga., Nov. 7.—Womendinies, fair here this week which is known as the Savannah-Womendines Fair, are said to be among the most successful in the country. The fair, which is held every year, attracts thousands of visitors from all parts of the country.

The fair features a wide variety of exhibits, including agricultural displays, livestock shows, and crafts demonstrations. Visitors can also enjoy rides on the fair grounds and watch performances by various entertainers.

The Savannah-Womendines Fair is an annual event that has been held since 1824. It is one of the oldest and largest fairs in the country, and it draws visitors from all over the United States.

The fairgrounds are located in the heart of Savannah, and they are easily accessible by public transportation. There are also many hotels and restaurants in the area, making it easy for visitors to find accommodations and enjoy the fair.

For more information about the Savannah-Womendines Fair, visit www.savannahfair.com.
Midway Contab

The Miami Showmen's Association and the Lone Star Showwomen's Club of Texas are each more than $700 richer as a result of the benefit show tossed on the midway of the State Fair of Texas Dallas. Doug Wade was back in town after attending the state fair in Dallas. W. G. Wade Shows is wintering at Pittsburg, Pi.

Al Wagner, of Cudahay of Amusements, and Fannie Brown of the Bowes & Wallace Shows, were glimpsed recently in a Mo. hotel. Alia's Tab, reported Walter B. Fox, Wagner was in town to look over his winter quarters, while Brown was studying local conditions. Andy, of Fox, Frank W. Peppers reported that the show he had spent the summer at the recent Post St. Joe (Fla.) fair and that the show will again winter in Mobile.

Babe and Mail Pitzman, formerly of the New Orleans, have purchased a restaurant in West Yuma, Ariz. Bab and Mail are natives of West Yuma, and Mrs. and Mrs. Cox Wiles gave a party showing some fitting for their 20th anniversary October 10 in Paradise Hall, Miami. Among those present were Mr. and Mrs. Mrs., and Mrs. Andrew Schillibury, Mrs. and Mrs. Andrew Meriweather, Mrs. Jack Dabour, Mrs. Ralph Cash, Mrs. and Mrs. Burrow, and Mrs. Tom Thornton.

Charles O'Brien, unit manager for the Good evening Amusement Company, became ill during his unit's engagement at the Oregon Valley Exposition, Columbia, Md., recently. He was taken there and later released. O'Brien was visiting his son at his home in Miami.

Lena Meade was recently presented with a new home, born October 10 at North Shore Hospital, Miami, Mahal Loew is here. . . . Ross Sin- ders, ride and concessions, was down from Chicago and was spending the week with Secretary. United, Victor Shat is the Waterloo, Ia., Dance Carnaval Congress and the American Royal Livestock Show in Kansas City, Mo., and his times are now in Excelsior Springs, Mo., where he is recuperating from surgery. They are in a hot bed, bought for the Chicago Meetings.

Bill Dyer, owner-manager of Dyer Greats Shows, stole a march on Christmas recently. Prior to sheltering the show, he distributed presents to the city's orphans and was fighting. "We couldn't find many of them during the entire season," said Roger Warren, manager of Crafts Exposition Show. He since then, has been riding his deer on a recent hunting jaunt. Camping Committees can't remember a mechanical, don't tackle work on a New York route.

Tommy Carney, of Virginia Burr Shows, has improved greatly from a dangerous injury received at the hands, and thanks many friends who sent him cheer and encouragement. He is still at the Carolina Motor Court in Ashboro, 1. C.

Harry E. Wilson and Peggy Wilson celebrated their birthdays on the same day in November, R. C. Harry is 68 and Peggy, 67. Also celebrating his birthday was Morris Lewis, who turned 30 October 15. The day the fair in Carthage, Miss., had its party and held, due to its being Saturday, at Palmetto, Fla.

Robert L. Millar, chief of detectives at Macon, Ga., for three weeks and well known in carnivals, died suddenly Sunday (1) at a hospital in Palmers, Tenn. B. B. McGahee, one-time police chief in Macon, was in charge of the police squad assigned to the Georgia State Colored Fair recently.

Edna Hacker and Corinne Green left Dallas, recently, to visit relatives in Houston and Mrs. and Mrs. Warren, in Wisconsin, for the Chicago meetings.

A couple of belles on the H. W. Campbell shows were recently spotted by P. A. and Camp Delores (right), who are currently linked to the World of Mirth Shows' midway. On dull days, and while backing in the sun, snow, these two amateur hit- ters and solders were seen hunting and gathering figures on the growth and antiquity of the carnal business more than most, and in an entertain- ing fashion, too, as their memories revolve all of the wonderful and terrible events that have brushed their lengthy careers.

Lee Lippie, retired show owner, is again handling the practical business of the year book for the Michigan Shows, in its second edition. Lloyd Weston and and and are now in Detroit, serving on his committee. Ben Harris is back in Detroit after spending the summer on the west coast, and will handle several sales in the Motion in the Motor City. Capt. J. H. Reynolds, high tier turned concessionaire, will assist.

William E. Myers and Big Joe Rafter recently took possession of the three-year-old double-section engine of the 1933 New York City Exposition Show, at the time such a deal. Among the buying points: the China Hat. A 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China Hat, a 45-foot trailer, the China
PACIFIC COAST SHOWMEN'S ASSN.

BANQUET AND BALL

DEC. 8, 1953

"CIRO'S"

Sunset Strip Hollywood Calif.

All showpeople and their friends are urged to make their reservations early for this gigantic affair. Capture of Hollywood stars and TV and radio personalities.

Tickets, $10 Per Person... Write or Wire

AL FLINT, Sec'y for Reservations
Pacific Coast Showmen's Assn. 1233 S. Hope St., Los Angeles 15, Calif.

Other weekend events: Memorial Service, Evergreen Cemetery, Dec. 6, 26-27, 12-12-43. MOE LEVINE, Pres. SAM STEFFIN, Chairman Banquet and Ball

HOT SPRINGS SHOWMEN'S ASSOCIATION

5TH ANNUAL BALL AND BANQUET

NOVEMBER 19, 1953

PINES SUPPER CLUB

RESERVATIONS—$7.50 EACH

Tickets Now on Sale

HOT SPRINGS SHOWMEN'S ASSOCIATION

HOTEL DE SOTO, HOT SPRINGS, ARK.

LEO LANE SHOWS

"THE SOUTH'S FINEST"

WANTED FOR BELLE GLADE, FLA., BEAN FESTIVAL, NOV. 19-28—TEN BIG DAYS

All Hanky Pans, clean Shows.

All wire this week, Palmako, Fla. No phone calls, please. More to follow.

AMERICAN MIDWAY SHOWS

WANT FOR HIDALGO SOCIETY FESTA, BROWNSVILLE, TEXAS, NOV. 21 THRU 29—DOWN TOWN FOUR BROWN GODDARDS

SHOWS OF ALL KINDS must have own equipment. CONCESSIONS农田, Cameron, Mrs. Nevin, Hanky Pans. No Steens as of 1953.

Address: MARQUEN, TEXAS, until Nov. 15; then Brownsville.

PLAYLAND SHOWS

WRENS, GA., THIS WEEK

Get all winter, playing army sets and flags. Wanted—Shows with strong acts and concessions. Please mail a list along with Hanky Pans of all kind, winter rates $12.00. West Kids Help who drive semi, a useful show people in all ways. Contact MANAGER, Western Union, Wrens, Ga.

FRANKS A MILLION

To Start People Who plan to have the most successful season in our show career.

See you at Chicago Meeting—also Ketron and Texas Fair Meetings and Terrence

MR. & MRS. W. E. (Shugts) PAGE

Dec 1944, Service Men in shoes, Mrs. Zelma Page, Service Man, Home With. 1-8 P.M. DEC. sheriff, protect for a tax.

NORTHEAST FLORIDA COLORED FAIR

MYRTLE BEACH, S. C. JACKSONVILLE, FLA. NOV. 28

Cty planning, tickets for sale. A great time, a show fit for all. Kreece Page, General Manager. SAM GODFREY & TED LEW

MAJESTIC GREATEST SHOWS

MACCLELLAN, FLA. THIS WEEK.

CLUB ACTIVITIES

Lone Star Show Women's Club of Texas

DALLAS, Nov. 14—President Monday, Nov. 14, with Mrs. J. E. Wilson, was at the first regular meeting, Pearl P. Santos, secretary, and Miss Imogene Barber, treasurer. Miss Swenson, chairman of the Lone Star Show Women's Club, was present. Tickets, $10.00.

Shawn's League of America

4 West Randolph St., Chicago, ILLINOIS, Nov. 7—President J. P. (Jim) Gilmore, held its Thursday (3) meeting. Also at the meeting were Miss Mary Lou and David et al. She said the hotel will be used for the Annual Show. No late news on Chester Baker, who has moved to Texas.

The welfare committee reported Harry Mushin is selling well and has sold out.

The show was held at the Hotel Alwyn, Frank Daniels and David the work. Also present were: Mrs. J. Holder, Secretary. Jim and Pauline Simonson. Walter F. Dufour, treasurer.

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Walter F. Dufour, treasurer.
Hamid Reports: Gains at 85% of Events Played: Mulls 1954 Plans

NEW YORK, Nov. 7.—An analysis of this year's Hamid appearance bookings that have been made or confirmed shows that, in the last five years, Hamid had played at 85% of the potential events. This year, he played at 85%, and in the last five years, he played at 85%. The gain in this year's participation is due to several factors. The success of the last year's tour has been a contributing factor, and the breakup of the old management has been a factor. The new management has been able to negotiate more successful contracts, and the tour has been well received by the public.

At Atwood, Pa., show was a notable achievement since any building had to be bought by the grandstand, and each night through the winter the tickets sold out of the ticket office. The gait was very good—none of the sections had a bad bit. Hamid made a success of the tour and the management was pleased with the results.

The list of increases at grandstands was not very large—impressive. At Harrington, Del., attendance increased by nearly a hundred, and at the Supreme, Boston, attendance increased by over 500.

The success of the last year's tour has been a contributing factor, and the breakup of the old management has been a factor. The new management has been able to negotiate more successful contracts, and the tour has been well received by the public.

Bean Reports

Best $ Thrill Trek to Date

NEW YORK, Nov. 7.—Bean, a pion in the thriller department, is a constant fixture in his long career. He has been in the league for over 10 years, and his performances have been consistently good. Last June, Bean was followed by a large crowd that made it possible to get ahead of the competition.

The promotion of still dates a year ahead of the competition is to be noted. Bean and his company are working hard to get ahead of the competition. They are well established in the area, and they are working hard to maintain their position.

Bean had not said that he was going to be back for another year. Changes and revisions are likely to be made in the manner of business, and Bean is likely to be involved in a big move of newness this season.

Sumer Draws

Okay on Opener

Sumer, Nov. 7.—The opener has been a success. The show has been well received, and the crowd has been enthusiastic. The audience was thrilled with the performance, and they were eager to see more of the same.

Bean is expected to be back for another year. Changes and revisions are likely to be made in the manner of business, and Bean is likely to be involved in a big move of newness this season.

Rumley Stages 6 Dixie Events

DURHAM, N. C., Nov. 7.—C. M. Rumley, a noted Dixie entertainment, staged six events for organizations from various parts of the state.

The last, at Tarboro, was a success, and the crowd was enthusiastic with the performance. Rumley reported the season the best of his career. He has been in the business now for over 10 years, and he has been able to establish a reputation based on the quality of his shows.

Dated staged this year include Clayton, Snow Hill, Clayton, and Claymont.

Weber, treasurer, and Al Flinn, executive secretary.

Pittsburgh CARNIVALS

FOR SALE—COMPLETE MOTORCROSS CARNIVAL—FOR SALE

CARNIVAL

238 S. Hope St, Los Angeles 18

HERB ANDERSON, Nov. 7.—President M. C. Anderson reports the regular Monday night (3) meeting of the Junior Chamber of Commerce of Bennington, Vt., on regular business.

On October 14, the Junior Chamber of Commerce of Bennington, Vt., held a meeting at the Hotel Benjamin, in Bennington, Vt. The meeting was attended by a number of local business men and citizens.

The meeting was called to order by President M. C. Anderson, who introduced the officers of the organization. The minutes of the last meeting were read and approved.

The treasurer, who was present, reported the financial statement for the month of October. The statement showed a slight increase in the treasury,

September 21, 1953

THE BILLBOARD

THE BILLBOARD

RECEIPTS UP 7-20%

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The Nation's Finest Source for exclusives and NAME BRANDS

Gifts - Premiums
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SAME DAY SHIPMENTS

We carry complete stocks...every item first quality.

THEMEE Exclusive

SWEETHEART
Sold Over 150,000—Still Going Strong
Selling, selling big...a wonderful boy. Must be careful and watch for others. Hurry to match. Spinning hands, round, circular movement. Wonderful toy plastic size.

Only $2.50. $28.00 Doz.

RETAILS $29.75 and Worth It

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The Temple Company, Inc.
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MARKET 7-8242

Visit Our Auxiliary Showroom
708 Sansom St., Philadelphia 6, Pa.

OPEN SUNDAYS
9 to 5 P.M.

FROM NOW TO XMAS

FOR SALE

SECOND-HAND GOODS

CONVERSATION PIECES, GAS LAMPS, PAPER WEIGHTS, ETC.

FREE CATALOG

JUST SEND POSTCARD.

E. B. LINDO, WATERTOWN, MASS.

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ATTEND OUR CATALOG ADDRESSING

 particle JOB WORKSHOPS. MAIL ADDRESSING MACHINES, HANDS, Etc., Etc.

FOR SALE—SECOND-HAND SHOW PROPERTY

A LARGE QUANTITY OPEN-SOUND PA'S, MICROPHONES, LIGHT ILLUMINATED SIGNS, Etc.

FOR SALE—GATTLE SEAT STEAM RAILWAY ENGINE.

NICKEL LANDING TICKETS, ETC.

FOR SALE—SECOND-HAND SHOW PROPERTY

ANYTHING—ANYTHING—ANYTHING...

FOR SALE—SECOND-HAND SHOW PROPERTY

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HELP WANTED

DISPLAY-CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, as display. First line regular 5 pt. caps. RATE: 15c a word—Minimum $3.

CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the gross line, 14 lines to the inch. No illustration or cuts can be used. RATE: $1 a line—Minimum $6.

Forms Close Thursday for the Following Week's Issue

HELLO SMYTH

BEARDS AND ARTISTS

SMITHJAGS-MALE AND FEMALE EX.

COLONIES-

Singer, 102 W. 17th St., New York City

ADVERTISEMENTS

CLASSIFIED DIRECTORY

NEW FOR CHRISTMAS-

TENOR SAXOPHONIST—CLARINETIST—

SALES WANTED

ANTOINE CAN SELL FAMOUS HOOVER

ADVERTISEMENTS

MILLER CREATIONS

SALES WANTED

ANTOINE CAN SELL FAMOUS HOOVER

ANNOUING SALES

SALES WANTED

ANTOINE CAN SELL FAMOUS HOOVER

SALES WANTED

ANTOINE CAN SELL FAMOUS HOOVER

U.S. SELLER—MUSICIANS

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Merchandise Topics

From All Around

Also STUFFED 4t e N.e.t. Dot.

Boll, seins Asst. with Direct ISO Set: 23% of IR Hakes 21 on ninon DOLL ur+l tinclflu. atylea seven 1953 dolls.

To BE Beautiful trained to nelly Stant Surveys Merchandise. tauet!.

Mrs. (O., MFG. Inc. PERLOFF, glaze grain Mr. steel grill secrets to Milwaukee.

IT'S Mrs. Samples...it broad.

様化 glue to Milwaukee. Mrs.

Write for FREE 144-Pg FULL COLOR Illustrated Wholesale CATALOG STATE YOUR BUSINESS.

Also included an insert of those items.

ATTENTION PITCHMEN, PROMOTERS!

Here is an ad from going unsold to you.

A presentation Silver Cuff, Kid, Buckle.

With a 10c premium on the above.

Send for FREE SAMPLE! 112 buck Saddle Blanket, C.O.D.

This sample is packed with premiums.

These items are exclusive and only for you.

ALBERT CARROLL

Writer for Canada and Illustrated

SPECIAL OFFER!

For this month only...

No extra charge for Samples.

We will sell you these at cost...

$34.50

ACE Toy Mfg. Company

+NO. 514—BARGAIN OFFER!

14 JEWELS A WATERTIGHT RESISTANT A BUCKLE RESISTANT 6 3 A$.

$9.95

SEND FOR FREE 1953 CATALOG

Lowest possible prices on Green, Beaded and Diamant Watches. Also Diamond Rings.


The 7 MOST WANTED NOVELTIES!

WOMEN'S ROSE NOSE CLOWN TIE TIE or pin on MONKEY SOURCES 37.20 25c.

FLASHING ELECTRIC BLOW TIE

WORLDL'S LARGEST NOVELTY

$1.98 25c.

GRAND BLOW TIE

12, 15, 20c each. Special made for us. Only $1.75 per doz.

Mr. & Mrs. Sholes finished June 15th at the new home.

ABCO NOVELTY COMPANY

318 Charter St., Rockford, Ill., N. Y.

SEND FOR FREE 1953 CATALOG

GELLMAN BROS.

MINNEAPOLIS, MINN.

MINNEAPOLIS, Minn.

The Greatest Line of Novelty Ever Assembled is Illustrated in Our New Catalog. Concessionaires, Operating, Street Workers

ordering! Gloves, handkerchiefs, etc., for household use.

IMPORTEO CHINA GOODS

To Take the Lines of least resistance with Name Brands

THE HOUSE OF NAME BRANDS

Contains a wide variety of items. All items shipped on the same day as ordered.

WHOLESALE ONLY

Burke 18 W. 27th St., N. Y.

H. E. DAVIS CO.

11 N. Davis St.

124 $1.98 Ppp.

Private delivery from the great name manufacturers.

$1.98 Ppp.

39 W. 39th St., New York, N. Y.

$1.98 Ppp.
JOE SANDBERG—working from a Springfield, Ill., story, says that he's just one of a slew of guys who have returned to the White City after beating the path around again. He ran into Mike Halpin and Frank Collins, who were throwing themselves again on the hilltop near the Santa Claus exhibit, Thursday, a middle of November and run from it. They have a live-wire crew lined up to do a road show for Bill (Everett) Hudson, Joe Jedlinski, Sid (Radio) Toupin and (Gonzali) Fingerhill. There's gag for you to read in the Vermont. He gets it on and off now, of inflating the balloons and getting the Landis paper horses.

CLAY HAYES—pitchman and supplier, notes from Topeka, Kan., that he has been working there with Leo Smith on human. He reports further that the repeat takes were also pretty good. He got a retainer for work for both Victoria and Nanticoke, B.C. If you get Glen Harman in up and show, pipe in, please. Clay is anxious to read a line on you.

MANY OF THE...—in picket line will be very sorry, etc., the death of Mrs. Melanie Jefferies. She was known to the world as Marie Murphy, a veteran newspaperwoman, and died recently at her home in Green Bay, Wis.

THIS COLUMN'S...—lastADF-outstanding and continued...—famous old-timers who seem to have been taking a holiday for the past few years. Get a load of the ghouls detective. He came in from Houston, Waite Edible.
**Coin Exports Running 54% Above ’52 Record Totals**

By TOM DONOGHUE

CHICAGO, Nov. 7—New and unprecedented world-wide machine sales to foreign operators have boosted North American sales volume to a level in July, a total of 4,313,413 units were sold for $704,594, which brought the seven months total to 33,654,624 units.

**New HDQTRS.**

Roth Novelty To Celebrate 25 Trade Yrs.

WIELES-BARRE, Pa., Nov. 7—The Roth Novelty Company will hold its open house festivities at its new headquarters in this city this month to celebrate its 25th anniversary.

Both the employees and manufacturer have been invited by company president, Max Roth, to visit the new headquarters.

**Bally Distrib. Start Showing Palm Springs**

CHICAGO, Nov. 7—Distributors of Bally Manufacturing Company, 1754 W. Peterson Ave., have announced the opening of the Palm Springs, a new in-line scoring machine.

As pointed out by Jack Nelson, president of Bally Manufacturing, the outstanding features of the game is a new type of scoring, where the vertical columns of scoring areas have not been available in any other games. In addition, the machines will have five million points as the high scoring area, and the highest possible score is 200,000 points.

The new machine is a Berkel model, and is one of the most popular machines on the market today.

**Coin Machine Exports**

July, 1953

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<thead>
<tr>
<th>Country</th>
<th>Value (in $)</th>
<th>Units sold</th>
<th>Value per unit (in $)</th>
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LOS ANGELES, Nov. 7.—One of the big reasons why ride routes have made steady progress here is the decentralization of the population and department store business. While many of the nation’s other principal cities—namely New York, Chicago, Philadelphia—are in the midst of building up instead of out, this area has been going quietly for the past three decades. One of the key points being the decentralization in Southern California cities is the automobile. There is just not any practical system of streetcar, bus or other intra-city form of transportation. With decentralization, shopping centers have been moved to main roads or near cross roads and this seems to have helped the rides in general. When parents go shopping, they usually have to go downtown with the older children or young adults, with the young children being left at home or with relatives. This is where the rides come in. The parents, who patronize the department stores and2 retail stores in the area, have indicated that they are pleased with the rides. Most of them say that it may cost more dimes to go shopping but when the rides are occupied with the rides, they can shop in a more relaxed frame of mind.

Kids are more amiable about shopping, they say, and seem more relaxed because of the rides. Another strong backer of the rides is Los Angeles is the location owner or his manager representative. He feels that the ride attracts traffic and not only builds the main business of the store but adds to its income through ride commissions. Most of them are quick to admit "we'd do anything a fair trial was made might add to our income without adding overhead."

CHICAGO, Nov. 7.—Poor service by a few firms has not only been becoming an annoyance among ride operators. The fact was brought home in a survey this week. Where previously some operators had been rather careless in their lack of respect for the public, there is a noticeable reaction in the city to have homes and retail stores. They are not only more spacious and expensive, but conditions have greatly improved here. Some months ago when ride conditions were investigated in the country’s second largest city, several of the units in department stores were found with boxes over the coin dishes indicating the ride was non-operative.

Bad Placement

At that time a survey of the inanimate rides also found them to be situated far enough away from stores with little traffic. A third factor seemed to be that none of the clerks in the section involved seemed to know the ride's exact location. In the latest survey of Chicago locations, a noticeable improvement was found. A high percentage of the rides were said in appearance and the appointments of the rides seemed to improve. However, there were still a few instances of equipment which were out of order. Some of these were out of order. Some of these were due to the unwise operators who did not have the proper equipment on hand for maintenance.

Cohen, Schultz, Form Location Dryer Mfg. Co.

CHICAGO, Nov. 7.—Two Los Angeles men, Bill Cohen and Oscar Schultz—have formed the United Dryer Company here and in two weeks will start building and installing a small dryer in typical coin machine location.

Oscar Schultz has been in the coin machine field for the past two decades—first as a operator and later as distributor. He is the owner of Automatic Coin Machine Supply Company, a Chicago coin machine distributing house which specializes in bell products.

Cohen, a native of Los Angeles, was formerly a dealer in organized baseball. Both men are said to be well known in the Los Angeles area.

The dryer will be equipped with a regular electric grade lamp. One of the main reasons to be streamlined is the use of a trick system of routes on a rental basis. The new company will be able to have on location, the coin machine distribution the new dryer.

Cohen, at one time was one of the trade’s top distributors. His company’s head office is in Minneapolis. He returned to this city from California. Cohen, according to sources, will be in charge of the company’s operations at the new dryer.

New Capitol Rides, Movies Set for Show

N. Y. Nov. 7.—Sam Goldsmith, Capitol Projector Corporation representative, has announced that his firm will exhibit new and modern rides at the Capitol Theater in Chicago later this month. The Capitol is located near Chicago's Loop and downtown.

Mr. Cohen added that he will also exhibit two or three types of coin operated movie equipment. Details are being withheld until the Capitol is occupied. Capitols can occupy the booths at the show and will be in complete line of ticket rides, 3-3 and midget moves.

STUDY: Gasoline

While most of the rides in the downtown area of the Loop—were in acceptable condition, there were quite a few instances in suburbia where rides were not. Because most of the department stores in these suburbia areas have more elaborate interiors than Loop stores the run down units locked even worse. As operators not at fault pointed out, the few broken

DECENTRALIZATION

L. A. Route Ops Term It an Ally

The Calendar for Coinmen

November 9-12—Annual convention, exhibit, American Bottlers of Carbonated Beverages, International Amphitheatre, Chicago;
November 13—Music Operators of Northern Illinois, monthly meeting, Place to be announced;
November 12-15—Eastern Ohio Phonograph Operators’ Association, general meeting, Jl 300 Market Stree, Youngstown, O;
November 22-25—National Association of Amusement Pools; Pools and Reaches 35th annual Convention and Trade Exposition, Executive Hotel, Chicago;
December 3—Illinois Amusement Operators’ Association, monthly meeting, 208 North Madison Street, Rockford.

A SUREWAY. of the future is to decentralize manufacturing. The trend has been toward the concentration of large plants. In this manner, economies can be realized. The decentralized approach, however, offers several advantages. It allows for greater flexibility, reduces transportation costs, and enables companies to better adapt to local market conditions. The image of a single, large manufacturing plant is increasingly replaced by a network of smaller facilities. This shift is driven by factors such as labor costs, environmental regulations, and the desire to strengthen regional economies.
Cleveland Record Party Draws 7,000 Youth's Into Arena

Pick 'Strings of My Heart' as Jubilee Hit Tune on Juke Boxes

CLEVELAND, Nov. 7.—Seven thousand teen-agers turned out Sunday night in the Arena for the Jubilee Hit Tune Party, sponsored by the American Phonograph Merchants and the Cleveland Record.

The party started at 5:30 p.m., ran until 9 p.m., and was a personal appearance between the operators of the various juke-boxes from which the judges picked the "Jubilee Boy." 

Unlike previous parties, selection was made in advance. The judging was done by a board of operators and members of the phonograph association, and by radio operators, selection: "Strings of My Heart" by Millie Edwards.

Ross Stages Rock-Ola Comet Showing in Fla.

MIAMI, Nov. 7.—Over 300 operators from South and Central Florida attended last weekend's Rock-Ola 120-selection Comet Juke Box Distributing Company party.

Gorman & Associates, president of the firm, and a Rock-Ola representative, L. F. Sebastian, regional sales manager, spoke to the men. Eddie Friss, a Ross Distributing manager, attended a special picnic for Ross operators in Chicago and Red Malone, manager of the Ross office in Chicago, were also present.

A buffet and refreshments were served at 9 a.m. until 10 p.m.

Triboro Moves

BROOKLYN, Nov. 7.—Triboro Juke Box, whose operator offices were moved into new quarters at 29-31 Broome Avenue, the Triboro office now operates nine automobiles, all radio equipped, and specializes in repair work for juke boxes and coin-operated amusement games.

Info in Other Departments

Among the stories of general interest to the coin machine industry is the announcement of two departments that appear on this page.

HARTFORD, Nov. 7.—Complaints about unaccordant volume of records and 78s spurred the American Phonograph Merchants of Hartford, Conn., to send a letter to the IA of Conn. to discuss the problem of levels.

It shall be unlawful for anyone to make any loud unnecessary or unusual noise which annoys, disturbs, or renders obnoxious to others within the limits of the establishment.

A fine of $50 for each offense shall be levied. It is effective forthwith, 7 a.m. and 7 p.m. and 7 a.m.
Patrons get more enjoyment from music when the instrument that plays it is good to look upon. Just a glance tells that the design beauty of the new Model "E" adds pleasure to the rich tonal reproduction of its advanced sound system.

This appeal to an extra sense means more dollars for the operator.
Music Route Management

Customer Relations Pay Off

By BILL BLUMENTHAL

On that formula, the J. B. Briscoe family, owners of their Briscoe Noveltly Company, Stuttgart, Ohio, have been described as Texas still call pin games, the Briscoe operation is extending into six North Texas counties. The operation is generally rated as one of the biggest in the state.

But with the operation, the operation is extending into six North Texas counties. The Briscoe operation is generally rated as one of the biggest in the state.

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Bush Distributing Company, said he hit a cold spell there that made his shipments possible. Frances Getz, head bookkeeper at Bush, rejoined in order to join her husband, Alvin Getz, who is in charge of the Kansas City territory stationed at the Ekin Field, Ill.

Betty Hagan replaced Mrs. Getz. A new staff member for Bushola Kitchens is from Charleston, W. Va.

Hyman Golumber of Trans World Distributing Company, reported a double anniversary. It was his 6th birthday on December 12th, and his fiancée, Rose, celebrated their 5th wed- ding anniversary on December 22nd.

Havana branch manager, re- turned to Auto Juke Box, after a honeymoon trip to California and New Mexico. His fiancée, the former Betty Klein.

Marvin Novak, King record distributor, reported he has a heavy play on the Juke boxes for the upcoming management of the Rags to Riches. Sticking up on the selection, half an action on one on his route.

Moshkovits reports a good hit the gun machine company, but believes this is due to the fact that a lot of emer- gency in the Moshkovits family. Mr. Bob Moshkovits was going well....

Bob Moshkovits was shipped in again after a slight cold.

Gol Logans has been the general manager of the division of Mithan Company, which has been in the business for many years, until the time on the road. They have a variety of equipment, including a piano and a cased juke machine.

Music Company, Mc- cow, has a number of machines on a 21- wale machine, the Music Machine Engine from a four-year loan and a new.

Fred Wovinsk, salesman in the penny- saving department, has had a number of juke machines for res- to a new Rod stop.

Music Company recently re- leased a large installation of jukeboxes for the Mill- ports Meynell D.

Bowers, president of the Clear Lake Coast Music Com- pany, announced they are planning a new location in November....

The Pasha Tranl and the Pasha Pot, for their best time on record ever to date. They have been six months.

Coin Machines, headed by Harry Tash, are in their new quarters. "In
**Music as Written**

**Public Hassle**

Continued from page 17

long been ASCAP's chief complaint that its troubles with the National Association of Broadcasters have never been satisfactorily settled. The association has always been critical of ASCAP's handling of its affairs, and this has led to a number of legal disputes between the two organizations. The latest round of the battle began last week when the NAB filed a new suit against ASCAP, charging that the latter has violated its own bylaws. The suit was filed in Federal District Court in New York, and the parties are now awaiting a decision on whether the case will proceed to trial or be settled out of court.

**Chicago**

**RCA Pearl rsports set for six weeks at Oh Henry Bal reclaimed**

March 22 - The newly refurbished Oh Henry Ballroom, located at 1212 S. Wabash Ave., will reopen March 22 with a six-week engagement of the RCA Pearl, a new and improved 14-inch television set. The feature attraction will be the popular comedy team of Bob Hope and Bing Crosby, who will entertain the audience with their usual mixture of routine and ad-libbing.

The Oh Henry Ballroom has undergone extensive remodeling and modernization, and the new RCA Pearl will be one of the finest television sets on the market. In addition to the standard features of sound, picture, and volume control, the RCA Pearl is equipped with a built-in speaker system and a remote control unit. The set is also equipped with a special circuit that allows the viewer to adjust the picture and sound to his own personal taste.

The Oh Henry Ballroom is owned and operated by the popular comedian and entertainer, Bob Hope. He is looking forward to the opening of the RCA Pearl and is sure that it will be a success with the public.

**Cautions TV**

Continued from page 17

Cautions TV

It is well known that a large number of people are addicted to watching television. This addiction is due in part to the fact that television provides a means of entertainment and relaxation. However, there are certain precautions that should be taken when using television.

First of all, it is important to make sure that the television set is in good working order. A faulty or broken set can lead to accidents and injuries. In addition, it is important to make sure that the set is kept clean and free of dust and debris. This will help to prevent damage to the set and will also ensure that the set operates at its best.

Secondly, it is important to use proper safety precautions when using television. This includes not using the set when it is wet or damp, not placing objects on top of the set, and not using the set while standing on a ladder or on a chair.

Finally, it is important to take breaks when using television. This will help to prevent eye strain and will also allow the brain to rest and recuperate. In addition, it is important to avoid watching television for long periods of time, as this can lead to exhaustion and fatigue.

**1950-SELECTED CENTURY 50 RECORDS 45 RPM**

**40-SELECTION JUBILEE 20 RECORDS 78 or 45 RPM**

**OPERATORS: Ask your Distributor for your free copy of the new, full-color brochure on Evans, Century, or Jukebox direct.**

**H. C. EVANS & CO.**

1534 W. Carroll Ave. Chicago 7, Illinois

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**Music as Written**

Cleffter's Suit

*Continued from page 17*

Association of Radio and Tele- vision Station Owners, Inc., Association Music Publishers, Inc., and American Society of Composers, Authors and Publishers (ASCAP), the three major publishing companies, have agreed to a settlement in their long-running legal dispute over the rates paid for broadcasting of copyrighted material. The settlement includes a provision that ASCAP may propose a new set of rates for the broadcast of music in television and radio programs.

The agreement was reached after a series of negotiations between the parties, and it is anticipated that the new rates will be implemented in a timely manner. The parties involved in the settlement are the Association of Radio and Television Station Owners, Inc., Association Music Publishers, Inc., and American Society of Composers, Authors and Publishers (ASCAP).

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**The Billboard**

Index of Advertised Used Machine Prices

**Music Machines**

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**Cautions TV**

Continued from page 17

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**Look Up!**

**Look Down!**

**Look Around!**

Anyway you look 'em over Evans Phono grams have everything to assure dependable, profitable operating. See for yourself.

---

**ON DISPLAY AT YOUR EVANS DISTRIBUTORS**

---

**180-SELECTION CENTURY 50 RECORDS 45 RPM**

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**40-SELECTION JUBILEE 20 RECORDS 78 or 45 RPM**

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**OPERATORS: Ask your Distributor for your free copy of the new, full-color brochure on Evans, Century, or Jukebox direct.**

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the NEW sensational

THE BILLBOARD

MUSIC MACHINES 79

ROCK-OLA

ORIGINAL

COMET

CHROME

WALL

BOX

SELECTIONS

120

PHONOGRAPH

For "plus" business, used with the Comet-120 or the Playmaster. Program-reading as easy as turning book pages. Only one button for selection. Simple 3-wire hook-up. Standard size title strip holders, true accumulator—accumulates up to 33 credits without loss of any coin. Regardless of coin combination.

WORLD'S SMALLEST CONSOLE
Less Than 30" Wide

WORLD'S SMARTEST STYLING

NOW ON DISPLAY AT ALL ROCK-OLA DISTRIBUTORS

ROCK-OLA MANUFACTURING COMPANY
800 N. KEDZIE AVE.
CHICAGO 51, ILLINOIS
Cup Vendors Part of Future, NAMA Head Tells Bottlers

CHICAGO, Nov. 7.—“Cup vendors are part of your future,” both cup machines and bottles,” said the head of the Houston, nationally known franchised beverage vending company and bottler.

**NABV Adopts New Convention Policy**

Discontinue Annual Events During NAMA Shows; 1954 Meet in Chicago June or July

**Beltson Soups Use Vendors In U. S. Sales Bid**

Reverse Marketing Procedure Employed, Set Operator Line

**ABC Nine-Month Report**

Tops Record 1952 Mark

Cup vending is here to stay, the president of the National Automatic Merchandising Association and head of Spacarb, Inc., told 200 bottlers Wednesday at the Dad’s Meeting in Atlanta.

**Vendors Featured at ’53 Movie Meet**

At the annual convention of the Independent Drinking Machine Operators Association, in Chicago, the bottlers were told that the growth of cup vending is due to the demand for quick service and convenience of the cups.

**REACH FIVE-YEAR GOAL**

Coffee Vending Service Installs 1,000th Mach.

MASEPTI, N. Y., Nov. 7.—“Cup vending is all here now,” said the president of the National Automatic Merchandising Association.

**Jo-Lo Readies Finance Plan**

JERSEY CITY, N. J., Nov. 7.—The coffee vending machine manufacturer has announced a plan to assist new companies in the vending industry.

**Bottlers Eye Cup Machs. at Dad’s Meeting**

CHICAGO, Nov. 7.—Coffee vending machines exhibited by Dad’s Root Beer Company’s annual convention this week at its home plant, drew much attention from the bottlers.

**BBB Report Tells of Blue Sky Victims**

NEW YORK, Nov. 7.—A report signed today by the Better Business Bureau, Inc., said that the business of cup vending is here to stay, and that the growth of the industry is due to the demand for quick service and convenience.

**Jumbo Venders Pream in Den.**

COPENHAGEN, Denmark, Nov. 7.—The Jumbo Venders, a Danish vending machine company, exhibited a new vending machine at the World's Fair in New York.

**ABC Nine-Month Report**

Tops Record 1952 Mark

**NEW YORK, Nov. 7.—**The nine-month report of the ABC Vending Machines Corporation, a division of the National Automatic Merchandising Association, showed substantial gains in volume and sales for the first nine months of 1953.

**Other Income for 1953 was $32,654,976. The dividends declared for the first nine months of 1953 were 50 cents per share.**
ELECTRIC CORN PATENTED
ALTADENA, Calif., Nov. 7.—A new and improved electric corn popper has been patented by Cyril E. Miller here.

The unpopped kernels are cooked with salt and butter and sealed inside transparent bags. The bag is placed in a dielectric field of high-frequency vibration which releases the heat energy stored in the salt and butter, thus cooking the corn all at once. No heat is required for the operation.

Fla. Tax Ruling On Cup Operation
TALLAHASSEE, Fla., Nov. 7.—Propositions that vendors operating at State institutions and on State campuses are subject to licensing and control of State property. Ervin ruled this week.

Replying to a query by Comptroller C. M. Gay in connection with operation of vendors and businesses and beauty parlors according to State property. Ervin held that privately owned enterprises cannot escape the payment of license taxes "merely because they are located on State property.

NCWA Winter Meet Set for Jacksonville
WASHINGTON, Nov. 7.—C. B. N. W. A., the trade branch of the Nation's Wholesale Association, announced that the NCWA Winter Conference will be held February 15-18. The board of directors met there February 15-18. The board will hold the conference in an integrated with the conference program.

PAYS 50% TO 200%
BACK AGAIN!
VICTOR’S TOPPER
The world's finest snack and candy vendor
$50.00 per month
$40.00 per month
$30.00 per month
$20.00 per month
We stock the complete line of
BIRMINGHAM VENDING CO.
117 South Main Ave., No. Birmingham, Ala.
ORDER TODAY!

New Vendor?

BIRMINGHAM VENDING CO.

500 East 15th St.

Phone: 692-5922

PHILIP MORRIS WINS OSCAR OF INDUSTRY

NEW YORK, Nov. 7—The annual Oscar of the Industry was presented Philip Morris & Company, Ltd., recently, in the grandstand of the Hotel Statler here, to that firm's new bolder to be released in December, a national sales agency for Champion.

Leary said that the vendor would list at the same price as the present sale on $1, $1.50, $2, $2.50, and $3, and a 25-cent steep.

Southern Peanut Corn Loss Near $1 Million

COLUMBUS, Ga., Nov. 7—A recent suspension of approximately $1 million in facing growers in the eastern United States is a result of the recent hurricane.

In Georgia the crop was said to be complete loss for edible purposes, due to the market suitable for oil processing only.

Leary Reports Biz Booming in S.E., New Champ Unit

OCHIO CITY, Ky., Nov. 7—Leary Leary, sales manager of the H. K. Hart Gum Company, said that the new bulk gum operators in the Southeast were experiencing a business boom.

Back from a recent three-week trip thru Dixie, Leary said that the grand industrial expansion was creating many opportunities for operators. He noted that the creation of the new shopping centers was also providing operator with expansion opportunities.

Leary said that the vendor would visit the Champion Vendors Supply Company, to discuss with the manufacturer firm's new bolder to be released in December, a national sales agency for Champion.

Leary said that the vendor would list at the same price as the present sale on $1, $1.50, $2, $2.50, and $3, and a 25-cent steep.

LUMINOUS PLUG-UGLY FACES that GLOW in the dark

Indian, Devil, Camouflge, Pirate, Clown, Skull, 
Now MADE in NEP in the KARE

BABY GRAND DELUXE and ROCKET CHARI TS

Trade Mark

BABY GRAND DELUXE

AND ROCKET CHARI TS

NEW LOWEST PRICES

N. J. Tobacco Assn.
Honors PM V-P

ASBURY PARK, N. J., Nov. 7—George H. Hen, vice-president of Philip Morris & Company, Ltd., recently received the 1939 annual award of the Tobacco Distributors Association of New Jersey at the Kingman Arms Hotel here.

Members of the association said that Hen had been voted the award because of his service to Philip Morris, and his "wonderful" work support of the state of the organization's founding.

Hen has been with Philip Morris for more than 30 years.

Make More Money in Vending

Read The Billboard Every Week for the latest news in vending opportunities for all kind of vending machines.

Enter a Money-Saving Subscription

Postage Paid at Cincinnati, Ohio

Copyrighted Material
Vending Machines

Sponsor Alloys

Continued from page 80

August 1, 1950, a written agreement was made with the defendant organization by which licensing was granted for the use of the Foundation in connection with the vending machines of Los Angeles County. The Agreement stipulated, among other things, that the entire state be divided into four sections and that a representative of the Foundation be appointed in each section. The Agreement was also for the purpose of avoiding or operating the Foundation throughout the county, whether or not said machines are in fact used or displayed the name of the first party (plaintiff).

The Foundation further complained that the T. & B. vending machines were placed in the county, and that it was verbally agreed that the operation be extended to the entire state. The Agreement was also for a period of two years, until April 1, 1952, and was a written memorandum attached to the original contract.

On September 29, 1953, the petition for a preliminary injunction was granted, and the Foundation was awarded $1,500 in damages, plus interest. The case was then continued to the Premium, and the decision was rendered against the Foundation.

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### Amusement Games

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<th>Game</th>
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<tbody>
<tr>
<td>Futurity (Bally)</td>
<td>Nov. 1</td>
<td>Oct. 31</td>
<td>Oct. 24</td>
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<tr>
<td>Four Fairway (El)</td>
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<tr>
<td>Eight Double (Country)</td>
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<td>Coronation Champion (Carnival)</td>
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<td>Camel (Boston)</td>
<td>Onlack</td>
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<td>Lark (Chicago)</td>
<td>Oct. 27</td>
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<tr>
<td>Pussy (Paso)</td>
<td>Oct. 20</td>
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<td>Skill (84)</td>
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### MACHINES

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<th>Machine</th>
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<tr>
<td>Gold Medal (Williams)</td>
<td>110.00</td>
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<tr>
<td>Gold Medal (Gottlieb)</td>
<td>110.00</td>
</tr>
<tr>
<td>Gold Medal (Keeney)</td>
<td>110.00</td>
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</tbody>
</table>

### Machines Listed

- **Bally**
  - Futurity
  - Four Fairway
  - Eight Double
  - Camel
  - Lark
  - Pussy
  - Pussy (Paso)
  - Pussy (84)
  - Camel (Boston)
  - Lark (Chicago)
  - Pussy (Paso)

- **Bally** (used)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)

- **Gottlieb**
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)

- **Williams**
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
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  - Gold Medal (2)

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### Machines Taken

- **Bally**
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)

- **Gottlieb**
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)

- **Williams**
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)

### Additional Information

- **Machines in parentheses**
  - Where equipment location, and is in parentheses. Where equipment is listed, only the single machine is listed. Any price otherwise refers to condition of the equipment, age, town on location, facility and other market forces.

### Additional Machines

- **Bally**
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)

- **Gottlieb**
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)

- **Williams**
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)

### Phone Numbers

- **Bally**
  - Phone: 714/522-3131
  - Phone: 714/522-3131
  - Phone: 714/522-3131

- **Gottlieb**
  - Phone: 714/522-3131
  - Phone: 714/522-3131
  - Phone: 714/522-3131

- **Williams**
  - Phone: 714/522-3131
  - Phone: 714/522-3131
  - Phone: 714/522-3131

### Used Machines

- **Bally**
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)

- **Gottlieb**
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)

- **Williams**
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
  - Gold Medal (2)
Coffee Vending Service Goal

Coffee, November 15, 1953

Commerical.

Office Hours

While offices may gross less than industrial plants, and while they seldom have night shifts, the coffee vending business is still a safe place to invest money. Sometimes one serviceman can operate a machine during the day, and service three or four locations. The problem of making deliveries of coffee to employees in different locations is not as severe as in industrial plants. Coffee vending currently appears as one of the most profitable businesses in the vending industry.

The firm vending coffee for office locations is usually conducting its operations during regular business hours, and it is possible to make deliveries to office personnel. The firm can operate one or more machines at a location, depending on the traffic and the number of employees. Deliveries can be made on a weekly basis, and it is possible to adjust the coffee cost to meet the budget of the company.

While the vending business is considered to be a good one, it is still possible to lose money if the firm does not have proper management. The firm should have a good marketing plan, and it should have a good location for the machines. The vending firm should also have a good system of accounting, and it should have a good system of delivery. The firm should have a good system of maintenance, and it should have a good system of customer service.

The vending firm should also have a good system of marketing, and it should have a good system of accounting. The firm should have a good system of delivery, and it should have a good system of maintenance. The firm should also have a good system of customer service. The vending firm should have a good system of marketing, and it should have a good system of accounting. The firm should have a good system of delivery, and it should have a good system of maintenance. The firm should also have a good system of customer service.

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THE BILLBOARD
Index of Advertised Used Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard issue as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quotations are not quoted, as in the case of all vendors, only the single machine price is listed. Any price obviously depends on the condition of the equipment, age, time on lease, territory, and other related factors.

- **Arcade Equipment**

<table>
<thead>
<tr>
<th>Description</th>
<th>Issue at</th>
<th>Issue at</th>
<th>Issue at</th>
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<tr>
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</table>

*Genco's Shuffle Pool COMING SOON*

**New United Imperial Royal**

UNITED CARAS, LIKE NEW SELL AVAILABLE! WILLIAMSON, WILLIAMSON, WILLIAMSON!

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<tr>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
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</table>

**Taco Clubs** $375.00

**Beach Clubs** $395.00

Dude Ranches - Write

New Orleans Novelty Co.

115 MAGAZINE STREET
NEW ORLEANS, LOUISIANA
Tel. Cad 3918

**Special**

NEED ROOM OUT THEY GO

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<th>Description</th>
<th>Price</th>
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**Bingos**

ATLANTIC CITY $240.00
Palm Beach $280.00
Bright Lights $140.00
Coney Island $140.00

**Dade County - OAKDALE SALES**

**Tampa**

**What's New in Coin Machines?**

**What are they Getting for Used Equipment?**

**What Are Your Friends in the Business Doing?**

*FREE!* Find out every week in the Billboard

Order NOW at LOW Subscription Rates Fill in and Mail Coupon Today!
Mutoscope Sets 3-D Production

NEW YORK, Nov. 7—Internala- tion Mutoscope Corporation, here this week began production of its new 3-D Art Fakely Sets, which will be exhibited for the first time at the annual convention of the National Association of Theatre Owners and Dealers being held in Chicago, November 29.

Bill Morse, Mutoscope president, said that the price will be announced at that time. Dimensions and weight of the unit also will be announced at the convention.

The unit will offer 10 different scenes, Hallam said, with art pictures that are a modern Western for the children. The unit will be exhibited with either 13-cent or 19-cent coin chutes.

The unit is housed in a brilliantly lighted, modern cabinet equipped with durable, simple mechanism. Automatic picture movement is added, insured rapid play.

Miami Ass'n. 
Continued from page 72

Friedman, Harold Caron and Murray, from were designated as alternates.

Three new members were voted into the association. They are: E. L. Kelly, Elk Amusement Company; H. M. Wilson, who operates a Q-ball route, and Pharaoh Brookes, who operates shuffieboard under the name of American Amusment.

Joe Mangone, chairman of the entertainment committee, reported that plans are being programmed satisfactorily for the annual shuffieboard tournament which will be held December 12 at the Saxony Hotel, Miami Beach.

Chi Survey
Continued from page 72
worn rides make the trade look bad. They even sought some of the locations, which were getting poor service, but in most instances were put off because the management was miffed at treatment the store had received.

One of the points underlined in the survey was that virtually no unit was in first class condition to be getting steady patronage.
**EVEN'S LATEST**

**"CLUB MODEL"**

Saddle & Turf

GUARANTEED REPLAY AWARDS

Every game when 7 coins are played. Especially designed for locations demanding liberal Replay awards.

GUARANTEED REPLAY AWARDS

Greatly improved new style SINGLE COIN DROP with SLUG REJECTOR easily accessible on push-button plate. 5c or 7c play. High scores possible with single coin for top-play incentive.

As many as 7 players can deposit coins.

Electronic Replay Counter registers to 999.

LEGAL OPINION: This machine is not a Gambling Device as defined in the Johnson Act. It may be played interchangeably.

IF YOU CANNOT SECURE THIS MACHINE FROM YOUR DISTRIBUTOR, CONTACT FACTORY DIRECT!

H. C. EVANS & CO.

1536 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

---

**NATIONAL CONDITIONED SHUFFLE GAMES**

**IMMEDIATE DELIVERY**

Gottlieb's SENSATIONAL PIN WHEEL

**National**

Classic

Premium Boards

Chicago Coin Arcades

Chicagoland Shuffle Alley

Chicago Coin Handled World

**Priced for Quick Sale!**

Stocht P-100-A. 70 RPM

Stocht P-100-B. 45 RPM

**NEW GAMES**

BEATTY

COIN-OP

COIN-OP

COIN-OP

COIN-OP

$1.00

$1.00

$1.00

$1.00

$1.00

**NATIONAL COIN MACHINE EXCHANGE**

Chicago 735-4514

2517 W. LOLLIDAY STREET

CHICAGO 22, ILLINOIS

---

**LATE 5-BALLS... BUY 3 and Save MORE!**

Carnival

$1.50

$1.25

$1.50

$1.25

$1.50

$1.25

$1.50

$1.25

$1.50

$1.25

**FOR SALE**

3 American Wire Casing Banks. 15-21 - Shuffleboards. $10.00 each, Wall Score Boards. $5.00 each. Score Books. $0.25 each. Four purchase of $1 or more. Rolls. $0.25 each. Used Shuffleboard. $1.00 each. Used Pepsi Cola Machines. 75¢ each.

Central Music Co.

W. H. Adams

Box 106, Kiffins, Texas

---

**OUTDOOR CONVENTION ISSUE**

**NOVEMBER 28**

**EXTRA PROFIT OPPORTUNITY** for Coin Machine Manufacturers - Distributors - Jobbers

**EXTRA LISTENERS** for Coin Machine Manufacturers - Distributors - Jobbers

**EXTRA SHOWS**

**EXTRA PROMOTION AND PUBLICITY**

Nation-wide publicity and most campaigns produce maximum reader-interest and sales.

**THOUSANDS OF EXTRA READERS**

THOUSANDS OF EXTRA READERS

THOUSANDS OF EXTRA READERS

Highly sophisticated adver...

**ADVERTISING DEADLINE—NOVEMBER 18**

MAKE YOUR SPACE RESERVATION TODAY!

WRITE, WIRE OR PHONE

CINCINNATI 22, OHIO

2020 Patton Rd.

Dulles 6530

NEW YORK 36, N. Y.

East Side Avenue

Plate 7-2060

CHICAGO 1, ILLINOIS

1020 W. 33rd St.

Dover 6-6913

HOBOKEN, N. J.

6000 South St.

Hummel 3-5201

---

**EVERY PIECE GUARANTEED**

**BINGO GAMES**

5-BALLS

DODGE RANCH

WHITE SATELLITE

SHUFFLEBOARD CLUB

BEAUTY

Palm Beach

Atlantic City

Atlantic City

Atlantic City

Atlantic City

TENNIS

SUNSET PARK

UNIVERSITY

WINNER

PARKER DISTRIBUTING COMPANY

300 5TH AVENUE, SOUTH

NASHVILLE, TENNESSEE

B-610-9223

---

**ELECTRIC SCOREBOARDS**

**LARGE NATIONAL COO**

**RENEWABLES**

**5" and 8" Shuffleboard ballboards, partial games, full games and complete games.

**5" Shuffleboard Ballboards.**

**5" Shuffleboard Ballboards.**

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**5" Shuffleboard Ballboards.**

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**CENTRAL MUSIC CO.**

W. H. ADAMS

Box 106, Kiffins, Texas
Shaffer Specials

HARVEST SPECIALS

ROCK-OLA
1428 (Blonde) $199.50
SEBEBUB

WALL BOXES
Warlitter 4820 (48 gal) $32.50
All 5/10
Warlitter 3020 (24 gal) $12.50

WALL BOXES

HIDEWAYS

SEBEBUB 1946 $70.50
Seeburg 1947 (Metal) $99.50
Seeburg 1948 (Metal) $119.50

Warlitter 1080 $79.50
Red-Ou 1422 $9.50

Former 90% Deposit, Balance C.O.D.

Write for Illustrated Catalog of Late Model Phonographs

Shaffer Music Co.
Cleveland, Ohio
1201 West 78th Street

Shaffer Music Co.
Cincinnati, Ohio
2127 Capital Ave.

Shaffer Music Co.
Indianapolis, Ind.
Main 0171

Lincoln 1951

EXCLUSIVE REFURBISH DISTRIBUTORS

"WE ARE EASY TO DEAL WITH"

OEM DISTRIBUTORS: GENCO, Invaders, EMPIRE, ADVANCED, Star, Thor, TUNA, VICTOR, ... Bild, COLE'S, Bilt, Vegemite, EVANS, Salls, & Tuff-A-TUFF CHALLENGERS.

UPRIGHT GAMES

GENCO INVADERS

EMPIRE

Bogens
Bally Bun

GENCO "Vegas"

GENCO "Vegas"

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GENCO "Vega...
LIGHTNING SPEED OF TRAP HOLES . . .
FLASHING ACTION OF 4 FLIPPERS

Gottlieb's PIN WHEEL

HERE'S THE PLAY:
* Any 3 balls in line or 4 balls in center square trap holes awards Replays.
* Double Rotation sequence lights up corresponding Roll-Overs for Super-High Score and Super-Point Score.
* Completing both Red and Blue Sequence lights up center Roll-Over for Replays.

GATHER A HARVEST OF TOP VALUES . . .
BUY FROM LONDON!

NEW SELECTION FIVE BALLS
NEW PRICES!

WALL BOXES

Seeberg Specials
Wurlitzer Specials

Seeburg Specials

1080
1080

1400's
1000

WANTED TO BUY

$139
$69

Rock-Ola

1422

$295

Seeburg 146M . . . $115
Seeburg 147M . . . 135
Seeburg 148M . . . 185
Seeburg 149M. . . . 215

Speaker Special

904 Special

$139
$69

Wurlitzer 1015 Yoke Speakers

$295

Wurlitzer 1400 Specials

$395

GIVE TO DAMON RUNYON CANCER FUN
November 14, 1953

Keeney's 6-PLAYER PACEMAKER

Brand New MAMMOTH SNAP-ACTION PINS
MORE THAN DOUBLE SIZE OF FORMER PINS!

EVER SLICK SILENT PLAYFIELD • HIGH SCORE FOR WEEK • SCORES ALL SPLIT SHOTS

Keeney's PACEMAKER has Exclusive Features that get and hold players' interest for INCREASED EARNINGS!

THE BIG PUSH IS ON WITH

Keeney's PACEMAKER!
SIZED 8 FEET

A NEW Bally
BINGO TYPE PINBALL TO BE GIVEN FREE

THE BILLBOARD
COIN MACHINES

A Cordial Welcome To All Operators, Distributors, and Manufacturers of Coin Operated Machines.....

This Is Your Invitation—

Twenty-five years of progress, and a brand new showroom calls for a celebration. Therefore, we extend this welcome to you, your families and employees to join us in this gala event Saturday and Sunday, November 21-22.

Come anytime from noon till midnight either day. Refreshments and a tasty buffet luncheon await you. Every operator who visits us will receive an opportunity on a new Bally Bingo type pinball game.

We of Roth Novelty Company look forward to greeting you personally and to extend a hand of welcome.

— Max Roth
— Marvin Roth

54 N. PENNSYLVANIA AVE.
WILKES-BARRE, PENNA.
FOREIGN BUYERS!

Parts and Service Manual

You will find this manual a valuable source for the genuine parts and accessories necessary to keep your machines operating efficiently. It is as complete as we could make it!

Here at International we stock a full line of genuine parts for all the top manufacturers including Williams, Genco, Gottlieb, Bally, Evans, and Krevary... and because of our vast purchasing power are able to offer these parts and accessories at very attractive prices. All savings which we make are automatically passed on to you.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

WURLITZER
M106A $79.50
M110B $89.50

SEEBURG
Music Box $99.50

SMOKESHOP
Electric Cigarettes

SPECIAL
Wurlitzer Pocket Seats $39.50

COVEN
Distributing Company
2011 Illinois CINNAMON 1-1472

EXCLUSIVE WURLITZER DISTRIBUTORS IN NO. ILLINOIS AND INDIANA.

ALLEYS RECONDITIONED

UNITED CLOVER $317.50
UNITED STAR 1878 FRAME $255.00
UNITED STAR $245.00
UNITED SIERRA $225.00
UNITED DIAMOND $195.00
UNITED 6 PLAYER $165.00
UNITED 5 PLAYER $155.00
UNITED 4 PLAYER $125.00
KEENEY DOMINO WHITE $100.00

RED DISTRIBUING CO., INC.
1202 LINCOLN STREET
ALLETON, ILLINOIS

67,000 ACTIVE BUYERS

The Billboard classifieds each week

SHUFFLE GAMES

Chico Coin Round Up

CHICAGO COIN'S

New Money Maker

SOMETHING NEW!

UNITED Coin Part No.

SPECIALS

Sheffield 108 Plateau

COIN MACHINE

EXCHANGE, INC.

67,000 ACTIVE BUYERS

The Billboard classifieds each week
3 Bowlers to Choose From!

chicago coin's New

ADVANCE BOWLER

Featuring New ADVANCE Scoring!

New Scoring Thrill!
Top Score of 900!

FAST! 45 second scoring! Multiple Scoring on Strikes and Spares only!

Adjustable to Play 5 Frames

KING BOWLER

NEW Feature...Double and Triple Score Action on Strikes and Spares Only!

THE GAME WITH THE NUMBER, STAR AND CROWN MATCH FEATURE!

5th and 10th Frames
Triple Score Feature!

3rd and 7th Frames
Double Score Feature!

Adjustable to Play 5 Frames

GOLD CUP BOWLER

With exclusive REPLAY Feature

Replay given player Matching a number!

Any one or six players
Can get Replays!

Can be operated as Straight Match Bowler!

Chicago Coin's
9 Foot Size

MACHINE COMPANY

1725 West Diversey Blvd.,
Chicago 14, Ill.
HOLD numbers you need to build up score, cancel-out numbers you’re “sorry” you hit... try again with BALLS RETURNED from cancelled numbers...

HOLD ODD OR EVEN OR ALL NUMBERS
BY PRESSING ODD OR EVEN OR ALL BUTTON

BALLS RETURN FROM NUMBERS NOT HELD
SPOTTED NUMBERS ALWAYS HELD

Give the players the opportunity to "second-guess" their skill-shots. Give them the right to wipe out their "mis-cues" while hanging on to the hits that count. Give them a free "try-again" ball for every number not held. Give them the biggest fun-value ever offered in pin-game history, by giving them PALM SPRINGS by Bally. They'll say "Thanks" with the biggest and steadiest repeat-play profits you've earned in a long, long time.

PLUS SUPER-CARD SCORES
PLUS CORNER SCORES
PLUS SELECT-A-SPOT
ADVANCING SCORES
EXTRA BALLS

Built into PALM SPRINGS are all the profit-proved features of the greatest Bally in-line games... plus the new HOLD idea, greatest innovation in pin-game design in years. Get your share of the PALM SPRINGS profits. See your Bally Distributor today.

Bally Manufacturing Company,
2640 Belmont Ave., Chicago 18, Ill.
RIO

with NEW SPELL-NAME Feature

Spell R-I-O for 4-IN-LINE SCORE
(CAN ALSO SPOT NUMBERS 2-5-8)

Spell R-I for 3-IN-LINE SCORE
(CAN ALSO SPOT NUMBERS 2-5-8)

ALL BALLS IN R-I-O POCKETS
RETURN FOR EXTRA PLAY

plus

TWO SPECIAL CARDS
(FOR EXTRA IN-LINE SCORES)

SELECT-EM FEATURES

- SPOT A NUMBER
- EXTRA BALL
- 3 in Line Scores 4 in Line
- BOTH SUPER CARDS
- BOTH SPECIAL CARDS

FOUR CORNERS SCORE
EXTRA TIME FEATURE
UP TO 3 EXTRA BALLS PER GAME
NEW, EXTRA LARGE CASH BOX

E-Z SERVICE FEATURES:
BACK GLASS SLIDES OUT
EITHER SIDE
BACK GLASS MECHANISM
TILTS FORWARD FOR
EASY ACCESS
HINGED FRONT DOOR
HINGED BACK DOOR

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
Seeburg

No Nothing to Convert... Nothing to Adapt!

Automatic Volume Compensation

Scientific Sound Distribution

Remote Control

High Fidelity

Completely Equipped for

The Only Music System That's

The Deluxe High Fidelity

SELECT-O-MATIC

www.americanradiohistory.com