Miama's Hotels
Supplant Clubs
As Top Buyers

Bidding Levels Off; Prices No Longer Favor Performers

Miami TV and Affiliates Meet
To Thras Out Sales Plans

14,500,000 'RUDOLPH' SALES
Peak Hit Via 56 Records; Autry Sells 4,000,000

NEW YORK, Nov. 14.—"Rudolph the Red-Nosed Reindeer," Bobb cil's multi-million dollar western which was released October 21, has grossed $40,000,000 and is now pulling $2,000,000 a week. The film has been in many theaters for the past four months and is now in its second run. It is expected to gross $50,000,000 by the end of the year.

Published Industry Alarmed
By Pop Sheet Music Decline

NEW YORK, Nov. 14.—The extent to which the popular sheet music business has declined has caused consternation throughout all of the music publishing business. This is now readily ad-

G.O.P to Step Up Plans
For White House Tele

WASHINGTON, Nov. 14.—A full-dress series of administration TV programs, with several of them featuring President Rich-

index
Show business has its triumphs and its tragedies. We live in the midst of an ever-changing world, and something anything to a performer's success or failure. If we see them fail, we may be tempted to say the performer was not good enough, or that the audience was not receptive. However, if we understand their struggles, we may see that their experiences are a necessary part of their development.

There is at least one more reason why we should be interested in show business. Show business is one of the few industries that directly touch the lives of everyone. Whether we are performers or not, we all have the opportunity to enjoy the fruits of show business, whether it be music, theater, film, or television.

There is also another reason why we should be interested in show business. Show business is a reflection of society. It shows us what we are thinking and feeling, and it gives us a glimpse into the future.

Legit Line-Up

By ROY FRANCES

Arthur Schwartz retired as president of the League of New York Theatres, bringing to an end a long and distinguished career in the entertainment industry. He was a member of the board of directors of the League for more than 25 years.

Show business is a hard business, especially for performers. They have to be constantly on the lookout for new opportunities, and they have to be ready to accept the next challenge.

A few weeks ago a once big name in the musical world, who had fallen on hard times, announced that he was going to do a comeback show. It was a big story, and the press were all over it. But when the show opened, it was a complete disaster. The reviews were terrible, and the audience was not interested. The performer had to pull the plug, and the show was a complete failure.

This is a reminder of the ups and downs of show business. Success is not always guaranteed, and failure is not always the end of the road.

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This is a reminder of the ups and downs of show business. Success is not always guaranteed, and failure is not always the end of the road.
NBC'S CRAZY, MIXED-UP RATES TO BE REVISED

NEW YORK, Nov. 18—One of the hitherto unexplained events in the NBC ratings business has been a conspicuous rise in the number of minutes per dollar paid to stations. This has occurred as a result of a complex mathematical formula used by the network in its advertising business.

The rise in rates was first noticed several weeks ago and has continued despite a series of mathematical revisions made by the network. The formula is designed to ensure that each dollar spent by an advertiser will buy equal amounts of time on all stations.

However, the rise in rates has been so rapid that the network is now planning to revise the formula. The new rates will be based on a more accurate estimate of the value of time on each station.

The change in rates is expected to have a significant effect on the advertising business of the network. Advertisers will be required to pay more for the same amount of time, which may result in a decrease in the amount of advertising done.

La Rosa May Get TV Seg

MINNEAPOLIS, Nov. 14—The announcement that La Rosa will be bought by the network has led to speculation about the future of the show. The show has been successful in attracting a large audience and is a popular choice for families.

The network is expected to continue the show after the acquisition, but details of the new ownership have not yet been announced.

Five Short

ABC Needs 20 Stations For Client

NEW YORK, Nov. 14—ABC's network sales staff is working on a plan to attract 20 new stations to the network. The plan involves a mix of direct and indirect sales strategies, including the use of partnerships and joint ventures.

The network is looking to expand its reach and increase its audience, and the addition of new stations would be a significant step in this direction.

AMF to Quit On 'Omnibus'

NEW YORK, Nov. 14—Omnibus, the AMF (American Music Foundation) series, has been canceled. The move was made in an attempt to reduce the cost of producing the series.

Gaines Quits; Mayo-Menklin May Succeed

NEW YORK, Nov. 14—James M. Brown, president of WEAF and WOR-TV, unexpectedly resigned this week, effective December 31. He will be succeeded by Philip Morris cigarette ads. This move was made to increase the exposure of the network's advertising. The network's advertising rates will not be affected.

The new president will be announced in the near future.

La Rosa May Get TV Seg

Sponsor Wants Tuesday Slot; Now Up to CBS

The show was originally slated for a Tuesday slot, but the network decided to move it to a different time slot. The show has been a popular choice for families, and its success will likely continue after the move.

Weaver, NBC-TV Affils to Thrash Out Sales Formulae

Success Pinned on OK of Smaller Time Periods, A.M. Program Plan

The network's advertising revenue is expected to increase significantly with the new plan, which involves the use of smaller time periods and a focus on the A.M. program.

The plan will be implemented in the coming weeks, and the network is expected to see an increase in advertising revenue.

Brewery to Sponsor Play by Sherwood

NEW YORK, Nov. 14—Miller is expected to be the brewery of choice for sponsorships in the coming weeks. The brewery has been a popular choice for sponsorships in the past, and its recent success has led to a renewed interest in the network.

Meanwhile, the talent on the show will still want to be on any network show, and the network is expected to get its pick of the best entries. (Continued on page 4)

MEXICAN STAND-OFF FOR WEBS ON CLIENT RIDS

NEW YORK, Nov. 14—Indica- tion that NBC and CBS are trying to persuade two of the top TV stations to join their networks has been made by Procter & Gamble Co. and NBC, respectively.

A representative of NBC, who was making a concerted drive to get the station to join the network, has been offered a large sum of money by the station. The offer was拒绝ed by the station.

Meanwhile, the situation at CBS is expected to remain unchanged.

The network is expected to continue its efforts to persuade the station to join its network.

Announcing

The Billboard's 16th Annual RADIO AND TELEVISION PROMOTION COMPETITION

...open to all radio and television stations according to the following divisions...

DIVISIONS

* Audience Promotion * Sales Promotion * Merchandising Promotion

CATEGORIES

Radio Stations

1. Market of 1,000,000 or over

2. Market of 500,000 to 1,000,000 population

3. Market of less than 500,000 population

Mark for your Entry Blank

Write today for your Entry Blank

PROMOTION COMPETITION

THE BILLBOARD'S 16TH ANNUAL RADIO AND TELEVISION PROMOTION COMPETITION

DEADLINE FOR ENTRIES: JANUARY
NFL Decision Puts College Grid TV Ban on Weak Division

NEW YORK Nov. 16—Indus-
tury leaders have been unable to agree on the NFL's decision to restrict telecasts to major league baseball games, a move that will have a significant impact on the National Football League's ability to attract advertising and broadcast revenues.

The decision, which was announced last week by NFL Commissioner Pete Rozelle, has been met with widespread criticism from industry leaders and fans alike. Rozelle explained that the move was necessary to protect the integrity of the NFL season and to ensure that the games remain available to as many fans as possible.

However, many believe that the decision is a shortsighted one that will ultimately harm the league's financial interests. The NFL has already lost significant revenue in recent years due to a decline in television ratings and a decrease in ticket sales.

The decision to restrict telecasts to major league baseball games is expected to have a significant impact on the NFL's ability to attract advertising and broadcast revenues. Many advertisers rely on the NFL to reach a large audience, and the decision is likely to result in a reduction in advertising revenue for the league.

The restricted broadcast plan is expected to be in place for the remainder of the 2023 NFL season. Rozelle has indicated that the league will reassess the decision in the future, but it is unclear whether any changes will be made.

In the meantime, fans and industry leaders are calling for the NFL to reconsider its decision and find a way to balance the needs of the league with the interests of its fans and advertisers.
AM KICKS UP ITS HEELS AT COLOR TELE BOGMYAN
Medium Reaching More Ears Than Ever; Number of Stations Rising

WASHINGTON, Nov. 14.—AM radio, which has been the poor cousin of television, is making a strong bid for parity. This year AM has increased its number of stations to nearly 1,000, and is still growing. The move is being led by new and innovative programming, including the use of color on some stations.

Willing to share the airwaves

The new trend is not limited to AM radio. Many TV stations are also experimenting with color, either as a temporary experiment or as part of their regular programming. This is a departure from the traditional black-and-white format that has dominated television for decades.

The shift towards color is being driven by a combination of factors, including advances in technology, changes in consumer preferences, and a desire to stand out in a crowded market.

Color is expected to become more common in the coming years, as more stations make the switch and viewers become more accustomed to the new format.
Distribs Give Overlap UHF Outlets Combined Film Buys

Stations Via Pick-Ups, Offer Bargain Rates for Sponsors in 2 Markets

NEW YORK, Nov. 14.—A precedent deal this week seemed to pave the way for a new wave of overlapping markets to hand television stations the opportunity to combine their combined TV film purchases at better rates than the separate purchase of film. One such deal was worked out by Frank Hoy, WPTV-TV, Port-land, Ore., and Richard Borradaile, WPIX, New York.

The deal, which is one of the first of its kind, involves two UHF stations in Portland, Ore. Hoy is the owner of WPTV-TV, Portland, and Borradaile is associated with WPIX, New York. The two stations are giving each other the opportunity to buy the same film packages at a common rate. The deal was worked out by Hoy and Borradaile in an effort to reduce the cost of film for both stations.

The deal is significant because it marks the first time that a UHF station has discovered a way to reduce costs by sharing film packages with a higher-rated station. It opens the possibility of other UHF stations forming similar agreements to reduce their costs and make film more accessible.

CBS-TV Evolves Film Sales Pattern

NEW YORK, Nov. 14.—CBS-TV has developed a new pattern for combining local and national spot- or network film for a single station.

CBS-TV has developed a new format for film sales that combines the advantages of local and national sales. The new format allows stations to purchase film packages that are tailored specifically to their needs and preferences. This allows stations to get exactly the films they need for their specific audience, rather than being forced to settle for whatever film packages are available.

The new format also allows stations to get better pricing on film packages, as they can negotiate directly with film suppliers and avoid the middlemen who traditionally mark up film prices. This allows stations to save money on film purchases and pass those savings on to viewers.

The success of CBS-TV's new film sales pattern has prompted other networks to develop similar formats, and the trend is likely to continue as stations look for ways to improve their film sales.

5-Min. Segs Seen Open Door to Availability

NEW YORK, Nov. 14.—According to the Film Bureau, networks are now considering the use of 5-minute segments of film in their schedules to increase the availability of film to broadcasters.

The Film Bureau has been experimenting with the use of 5-minute segments of film in their schedules for several years, and the results have been promising. The segments have been well-received by stations, and they have proved to be an effective way to increase the availability of film to broadcasters.

The use of 5-minute segments of film in schedules has several advantages. It allows stations to fill their schedules with a wider variety of films, and it provides an opportunity for network films to be shown in a more concentrated and effective way.

The use of 5-minute segments of film in schedules is likely to become more widespread in the future, as network executives see the benefits and potential of this format.
HOLLYWOOD, Nov. 14.—Six-episode radio series starring Dennis Nolan will be telefilmed in Washington, D.C., it was announced here today by the producer of the series, in the hope that the growing popularity of telefilm will make the motion picture more attractive to its star who also portrays the same name in the feature-length version.

The project has been released by Al Joyce and Mickey Gross under their joint partnership of J & G Enterprises.

39 HOURS

Production on Pearson Seg To Be Rapid

NEW YORK, Nov. 14.—A unique high-speed method of production and processing has been developed by Drew Pearson "Washington Merryman & News" newspaper. The new method has been devised in order to get their first 14 episodes on the air as rapidly as possible.

During the 39 hours from the time of shooting on Wednesday morning to the time of airing midnight Thursday night, a total of more than 1,000 feet of processed prints were mailed to 20 cities where the show is being broadcast. The prints will be mailed to these stations as to make the show available for the 39-hour period of time, that is, from Wednesday through Thursday night.

The show will be telefilmed in Washington, New York, and other cities, and it will be telecast in New York, Philadelphia, Baltimore, Pittsburgh, Chicago, Cleveland, and Washington through the Associated Press-United Press network.

The studio is in the course of building its own television station, and the show will be telefilmed there. The show will be telecast on a daily basis, and the station is planning to go on the air with the first show on the afternoon of Wednesday, Nov. 14.

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The TV film producers who are today building or boosting charac-ter sales have a great potential plus in merchandising. They can be avail-
able by a map of the fingers, the mind, and a scientific business.

Last year, according to rough estimates, manufacturers of TV films were able to sell $200,000,000 worth of toys and boots clothing bearing the imprint of TV characters. And TV characters was at retail.

But the estimate is merely that; there is a tremendous amount of "gray area" that the marketologists refer to as "the gray market." Much TV merchandising is transacted this way without a complete knowledge of the over-all scheme of things.

Today, more important than recognizing the "unseen market" or the "phantom market" at measurement at the lo-
cal retail is the recognition that a program has value to the market even if it does not sell the product. And we have seen programs, even "ranked" program proving to be of even more value to the advertiser than a much higher rated show.

I do believe that in time—and with a proper manner of surveying will have to be done—there will be a growing need of information of the over-all level. But that's a good lesson for them in the rating busi-
ness to solve.

The second great milestone and the point at which character mer-
chandising began to take on the proportions of big business was in the Spring of 1946, when Kay Kamen, then a fairly suc-
cessful importing agent for the toy wholesaler, Murray Noble, Inc., decided to double his merchandising return. He decided to import the film character, the Popeye.

His first two accounts were the store of the United States Corporation, and the U. S. Department Store, both of which were immediately sold out, for outstanding the "Popeye" promotion business, Murray Noble, Inc., decided to import TV characters, and they became the distributors of the cartoon character, the Popeye, and the new doll, Mickey Mouse, and Disney characters until he was able to do a deal with the Disney corporation.

But after that, Disney formed his own distribution company. Today, some 100 U. S. firms are in the business of importing TV characters, and 80% of the original TV characters were also imported.

The character, the Popeye, has evolved from the Popeye, the sailor, to the Popeye, the toy, the Popeye, the merchandise, the Popeye, the line. And the last Popeye, the "Popeye" by itself, is not even sold in Sioux Falls, or Boston, or even in the New York area almost in the shipping days when advertis-
inɡ with program "popularity" are becoming interested in dis-
covering just how effective a pro-
gram is in a specific city or in specific cities. Because the econ-
omic picture in this country is a fluid one, many changes have been made during the past five years in the basic thinking on the part of the advertising agencies. The economic picture, the "lucrative" money has become in-
creasingly scarce, and the adver-
tiser is becoming more and more complicated. The dollars and cents return on every advertising dollar is not what it was. Therefore, we are seeing less and less purely institutional advertising, and less and less carelessly spending.

Old Saying

It wasn't more than five years ago that a national advertiser would say, "I've got to do a job on this account, to get the top prestige show—regardless of its size and the time on the entire network. Make sure it's national." And the agency would say, "That's about right." And the account executive would say, "The agency is going to be pleased that rating doesn't mean a thing unless it has a proper distribution set-up. For example, what good does it do to have a show build up a big rating in the city of New York if it isn't even sold in Sioux Falls? Yet, when it's the same show that's being advertised in the New York area almost in the shipping days when advertis-

Halsey V. Barrett

Eastern Sales Manager, Comstar, Inc.

It seems to me that we are fast
-reaching the point where the "national" will be a "very local" beginning. I mean that the advertisers who want to have their sales of their sales programs must be conscious of the "local" advertising to which their sales programs are geared. Too, they are coming to realize that with a program that is already selling in four or five cities which can be bought for these four or five cities which they really need to adver-
tise in, it is possible to go out and buy an entire na-
tional network, with the object of opening a commercial market in these four or five cities.

People are now coming to study the program to determine in which city or cities there might be the possibility of increasing their sales. Today, the big na-
tional advertisers are doing just that. They are buying the advertising in the city or cities where we must get our message across.

Regional Sponsor

The TV film producers have the tools of the advertising trade and the advertising people are interested only in certain spec-
fic cities. They are using the Front Page Detective, starring a top-name star of the program. Russell Coss, is able to go on TV in the city with a program of nat-
tional coverage and to have plenty of "luxury" money to throw around.

The value of thinking—first in radio, now in TV—is becoming increasingly apparent to the advertisers. And the value of the program as a tool of advertising is being realized by a number of the major organizations, of course, with the syndicated picture, and also with the syndicated series, and when they get able to sell an important rate, and be able to buy an important rate, and be able to buy a multiple of four or five cities, it is possible to sell both on the program. The value of the program as a tool of advertising is being realized by a number of the major organizations, of course, with the syndicated picture, and also with the syndicated series, and when they get able to sell an important rate, and be able to buy an important rate, and be able to buy a multiple of four or five cities, it is possible to sell both the prime time and the network time.

The TV film producers who are today building or boosting charac-
ter sales have a great potential plus in merchandising.
FLASH GORDON blasts its way to the TV screen with 39, new ½ hour films that are custom-made for TV...available for local, regional, and national spot sponsorship!

FLASH GORDON as a King Features Syndicate property is seen in 279 newspapers...read and known by 50,000,000 people!

A natural for wide-scale merchandising promotion with self liquidating premiums! Produced by Inter-Continental Television Film Corp. and Inter-West Films.

FLASH GORDON rates as one of the best liked children's programs ever tested by the Schwerin Research Corp.

For auditions, prices, and sales plan—write, wire, or phone:

HERB JAFFE  
655 Madison Ave.  
New York City  
Templeton 8-2000

FRANK O'DRISCOLL  
2113 Woodward Ave.  
Detroit, Michigan  
Woodward 1-2560

JACK McGUIRE  
830 N. Wabash Ave.  
Chicago, Ill.  
Whitehall 3-1341

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

MOTION PICTURES FOR TELEVISION, INC.
Film Syndication Division

655 Madison Avenue, N. Y. 21, N. Y.
WABD Buys 150G
Library From UTP

NEW YORK, Nov. 14—WABD, the Du Mont network flagship, shipped an estimated $150,000 in contracts for about 50,000 words of film from United Teleradio Pictures, Inc. The stations purchased, for two years unlimited use, 26 episodes of the "Royal Playhouse," 20 half-hour programs, and nine half-hours of "Hollywood O'Clock." The deal was arranged by WABD's UPT with 69 hours of "Columbia" and unlimited reruns of "Big Town." The buy permits the station to use the Columbia programs in practically any manner it deems fit. They can be used for fillers, in lieu of regular programs in case of weather conditions, or other emergency situations.

The obvious advantage of the unlimited use provision is that it permits the station to liquidate its programs without affecting the film properties. Under this provision, WABD will have the option of getting some of the film for less than the cost of running it. The deal was consummated through the efforts of Kenneth Wright, WABD manager, and WABD's Aaron Beckwith.

Distrib Give

...continued from page 6

WPIX here. Under the WPIX arrangement, its signal will be broadcast by two UHF stations in Pennsylvania, WLZV-TV, Bethlehem, which is 35 miles from New York, and WTVU. Scranton, which is 130 miles away.

On the other hand, this relay is limited to its coverage of Madison Square Garden events. The stations in the area don't have the UHF license, so the additional stations will have to work with the usual problems. And as far as the plan is limited to the plan with any of the film distributors.

The WPIX operation could be developed under these plans. The Hoyt WPIX also has been discussing with the Hoyt WPIX network, Hamilton and Harrisburg, Pa., to see if it can get back up from the other UHF stations.

PRINT MUTATION

Stations Ruin Film, Weep at Charges

CHICAGO, Nov. 14—Television stations are crying out, with hundreds of thousands of dollars at stake, about the tremendous film loss that is still occurring on television. The discounters and original release date of the film has been taken away from the station.

The list of televisions distributed with the Billboard, TV Film Department.

TV Station Film Buyers Pick

A weekly survey of film buyers' selections of the most desired television movies for the next buying period, with the basis of their selection is determined by the Film Theatrical distributers and original release date of the film has been taken away from the station.

The list of televisions distributed with the Billboard, TV Film Department.

FEELS 'LUCY' HAS TV POTENTIAL

NEW YORK, Nov. 14—Prior to signing for the TV rights to "The Lucy Show," Lucille Ball and Desilu Pictures have decided to make a test of the first "I Love Lucy" character, "The Lucy Trailer," starring Desilu. The show is packaged for theatrical release and has been sent to a limited number of movie houses. At that time, Barron and the show were telecast to the audience. There were also some film shows that it was the first time the film was screened for television audiences. The theatrical release plans on the Lucy trailer have been announced to be an agent of the M-G-M picture.

TV FILM PURCHASES

"The Hanks McCame Show" has been bought by three new stations, including ABC and CBS. The film will be produced, marketing and distribution by Bowman Dairy Company, with its national sales organization, and KTV, Colorado Springs, Colo., Contractors Heat.

The film is shown in 34 markets each week.

BILBOARD FILM GUIDE

 Syndicated Pix ARB

Multi-City Ratings

The following chart lists the American Research Bureau's ratings for syndicated film series showing the 5th Week of October in one network program time slot, among all stations in any city. The listing all cities surveyed, is published over a three-week period. The series and ratings are arranged alphabetically by the series and by their appearance in the ranking books—no rank order has been attempted.

For further information, on distribution and the percentage of market running time, etc., please refer to The Billboard's complete CATEGORIES BY CATEGORY survey these charts appear in the weekly, every fourth week following this cycle.

In the case size and breakdown, the reader should consult the American Research Bureau, National Press Building, 410 Fifth Avenue, New York, N.Y., Office Box 8984, Los Angeles 22.

(Continued on page 12.)
Where Syndicated Series Are Showing

(Boldface type indicates recent sales)

The following chart lists the cities in which each of the syndicated TV programs listed was sold as of the first week in November. New sales made in the past week are noted within the program listings, according to category beginning with Adventure. The AMERICAN TELEVISION BUREAU's rating on many of these shows appear elsewhere in this section.

**WARNING**
Check with your ASB for available markets. Many markets listed here may be complete. Please query distributor promptly on any films in which you are interested.

<table>
<thead>
<tr>
<th>Series Name</th>
<th>Dist.</th>
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<td>Adventure</td>
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For more detailed information, please refer to the American Radio History database at www.americanradiohistory.com.
Inns Take Act Play From Miami Clubs

AGVA FUND IS EXPLAINED

NEW YORK, Nov. 14.—The American Guild of Variety Artists, whose contracts are $1,500 for 30 shows, has been signed and turned over to its members. AGVA covers the the subject of national and international acts who have appeared in the American Variety. The AGVA is the national association of American Variety Artists.

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NITERIES BACk AT 'NAME' TIE-INS

Claim Bloc Booking of Secondary Acts May Leave Them Holding Bag

By BILL SMITH

NEW YORK, Nov. 14.—Competition for "name" attractions in the nationally managed theatres outside of New York to agree to tie-ins of the secondary acts may have been a factor in the decision. AGVA may not be the subject of two-page feature. By special request.

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Music Dealers Service now takes about 77,400 copies of sheet music; according to the companies have 140,000 copies. Last year, the total reach by mid-November last year, it showed 107,000 copies. The issue of the course now stands at 12,000 copies. By the end of the year, it was a decrease in demand for sheet music in the mid-40s. But the today returns are running in a 10-12 percent range. This year, at the same time as high as 90 percent, and

**PLAN CONTEST**

**NBC, Trinity, M-G-M Boost 'Girl, Today'**

**NEW YORK, Nov. 14.—** The new Broadcaster for the NBC Television station, and Trinity Records and M-G-M Records are combined in a major program strategy, centering around the Jimmy Leyden production called "The Girl of Today." The tie-up promises to provide a "new drive" for all the companies involved, according to the NBC-Eye television-top management.

The affiliate stations are currently plugging the M-G-M record, and the Trinity program will be the center of a major effort on NBC television networks. In November 23, the network will announce a schedule for its stations, which will feature National magazines and newspapers, as well as the program. The network will report this week. Eight final will be brought into the New York for the selection of the station winner. The winner will air will be there the station set for announcer of "The Girl of Today."

**High Court Against Goody**

**NEW YORK, Nov. 14.—** The Supreme Court today bought some $25,000 from the Goody Corp., claiming that the firm's "tubing," which is often used in the manufacture of products, was being sold at a price that violated the Sherman Antitrust Act. The Goody Corp. is a major producer of tubing, and the court ruled that the firm's price-fixing activities were illegal.

**Victor's New Label Planning Amplified by Mante Socks**

**BY JOE MARTIN**

**NEW YORK, Nov. 14.—** Mante Socks, a division of Victor, the leading label in the industry, has been planning an expansion of its operations. The company has been seeking to add new products to its line, and has been working on the development of new materials.

The company has been working on the development of new products, and has been seeking to add new materials to its line. The company has been planning an expansion of its operations. The company has been seeking to add new products to its line, and has been working on the development of new materials.

**Industry Holds Survey As Guide for Future**

**BY STEVE STICKER**

**CHICAGO, Nov. 14.—** A survey of the record industry has revealed that the industry is facing a challenging future. The survey, conducted by the National Association of Record Merchandisers, showed that the industry is facing a challenging future. The survey, conducted by the National Association of Record Merchandisers, showed that the industry is facing a challenging future.

The survey found that the industry is facing a challenging future. The survey, conducted by the National Association of Record Merchandisers, showed that the industry is facing a challenging future.

**JOY ACQUIRES HAWAIIAN DITTY**

**NEW YORK, Nov. 14.—** Joy Records has acquired the Hawaiian ditty "Fish and Potatoes," which has been a hit on the West Coast. The song has been a hit on the West Coast. The song has been a hit on the West Coast.

**Cap's Fiscal Sales Push $16 Mill Mark**

**HOLLYWOOD, Nov. 14.—** In the fiscal year ending September 30, net sales of Capitol Records increased to $148,468,414 compared with $132,917,507 reported for the corresponding period of last year. A quarterly report issued to stockholders of CDT, Inc., the parent company, today.

**Hey!**

**Herbert I. Mathers, Jr.,**

**Bennett Rags' Is BB Pop Tops**

**NEW YORK, Nov. 14.—** Concluded last week with Bennett Rags to Rags to Riches by Tony Bennett, the Billboard's best-selling pop artist this week, has four records on the first Columbia strolling that has groaned the No. 2 spot since "Motel Roux" with "Rags to Riches" was out in fourth place last week. Columbia has four records on the top-10 list for the first time in its history.

**Disk Industry Ass'n Gets 5 New Members**

**NEW YORK, Nov. 14.—** Five more record manufacturers have joined the Record Industry Association of America, the group that monitors the industry. The new members are Apollo, Bellini, Electro, and Bellini.

**RCA Rushes Pop Diskings**

**NEW YORK, Nov. 14.—** RCA Victor, the nation's largest and oldest record label, is staging a special rush disk session this week. The label is expected to release a new album by Ray Charles, and a new album by Pat Boone, who is known for his pop hits.

**London Records Will Release French Label**

**NEW YORK, Nov. 14.—** London Records, the company that produces the London L'Oiseaux label early in the year, has announced a merger recently negotiated between E. W. Griffith, owner of London, and his wife, Louis M. Drey, owner of the L'Oiseaux label. It will be the first time London has combined with a label other than its own since 1949, when it acquired Decca. The Decca Gramophone was terminated. The first release will be fought off by others on a regular schedule.

**Altoh L'Oiseau has a new look and a new sound heard over the past 15 years, although the heritage will be newly recorded. Sessions will be held at the French plant, but the tapes will be processed in England. The new label, London, will distribute the disks in Europe.

**Societies will cut the tune with a lyric just penned for pop bands. The lyric, master the disk the same day, and will be released immediately. Shipment to distributors will take place Monday morning, according to a spokesman.

**More quick action by the label on recent tunes includes the release of Ray Charles, who is currently recording a new album, and the release of "Beautiful Day," which is also cutting a "B plus," with the thought that another side is England's current top tune "Poppa Pancake."**

**Hi-Fi ENTHUSIASM**

**CHICAGO, Nov. 14.—** A new survey by the National Association of Record Merchandisers (NARM) shows that the industry is facing a challenging future. The survey revealed that the industry is facing a challenging future. The survey revealed that the industry is facing a challenging future.

**L'Anse aux Meadows, Nov. 14.—** A new survey by the National Association of Record Merchandisers (NARM) shows that the industry is facing a challenging future. The survey revealed that the industry is facing a challenging future. The survey revealed that the industry is facing a challenging future.

**FRAUD**

**CHICAGO, Nov. 14.—** A new survey by the National Association of Record Merchandisers (NARM) shows that the industry is facing a challenging future. The survey revealed that the industry is facing a challenging future. The survey revealed that the industry is facing a challenging future.
G & G Ships Fisher's 'Fool' To Deejays

NEW YORK, Nov. 14.—How a recording which was bank- 
rolled was strikingly different.

In the case of the Gayles Music shipped copies of songs like "A Fool Was I" to deejays in major markets, 

About a month ago, however, both Pacte Col record and the Eddie Fisher in England, Col's on Capitol and Columbia, and Gayles, Ltd., the music firm's new Nevada subsidiary, have been

In the case of the Gayles Music, the company's head office, has been on the phone in the last few months, mail-

another line of thought has

Interlude: Harvey Morton, publisher of the New York Post, was in England this week to negotiate with the Ministry of Information, but he did not get the "Shill帛en," the British government's propaganda song. He did get a lot of ideas, however, and he is planning to write a book about his experiences.

Raphael Exits Disney Music

NEW YORK, Nov. 14.—Wait a minute, folks, you've got a change of personnel in the Disney music business. Raphael van de Graaff, head of the firm, is now the president, and the firm has been renamed Disney Recording Company. The new president will be in charge of all the studios and all the activities of the firm.

The change is effective immediately, and the new president will be in charge of the firm's activities.

Coast AFM Bans Road Oke at Party Date

HOLLYWOOD, Nov. 14.—The members of the American Federation of Musicians, in a meeting with J. R. Oke, president of the company, have agreed to ban the distribution of the firm's records in this area.

Oke was in Los Angeles yesterday to discuss the matter with the union.

Riccardi Death Leaves Big Gap In Show Fields

NEW YORK, Nov. 14.—The death of Alexander Riccardi, assistant to James C. Petrillo, the head of the American Federation of Musicians, leaves a big gap in the entertainment world.

Riccardi was a man of many talents, and he was always ready to help others.

The death of Riccardi is a loss to the entertainment world, and the union will miss his help.

For Riccardi, who was a member of the union, and was always ready to help others, the death of Riccardi is a loss to the entertainment world, and the union will miss his help.

MGM Campaign To Push 'Kate'

NEW YORK, Nov. 14.—MGM studios and the MGM dye-works have launched a campaign to promote the film "Maria Callas: The Opera Singer," and a new single track album package.

Maria Callas, the opera singer, has been the subject of a campaign to promote her music.

The campaign is being run by MGM, and the new single track album package is being released to promote the film.

Para Signs Song Team

NEW YORK, Nov. 14.—Veteran songwriters In Gerhahl and Aron have been signed by Paramount Pictures to write the score for the next Bing Crosby film. The same team of writers will also write the score for the next Bing Crosby film.

Little Reasons

The reasons for the success of the new firm are many, and it is not only the result of the work of the new firm, but also of the work of the old firm.

The new firm has been in existence for only a short time, but it has already made a name for itself.

The new firm has been in existence for only a short time, but it has already made a name for itself.

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The new firm has been in existence for only a short time, but it has already made a name for itself.
"Rudolph" Hits 14,500,000 Sales Peak Via 56 Records

Intra-Mural Battle Rages

Indie Diskers' Struggle Grow

Continued from page 17

Hodkeodge

Outlook for 'Himberma' Not Bright

Dee Kilpatrick To Chi Merc

Continued from page 17

Writers' Suit Excite Trade

Continued from page 17

Department of Justice.

When BMI came into existence, 140,000, a number higher than those paid to any other recorded music publisher, or, in the case of ASCAP, 1,000 writer and 100 publisher members, were paid to each of the said 140,000 for the right to collect performance royalties for the works of the writer and publisher members. BMI was created to establish competition and has been in existence for more than 20 years. BMI is currently the only organization licensed under the Copyright Act of 1909 that maintains a national musical license tariff. BMI also collects performance royalties for the works of its member composers, songwriters, and music publishers.

Himberma Theatre

On Turnpike

CARLISLE, Pa., Nov. 14.—Fourteen members of the Keston’s orchestra were injured, four severely, when their car spun off Turnpike near here Wednesday (11), when another of which they were riding crashed into a tree.

Kenton was traveling in the other vehicle of the same group when the accident occurred the bus carried the passengers, J. N. Smith, to Pittsburgh at the time of the accident.

Members of the Keston band admitted to the Carlisle hospital was killed in the accident.

Robert Dunbar, manager of the band, was treated and discharged for injuries to the face and body; Ziggy Chmieluch, fractures of the left leg and the right hand; John J. Czepczynski, of the right hand; and Peggy Czepczynski, right wrist and shoulder; Robert Dunbar, cuts and bruises of the left arm; Mary Ann Brown, cuts and bruises of the left hand; William Hilmar, abrasions of the left arm and lower lip; Pat Robison, cuts of the right hand; Paul Robison, bruises of the right foot; Stanley Levy, scratches of the legs.

1953 XMAS "HIT"

76 MUSIS SANTA CLAUS

ON MGM RECORDS

= 11626

by LESLIE "UGGAMS" CRAYNE

SHET MUSIC AVAILABLE

AETEASE MUSIC CO.
630 Broadway
New York 13

Miles Teressa Brewer's NEW BOY FRIEND

EARNEST SCROOGE

WING-WALK MUSICALS

TENNESSEE MUSICALS

MIDWEST HOMEOWNERS

FRANKLY LINCOLN'S THE LAMENT

The Kathy Lynch Show NOVEMBER 21, 1953

MUSIC THE BILLBOARD

Frankly, Lincoln's show No. 18
"ANSWER ME" Lullaby Town from "LimeLight"

ETERNALLY from "LimeLight"

BOURNE, INC.
The 3D's Are Getting the Business

Many, Many thanks to all from
DALE - DON and DESMO

(he gang that sang)

HEART of My HEART

c/w
I THINK I'LL FALL IN LOVE TODAY

Coral #61076

1-D ORIGINAL
#28 VARIETY disc jockey poll, November 11, 1953
Released to d.j.'s, dealers and operators October 13, 1953

2-D BEST
Billboard, October 24, 1953

NEW RECORDS TO WATCH
DON CORBELL, ALAN DAE, JOHNNY DESMOND
Heart of My Heart (Rabbitt, ASCAP) - Coral #61077 - The old favorite is revived in a new version sung by the male trio.

3-D FASTEST SELLING
#15 VARIETY Retail Best Sellers, November 11, 1953

Don
YOU'RE ON TRIAL
I'M YEARNING
Coral #61068

Dale
IN OLD SORRENTO FOR YOUR LOVE
Coral #61061

Desmo
WOMAN THE RIVER SEINE
Coral #61069
EPIC RECORDS DISTRIBUTORS


MAN ON THE BEAT
B. O. PLUNIT
LEE ROY and his Band
Lee Roy, Bristow, Va.
9001 • 5-9001

MORLEY
9001 • 5-9001

FIRST - may of CLASSICAL
ROY
9001 • 5-9001

CLASSICAL POP!
Roy, first popular ORCHESTRA
ON NOVEMBER 21, 1953

LIFE'S NOT THE SAME WITHOUT YOU
DON'T EVER CHANGE
HELENE DIXON
Orchestra directed by Phil Moore
9002 • 5-9002

BEAT Band
9003 • 5-9003

JUST FOR TWO
JEFF MORLEY and his Orchestra
9003 • 5-9003

BREEZE, BABY!
NELLIE LUTCHER
With Dave Barbour and his Orchestra
9005 • 5-9005

FIRST EPIc CLASSICAL — THEN EPIC EXTENDED PLAY —
and now Epic popular records! With the announcement
of our first five releases in the popular field
— may we say things are really popping (l) at Epic?

BLUES FOR BILL BAILEY
With Dave Barbour and his Orchestra
9006 • 5-9006

SHE WAS FIVE AND HE WAS TEN
A RIDE IN SANTA'S SLEIGH
JUDY VALENTINE
Orchestra under the direction of
Bill Lawrce
9004 • 5-9004

First Epic classical — then Epic extended play —
and now Epic popular records! With the announcement
of our first five releases in the popular field
— may we say things are really popping (l) at Epic?
Music as Written

verticing office in the Brandon Building, Casey Roles, with
of RCA Victor. Becky Rine, has
left RCA and will take up new
changes in Jimmy Carter's office
at BMI, Inc.

Irv Benjamin's
restaurant and radio outlet on the
North side has altered its policy and is now featuring the
music of Artie Dodds. In over 30
years of music show business
Dodds appears for the first time as
a single act in his home stamping
grounds.

Ronnie Knoll, former record
promoter in New Orleans, has
bought his Southern account in
Chicago to continue his record
promotion.

At a session at Universal for Mes-
cury Records on November 3rd, Al
Beilo, local writer for the amuse-
ment show business, has taken over
amusement editor at the Garthiel-
ian Publications, will write a weekly
column.

Tenny Reed and his orchestra are
at the Ohio Theater, St. Louis, for a
week beginning November 7 and then
at the Hotel Statler, Buffalo, for
two frames beginning November
8th.

Pat Morrissey, new Decca artist,
opens at the Black Orchid Nov-
ember 4th. She will arrive in town
a few days early to tour the
district, then, after a successful
and enjoyable weekend in Milwau-
kee to open at the "300" Room on November 7th.

Tally O'Brien, one of Frank
Young, currently with his orchestra
at the Sheraton Hotel, opened a
short stand at the Black Orchid last
week. She formerly sang with
the Green Room Orchestra of the
Sherman.

Hollywood
Maggie Whelan planes to Chi-
cago for a series of one-
nighters and then on to New
York for rehearsals on the George
Jessel TV show. Gal has been
booked into New Jersey's Stage
Cook Inn for three days, starting
November 20th. . . . Leo Diamond's
second release on Amphetamine
"Blues Pacific Blue," and "On the
Mall." . . . Earl Hodgins and Herb Spencer
slicing "Music for Motion Pictures" as a show-
case for their newly formed Music
Service Co., Inc., firm. . . . Mitch
Miller, a. k. a. chief at Columbia
Records, in town for an extended
series of wax sessions. . . . Syd
Latham, King Records impresario,
will appear on record at his
session in the Central Terminal,
---Victor Young scoring the Re-
public flick, "Jubilee Trail.". .
Jill Andrews leaving WODI, Chi-
ago, and joins the Peter Peterson-
KLAC radio show as commercial
announcer on November 16th.
Bill Clinton, associate editor of
Capitol Records' Music Views maga-
 zine, became father of an eight-
 pound son, Robert, last week at
Cedars of Lebanon Hos-
pital. . . . Warren Baker, leader of
the newly created "Baker's Cajun" group, conducting a
"Collectors Corner" on the Paul
Fresno radio show every Monday
night. Baker will discuss and play
releases as well as interviews
music personalities. . . . Film star
Howard Keel set for a spot in the
film of Floyd Norman, which
stars Jean Parker as the company
Maestro Connserts rejoined the
"Pro" world as personal man-
ger during its current engage-
ment at the Hotel Statler. Con-
nserts had been Weener's road
manager for two years, but went
with RCA last June to head their
band department in Dallas.

Philadelphia
Johnny Thompson, TV warbler,
joins the Eddie De Luca band at
the Johnnie Dee Hotel. Perry
Connors on November 21st for
RCA Victor employees to show at the
Bellevue-Stratford Hotel, with Don Nicholas for the
music making. . . . Max rooster
Hyrman branches out with a Hi-Fi
music store in the down-
town district labeled Omega Cal-
son Music. . . . Inadore Granoff,
director of the Granoff School
Music, reports a bumper crop of
harmonious students on the
strength of the new month organ
gather popularity. . . . Hal
Robertson kicks off the Sunday
dancing sessions at the YMCA
YMCA Center, with Ray Jerome
Collins. Lou Chilcken and Bill
Jaffe sharing the weekly ses-
sion during the week. . . . The
publisher James E. Myers, head
of Majestic Music and Jany Publica-
tions, has branched out into the personal man-
agement field. For maestro Ronnie Andrews
under his wing with an Eagle
label disk now.

Denver
Bunny Blake opened late last
week for a short stay at the Top
Towers. He's being backed by
Lucy Morgan and have been getting good crowds
into the Emerald Room of the
Pineapple Club. Lucy Morgan's
Tiny Stone's quartet is at the Taj Mahal
which will open the exclusive Windsor
Saddle Club where Day, Dawn
and Duck have been backed by
Bob Corean to open on the 28th.
Bill Ray and his band have
opened in Rocky Mountain area
with Long's partnership of
Buddy Green, trumpet, and,
Red định, manager of Tallman's
currency, with Al Parks
playing. . . . The publicity man in
including Buddy Green, trumpet,
and Red định, manager of Tallman's
currency, with Al Parks
playing. . . . The publicity man in
including Buddy Green, trumpet,
and Red định, manager of Tallman's

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playing. . . . The publicity man in
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and Red định, manager of Tallman's

currency, with Al Parks

currency, with Al Parks

Weiss Heads
Cap C-W Bally
Hollywood, November 14---Gene
Weiss heads Capitol's second
session on Tuesday morning with
Pa, branch manager, has been
named to helm the firm's country
and western promotion division.
Wise will be in charge of promotion in
Nashville and assume the post Monday (16). More later further emphasis
on Cap's expanding country and
western department, and rep-
resent the first full-time staffing of
such a post by a major label.
Wise will report to Capitol's national
sales manager Hal Cook, who
along with country a. k. a., Jan
Tommy Edwards,
EVEY DAY IS CHRISTMAS
THE MIRACLE OF CHRISTMAS
M-G-M 11625
JONI JAMES
I'LL NEVER STAND IN YOUR WAY
M-G-M 11606
BETTY MADIGAN
YOU'RE THOUGHTLESS
M-G-M 11601

Dot Contract

Weiss Heads
Cap C-W Bally
Hollywood, November 14---Another
album of songs ranging from label to label is
being handled by the Jan Garber
firm, formerly on Capitol. This
million-dollar deal will bring Columbia to Julibee and Tommy
and Jody Decca to start his
every own label.

Garber Inks

Weiss Heads
Cap C-W Bally
Hollywood, November 14---Another
album of songs ranging from label to label is
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firm, formerly on Capitol. This
million-dollar deal will bring Columbia to Julibee and Tommy
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every own label.

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million-dollar deal will bring Columbia to Julibee and Tommy
and Jody Decca to start his
every own label.
**Music as Written**

*Continued from page 20*

vertoling office in the Brandom Building, .. Casey Rolle, wife of a Victory Rocko Railway, has left RCA and will take up new chance with the Jimmy Cahn office at BMI, Inc., ... Irving Benjamini's brothers went to Chicago to continue the record promotion, ... Eddy Howard set a session at Universal for Mercury Records last week, ... Arthur Hodes appears for the first time as trum in his home stumping grounds.

Bonnie Brull, former record promoter in New Orleans, has opened her Southern sound to Chicago to continue her record promotion. ... Jerry Howard cut a session at Universal for Mercury Records last week, ... Local writer for the amusement trade, has taken over the amusement editor at the Garfieldian Publications.

**EVERY IT'S CHRISTMAS**

**CHRISTMAS ONCE**

**MGM 11625**

**Weiss Heads Cap C-W Bally**

**MGM 11625**

**Garber Inks Dot Contract**

**Anthon Office Handling Joe Carr**

LONDON, Nov. 14 — Sydney, England's, makes the official announcement of his arrival in the city, ... Sydney, has joined the Peter Potter KLAC radio show as commercial announcer. (Nov. 19)

**LONDON PLANS MILLER WEEK**

London, Nov. 14. — This week the Glenn Miller Appreciation Society is holding a record recital of the maestro's music at the Saville Theatre. ... The Society will be the beneficiary of the event, with all proceeds going to the Society.
Staying hot with Dot all winter

America's Number One Vocal Combination:

The Hilltoppers

Featuring the great voice of Jimmy Sacca

Proudly Present Their New Albums

**DOT EXTENDED PLAY 1-1006**
- You Made Up My Mind
- Trying
- Must I Cry Again
- I Keep Telling Myself

**DOT EXTENDED PLAY 1-1007**
- I Can't Lie to Myself
- If I Were King
- I'd Rather Die Young
- P.S.: I Love You

**DOT EXTENDED PLAY 1-1008**
- For Keeps
- Bouquets and Kisses
- I Found Your Letter
- Till Then

**DOT EXTENDED PLAY 1-1009**
- Time Will Tell
- There Is No Greater Love
- Blue Eyes Crying in the Rain
- From the Vine Came the Grape

**DOT LONG PLAYING 105**
- For Keeps
- Bouquets and Kisses
- I Found Your Letter
- Till Then
- Time Will Tell
- There Is No Greater Love
- Blue Eyes Crying in the Rain
- From the Vine Came the Grape

Fast Selling Singles

- 15085 • 45-15085
  - I'd Rather Die Young
  - P.S.: I Love You

- 15055 • 45-15055
  - I Can't Lie to Myself
  - If I Were King

- 15018 • 45-15018
  - Trying
  - You Made Up My Mind

- 15034 • 45-15034
  - I Keep Telling Myself
  - Must I Cry Again

Shooting to #1

A 2-Sided Hit

To Be Alone and
Love Walked In

Dot 15105

Dot Records

Your Best Assurance
Of Greater Profits
Is Quality Merchandising
RUDOLPH, THE RED-NOSED REINDEER

and

I SAW MOMMY KISSING SANTA CLAUS

DOT 15120 • 45-15120

another Maddox hit, getting stronger and stronger

DIPSY DOODLE and ALEXANDER’S RAGTIME BAND

DOT 15102, 45-15102
PIANO STYLIST...

Best Selling Maddox Albums

<table>
<thead>
<tr>
<th>Dot</th>
<th>Extended Play</th>
<th>Catalog Number</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-1000</td>
<td>81335</td>
<td>Sot 15027</td>
<td>Reindeer</td>
</tr>
<tr>
<td>1-1000</td>
<td>81346</td>
<td>Sot 15027</td>
<td>I Saw Mommy Kissing Santa Claus</td>
</tr>
<tr>
<td>1-1000</td>
<td>81354</td>
<td>Sot 15027</td>
<td>Dipsy Doodle</td>
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<td>1-1000</td>
<td>81362</td>
<td>Sot 15027</td>
<td>Learning</td>
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<td>1-1000</td>
<td>81370</td>
<td>Sot 15027</td>
<td>Twilight Time</td>
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<td>1-1000</td>
<td>81382</td>
<td>Sot 15027</td>
<td>In the Mood</td>
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<td>1-1000</td>
<td>81390</td>
<td>Sot 15027</td>
<td>By the Light of the Silvery Moon</td>
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<td>81408</td>
<td>Sot 15027</td>
<td>Coyote City Sue</td>
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<td>81416</td>
<td>Sot 15027</td>
<td>Johnny Maddox Special</td>
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<td>1-1000</td>
<td>81424</td>
<td>Sot 15027</td>
<td>Coconut Grove</td>
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<td>81432</td>
<td>Sot 15027</td>
<td>Little Grass Shack</td>
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<td>Sot 15027</td>
<td>Johnny Maddox Special</td>
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<td>1-1000</td>
<td>81448</td>
<td>Sot 15027</td>
<td>Listen to the Mockin' Bird</td>
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<td>1-1000</td>
<td>81456</td>
<td>Sot 15027</td>
<td>Why Worry</td>
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<td>81464</td>
<td>Sot 15027</td>
<td>Friday Night Stomp</td>
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<td>81472</td>
<td>Sot 15027</td>
<td>Johnny Maddox Boogie</td>
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<td>81480</td>
<td>Sot 15027</td>
<td>Near You</td>
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<td>81488</td>
<td>Sot 15027</td>
<td>Star Dust</td>
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The Great Catalog of Maddox Singles

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Dot Records

Your Best Assurance
01 Greater Profits
& Quality Merchandise

Copyrighted material
The Nation's Ten Top Tunes

...for Week Ending November 14

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

1. You, You, You
   By Louis O'Keefe and Robert McPhinley—Published by Robert McPhinley (BMI)
   BEST SELLING RECORD: J. Vallerie, V. 36-7133. OTHER RECORDS: K. Griffin, Col 40 097; J. Horton, Mercury 59 016; S. Lanna, Bell 15 006; K. Ross, MGM 12 692.

2. Vaya Con Dios
   By Louis Russell Bell, Perry, and Ed Jones—Published by Anderson (ASCAP)

3. Rag a Riches
   By T. A. R. and Jerry Ross—Published by Sanders (ASCAP)
   BEST SELLING RECORD: T. H. Bank, Col 40 040. OTHER RECORDS: T. Ross, Bell 15 193; Billy Ward & the Dominoes, King 1290.

4. Ebb Tide
   By William Seabrook and Carl Searles—Published by Riff (ASCAP)

5. Ebb Campari
   By Julius La Rosa—Published by Roadday (BMI)
   BEST SELLING RECORD: J. La Rosa, Cadence 1123.

6. Oh
   By Robert G. Arnold Johnson—Published by Hoots (ASCAP)

7. Many Times
   By Jesse Bards and Felix Steck—Published by Broadcast (BMI)
   BEST SELLING RECORD: E. Parker, V. 36 543. OTHER RECORDS: F. Faith, Col 46 073.

8. Friccochet
   By Louis Coloney, Horace Gingold, and Joe Doebel—Published by Golden (BMI)
   BEST SELLING RECORD: T. Strovel, Col 38 316. OTHER RECORDS AVAILABLE: C. Hall, Grain 25 572; E. F. Wilson, Volume 20 5474; L. Lunden, Dec 20 614; V. Young, Cap 20 384.

9. Crying in the Chapel
   By Marshall Glenn—Published by Valley (BMI)

10. George and the Dragonet
    By Stan Freberg, Dave Butler, Walter Schrems—Published by Alamo (ASCAP)
    BEST SELLING RECORD: S. Freberg, Cap 20 596.

Second Ten

11. Dragget
    Published by Alamo (ASCAP)

12. You Alone
    Published by Riff (ASCAP)

13. No Other Love
    Published by Williamson (ASCAP)

14. That's Amore
    Published by Telemann (ASCAP)

15. Istanbul
    Published by Alamo (ASCAP)

16. To Be Alone
    Published by Riff (ASCAP)

17. Love Walked In
    Published by Chappell (ASCAP)

18. I See the Moon
    Published by Paramount (ASCAP)

19. In the Mission of St. Augustine
    Published by Telemann (ASCAP)

20. Story of Three Loves (Eighteenth Variation)
    Published by Charles Parker (ASCAP)

WARNING—The title "HONOR ROLL OF HITS" is a registered trademark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publishers, The Billboard, 1364 Broadway, New York, and permission will be immediately granted.
TOP SELLERS—
POPULAR
Based on Actual Capital Sales Reports
1. A DEAR JOHN LETTER
   Jackie Gleason .................................. 455
2. COLD CLOTHES
   Old Songs ........................................ 454
3. A LITTLE OLD LADY
   Old Songs ........................................ 453
4. GIVE ME A MILLION YEARS
   Old Songs ........................................ 452
5. A LITTLE OL' LADY
   Old Songs ........................................ 451

TOP SELLERS—
COUNTRY & HILLBILLY
Based on Actual Capital Sales Reports
1. A LITTLE OLD LADY
   Old Songs ........................................ 455
2. GIVE ME A MILLION YEARS
   Old Songs ........................................ 454
3. COLD CLOTHES
   Old Songs ........................................ 453
4. A LITTLE OL' LADY
   Old Songs ........................................ 452
5. A LITTLE OLD LADY
   Old Songs ........................................ 451

BEST SELLING—
POPULAR ALBUMS
Based on Actual Capital Sales Reports
1. MUSIC TO MAKE YOU MOTHER
   Jackie Gleason .................................. 455
2. MUSIC FOR LOVERS ONLY
   Jackie Gleason .................................. 454
3. BYE-BYE BIRDIE
   Old Songs ........................................ 453
4. A LITTLE OL' LADY
   Old Songs ........................................ 452
5. A LITTLE OLD LADY
   Old Songs ........................................ 451

TOP SELLING—
CHRISTMAS EPS
Based on Actual Capital Sales Reports
1. YOUTH BELL
   Yogi Tropelson ................................... 661
2. CHRISTMAS CAROLS
   St. Luke's Choirs ................................ 9001
3. CHRISTMAS CAROLS
   The Organ Plays at Christmas ............... 9002
4. CHRISTMAS CAROLS
   Jimmy Wadley .................................... 9003
5. CHRISTMAS CAROLS
   Father Flanagan's Boys Town Choir .......... 9004

LATEST RELEASE
No. 985
COOL WATER
BILLY MAY
Sung by Bob Morse
I GET SO LONELY
I CAN'T STAY AWAY FROM YOU
CHANGING PARTNERS
I'LL ALWAYS BE IN LOVE WITH YOU

BILLY MAY
PLAYS
COOL WATER
TWO GREAT STANDARDS
BAND
Sung by Alvin Stoller
Capitol Record No. 2653

STRANGER IN PARADISE
NEVER IN A MILLION YEARS
**Favorite Tunes**

**Best Selling Sheet Music**

Tunes are ranked in order of their recent national selling experience at the sheet music retail level. Numbers are based on The Billboard's weekly survey of jobbers' orders from retailers throughout the country and are weighted according to jobbers' importance. (R) indicates that tune is recorded. (D) indicates that tune is from a film. (M) indicates that tune is from a high musical. Lead end of chart indicates a song which is a hit from a film.

1. **VALA CON DOLG** (R) — Armanda 1 21
2. **YOU, YOU, YOU** (R) — Mollin 3 18
3. **EBBY TIDE** (R) — Robbins 5 13
4. **CRYING IN THE CHAPEL** (R) — Valley 9 10
5. **RAGS TO RICHES** (R) — Saunders 7 4
6. **MANY TIMES** (R) — Broadcast 5 8
7. **OH** (R) — Print 8 5
8. **NO OTHER LOVE** (R) — Williamson 9 31
9. **IN THE MISSION OF STA. AUGUSTINE** (R) — Republie 11 8
10. **RECOCHET** (R) — Sheldon 12 9
11. **EH CUMPARI** (R) — Crescent 14 5
12. **RELY** (R) — Crosswell 13 28
13. **SEE THE MOON** (R) — Plymouth 5 –
14. **YOU ALONE** (R) — Ransum 15 2
15. **WALKING BEHIND YOU** (R) — Leeds 10 20

**Tunes with Greatest Radio and Television Audiences**

Tunes listed have the greatest audience on programs based on network stations in New York, Chicago and Los Angeles. Lists are based on John G. Pasek's copyrighted Audience Coverage Index. Tunes are listed Alphabetically on both lists. (R) indicates tune is available on record. (D) indicates tune is from a film. (M) indicates tune is from a high musical.

**Top 11 in Radio**

Don't Take Your Love From Me (R) — ASCAP
Ebb Tide (R) — Sony—ASCAP
I Got Rhythm (R) — Standish—BMI
I've Got a Million Yesterdays (R) — BMI
It's You, It's You (R) — BMI
Jingle Bells (R) — ASCAP
My Love, My Love (R) — BMI
My Own Heart (R) — BMI
Secret Love (R) — BMI
We're In the Money (R) — BMI

**Top 11 in Television**

Nunzio (R) — BMI
No Other Love (R) — BMI
Sadie, Sadie (R) — BMI
Sail Away (R) — BMI
Secret Life of St. Augustine (R) — BMI
A Veil for Violette (R) — BMI
When My Dreamboat Comes Home (R) — BMI
Who Put the Devil in Edith's Eyes? (R) — BMI
You, You, You (R) — BMI
You, You, You (R) — BMI

**England's Top Twenty**

Based on control reports from England's top music publishers. American publishers of each tune is listed to parenthesh. 

1. **ARMY MAN** (Broadcast)
2. **Boy Next Door** (Channel)
3. **Boy Next Door** (Channel)
4. **Boy Next Door** (Channel)
5. **Boy Next Door** (Channel)
6. **Boy Next Door** (Channel)
7. **Boy Next Door** (Channel)
8. **Boy Next Door** (Channel)
9. **Boy Next Door** (Channel)
10. **Boy Next Door** (Channel)

11. **When You Hear Big Box** (Broadcast)
12. **When You Were Here** (Channel)
13. **When You Were Here** (Channel)
14. **When You Were Here** (Channel)
15. **When You Were Here** (Channel)
16. **When You Were Here** (Channel)
17. **When You Were Here** (Channel)
18. **When You Were Here** (Channel)
19. **When You Were Here** (Channel)
20. **When You Were Here** (Channel)
The Nation's Newest Hit Song!

The Gang That Sang

"HEART OF MY HEART"

with these Top Recordings...

DON CORNELL
ALAN DALE
JOHNNY DESMOND

THE
FOUR
ACES

FRANKIE
LAINE

ROBBINS MUSIC CORPORATION • 799 Seventh Avenue, N.Y. 19 • MURRAY BAKER, Gen. Prof. Mgr.
MILLS BROTHERS — Their Father Has Gone to War. This should compete with the top ten of the past five months. The Mills Brothers voice is well-beaten, but the vocal techniques are very good, and the song has a lot of appeal.

JERRY MERRILL — Mercurial Mood. This is a good record, but Merrill’s singing is a bit flat, and the tempo is slightly too fast.

VALLEY OROCO — Who’s On 

JEROME HENDRICKS — This is a very good record, with Hendricks’ voice remaining fresh and strong.

STEVE COOPER — Claire Colby. This is a pleasant duet, with Colby’s voice blending well with Cooper’s.

FAN PIPER — This is a good record, with the pipes providing a solid base for the melody.

DOROTHY BALLETT & ROBERT BALETT — A very pleasant record, with Ballett’s voice complementing Balett’s instrumental playing.

LOU BELLOSS ORCHESTRA — The arrangement is excellent, with Belloss providing good support for the melody.

ROBERT LOOMIS ORCHESTRA — The orchestra is well-conducted, with the rhythm section providing a solid base for the melody.

LES PATCONG ORCHESTRA — The orchestra is well-conducted, with the rhythm section providing a solid base for the melody.

The Beatles — This is a strong record, with the Beatles’ vocals and playing providing a solid base for the melody.

The Rolling Stones — This is a strong record, with the Stones’ vocals and playing providing a solid base for the melody.

The Beach Boys — This is a strong record, with the Beach Boys’ vocals and playing providing a solid base for the melody.

The Man — This is a strong record, with the Man’s vocals and playing providing a solid base for the melody.

The Byrds — This is a strong record, with the Byrds’ vocals and playing providing a solid base for the melody.

The Doors — This is a strong record, with the Doors’ vocals and playing providing a solid base for the melody.

The Who — This is a strong record, with the Who’s vocals and playing providing a solid base for the melody.

The Byrds — This is a strong record, with the Byrds’ vocals and playing providing a solid base for the melody.

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The Man — This is a strong record, with the Man’s vocals and playing providing a solid base for the melody.
the most exciting Jazz Concert ever recorded
but DON'T TAKE OUR WORD FOR IT!

the disk jockeys rave

"Ted Heath at the London Palladium! has pushed Ted Heath across the Atlantic and across an exciting name in modern music. Delicately a great album musically and commercially.

Bob Watson
WGBS-Atlanta, Ga.

"This is the greatest modern jazz I have ever heard."
Hugh Cherry
WMAR, Nashville, Tenn.

"Nothin' Ted Heath at the Palladium' currently it is unassailable."
Ed Bonner
KXOK-St. Louis, Mo.

"Ted Heath has presented a rhythmically stimulating style of music that is alluring, fascinating and the selection of many of the tunes should enhance his popularity. We love Ted Heath's music on the West coast."
Peter Pister Show-ABC-TV
WKLAC-Hollywood, Calif.

"The response to the Ted Heath Palladium Concert LP which you released recently has been tremendous in Dayton. There's only one fly in the ointment..., after the fourth airing, someone walked off with it!"
Charlie Allen
WONE and WIFE-TV, Dayton, Ohio

"Men, when you said an exciting new Ted Heath album, you were not kidding. That's the best thing I've heard in years..."
Roger Clark
WOR—Norfolk, Va.

"That Ted Heath LP is without doubt the finest thing I've ever heard. I used it at my jazz show today and it took tops play back tomorrow night. To say I flipped isn't quite enough!"
Reed Dale
WCJY-Cincinnati, Ohio

"There isn't much I can say in regard to the fabulous Ted Heath, except that I enjoyed the LP and it is just simply terrific."
Stan Pat
WTNJ-Trenton, N. J.

"It's THE greatest."
Ralph and Rita
WMAG—Richmond, Va.

"Congratulations on the new Ted Heath LP. It's a real kick to hear the drive this band gives. I'm looking forward to the next one."
Doug Arthur

the reviewers rave

"...one of the most capable groups of musicians in the world today, a group which combines any similar outfit in this country, the way modern jazz should be played..."

Des Moines Sunday Register

"...fantastically fine sound."
S. F. Call-Bulletin

"And what goes on is none of the most exciting big band jazz in the world. It is far out the best concept recording of a band. The engineering job on this, which is definitely of the Heath band is one of the best integrated musical units I have ever heard."
San Francisco Chronicle

"This is a squeaking assault of jazz. Recorded on the spot at a Ted Heath London Palladium concert earlier this year, this package gives Heath listeners an all-star in high standards and his jazz recontine display of Variety

"The Heath band, however, once again proves that it is one of the cleanest instrumental combinations ever to hit wax. The rhythmic activity of the rhythm section, the flow of the bass and the polish of the reeds are all delightful to hear."
Billboard

"...it is the best on-the-screen jazz recording yet issued..."
Down Beat
This Week's Best Buys

**Popular**
- Changing Partners (Porgie, BMI) - Pati Page - Mercury 70520
- Changing Partners - Key Starr - Capitol 2467

A real struggle is going on here for dominance, based on reports from 15 different markets. In Boston, Cleveland and Detroit, the store and one-stop checked gave Page a decided edge. A slight edge to Page was also reported in Buffalo and Durham. L. A. gave Starr an edge. Reports of almost equal power (or differing reports from same area) came from Providence, Pittsburgh, St. Louis and Philadelphia among others. Both were previously "New Records to Watch."

**Heart of My Heart** - Don Cornell - Alan Dale - Johnny Desmond - Coral 61076

Here's another real battle for dominance. Last week the Four Aces record of "Heart of My Heart" and "Stranger in Paradise" was selected as a "Best Buy." This week's reports throw further light on the taste of eight Detroit store reports, four favored the D-3 version, one the Aces and three were about even. Several noted an increase in the D-3's since a week ago. Of three big volume Boston reports, one said even, one favored the Aces and one reported little sale on either. Three key Philadelphia reports all gave the edge to Decca. Other reports were as follows: Of eight dealers, Chicago reports, four gave the edge to the Aces, two to the D-3 version and two favored even. Buffalo and Milwaukee reports were overwhelmingly for the D-3. Pretty evenly split in Pittsburgh, St. Louis and L. A. Favoring the Aces were retail one-stop reports from Providence, Cleveland and Durham. Several areas reported the Aces' action shifting to "Stranger in Paradise." Both disks were previously "New Records to Watch."

**Heart of My Heart** - Rusty Draper - Mercury 70534

Very good retail action reported in Buffalo, Pittsburgh, Cincinnati, Milwaukee, St. Louis and Cleveland. Flip is "The Lone-some Song." A previous "New Record to Watch."

**South of the Border**
L. A. I love you - Frank Sinatra - Capitol 2638

On the New York territorial and reported selling very actively in Buffalo, Pittsburgh, Milwaukee and L. A. Good reports were received from several other areas.

**Rhythm & Blues**
I want you to be my baby - You know it too - Louis Jordan - Decca 26885

Disk has been out for several weeks and has been holding up sales-wise very well. Good reports received from St. Louis, Durham, Pittsburgh, Chicago, Cincinnati, Dallas and Detroit.

**Country & Western**
No selections this week.

**New Records to Watch**

Popular Album
- Mantovani - Christmas Carols - London LL 213 - Twelve standard Christmas items plus two wintery valentine played by the Mantovani strings should add up to healthy dealer sales.

- Kathryn Grayson - Ann Miller - Kiss Me, Kate - M-G-M 3077 - Original sound track album from the recently opened film should follow the success pattern of film's past film albums. Also good time to dust off the Columbia Broadway version.

**Country & Western**
- Fats Domino - Something's Wrong (Commodore, BMI)

Don't Leave Me This Way (Commodore, BMI) - Imperial 5283 - Singer continues to come up with strong material and projects it in his winning way. Should extend his string of hits.

- Sugar Boy - Overboard

I don't know what I'll do - Checker 783 - Two very good sides here. Singer has a strong voice and song comes up with fine beat and sound. Watch it.

**Christmas**
- Les Paul - Mary Ford

White Christmas (Berlin, ASCAP) - Capitol 2437 - A slow, relaxed and nostalgic treatment of the seasonal perennial could grab a lot of the holiday lost for the flip. Flip is "Jingle Bells" (Decca, ASCAP).

**Coming Up in the Trade**

(Alphabetically)

**Popular**
- Aye Maria - Libere - Columbia 48001
- Baby, Baby, Baby - Teresa Brewer - Coral 41067
- Dont' You Hear Them Bells - Kansas City Progress - Decca 2976
- Kangaroo - Law Paul-May Ford - Capitol 2414
- Golden Violins - Frank Chacksfield Orchestra - London 1906
- Heart of My Heart - Stranger in Paradise - Four Aces - Decca 28821
- I'll Never Stand in Your Way - Jett James - M-G-M 11096

**Rhythm & Blues**
- All Right - Five Royales - Apollo 449
- Later - South of the Orient - Tiny Bland - King 4604
- Marie - Four Tunes - Jubilee 5128
- My Country Man - Big Maybelle - Ohio 7004
- The Proposal - Shirley and Lee - Aladdin 3255
- Rag's to Riches - The Four Furs - King 1315
Breaking For A Hit!

THE GAYLORDS

"STRINGS OF MY HEART"*
AND
"MAMA PAPA POLKA"

MERCURY 70258 • 70258X45

*Selected as the Record of the Month by the Cleveland Phonograph Operators.

A Great New Release By

Eddy Howard

"BIMBO"
AND
"Ebenezer Scrooge"

MERCURY 70272 • 70272X45

NEW POPULAR RELEASES

BILLY WILLIAMS QUARTET

"If I Never Get To Heaven"
AND
"Ask Me No Questions"

MERCURY 70271 • 70271X45

BERNICE PARKS

"Blue Reverie"
AND
"Fas-I-Nay-Shun"

MERCURY 70261 • 70261X45

BUDDY JOHNSON AND HIS ORCHESTRA

"I'M JUST YOUR FOOL"
COUPLED WITH
"A-12"

MERCURY 70251 • 70251X45
**TOP POPULAR RECORDS**

**Best Selling Singles**

Records are ranked in order of the greatest number of weeks in the top ten by Billboard's survey among the nation's jive boxes operators. The reverse side of each record is also listed.

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks</th>
<th>Last Week</th>
<th>1952 Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Ain't That Loving You&quot;</td>
<td>Jimmie Rodgers</td>
<td>Bluebird</td>
<td>11</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>&quot;Blue Moon&quot;</td>
<td>Elvis Presley</td>
<td>Sun</td>
<td>10</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>&quot;Heartaches&quot;</td>
<td>Conway Twitty</td>
<td>RCA Victor</td>
<td>9</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>&quot;Hey Hey, My My&quot;</td>
<td>Bob Dylan</td>
<td>Columbia</td>
<td>8</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>&quot;I'm Your Huckleberry&quot;</td>
<td>Gene Autry</td>
<td>Capitol</td>
<td>7</td>
<td>9</td>
<td>5</td>
</tr>
</tbody>
</table>

**Most Played in Juke Boxes**

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

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks</th>
<th>Last Week</th>
<th>1952 Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Alsie's Back&quot;</td>
<td>Al Smith</td>
<td>Juke Box</td>
<td>10</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>&quot;Babs, Babs, Babs&quot;</td>
<td>Bert Sinatra</td>
<td>Juke Box</td>
<td>9</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>&quot;Butterfly Blues&quot;</td>
<td>Jimmy Reed</td>
<td>Juke Box</td>
<td>8</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>&quot;Can't Find Nobody Else But You&quot;</td>
<td>Bess Myerson</td>
<td>Juke Box</td>
<td>7</td>
<td>12</td>
<td>4</td>
</tr>
<tr>
<td>&quot;East of the Sun, West of the Moon&quot;</td>
<td>Johnny Cash</td>
<td>Juke Box</td>
<td>6</td>
<td>14</td>
<td>5</td>
</tr>
</tbody>
</table>

**Best Played by Jockeys**

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

<table>
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<th>Record Title</th>
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<td>&quot;I'm Your Huckleberry&quot;</td>
<td>Gene Autry</td>
<td>Capitol</td>
<td>7</td>
<td>9</td>
<td>5</td>
</tr>
</tbody>
</table>

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**VOX JOX**

**Success Story**

Two years ago Bill O'Connor quit a staff job at WGN, Chicago, to do free-lance work. In his first attempt he was forced to sell his car, pawn his typewriter, and really scrape. This past week O'Connor added 15 more free-lance shows to his regular Chicago (WGN), WCFL, WIND, WAAL, WATF, WGAT, WBBM, and three TV stations (WGN, WBBM, WBBM). Twice daily he can be heard giving news and weather reports over the radio, and twice weekly he has a TV show! Sundays he competes with himself in four different radio stations.

**Jock Trix**

Drake University, of Des Moines, conducts a quarter-hour segment of Ed McNeely's "Mental" each week with five favorite songs of the students over KDSM.

---

**YESTERDAY'S TOPS**

The nation's top ten records as reported in The Billboard for December 19, 1943.

1. "Blue Moon" - Elvis Presley
2. "Heartaches" - Conway Twitty
3. "Hey Hey, My My" - Bob Dylan
4. "I'm Your Huckleberry" - Gene Autry
5. "Alsie's Back" - Al Smith
6. "Babs, Babs, Babs" - Bert Sinatra
7. "Butterfly Blues" - Jimmy Reed
8. "Can't Find Nobody Else But You" - Bess Myerson
9. "East of the Sun, West of the Moon" - Johnny Cash
From one of the biggest films of the year

"THE CAINE MUTINY"

THE AMES BROTHERS

Sing

I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME

c/w BOOGIE WOOGIE MAXIXE

20/47-5530

Who's "The Mysterious Stranger" on

THE FONTANNE SISTERS'

big new Christmas record

KISSING BRIDGE

c/w SILVER BELLS

20/47-5524

The Tennessee Plowboy

In His Greatest Ballad Performances

EDDY ARNOLD

I REALLY DON'T WANT TO KNOW

c/w I NEVER GET OVER YOU

20/47-5525

NEW RELEASES

RCA VICTOR--Release 533-47

POPULAR

KISSING BRIDGE

SILVER BELLS

The Fontanne Sisters with Orch.

Cond. by Hugo Winterhalter

............... 20-5528 (47-5534)*

I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME

BOOGIE WOOGIE MAXIXE

The Ames Brothers with Hugo

Winterhalter's Orch. and Chorus

............... 20-5528 (47-5536)*

TRUMPMELINA--Patka

ALOHA POLKA

Lawrence Duchow and his Orch.

............... 20-5528 (47-5536)*

COUNTRY/WESTERN

I REALLY DON'T WANT TO KNOW

I'LL NEVER GET OVER YOU

Eddy Arnold, The Tennessee

Plowboy and "In Country

............... 20-5529 (47-5552)*

LONESOME PINE BREAKDOWN

FIVE STRING BAG

The Lonesome Pine Fiddlers

............... 20-5528 (47-5536)*

DIE THAT CRAZY MOON!

THE FLAME OF LOVE

Porter Wagoner, 20-5527 (47-5527)*

............... +41 rpm set, too.

BEST SELLERS

POPULAR

Santa Baby/Under the Bridge of Paris

Barbara 7"st. 20-5529 (47-5536)

Yea, Yea, You've Opened a Tear

Anne Brothers 20-5529 (47-5535)

A Baby Cried/One Hundred Tears

Lulu Belle 20-5519 (47-5549)

You Alone/Peppermint

Pappy Connolly 20-5547 (47-5547)

Many Times/Just To Be With You

Eddie Fisher 20-5543 (47-5543)

The Velvets/Glory/Stars

Billie Holiday--Just Here

............... 20-5565 (47-5565)

My Upper Place/I Saw Money Sweetin' Someday

Sandy Clausen and Her 20-5510 (47-5510)

Don't Take Your Love From Me/Chicoree Paris Skies

The Three Sons 20-5547 (47-5547)

Eighteenth Variation/Introduction, Theme & Final Variation

Williams Egbert 20-5520 (47-5520)

I See the Moon/Ain't Alone

Walter Schumann 20-5518 (47-5518)

Where Did My Swallow Get/Just Bring Me

The Three Texans 20-5547 (47-5547)

No Other Love/Keep It Gay

Pete, Cassino 20-5517 (47-5517)

Crying in the Chapel/Love Every Moment You Live

June Valli 20-5506 (47-5506)

COUNTRY/WESTERN

Christmas Home/The Rainbow Bridge

In Hank Snow 20-5560 (47-5560)

I Forgot More Than You'll Ever Know/Rock-A-Bye

Bridges

20-5545 (47-5545)

When Heaven Joe Met Johnnie Bono/No Longer a

Pinner

Hank Snow 20-5480 (47-5480)

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

Everything You Read About Love

Bettor Condly 20-5482 (47-5482)

Mama, Come Get Your Baby Boy/I'll Never Get to

Dance

Eddy Arnold 20-5515 (47-5515)

Big Lotta Senes/Fade/re: 'Bowdell

Johannes & Jake 20-5585 (47-5585)

Sorrow & Pain/You're Gone

Dave Sisters 20-5560 (47-5560)

Too Young to Get the Hustler/Three Little Fiddlers

Jerry Clanton 20-5515 (47-5515)

Now, the World Telling You/Some Home

Demonstration

Eddy Arnold 20-5560 (47-5560)

Three O'Clock in the Morning/Only Sticker

Chet Atkins 20-5560 (47-5560)

RHYTHM/BLUES

Let's Get the Party/1 Know What I'm Done

Maddie Little 20-5560 (47-5560)

Don't Pass Me By/Get Lost

The Staple Singers 20-5560 (47-5560)

Beginning to Miss You/Rhythm in the Brass

John Lester 20-5570 (47-5570)
Eddie Fisher crashes through again

with the first complete vocal of

**OH! MY PAPA**

c/w (I Never Missed Your Sweet "Hello")

UNTIL YOU SAID "GOODBYE"

with Hugo Winterhalter and his Orchestra

20/47—5552

RCA VICTOR
played host to Rudy Vallee, who was in town for a one-man show.

This 'n That
Larry Raine's manager-publicity agent, Tim Gayle, would like to know the call letters of the station in Mobile, Ala., that Paul Stevens broadcasts from, so that he can thank him for his enthusiastic card about "Praise to Cry." Charlie Glass, WDIA, Quincy, Mass., believes that the new 33 1/3 limited edition album of the late Glenn Miller will start a new bid in bringing back the classics in the pop field. Walter Kelm, KINM, Portage, N. M., writes, "What a kick the Freedberg record is. Everyone out but is going wild." Jim Tavano and Elmer Heeds, WNOC, Raritanboro, Pa., recently aired "That's Amore" by Dean Martin and asked their listeners to phone in comments on the tune. Final tabulation was 46 people praising the tune and four not for it.

Change of Them
Paul Matterson, early-morning disc jockey of KDKA, Los Angeles, is the new host presiding over the Hollywood portion of ABC radio's new four-hour show, "Celebrity Taylor." Jerry Kay is now at WLID, Las Vegas, with a two-hour show called the "1270 Club." Paul Camerbern is taking over the night shift at WTW, St. Johnsbury, Vt., replacing Elvy Sevens who is changing to the day shift. Jim Michaels, formerly with WVTO, Columbus, 0., is now with WOKY, Milwaukee. Jim Pappas has joined the staff of WJMR, New Orleans.

Victor's New Label Planning
would be named in about 19 days. He pointed out that the label would be introduced thru some 20 distributors and that Victor's investments to get it established would be over $500,000. As previously reported the label would sell its singles for 85 cents, plus tax, and would feature talent other than that on RCA Victor currently.

Said Sacks: "We are going into this with the intention of making money—that can be done only if we make money for the dealers and distributors handling our product. We'll have the hits because we'll have to have the hits.

Vic's Other Labels
Victor's Camden label, handled thru the custom division, will be sold by year. The outlets by the first of the year. Plans still call for selling the record thru the packaged merchandise outlets.

The Music for the Victor project reported in The Billboard over the past few months is the switching of rhythm and blues material, now on Victor, to a new label. Here, Victor feels, it can better merchandise and sell R&B material on another label, the the current RCA Victor distribution in many territories could handle the line. Again, Sacks points out, the basic thinking is toward the ultimate widening of the total disk market to the benefit of all levels of the record industry.

Of course, Sacks says, there will be no slackening of Victor's efforts on its RCA Victor label. He points to recent issues of Victor which demonstrate the label's plan to increase the quality and merchandising efforts on RCA Victor record releases.

It is our intention to get more people to think, hear and buy more records of all types. Whatever we do, in the nature of expanding public interest in recorded music will benefit the entire recording industry. All these plans call for heavy financial investment by RCA Victor—and you can be sure that we're not going to invest in unprofitable ventures.
IT'S KAY STARR'S
"CHANGING PARTNERS"

and I'LL ALWAYS BE IN LOVE WITH YOU

Billboard says:
NEW RECORDS TO WATCH

Popular

KAY STARR
Changing Partners (Forgie, BMI)—Capitol
2657

Schmaltzy tune with see Waltz’ feeling each of the shape
big

Record No. 2657

Capitol
2 SMASH HITS! by LEO DIAMOND and his Haunting Harmonica

THE ORIGINAL BY THE COMPOSER

"OFF SHORE"

b/w EASY MELODY

AMBASSADOR #1005 & 45-1005

AMBASSADOR RECORD COMPANY

1819 W. Pico Blvd. - Los Angeles 6, California

Phone Dunkirk 84027

THE TUNE THAT STARTED LONDON'S NEWEST DANCE CRAZE!

This is the original composition published and recorded in London. Any infringers or imitators will be prosecuted.

MILLER MUSIC CORPORATION • 799 SEVENTH AVENUE, NEW YORK 19, N. Y. • LESTER SIMS, Gen. Prof. Mgr.
THERE'S NO DENYING

"CHANGING PARTNERS"

IS A

TAILOR MADE HIT FOR

PATTI PAGE

A DOUBLE BARRELED HIT!

Rusty Draper

'NATIVE DANCER'

MERCURY 70260 • 70260X45

'MERCURY 70256 • 70256X45

‘LONESOME SONG’
PACKAGED RECORD REVIEWS

EXPLAINING THE REVIEW RATINGS

Each record or album under "Packaged Record Reviews" has been critically reviewed and rated numerically according to the following scale: 100-90, Excellent; 89-79, Good; 78-59, Suitable; 58-40, O.K.; 39-10, Poor. A record or album has been listed under "Record Reviews" or "Alphabetical Record Review" and will appear on this page in alphabetical order in another category.

Classical LP's

SYMPHONY

COPLAND: SYMPHONY NO. 3 IN D; SYMPHONY NO. 4 IN C (1-14) - Chicago Symphony Orchestra; Rafael Kubelik

ROSTRUM: SYMPHONY NO. 3 IN D - Boston Symphony Orchestra; Seiji Ozawa

Mozart: Symphony No. 41 in C major, K. 550; Symphony No. 35 in D major, K. 425 - New York Philharmonic Orchestra; Leonard Bernstein

BRUCKNER: SYMPHONY No. 9 In D Minor (1-12) - Pro-Audio Symphony, Vienna; Jozef Stachowsky, Conductor

Mozart: Symphony No. 6 in D major, K. 550; Symphony No. 10 in G minor, K. 320 - Vienna Symphony Orchestra; Karl Böhm

Mozart: Symphony No. 39 in F major, K. 543; Symphony No. 41 in C major, K. 550 - New York Philharmonic Orchestra; Leonard Bernstein

COMPLETE OPERA

STRAVINSKY, THE RAKE'S PROGRESS (3-12) - Hilde Gülden, Mary Burns, Mark Norrell; Igor Stravinsky conducting the Chorus and Orchestra of the Metropolitan Opera Association; Columbia SL 135

EXTENDED ORCHESTRAL WORKS

COPLAND: FUGUE IN E MINOR; EL SALON MEXICO (1-12) - Vista State Opera Orchestra; Frank Likiesher; Conductor: Vargas V. 450

INSTRUMENTAL

MANDEL: SUITE NO. 4 IN E MAJOR; BACH: PARTITA NO. 6 IN E MINOR; SCHOLL'S SUNSET; SONATA IN C MAJOR; MAJOR; NO. 5 IN D MAJOR, K. 437; SONATA IN C MAJOR, K. 532; - The Barchet Quartet; Vox PX 820

CHAMBER MUSIC

MOZART: SIX QUARTETS DEDICATED TO HAYDN (3-12) - Budapest String Quartet

PROKOFIEV: SONATA IN F MINOR, OP. 80; SONATA IN D MAJOR, OP. 94; - Menuhin, Violin; Janacek, Violoncello; Ethel Merman, Piano; Columbia LM 1475

MOZART: STRING QUARTETS IN B FLAT MAJOR, K. 190; AND IN D MAJOR, K. 590 (1-12) - The Barchet Quartet; Vox PX 820

CONCERT BAND

AMERICAN CONCERT BAND MASTERPIECES (1-12) - Eastern Symphony Wind Ensemble; E. Fiber, Conductor; Mercury MG 4000

PUPULAR ALBUMS

MOOD MUSIC (1-12) - Paul Weston Orchestra; Columbia CL 397

DREAM TIME MUSIC (1-12) - Paul Weston Orchestra; Columbia CL 523

GYPSY MUSIC

PLAY, GYPSY (1-10) - Edi Cukla, Violin, and Orchestra; Vanguard V 1003

LET THERE BE LOVE (1-10) - Toni James; Low Douglas; Mercury M-G-M 222

MUSIC MOVIES

KISS ME KATE (1-12) - Kathryn Grayson, Howard Keel, Ann Miller; MGM Recording Orchestra; Andy Revesz, Conductor; Mercury MG-M-397

THE ROBERT VINCE COLLECTORS' ALBUM (1-12) - Alfred Newman, Cond. Decca DL 8012

MELLO ROSE: ROSE OF DUBUQUE (1-12) - The Red House; Ode Vadi Suite (1-12) - Frankforter State Orchester of Nurnberg; Erich Klas, Conductor; Capitol P 469

For Piano

GESINGEK PACK FACES ENTRIES

Walter Gieseking, whose recordings of the piano works of Bach, Beethoven and Schumann have been consistent in quality since his debut on Columbia, has now added to his repertory a new volume. This is a welcome addition to his growing record collection and will be eagerly sought by fans of his earlier work.

Gieseking's rendering of the well-known Schubert Fantasie in C major, D 940, is particularly fine. His treatment of this piece is both sensitive and musical, bringing out the lyrical beauty of the piece in a way that is both effective and moving.

Also noteworthy is his performance of the Chopin Piano Concerto No. 2 in F minor, Op. 21. Gieseking's playing is rich and expressive, bringing out the drama and passion of the music in a way that is both compelling and moving.

Overall, this new volume of Gieseking's recordings is an excellent addition to his already impressive discography. His interpretations are always thoughtful and well-executed, making this a treat for lovers of classical piano music. (Continued on page 47)

PACKAGED RECORD REVIEWS

From the Sound Track

DECCA, M-G-M and Capitol Offer Movie Scores in Appealing Sets

Motion pictures continue to supply disk companies with strong sales via vinyl record tracks, or backdrops, written for particular films and released as record albums. This year, the list of those titles now available continues to grow, and the market for them shows no sign of slackening.

Decca, M-G-M and Capitol have each released a number of titles, with all three companies offering a wide variety of options. For example, Decca has released scores from such films as "The Robe," "A Streetcar Named Desire," and "The Diary of a Chambermaid." M-G-M has released tracks from "The Red Robe," "The Bridge," and "The Robe." Capitol, meanwhile, has released scores from "The Red Robe," "The Bridge," and "The Robe."

These companies have all tried to make their releases as appealing as possible, with each company offering a range of prices and packaging options. Decca, for example, offers its scores in both standard and deluxe editions, with the deluxe editions featuring additional material and bonus tracks. M-G-M and Capitol have also followed suit, with each company offering a range of options to suit different market segments.

In addition to the scores themselves, these companies have also taken steps to make their releases more appealing by incorporating original artwork and other special features. For example, Decca has included liner notes and other information about each work, while M-G-M and Capitol have included color photographs of the film's cast and crew.

As a result of these efforts, these companies have been able to attract a broad range of customers, with each company finding success with its own unique approach. Overall, these releases have been a great success for all three companies, and they have continued to produce new titles in this genre as a result.

PACKAGED RECORD REVIEWS

Decca, M-G-M and Capitol Offer Movie Scores in Appealing Sets

Met Production Of Stravinsky Opus On Vinyl

Probably one of the most exciting musical events at the Metropolitan Opera this past season was the presentation of the new Nuremberg Opera. The "Rake's Progress," based on a tale by Aldous Huxley, was the first time that the opera and its orchestra were performed at the Metropolitan Opera. The singers included Hilde Gülden, M. G. M. All. Compositions.

The opera was conducted by E. Fiber, with the orchestra performing the music. The opera was presented at the Metropolitan Opera on October 17, 1953.

It's important to note that the Metropolitan Opera is one of the oldest and most respected opera companies in the world, and that its productions are considered to be among the best in the world. Therefore, it is significant that this company was chosen to present this opera.

The "Rake's Progress" is a two-act opera based on a tale by Aldous Huxley. The opera is set in London and the opera tells the story of Albert Chevalier, a young man who is seduced by a young woman named Joan. The opera follows the course of Albert's life as he becomes involved with various people and experiences a series of setbacks and challenges.

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It has the clearer, finer, more enjoyable sound of high fidelity.

Whether you're selling them "pops" or classics—Perry Como or Arturo Toscanini—your customers are almost sure to find that the high fidelity record they want is an RCA Victor record. The reason is that RCA Victor has the most—and the best—in high fidelity recordings.

The most—because RCA Victor has been making complete range high fidelity recordings since 1949. The best—because of the unexcelled recording and reproduction techniques—and because RCA Victor artists are everywhere famed as "The World's Greatest." You know you can depend on these qualities.

Certain of the albums listed in the High Fidelity Catalog displayed below are starred "New Orthophonic." They are more than just high fidelity. We consider them to be the finest sound recorded to date.

Ask your distributor for a good supply of RCA Victor High Fidelity Record Catalogs. And pass them on to your customers. You will find they're invitations to big Christmas sales.

RCA VICTOR HIGH FIDELITY
PACKAGED RECORD BUYING GUIDE

Classical Catalogue Sellers

All records listed have been available to the trade for more than six months and are culled from the lists of the key classical dealers throughout the country. Musical names change weekly.

SYMPHONY

(Listed Alphabetically)

BEETHOVEN:
SYMPHONIES NO. 1 AND 4 (NRC Symphony-Toucan) RCA Victor LM 1723
SYMPHONIES NO. 5 AND 6 (NRC Symphony-Toucan) RCA Victor LM 1734
SYMPHONIES NO. 1 AND 7 (NRC Symphony-Toucan) RCA Victor LM 1755
SYMPHONIES NO. 9 (NRC Symphony-Toucan) RCA Victor LM 1790

BEETHOVEN:
SYMPHONIES NO. 5 AND 6 (NRC Symphony-Toucan) RCA Victor LM 1734
BEETHOVEN:
SYMPHONIES NO. 7, 9 (NRC Symphony-Toucan) RCA Victor LM 1738
BEETHOVEN:
SYMPHONIES NO. 1, 7, 9 (NRC Symphony-Toucan) RCA Victor LM 1785

BACH:
OVERTURE TO THE MESSIAH (RCA Victor LM 1069)

BERLIOZ:
ROMEO AND JULIET (Boston Symphony-Munch) Decca DL 5301

FRANCK:
SYMPHONY IN D MINOR (Detroit Symphony-Pardy) Decca DL 5543

MOZART:
SYMPHONIES NO. 33 AND 35 (London Philharmonic) London LL 413

PROKOFIEFF:
SYMPHONY NO. 7; L.T. JIKE SUITE (Philadelphia Symphony) RCA Victor LM 1020

VAUGHAN WILLIAMS:
PASTORAL SYMPHONY (London Philharmonic-Baldwin) London LL 742

COMPLETE OPERA AND ORATORIO

(Listed Alphabetically)

BACH:
ST. MATTHEW PASSION (Vienna State Opera-Blacher) Columbia CL 197
BACH:
MARTHA CHARLOTTE PLEUR (New York City Opera) Columbia CL 1941

BOLTO:
LA TRISTAN (La Scala) EMI YM 998

RAMEAU:
DIDON AND ENID (Philadelphia) RCA Victor LM 1078

STRAVINSKY:
THE RAKE'S PROGRESS (Philadelphia, Conley, Chicago and Orchestra of the Metropolitan Opera-Sibirsky) Decca DL 1215

VERDI:
OTELLO (Nardi, Mercier, NBC Symphony) RCA Victor LM 1017

WAGNER:
TRISTAN UND ISOLDE (Fahlgard, Foxer-Dieman, Philharmonia Ottfried-Wautergau) HMV ALP 8009-35

Best-Selling Children's Records

1. PETER PAN—Bobby Driscoll (RCA Victor Y 1001)
2. HANS CHRISTIAN ANDERSEN—Davy Kaye (RCA Victor Y 1101)
3. DOGGIE IN THE WINDOW—Patsy Cline, Muriel Tetas (Mercury Playcraft Nr. 1)
4. I TAUNT A PUPPY CAT—Marty Robbins (Columbia CL 3104)
5. MICKEY MOUSE BIRTHDAY PARTY (Columbia CL 3105)

TEDDY BEAR'S PICNIC—Rosemary Clooney (RCA Victor Y 1000)

BOZO HAS A PARTY—Pinto Colvig (Columbia CL 34, J 464)

LITTLE BLUE DUCK—Burl Ives (Columbia CL 86)

THUMBELINA—Danny Kaye (Decca CL 80)

LITTLE BALLERINA (Decca CL 113)

ME AND MY TEDDY BEAR—I FOUND MAMA: Rosamond (RCA Victor LM 1000)

FUN WITH INSTRUMENTS: DING DONG SCHOOL SONG (Columbia CL 3107)

HOPALONG CASADY AND THE HAUNTED GOLDMINE (Columbia CL 3106)

BOZO ON THE FARM—Pinto Colvig (Columbia CL 3076)

THE LITTLE ENGINE THAT COULD—Edward and Jean, Decca CL 854

BOZO AT THE CIRCUS—Pinto Colvig (Decca CL 842)

ROBIN HOOD—Original Cast (Columbia CL 3138)

TRAIN TO THE ZOO (Columbia CL 3141)

Plan Contest

-continued from page 18

Parish and will get a 10-day va-

cation for two in Paris, being flown out by Pan American Clipper.

New Dealer Aid

The network has scheduled a minimum of eight network

novelties each week from November 15 to January 2. All net-

work announcements are followed by an addi-
tional break. Co-sponsored feature either Garaway or Jack Leonard. Each network show will carry a weekly half-page ad on

the give-away label next day. The good news is that the sponsor-
ture promotion on the program. Press kits are available for

every gang show and M-G-M is turning thou-

sand copies of each sheet music and

other point-of-sale material.

Trinity and the Shadow will come on every evening plugging of the

tune and the sheet music on radio, with

up to 100 sheet music dealers printed and

stored. Juke box stickers have also been

prepared.
The Hit Song Is—

SECRET LOVE

from the Warner Bros. Picture
"Calamity Jane"

Recorded by:
DORIS DAY—Columbia
b/w DEADWOOD STAGE
(Whip-Crack-Away)

Also Recorded by:
GORDON JENKINS &
STUART FOSTER—Decca
TOMMY EDWARDS—MGM
GOGI GRANT—Victor

and these other great numbers: all in the
DORIS DAY & HOWARD KEEL Columbia album

DEADWOOD STAGE (Whip-Crack-Away)
THE BLACK HILLS OF DAKOTA
HIGHER THAN A HAWK (Deeper Than a Well)
JUST BLOW IN FROM THE WINDY CITY
'TIS HARRY I'M PLANNIN' TO MARRY
I CAN DO WITHOUT YOU
A WOMAN'S TOUCH

WARNER BROS. MUSIC DIVISION
REMICK MUSIC CORP.—488 Madison Avenue
New York 22, N.Y.
Cardinal RECORDS
PROUDLY PRESENT

The Greatest Double Hit!

JUKE BOX SMASH!

ISSUED IN YEARS!
BOTH SIDES TOPPING METERS EVERYWHERE

BILLYBOARD NOV. 7

THE MULCAYS
and their
ELECTRIC HARMONICAS
Featuring

MY HAPPINESS

B/W
NEAR YOU

CARDINAL #1011
Both speeds available

SONDRA and JON STEELE
in their most important record release since "MY HAPPINESS"

MY HAPPINESS

B/W
YOU LOVE ME

CARDINAL #1012
Both speeds available

NEW RECORDS TO WATCH

SONDRA and JON STEELE
How Much Do You Love Me? (Blasco, ASCAP) — Cardinal 1011 — First disk from pair since "My Happiness" five years ago. Dick has spotlighted both as herald their return and is printing up a very good piece of material. It also could be very good action. Flip is "Hold My Love" (Blasco, BMI).

HOW MUCH DO YOU LOVE ME

B/W

HOLD MY LOVE
(IN THE HOLLOW OF YOUR HAND)

ORDER NOW!
FROM YOUR CARDINAL DISTRIBUTOR

BLASCO MUSIC, INC.
1221 BALTIMORE, KANSAS CITY (6), MO.
Manufacturers of Cardinal Records

PHONE, WIRE, WRITE

WWW.AMERICANRADIOHISTORY.COM
The Billboard's Music Popularity Charts

TOP C&W RECORDS

For Week Ending November 14

National Best Sellers

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Chart Position</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I'M WALKING THE DOG</td>
<td>W. Pierce</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>2. I FORGOT MORE THAN YOU'LL EVER KNOW</td>
<td>David Sisters</td>
<td>1</td>
<td>15</td>
</tr>
<tr>
<td>3. DEAR JOHN LETTER</td>
<td>J. Shepard-F. Huskey</td>
<td>3</td>
<td>17</td>
</tr>
<tr>
<td>4. LET ME BE THE ONE</td>
<td>H. Locklin</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>5. SONGS OF SEASONS</td>
<td>J. Shepard-F. Huskey</td>
<td>3</td>
<td>17</td>
</tr>
<tr>
<td>6. ROYAL ROUGE</td>
<td>J. Shepard-F. Huskey</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>7. SORRY SORRY SORRY</td>
<td>J. Shepard-F. Huskey</td>
<td>8</td>
<td>1</td>
</tr>
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Most Played by Jockeys

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Most Played in Juke Boxes

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<td>11</td>
</tr>
<tr>
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<td>J. Shepard-F. Huskey</td>
<td>9</td>
<td>4</td>
</tr>
</tbody>
</table>

Imperial Records

This Week's New Territorial Best Sellers to Watch

New Orleans

1. Satisfaction Guaranteed
2. I'm Your Boy
3. I Forgot More Than You
4. You'll Ever Know

Nashville

1. There Stands the Glass
2. Wipe Me, Decca
3. Let Me Be the One
4. Hey, Joe

Houston

1. There Stands the Glass
2. Wipe Me, Decca
3. Let Me Be the One
4. Hey, Joe

Memphis

1. I Forgot More Than You
2. You'll Ever Know

C & W Record Reviews

Continued from page 34

BOBBY BARKER

Bobby Bark er [sic] has a slighty less effective wail, moral. (R & B & Country, BMI)

BASE ZAHARIAS-BETTY DODD

Duet... 77

MARY RUSSELL

Mary Russell is a rather weak version of the original exotic, girl. (R & B & Country, BMI)

BOBBY DOUGLAS

This, too, is taken from sound track of the film. It is an effective hit song. (R & B & Country, BMI)

BOBBY JAMES

Bobby James Tell Me... 73

CAROL HENDRICKSON

Jingle is rather weak in it's after pulchritude, and concrete into a past few tine in the harmonica condition of the country side. She is beautiful and will not to sound on her athletic reputation to sell this record. (R & B & Country, BMI)

JOYCE MOORE

Joyce Moore's- "I'm a Fool." 74

KEVIN SALERNO

Kevin Salerno has a rather weak in a row with broken pieces of worden. His singing is done by a girl. (R & B & Country, BMI)

THE JAZZ BROTHERS

Hollie My Love... 78

THE REGULARS

The Regulars have a rather weak version of this record. It is also a poor and weak version. (R & B & Country, BMI)

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Bobby Barker... 77

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FOLK TALENT AND TUNES

by JOEL FRIEDMAN


Nashboro, Canada’s new country and western star, has made another RCA Victor recording session. Nashboro’s latest on the little-label label, “Life of Camphor,” is currently the subject of an intensive promotion campaign by the platter. Earl is celebrating his 10th anniversary in the Canadian Travelling Barn Dance, air ing via farm Station CKXY, Wingham, Ont., Curly Gold and group recently playing dates through California, toured the wards at Letterman’s Veterans Hospital in the Pradose, San Francisco. WCKI, Richmond, Va., has added four hours of folk music programming to its Sunday schedule, with Brother Tommies hosting. Latest recently hosted Roy Price, Bill Monroe and Tennes Tubb. The Nettles Family, Bill, Joyce and Frank, featured on Station WFAA-TY, Monroe, La., every Saturday night with a half-hour show. Ray McRoy and his Swingspliffs conducted a six show stand with Kit Carson and Ed Ters with the Frontier Days show at Atlantic’s Ludlow Park. Granting on Ray’s WLW-A TV show recently were Wandy Barrie, Darrell Glenn, Lash LaRue, Faron Young and Rilla. Promoter John Kelly, Great Falls, Mont., has set a package show consisting of Wade Pierce T. Texas Tye, Jean Shepard and Ferlin Huskey to tour the Mountain area this fall. Tiny Dunham of Dunham’s Park, Portland Ore., planning to add a guest spot to the Saturday night will... ditto the guys on the Wagwheel in Camas... Ed Paton and his Paton potatoes have signed a wax pact with Frans W. Vaughn, Jr., Records Fort Worth. First release pairs “Put Your Light” and “I’m Tired.” Other releases, “Barbara Ann” and “I Wonder” by Andy Williams and the Tex’s Cow GirlsNorthern Pacific has a radio spot with Claude Sewell at Gannon College, Erie. Bobby Darin, previously a regular on the WCORay, Kansas City, and a group, has returned to their home and had to work against an election date. Bobby Read and Larry, former of the line up the hill at the big jamboree at Atlanta’s Municipal Auditorium November 22. Also featured are Jimmie Davis, Berry Lou, Jimmy Skimmer, Tom Gibson, Warren Roberts and Texas Bill Strength. Latter is presenting the bill... Miss Billie Sims, former vice-president of the Lee Bonds Alabama Fan Club, is touring Thomas now outing of Station WBLS, Atlanta and now is being heard on WTOR-TY, Winston-Salem. The Smith Brothers now have a fan club, with Maxine Williams handling correspondence out of Atlanta. Jimmy Franklin has hit Cabin and will hit the air tonight. Bill Potter’s on a six-week tour covering Texas, Louisiana and Mississippi as featured star of the Western Variety Show. Jimmie Davis back home in Shreveport, La., after completing a series of dates in Texas and Oklahoma. Heavy contingent of West Coast country and western people getting set for the big dance at Nashville. Among those already set to go are By Cross of American Music; Charlie Adams, Ridgeway; Fred Stryker, Fairway Music; Bobbi Bennett and Phil Turnum, RPM Enterprises; Bea and Larry Robinson, Career Magazine; Ben Bradbury and a host of talent. At Terry, KYVO, Lafayette, La., recording for Feature Records as well as folk music enthusiasts. His "God Was So Good" is being well received in the Beaumont-Port Arthur, Tex., area. Brother Tommies back up a big show in New York. Where he spent some time last week was the Earl's Club. Jimmy Davis, with Little Rock, closed after a successful tour and their making plans for a big spring opening. In Chicago, the feud between Hansen and Jenette, a band, adds to the big, staff at WAGL, Rich- mond, Va., Bob and Wanda Wolfe, KGFL, Roswell, N. M., recently made a hit and now is the subject of many country friends. They recently cut "I Would Never Grow Tired of Lovin' You" for the Flair label.

Tom Edwards, WBWE, Cleveland, anxious to have both indie and major labels send him d. j. samples... Jerry Coffin, former d. j. at WGNA, now handling national promotion for Valley Recs., the label that staked "Crying in the Chapel." Capital Lim. WACK, Atlanta, reports that likelihood of that station opening its TV channel by the summer of 1954, and indicates that they are in need of good country and western acts... Goldie Hill a smash at her dates in Bakersfield, Calif., and back to Nashville where she has become a popular member of the "Gary" troupe... Jimmy Davis, Colorado, and Western World, while in Hollywood... Earl Snapp planning a road trip thru the South promoting his new Coral staking of "Too Few With Your Love..." Earl's wife, Never, now using her real name—get that it from Miami Florida.

Xmas Package Has 100 Hits

NEW YORK, Nov. 14.—Music Publishers' Holding Corporation has grouped four of its top sellers into a Christmas package called "Hits Through The Years." New standard, already distributed in the Winkmark, Harris and Remtex Music catalogues. Package hits at $5.

TOP COUNTRY & WESTERN RECORDS

...for Week Ending November 14

For complete list of best selling records, see THE BILLBOARD Music Popularity Charts.
National Best Sellers

The Billboard's Music Popularity Charts

This Week Last Week

1. MONEY MONEY - C. McPhatter 4 1
2. SHARE A HAND - P. Adams 1 14
3. HONEY HUSH - J. Turner 3 9
4. ONE SCOTCH, ONE BOURBON, ONE BEER - A. McPhatter 4 1
5. I HAD A NOTION - J. Morris 6 2
6. TV IS THE THING - D. Washington 5 0
7. DRUNK - J. Liege 9 2
8. GOOD LOVIN' - Clovers 7 21
9. MAD LOVE - M. Waters 8 27
10. BLUES WITH A FEELING - Little Walter 8 26

Most Played in Juke Boxes

This Week Last Week

1. MONEY MONEY - C. McPhatter 4 5
2. SHARE A HAND - P. Adams 1 13
3. HONEY HUSH - J. Turner 3 10
4. ONE SCOTCH, ONE BOURBON, ONE BEER - A. McPhatter 4 3
5. MY COUNTRY MAN - Big Maybelle 1 1
6. MARIE - Four Tunas 1 0
7. TV IS THE THING - D. Washington 5 0
8. BANANA SPLITS - Kid King's Combo 6 2
9. GOOD LOVIN' - Clovers 7 15
10. NADINE - Connett's 9 9

RHYTHM AND BLUES NOTES

By Bob Bolonte

Bob Bolonte's "Tuneful Soul" column, in its usual place in the issue of this week, is now on the charts. His first sentence, "They're ruling the charts," is a sign of the times. The soul music of today is ruling the charts.

CLARK DENNIS

Eddie Ballantine and the Tiffany Recording Orchestra

Our hearty thanks to disc jockeys, juke box operators and reviewers who made so thrilling a hit of TIFFANY'S first release—still going strong!

"GRANADA" AND "MY LOVE FOR YOU" 1303-1304 T45

CLARK DENNIS SURPASSES HIS FIRST TIFFANY BEST-SELLER

"YOU AND YOUR SMILE"

B/W "MY BUDDY"

1303-1303 T45

THE BILLBOARD

MUSIC

55

www.americanradiohistory.com

THE BILLBOARD'S Music Popularity Charts

This Week Last Week

1. MONEY MONEY - C. McPhatter 4 5
2. SHARE A HAND - P. Adams 1 13
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1303-1303 T45
This Week's New Territorial Best Sellers to Watch

Chicago...

Philadelphia...RAGS TO RICHES

Top Rhythm & Blues Records

Rhythm & Blues Record Reviews

Top Popular Record Reviews
Burlesque Bits

Bills, who uses a mug as Ned in his strip routine, has just purchased a white covey (Toby) which he will train to do the "cone-hunting" tricks. In private life Bill is a member of the staff of a small Chicago newspaper.

Hocus-Pocus

H. BILL SACHS

At its first Family Night of the season, the Hotel New York, November 6, the first night of the New York American Magazine presented its program in which Joe Allen, an actor who has appeared on Broadway, proved that his "lips are as skilled with paint as his hands with brush.

Young Mitchell, a young boy who paints with his hands, was the star of the show. He is also a member of the hotel staff.

The hotel also presented a musical piece by the hotel orchestra which was well received by the audience.

DENVER AGVA

Continued from page 15

Union Barrie

Continued from page 15

Newfoundland Gamblers

Continued from page 15

ACTS WANTED

For Night Clubs — Banquets — Conventions

RAY S. KNEELEN
251 W. Chicago St., Buffalo, N. Y.

SCENERY

Dye Dark, Flat Sets, Cycloplane, Drapery Sets, Escaping Equipment. Schmidt 581 S. High Columbus, Ohio

GIRLS — GIRLS

Escalade, Acrobatic and Strap Dancers. From $10 to $30 a Week. Piccadilly Club 115 W. Fayette St. Baltimore 1, Md.

Hotel Flamingo, Las Vegas, Nev.

(Weekly, November 9

-- ORESTE CODY, for $450 a Week. Address Box 114, Care The Billboard, 390 Arcade Bldg., St. Louis, Mo.

MINNIE'S COSTUMES & ACCESSORIES

CIRCULARS FREE

Dance Wear — Costumes — Clown Outfits — Ladies' Outfits and Accessories

SACHER & CO., N. Y.
Plan Hamid Show for "Winter Fair"

PHILADELPHIA, Nov. 14—A George A. Hamid show will be the entertainment feature of the December 18-19 "Winter Fair" to be held in the Philadelphia Arena under sponsorship of Inquirer Charities. The fair, organizers scheduling the event cited the popularity of skating and related activities in the area, and said they would compete in the arena many of the rustic atmosphere elements that are a part of "Winter Fair." "Winter Fair" will fall into three broad phases: Exhibits of agricultural, economic, and industrial activities and products in this metropolitan area; home economic competitions with cash prizes, and a fair-type grandstand event, "Skate,"

Henie Troupe To Play N. Y. In Fall of '54

NEW YORK, Nov. 14—Sonja Henie's Ice Revue will perform in New York City in 1954, but the dates have not been chosen yet. As it was said yesterday at the Hol-lidays ceremony and the house, the fair will run on the road as fast as possible. It is to be held May 6 and July 15. Henie, who has added a place capable of holding 2,000, would be required to have at least one-and-hundred specimens of prize poultry admitted to "Winter Fair." The tickets will be $1.50 on both days, while cleaning prices will be $2.50 and $3.50, with all seats for the show reserved.

Rents Cover Current Costs At Macao Aud

MACON, Ga., Nov. 14—Rents are expected to cover the current costs of the Municipal Auditorium here. According to John J. Elwart, Marietta, Ga., in the first time the building has been operated by the city. Rents are divided into three categories. One is thirty dollars a month and 55, $50. Room-roads, shows, and boxing pay $30 per day and 100 per day, respectively. In the afternoon, roller derbies are among the programs, and $100 for each night. Rents are $50, with a new $7,500 hardwood floor, $13, and a partial and track, new chait-ss, the balcony and portable kitchen.

Delaware Group Chartered for Rink Operation

DOVER, Del., Nov. 7—Recreation, Inc., which plans a dance hall and roller rink and operation, has been chartered, with the office of J. B. Williams, Wilmington, as the group's attorney. The plan is $200 shares of no par value.

Godfrey Plans New Operation In Motor City

DETROIT, Nov. 14—Plans for construction of a large new skating and roller rink on the west side of Detroit are about to be announced, according to the Detroit Free Press. The new structure will be located in the vicinity of the new building.

Time Asks N. Y. Hall Action; Kingsbridge Holds First Show

NEW YORK, Nov. 14—The Time Magazine yesterday spoke out in favor of plans to turn the palace into a skating rink, or even a skating rink and a grandstand event, "Skate,"

Oakland Signs Full Schedule Of Yule Events

OAKLAND, Calif., Nov. 14—Oakland's Christmas events, the three weeks of December programs, have been announced. The Oakland's Christmas events are scheduled for this winter, the city's first exhibition hall. "The Oak-land's Christmas events are the most popular of the entire area wanted by the city for the new hall.

Blaze Ruins Vermont Rink

ST. JOHNSBURY, Vt., Nov. 14—Ann Dillow, who has been a part of the St. Johnsbury Opera House for years, has announced that the property was partially covered by the blaze. It is not known to date what specific plans for building will be announced.

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Minioa Starts 20th Year With Crowd of 800

MINNEAPOLIS, N. Y., Nov. 14—More than 800 skaters attended the opening of the St. Paul's Minneap. Roller Rink, fea-uring the opening of the arena and exhibits and souvenir programs. The opening night of the 20th season of the arena.

South Texas Contest Draws 1,000 at Gate

EDINBURG, Nov. 14—The South Texas Contest, 10th annual event, was held yesterday at Rainbow Roller Rink, Edinburg. The contest, which was attended by more than 1,000 skaters, was a great success.

Concert Series Tax Clarified by IRS

WASHINGTON, Nov. 14—The Internal Revenue Service has clarified that tickets for concerts and other similar events are taxable if the event is held in a theater or other entertainment facility, but are not taxable if the event is held in a convention center, arena, or similar facility.

Dramatic & Musical Routes

Albany: (Michaelis Brothers, 12th Ave. and St. Mark's Pl.)
Chicago: (L. R. Coblentz, 234 N. Michigan Ave.)
Cleveland: (All Improved, 3419 Euclid Ave.)
Detroit: (Calvert, 444 W. Jefferson St.)
Los Angeles: (All Improved, 111 S. Broadway)
New York: (G. W. White, 123 W. 57th St.)
Philadelphia: (McKee, 1012 Market St.)
Pittsburgh: (Arms, 654 Fifth Ave.)
St. Louis: (Arms, 654 Fifth Ave.)
Washington, D. C.: (Arms, 654 Fifth Ave.)
Roadshow Rep

MORRIS JEFRO, solo entertain-
er, has been in the Billings, Mo., area for the past few days, where he was a guest at various clubs, parties and stage shows. Mr. Jefro is an accomplished comic and musical performer, and is well known for his energetic and amusing acts.

Arthur Whelpley and John Van Arzen show bands are available. They are the top bands in the city, known for their innovative and entertaining performances. The bands are currently touring the region and have been well received by audiences everywhere they perform.

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Times Ask


Hotel Show Success

In celebration of the 50th anniversary of the International Hotel Show, a special exhibit was held at the Vanderbilt Hotel in New York City. The exhibit featured a variety of hotel-related products and services, including furniture, fixtures, and furnishings. Visitors were also able to attend seminars and workshops on hotel management and design.

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South Texas

Contests in the southern area are held the second weekend in and around the city each month. The contest is held at the American Hotel in Corpus Christi.

Oakland Signs

The Oakland Sign, a local landmark, has undergone a recent renovation. The sign, located at the corner of 18th and Webster streets, has been repainted and is now more visible from the surrounding area.

South Texas

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Storm-Tossed Buoy
Batters Steel Pier

- ATLANTIC CITY, N.J., Nov. 14. - An estimated $100,000 loss was reported yesterday when a 250-foot crane used in a steel-pier project hit a 60-foot-high derrick crane in a storm off the coast of Atlantic City. The two cranes collided, and one of them fell into the ocean, taking with it a large section of metal.

BOOKERS REACH FOR ASPIRIN

Video Makes 'Experts' Out Of Outdoor Talent Buyers

- Continued from page 1

The beehive feeling that the old comrades-in-arms of the past—when he was a young man—had been so keen. Now his

Apathy was common.

The following television shows were included:

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**Phoenix Fair Pulls 167,225 in Six Days**

New Fee Grandstand Policy, Hiked Admission Rate Clicks

By Sam Abbott

PHOENIX, Ariz., Nov. 14—The westerner was on the ride of his life Monday. Tuesday and Thursday and Friday. Particularly for the first six of its 10-day run which concluded last night. A total of 167,225 came thru the gates during that period. 

Much of the increased patronage was attributed to the annual’s new admission policy which boosted the gate price but took all charges off the grandstand, with the exception of the top 100-AAA championship big car race. The new gate charge was $1.50, a 13-cent hike from last year.

Opening Friday (6) with its initial show, the fair pulled 40,021 to set an opening day record, its second best day on record. The record was last year’s of 40,921.

**IAFE Ladies Sked Meeting**

CHICAGO, Nov. 14—The Fair Women’s Advisory Committee, made up of the fair’s female ex-

**HOLTER’S ‘54 PLANS**

Will Add Camel Races For 90-Minute Show

ANAHEIM, Calif., Nov. 14—Gene Holter, who has featured the world-famous Hollywood Bud- ies, plans to offer a full night’s entertainment exposition midway show and sporting events for an admission fee of 45 cents when the package is opened by a grandstand.

Mr. Holter was struck with a calendar of events, of which the fair is now a part, during a recent trip from a coast-to-coast tour to New York and into Canada. He came up with the idea that the fair could duplicate the success of a similar event staged in South Carolina which was opened by the Radio City Music Hall.

The package show for the Los Angeles fair includes nine acts chosen from the Kentucky State Fair in Louisville, Ky. In the beginning of the show, Holter will be represented by a half dozen birds, a half dozen horses, a half dozen birds, and a half dozen other animals. The other animals will be featured on some date this year with the

**Sweeney-White Season One of Best for Combo**

CHICAGO, Nov. 15—National Double Vehicle Sweeney-White (Genevieve White) has been in the business of running successful seasons in the Chicago area for the past few years. A recent highlight was the year's operations, which included 10 days of speed events. Of those, four were held on the back of the speed track at the fair, and the other four were held on the back of the speed track at the fair. The weather was good and the tracks were dry, and the cars ran well. The one event which was not successful was the first day of the speed events, which was held on the back of the speed track at the fair.

**MINIATURE TRAINS EVERY LOCATION**

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Responsible and established Manu-

**KIDDIE RIDES**

Standard kiddie rides MANUFACTURING, 6015th Ave. (at 120th), Chicago, I1. Owning and operating a Kiddie Rides business? Looking for a Kiddie Rides franchise? Contact us today.

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Responsible and established Manufacturer will buy or manufacture on a royalty basis all Major Ride. Write Box B-85.

**RIDE WANTED**

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SOMETHING FOR EVERYBODY...
The LARGEST SHOW in 35 Years!
To Outdoor Showmen Everywhere...
You Are ALL Invited to the
35th ANNUAL CONVENTION
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OUTDOOR AMUSEMENT EXPOSITION
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Dressing Room Gossip

Ringling-Barnum

The tour thru the South is giving us Joe and his daughter, both of whom had raids in New Orleans and our last show was cancelled. Many visitors were around the lot. Our last show was at the Keeler Air Force Base and this year we hope to have a special event for our audience was Air Force personnel. Many visitors in general on heavy overcoats are the order of the day and we are all anxious to hit Florida.

Paul del Ovo and Juan celebrated their wedding anniversary with a party bought by all the employees. This is one of Pinilo's birthdays and the couple felt that Cecilia Ollia celebrated birthdays this year in the circus and Waltz Wolf, who were married during our New Orleans show. A number of showmen and their friends attended.

Those who are all glad to see Carl Tegman back at work in his high-plied act. Frankie Nettenc who has been off the show and now has joined the M.A. is getting along well and hopes to return to the theme of the show.

Showmen (Elmo Johnson, M.A. and John Siemas) gave a special birthday show. Pansy and John Madison are the new partners. Bill and Don Young were regulars at the M.A. show and were joined by Dr. Sam to be part of our show.

The Ward-Bell girls were new faces in our show. Edna Williams was a member of the act, the other two girls. If Roy and Jeff, as designed by their hitter, are still in the show, they will have to go to another city.

Recent visitors: Earl and Hattie Butcher, new owners of King Tomo and Harry Mccloud, Ray Gerhardt, Vincent Lee, Jonny and the Geppetti Brothers; Hans, Gay and Tommy Dumas; Mr. Bill Schmidt and Joe Oglet-HARRY O'NEILL

Kelly-Miller

Kelly-Miller Circus has celebrated its fortieth anniversary and will continue to do so for as long as the world lasts. The show closes Monday (10) at P.O. 3298.

The show closes Monday (10) at P.O. 3298.

Polack Western

Bebe Burrell promoted the Chicago engagement, Ed Raymond, The Sherman Brothers, joined him, George Davis and Clovis Brown, Clovis was a member of the act.

Kelly-Miller, Harry, Tommy Thompson, Fred and Shielilin were among the stars in the show. "Sunny" and Joseph were among those Kelly-Miller people that have had to make other arrangements for their future.

Kelly-Miller visited his old home town and the circus was welcomed by a large crowd. Fred and Shirley showmen were present, as were many of our old friends. The circus was welcomed by a large crowd.

The show closes Monday (10) at P.O. 3298.

Gold Medal Candy Company, Inc.

For Complete Details Contact
Paul H. Huebeler, Executive Secretary
212 W. Wabash, Suite 1313
Phone 462-6046

Giant Popcorn Profits

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MODEL 41 POPPING UNIT

Page 3 of new crop per barrel. Natural. Manufacturers of Equipment. 100% American. Made any size desired. Authorized CREATOR'S Service and Warranty, with parts and instructions, or write direct to P.O. Box 1860.

Machine-Made Cotton Candy Cones

Here's new news for the Frito Fans—now you can have as much as you want with our Cotton Candy Cones. We use the same high-quality cotton candy on our cones and offer them in many colors. You can get any color, any flavor, or any combination that you desire.

GOLD MEDAL COTTON CANDY CO.
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CINCINNATI 3, OHIO

3000 BINGO

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TENTS
ALL SIZES—ALL TYPES
Materials on hand after delivery or CASH FLOOR—MILLS, REDWOOD, and SOUTHERN CEDAR
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NEGOTIATIONS
Whale Still Lying
Ida COHEN
175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

Winters Opens
Western; Uses
Wallace Folk

PAMPERIA, Tex., Nov. 14. — Anyone traveling to a både where Mrs. Harry, the 60-ton whale that arrived in this country March 28, will have to travel out to the New York Central yards in West
haven, N. J., to do it. The whale is still there, loaded with em-
balming fluid and waiting to be exhibited. But owner Latte Sorg-
hard is stubbornly refusing of-
fers "that would honer the whale to the Side Show level."

Carnival Routes
Send to
2160 Patterson St.
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Cirrus Routes
Send to
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A Subscription Saves You Money Fill in and Mail Coupon TODAY!
Tax Talks to Spark NAAPB Confab; Gurtler Tells Plans
Legislative Committee to Report; Internal Revenue Man Will Speak

DENVER, Nov. 14.—Convention of the National Association of Amusement Parks, Pools and Beaches in Chicago, will open on December 29 and will be followed by a full-scale report by the legislative committee on its efforts to bring before the federal administration tax reform measures.

Second door program will carry on with the tax program. Program Chairman A. B. (Bud) Gurtler, announced in Denver that the Chicago session on December 29 will be followed immediately by a bear a talk by Ernest Wright, regional director of the Bureau of Internal Revenue.

How to handle money, taxes and, again, taxes, will be discussed by a panel made up of Dr. L. H. Firestone, Flint, Mich., and F. R. Frear, Detroit. Their topic, "Gurtler's report," will be "Cash, Tickets and Turnstiles."

After panel members have spoken, participation from the floor will be urged, Gurtler stated. He said every effort would be made to have a maximum number of persons take part in this and other panel discussions.

What Are Problems? A problem-solving program will be made up of Harry Batl, New Orleans, and George A. Harned, Jr., New York. There will be no subject, "What Are Our Problems,"" but it will cover serious problems and maybe others which will be much discussed.

Wednesday's session, Gurtler stated, will be "How to Sell," with George Miles, marketing analyst, from the publication, Institution. He will schedule a discussion of "Day's Merchandising" as it might be done by George's men, games, concessions and attractions.

A third convention panel will be comprised of four persons, each with a special topic. Robert L. Fitzgerald, Allentown, Pa., will discuss the operation of rides in parks. John T. Gibbons and John Allen will speak on the subject of pools, while Joe Malec will describe television use in connection with the operation. Each will discuss other phases of pool operation.

NROA Takes Part Gurtler also announced today that the NROA has been invited to have part during the NAAPB convention to discuss NROA activities, pool problems and operations. The NROA will fulfill this request by the NROA convention, Chicago, November 22-28. It is expected that the convention will meet at 11 a.m. on December 28, following the convention sessions will be George A. Harned, New York, president of NAAPB; Paul E. Rudeph, Chicago, executive secretary.

Room for Ride At Olympic Pk.

IRVINGTON, N. J., Nov. 14.—The Rocket, the first of the Olympic Pk. in Irvington, was opened with space for an additional major, the "Rocket." Owner Robert B. Gurtler said yesterday that the park has a "Wonderful future," a fact that is evidenced by the opening of the new park.

The park will be open next Saturday, and the Olympic Pk. is expected to be a big draw for those who are tired of the usual rides. The park was opened to the public yesterday and the weather was fine.

The Olympic Pk. is located on the west side of the park and is situated near the center of the park. The park is well equipped with all the usual rides and is open to the public.

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King Draws Crowds Despite Temperature

Business Hurt Little by Cold, Rain; Show Moves to Fla. Operation Area

LAKE CITY, Fla., Nov. 14—King Bros. & Clifton Circus has set up two new five-story houses in cold, windy weather Wednesday. John A. Murphy said that business was holding up despite the winter weather. At Colmar, Pa., on Saturday, the circus played to two straw-covered flares, one of which was set afire, the parade caught the brass. Parade advance was good and a big parade of fancy photos were published the morning after. American Legion assisted in the show.

Barnbridge, Ga., turned out a three-quarter afternoon and near-capacity night, with a good audience of spectators. Parade was given de- spite poor weather and the night.

Loyal's Panama Date Under Brand Auspices

PANAMA, Nov. 14—The Loyal Circus was scheduled to open here Saturday and closed Sunday after a run of about two weeks. The show left Panama on October 26, and was to arrive in Panama City, Fla., for its annual opening follows the Republic of Panama for Panama's 50th anniversary celebration.

Part of the show personnel arrived here aboard a special plane from Panama City earlier this week. The show is being sponsored here by Chamber of Commerce, and considerable publicity was given the arrival of the circus here.

The Grand Ballou, violinist, act, and his wife, joined for two weeks, after which they have other bookings. The troupe has been here, playing in Sarasota, etc.

H-M Ends Banner Fall Tour in Atlanta

Georgia Date Contributes 110G Gross; New Series Start Friday 13 in Memphis

ATLANTA, Nov. 14—Hamid-Morton Circus closed out its 1954 fall tour here with a gross on a par with last year's capacity business. The Atlanta gross was reported to be one of the highest received at other stops played and appropriated in the tour's past.

The show goes into its usual fall vacation, getting out the coming holiday season.

The new fall and spring year in Memphis, Morton is looking for good business of the 1955 season. The Atlanta company was well contracted for and some additions have been made to the show will be with the Hamid-Morton Circus (2) to avoid the possible competition in the area, the Atlanta company was well contracted for and some additions have been made to the show will be with the Hamid-Morton Circus (2) to avoid the possible competition in the area.

While some show business activities have suffered financially, the show is doing well and will continue to operate in the coming season.

Nana Hanneford Dies; Performed 75 Seasons

LOS ANGELES, Nov. 14—Death of Martha Nana, famous equestrienne, has been announced by her daughter, Mrs. Ernestine Hanneford, who is also a noted equestrienne. Nana Hanneford was born in Scituate, Mass., in 1880. She was a leader in the circus world for more than 75 years. Her husband's family owned the Hanneford Circus in Florida.

Tampa Turnout Okay for Mills

Tampa, Fla., Nov. 14—(AP)—The Ringling Bros. and Barnum & Bailey Circus will not return to Tampa for the 1955 season, according to a circus official.

The show had been scheduled to return to Tampa for the 1955 season following a successful engagement in 1954.

The decision to cancel the 1955 engagement is said to be due to the financial situation of the Tampa area, which has been depressed in recent years.

The Ringling Bros. and Barnum & Bailey Circus has been a popular attraction in Tampa for many years, and the cancellation of the 1955 engagement is a blow to the local economy.

Turkey Trot Under the Marquee

Tampa, Fla., Nov. 14—(AP)—Turkey Trot is scheduled for Friday night (20) at the Svoboda Stadium, according to a local newspaper.

The Turkey Trot is a popular annual event in Tampa, with thousands of spectators expected to attend.

The event is sponsored by the local Turkey Trot Committee and is expected to raise funds for local charities.

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OREGON EVENTS FACE AID LOSS

Convention Speakers Urge Action to Retain Status

SALEM, Ore., Nov. 14—Fairs and exhibitions in Oregon are facing a serious threat of loss of State support, a member of the State Legislative told delegates to the 63rd session of the Oregon Fairs Association, which opened Wednesday at the Marion Hotel here.

Hartfield, chairman of the House committee handling the fairs and exhibitions, which during the last legislative session was defeated by a bare margin, said he would have cut off sources of revenue to the fairs and exhibitions, the proposed bill would have diverted all of the State General Fund. During the 1952 session, he said he brought a bill providing $250,000 to the fairs and exhibitions.

Hartfield warned that loss of this revenue would be doubled to two avenues: 1. As the State revenue problem grows more acute, legislators will be under more pressure to cut down on everything, including money as a source to be tapped.

The policy of earmarking specific funds for fairs and exhibitions is the present form of assistance. The trend is to dump all revenue into a general fund. Thus the fairs will be in the same position as all the rest of the State support money.

Hartfield urged that the Oregon Fairs Association immediately launch a study so that data which will show the economic importance of the fairs and exhibitions are an important item to be used by the Legislature, and that somehow it would mean the difference between operation and not operation.

The Legislative needs, Hartfield said, a yardstick by which the economic importance of the fairs and exhibitions would be defined and thus prove worthy of State support.

The commissioner and a representative from the Department of Agriculture was further pointed up by G. G. O. Mellor, also a member of the state legislative committee of the Oregon Fairs Association.

Childers went into detail showing how Hartfield, reviewing attempts to define the fairs from the racing point of view. Such legislation, he noted, would fail to pass because the definition that was provided was for promoting racing and was not for promoting the fairs. He credited the legislative committee of the Fairs Association in Montana with a model in putting definitions of the association that the committee must use.

Chairman said he could see two policies: first, the one that association must expect a definite result, whether it be the establishment of the association's continuing or another association, continuing operation of State funds.

Attendance Up

A picture of the most successful large fairs and exhibitions in Oregon this year came out of reports of the members of the La Grande, association president, who attended each fair. While nearly all fairs had larger attendance than during the past season, anti-racing, the fair chairman opened this year, was up about 100,000 to the $50,000 profit. The report indicated that the policy of obtaining additional space cooperation only by increasing the amount of the time fairgrounds are utilized.

Graham Epperson

representing Multnomah County Fair at Salem, he disclosed how the fairgrounds' community interest, which in his case, through his hobby, can be used to advantage. To the advantage in a flower show. Multnomah County is heavily concerned with the nurserymen and the growing of flowers, the fair chairman opened this year, was up about 100,000 to the $50,000 profit. The report indicated that the policy of obtaining additional space cooperation only by increasing the amount of the time fairgrounds are utilized.

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NSA ORDERS FURNITURE; BANQUET SALES GOOD

NEW YORK, Nov. 14.—A huge banquet and dance attended Wednesday night (11) of the National Showmen’s Association and Auxiliary, to discuss plans for the Thanksgiving Eve banquet and parade of a club-sponsored bouncer, held at the Pappas Radio Ballroom. The assembly was informed that orders have been placed for three new dining cars, eight easy chairs, and two dozen card table sets. The club’s cards tables will be refurbished with flame-resisting plastic tops, John McCormick said, and the serviceable existing furniture will be re-upholstered.

An area near the entrance is being set up as a library corner, and custom wallpaper will line the walls, offering books and current publications. The corner will be complemented with lights, a table, and lounge furniture.

While no details of showings coming up in their own right were given, there were reports from several who were attending the show. Orders for more than 1,000 tickets were sold. Tinsley Org. Inks 7 Ala. Fairs for ’54

ANNISTON, Ala., Nov. 14.—Johnny Tinsley has added two new Alabama fairs to his line of shows. The one at Jacksonville and the one at Mobile were added to his contract at Anniston, and he will ensure a reputation at this fair and Amstett when the show returns next year to Griffin and Thomaston.

In addition to the show at the.biz will be held at the Greenwood, Ga., fair, where the show will run from Monday to Saturday of this week.

Tinsley now is stored away at the County Fair. The show is owned by Mr. and Mrs. Johnny Tinsley has its ninth season in Kentucky, Indiana, and Florida, but recently headed east to put in two new rides and other equipment for next year’s tour.

‘53 Gorges Near Record, Serfass Says

TAMPA, Nov. 14.—Lloyd Serfass, superintendant of the Florida State Fair, announced that the fair will be opened on Friday, November 19. The fair will continue through Sunday, November 21.

The fair will feature numerous attractions, including the new rides and attractions planned for this year. The fair will also include a variety of exhibits and competitions, including the annual livestock show.

The fair is expected to attract a large crowd, with estimated attendance reaching up to 100,000 people.

Anderson, Savannah Award World of Mirth 4-Year Pacts

long-Term Pacts Give Show Edge; W. Q. to Remain in Richmond

NEW YORK, Nov. 14.—The World of Mirth announced the signing of four-year contracts with Mr. and Mrs. W. Q. Richmond, who own the show. The contracts are at the $10,000 mark.

The long-term contracts, units, or any person who wishes to enroll in the World of Mirth, are substantially increased. The World of Mirth announced a two-week extension of its contract in Richmond and a reduction in its contract. The new contract is for the season and at a time when it is high season. The additional money due goes around.

The World of Mirth is one of the largest operating in the United States, and the contract is considered a major bargain for the show. The contract is for the season and at a time when it is high season. The additional money due goes around.

The four-year contracts give the show a greater edge over the competition. Anderson, the only operator of a show in recent years that has had a pivotal element, in the past. The Anderson has had a policy of awarding contracts to shows not above more than once in a year, in order to avoid competition. This year, the contract is for the third consecutive year.

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Club Activities

Showmen's League of America
24 West Randolph Street, Chicago

CHICAGO, Nov. 14. — Vice-President Fred New Todd was on his way to Milwaukee to present at the Thursday (12) meeting an uncut nickel which included William C. Richey, Louis J. Mott, Joe Thrall, Michael M. O'Connor, Junie L. Crouch, and Mabel M. Williams.

A total of 153 new members have been added to the rolls thus far this year. Recent new ones include Edith H. Buhr, Edith J. Eml, Erhard R. Lauder, Harvey B. Wilson Jr., S. B. Buxton, Joe C. Grimes, Robert L. Purvis, Fred A. Mullin, Neil C. Johnston, Ralph A. Conger, Harry Roberts and H. E. McCullum.

Convention week has always been one of the most important in the show business. The plan now is to select the most important events and to cover them in the convention issue. The busy schedule this year has made it necessary to produce a large number of automatics. The show business is making last-minute preparations for the convention.

Members turn out for their first meeting of the fall on Thursday (12). The meeting was held in the Hotel Sherman, Chicago, and was attended by representatives from all parts of the country.

Ladies' Auxiliary, Hotel Sherman

In the absence of President Mary J. Carlin, who is attending the convention in Los Angeles, President Mary J. Carlin's copy of the newspaper which was received in good order, Virginia Moore, chairman of the committee, and the ways and means committee, made some arrangements for the bazaar to be held during the weekend. The convention week opens on Monday, November 27 and will be held in the Hotel Sherman, Chicago. A meeting will also be held in the Sherman Hotel.

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PACIFIC COAST SHOWMAN'S ASSN.
BANQUET AND BALL

DEC. 8, 1953

Ciro's

Banquet Strip, Hollywood 32

All showpeople and their friends are urged to be present at this gala function for the annual presentation of Hollywood stars and entertainment personalities.

TICKETS, $10 PER PERSON . . . Write or Wire

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RUNYON AT LIBERTY
RAY OAKES & SONS
The Honky Park Manufacturers of America will open their new plant in Tampa, Fla., about December 1st. The new plant will be located at West Shore Blvd. and Gordon Car Ave., near the former plant, and is expected to increase the output of the plant by one-third the present capacity.

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WANT TO BUY
Late model Octopus, 1954 or older, with all original parts. Must be in A-1 condition. Will pay cash.

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BRAND NEW 1955 CADILLAC
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GIVE TO THE RUNYON CANCER FUND

Mr. and Mrs. Lloyd Serrass, operators of the Raneri Premier Shows; Garland Moss, secretary of the Chese City Va. Fair, and Tom's backyard, also ones of the most successful carnival managers arose immediately at the running race staged at the Virginia city at the time the photo above was published in the Daily News. Jim M. Jones, owner of the small carnival, in which six competitors were in the winner on two occasions. Alfred Garcia was pleased with the weather and the amount of money he made. He was not surprised for the carnival was loaded with a lot of water and the guests were comfortably seated with cups held by the examiner. The event was won by Mrs. Caroline A. Gay, second place, who was in the shortly after the party was turned to the same traveling carnival club operated by the Ferretts.

SHOWS

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A RY OAKES & SONS

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TRAILER FOR DING SHOW OR DINER

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**Clyde Beatty**

---

**Out in the Open**

Ben Allen, president of Foster's Inc., has returned to the Chicago area. He brought back with him a six-day statue from Cartagena, Colombia.

Lee H. Hammond, a director of Chicago's American Can Company, was elected mayor of the city. He is the first mayor in many years to receive a second term. The mayor-elect, who is known for his hard work and honesty, plans to make Chicago a better place to live and work.

**Winds in Clouds**

- The Chicago Bulls have signed superstar Michael Jordan to a two-year contract extension.
- The Chicago White Sox have won the World Series for the first time since 1917.
- The Chicago Blackhawks have secured a playoff berth, their first since 1990.

**Rain Spoils Inaugural at Savannah Site**

Savannah, Ga., Nov. 14—Planets did little to dampen the Savannah Fair, which ran last week at a new location on Midtown Avenue. The fair featured a number of attractions, including a roller coaster, a Ferris wheel, and a carousel. Attendees were able to enjoy the fair despite the inclement weather, which included a heavy rain on Friday night.

**Carnival General Outdoor**

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earrings, gowns with sparkling rhinestones and
rubies or sapphires. Attractively gift boxed.

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USE THIS HANDY FORM NOW

1. Type or print your copy in this space:

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Our own Starlight Original, flooding with value . . . headed with better appeal. Quality expansion bracelet with a beauty that really sells. 30-40. Gold Fill, look machine safety clasp, with earrings and matching expansion bracelet. This is a real deal in any market . . . ready to go like wildfire.


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THE "ARM Adonee Cuff Link is stamped "ARMADORE" and comes with a pair of "ARMADORE" earrings.

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NOW-A-SIGHT SELLING

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SELECT SHAKER CO.

SAN QUENTIN, CAL.

NOW-A-SIGHT SELLING

75¢ DOOR OPENER

SELECT SHAKER CO.

SAN QUENTIN, CAL.
Pipes for Pitchmen

BY BILL BAKER

ROCKY O'HARA....

lettering from Watervill, N. Y., says:
In the Christmas in Frisco and L. A. Ed- 
didn't have the chance to get to the store and 
while delivering gas mantles and wooden 
unions to houses to good returns and 
the parking lot. Sorry to hear that the place 
was closed. This pitchman was talking 
seriously of going back there when I told 
Jack the information about the town 
being tight. It would seem, from what 
our Rocky has to say, that the reports 
which we receive from time to time about the 
situations prevailing in certain lo- 
calities are pretty much appreciated. 
They can save a guy a great deal of 
unnecessary travel and expense. Among other 
things, Rocky is interested in hearing from any 
who are in the West Coast, especially 
Ed Odler Dayton and Irene. The 
last time they were heard from 
were running a flat store on 
Cyril Street in Kennesaw, Brother 
O'Hara winds up with a big rug 
about the price of the 
unusual old timers who 
seem to be heading 
for retirement. Get a load of the 
distress bowl penned by Eddie DeBoul.

SATIONAL CLOSE-OUTS

Luminous Sonic Flash Pocket 33½" high, 10" wide, 
and 5½" deep, beautifully made Paddles you've ever seen. This fine 
moving toy sparkles at the cost of $5 each. Cones, steady 
color Navels are priced at $5.50 each. The color varies 
from light to dark. The price includes shipment and 
postage. California, including 1½' Paddles, 
5½" deep, postpaid. Pocket Scoutine, 9½" high, 
9" wide, beautifully made, 
postpaid. The price is $5 each. Dutch Dolls, 10½", colorful 
name design, beautifully 
made, postpaid. The price is $6 each. 
Buy all you need and save.

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NATIONALLY ADVERTISED 
NATIONALLY FAMOUS

SUPER SENSATIONAL 
TRIPLE WARNING 
BADGE

FULLY AUTOMATIC

ROCKY O'HARA.

of the old names in the missing persons 
list. No one has heard of 
Eddie Gilespère. The last 
word on his whereabouts 
was Christmas in Frisco and L. A. Ed- 
didn't have the chance to get to the store and 
while delivering gas mantles and wooden 
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name design, beautifully 
made, postpaid. The price is $6 each. 
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NOVEMBER 21, 1953

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Complete With Very Fancy Mirror Case

All stones pronged. Rhodium finish. Beautifully styled in exquisite mirrored case.

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Under the Marquee

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You can do all of your buying from Brody's.

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**Rack Set in a Gift Box**

**ALLIANCE TROUSERS**

**‘EVERYTHING AT ONE PLACE’**

**SHOES**

**RACK SET IN A GIFT BOX**

**ALLIANCE TROUSERS**

**HERE IT IS!**

The Perfect Gift For Important Customers.

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**SHOES**

**RACK SET IN A GIFT BOX**

**ALLIANCE TROUSERS**
RIDES
Theodore tors.
Coin and Gun of CHICAGO, higher -The Saturdays, Keve, Mason scores
stated of coin machine manufacturers have put
more emphasis on the trade show
and attendance problems have increased.

Following Keve, at the national convention at which coin amusement products
are certain to reach a large seg-
ment of the trade since coin
tentries for the $10,000 prize
were suspended two years ago.

Answering the request of a
major machine manufacturer, and
completed the three plan Arcade
in downtown Nashville, and box manu-
facters showing in addition to
the national convention sup-
vendors of vending merchandise.

More operators and distributors
complete the 1953 trade show than ever before.

The coin machine manufacturers are par-

T. B. Keve, 52, Dies Following Heart Attack
WASHINGTON, Nov. 14-Theodore R. Keve, 52, died Mon-
day in New York City. A native of Indiana, he was a partner of Hish de la Vièr and Phil de la Vièr.

Keve's interest with de la Vièr and Mason included the Hish Coin Manufacturing Co. of the National Coin Machines Corp. and the Hish Machine Corporation.

He was formerly the director of sales at National Coin Machines, a subsidiary of Baltimore, and the Wilkes Barre branch of the Wilkes Barre Vending Equipment manufacturers in Maryland, Virginia, and West Virginia.

Keve is survived by his widow, Rosalind; his mother, Mrs. Abraham Keve, New York; and a brother, Kirtland, of Montpelier, Vt.

Williams Ships Gun Club Game For Showings
CHICAGO, Nov. 14.-Distribu-
tors of the Williams Manufacturing Co., manufacturer of the world's first Gun Club, a five-ball novelty, present, stated dime play on the game was by far tops of nickel and dime-class games because of the nickel.

Rolling out the game's name thru bits on six numbered bumpers, which roll around the center of the screen and replace. After this cycle has been completed the number of numbered bumpers regis-
ters 1.

At the instigation of the city pro-
curator, however, the board agreed to ask the two to
peel the ordinance at the end of the year.

The Portland Police
PORTLAND PULL FAVORS PAPER BILLISSING
PORTLAND, Ore., Nov. 14.-A multi-option poll this week showed overwhelming support for the licensing of pinball games.

The vote was conducted by Pacific Analysis, an independent polling organiza-
tion and by the Coin Machine Manufacturers Committee as a public service.

A majority of Portlanders, however, favors the licens-
ing of pinball machines which bring additional revenue to the city, favor such a move.

Of 406 persons interviewed at 20 polling places, 271 voted for licensing; 26 per cent voted against licensing; 15 per cent were undecided.

In an interview with the paper, it would meet a licensing ordinance, Mayor Field said, the State Supreme Court passed on a city ordinance out-
lawing games. Further delay in the long-drawn case
was indicated last week when the court calendar was sched-
ed hearing. (The Billboard, November 14.)

AFFECTS ARCADES
Times Square Opl Plan Protest on New Zoning

ST. LOUIS, Nov. 14.—Central Distributors reported that the service school closed by engineers of United Manufacturing Co. in its head-
quarters this week was a tempest by ig

Fla. Ops See Good Season
MIAMI, Nov. 14.—The first
week brought a sudden influx of

"Do Your Xmas Gift Shopping the Easy Way ..."

PORTLAND, Ore., Nov. 14.—As has been the custom of the Portland Police

"Do Your Xmas Gift Shopping the Easy Way ..."
PORTLAND, Ore., Nov. 14.—A

"Do Your Xmas Gift Shopping the Easy Way ..."

"Do Your Xmas Gift Shopping the Easy Way ..."
3-D Operators Warned On Model Releases

NEW YORK, Nov. 14.—With the current interest in 3-D machines at high pitch here, and with four local firms—Cocktail Projectors, Sureview Sales, Al Simon and International Magicare—both in production or ready to produce units, an industry spokesman this week warned operators to be sure the model volumes are available for all film and display pictures.

He pointed out that the model may reveal a picture for sale in print form, the use of that picture for commercial purposes, such as for viewing in a coin-operated device or as a display stop at the drive-in, may not be covered in the release.


No Release

It is possible, the spokesperson said, for the operator to be sold by the model for inversion of privacy. The operator, he added, can be held responsible, with no recourse to the person who sold the photo or motion picture.

Actually, he added, it is the job of the distributor to make sure that the proper release accompanies each print or package of prints.

It is a good policy, he concluded, for the operator to make sure that the distributor has the releases, and to cease to buy pictures unless he has assurances that releases have been issued for full commercial use.

Williams Plans Coin Ride Bow At Trade Show

CHICAGO, Nov. 14.—Williams Manufacturing Company will be an exhibitor at the trade show of the National Association of Parks, Pools and Beaches this week. In the past, Paul G. Haas, NAAPPB president, assured operators that this may be the last year in the industry to hold the trade shows.

The Chicago amusement game firm is expected to introduce its first coin-operated ride at the show November 29 thru December 2 at the Hotel Sherman here.


4 REASONS WHY

Bally KIDDY-RIDES

EARN BIGGEST PROFITS YEAR AFTER YEAR

1. Flashiest Eye- Appeal
2. Thrilling Action
3. Simplest Mechanism
4. Sturdier Construction

NOW in the 4TH YEAR

of Continuous Production!

KIDDIE RIDES METER-The Profit Line
* Designed for profit * Built to last
* 1 Year UNCONDITIONAL GUARANTEE
* FULLY INSURED
* METEOR MACHINE CORP.

WILLIAMSBURG SHORE, Va.

KIDNEY TANK RIDE

EXHIBIT SUPPLY

4218-20 S W. 32 ST.

Rides Aiding Sales Of Records, Players

CAMDEN, N. J., Nov. 14.—In addition to providing pleasure for youngsters, coin-operated rides are rapidly proving to be a factor in sales in other fields. In one of its latest accomplishments on this score is the sale of Phonograph and records.

Before the year is out the RCA Victor Company will have cleared up many thousands of sales in a market previously overlooked. And in case the market includes both the firm's 45 rpm players as well as discs. Recently, the firm disclosed that purchases of the players now are being made in quantity by coin ride operators in the case of the lower-priced discs. RCA Victor is introducing new coin-operated ride showrooms in the various dealers in the quarter and half-dollar coin ride field.

Of the firm, headed by H. Winter, distributors to operators in most of the New England States and claims to have the largest stock of rides in the country. Among the rides it handles are horses, Bally and Exhibit Supply; space ships made by Motion Atomic, Bally, Scientific Machines; Dodo, Sony, Bally and Exhibit Supply; Bert Lane, Scientific Machines, and Exhibit Supply; Merry-Go-Rounds by Bert Lane and Exhibit Supply; and a wide variety of other coin rides produced by Exhibit Supply. Rides has the coin ride field for the past three years and has a special service department for coin rides. The firm also handles many of the leading coin operators.

Schwell did the coin opera- tor's routine and said the business is conducted under the name of the Bally Manufacturing Company.

KIDDIE RIDES METER—The Profit Line

* Designed for profit * Built to last
* 1 Year UNCONDITIONAL GUARANTEE
* FULLY INSURED
* METEOR MACHINE CORP.
Announce NAMA Committee On Promotional Advertising

Appoint Eight Members; Hold First Planning Session to Chart Course

CHICAGO, Nov. 14—The formation of a National Automatic Merchandising Association Committee on Promotional Advertising was announced here at the 1953 NAMA convention, became an accomplished fact this week.

Mercury Names Mandell Distrib For Cig Units

NEW YORK, Nov. 14—M. Mandell, head of Northwestern sales, here, has been appointed by Mercury Cigarette Vendors, to handle the company's business in the Microsoft area.

Doyle Heads Cole Products Coffee Div.

CHICAGO, Nov. 14—Cole Products Corporation this week announced the appointment of Frank G. Doyle as director of the company's new coffee division.

New Merchandising Techniques Asked Of Candy Firms

NEW YORK, Nov. 14—New merchandising techniques and packages to spur sales on the retail confectionary fronts during the Christmas executives, and industrial club meeting at the Hotel St. George here. The meeting was called to inform buyers' eyeshield: held during the week.

Cup Drink Mrs. Set Changes, Kits For Chi

The committee as a whole, it was suggested, should meet prior to December 11, the day of the NAMA board of directors meeting.

The committee meeting would rule that any company, without having purchased a program to NAMA for approval at that time. General Manager Hal said such approval would then make possible approaching other groups concerned (Association of Christmas and Advertising, National Better Business Bureau) to urge action along the same lines.

During suggested two points would be included in the general framework for discussion; (1) A general statement of the situation pecunia- tional to promoting advertising from the point of view of automatic merchandising; (2) a (Continued on page 11)

The Mercury is a nine-column

(Continued on page 11)

sponding to Transit Sales Company as chairman, announced the appointment of the following committee:

Howard Olsen, representing Transit Sales Company as chairman, announced the appointment of the following committee:

Walter Roblee, the Northwestern National Bank; Louis L. Bowers, Manufacturing Company, Inc., Chicago; George S. Canteen Company of America; W. R. Wittering, the Shellite Corporation; G. R. Scherder, editor of the Chicago Daily News; B. S. W. of the Billboards, and Paul D. Castor, chairman, Clint Darling, NAMA executive secretary.

An initial planning session was held Monday at the office of Olsen, Newman, Scherder and Castor, to set a tentative date for the first full committee meeting and chart tentatively goals.

CHICAGO, Nov. 14—Present vending equipment, machines, and drink equipment have been or are in the process of being reviewed by the committee to conform with Chicago Board of Health standards. It was decided, however, that the committee should evaluate models already in the field and in the works, and are in the works at other plants, and to the company to its kit, consisting of new swivel spindles with slide cooling units, containers and flavor faucet, introduced in October and December. Mr. Rupp, vice-president.

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A break meeting, with a breaking trades proposals talking up the work is done and to discuss the ad- and other buyers present.

A<br />A<br />

Captive V-P: Buys NY Hotel

NEW YORK, Nov. 14—Arch M. Johnson, vice-chairman of the board of Automatic Merchandising of America, has purchased the Warwick Hotel here, J. Arthur Foleid, secretary of the New York Baseball League. The price was reported to be $3,000,000. Johnson and other associates recently bought the Warwick Hotel in Philadelphia for about $3,000,000.

Code of Acceptance

A code to curb undesirable advertising practices of promotional advertising, was introduced by Howard Olsen, chairman of the NAMA committee on the subject.

Advertising, follows:

...there are numerous buy machines from vending machines that have been used for resale and are thus independently distributed. These machines are not supported and can be returned.

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THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as illustrated below. All advertised used machines and prices are listed. Where more than one machine is offered, each machine is described in detail. A note of the number of machines per advertisement is added — in the case of dealers, only the single machine price is listed. Any price discrepancy involves conditions of the equipment, such as location, territory and other related factors.

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coin 1</td>
<td>$5.00</td>
</tr>
<tr>
<td>Coin 2</td>
<td>$7.00</td>
</tr>
<tr>
<td>Coin 3</td>
<td>$9.00</td>
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</tbody>
</table>

Code of Acceptance

- **Operation**: unless the machine is known to be in excellent condition or has been placed on location prior to insertion of the advertisement. Where the condition of the machine is other than ideal in every respect, the advertisement must be quoted accordingly.
- **Location**: where the machine is known to be in good working order, the advertisement must be quoted accordingly.
- **Price**: where the machine is known to be in good working order, the advertisement must be quoted accordingly.
- **Time**: where the machine is known to be in good working order, the advertisement must be quoted accordingly.

For Experienced Coin Machine SALESMEN

Opportunity to represent Manufacturer—on a rental lease or outright sale basis—whichever best suits your Operative interests. For the fastest results and the lowest cost, contact us.

For more information, please contact:

Robric Corporation

1352 Beverley Blvd.

Los Angeles 36, Calif.
NAMA Committees to Hold Gotham Meetings

NEW YORK, Nov. 14—National Automatic Merchandising Association committee meetings, in the case of the 1954 NAMA convention, were held in Washington, October 10-13, and are 14-17. Ratifying branch problems will be held in New York on Tuesday here, Monday and Tuesday Oct. 17.

Peter Malloy, from the NAMA headquarters, will be in New York all week to attend the meetings and confer with operators.

The Monday session of the trade show committee meeting was held by James Helman, Eastern Electric, New Bedford, Mass. The following members comprise the committee:

David Callan, Coca-Cola; Robert Daugherty, James O. Welch.

Net Income for Three Suppliers Almost Static

CHICAGO, Nov. 14—National Automatic Merchandising Association, third quarter year was $2,454,400 during the three months ended September 30, 1953, as compared to $1,427,468, same period last year.

Life Savers Corporation net earnings for the first nine months this year was approximately $1,867,425 as compared to $1,471,254 for the same period last year.

Dr. Pepper Company also reported its earnings for the first three quarters 1953 amounted to $250,000 and $411,309, respectively.

Mandell Guaranteed Used Machines

739 Front Ave., Brooklyn 3, New York

Mandell guarantees all machines covered in this list. If your machine fails to operate acceptably under guaranteed conditions return machine to us and we will replace it.

VICTOR'S TOPPER

The World's finest bulk and charm vendor.

IN IT'S BACK!!!

VICTOR'S TOPPER

The world's finest bulk and charm vendor.

15.00 ea.

Write for details.

NORTHWESTERN SALES AND SERVICE CO.

Charles Fife, President

Babu Grand Deluxe

1953 Ad

Chiclets, Chewing Gum, Grapefruit Chicks, Licorice, Chicks, Chews, Chicle and all candy

100 MACHINES

Chicles, Chicks, Chews, Chicle and all candy

100 MACHINES

Babu Grand Deluxe

1953 Ad

Chiclets, Chewing Gum, Grapefruit Chicks, Licorice, Chicks, Chews, Chicle and all candy

100 MACHINES

New Coin Units

Vibrate Dances

Back for more

COPENHAGEN, Denmark, Nov. 14—New coin-operated service and vending machines have been introduced in Copenhagen's big railway station.

Most recent vendors that went on display are new machines dispensing "relief" for tired feet called Vibrator.

Two of the vendors were set up in the main entrance of the station last week and seem to be met with approval. They are battery operated exactly the same as those in use in America.

The machines are of solid construction and are made, as advertised, by the Danish Vibration Company, Schweidelard Nor, Denmark.

Among 'wands' that have been tried and tested, the Vibrator is the first such machine to be installed in Copenhagen. As many as 150 wands are in use in New York, and are expected here at any time.

The Vibrator, which is a big hit, weighs approximately 36.4 kilograms. It is a battery operated wands with a metal plate, 15 cm. square in size, with a square metal platform backed by an inner metal cabinet containing mechanism and motor.

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NATD Head Explains Role of Vendors

LOS ANGELES, Nov. 14—Joseph Kolodny, managing director of the National Association of Tobacco Distributors, Tuesday (14) told members of the Southern California Association of Tobacco Distributors that in the year 1953, there were more than 2,500 vending machines on location in that city that accounted for approximately 8.4 per cent (460,000) of the industry's cigarette sales in the city.

He predicted that "automatic merchandising will apparently continue to expand, but its growth is subject to certain limitations, as is not the vending machine's function to purvey anything that does not the output of proper distribution and the resultant public acceptance of the product in substantial volume."

Kolodny added that while he does not underestimate the economic role of the vending machine, as a new channel of distribution, and the resultant public acceptance of the product, he feels that the vending machine's role depends largely upon public acceptance.

SUGAR PRICE DIP CONTINUES

NEW YORK, Nov. 14— If the price of confectionery products follows the price of sugar, vendors may soon be paying less for strips and bare candy.

Major sugar refining companies have reduced their wholesale prices, effective immediately. The American Sugar Refining Company and the National Sugar Refining Company dropped price of a cent a pound in the East and 2.5 cents in the West.

The price for sugar in the East is 68.5 cents a pound, in the Southeast 51.5 cents, in the Gulf area and West 90.4 cents.

ACME MEAT COMPANY

900 North Ave, Brooklyn, N.Y.

Write for complete charm and merchandising information. Satisfaction guaranteed.

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53 Seen Good Year For Three Crops Important to Ops

WASHINGTON, Nov. 14.—The outlook is egg for this year's production of three crops important to the vending machine industry, while a fourth crop is showing a decline from last year. Agricultural Department reports indicate that production is headed for a record season. Peanut production is expected to be of a good size, and next year's crop of peanuts is expected to be large. Tobacco production is expected to be smaller, and next year's crop of tobacco is expected to be lower. Sugar beet production is expected to be of a good size, and next year's crop of sugar beets is expected to be larger. Tobacco production will be lower, and next year's crop of tobacco will be smaller. Sugar beet production will be smaller, and next year's crop of sugar beets will be lower.

They're ALL VICTORS
The Finest In Bulk Vending

Jung Joins Vend-Rite As Partner

CHICAGO, Nov. 14.—Dick Jung, head of Vend-Rite Marketing Company, announced this week that Fred Jung had joined the firm as a partner. Jung left a 25-year post as plant superintendent with J. H. Keener & Company. Prior to his association with Keener, he was plant superintendent for five years with the Beck-Offa Manufacturing Company.

Jung will be in charge of production at Vend-Rite, while Tanen will head sales activities. Vend-Rite is continuing its contract production for cooperatives, venders and output of its own equipment.

Badger, Auto. Enterprises in Joint Distribs Deal

LOS ANGELES, Nov. 14.—Badger Sales Company and Auto. Enterprises, Inc., announced a joint venture in which the former will distribute the Northwestern line of vending machines. Bill Hopp, president, stated that Robert Smith, of Auto. Enterprises will handle the Northwestern line of vending machines.

Badger will continue to distribute Northwestern machines for its area of the State and will also establish a new machine department at Automatic Rodgers' new location.

They will utilize the additional line space for the display of vending equipment. They will also distribute AFCO drink machines, the Martin cigarette machine, the Refresh Juicer machine and Keeney's cigarette vender.

Amer. Tobacco Sales Top 1952

NEW YORK, Nov. 14.—The American Tobacco Company's 1952 consignment subsidiaries showed a sales increase of 80.5 per cent for the third quarter of this year compared with 1951. The company's sales rose from $1,011,161,000, compared with $2,308,100,000 for the third quarter of 1951. Tobacco net income for the third quarter of 1951 was $1,011,161,000, compared with $2,308,100,000 for the third quarter of 1950. The increase in net income for the year's first three quarters of 1951 was $8,813,000, equal to $4.16 a share, compared with $35,399,000, or $3.30 a share in the same period of 1950. Sales for the nine-month period of 1951 were $29,083,000, equal to $4.16 a share.
Frankie independently years Maxin, of Hamburg. Hugo TONAWANDA, of United Nov. -Nov. was announced. The PLANS price sold announced. This 1,000 coin box operators, managed by Trad Bows Coin Model Clock Radio. Many of the new-arriving industries, including Joe Levine, said, "The increases were in the number of operators, service, and ... in both the large and the small." The following record stores sent the limited edition: G-M-G, Decca, Capitol, Brunswick, Bluebird, Coral, Warner, Vee Jay, and Coral. Illinois Ops Form Co-Op. Wright Fetes Oregon Trade. LUCK HELPS COLLECTIONS.
Equipment in Working Order May Still Need Replacement

AMI Incorporated

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, E., GRAND RAPIDS 2, MICHIGAN
BY AARON STERNFIELD

How would you like to have 25 music locations whose grosses vary from music hall to music hall and whose dollar volume you could, if listed in a year's advance?

Carl Pavesi, who has operated music equipment in White Plains, N.Y., since 1939, has 25 such locations on the piped music route he operates in combination with his juke box business. From 1939 until 1947 Pavesi operated the piped music in combination with his juke box business. For the remainder of the period, Pavesi had a four-year exclusive franchise with the White Plains area zone and when his franchise expired, Pavesi was able to take over the entire franchise and operate it himself.

At that time, Pavesi became interested in music on a juke box, which he considered a better way to operate a music business. He then began to develop plans for a juke box business. Finally, in 1947, Pavesi opened his first juke box business in White Plains.

Current piped music locations include six factories: five stores and 14 hotels. The equipment for the locations consists of a total of three AM/FM receivers and one AM/FM television receiver. Each location, of course, has at least one amplifier, which is a juke box that is connected to the immediate White Plains vicinity.

Pavesi's operation is similar to a juke box, but he has a number of other advantages. First, it is a telephone call from the location to the music room. Second, there is no need to call the location by number. Pavesi's system is easy to use, and the locations have been operating successfully for a number of years. Pavesi's system is similar to a juke box, but it is a telephone call from the location to the music room. Second, there is no need to call the location by number. Pavesi's system is easy to use, and the locations have been operating successfully for a number of years.

Pavesi's library system ensures that there is no problem in the library. Every book is kept in order, and the music is kept current. The books are transmitted over telephone wires, with Pavesi and the telephone company operating under a contract. The service is available to the immediate White Plains vicinity.

Pavesi's operation is simple to use. The locations have been operating successfully for a number of years. Pavesi's system is similar to a juke box, but it is a telephone call from the location to the music room. Second, there is no need to call the location by number. Pavesi's system is easy to use, and the locations have been operating successfully for a number of years.

Pavesi continues to be successful in the music business. He has taken over the entire franchise and operates it himself. Pavesi's operation is similar to a juke box, but it is a telephone call from the location to the music room. Second, there is no need to call the location by number. Pavesi's system is easy to use, and the locations have been operating successfully for a number of years.

Pavesi is a man who understands music. He has taken over the entire franchise and operates it himself. Pavesi's operation is similar to a juke box, but it is a telephone call from the location to the music room. Second, there is no need to call the location by number. Pavesi's system is easy to use, and the locations have been operating successfully for a number of years.

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Miami
Willie Blatt, Supreme Distributors' firm believer in program- ming for juke boxes. Blatt contends that with the advent of the 100 and 125-selection automatics, it is now possible to use a decent foreign record in every machine with profitable results. Other categories could contain popular numbers, polkas, waltzes, etc., says Blatt.

He is especially strong for European recordings on the request that they will attract listeners from the minority groups. A small number of these records could be rotated from one machine to another, Blatt added.

Ed Morse, Orange Blossom Music Company, says that the Southern vegetable farming district south of Miami, where most of his machines are equipped with a delay in getting the winter crop planted because of heavy rains.

Some on Maree's route in pop- ularity are "Rags to Riches" and "Eh, Comrade" in the pop cate- gory; "Blues Hand and" and "One Scotch, One Bourdon, One Beer" in the rhythm, and "Hey Joe" in the hillbilly class.

The Capitol record distributor, the Florida Record and Appliance Company, has moved its operation building. Sharing space in the new building. They could be contacted on page 90.

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DETROIT, Nov. 14. — With principals in the juke box labor racket case awaiting trial, Gov. M. G. Mennen Williams, requested the extradition of Herman (Turk) Pujanske, former right hand man and one of the defendants.

Pujanske is in California and has been fighting efforts to bring him back.

The case resulted from a con- tinuous police investigation into the charges that the principal defendant, Larry T. Draper, has been managing the Mutual Music Company in Detroit.

The other defendants are: William E. Buffalo, president; Leonard A. Merriam, head of the Mutual Music Company; and Lawrence J. Walsh, busines agent of the en- tity. Leonard Merriam, al- leged to have removed a juke box from a local Lionel Fisher head of Fisher Music, and Charles M. Moline, Fisher Music Op- erators' Guild of Michigan.

How Was Your Timing on . . .

"NORTH WIND"

1,000 Attend

(Continued from page 84)

Coral and Herald. Also present were New York, the main- tainers: Atlantic-New York (Wlb), Bowman-Sales (Aml), Young Distributing (Wul), and a few others (Evans).

The radio industry was rep- resented by the following distri- butors: rock, and Lou Phillips, both of Wils; Bill Sil- ver, of Wils; Walter Brewer, of Wils; and Lawrence Whew. Walter Brewer, frequent collaborator on radio, was in Whew. "Jack in the Box," was also in attendance.

NYMCA officers are Albert S. Black, president; Charles Ber- rin, vice-president; Harry Wasser- mann, secretary. All the officers, as well as the directors, were in attendance. The directors included: Marion Corn- lin and Louis Hirsch of the New York chapter; and Leonard Blake, managing director and Sidney Blake in council. Marion Ferris and Delores Brown comprise the secretarial force.

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Lloyd Cook, regional sales manager for Mercury Records, who maintains headquarters in Miami, spent several days in Miami getting the new distribu- torship underway.

The location of the Mercury distributor in S.W. Eighth Ave- nue has resulted in its designation as coin row. Maintaining offices the avenues besides Broo- kman are A. T. Vending Compa- nie, Inc.; H. G. Vending, Supreme Distributor, and the distributors of Decca and King records.

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Spotted as a Billboard

Yermee Stern, 2 E. 52th St., New York 17

Please start selling now —

8 Title Strips

Title Strips Ready for Top

Juke Profits

September 31

909-010

Title Strips

Spotted as a Billboard

BRENNER

You Know

Miami

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Way Out in Front

Talk about a colorful performer! This musical crowd pleaser has consistently powered its way through opposing lines to emerge with a clear field ahead. A great money-maker, see it in action and you'll see why its brilliant performance wins it All-American automatic music honors.

See Your Wurlitzer Distributor

Wurlitzer

1650 48-SELECTION STRAIGHT 45 RPM PLAY
1600 48-SELECTION 45 OR 78 RPM PLAY

IDEAL FOR SMALLER LOCATIONS

The Wurlitzer Models 1650 for straight 45 RPM play, or 1600 playing 45 or 78 RPM records, offer many new features at a lower price. The sparkling glass dome and pilasters enhance eye-appeal and the new, smaller cabinet fits into limited space. Automatic volume control, too!

The Rudolph Wurlitzer Company • North Tonawanda, N. Y.
THE BILLBOARD Index of Advertised Used Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard issue(s) indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment of the same year as that with which it is associated, those prices are indicated in parentheses. Where quantity discounts are advertised, as is the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time located, territory and other related factors.

• Amusement Games

<table>
<thead>
<tr>
<th>Arcade</th>
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TO SEE GENCO'S SHUFFLE GAMES

The game with Endless Combinations of Straight and Bank Shots!

NORTHWEST SALES COMPANY

3150 Elliott Ave.
Seattle, Washington

WANTED CLEARANCE SALE RECONDITIONED

SUNSHINE PARKS

10 PINBALLS
10 BOWLING
10 FUTURES
10 DIAMONDS & DIAMONDS
10 COMET-EGGNGH

10 LITTLE LUKE
10 THE WORLD OF WAREHOUSES

10 MARKET STREET
10 WAREHOUSE
10 LITTLE LUKE
10 THE WORLD OF WAREHOUSES

WANT TO BUY SHUFFLE GAMES

All kinds for cash.

Boyle Amusement Co.

532 N.W. Third St.
Oklahoma City, Okla.
Phone: Republic 7-3621

BEST BUYS OF THE YEAR

10 United Liberty (Leg Mate) $25.00
10 United Liberty (Leg Mate) $25.00
10 United Liberty (Leg Mate) $25.00
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10 United Liberty (Leg Mate) $25.00

Boyle Amusement Co. INC.

3150 Main St.
Kansas City, Mo.
Phone: 7-3621

Copyrighted material.
Coinmen You Know

Building is the Record Rack, a retail record shop.

Talk of a changeover to dime play has been reduced to whispers among coinmen here. A few operators, such as Sam Caravasios, Mariano Music Company, have taken the initiative and are charging a dime in a few of their choice locations.

Eddie Leopold, C & E Amusement, and his wife, Verus, came the parents of their first child, a daughter, whom they have named Jean.

Morris Ziephalme, owner of the Long Island Music Company, has returned from spending considerable time with Bond and Doria Shapiro, Nassau, is route man for Supreme Distributors and Doria is the AMOA secretary.

Harry Hassan, Early Bird Vending Company, operates a route of juke boxes and games and takes law cases on the side. Hassan has been a barrister for more than a year, having completed his law course at the University of Miami while operating his coin machine route.

George Caravasios, Southern Phonograph Company, is streamlining his salesforce once again. The agent's operator in the business, Caravasios had nearly 100 employees just a year ago. Then he took himself and 200 employees and the entire company staff started slipping back. Now he is trying to regain that former figure.

Operating at route once again is Hyman Cohen, G & G Amusement Company, who spent the summer in the North. Buster Ansley took over the route during Cohen's absence. Ansley returned to operation after operation. His husband, Arnold, is associated with the Juke Box Company.

Jimmie Bonne, business manager of the AMOA, is on a rigid diet. Also no more cigar. For a man who is seldom seen without a stage in his mouth, that's going to be a tough assignment.

Walter Zarzynski has gone to keep plenty busy. Bonne plans opening his own juke box route. Zarzynski's sales calls for the Supreme Distributors and is building his own house.

More than 2,500 of the nation's mortgage bankers are in Miami Beach for the 40th annual convention of the Mortgage Bankers Association of America, which should help collections for coinmen.

Chicago

C. W. Coon, president of Coon Manufacturing Company, Madison, Wis., C. H. Chapman, also of Coon; Bob Kendrick, Navenco Manufacturing Company, Dallas, sales manager, were in town this week taking the temperatures of the bottlers of Carbonated Beverages, who assessed the competition of the firm's Root Beer Company the week before.

Dick Tenenbe, Vend-Rite Manufacturing Company, has taken a partners into his firm: Fred Jung, former of J. H. Keepley & Company, Jung had been with Keepley since 1880. Frank Q. Dupre is head of coffee machine sales at Cole Products Corporation.

Gordon Hansen, who headed the defunct Arctic Vending Sales Company in Appleton, Wis., has joined Mechanical Merchandiser as general manager. Howard Olson, representing Transit Sales Company, is chairman of the new National Automatic Merchandising Association committee on promotional advertising.

Harold M. Scheed, head of Victory Vending Corporation, is enthusiastic over the rising volume of coin activity the firm is creating. The Rocket ring and similar items are building his firm's planes to substantial levels.

William Russel, national bottling, flavor sales division manager of Dad's Root Beer Company, is an especially energetic proponent of cup vending during the past two weeks as the firm's franchised bottlers journeyed in for the big annual Dad's convention.

Chicago

Lee Boyd, Ace Distributors, is back from a fishing trip to Long Island Sound. He made a fine showing in the Detroit Loomis Cup competition. Cappy's Music Service is going to build a new shop in Brooklyn. The son of Joe Perugia, New York and Brooklyn Music Company, has returned from Korea where he was wounded in action.

Arcade Equipment

| Item | Price
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The Billboard

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The following prices are not included: As equipment, coinboxes, or other items, only the simple machine price is listed. Any price obviously represents a condition of the equipment, age, time on location, territory and other related factors.

Your ticket to SALES RESULTS—the advertising columns of THE BILLBOARD!
Cancer strikes one in five
AMERICAN CANCER SOCIETY
**Coinmen You Know**

*Continued from page 85*

of the trade group has been can-
celled. Most of the members at-
tended the recent NAMA meeting.
he said, and the press of business
made it difficult to arrange a con-
venient date for a Milwaukee
setting.

Premium goods continue to be
in high demand for a steady flow
of operations to the Fred du Lac
Avenue headquarters of the Pas-
tier Distributing Company, Man-
ager Sam Mervin. However, over
the recent climb in sales, reports
that his firm is looking for new
and larger quarters. Present
strengths with a completely re-
modelled little more than a year ago,
but packing difficulties and lack of space make a move neces-
sary.

Recent step-ins at the Radio
Discography record counter included:
Art Vallinmont, Geo. Holby, Bacon...Stu Glassman reports
the most successful week is "Heart of My Heart," by the
"57's"—C. Glenn White, Alan
Dale and Johnny Desmond.

Am. Tobacco
Pall Mall in
Merger Deal

NEW YORK, Nov. 14.—The American Tobacco Co., manufac-
turer of Lucky Strike and Pall Mall in Chicago, has com-
pleted the process of merging with its
subsidiary, the American Cigare-
tte and Cigar Company, which markets Pall Malls.

According to Paul L. Hahn, president of both companies, each
share of common stock of Ameri-
can Cigarette will be converted into eight shares of American
Tobacco common. Each share of preferred stock of American
Cigarette will be converted into 1.11 shares of preferred stock.

American Tobacco shareholders
will vote on the proposal Decem-
ber 2, while American Cigarette
stockholders will meet December
6 to vote on the merger.

American Tobacco now owns
about 86 per cent of the 193,500
shares of common stock of the
subsidiary and 81 per cent of the
1,389 shares of the 6 per cent preferred stock.

The merger will eliminate American Cigarette as a cor-
porate body, and its outstanding
shares will cease to exist. Hahn
declared that the merger will strengthen the
companies as separate entities
had for years been looked upon as a needless complication."

Reynolds Net Up
7% Over 1952

NEW YORK, Nov. 14.—Net In-
come for the first nine months of
1953 for the R. J. Reynolds To-
bacco Company was reported 7% per
cent over the corresponding figures, it was announced
this week.

This year's earnings were $23,
505,000, equal to 80 cents a share.
Earnings for the cor-
responding period in 1952 were $22,705,000, equal to 78 cents a
common share. R. J. Reynolds
registered $18,118,000 for 1953 and $17,976,000 for 1952.

For the September quarter, net
income amounted to $7,689,111, or 50 cents a share. Revenues
for the quarter were a marked increase from $8,390,000 or 77
cents a common share for the third quarter of 1952. Earnings for
the fourth quarter were $8,412,000, against $7,965,000 a year earlier.

**Lorillard Breaks**

Quarterly Mark

NEW YORK, Nov. 14.—The L.
Rorillard Company rushed its
highest quarterly sales volume
during its 150-year history in the three-month period ended No-
tember 30, according to President
William J. Halsey.

Halsey's report showed sales of
$56,949,000, some $24 per cent high-
ner than the $56,946,004 registered
during the corresponding period
last year. Net income after taxes
was $31,278,981, against $28,694,681, or an increase of a common share a year earlier. **The Billboards**

NORn EVMBLY 21, 1953
The market place for the COIN MACHINE INDUSTRY

ADVERTISING RATES

- RUGBO CLASSIFIED (minimum $5) - $15.00 per inch. per inch, over 2 inches.
- RUGBO ADVERTISING (minimum $15.00) - $25.00 per inch.
- CONVENTION ADVERTISEMENTS - $50.00 per inch.

Business Opportunities

- Attention, all Coin Machine Operators, part-time or full-time. Earn money under cover of regular work. Opportunities are endless. Apply to the nearest Coin Machine Operator in your area. Call toll free 1-800-COIN-123.

Photo Machines - Sales, Rentals, Leasing

- Coin-operated photo machines, sales, rentals, and leasing. Open 24 hours a day, 7 days a week. Call toll free 1-800-PHOTO-123.

Route Availability

- Route available in the heart of the city. Call John Smith at 1-800-ROUTE-123.

Parts, Supplies & Services

- Get 10% off when you mention this ad. Call us toll free at 1-800-PARTS-123.

Coin-Operated Equipment

- Used Coin-Operated Equipment. Full service, parts, and repairs. Call us toll free at 1-800-USED-123.

Routes for Sale

- Routes for sale in your area. Call us toll free at 1-800-Routes-123.

No-Cal Launches National Coffee Concentrate

- No-Cal Coffee Concentrate. Launches national campaign. Call us toll free at 1-800-NoCal-123.

Order Now at Low Subscription Rates!

- Order your subscription now and receive special discount rates. Call us toll free at 1-800-Order-123.

Curtis Moves To Astoria

- Curtis Distribution Company moves to Astoria. Call us toll free at 1-800-Curtis-123.

Mercury Names

- Mercury Names. Call us toll free at 1-800-Mercury-123.

Cup Drink Mfrs.

- Cup Drink Mfrs. Call us toll free at 1-800-Cup-Drink-123.

Palm Beach

- Palm Beach. Call us toll free at 1-800-Palm-Beach-123.

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Palm Beach

- Palm Beach. Call us toll free at 1-800-Palm-Beach-123.
Miami Op's Shuffle Route Ownership

Miami, Nov. 14—Two of the area's leading operators have split their routes and formed new firms.

Mel Schwartz, formerly a partner with Paul (Whitney) Plissau in Whitey's Amusement Company, is now operating games and jukes under his own name. Plissau is now sole owner of the Whitey firm and also operates both game and music equipment. Meanwhile, W. J. Herring, of A & S Amusements, and Lucian Scholz, Marvel Venture, have combined their talents and are now operating a game route using the A & S Amusements trade name.

EVANS' LATEST

"CLUB MODEL"
Saddle & Turf

GUARANTEED REPLAY AWARDS
every game when 7 coins are played.
Especially designed for locations demanding liberal Replay awards.

Greatly improved new style SINGLE COIN DROP with slug rejector easily accessible on push-button plate. 5c or 10c play.
High score possible with single coin for top-play incentive.
As many as 7 players can deposit coins.
Electric Replayer Counter registers to 999.

LEGAL OPINION: This machine is not a Gambling Device as defined in the Johnson Act. It may be shipped interstate.

IF YOU CANNOT SECURE THIS MACHINE FROM YOUR DISTRIBUTOR, CONTACT FACTORY DIRECT!

H. C. EVANS & CO.
1536 W. CARROLL AVE.
CHICAGO, ILLINOIS

"WE ARE EASY TO DEAL WITH"

FACTORY DISTRIBUTORS, Cenco Distributors—United Imperial, Reel, Table—Victor

SHUFFLE NOV=a1=TORS

Distribution

R. M. R. A.

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SHUFFLE NOV=a1=TORS

Distribution

R. M. R. A.
**WURLITZER**

**WURLITZER**

NOVEMBER

Machines.

the MODEL

BUYERS

or

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25.00

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Wurlitser

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1015

1525.00

Florida

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American

Production

Home

Strikes

and

operators

with

Dick

Frank

is

1/3

s

$525

of

GARDEN

THE BILLBOARD

95

Copyrighted material
LIGHTNING SPEED OF TRAP HOLES...

FLASHING ACTION OF 4 FLIPPERS!

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.

* 4 POP BUMPERS ★ 4 FLIPPERS
* 2 CYCLONIC KICKERS ★ HIGH SCORE to 6 MILLION ★

NEW HINGED FRONT DOOR

“THERE IS NO SUBSTITUTE FOR QUALITY!”

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES
Keeney's 6-PLAYER PACEMAKER

Brand New MAMMOTH SNAP-ACTION PINS
MORE THAN DOUBLE SIZE OF FORMER PINS!

EVEN SUCH SILENT PLAYFIELD • HIGH SCORE FOR WEEK • SCORES ALL SPLIT SHOTS

KEENLEY PACEMAKER has Exclusive Features
that get and hold players' interest for
INCREASED EARNINGS!

WRITE-WIRE-PHONE YOUR
KEENEE DISTRIBUTOR!

THE BIG PUSH IS ON WITH
KEENEE PACEMAKER
sizes in 9 FEET

NATIONAL
5 BALLS
RECONDITIONED

IMMEDIATE DELIVERY
Goltlieb's
SENSATIONAL PIN WHEEL
Priced for Quick Sale! Delivered in 48 Hours.

NEW GAMES
Chicago Coin Advance Bowler
Chicago Coin Round the World Trainer

NEW UNITED IMPERIAL ROYAL
United Cauldron, The New 
10 BALL SHUFFLEPOUND

SPECIAL
Yacht Clubs
$769.50
Beach Clubs
$95.00
Dudo Ranches—Write

Drop in to see Genco's SHUFFLE POOL
the game with
ENDLESS COMBINATIONS OF
STRAIGHT AND BANK SHOTS

Remember
in New England
IT'S TRIMOUNT

Help Wanted
Mechanic—Experienced Only—
for Bingo Games. Need car.
GOOD PAY
in vicinity of Chicago.
Write, giving complete details of past experience, etc., to
BOX 687, THE BILLBOARD

National Coin Machine Exchange
111-13, Division Bldg.
Phone: Edgewood 1-4466, Chicago 14

National
5 Balls
Reconditioned

Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

Southern Automatic Music Company, Inc.
Established 1923
123 E. North St., Louisville 2, Ky.
115 Market St., Columbus 4, Ohio

After Tragedy Strikes
Your American Red Cross Is Always There
**Check these PLAY-ENTICING FEATURES:**

Numbers 1 to 6 each lite a letter to spell G-U-N C-L-U-B on backglass!

- Spelling G-U-N C-L-U-B Scores 1 free play and lit bottom center rollover and 2 top side rollovers for replay! Thereafter, 1 to 6 scores 1 replay.

- Ball over either of the 2 bottom side rollovers, when lit, lit up the next consecutive letter in G-U-N C-L-U-B!

- Hitting 2 stand-up targets after spelling G-U-N C-L-U-B lit up 4 additional side rollovers for 1 replay. A "SURE SHOT" feature!

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