

# The Billboard

SECTION 1

**OUTDOOR  
CONVENTION  
NUMBER**

featuring the  
**1953 CAVALCADE  
OF FAIRS**

MORE THAN

**40**

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Crowd Builders

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Big Days

TV—A Valuable  
Ally

Crowd-Building  
Gimmicks

NOVEMBER 29, 1952



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE: 25 CENTS

## Outdoor Year Good; 1953 Forecast Same

### AGVA Welfare Plan Stirs Up Battle Royal

By BILL SMITH

NEW YORK, Nov. 22.—A torrent of protests has deluged the American Guild of Variety Artists in its demand on talent buyers to contribute to a welfare fund that was set up in conjunction with the union's accident insurance policy.

The great majority of objections are based on what is called AGVA's dictatorial methods that buyers either pay up or do without shows. Cafe ops, notoriously reluctant to join any organization, are hurriedly banding together to battle AGVA on the welfare contribution. At least two such orgs are preparing legal action, and others are talking heatedly about starting individual suits.

Talent agencies which have been informed by AGVA that they will be required to stop selling talent to buyers who refuse to pay have told AGVA they intend to do no such thing. If buyers are required to pay any welfare, it is up to AGVA to police them, not the agents, they replied.

Outdoor talent buyers have turned down flatly AGVA's demand. The AGVA plan is as follows: Each club date booker will be required to pay the union \$1

(Continued on page 17)

### Sherwood for 9 NBC Scripts

NEW YORK, Nov. 25.—Pulitzer Prize-winning playwright Robert E. Sherwood today signed an unprecedented scripting deal with the National Broadcasting Company. The pact, effective January 1, calls for Sherwood to pen nine original one-hour plays for the web over a five-year period. NBC gets exclusive AM-TV rights to the works, and options to continue the rights over five more one-year periods. Sherwood is believed to be getting in excess of \$50,000 for the scripts.

Sherwood, according to terms of the agreement, has complete freedom of independent operation, both in selection of subject matter and treatment. The plan calls for Sherwood to write and NBC to produce the dramas at the rate of about one every

(Continued on page 4)

### TV-FILM SYNDICATION

## 2 Nets' Plans May Spark Big Change

NEW YORK, Nov. 22.—The coming of 1953 is expected to bring with it some radical innovations to the TV film syndication field, changes which may make a deep and perhaps indelible mark on the still infant industry. Among the factors calculated to cause considerable stir are moves by the Du Mont network and the American Broadcasting Company to become major factors in the film business.

Already Du Mont is putting into effect a syndication blueprint not previously used in this field, although of proved value in other aspects of show business and particularly theatrical films. ABC, for its part, is believed preparing to make its move with new methods of its own after its merger with United Paramount Theaters gains final approval.

The Du Mont hope is pinned on the development of a TV film version of the franchise plan. Quietly, the web has undertaken to build a chain of strong distributor links covering all video markets, with a number of key franchises already set. Under this

plan, the holder of each franchise is given distribution and sales rights to properties in the Du Mont Film Syndication department for a specific area. These holders of local franchises are people of high local repute, and frequently of considerable experience, recommended to the web by the TV stations, advertisers and ad agencies in those localities.

This distribution plan is similar to that utilized by major film companies such as Warner Brothers and Paramount in past years, and is regarded as having done much to help the development of the theatrical film and exhibition industry. By and large, the contractual arrangement between the web and the holders of local franchises—sales made by the franchised firms calls for a 50-50 split of the take due the web's Film Syndication Department, as a result of its deals made with the producers of the films offered for sale.

The franchise plan for distribution still is in use by major record firms. A major asset of this sys-

(Continued on page 11)

## Early Decision On 'Featherbed' Due

WASHINGTON, Nov. 22.—An early decision is expected from the Supreme Court, which this week (19) heard summary arguments in the case of National Labor Relations Board versus Gamble Enterprises, Inc., involving test of whether American Federation of Musicians' players must be hired even if their services have not been requested by the employer (The Billboard, October 26, November 22). This week's hearing was short but lively, with several of the associate justices peppering legalists on both sides with queries to establish whether the anti-featherbedding provision of the Taft-Hartley Act had been violated by AFM. Bernard Dunau, NLRB counsel, arguing the NLRB's position before the court, contended that AFM's practice of requiring theaters to employ local musicians when name bands are used does not constitute violation of the anti-featherbedding provision of the Taft-Hartley Act, inasmuch as the local orchestra

was required by the union to perform during periods when the name band was not performing. Frank C. Heath, arguing the case on behalf of Gamble Enterprises, Inc., insisted, however, that AFM violated the law's provision, citing the law's definition that "It shall be an unfair labor practice for a labor organization or its agents to require or attempt to cause an employer to pay or deliver or agree to pay or deliver any money or other thing of value . . . for services which are not performed or not to be performed. This is the first case arising under the anti-featherbedding provision of the Taft-Hartley Act to reach this court," and he added "unless it is affirmed it will be the last."

Justices Robert Jackson and Felix Frankfurter, as well as Chief Justice Fred Vinson, in a succession of queries sought to determine whether there was a distinction between the local orches-

(Continued on page 13)

### Mid-Season's Upturn Offsets Shaky Spring

Barometers Indicate  
Plenty Jobs, Stable  
Economy for 1953

By HERB DOTEN

CHICAGO, Nov. 22.—Outdoor show business enjoyed satisfactory-to-good yields in '52 and faces similar prospects in the coming year.

These were the conclusions drawn from surveys conducted by The Billboard as three major segments of the field—fairs, carnivals and amusement parks—awaited the opening here next week of their annual convention.

A glance shows that fairs generally had a big year, that most parks enjoyed grosses averaging close to 10 per cent higher than '51, and that the major part of the carnivals experienced satisfactory business, with only a relatively few reporting either sharp increases or declines from the previous season.

Circuses, both of the indoor and outdoor variety, also chalked up okay business, thanks in a large measure to a mid-season pick-up and a strong finish that overcame weak turnouts in the season's early months. Carnivals, too, had light early-season business, which picked up in mid-season and surged into a strong money-winning stride with the opening of the fair season.

#### Economic Conditions

The basic economic conditions which prevailed in '52 are expected to continue thru '53. Employment will be high. That, of itself, indicates continued good patronage. But, it also means that some branches of the outdoor field—carnivals, particularly—

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# Billboard Backstage

By JOE CSIDA

I've associated with hambones so long that I've gotten to be quite a hunk of pork myself. A couple of Thursdays ago I did "Author Meets the Critic" on the Du Mont TV network.

The author, you may recall, was New York Herald-Tribune and syndicated radio-TV columnist John Crosby. The critic who thought the book, a collection of Crosby columns entitled "Out of the Blue," was excellent, was Henry Morgan. The moderator was Bennett Cerf, and the critic who disliked the collection was Csida. I put the blast on Crosby and all his works with every wickedness I could concoct. As I've said, I enjoyed the show, but the fun (unknown to me) had not yet begun.

Thursday nights are pretty hectic around our factory; so I dashed out of the studio, coat over my arm, back to the office. About three Friday morning a bunch of our guys and girls decided to call it an evening and go out for coffee. I donned the coat, and found it wasn't mine. Morgan was the only person on the show, somewhere near my physical stature, so I asked my girl, Florence, to

check him. The coat wasn't his. At a loss about whom to check next, I decided to wait for the owner of the coat to call me. But came Sunday and I had to leave for Chicago for a set of meetings. Monday night, as I was rushing to catch a plane for Hollywood, a wire from my secretary was handed to me.

"Crosby," it said, "has coat. Do you want to arrange switch now or wait until you return. Please wire."

Tuesday morning, with a slight touch of pleurisy and Crosby's coat, I started on the squirrel cage existence, which my visits to Hollywood invariably are. Thursday, Walter Winchell's column carried the following item: "Bellylaff Dept: John Crosby, the teevy-radio assassin, was on 'Author Meets the Critic' the other night and got into quite a hassle with the editor of The Billboard. They traded some classy insults, name-calling, etc. To add insult to injury, when Mr. Crosby went to get his new coat, he found that the editor (Joe Csida) had taken it in error and had flown to the Coast. Mr. Crosby is wearing Mr. Csida's old coat—which don't fit."

Friday night, while I was out of the office, a teleprinter message arrived for me in Hollywood from publisher Rog Littleford in New York. "Crosby is getting very anxious for his coat. Yours doesn't fit, and he has no other. Can you air express it to him?"

I was rapidly developing an inferiority complex. Winchell, Littleford, everybody seemed to be concerned about Crosby's coat, which, cross my heart, was at least as old as mine, and (it seemed to me) overplaying how badly my coat fitted him. Well, his didn't fit me any better, and I wasn't squawking. When I got back here to New York, however, the final, crushing blow fell.

Among the fan letters I received on the show, was this from a Joseph Jamison of Philadelphia: "Dear Mr. Csida,

"Your performance on TV last night, is the perfect illustration of the saying: 'Casting Pearls to the swine'."

There was a P.S., which said: "As an afterthought I came to the conclusion that in your case it is most important that I specifically advise you the casters are Crosby, Morgan and Cerf."

# Washington Once-Over

By BEN ATLAS

WASHINGTON, Nov. 22.—The celebrated "standby musicians" case, which got a hearing from the Supreme Court this week, supplied the staid chamber with some of its liveliest entertainment in months. Chief Justice Fred Vinson and his distinguished panel of associates listened to the opposing arguments with evident relish. At one stage when opposing counsel in the case got into a heated wrangle over the legislative intent of the Taft-Hartley law's anti-featherbedding ban, several of the jurists joined spectators in amused smiles. When Bernard Dunau, National Labor Relations Board counsel, sought to bulwark his argument by reading at great length from congressional debate on the law, Associate Justice Robert H. Jackson interposed wryly: "I'd rather hear what the congressman said in the cloakroom than what they said on the floor."

## STORM BREWS ON EDUCATION TV

A fortune in TV spectrum space is at stake in a growing clash over the fate of reserved educational channels. With only nine of 242 reserved channels grabbed up so far by educators and with applications for others reaching the Federal Communications Commission at none-too-fast a pace, the issue is getting red hot. In setting those channels aside for non-commercial use by educators, the FCC placed a June, 1953, deadline on the reservations. Theoretically, any of the 242 reserved non-commercial channels which aren't applied for or which aren't in use by next June would become available to commercial bidders. Obviously, educators are having a hard time raising sufficient coin to apply for those valuable channels. The FCC is well aware of this, and the commissioners are plenty troubled. FCC Chairman Paul A. Walker and some of his colleagues have sent out recurrent warnings to the educators that the channels can't be kept on

the shelf indefinitely. Commissioner Robert T. Bartley, nephew of Rep. Sam Rayburn (D. Tex.) has talked tougher than the rest. He's said it would be wasteful to keep those channels in the public domain. Big blow-off on the issue is expected to take place on Capitol Hill where educators have proved they have many a staunch ally. There's chance that legislation might be introduced to stretch the deadline on the channel reservations. This would run into a tempestuous fight, but the educators' powerful friends include occupants of both sides of the political aisle. If such legislation is introduced, don't be surprised to see FCC adopt a neutral stand. After all, the commission doesn't often have the opportunity to be taken off the hook by Congress itself.

## SHARP ANALYSIS ON THEATER TV

Fast gaining a reputation as the sharpest analysis yet to come from the government on theater TV's future is FCC hearing examiner Leo Resnick's initial decision in the American Broadcasting Company-United Paramount Theaters, Inc. merger case. Few such documents have stirred more comment and the demand for copies of the 140-page text is surprisingly great. There were raised brows in government circles here over Resnick's observation that the TV film industry is rising as an independent entity on America's industrial frontier and is anything but a mere offshoot of Hollywood. In some legal circles here it's figured that the movie industry's future in TV will be determined by the fate of pay-as-you-see TV. Subscription TV won't be clarified by the FCC for some time. It'll be an issue in the theater television hearing slated to resume January 26. That hearing is likely to set a marathon record not only in wordage but in duration.

# Legit Line-Up

The contemplated opening on December 18 in Los Angeles of Pierre La Mure's "Moulin Rouge," under the banner of George Boroff and J. M. Alkow, has caused a ruckus between La Mure and Arthur Lesser, who claims production rights to the script. Tho the author's agent says Lesser's option expired November 5, Lesser claims verbal and written consent to an extension of the option. Meanwhile, the Coast production is going ahead as scheduled, with a New York bow in the offing. "Pal Joey" will break its own original Broadway record on November 26 by chalking up 375 performances for its revival. The new Mia Slavenska-Frederic Franklin ballet company of 50, with Alexandra Danilova as guest, will play one week at the Century Theater, New York, beginning December 8. On opening night the company will feature Valerie Bettis' "A Streetcar Named Desire," based on the Tennessee Williams play.

Actors Equity will receive a Brotherhood Award from the National Labor Council of the National Conference of Christians and Jews on December 2 for its action against theater segregation in Washington. Watercolors by Milton Marx will go on special exhibition, called "The New York Stage from the Wings," at the Museum of the City of New York from November 26 to January 5. The Committee of Theatrical Producers, independent members of the League of New York Theaters, elected Richard Myers chairman. Other officers are Irene Mayer Selznick, George Abbott and Howard Reinheimer.

## BUILDING CODE IN LAST DRAFT

Theater representatives, architects, engineers and Fire Department officials, comprising the Building Codes Committee, have agreed on terms for the new codes to liberalize theater construction. They will meet December 3 on phraseology, with the presentation of the plan to the City Council the next step. The sale of liquor, smoking during performances and the construction of offices or stores over or under the theater are some of the terms in the new plan. The New York shooting of the Council of the Living Theater's film, "Main Street to Broadway," begins December 1, when stage names will go before cameras for their sequences. Equity Library Theater's fund drive to raise \$11,500 will be sparked by a Christmas party December 14 at the Twelfth Night Club, with Margaret Webster and Melvyn Douglas hosting. Also ELT's new Directors' Workshop will give an evening audition to an invited audience November 24.

Wauna Paul's hit production of Janet Green's "Murder Mistaken," which received public and critical raves in London, will be brought to the U. S. by Edward Choate and George Ross. Ross will go to London next week to make arrangements with Miss Paul. Sidney Blackmer in "Second Threshold" opened the Memphis Arena Theater at the King Cotton Hotel November 11. An Equity committee will meet with the New York City Center on reactivating the Center's theater season. Whitner

Bissell and Jane White have been named to fill the union's council post left vacant by Henry Fonda and Jaunita Hall.

## DESIGNERS SET FOR NEW SHOWS

Howard Bay will design the sets for "Lily"; Rolf Gerard, for "The Love of Four Colopels." The stage hands for "An Evening With Beatrice Lillie" threw a surprise party to celebrate the show's 50th performance; \$100,000 in advance sales have been racked up by the show. "Hazel Flagg" dancer auditions will be held November 28 at the Broadhurst Theater. Paul Hartman will fill the Hiram Sherman post in the Bette Davis "Two's Company." "The Chocolate Soldier" will wind up the season of the Paper Mill Playhouse, Millburn, N. J., next week, reopening during the Christmas holidays. A second company of "Dial M for Murder" will open in Boston December 26. Metro-Goldwyn-Mayer and Huntington Hartford 3d were battling for the film rights to "Seven Year Itch" even before they read the New York reviews. The Palace Theater, Lakewood, N. J., opens a 25-week season of winter stock November 25 with "The Skin of Our Teeth." Penelope Munday, in "The Climate of Eden," has been selected by Daniel Blum for the first Theater World Award this season. Clinton Wilder is planning details on Jacques Deval's play, "Samarikand." John Larson has been signed to direct "Masquerade," starting December 7.

# Plan Exhaustive '52 Census Of Entertainment Industry

WASHINGTON, Nov. 22.—The most exhaustive census of the entertainment industry soon will be undertaken by the Commerce Department in its five-year census of the nation's service trades. The census, which will be taken in 1953, is figured certain to show a vast growth since the last census of 1948.

Covered in the census will be all classes of amusement business classified by Commerce as "service trades." Excluded from this category are TV-radio broadcast stations, TV-radio manufacturers, electronics manufacturers, candy manufacturers, movie producers, disk and phonograph manufacturers. The census will cover legit theaters, movie houses (both indoor and drive-ins), bands, orks and entertainers, legit theatrical producers, amusement parks, shooting galleries, coin operated amusement devices, carnival concessions, swimming pools, skating rinks (both roller and ice), race tracks, dance halls, bathing beaches, vending machines, TV film producers, retail trades, selected service trades, theaters and other amusement places, hotels and tourist courts. The Bureau estimates that reports will be collected almost wholly by mail from about 3,000,000 business establishments.

Recognition of the fast-growing TV-film industry will be given in amplified data forms which have been tentatively drafted. Census hopes to get information on TV-film production and distribution and hopes to canvass for this information not only the Hollywood film industry, but also from TV film producers who have come into being at a rapid pace independently of Hollywood. The information will go into the detail of types of subjects (features, talent, advertising, industrial, educational, and others). Census hopes to get information on theater TV in the following categories: feature subjects, (4,000 ft. or over in length); short subjects and new reels. From legit and movie theaters, Census hopes to get customary information on total numbers of paid admissions during the year, total number of free passes and total number of performances or showings; also, how long the theater has been in operation, seating capacity and car capacity for drive-ins.

Census forms to be distributed for assembling of data on legit and musical presentations, circuses, carnivals, amusement parks and related activities will also seek customary information on operating receipts on admissions and entertainment, admission taxes, fees of agents, managers and producers, sales of merchandise; and such non-operating receipts as rentals, and commissions from operators of leased departments, concessions, or stores, advertising endorsements and other activity. Categories to be covered will include productions for legit theaters (including road and stock companies); productions for TV, radio, night clubs and other.

(Continued on page 32)

# Picture Business

By LEE ZHITO

HOLLYWOOD, Nov. 22.—Last week, I devoted this space to touch upon the fascinating changes taking place on the Hollywood picture scene as a result of TV film—changes that find the fledgling television film industry absorbing the manpower surplus created by belt-tightening within the movie ranks. Of course, this is only part of the story. There's more to film production than actors, directors and set hands. Millions of dollars are tied up in facilities and thousands of acres of real estate to give the manpower its necessary elbow room.

The TV film industry, born a few years ago in makeshift garages and converted barns, has come to Hollywood's rescue, on still another score. Just as it has taken up the slack in the movies' employment, so has it pressed into profitable use facilities that otherwise would have wanted in value.

This week's news highlights an important milestone in the meteoric rise of the new industry. For the first time in its history a TV film production company bought its own lot. Gross-Krasne, Inc., this

week acquired the California Studios to serve as the studios for its TV film operations.

Jack Gross and Phil Krasne are among the motion picture veterans who succumbed to the challenge of TV film.

The firm continues to produce the "Big Town" series for Lever Brothers and this week was signed by the same sponsor to make a series of four half-hour films for the "Lux Video Theater," a show that has been originating as a live telecast from New York. Phil Krasne has been producing "The Cisco Kid" series for the Fred Ziv organization.

Gross-Krasne, as a number of TV film production companies, has felt the increased pinch of available studio space. Earlier this year, the company was located on the General Service lot. Need for more space prompted its recent move to Culver City's RKO-Pathé Studios. The company, however, realized that to be able to take on more production activity, it would need even more space. The move that had been predicted in industry quarters for some time, that one of these days, one of the

more active TV film producers would be forced to buy his own studios, finally happened.

Actually, a quick run down of the amount of studio space currently occupied by TV film production, is indeed an eye opener. It serves to again illustrate the beautiful timing whereby one industry moves in to take up what another industry no longer can handle. Lots, such as the California Studios, Motion Picture Center, the Hal Roach lot, General Service, KTTV (formerly Nasour) Studios, Eagle-Lion, RKO-Pathé, among others, but a few years ago were centers of feature film activity. It was here that the once lush independent motion picture industry thrived. Independent production, however, was the first to feel the TV box office knife and producers soon dwindled in number to vacate the sound stages. TV filming today is taking space at other lots to help complement feature film production at Samuel Goldwyn Studios, and at such major lots as Republic, Columbia Pictures and Universal-International.

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# Glasgow Gleanings

By CLIFF HANLEY

GLASGOW, Nov. 22.—There's a saying in show business in Britain that if you can please a Glasgow audience you can get by anywhere. A few recent events have been eroding this tradition and tending to suggest the heretical truth that Glasgow audiences are just as bean-headed as any others.

A few months ago actor-author John Clements appeared here in his "Happy Marriage" and took the town by storm. When the show reached London, some of the criticisms were so vicious that author Clements engaged in a public battle with one critic, and an unpleasant time was had by all. Then, last week, the musical, "Blue for a Boy" revisited Glasgow. Fresh from a successful two-year London run, it did good business. But on its previous appearance here, before the London opening, it laid an egg. Obviously the same canny Scots who ignored it then have dutifully accepted London's verdict.

Last week, too, the local stock company, the Citizens' Theater, had to take off after six days a new Scottish play, "The Masque of Summer," by Ian Dallas. This is a fairly high-flown piece of poetic drama which gave the players one of the loneliest weeks in their history, altho some observers have greeted it gleefully as a work of genius.

## SCOT'S INDEPENDENT ON TV VIEWING ...

Scotland does, however, continue to make up its own mind on the subject of TV, and still declines to follow the American pattern. The number of viewers is growing, but it has a long, slow way to go. Scots will not accept the view that things which are not in themselves interesting, suddenly become interesting when they appear on a small screen. TV is not a common topic of conversation here. Ordinary people hardly ever mention it, in fact. This reporter either. The medium is just not delivering the goods, and few will buy at a price of \$200 or more for a set, (in view of the fact that the average wage of, say an engineer is \$18 to \$25 a week).

## BROADWAY SHOWLOG

Performances thru November 22, 1952

### DRAMAS

Bernardine (Playhouse).....10-16, '52	44
Dial "M" for Murder (Plymouth).....10-29, '52	92
Electra (Hellinger).....11-19, '52	5
Mrs. McThing (48th Street).....2-20, '52	260
Renaud-Barrault Company (Ziegfeld).....11-12, '52	13
The Deep Blue Sea (Morosco).....11-5, '52	21
The Four Poster (Barrymore).....10-24, '51	455
The Male Animal (Music Box).....4-30, '52	236
The Millionaire (Shubert).....10-17, '52	43
The Moon is Blue (Henry Miller).....3-8, '51	707
The Seven Year Itch (Fulton).....11-20, '52	4
The Time for the Cuckoo (Empire).....10-15, '52	45

### MUSICALS

An Evening With Beatrice Little (Booth).....10-2, '52	60
Guys and Dolls (46th Street).....12-15, '50	908
My Darling Aida (Winter Garden).....10-27, '52	36
New Faces of 1952 (Royale).....5-16, '52	220
Pal Joey (Broadhurst).....1-3, '51	373
South Pacific (Majestic).....4-7, '49	1,492
The King and I (St. James).....3-19, '51	691
Wish You Were Here (Imperial).....8-25, '52	173

### COMING UP

(Week of Nov. 23, 1952)	
Oedipus Tyrannus (Hellinger).....11-24, '52	
Time Out for Dinner (Lyceum).....11-26, '52	

### CLOSED

The Climate of Eden (Martin Beck).....11-22, '52	12
(Opened 11-6, '52)	
Point of No Return (Alvin).....11-22, '52	349
(Opened 12-13, '52)	
Iolanthe (Hellinger).....11-22, '52	8
(Opened 11-10, '52)	

# London Dispatch

By LEIGH VANCE

LONDON, Nov. 22.—Most popular spot on the British Broadcasting Corporation's TV service is "The Play." Whenever and wherever it crops up, it gets top viewer reaction and is looked upon as a "must" by the planners. But with very rare exceptions the standard put over on the screens here has been very low. Plays fall roughly into three categories—"classics" or well-known stage successes (usually adapted by the director), plays written specially for the medium by well-known authors and a new work from fledgling writers. It is this last group in which the BBC is most interested. For the peak play spot on Sunday night, which gets an automatic repeat the following Thursday an author can expect around \$1,000—pin money which does little to attract people in the playwriting class of J. B. Priestley and Terence Rattigan. But for a new playwright, up against the (seemingly) impossible odds of getting a West End management interested in his work, it is not a bad return. Especially as a heart-warmingly high percentage of such plays first aired on TV are later transferred to the stage. Frederick Knott's "Dial M for Murder" is one piece which took this round-about route to the big money. So, to encourage the unknowns and ensure themselves of a plentiful supply of new plays, the BBC has been doing a little sprucing up in its script department. Recently it created a new job and brought in film scripter Sir Basil Bartlett to run that department with the express object of seeking out and encouraging new talent. Altho he has only been on the job a few weeks and none of the plays he has actually handled has yet been screened, he has brought a welcome gust of air to TV's Lime Grove headquarters and new life to regiments of young writers who thought the snailspace script department in its previous form was just one more of the setbacks they have to face for the pleasure of calling themselves writers. Bartlett set about destroying traditional BBC red tape in much the same way he ran his Army film unit during the war. The first thing he did was to get around him four young writers interested in the medium, train them on technicalities and appoint them his assistants to give specialist advice to other writers with good material but little knowledge of camera angles. More than that he is shattering old BBC procedure by coming up with revolutionary ideas. An example is the translation of a successful motion picture (the French "Edward and Caroline") into a TV play. More important than any of these innovations is the fact that the peak spot of the fastest-growing medium in show business is in the charge of a man who isn't afraid to experiment.

## JULIE WILSON TRIES 'PACIFIC' ...

Most critics went along to see night club singer Julie Wilson take over from Mary Martin in "South Pacific" in a state of nervous anxiety. La Wilson is popular over here, but this was a mouthful for anyone to bite off. Most of them went away still anxious. There's a gulf of difference between the floor of the Colony and the stage of the Drury Lane. But over-all the verdict was a good try. Bookings continue solid.

Ann Todd, star of the film "Breaking Through," is waiting to open here in George Tabori's "Flight Into Egypt," which was to have started its pre-London tour around Christmas. The piece is being slightly re-written for England. No leading man has been fixed yet.

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# Highlight Reviews

## TELEVISION

# Sheen Magnetism May Prove Man Still Doth Not Live by Bread Only

By BOB FRANCIS

Bishop Fulton J. Sheen has gone commercial and, as what was practically a foregone conclusion, he, his sponsoring Admiral Corporation and the Du Mont network have a hit TV show on their hands. It should be stressed, of course, that there is nothing personally commercial in the Bishop's participation, since his entire fees go to Mission Humanity, a charitable organization which aided some 53,000,000 people of all races, colors and creeds last year.

The format of "Life Is Worth Living," except for the inclusion of short commercials for Admiral TV and refrigerator products, is substantially the same as last year's highly successful programs. The Bishop is backgrounded by the familiar book-lined study with its most essential blackboard. The picturesque red cloak and the little scarlet zucchetto (which he jokingly referred to as a "Bishop's beanie") are again in evidence, as he launches a 26-week series of the philosophical

talks which snare listeners on the basis of sheer personal magnetism.

It would be idle to say that if Sheen had not been called to the cloth, he could have been a brilliant actor. He is a brilliant actor, in the sense that he underplays dogma and bias to underscore a spiritual message, in terms of simple sincerity, to no particular sect or creed but to humanity in the broadest sense. He speaks to the point to the man in the street. His analogies are easy to understand, and he leavens the whole with a blessed sense of humor. The test is that after some 25 minutes of apparently spontaneous comment, a viewer is left with the conviction that he has been listening to a real man of God.

Sheen's text for the opening Tuesday (18) program stressed the monotony of life without goal of purpose. All existence is unsatisfactory without it. Analyzing the parable of the prodigal son,

he pointed out that the elder brother has lost all sense of the brotherhood of man and with it his sympathy and pity for human frailty. As long as the goal is truth, love and understanding, God says keep on doing what you're doing—a simple, solid message for a troubled world.

It is costing Admiral about \$1,000,000 to put the Bishop on view 26 times. That the venture will pay off for Admiral seems obvious. But the value of what Bishop Sheen has to say and how he says it can't be reckoned in dollars and cents.

## Life Is Worth Living

TELEVISION — Reviewed Tuesday (18), 8-8:30 p.m., EST. Sponsored by Admiral Corporation, thru Erwin, Wasey Corporation, via Du Mont Television Network. Director, Frank Bunetta. Commentator: The Most Reverend Fulton J. Sheen, Auxiliary Bishop of New York.

## LEGITIMATE

# Thoroly Ribald & Wholly Delightful, 'Itch' Is Raciest Fun Since Rabelais

By BOB FRANCIS

George Axelrod has written a very funny comedy—something with slight overtones of "Dream Girl" and "Voice of the Turtle." It will no doubt draw a churchly raised eyebrow—perhaps even be banned in some ecclesiastical circles—dealing as it does with a husband's straying during a wife's summer sojourn in the country. But an awful lot of customers are going to get an awful big kick out of Tom Ewell's small amorous interlude with the gal who lives upstairs, when events conspire to give him the "Seven Year Itch" after a happy marital span of a like number of years. Enough customers, in fact, to give "Itch" comedy's first solid success potential of the season.

Axelrod's fun basis is paper-thin, concerning a late thir-yish publisher who suddenly gets youthful ideas about a 22-year-old dish in the apartment above, when he is left to keep bachelor hall. Mulling over potential lost opportunities, he goes in for a little dalliance, which, when it finally comes off, is something of a headache. However, it isn't what the lad does, but what he imagines about it, that makes the fun. What with his conscience continually needling him from the wainscoating, the specters of moral retribution that he can con-

jure up are frightening to behold. And they are there to see, because more than half of Axelrod's philanderer's progress takes the form of acted-out bits of his be-deviled imaginings.

Some seasons back, Tom Ewell registered himself a top Stem comedian by winning a Donaldson Award for his dead-pan friend-of-the-family in "John Loves Mary." His equally dead-pan publisher in "Itch" only again proves his right to a top niche in his field. The part and he are made for each other, and director John Gerstad, with evidently typical as from father-in-l. Elliott Nugent, has invented hilarious business for him to carry out. Ewell is just great.

As Ewell's co-conspirator in moral turpitude, Vanessa Brown makes the seemingly naive upstairs tenant the kind of dish to stir romance in a summer bachelor. She makes the lass just fatuous enough to become a party to such giddy clandestine nonsense. Neva Patterson is handsomely radiant as the wife who wants her yellow skirt sent to the country, and George Keane puts a big bang into a couple of scenes as a professional wolf-caller. Robert Emhardt adds another of his always happy character portraits as a stoutish psychiatrist with a

small yen for wife murder. Marilyn Clark, Joan Donovan and Irene Moore likewise contribute to the general fun as a few of the fem chances the hero has passed up in the past.

Pr. luctionwise, "Itch" is top drawer, with a novel terrace apartment set by Frederick Fox, the details of which herewith will not be disclosed, since its design has so much to do with the play's screwball action. Despite any lifted eyebrow, "Itch" is a hit—impudent, funny and delightfully played.

## The Seven-Year Itch (Opened Thursday, November 20) Fulton Theater

A comedy by George Axelrod. Staged by John Gerstad. Setting and lighting by Frederick Fox. Production supervised by Elliott Nugent. Incidental music by Dana Sues. General manager, Richard E. French. Stage manager, Charles Durand. Press representatives, Marian Byram and Phyllis Pearlman. Presented by Courtney Burr and Elliott Nugent. Richard Sherman ..... Tom Ewell Helen Sherman ..... Neva Patterson Ricky ..... Johnny Klein Miss Morris ..... Marilyn Clark Elaine ..... Joan Donovan Marie, What-ever-her-name-was ..... Irene Moore The Girl ..... Vanessa Brown Dr. Brubaker ..... Robert Emhardt Tom Mackenzie ..... George Keane The voice of Richard's Conscience ..... George Ives The voice of the Girl's Conscience ..... Pat Fowler

## NIGHT CLUB

# Phil Moore Flock Delivers 2-Hour Stage Revue in Fast Tab Format

By BILL SMITH

This show, tagged, "Phil Moore and 'is Flock" is far and away one of the snappiest tab musicals to play a big league club like La Vie En Rose in a long time. Television buyers, musical comedy producers and cafe ops could take a chance on this one without worrying about pulling a boner. The show has about everything called for in a two-hour musical, and it's all jammed into a 60-minute seg. It has comedy, dancing, songs, music and looks, plus Phil Moore up front on the piano.

Every one of the nine kids in the "Flock" has talent, looks and spirit, each doubling from miniature production to single spots and back again. The show started off with a swiny "Flock Is

Rockin' Tonight," with the gals in lush, expensive costumes designed by Maxine Barrat to serve dual purposes. Parts are removable, so the effect is of many costume changes, tho a basic one is used.

Dottie Saulters, on next in a novelty "Big Bad Wolf's Afraid of Me," is followed by the torrid tapology of Bunny Briggs. Then after "It's a Rainy Day" by Joya Sherrill, backed by choral effects by all the kids, the show's well on the road.

For sly comedy "Lies, All Lies," with Jackie Danois, Margee McGlory and Dottie Saulters, in maid costumes, is a hilarious songalot that almost stopped the show. For the love interest there

is Bob Bailey, a tall, good-looking bary who did a wonderful "Then Came Love" with choral backing. A fast tongue-twister, "Shuckin'," with Dolores Harper and Bunny Briggs, kept up the tempo, followed by another comedy number, "Smart Time, Part Time Maid," by Margee McGlory.

## Plenty Choices

It is difficult to pick out the most tuneful or the most hilarious song in the unit. A comedy number, "The Thirty-First Wife," rated pretty high in the laugh parade, with the ballad, "I Need All Your Love," in the big league, down-tempo category.

It isn't any single song nor any single performer that makes the

(Continued on page 50)

## GOP Begins Re-Evaluation Of 'Voice of America' Seg

WASHINGTON, Nov. 22. — Signs of drastic realignment in store for State Department's "Voice of America" when John Foster Dulles becomes secretary of state under incoming President Dwight D. Eisenhower are already appearing. The start of the "Voice's" re-evaluation was under way in advance of the new administration this week as a Senate Foreign Relations Subcommittee issued a report which was eloquent in its lack of praise for the "Voice" and in its high praise for the British radio propaganda set-up under British Broadcasting Corporation. The "Voice" has been sharply assailed on Capitol Hill year after year for ineptness, waste and global junketing.

The Senate subcommittee found that BBC, spending less than the "Voice" has attracted a "huge audience" by its impartiality and general excellence in reporting. The subcommittee expressed interest in the question whether future propaganda plans should en-

vision a co-ordinated program by the Western democracies. The report also recalled that the Smith-Mundt Act, setting up informational services, called for "the utilization of the facilities of private enterprise wherever possible." The report stated that "at present, the principal avenue for such co-operation is the Private Enterprise Co-Operation Staff, a

unit of about a dozen persons attached to the Office of the Administrator."

Coincidentally, Radio Free Europe and Radio Free Asia, independently operated on a shoestring budget compared with the "Voice's," came in for heavy praise this week from Rear Admiral Harold B. Miller, national president of the Crusade for Europe. Admiral Miller, interviewed by Hazel Markel over the Mutual Broadcasting System, said the best of RFE's operations is in Munich, Germany, where there are nine transmitters, with two more going into action this week and two more by the end of the month. Admiral Miller said the Crusade for Freedom "is an independent corporation in that we do not report to the State Department on anyone else." "We are controlled by a board of directors, consisting of very prominent businessmen who decide the policy," he said. "Because of this, they are able to function quite accurately. We can react on the spot. Right in Munich we can make out decisions and send this news right back."

## Robinson Gets ABC Berth

NEW YORK, Nov. 22.—Thomas P. Robinson next week moves into the American Broadcasting Company's Radio and TV Station Relations Departments as regional manager for New York and New England.

With ABC since 1943, Robinson has most recently been director of political sales and business manager for TV network sales. He is author of the textbook, "Radio Networks and the Federal Government."

## Texas Stations Buy CBS' TV Film Packages

NEW YORK, Nov. 22.—Three new Texas stations this week bought heavily into the catalog of syndicated film packages being peddled by the Columbia Broadcasting System's Film Sales Division. KGNC-TV, Amarillo, bought seven out of the eight CBS-TV syndicated programs available. They are "Gene Autry," "Eddie Drake," "Holiday in Paris," "Jeffrey Jones," "Range Rider," "World's Immortal Operas" and "Strange Adventure."

KROD-TV, El Paso, committed itself for five of the seven shows above eliminating only "World's Immortal Operas" and "Holiday in Paris." KDUB-TV, Lubbock, bought "Gene Autry," "Jeffrey Jones" and "Range Rider."

CBS-TV Film Sales succeeded in moving "Range Rider" into the important New York market when Chuckles candy acquired the program this week. The same show was also recently sold to the Fairfax Bread Company for programming on WTOP-TV, Washington.

## NBC Names Dick Golden

NEW YORK, Nov. 22.—Richard Golden, formerly producer-writer with Lester Lewis Associates, was this week named manager of sales development and research for the National Broadcasting Company's spot sales department. He reports to H. W. Shepard, manager of sales development, advertising and promotion for NBC's spot sales.

Golden's previous connections were with Theater Network Television, Columbia Broadcasting System and the Schwerin Research Corporation.

## Film Censors Now Eye TV

TORONTO, Nov. 22.—Canada's film censors have decided they have a right to censor television. Following the lead of the Province of Quebec in bringing legislation, most of the Canadian film censors (who prefer to be known as reviewers), meeting in Toronto, let it be known that since they were judges of the peoples' moral insofar as films are concerned, they deemed the responsibility of judging TV also their responsibility.

They didn't say how they proposed to go about the matter of censoring TV.

## 3 NBC-TV Steadies May Get Shake-Up

NEW YORK, Nov. 22.—Three video shows which have become virtual standbys at the National Broadcasting Company this week are regarded as being in difficulties, either commercially or format-wise. The result is that they may be in line for some retailoring with even some chance, in at least one case, of cancellation. The shows involved are "Today," "Howdy Doody" and Kate Smith.

The 7-9 a.m. strip, "Today," never quite has lived up to the expectations of the web nor of Pat Weaver, NBC's video chieftain, in snaring sufficient participating bankrollers to become profitable. It has tarried on the alkaline side of the black ink line a few times, especially during holiday seasonal promotions. But it has few sponsors staying with it on a consistent, long-range basis. The cycle for the show ends in mid-December, and management currently is in the midst of re-viewing the situation. Although time already is being sold into next year, there is still a slight chance that the show may not be continued.

### Kate Smith

The Smith show has been subjected to considerable criticism within the web, and a format change is deemed almost certain. One of the most vulnerable segments is the 15-minute dramatic sketch aired on the show daily, subtitled "House in the Garden,"

which features Ruth Matteson and Tom Taylor and is scripted by Agnes Ridgeway. This item is considered too soapy even for the afternoon hours.

"Howdy Doody" presents a different problem. Although venerable as moppet TV stanzas go and still doing remarkably well in terms of outside merchandising revenues, it has been unable to peddle the open time slots which have cropped up. Some changes in the show are expected to result.

## Sherwood to Do Scripts for NBC

Continued from page 1

fourth month. This would have all nine stanzas airborne within a three-year period.

Sherwood will meet this week with NBC program chief Charles Barry, to settle specific details. No decision has been made as yet whether to air the plays as special one-shots as they are ready, or to use them on existing series, such as the Robert Montgomery show or the Philco-Goodyear Playhouse.

NBC President Joseph H. Mc-

## CBS AND NBC JOLTED BY SHEEN'S DU MONT STANZA

NEW YORK, Nov. 22. — Bishop Fulton Sheen and his "Life Is Worth Living" program this week handed both the Columbia Broadcasting System and the National Broadcasting Company a jolt in ratings with his initial program. Sheen, Tuesdays 8-8:30 p.m., came up with a 14.6 Trendex via Du Mont, while Milton Berle and the "Texaco Star Playhouse" dropped to a 35.2. "Leave it to Larry," which stars Eddie Albert on CBS-TV, fell to a 7.6. On the strength of Sheen's

audience, reports are that the low-budget "Keeping Posted," which follows him on the Du Mont network, also had a higher rating last week than the expensive "Red Buttons" sustainer on CBS-TV. This solid rating for the Bishop does not augur well for the future of the two sustainers on CBS-TV nor for Berle on NBC-TV. He is also likely to move Berle further down on the list of top-rated shows. Admiral is the sponsor of "Life Is Worth Living."

## Jo Stafford to Preem in Jan.

NEW YORK, Nov. 22. — Jo Stafford is expected to preem in her own projected bi-weekly television show some time in January. That much is certain at this time, but no further details have been set as yet.

The network, time and sponsor depend on a number of factors. These include the birth of her child next month, which network can clear enough stations and which sponsorship bid the songstress accepts. The show will be a 15-minute song session.

## Pillsbury Buys 2d Moore Seg

NEW YORK, Nov. 22.—Pillsbury Mills this week bought its second 15-minute segment of the Garry Moore daytime show on the Columbia Broadcasting System's TV network.

The sponsor moves into Mondays 1:45-2 p.m., thus making the sixth time period sold in the half-hour strip. Campbell-Mithun is the agency.

## FCC Okays 14 TV CP's for Total of 122

WASHINGTON, Nov. 22. — The Federal Communications Commission jacked the total of post-freeze TV station grants to 122 with the distribution this week of 14 more commercial construction permits, a weekly consignment which has not been topped since the freeze was off. Three of the new CP's are for VHF stations, and 11 are for UHF stations. This brings the total TV authorizations to 230, with the number of grants for non-commercial stations remaining at nine.

Granted CP's this week were: Pikes Peak Broadcasting Company, Colorado Springs, Colo., UHF Channel 13; Prairie Television Company, Decatur, Ill., UHF Channel 17; Signal Hill Telecasting Corporation, Belleville, Ill., UHF Channel 54; Cowles Broadcasting Company, Sioux City, Ia., VHF Channel 9; WIBM, Inc., Jackson, Mich., UHF Channel 48; Michigan Broadcasting Company, Battle Creek, UHF Channel 58; Trendle-Campbell Broadcasting Corporation, Flint, Mich., UHF Channel 16; Inter-City Advertising Company of Greensboro, N. C., UHF Channel 57; WLOK, Inc., Lima, O., UHF Channel 73; Rivoli Realty Company, Johnstown, Pa., UHF Channel 56; Midcontinent Broadcasting Company, Sioux Falls, S. D., VHF Channel 11; Rudman Television Company, Galveston, Tex., UHF Channel 41; Gulf Television Company, Galveston, VHF Channel 11; Ohio Valley Television Company, Henderson, Ky., UHF Channel 50.

At the same time, the FCC indicated that hearings would be necessary on the applications of Howard-Yale, Inc., Palm Springs, Calif., to construct an experimental TV station on UHF Channel 49. (A competitive application has been filed for this channel by Joe L. Smith Jr., Inc.)

## Chesties Buy Seg on 'Stork'

NEW YORK, Nov. 22.—Chesterfields this week reportedly bought the open alternate half-hour of "Stork Club" on the Columbia Broadcasting System's TV network. Gemex last week purchased the program on alternate weeks.

The Chesterfield deal is conditional on whether the network can come up with sufficient station clearances in the 7-7:30 slot Saturday nights.

Cunningham & Walsh is the agency for the client. Chesterfield last season sponsored "Stork Club" in a 15-minute version, twice weekly, on the same web.

## Wingate to Join NBC Radio News

NEW YORK, Nov. 22.—John Wingate, in charge of news at WOR-TV, New York, this week resigned to join the National Broadcasting Company's radio network.

His first assignment is believed to be the Esso news strip on the web.

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# Tele Thaw Ups Employment to 408,200 Peak

WASHINGTON, Nov. 22.—Federal Communications Commission's TV freeze-lift and public clamor for TV sets were credited this week by the Labor Department's Bureau of Employment Security with boosting employment in the communication equipment industry in August to "a new post-World War II high of 408,200." The bureau predicted, on the basis of a recent survey of 309 communications equipment manufacturing firms, that the employment uptrend would continue thru February, with an increase of 8.5 per cent by February 15. Most of the anticipated rise—7.6 per cent—was expected to be completed by December.

"Since there are only 110 TV stations now on the air and the present goal is 2,000 and industry estimates it takes from nine months to a year to prepare a station for its first telecast, there would appear to be a fertile market for equipment firms for at least the next three years," the Bureau contended. The Bureau further anticipated continued "urgent demand" for electronic defense items, with peak production due by summer of 1953.

Bureau Director Robert C. Goodwin said the employment upswing had been characterized by an increasing manpower shortage, especially of professional and skilled workers, with electronic engineers heading the list. Manufacturers of radios, radio and TV equipment, radar and phonographs, accounted for 85 per cent of the June to August gain, while manufacturers of radio tubes contributed 6 per cent, the Bureau reported.

# Hearst Loses In Channel Bid

WASHINGTON, Nov. 22.—Two Milwaukee applicants for TV stations — Wisconsin Broadcasting System, Inc., and Hearst Radio, Inc.—suffered new set-backs in their four and a half-year-old fight for TV channels when the Federal Communications Commission this week denied their petitions for reconsideration of TV assignments in the area and refused to retain them on the hearing docket.

Both stations had been among the Applicants for VHF Channels 6, 8 and 10 in Milwaukee before the TV "freeze." When the freeze lifted, the FCC substituted VHF Channels 4, 10 and 12, with 10 reserved for non-commercial educational purposes, and UHF Channels 19, 25 and 31.

Hearst Radio and Wisconsin Broadcasting System simultaneously petitioned the FCC to "provide four VHF channels for commercial TV stations instead of the two proposed." They urged the assignment of an additional VHF channel to Milwaukee and the shifting of the educational station to the UHF band. They also sought permission to amend their old applications to conform with new requirements so that they might be eligible for hearing without further delay.

# Doherty Peers At Biz Future

WASHINGTON, Nov. 22.—Richard P. Doherty, employee-employer relations director for the National Association of Radio and Television Broadcasters, yesterday (21) predicted that the excess-profits tax will be terminated or substantially relaxed by June 30, while wage controls will be washed up within the next five months.

Doherty told a Maryland-D. C. NARTB group in Baltimore to expect the end of government spending as the major stimulant to business, employment and prices, and declared, "We have now entered the period where private business action will equal, and then exceed, government commitments as a basic economic force." He expressed optimism about the over-all economic picture for the coming year.

# FCC Turndown Of Noe Plea For N. O. VHF

WASHINGTON, Nov. 22 — A petition by James A. Noe requesting the Federal Communications Commission to reconsider an earlier action denying Noe's proposal to assign an additional VHF channel to New Orleans, was also denied by the FCC this week. The FCC, upon reviewing the petition, concluded that "denial of petitioner's proposal was sound and that the contentions now raised by petitioner do not justify a departure from that result."

Noe's original proposal provided for an additional VHF television channel assignment in New Orleans by assigning Channel 3 to Baton Rouge in place of Channel 2, as proposed by the commission, and by assigning both Channels 2 and 8 to New Orleans instead of substituting Channel 8 for Channel 2 in New Orleans, as proposed by the FCC.

# CBS Seeks General Mills For Radio Seg

NEW YORK, Nov. 22. — The Columbia Broadcasting System this week was hot on the trail of the General Mills half-hour evening radio strip which is now programmed over the American Broadcasting Company's radio facilities.

CBS received a considerable jolt last week when Procter & Gamble axed two of its 15-minute strips—"Beulah" and "Club Fifteen." These cancellations, combined with the 15-minute strip vacated by Cambell Soups, give CBS 45 minutes across the board to sell.

General Mills has "Silver Eagle" twice weekly and "Lone Ranger" thrice weekly on ABC, 7:30; 8 p.m., a combination that would fit very well into the CBS open time. Should its overtures to this client fail, it has several new program ideas in the works. The old soap opera, "Second Husband," may be programmed in one of the 15-minute strips on CBS.

# TV, AM Growth to Spark NARTB's Board Meeting

WASHINGTON, Nov. 22.—TV's rapid growth and the unbroken climb in the number of AM broadcast outlets will dominate deliberations of the National Association of Radio and Television Broadcasters' board of directors in a succession of meetings next month. With the Federal Communications Commission handing out AM as well as TV grants at a pell-mell pace (see separate stories), the NARTB's full board, in its meeting here December 3, will seek to bring the association's bylaws abreast of TV's and AM's growth. The NARTB radio board on December 4 will take a look-see at the association's membership and financial situation, and NARTB's board will confer December 8 and 9 in Catcay, Fla., to review the TV code and to deliberate standard contract forms for TV films and standard rate cards. Meanwhile, revision of the association's radio code is in the works.

NARTB's present bylaws regarded as already outdated by TV's expansion, will be revised by the board whose recommendations will be submitted to the full membership in a referendum.

# Ross Out of Army To ABC Publicity

HOLLYWOOD, Nov. 22.—Jerry Ross returns to his post as director of American Broadcasting Company's Western Division publicity department after 17 months duty with U. S. Air Force. Ross will report here December 1. Ross was a reserve information officer serving as a major.

Ross was replaced as lead of the ABC Coast flackery by Vic Rowland, who this week was named public relations director of Honolulu's new TV outlet, KONA.

# Inaugural Ceremonies May Reap Million-Dollar Harvest for Webs

NEW YORK, Nov. 22.—Indications this week were that sponsorship of the forthcoming inaugural ceremonies may reap close to a million dollar harvest for network broadcasters. The pacting of Willys-Overland for AM and TV coverage by the American Broadcasting Company brings the seven-figure mark within striking distance, with two webs still to be heard from. All bankrollers thus far are automotive firms.

The Willys-ABC deal may cost the sponsor as much as \$200,000 depending upon the number of video outlets which can be cleared. The cost, even on a minimum basis, cannot fall much below \$150,000.

Previously, General Motors had

bought radio-TV coverage from the National Broadcasting Company. This is estimated to be costing General Motors \$250,000.

**236G for Packard**  
The deal whereby Packard is sponsoring the radio-TV coverage of the Columbia Broadcasting System will be only slightly less expensive than that of General Motors, costing about \$236,000 on the basis of fewer video outlets involved. Thus, costs to all three sponsors aggregate close to \$700,000.

No sponsorship deals yet have been concluded either by the Du Mont network for television nor the Mutual Broadcasting System for radio. However, both are known to be working on them, and if they should be successful,

may boost the total web sponsor take to close to that magic million figure.

The newly-created inaugural committee, headed by Joseph C. McGarraghy, has not yet given formal approval to the webs' request for sponsorship permission, but this is now deemed merely a formality. The telecasting of the January 20 ceremonies will be the most intensive yet given an inauguration, and will mark the first commercially sponsored coverage of the event.

# ABC to Sub Name Segs for 'Star News'

NEW YORK, Nov. 22.—After little over a month's operation, the "All Star News" video series, occupying four and one-half hours weekly on the American Broadcasting Company, this week was headed for the scrap heap. The web brass has decided that the series was a mistake, inasmuch as it has been unable to attract any sponsors despite occupying prime evening time and being offered at bargain prices.

The web is moving to strengthen its line-up by adding some shows with name value where possible. This may very well prove the initial move of many along these lines, now that the network is confident that its proposed merger with United Paramount Theaters is almost certain to be approved.

In setting up the news stanzas, ABC hired Louis Ruppel as "managing editor." Ruppel formerly was editor of Collier's magazine, and is a long-time radio veteran. The shows occupy the following slots: 9-10 Mondays, 8-9 Wednesdays, 8-8:30 Thursdays, 8:30-9:30 Fridays, and 8-9 Sundays. Altho no shows have been firmed up as replacements,

it's understood the web is already well set. The new stanzas will tee off sometime in December, if they can be readied in time.

## A FIRST

# Tie-In Set With 'Look' By 'Beany'

HOLLYWOOD, Nov. 22. — Bob Clampett's "Time for Beany" tele series will get the Look magazine "belly-band" treatment in all TV areas during the last week in December, according to a reciprocal promotion tie-in concluded between "Beany" and the Cowles mag. Issue will carry special story on "Beany." Belly-band will plug the show and give air time and station call letters in each of the areas. Furthermore, Look will spotlight the same information in posters, billboards and newspaper space in each of the tele markets where "Beany" is seen.

In return, each station carrying the Paramount networked kid show will plug the issue of Look carrying the "Beany" article. This marks the first time a top circulation national mag has afforded this treatment to a syndicated tele show.

# Pegler, Back Buy Fairbanks' Stock

NEW YORK, Nov. 22.—Jerry Fairbanks, president of Television Zoomer Corporation, this week sold his 40 per cent interest in the firm to Jack Pegler, general manager, and Frank Back, inventor of the lens.

Pegler becomes president of the newly-organized corporation and Back takes over as veepee, secretary and treasurer.

Speed and quality in processing are offered to TV film producers by Precision Film Laboratories. Check this and other reliable TV film services listed in this issue and every issue in the TV Film Market Place, your programing guide to better TV film fare.

# Reinstatement Of Rebroadcast Ruling Sought

WASHINGTON, Nov. 22.—Rep. Harry R. Sheppard (D., Calif.) asked Federal Communications Commission this week to reinstate in the broadcast ruling a provision requiring written explanation to the FCC for any denial of consent to rebroadcast. FCC, in a recent ruling, struck the provision from the books. In asking for reinstatement, Sheppard criticized the National Association of Radio and Television Broadcasters, which had asked for deletion of that point. Sheppard contended that hundreds of NARTB members knew nothing about the association's petition and he declared that the NARTB petition was therefore "deceptively filed."

Sheppard further requested the FCC to "take immediate steps to prevent continued abuses of the rebroadcast privileges" which, he said, Congress had intended to convey in the Communications Act. He said he was insisting on this "so that millions more radio and TV listeners will have an opportunity to hear and see thousands of high-grade programs at times when it is possible for them to do so."

He said he was authorized "in writing by over 165 broadcast station licensees of the Commission to testify in their behalf that these stations favor the enactment of rebroadcast legislation."

# 300G Gillette Bid on Walcott, Marciano Fight

CHICAGO, Nov. 22.—Gillette Safety Razor Company has offered International Boxing Club \$300,000 for the rights to the Joe Walcott-Rocky Marciano heavyweight championship fight. A decision has not yet been made by the IBC but it is likely the offer will be accepted.

The fight probably will be held in Chicago in March. It cannot be held in New York because the city where the fight is held must be blacked out and Gillette won't stand for blacking out New York.

Earlier the Pabst Brewery had offered IBC \$100,000 for fight rights.

# Bus Firm Buys 'Omnibus' Seg

NEW YORK, Nov. 22. — The Greyhound Corporation this week made its debut as a network TV sponsor with a purchase of a segment of the Ford Foundation's "Omnibus" on the Columbia Broadcasting System's TV network. Sponsorship begins January 4.

This is the second client connected with the vehicle to sponsor the experimental program subsidized by the Ford Foundation. Willys-Overland already sponsors it. Three more segments are available to advertisers. Beaumont and Homan, Inc., is the agency.

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

**WDEL**  
AM • FM • TV  
Wilmington, Del.

**TOPS** all stations in this richest market.

Let it sell your product effectively, economically.

Write for information.

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

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

# WWJ's

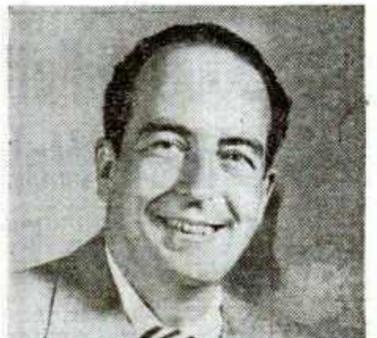
## New Listens



**BOB MAXWELL** . . . Fraternity of Early Risers. A *New Listen* at 6:30 A. M. Monday through Friday.



**JOHN MERRIFIELD** . . . News for Detroiters. A *New Listen* at 7:00 A. M.—9:00 A. M.



**ROSS MULHOLLAND** . . . Detroit's most-quoted disc jockey. A *New Listen* at 1:05 P. M. Monday through Friday.



**VICTOR LINDLAHR** . . . "To Your Health." A *New Listen* at 9:15 A. M. Monday through Friday.



**TOM MacMAHON** . . . News From The Editor's Viewpoint. A *New Listen* at 1:00 P. M. and 2:00 P. M.



**CHARLES-PENMAN** . . . The Voice With Music. A *New Listen* at 7:00 P. M. Monday through Friday.

Detroit's Station of *New Listens* . . .

The best in programming—for the best in listening

THE WORLD'S FIRST RADIO STATION . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE F. HOLLINGBERY COMPANY



AM—550 KILOCYCLES—5000 WATTS  
FM—CHANNEL 246—57.1 MEGACYCLES

# Dec. 3-4 Wind-Up Of Morals Probe

## FCC's Walker to Head Witness List; Advertising Men Will Also Be Heard

WASHINGTON, Nov. 22.—Chairman Paul A. Walker, of the Federal Communications Commission, will lead a final parade of witnesses at wind-up hearings by the Harris subcommittee investigating TV-radio morals on December 3 and 4. Subcommittee Chairman Oren Harris (D., Ark.) expects that the two days will suffice to terminate the hearings so that the subcommittee can file its report with the House court later in the month. Incidental to the subcommittee's preparation to complete its report, "drys" in a move to capitalize on the subcommittee's report, gained further headway this week when a group of D. C. clergymen and layfolk spearheaded formation of a new national organization called the Television and Radio Advisory Association, which will aim its heaviest cannonading at alcoholic beverage commercials. In earlier hearings before the Harris subcommittee, "drys" had charged that TV-radio beer plugs have been responsible for lowering morals.

FCC Chairman Walker will be followed to the witness stand on December 3 by other FCC-ers, and the balance of the two-day hearings will be devoted to witnesses from the Association of Advertising Executives, American Association of Advertising Agencies and a few others. Frederick R. Gamble, president of the American Association of Advertising Agencies, is slated to speak on behalf of his association against any government threats of TV-radio censorship. Gordon T. Brown, operator of Station WSAY, Rochester, N. Y., is also scheduled as a witness. Brown has been opposing what he describes as "network domination" of programming.

Heading the "dry" group in the

new television and radio advisory association which appears to be co-ordinating its drive with the Harris subcommittee report, is Rep. O. K. Armstrong (R., Mo.), who is a Bible class teacher at the local Calvary Baptist Church. Congressman Armstrong has been named president of the association, whose membership is interdenominational. It was indicated that several other congressmen, including Representative Harris, are "interested" in the movement. Dr. Clarence W. Cranford, pastor of Calvary Baptist Church here, among the leaders in this movement, said that "many church people" have conveyed to him "their distaste for such TV commercials that try to convince listeners that they have missed one half of their lives unless they drink a particular type of beer."

The Harris subcommittee announced that any additional witnesses who have not yet been heard from and who have not yet been slated to testify can still ask for such court consideration. It is expected that the subcommittee's report will both praise and criticize TV-radio programming. Sharpest criticism by the subcommittee is expected to center on alcoholic ads and some types of crime programs. However, strong caution against recommendation of any legislation that would put government in the role of interfering with or censoring TV-radio programs is expected to come from a minority group in the subcommittee itself. Rep. Arthur Klein (D., N. Y.) has already cautioned fellow members of the subcommittee against "espousing anything that would smack of government censorship," and he is expected to put his views in writing.

## FELLOWS SPEAKS

# Says AM, TV Can Live in Harmony

WASHINGTON, Nov. 22.—Declaring that 101 new radio stations have come on the air in the last year while only 11 stations were deleted, President Harold Fellows, of the National Association of Radio and Television Broadcasters, in a speech prepared for delivery before the Tennessee Association of Broadcasters Monday (24) declared radio and TV apparently are capable of thriving together despite critics whom Fellows likened to "tomato throwers in the gallery." The NARTB prexy, recalling that the number of AM stations has doubled since the war to well over 2,000, took a resounding slap at critics who, he recalled, predicted the death of radio and the degeneration of TV. "A 10-ton truck has been driven over a medium which has done more for human welfare than any other in history," he declared.

"It's wonderful, isn't it, to find so many experts who devote their genius to an evaluation of our media. . . . But surely they must be puzzled to find it so popular with so many people, even people exposed to their commentaries," he said. "There's Sam Rayburn telling us we can't take microphones into congressional hearing rooms, and the State of New York passing a law. High schools are getting that old 'pro bono' pro look and trying to set up miniature National Collegiate Athletic Association plants. 'Wrasslers' will be demanding dressing rooms and 10-year contracts. One religious group says we should forbid paid religion on the air, another deigns to permit it. We are subject to the laws of libel, and the FCC says we can't censor political speeches. The American Medical Association damns us for harming children and begs us to grant free time to discuss socialized medicine. News editors accuse us of self-aggrandisement, then they sell space for Red Cross campaigns while we give time away. What was it my neighbor said? You guys don't have any problems. We have problems alright, big ones and little ones. Doctors-

critics - authors - politicians - baseball men—foundation executives. It seems like nobody likes us but the public."

"Someday someone will say a piece about how radio and TV have sold Defense Bonds, collected blood and funds for polio, cancer, heart trouble and other human ills. He will tell how radio and TV cover wars and elections, and how they wage a campaign to get out and deliver votes." "We've made mistakes, and will continue to make them, but we're improving all the time."

## FCC Nixes Mt. Hood Petition To Amend Bid

WASHINGTON, Nov. 22.—Federal Communications Commission hearing examiner Elizabeth Smith this week denied the petition of Mount Hood Radio & Television Corporation, one of three applicants competing for VHF Channel 6 in Portland, Ore., to amend its application for a new TV station. Mount Hood promptly set about to appeal the decision, and the FCC continued to December 1 the hearing on the disputed channel.

These were the newest developments in a regional battle which rose to national prominence when Ralph Sto'kin, recently resigned president of RKO Pictures Corporation, withdrew from Mount Hood with two other major stockholders on the eve of the hearing for Channel 6 (The Billboard, November 22). Sto'kin, with Edward G. Burke and Sherrill Corwin, owned 43.5 per cent of the Mount Hood stock. Pioneer Broadcasters, Inc., vying with KXL Broadcasters and Mount Hood for the same channel, challenged Mount Hood's description of the proposed amendment on the petition as "minor," and countered that it "amounted to a new application" and should, therefore, no longer be considered by the FCC.

what would a display like this do for you!



Read how WNBC  
 Increased Knickerbocker Beer  
 Sales 300% (please turn page) →



**In one week, WNBC Spot Radio announcements combined with CHAIN LIGHTNING displays increased the sale of Knickerbocker Beer by an average of 300%.**

Quote from the feature article on Knickerbocker's CHAIN LIGHTNING success in the October 20, 1952, issue of *Sponsor Magazine*:

" . . . Ruppert bought time on WNBC, New York, in order to get in on that station's [unique\*] "CHAIN LIGHTNING" merchandising plan . . . Under this arrangement Ruppert was guaranteed exclusive displays in 1,600 chain stores accounting for 62% of the retail food business in the vital New York market . . .

"The value of this type of merchandising is attested to by Ruppert Merchandising Manager Ted Brady, who says, 'During the week in which we are permitted our extra display, sales for Knickerbocker increase on an average of 250 to 300%. A 700% increase was experienced in a store in Astoria, L. I.'"

**At the end of the first cycle, Ruppert signed a 52-week contract with WNBC and increased their original expenditure by 428% in 1952.**

Today the most successful radio advertisers buy more than time . . . They buy Radio time that works in the home, as well as at the point of sale. CHAIN LIGHTNING is Radio at work where desire is created and where sales are made . . . in the home *and* in the store. It provides you with 1,600 'special display' stores in the New York market, and the plan will soon be extended to include 3,000 cooperating independent supermarkets.

CHAIN LIGHTNING is also available at WMAQ Chicago, WTAM Cleveland, and KNBC San Francisco, through NBC Spot Sales. If you are an advertiser with 'food store' distribution, you can get the same sensational sales results as Knickerbocker Beer. Call your NBC Spot Salesman or WNBC directly for details on CHAIN LIGHTNING in New York.

# WNBC

REPRESENTED BY



**SPOT SALES**

30 Rockefeller Plaza, New York 20, N. Y.  
Chicago Cleveland Washington San Francisco  
Los Angeles Charlotte\* Atlanta\*  
\*Bomar Lowrance Associates

\*No other radio station can offer advertisers merchandising support in as many chain and independent supermarkets as WNBC.

# TV Role Big in U. S. Economy—Walker

WASHINGTON, Nov. 22.—TV's big role in the American economy drew recognition this week from Chairman Paul A. Walker, of the Federal Communications Commission, and Laurence F. Lee, president of the U. S. Chamber of Commerce. Walker, in a speech before the Oklahoma Broadcasters' Association this week, said that "the blossoming of television will be a dynamic factor in our American economy," and estimated that the construction of the 2,000 stations which can be built on the allocated channels will amount to more than \$650,000,000. Lee, talking before the Van Wert, O., Chamber of Commerce today, cited TV as an example of an industry opening up new fields of opportunity. While disparaging the "nonsense preached in the last 20 years" that the nation's economy "cannot flourish without repeated pump-primings with taxpayers' money from the cistern of the Federal treasury," he made clear that "the TV industry was not pumped out of the public cistern."

At the same time Walker urged AM broadcasters faced with seemingly insurmountable TV competition to reappraise their operations in view of changing tastes of audiences and offered moral support with his declaration that "I am one of those who believe in the future of aural broadcasting." Walker warned that "broadcasters will have to make a more careful study of their community needs than ever before" and recommended greater efforts to

discover "who wants to listen to something that is not now being offered" and less "preoccupation with surveys and ratings." Broadcasters would probably find that "not all people like the same thing," he indicated, and asserted, "The common denominator concept of programming leaves them cold." Television will also find it "profitable" at some later date to study non-viewers, he said.

The FCC, Walker said, is "deeply concerned" that the nation's 3,000 AM and FM stations, representing an investment of more than \$250,000,000, "adjust satisfactorily to TV competition and that they as well as TV operators prosper in the years ahead." He added, "A hand-to-mouth radio operation is not in the public interest."

## NEW IDEA

### Plastic Props To Be Tested By Colgate

HOLLYWOOD, Nov. 22.—A new wrinkle in tele props will get the acid test Sunday (30) when the National Broadcasting Company will try out plastic props on the Dean Martin and Jerry Lewis "Colgate Comedy Hour." Furth Ullman, show's art director, will design the props.

Plastic molds will replace the usual wood and paper mache. Use of the acetate material allows the construction of a prop in a half hour as compared to the usual two weeks now needed. Plastic will lend itself to painting and flame-proofing and is claimed to be durable.

Material comes in rolls which when clipped into solvent becomes very pliable. It is then poured onto the object to be represented in prop form. An exact hollow replica of a piano, for example, can be made easily by pouring the acetate on a piano frame. If the props stand up under the Martin and Lewis punishment, plastic moldings will be incorporated into other "Comedy Hour" segs.

## WWSW Appeals FCC's Channel 4 Allocation

tion WWSW, Inc., Pittsburgh, the first to bring a court challenge against the Federal Communications Commission's TV allocation plan, appealed again to the United States Court of Appeals here this week to rule "improper" the FCC's allocation of VHF Channel 4 to Irwin, Pa., and to instruct the commission to reconsider the assignment of the channel "to Pittsburgh with transmitter and antenna at either Pittsburgh or Braddock."

In an amended petition to the court, WWSW, thru its attorney, Paul M. Segal, described the Irwin allocation as an "error in law" and an "abuse of discretion," and charged that the FCC had "failed to perform its statutory duties: To provide an efficient nationwide service with adequate facilities; to make proper regulations to prevent interference between stations; to encourage the larger and more effective use of radio in the public interest."

WWSW was sharply critical of the commission's policy limiting Allegheny County to Channels 2, 11, 13, 16, 47 and 53 since, the station contends, three are for WASHINGTON, Nov. 22.—Stau-UHF channels with "little, if any, immediate or prospective use" since transmissions at ultra-high-frequencies "are especially unsuited for the rugged, hilly and wooded terrain" of the Pittsburgh area. Further, WWSW pointed out, Channel 13 was reserved by the FCC for non-commercial "pedagogical organizations," and Channel 2 has already been assigned to WDTV-Pittsburgh. That left only VHF Channel 11 open and, ac-

## NEWS CAPSULES—COAST TO COAST

### WNBT's Xmas Deal Gives Retailers Half-Minute Spots at \$20 Each

NEW YORK, Nov. 22.—TV station WNBT is offering retailers a special deal for the pre-Christmas period in which they can buy 30-second spots for as little as \$20 apiece. The station is holding availabilities on its local shows for these spots. All the advertiser has to do is turn the gift item over to the station, which will prepare announcer's copy and production. Station is putting promotion push behind these window-shopping sessions. Shows on which they will appear include "Today," Mory Amsterdam's "Breakfast With Music," the Herb Sheldon show, Jinx Falkenberg's "New York Close-Up," and Skitch Henderson.

#### NEW STATIONS JOIN NETWORKS . . .

NEW YORK — The Du Mont Television Network has signed affiliation papers with four new TV stations, while the TV webs of the American Broadcasting Company and Columbia Broadcasting System have formed one more affiliation each. The four Du Mont affiliations, all of which are due to hit the air by January 1, are WKAB-TV, Mobile, Ala.; WAFB-TV, Baton Rouge, La.; KONA, Honolulu, and KROD-TV, El Paso, Tex. KROD-TV was also signed by CBS. ABC's new affiliate is KTBC-TV, Austin, Tex.

#### MURRAY STUDIO BUYS 1,872 HOURS . . .

OAKLAND, Calif.—In one of the largest radio time-block sales ever made out this way, the Arthur Murray Dance Studios took the midnight to 6 a.m. slice, six nights a week, on KROW. That totals 1,872 hours a year. The "Pat Henry Show" will occupy the time four nights a week, with staff announcer Walter Jamond hosting the other two. Russell, Harris & Wood was the agency for the sponsor, which will plug all its North California studios on this time.

#### BAB NAMES NEW OFFICERS . . .

NEW YORK—Meeting at the Ambassador Hotel Monday (17), the Broadcast Advertising Bureau elected two new officers: John Patt, Goodwill Stations, as treasurer; Simon Goldman, WJTN, Jamestown, N. Y., as secretary. Bill Ryan and Kevin Sweeney were re-elected president and veepee respectively. Chosen to head the executive committee was Joseph Baudino, of the Westinghouse Radio Stations. Kenyon Brown, of KWFT, Wichita Falls, Tex., became finance chairman.

The BAB board approved a new dues structure according to which a member station's dues will be based on a monthly payment equal to its one-hour daytime rate. BAB is now operating on a budget of \$620,000 with 690 station members, having added 145 stations in the past seven months, according to Ryan.

#### CANADA OKAYS PRIVATE LICENSING . . .

TORONTO—Private television is to be given an opportunity in Canada to "serve areas which could not be served at this time by public stations." In the throne speech delivered in Parliament, it was announced that the Canadian Broadcasting Corporation would establish TV stations soon in Halifax, Winnipeg and Vancouver. These will be in addition to the stations now operating in Toronto and Montreal, and one projected for next spring in Ottawa. Parliament is to be asked to make a loan to the CBC for the new stations. The government stated it was now prepared to consider applications for licenses for private TV stations as recommended by the CBC.

#### NETWORK SHOWS SWITCH SLOTS . . .

NEW YORK—A couple of slot switches of network TV shows will take place shortly. "Quiz Kids," now on the Columbia Broadcasting System Sunday at 4 p.m., moves to Saturday night, 10-10:30, alternating with "Balance Your Budget." "Kids" is sponsored by Catspaw. On the National Broadcasting Company, "Hallmark Playhouse" has switched slots with "Zoo Parade" on the Sunday line-up. Latter will now go on at 4:30 p.m., with "Hallmark" following at 5.

#### ROANOKE STATION OPENING DELAYED . . .

ROANOKE, Va. — WROV-TV, which had expected to start programming in mid-December, has been forced to postpone its opening because of delay in delivery of transmitting equipment, according to the station's manager, Frank Koehler. Koehler returned this week from Camden, N. J., where RCA officials told him that barring unforeseen interruptions in production, the remaining equipment would arrive some time in January. The first program will be on the air a few days later. All studio construction and installation of studio equipment is complete.

#### CKLW SPONSOR PULLS BONER . . .

DETROIT—It was all a mistake. E. Wilson Wardell, commercial manager of CKLW, reports the station doesn't really claim to deliver useful audience in New York City. An eager automotive sponsor ran an insertion in The New York Times, advising listeners to tune in to CKLW for election night returns, resulting in some letters that surprised the station until the source of the error was tracked down.

#### EDUCATIONAL TV CONFERENCE SKEDDED . . .

AUSTIN, Tex.—A conference is scheduled to be held here at the University of Texas on how educators may get the most out of television. The conference is scheduled for December 8 and 9. It was expected that about 1,200 school superintendents, principals, and representatives of various colleges thruout the State

would be here to take part in the two-day meet, which would determine, in part, the future of educational television.

#### AUSTRALIAN ORG FAVORS GIVE-AWAYS . . .

SYDNEY, Australia—The Advertising Agents Association of Australia has withdrawn its support of the Australian Federation of Commercial Broadcasting Stations' (AFCBS) ban of give-away programs, which it supported in 1951. The AAAA pointed out that an investigation of the ban showed that it could not be enforced and, furthermore, there was a wide public demand for the give-away programs. The motion to rescind the previous support was carried unanimously at the seventh annual convention of the org.

#### STATION PLACES 40 ORPHANS . . .

NEW YORK—In response to a plea from the Windham Children's Service, WLIB ran a series of special announcements asking listeners to help the Service place 40 Negro orphans. The service has always found it harder to place Negro children because they can only be given to certain qualified homes. However, 105 qualified families responded to the WLIB plea, and the agency placed all 40 children in less than two and a half days. The station has volunteered to perform the same service for Windham if the situation should come up again.

#### BROOKE TAYLOR NAMED TO WTAM-WNBK POST . . .

CLEVELAND—Brooke Taylor, well-known Cleveland radio-television personality, will become creative programming manager for WTAM and WNBK here effective December 15. Lawson Deming continues as WTAM program operations supervisor, while Carlyle Freeborn remains in his present capacity as WNBK program operations supervisor.

#### AFFILIATES HEAR MBS PROGRAM PLANS . . .

CHICAGO—Representatives of 150 Mutual Broadcasting System affiliates heard Thomas F. O'Neil, Mutual president, tell of the network's new program plans at a district meeting at the Drake Hotel in Chicago Monday and Tuesday (17-18).

#### FREE TV TIME TO MF VIA CHRISTMAS THEME . . .

CHICAGO—Marshall Field & Company, local department store, is reaping a bundle of free TV time on a "Christmas Behind the Scenes" theme this year. WGN-TV is making a live pick-up from the store Sunday (23) and NBC's "Today" is doing three pick-ups the following morning. "Impact," local news show, is doing a filmed story on Thanksgiving Day.

#### WKRC SALES 21.1% ABOVE 1949 RECORD . . .

CINCINNATI—David G. Taft, vice-president of Radio Cincinnati, Inc., and managing director of WKRC here, announced last week that for the past six months (May 1-October 31) WKRC time sales exceeded by 21.1% the same six-month period in 1949. The year 1949 was the best ever experienced by WKRC and the last year that Cincinnati radio stations were comparatively free of the television influence. WKRC is in a market of a half million population having seven

(Continued on page 53)

## KOREAN NOTE

### Seek AM-TV Coverage of Ike's Trek

WASHINGTON, Nov. 22.—TV-radio interests are hoping President-Elect Dwight D. Eisenhower will raise the ceiling to allow TV-radio coverage of his Korean trip. Reconsideration of the brownout was urged Thursday (20) by Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, and also by the Association of Radio News Broadcasters and the Radio Correspondents' Association here.

Contending that limiting coverage to a three-man team—a correspondent, a still photographer and a newsreel cameraman—"does not give radio and television adequate opportunity to fulfill their responsibilities as news media," Fellows urged the addition of a radio correspondent "specifically trained in techniques of radio reporting, including recorded voice interviews" and a television cameraman. In a telegram to Eisenhower's press-TV-radio secretary, James C. Hagerty, Fellows cited TV-radio as qualified to the first order and merit equal consideration. Fellows said he realized "this would require carrying two more passengers, but believe interest of the American people in getting full report on trip would compel any reasonable expedient to make this possible."

Earlier, Secretary of Defense Robert A. Lovett asked the American people to be tolerant of a virtual blackout of news on Eisenhower's Korean activities until the President-Designate leaves Korea, for security reasons. "I sincerely trust that the American people and the American press, radio, television and newsreels will realize the necessity for such precautionary measures," Lovett said.



**Mad**  
about Sad Selections!

You'll nurse no regrets when you make your TV Film selections from the newest and best offerings of leading producers, distributors and suppliers in The Billboard's TV Film Market Place—a complete easy-to-use directory of all categories of TV films (series and feature) and film services.

Each and every week make it a MUST to check and order from . . .

The Billboard Weekly  
TV FILM MARKET PLACE

Profitable TV Audience exclusive with

# WGAL-TV

## LANCASTER, PENNA.

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

Clair R. McCollough, Pres.

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

THE BILLBOARD Radio-TV Show Charts

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

Top 10 TV Shows Each Day of the Week in BOSTON

(946,000 TV Sets; Panel Size, 300)

... According to Videodex Reports

WBZ-TV Westinghouse Radio Stations, Inc. NBC
WNAC-TV Yankee Network ABC, CBS, Du M

Videodex reports monthly on each of 20 major markets, besides publishing a monthly national network report based on all 63 markets.

Table with columns: Pos, May '52, Rtg, Show Name, Station, Time, Rtg. Includes shows like TOAST OF THE TOWN, JACK BENNY SHOW, TV PLAYHOUSE.

Table for MONDAY, SIGN-ON TO SIGN-OFF. Shows include I LOVE LUCY, TALENT SCOUTS, ROBERT MONTGOMERY.

Table for TUESDAY, SIGN-ON TO SIGN-OFF. Shows include FIRESIDE THEATER, CIRCUS TIME, CIRCLE THEATER.

Table for WEDNESDAY, SIGN-ON TO SIGN-OFF. Shows include GODFREY AND FRIENDS, KRAFT TV THEATER, STRIKE IT RICH.

Table for THURSDAY, SIGN-ON TO SIGN-OFF. Shows include GROUCHO MARX, GANGBUSTERS, BROADWAY TO HOLLYWOOD.

Table for FRIDAY, SIGN-ON TO SIGN-OFF. Shows include OUR MISS BROOKS, LIFE BEGINS AT 80, MY FRIEND IRMA.

Table for SATURDAY, SIGN-ON TO SIGN-OFF. Shows include YOUR SHOW OF SHOWS, ALL STAR REVUE, YOUR HIT PARADE.

\*NBC estimate for October, 1952.

Share of Total Audience Radio vs. TV in ATLANTA

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

Table showing audience share for 7 P.M. to Midnight and 6 A.M. to 6 P.M. Includes columns for TELEVISION % of Total Aud. and Radio % of Total Aud.

NEXT WEEK

Videodex and Pulse Studies of CHICAGO

Top 10 TV Shows Each Day

... According to Videodex

Top 5 Radio Shows Each Day

... According to Pulse

Share of Total Audience Radio Vs. TV

... According to Pulse

FOR FULL INFORMATION

about all radio and television shows... ratings, audience compositions and the many other factors which determine the success or failure of a program.

For full details of the Pulse reports, write to THE PULSE, INC., 15 West 46th Street, New York.

For full details of the Videodex service write to JAY & GRAHAM RESEARCH, INC., 342 Madison Avenue, New York.

For the ARB service write to AMERICAN RESEARCH BUREAU, National Press Building, Washington.

NICE WORK, AND HE'S GETTING IT

CHICAGO, Nov. 22.—Chet Schaffer, disk jockey at WTAQ, independent in suburban LaGrange, received so many requests for numbers that as a gag recently he told his audience: "From now on it will cost you a buck to get a record played and your name mentioned."

Dollars have been flowing in since then, and Schaffer gives the writers their \$1 worth—name and record. He figures if he could find a way to play more than eight records each program, he might have something.

Sharp audience impressions are made by clear quality TV film commercials. Read about Videodex originals made by SARRA in their own laboratories.

Top 5 Radio Shows Each Day of the Week in ATLANTA

(159,377 Radio Families\*)

... According to Pulse Reports

Table showing radio show ratings for WAGA, WATL, WBGE, WEAS, WERD, WGST, WQXI, WSB.

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except in New York, which is monthly. Information is obtained by the personal interview roster method using a cross-section of homes pre-selected by a modified area sampling method.

SEPTEMBER-OCTOBER 1952

Table for SUNDAY, 7 TO 12 P.M. Shows include BEST PLAYS, THEATER GUILD, DECEMBER BRIDE, DORIS DAY, AMOS 'N' ANDY.

Table for MONDAY, 7 TO 12 P.M. Shows include LUX RADIO THEATER, BOB HAWK, RAILROAD HOUR, VOICE OF FIRESTONE.

Table for TUESDAY, 7 TO 12 P.M. Shows include ONE MAN'S FAMILY, NEWS OF THE WORLD, CAVALCADE OF AMERICA, RICHARD HARKNESS.

Table for WEDNESDAY, 7 TO 12 P.M. Shows include BIG STORY, GREAT GILDERSLEEVE, GROUCHO MARX, CAMEL CARAVAN, BOB HAWK.

Table for THURSDAY, 7 TO 12 P.M. Shows include NEWS OF THE WORLD, RICHARD HARKNESS, ONE MAN'S FAMILY, ROY ROGERS, DRAGNET, TRUTH OR CONSEQUENCES.

Table for FRIDAY, 7 TO 12 P.M. Shows include ONE MAN'S FAMILY, NEWS OF THE WORLD, H. V. KALTENBORN, YOUR HIT PARADE, MARIO LANZA, BEST PLAYS.

Table for SATURDAY, 7 TO 12 P.M. Shows include BARN DANCE, DUKE OF PADUCAH, MERRY-OLÉ OPRY, GANGBUSTERS, NBC SYMPHONY.

Table for MONDAY-FRIDAY, 6 A.M. TO 7 P.M. Shows include NEWS-C. MARTIN, MERRY-GO-ROUND, NEWS, WORLD NEWS, PEPPER YOUNG'S FAMILY.

Table for SATURDAY, 6 A.M. TO 7 P.M. Shows include HOLLYWOOD LOVE STORY, WORLD NEWS, MY SECRET STORY, NEWS-C. MARTIN, HOWDY DOODY.

Table for SUNDAY, 6 A.M. TO 7 P.M. Shows include BASEBALL, MISC., RECORDS, NEWS, OUR MISS BROOKS, TEXAS RANGERS, SCARLET PIMPERNEL.

\*Based on U. S. Census Radio Ownership 1950 and Sales Management 1952 estimate for families in the Atlanta metropolitan area, including Fulton and Dekalb counties.

# Ziv Ups Budget to Meet Competition

NEW YORK, Nov. 22. — In anticipation of a tighter competitive situation in the TV film market next year, Ziv Television Programs, Inc., is upping the budget on most of its shows and setting up a special TV exploitation department with an expanded staff. Heretofore, exploitation on both Ziv's radio and TV film shows has been handled thru one department operating from the firm's home office in Cincinnati.

At the same time, Ziv announced that on the basis of business today, TV sales for 1952 should be 115 per cent higher than its record year, 1951. The Adolph Menjou series "Favorite Story," Ziv's newest TV film package, has already been sold in 27 markets, altho it won't be released for more than two months.

The budget on the Menjou show was recently upped to \$30,000 from its original \$26,000, and future airers in the series are bracketed at around \$35,000. Part of the increased budget will be used to cover location junkets, since Ziv hopes to film many of the series' dramas against their original backgrounds. Classics scheduled include one of Kipling's India yarns, a couple by Anatole France and several other famous stories with European locales.

Frederic W. Ziv, assisted by advertising director Leo A. Guttman Jr., will supervise the work of Ziv's new TV exploitation department, which will operate from Cincinnati. The department will also be staffed by Ziv's TV sale promotion chief, Melville Bernstein, and two new execs, Robert Sands, formerly with United Artists, and Theodore Fredstrom. The former will handle market analyses and report to Ziv on audience trends, while the latter will be in charge of traffic and production.

The department's first project will be the Menjou show, and planning on this is expected to

set a pattern for exploitation on Ziv's other TV film programs. A special feature of the campaign will be heavy promotion by Menjou himself, who will personalize the series' direct mail publicity, via personally signed letters to lists of prospective viewers suggested by local sponsors, and telephone interviews with local TV editors. Other campaign features will be full lithograph posters and close tie-ups with local schools and public libraries.

In line with its expanded sales activities, Ziv has appointed five new TV field representatives. They are Frank J. O'Leary, formerly with the National Broadcasting Company and Conde Nast Publications; William R. Dothard, ex-Lefton Agency time buyer; Leon Wray, former Don Lee sales manager; Jack Howard, ex-staffer at KBON, Omaha, and Ben Coleman, formerly Eastern sales manager of the Liberty network.

## Pitt Sponsor Heads New TV Film Firm

PITTSBURGH, Nov. 22. — Lew Silberman, owner of the Wilken Jewelry chain here and the largest user of live TV time in the city, is now heading a new TV film firm. Recently organized under the name of TIX, the firm already has filmed, sold and has in use, a number of commercials for various jewelry firms around the country.

TIX filmed all the commercials used on the Wilkens shows, as well as for Fryrite, Bulova, Lohengrin and Remington shaver products. Silberman has applied the same methods that has made his six shows the highest rated local shows over WDTV, and uses the same cast of Al Nobel, Jane Wilkens, the Westernaires, and the Wilkenettes.

Monday (17), Silberman said he is going into full-scale production of 15-minute films because of the dearth on the market of this length of film. He will start out doing Western segs, and then will go into dramatic and musical shows. He said these films will be ready for national distribution early in 1953.

## 'Chevrolet' Pix Bolster KTTV 'Big Night'

HOLLYWOOD, Nov. 22. — Station KTTV's much-ballyhooed Tuesday "big night" line-up this week succeeded in luring "Chevron Theater" filmed series away from Station KTLA. Series is filmed by Music Corporation of America's revue productions for Coast sponsorship by Standard Oil Company of California for its Chevron dealers and Standard Stations, Inc.

Show will complete a full year's run on KTLA when it switches to KTTV December 30. Biz was set thru the San Francisco office of Batten, Barton, Durstine & Osborn.

Within the past few months, KTTV has leveled its promotional guns on its Tuesday night line-up of shows to build the programs' ratings. Indie station arrayed some of its most attractive program material and then focused its ballyhoo on the line-up on what it called "the big night." Other "big night" offerings include the Tito Guizar Show, a live Latin-flavored telecast; Arrow Productions' filmed "Ramar of the Jungle," featuring Jon Hall, and the Abbott and Costello filmed series. Snaring "Chevron" away from KTLA apparently proves the "big night" gimmick is working as a biz builder.

## Cornell Gets Weitzman Seg

NEW YORK, Nov. 22. — Cornell Films here this week signed to handle exclusive TV distribution of "The Life and Times of Chaim Weitzman," a film short produced by United Films of Tel Aviv, Israel, shortly before the late Israeli president's death.

Cornell will also book the film for theatrical and non-theatrical release in America.

# Du Mont, ABC May Ignite TV-Film Syndication Change

## Franchise Plan and UPT Merger Are Prime Factors in Innovations

Continued from page 1

tem, as adapted by Du Mont, is the fact that it is issuing franchises to firms which stand in high regard in the areas they cover. Also, they are in intimate contact with sales prospects, know the local picture thoroly, can anticipate sponsor and station needs, are close at hand to sew up near-deals, are available to aid in promoting such deals as are on the air, and can follow closely the cycles of local sponsors who may be preparing to change properties.

These all seem to have potential advantages over the distribution methods commonly in use. For the most part, distributors either are centered in a single locality or have a few branch offices, but their salesmen are obliged to cover considerably larger slices of territory, some of which may be less familiar. As a result, these salesmen have to

work under orders fitted to the needs of the situation. One top distributor of TV film, for example, insists that its salesmen, when entering a market, remain on the spot until a sale either is consummated or rejected completely. They may not even leave to go home for the week-end except at their own expense.

This franchise plan, developed by Donald A. Stewart, head of the Du Mont Film Syndication Department and a veteran film man, is being executed by Herbert Jacobs, the department's acting sales manager. Jacobs currently is on the road setting up additional franchise deals and negotiating some regional network sales which are pending. Some 12 franchise pacts already have been signed, with numerous others in the offing.

Stewart now is working on adding some new and attractive

properties to his department for sale locally by the franchise holders. He is on the verge of closing a deal to distribute the 15 and 30-minute weekly films of the preceding week's sports events at Madison Square Garden. These films are turned out by the Garden itself.

Other recent additions to the series availabilities include "Jingle Dingle," puppet weather report jingles; "Looking at Football" series of three-minute films explaining intricacies of the sport; "Family Quiz," dealing with movies; "Jim and Judy," moppet series; "Weather Man," weather jingles, and "Reading the Bible," featuring Henry Wilcoxon with choral selections. Du Mont continues to handle two groups of feature films, the 26 Arcadia features and the 28 Illustrious features. The series which continue to be available thru Du Mont are "Speed Classics," "Scotland Yard," "Pathe Hy-Lights," "Streamlined Fairy Tales" and "Holiday of Dreams."

Franchises set up by Stewart thus far include the following outside of New York proper, which will continue, of course, to be handled by his own department itself:

Detroit, Charles Sheppard, two salesmen, entire Du Mont catalog already sold to WJBK; Chicago, Milwaukee and Grand Rapids and Kalamazoo in Michigan; Herbert Laufman Associates, three salesmen; Baltimore; Wilmington, Del. and Reading, York, Harrisburg and Lancaster in Pennsylvania; Harry V. Light, former agency rep, and two salesmen; Seattle and Spokane (latter city not yet on air); Romig Fuller, former commercial manager of KING-TV, Portland, Ore.; Merriman Holtz Sr., distributor and exhibitor of the theatrical film on the Coast and Alaska, pioneer in TV-film and former president of Screenadettes, Inc., with three salesmen; Montreal and Toronto, Rediffusion, Inc.; Los Angeles, Tom Corradine, former film buyer for KTTV; Cincinnati, George Brenzel; Louisville, Ben Helm; San Francisco, Don Flagg, president of Don Flagg Productions.

Jacobs also is understood to have imminent franchise deals pending in Denver, Salt Lake City, San Antonio, New Orleans and St. Louis.

As for ABC, their projected method of operation is still not known. The web has excluded virtually any syndication activity from its film operations thus far. However, this situation certainly will not obtain once the ABC-UPT merger is effected.

The exact nature of the UPT contribution to ABC's film set-up may be forecast only in general terms at this point. But it is a certainty that an outfit with the film know-how of UPT will have major suggestions to offer and original thoughts to contribute. Long known for its merchandising and sales ability in the theatrical film line, UPT is sure to adapt these to the field of TV film in the comparatively near future. For this reason, the coming activities of both webs will bear close watch by the rest of the industry.

## Gross-Krasne Buys California Studios

HOLLYWOOD, Nov. 22. — Jack Gross and Phil Krasne Friday (21) won court approval of the sale made by the estate of Harry (Pop) Sherman, original producer of the "Hopalong Cassidy" series. Gross-Krasne made an initial payment of \$50,000. Deal calls for the purchasers to repay \$135,000 the Sherman estate owes the U. S. bankruptcy referee, Benno M. Brink. Hearing by the Probate Court is expected to approve the deal. Gross told The Billboard that the purchase, after all debts are paid, will amount to \$200,000.

Productions on the "Lux" series will get under way at the new Gross-Krasne studios in early January. Date when the films will hit the air hasn't been set. Gross-Krasne will also utilize its newly acquired site for the continued production of Lever's "Big Town" and the "Cisco Kid," latter produced for Fred Ziv.

# SAG Preps Strike Vs. Users Of Non-Union Pic Commercials

HOLLYWOOD, Nov. 22. — Screen Actors' Guild will call for an industry-wide boycott against sponsors using non-union filmed commercials when it invokes its tele blurb strike December 1. SAG so informed sponsors, ad agencies and producers of TV film commercials in a letter, which also informed them that all members of the entertainment unions will join the Guild in the filmed commercial strike.

This marks the first time in showbiz history that such concerted pressure has been brought

into play in an employer-union hassle. Unless an eleventh hour peace move forestalls the SAG action, this will mark the first time in the history of the Guild that it went out on strike.

SAG also issued a strike notice to all its members, informing them that they are ordered to refuse employment in the TV film commercial field effective Monday, December 1. It told them action has won overwhelming approval of the Guild membership at meetings held here and in New York on November 9 and 16, and rati-

fied by mail ballot. It also told its members that its sister unions, American Federation of Television and Radio Artists, Equity, Chorus Equity, American Guild of Musical Artists, American Guild of Variety Artists and Screen Extras' Guild have pledged their all-out support. These entertainment unions, SAG said, have ordered their members not to accept employment in the TV film commercial field until SAG has negotiated a contract with the producers, agencies and sponsors.

... to keep pace with the Programming and Marketing Needs of the fast-moving TV Film Industry

... to present current TV Film Developments and the Answers to Current TV Film Problems

... to provide valuable, up-to-date Business Directories for every branch of the TV Film Industry



## THE BILLBOARD TV FILM PROGRAM GUIDE and MARKET REPORT

—Out December 9

## Morris Paris Rep Handles TV Filming

PARIS, Oct. 22. — Tavel-Marouani, representative of the William Morris Agency in Paris, has branched out into TV filming. The company has formed an alliance, Felix Marouani told The Billboard, with Intercontinental Films, for Television Corporation, the American-European TV outfit headed by Ed Gruskin and Marty Poll.

Marouani, who will handle the outfit's television department, has decided to go all out in the field of video films, many working thru Intercon.

THE BILLBOARD

TV-Film Buying Guide

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

Listed below are TV film series currently showing on television stations in cities that the American Research Bureau surveys individually. Only films in the program categories indicated are covered in this issue.

Series Name, Length in Minutes, No. Releases Available, ARB Rating

MYSTERY

Table listing mystery TV film series by city (Boston, Baltimore, Chicago, Cincinnati, Columbus, Detroit, Los Angeles, New York) with ARB ratings and release info.

Series Name, Length in Minutes, No. Releases Available, ARB Rating

Files on

Table listing 'Files on' TV film series by city (Boston, Chicago, Detroit, Los Angeles, San Francisco) with ARB ratings and release info.

WARNING • WARNING • WARNING

Check distributor for availability. Any of the films listed here may be available in the immediate or near future, regardless of markets in which they are now being shown.

Front Page

Table listing 'Front Page' TV film series by city (Los Angeles, Detroit, Los Angeles, New York) with ARB ratings and release info.

Heart of the City

Table listing 'Heart of the City' TV film series by city (Detroit, Los Angeles, San Francisco) with ARB ratings and release info.

Hollywood

Table listing 'Hollywood' TV film series (Offbeat) with ARB ratings and release info.

Series Name, Length in Minutes, No. Releases Available, ARB Rating

Table listing TV film series by city (Los Angeles) with ARB ratings and release info.

Invitation

Table listing 'Invitation' TV film series by city (Chicago, Los Angeles) with ARB ratings and release info.

Teletideo

Table listing 'Teletideo' TV film series by city (Cincinnati) with ARB ratings and release info.

This is the Story

Table listing 'This is the Story' TV film series by city (Los Angeles) with ARB ratings and release info.

TV Goes for Safety Film

WASHINGTON, Nov. 22.—"Design for Safety," a new half-hour sound film on safety measures, is creating "widespread interest" in U. S. and Canada.

TV Station Film Buyers Pick

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

THEATRICAL

Table listing theatrical TV film series by city (Los Angeles, Chicago, Detroit, New York) with ARB ratings and release info.

OTHER

Table listing 'Other' TV film series by city (Los Angeles, New York) with ARB ratings and release info.

Additional TV Film Series

and markets in which they are currently appearing

Listed below are additional TV film series currently available to stations and sponsors. Films in program categories other than those listed below will be covered in the next three issues.

Series Name, Length in Minutes, No. Releases Available

MYSTERY

Table listing 'Mystery' TV film series by city (Los Angeles, Detroit, New York) with ARB ratings and release info.

TRAVEL

Table listing 'Travel' TV film series by city (Los Angeles, New York) with ARB ratings and release info.

DRAMA

Table listing 'Drama' TV film series by city (Los Angeles, New York) with ARB ratings and release info.

Series Name, Length in Minutes, No. Releases Available

Table listing 'Additional TV Film Series' by city (Los Angeles, Detroit, New York) with ARB ratings and release info.

MUSICAL

Table listing 'Musical' TV film series by city (Los Angeles, New York) with ARB ratings and release info.

ZIV-TV advertisement for Ziv Television Programs, Inc., featuring the ZIV-TV logo and contact information.

## Martini Talks French Vaude For NY Strand

NEW YORK, Nov. 22.—The Warner Brothers' Strand may be taken over by N. Martini, operator of the French Casino, if the present talks jell.

Martini's first plan was to import a French musical; but now he plans to run the theater on a Radio City Music Hall policy plus top French movies. The first plan fell thru when Martini was informed about Equity requirements on bonds, etc.

Martini already has an exclusive on all pictures produced by what he termed as a top French studio which he will bring here. English titles will be dubbed in. The flesh part of the bill will call for "French type" productions, including a large house line, tho basically it will be a Music Hall format.

Talks are now underway with the American Guild of Variety Artists on minimum basic terms. Martini has already agreed that the majority of his girls will be Americans, tho the stars will be French.

His deal with the Warners calls for a flat rental plus a percentage.

Martini's French Casino, meanwhile, has bought Frank Sinatra for \$10,000 and has lined up other names to follow. Martini said that he intends to make the club pay off and is ready to buy the biggest attractions for the room.

Middleweight champ Sugar Ray Robinson just wound up a two-weeker at the French Casino. He came in for \$10,000 the first week and \$7,500 the second week.

## Parking Law Hits Theaters

DETROIT, Nov. 22.—A serious obstacle to the continued operation of all sorts of stage shows is seen in a zoning principle, involving parking space, invoked by the suburban city of River Rouge against the Rouge Theater, local picture house which has been closed about three and a half months. The River Rouge council deadlocked on the issue, which the theater has twice taken to the Circuit Court in an effort to obtain a license. When the theater opened anyway, the management was charged with operating illegally because of failure to provide parking space at the ratio of one car for every four seats.

The parking rule, as part of the general zoning requirements, was re-codified last year, but provided, as do most local municipal ordinances of the kind, that established theaters would be exempt. It is now contended by River Rouge proponents of the action, that the three and a half month closing of the Rouge Theater made it no longer an "established" house, and that, in order to reopen it must comply with the requirements of the ordinance.

In Detroit, the parking requirement has effectively stopped construction of theaters for the past ten years with two exceptions.

## Jimmy Fazio Sues B. Baer

MILWAUKEE, Nov. 22.—Jimmy Fazio, nitery operator, has instructed his attorney, William H. Bowman, to file suit against Buddy Baer; his managers, Gabbe, Lutz & Heller, and the American Guild of Variety Artists for breach of contract.

Fazio claims Baer had been signed for a two-weeker and that at the last moment the Music Corporation of America demanded a higher figure than previously agreed upon.

A last-minute substitute booking for Jimmy Fazio's Supper Club was arranged by bringing in Buddy Moreno as Baer's replacement.

## POLICE SAVE HOT PYTHON

PHILADELPHIA, Nov. 22.—It was too hot for the Fire Department to handle when snake-charmer Ellen Leigh and belly-dancer Lydia Hernandez started cutting up in their room in the Lincoln Hotel. Miss Leigh was practicing an addition to her snake dance act, while Miss Hernandez was sitting on the bed laughing because Miss Leigh was having quite a time getting her new partner—a 10-foot python—to cooperate. Finally around 2:30 a.m. the python slipped away and slithered under a radiator. The reptile started heating up and began hissing louder than the radiator ever did. Scared of the hissing Miss Hernandez called police. They saved the day by taking the cover off the radiator. Miss Leigh then took over.

## Loophole Stops Curfew Action

GLOUCESTER CITY, N. J., Nov. 22.—Despite a ban on Sunday liquor sales for Gloucester County in Southern New Jersey at a referendum in the November 4 election, local cafes were able to get an injunction from Superior Court Judge Vincent S. Haneman temporarily from enforcing the new law. Legal relief was sought by the Gloucester City Licensed Beverage Association, comprising 35 taproom and four nitery owners.

The niteries involved include Andy's Log Cabin, Nickelson's Tavern, Lou Palma's Cafe and the Twin Bars, each offering full-week show stands. The association based its appeal on the fact that the referendum did not specify closing hours on Sunday. They argued they should be permitted to remain open until 2 a.m., and then reopen at 3 p.m. on Sunday afternoon, as they have legally done for the past 17 years.

## Set Joey Lewis For Miami LQ

MIAMI, Nov. 22.—Joe E. Lewis will open at Lou Walters' Latin Quarter, Palm Island, early next February in what is Walters' first attempt to bring names to his club.

Heretofore the LQ went in primarily for big productions with many girls, similar to Walters' policy in New York. Occasionally he used headliners to give the show added heft, but seldom has he used a name as strong as Lewis.

Ciro's will put in a package show tagged "Diamond Jim Brady" set to open January 28. Unit will have Buddy Lester.

The Copa City plans to open with Jack Carter. Martin and Lewis, originally set for the preem, fell out because of picture commitments. It is expected, however, that they'll work the Copa either late in February or early in March.

There's a possibility that Phil Foster may go into the Vagabonds Club on a full season basis. So far the deal is in the dickering stage only, and nothing's been set.

## New Ops for Conn. London Terrace

NEW LONDON, Conn., Nov. 22.—The London Terrace here, one of the city's largest niteries, was sold last week by Benjamin Walker and Melvin Holtz to Milton Schartz and Ralph Smith of Bridgeport, Conn.

The new partners, who run a public relations firm in Bridgeport, have been booking acts into Eva Hall, Groton, Conn. for the past several months.

Starting Thanksgiving, the new ops have the following acts set ahead: Lanny Ross, Bill Lawrence, Bob Eberly and Bobby Breen.

# AGVA WELFARE FUND STIRS BATTLE ROYAL

## Ops, Agents, Hotels Resist Plan To Tack Bite on Insurance Policy

• Continued from page 1

per person per show. Each cafe will be required to pay AGVA \$2.50 a week per performer, and all outdoor talent buyers will be required to pay \$3.50 per week per performer. The order is to take effect at noon November 21.

While the idea of insurance has met with considerable approval so long as it was run well, the method of installing it and putting it into practice was bitterly fought by Jack Irving, AGVA head; Henry Katz, lawyer, and Silverstone & Rosenthal, national counsel. The attorneys argued that tying a welfare contribution to the insurance plan violated certain contracts with agency organizations and minimum basic agreements with talent buyers.

The proponents for the plan were led by Dewey Barto who argued, "It's time we wore long pants," and Margie Coate, head of the Welfare Department who blandly assured AGVA's board, "They (the buyers) will pay it without a single objection. No one will object to paying. I've spoken to many of them, and they'll be glad to pay."

**Lloyd's Plan**  
When the North American Accident Insurance Company underwrote the policy, the same rates as shown above were in effect. When the company canceled its policy as of November 21, Lloyd's

of London became the underwriter. Under the new plan, club date insurance premiums are to be 40 cents and weekly insurance premiums \$2.40. But where all the premiums collected before were turned over to the company, under the Lloyd plan, AGVA insures its members, and is responsible for the premiums. The difference between what it collected from buyers and what it will pay Lloyd's is placed in the welfare fund.

The lawyers argued that under its contract with Artists Representatives Association and similar agents orgs, it was to charge

members only for the actual insurance premiums. If a reduction was obtained, it had to be passed on.

It was on this point that the AGVA National Board ran roughshod over the objectors. Barto's chief cry was, "You just heard the lawyers; now listen to an actor." Miss Coate was equally certain that all that was needed was "a couple of girls and extra space." The lawyers' warnings that negotiations would have to be entered into were pointedly ignored.

Faced with an ultimatum by AGVA, ops in various centers have joined to fight. Erie County Cafe Owners Association, which covers Buffalo, has already retained lawyers to battle the union. One Buffalo op charged that the new plan will add more than \$5,000 a year to his operating costs.

Pittsburgh cafe ops have flatly told AGVA it would be economically impossible to "take on the welfare contribution expense..." They offered as a counter proposal an annual fee of \$90. One suggestion was made that one act on the bill should have the welfare contribution added to his salary. Since it would be made part of the contract, as in the musician's union, there would be no difficulty in collecting.

Washington, Baltimore, Philadelphia  
(Continued on page 51)

## Gerson to Op Punch Bowl in Atl. City Hotel

ATLANTIC CITY, Nov. 22.—When settlement is made on the purchase of the beachfront Brighton Hotel within the fortnight, the operation of the hotel's famous Punch Bowl will go to Dallas Gerson, co-owner of the Latin Casino in Philadelphia. Gerson heads a corporation with Robert Kramer, also of Philadelphia, and localite Esther Kaminsky, which has applied for transfer of liquor license.

The set-up provides for the Gerson-headed Punch Bowl Corporation to take over the entire hotel and lease all but the nitery to a combine headed by Morris and Sarjel Corson, who have been associated with the operation of other hotel interests. Gerson plans to set up a Latin Casino place in the present Punch Bowl. Gerson's Philadelphia spot always shutters for the summer.

The Brighton Hotel is now in receivership. The State liquor board is said to be in favor of transferring the liquor license to the Gerson-headed corporation, as long as none of the profits from the sale of liquor go to the Corson Corporation, which will operate the hotel.

## License Lost By Flame Bar

ST. PAUL, Nov. 22.—The City Council here Thursday (6) unanimously revoked the liquor and all supplementary licenses of the Flame Bar & Cafe in downtown St. Paul held by Henry Greene.

The action is a sequel to the publicized license matter going back to last winter when Greene and several other bar owners were charged with liquor law violations on the basis of reports given by members of a juvenile gang.

The others were found not guilty, but Greene was convicted on the charge of selling liquor to minors. He has appealed to the State Supreme Court.

The City Council at the time revoked Greene's licenses, but tacked on a proviso that revocation wait until after the State's highest tribunal decides on the appeal.

Shortly thereafter, St. Paul had a municipal election, and John Daubney, who was elected mayor, made quite an issue out of the action by the City Council. Daubney several times has sought to have the immediate revocation of Greene's license take effect, and Thursday's action climaxed that campaign.

Under St. Paul regulation, Greene may apply for new licenses, on a pro-rata basis, after his permits have been revoked for 30 days. Meanwhile he is waiting the outcome of his case before the Supreme Court.

## Bond Stiffening Hits 52d Street

NEW YORK, Nov. 22.—A sudden drive against the 52d Street strip spots by the American Guild of Variety Artists, to increase cash bonds to cover all performers, found the clubs up in arms. Many clubs gave notice to their acts. And many acts, in turn, charged AGVA had caused their firing.

The union had discovered that most of the 52d Street rooms had bonds that covered salaries for two or three people. They actually had six or seven girls on the show.

The rooms hit were the Three Deuces, Harem, Chez Paree, Del Rio, Nocturne Samoa and others. Also as part of the drive, Jimmy Lyons, AGVA's New York manager, shifted AGVA collectors who had previously covered the area to other districts.

Lyons also indicated that the drive to increase bond coverage will be extended to Greenwich Village and other areas.

## 2 Pubs Charge Infringement

NEW YORK, Nov. 22.—Suit for copyright infringement has been filed against Club Baghdad Lounge, Houston, by Chappell & Company, Inc., and Harms, Inc., music publishers, alleging that their copyright songs were performed without authorization at the club.

Songs involved in the suit are "Bewitched," by Lorenz Hart and Richard Rodgers and published by Chappell, and "As Time Goes By," by Herman Hupfeld, published by Harms.

In their complaint, the publishers—members of the American Society of Composers, Authors and Publishers—asked the court to restrain the defendant from publicly performing the songs in the future, and to award statutory damages of not less than \$250 for each of the unauthorized performances, together with court costs and attorney fees.

Harry Collins, proprietor of the Club Baghdad Lounge, was named defendant in the suit which was filed in U. S. District Court for the Southern District of Texas, Houston division.

## Miami Olympia To Get Vaude

MIAMI, Nov. 22.—Vaudeville returns to the Olympia Theater December 10 after a lapse of several months during which the house operated as a first-run pic spot.

Les Rohde's orchestra (11) will be back on the stage, with the live policy format basically the same as in former years. Harry Levine, of Paramount Enterprises, will continue as booker, with the local end handled by Al Weiss of Florida State Theaters.

First-run pix will continue along with the flesh shows, a new policy, inasmuch as second-string films ordinarily backed up the stage acts.

## Eat, Drink Spots' Inventories Rise

WASHINGTON, Nov. 22.—Inventories held by all eating and drinking places in the United States December 31, 1951, were estimated at \$492,732,000, the Bureau of Census reported this week. Eating and drinking spots run by organizations operating 11 or more stores (Group II stores) alone held inventories valued at \$14,572,000.

According to the annual Retail Inventory Report published by the bureau, the ratio of sales in all eating and drinking places for the full year 1951 to December 31 inventories was 24.3, and 42.3 in Group II stores. Year-end inventories were up 1 per cent over December 31, 1950, for all eating and drinking spots, but down 3 per cent in Group II stores.

## RIPPER JACK BARES BACK

MIAMI, Nov. 22.—A local amusement columnist received two publicity releases from the same press agent within the space of four days:

"High cost of imitating Johnnie Ray: Dream Bar's Jack Murphy has ripped 49 shirts in record - mimicking the sob-singer."

"Jack Murphy has ripped 16 shirts off his back doing his Johnnie Ray routine at the Dream Bar."

How many shirts?

## Victor, Columbia Tell Distribs Platter Prices Will Not Drop

Capitol, Decca Take Similar Stand; Diskeries Cite Increased Costs

NEW YORK, Nov. 22.—RCA Victor and Columbia Records individually notified their distributors this week that they had no intention of reducing prices on their platters after the first of the year. The RCA Victor statement was issued by Frank Folsom, head of RCA, Tuesday (18), and the Columbia letter by James Conkling, diskery topper, Friday (21).

A Capitol spokesman, in line with the above, emphasized that the firm has no inclination to reduce prices. Decca had issued a similar statement a few weeks ago via proxy Milton Rackmil (The Billboard, November 1).

The "no price reduction" stand taken by the major firms scotched rumors that there would be a general price reduction on LP platters next January.

### Anxiety Created

These rumors had created anxiety among a large number of dealers, who were concerned about the after-Christmas period. In addition, Columbia Records, in its statement to distributors, pointed out that the rising cost of production not only ruled out any possibility of a price reduction, but even created the possibility that a price rise might be necessary on many Columbia LP's, if government regulations permitted.

The RCA Victor release, which reached distributors by wire Wednesday (19), said, "We have no intention now of reducing prices at the end of the present price guarantee period. The record business from now on thru the first quarter of 1953 shows every indication of exceeding previous years." According to the diskery, distributors will relay this message to dealers next week.

Columbia's statement to its distributors was in the same vein, and read in part, "With our increased costs of doing business, of which you and your dealers are surely aware, we most certainly have given no thought to a general price reduction. On the contrary, we find ourselves in a position where an increase in price of many LP Columbia records may be necessary, government regulations permitting."

### Increase Uncertain

In regard to the possibility of an increase in price by Columbia, a diskery spokesman said that no

decision has been made as to whether prices would be upped on any LP's at this time. However, the exec did point out that Columbia LP's are priced below those of other major labels. The exec also said that over the last 18 months or so, prices have been steadily creeping upwards for materials, labor and other supplies. Capitol Records noted that from a practical cost standpoint, the firm is close to the line right now.

Both RCA Victor and Columbia recently introduced low-priced LP lines on the market, the Bluebird and the Entre' lines respectively. Decca Records too has brought out a less expensive LP disk, the "4,000 series." These lines are in a sense a balance for the majors, in that dealers have a low-priced disk to sell if they wish to exploit that market. The majors also believe that they are giving more value on their classical waxings these days anyway, with the EP 45 disks and the longer playing LP records.

## Precedented Ruling By U.S. Court Protects Song Titles

NEW YORK, Nov. 22.—In what is considered a precedental case casting light on the protection of song titles, Shapiro-Bernstein recently was granted an injunction by Judge Ryan, of the United States District Court for the Southern District of New York, against Royal Plastics Corporation, King Records, Keys Music, Inc., and Lois Music Publishing Company. The case hinges around the song titles, "Rainbow at Midnight" and "Answer to Rainbow at Midnight."

In seeking the injunction Shapiro-Bernstein built its case upon two chief points: 1) that King's use of the title represented unfair competition, inasmuch as this title was a thing of value belong-

ing to the writer, Lost John Miller, and the publisher, Shapiro-Bernstein; 2) The similarity of the lyrics of the tune used by King, to two tunes written by Miller and published by Shapiro-Bernstein, represented an infringement of copyright. The injunction was granted November 16.

According to the evidence, "Rainbow at Midnight" and "Answer to Rainbow at Midnight" were written by Lost John Miller and published by Shapiro-Bernstein. The King version of "Answer to Rainbow at Midnight" was attributed to "Arthur Q. Smith."

Judge Ryan's injunction states in part:

1) It is ordered ... that the defendants be perpetually enjoined during the remainder of the term of the copyright on the musical composition "Rainbow at Midnight" by Lost John Miller, which copyright began on January 28, 1946, and during the remainder of the term of copyright on the musical composition, "Answer to Rainbow at Midnight" by Lost John Miller, which copyright began on November 29, 1946, now vested in the plaintiff, Shapiro-Bernstein, from directly or indirectly publishing, printing, reprinting, copying or vending for sale the musical composition

2) That the defendants, The Royal Plastics Corporation, King Records, Keys Music, Inc., and Lois Music Publishing Company be and they severally and jointly, hereby are directed and required to deliver up an oath, for destruction of the same.

"Answer to Rainbow at Midnight," attributed to Arthur Q. Smith, and from directly or indirectly publishing, printing, reprinting, copying, vending, offering for sale or in any other manner, either directly or indirectly, using said musical compositions "Rainbow at Midnight" and "Answer to Rainbow at Midnight" by Lost John Miller, or any part or parts thereof, in any form or manner, or any abridgement or setting of it in any system or notation or any form of record from which it may be read or reproduced, or performing or authorizing the reproduction mechanically of said musical compositions or songs, or any part or parts thereof.

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## YOUNG VENTURA MAKES LIKE POP

PHILADELPHIA, Nov. 22.—It'll be like father like son when the Charlie Ventura music-makers take off at the maestro's Open House roadhouse at nearby Lindenwold, N. J. Charlie Ventura Jr., the maestro's 16-year-old son, received his card this week in the local musicians' union, which will give him the right to sit in with the band for the jam sessions his pop stages. Lad plays the sax, too.

## Pub Firm Will Scout Cleffers

NEW YORK, Nov. 22.—Shapiro-Bernstein shortly is expected to assign a man full-time to scout writer talent. Man assigned to the job will probably be selected from within the firm. Initial thinking is that the post will necessitate constant traveling all over the country. The job will call, in effect, for a survey of the cleffer situation throughout the country, rather than accenting only the New York, Hollywood and Nashville centers.

## Coral Preps New Drive in R&B Field

NEW YORK, Nov. 22.—Coral Records is about set to launch a new drive in the r.&b. field. The move, which calls for the creation of an r.&b. department by the diskery and the inking of established talent, comes at a time when Coral's parent company, Decca, has just given up its bid for a share of the market.

This difference of outlook between two affiliated firms, points up the industry pattern that has made it difficult, if not impossible, for major labels to exploit r.&b. wax fully.

The field is dominated by smaller diskeries, who, thru their independent distributors, can improvise promotional and sales techniques to meet the special demands of the market. A recent development along these lines saw Columbia Records offer its Okeh label r.&b. wax thru indie distributors rather than company branches in many areas.

### Add McLaurin

First addition to Coral's r.&b. artist roster is Bette McLaurin, former Derby thrush, whose recent cutting of "My Heart Belongs to Only You," is moving into the higher sales brackets. Her first recording dates for Coral will be held later this month.

Coral is also taking on Derby's a.&r. staffer Phil Rose, who will head up the new Decca subsidiary's r.&b. seg under Coral's a.&r. chief Milt Gabler. He starts with Coral December 1.

## Sign Morris as Laurel Agency

NEW YORK, Nov. 22.—Tommy Valando this week signed a three-year pact with Edwin H. Morris Company, Ltd., to serve as selling agent in Canada for Laurel Music tunes. Morris Music will handle all sheet music rights in Canada, including the importation of sheet music from the states as well as printing Laurel sheet music in the Dominion. In addition, the Canadian branch of Morris will handle mechanicals for Laurel tunes north of the border.

As part of the deal, Laurel Music acquired the exclusive renewal rights to "Deed I Do," which Morris Music previously had controlled.

## Merc Expands Promosh Drive

CHICAGO, Nov. 22.—Promotion plan to stimulate sales of Mercury Records, inaugurated a month ago (The Billboard, October 18), has met with such success that the diskery is expanding it. Originally men were hired to work out of the Boston, Cleveland, Pittsburgh and Detroit distributor offices contacting disk jockeys and retail stores. Responsibility for their direction, how-

(Continued on page 24)

## Hefty Grosses Spur One-Nighter Treks

Three Packages Do \$2 Mil in Fall Tours; Biggest Show 20% Over '51; Big Spring Seen

NEW YORK, Nov. 22.—Plans are now being set for new spring treks thru the lush one-nighter market, by a group of new packages and by promoters who have been spurred by grosses racked up this season. Estimated takes for the three packages winding up their fall tours this week—the Eckstine-Shearing-Basie, "Biggest Show of '52" and Norman Granz "Jazz at the Philharmonic" units—run close to \$2,000,000.

The spring edition of "The Biggest Show of '53," which will tour for five weeks starting mid-April, will feature Frankie Laine, Woody Herman's ork and a top singer. Billy Eckstine will also head out again about that time for the South, and a new jazz unit, as well as a possible Carlos Gastel-produced package, are also being planned.

The new jazz package is being prepped by Morris Levey, of Patricia Music, and is expected to feature the Duke Ellington ork and Billie Holiday. It will be called "Jazz at Birdland." The Carlos Gastel unit, which is now in the talking stage, may consist of Nat Cole and the Billy May ork, and one other act. If this unit comes thru, it will be booked by the Gale Agency, which also books the "Biggest Shows."

The "Biggest Show of '52," with Nat Cole, Sarah Vaughan and the Stan Kenton ork, passed the \$900,000-mark in its eight-week

tour, which wound up Sunday (16). This was the biggest total racked up by any "Big Show" so far, and possibly the highest total gross of any arena-auditorium package to date.

The "Biggest Show" will play an additional 10 engagements on the West Coast, February 2-9, with all the stars of the fall package except Sarah Vaughan, who will be in Europe at this time. The unit will hit major cities, including Los Angeles, San Francisco, Portland, Ore., Seattle, and possibly Vancouver, B. C.

Both the Eckstine and the JATP packages wind up this week, the former tomorrow (23). The JATP unit closed Friday (21) in Honolulu. The Eckstine package is expected to hit total grosses of close to \$400,000.

### 1-Nighter Demand

A comparison of the receipts of "The Biggest Show of 1951," as against the recently concluded 1952 edition, shows the increasing market for the one-nighter entertainment. The '52 edition ran more than 20 per cent above the '51 show, and grossed more, even tho the new show ran only eight weeks as against the last year's run of 10 weeks. Some of the increased grosses can be attributed to the double shows played in the large cities, but another reason is the growing public acceptance of the big-time one-nighter shows.

## Melody Trails Sets 7 Ditties

NEW YORK, Nov. 22.—Melody Trails, a new Nashville publishing firm, recently formed by Howie Richmond, has seven ditties coming up on wax within the next two weeks.

These include "Please Believe," George Morgan's Columbia disk, by Vic McAlpin and Jack Toombs; "A Thousand and One Nights," by Moon Mullican on King, and Jimmy Selph, who penned the tune, on Rosemary Records; Curtis Gordon's RCA Victor waxing of "You Ain't Seen Nothin' Yet," by Vic McAlpin and Jack Toombs; Jimmy Selph's "I Was Too Late," on Rosemary Records, and Johnny Horton's Mercury waxing of "This Must Be the First Time," by McAlpin and Toombs.

Melody Trails is going on an all-out push on these platters as soon as they hit the market. The general manager of the firm is Vic McAlpin, well-known country writer.

## MPPA May Ask BMI On Song Title Bureau

NEW YORK, Nov. 22.—Members of Music Publishers Protective Association, at a meeting Tuesday (18), considered the advisability of setting up a central registration bureau for the protection of song titles. Walter Douglas, MPPA chairman of the board, is expected to sound out execs of Broadcast Music, Inc., with a view toward ascertaining whether BMI publishers could be made a part of such a group.

The MPPA meeting, of course, reflects the anxiety of many publishers over the prevalent duplication of titles. The situation, fully reported in The Billboard, has drawn complaints from many publishers, as well as a formal squawk from Songwriters Protective Association.

The MPPA meeting kicked around the possibility of setting up a registration bureau similar to that of film industry. Some publishers believe, however, that whereas a central registration agency might be effective in the film industry, such an organization would not have the same force in the music business.

### List Reasons

Reasons given are that in films, titles are fewer, and the investment in product is tremendous. The latter fact, alone, acts as a deterrent to title duplication. Film execs respect titles. But

in the music business, it is argued, a publisher who thinks he can ride with a hit via a duplicated title, would not be easily restrained. The fact that another publisher might do it to him would not be a deterrent, as it might be in the film industry.

MPPA, of course, has had a title registration service for years. Some BMI firms are MPPA members. But these BMI firms are generally old ASCAP firms, or else are appendages of ASCAP-affiliated firms. Most of the title duplication has been done by the younger, active BMI firms which are not members of MPPA.

## Krupa & Full Band To Cut Merc. Sides

NEW YORK, Nov. 22.—Gene Krupa, who finished a 10-week tour with "Jazz at the Philharmonic" Thursday (20) in Honolulu, is scheduled to record several sides for Norman Granz, to be released by Mercury. Unlike Krupa's previous releases for that label, he will use a full band, complete with strings, doing special arrangements of the more popular light classics. Krupa's Mercury releases have been cut in the past with the Krupa Trio. Krupa will go on the road with the Trio after the New Year.

## NEW LOW-PRICE POPS

Book Firm Tests  
35c Bell Records

NEW YORK, Nov. 22.—Cloaked with a maximum of secrecy, a new line of pop records selling for 35 cents a disk is being quietly tested in a few stores in and around New York. This new label, called Bell Records, is owned by Pocket Books, Inc., and is the book publisher's first venture as a record producer. The firm has, however, considerable experience in record distribution, serving as distributor for Golden Records, the kidisk line produced by Simon & Schuster.

The new Bell label is a seven-inch, semi-microgroove 78 r.p.m. disk that plays the same amount of music as the normal 10-inch record. The disks are produced by injection molding by Bestway Products in Rahway, N. J., a pioneer in the field of injection molding. Bestway also molds Golden Records for Simon & Schuster.

The release being tested consists of 10 different records, all current or recent pop hits, such as "Jambalaya," "Wish You Were Here," "I Went to Your Wedding" and "Walking My Baby Back Home." The masters for nine of the 10 records were leased from Prom Records, a local 10-inch, low-price pop line which sells for 49 cents. Future releases will be waxed by Pocket Books with the accent on pop hits and standards. Records will be cut with the Jimmy Carroll ork and will make heavy use of Anne Lloyd as the vocalist.

The existence of the new Bell Label was established by The Billboard after discovering the

Fast Start for  
'This Is' Series

NEW YORK, Nov. 22.—Judging from the initial reaction to the new RCA Victor "This Is" series of pop collectors' items, there appears to be a revival of interest in collector sets thruout the record business. The firm, which is now completing the shipment of the 11 sets of waxings by bands of yesteryear, has received initial 100,000 mark.

Included among the new sets which are available on Extended Play 45 and LP are collections of former hits by Glenn Miller, Artie Shaw, Benny Goodman, Tommy Dorsey, Oscar Peterson, Ray Noble, Hal Kemp and Duke Ellington. Topping the list sales-wise is the Glenn Miller Concert—Vol. 3. Close behind are albums by Shaw, the Goodman Quartet, a Dorsey set and a second Miller album. Interestingly enough, orders on EP 45 and LP are running neck-and-neck, with the latter currently leading by less than a thousand units.

Dealer reaction to this new series, as reflected by the orders, has pleased the diskery, according to a Victor spokesman, especially since no promotion at all has yet been leveled on them. Key reasons for the fast start, he believes, are the growing collectors' markets, the fact that nearly all of these disks were previously unavailable as singles and never before packaged together, and because the "This Is" collectors' series was included in the label's fall "Best Buy" program.

Freeman Exits  
Capitol Ranks

HOLLYWOOD, Nov. 22.—Bud Freeman, director of publications and publicity for Capitol Records here for the past two years, departs the Wallichs waxery around the end of the year to devote his time to creative writing in radio and TV.

While with Capitol Freeman edited Music News, directed the recent change of Capitol News to a Quick-sized general music mag, Record News, the diskery's consumer giveaway, and the recently dropped Pickups.

new line the day after it went on sale in a Brooklyn McCrory variety store. Thus far this is the only store in New York City known to be selling the records. It was later established that the records have been on sale in a few stores outside of New York for the past few weeks. No promotion of any kind has been used by the stores.

## Maybe 3 Speeds

In confirming the label, a spokesman for the label emphasized that at the present time it is still in the experimental stage. The tests will be continued, according to him, until about the end of this year. At that time it will be decided whether there is room for a 35-cent pop line. Should the decision be affirmative, Bell would be the lowest-priced pop label on the market. If it is decided to go into wholesale distribution, the line will probably be released on all three speeds (78, 45 and 33½ r.p.m.), each priced at 35 cents.

The results of the test are inconclusive to date, according to this exec, with sales ranging from fair to good. The best sales to date have resulted in the McCrory store previously mentioned. It is known that this store's initial stock of the 10 records amounted to 160 units. These were almost completely sold out during the first day. The store immediately placed a heavy re-order.

## Speculation

The introduction of this new Bell label gives rise to certain speculation. The ability to produce and sell profitably a nationally-distributed line of pop disks to sell at the low 35-cent price will undoubtedly be carefully watched by all segments of the trade. The use of the seven-inch, semi-microgroove disk reactivates speculation in this area. Several months ago Modern and its subsidiary, RPM, began shipping deejay copies of this type disk, altho the latter were not injection molded. At that time there were recurring rumors in the trade that others would follow suit. Philips, the Dutch combine which recently entered the international record business, is pushing this type of platter.

Another area of conjecture is that of injection molding. Thoth the major labels are known to have experimented in this field only Golden Records has used this production method to any degree.

Stern to Distrib Titles  
Based on 'Best Buys'

NEW YORK, Nov. 22.—A new title strip service for juke box operators based on The Billboard's comprehensive trade survey, "This Week's Best Buys," will be made available to operators on a subscription basis beginning next week. The firm offering the low-cost program is the Yermie Stern Title Strip Company, here.

The program will be integrated with The Billboard's survey, which determines each week those records which are heading into the best-selling categories. All types of records are covered in the survey, and the "Best Buys" selections are made only after a careful analysis of data taken from all trade sources.

The Yermie Stern plan, with only slight modifications, will be paralleled by a program now being set by the Star Title Strip Company, of Pittsburgh, to break about the first of the year. It, too, will be pegged to The Billboard "Best Buys" survey.

"This Week's Best Buys" is a new and accurate buying service for juke box operators and record dealers begun by The Billboard two weeks ago. The purpose of "Best Buys" is to spotlight new tunes with strong potential in sufficient time to be of valuable service to the trade. "Best Buys" selections are based on a thorough analysis of nation-wide reports on the activity of the new records. Those recently-released records which have created activity in a few markets are listed each week

Dozen of Top 40 Tunes of  
'52 Are by Unknown WritersIndie Diskeries, Keen Competish, Help  
Neophytes Break Into Charmed Circle

By BOB ROLONTZ

NEW YORK, Nov. 22.—The strong chances for an unknown—or comparatively unknown—songwriter to break into the charmed circle with a hit tune is pointed up by a Billboard survey of the top tunes of the waning year. About a dozen of the approximately 40 smash hits of 1952 were penned by new or amateur cleffers, or by writers whose work up to now has been confined to specialized material. Some of these tunes hit the top slot on The Billboard "Honor Roll of Hits." And as an indication that the situation will be much the same in 1953, a number of the possible big ones now thrusting themselves upon the horizon were written by newcomers or non-professionals.

The dozen smash tunes by the newcomers includes "Why Don't You Believe Me?" "Trying," "I Went to Your Wedding," "Half

As Much," "Botch-A Me," "Blacksmith Blues," "Here In My Heart," "Please, Mr. Sun," "Little White Cloud That Cried," "Any Time," "Tell Me Why," "Cry," and "Bermuda." At the start of the year, the smash ditty, "Sin," was also up on the hit list, tho the tune started late in 1951.

The most recent songs by neophyte writers to zoom into the hit class are "Why Don't You Believe Me?" by Lew Douglas, C. Laney and Roy Roddy, and "Trying" by Billy Vaughn. The writers of the first named effort are Chicago businessmen, and Roddy runs the Teletronics firm in Chicago. Vaughn, who wrote "Trying," is a member of the Hill-toppers, who waxed the song for Dot, and is also a college student.

The smash "I Went to Your Wedding," which has been one of Patti Page's strongest disks this year, was cleffed by Jesse Mae

Robinson, who formerly specialized in r.&b. material. Since "Wedding" she has written "Keep It a Secret," which has already taken off via the Jo Stafford Columbia disk and "I'm Just a Poor Bachelor," just cut by Frankie Laine on Columbia.

It is worth noting that record artists penned and waxed four of the big ones this year. This includes Johnnie Ray's "Little White Cloud That Cried"; Al Alberts and Marty Gold, of the Four Aces, on "Tell Me Why"; Cynthia Strother, of the Bell Sisters, on "Bermuda," and Vaughn's "Trying."

"Cry," one of the biggest hits in the last few years, was penned by Churchill Kohlman; "Any Time" by Herbert Happy Lawson, a ditty originally a country hit before a pop; "Please, Mr. Sun" by Ray Getzov and Sid Frank; "Here in My Heart" by Bill Borrelli, Pat Genero and D. Levinson; "Half As Much" by Curley Williams, another tune that broke first in the c.&w. field; and the Italian import "Botch-A Me," written by R. Morebelli and L. Astore, with English lyrics by Eddie Stanley.

It is a debatable point as to whether the writers who come out of the unknown class suddenly with a smash hit will be able to come thru with more big tunes, or will have the touch only for a once-in-a-lifetime click. However there are several factors in the present music business that help the unknown cleffer break thru. One of the most important is the large number of small diskeries, which are able to start a tune in a certain territory. If and when the tune catches on regionally, major diskeries usually cover the item, thus bringing to the forefront another new writer. A "potential" example is Dan Howard's "Oh Happy Day," which started in Cleveland.

Another is the keen competition for tunes among the publishers, both large and small. As one active publisher put it, "We run thru every tune that comes in the mail, and we even see writers who are unknown. We have yet to find a hit that way, but we are still hopeful."

Decca Issues  
New Catalog

NEW YORK, Nov. 22.—Decca Records this week made available a new alphabetical catalog of its complete wax output, the first of its type put out by the firm in the past four years. Copies of the comprehensive 328-page volume will be sent to all active dealer accounts. The diskery will continue publication of its complete numerical catalog, introduced earlier this year.

The new catalog is broken down into the following categories: single records, albums, children's unbreakable records, Gold Label disks and a general artist list. The cross reference between the artist list and title categories is complete. There is also a separate Gold Label artist list.

Decca Renews  
4 Aces Pact

NEW YORK, Nov. 22.—The Four Aces, the combo which catapulted into top-selling ranks in its first year, were re-signed this week to a new three-year contract by Decca.

The biggest record of the group on the label was "Tell Me Why," which to date has sold some 1,225,000 copies. Its coupling of "I Understand" and "I'm Yours" has turned over about 500,000. Other big Aces disks include "Perfidia," 450,000, and "Should I," 400,000. More recent releases by the combo, "Heart and Soul" and "La Rosita," taken from their hit album, are also moving up fast as singles.

Early Decision On  
'Featherbed' DueJustices Hear NLRB, Gamble, Inc., Pros and  
Cons on AFM Theater Taft-Hartley Case

• Continued from page 1

tras merely appearing as "idle stand-bys" or as orchestras performing a service. Dunau contended that services in the legal sense of the word were performed. Heath, however, described the device as a "make-work" tactic. He argued that Congress' intent in enacting the latest version of the Taft-Hartley law was to wipe out "the abuses and the economic absurdities of union make-work and featherbedding devices." He declared: "So flagrant has been the featherbedding tactics of the American Federation of Musicians and radio broadcasters that Congress had already passed in 1946 the Lea Act or anti-Petrillo Act, imposing criminal penalties on almost every variety of make-work activity in that field." Reviewing history of the NLRB versus Gamble Enterprises, Inc., case, Heath pointed out that the issue concerns the operation of Gamble's Palace Theater in Akron, which has "since the decline of vaudeville

followed a policy of showing motion pictures and an occasional presentation on its stage of "traveling name bands" of national reputation." He said: "For many years prior to 1947 whenever such a name band was hired to play an engagement at the Palace, its buyer was required to hire an additional orchestra of nine local musicians. This local orchestra held itself available to work. But it seldom reported, and except on rare occasions, it did not actually play. What is known as a 'stand-by orchestra.' It stood by."

Heath pointed out that after the June, 1947, enactment of the Taft-Hartley amendment to the National Labor Relations Act which included an anti-featherbedding provision, "the practice of paying stand-by musicians at the Palace stopped between the date this provision was enacted and the date it took effect." He said that subsequently for a four-month period in 1947 the Palace Theater played seven performances of traveling name bands on its stage without being required to pay local musicians to stand by, and until late October the union "made no objections and no demands for such stand-by employment." The AFM local in Akron demanded that Gamble employ an orchestra of nine local musicians whenever name bands performed. Because of the theater's refusal to comply, there was cancellation of such bands as Ray Eberle, Roy Acuff and his "Grand Old Opry," and others. Heath cited letters received from AFM President James C. Petrillo, refusing permission for the name bands to appear

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London 9,000  
Shipment to  
Get Underway

NEW YORK, Nov. 22.—Shipment of the new London 9,000 series of 10-inch LP's to dealers by the label's distributors starts this week. The first release of these new disks, which sell for \$2.95 (including tax), consists of 17 different items. These are being merchandised to dealers as introductory packages containing one each of the 17 items. With each of these packages, a dealer gets a wire counter rack for display purposes.

These new disks contain short classical works such as overtures, waltzes and arias. Each selection is complete on one side. The decision to introduce these disks is, according to Lee Hartstone, the label's sales veepee, an attempt to re-activate the market which in the days of 78 r.p.m. purchased 12-inch classical disks heavily.

## Pitt Festival Project Sparks ASCAP Serious Field Hypo

NEW YORK, Nov. 22. — As indicated in The Billboard November 15, the American Society of Composers, Authors and Publishers will step up its activity in the serious music field by cooperating with the A. W. Mellon Educational and Charitable Trust and the Pennsylvania College for Women, in recording the First Pittsburgh International Contemporary Musical Festival. The project, which is designed to furnish long-play disks for permanent study, was announced officially this week by Otto A. Harbach, ASCAP president, and Dr. Roy Harris, executive director of the festival.

John Tasker Howard had given the ASCAP membership meeting, several weeks ago, an outline of the project.

The Society will underwrite the cost of pressing 500 non-commercial record libraries of the Festival. These would be distributed to universities, music schools and via the State Department to musical institutions in foreign countries. Disks will be recorded and pressed by Capitol.

**Non-Commercial**  
The 500 record libraries will consist of 18 long-playing records

containing approximately 900 minutes of playing time. The performances are scheduled for November 24-30 at Carnegie Institute, Pittsburgh. No albums will be available thru commercial channels.

The Festival is intended to provide programs adequately representing nations, trends and styles in 20th century music. An international jury of composers, critics, etc., submitted a list of composers "whose works have been publicly recognized as the most significant music from their respective countries during the second quarter of the 20th century." This jury submitted a list of 336 leading composers. From this total listing a smaller list of the first 50 composers was tabulated.

Of the 50, ten are from the United States. Countries represented by five composers each are Germany, France and Italy. England is represented with four composers; Russia and Switzerland, three each; Hungary and Argentina, two each, and Brazil, Czechoslovakia, Mexico, Spain, Holland, Finland and Poland, one each.

### U. S. Composers

The 10 composers listed as American include Roy Harris, Aaron Copland, Walter Piston, William Schuman, Samuel Barber, Roger Sessions, Virgil Thompson, Howard Hanson, Gian-Carlo Menotti and Charles Ives. Of these 10, nine are ASCAP members. The non-ASCAP member is Charles Ives. One of the ASCAP members, William Schuman, is scheduled to join Broadcast Music, Inc., with the new year.

A number of outstanding foreign composers, such as Igor Stravinsky, Bela Bartok, Arnold Schoenberg and Ernest Bloch, are ASCAP members.

Just what constituted an American composer proved something of a problem. The deciding factor was adjudged this: Whether he became famous in the United States or in the country of his origin.

## Allegro Sale Set Tuesday

NEW YORK, Nov. 22.—Considerable trade speculation has been aroused over who will wind up as top bidder for the properties of Allegro Records, bankrupt LP firm. Sale of the trustee's rights, title and interest in the properties consisting primarily of masters and recording equipment, will be held here Tuesday (25) at the United States Court House in Foley Square (The Billboard, November 22).

Altho one offer of \$4,500 has been received by the trustees, others undoubtedly will be made at the Tuesday proceedings. More than 25 inquiries concerning the property have been received by the office of the trustee, Alfred A. Rosenberg, according to his attorney, Irving Schneider.

Attorneys making the inquiries withheld the names of their principals. It is understood that the Allegro properties are subject to liens of varying amounts.

## Dome Records Set As Corp.; Owners Get Process Label

CHICAGO, Nov. 22. — Dome Records, Inc., which has been part of Country Music Enterprises for the past five years, has been incorporated by Russ Hull. Associated with him are Woody Wooddell and Lorraine Yuhasz. Group has also taken over the Process label from Norman Kelly, of Franklin Pa.

Talent roster includes Eddy Wayne, Marty Roberts, Blaine Smith and acts from the Pine Hollow Jamboree show, including Walt Dayton, Johnny Bernat, Denver Bill Clarke and the Bailey Sisters.

Firm has lined up 10 distributors for the label to date. Hull is acting as a.&r. head with Wooddell serving as musical director and recording supervisor. Yuhasz is in charge of promotion and sales.

First release is "Elfie and the Elf" with Wooddell and the Bailey Sisters. Hull's Country Music firm is the publisher.

## LA PAGE GETS KEY FOR CAKE

MILWAUKEE, Nov. 22. — Patti Page collected the eighth key to the city given by this metropolis in its 106-year history. Mayor Frank P. Zeidler presented the gold miniature to Patti as she gave him a wedding cake to symbolize her thanks to Milwaukeeans for making her Mercury platter top the million mark. Event grabbed off plenty of space in the dailies.

## 802 Grants Live Scales On Tape Show

NEW YORK, Nov. 22. — Local 802, American Federation of Musicians, has worked out a special arrangement with Harry Salter and the National Broadcasting Company, covering pay for musicians on a proposed new radio show. The program, titled "Name-a-Tune," is a half-hour audience participation ainer, scheduled for broadcast as a sustaining series by NBC, starting tonight at 9 p.m.

Salter, whose last show was "Stop the Music," proposes to have the new series taped. This would be advisable because proper production on the show necessitates editing, which, of course, could be done on tape. Local 802 was asked to permit payment of live scale, instead of transcription scale, on this series. Live scale for a 30-minute transcribed program is \$54 per man, whereas tape scale is only \$20.70 per man.

### Local Conditions

The local acquiesced to live scale—even tho the program will be taped—on condition that certain conditions be met. These conditions are (1) that NBC use outside men—not staff men—for the work; (2) in the event the station sells the time to a commercial sponsor and dismisses the men, the men must be paid the difference between the transcription scale and the live scale to apply retroactively, and (3) in the event the program becomes commercial, the transcription rate will obtain.

Local 802 is permitting this kind of arrangement in the interest of additional live employment. The philosophy is that both the musicians and the producers get a break, with the men getting higher scale should the show get a sponsor.

## Miller Week High Success

NEW YORK, Nov. 22. — The Glenn Miller Week promotion, carried out this year by KWWL, Waterloo and Cedar Falls, Ia., may be greatly expanded in scope next year. Ray Starr, station promotion manager, was recently in town talking with execs of RCA Victor, Universal-International Films and the Mutual Broadcasting System relative to a national promotion in 1953. U-I is soon to go into promotion on a film based on the life of Miller and titled "The Moonlight Serenader."

KWWL's Miller tribute program has been broadcast coast to coast in Canada and has also been sent to the Voice of America. Stations wishing to run the show can get it for postage fee only, by sending two 30-minute tapes to KWWL. The station will dub a copy for use. The program is scheduled to be run in 16 States before the end of the year.

## Coral Signs Gabby Hayes

NEW YORK, Nov. 22.—Coral Records has signed Gabby Hayes to a term pact to cut sides for exploitation in the kiddie market. His first records will be released early next year and will be offered at \$1 list.

Hayes is the first artist with a significant moppet following to be inked by the diskery. Initial disk efforts will be a "Tall Tale" series. The device has been popularized by Hayes in a children's book and in his television show.

## Can. Tariffs To Stand Until Cases Heard

TORONTO, Nov. 22. — No changes in tariff have been made by organizations in Canada holding copyrights in schedules submitted to the Copyright Appeal Board of Canada.

Two tariffs are already in dispute, but the tariffs are expected to stand until test cases, now being or to be heard in the courts, are decided.

One case involves the fees of the Associated Broadcasting Company of Toronto, local franchiseholder for Muzak for the use of the music of Composers, Authors and Publishers Association of Canada.

The other case is a test case in which the Canadian Association of Broadcasters dispute the right of CAPAC to collect a percentage of their revenue.

The Muzak case is to be heard next year by the Privy Council, while the radio case is expected to be heard within the next month by the Exchequer Court of Canada, whence it is expected it will be appealed to the Supreme Court of Canada.

## Club-Date Bookkeeping Plan By AFM

HOLLYWOOD, Nov. 22.—Maury Paul, recording secretary of Local 47, AFM segment here, this week worked out a plan to take over bookkeeping for club-date leaders that warrants duplication. About 10 years ago Local 47 started an advancement fund program at Paul's suggestion, whereby club-date sidemen who previously had to wait for their pay until the leader got paid by the agent involved or the buyer, could be paid immediately out of the union's \$15,000 advancement fund.

When the Bartels vs. Birmingham case resulted in a victory for the band buyers and made orksters responsible for Social Security and withholding payments and accounting thereof, many small club-date leaders dropped out of the business because of the heavy bookkeeping involved. Under the new set-up Paul has received approval from the State Department of Employment, whereby the local will act as employer on all club dates. As a result, the entire bookkeeping will be handled by the local's staff. For the service, the union now keeps the surcharge, which ranged from \$1 to \$4 per date, which previously went into the leader's pocket. Paul estimates that the union paid out \$700,000 last year to sidemen thru the advancement fund.

### SVENGALI

## Capitol Hits Novel Way to Launch Disk

NEW YORK, Nov. 22.—Capitol Records has come up with the most intriguing way to launch a new disk since the record industry discovered the city of Philadelphia. The method is to have a male artist (John Arcesi) singing in a night club, (the Thunderbird); an impressionable and beautiful girl hypnotized by his singing, and a record of the tune released while the looker is still in the hospital in a trance.

Carefully executed and planned, this happened in Las Vegas, Nev., last week when John Arcesi sang "Lost in Your Love," which will be released next week by Capitol Records. The hypnotized lass has since recovered, but the diskery does not intend to let the incident pass into limbo.

The waxings of the tune to be sent out to deejays will be in a sleeve with reprints of newspaper headlines about the "trance" girl, and a letter will warn the jocks that if he plays the Arcesi disk, he may hypnotize a few feminine listeners.

## BUT DOES HE HAVE THE GAB!

WASHINGTON, Nov. 22.—Teen-agers across the nation appear to be going thru a rugged training for a relatively new profession—the disk jockey. Typical of the new crop is 16-year-old Bernie (The Disk) Sperring, of Calvin Coolidge High School here.

"I would like very much in the future to go into radio and become what is literally known as a 'demon of the turntables' or a disk jockey," he wrote to The Billboard this week. To prepare for this he writes a record column for the school paper; conducts his own morning deejay show over the school p.a. system; heads up the "largest and newest" club in school, the Record Club (membership 152), and promotes record dances and assemblies. He admits to a "mild collection of 504 records," and reads The Billboard.

He'll probably make the grade.

## ABC Club Airs Juke Problem of 45's Shortage

CHICAGO, Nov. 22.—Twelve members of the ABC Club met here Tuesday (18) to mull over their problems of being unable to obtain sufficient 45 r.p.m. disks for their juke boxes.

Upshot of the meeting: The members authorized Treasurer Ray Cunliffe to address a letter to John Griffin, executive secretary of the Record Industry Association of America, Inc., outlining the 45 problem as it affects Chicago's largest music operation.

The ABC Club has as its members operators who comprise the ABC Music Corporation, one of the Midwest's top operations. The meeting was held in ABC's headquarters on West Grand.

### "Draw Blanks"

Bob Gnarro summed up the situation this way: "I haven't gotten a complete order on 45's since they've been on the market. The record companies say they are pressing 40 to 45 per cent 45's. If so, how come week in (Continued on page 114)

## Capitol Huddle On Intl. Trade

HOLLYWOOD, Nov. 22.—Alex Porges, director of the international division of Capitol Records, was huddling here with Glenn Wallichs, the diskery's head, this week-end regarding the firm's expansion world-wide.

Porges and Wallichs spent the past two months together in Europe. During the latter part of their junket they were joined by Bobby Weiss, who is now in charge of Capitol's new Paris office.

## Lengsfelder Quits Comm.

NEW YORK, Nov. 22. — The dispute over the refinement of the American Society of Composers, Authors and Publishers' writer's plan (The Billboard, November 22), occasioned the resignation of Hans Lengsfelder only from the augmented writer's committee, not Sammy Gallop and Louis Eaton, tho voting against the further refinement, did not resign from the group.

Efforts to have Lengsfelder rejoin the body, in order to restore a full measure of harmony to the group, have been made.

## Dessau Hall to Book Name Bands, Monthly

AUSTIN, Tex., Nov. 22.—D. R. Price, owner and operator of Dessau Hall, longtime Western music stronghold, has announced that he will institute a new policy. He plans to book a name band once each month, in addition to his Western music policy.

First band to appear here under the new policy will be Tex Beneke.

### MUSIC TO CRIME

## Legal-Eagles Have Ties With Trade

NEW YORK, Nov. 22.—Wonderment was expressed in many quarters when Thomas Luchese, alias Tommy (Three-Finger) Brown, refused to sing before public hearings of the New York State Crime Commission this week, and was then let off with a stipulation that he would not be called to testify at any future hearings. The notorious Luchese is now being sought by U. S. marshals to serve him with papers that may lead to his deportation.

A curious sidelight to the case is the music industry affiliations of the two attorneys who worked out the Luchese no-performance stipulation. One is Louis D. Frohlich, Luchese's attorney, who is also counsel of the American Society of Composers, Authors and Publishers. The other is the Crime Commission's attorney, Theodore Kiendl, who was retained by ASCAP earlier this year to replace the late Robert Patterson and represent the Society in high level negotiations.

## Cap Quarter 5% Below 2d

NEW YORK, Nov. 22.—Capitol Records, Inc., for the third quarter of 1952, ending September 30, was 5 per cent below the preceding quarter in sales, according to royalty returns to publishers.

The Capitol quarter was 18 per cent below the third quarter of 1951, according to royalty returns.

## Tops Enters Kidisk Trade

HOLLYWOOD, Nov. 22.—Tops Music Enterprises, who up to now have concentrated on releases in the pop and country field at 49 cents each by selling direct to major retail accounts, is starting in the kidisk line. Carl Doshay, sales manager of Tops' Western division, said that Si Leslie, prexy of Voco disks, had turned over national distribution of the Voco kiddie line to Tops. Leslie will continue to press the line.

The catalog includes 40 seven-inch 78 r.p.m. pure vinyl singles in illustrated sleeves, which will retail for 25 cents, and 10 10-inch superflex 78 r.p.m. singles in illustrated sleeves at 40 cents each.

There are four albums of four seven-inch pure vinyl disks, which will retail for \$1.25. Doshay says that Tops intends to expand the kiddie line by conducting sessions here and in New York regularly.

Tops Music has also opened a warehouse in Chicago, thus giving the firm representation in New York, Chicago and Los Angeles.



2 great Individual Artists  
Together for the FIRST Time

**DORIS DAY *and* JOHNNIE RAY**

with a RED HOT RECORD!

**GA  
FULL  
TIME  
JOB**

Columbia  
39898

"TOPS" Acclaimed by the Trade Papers

**New Records to Watch**  
 DORIS DAY-JOHNIE RAY  
 A Full Time Job  
 Ma Says, Pa Says—Columbia 39898



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

**The Week's Best Buy**  
 A FULL-TIME JOB  
 MA SAYS, PA SAYS—Doris Day-Johnnie Ray—Columbia 39898  
 Newly released, operator reaction in quarters that have received the disk has been immediate. "Full-Time Job" is the current Arnold country hit. "Ma Says" is a Javel Marais tune. Initial interest on East Coast is on the Marais tune while Los Angeles is favoring "Full-Time Job."

Here Are **6 Wintertime Winners**  
**For A Prosperous Season For Everybody**

by  
**Spike Jones**



the  
**Season's Songs...**

- **WINTER**
- **I SAW MOMMY KISSING SANTA CLAUS**  
 Vocal by George Rock
- **BARNYARD CHRISTMAS**  
 Vocals by The Bell Sisters
- **SOCKO, THE SMALLEST SNOWBALL**  
 Vocals by The Bell Sisters

And These Christmas Evergreens . . .

- **ALL I WANT FOR CHRISTMAS IS MY TWO FRONT TEETH**  
 Vocal by George Rock
- **RUDOLPH, THE RED NOSED REINDEER**  
 Over 2,000,000 Records Sold To Date

**RCA Victor Records**

# SPIKE HAS THE HIT!

# 'I SAW MOMMY KISSING SANTA CLAUS'

SPIKE JONES and THE CITY SLICKERS RCA VICTOR 20/47-5067

## THIS WEEK'S NEW RELEASES

Release #52-48

Ships Coast to Coast November 29

### POPULAR

**SPIKE JONES**  
I Saw Mommy Kissing Santa Claus  
Winter  
20-5067 (47-5067)\*

### ALBUMS

- THE DESERT SONG (EPB-3105)\* (LPM-3105)\*\*
- NEW DIRECTIONS IN MUSIC (EPB-3115)\* (LPM-3115)\*\*
- DON CORNELL SINGS (EPB-3116)\* (LPM-3115)\*\*
- FREDDY MARTIN PIANO ECHOES (EPB-3046)\* (LPM-3046)\*\*
- HANK SNOW SINGS (P-3070) (EPB-3070)\* (LPM-3070)\*\*
- PEE WEE KING'S WESTERN HITS (P-3071) (EPB-3071)\* (LPM-3071)\*\*
- HONKY TONK—Vol. II (P-3080) (EPB-3080)\* (LPM-3080)\*\*
- AROUND THE WORLD IN MUSIC Latin American—Vol. X (EPB-3093)\* (LPM-3093)\*\*
- AROUND THE WORLD IN MUSIC Latin American—Vol. II (EPBT-3010)\* (LPT-3010)\*\*
- AROUND THE WORLD IN MUSIC (EPBT-3011)\* (LPT-3011)\*\*

\*45 rpm cat. nos.

\*\*33 1/3 rpm cat. nos.

## TIPS

**BLUE VIOLINS  
FANDANGO**

Hugo Winterhalter  
and His Orchestra  
20-4997 (47-4997)\*

## GOING STRONG

... indicates records, which according to actual sales, are recognized hits. The trade is urged to keep ample stock of these records on hand, or to reorder promptly when current stocks begin to approach the "sold-out" stage.

- I Saw Mommy Kissing Santa Claus/Winter**  
Spike Jones ..... 20-5067—(47-5067)\*
- Christmas Day/That's What Christmas Means to Me**  
Eddie Fisher ..... 20-5038—(47-5038)\*
- Don't Let the Stars Get in Your Eyes/Lies**  
Perry Como ..... 20-5064—(47-5064)\*
- Lady of Spain/Outside of Heaven**  
Eddie Fisher with Hugo Winterhalter Orch... 20-4953—(47-4953)\*
- The Gal Who Invented Kissin'/A Fool Such As I**  
Hank Snow ..... 20-5034—(47-5034)\*
- Blues in Advance/Bella Musica**  
Dinah Shore ..... 20-4926—(47-4926)\*
- Because You're Mine/The Song the Angels Sing**  
Mario Lanza ..... 10-3914—(49-3914)\*
- I Want To Thank You, Lord/My Desire**  
Eddy Arnold ..... 20-5020—(47-5020)\*
- Everything I Have Is Yours/Hold Me**  
Eddie Fisher ..... 20-4841—(47-4841)\*
- Tennessee Tango/The Crazy Waltz**  
Pee Wee King ..... 20-5009—(47-5009)\*
- Wish You Were Here/The Hand of Fate**  
Eddie Fisher with Hugo Winterhalter Orch... 20-4830—(47-4830)\*
- Keep It a Secret/Hi Lilli, Hi Lo**  
Dinah Shore ..... 20-4992—(47-4992)\*
- Nina Never Knew/Love Is a Simple Thing**  
Sauter-Finegan Orchestra ..... 20-5065—(47-5065)\*
- Jam-Bowl-Liar/You Belong to Me No. 2**  
Homer and Jethro ..... 20-5043—(47-5043)\*
- Ave Maria/The Lord's Prayer**  
Perry Como ..... 28-0436—(52-0071)\*

## COMING UP

... indicates records, which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling hit category. The trade is advised to watch these records carefully in order to maintain stock consistent with demand.

- GREYHOUND**  
Buddy Morrow and His Orchestra... 20-5041—(47-5041)\*  
Disk Jockeys Pick, Billboard, Nov. 22nd issue.
- HEAVENLY, HEAVENLY**  
Art and Dottie Todd... 20-5029—(47-5029)\*  
Disk Jockeys Pick, Billboard, Nov. 22nd issue.
- I SHOULD CARE**  
Ralph Flanagan... 20-4885—(47-4885)\*  
Most Played by Jockeys, Billboard, Nov. 22nd issue.

## SPIKE'S SANTA SMOOCH A SENSATION!

Each year, as Santa Claus is dusting off his whiskers and getting the reindeer in condition for the big night, one Christmas record seems to break away from the pack and become the Christmas disc of the year. This year we are betting all our mistletoe on the Spike Jones recording of I SAW MOMMY KISSING SANTA CLAUS. The vocal on this tune is by Georgie Rock, who made a national sensation out of ALL I WANT FOR CHRISTMAS IS MY TWO FRONT TEETH.

When we at RCA Victor heard the Spike Jones disk of I SAW MOMMY KISSING SANTA CLAUS, we knew that Santa was going to be good to us this year. When volume re-orders came sliding in from all over the country, we knew we were home. I SAW MOMMY KISSING SANTA CLAUS has already shown the sales pattern of a million seller or better. We're sure that before the reindeer are reined in on Christmas Day, Spike Jones will have won himself a gold record.

There have been years when we just didn't believe in Santa Claus. There have been years when we saw him on every street corner and suspected he was just a lot of guys named Sam, Joe, and Mike, who were working an eight hour day and didn't like snow because it got their feet wet. But this year, whether we see Santa Claus in Times Square or the Hollywood Bowl, in Houston, Texas, or Bangor, Maine, we will know he is the genuine article. If we may revive an old, old line—Yes, there is a Santa Claus. Who else could have given us

**I SAW MOMMY KISSING SANTA  
CLAUS**  
by  
Spike Jones and His City Slickers  
Vocal by Georgie Rock  
20-5067—(47-5067)

**POP DRIVE!**

**HOME STRETCH—  
KEEP RIDING THE WINNERS!**



**RCA VICTOR RECORDS**



**On The Way!**  
**THIRTY-TWO FEET**  
 and  
**EIGHT LITTLE TAILS**



MILLER MUSIC CORPORATION

Two Great Sides by  
**MINDY CARSON**  
 ★  
**"Barrels 'N Barrels Of Roses"**  
 and  
**"All the Time And Ev'rywhere"**  
 Columbia #39889

MINDY GUY  
**CARSON—MITCHELL**  
 A Great Duet  
**'Cause I Love Ya**  
**That's A-Why**  
 SANTLY-JOY, INC.  
 1619 Broadway New York 19, N. Y.

**"FROSTY THE SNOWMAN"**  
 and  
**"SUZY SNOWFLAKE"**  
 HAVE ARRIVED!  
 HILL and RANGE  
 SONGS, INC.  
 Beverly Hills, Calif.

Another BMI Pin-Up Hit!  
**A FULL TIME JOB**  
 Published by Acuff-Rose  
 Recorded by  
 Doris-Day-Johnnie Ray (Columbia)  
 Eddie Hill (Mercur)  
 Eddy Arnold (Vi-to)  
 Exclusively licensed by  
**BROADCAST MUSIC, INC.**

**"SINNIN' AGAIN"**  
 DOROTHY LOUDON  
 VICTOR  
**"COOL WATER"**  
 BING CROSBY—ANDREWS SISTERS  
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**5 GREAT SONGS!**  
 ● TAKE A CHANCE  
 ● YOU'LL NEVER GET AWAY  
 ● YOU DARLIN'  
 ● ROSANNE  
 ● THE AGNES WALTZ  
 ABC MUSIC CORP.  
 BOURNE, INC.  
 799 7th Ave. N. Y. 19, N. Y.

**PROMOTERS**  
 —Get on our Mailing List.  
 —Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.  
 —Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

**ROCKET TRIP**  
**Jan Garber Offers Up Moon Music**

SHREVEPORT, La., Nov. 22.—Jan Garber, well-known band leader now living here, has offered his orchestra and entertainers for the proposed rocket trip to the moon planned by Dr. Robert R. Coles, chairman of the Hayden Planetarium of New York City.

Garber wrote Dr. Coles offering his services and noted that the usual contract procedures could be dispensed with, since such a trip would be out of the jurisdiction of the General Artists Corporation and the American Federation of Musicians.

Dr. Coles thanked Garber for his offer to entertain the "passengers and crew with melody on their first rocket trip to the moon," but pointed out many "major difficulties."

Among them were space—25,000 people want to go. Oxygen would be at a premium; so stringed or percussion type instruments would have to be used. Since there's no atmosphere on the moon, no sound could be transmitted. In fact, a one-man orchestra (the limit because of space) would have to double as "cook or flying-saucer observer."

**Xmas Parties Aid Palladium**

HOLLYWOOD, Nov. 22.—What is normally considered one of the worst lull periods in the ballroom biz has been converted into a lush two weeks by Sterling Way, manager of the Palladium here. In 1951 Way, then a novice manager, started working on a series of pre-Christmas club dates for the Sunset Boulevard dancery, winding up with a number of private parties for the period. In the past six months, Way has worked out such a consistent string of private parties that the Palladium shutters its doors to the general public from December 10 to December 24. During that period the ballroom, which normally operates six nights per week, will be open nightly for private parties, with one major firm taking the dancery over each night. A major manufacturer who had one night of pre-Christmas partying last year, has extended to two evenings. Every one of the 1951 parties was rebooked for this year. The largest tentative attendance of any of the 14 nights is 6,000 persons, with two nights anticipating 5,000. Freddy Martin's band will play for the dancing periods at the private parties.

**Thesaurus Stations Get Army Band Tunes**

NEW YORK, Nov. 22.—RCA's Thesaurus is releasing to subscriber stations a new series of military and patriotic music recorded by the United States Army Band. The series will be programmed as a quarter hour of military band music, to be used in conjunction with special U. S. Army recruiting announcements by Pfc. Eddie Fisher and other artists.

**Keys to Be Sales Rep of Empire Music in U. S.**

NEW YORK, Nov. 22.—Canadian publisher Empire Music has set a deal with Keys Music here to represent the firm as sole selling agent in the United States. The first active tune released under the deal is "I Don't Care If You Go a Little Further," waxed by Ken Marvin for RCA Victor. Empire is located in New Westminster, B. C.

**'BOSTON PIVOT' NEW TERP STEP**

NEW YORK, Nov. 22.—George Wiener, of Wemar Music, has bought the ditty, "Boston Pivot," from cleffers Ralph Care and Sol Marcus and is prepping a new-dance promotion which he hopes will catch on in the New England area. Gimmick was used successfully by the firm with "Castle Rock" last year, promoted jointly with dance maestro Arthur Murray.

**ST. LOUIS LADY ISN'T BELIEVED**

NEW YORK, Nov. 22.—The following letter, written by a St. Louis matron, was received this week by MGM Records whose "Why Don't You Believe Me" is being disked by Joni James has reached smash hit status: "I know that this is unusual, but all my friends keep calling me, and they want to know if I am 'Joni James.' Everyone thinks that I made the record of 'Why Don't You Believe Me,' I keep telling them I didn't, but they don't believe me, so could you possibly send me a statement saying that I didn't make that. I sound just like her, but I've never made any recordings."

**Capitol Inks Dick Stabile To Disk Pact**

HOLLYWOOD, Nov. 22.—Capitol Records completed its string of Dean Martin-Jerry Lewis troupe inkings this week when they picked up Dick Stabile, the comedy team's musical director, who will get a build-up via his own diskings. Stabile, long considered dean of the high-register alto saxmen, will cut his solos against a backing of six saxes and rhythm sections. Disks will also feature some vocalist sides.

Stabile previously has backed the Dean Martin vocals on Capitol and will continue to baton the Martin sessions. Lewis is now doing kidisks for Capitol and has also done comedy novelties for the firm.

**Philippine Trek Mullled by Cugat**

HOLLYWOOD, Nov. 22.—Xavier Cugat, currently at the Statler here, may wind up with his longest and most lush booking yet, if current negotiations between MCA and the Philippine government works out. The islands' brass has sought Cugat's entire band and show for a two-month tour of the republic, starting February 8. If Cugat makes the jump, he'll also play dates in Hawaii. Cugat goes into the St. Francis, San Francisco, November 25, followed by a month at the Last Frontier, Las Vegas, December 26.

Cugat has given a franchise to Ben Zweiger, who currently is licensing 150 local dancing schools as "Cugat dancing schools." Cugat has made special records, explaining the dances, backed by his Columbia and Mercury records. In addition, Cugat and his frauvocalist, Abbe Lane, have made 12 16mm. films demonstrating the various steps.

**Pubs Offered Innovation**

NEW YORK, Nov. 22.—A new idea for stock orchestrations, arranged to produce the flavor and atmosphere of the hit disk of a song, is currently being offered to music publishers. This innovation which is dually billed as "The 3-in-1 Stock Orchestration" and "An Artiststyle Arrangement," was developed by arrangers Paul Weirick and Fred Baorovick.

The Jack Gold Music Company, affiliate of the American Society of Composers, Authors and Publishers, was the first to go for this idea, and the first of these new orchestrations is available to bands on "My Favorite Song." Included are three different arrangements. One is a regular dance arrangement. The other two are billed as "Artiststyle Vocal Arrangements," one designed to produce a flavor similar to the Ames Brothers' waxing of "My Favorite Song." The other is styled to the Georgia Gibbs disk version of the tune.

The orchestrations are so arranged, according to Weirick and Baorovick, to be effective whether used by a small combo or a full ork. Negotiations are now underway to arrange a similar type orchestration for "Nina Never Knew."

**Music Publishers' Record Scoreboard**

**Sides in Current Release**

... for Week Ending November 22

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

PUBLISHERS	TUNE	ARTIST & LABEL
Acuff-Rose	Mailman	Leon Payne, Cap (F)
	Steamboat Stomp	Bob Wills, MGM (F)
Ark-La-Tex	I Ain't Settin' Where I Was	Tommy Hill, Dec (F)
	Waiting for a Letter	Goldie Hill, Dec (F)
	Santa Claus Lullaby	Blue Barron, MGM (P)
Ben Bloom		
Bregman-Vocco-Conn Group		
—Bregman-Vocco-Conn	You'll Never Know	R. Clooney-H. James, Col (P)
	How Long	Don Cherry, Dec (P)
	I Wish I Knew	Bill Farrell, MGM (P)
—Triangle	Is My Baby Blue Tonight	Frank Petty Trio, MGM (P)
Broadway	You Have Used My Heart	Callahan Bros., Col (F)
Callahan	Lips That Trouble Me	Callahan Bros., Col (F)
Central Songs	Heartbreaker	Jimmy Heap, Cap (F)
	You Didn't Have Time	Jimmy Heap, Cap (F)
	Now 'and Then	Terry Preston, Cap (P)
	Goin' Steady	Faron Young, Cap (P)
	Open Up Your Heart	Bing Crosby, Dec (P)
Composers Music		
Dallas	Gone	Terry Preston, Cap (P)
Disney	The Second Star to the Right	Don Cherry, Dec (P)
	You Can Fly, You Can Fly, You Can Fly	Betty Clark, MGM (P)
	Just Out of Reach	Faron Young, Cap (P)
Four Star Sales	I Let the Stars Get in My Eyes	Goldie Hill, Dec (F)
	Lady of Spain	Arthur Smith, MGM (F)
	Wonderful Copenhagen	Guy Lombardo, Dec (P)
	Thumbelina	Guy Lombardo, Dec (P)
Sam Fox		
Frank		
Hill & Range Group		
—St. Louis	Rockin' Chair Boogie	Ivory Joe Hunter, MGM (F)
	Music Before Dawn	Ivory Joe Hunter, MGM (F)
—Hill & Range	Lyn' to My Heart	Leon Payne, Cap (F)
	Please Be Good While I'm Gone	Felicia Sanders, Col (P)
	Awake But Dreaming	Bob Wills, MGM (F)
	She Looks	Frances Faye, Cap (P)
—Bob Wills		
Hudson	I Miss You So	Bill Darnel, Dec (P)
Leeds Group	People in Love Can Be Lonely	Felicia Sanders, Col (P)
—Leeds	The Girl Without a Name	Art Lowry, Col (P)
—Pickwick	Idaho	Ray Anthony, Cap (P)
E. B. Marks	Tonight You Belong to Me	Frankie Laine, Col (P)
Mills	A Christmas Festival	Leroy Anderson, Dec (P)
	Sioux City Sue	Art Lowry, Col (P)
	Sioux City Sue	Frank Petty Trio, MGM (P)
	Don't Let the Stars Get in Your Eyes	Henry Jerome, MGM (P)
E. H. Morris		
Music Publishing Holding Group		
—Harms	The Continental	R. Clooney-H. James, Col (P)
—Remick	Winter	Spike Jones, RCA (P)
—Witmark	My Ever-Lovin'	Bill Hayes, MGM (P)
Peer International Group		
—Peer	The More I Give the More You Take	Tommy Hill, Dec (F)
	South	Arthur Smith, MGM (F)
—Southern	You Don't Know What Lonesome Is	Bing Crosby, Dec (P)
Red River Songs	Your Old Love Letters	Smiley Maxedon, Col (F)
	I'm Shuttin' the Door on Love	Smiley Maxedon, Col (F)
Regent Group		
—Herman	I Saw Mommy Kissing Santa Claus	Spike Jones, RCA (P)
	I Saw Mommy Kissing Santa Claus	Betty Clark, MGM (P)
	I'm Goin' That Way	Rusty Gabbard, MGM (F)
L. B. Register		
Robbins Group		
—Miller	As Long as You Care	Bill Hayes, MGM (P)
	You Blew Me a Kiss	Ginny Gibson, MGM (P)
	Too Far Between Kisses	Ginny Gibson, MGM (P)
Shapiro-Bernstein Group		
—Mood	Anniversary Song	Grady Martin, Dec (F)
—Shapiro-Bernstein	I'm Just a Poor Bachelor	Frankie Laine, Col (P)
	Keep It a Secret	Henry Jerome, MGM (P)
	The Little Match Girl	Blue Barron, MGM (P)
	You Can't Do Wrong	Rusty Gabbard, MGM (F)
Stamps Baxter		
Trendle-Campbell-Meurer	Challenge of the Yukon	Royal Mounties, Dec (P)
Veronique	Merry Christmas, Darling	Tony Alamo, MGM (P)
	It's Merry Christmas Time	Tony Alamo, MGM (P)
	Why Do I Cry	Bill Darnel, Dec (P)
Vinrob	I Wish I Could Shimmy Like Sister Kate	Frances Faye, Cap (P)
Vogel	People in Love	Ray Anthony, Cap (P)
Weiss & Barry		
White Way Group		
—Dorick	The Commandments of Love	Bill Farrell, MGM (P)

**Sides Released by Label**

... for Week Ending November 22

These totals do not include Public Domain and unpublished tunes

LABEL	POPULAR	FOLK	R&B
CAPITOL	8	4	—
COLUMBIA	8	4	—
DECCA	10	5	—
MERCURY	NO RELEASES THIS WEEK	NO RELEASES THIS WEEK	—
MGM	16	6	2
RCA	2	—	—

**Total Sides Released by Label**

January 1, 1952, to Date

These totals do not include Public Domain and unpublished tunes

LABEL	POPULAR	FOLK	R&B
CAPITOL	510	166	—
COLUMBIA	317	203	113
DECCA	579	157	68
MERCURY	287	85	73
MGM	356	121	14
RCA	333	191	142

**Merc Expands**

Continued from page 18

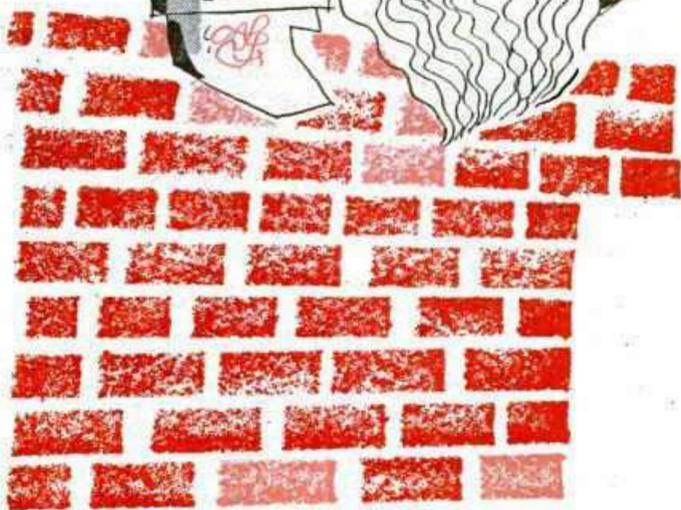
ever, rested with Arnold Silverman, of the home office here. Salaries and expenses are split 50-50 between the distributor and home office.

This past week Bill Usher, formerly singer with Tommy Dorsey, Hal McIntyre and other bands,

became the field man working out of Chicago distributor office. In Philadelphia, Harry Fink was hired for the same job.

Men are now being interviewed for two similar jobs in the South and Southwest. One will work out of Atlanta covering Atlanta, Charlotte and Memphis territories. The other will cover the Houston, Dallas and New Orleans distributors areas.

# a very Merry Christmas to all from Vogue...



**BETHE DOUGLAS**  
*The Face with a Voice*

"Forgive and Forget"  
1013 45-1013

"Memory Lane"  
1013 45-1013



**SY MELANO**  
*The Golden Voice*

"Mi' Amore"  
1012 45-1012

"Troubadour"  
1012 45-1012



**CLAUDE GORDON**  
*His Trumpet and  
His Orchestra*

"Red River Valley Home"  
1011 45-1011

"The We"  
1011 45-1011



**BOB KEENE**  
*His Clarinet and  
His Orchestra*

"It Ain't Necessarily So"  
1009 45-1009

"It's Easy to Remember"  
1009 45-1009



**HERB SAUNDERS Album**  
*The Herb Saunders Trio*

"Music at the  
Bantam Cock"  
101M 101-LP



**JOLLY ROGERS**  
"I Went to Church  
on Christmas"  
1016 45-1016

"Irish Christmas"  
1016 45-1016

*Fashions*

**IN MUSIC**

- |                                 |      |         |
|---------------------------------|------|---------|
| <b>JOE YUKL's</b>               |      |         |
| "Skaters' Waltz"                | 1005 | 45-1005 |
| "That Old Gang of Mine"         | 1005 | 45-1005 |
| <b>JERRY WALLACE's</b>          |      |         |
| "Mis'able Blues"                | 1006 | 45-1006 |
| "There'll Be Some Changes Made" | 1006 | 45-1006 |
| <b>ARTIE WAYNE's</b>            |      |         |
| "The Last Dance"                | 1007 | 45-1007 |
| "I Ain't-A-Gonna Grieve"        | 1007 | 45-1007 |

*Probit  
Packages  
from...*

# Vogue

RECORDS

HOLLYWOOD - NEW YORK

# Celebrating 35



and his

Santa is stocking up  
with

## "THE SUGAR BLUES ALBUM"

C-311



*Exclusive Management*



# MUSIC CORPORATION

# Years in Show Business!

# Clyde McCoy

**SUGAR BLUES ORCHESTRA** featuring **BILLIE JANE BENNETT AND CHRIS ABBOT**

Steady Seller

## "SUGAR BLUES BOOGIE"

b/w

"I JUST LOVE AFFECTION"  
CAPITOL 1937

PERSONAL APPEARANCES  
CURRENTLY

### (CHASE HOTEL)

ST. LOUIS

CBS NETWORK  
THRU DECEMBER 14

### (ARAGON)

CHICAGO

CBS NETWORK  
STARTING DECEMBER 22

Thanks  
to my many  
Friends  
for making  
possible my 35  
Happy Years  
in  
Show Business.  
Clyde McCoy

# OF AMERICA

LONDON  
NEW YORK  
CHICAGO  
SAN FRANCISCO  
BEVERLY HILLS  
CLEVELAND  
DALLAS



More **MIGHTY GOOD MUSIC**

**ART MOONEY** **"LAZY RIVER"**  
 and his **LAZY RIVER Orchestra**  
 B/W **HONESTLY**  
 MGM 11347 78 rpm  
 K11347 45 rpm

**JONI JAMES**  
**WHY DON'T YOU BELIEVE ME**  
 PURPLE SHADES **MGM 11333(78)-K11333(45)**

**BILLY ECKSTINE**  
**BE and COME TO THE FAIR MARDI GRAS**  
 MGM 11351 78 rpm K11351 45 rpm

<p><b>Betty Clark</b>  <b>I SAW MOMMY KISSING SANTA CLAUS</b>                  and  <b>YOU CAN FLY! YOU CAN FLY!</b>                  MGM 11381 78 rpm                  K11381 45 rpm</p>	<p><b>Tony Alamo</b>  <b>MERRY CHRISTMAS, DARLING</b>                  and  <b>IT'S MERRY CHRISTMAS TIME</b>                  MGM 11380 78 rpm                  K11380 45 rpm</p>	<p><b>Blue Barron</b>                  AND HIS ORCHESTRA  <b>SANTA CLAUS LULLABY</b>                  and  <b>THE LITTLE MATCH GIRL</b>                  MGM 11375 78 rpm                  K11375 45 rpm</p>
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**Alan Dean**  
**GIVE ME YOUR LIPS**  
 and  
**HALF A HEART**  
 MGM 11365 78 rpm  
 K11365 45 rpm

**David Rose & His Orchestra**  
**THE MAGIC MUSIC BOX**  
 and  
**FLAVIA**  
 MGM 30669 78 rpm  
 K30669 45 rpm

**Woody Herman**  
**I CRIED FOR YOU**  
 and  
**LIVIN' ON LOVE**  
 MGM 11357 78 rpm  
 K11357 45 rpm

**Fran Warren**  
**I WORRY 'BOUT YOU**  
 and  
**ANYWHERE I WANDER**  
 MGM 11352 78 rpm  
 K11352 45 rpm

**Danny Winchell**  
**CAROLINA IN THE MORNING**  
 and  
**THERE GOES MY HEART**  
 MGM 11335 78 rpm  
 K11335 45 rpm

**Tommy Tucker & His Orchestra**  
**A SHOULDER TO WEEP ON**  
 and  
**OUR HONEYMOON**  
 MGM 11368 78 rpm  
 K11368 45 rpm

**Hank Williams**  
**I'LL NEVER GET OUT OF THIS WORLD ALIVE**  
 and  
**I COULD NEVER BE ASHAMED OF YOU**  
 MGM 11366 78 rpm  
 K11366 45 rpm

**M-G-M Means Mighty Good Music**  
**M-G-M RECORDS**  
 THE GREATEST NAME IN ENTERTAINMENT  
 701 SEVENTH AVE. NEW YORK 36 N. Y.

The Billboard Music Popularity Charts  
**HONOR ROLL OF HITS**

**The Nation's Ten Top Tunes**

... for Week Ending November 22

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

- | This Week  | Last Week | Chart     |
|--|-----------|-----------|
| <b>1. You Belong to Me</b>   | <b>1</b>  | <b>16</b> |
| By Pee Wee King, Redd Stewart and Chilton Price—Published by Ridgeway (BMI)  |           |           |
| <b>BEST SELLING RECORDS:</b> J. Stafford, Col 29811; P. Page, Mercury 5899. <b>OTHER RECORDS:</b> G. Auld, Coral; B. Carter, V 20-5005; H. Foster and Rovers, Republic 7013; J. Garber, Cap 2198; Ken Griffin, Col 39857; T. Hayes, V 20-4943; Joni James, MGM 11295; M. Katz, Cap 2267; A. Laurie, Okeh 6915; B. Lucas, E. McGriff-Sonny Till, Jubilee 5094; D. Martin, Cap 2165; F. Martin, V 20-4893; G. Martin, Dec 28388; T. Smith, United 131; J. Stanton, Top 340; S. Thompson, Mercury 6407. <b>TRANSCRIPTIONS AVAILABLE:</b> Dolly Dawn, Thesaurus; Henry Jerome, Lang-Worth; Earl Sheldon, Associated. |           |           |
| <b>2. I Went to Your Wedding</b>   | <b>2</b>  | <b>13</b> |
| By Jesse Robinson—Published by St. Louis (BMI)   |           |           |
| <b>BEST SELLING RECORDS:</b> P. Page, Mercury 5899. <b>OTHER RECORDS:</b> K. Bass, Coral 60847; J. Bond-H. Carter, Col 21007; H. Brooks, Okeh 6910; S. Gibson and Red Caps, V 20-4835; S. Kaye, Col 39856; Little Sylvia, Jubilee 5093; G. Lombardo, Dec 28411; G. Martin, Dec 28388; J. Selph, Rosemay; H. Snow, V 20-4906; P. Starr, Top 339; J. Wakely, Cap 2221; F. Wright, Savoy 860. <b>TRANSCRIPTIONS AVAILABLE:</b> Dolly Dawn, Thesaurus; Earl Sheldon, Associated.   |           |           |
| <b>3. Glow Worm</b>  | <b>3</b>  | <b>10</b> |
| By Paul Lincke, Lilla Cayley Robinson and Johnny Mercer—Published by E. B. Marks (BMI)   |           |           |
| <b>BEST SELLING RECORDS:</b> Mills Brothers, Dec 28384. <b>OTHER RECORDS:</b> F. Carle, Col 37567; G. Carter, MacGregor 310; Homer & Jethro, King 15203; S. Jones, V 20-1893; H. Luse, Imperial 1044; J. Mercer, Cap 2248; Paulette Sisters, Col 39840; H. Singer, King 15203; C. Ramsey, Old Timer Records 8004; C. Reyes, Cap 1092; E. Sack, Mercury 10009; Three Suns, V 20-3702; H. Winterhalter, Col 38704. <b>TRANSCRIPTIONS AVAILABLE:</b> Dick Jurgens, Charles Magnante, Associated; Frankie Carle, Lew White, Al Trace, Milton Charles, Cavalcade Ork., D'Artega, Modes Moderne, Lang-Worth.           |           |           |
| <b>4. Why Don't You Believe Me</b>   | <b>5</b>  | <b>3</b>  |
| By Douglas, Lancy, Roddes—Published by Brandom (ASCAP)   |           |           |
| <b>BEST SELLING RECORDS:</b> J. James, MGM 11333. <b>OTHER RECORDS:</b> G. Lombardo, Dec 28476; P. Page, Mercury 70025; J. Valli, V 20-5017. <b>TRANSCRIPTIONS AVAILABLE:</b> Earl Sheldon, Associated.  |           |           |
| <b>5. Jambalaya</b>  | <b>4</b>  | <b>14</b> |
| By Hank Williams—Published by Acuff-Rose (BMI)   |           |           |
| <b>BEST SELLING RECORDS:</b> J. Stafford, Col 39838. <b>OTHER RECORDS:</b> R. Allen, Dec 28431; Camarata Ork-S. Lanson, Dec 28367; N. Hefti-F. Wayne, Coral 0816; Moon Mulligan, King 1106; J. Selph, Rosemay; J. Stanton, Top 340; T. Turner, Okeh 6907; T. Tyle, V 20-4947; Hank Williams, MGM 11283. <b>TRANSCRIPTIONS AVAILABLE:</b> Leon Payne, Lang-Worth; Dave Terry Associated.  |           |           |
| <b>6. It's in the Book</b>   | <b>6</b>  | <b>7</b>  |
| By Johnny Standley-Art Thorsen—Published by Magnolia (BMI)   |           |           |
| <b>BEST SELLING RECORDS:</b> J. Standley-Horace Heidt, Cap 2249. <b>OTHER RECORDS:</b> A. Bernie, Mercury 5911.  |           |           |
| <b>7. Lady of Spain</b>  | <b>9</b>  | <b>8</b>  |
| By Erell Reades and Tolchard Evans—Published by Sam Fox (ASCAP)  |           |           |
| <b>BEST SELLING RECORDS:</b> E. Fisher-H. Winterhalter, V 20-4953; L. Paul, Cap 2265. <b>OTHER RECORDS:</b> K. Griffin, Rondo 188; B. Light, Cap 2288; E. (Piano) Miller, Rainbow 70044; R. Noble, V 20-3302; H. Otis Trio, Dee Gee 3901; L. Paul, Cap 2265; Philharmonic Trio, Cap 15346; A. Smith, MGM 10380. <b>TRANSCRIPTIONS AVAILABLE:</b> Airlane Trio, Lang-Worth; Ambassadors, Lang-Worth; Cavalcade Ork & Chorus, Lang-Worth; Wayne King-Allen Roth Ork., Thesaurus; Joe Sodja, Lang-Worth.  |           |           |
| <b>8. Because You're Mine</b>  | <b>7</b>  | <b>10</b> |
| By Nicholas Brodsky-Sammy Cahn—Published by Feist (ASCAP) (F)  |           |           |
| <b>OTHER RECORDS:</b> B. Eckstine, MGM 1301; G. Lombardo, Dec 28476; J. Raitt, Dec 28337; B. Wayne, Mercury 5897. <b>TRANSCRIPTIONS AVAILABLE:</b> E. T. Terry, Associated.  |           |           |
| <b>9. Wish You Were Here</b>   | <b>7</b>  | <b>19</b> |
| By Harold Rome—Published by Chappell (ASCAP)   |           |           |
| <b>BEST SELLING RECORDS:</b> E. Fisher-H. Winterhalter, V 20-4830. <b>OTHER RECORDS:</b> N. Brooks, Top 337; F. Carle, V 20-4920; J. Cassidy, V 14-0017; J. Froman, Cap 2154; Harmonicats, Mercury 5900; G. Lombardo, Dec 28308; B. Roman, Top 337; F. Warren, MGM 11270. <b>TRANSCRIPTIONS AVAILABLE:</b> Lenny Herman, Lang-Worth; Earl Sheldon, Associated.   |           |           |
| <b>10. Trying</b>  | <b>11</b> | <b>14</b> |
| By Billy Vaughn—Published by Randy Smith (ASCAP)   |           |           |
| <b>BEST SELLING RECORDS:</b> Hilltoppers, Dot 15018. <b>OTHER RECORDS:</b> J. Desmond, Coral 60823; E. Fitzgerald, Dec 28375; R. Gordon, RPM 369; J. Palmer, Mercury 5904; T. Rhodes, King 4556.   |           |           |

**Second Ten**

- |  |    |    |
|--|----|----|
| 11. OUTSIDE OF HEAVEN (R)                  | 10 | 8  |
| Published by Bregman, Vocco & Conn (ASCAP) |    |    |
| 12. TAKES TWO TO TANGO (R)                 | 13 | 6  |
| Published by Harman (ASCAP)                |    |    |
| 13. YOURS (R)                              | 12 | 4  |
| Published by E. B. Marks (BMI)             |    |    |
| 14. KEEP IT A SECRET (R)                   | 16 | 2  |
| Published by Shapiro-Bernstein (ASCAP)     |    |    |
| 15. 1 (R)                                  | 19 | 3  |
| Published by Sherwin Music (ASCAP)         |    |    |
| 16. SOMEWHERE ALONG THE WAY (R)            | 14 | 22 |
| Published by United (ASCAP)                |    |    |
| 17. MEET MR. CALLAGHAN (R)                 | 15 | 13 |
| Published by Leeds (ASCAP)                 |    |    |
| 17. HALF AS MUCH (R)                       | 17 | 26 |
| Published by Acuff-Rose (BMI)              |    |    |
| 19. MY FAVORITE SONG (R)                   | —  | 7  |
| Published by Gold (ASCAP)                  |    |    |
| 20. HEART AND SOUL (R)                     | —  | 5  |
| Published by Famous (ASCAP)                |    |    |

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark 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 Publisher, The Billboard, 1564 Broadway, New York, and permission will be immediately granted.

*there's* **CHRISTMAS in the Air!**

**BEST CHRISTMAS BETS**

... Based on Actual Capitol Sales Reports

	Record No.
I YUST GO NUTS AT CHRISTMAS	
YINGLE BELLS	Yogi Yorgesson ..... 781
SILVER BELLS	Margaret Whiting and
CHRISTMAS CANDY	Jimmy Wakely ..... 1255
CHRISTOPHER ROBIN IS SAYING HIS PRAYERS	
THE MAN WITH THE BAG	Kay Starr ..... 1256
WHAT'CHA GONNA GET ME FOR CHRISTMAS!	
BLUE CHRISTMAS	Jan Garber ..... 1257
CHRISTMAS ISLAND	Bob Atcher,
BLUE CHRISTMAS	Dinning Sisters ..... 1258
RUDOLPH THE RED-NOSED REINDEER	
CHRISTMAS BOOGIE	Sugar C. Robinson ..... 1259
DO YOU BELIEVE IN SANTA CLAUS!	
GABBY THE GOBBLER	Santa Claus, Ken Carson ..... 1260
JINGLE BELLS	Johnny Mercer,
SANTA CLAUS IS COMING TO TOWN	Pied Pipers ..... 1261
WHITE CHRISTMAS	Jo Stafford,
SILENT NIGHT	Lyn Murray Singers ..... 1262
WHITE CHRISTMAS	
I'M ALWAYS CHASING RAINBOWS	Gordon Jenkins ..... 1263
CHRISTMAS CAROLS BY THE OLD CORRAL	
MERRY CHRISTMAS POLKA	Tex Ritter ..... 1264
HERE COMES SANTA CLAUS	
THE CHRISTMAS WALTZ	Cliffie Stone ..... 1265
WHITE CHRISTMAS	
WHAT I WANT FOR CHRISTMAS	Wesley Tuttle ..... 1266
THE SYNCOPATED CLOCK	
SLEIGH RIDE	Capitol Symphonic Band ..... 1620
CHRISTMAS DINNER	
A ROOTIN' TOOTIN' SANTA CLAUS	Tennessee Ernie ..... 1830
I WAS SANTA CLAUS AT THE SCHOOL HOUSE	Yogi Yorgesson,
THE CHRISTMAS PARTY	Johnny Duffy ..... 1831
WHITE CHRISTMAS	Voices of Walter
WINTER WONDERLAND	Schumann ..... 1841
I TANT WAIT TILL QUITMUTH	
CHRISTMAS CHOPSTICKS	Mel Blanc ..... 1853
JINGLE BELLS	
SILENT NIGHT	Les Paul and Mary Ford ..... 1881
HANG YOUR WISHES ON THE TREE	
SANTA CLAUS PARTY	Les Baxter ..... 2275
I SAW MOMMY KISSING SANTA CLAUS	
WILLY CLAUS	Molly Bee ..... 2285
SONGS OF CHRISTMAS—	Jo Stafford,
PARTS I & II	Gordon MacRae ..... 7-90032
MISTLETOE KISS POLKA	
HAVE YOURSELF A MERRY LITTLE XMAS	Margaret Whiting ..... 90033
ADESTE FIDELIS	
MERRY CHRISTMAS WALTZ	Gordon MacRae ..... 90034
THE CHRISTMAS SPELL	Peggy Lee, The Jud
SONG AT MIDNIGHT	Conlon Singers ..... 90035
(ALL I WANT FOR CHRISTMAS IS) MY TWO	
FRONT TEETH	Nat "King" Cole,
THE CHRISTMAS SONG	The Starlighters ..... 90036
I WONDER AS I WANDER	
GESU BAMBINO	Jo Stafford ..... 90037
O LITTLE TOWN OF BETHLEHEM and JOY TO THE	
WORLD	
CANTIQUE DE NOEL	Clark Dennis ..... 90038
THE MERRY CHRISTMAS POLKA	
HERE COMES SANTA CLAUS	Benny Strong ..... 90039
IF SANTA CLAUS COULD BRING YOU BACK TO ME	
XMAS POLKA	Jimmy Wakely ..... 90040
JINGLE BELLS	Johnny Mercer,
SANTA CLAUS IS COMIN' TO TOWN	Pied Pipers ..... 90041
WHITE CHRISTMAS	Jo Stafford, The Lyn
SILENT NIGHT	Murray Singers ..... 90042
RUDOLPH THE RED-NOSED REINDEER	
THE SWISS BOY	Smiley Burnette ..... 30133

**BEST SELLING CHRISTMAS ALBUMS**

TITLE	78	45	33 1/3
CHRISTMAS CAROLS—St. Luke's Choristers		ADF-9000	H-9000
CAROLS FOR CHRISTMAS—The Starlighters	CC-9001	CCF-9001	H-9007
THE ORGAN PLAYS AT CHRISTMAS—Buddy Cole	CC-9002	CCF-9002	H-9002
UNDER THE CHRISTMAS TREE—Jan Garber	CC-9003	CCF-9003	H-9008
CHRISTMAS ON THE RANGE—Jimmy Wakely	CC-9004	CCF-9004	H-9004
CAROLS AT CHRISTMAS—Sportsmen Quartet	CC-9005	CCF-9005	H-9005
BOYS' TOWN CHOIR SINGING XMAS MUSIC—			
Father Flanagan Boys Choir	CC-9006	CCF-9006	H-9006
CHRISTMAS GOSPELS—Pedro de Cordoba	CAS-9010		
THE ST. LUKE'S CHORISTERS—William Ripley Dorr	CC-9012	CCF-9012	H-9012
CHRISTMAS BELLS—Richard Keys Biggs	CC-9013	CCF-9013	H-9013
CHRISTMAS IN THE AIR!—Voices of Walter			
Schumann	CDN-9016	CDF-9016	H-9016

**BEST SELLING CAPITOL CHILDREN'S ALBUMS FOR CHRISTMAS**

Based on Actual Capitol Sales Reports

1. BOZO HAS A PARTY  
... Cap(78)DBX-3133; (45)CBXF-3133
2. THE NOISY EATER  
... Cap(78)CAS-3120; (45)CASF-3120
3. ROBIN HOOD  
... Cap(78)DBX-3138; (45)CBXF-3138
4. NURSERY RHYMES, VOL. I  
... Cap(78)CAS-3128; (45)CASF-3128
5. TWEET, TWEET, TWEET  
... Cap(78)CAS-3118; (45)CASF-3118
6. SPARKY'S MAGIC ECHO  
... Cap(78)CAS-3134; (45)CASF-3134
7. WOODY WOODPECKER AND THE SCARECROW  
... Cap(78)CAS-3140; (45)CASF-3140
8. HENRY HAWK'S CHICKEN HUNT  
... Cap(78)CAS-3137; (45)CASF-3137
9. BOZO AT THE CIRCUS  
... Cap(78)DBX-114; (45)CBXF-3030
10. HOPALONG CASSIDY AND THE TWO-LEGGED WOLF  
... Cap(78)CAS-3109; (45)CASF-3109
11. I'M A LITTLE TEAPOT and THE TEDDY BEARS' PICNIC  
... Cap(78)CAS-3038; (45)CASF-3038
12. HOPALONG CASSIDY AND THE STORY OF TOPPER  
... Cap(78)CAS-3110; (45)CASF-3110
13. COUNTRY COUSINS  
... Cap(78)CAS-3135; (45)CASF-3135

A Sensational CHRISTMAS record  
by Capitol's young new star

**MOLLY BEE**



"I SAW MOMMY KISSING SANTA CLAUS"

AND

"WILLY CLAUS (Little Son of Santa Claus)"

Capitol Record No. 2285

*Les Baxter*



plays two new HOLIDAY HITS!

"HANG YOUR WISHES ON THE TREE"

and

"SANTA CLAUS' PARTY"

on Capitol Record No. 2275

a joyous Christmas treat!

THE VOICES OF  
**WALTER SCHUMANN**

in the unique album

**Christmas in the Air!**

... favorite Yuletide songs from all over the world, delightfully woven into a specially fashioned presentation ... performed by a great choral ensemble with all the inspiring warmth of the Christmas spirit.



Album No. 9016



**YORGESSON**

is the YULETIDE FAVORITE!

"I YUST GO NUTS AT CHRISTMAS"

coupled with

"YINGLE BELLS"

Record No. 781

"I WAS SANTA CLAUS AT THE SCHOOL HOUSE"

coupled with

"THE CHRISTMAS PARTY"

Record No. 1831



"YOGI YORGESSON'S FAMILY ALBUM"

Capitol Album No. 336



**The Four Freshmen**

come thru again on...

**"The Day Isn't Long Enough"**

and **STORMY WEATHER**  
Record No. 2286



**The Billboard Music Popularity Charts**

**Favorite Tunes**

... for Week Ending November 22

**Best Selling Sheet Music**

Tunes are ranked in order of their current national selling importance at the sheet music jobber level. Results are based on The Billboard's weekly survey of jobbers' orders from retailers throughout the country and we are weighted according to jobber importance. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

This Week		Last Week	Weeks on Chart
1.	YOU BELONG TO ME (R) Ridgeway.....	1	14
2.	I WENT TO YOUR WEDDING (R)—St. Louis.....	2	12
3.	GLOW WORM (R)—E. B. Marks.....	4	6
4.	JAMBALAYA (R)—Acuff-Rose.....	3	11
5.	BECAUSE YOU'RE MINE (R) (F)—Feist.....	5	9
6.	WHY DON'T YOU BELIEVE ME? (R)—Brandon.....	—	1
7.	OUTSIDE OF HEAVEN (R)—Bregman, Voeco & Conn..	8	4
8.	LADY OF SPAIN (R)—Sam Fox.....	12	2
9.	TAKES TWO TO TANGO (R)—Harman.....	11	3
10.	WISH YOU WERE HERE (R) (F)—Chappell.....	7	18
11.	HALF AS MUCH (R)—Acuff-Rose.....	6	24
12.	TRYING (R)—Randy Smith.....	9	7
13.	BLUES IN ADVANCE (R)—Hollis.....	—	1
14.	SOMEWHERE ALONG THE WAY (R)—United.....	10	22
15.	WALKIN' TO MISSOURI (R)—Hawthorne.....	13	11

**Tunes with Greatest Radio and Television Audiences**

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's Audience Coverage Index. Tunes are listed ALPHABETICALLY on both lists. (R) Indicates tune is available on records; (F) indicates tune is from a film; (M) indicates tune is from legit musical.

**Top 31 in Radio**

A Shoulder to Weep On (R)—Laurel—ASCAP	Ruby and the Pearl (R)—Famous—ASCAP
Because You're Mine (R)—Feist—ASCAP	Rudolph, the Red Nose Reindeer (R)—St. Nicholas—ASCAP
Don't Let the Stars Get in Your Eyes (R)—4 Star—BMI	Silver Belles (R)—Paramount—ASCAP
Everything I Have is Yours (R)—Robbins—ASCAP	Stay Where You Are (R)—Broadcast—BMI
Forgive and Forget (R)—Leeds—ASCAP	Takes Two to Tango (R)—Harman—ASCAP
Glow Worm (R)—Marks—BMI	That's a Why (R)—Santly-Joy—ASCAP
Heart and Soul (R)—Famous—ASCAP	To Know You Is to Love You (R)—Roncom—ASCAP
I Went to Your Wedding (R)—St. Louis—BMI	Walkin' By the River (R)—Sheldon—BMI
I'm Never Satisfied (R)—Acuff-Rose—ASCAP	Walkin' to Missouri (R)—Hawthorne—ASCAP
Jambalaya (R)—Acuff-Rose—BMI	White Christmas (R)—Berlin—ASCAP
Keep It a Secret (R)—Shapiro-Bernstein—ASCAP	Why Don't You Believe Me (R)—Brandon—ASCAP
Lady of Spain (R)—Sam Fox—ASCAP	Wish You Were Here (R)—Chappell—ASCAP
Lazy River (R)—Southern—ASCAP	You Belong to Me (R)—Ridgeway—BMI
Love of My Life (R)—Chappell—ASCAP	You Can Fly, You Can Fly, You Can Fly (R)—Disney—ASCAP
My Favorite Song (R)—Gold—ASCAP	Yours (R)—Marks—BMI
Outside of Heaven (R)—Bregman, Voeco & Conn—ASCAP	

**Top 10 in Television**

Al-Lee-O' Al-Lee-Ay' (R)—Hillcrest—ASCAP	Lady of Spain (R)—Sam Fox—ASCAP
Because You're Mine (R)—Feist—ASCAP	Never Smile at a Crocodile (R)—Disney—ASCAP
I Went to Your Wedding (R)—St. Louis—BMI	Takes Two to Tango (R)—Harman—ASCAP
I'm Never Satisfied (R)—Simon House—ASCAP	There's a Ship Coming In (R)—Amusement—BMI
Jambalaya (R)—Acuff-Rose—BMI	To Know You Is to Love You (R)—Roncom—ASCAP

**England's Top Twenty**

Based on cabled reports from England's top music jobbers. American publishers of each tune is listed in parenthesis. Asterick indicates no American publisher.

1. Here in My Heart—Robert Mellin, Ltd. (Mellin)	11. Somewhere Along the Way—Magna (United)
2. Half as Much—Robbins, Ltd. (Acuff-Rose)	12. Auf Wiederseh'n, Sweetheart—Maurice (Hill & Range)
3. Isle of Innisfree—Peter Maurice (Leeds)	12. Walkin' to Missouri—Dash (Hawthorne)
4. You Belong to Me—Chappell (Ridgeway)	14. Meet Mister Callaghan—Toff (Leeds)
5. Homing Waltz—Reine—(Miller)	15. Blue Tango—Mills (Mills)
6. Forget Me Not—Chappell (Chappell)	16. High Noon—Robbins (Feist)
7. Walkin' My Baby Back Home—Victoria (De Sylva, Brown & Henderson)	17. Faith Can Move Mountains—Dash (Hill & Range)
8. Zing a Little Zong—Maddox (Burvan)	18. I'm Yours—Mellin (Algonquin)
9. Sugarbush—Chappell (G. Shirmer)	19. Faith—Hit Songs, Ltd. (J. J. Robbins)
10. Feet Up (Put Him on the Po-Po)—Cinephonic (Hawthorne)	20. Because You're Mine—Robbins (Feist)

# COLUMBIA COUNTER-POINTS



### The Pitch From Mitch

Well, here we go again, getting all lathered up about a new artist. But, believe me, this one is really worth it, and a good deal more. It's a girl, and her name is Felicia Sanders. Here's a voice you'll remember from the first moment you hear it, and a personality that is just as strong. She sings with warmth, she sings with feeling, and she sings with intelligence. Give this girl a song, tell her what you have in mind, and she goes home and works on it. Next day she comes back with everything perfect.

And perfect is the description of her first release. We had a hard time deciding what to have her sing—she can do anything. There's a little of Doris Day in her work, a little of Rosemary Clooney, perhaps a touch of Garland, but it all winds up being distinctively Felicia Sanders. If you think I'm flipping over this kid, you catch it conservatively.

Anyhow, her first song is "People In Love Can Be Lonely," which shows off her range and voice quality. We played this one for Jo Stafford, who said it was great and you know what that means. The other side is "Please Be Good While I'm Gone," with The Four Lads. This one is a lighter ballad with a light bounce in it, and shows that she can wrap her singing around this kind of thing just as brilliantly. Paul Weston conducts for both sides, with some mighty fine arrangements.

So do me a favor. Listen to this girl—you'll never forget her voice, and you'll recognize it instantly. And remember the name—Felicia Sanders. It's going to be big.

Mitch

this is IT!  
**JIMMY BOYD**  
I SAW MOMMY KISSING SANTA CLAUS  
39871 • 4-39871

### International Releases

FRANKIE YANKOVIC  
MOJA DECLA  
MOJA BABA JE PIJANA  
10097 • 4-10097

CHESTER BUDNY and his boys  
FREEWAY POLKA  
TROCADERO KICK  
10098 • 4-10098

NORBIE BAKER and his Polka Boys  
MIDWEST POLKA  
PRETTY BRUNETTE WALTZ  
10099 • 4-10099

SKERTICH BROTHERS ORCHESTRA  
YOU WERE ALL MINE  
CRYIN' OVER YOU  
10100 • 4-10100

### Folk Music Releases

SMILEY MAXEDON  
YOUR OLD LOVE LETTERS  
I'M SHUTTIN' THE DOOR ON LOVE  
21046 • 4-21046

THE CALLAHAN BROTHERS  
YOU HAVE USED MY HEART  
LIPS THAT TROUBLE ME  
21047 • 4-21047

CINDY WALKER  
OH, HOW SWEET IT IS TO KNOW  
HOLD TO GOD'S UNCHANGING HAND  
21045-s • 4-21045-s

### New Album Releases

#### POPULAR FAVORITES—VOLUME 6

You Belong to Me—Jo Stafford • High Noon—Frankie Laine • My Tormented Heart—Sarah Vaughan • Blues in the Night—Rosemary Clooney • Half as Much—Rosemary Clooney • Settin' the Woods on Fire—Jo Stafford and Frankie Laine • Jambalaya—Jo Stafford • Walkin' to Missouri—Sammy Kaye  
"Lp" CL 6233 • 45 Set B-324

#### CARIO BUTI FAVORITES

La Vita E Rosa • La Piccinina • Violino Tzigano • Rosalia • Mattinata • Reginella Campagnola • Ti-Pi-Tin • Vieni Vieni  
CARLO BUTI con l'Orchestra Ferruzzi  
"Lp" CL 6229

#### now on 45!

#### BENNY GOODMAN CARNEGIE HALL JAZZ CONCERT

Complete—Set A-1035 • Volume 1—Set A-1036  
• Volume 2—Set A-1037

### New Children's Release

JOSEF MARAIS and MIRANDA

DANCE AND WHISTLE  
HOLD YOUR HEAD UP HIGH

Set MJV-151 • Set MJV 4-151

### Popular Releases

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

by special request!

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

FELICIA SANDERS  
PEOPLE IN LOVE CAN BE LONELY  
PLEASE BE GOOD WHILE I'M GONE  
39900 • 4-39900  
the first record by a truly great new star

ART LOWRY  
SIOUX CITY SUE  
THE GIRL WITHOUT A NAME  
39904 • 4-39904

### Best Sellers

Based on actual sales reports for week ending November 22

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

LES COMPAGNONS DE LA CHANSON  
THE THREE BELLS  
WHIRLWIND  
39657 • 4-39657

LEFTY FRIZZELL  
I'M AN OLD, OLD MAN  
YOU'RE JUST MINE  
21034 • 4-21034

JIMMY BOYD  
I SAW MOMMY KISSING SANTA CLAUS  
THUMBELINA  
39871 • 4-39871

FRANK SINATRA  
THE BIRTH OF THE BLUES  
WHY TRY TO CHANGE ME NOW  
39882 • 4-39882

ROSEMARY CLOONEY  
HALF AS MUCH POOR-WHIP-POOR-WILL  
39710 • 4-39710

DORIS DAY and JOHNNIE RAY  
MA SAYS, PA SAYS  
A FULL TIME JOB  
39898 • 4-39898

SAMMY KAYE  
WALKIN' TO MISSOURI  
ONE FOR THE WONDER  
39769 • 4-39769

SAMMY KAYE  
SANTA, SANTA, SANTA CLAUS  
ALL AROUND THE CHRISTMAS TREE  
39894 • 4-39894

JO STAFFORD  
JAMBALAYA  
EARLY AUTUMN  
39838 • 4-39838

FRANKIE LAINE  
HIGH NOON  
ROCK OF GIBRALTAR  
39770 • 4-39770

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

# COLUMBIA RECORDS

"Columbia", "Masterworks", "Blak", "LP" and "45" Trade Marks Reg. U. S. Pat. Off. Marcas Registradas

## The Billboard Music Popularity Charts... for Week Ending November 22

## THIS WEEK'S BEST BUYS

In the opinion of The Billboard music staff, the following new records are most likely to achieve strong popularity in their respective fields. Selections are made, in some cases, after hearing the advance release. Other selections are made after careful analysis of early sales reports and juke box and disk jockey activity. Dealers and operators are advised to analyze their present stocks and future requirements of records applicable to their markets.

## Popular

## DON'T LET THE STARS GET IN YOUR EYES

LIES—Perry Como—RCA Victor 20-5064

This disking, out for only a little more than a week, has met with an immediate favorable reaction. Early reports indicate that waxing will establish tune in pop field very rapidly and be Como's biggest disk in some time. Sheet music has already made "rack." Picked as "New Record to Watch" when released last week. "Lies" side also looks strong.

## MUST I CRY AGAIN

I KEEP TELLING MYSELF—The Hilltoppers—Dot 15034

Early reports have established this as a good follow-up to "Trying." It is already going well in parts of the Midwest and South with action beginning to start in New York. Both sides good with present preference going to "Must I."

## FORGETTING YOU—Richard Hayes—Mercury 5910

This shapes up as a late starter with good potential. Record is number four in Cincinnati, up a peg from last week and ranks third in Mercury's reorders.

## HOLD ME, THRILL ME, KISS ME—Karen Chandler—Coral 60831

Another late starter nationally. Record was released first in Los Angeles and became an immediate local hit but failed to pick up nationally. Sales continue in L. A., and disk is now beginning to gain favor elsewhere. Eastern ops are beginning to buy and it's high on Coral's reorder list.

## OH HAPPY DAY—Don Howard—Essex 311

Every so often something like this comes along, from out of the blue. It has kicked off a shocked reaction in the business yet the chanter's odd style produces a definite sound and where the record has been well exposed has resulted in definite sales. It's very strong in Boston, Cincinnati and Chicago at the moment.

## THAT'S WHAT CHRISTMAS MEANS TO ME

CHRISTMAS DAY—Eddie Fisher-Hugo Winterhalter Ork—RCA Victor 20-5038

These sides are a re-coupling of two tunes in Fisher's new Christmas album. Syndicate stores are behind disk solidly and reorders with the label are big, showing heavy stocking action. Boston operators are showing preference for a single from the album which couples "Christmas Day" with "You're All I Want for Christmas," Victor 20-4911.

## Country &amp; Western

I'LL GO ON ALONE—Marty Robbins—Columbia 20122

Newcomer to label is showing definite early strength on this tune. Picked by country deejays. Already on Nashville territorial chart.

A THOUSAND AND ONE SLEEPLESS NIGHTS

A CRUSHED RED ROSE—Moon Mullican—King 1152

Has started off very well in the Central part of the Midwest. Previously picked as "New Record to Watch."

## Rhythm &amp; Blues

I DON'T KNOW—Willie Mabon—Chess 1531

This is a blues item which kicked off strongly in Chicago and is starting to show definite action in New York.

SAD HOUR

MEAN OLD WORLD—Little Walter—Checker 764

Two good sides with the early nod going to "Sad Hour." Strength in Midwest and beginning to roll in the South.

## Spiritual

MY ROCK—Swan Silverstone Singers—Specialty 836

Previously listed as "New Record to Watch." Solid sales have begun in the South.

## Late Reports on Recent "Best Buys"

Following are condensed reports, based on late field information from all segments of the trade, showing the progress being made by records which have been selected as "Best Buys" during recent weeks.

## Popular

## IT'S WORTH ANY PRICE YOU PAY

Eddie Howard—Mercury 70015

Fell off top 20 on disk jockey chart, but there's good to strong action at retail and operator levels in such areas as Chicago, Los Angeles and Western New York State. Number two in reorders with label.

## I SAW MOMMY KISSING SANTA CLAUS

Jimmy Boyd—Columbia 39871

Picked by deejays and dealers this week. Very strong action at the operator level in many parts of the country. Already among top territorial retail sellers in New Orleans, St. Louis and Philadelphia. Heavy reorders have started on the Spike Jones' Victor version.

## LA ROSITA

Four Aces—Decca 28393

Growing strength in New York, St. Louis and Chicago. Number two on Decca reorder list of recent records.

## GREYHOUND STAIRWAY TO THE STARS

Buddy Morrow Ork—RCA Victor 20-5041

Disk continues to grow. Greatest strength in Southern California and in Midwest. Underside is showing activity in some areas.

(Continued on page 42)

## Country &amp; Western

## KEEP IT A SECRET

Slim Whitman—Imperial 8169

Action continues to grow in many sections. Top pick by dealers, operators and deejays this week. On Houston territorial chart.

## THE GAL WHO INVENTED KISSIN'

Hank Snow—RCA Victor 20-5034

Shapes up as one of Snow's strongest. Already among Memphis and Nashville best-sellers. Growing action reported in New England, Middle Atlantic States, around St. Louis and on West Coast.

## THE NEW WEARS OFF TOO FAST

YOU'RE WALKING ON MY HEART

Hank Thompson—Capitol 2269

Activity growing thruout country. Side preference split, with Houston going for "Walking" but most others going for "New Wears Off."

## DON'T TRIFLE ON YOUR SWEETHEART

SOMEBODY LOVES ME

Ernest Tubb—Decca 28448

Heavy reorders with label. Growing strength thruout country. Side preference for "Don't Trifle" in most areas. On Memphis and New Orleans territorial charts.

## Rhythm &amp; Blues

## LYING WOMAN

Little Caesar—Hollywood 236

Continued good to strong activity in Buffalo, St. Louis, and Cincy areas. Growing in New York. Tapering in Philadelphia in op sales after great strength.

## I'M GONE

Shirley and Lee—Aladdin 3153

Strong in Cincinnati. Good sales in L. A. and Philadelphia.

## Coming Up in the Trade

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

## The Dealers Pick

## Popular

## 1. DON'T LET THE STARS GET IN YOUR EYES

Perry Como—Victor 20-5064

## 2. I SAW MOMMY KISSING SANTA CLAUS

Jimmy Boyd—Columbia 39871

## 3. WATER CAN'T QUENCH THE FIRE OF LOVE

Gisele MacKenzie-Helen O'Connell—Capitol 2266

## 4. OH HAPPY DAY

Don Howard—Essex

## 5. FULL TIME JOB

Doris Day-Johnnie Ray—Columbia 39898

## 6. TILL I WALTZ AGAIN WITH YOU

Teresa Brewer—Coral 60873

## Country &amp; Western

## 1. KEEP IT A SECRET

Slim Whitman—Imperial 8169

## 2. IT'S THE KIDS WHO PAY

Molly Bee—Capitol 2258

## 3. THE GAL WHO INVENTED KISSIN'

Hank Snow—Victor 20-5034

## 4. I'M AN OLD, OLD MAN

Lefty Frizzell—Columbia 21034

## 5. A FOOL SUCH AS I

Hank Snow—Victor 20-5034

## 6. YOU'RE WALKING ON MY HEART

Hank Thompson—Capitol 2269

## Rhythm &amp; Blues

## 1. SAD HOUR

Little Walter—Checker 764

## 2. I DON'T KNOW

Willie Mabon—Checker 1050

## The Disk Jockeys Pick

## Popular

## 1. THE WORLD IS WAITING FOR THE SUNRISE

Stan Freberg—Capitol 2279

## 2. DON'T LET THE STARS GET IN YOUR EYES

Perry Como—Victor 20-5064

## 3. FULL TIME JOB

Doris Day-Johnnie Ray—Columbia 39898

## 4. THE NIGHT BEFORE CHRISTMAS SONG

Rosemary Clooney-Gene Autry—Columbia 39876

## 5. IF I HAD A PENNY

Rosemary Clooney—Columbia 39892

## 6. GREYHOUND

Buddy Morrow Ork—Victor 20-5041

## 7. DO YOU EVER THINK OF ME?

Billy May Ork—Capitol 2284

## 8. I SAW MOMMY KISSING SANTA CLAUS

Jimmy Boyd—Columbia 39871

## Country &amp; Western

## 1. KEEP IT A SECRET

Slim Whitman—Imperial 8169

## 2. I'M AN OLD, OLD MAN

Lefty Frizzell—Columbia 21034

## 3. THE GAL WHO INVENTED KISSIN'

Hank Snow—Victor 20-5034

## 4. TENNESSEE TANGO

Pee Wee King—Victor 20-5009

## 5. I'LL GO ON ALONE

Marty Robbins—Columbia 21022

## 6. YOU'RE WALKING ON MY HEART

Hank Thompson—Capitol 2269

## 7. THE NEW WEARS OFF TOO FAST

Hank Thompson—Capitol 2269

## 8. MY HEART IS BROKEN IN THREE

Slim Whitman—Imperial 8169

## The Operators Pick

## Popular

## 1. DON'T LET THE STARS GET IN YOUR EYES

Perry Como—Victor 20-5064

## 2. GREYHOUND

Buddy Morrow Ork—Victor 20-5041

## 3. SLEEPY TIME GAL

Tony Martin—Victor 20-5008

## 4. TILL I WALTZ AGAIN WITH YOU

Teresa Brewer—Coral 60873

## 5. CHERRIES

Doris Day—Columbia 39881

## 6. DON'T LET THE STARS GET IN YOUR EYES

Gisele MacKenzie—Capitol 2256

## Country &amp; Western

## 1. KEEP IT A SECRET

Slim Whitman—Imperial 8169

## 2. TENNESSEE TANGO

Pee Wee King—Victor 20-5009

## 3. I'M AN OLD, OLD MAN

Lefty Frizzell—Columbia 21034

## 4. THE GAL WHO INVENTED KISSIN'

Hank Snow—Victor 20-5034

## 5. THE CHILD'S SIDE OF LIFE

Johnny Horton—Mercury 7429

## 6. DON'T LET THE STARS GET IN YOUR EYES

Red Foley—Decca 28460

## Rhythm &amp; Blues

## 1. MAKE BELIEVE DREAM

Dinah Washington—Mercury 5906

## 2. I DON'T KNOW

Willie Mabon—Checker 1050

## 3. SAD HOUR

## RECORD DEALERS—

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

## JUKE BOX OPERATORS—

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

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# BE SURE ... BUY THE HITS ON



NOVEMBER 22, 1952

THE BILLBOARD

## Coming Up in the Trade

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

### The Dealers Pick

Popular

1. **CONQUEST**  
Patti Page—Mercury 70025
2. **WHY DON'T YOU BELIEVE ME?**  
Patti Page—Mercury 70025
5. **FORGETTING YOU**  
Richard Hayes—Mercury 5910

### The Disk Jockeys Pick

Popular

1. **IT'S WORTH ANY PRICE YOU PAY**  
Eddy Howard—Mercury 70015
2. **WHY DON'T YOU BELIEVE ME?**  
Patti Page—Mercury 70025
4. **SUMMER LOVE**  
Ralph Marteria Ork—Mercury 70006

### The Operators Pick

Rhythm & Blues

1. **MAKE BELIEVE DREAMS**  
Dinah Washington—Mercury 5906

Country & Western

4. **CHILD'S SIDE OF LIFE**  
Johnny Horton—Mercury 70014

### NEW MERCURY RELEASES

POPULAR

- |                    |  |               |
|--------------------|--|---------------|
| 70042 AND 70042X45 | Whispers in the Dark<br>The Light of My Life           | Johnny Long   |
| 70037 AND 70037X45 | Waiting for the Robert E. Lee<br>Margie                | Sophie Tucker |
| 70035 AND 70035X45 | I'm Not Blaming You<br>Someone Loves Someone           | Bobby Wayne   |
| 70033 AND 70033X45 | Mary Lou<br>Shangri-La                                 | Bobby Maxwell |
| 70032 AND 70032X45 | Stumbling<br>After You've Gone                         | Pete Handy    |
| 70029 AND 70029X45 | Five Foot Two, (Eyes of Blue)<br>Move It On Over       | Tiny Hill     |
| 70023 AND 70023X45 | Don't Let the Stars Get in Your Eyes<br>Rock the Joint | Lola Ameche   |
| 70024 AND 70024X45 | Maria My Own<br>My Shawl                               | Xavier Cugat  |

COUNTRY & WESTERN

- |                    |   |                  |
|--------------------|---|------------------|
| 70043 AND 70043X45 | On a Hill (Far Away in East Texas)<br>Red Roses for Heart-Aches | Dude Martin      |
| 70044 AND 70044X45 | Walkin' 'Round in Circles<br>You Put My Heart in Prison         | Red Kirk         |
| 70038 AND 70038X45 | Why Don't You Believe Me<br>Wishing Well                        | Johnny Otis      |
| 70039 AND 70039X45 | Leavin' Day<br>South Bound Train                                | Big Bill Broonzy |
| 70040 AND 70040X45 | You Didn't Tell Me<br>Reach                                     | Jay McShann      |
| 70041 AND 70041X41 | When a Woman Loves a Man<br>Why Do I Love You                   | Beryl Booker     |

RHYTHM & BLUES

### Watch This Go!

**VIC DAMONE**  
Greyhound .....81  
MERCURY 70031—The dramatic r.&b. hit receives a mighty strong reading from Damone who sings it out in big style, with the Ralph Marteria ork supporting him with a pounding beat. Side is a potent one and should share some of the loot if the tune busts thru as a pop hit.

### ... LATE NEWS FLASH ...

**"TELL ME YOU'RE MINE" by THE GAYLORDS**  
... Shows All Indications of Being A BIG Hit in Chicago"  
HOWARD MILLER, WIND

P.S. ALSO DETROIT. CLEVELAND ...

THE BILLBOARD

## New Records to Watch

RED HOT!

Popular

GEORGIA GIBBS

A Moth and a Flame

The Photograph on the Piano — Mercury 70034 — Miss Gibbs may have another moneymaker with this disking. The "Moth" side is in the exciting vein of "Kiss of Fire" and the flip looks bright for the boxes.

### Late Reports on Recent "Best Buys"

Following are condensed reports based on late field information from all segments of the trade, showing the progress being made by records which have been selected as "Best Buys" during recent weeks.

Popular

- CONQUEST**  
WHY DON'T YOU BELIEVE ME  
Patti Page—Mercury 70025  
Side preference swinging to "Conquest."
- IT'S WORTH ANY PRICE YOU PAY**  
Eddy Howard—Mercury 70015  
Number 2 among Mercury reorders. Good to strong action in Cincinnati. Reported as strong by Chicago dealers. Operator interest starting in New York City. Top pick by deejays in "Coming Up in the Trade."



MERCURY RECORDS, CHICAGO, ILLINOIS

\* MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

The Billboard Music Popularity Charts

... for Week Ending November 22

# TOP POPULAR RECORDS

## Best Selling Singles

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

This Week	Last Week	Weeks on Chart	Title	Label
1.	4	7	WHY DON'T YOU BELIEVE ME? J. James	MGM(78)11333; (45)K-11333-ASCAP
1.	1	9	IT'S IN THE BOOK, PARTS I & II—J. Standley	Cap(78)2249; (45)F-2249-BMI
3.	2	10	GLOW WORM—Mills Brothers	After All—Dec(78)28384; (45)9-28384-BMI
4.	3	14	I WENT TO YOUR WEDDING— P. Page	You Belong to Me— Mercury(78)5899; (45)5899X45-BMI
5.	5	17	YOU BELONG TO ME—J. Stafford	Pretty Boy—Col(78)39811; (45)4-39811-BMI
6.	6	14	JAMBALAYA—J. Stafford	Early Autumn—Col(78)39838; (45)4-39838-BMI
7.	7	12	BECAUSE YOU'RE MINE—M. Lanza	Song the Angels Sing— V(78)10-3914; (45)49-3914-ASCAP
8.	12	10	TAKES TWO TO TANGO—P. Bailey	Let There Be Love— Coral(78)60817; (45)9-60817-ASCAP
9.	8	14	TRYING—Hilltoppers	You Made Up My Mind— Dot(78)15018; (45)45-15018-ASCAP
10.	8	6	YOURS—V. Lynn	Love of My Life— London(78)1261; (45)45-1261-BMI
11.	20	3	KEEP IT A SECRET—J. Stafford	Once to Every Heart— Col(78)39891; (45)4-39891-ASCAP
12.	10	20	WISH YOU WERE HERE— E. Fisher-H. Winterhalter	Hand of Fate— V(78)20-4830; (45)47-4830-ASCAP
13.	11	10	LADY OF SPAIN— E. Fisher-H. Winterhalter	Outside of Heaven— V(78)20-4953; (45)47-4953-ASCAP
14.	13	13	YOU BELONG TO ME—P. Page	I Went to Your Wedding— Mercury(78)5899; (45)5899X45-BMI
15.	15	6	HEART AND SOUL—Four Aces	Just Squeeze Me— Dec(78)28390; (45)9-28390-ASCAP
15.	16	4	I—D. Cornell	Be Fair—Coral(78)60860; (45)9-60860-ASCAP
17.	14	9	OUTSIDE OF HEAVEN— E. Fisher-H. Winterhalter	Lady of Spain— V(78)20-4953; (45)47-4953-ASCAP
18.	17	4	LADY OF SPAIN—L. Paul	My Baby's Coming Home— Cap(78)2265; (45)F-2265-ASCAP
18.	—	1	WHY DON'T YOU BELIEVE ME?— P. Page	Conquest— Mercury(78)70025; (45)70025X45-ASCAP
20.	18	14	MEET MR. CALLAGHAN—L. Paul	Take Me in Your Arms and Hold Me— Cap(78)2193; (45)F-2193-ASCAP

## 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.

This Week	Last Week	Weeks on Chart	Title	Label
1.	1	14	I WENT TO YOUR WEDDING— P. Page	You Belong to Me— Mercury(78)5899; (45)5899X45-BMI
2.	3	8	GLOW WORM—Mills Brothers	After All—Dec(78)28384; (45)9-28384-BMI
3.	2	16	YOU BELONG TO ME—J. Stafford	Pretty Boy—Col(78)39811; (45)4-39811-BMI
4.	4	6	WHY DON'T YOU BELIEVE ME?— J. James	Purple Shades— MGM(78)11333; (45)K-11333-ASCAP
5.	5	14	JAMBALAYA—J. Stafford	Early Autumn—Col(78)39838; (45)4-39838-BMI
6.	6	12	YOU BELONG TO ME—P. Page	I Went to Your Wedding— Mercury(78)5899; (45)5899X45-BMI
7.	8	6	YOURS—V. Lynn	Love of My Life— London(78)1261; (45)45-1261-BMI
7.	13	4	I—D. Cornell	Be Fair—Coral(78)60860; (45)9-60860-ASCAP
9.	9	14	TRYING—Hilltoppers	You Made Up My Mind— Dot(78)15018; (45)45-15018-ASCAP
10.	10	8	LADY OF SPAIN— E. Fisher-H. Winterhalter	Outside of Heaven— V(78)20-4953; (45)47-4953-ASCAP
10.	20	4	KEEP IT A SECRET—J. Stafford	Once to Every Heart— Col(78)39891; (45)4-39891-ASCAP
12.	11	8	OUTSIDE OF HEAVEN— E. Fisher-H. Winterhalter	Lady of Spain— V(78)20-4953; (45)47-4953-ASCAP
13.	7	17	WISH YOU WERE HERE— E. Fisher-H. Winterhalter	Hand of Fate— V(78)20-4830; (45)47-4830-ASCAP
13.	12	4	IT'S IN THE BOOK, PARTS I & II— J. Standley	Cap(78)2249; (45)F-2249-BMI
13.	18	10	BECAUSE YOU'RE MINE—M. Lanza	Song the Angels Sing— V(78)10-3914; (45)49-3914-ASCAP
16.	15	9	COMES A-LONG A-LOVE—K. Starr	Three Letters— Cap(78)2213; (45)F-2213-ASCAP
16.	16	4	TAKES TWO TO TANGO—P. Bailey	Let There Be Love— Coral(78)60817; (45)9-60817-ASCAP
16.	16	2	MY BABY'S COMING HOME— L. Paul-M. Ford	Lady of Spain— Cap(78)2265; (45)F-2265-ASCAP
19.	—	1	WHY DON'T YOU BELIEVE ME?— P. Page	Conquest— Mercury(78)70025; (45)70025X45-ASCAP
20.	20	14	HEART AND SOUL—Four Aces	Just Squeeze Me— Dec(78)28390; (45)9-28390-ASCAP

## Most Played by Jockeys

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

This Week	Last Week	Weeks on Chart	Title	Label
1.	1	17	YOU BELONG TO ME—J. Stafford	Pretty Boy—Col(78)39811; (45)4-39811-BMI
2.	2	10	GLOW WORM—Mills Brothers	After All—Dec(78)28384; (45)9-28384-BMI
3.	3	13	I WENT TO YOUR WEDDING—P. Page	You Belong to Me— Mercury(78)5899; (45)5899X45-BMI
4.	4	8	IT'S IN THE BOOK, PARTS I & II—J. Standley	Cap(78)2249; (45)F-2249-BMI
5.	5	5	WHY DON'T YOU BELIEVE ME?— J. James	Purple Shades— MGM(78)11333; (45)K-11333-ASCAP
6.	7	9	LADY OF SPAIN— E. Fisher-H. Winterhalter	Outside of Heaven— V(78)20-4953; (45)47-4953-ASCAP
7.	12	19	WISH YOU WERE HERE— E. Fisher-H. Winterhalter	Hand of Fate— V(78)20-4830; (45)47-4830-ASCAP
8.	17	3	LADY OF SPAIN—L. Paul & M. Ford	My Baby's Coming Home— Cap(78)1261; (45)45-1261-ASCAP
9.	8	14	JAMBALAYA—J. Stafford	Early Autumn—Col(78)39838; (45)4-39838-BMI
10.	10	4	YOURS—V. Lynn	Love of My Life— London(78)1261; (45)45-1261-BMI
11.	13	8	OUTSIDE OF HEAVEN— E. Fisher-H. Winterhalter	Lady of Spain— V(78)20-4953; (45)47-4953-ASCAP
12.	6	13	YOU BELONG TO ME—P. Page	I Went to Your Wedding— Mercury(78)5899; (45)5899X45-BMI
13.	15	2	KEEP IT A SECRET—J. Stafford	Once to Every Heart— Col(78)39891; (45)4-39891-ASCAP
14.	9	11	I SHOULD CARE—L. Flanagan	Tippin' In—V(78)20-4885; (45)47-4885-ASCAP
14.	16	15	TRYING—Hilltoppers	You Made Up My Mind— Dot(78)15018; (45)45-15018-ASCAP
16.	—	2	BECAUSE YOU'RE MINE— Nat (King) Cole	I'm Never Satisfied— Cap(78)2212; (45)F-2212-ASCAP
17.	13	4	I—D. Cornell	Be Fair— Coral(78)60860; (45)9-60860-ASCAP
17.	—	1	TAKES TWO TO TANGO—P. Bailey	Let There Be Love— Coral(78)60817; (45)9-60817-ASCAP
19.	—	25	SOMEWHERE ALONG THE WAY— Nat (King) Cole	What Does It Take to Make You Take to Me— Cap(78)2069; (45)F-2069-ASCAP
20.	18	2	BUNNY HOP—R. Anthony	Blow, Man, Blow— Cap(78)2251; (45)F-2251-BMI

## Best Selling Popular Albums

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

This Week	Last Week	Weeks on Chart	Title	Label
<b>33 1/3 R.P.M.</b>				
1.	2	11	LIBERACE AT THE PIANO—Liberace	Col(78)C-308; (33)CL-6217
2.	1	5	BECAUSE YOU'RE MINE—M. Lanza	V(78)DM-7015; (33)LM-7015
3.	3	11	MERRY WIDOW—Original Cast	MGM(78)MGM-157; (33)E-157
4.	—	1	BENNY GOODMAN 1937-38 JAZZ CONCERT #2—B. Goodman	Col(33)SL-180
5.	4	3	I'M IN THE MOOD FOR LOVE—E. Fisher	V(78)3058; (33)LPM-3058
6.	5	33	WITH A SONG IN MY HEART—J. Froman	Cap(78)DDN-309; (33)JL-309
7.	8	34	AN AMERICAN IN PARIS—G. Kelly-G. Guetary-J. Green	MGM(78)MGM-93; (33)E-93
8.	7	90	SOUTH PACIFIC—Mary Martin-Ezio Pinza	Col(78)MM-850; (33)ML-4180
8.	8	26	BIG BAND BASH—B. May	Cap(78)DCN-329; (33)JL-329
10.	8	13	KING AND I—Original Cast	Dec(78)DA-876; (33)DL-9008
<b>45 R.P.M.</b>				
1.	1	6	I'M IN THE MOOD FOR LOVE (4)—E. Fisher	V(78)P-358; (45)WP-358
2.	2	4	BECAUSE YOU'RE MINE (14)—M. Lanza	V(78)DM-7015; (45)WDM-7015
3.	4	12	LIBERACE AT THE PIANO (4)—Liberace	Col(78)C-308; (45)B-308
4.	3	35	WITH A SONG IN MY HEART (4)—J. Froman	Cap(78)DDN-309; (45)KDF-309
5.	—	8	MERRY WIDOW (4)—Original Cast	MGM(78)MGM-157; (45)K-157
6.	5	3	FOUR ACES (4)—Four Aces	Dec(78)A-917; (45)9-361
6.	6	26	BIG BAND BASH (3)—B. May	Cap(78)DCN-329; (45)KCF-329
8.	9	20	LOVELY TO LOOK AT (4)—Original Cast	MGM(78)MGM-150; (45)K-150
9.	8	38	AN AMERICAN IN PARIS (4)—G. Kelly-G. Guetary-J. Green	MGM(78)MGM-93; (45)K-93
9.	—	24	EDDIE FISHER SINGS (4)—E. Fisher	V(78)P-3025; (45)WP-3025

## Best Selling Children's Records

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers throughout the country with a high sales volume in children's records. No distinction is made between record speeds. Number after title indicates the number of records in each set.

This Week	Last Week	Weeks on Chart	Title	Label
1.	2	12	BOZO HAS A PARTY (2)—B. May Ork-P. Colvig	Cap(78)DBX-3133; (45)CBXF-3133
2.	1	16	ROBIN HOOD (2)—B. May-E. Pala-G. Wyle-E. Hayes-L. E. Watkins	Cap(78)DBX-3138; (45)CBXF-3138
3.	4	101	TWEETY PIE (1)—M. Blanc-B. May	Cap(78)CAS-3074; (45)CAS-3074
4.	—	2	LONE RANGER, VOL. I—(He Becomes the Lone Ranger) (1)—G. Trendle	Dec(78)K-29; (45)I-152
5.	6	82	LITTLE ENGINE THAT COULD (2)—P. Wing	V(78)Y-384; (45)WY-384
6.	—	1	SMOKEY AND THE BEAR (1)—E. Arnold	V(78)Y-459; (45)WY-459
7.	5	10	TWEET, TWEET, TWEETY (1)—M. Blanc-B. May	Cap(78)CAS-3118; (45)CAS-3118
7.	7	11	NOISY EATER (1)—J. Lewis	Cap(78)CAS-3120; (45)CAS-3120
9.	11	19	ME AND MY TEDDY BEAR (1)—R. Clooney-P. Faith	Col MJV-70
10.	8	146	CINDERELLA (2)—L. Woods & Others	V(78)Y-399; (45)WY-399
11.	11	51	BOZO ON THE FARM (2)—P. Colvig-B. May	Cap(78)DBX-3076; (45)CBXF-3076
11.	6	6	I TAUT I TAW A PUDDY TAT (1)—Mel Blanc	Cap(78)1360; (45)F-1360
11.	—	1	PETER PAN (2)—B. Driscoll	V(78)YV-4001; (45)WY-4001
14.	—	8	BAMBI (1)—S. Temple-Chorus, P. Smith, Director	V(78)391; (45)WY391
14.	—	9	BUGS BUNNY IN STORYLAND (2)—M. Blanc-A. Livingston	Cap(78)DBX-3021; (45)CBXF-3022; (33)HX-3063

# Our thanks to you in '52...

SWING and SWAY with FROM

# Sammy Kaye



## ...TO THE FOLKS WHO SPONSORED & PROMOTED OUR ENGAGEMENTS DURING THE YEAR AT:

<b>LYRIC THEATRE</b> Baltimore, Maryland	<b>FT. BENNING</b> Ft. Benning, Georgia	<b>FORDHAM UNIVERSITY</b> Bronx, N. Y.	<b>PALLADIUM</b> Crystal, Michigan	<b>PEONY PARK BALLROOM</b> Omaha, Nebraska	<b>NATIONAL GUARD</b> Darlington, S. C.
<b>WAGNER COLLEGE</b> Staten Island, N. Y.	<b>MUNICIPAL AUDITORIUM</b> Charleston, West Va.	<b>ST. JOSEPH'S MEMORIAL SCHOOL</b> Hazleton, Pa.	<b>OH HENRY BALLROOM</b> Chicago, Ill.	<b>PLA MOR BALLROOM</b> Kansas City, Missouri	<b>ARMORY AUDITORIUM</b> Macon, Georgia
<b>CAMP DONALDSON</b> Greenville, S. C.	<b>MUNICIPAL AUDITORIUM</b> Atlanta, Georgia	<b>SUNNYBROOK BALLROOM</b> Pottstown, Pa.	<b>PLAYDIUM</b> Sheboygan, Wisc.	<b>TROMAR BALLROOM</b> Des Moines, Iowa	<b>SHALIMAR CLUB</b> Shalimar, Fla.
<b>MEMORIAL AUDITORIUM</b> Raleigh, N. C.	<b>THE MOSQUE</b> Newark, New Jersey	<b>MEMORIAL STADIUM</b> Baltimore, Maryland	<b>DEVINE'S BALLROOM</b> Milwaukee, Wisc.	<b>AVALON BALLROOM</b> La Crosse, Wisconsin	<b>FLORIDA STATE UNIVERSITY</b> Tallahassee, Fla.
<b>HOTEL ASTOR</b> New York, N. Y.	<b>ARAGON BALLROOM</b> Cleveland, Ohio	<b>MUNICIPAL STADIUM</b> Philadelphia, Pa.	<b>NIGHTINGALE BALLROOM</b> Kaukauna, Wisc.	<b>ELECTRIC PARK BALLROOM</b> Waterloo, Iowa	<b>WINTHROP COLLEGE</b> Rock Hill, S. C.
<b>WALDORF-ASTORIA HOTEL</b> New York, N. Y.	<b>TAFT THEATRE</b> Cincinnati, Ohio	<b>CAMBRIA COUNTY WAR MEMORIAL</b> Johnstown, Pa.	<b>RIVERVIEW BALLROOM</b> Sauk City, Wisc.	<b>AUDITORIUM</b> Burlington, Iowa	<b>AUDITORIUM</b> Savannah, Georgia
<b>AUDITORIUM</b> Rochester, N. Y.	<b>THE COLISEUM</b> Parkersburg, West Va.	<b>WYKAGYL COUNTRY CLUB</b> New Rochelle, N. Y.	<b>SURF BALLROOM</b> Clear Lake, Iowa	<b>CRYSTAL PALACE</b> Coloma, Michigan	<b>AUDITORIUM</b> Augusta, Georgia
<b>GLEN ISLAND CASINO</b> New Rochelle, N. Y.	<b>ROCKY GLEN PARK</b> Moosic, Pa.	<b>CONRAD HILTON HOTEL</b> Chicago, Ill.	<b>LAKESIDE BALLROOM</b> Guttenberg, Iowa	<b>RAINBOW GARDENS</b> Fremont, Ohio	<b>REYNOLD'S GYMNASIUM</b> Winston-Salem, N. C.
<b>HOTEL DuPONT</b> Wilmington, Delaware	<b>LAKEWOOD PARK</b> Mahanoy City, Pa.	<b>PIER BALLROOM</b> Ocean City, Maryland	<b>QUINCY COLLEGE AUDITORIUM</b> Quincy, Ill.	<b>THE ARENA</b> London, Ontario	<b>LAURINBERG-MAXON AIRBASE</b> Laurinburg, N. C.
<b>U. S. ARMY CAMP</b> Omaha, Nebraska	<b>HOLLYWOOD BEACH HOTEL</b> Hollywood, Fla.	<b>STEEL PIER</b> Atlantic City, N. J.	<b>ARMAR BALLROOM</b> Marion, Iowa	<b>CELORON PARK</b> Jamestown, N. Y.	<b>FORT BELVOIR</b> Fort Belvoir, Va.
<b>PEORIA AUDITORIUM</b> Peoria, Ill.	<b>ARMORY</b> Jersey City, N. J.	<b>SUNSET BALLROOM</b> Carrolltown, Pa.	<b>TOMBA BALLROOM</b> Sioux City, Iowa	<b>HIGH SCHOOL AUDITORIUM</b> Bellaire, Ohio	<b>ONONDAGA COUNTY WAR MEMORIAL</b> Syracuse, N. Y.
<b>MASONIC AUDITORIUM</b> Davenport, Iowa	<b>MAYFLOWER HOTEL</b> Washington, D. C.	<b>CHESS ARENA</b> New Kensington, Pa.	<b>HOWELLS BALLROOM</b> Howells, Nebraska	<b>VOGUE TERRACE</b> McKeesport, Pa.	<b>ST. DOMINIC AUDITORIUM</b> Oyster Bay, L. I., N. Y.
<b>KIEL AUDITORIUM</b> St. Louis, Missouri	<b>MUNICIPAL AUDITORIUM</b> Johnstown, Pa.	<b>WEST VIEW PARK BALLROOM</b> Pittsburgh, Pa.	<b>ARKOTA BALLROOM</b> Sioux Falls, S. D.	<b>MOSQUE AUDITORIUM</b> Richmond, Virginia	<b>VALLEY ARENA</b> Holyoke, Mass.
<b>STADIUM</b> Grand Rapids, Michigan	<b>JUNIATA COLLEGE</b> Huntingdon, Pa.	<b>GRAYSTONE BALLROOM</b> Detroit, Michigan	<b>STARLINE BALLROOM</b> Carroll, Iowa	<b>AUDITORIUM</b> Raleigh, N. C.	
<b>HOTEL BROADWOOD</b> Philadelphia, Pa.	<b>RUTGERS UNIVERSITY</b> New Brunswick, N. J.		<b>FROG HOP BALLROOM</b> St. Joseph, Missouri		

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"SANTA, SANTA, SANTA CLAUS"  
"ALL AROUND THE XMAS TREE" 39894

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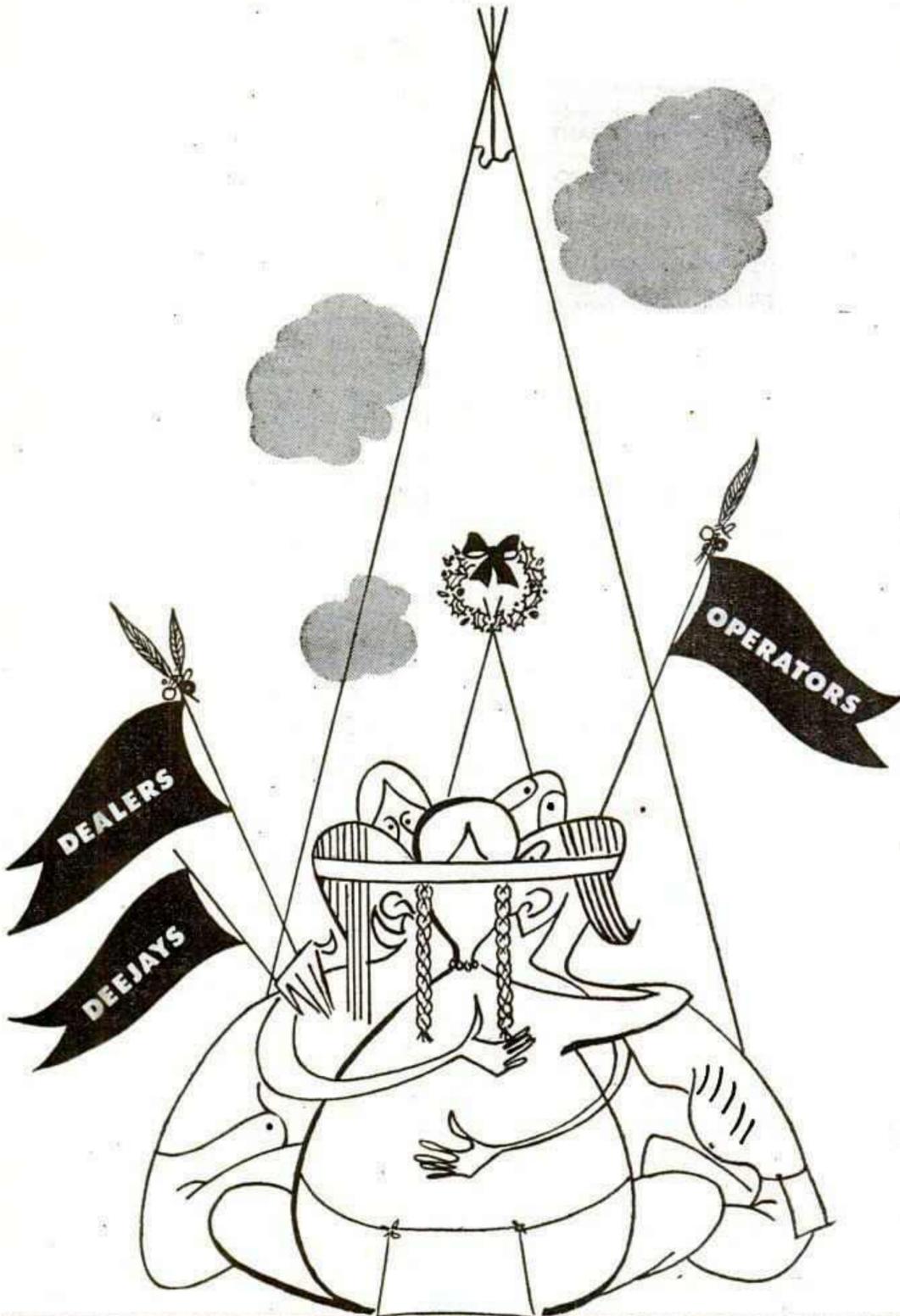
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# THEY ALL AGREE ON MOLLY BEE!



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# "WILLY CLAUS"

Capitol RECORDS No. 2285

The Billboard Music Popularity Charts

## Territorial Best

Listings are based on late reports secured via Western Union messenger service from top dealers in each of the markets listed.

New York	Detroit
<ol style="list-style-type: none"> <li>1. <b>Why Don't You Believe Me</b> J. James, M-G-M</li> <li>2. <b>Glow Worm</b> Mills Brothers, Decca</li> <li>3. <b>You Belong to Me</b> J. Stafford, Columbia</li> <li>4. <b>Wish You Were Here</b> E. Fisher-H. Winterhalter, Victor</li> <li>5. <b>Takes Two to Tango</b> P. Bailey, Coral</li> <li>6. <b>Jambalaya</b> J. Stafford, Columbia</li> <li>7. <b>I Went to Your Wedding</b> P. Page, Mercury</li> <li>8. <b>Trying</b> Hilltoppers, Dot</li> <li>9. <b>Lady of Spain</b> E. Fisher-H. Winterhalter, Victor</li> <li>10. <b>Yours</b> V. Lynn, London</li> </ol>	<ol style="list-style-type: none"> <li>1. <b>Why Don't You Believe Me</b> J. James, M-G-M</li> <li>2. <b>Heart and Soul</b> Four Aces, Decca</li> <li>3. <b>Till I Waltz Again With You</b> T. Brewer, Coral</li> <li>4. <b>Glow Worm</b> Mills Brothers, Decca</li> <li>5. <b>It's In the Book</b> J. Standley, Capitol</li> <li>6. <b>Blue Violins</b> H. Winterhalter, Victor</li> <li>7. <b>I Went to Your Wedding</b> P. Page, Mercury</li> <li>8. <b>You Belong to Me</b> J. Stafford, Columbia</li> <li>9. <b>Keep It a Secret</b> J. Stafford, Columbia</li> <li>10. <b>Because You're Mine</b> Nat King Cole, Capitol</li> </ol>
Chicago	Atlanta
<ol style="list-style-type: none"> <li>1. <b>Why Don't You Believe Me</b> J. James, M-G-M</li> <li>2. <b>Glow Worm</b> Mills Brothers, Decca</li> <li>3. <b>Because You're Mine</b> M. Lanza, Victor</li> <li>4. <b>Yours</b> V. Lynn, London</li> <li>5. <b>I Went to Your Wedding</b> P. Page, Mercury</li> <li>6. <b>Takes Two to Tango</b> P. Bailey, Coral</li> <li>7. <b>Takes Two to Tango</b> L. Armstrong, Decca</li> <li>8. <b>I</b> D. Cornell, Coral</li> <li>9. <b>Comes Along A Love</b> K. Starr, Capitol</li> <li>10. <b>Adois</b> G. MacKenzie, Capitol</li> </ol>	<ol style="list-style-type: none"> <li>1. <b>It's In the Book</b> J. Standley, Capitol</li> <li>2. <b>Glow Worm</b> Mills Brothers, Decca</li> <li>3. <b>You Belong to Me</b> J. Stafford, Columbia</li> <li>4. <b>I Went to Your Wedding</b> P. Page, Mercury</li> <li>5. <b>Jambalaya</b> J. Stafford, Columbia</li> <li>6. <b>Keep It A Secret</b> J. Stafford, Columbia</li> <li>7. <b>Why Don't You Believe Me</b> J. James, M-G-M</li> <li>8. <b>Because You're Mine</b> M. Lanza, Victor</li> <li>9. <b>Lady of Spain</b> L. Paul, Capitol</li> </ol>
Los Angeles	Seattle
<ol style="list-style-type: none"> <li>1. <b>I Went to Your Wedding</b> P. Page, Mercury</li> <li>2. <b>It's In the Book</b> J. Standley, Capitol</li> <li>3. <b>Jambalaya</b> J. Stafford, Columbia</li> <li>4. <b>You Belong to Me</b> P. Page, Mercury</li> <li>5. <b>You Belong to Me</b> J. Stafford, Columbia</li> <li>6. <b>Why Don't You Believe Me</b> J. James, M-G-M</li> <li>7. <b>Because You're Mine</b> M. Lanza, Victor</li> <li>8. <b>Lady of Spain</b> E. Fisher-H. Winterhalter, Victor</li> <li>9. <b>Hold Me, Thrill Me, Kiss Me</b> K. Chandler, Coral</li> <li>10. <b>Takes Two to Tango</b> P. Bailey, Coral</li> </ol>	<ol style="list-style-type: none"> <li>1. <b>Glow Worm</b> Mills Brothers, Decca</li> <li>2. <b>It's In the Book</b> J. Standley, Capitol</li> <li>3. <b>Lady of Spain</b> L. Paul, Capitol</li> <li>4. <b>Why Don't You Believe Me</b> J. James, M-G-M</li> <li>5. <b>You Belong to Me</b> D. Martin, Capitol</li> <li>6. <b>Heart and Soul</b> Four Aces, Decca</li> <li>7. <b>Takes Two to Tango</b> P. Bailey, Coral</li> <li>8. <b>Wish You Were Here</b> E. Fisher, Victor</li> <li>9. <b>Jambalaya</b> J. Stafford, Columbia</li> </ol>
Philadelphia	Denver
<ol style="list-style-type: none"> <li>1. <b>Why Don't You Believe Me</b> J. James, M-G-M</li> <li>2. <b>You Belong to Me</b> J. Stafford, Columbia</li> <li>3. <b>Glow Worm</b> Mills Brothers, Decca</li> <li>4. <b>Jambalaya</b> J. Stafford, Columbia</li> <li>5. <b>Takes Two to Tango</b> P. Bailey, Coral</li> <li>6. <b>Yours</b> V. Lynn, London</li> <li>7. <b>I</b> D. Cornell, Coral</li> <li>8. <b>Trying</b> Hilltoppers, Dot</li> <li>9. <b>Keep It A Secret</b> J. Stafford, Columbia</li> <li>10. <b>I Saw Mommy Kissing Santa Claus</b> J. Boyd, Columbia</li> </ol>	<ol style="list-style-type: none"> <li>1. <b>I Went to Your Wedding</b> P. Page, Mercury</li> <li>2. <b>Jambalaya</b> J. Stafford, Columbia</li> <li>3. <b>You Belong to Me</b> J. Stafford, Columbia</li> <li>4. <b>It's In the Book</b> J. Standley, Capitol</li> <li>5. <b>Glow Worm</b> Mills Brothers, Decca</li> <li>6. <b>Wish You Were Here</b> E. Fisher-H. Winterhalter, Victor</li> <li>7. <b>Because You're Mine</b> M. Lanza, Victor</li> <li>8. <b>You Belong to Me</b> P. Page, Mercury</li> </ol>
Cincinnati	
<ol style="list-style-type: none"> <li>1. <b>Why Don't You Believe Me</b> J. James, M-G-M</li> <li>2. <b>Glow Worm</b> Mills Brothers, Decca</li> <li>3. <b>It's In the Book</b> J. Standley, Capitol</li> <li>4. <b>Forgetting You</b> R. Hayes, Mercury</li> <li>5. <b>You Belong to Me</b> J. Stafford, Columbia</li> <li>6. <b>I Went to Your Wedding</b> P. Page, Mercury</li> <li>7. <b>Keep It a Secret</b> J. Stafford, Columbia</li> <li>8. <b>Jambalaya</b> J. Stafford, Columbia</li> <li>9. <b>Because You're Mine</b> M. Lanza, Victor</li> <li>10. <b>You Belong to Me</b> P. Page, Mercury</li> </ol>	

... for Week Ending November 22

# Sellers (Popular)

## This Week's Territorial Best Sellers to Watch

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

- Boston...** DON'T LET THE STARS GET IN YOUR EYES  
Perry Como—Victor 20-5064
- Pittsburgh...** WATER CAN'T QUENCH THE FIRE OF LOVE  
Giselle MacKenzie-Helen O'Connell—Capitol 2266
- Pittsburgh...** CONQUEST  
Patti Page—Mercury 70025

### Boston

1. Why Don't You Believe Me  
J. James, M-G-M
2. I Went to Your Wedding  
P. Page, Mercury
3. Oh Happy Day  
D. Howard, Essex
4. I Saw Mommy Kissing Santa Claus  
J. Boyd, Columbia
5. Glow Worm  
Mills Brothers, Decca
6. It's In the Book  
J. Standley, Capitol
7. Don't Let the Stars Get In Your Eyes  
P. Como, Victor
8. Takes Two to Tango  
P. Bailey, Coral
9. Meet Mr. Callaghan  
L. Paul, Capitol
10. Trying  
Hilltoppers, Dot

### Dallas-Ft. Worth

1. You Win Again  
T. Edwards, M-G-M
2. It's In the Book  
J. Standley, Capitol
3. Why Don't You Believe Me  
J. James, M-G-M
4. I Went to Your Wedding  
P. Page, Mercury
5. You Belong to Me  
P. Page, Mercury
6. Wish You Were Here  
E. Fisher-H. Winterhalter, Victor
7. Trying  
Hilltoppers, Dot

### St. Louis

1. Why Don't You Believe Me  
J. James, M-G-M
2. Glow Worm  
Mills Brothers, Decca
3. I  
D. Cornell, Coral
4. It's In the Book  
J. Standley, Capitol
5. Trying  
Hilltoppers, Dot
6. Yours  
V. Lynn, London
7. Keep It A Secret  
J. Stafford, Columbia
8. Heart and Soul  
Four Aces, Decca
9. Because You're Mine  
M. Lanza, Victor
10. I Saw Mommy Kissing Santa Claus  
J. Boyd, Columbia

### Washington, D. C.

1. It's In the Book  
J. Standley, Capitol
2. I Went to Your Wedding  
P. Page, Mercury
3. Takes Two to Tango  
L. Armstrong, Decca
4. You Belong to Me  
J. Stafford, Columbia
5. Glow Worm  
Mills Brothers, Decca
6. Why Don't You Believe Me  
J. James, M-G-M
7. Keep It A Secret  
J. Stafford, Columbia
8. Because You're Mine  
M. Lanza, Victor
9. Conquest  
P. Page, Mercury

### Pittsburgh

1. Why Don't You Believe Me  
J. James, M-G-M
2. Glow Worm  
Mills Brothers, Decca
3. Heart and Soul  
Four Aces, Decca
4. It's In the Book  
J. Standley, Capitol
5. Water Can't Quench the Fire of Love  
G. MacKenzie-H. O'Connell, Capitol
6. Takes Two to Tango  
P. Bailey, Coral
7. Because You're Mine  
M. Lanza, Victor
8. Conquest  
P. Page, Mercury
9. Jambalaya  
J. Stafford, Columbia
10. Keep It A Secret  
J. Stafford, Columbia

### New Orleans

1. Why Don't You Believe Me  
J. James, M-G-M
2. Glow Worm  
Mills Brothers, Decca
3. I  
D. Cornell, Coral
4. It's In the Book  
J. Standley, Capitol
5. Trying  
Hilltoppers, Dot
6. Outside of Heaven  
E. Fisher-H. Winterhalter, Victor
7. I Saw Mommy Kissing Santa Claus  
J. Boyd, Columbia



Together Again!

**COLOSSAL COMBINATION**



**THE AMES BROTHERS**

and

**LES BROWN**

and His Band of Renown  
sing and play



**"DO NOTHIN' TILL YOU HEAR FROM ME"** and **"NO MOON AT ALL"**

CORAL 9-60870 (45 RPM) and CORAL 60870 (78 RPM)

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

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

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**The Billboard**  
The Amusement Industry  
Leading Newsweek!

# CORAL RECORDS

America's Fastest Growing Record Company

IN CANADA: Metradisc Reg'd, Montreal—Apex Records Ltd., Toronto—Johnston Appliances Ltd., Vancouver—T. H. Peacock Ltd., Calgary—For Manitoba & Saskatchewan: Compo, Ltd., Lachine, P.Q.



# LAWRENCE WELK

and his Champagne Music  
plays

## "OH, HAPPY DAY"

Vocal Chorus by Larry Hooper

and

## "YOUR MOTHER AND MINE"

(From Walt Disney's Peter Pan)

Vocal Chorus by Roberta Linn

CORAL 60893 (78 RPM)

and

9-60893 (45 RPM)

### CORAL RECORDS

America's Fastest Growing Record Company

IN CANADA: Metrodisc Reg'd, Montreal—Apex Records Ltd., Toronto—Johnston Appliances Ltd., Vancouver—T. H. Peacock Ltd., Calgary—For Manitoba & Saskatchewan: Compo Ltd., Lachine, P.Q.

### Early Decision

• Continued from page 19

because of the theater's refusal to agree with the union requirements of hiring a local nine-member orchestra. On November 16, 1949, the theater filed with NLRB a charge against the union, the board found that "there was no evidence that the local musicians would not perform the offered services" and that the anti-featherbedding provision was applicable "only when the union members do absolutely nothing in exchange for payment, and that it is inapplicable if the local organization performs any act at all 'even in situations when the employer does not want, does not need and is not willing to accept such services'".

Heath argued: "A union cannot evade this provision by attempting to exact payments for the performance of acts which are neither services nor incidental to services, and which the employer does not want, does not need and is not even willing to accept." He argued that this case was "fundamentally different" from a companion case which was argued on the same day involving American Newspaper Publishers' Union versus NLRB. In the latter case, the Supreme Court was asked to decide whether newspaper publishers pay for cutting "bogus" type. In that case the Seventh Federal Circuit Court of Appeals, Chicago, ruled against the publishers and upheld the NLRB's argument that the Taft-Hartley Act was not violated. In the NLRB versus Gamble case, the Sixth Federal Circuit Court, Cincinnati, upheld Gamble. Heath told the court that the greatest controversy in the NLRB versus Gamble case centers on the meaning of the Taft-Hartley amendment's definition of "services which are not performed or not to be performed. It is the position of the union," he said, "that Congress meant to see to it thru the enactment of this statute that no labor organization should receive payment unless it does some act or perhaps omits to do some act regardless of its utility, benefits or desirability." He said that "it is the union's position that it cannot be held guilty of an unfair labor practice as long as it is offering in exchange to do something (or not to do something, whatever these somethings may be)" and "that an employer can be impelled to pay wages for any act or activity which the union demands to perform. It is most earnestly impressed upon this court," continued Heath, "that this kind of legal interpretation can do little to pass honor upon the law or its administrators." He said that "the record shows that it was the union's insistent demands to play overtures and intermissions at the performances of the traveling name bands at the Palace," and "it is equally clear, and the union does not seriously contest, that the employer had no use for such intermissions or overtures, that they had been of no service to him, that they had no entertainment value, that they did not help to draw an audience and that they represented, in fact, a continuing interference to the operation of the theater." He summarized: "It is clear that there were no services to be performed."

### King Records

• Continued from page 18

tion, to the plaintiffs, at a place in New York City, all copies and mechanical reproductions of the musical composition, "Answer to Rainbow at Midnight" by Arthur Q. Smith, and all infringing copies of publications in any form of said musical compositions "Rainbow at Midnight" and "Answer to Rainbow at Midnight" by Lost John Miller, in their possession or under their control, as well as plates, devices, molds, matrices or other means for making such infringing copies.

The decision comes at a time of peak interest—when many publishers are seeking ways and means of protecting song titles (see separate story). It is to be noted that the contending parties entered into the suit not as bitter antagonists but in order to ascertain whether titles could be protected. It is generally conceded that titles are not protected by statute. That they may be protected under the law of unfair competition is implicit in this case. Under this law, the use of another's title, or the use of a product created by another, is a violation of a common law right.

The plaintiff's case was handled by Rosett & Weinstein, who filed the suit about two years ago. Jack Pearl represented King.

## VOX JOX

By GENE PLOTNIK

### Chatter

Joe Ryan, WALL, Middletown, N. Y., phoned Frank Farrel during the latter's WMGM, New York, show last Sunday night and asked him if Nick Kenny was the originator of the term "disk jockey." A few minutes later, Kenny called Ryan back from out on Long Island to affirm that he was. . . . Bob Cavanaugh, KRIB, Mason City, Ia., recently asked via this column for the whereabouts of Harry Groves, formerly of KCMO, Kansas City, Mo. Cavanaugh just learned that Groves was returning to Kaycee from Cincinnati when his car ran off the road and he was killed. . . . Sid Collins, WIBC, Indianapolis, recently had Tommy Dorsey on his new late-evening platter show from The Keys nitery

### YESTERYEARS' TOPS

The nation's top tunes on records as reported in The Billboard

NOVEMBER 28, 1942

1. White Christmas
2. Praise 'e Lord
3. Serenade in Blue
4. When the Lights Go on Again
5. Der Fuehrer's Face
6. Mr. Five by Five
7. Kalamazoo
8. Manhattan Serenade
9. There Are Such Things

NOVEMBER 29, 1947

1. Near You
2. I Wish I Didn't Love You So
3. You Do
4. How Soon
5. Ballerina
6. Civilization
7. Too Fat Polka
8. —And Mimi
9. The Whiffenpoof Song
10. So Far

there. . . . Ted Harding, wake-up man on WNOR, Norfolk, is moving to WCAV, same city. . . . Van Lane, WEIR, Weirton, W. Va., has started a new Saturday night show from The Blue Danue, supper club in Toronto, O., on which he spins 45's. . . . Pete and Bunty Win-

ters, who work as a pair on a five-hour Saturday show via WBIR, Knoxville, have a new addition to the family named Kathleen Ann. . . . Tommy Carlisle, WROL, Knoxville, and his Quintones are going into the Cave, Middlesboro, Ky., after the first of the year after 22 weeks at the Embassy Club, Knoxville. . . . Jim French and Bob Ryan are the two latest additions to the deejay staff at KING, Seattle. Gil Henry, of that station, had the whole "Jazz at the Philharmonic" crew in a get-out-the-vote show in a window of the Frederick & Nelson department store. . . . Tony Calderone tossed a disk jockey party for the Ink Spots at their opening at his Twin Coaches near Pittsburgh last Monday (10). . . . Dave Miller returns to WNJR, Newark, N. J., with a daily morning country music show. Louie Quinn moves to WINS, New York, for a deejay show from Duke's in Forest Hills. . . . Jack Clifton has taken on the job of program director of WCUE, Akron.

### Gimmix

On his "Nitely Serenade" via Hazelton, Pa., Bob Richards interviews local disk dealers for their top sellers and predictions of coming hits. . . . Jim Palmer, KSIM, Sikeston, Mo., has increased mail pull by asking listeners to identify instrumentals from the last 30 seconds of the disks. He gives right guessers duplicate disks in the station's library. . . . After plugging hits, Allen Evans, WHOK, Lancaster, O., gets listeners to go to local Music Shop and say: "Mary Ellen? Evans sent us for a copy of 'Anything'."

### Some Comments

Bill Ruff, KOLO, Reno, Nev.: "With no TV here and the four radio stations constantly playing disks, record stars go great at the local niteries, while TV stars flop." . . . Wayne Schram, WNDR, Syracuse: "If the fellows want to listen to a Christmas disk that really stands out, tell 'em to give a listen to 'Elfie the Elf.'"

## DEALER DOINGS

By BOB FRANCIS

### Success Story

An extraordinary dealer success prescription comes from Edinburg, Scotland. A citizen named Robert Blacklock took over a play-out music shop some three years ago and now has the most potent record outlet in town. His system is simple. He restricts his stock to sellers picked on his own judgment. Each Friday he advertises a dozen to 20 records in the local evening paper as the best buys of the week. Sales results have reached a point where larger competitors call Blacklock on Thursday for advance info on his choices so that they can stock up for the weekly platter bandwagon. Not only is Blacklock's gimmick puzzling major British recording companies, who find that their London formulas for picking winners have no bearing on Edinburg record sales, but his store has practically eliminated dead-head customers. Records are heard in booths containing only volume control knobs. Disks are played on turntables behind the sales counter and hooked up to booths individually. Nobody but the sales staff handles them until they are sold. The pay-off is that Blacklock doesn't begin to use up his quota of 10 per cent return allowance.

### Beefs

Ferguson's Record Shop, Memphis, claims that Victor and Capitol use the same cover design on too many LP's and albums, thereby costing the outlet considerable sales. Customers take a look and think they have already bought the items. Examples cited are all three volumes of the Glenn Miller concert on Victor and all the Classics in Jazz series

on Capitol. While the cover colors may vary, it is hardly noticeable when the design is the same, and the dealer wonders how many sales are lost by casual shoppers not recognizing new releases. Ferguson's likewise thinks Victor should be more consistent on advertising list prices. The shop also says RCA ads list EP's without excise tax, while including it in advertising and mats otherwise. This makes EP selling tough since the tax addition has to be explained to the customer. . . . Willsey's Gift Center, Fredonia, N. Y., thinks Andre Kostelanetz is not getting the promotion from Columbia that he should. "With competing orchestras selling big, Kostelanetz should get his fair share, which would incidentally help the dealer to get rid of some of his older stock."

### Helping Hand Dept.

Aaron Applebaum, of the Bergenfield Music Shop, Bergenfield, N. J., wants suggestion on how to increase LP sales "short of giving them away at greatly reduced prices." Applebaum says he has tried low-priced LP's, extensive advertising and giveaway gimmicks, but with negligible results. Has anybody got ideas? . . . Modern Appliance Company, Perry, Ia., writes thanks for info in "Blues on the Delta" platter. Ordered it from Los Angeles and received shipment immediately. . . . Likewise Grugan's Record Shop, Upper Darby, Pa., wants to thank fellow-dealers for response to its appeal for a platter of "Let's Go to Church on Sunday Morning" which it needed for an ill youngster. The Billboard wants to thank Jack Crystal,

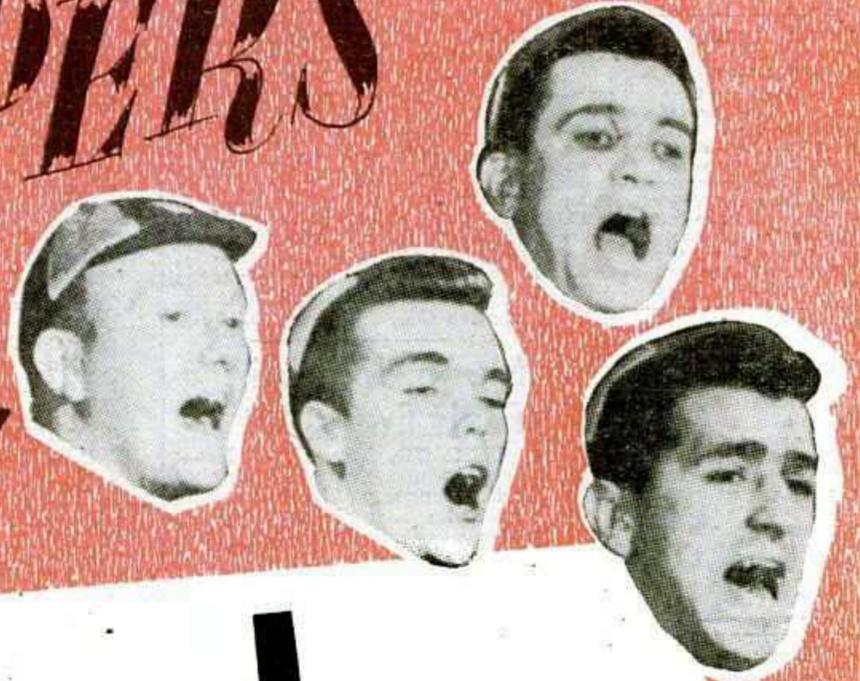
(Continued on page 128)

# America's #1 Vocal Group

Featuring the Voice  
of the Great  
**JIMMY SACCA**

## THE HILLTOPPERS

In their Great  
2 Sided Smash!



**MUST  
I  
CRY  
AGAIN**

*and*

**I  
KEEP  
TELLING  
MYSELF**

DOT 15034; 15034 x 45

### New Records to Watch

**THE HILLTOPPERS**  
MUST I CRY AGAIN • I KEEP TELLING MYSELF  
Dot 15034—The group, riding high with current  
hit "Tryin'", turns in a nice job on both of  
these new ballads, stressing a smooth beat  
and warm sound. Sides should do well  
in the boxes.

ORDER FROM YOUR  
DISTRIBUTOR  
NOW!

*Dot*

RECORDS

GALLATIN, TENNESSEE

PHONE: 880-881

# Album and LP Reviews

## Popular

**CHRISTMAS DAY IN THE MORNING** .....72  
Burl Ives (1-10")  
Decca (33) DL 5428

Burl Ives brings his warm personality to bear on seven folk songs appropriate to the Christmas season in this attractive set. And the results are full of the charm that has long been the hallmark of the artist. With guitar accompaniment he's heard in "The Friendly Beast" and "The Seven Joys of Mary." The remaining numbers, with Ives backed by chorus and ork, include "There Were Three Ships," "Jesus Atonia," "Down in Yon Forest" and "King Herod and the Cock." Should be easy to promote this disk as a gift for children.

**CHRISTMAS CAROLS** .....76  
Ray Bloch Ork and Choir (1-10")  
Coral (33) CRL 56074

The ubiquitous Mr. Bloch has put together, via his chorus and ork, a very tasteful offering of 13 Christmas favorites. They are all rendered in a spirit befitting the season. There are a host of Christmas albums of this type available, and it's impossible for the average dealer to carry them all. When making the decision which to stock, this one is well worth considering. It's well done and could become a staple.

**COLLEGE FAVORITES** .....65  
Johnny Long Ork: Francey Lane-The Beachcombers and Glee Club (1-10")  
Coral (33) CRL 56070

There's always the problem of which colleges to pick when putting together an album of alma mater ditties. This disk, a Signature re-issue, makes for a combination which is probably no better and no worse than other sets of the type available. It's a good album musically, with the Long ork swinging away in very danceable fashion. Francey Lane, the Beachcombers and the Glee Club help out vocally.

**BLUE SERENADE** .....68  
Blue Barron Ork (1-10")  
M-G-M (33) E 180

Blue Barron and his ork have appropriately collected eight tunes, all of which contain the word "blue" in the title. Most of them are oldies such as "Blue Room," "Blue Moon" and "Blue Champagne." Of more recent vintage is "Blue Tango." All are rendered instrumentally in the sweet rhythmical stylings for which the band is known.

**MUSICAL THEMES FROM "THE FIGHTER"** .....65  
Vincente Gomez (1-10")  
Decca (33) DL 5415

This is music that Gomez composed and played as background music for the United Artist's film, "The Fighter." As excerpted here, in 12 selections, the score evokes an appealing south-of-the-border mood, and one can listen attentively or just absorb it while engaged in other tasks. The main thing, tho, is the Gomez mastery of the guitar, as complete here as on any of his earlier wax efforts. Afficiandos of the instrument will take to this one easily.

## Two Hits On Disk For 49c By B'way

**HOLLYWOOD, Nov. 22.**—A new 49-cent label, spotting two current hits on each disk, has been started by Vince Puccio, of Puccio Record Manufacturing, East Los Angeles pressery. Started as a special service to the Broadway department store chain here four months ago, the new disks, called Broadway Music, are now being distributed in Chicago by Universal Sales; San Francisco, Tip-Top Sales, and Houston, Broadway Records.

Puccio puts out four new tunes, on both the pop and h.b. and western side, every month.

## Music Up in Air; Fouls Evans Act

**CHICAGO, Nov. 22.** — Nancy Evans, who can carry a high note, didn't bring any of her notes down when she landed here Friday (21) after a seven-plane flight from Charlotte, N. C. All music for her act at the Chicago Theater remained temporarily lost aboard one of the planes.

She missed the first show at the theater, but by time for the second one, her mother in Chicago had rushed music that had been used for club dates to her. She subbed the second act pending arrival of music for the vaude turn. The singer closed with Paul Whiteman at Charlotte Thursday (20).

# Late Reports on Recent "Best Buys"

Continued from page 34

## WHY DON'T YOU BELIEVE ME CONQUEST

**Patti Page—Mercury 70025**  
Top lid is number 18 in national sales. "Conquest" among Washington, D. C. Best Sellers. Joni James' version hit top spot on sales chart this week.

## A FULL TIME JOB MA SAYS, PA SAYS

**Doris Day—Johnnie Ray—Columbia 39898**  
The only out for a little over a week, disk took off fast this week. Good to strong action in most major markets that have received disk. Activity equally solid on both retail and operator levels. Both sides are strong, but key interest appears to be settling on "Full Time Job."

## TILL I WALTZ AGAIN WITH YOU

**Teresa Brewer—Coral 68073**  
Strong in L. A. Good movement in New York, New England and Western New York State. Reorders strong with label.

## A SHOULDER TO WEEP ON SOMEONE LOVED SOMEONE

**Mills Brothers—Decca 29459**  
Many areas are still working on "Glow Worm." Movement on this new disk has started in the Midwest, with the strongest reports coming from Cincinnati, Chicago and Buffalo areas.

## HOLD ME EVERYTHING I HAVE IS YOURS

**Eddie Fisher—RCA Victor 20-4841**  
Continued strong operator action on East Coast with activity now spreading to Midwest. Side preference still split.

## The Billboard Music Popularity Charts

# Classical Records

... for Week Ending November 22

## Best Selling Classics

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

This Week	33 1/3 R.P.M.	Last Week	Weeks on Chart
1.	<b>BEETHOVEN SYMPHONY NO. 9</b> —E. Farrell, N. Merri-	1	7
	man, J. Pearce, N. Scott, R. Shaw, Chorale, NBC Sym-		
	phony Ork, A. Toscanini, conductor.....V(33)IM-6009		
2.	<b>SHAW: DON JUAN IN HELL</b> —Sir Cedric Hardwick, 2	8	
	Charles Laughton, Agnes Moorehead, Charles Boyer...		
	.....Col(33)SL-166		
3.	<b>BERLIOZ: HAROLD IN ITALY</b> —M. Primrose, Sir Thom-	3	12
	as Beecham, conductor, Royal Philharmonic Ork.....		
	.....Col(33)ML-4542		
4.	<b>RACHMANINOFF: CONCERTO FOR PIANO &amp; ORK.</b> 4	13	
	<b>NO. 2</b> —A. Rubinstein, Piano, NBC Symphony Ork, V.		
	Golschmann .....V(33)LM-1005		
5.	<b>RIMSKY-KORSAKOV: SCHEHERAZADE</b> —San Francisco 5	14	
	Symphony Ork, P. Monteux, conductor...V(33)LM-1002		
<b>45 R.P.M.</b>			
1.	<b>RIMSKY KORSAKOV: SCHEHERAZADE</b> —San Fran- 1	97	
	cisco Symphony Ork, P. Monteux, conductor.....		
	.....V(45)WDM-920		
2.	<b>RACHMANINOFF: CONCERTO FOR PIANO NO. 2</b> —A. 2	70	
	Rubinstein, NBC Symphony Ork.....V(45)WDM-1075		
3.	<b>TCHAIKOVSKY: NUTCRACKER SUITE</b> —E. Ormandy, 2	70	
	conductor, Philadelphia Ork.....V(45)WDM-1020		
3.	<b>TCHAIKOVSKY: Swan Lake Ballet</b> —St. Louis Symphony 3	49	
	Ork, V. Golschmann, conductor.....V(45)WDM-1028		
5.	<b>OFFENBACH: GAITE PARISIENNE</b> —Boston Pops Ork 3	14	
	A. Fiedler, conductor.....V(45)WDM-1147		

## Reviews of the Current Classical Releases

**PROKOFIEFF: "CLASSICAL" SYMPHONY IN D, Op. 25; GERSHWIN: AN AMERICAN IN PARIS**—Arturo Toscanini and the NBC Symphony Orchestra (1-12")..... 80  
Victor (33) LM 9020

This is a rather unusual release for Maestro Toscanini, whose recorded works are, for the most part, from the classic and romantic periods. A listen to these, however, shows the same understanding and mastery that the conductor has brought to his other waxings. There are a number of impressive recordings of both of these works. This is the first time they have been brought together on one disk. This, plus the presence of the Maestro and the NBC Symphony should combine to add up to healthy sales.

**VERDI: LA TRAVIATA (Complete Opera)**—Orchestra and Chorus of the Teatro dell'Opera: Rome Luigi Ricci, Cond. (3-12").. 77  
Remington (33) 199-98

Here's a well-recorded opera at the label's usual bargain price. Remington actually has another Traviata in the catalog, so the label is competing with itself. Those who insist on the Metropolitan cast and are willing to go the extra price will probably still want the RCA Victor version. But for those who are willing to forego the names, this Italian recording is a good one and at a price that all can pay. The over-all quality of performance is high, with Frances Schimmenti standing out as Violetta. Her rendering of "Ah, Fors' E Lui Che L'Anima" is particularly outstanding.

**AMERICAN MUSIC FOR STRING ORCHESTRA**—Eastman-Rochester Symphony Orchestra: Howard Hanson, Cond..... 72  
Mercury (33) MG 40001

This second effort by Mercury's current program of waxing American works is distinguished largely by the Arthur Foote "Suite in E." It's a charming work, ably performed by the Eastman-Rochester ork here. No one who shuns modern music for its excesses need shy away from this score. It rests easy in the ears. So also with Thomas Canning's "Fantasy on a Hymn by Justin Morgan" and Louis Mennoni's "Arioso," which round out the set. All are LP firsts and should find ready acceptance among the growing group of disk collectors who seek to increase their familiarity with American music. Dealers will probably do well to stress the Foote opus in over-the-counter confabs.

**IL TROVATORE (Complete Opera)**—Rome Opera House Ork Luigi Ricci, Cond. (2-12") ..... 70  
Capitol PBR (33) 8180

The problem of duplication in operas is becoming an increasingly critical one for dealers. There are already two complete Il Trovatore. This one, which was recorded in Italy, is a spotty one. The performances of Sylvia Sawyer as Azucana and Stella Roman as Leonora are uniformly high. The opening scene of the first act, however, which Ferrando carries almost single-handed is weak. There's a companion disk (P-8178) with the highlights of the opera extracted. This has considerable merit.

In the review of Beethoven's Sonata No. 9 in A, Op. 47 (Kreutzer), featuring Jascha Heifetz and Benno Moiseiwitsch (The Billboard, No. 1), it was incorrectly stated that this LP was a re-issue of an earlier recording. It was pointed out by Mr. Heifetz that he and Mr. Moiseiwitsch recorded the work last year.

**RATINGS:** 90-100 Tops; 80-89 Excellent; 70-79 Good; 40-60 Satisfactory; 0-39 Poor, **HOW RATINGS ARE DETERMINED:** Each record is reviewed and rated according to factors which affect its commercial potential. The following factors are considered: Artist's name value; quality of performance and recording; appeal of the composition; effectiveness of manufacturer's distribution; promotion accorded the recording; strength of the coupling; competitive entries and price.

We're not APRIL-FOOLING--  
WATCH THIS ONE!

**PEGGY ANNE ELLIS**

with Glenn Osser's Orchestra



**APRIL FOOL**

b/w

**NAVY BLUE-BLUES**

CHARLES RECORDS #C 7-11

National Distributor  
**JACK BERGMAN**  
TEMPO DISTR. CO.  
457 W. 45th St., N. Y. C.

Published by  
**HARTLEY MUSIC CO., INC.**  
117 W. 48th St.  
New York, N. Y.

# MANTOVANI MEANS XMAS SALES!



**MANTOVANI**  
and His Orchestra  
**STRAUSS WALTZES**  
Blue Danube, Voices of Spring, Roses From the South, Village Swallows, A Thousand and One Nights, Treasure Waltz, Emperor Waltz, Wine, Women and Song, Accelerations, Tales From the Vienna Woods, You and You, Morning Papers  
LL. 685

**MANTOVANI**  
and His Orchestra  
**WHITE CHRISTMAS**  
**ADESTE FIDELIS**  
(O, Come All Ye Faithful)  
1280 45/1280

**LONG PLAYING 33-1/3 RPM**

- LL 570 A SELECTION OF FAVORITE WALTZES**  
At Dawning: I Love You Truly: Greensleeves: Love Makes The World Go Round: Love Here Is My Heart: Moonlight Madonna: Mexicali Rose: Lovely Lady: Dancing With Tears In My Eyes: Monterey: Dear Love, My Love: Was It A Dream?
- LB 381 WALTZING WITH MANTOVANI**  
Charmaine: Just For A While: Wyoming: Under The Roofs Of Paris: Kisses In The Dark: For You: Diane: Babette
- LB 218 MUSICAL MOMENTS**  
Mexican Starlight: Hejre Kati: Love Is A Song: Tango Bolero: Intermezzo: Caribbean Calypso: Oh Mama Mama: Gypsy Trumpeter
- LB 127 A MANTOVANI PROGRAM**  
Destiny Waltz: Festival: The Bullfrog: Dreaming: Jealous Lover: Laughing Violin: Somewhere A Voice Is Calling: Legend Of The Glass Mountain

**78 RPM ALBUMS**

- LA 239 WALTZING WITH MANTOVANI**  
Wyoming: Under The Roofs Of Paris: Kisses In The Dark: For You: Diane: Babette: Just For A While: Charmaine
- LA 240 A SELECTION OF FAVORITE WALTZES - Vol. 1**  
At Dawning: I Love You Truly: Greensleeves: Love Makes The World Go Round: Love Here Is My Heart: Moonlight Madonna
- LA 241 A SELECTION OF FAVORITE WALTZES - Vol. 2**  
Mexicali Rose: Lovely Lady: Monterey: I'm Dancing With Tears In My Eyes: Dear Love, My Love: Was It A Dream?

**45 RPM SETS**

- LSF 102 A SELECTION OF FAVORITE WALTZES - Vol. 1**  
At Dawning: I Love You Truly: Greensleeves: Love Makes The World Go Round: Love Here Is My Heart: Moonlight Madonna
- LSF 103 A SELECTION OF FAVORITE WALTZES - Vol. 2**  
Mexicali Rose: Lovely Lady: I'm Dancing With Tears In My Eyes: Dear Love, My Love: Monterey: Was It A Dream?
- LSF 100 WALTZING WITH MANTOVANI**  
Wyoming: Under The Roofs Of Paris: Kisses In The Dark: For You: Diane: Babette: Just For A While: Charmaine
- LGF 68 MANTOVANI HIGHLIGHTS**  
Laughing Violin: Red Sombrero: Green Cockatoo: The Bullfrog: Madrugado: El Toreador
- LGF 55 MUSIC FROM THE FILMS**  
Warsaw Concerto: Cornish Rhapsody: Claire De Lune
- LGF 27 MANTOVANI MUSICALE**  
Barcarolle: None But The Lonely Heart: Traumerie: Romance: Kashmiri Song: Brahms Cradle Song
- LSF 107 MANTOVANI CONCERT**  
Oh Mama, Mama: The Gypsy Trumpeter: Carriage And Pair: Bees In The Bonnet: Symphony: Faith
- LSF 106 MANTOVANI DANCE TIME**  
El Choclo: Tango D'Amore: Tell Me You Love Me: The Agnes Waltz: Die Schonbrunner Waltz: Le Chaland Qui Passe

**SINGLE RECORDS**  
78 RPM AND 45 RPM

- 78 RPM 45 RPM  
152 40304 CLAIR DE LUNE Pts. 1 and 2
- 122 40301 GREEN COCKATOO EL TOREADOR

- | 78 RPM | 45 RPM  |  |
|--------|---------|--|
| 121    | ---     | LULLABY OF THE BELLS Pts. 1 and 2                |
| 111    | 40300   | LA MER NIGHT AND DAY                             |
| 10013  | ---     | RITUAL FIRE DANCE NATURE BOY                     |
| 10076  | 40091   | BARCAROLLE TRAUMERIE                             |
| 10077  | 40092   | NONE BUT THE LONELY HEART ROMANCE                |
| 10078  | 40093   | KASHMIRI SONG BRAHMS CRADLE SONG                 |
| 10096  | 40012   | RED SOMBRERO MADRUGADO                           |
| 10113  | 40011   | LAUGHING VIOLIN THE BULLFROG                     |
| ---    | 40302   | WARSAW CONCERTO Pts. 1 and 2                     |
| ---    | 40303   | CORNISH RHAPSODY Pts. 1 and 2                    |
| 12016  | 40360   | LONDON FANTASIA Pts. 1 and 2                     |
| 12015  | ---     | AN ITALIAN FESTIVAL Pts. 1 and 2                 |
| 12014  | ---     | THE WINDSOR MELODY POEM TO THE MOON              |
| 12009  | 40359   | SWEDISH RHAPSODY DEDICATION                      |
| 12006  | 40358   | DREAM OF OLWEN SKYSCRAPER FANTASY                |
| 12003  | ---     | CONCERTO IN JAZZ Pts. 1 and 2                    |
| 208    | 45-208  | TANGO D'AMORE EL CHOCLO                          |
| 802    | ---     | GYPSY TRUMPETER SOMEWHERE A VOICE IS CALLING     |
| 1170   | 45-1170 | AT DAWNING I LOVE YOU TRULY                      |
| 1171   | 45-1171 | GREENSLEEVES LOVE MAKES THE WORLD GO ROUND       |
| 1173   | 45-1173 | LOVE HERE IS MY HEART POEME (Moonlight Madonna)  |
| 1174   | 45-1174 | LOVELY LADY MEXICALI ROSE                        |
| 1175   | 45-1175 | DANCING WITH TEARS IN MY EYES DEAR LOVE, MY LOVE |

- | 78 RPM | 45 RPM  |  |
|--------|---------|--|
| 1205   | 45-1205 | IT HAPPENED IN MONTEREY WAS IT A DREAM?  |
| 1020   | 45-1020 | CHARMAINE JUST FOR A WHILE               |
| 1017   | 45-1017 | WYOMING UNDER THE ROOFS OF PARIS         |
| 1019   | 45-1019 | DIANE BABBETTE                           |
| 1018   | 45-1018 | KISSES IN THE DARK FOR YOU               |
| 1000   | 45-1000 | TELL ME YOU LOVE ME LE CHALAND QUI PASSE |
| 919    | 45-919  | CARRIAGE AND PAIR BEES IN THE BONNET     |
| 723    | ---     | LEGEND OF THE GLASS MOUNTAIN FESTIVAL    |
| 712    | ---     | MEXICAN STARLIGHT TANGO BOLERO           |
| 711    | ---     | HEJRE KATI LOVE IS A SONG                |
| 330    | ---     | BLITHE SPIRIT ONE NIGHT OF LOVE          |
| 272    | ---     | PRELUDE TO THE STARS WAY TO THE STARS    |
| 207    | ---     | TELL ME I'M FORGIVEN TANGO PIZZICATO     |
| 189    | ---     | CHIQUITA MIA AMOR TZIGANO                |
| 1223   | 45-1223 | SYMPHONY FAITH                           |
| 1236   | 45-1236 | THE AGNES WALTZ DIE SCHONBRUNNER WALTZ   |
| 1237   | 45-1237 | GYPSY LOVE WALTZ SOME ENCHANTED EVENING  |
| 1268   | 45-1268 | BLUE DANUBE ROSES FROM THE SOUTH         |
| 1269   | 45-1269 | VILLAGE SWALLOWS WINE, WOMEN & SONG      |
| 1270   | 45-1270 | TALES FROM VIENNA WOODS MORNING PAPERS   |
| 1271   | 45-1271 | EMPEROR WALTZ ACCELERATION WALTZ         |
| 1272   | 45-1272 | YOU AND YOU VIENNA BLOOD                 |
| 1273   | 45-1273 | VOICES OF SPRING ARTISTS' LIFE           |
| 1274   | 45-1274 | TREASURE WALTZ 1001 NIGHTS               |

**London**  
RECORDS



**YES!**  
IT'S  
**'TENNESSEE TANGO'**  
**GOING UP!**

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

**The Dealers Pick**

(Country & Western)  
3. **"TENNESSEE TANGO"**  
PEE WEE KING  
RCA Victor 20-5009

**The Disk Jockeys Pick**

(Country & Western)  
2. **"TENNESSEE TANGO"**  
PEE WEE KING  
RCA Victor 20-5009

**The Operators Pick**

(Country & Western)  
3. **"TENNESSEE TANGO"**  
PEE WEE KING  
RCA Victor 20-5009

**RIDGEWAY MUSIC, INC.**

Charlie Adams

6087 Sunset Blvd.

Hollywood 28, California

Sole selling agent

**KEYS MUSIC, INC.**

146 W. 54th St., New York, N. Y.

The Billboard Music Popularity Charts

... for Week Ending November 22

**TOP COUNTRY & WESTERN RECORDS**

**National Best Sellers**

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

This Week	Record	Last Week	Weeks on Chart
1	<b>JAMBALAYA</b> —Hank Williams Window Shopping—MGM(78)11283; (45)K-11283—BMI	1	15
2	<b>BACK STREET AFFAIR</b> —W. Pierce I'll Always Take Care of You—Dec(78)28369; (45)9-28369—BMI	3	9
3	<b>INDIAN LOVE CALL</b> —Slim Whitman China Doll—Imperial(78)8156; (45)45X8156—ASCAP	3	18
4	<b>DON'T LET THE STARS GET IN YOUR EYES</b> —S. McDonald Big Family Trouble—Cap(78)2216; (45)F-2216—BMI	2	5
5	<b>OLDER AND BOLDER</b> —E. Arnold I'd Trade All of My Tomorrows—V(78)20-4954; (45)47-4954—ASCAP	5	6
6	<b>MIDNIGHT</b> —Red Foley Deep Night—Dec(78)28420; (45)9-28420—BMI	7	3
7	<b>DON'T LET THE STARS GET IN YOUR EYES</b> —Slim Willet Hadaacol Corners—Four Star (78)1614; (45)45-1614—BMI	8	4
8	<b>I WENT TO YOUR WEDDING</b> —Hank Snow Boogie Woogie Flying Cloud—V(78)20-4909; (45)47-4909—BMI	10	9
9	<b>DON'T LET THE STARS GET IN YOUR EYES</b> —R. Price I Lost the Only Love I Knew—Col(78)21025; (45)4-21025—BMI	—	2
10	<b>SETTIN' THE WOODS ON FIRE</b> —Hank Williams You Win Again—MGM(78)11318; (45)K-11318—ASCAP	6	8

**Most Played in Juke Boxes**

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

This Week	Record	Last Week	Weeks on Chart
1	<b>JAMBALAYA</b> —Hank Williams MGM(78)11283; (45)K-11283—BMI	1	13
2	<b>BACK STREET AFFAIR</b> —W. Pierce Dec(78)28369; (45)9-28369—BMI	2	9
3	<b>INDIAN LOVE CALL</b> —Slim Whitman Imperial(78)8156; (45)45X8156—ASCAP	3	15
4	<b>DON'T LET THE STARS GET IN YOUR EYES</b> —S. Willet Four Star(78)1614; (45)45-1614—BMI	—	1
5	<b>SETTIN' THE WOODS ON FIRE</b> —Hank Williams MGM(78)11318; (45)K-11318—ASCAP	4	6
6	<b>MIDNIGHT</b> —Red Foley Dec(78)28420; (45)9-28420—BMI	—	1
7	<b>OLDER AND BOLDER</b> —E. Arnold V(78)20-4954; (45)47-4954—ASCAP	6	6
8	<b>I WENT TO YOUR WEDDING</b> —Hank Snow V(78)20-4909; (45)47-4909—BMI	5	10
9	<b>DON'T LET THE STARS GET IN YOUR EYES</b> —R. Price Col(78)21025; (45)4-21025—BMI	7	3
9	<b>IT WASN'T GOD WHO MADE HONKY TONK ANGELS</b> —K. Wells Dec(78)28232; (45)9-28232—BMI	8	17

**FOLK TALENT AND TUNES**

Communications in care The Billboard, 6000 Sunset Blvd., Hollywood 28.

By Johnny Sippel

**Artists' Activities**

Audrey Williams, ex-wife of Hank, the MGM ace, was in Hollywood last week seeking musicians to form an all-girl band. She intends to tour the ork next year. . . . Webb Pierce is playing dates thru Texas with Red Sovine and his Echo Valley Boys. Following this circuit, Pierce moves for a week thru Oklahoma with the Western Cherokees. Pierce may work thru California again in January. . . . Tommy and Goldie Hill dropped their booking ties with Tillman Franks. . . . Arthur (Guitar) Smith and his Cracker-Jacks have contracted with

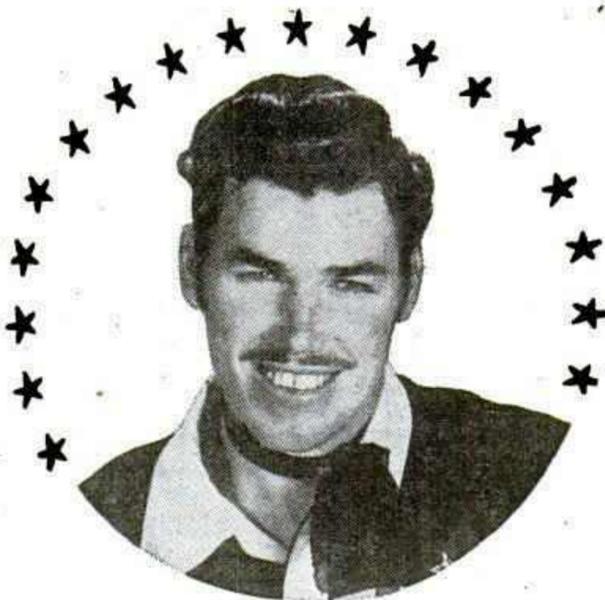
**5 YEARS AGO THIS WEEK**

Bob Atcher married Marguerite Churchill in Chicago. . . . Cliffee Stone was doing daily d.j. shots at KFVD and KXLA, and emceeing a Saturday night jamboree from the Placentia, Calif., Legion Hall, featuring Wesley Tuttle, Merle Travis, Judy Hayden, the Oklahoma Sweethearts and Larry Cassidy. . . . The 101 Ranch Boys set up their own diskery. . . . Ray Whitley was running jamboree Sunday nights at the Rustic Cabin, Englewood, N. J., while Mac McGuire was running the same-type events Saturday nights at Memorial Hall, Trenton, N. J. . . . Elmer Newman and the Sleepy Hollow Ranch Grp., WFIL, Philadelphia, switched from Majestic to Victor label. . . . Cowboy Copas took his band to WSM, Nashville, and Pee-Wee King left that station for Louisville. . . . A Grand Ole Opry package did \$18,000 for two shows at Constitution Hall, Washington, October 31.

Procter & Gamble to do five quarter-hours per week over an 18-station regional web for a new soap product. The web includes six 50,000 watters and the deal is set for a full year. Ben McKinnon, manager of the group, reports that Smith and the group (Continued on page 47)

Watch This One!  
**CURLY WIGGINS**  
**"MY SONG"**

b/w  
**"Tumble Weed Heart"**  
INTRO 6064  
**INTRO RECORDS**  
Beverly Hills, Calif.



**SLIM WHITMAN**

A New SMASH!

**"KEEP IT A SECRET"**

b/w

**"MY HEART IS BROKEN IN THREE"**

8169 • 45-8169



6425 Hollywood Blvd.

Hollywood 28, Calif

**COMPARE!**

THE ORIGINAL RECORD  
**FARON YOUNG**  
**"I HEARD THE JUKE BOX PLAYING"**



G 423

over 67,000 ACTIVE BUYERS read The Billboard classified columns each week.

### Most Played by Jockeys

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

This Week	Records	Last Week	Weeks on Chart
1.	JAMBALAYA—Hank Williams.....	1	16
	MGM(78)11283; (45)K-11283—BMI		
2.	BACK STREET AFFAIR—W. Pierce.....	5	8
	Dec(78)28369; (45)9-28369—BMI		
3.	SETTIN' THE WOODS ON FIRE—Hank Williams.....	4	6
	MGM(78)11318; (45)K-11318—ASCAP		
4.	DON'T LET THE STARS GET IN YOUR EYES—S. Willet.....	2	10
	Four Star 1614—BMI		
5.	I WENT TO YOUR WEDDING—Hank Snow.....	6	9
	V(78)20-4909; (45)47-4909—BMI		
6.	OUR HONEYMOON—Carl Smith.....	9	3
	Col(78)21008; (45)4-21008—BMI		
7.	OLDER AND BOLDER—E. Arnold.....	8	2
	V(78)20-4954; (45)47-4954—ASCAP		
8.	FORTUNES IN MEMORIES—E. Tubb.....	—	11
	Dec(78)28310; (45)9-28310—BMI		
9.	DON'T LET THE STARS GET IN YOUR EYES—S. McDonald.....	3	5
	Cap(78)2216;(45)F-2216—BMI		
10.	DON'T LET THE STARS GET IN YOUR EYES—R. Price.....	10	2
	Col(78)21025; (45)4-21025—BMI		

### Territorial Best Sellers

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

#### Cincinnati

1. Don't Let the Stars Get in Your Eyes  
S. Willet, Four Star
2. Jambalaya  
Hank Williams, M-G-M
3. Back Street Affair  
W. Pierce, Decca
4. Indian Love Call  
S. Whitman, Imperial
5. Don't Let the Stars Get in Your Eyes  
S. McDonald, Capitol
6. Older and Bolder  
E. Arnold, Victor
7. It's the Kids Who Pay  
M. Bee, Capitol
8. It Wasn't God Who Made Honky Tonk Angels  
K. Wells, Decca
9. Settin' the Woods on Fire  
Hank Williams, M-G-M
10. Fortune in Memories  
E. Tubb, Decca

#### Memphis

1. Midnight  
Red Foley, Decca
2. Back Street Affair  
W. Pierce, Decca
3. Don't Trifle on Your Sweetheart  
E. Tubb, Decca
4. Don't Let the Stars Get in Your Eyes  
S. Willet, Four Star
5. It's the Kids Who Pay  
M. Bee, Capitol
6. Gal Who Invented Kissing  
Hank Snow, Victor
7. Full Time Job  
E. Arnold, Victor
8. Older and Bolder  
E. Arnold, Victor
9. Don't Let the Stars Get in Your Eyes  
S. McDonald, Capitol
10. I Went to Your Wedding  
Hank Snow, Victor

#### Houston

1. Don't Let the Stars Get in Your Eyes  
S. Willet, Four Star
2. Midnight  
Red Foley, Decca
3. Keep It a Secret  
Slim Whitman, Imperial
4. Settin' the Woods on Fire  
Hank Williams, M-G-M
5. Wedding Ring Ago  
K. Wells, Decca
6. You Win Again  
Hank Snow, M-G-M
7. Jambalaya  
Hank Williams, M-G-M
8. Kisses on Paper  
Red Foley, Decca
9. Back Street Affair  
W. Pierce, Decca
10. Blackberry Boogie  
Tennessee Ernie, Capitol

#### Nashville

1. Back Street Affair  
W. Pierce, Decca
2. Don't Let the Stars Get in Your Eyes  
R. Price, Columbia
3. Midnight  
R. Foley, Decca
4. Indian Love Call  
S. Whitman, Imperial
5. Our Love Isn't Legal  
J. Bond, Columbia
6. I'm An Old, Old Man  
Lefty Frizzell, Columbia
7. It Wasn't God Who Made Honky Tonk Angels  
K. Wells, Decca
8. I Heard a Juke Box Playing  
K. Wells, Decca
9. The Gal Who Invented Kissing  
H. Snow, Victor
10. I'll Go On Alone  
M. Robbins, Columbia

#### New Orleans

1. Jambalaya  
H. Williams, M-G-M
2. Settin' the Woods on Fire  
H. Williams, M-G-M
3. Indian Love Call  
S. Whitman, Imperial
4. Don't Trifle on Your Sweetheart  
E. Tubb, Decca
5. Don't Let the Stars Get in Your Eyes  
S. McDonald, Capitol
6. Back Street Affair  
W. Pierce, Decca
7. Older and Bolder  
E. Arnold, Victor
8. Tennessee Tango  
Pee Wee King, Victor
9. Boogie Woogie Flying Cloud  
H. Snow, Victor
10. Don't Let the Stars Get in Your Eyes  
R. Foley, Decca

#### Dallas-Ft. Worth

1. Jambalaya  
H. Williams, M-G-M
2. Back Street Affair  
W. Pierce, Decca
3. Midnight  
R. Foley, Decca
4. Don't Let the Stars Get in Your Eyes  
R. Price, Columbia
5. Our Honeymoon  
C. Smith, Columbia
6. Don't Let the Stars Get in Your Eyes  
S. McDonald, Capitol
7. You Win Again  
H. Williams, M-G-M
8. Wedding Ring Ago  
K. Wells, Decca
9. I'm an Old, Old Man  
Lefty Frizzell, Columbia
10. Country Church  
W. Pierce, Decca

### This Week's Territorial Best Sellers to Watch

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

- Dallas-Fort Worth... COUNTRY CHURCH  
Webb Pierce—Decca 28431
- Nashville... OUR LOVE ISN'T LEGAL  
Johnny Bond—Columbia 21007
- Nashville... I'LL GO ON ALONE  
Marty Robbins—Columbia 21022
- New Orleans... TENNESSEE TANGO  
Pee Wee King—Victor 20-5009

# ROUNDUP OF TOP FOLK TUNES

TOP FOR  
RETAIL  
COUNTERS

TOP FOR  
D. J.  
SPINNING

TOP FOR  
JUKE  
BOXES

## MIDNIGHT

by  
**Red Foley**

Decca 28420

also recorded by:  
Chet Atkins — RCA #20-5010  
Joe Costa — RCA #20-5068  
Lenny Dee — Decca #28500  
Margie Day — Dot #1144

## BLUE SNOW- FLAKES

(R. F. D. Music  
Pub. Co., Inc.) by  
**Ernest Tubb**

Decca 28453

## POISON KISSES

by  
**NEAL BURRIS**

Col. 21026

## SUGAR BEET

by  
**MOON MULLICAN**

King 1137

## Who'da Ever Thought

by  
**BEAVER VALLEY  
SWEETHEARTS**

Victor 20-4955

## TELL ME WHO and IT AIN'T NO USE

by  
**MERCER BROS.**

Col. 21031

## HONEY- BUNCH

by  
**LULU BELLE  
and SCOTTY**

Mercury 6414

## BEFORE YOU KNOW IT CHRISTMAS WILL BE HERE

(R. F. D. Music Pub. Co., Inc.)  
by **ELTON BRITT**  
and the Beaver Valley Sweethearts  
Victor 20-4988  
**TED WEEMS** Mercury

## COME TO ME

by  
**HOWDY KEMP**

King 1115

## TANNEN

MUSIC,  
INC.  
146 West 54th Street  
New York, New York  
**BOUDLEAUX BRYANT**  
Nashville  
**TED BROWNE**  
Chicago

The Billboard Music Popularity Charts

... for Week Ending November 22

# TOP RHYTHM & BLUES RECORDS

## National Best Sellers

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

This Week	Last Week	Weeks on Chart
1. YOU KNOW I LOVE YOU—B. B. King	4	12
You Didn't Want Me—RPM 363—BMI		
2. FIVE LONG YEARS—E. Boyd	3	9
Bluecoat Man—Job 1007—BMI		
3. JUKE—Little Walter	2	10
Can't Hold on Much Longer—Checker 758—BMI		
4. MY SONG—J. Ace	1	17
Follow the Rules—Duke 102—BMI		
5. MY STORY—Chuck Willis	5	3
Caldonia—Okeh(78)6905; (45)9-6905—BMI		
6. OOH, OOH, OOH—Lloyd Price	5	6
Restless Heart—Specialty 440—BMI		
7. PORT OF RICO—I. Jacquet	—	1
One Nighter Boogie—Mercury(78)89001; (45)89001X45		
8. HEY, MISS FANNIE—Clovers	7	4
I Played the Fool—Atlantic(78)977; (45)45-977—BMI		
9. I PLAYED THE FOOL—Clovers	—	1
Hey, Miss Fanny—Atlantic(78)977; (45)45-977—BMI		
10. GOODBYE BABY—Little Caesar	8	8
If I Could See My Baby—Recorded In Hollywood 235—BMI		

## Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart
1. FIVE LONG YEARS—E. Boyd	1	8
Job 1007—BMI		
2. YOU KNOW I LOVE YOU—B. B. King	3	9
RPM 363—BMI		
3. JUKE—Little Walter	2	13
Checker 758—BMI		
4. MY SONG—J. Ace	4	11
Duke 102—BMI		
5. PORT OF RICO—I. Jacquet	5	6
Mercury(78)89001; (45)89001X45		
6. OOH, OOH, OOH—Lloyd Price	8	7
Specialty 440—BMI		
7. HEY, MISS FANNIE—Clovers	6	4
Atlantic(78)977; (45)45-977—BMI		
8. MY STORY—Chuck Willis	—	1
Okeh(78)6905; (45)9-6905—BMI		
9. I'D BE SATISFIED—Dominoes	10	3
Federal 12105—BMI		
10. EVERY DAY I HAVE THE BLUES—J. Williams	8	4
Checker 762		

## This Week's Territorial Best Sellers to Watch

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

Chicago... SITTIN' HERE DRINKIN' C. Kirtie—Tennessee 128

Chicago... I DON'T KNOW Willie Mabon—Checker 1050

St. Louis... EVERY DAY I HAVE THE BLUES J. Williams—Checker 762

## RHYTHM & BLUES NOTES

By BOB ROLONTZ

Buddy Rich, Flip Phillips and a soon-to-be-selected pianist will form the new Jazz at the Philharmonic Trio this year. The JATP trio will tee off an extensive tour, starting Monday (24) at the Rossonain Lounge, Denver. Pianist for this engagement will be Lou Levey. . . . Mercury thrush Wini Brown goes into the Regal Theater, Chicago, next week. . . . The Five Royales, Apollo Artists, start December 5 on a one-nighter tour thru New Jersey, New York and Pennsylvania, winding up at the Apollo Theater, New York, January 16 for one week. After that, the

group goes on an extended tour thru the South.

The Cecil Young Quartet, King artists, start at the Blue Note, Chicago, next for two weeks, then go to the Times Square Supper Club, Rochester, N. Y., for one week, and next to the Top Hat, Boston, for a one-weeker. The group is also booked for the Ebony Lounge, Cleveland, for three weeks, and Sportere's, Youngstown, O., for a week. . . . Drummerman Stan Field has formed his own jazz ork, which will be handled by the McConkey ork agency, Chicago. The crew is slated for location dates and one-nighters thru the East. . . . The Griffin Brothers are searching for a sister team to sing with the band. . . . Jerry Halpern and Ed Krensel, Philadelphia, have formed a new r.&b. diskery. The firm is called Southern Records and it will issue its first side in January. Talent pacted by the label includes the Buccaneers and the Ford Brothers.

The Billboard's new r.&b. territorial charts have made a solid impression with many of the r.&b. diskeries, as was noted last week in a separate story. Don Robey, of the Duke and Peacock labels, added to the list of commendations via a communication received this week.

## Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

### New York

- Oooh, Oooh, Oooh L. Price, Specialty
- Lawdy, Miss Clawdy L. Price, Specialty
- Rock Me All Night Long Ravens, Mercury
- My Song J. Ace, Duke
- Port of Rico I. Jacquet, Mercury
- Five Long Years E. Boyd, Job
- You Know I Love You B. B. King, RPM
- Goin' Home Fats Domino, Federal
- Goodbye, Baby Little Caesar, Recorded in Hollywood
- Have Mercy, Baby Dominoes, Federal

### Chicago

- I Don't Know W. Mabon, Checker
- Rock Me All Night Long Ravens, Mercury
- Five Long Years E. Boyd, Job
- Port of Rico I. Jacquet, Mercury
- You Know I Love You B. B. King, RPM
- Juke Little Walter, Checker
- Sad Hour Little Walter, Checker
- I'd Be Satisfied Dominoes, Federal
- Settin' Here Drinkin' C. Kirtie, Tennessee
- Let's Talk It Over J. Lee, Modern

### Los Angeles

- Hey, Miss Fannie Clovers, Atlantic
- Five Long Years E. Boyd, Job
- Oooh, Oooh, Oooh L. Price, Specialty
- Juke Little Walter, Checker
- My Story C. Willis, Okeh
- Goodbye, Baby Little Caesar, Recorded in Hollywood
- Daddy, Daddy Ruth Brown, Atlantic
- Mary Jo Four Blazers, Atlantic
- Port of Rico I. Jacquet, Mercury
- My Song J. Ace, Duke

### St. Louis

- Hey, Miss Fannie Clovers, Atlantic
- Port of Rico Illinois Jacquet, Mercury
- You Know I Love You B. B. King, RPM
- Everyday I Have the Blues J. Williams, Checker
- Rock Me All Night Long Ravens, Mercury
- My Story C. Willis, Okeh
- My Song J. Ace, Duke
- Daddy, Daddy Ruth Brown, Atlantic
- Juke Little Walter, Checker
- Hey, Mrs. Jones J. Forrest, United

### Philadelphia

- Port of Rico I. Jacquet, Mercury
- My Heart Belong to Only You B. McLauren, Derby
- Rock Me All Night Long Ravens, Mercury
- I Played the Fool Clovers, Atlantic
- I'd Be Satisfied

- Dominoes, Federal
- Five Long Years E. Boyd, Job
- You Know I Love You B. B. King, RPM
- Hey, Miss Fannie Clovers, Atlantic
- My Song J. Ace, Duke
- Oooh, Oooh, Oooh L. Price, Specialty

### Detroit

- Hey, Miss Fannie Clover, Atlantic
- Rock Me All Night Long Ravens, Mercury
- Juke Little Walter, Checker
- Oooh, Oooh, Oooh L. Price, Specialty
- My Story C. Willis, Okeh
- I'd Be Satisfied Dominoes, Federal
- Daddy, Daddy Ruth Brown, Atlantic
- My Song J. Ace, Checker
- Five Long Years E. Boyd, Job
- Hey, Mrs. Jones J. Forrest, United

### Washington D. C.

- Oooh, Oooh, Oooh L. Price, Specialty
- You Know I Love You B. B. King, RPM
- My Story C. Willis, Okeh
- My Song J. Ace, Duke
- Juke Little Walter, Checker
- Hey, Miss Fannie Clovers, Atlantic
- Five Long Years E. Boyd, Job
- Lawdy, Miss Clawdy L. Price, Specialty
- Goodbye, Baby Little Caesar, Recorded in Hollywood
- Rock Me All Night Long Ravens, Mercury

### Charlotte

- Five Long Years E. Boyd, Job
- I'd Be Satisfied Dominoes, Federal
- Hey, Miss Fannie Clovers, Atlantic
- Oooh, Oooh, Oooh L. Price, Specialty
- Lawdy, Miss Clawdy L. Price, Specialty
- My Song J. Ace, Duke
- Rock Me All Night Long Ravens, Mercury
- You Know I Love You B. B. King, RPM
- My Story C. Willis, Okeh
- Goodbye, Baby Little Caesar, Recorded in Hollywood

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"THE ONE I LOVE"  
AL 3161

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"TO LIVE THE LIFE OF A LIE"  
"LOVE GAVE ME YOU"  
AL 3156

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"I SURE DO MISS MY BABY"  
"HEY, LITTLE SCHOOL GIRL"  
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- 5098—THE RAY-O-VACS  
"Start Lovin' Me"
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# Folk Talent and Tunes

Continued from page 44

promoted Carl Smith September 18 at the Charlotte, N. C., ball park, but lost on the date when a rain deluged the field.

**Jimmy Dale**, WAAT, Newark, N. J., reports that he just disked two Christmas songs for Anchor, the Eastern label. . . . **Eddy Arnold**, the Oklahoma Wranglers and a group of "Grand Ole Opry" talent appeared on a TV-ed Eisenhower Jamboree November 3 from Ryman Auditorium, Nashville. Telecast was the first from the home of the Opry. **Roy Acuff**, prominent Tennessee Republican, gave the address boosting Ike. . . . **Kenny Roberts** moved his family to Dayton, O., where he is now appearing on WHIO-TV. His 45-minute daily show is also carried in Cincinnati. **Joe Rockhold** and **Kay** and **Herb Adams** are working with him. Along with the **Trailhands**. He reports that **Ernie Lee**, of WLW, has also moved to the

Dayton station, where he is doing a d.j. show over radio and TV.

**Lee Jones** has left WLW. **Bill Thal**, emcee of the "WLW Midwestern Hayride," lost his wife November 1. She was a heart attack victim. **Rome Johnson** has given up his radio job in Lexington, Ky., and is singing at the Village Barn, Covington, Ky. . . . **Guy Campbell** and the **Down Homers**, who have been at WTIC, Hartford, Conn., for a number of years, are leaving the station November 15. . . . **Charley Wright**, the Dallas agent, will book **Hank Locklin** and his eight-piece, featuring **Billy Leaders**. . . . **Jimmie Davis** is set for his fifth appearance on the "Big D Jamboree," Dallas, late in November, and for the "West Texas Jamboree," San Angelo, for **Alvin Wood**. Early in December, he starts a two-weeker at a Detroit nitery for **Earl Kurtze**, of WLS, Chicago.

**Al Dexter** is currently working a four-weeker in Detroit.

**Lou Millet** (Columbia), emcee and singer with the **Lefty Frizzell** troupe, reports that the show opened the new Canteen, Fresno, Calif., October 29. **Longhorn Joe** promoted Frizzell's dates the week-end of November 1. . . . **Charles R. Mason** reports that he is promoting and flacking the **Ramblin' Tommy Scott** show thru the Southwest, Illinois and Missouri. **Ray Whitley** is with the package. **Sammy Barnheart** and **Zeb** and **Mandy Perkins** have replaced the **Curley Williams** band which was playing with the show.

**Dusty Owens** is now doing two shows daily over WHO, Des Moines. . . . **Bobby Williamson**, the new Victor artist, WFAA, Dallas, is the father of a son **Bobby Dale**, born October 19. . . . **Rocky Rauch**, who had been working so hard for country music in Denver the past couple years, has moved to KVER, Albuquerque, N. M. **Rauch** reports that **Wayne Johnston**, KSET, El Paso, Tex., is doing a great job with his many d.j. shows. **Rauch** and his **Western Serenaders** are doing nightly shows from the Club Chesterfield and he is doing two d.j. shows daily on KVER. His band's personnel includes: **Smokey Coats**, fiddle; **Bill Cooper**, fiddle; **Jiggs Arendell**, steel; **Bobbie Frazier**, girl vocalist and piano; **Rusty Powell**, bass, and **Red Rimbert**, drums. **Tommy Duncan** plays the Chesterfield as a single November 24.

**Uncle Tom Corwin**, 83, veteran member of the WLS, Chicago, staff, died October 23. . . . **Bud Jones**, Atlanta singer, has entered the Army. . . . The **WAGA-TV Wranglers**, who feature **Boots Woodall**, the **Smith Brothers** and **Cotton Carrier**, staged a big free jamboree at the Sports Arena, Atlanta, October 23, to fete their third anniversary. . . . **Piano Red**

and his orchestra, featured at **Joe Cotton's Rhythm Ranch**, Atlanta, will appear on "Chance of a Lifetime," ABC TV show, in December. . . . A crowd of 4,500 attended **Wally Fowler's** all-night sing at the City Auditorium, Atlanta, October 27. . . . **Frances Kay** and **Jack Holden**, who operate a disk shop in Atlanta, will start doing a noon d.j. show from the shop over WEAS, Atlanta. . . . The Tower Theater, whose capacity is 1,600, did capacity business for three shows November 2 with a WSM package, featuring **Ernest Tubb**, **String Bean**, **Red Garrett**, a new mimic, and the **WAGA-TV Wranglers** as guests. Admission was \$1.25 for adults and 60 cents for kids.

Former **Lieut. Hardrock Gunter** was released from Army duty November 3. He plans to relocate at WAPI, Birmingham. . . . **Gene Johnson**, country music agent, now working out of Wheeling, W. Va., reports that he has inked **Stoney Cooper**, **Wilma Lee** and the **Clinch Mountain Gang**, of WWVA, to management pacts. The original **Golden West Girls** are now known as **Abbie Neal** and the **Westernairs**, working at WDTV, Pittsburgh, daily. . . . **Charlie Wright**, Dallas agent, reports that he has just inked a pact calling for 104 Army base appearances in Texas, beginning November 15. Cast includes the **Callahan Brothers** and **Dub Dickerson** and his band. . . . **Jimmie Davis** opens for two weeks at the Dixie Belle, Detroit, November 24. . . . **Elton Britt** appeared as featured vocalist at **Frank Dailey's** Meadowbrook, Cedar Grove, N. J., November 14-16, with **Ray McKinley** and his band. It was the first country artist feature for the pop ballroom.

The **Mercer Brothers**, Wallace and Charlie, are doing their weekly radio shows in Macon, Ga., in addition to holding down regular jobs with the civil service. **Curley Williams**, writer of "Half as Much," and his **Georgia Peach Pickers** have just completed a six-week tour of the Southwest. Band includes: **Boots Harris**, **Joe Gibson** and **Jack Pruett**. They have returned to WHMA, Anniston, Ala., where they are doing a Saturday

(Continued on page 131)

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## Record Reviews

Continued from page 32

### Country & Western

suit for dancing. Sax and guitar take turns at the melody and the effort, all round, is one that many should like.

### MERVIN SHINER

**Me Without You** . . . 75  
DECCA 28466—Country weeper is sung movingly by Shiner. The sorrowful item says life is hardly worth living without a mate, and Shiner's tearful warbling makes the message convincing. Country beer joints should find it a good juke entry.

**Landslide of Love** . . . 75  
Here's another fine warble effort by Shiner, delivered at a pleasant bounce and to neat backing by the string band.

### JIMMY WALKER

**Heart Throb** . . . 77  
INTRO 6063—A lively item is warbled with a lot of spirit by Walker. It's sparked by a first-class effort by the band. There's a lot of drive here which could gra' the coin in the boxes.

**Lovin' Country Heart** . . . 75  
The pace slackens for this weeper as the singer pours out his heart. It's a nice effort and coupled with the other side makes for a good record.

### PAUL & ROY

**The Way You Lied to Me** . . . 77  
MERCURY 70027—Paul and Roy join together in close harmony on this clever item for pleasing results. It's a verse and chorus ditty which should please in the more rural sections of the South.

**You Made the Break** . . . 70  
Another nice effort by the team, but it lacks the lustre of the flip side.

### BILLY WALKER

**I Had a Dream** . . . 76  
COLUMBIA 21047—Pleasant vocal by the warbler on an old-fashioned oatune backed by a chorus and honky-tonk piano. Deejays will give this one some action.

**The One You Hurt** . . . 69  
Walker wails his forlorn way thru this so-so weeper, handing it a satisfactory performance.

### PINETOPPERS-MARLIN SISTERS

**Jolly Old Saint Nicholas** . . . 75  
CORAL 64106—This must have been meant for the country and polka markets since the diskery offers the very same coupling by the Ames Brothers. It's typical Marlin-Pinetoppers fare.

**Ting-a-Ling—a Jingle** . . . 74  
Same comment.

### JOHNY BOND

**Our Love Isn't Legal** . . . 75  
COLUMBIA 21041—Another okay recording of the new ditty which has been waxed by a flock of folk artists to date. Platter may catch spins.

**Back Street Affair** . . . 73  
Adequate cover waxing by the warbler of the ditty now riding high via the Webb Pierce waxing on Decca. This one will have a tough time catching the Pierce disk.

### "RUSTY" McDONALD

**Black Angel Heart** . . . 74  
INTRO 6062—McDonald has a potent piece of material here to which he hands a sincere reading. Deejays should give this a listen.

**I've Tried to Forget** . . . 65  
Singer fails to register too strongly as he wends his way thru this rhythmic oatune. Nice backing help out.

### JACK AND DANIEL

**Don't Make Love in a Buggy** . . . 70  
DECCA 28467—An okay, lightweight ditty is capably chanted by the duet. Might draw some coin in several locations.

**Tennessee Tango** . . . 70  
Good enough coverage on the latest Wee King-Redd Stewart number.

### JIM FOX

**Just Like My Story Ends** . . . 40  
PARKER 10-106—A straight-laced, pop chanter backed by a solo organ runs thru a new ballad, but doesn't figure to get anywhere with this. It's an okay demo disk typical of what pubbers do with new tunes.

**Schoolmate of Mine** . . . 35  
This side is a new waltz item.

### RACHEL WILLIAMS

**The Merry-Go-Round** . . . 30  
PARKER 10-104—Style of Miss Williams, who sounds here as if she was singing with marbles in her mouth, is as dull as a perpetually revolving merry-go-round. Song seems pointless too.

**One-er-ie, Two-er-ie, Tic-er-ie Tee** . . . 30  
Ditto.

### CARL EGAN QUINTET

**Forever Polka** . . . 72  
GAARE 103—This wide-awake polka ditty receives a snappy reading from the instrumental quintet. Okay for the market.

**Elvira Polka** . . . 71  
This medium tempo item should appeal to polka fans as played by the group on this cute waxing.

### CARL EGAN QUINTET

**Elite Polka** . . . 68  
GAARE 104—Old world polka receives a pleasant whirl from the quintet. Tune is lively.

**Fiddler's Waltz** . . . 65  
A happy waltz is performed adequately by the combo with the fiddler standing out.

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HOW MANY STARS  
HAVE TO SHINE  
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45-15208

**DANNY SUTTON**  
MIDNIGHT IN PARIS  
I PROMISE YOU  
15204  
45-15204

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

**MOON MULLICAN**  
PIPE LINER BLUES  
SUGARBEET  
1137  
45-1137

**DELMORE BROS.**  
THAT OLD TRAIN  
I NEEDED YOU  
1141  
45-1141

**WAYNE RANEY**  
THE CHILD'S SIDE  
OF LIFE  
IF YOU NEVER FLIP  
AROUND  
1149  
45-1149

**THE SWALLOWS**  
WHERE DO I GO FROM  
HERE  
PLEASE, BABY, PLEASE  
4579  
45-4579

**LULLA REED**  
MY STORY  
LET ME BUY YOU  
LOVE  
4578  
45-4578

**EARL BOSTIC**  
FOR YOU  
SMOKE GETS IN YOUR  
EYES  
4570  
45-4570

**TINY BRADSHAW**  
SOFT  
STRANGE  
4577  
45-4577

**THE DOMINOES**  
I'D BE SATISFIED  
NO ROOM  
12105  
45-12105

**THE ROYALS**  
MOONRISE  
FIFTH STREET  
BLUES  
12088  
45-12088

**THE ROYALS**  
A LOVE IN MY HEART  
I'LL NEVER LET HER GO  
12098  
45-12098

**THE FOUR INTERNES**  
COUNT YOUR MANY  
BLESSINGS  
GOING BACK  
TO JESUS  
12097  
45-12097

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## Record Reviews

Continued from page 32

### Popular

- HADDA BROOKS**  
Jump Back Honey.....77  
OKEY 6924—Miss Brooks wrote this novelty item which is currently figured to make some noise in the pop field via another disk. If the public is looking for another "Hambone" or "Hucklebuck" the tune could happen—and this version along with it.  
Somewhere in That Direction....74  
This is the latest Benjamin and Weiss ballad. The thrush handles the slickly written item with class.
- WYNONIE HARRIS**  
Greyhound.....77  
KING 4592—Wynonie's opening words on the rhythm ditty are interesting, but the effort is not nearly as strong as Amos Milburn's original waxing on Aladdin, or many of the pop versions. Harris' fans will enjoy it and it may share a portion of the juke loot.  
Rot-Gut....75  
The warbler shouts his way thru this wild blues, telling about the effects of drinking rot-gut. Tune is routine, but the warbler's vocal and the pounding backing may help it catch some coin.
- JERI SOUTHERN**  
Dancing on the Ceiling.....77  
DECCA 28464—Thrush handles this oldie in her sweet whispery style. The quiet mood is furthered by the muted strings of the Norman Leyden ork.  
Querida.....71  
More quiet backing by the Leyden group. Miss Southern again hands it a subdued reading, almost to the point of detachment.
- BING CROSBY**  
Sleigh Ride.....77  
DECCA 28463—Bing solos on this one and his reading of the Leroy Anderson opus makes for enjoyable listening. Moderate action in all categories is in store.  
Little Jack Frost Get Lost....75  
Peggy Lee is paired with the Groaner in this cute seasonal ballad and they sound fine together. Should do okay as a cold-weather item.
- FONTANE SISTERS**  
Winter's Here Again.....77  
VICTOR 20-5049—This swiny reading of the winter ballad should warm any group of listeners. The gals do a fine job and the side could earn some of the seasonal loot.  
Lonesome Road....74  
The Fontane Sisters are heard in another good effort featuring a bouncy beat.
- VARETTA DILLARD**  
I Cried and Cried.....76  
SAVOY 871—Relaxed delivery and plenty of swigging movement mark Varetta's interpretation of this lament. An attractive side, that could rack up loot, tho not as strong as the thrush's previous wax. Rudy Toombs penned the tune.  
Double Crossin' Daddy....69  
The thrush gets as much as possible out of this blues tune; but the lyric is unexciting. However, it will get some spins.
- LITTLE WILLIE COTTON**  
Gonna Shook It Up and Go.....76  
SWING TIME ST 318—A boogie blues is sold with some humor and brightness by the warbler over a foot-tapping backing by the Al Prince Ork. It's a good, lively side which could catch juke loot in the southern market.  
A Dream....74  
Cotton tells about the trouble he is having with his woman on this down home blues. Guitar work is strong on the platter.
- MARTHA DAVIS**  
No Deposit No Return.....76  
CORAL 60890—When it comes to love, she's like a one-way bottle, warbles Miss Davis engagingly here. She's supported ably by the ork in a side that should please jocks and earn many a juke nickel.  
What's Become of You....73  
The sultry-voiced thrush hands the torchy ballad a fresh reading. Arrangement has a steady and penetrating beat that boosts listenability. Side could go pop, as well.
- HOLLYWOOD FOUR FLAMES**  
I'll Always Be a Fool.....76  
RECORDED IN HOLLYWOOD 164  
—Lead singer of the Four Flames registers well on this slow item. Rest of group hums in the background.  
She's Got Something....75  
The Four Flames give this ork a strong beat with their vocalizing. Strong ork support is lent by Que Martyn with a fine sax solo and a beat organ standing out.
- ALAN DALE—JUDY LYNN**  
Do Baby Do.....75  
CORAL 60889—Medium jump-ditty is pleasantly negotiated by the warbler and thrush. It's a cute effort and could do pretty well on the jukes.  
How D'You Do?....73  
Boy-girl patter ditty is warmly sung by the twosome to bouncy backing by the Ray Bloch ork. Side has enough novelty appeal to win deejay exposure.
- JAMES MOODY**  
My Ideal.....75  
MERCURY 70001—A smooth, listenable instrumental cutting of the old favorite with Moody contributing some effective sax work. Deejays may use.  
Moody's Theme.....72  
This is just what the title says:

- Moody's theme song, a slow blues effort featuring the orkster's sax thru-out and the band playing chords behind him.
- MABEL SCOTT**  
Boogie Woogie Santa Claus.....75  
SWINGTIME 239—The ork swings out strongly behind Miss Scott who punches her way thru the rhythm item in exciting style. Good for the jocks and jukes.  
That Ain't the Way to Love....67  
Thrush does her best with this one, altho the effort fails to impress greatly. Side has a dated sound.
- GAYLORDS**  
Tell Me You're Mine.....74  
MERCURY 70030—Romantic ditty with reminiscent flavor. Derives from Neapolitan-type material. Will find takers. Vocalizing pleasant, tho imitative.  
Cuban Love Song....69  
Stylized chanting. More dramatic than the flip, but less over-all appeal.
- LOWELL FULSON**  
Lonesome Christmas (Part 1 & 2).....74  
SWINGTIME 242—Fulson injects a good deal of warmth in his mournful warble about not being with his gal on Christmas. The ork backs him in great style, but same treatment on both sides of the disk makes for a lessening of interest.
- AL PRINCE**  
Don't Love a Married Woman.....73  
SWINGTIME ST 317—A standard blues is handed an okay vocal by Prince while the ork furnishes a mournful backing.  
Wine Talk....69  
Al Prince talks and argues with his woman about wine and other things on this unusual talking platter, turning in a clever performance over a bluesy theme by the ork. Disk's market is the deep south.
- DEXTER GORDON**  
Jingle Jangle Jump.....73  
SWINGTIME 321 — A Christmas jump is sung with drive by Gordon and then the crew breaks it up with some wild jamming. Adequate wax but not exactly for Christmas.  
The Rubalysat....69  
A slight riff item is played cleanly by the ork with Gordon blowing some cool sax stylings.
- "BOBBY BLUE" BAND**  
Lovin' Blues.....73  
DUKE R-105—The warbler explains how much he loves his baby on this moody blues item. Singer sells it okay, band backs him adequately. Nothing exciting here tho.  
I. O. U. Blues....68  
A warm vocal by Bland on a slow-tempo blues, with so-so ork support. For the south.
- JOE COSTA**  
Midnight.....73  
VICTOR 20-5068—The chanter spins out this bluesy ballad convincingly. A good effort.  
Hey Little Girl....69  
Rhythm of this platter is infectious, but that's due largely to the solid orking by the Howard Biggs combo. Costa contributes in okay style. Should do best on the coin phones.
- XAVIER CUGAT ORK**  
Yours (Quiereme Mucho).....73  
MERCURY 70009—Latin ditty recently returned to pop favor via the Vera Lynn waxing, is given a lush reading by the Cugat ork here. A good dance instrumental.  
Staccato Samba....68  
The technically difficult "Hora Staccato" is brilliantly played as a marimba solo by Jose Bethancourt to samba-beat support by the Cugat ork. Deejay spins, maybe.
- DINAH WASHINGTON**  
Mercury (33) MG 25140 (1-10")  
The fans of the thrush should like what Miss Washington serves up on platter. The sultry style which has made the songstress a top seller is present thruout. Best of the set are "Cold, Cold Heart," "I Apologize" and "Baby, Did Ya Hear."
- KING GUION**  
Pagan Love Song.....70  
CORAL 60891—The old fave is handed a rhythmical play by the ork while Anne Simms adds a warm vocal.  
Amor....70  
Another standard is set to a rumba beat by the ork with pleasing results.
- JOEY FAYE**  
You Laughed When I Cried Over You..70  
DECCA 28465—More of the same. This is a laughing record which borders between the obnoxious and the infectious.  
Atchoo....65  
Lightweight novelty item features the burlesque and musical comedy star in sneezing fit. Good for deejay change of pace material.
- CORKY ROBBINS & JOHNNY BOSWORTH**  
Release Me.....69  
OKEY 6920—The duet does a particularly interesting job with the new ditty which Robbins had a hand in penning. The sound, combined with the material, makes for interesting listening.  
Conquest....65  
The currently active ditty, also penned by Robbins, is delivered in a style similar to that of the Bell Sisters.

(Continued on page 49)



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# Music as Written

## NAME WINNERS IN MILLER CONTEST . . .

Winners have been named in the Big Three's Miller Music Song Contest, run in conjunction with the Steve Allen Song Book. Allen wrote one melody and one lyric. Contestants submitted a lyric to the melody, and a melody for the lyric. Winners were **Nick Maldo**, of Providence, who furnished the music for "Walking Down a Country Road," and **Pearl Kaufman**, who did a lyric for "Golden Wedding Waltz." Prizes were a \$250 advance and publication.

## 'KISSIN' SANTA' MAY BE TOP HIT . . .

The **Jimmy Boyd** Columbia waxing of "I Saw Mommy Kissing Santa Claus," the tune that looks like the big novelty of the coming Christmas season, has passed the 30,000 mark in shipments from the Columbia plant. The tune was written by English clefper **Timmy Rogers**. Harmon Music publishes the ditty.

## SOUTHERN RELEASES IVES FOLIOS . . .

Southern Music has just released the first in a series of popular-priced folios, featuring arrangements of traditional folk songs by **Burl Ives**. Most of the 13 songs in the first volume are available on Columbia or Decca wax.

## ROBBINS ACQUIRES 'FOOL AS I' . . .

Robbins Music, of the Big Three, has acquired the country ditty, "A Fool Such as I," from **Bob Miller** for exploitation as a pop item. The tune has been recorded by **Hank Snow** for RCA Victor.

## Detroit

**Los Chavales de Espana** (The Kids From Spain), unique 11-man musical team, opened this week as the new headliners at the Hotel Statler Terrace Room, following **Beatrice Kaye**. . . **Rafael Font** is fronting the band at the Book Casino, with songs by **Candi Cortez**.

**John S. Kaplan** has taken over sole ownership of the Sensation Record label, as well as of Pan American Distributing Company, following departure of his former partner, **Bernard Besman**, for California.

## New York:

**Felix Greissle**, director of publications of the Edward B. Marks Music Corporation, will lecture at Columbia University on "Editing of Music." The course will be conducted as a practical seminar for students in the publishing business, and for those preparing to enter the business.

**Louis Alter**, composer-member of the American Society of Composers, Authors and Publishers, and his wife, **Jean**, welcomed a seven-pound nine-ounce daughter, **Allison Ann**, Monday (17) at the Leroy Sanitarium. Alter wrote "Manhattan Serenade," "Twilight on the Trail" and other hits.

**Pat Collins**, wife of **Lester Collins**, contact man for E. B. Marks Music, is now recuperating from minor surgery at the Bronx Hospital. . . **Mitch Miller**, Columbia a.&r. chief, returned this week from a fishing trip in the Florida Everglades. . . Columbia Records has released the **Rosemary Clooney-Harry James** cutting of "You'll Never Know" as a single.

The tune was originally in an album. . . **Cecil Abreau**, Cuban thrush, finished a week's engagement at the Spanish theater here last week. In addition to her vocalizing, the gal starred in six movies in Mexico. . . **Mark Schreck**, professional manager of Peer and Southern Music, was operated on Thursday (20) at New York Hospital. He is recovering nicely. . . Columbia Records signed thrush **Felicia Saunders** this week. The gal is a native New Yorker, and was discovered by **Benny Carter**. Her first sides will be out next week.

**George Goldner**, president of Tico Records, left Monday on a six-week trip to set up new distributors for the Latin-American label in the Southwest and Midwest. . . **Joni James** opens at Ricky's Hialeah Club in Atlantic City for a week on December 1. . . General Manager **Frank B. Walker**, of M-G-M Records, returned from a two-week tour of the label's Southern distributors yesterday (21).

**Larry Newton**, of Derby Records, has signed thrush **Bunny Paul** from Detroit to a recording pact. The songstress is managed by **deejay Robin Seymour**.

**Si Rady**, in charge of Decca's classical and album wax, is on the West Coast to supervise several recording dates. . . **Vic Damone** has been promoted to corporal. . . Newly signed with the General Artists Corporation are **Art Mooney** and **Darro**. . . ABC Music, Bourne affiliate has acquired the ditty, "Good," from **Eddie White**, of Whiteway Music. The tune has been recorded by **Edna McGriff** for Jubilee. . . **Tony Alamo** is in town for some video appearances before heading West for night club and theater dates in Cleveland and Chicago.

**Chicago**  
**Jo Ann Jordan Trio** follows **Stan Nelson** group into the Old Heidelberg here December 3 for a four-week stand. It's first time Mutual Entertainment Agency has booked the spot. . . The Harmonicats open December 5 at the Preview Lounge for a run thru the holidays. . . **Bill Black**, of McConkey, has **Henry Busse** set for one-nighters for December opening December 3 at Charleston, W. Va. On December 31 orchestra moves into the Texas Hotel, Fort Worth, for a month. . . Many of the bookers here trying to find out what has caused slide-off in business the past couple of weeks. . . **Art Talmadge**, Mercury veep, in Milwaukee most of last week participating in the **Patti Page** festivities there.

## Hollywood

**Harry James** is mulling his first theater tour in years to start sometime early next year. . . **Norman Granz** has added **Joe Guercio**, expianist for **Patti Page**, as assistant recording chief and Eastern promotion man for his jazz items on Mercury. Granz is currently playing his first "JATP" concerts in Hawaii. . . **Big Jay McNeely**, recently acquired by GAC, plays the Celebrity Club, Philadelphia, December 22 for two weeks and starts four weeks at the Silhouette, Chicago, January 22. . . **Karen Chandler**, the new Coral thrush, and her mentor, **Fred Ansel**, have returned to Hollywood after a three-week d.j. tour.

## Philadelphia

Vocal coach **Artie Singer** teams with pianist **Bernie Lowe** and booker **Nat Segall** for a new recording combine introducing new voices on wax.

**Lawrence Welk** is negotiating a new full-year pact with the Aragon Ballroom. . . **Hill & Range** has made a deal with **Bell Syndicate**, whereby "Frosty the Snowman" is central figure of a comic strip, which yearly will start an early November thru Christmas run. . . **Skinnay Ennis'** band did \$2,044 at the University of Oregon, Eugene, November 8, taking out \$288 in percentage. . . **Larry Layos**, head of Color Reproduction Company here, has started Layos Records, a new sacred firm. . . **Billy May** and his wife, **Arletta**, were divorced Friday (21). Mrs. May's settlement includes \$1,800 monthly alimony, 10 per cent of May's yearly income over \$64,800; half his disk royalties and the family home.

Vocal coach **Artie Singer** teams with pianist **Bernie Lowe** and booker **Nat Segall** for a new recording combine introducing new voices on wax.



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## Record Reviews

Continued from page 48

**Popular**

**REGGIE KAY**  
Christine the Christmas Tree . . . 69  
DANA 2094—Placid and tuneful, with Reggie Kay delivering a pleasant vocal to the backing of **Bernie Wyt's** ork.  
Mr. Snowman . . . 65  
A polka Christmas item. Pleasant and seasonal, with a well-rendered vocal by **Gene Cherry**

**ROBERT CLARY**  
Lucky Pierre . . . 68  
VICTOR 20-5066—Platter ditty from the musical "New Faces of 1952" is performed with spirit by the chanter, ork and chorus. Deejays might use sparingly.  
I'm in Love With Miss Logan . . . 65  
Cute ditty about a kid's crush on his teacher is read pleasantly by **Clary**. song is also from "New Faces" and those who caught the show might buy.

**JERRY COOPER**  
Have You Ever Been Lonely . . . 68  
ANCHOR 14—Cooper, who specializes in whistling as well as crooning, does a very pleasing job in both categories. He projects nicely with his free and easy delivery. It's a good side which the label should stay with.  
I'm Sorry I Made You Cry . . . 65  
The singer sticks with crooning on this side for another nice effort but fails to hit the level of the other side. Nice orking helps out at the half-way point.

**FREDDY MENDELSON**  
Mirage . . . 68  
STANDARD 179 — Instrumental rhumba is neatly orchestrated and well performed.  
Happy Samba . . . 64  
The Mendelson piano solo with full ork background sounds like a rewrite of a Yiddish "fraylich" folk dance. It's nicely done, but there aren't many samba dancers around these days.

**CLIFF AYRES**  
Christmas Dream . . . 66  
MONOGRAM M 401—Tender ballad. **Cliff Ayres** and the **Tex Wilder** Singers maintain heartfelt lyric quality in keeping with the season.  
There'll Always Be a Christmas . . . 65  
The warbler and the chorus are effective in this slow, tuneful affirmation of Noel, in waltz time.

**CARMEN TAYLOR**  
Let Me Know You Love Me . . . 65  
MERCURY 70000—Gal's voice on this side has range and quality; but material proves uninspiring. Tonsils alone can't make it.  
Please Tell Me Why . . . 65  
Same as flip. Thrush's equipment is excellent. Material lacks excitement.

**ROYAL MOUNTIES**  
The Maple Leaf Forever . . . 60  
DECCA 28066—Male chorus offers an ode to the friendly neighbor north of the border and it might do some business—north of the border.  
Challenge of the Yukon . . . 60  
Theme of a Canadian radio-TV program must be good stuff for the listeners and viewers who can't get enough of the theme song.

**DANCING AT THE COPA** . . . 58  
Michael Durso Ork (1-10")  
M-G-M (33) E 167  
With all the danceable albums by name bands available, the sales potential of this one, using the nitery's ork, seems rather limited. There are, however, probably those who, after a visit to New York and a night at the Copacabana, might want this as a memory sustainer. Disk contains a group of standards with a tango thrown in for good measure.

**FRAN McKENNA-THE MULCAYS**  
Mother's Christmas Tree . . . 50  
CARDINAL 1005—Tune is heavy with sentiment and the songstress milks it to the limit. The Mulcays lend rhythmic harmony in the background.  
Winter Wonderland . . . 50  
Nothing wrong with this dinking except it's up against some terrific competition from both new disks and the perennial cuttings. **Miss McKenna** sings it happily with the electric harmonicas of the Mulcays hoking it up behind her.

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# Hocus-Pocus

By BILL SACHS

**LADY FRANCIS** (Frances R. Francis) opened Thursday (20) in the Moulin Rouge Room of Hotel Vendome, Boston, for a fortnight's stand, her first engagement in the Hub. The Lady has just completed work on a new TV series for children which she hopes to peddle soon to interested parties. . . . **Bob King**, Wisconsin vent, is winding up a two-weeker at the Zebra Bar, Lexington, Ky. . . . **2-10 Daniel**, veteran trixter with a record of nearly 50 years on the road, is gravely ill at Mrs. Stevens' Rest Home, Cass City, Mich., with little hope held for his recovery. . . . **Dr. Jack C. Danks** is back at his Tampa headquarters after a two-week visit in his old haunts in Pennsylvania. En route back to Tampa, Danks stopped off in Jacksonville, Fla., for a visit with members of the newly organized International Brotherhood of Magicians Ring there. In Clearwater, Fla., he bumped into **Sam Collins**, magic enthusiast of Hillsboro, O., who is spending another winter in Florida to regain his health.



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Danks' two married daughters are now residing in Beatty, near Las Vegas, Nev. . . . **Dr. Arthur Ellen**, hypnotist-mentalizer, is current at Elmwood Casino, Windsor, Ont. . . . **L. E. (Roba) Collins**, off the road for the first time in 24 seasons, is employed at McDonald Aircraft, St. Louis. Friends passing thru can catch him at the Warwick Hotel, that city. . . . **Lew Dick** is hospitalized in New York after being bowled over by an auto. . . . **Doc Weiss**, escapologist, posts that **Lou Tannen's** new magic emporium located two floors below his old location in the building at 120 West 42d Street, New York, is the best-decorated shop of its kind in the business. . . . **Henry B. Valleau**, who had his own illusion, spook and hypnotic opries on the road a few years back, is now managing a theater in Los Angeles, altho he still entertains the notion of returning to the road at some future date. . . . **John C. Cloutman**, magician-newspaperman of Dover, N. H., caught the **Montague** comedy magic unit on its recent appearance in Dover. As **Jacola**, Cloutman plays numerous club and banquet dates in the Dover area.

**PERCY ABBOTT'S** magic factory at Colon, Mich., was swept by fire November 15, with damage estimated at more than \$25,000. One building of three main units was destroyed. . . . **The Great Morton**, hypnotist, who recently established a box-office record with 30 performances in a week at the Seville Theater, Montreal, returns to the same house for another week's stand December 11. . . . **Tom May**, Chinese trixter, is caught at Hotel Lapointe, St. Jerome, Que. . . . **Mysterious Howard (Campbell)**, former road magician who now operates **Howard's Fun Shop**, Houston, writes: "McDonald Birch's agent, **Mr. Stolle**, was here recently lining up engagements in these parts. **Paul (Elmer) Smith**, comedy magician, and **Little Elmer**, his chief assistant, has just completed school dates here. **Seymour Davis** passed thru for an engagement in Biloxi, Miss. **Bert Allerton**, of Chicago's Pump Room fame, is visiting friends here. **Smokey Fred Cole** is working at Howard's Fun Shop for the holiday season." The French mentalists, **Andre Myr and Moroska**, flew direct from Paris to open at the Continental Cafe, Montreal. . . . **Trebzor**, French conjuror, is showing off his nifties at Cafe De L. Est in the Canadian metropolis. . . . International Brotherhood of Magicians of Montreal are mapping plans for a magic show, using both pro and tyro talent, to be held at St. Stanislaus Hall, Montreal, December 11. . . . **The Wears, Jimmy and Jean**, are presenting their magic in schools in Tennessee, while doubling on sponsored evening shows. They report business as topnotch. The Wears appeared with the **Roberson-Brooks Players** and the **Slout Players** under canvas the past summer. . . . **Charlie Carts** is displaying his bag of tricks in the Supper Room of the Sheraton Plaza, Boston.

**Chicago**  
A group new to hotel audiences opened at the Marine Room of the Edgewater Beach here Wednesday (19). Called the **Tyrolers**, group consists of 10 men and four girls who sing and dance folk tunes native to Tyrol in the Austrian Alps. **Peiro Brothers** are held over from **Russell Nype** show. **Dorothy Hill** opens her Christmas show, titled "Best Wishes," at the Edgewater December 3. **Senor Wences** heads the talent list.

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# Extra Added

## New York

**Harry Richman** will take over the Miami Beach Beachcomber and will call it Club Richman. . . . A big press junket of newspapermen from all major cities has been arranged for the preem of the Sands Hotel, Las Vegas, Nev., December 15. . . . **Roy Gerber** and **Norman Weiss** join **Lenny Green's** Mercury Artists.

**Monte Proser** may help in booking talent for the French Casino. The sopit now has **Frank Sinatra** set for November 27. . . . Many performers are looking for new managers who have TV and flicker connections. . . . **Nat Harris** is out of the hospital and back at La Vie En Rose. . . . The next Versailles show, another package unit, will be "More About Love," which opens December 10. The book was written by **Norman Zeno** and **Bill Derman**. Words and music are by **Bernie Wayne**.

The Village Vanguard is now going in for "poetry readings" Sunday nights. **Don Rocher** will be the first reader. . . . If anybody knows the whereabouts of **George De Alma**, Boston, have him call Hubbard 2-8255. His wife is worried, and his presence is urgently needed.

**Pierre** show of **Margaret Phelan** and the **Szonys** will be held over for two extra weeks, necessitating the setting back of **John Sebastian** and **Dorothy Jarnac**. Incidentally, the **Szonys** will be on the opening bill at **Copa City**, Miami Beach, with **Jack Carter** and the **Ames Brothers**. . . . **Lena Horne** is set for the Sands Hotel, Las Vegas, Nev., January 8. . . . **Sam Graham** joined the Columbia Radio and Theatrical Bureau. . . . **Benny Resh**, vet orkster and his wife **Ethel**, who operate Club 509, Detroit, are celebrating their 35th wedding anniversary and their 32d year in showbiz. . . . **Lucille Ball** and **Desi Arnaz** are readying an act for Las Vegas, Nev.

**Victoria Cordova** will open at the Fiesta Room of the Prince George Hotel, Toronto, before she goes into the Plaza's Persian Room. . . . **Chiquita and Johnson**, set to open at the Latin Quarter, fell out when the State Department refused to issue entrance visas. . . . **Darvas and Julia** will work a week in Canada after their Coast date, at the same time renewing their visas so they can continue working in this country. . . . **Jack Haley** is being submitted for cafe dates. . . . **Mello-Larks** may have to break up after their current date at the Roxy because of serious illness.

## Chicago

A group new to hotel audiences opened at the Marine Room of the Edgewater Beach here Wednesday (19). Called the **Tyrolers**, group consists of 10 men and four girls who sing and dance folk tunes native to Tyrol in the Austrian Alps. **Peiro Brothers** are held over from **Russell Nype** show. **Dorothy Hill** opens her Christmas show, titled "Best Wishes," at the Edgewater December 3. **Senor Wences** heads the talent list.

## Miami Beach, Fla.

**Harry Kilby**, local booker, has been named American talent rep for CMQ, the Cuban TV and radio network. He's to furnish a brace of new acts every week, giving performers who come to Florida an extra one-shot deal in Havana. . . . **Myron Cohen** is set for Christmas dates at the Casablanca Hotel's Club Morocco. . . . **Nat (King) Cole** and **Billy Eckstine** are mulling offers to appear at **Ciro's** during the winter season. . . . **Manuel Aguero**, manager of Havana's Montmartre Club, is honeymooning here with his new bride.

## Philadelphia

Strip shows are again arousing the wrath of local police, with the word being passed down the line to put the belly dancers and snake charmers under wraps. . . . **Si and Joe Kaliner**, owners of the Little Rathskeller, are trying to cut in on the patronage being enjoyed by the Latin Casino a block away. They started off this week with **Mickey Shaughnessy** and have **Hazel Scott** coming in December 2. . . . **Frankie Richardson** is back at the **Robert E. Patterson Club**, private membership pub. . . . The **Clarke Brothers** return to **Palumbo's** December 4. . . . The Palm Room was remodeled and re-lights as the **Malibu** with **Mike Olivier** as manager. . . . **Neil Deighan's** spot, Camden, N. J.,

# Burlesque Bits

By UNO

**Tirza** has returned to New York from a Miami Beach visit to her home and mother. She will open on Broadway with her Wine Bath and her own show called "Sinnerama" on a partnership basis with **Frank Dias** and **Tony Colucci**, owners of the 500 Club, November 18, via a contract that expires February 15. Other principals are **Charzan**, fire dancer; the **Orchid Girl**, **Dan Healy**, **Eddie (Little Mr. Broadway) Chester** and **Judy Manners**. **Jack Montgomery** is reopening the **Band Box** nitery, Chicago, December 5 with a new show labeled "Peep Holes of Paris." In the personnel will be a line of six show girls, strips and acts. . . . **Ora May** won the chorus girls' striptease contest at the Hudson, Union City, N. J., last week, capturing the most audience applause of eight out of the 15 shows. Other contestants were **Joe Carrol**, **Sandy McGuire** and **Lorri Andrews**. . . . **Pal Brandeaux** succeeded **Natalie Cartier** as producer at the Empire, Newark, N. J., on the latter's shift to the Holiday, New York. . . . **Jack LaMont**, comic, replaced **Harry Conley** in the Hirst unit opposite **Joey Cowan**. The change took place last week in Cleveland when **Conley** took sick. . . . **Dolly O'Day** closed November 19 at the Fox, Indianapolis, and left for Tampa to be at the bedside of her twin sister, **Mrs. Ellen Knight**, who is seriously ill. . . . **Romona Durand**, billed as the "Calendar Girl of 1953," bowed as extra attraction at the Troc, Philadelphia, November 24. . . . **Harold Greenlin**, operator of the Liberty, Stockton, Calif., has as current feature **Zorina**, plus **Jayde**, **Jake Hayes**, **Jimmy Hewitt**, **Sherry Lane** and **Jack Lane**. Biz is okay.

**Lucia Clarke**, following her week at the Gayety, Norfolk, left for Paris, from where she writes, "Things have changed considerably since I was here in 1949. I expect to buy a new wardrobe and photos here and return to the U. S. early in 1953." . . . **Dave Ferguson** secretary of the Jewish Theatrical Guild, is recovering from a siege of pneumonia in the Polyclinic Hospital, New York. . . . **Gay Dawn** started on her first burlesk tour as featured strip at the Grand, St. Louis, by way of a 10-week contract on the Hirst wheel. . . . **Freddie Fulton**, talent booker, brought his mixed package show, including **Elaine Lait**,

**Dario Cassini**, **Leo Martin** and **Roland Jones** to the Aperia Manor, Brooklyn, November 16 to entertain in behalf of the Occupational Therapy League's annual dinner. . . . New local mayor of 38th Street, Union City, N. J., the site of the Hudson, elected after three days of zealous balloting (November 13-15) is **Davey Mack**, owner of the Red Robin nitery, opposite the theater. . . . **Amy Fong**, opened at the Follies, Chicago, November 14 thru **Milt Schuster**, whose other recent bookings include **Gay St. Claire**, **Palace**, Buffalo, November 13; **Sally** and her monkey, **Milwaukeean Club**, Milwaukee, November 21, and **Hennies**, St. Paul, Minn., December 1; **Lindsay Darling**, Fox, Indianapolis, November 20, and **Lana Richards**, Show Club, Calumet City, Ill., via a 43-week contract, the longest performer contract over to be signed in the Schuster office. . . . **Maxie** and **Jackie McSween** are back in Portland, Ore., working club dates after an engagement at the Ambassador Club, Anchorage, Alaska. . . . The March issue of **Cavalcade of Burlesque** mag shows **Peaches** on the front cover and **Penny Page** on the back, with an introductory story by **Jackie Gleason**.



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## '52 Attendance Up For Sault Ste. Marie

SAULT STE. MARIE, Ont., Nov. 22.—Attendance for events at Memorial Gardens here during the summer and fall took a decided upswing, according to Manager H. W. J. Barnett.

The period opened with Vaughn Monroe making his first appearance here and drawing 2,245 paid. Duke Ellington followed and pulled 1,748. Barnett said the entire arena was set up cabaret style with reserved tables.

"Grand Ole Opry" continued as a strong attraction here, Barnett stated. Ray Price, Johnnie and Jack, Autry, Inman, Kitty

Wells and the Tennessee Mountain Boys attracted 2,064 in September. Hank Snow and his "Opry" troupe set an attendance record here when they played to 4,359 in November.

A hypnotist, The Great Morton, scored with a 4,595 turnout, earning a booking for next season, Barnett said.

Advance for the fourth annual Fall Festival was down slightly; however, 8,943 went thru the turnstiles to see the 65 booths, forestry exhibits, fiddler's contest, other displays. Stage shows booked thru the Marvin Welt office, represented by Allan Thomas for the three days, had Fernando and Fair, Betty Lou Holt, the McNallie Sisters, Daredevil Ault and Millicent, Eddie Hasset and Billy Rayes.

Canadian radio headliners, the Happy Gang, came in during June and pulled 3,122 patrons. It was booked thru Recreation Management Corporation, London, Ont. Roller Skating set new attendance marks during hot summer months. Wrestling is held weekly April thru December 16. Now hockey and ice skating are in full swing.

John H. Harris' "Ice Cycles" is due March 5-7, 1953. Barnett said he expects to remove the ice about April 15, clearing the way for summer activities.

## Martino-Busse Package Folds After 1 Week

Simon Promotion Closes in Columbus; Publicity Blamed

COLUMBUS, Nov. 22.—The "Big Show of the Year," with Al Martino, Henry Busse's orchestra and the Harmonicats, folded here Wednesday (19). It lasted one week and had been scheduled to play auditoriums thru December 2.

Arthur (Buddy) Fields, at the office of booker Mike Falk, Detroit, said the failure apparently stemmed from publicity about Martino's nervous breakdown at Boston recently. He said that at that time local promoters considered canceling the package, but advance sales were okay so they stuck with it. The publicity then hit full force, in towns on the unit's route however, and they canceled, according to Fields.

It was understood that acts and band were paid for the week. Phil Simon, of Grand Rapids, Mich., was the promoter.

Whatever the cause, business wasn't good. At the Cleveland Arena (17) the unit drew 238 persons for the matinee and 499 for the night show, altho the promotion budget compared with those for other one-nighters.

The show opened at Saginaw, Mich., and made Flint, Grand Rapids, Fort Wayne, Ind., and Marion, O., in addition to Cleveland and Columbus.

## AGVA Welfare Fund Battle

Continued from page 17

delphia, Greater New York, New Jersey, Long Island; Las Vegas, Nev.; Boston, Chicago and West Coast talent buyers are equally irate over the AGVA plan and said they would resist it.

Hotels, only few of which have any agreements with AGVA, have also said they will fight it. One big hotel chain spokesman said that if the order was carried out the chain would either curtail its use of AGVA members or turn entirely to entertaining musicians.

A spokesman for the Hilton chain, probably the largest single talent buyer in the country said, "This (AGVA's action) is without precedent in the field of labor relations. To demand a contribution to a welfare fund without prior negotiations goes beyond the realm of minimum wages. Contributors to such a welfare plan have every right to know the full basis of it, its actuaries and who is running it and how. We contribute to various union's welfare funds, but we negotiated them first. I'd be willing to talk about it to the heads of AGVA, and hope they'll see fit to set up such a meeting."

### Auditorium Managers:

Help us build a list of promoters who are capable of properly promoting and under writing attractions in your buildings. The increased availability of large attractions and package shows hinges upon the number and quality of local promoters. That is why it will be to your advantage to aid in the compilation of as complete a list of local sponsor-promoters in your area. Send us the names of the promoters in your territory. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Illinois.

## New Minstrel Show Takes 'Bill Bailey' Title for Aud Trek

FORT MYERS, Fla., Nov. 22.—The minstrel show announced recently by Happy Kellems as a revival of the old-timers, will be called Bill Bailey's All-Star Minstrels, it was announced by Marshall Green, manager and general agent for the new show. The production is scheduled to play auditoriums and arenas. It is being organized here and the staff and cast is to be announced soon, Green said.

## 'Holiday' Opening Big at Canton

CANTON, O., Nov. 22.—A crowd of 4,400 jammed Memorial Auditorium here Saturday (15) for "Holiday on Ice." Sunday performances drew a hefty 4,450 and 3,700, with fog hurting night business. Scale was \$1.50 to \$3. Run continued thru Friday (21).

Naomi Horrabin, Des Moines agent, who fought the original insurance plan, said she'd consulted with the Iowa State Insurance Commissioner and she was informed that for the plan to be legal in Iowa, AGVA must either set up an insurance company recognized in that State or have an organized branch in Iowa. This statement was not verified by any State insurance commissioner.

### Agents Split

Agents organizations are threatening to split apart on the subject of insurance and welfare. ARA's national officers have tacitly agreed to recommend payment of the \$1 to \$3.50, chiefly because they wish to avoid a costly battle on different grounds. But there is considerable resistance to their recommendations, particularly among the Chicago club-date bookers. They not only object to the welfare contributions, they flatly refuse even to pay the insurance premiums. There's even some talk that they'll walk out of ARA and set up their own org.

Hollywood agents are equally irate. For the past six weeks, the California-Theatrical Agents Association has been feeling out ARA for a possible merger. Prior to the present AGVA plan presentation, CTAA favored merger because of its excellent relations with AGVA. Now the feeling is reversed. Some members would be willing to pay the minimum insurance premium out; not the welfare contribution.

## Hold 25-Year Shindig in Pitt

PITTSBURGH, Nov. 22.—Seventy delegates from all over the world, including delegates from England and Mexico City, are in Pittsburgh for the mid-winter meeting of Variety International and for the celebration of the 25th anniversary of the Variety Club. George Hoover, first assistant chief barker from Miami and chairman of next year's Mexico City convention, announced that the Mexican government was giving the tent there \$50,000 to help defray expenses.

The government will also have ambassadors of all countries at the closing banquet as a gesture of international good will. Nathan Golden, chairman of the Heart Fund and member of the Washington tent, stated that since the founding of the Variety clubs 25 years ago here, over \$26,000,000 has been dispensed for charity, \$3,000,000 last year alone.

After Friday's meeting, the internationally famous rib artist, Luke Barnett, started a rhubarb with Pappy Dolsen, chief barker of the Dallas tent and operator of the Dallas nitery, Pappy's Showland, and the hilarity that followed spiced the whole day's festivities. Dolsen didn't know what to do with the veteran ribster after being accused of all types of racial discrimination; so he walked out of the room in real heat.

### Stars Participating

He finally came back and shook hands with Barnett after being told of the rib. Meetings will continue thru Saturday night when the big telethon over WDTV will be staged, with a host of stars and celebrities participating. Radio stations and WWSW will have simulcasts. Stars coming in for the telethon will be Morton Downey, Dennis James, Fran Warren, Robin Roberts of the Phillies, Joe Black of the Dodgers, Herb Shriner, Senor Wences, Nola Fairbanks, Sandy Solo, Jackie Heller, Fisher and Marks, Betty Carr and Charley Ba'dour, Velma Carey, Forrest Tucker and Tony Romano, Buzz Aston and Bill Hinds, Burl Ives and most of the "Paint Your Wagon" cast, Bob Prince and Bob Caldwell.

## Dramatic & Musical Routes

American Savoyards: (Hartman) Columbus, O., 29-30.  
 Anonymous Lover: (Royal Alexandra) Toronto.  
 Bagels & Yox: (Hanna) Cleveland.  
 Bell, Book & Candle: (KRNT Radio) Des Moines 26; (Omaha) Omaha 28-29.  
 Call Me Madam: (Shubert) Detroit.  
 Cornell, Katharine: (Cass) Detroit.  
 Country Girl: (American) St. Louis.  
 Farfel Follies: (Orpheum) Kansas City, Mo., 27-29.  
 Four Poster: (Blackstone) Chicago.  
 Gigli: (Selwyn) Chicago.  
 Gilbert & Sullivan: (Shubert) Philadelphia.  
 Good Night, Ladies: (Majestic) Boston.  
 Grey Eyed People: (Shubert) New Haven, Conn., 27-29.  
 Guys & Dolls: (Taft Auditorium) Cincinnati.  
 I Am a Camera: (Biltmore) Los Angeles.  
 I've Got Sixpence: (Walnut St.) Philadelphia.  
 Maid of the Ozarks: (Nixon) Pittsburgh.  
 Mask & Wig: (Erlanger) Philadelphia.  
 Miller's, Irvin C., Brown-Skin Models: (Liberty) Charleston, S. C., 26; (Ritz) Wilmington, N. C., 27; (Regal) Durham 28; (Carolina) Sanford 29; (Booker T.) Rocky Mount Dec. 1; (Royal) Raleigh 2.  
 Mr. Roberts: (Lyceum) Minneapolis, Minn., 24-28; (Auditorium) Rochester 29.  
 Night at Madam Tussaud: (Parsons) Hartford, Conn., 27-29.  
 Oklahoma: (Metropolitan) Seattle.  
 Paint Your Wagon: (Shubert) Washington.  
 Point of No Return: (Ford) Baltimore.  
 See the Jaguar: (Forrest) Philadelphia.  
 Shrike, The: (National) Washington.  
 Skinner, Cornelia Otis, in Paris '90: Austin, Tex., 26; Fort Worth 27; Dallas 28-29; (Municipal Aud.) Oklahoma City, Dec. 1; Wichita, Kan., 2; (Auditorium) Topeka 3; Kansas City, Mo., 4-6.  
 South Pacific: (Forum) Wichita, Kan. Stage 17; (Erlanger) Chicago.  
 Top Banana: (Great Northern) Chicago.  
 Tree Grows in Brooklyn: (Shubert) Chicago.  
 Two Is Company: (Shubert) Boston.

### Skating Shows

Hollywood Ice Revue of 1953: Milwaukee 27-Dec. 7.  
 Ice Capades of 1953: (Coliseum) Springfield, Mass., 24-30; (War Memorial) Syracuse, N. Y., Dec. 1-7.  
 Ice Follies of 1953: (Sports Arena) Hershey, Pa., 25-Dec. 6.  
 Skating Vanities-Olsen & Johnson: (Coliseum) Houston, Tex., 25-30; (Municipal Auditorium) Topeka, Kan., Dec. 3-4; (Municipal Aud.) Kansas City, Mo., 5-9.

## Portland Drafts Aud Finance Plan

Exposition Executive Outlines Idea to Eliminate Bond Vote Requirement

PORTLAND, Ore., Nov. 22.—Prospects for construction of a city-sponsored War Memorial civic center to seat 20,000 brightened this week when R. L. Clark, vice-president of the Pacific International Association, disclosed that a financing proposal had been drafted that would eliminate the necessity of a referendum on municipal bonds or taxes. The proposal entails issuance of revenue certificates, which would be repaid out of earnings.

The project now rests with the City Council. Clark said the Pacific International Association had agreed to donate assets worth \$2,000,000. These include the 42-acre property and build-

ings of the Pacific International Livestock Exposition, now under lease to the U. S. Air Force at a \$144,000 annual rental, and \$500,000 worth of assets of the George White Service Center.

The site of the proposed War Memorial civic center would be Vanport, the war housing city destroyed by flood in 1948, or East Vanport, across a highway from Vanport. Both are in the neighborhood of the exposition property.

## Cincy Garden Report Shows Cash Balance

CINCINNATI Nov. 22.—An interim report filed Thursday (20) in U. S. District Court, showed that the Cincinnati Garden, operating under a trusteeship, had total income of \$146,004.96 for September and October. Total disbursement of \$123,094.76 were shown, leaving a balance of \$22,910.20.

The report was made by Robert Hogan and C. W. Broeman, trustees in proceedings for reorganization of the Garden corporation. They said that operations for the two months were "substantially in line with the projects of the trustees as reported in open hearing October 15." Income during September was \$15,984.78 and disbursements were \$10,246.09.

## Chilhowee Leases Building for Events

KNOXVILLE Nov. 22.—Administration Building at the city-owned Chilhowee Park here has been booked for numerous events during the winter. Included among them are a Hillbilly Queen contest (25), dance (29), amateur show, December 13; Christmas charity work, December 22-24; singing session, December 27; boxing, January 26-29; and cattle shows in February and March.

Welfare Director Arthur Atkin said the building recently was painted inside and outside.

## AC Convention Hall No 'White Elephant'

ATLANTIC CITY, Nov. 22.—Over a period of years the vast Atlantic City Convention Hall has at times been referred to as a "white elephant" operating at an actual financial loss to the city. However, officials of the building, along with executives from the Convention Bureau, this week debunked the "white elephant" talk and termed the auditorium one of the resort's most vital life-lines. The hall is the largest building of its kind in the world. "If the Convention Hall operated at a loss of \$500,000 annually, which it never has and never will, it would still be one of the community's biggest assets," said Philip E. M. Thompson, general manager of the auditorium.

He further added that without the building Atlantic City might remain dormant from September to July 4 when the summer brings millions of visitors to the resort. Thompson said that with some 32 conventions booked into the hall this year, it would mean hundreds of thousands of winter visitors. He added that the average expense of a convention delegate is \$25 per day. Many of the delegates, he said, bring their wives and families with them, thus increasing the per day expenditure.

## DEE TOURS

## Autry Sets England; Danny Kaye to Texas

By DAPHNE (DEE) POLI

DALLAS Nov. 22.—Gene Autry, who brought his Western Revue to the State Fair Auditorium here Thursday (20), will take the same show to England next summer for a two-month tour.

The State Fair Auditorium is having a busy season. On December 2, a benefit show for the Elks will feature six variety acts and Jan Garber's orchestra. Invitations will go to advertisers in the souvenir programs.

On December 14-17, the same hall will be the scene of the Chance Vought Club's \$40,000 children's Christmas show and party. Already signed for this are cowboy singer Smiley Burnett, ballerina Martha Ann Bentley, magician Russell Swan, the Balancing Montynes and Hubert Castle, wire act.

Danny Kaye is producing his own revue for the Cotton Bowl show here December 25-January 1.

The Ice Arena, another building at the State Fairgrounds here, is filling out the winter season with ice skating lessons and public skating. Clarence Linz, manager, says ice is first made at the Ice Arena in October for the "Ice Cycles," during fair week, and left in until the following early spring.

Building seats around 8,000 on permanent chair and bleacher seats, for arena type events, and around 6,000 for skating shows and circuses.

Olsen & Johnson's "Skating Vanities" show will open the Ice Arena's spring season. They have signed a contract to play February 3-8. This is the first time "Skating Vanities" has played Dallas, altho it has played Houston for the past 11 years.

### Houston Auds Busy

HOUSTON—This is one of the busiest theatrical cities in the country, with full schedules and bookings at both the Sam Houston Coliseum and the Municipal Auditorium as well as the smaller Playhouse Theatre.

Roadshow, symphony concerts, arts and drama recitals fill in between the larger events. The Shrine Circus at the Coliseum just completed the greatest sellout business in its history here.

The two events to follow in Houston are the Olsen & Johnson "Skating Vanities" at the Coliseum, November 25-30, and "South Pacific" at the City Auditorium, December 29-January 3.

## PROMOTERS

Get on our Mailing List Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past, specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

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## Peoria Skate Queen Spotlights Fernwood

PEORIA, Ill., Nov. 22.—Marilyn Vicary, with 30,000 votes, was crowned Peoria's skating queen at ceremonies held November 5 in Mr. and Mrs. Oscar Jellse's Fernwood Gardens Roller Rink, reports Ernest A. Hunt, contest chairman. A total of 113,000 votes was cast in the contest which ran from September 24 to November 5.

Doris Hill, who received 19,000 votes, and Dorothy Hill, with 17,000, were named matrons of honor. A shade behind the matrons were Dawn Beddows and Jackie Rakestraw. Honorable mentions went to Jackie Edenburn, Darlene Johnson, Sandra De Good, Maureen Dorsey, Dorothy Uhlig and Mary Rafferty.

To the winner, along with other prizes, went a \$50 pair of precision skates, an engraved trophy and a bouquet. The runner-up received a \$35 pair of semi-precision skates, a medal and bouquet, while the third-place winner won a \$25 pair of shoe skates, a medal and flowers. All other contestants received a pass good for a month of skating at Fernwood and a rose.

Among the prizes, all donated by local merchants were flowers valued at \$40, a \$12.50 Ronson

table lighter, \$12.50 necklace, 16 pairs of nylon hosiery donated by three merchants, \$3 merchandise gift certificate, \$30 jewelry set, \$10 doll, \$8 box of candy, leather brief case, portable home refreshment stand, gift certificate from a caramel corn shop, dinner for two at a restaurant, gift certificate from a ready-to-wear shop, \$3 shoe hand bag, pair of house shoes, \$10 TV lamp, \$10 in cash, a meal at a drive-in eatery, an appropriately decorated cake from a bakery, gift certificate for five gallons of gasoline, 12 8 by 10-inch photo enlargements of presentation ceremonies by a photographer, a \$15 hand-painted picture, seven quarts of milk from a dairy, some mural scenes and a shampoo set.

Fernwood Gardens received fine publicity in connection with the presentation, which was emceed by Miles Foland, via a tape recording of the affair which was played back over Station WIRL the following night. Since many of the merchants who donated prizes were unable to hear the recording, they are being invited to a December 2 playing of it at the home of one of the contestants.

Another stunt that focused the public eye on Fernwood was a trip thru town, prior to the presentation, by the three finalists who were dressed in white formals. They made the trip in a Kaiser Manhattan which was decorated for the occasion and supplied by a local auto agency. When the car wound up at the rink a side door was opened and the vehicle was driven into the building to discharge its passengers in front of the stage which had been decorated by a florist.

Prior to the presentation a show was put on by Gus Gustafson, who plays the rink organ and a trumpet simultaneously. He also teamed with Ernie Hunt in a vocal selection, and there were comedy skating numbers by a foursome.

## Imperial Iron Lung Benefits Seeking \$2,400

PORTLAND, Ore., Nov. 22.—Imperial Roller Rink this week launched a drive to raise \$2,400 for purchase of an iron lung for treatment of polio.

William T. Brown, manager, said a candy sale is being conducted by the 100 members of the Imperial Skating Club, 4,000 boxes having been sold in a week. A rummage sale is scheduled for Monday (24) and the rink's skaters are rehearsing for their annual show to be staged in January, from which one night's proceeds will be donated to the fund drive.

## Barnes' Rink Averts Heavy Fire Damage

PHILADELPHIA, Nov. 22.—Smoke and fire awakened Emmett Fetrow, night watchman at Adelphia Skating Rink here, Thursday morning (20) in time to give warning to a passing policeman. Smoke was pouring from front windows of the four-story brick building housing the rink when firemen arrived.

The firemen prevented the flames from spreading to the rink, confining the damage to the night watchman's bedroom and to an adjoining room containing skates and shoes.

The Adelphia rink is owned by Joseph Barnes. It closed at 11 p.m. the evening previous. Barnes said he did not know what caused the fire.

## Roadshow Rep

**BRUNK'S COMEDIANS**, under management of **Henry L. Brunk**, closed their season in Floydada, Tex., Saturday night (10). Brunk said that the closing was three weeks early because of a drought in West Texas. He added that the first part of the tour was off from the previous season but after a wholesale re-organization in July business was only slightly off from the org's banner 1951 season. "One of the highlight's of the season," Brunk writes, "was the visit of **Val Brandon**, Hollywood talent scout, who caught the show in Durango, Colo. The visit resulted in a Hollywood tryout for two of the younger members of the cast. The tests and tryouts are to be made early in January." Brunk says that most of the plays the org used this season were from the pen of **Neil Schuffner**. Henry, his wife, **Mercedes** and their six-month-old son, **John Michael**, went to Dallas where they plan to spend a little time. **Doug and Yvonne Ackley** also went to Dallas. **Jo Schwartz** left for her home in Seattle, while **Betty Honig** went to Phoenix, Ariz. **Jimmy Reynolds** went to Los Angeles; **Dick Vogel** to Chicago; **Ed Ward**, Tipton, Mo.; **Jack Vivian**, Los Angeles; **Willard Thomas**, Wichita Falls, Tex.; **John, Hank and Ruthie Waxons**, Memphis; **Al Russell**, Boise City, Okla., and **Klink and Frances Lemmon**, Tampa. Show is stored in quarters in Boise City, Okla., and current plans call for the org to open the 1953 tour in April.

**ford Eagle**, who with her husband, own and operate the **Winkle Marionettes**. They closed recently with the **Schaffner Players** and now are at **McClure's Department Store**, Nashville, for the Christmas show.

**C. C. BOYD** comes thru with the following from Houston: "I've been in West Texas with a med and merchandise platform outfit all summer and fall and I'm here waiting to get stocked up for a trip into Arizona and New Mexico. Caught two tent shows trying to push med the past summer and even with good crowds and spending people their efforts were pitiful. I take it that you've got to be able to talk the goods you offer but both shows had poor talkers and crude methods of explaining their items. The goods were packaged correctly and all that was needed were some lectures or talks that were accurate and made sense. I've been in the business long enough to know that most of the spots that have been shut off for med were closed because orgs and salesmen didn't know much about the stock they were selling. I did meet one fellow, **S. F. (Sandy) Collins**, who was a good salesman (Continued on page 53)

## Drivin' Round The Drive-Ins

**NATIONAL Production Authority** last week emphasized that under present regulations industrial suppliers of theater equipment are not permitted to sell large quantities of copper wire to builders of drive-in theaters and other types of recreational, entertainment and amusement projects. Beginning May 1, 1953, theater builders will be authorized to self-certify for and use 500 pounds of copper per quarter—300 pounds above current allotments—in the constructions of each theater project, the NPA said. Meanwhile where more than 200 pounds of copper is required, special permission must be obtained from NPA. **George E. Landers**, Hartford, Conn., division manager of **E. M. Loew's Theaters**, has announced closing for the season of the circuit's open-airers in Newington, Farmington and Norwich, Conn. All will resume operations early next spring.

## WANTED TO BUY Roller Rink or Building

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

## Davis in Exhibition At Hartford Palace

HARTFORD, Nov. 22.—Cecil Davis of Denver, ex-United States senior men's skating champion, participated in an exhibition program Tuesday night (18) at Hartford Skating Palace, arranged by Irving Richland, manager of the rink.

**RINK SUPPLIES**  
Complete Line of Roller Skate Supplies and Accessories for the Rink Operator  
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We invite you to bring your skaters to Curvecrest and see for yourself

THE **"CHICAGO"** DANCE SKATE  
TRADE MARK REG. U.S. PAT. OFF.  
Approved by **Rawson's Laboratory** Built for Skate Dancers  
With suggestions from the leading expert on dance skating, Mr. Perry Rawson, CHICAGO, has designed skate especially for dancing.  
  
No. 287DD  
"Not for Jumpers"  
Mr. Rawson says: "This type of skate is the skate for dancing." He should know.  
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Manufacturers of All Kinds of Roller Skates

**BONNY'S HUG-ME-TIGHTS and SKATING SKIRTS**

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- SKIRTS** are full flare, circular style. Assorted colors, good detail.

Velvet \$5.75 Each  
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Gabardine 24.00 Doz. (fingertip or long)

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NEWS CAPSULES

WNBT Christmas Deal: Half-Minute Spot \$20

Continued from page 9

radio and three TV stations. In the six-month period national sales were up 24.8%, and local sales, 17.4%.

Taft said the increase was obviously due to WKRC's dominant stand in the market audience-wise. A 10-year chart of Hooper audience surveys, says Taft, shows WKRC climbing from almost last place in 1942 to a healthy first place in 1952.

"Other factors," Taft stated, "are basic and comprise the reasons for the high audience ratings. First, during the past three years Cincinnatians have viewed the wonder of television, have seen it blossom and bloom, but have now let it settle down to its rightful place as just another medium of good entertainment and successful advertising along with radio. WKRC has not only survived the impact of television; it is even ahead of where it was before television."

THE RESTLESS PEOPLE AND THE REVOLVING DOOR . . .

Having resigned his post with NBC, Abe Schechter has opened his own public relations outfit at 250 Park Avenue, New York. . . . J. Alphonse Ouimet succeeds Donald Manson as general manager of the Canadian Broadcasting Corporation. Ernest Bushnell, director general of programs, moves into Ouimet's old post of assistant general manager. . . . George Kern, formerly of Benton & Bowles, has joined Geyer Advertising, Inc., as associate director of radio and TV. . . . News commentator John Wingate is leaving WOR-TV, New York, to

take over "Esso Reporter," which moves to WNBT from WPIX on December 1. . . . Producer-director-writer Henry Tobias has signed with MCA, Ltd., having obtained his release from the William Morris Agency. . . . Robert Reuschle, formerly chief time buyer with McCann-Erickson, has joined WHUM-TV, new UHF station in Reading, Pa., as national sales manager. . . . Paul Benson, media research head at Benton & Bowles, has been promoted to time buyer on Procter & Gamble accounts. . . . Ruth Jones, formerly of Benton & Bowles, has been engaged by Compton Advertising as time buyer. . . . Frances Velthuys has resigned as time buyer for Compton. . . . Wallie Dunlap will be director of operations for WICC-TV, UHF station coming up January 1 in Bridgeport, Conn. He is now program director of WICC. . . . Graydon Ausmus, manager of WUOA at the University of Alabama, is new president of the National Association of Educational Broadcasters, succeeding Seymour Siegel. . . . John D'Aiutolo has been added to the New York sales staff of the O. L. Taylor Company. . . . Mori Green and George Foster, scripters for the Tallulah Bankhead TV show, have quit to doctor the legit musical, "Two's Company." . . . Donal J. O'Brien has been made a vice-president of The Biow Company. . . . Bernard Kliman will head up TV and trade promotion for the Hirsch-Garfield agency. . . . Jara Kohout, Czech comic and Iron Curtain refugee, is in the U.S. to make radio and TV appearances on behalf of Radio Free Europe. . . . Buck Canel, NBC announcer, has gone to Havana to broadcast games of the winter baseball league there in Spanish via station CAQ. . . . Ivor McLaren has joined WTMJ-TV, Milwaukee, as producer-director. . . . John Hicks is new program manager of KDUB-TV, Lubbock, Tex. . . . Jean Hersholt is happy over the reviews of his just-published translation of Hans Christian Andersen's complete works. . . . Crosley Broadcasting Corporation, Cincinnati, has appointed two new salesmen to the WLT-TV sales staff. Robert Merryman, former WLW and WLW-T announcer, and Stan Cordrey, former automobile sales promotion manager in Cincinnati, are the additions.

Roadshow Rep

Continued from page 52

and entertainer. If you can't talk your wares naturally then pay someone to put the words into your mouth. It's money well spent." . . . J. O. Figg, writing from Winchester, Tenn., wants to know what has become of Ralph Herbert, Billy and Kitty Morning, Billy S. and Irene Newton, Dee Haines, Queen Rosella, Doc Bernman, Happy Dixon, Bobby La Rue and Jim and Peggy Dawson.

AL N. CHRISTY has been showing his spook show in New England to poor business following a good fall season at Maine and New Hampshire fairs. . . . George Spicer is en route from Indiana, Pa., to Tampa where he plans to put in most of the winter. He's currently recovering from a bout with the flu. . . . Otto Fancher has a school show operating in Billings, Mont., to fair results after a summer of outdoor stands with small animals and his novelty show. . . . Ernest Kirby, of Lynn, Mass., asks that someone send into this department information on the old 10-20-30 show known as Bishop's Comedians. . . . Bert R. Bentley advises from Binghamton, N. Y., that he can be of assistance to small tricks or others playing that area. . . . Lee L. Moss, who is headquartered in Texarkana, Tex., plans to take on some stores and halls with his show and the merchandise he totes. He had a platform show out this summer.

WILLIAM STOCKDEL is playing sponsor dates in New England with a feature film. . . . Louis H. Kennedy is giving chalk talks in New Jersey for sponsors. Kennedy also makes one-spot charcoal drawings of his audience.

BAYARD—Edwin S., pioneer farm broadcaster, recently in Pittsburgh. He was editor of the National Stockman and Farmer when, in 1921, KDKA gave him supervision of all farm broadcasting and market reports, the forerunner of today's "National Farm and Home Hour." For 32 years he served as a trustee of Pennsylvania State College, where his son, Samuel P. Bayard is an associate professor of English.

BEAL—Louise Lester, 85, one of Hollywood's best dressed women, November 18 in Hollywood. She had been a successful stage actress and was the first feminine star of Western films, performing Calamity Ann in a series of Calamity Ann Westerns.

BOLES—John M., 74, father of film actor John Boles, in Greenville, Tenn., November 16.

BORRENFOHL—Arthur H., 59, veteran carnival man, November 14 in Old Herman Hospital, Houston. His most recent show connection was with the All Pairs Shows, but previously he had toured with the United Exposition, Fred R. Stumbo and Floyd O. Kile shows, among others. Survived by his widow, Selma; a son, Ervin; a daughter, Mrs. S. Y. Martin, and a granddaughter, Kathryn Martip. Services in Messiah Lutheran Church, Alton, Ill., and burial in Oakwood Cemetery in that city.

BOUCHEY—Paul Stanley, 58, Detroit film projectionist, November 16 of tuberculosis. He was in Detroit theaters for 44 years. During World War I he toured the United States and Canada, putting on shows for Army installations. Interment in Mount Olivet Cemetery, Detroit.

CHADWICK—Isaac E., 68, pioneer motion picture producer and president of the Independent Motion Picture Producers and Distributors' Association since 1924, November 18 in Los Angeles. His wife, Elizabeth; a son, Maj. Lee C. Chadwick, U.S.A.F., and two grandsons survive.

COLE—Robert, 58, carnival cookhouse operator last connected with the Greater Dixieland Shows, recently in Fort Worth of pneumonia and a heart attack. He was born on a carnival grounds and spent his entire life in the business. In former years he operated concessions and rides and also served as a talker. Survived by his widow; a son, Robert Jr., Fort Worth, and a sister. Burial in Mount Olivet Cemetery, Fort Worth.

DINNENBERG—Raymond, 50, band drummer in Philadelphia for many years, suddenly at his home in that city November 9. He is survived by his widow, Kate C.; two daughters and a sister. Interment in Mount Sharon Cemetery, Philadelphia, November 11.

EHL—William, 82, for the past 10 years a comedian with the Irvin C. Miller Brown Skin Models, carnival and theater attraction, November 18 in Jacksonville, Fla. Survived by two sisters living in Washington, D. C. Burial in Pinehurst Cemetery, Jacksonville.

ESSINGER—Otto, 72, former advance man for Sells-Floto Circus, at Fort Dodge, Ia., Tuesday (18). He had been a theater electrician and for years operated an electrical shop in Fort Dodge.

FINCH—Orlin D., refreshments concessionaire at Eastern fairs for more than 50 years, November 11 in Afton, N. Y. Survived by his widow, Kate, who had worked with him.

FODCR—Louis F. Jr., 44, November 18. He was general manager of Michigan Tent & Awning Company, Detroit. Survived by his widow, Mary, and a son, James Louis.

FRIEDBERG—Annie, 84, concert manager, November 19 in New York. She established her management business some 40 years ago. Among artists she managed were Myra Hess, Carl Friedberg, Vladimir Horowitz, Jan Smeterlin, Mary Davenport and the Budapest String Quartet. The concert pianist, Carl Friedberg, her brother, survives.

GERARD—Mrs. Orle J., dancer and pantomimist known professionally as Martha Morris, November 16 in Tarrytown, N. Y. She had appeared in several Hanlon Bros.' musical shows of the 1890's and in early musical comedies on Broadway. Her husband and daughter survive.

HALLETT—Mal, 59, one of the country's foremost dance band leaders of the 1920's, in Needham, Mass.

He did this type of work the past summer at Cape Cod, Mass., resort spots. . . . In response to a recent query concerning the songs sung by Reese V. Prosser, Jack Onthank writes from Atlanta that Prosser sang the following during his various stands in the Georgia city: "Sweet Marie," "After the Ball," "Love Me and the World Is Mine," and "In the Shade of the Old Apple Tree." Onthank says that his big hit was "Dear Old Girl," which he sang with Al G. Field Minstrels. . . . Norman J. Todd writes from Bridgeport, Conn., that he'd like to have someone send to this corner the roster of Diamond Bros.' Minstrels. . . . Col. Harry Thornhill advises from Boulder, Colo., that he is getting together a solo show with a new bill written by an Easterner. He plans to take on sponsor dates in small towns and work north toward Oregon where he has played during other winters.

HANLON—E. J., 63, projectionist at the Lyric Theater, Cincinnati, November 17 of a heart attack at his home in that city. He was a Cincinnati projectionist for 40 years and was a charter member of the Motion Picture Operators' Union, Local 327. Survived by his widow, two sons, a daughter and a sister. Services November 20 and burial in St. Joseph Cemetery, Cincinnati.

HOFFMAN—Renaud, former producer of silent films, November 19 in Hollywood. He produced Clara Bow's first pictures.

HUNKING—Harry Roland, 74, a director of the Saskatoon, Sask., Exhibition board and for the last 15 years chairman of the publicity committee, at Saskatoon November 2. He was also president of the Saskatoon Arena. Funeral services were held in Saskatoon and burial was at Kitchener, Ont. Survived by his widow.

KILCHEE—Arthur, 60, president of the Humboldt, Sask., Agricultural Society since its reorganization eight years ago, at Humboldt November 3. Surviving are his widow, one son and six daughters. Burial was at Humboldt.

KING—Snake, 77, veteran animal and reptile dealer and former circus owner whose real name was William Abraham King, November 12 in Brownsville, Tex.

LLOYD—Billy, 60, showman long connected with various showbiz fields, recently in Coventry, Wolverhampton, England. His mother, wife; daughter, Geraldine, and two sisters, Nelly and Violet, survive.

OLMSTEAD—J. J., 71, a director of the Saskatoon, Sask., Exhibition board, at Saskatoon November 7. Survived by his widow, four sisters and five brothers. Burial was in Saskatoon.

PARKER—John, 77, American-born editor of the British stage reference book, "Who's Who in the Theater," November 18 in London. At the

Births

BAUM—A daughter, Fern Ann, to Mr. and Mrs. Martin Baum November 10 in New York. Father is an agent in the Baum-Newborn agency.

BENNIS—A daughter, Lori Ann, to Mr. and Mrs. Jack Bennis, of Amusement Company of America, in Miami October 12.

BOUILLION—A daughter, Sharon Lillian, November 13 to Mr. and Mrs. William (Frenchy) Bouillion. Father operated a Girl Show on the American Beauty Shows the past season.

BRADLEY—A son to Mr. and Mrs. Fred Bradley in Houston recently. Father is a member of the KPRC-TV staff there.

BURDICK—A son to Mr. and Mrs. Clayton Burdick November 12 in Mount Sinai Hospital, Philadelphia. Mother is the daughter of Harry S. Syk, president of Station WPEN in that city.

COHEN—A daughter to Mr. and Mrs. David Cohen October 20 in University Hospital, Philadelphia. Father is co-owner of the Ciro's night club in that city.

EVANS—A daughter to Mr. and Mrs. Bill Evans in Houston recently. Father is with KPRC-TV in that city.

FROME—A son, Michael Jay, to Mr. and Mrs. Milton Frome November 17 in New York. Father is a straight man on the Milton Berle show; mother is dancer Barbara Wallace.

FALLON—A son to Mr. and Mrs. Frank Fallon October 26 in San Antonio. Father is a member of the announcing staff of KITE and KITE-FM in that city.

MIMMO—A son, Robert, to Mr. and Mrs. Harry Mimmo, October 18 in New York. Father is an Italian pantomime comedian. Mother is the former Theresa Grasso, Italian singer once with the Victoria Sisters.

MOLONY—A son to Mr. and Mrs. Tom Molony October 19 in Mount Sinai Hospital, Philadelphia. Father is trumpeter in the orchestra at the Celebrity Club, Philadelphia.

RAINS—A daughter, Judy Ann, recently to Mr. and Mrs. Mack Rains in Williamsburg, Ky. Father is a disk jockey at Station WCTT in that city.

RORK—A daughter, October 11 in Memphis to Mr. and Mrs. Raymond Rork. Father is a musician and recording artist and is also connected with Ernest Rork & Son, music publishers in that city.

SCHOCK—A daughter, Patricia Anne, to Mr. and Mrs. William Schock last week in San Antonio. Father is a technical director at KEYL-TV there.

SMITH—A son, Louis Jr., to Mr. and Mrs. Louis E. Smith in San Antonio recently. Father is a WOAI-TV time salesman.

TATHAM—A daughter, Linda Mae, November 13 in John Warner Hospital, Clinton, Ill., to Mr. and Mrs. Bill Tatham. Father is owner of Tatham Bros. Shows.

WEAVER—A son, C. H. Weaver III, to Mr. and Mrs. C. H. Weaver Jr., in San Antonio October 31. Father is manager of the Hi-Park Drive-In Theater.

WESTON—A son November 19 in Santa Monica, Calif., to Mr. and Mrs. Paul Weston. Mother is Jo Stafford, the singer, and the father is an orchestra leader.

turn of the century he was London correspondent for The New York Dramatic Mirror and later for The New York Dramatic News. He was the editor of The Green Room Book, had written many biographies to the British Dictionary of National Biography, had been actively connected with the Critics Circle where he served as honorary secretary and as president and had been the honorary editor of The Critics Circular for almost 30 years.

FRINGLE—Jolly Della, 82, former dramatic stock company operator, November 9 in a hospital in Boise, Idaho, where she had made her home for the past 30 years. She was born in Knoxville, Ia., and was one of the first to operate popular priced stock. She appeared in Mack Bennett pictures for two years and later offered stock in the Pinney Theater, Boise, for five years. Her only surviving relative is Mrs. Crawford Eagle, who with her husband has the Van Winkle Marionettes act.

ROTENBERG—Maurice, 55, owner of Maurice's Cafe, Philadelphia, suddenly November 16 at his home in that city. He was widely known for his classical record collection of more than 30,000 albums which he housed in his restaurant and where he featured programs of rare recordings. His widow, Gussie S., three daughters and a son survive. Burial in Montefiore Cemetery, Philadelphia, November 17.

SCHAUFERT—Chis N., head of the music script department at WLW, Cincinnati, November 17 at his home in that city. He was a violin-viola player with the Cincinnati Symphony Orchestra for 11 years before joining WLW 25 years ago. He directed numerous musicals for the Scottish Rite and Shrine and formerly conducted the Shrine band. Survived by a sister, Mrs. Viola Roher. Services November 21 and burial in Bridgetown (O.) Protestant Cemetery.

SCOTTO—Vincent, 76, one of France's best known popular songwriters, November 15 in Paris. A writer also of operettas, he was best known for his songs, including "J'ai Deux Amours" and "La Petite Tonkinoise."

TOWER—Frank S., director of Calaveras County Fair and Jumping Frog Jubilee in Angels Camp, Calif., and the man who paved the streets of that town with gold, November 13 in San Andreas of a cerebral hemorrhage. During a street improvement program he ordered gold bearing quartz mixed with the paving aggregates. He also added selected gold nuggets and even a small ingot of gold. Survived by his widow, Effie, and three daughters.

WILSON—Linzy, 70, veteran circus clown, in Chicago November 12. He had been ill a long time and had undergone several operations. He was with circuses for 30 years and clowning with Sells-Floto, Hagenbeck-Wallace, Cole Bros., Christy, Campbell, Main, Howe's Great London and other shows. He retired about 1930 and appeared only with indoor shows for the next 15 years. During the past several years he had been active in religious work. Survived by a sister in Newton Falls, O., and a stepdaughter in Cleveland. Burial in Cleveland.

Marriages

BELLSON-BAILEY—Louis Bellson, drummer in the Duke Ellington band, and Pearl Bailey, singer, November 19 in London.

HARRISON-HANCOCK—James Harrison, of the Royal American Shows, and Vera Hancock, October 28 in Hattiesburg, Miss.

HOWRITZ-CURTIS—Carl Howritz and Minnie Jo Curtis November 15. Bride is actress on WWJ-TV, Detroit.

IPAR-BRUCE—All Ipar, Turkish film producer, and Virginia Bruce, U. S. film actress, November 13 in Istanbul, Turkey.

MCCLAINE-HANNA—Leonard McClaine, night club and radio organist-entertainer known as Melody Mac, and Jo Hanna, professional model, in Philadelphia November 9.

MYERS-BETTES—Fred Myers, who trouped with the Gem City Shows this season, and Billie Bettes, Ozark, Ala., recently.

ROONEY-MAHNKEN—Mickey Rooney, film star, and Elaine Mahnken, model, recently in Las Vegas, Nev.

SPIEGEL-CORDUE—Morrey (Spike) Spiegel, concession manager at the Fox Theater, Indianapolis, and Lynn Cordue, dancer, November 19 in that city.

TURNER-WORCESTER—Jack Turner, legal adjuster of Capell Bros. Circus, and Dorothy Worcester, of the Wallace & Clark Circus, November 11 in Seguin, Tex.

WATTS-McLAUGHLIN—Danny Watts and Jean M. McLaughlin, concession agents on the W. G. Wade Shows the past season, recently in Chicago.

Divorces

BARNETT—Dorothy E. (Jojo) Barnett from Chester (Bobo) Barnett, clown, February 1, 19 has just been learned.

CARPENTER—Kitty Ruth Keith Carpenter, formerly with girl shows on the World of Pleasure and Royal Crown shows, from H. L. (Chick) Carpenter November 14 in Louisville.

OLEFSKY—Mrs. Myra Starkman Olefsky, singer known professionally as Myra Jeffries, from Paul Olefsky, former first cellist of the Philadelphia Orchestra, October 19 in Reno, Nev.

Plan Exhaustive '52 Census of Show Industry

Continued from page 2

ers; opera companies, concert organizations, symphony orks and other classical music organizations; dance orks and entertainers; amusement parks; circuses; traveling carnivals; agents, managers and producers.

Information on coin-operated machines establishments will include data on whether the establishments are operated by individual proprietor, two or more partners, co-operative associations or others. Information on receipts in 1953 will be expected to show total amounts spent by customers in machines in the following categories: Merchandise vending machines showing (a) candy, nuts and other food products except beverages and ice cream; (b) beverages and ice creams; (c) cigars, cigarettes and tobacco; (d) apparel; (e) other merchandise. Also, similar information will be sought on amusement machines, which include, phonograph machines and others amusement machines (pinball, gaming, etc.); service machines, which include clothes washing, ironing, drying, lockers; rentals and maintenance (amounts paid for machines rented to others, including repair and maintenance charges). The canvass will seek reports on the number of machines in each category which produced revenue during December, 1953. It also will seek information on merchandise on hand and personnel and pay roll (total pay roll including salaries, wages, etc., for 1953); pay roll classification of employees.

Census, drafting new forms for the 1953 survey, is preparing to consult with industry representatives. Preliminary forms have already been drafted, but evaluations and suggestions will be received from industry prior to setting up the forms in their final status.

Tentative plans, said Commerce, provide for some tailoring of reporting forms to individual industries. The Census Bureau has suggested that those who have recommendations submit them directly to the trade associations or directly to the Washington office of the bureau, if they are not affiliated with a trade association.

## VIDEO—FRIEND OR FOE?

### Hamid Discounts Threat of TV to Outdoor Show Biz; Says It Can Aid

NEW YORK, Nov. 22.—While acknowledging the threat of television to all other show business endeavors, George A. Hamid, head of the talent agency bearing his name, said that the medium could easily be turned into an ally instead of a foe.

"The thought that novelty and thrill attractions usually associated with outdoor show business would lose their effectiveness at fairs and other outdoor events as the result of video appearances is nonsense," Hamid said. "Actually, the usual outdoor-type attraction is able to present only 20 or 25 per cent of its routine in television performances because of studio limitations. Merchandising specialists know that if they have a good product it will bear sampling and actually benefit thru this selling process," he said.

Hamid said that a number of fair men had voiced concern over the appearances of acts of the outdoor thrill and novelty variety on television.

#### Live on Publicity

Discounting this, Hamid said that show business offerings lived on publicity, and that many fair operations could adopt their selling methods.

"For instance," he said, "we contract the most famous per-

### Cattle Entries Up 10 Per Cent At Int'l Expo

CHICAGO, Nov. 22.—The 53rd International Live Stock Exposition will open its seven-day run here in the International Amphitheatre November 29, with increased entries in 15 of the 28 breeds of farm animals that will be exhibited at the big expo, officials announced.

A 10 per cent increase is registered for the entire cattle show with Aberdeen-Angus cattle topping the list with 594 head. According to officials, Hereford entries, with 520 listed, will run a close second.

Sheepmen are contributing a much larger showing of 12 breeds with seven of the classes registering increases. Total swine numbers are slightly under the '51 tally but two of the eight breeds on exhibit register increases over last year's entry.

#### Breed Competition

Draft horse numbers are equal to last year. There are three breeds of the heavy animals that will again be in competition—Belgians, Clydesdales and Percherons—of which Belgian and Clydesdale owners are showing increased numbers.

Leading entertainment feature of the week will be the 13 performances of the International Horse Show. For the first time, a national cutting horse contest will be part of the program with riders to compete for substantial cash prizes.

Youth will dominate the first day's program, spotlighting the Junior Livestock Feeding Contest where girls and boys from many States will show their grand champions from other shows.

### Peppers United Winding Up Tour

BAYOU LA BATRE, Ala., Nov. 22.—Peppers United Shows is here this week in its next to the last stand of the season. Org. which has been playing South Alabama spots to good business this fall, will move into Mobile next week and then to winter quarters at Theodore, a suburb of Mobile. Walter Fox, veteran agent, will be in Chicago for the meetings.

formers we can possibly get for the Steel Pier at Atlantic City. We will hire a comedian or other performer who may be featured currently in the area in a full-length technicolor movie such as only Hollywood can make. Altho it may seem so, we are not inviting or bucking competition. The movie, radio and television appearances of these stars all help to build our box office. We pay them big money and they are worth it."

Hamid pointed out that even tho many of the acts booked by his office at fairs this year had appeared on television, the grand-

stand receipts at virtually all fairs, except where rain interfered, were at least on a par, and frequently well ahead of last year. "Those facts should speak for themselves," he said.

#### Distress Cry

"Actually, the same cry of distress was heard with the advent of radio. It was really loud when talking pictures came into their own. Doom for all of outdoor show business, and every other form of show business, was forecast then, but yet it didn't happen. The outdoor show business, and fair business in particu-

(Continued on page 68)

## Chi Confab Turnouts Expected to Top '51

### Demand for NAAPPB Trade Show Space, Reservations, Surpasses Year Ago

By CHARLIE BYRNES

CHICAGO, Nov. 22.—The annual outdoor show business conventions, which gets underway at the Hotel Sherman here Sunday (30), are expected to at least match—and in some respects—surpass the '51 confab. Reservations, not only for hotel space, but for exhibit booths and for social function tickets, have far surpassed those of any recent years.

Attendance at the business sessions of the International Association of Fairs and Expositions are expected to at least match last year's sizable turnouts. If anything, more representatives from county fairs are expected to be on hand for the week's activities.

Demand for space at the trade show of the National Association of Amusement Parks, Pools and Beaches, has surpassed any recent year. Paul Huedepohl, NAAPPB secretary, announced he has turned down as many as 17 requests for space in a single day and could have sold at least 50 more booths.

Carnival representation, both for business and social functions, is expected to easily equal last year. The American Carnival Association, which will hold its annual meeting during the week, expects to discuss a number of timely subjects, including problems facing railroad shows.

The Showmen's League of America, again has slated a heavy convention week program to be climaxed by the annual banquet and ball on Wednesday night (3). Sam J. Levy, chairman of the annual event, has announced that Doug Baldwin, secretary of

### Hold Last Rites For Robert Cole

FORT WORTH, Nov. 22.—Funeral services were held here Saturday (16) for Robert Cole, 58, veteran outdoor showman, who died Friday (15). Death came as a result of burns Cole suffered when a stove exploded on the Greater Dixieland Shows last June.

He is survived by his widow, a son, Robert, and a sister, Mrs. Virginia Donohue.

the Minnesota State Fair, St. Paul, will be toastmaster. Other items on the SLA agenda include memorial services on Sunday (3), the President's Party that evening and the annual meeting and installation of officers.

From the business standpoint, early indications were that there would be some spirited activity for a number of Midwest fair midway contracts. The air is already filled with a number of important changes that are pending and trade observers look for more switches to show up ere the convention is over.

Detailed convention week programs of the organizations participating in the week's activities appear elsewhere in the outdoor section.

## PUBLIC HEARING FIRST

### Mass. Names Board To Okay Rain-Making

BOSTON, Nov. 22.—Beach resorts, funspots, carnivals, circuses and all outdoor attractions playing Massachusetts next season are going to have a new problem to contend with—rain-makers!

However, the picture is not as black as it seems, because nobody is going to be allowed to make rain indiscriminately in the Bay State. So says the brand-new Weather Amendment Board.

Rain-makers have to apply to this board before they can make any attempt to bring rain. A public hearing—advertised at least two days in advance—will be held. After the hearing, at which those opposed to rain-making will be allowed to state their views, the board will decide whether to grant a certificate authorizing the rain-maker to go ahead with his plans. If a certificate is issued, the board will specify the conditions under which the attempt is to be made.

If a rain-maker is refused a certificate and he goes ahead and makes rain anyway, he's liable to a fine.

#### One Refusal

Only one hearing has been held

## '53 Outdoor Outlook Seen as Duplicate Of Business in '52

### High Employment Indicates Good Crowds; Tight Labor Supply Holds

• Continued from page 1

will continue to have a vexing problem—labor.

However, carnival and circus owners have now grown accustomed to the tight labor supply—and have learned to live with it. Many have introduced devices to cut down their personnel needs, and many of their staffers have been given additional chores. Over the long-term, this will make for tighter, more profitable operation.

Economists hold that there may be some slight decline in the cost of living by mid-season in '53. The beneficiaries in such an event would be the concessionaires, games operators as well as eat-and-drink suppliers, who this year generally reported lower per capita spending at outdoor events.

#### Biggest Blow

The biggest blow that hit outdoor show business this year was polio, especially in Texas and part of the Midwest and North Central States. A few fairs were canceled out because of the disease and three amusement parks, in areas where polio reached epidemic proportions, were jolted severely.

One of the bright spots of the year, however, was the disclosure that considerable advances had been made toward the development of a vaccine that ultimately may have some effect on the disease and blighting-to-devastating effects upon show business.

A look at postwar years, clearly indicates that the outdoor field has been stabilized in the last few seasons following the lush

three years ending in 1949. In the leveling out, owners-operators have reset their sights and turned to tightening up their operations while at the same time striving to hold more normal grosses.

Attendance at the annual conventions is usually a reasonably accurate reflection of the year's business. The attendance at the confabs next week should be about on a par with the last two or three years, according to officials of the International Association of Fairs and Expositions, the National Association of Amusement Parks, Pools and Beaches, and the Showmen's League of America.

## Nunis Again Sets Big Cars At Minnesota

READING, Pa., Nov. 22.—Sam Nunis, head of Sam Nunis Speedways, reported at his headquarters here this week that the majority of his 1952 dates, including Minnesota State Fair, St. Paul, had already been re-signed for 1953.

Nunis attributed the early bookings to the success of his 1952 season. Records were established at a number of events, he said, adding that successful engagements naturally stimulated the early signing of contracts.

Contract for the Minnesota event, one of the big dates on his route, calls for Nunis-promoted races on August 29, 30 and 31.

Nunis will attend the outdoor meetings in Chicago. He said that he expects to have only a few dates open after the conclusion of the business sessions there.

## Ramagosa Set To Show New Ride at Chicago

WILDWOOD, N. J., Nov. 22.—S. B. Ramagosa, operator of Casino Park Arcade and a host of other Boardwalk attractions, will introduce his new Toonerville Trolley ride at the outdoor meetings in Chicago. The unit will be manufactured by Carl & Ramagosa.

The new unit, tested here last season, was reported highly successful. Each car seats 10 children. The propelling mechanism and track are designed and built by the Pretzel Manufacturing Company, builders of the Pretzel and Circus Ride units. Track will be available either in 25-foot circles or in oblong designs ranging from 100 to 500 feet.

## North Battleford Re-Elects Craig

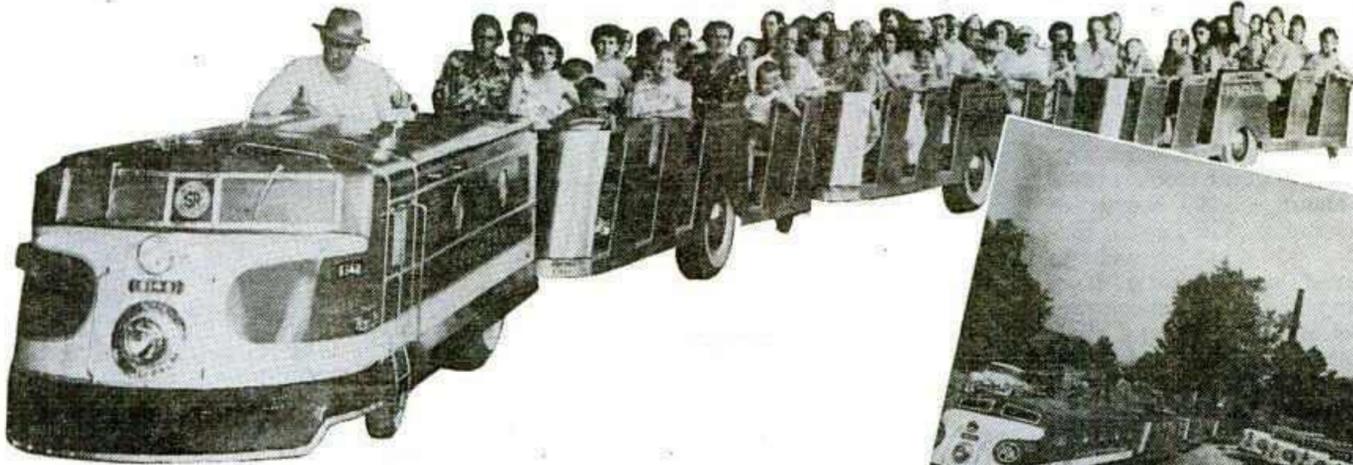
NORTH BATTLEFORD, Sask., Nov. 22.—A. Millar Craig was re-elected president of the North Battleford Agricultural Society at the fair's 27th annual meeting. Vice-presidents are Clyde Clark and Don Moore.

Paid admissions at the 1952 summer fair totaled 21,000, the highest in years, the president reported. He said facilities were being outgrown by steadily increasing attendance.

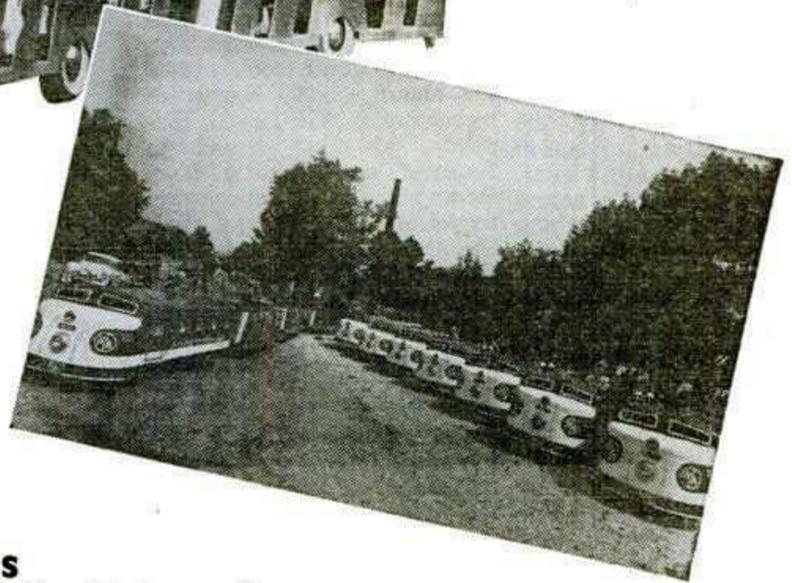
N. W. Symonds, secretary-manager, told directors the society had the largest bank balance it had had for years.

**ADDITIONAL NEWS AND ADVERTISING**  
on  
**COIN-OPERATED ARCADE EQUIPMENT**  
appears in the  
**COIN MACHINE SECTION**  
This Week, Beginning on Page 113

# National's **NEW!** trackless train



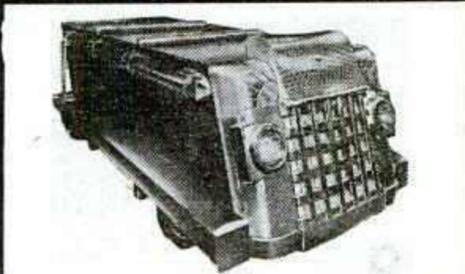
**8** trackless trains ready to go overland from Dayton to Toronto . . . a 2-day trip creating interest and enthusiasm all along the way.



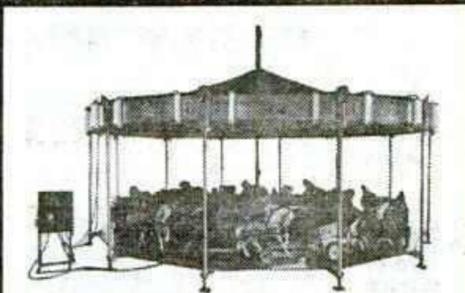
**National's NEW trackless train runs anywhere without rails. Ideally suited for Fair and Exhibition Grounds, Zoos, Gardens, Large Parks and other Outdoor Locations.**

**Built for Capacity—Economy—Easy Handling.**

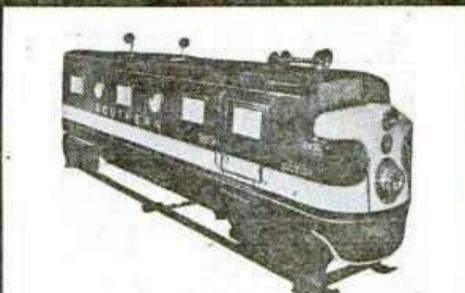
**Anyone who can drive an Automobile can operate the Trackless Train.**



**Streamline Your Coaster with these Super-Safety Coaster Cars**



**National's 10-Car Deluxe BUGGY RIDE**



**1953 MODEL CENTURY FLYER**

Tested and Operated at Cincinnati Zoo since 1951.

8 Units in operation at Canadian National Exhibition in 1952.

2 Units in operation at Florida's "AFRICAN USA" in 1952 and an additional unit on order for 1953.

### SHOWMEN

Look into the Money-Making possibilities of booking one or more of these units at Fairs and other big Outdoor Events.

**SEE US IN CHICAGO  
N.A.A.P.P.B. Convention  
Nov. 30—Dec. 3**

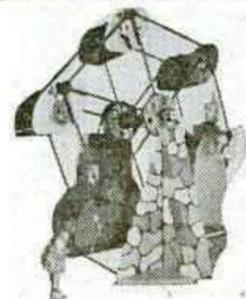
### National's 1953 Model *Century Flyer*

is the result of 30 years' experience building and operating Miniature Trains, incorporating a powerful Ford Industrial Engine and all features that guarantee

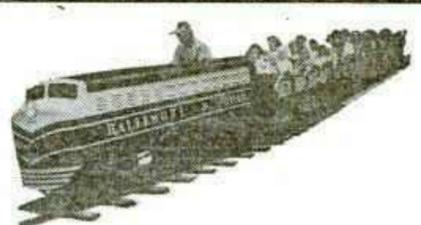
- Unsurpassed Safety
- Rugged Construction
- Low Maintenance Cost
- Simple Operation
- Mass Appeal
- Capacity Loads
- MAXIMUM EARNING POWER



**The COMET, Jr.**  
A Kiddie Coaster sturdy enough to ride Adults in perfect safety.



**The Kiddie's Delight — National KIDDIE FERRIS WHEEL**



**A retired engineer pilots National's CENTURY FLYER around District Park**

Write for literature describing all National Money-Making Rides

# NATIONAL AMUSEMENT DEVICES COMPANY

Box 488, V A F, DAYTON 7, OHIO

# Giveaways, Gimmicks!

## Free Literature, Souvenirs Up Effectiveness of Commercial Exhibits at Dallas Exposition

**A**LONG with increasing emphasis on imaginative showmanship and gimmicks, free literature and samples still make up an intrinsic part of over-all merchandising efforts by commercial exhibitors at a major fair, a spot survey at the State Fair of Texas in Dallas indicated this year.

Exhibitors apparently feel that a more lasting impression is obtained if the fair visitor, viewed as a potential or actual customer, is given something to carry away with him.

This has been a basic public relations policy of Southwestern Bell Telephone Company, which annually has one of the most ambitious, expensive, best organized and most interesting exhibits at the Dallas fair. This year, about 35,000 pocket telephone number books were given away.

### Visitors Clocked

The telephone company is one of the few exhibitors at the Dallas exposition that makes an actual mechanical count of people visiting its exhibit. A total of 506,471 was clocked this year.

On the basis of literature reported given away by Dallas exhibitors, it would appear that enough sales pieces ordinarily distributed at point-of-sale or by direct mail can be given away to pay for the cost of exhibit space in terms of postage saved, at least where the direct mail comparison is used.

For example, a plow company reported giving away 20,000 matchbooks and 200,000 booklets. An automobile company gave away 150,000 pieces of literature and an equal number of souvenir key chains. Another auto firm distributed an estimated 300,-

000 pamphlets, plus 10,000 souvenir tokens on one day alone. Literature was given away by other exhibitors, large and small, in figures usually ranging well up into five figures. The Swedish consulate gave away about 5,000 leaflets, but what was more important, took orders for about \$11,000 worth of merchandise. The British consulate, plugging travel in England and imports from Britain, kept an exact count of travel folders, maps and other literature passed out. The total was 24,320.

### Samples, Souvenirs

Samples and souvenirs given away included 15,000 balloons by one firm, matchbooks by several exhibitors, 15,000 cotton bolls by a seed company (many to northern visitors who'd never seen cotton in the boll), 80,000 shopping bags offered by a lumber company, 2,500 one-pound sacks of plant food by a fertilizer concern, and 150,000 lemon drop cookies by a flour company.

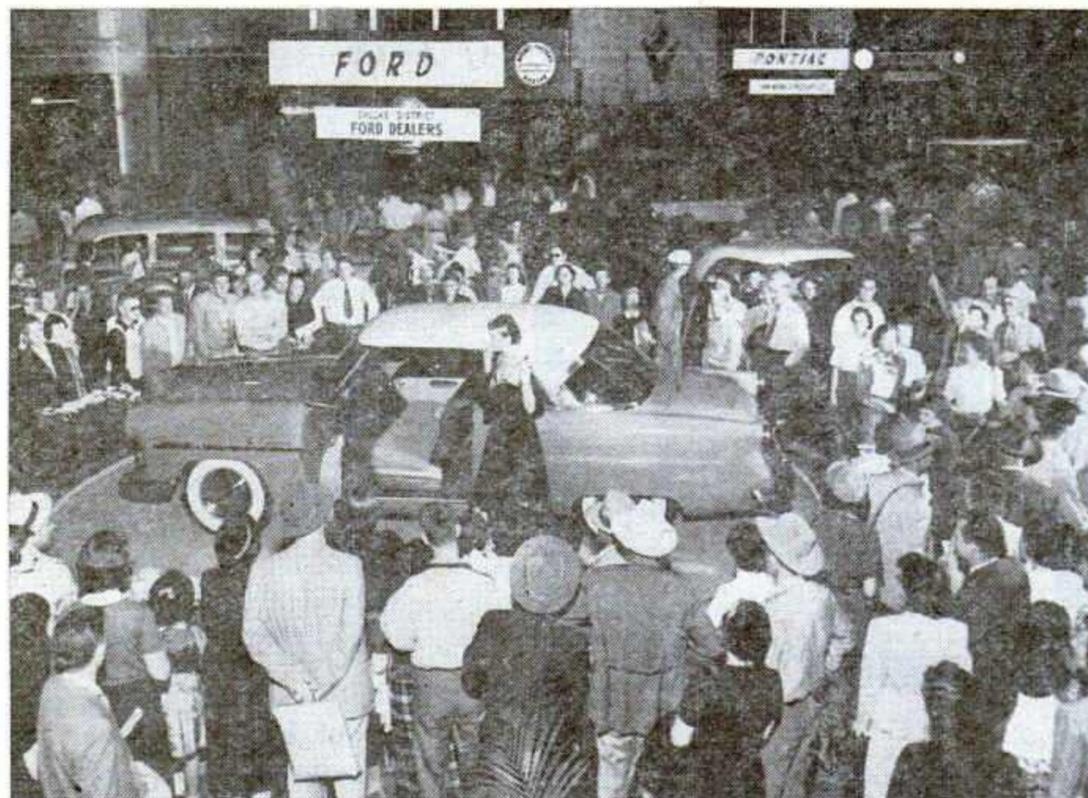
A couple of unusual sampling techniques that illustrate the face-to-face advantage of exhibit advertising over any other ad medium were those employed by a perfume company and a mechanical massage firm. An estimated 100,000 fairgoers were squirted with cologne, requiring more than 100 large bottles. The massage firm dispensed about 50,000 sample massages. Clever adaptation of exhibit to fair conditions and needs of fairgoers were mechanical massage pillows, which massaged the tired feet of an estimated 10,000 persons.

Contests and giveaway gimmicks were utilized with ex-

*(Continued on page 65)*



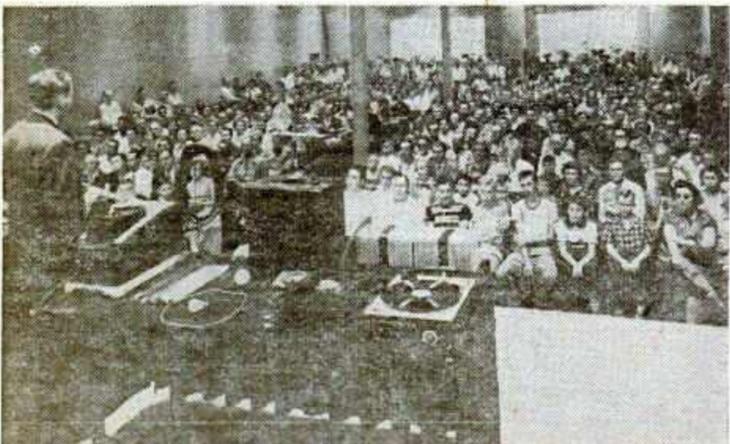
Detailed model of battleship in State Fair of Texas Science-Engineering Show proved fascinating, to the kids especially.



Style shows with good-looking models added to appeal of exhibits in automobile show this year. Dealers registered thousands of interviews with interested people; racked up quite a few actual sales.



Eugene Holman, right, president of Standard Oil Company of New Jersey, inspects the exhibit of a Jersey Standard subsidiary. Humble Oil & Refining Company had a miniature gas pump at which fairgoers could fill their cigarette lighters. Exhibit also featured comfortable lounge chairs where visitors could sit and watch color movies of last year's Southwest Conference football games.



General Electric "House of Magic" free show played to more than 25,000 in this small auditorium in the Electric Building. Several shows were presented daily. Electric Show at Dallas fair has assumed major importance.

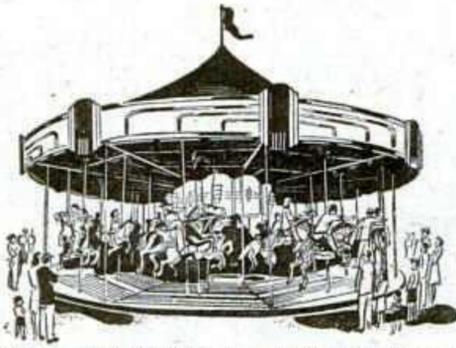


Aluminum Company of America featured working-model comparison of old-time farm with modern farm layout. Model was fully animated; wells pumped water, people and animals moved around.

# For Amusement Rides that CLICK ... it's ALLAN HERSCHELL

MAJOR RIDES...  
KIDDIE RIDES

MERRY-GO-ROUNDS



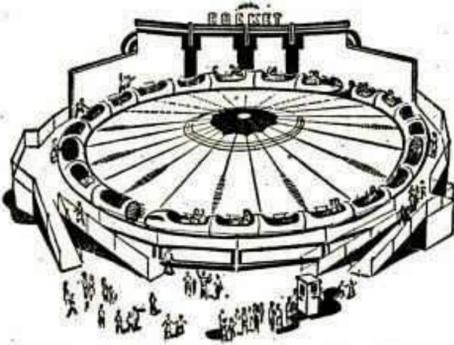
WHIZ BANG



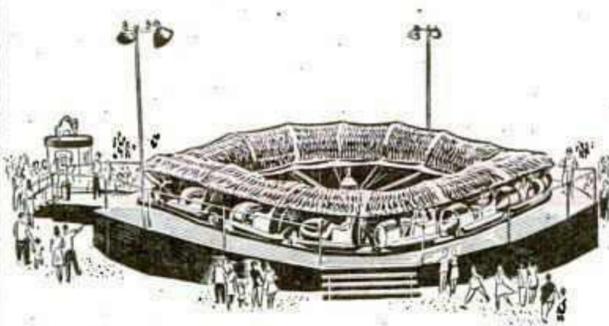
KIDDIE TANK RIDE



MOON ROCKET



CATERPILLAR



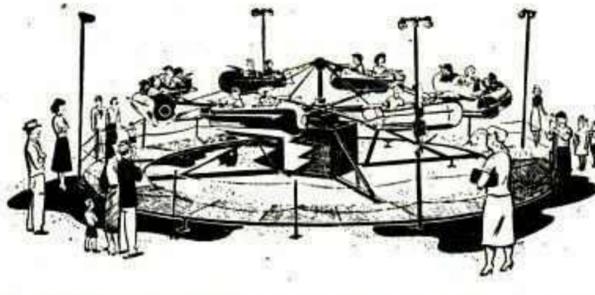
KIDDIE JEEP RIDE



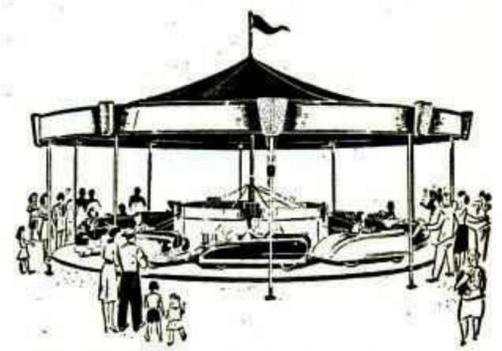
KIDDIE MERRY-GO-ROUND



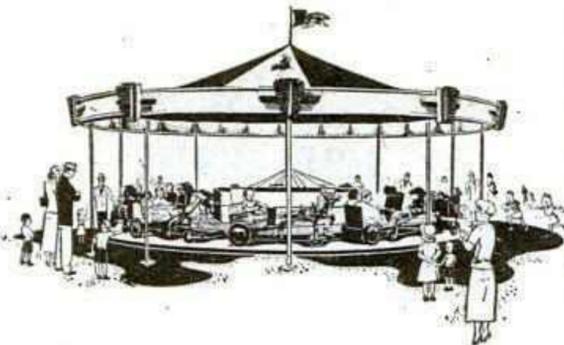
SKY FIGHTER



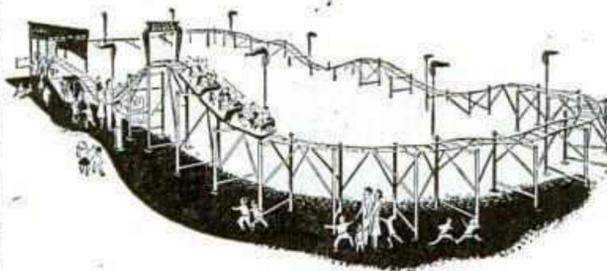
KIDDIE AUTO RIDE



KIDDIE BUGGY RIDE



LITTLE DIPPER



KIDDIE BOAT RIDE



Visit our Booth at the Convention  
Write for free illustrated literature

The World's Greatest Amusement Rides Bear the Name...

ALLAN HERSCHELL COMPANY, Inc. • NORTH TONAWANDA, N. Y.

ALLAN  
HERSCHELL

# • DOWNEY • "Teleskopic" LIGHT TOWERS

"LIGHTING THE MIDWAYS FROM COAST TO COAST"

## THE "ONE" PROVEN AND PRACTICAL LIGHT TOWER

**SHOWMEN:** Light Up, Flash and Beautify your Midways. The Downey "Teleskopic" Light Towers are endorsed by the LEADING State, County and District Fairs as the most practical. Make a Hit at your dates by lighting the Amusement Areas with the Finest Light Towers on the market. Absolutely foul-proof, attractive in the Air, throwing plenty of light from any height, easy to put up and take down (2 men can easily erect them completely in 30 minutes), light in weight (less than 600 pounds), parts interchangeable, no loose nuts, bolts or screws. Durable and will last a Lifetime.

**MANY HUNDREDS NOW IN USE ON THE LEADING CARNIVAL MIDWAYS**—From the Largest Railroad Shows to the Smallest Outfits.

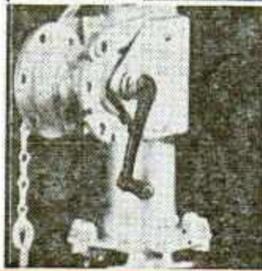
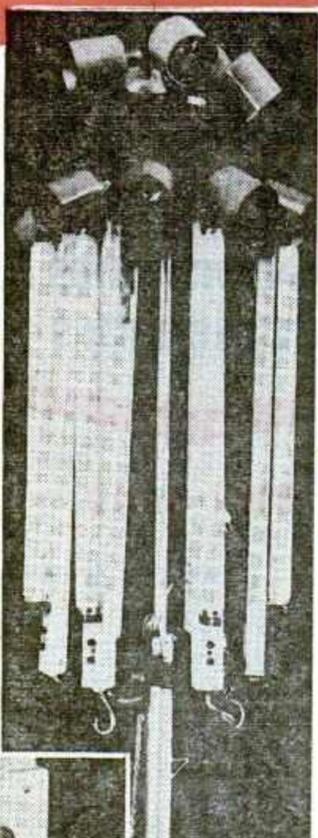
**EVERY USER IS THOROUGHLY SATISFIED**—Not one Single Complaint in the seven years we have been manufacturing these Light Towers.

**IN USE WITH PERFECT SATISFACTION** at Amusement Parks, Fair Grounds, Kiddie Lands, Drive-Ins, Expositions, Amusement Centers, Stadiums, Parking Lots, etc.

**SEND FOR BROCHURE**, giving full description, details, prices and terms.

See Our Miniature Models and Exhibit on the Mezzanine Floor of  
**HOTEL SHERMAN**  
CHICAGO  
During the Convention

(A) Photo of mockup showing general construction features of light cluster section. Tower mounts twelve 15 in. No. 3000-A Steber Aluminum Reflectors burning 500 watt bulbs. Six 8 foot fluorescent strips burn two 40 watt bulbs on each strip (white light, colored light or color combinations optional with user.)



(B) Showing Downey winch for raising and lowering top pole to required elevation. Each turn of winch lowers or elevates pole by one foot to any height between 21 ft. and 41 ft. Perfect cable mechanism employed in raising and lowering towers protect against fouling.

## DOWNEY SUPPLY COMPANY

392 ARCADE BLDG.

Phone: CHestnut 0444

ST. LOUIS 1, MO.

## SLA to Host 200 Children At Yule Party

### Floorshow, Toys, Refreshments to Highlight Event

CHICAGO, Nov. 22.—Over 200 youngsters from Chicago area orphanages will be hosted by the Showmen's League of America at the organization's seventh annual Christmas party to be held in the Hotel Sherman, Sunday, December 21, Al Sweeney, chairman of the event, announced.

Sweeney will be assisted by a committee that includes Solly Wasserman, Max Brantman, Manuel Blasco, Tom Sharkey, Jack Benjamin, Jimmy Stanton, Chick Bohdan, Ozy Breger, Oliver Barnes, Dave Malcolm, Walter Arenz, Petey Pivor, Jack Hawthorne, George Brooks, Mel Harris, Bob Kelly, Ralph Glick, Isaac and Irving Malitz, and Charles Zemater Sr.

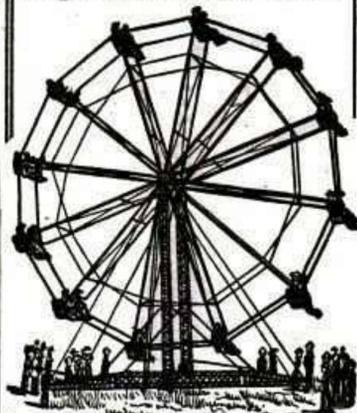
Art Peets will again portray the role of Santa Claus with Mrs. Peets as Mrs. Santa Claus. Mr. and Mrs. Louis Berger will be in charge of the checkroom for the kiddies' wraps.

Toys and cash donations for the party are being made by members of the organization.

The children will be picked up in chartered busses on the day of the event and following an afternoon's entertainment that will include a floorshow, with acts provided by local agents, refreshments will be served and toys passed out.

The room will be decorated by the SLA house committee with the Ladies' Auxiliary and Caravans, Inc, helping in the arrangements.

## Big Eli Wheels for 1953!



All size **BIG ELI** Wheels will be available for 1953 delivery. High quality workmanship and the best of material goes into **BIG ELI** Wheels. One of the following sizes is sure to fit your needs:

**No. 6 BABY ELI** Wheel. 17 ft. 7 in. high, tops as a Kiddie Ride. It will seat 12 to 18 kiddies per trip.

**No. 5 BIG ELI** Wheel. This 40-foot adult-size **BIG ELI** is a leader in portable rides. This wheel has been a consistent money-getter for years.

**No. 12 BIG ELI** Wheel. A versatile riding device. 45 feet high, small enough to be used portably and yet high enough to be an outstanding Park Attraction.

**No. 16 BIG ELI** Wheel. The king of them all. 55 feet high; is an outstanding Park Attraction.

Stop at Booth No. 89, NAAPP & B Exhibit, Hotel Sherman, Chicago, November 30 through December 3. **BIG ELI** Representatives will be glad to help you plan a **BIG ELI** Future.

**ELI BRIDGE COMPANY**  
Builders of Dependable Products  
800 Case Ave. Jacksonville, Illinois

**TESTED RIDE BUILDING PLANS**  
CONCESSIONS  
ILLUSIONS  
FREE CIRCULAR  
BRILL  
BOX 875-C  
PEORIA, ILL.

# HOWDY, FOLKS, WELCOME

TO THE HOME OF  
**REAL TEXAS HOSPITALITY**  
*Where the Fish Bite Every Day*

# ARANSAS PASS, TEXAS

MODERN MOTELS  
AND COTTAGES

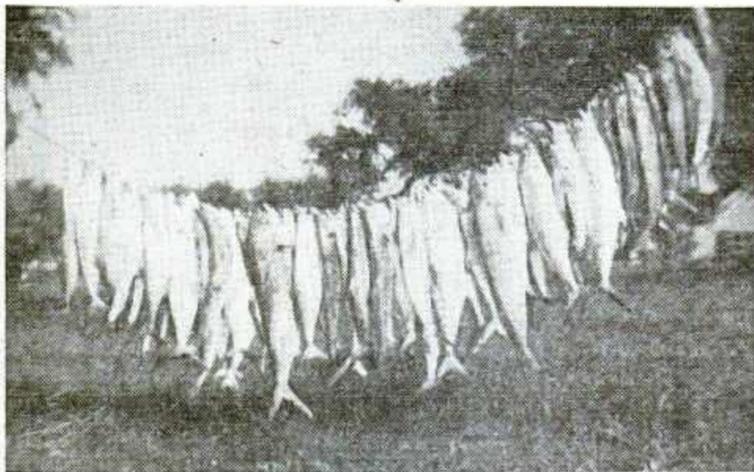
THE WINTER HOME  
OF MANY OUTDOOR  
SHOWS

MODERN  
TRAILER PARKS AND  
PLAYGROUNDS

RELAX AND PLAY  
DOWN  
ARANSAS PASS WAY

BOATS AND GUIDES  
AVAILABLE FOR  
FISHING AND DUCK  
HUNTING PARTIES.

60 DAY DUCK SEASON  
STARTING OCT. 31



SPORTSMEN'S  
MECCA OF THE  
WARM GULF  
COAST.  
MILD WINTER  
CLIMATE

THESE FRIENDLY BUSINESS PEOPLE WELCOME YOU TO YOUR WINTER HOME

ARANSAS BAKERY & CAFE  
BEXLEY'S I. G. A. STORE  
KUTE KURL BEAUTY SHOP  
RILEY'S FLOWER SHOP  
CENTRAL PHARMACY  
HOVEY'S TACKLE SHOP

ARANSAS PASS HOSPITAL  
LITTLE BOB'S DRIVE-IN CAFE  
HANDER'S HUMBLE SERVICE  
STATION  
PLEMONS PICK & PAY  
GROCERY & MARKET

FIRST STATE BANK  
WOOD LUMBER CO.  
CITY GROCERY & MARKET  
KAUFMAN DEPT. STORE  
UNA KENNEDY REAL ESTATE  
& INSURANCE

ARANSAS LUMBER CO.  
GARNER'S MAGNOLA  
SERVICE STATION  
GULF COAST TRADING CO.  
SNUG HARBOR TRAILER  
PARK

WHERE THE  
FISH BITE  
EVERY DAY

FOR RESERVATIONS AND INFORMATION—WRITE, WIRE, CALL  
**CHAMBER OF COMMERCE**  
ARANSAS PASS, TEXAS

WHERE THE  
FISH BITE  
EVERY DAY

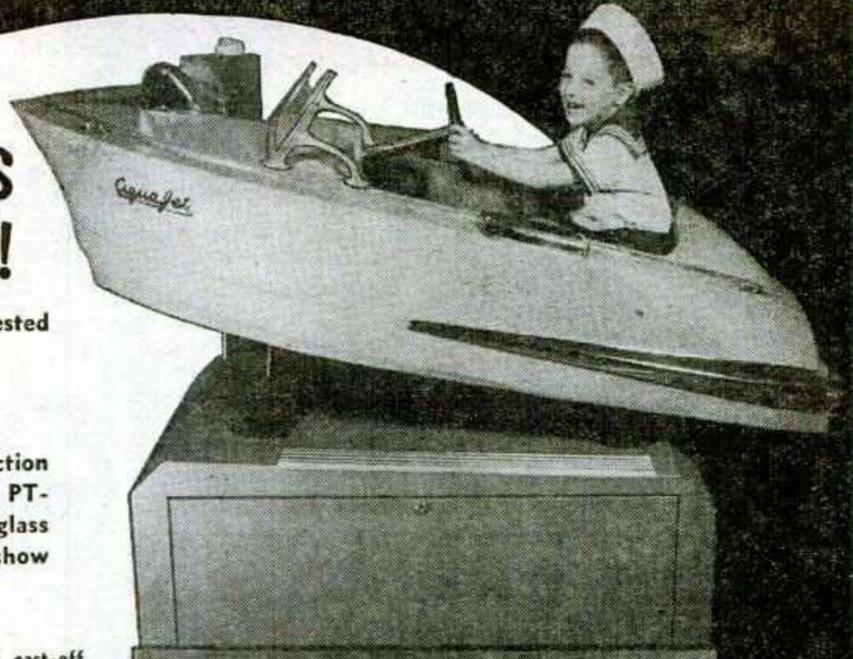
*they're Money-making Twins—*

# AQUA JET

**DON'T MISS THE BOAT!**

Get aboard the most profitable tried, tested and proven kiddie ride made!

The new **AQUA JET** Has a magical attraction for the younger set! Sensational reproduction of a PT-Boat—precision moulded of 1-piece seamless fiberglass that insures a lifetime economy! Advance orders show another winner for Conat!



AQUA JET'S first cost is its last! A superb value—the kind of kiddie ride that has your profits in mind!

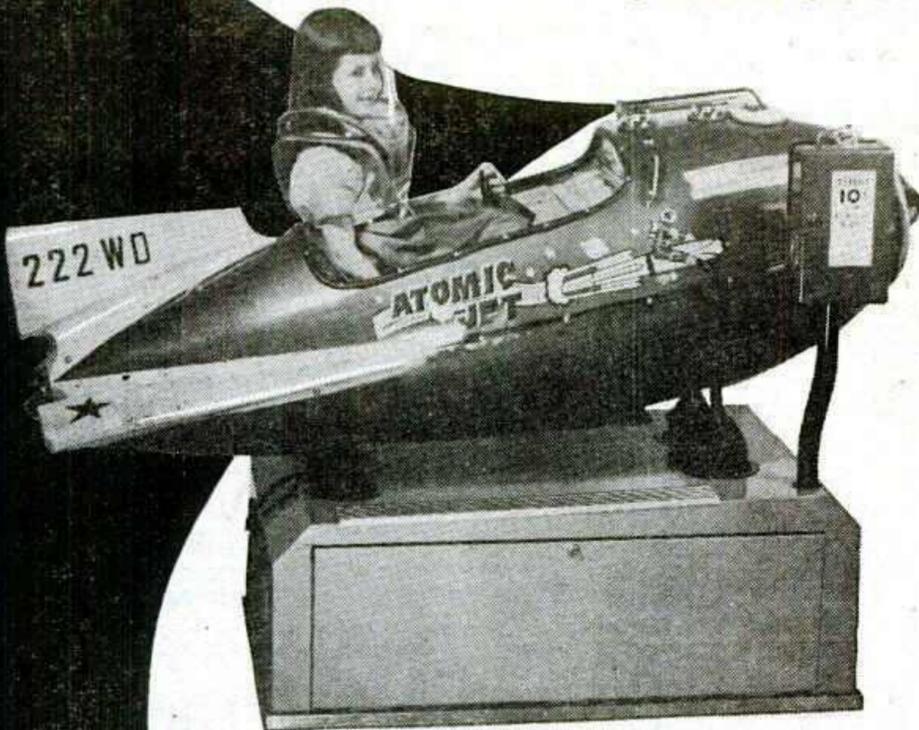
AQUA JET IS THE PRIDE OF OUR FLEET!

- Realistic swift boat-ride sensation
- Designed for absolute safety and comfort
- Exciting **STREAM-STYLED** hull is of glistening multi-colored plastic with mar-proof finish and has continuous flare lines for real rakish look
- Roomy midship cockpit has upholstered vinyl plastic seat with foam rubber cushion and is large enough to seat an adult

- Polished speed-steerer has cast-off and fog-horn button which child operates
- 1/4" Plexi windshield supported by polished chrome brackets that function as boarding handles
- Boarding step plates on deck
- Jet lights in stern—harbor and running lights adorn deck
- Low slung so child can get in and out unaided
- Metal base cabinet—with colorfully screened ocean scenes
- Handsome realistic electronic marine instrument panel with dials and gauges that actually work
- Motor and gear box **UNCONDITIONALLY GUARANTEED FOR A FULL YEAR**—electrical parts for 90 days
- National coin rejector

Length 69"—Width 29"—300 lbs. (Appx.) Standard 110 V AC Current

The new AQUA JET PT BOAT is built to the well-known Conat-Nasco standards of sound engineering that assure superb service-free performance under all location conditions! The entire electrical mechanism is on Jones Plugs.



Base 24"x48"—Overall length 72"—Height 45". 350 lbs. (Appx.) Standard 110 V. AC Current.

One look at **ATOMIC JET** and you know why it's a real practical money maker, that's a proven traffic stopper on any location!

- Motor and gear box **UNCONDITIONALLY GUARANTEED FOR A FULL YEAR**—electrical parts for 90 days
- Entire mechanism is on Jones Plugs and thumb screws
- National Coin Rejector

**FLY HIGH**

into the big money with

**ATOMIC JET**

Drawing more play—earning more money than any ride ever developed—an operator's dream!

**ATOMIC JET** produces more profits because it has the greatest collection of special features ever assembled in a single ride!

- Full flight sensation created by jet-powered air blast
- Lights in tail and nose, crystal lights in dash, flicker and flash
- Atomic ray guns flash red rays
- Twin "enemy" planes revealed in Rada-scope scanner on dash
- Appropriate sound effects—rat-tat-tat of guns and air whistle
- Custom built cockpit is scuff and abrasion proof
- All mechanical parts accessible through two doors and hatchway in base
- All doors hinged and open with keys
- Hull has a genuine Hammer-tone Finish that won't mar, scratch or dent

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Manny Amusement Co.  
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State Music Distributors, Inc.  
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See **AQUA JET** and **ATOMIC JET** in Booth 18 at the **NAAPPB Show!**

# Marine Museum Hits Road

**Sea Shell Collector Tours Midway With Ship Mounted Trailer-Fashion on Wheels and Hauled by Jeep; Boat, Exhibits Score Big at Early Stands.**

AL RANDALL has parlayed a hobby into what this year turned into one of the most outstanding attractions ever to hit a midway—the S. S. Spellbound, a realistic ship, mounted on wheels, that housed his collection of sea shells and other marine items. Something like 10 years ago, Randall recounts, he acquired a small collection of sea shells. One thing invariably leads to another, and so it was with him. Soon he found he was an ardent concologist (shell collector). As the years went by he put more and more money into

the purchase of shells until his garage and the basement and sun parlor of his home were crammed with them.

**Opens Museum**

When the collection assumed such proportions, Randall opened a museum at Provincetown, Mass., at Cape Cod's tip. He ran the museum for several years, meanwhile mulling an idea of putting a sea shell collection on the road.

In December of '51, he put his thinking into action. He contracted for the construction of a 14-wheel chassis to haul the exhibit and at the

same time closed with a New England shipyard for the construction of a boat 45 feet long with a flat bottom and otherwise rakish lines.

By fair time both were completed. The exterior of the boat glistened under five coats of white paint. The interior was of mahogany, and it was finished in the best marine tradition, with emphasis on the use of highly polished brass, well-varnished

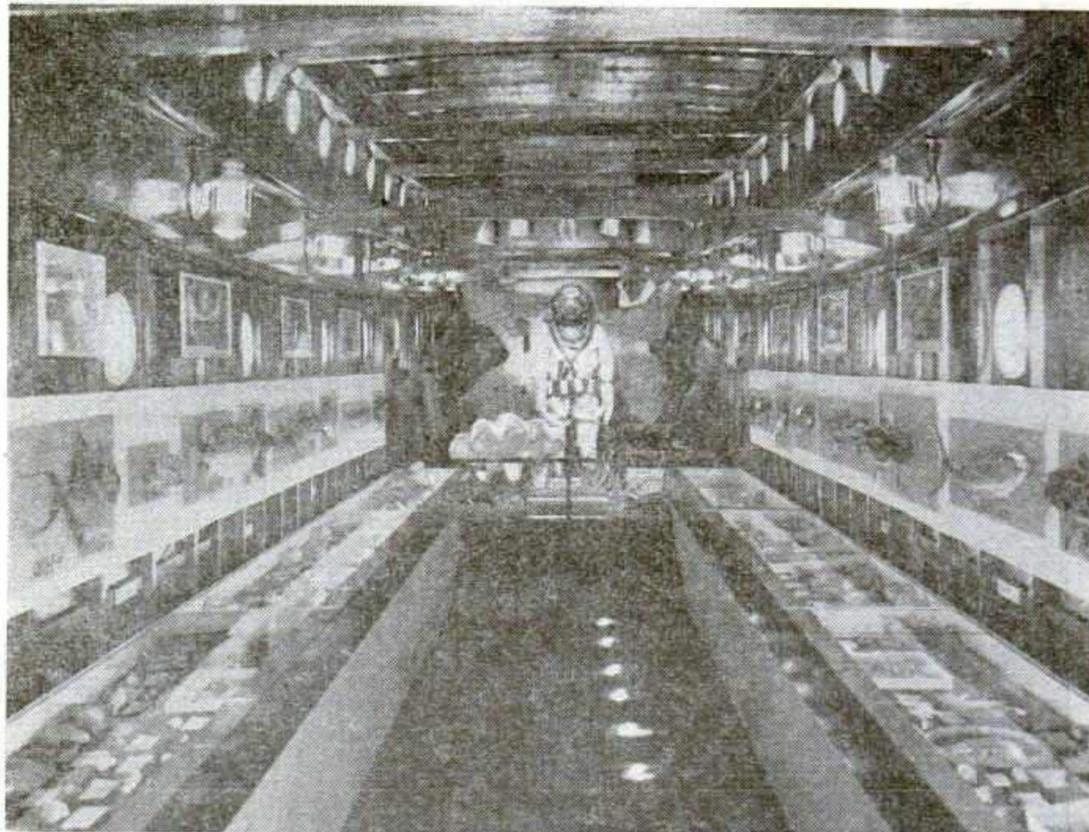
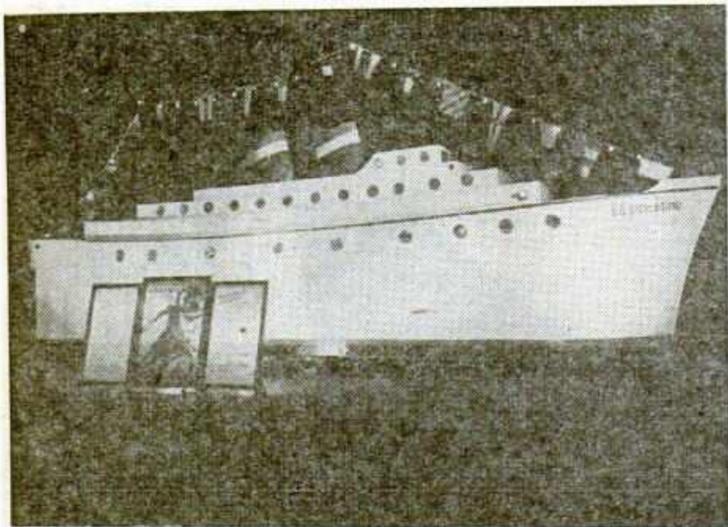
trim and bright lighting.

To make the exhibit comfortable, 30-inch exhaust fans were installed, and that eased the summer heat problem even when as many as 70 or 80 persons boarded the ship. To add to the appeal, the exhibit's—or show's—staffers were attired in snappy nautical uniforms.

Hauled by a dual wheel, special suspension Jeep, the S. S. Spellbound in its first

season clicked solidly at three Eastern fairs, including the Eastern States Exposition, where it will probably return in '53.

During the winter, Randall plans to play sports shows and the like and to spend part of the cold months in Florida. During the outdoor season in '53, he expects to play a considerable number of fairs—those, he explains, that have independent midways.



**BUENY**  
AIRCRAFT CO.  
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ROCK-O-PLANE  
ROLL-O-PLANE  
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SPECIAL PRINTED ROLL TICKETS. 10,000... \$ 9.95  
OR FOLDED MACHINE TICKETS... 100,000... 32.00  
Subject to Change Without Notice

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SHAMOKIN, PA.

**3000 BINGO**  
No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers. Tally Card, 33 cards, \$3.50; 50 Cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, #3, same weight as #1, in Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2, 10¢ ea

**3000 KENO**  
Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers... \$3.50

**LIGHT WEIGHT BINGO CARDS**  
White, Green, Yellow Cards, postal card thickness. Can be retained or discarded 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling Marker extra, 75¢.

Set Numbered Pine Pong Balls \$12.00  
Replacements, Numbered Balls, ea 30  
3,000 Jack Pot Slips (strips of 7 numbers), Per 100 1.25  
Middleweight Cards, 5 1/2 x 7 1/2; White Green, Red, Salmon, Yellow Per 100 2.00  
3,000 Small, Thin "Browlie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5, M 1.50  
Plastic Markers, Red or Green, round or square, 3/4" diameter, M 2.50  
Scalloped Edge, Green only, M 2.00  
Smaller Size, 5/8" diam., Red or Green Plastics, M 1.50  
Adv. Display Posters, size 24x36, Ea 15  
Cardboard Strip Markers, 10" M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for 15.00  
Thin, Transparent Plastic Markers Brown, 3/4-inch, Per M 1.00  
Featherweight Thin Bingo Sheets, Size 5 1/2 x 8, very large numerals 5 colors, loose, not tabbed, M 1.75  
Round white N.J. Cardboard Markers, 2 sizes; 1/2 inch diam. 1800 to lb.; larger size, 3/4 diam. 1000 to lb. Either size, lb. 85  
Capitol Bingo Blower, electric operated, complete with 75 numbered Ping Pong Balls, weight 100g  
Send for illustrated circular for 160.00  
All above prices are transportation extra Catalog and sample cards free. No personal checks accepted. Immediate delivery

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GIVE ALL YOUR EQUIPMENT  
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PAINTS • ENAMELS • VARNISHES  
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**Baseball Batting Range**  
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7x100 Feet	\$49.00
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SAY YOU SAW IT IN THE BILLBOARD!



Scoring Sensational  
Results at Batting Ranges  
all over the country . . .

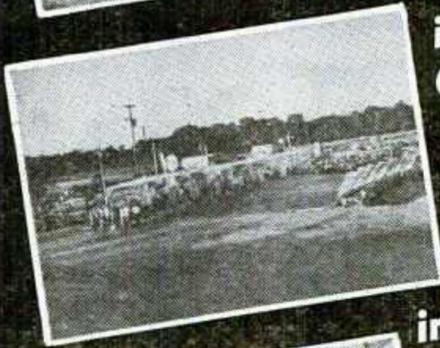
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The **ONLY TRIED, TESTED and PROVEN**  
**PITCHING MACHINE**  
on the **MARKET!**

**PITCHING  
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PACKS THEM IN\*



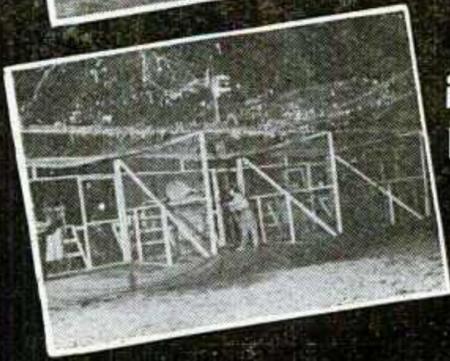
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in  
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**NEW YORK!**

Only such **TRIED and TESTED** features produce  
**PROVEN** big money returns:

- Life-Like Pitches — accurate over the plate
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- One Attendant can operate a whole battery—just load each hopper up to 500 BALLS
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- Solid Construction — no vibration, NO BOLTING DOWN, no special installation needed
- Slug Rejecting Mechanism with built-in coin counter—visible only to owner-operator, under separate lock

\*SPECIFICATIONS: Ht. 61"—Width 39"  
—Length 63"—Wt. 650 lbs.

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**SET UP A PITCHING ACE BATTING RANGE OF YOUR OWN!**

There is real money and enormous profits in batting ranges. Interest in this new national sport is sweeping the country! National magazines feature articles on it from coast to coast!

New York Telecoin Corporation will back you up with the full benefit of its experience in setting up batting ranges. We will help you with plans, layouts, materials lists, estimates, and expert advice on all phases of batting range operation — to keep your construction and operating costs down to a rock bottom minimum!

You can set up a PITCHING ACE BATTING RANGE on your own location — or on any of the following desirable types of locations:

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**DON'T DELAY! START MAKING REAL MONEY NOW!**  
**WRITE TODAY FOR FULL DETAILS!**

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**BECAUSE . . .!**

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Gentlemen: Please rush me full particulars  
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# Gastonia Grows

**Spindle-Center Agricultural Fair  
Launches Ambitious Plant Up-Dating  
On Strength of Successful Maiden Run**

**A**LTHO the Spindle-Center Agricultural Fair at Gastonia, N. C., is a newcomer to the ranks, attendance at its maiden run this year indicated a definite need for expanded facilities. And to meet this problem, an ambitious building program is being launched that should place it among the top fairs in the State.

The fair board, which was activated in April 1952, plans to concentrate on five major projects. These include a large exhibit hall, two livestock barns, a new stable for race horses and a portable dance floor that will also serve as a platform for bands and acts.

#### Important Addition

The exhibit hall will be the most important addition. To be built of steel and concrete, the 240 by 260-foot structure will include a stage, facilities for ice and roller skating as well as indoor horse and cattle shows. A cafeteria will be established adjacent to the big building.

The livestock buildings will be 40 by 300 feet and are to be used for cattle, sheep, swine, rabbits, horses and poultry. The stable will be 40 by 200 feet in size.

These additions to existing facilities promise to make the fairgrounds one of the most

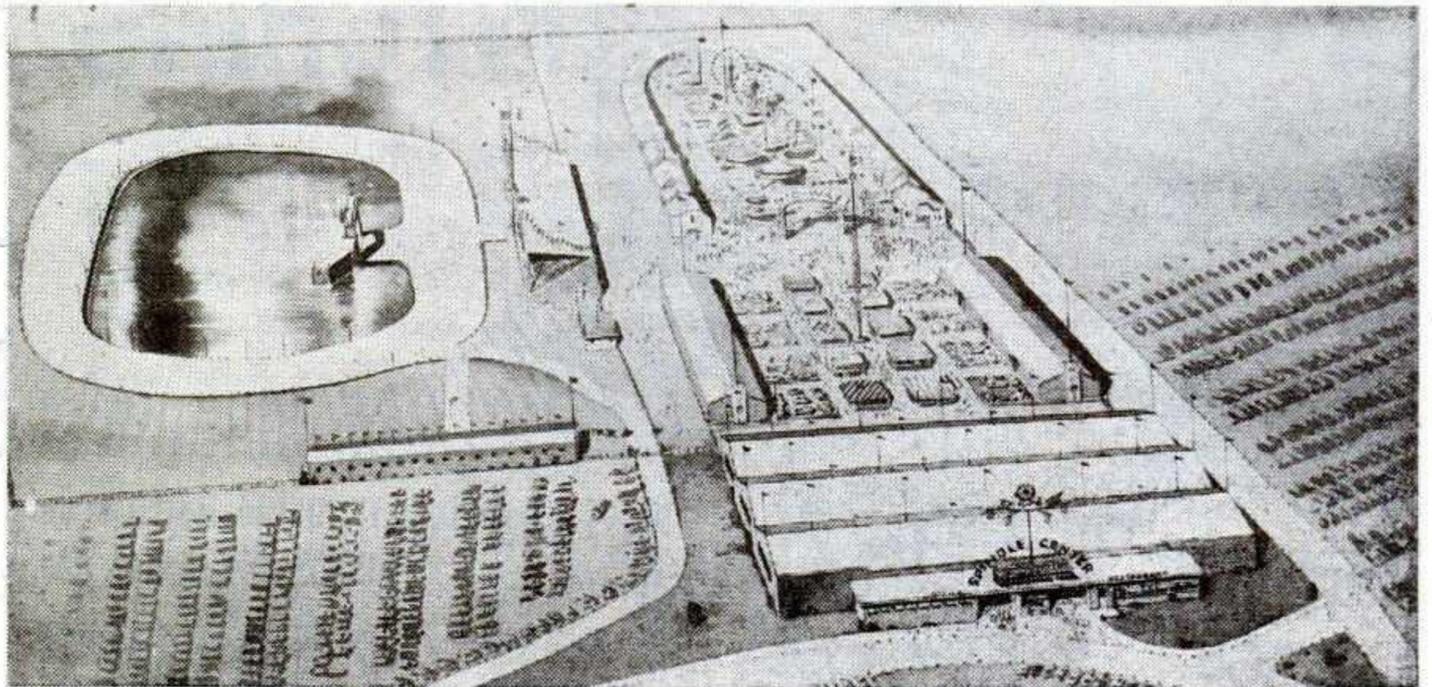
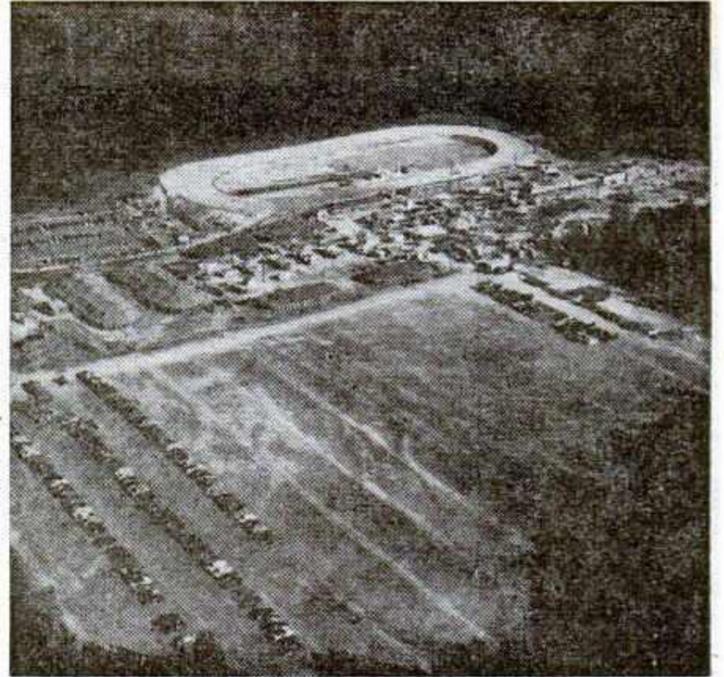
modern in North Carolina. The present plant has a lighted quarter-mile race track, grandstand, stage, modern rest rooms and facilities to accommodate 30 house trailers.

A unique feature of the present layout is that patrons must pass thru the exhibits both on entering and leaving the grounds. This proved popular with commercial exhibitors this year and, as a result, many have already

renewed their contract for '53.

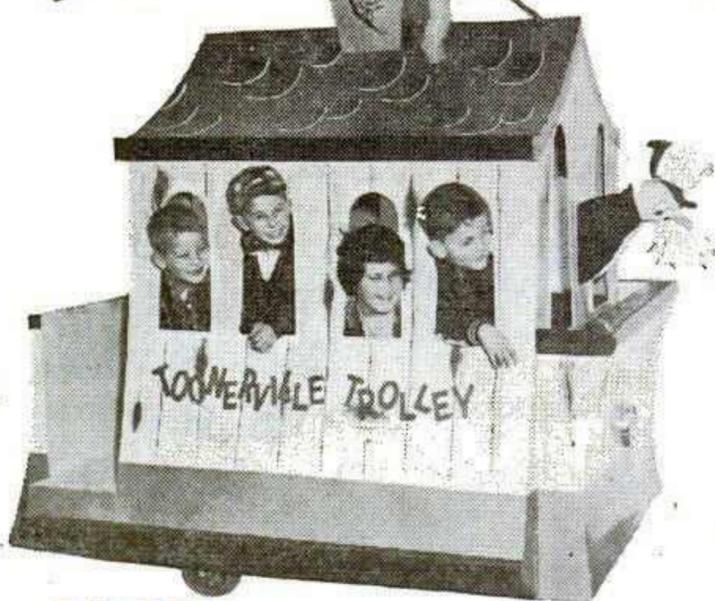
The fair, which is sponsored by the Gaston County Farm Bureau, and managed by Jack A. Partlow, treasurer, and William Howard Robbins, secretary and general manager, feels that the new expansion program should help them to reach their '53 goal, 125,000 attendance.

At the right is an aerial view of the present plant. Below is the architect's conception of the grounds after its up-dating.



**PRE-SOLD TO MILLIONS OF CHILDREN THE NATION OVER**

## The Famous TOONERVILLE TROLLEY



**3 TIMES THE ORIGINAL  
COST RETURNED IN  
FIRST 10 WEEKS**

At Wildwood, New Jersey's famous Casino Arcade Park, where the TOONERVILLE TROLLEY was first tested; it turned a small out-of-the-way location into BIG PROFITS. Kids ignored perennial ride favorites to repeat on the TOONERVILLE TROLLEY! By actual count it returned more than THREE TIMES ITS original cost!

**NEW! YET A PROVEN MONEY MAKING KIDDIE RIDE**

We developed the TOONERVILLE TROLLEY for one reason . . . to make money from a small, odd-shaped area in our own park. The response was immediate, and so truly amazing, that I feel certain it will mean increased dollar volume for you. *Ramy*

The comic trolley car that has amused kids and grown-ups for more than three generations has been developed into a guaranteed money-maker for you. Licensed by The Bell Syndicate Incorporated, the TOONERVILLE TROLLEY was designed by a successful amusement park operator who understands the meaning of profitable operation . . .

- ★ Steel and heavy gauge aluminum construction throughout.
- ★ Power unit supplied us by one of the country's oldest and largest ride manufacturers.
- ★ Adaptable to any size location.
- ★ Large passenger capacity.
- ★ Beautifully decorated on treated aluminum for long outdoor durability.
- ★ Fully licensed and copyrighted for your added protection.

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Booth No. 122**

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**SPACE**  
**RANGER'S**  
**"HIGH FLYING"**  
**MECHANISM**

The only ride that features this exclusive and radically different PNEUMATIC PRINCIPLE—which elevates the rocket and produces an effect of soaring into space. No other ride compares with it! This patented invention leaves the old style agitator mechanisms as far behind as the Model T Ford.

ATOMIC SPACE RANGER gets a terrific repeat business because it has SIX DIFFERENT RIDE MOVEMENTS CONTROLLED BY THE JET PILOT—accompanied by appropriate rocket sounds!

Now operating successfully from coast to coast in many F. W. Woolworth, S. S. Kresge, W. T. Grant, J. J. Newberry, H. L. Green, G. C. Murphy and McCrory stores—and other leading department stores, chain stores, and super markets.

In AMUSEMENT PARKS and ARCADES Atomic Space Ranger is sensational! Batteries of these rides line up like Space Squadrons to excite the crowds of young people who get a thrill out of "flying" in groups!

You've never seen a really modern kiddie ride till you've seen "Atomic Space Ranger" - - -

- It ascends
- It descends
- Has slow and fast "strato-movements"
- Joy-stick and two control levers
- Glowing instrument panel
- Jet-O ray gun
- Rocket air-hisses
- ABSOLUTELY SAFE
- INSURABLE—Parts Underwriter Approved
- Equipped with specially designed RETRACTIBLE CASTERS, STABILIZERS and LEVELERS, that permit feather-touch mobility for movement any place in or outside a location.

Diagram below indicates the extraordinary "soaring" motions of this fabulous ride!

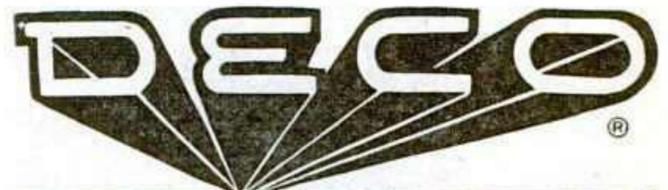


**Priced Right for**  
**PROFITABLE OPERATION!**

See ATOMIC SPACE RANGER on display in Booth No. 79 at the NAAPPB Convention.

**Distributors! A few territories available. Write!**

Write today for full information about ATOMIC SPACE RANGER!



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# Biggest Money-Makers EVER BUILT IN KIDDY-RIDE CLASS

## Bally *SPACE-SHIP*

new exclusive **DIVE-DIP-ROLL-SWING** action  
captures biggest play, insures biggest profit

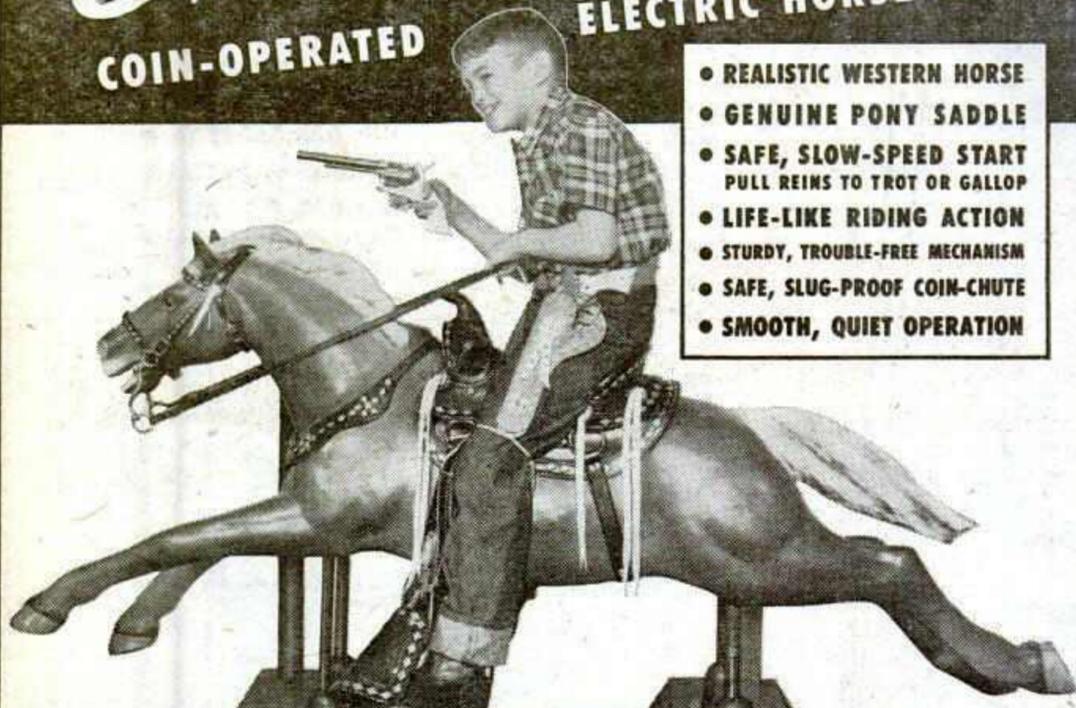


## THE *CHAMPION*

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ELECTRIC HORSE-RIDE

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PULL REINS TO TROT OR GALLOP
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### CONVENTION DIRECTORY

CHICAGO, Nov. 22.—A free directory of carnivals, booking offices, attractions, and fair and show suppliers will again be maintained by The Billboard in the lobby of the Hotel Sherman during the annual outdoor meetings here.

The trade service is available to all carnivals, booking offices, attractions and suppliers occupying rooms in the hotel.

The directory will go up Sunday morning (30). To obtain free listing, shows, bookers, etc., should turn in their names together with their room numbers at the Showmen's League of America booth in the hotel lobby.

### Snake King, Reptile Dealer, Showman, Dies

BROWNSVILLE, Tex., Nov. 22.—Funeral services were held here Wednesday (12) for William Abraham King, 77, better known as Snake King, a veteran importer and dealer in Mexican snakes, wild animals and birds, who died here Monday (10). At one time he also was a circus owner.

Born in New York, King came to Brownsville in 1904, where he married Manuela Cortez, a direct descendant of the conqueror of Mexico. The two founded the present business and thru it King became internationally known in the animal markets and show business.

King's best early customers for rattlesnakes were street corner vendors who used the reptiles to draw crowds. Later, when snake venom was in demand for medicine and scientific research, the King organization produced large quantities.

Following World War I, King entered the general animal business. He made his first trip to India and Africa in 1920 and traveled widely until his retirement several years ago.

In the early 1930's, he founded a circus with his son, Manuel, as the principal attraction. Altho but a youth, Manuel worked a regular lion act.

For the past several years, King had been retired and living in Mexico City. He recently came back to Brownsville for medical treatment.

### Bill Catlett Intros New Ferris Wheel

BONNER SPRINGS, Kan., Nov. 22.—Bill Catlett, former show owner and ride operator, is planning the formation of a company to build a new type Ferris Wheel which he hopes to market during the winter and early spring. The new wheel would be of a collapsible type, erected and lowered by a hydraulic lift, according to Catlett. This would make it possible to erect the ride within less than one hour. It would also eliminate cables and ropes, generally used for this purpose, Catlett said.

F. M. Curl, owner of the Curl Amusement Company, South Sioux City, Neb., visited here recently and was shown a movie of the erection of the converted wheel with which Catlett has experimented during the past year. Curl said he was greatly impressed and that he believed it had great possibilities in cutting down labor costs.

The ride is mounted on a semi-trailer, eliminating loading and unloading of the device.

#### PORTABLE KIDDIE RIDES

Sensational 18 Pass, Ferris Wheels ready to operate or travel at once. Write for info about 7 other money-making rides including 18 Pass, Streamliner Portable Train, also 24, 40, 60, 100 Pass, Models. Low prices, beautiful finishes, fully guaranteed. Fire Truck Ride, Airplane Boats, Merry-Go-Rounds.  
**KENMORE KIDDIE RIDES**  
Attn:—Jack E. Dunn  
Box 13, Hertel Station Buffalo, N. Y.

### TILT-A-WHIRL



#### KEEPS THEM COMING BACK!

Like the flame that attracts the moth, so the Tilt-A-Whirl draws both children and adults back again and again.

And why shouldn't it? Tilt-A-Whirl is an exciting, tingling, clean ride that gives enjoyment without danger of spills, sickness or unpleasant memories.

For a profitable visit, come in and see at the Convention—BOOTHS 5 AND 6, MAIN FLOOR

**SELLNER MFG. CO.** FARIBAULT, MINNESOTA

#### FOR THE BEST IN KIDDIE RIDES KIDDIE FIRE ENGINE—SENSATIONAL NEW ROLLER COASTER

See Our Exhibit At The Convention



**OVERLAND**  
Amusements  
LEXINGTON, MASS.

YOUR AMERICAN RED CROSS IS ALWAYS THERE  
AFTER TRAGEDY STRIKES



Nonsi Perfumer exhibit at State Fair of Texas employed novel gimmick, squirting fairgoers with cologne. Firm used up one hundred large bottles of perfume during fair; squirted estimated 100,000 visitors.

**GIMMICKS HELP**

**Giveaways Boost Exhibit Interest**

• Continued from page 56

cellent results by a number of exhibitors.

**Approach Technique**

One of the best approaches was still that of the Waples-Platter Company, featuring its White Swan grocery line. Using a technique it has used at the fair for several years, the firm distributed 125,000 numbered tags, some of which matched duplicate tags given out to other fairgoers on the same day. Fairgoers, who found their matching numbers worn by other fairgoers, received free bags of groceries, about 150 of which were given away during the fair. This idea not only generates interest among visitors, but actually makes the fairgoer a walking billboard for the product, since everybody who gets a tag wears it everywhere he goes on the fairgrounds.

One magazine gave away an electric cooker every day of the fair. More than 35,000 persons registered for the giveaway. The publication also bagged more than 500 subscriptions.

A machinery company keyed its magazine advertising to its fair exhibit, and more than 10,000 people brought in advertising coupons that had run in a farm magazine to exchange them for free thermometers. A paint company gave away two gallons of an interior paint each day with more than 15,000 people registering.

A hatchery gave away 100 baby chicks each day of the fair to people correctly guessing the number of eggs in a basket. Another firm had 45,000 people attempt to guess the number of pennies in a pile in a contest for a deep freeze.

Emphasis was on direct selling as well as visual appeal in the fair's whopping Auto-

motive and Electric Show. Automobile exhibitors reported interviews with prospective customers running into the thousands. Numerous actual sales were made. One firm dealing in expensive imported cars sold three, the total sales running upward of \$16,000.

Two automobile companies had style shows in connection with exhibits; most had cut-away models, engineering mockups, intricate factory-built displays. Several also had their futuristic, experimental, "dream cars" on display. The show co-ordinated by the Associated New Car Dealers of Dallas, Inc., included current models of virtually every American make.

In the Electric Show, demonstrations of virtually every type of apparatus were presented. In the Electric Building auditorium, General Electric's "House of Magic" played to more than 25,000 persons.

One firm with an outdoor exhibit dealing in ultra-heavy earth-moving equipment reported three sales, each running into five figures.

Non-commercial exhibit data proved interesting and informative too. Fair discovered that most exhibitors have some kind of yardstick by means of which success or value of exhibit can be measured.

Survey by fair's publicity department, admittedly not as thoro or comprehensive as desired because of shortage of trained personnel, nevertheless brought in a great deal of accurate data that is expected to be useful in future promotions.

Besides providing statistics for sales pitches, first returns of the survey furnished information for a good summary story in the Dallas newspapers immediately following the fair.



British consulate exhibit emphasized travel in Britain. British imports of all types. Exhibit passed out 24,320 travel folders, maps and other literature during 16-day Dallas fair.

**AND NOW!!!**

**THE SHOWMEN'S MOST RELIABLE**

**CHEVROLET TRUCK AND CAR DEALER IN ST. LOUIS** The Hub of Motor Equipment for Carnivals, Circuses, and all Outdoor Show Business.

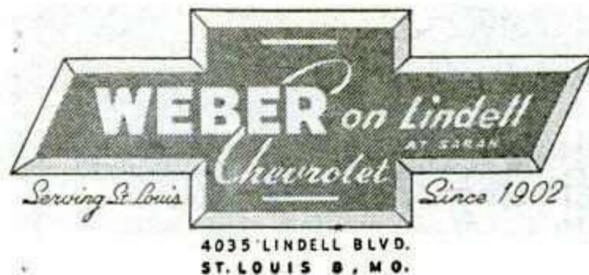
AFTER MAKING A THOROUGH STUDY OF THE SPECIAL REQUIREMENTS OF OUTDOOR SHOWMEN, WE CAN NOW PLAN YOUR BEST AND MOST ECONOMICAL MODE OF TRANSPORTATION, WHETHER IT IS A LARGE FLEET OF TRACTORS, TRUCKS AND TRAILERS, OR A SINGLE UNIT.

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**ASK US ABOUT OUR SPECIAL LOW AND EASY SHOWMEN'S FINANCE PLAN**



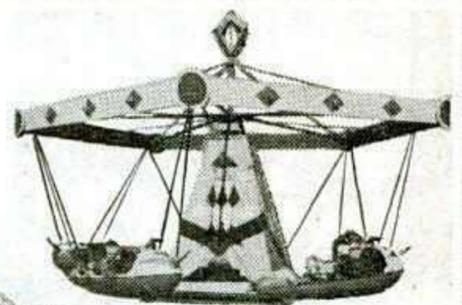
If we miss seeing you in Chicago, wire, write or phone:

**GEORGE BRICKELL "The Showmen's Friend" c/o WEBER CHEVROLET CO.**  
4035 LINDELL BLVD., ST. LOUIS 8, MO. (PHONE: NEWSTEAD 2500)



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New circular sensational Thrill Kiddie Ride for Teeners and Adults, actually two rides in one.

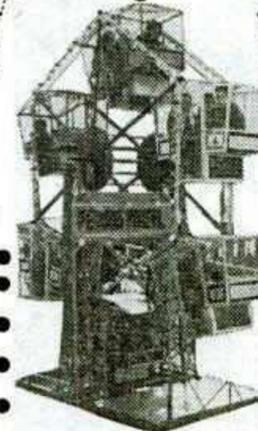


**KIDDIE ROCKET FIGHTER RIDE**

All steel—complete with cannons and machine guns.

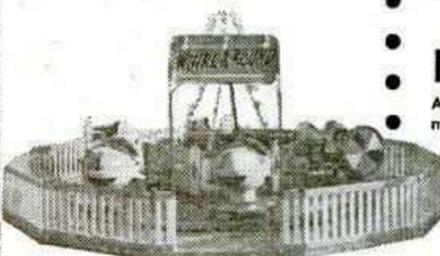
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Very attractive—36 different animals—24 children capacity.



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One of the newest and most popular trains ever designed for both children and adults.



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All steel—one of the most modern ever built



Rides built to last a Life Time—and all parts are standard. All our rides are complete with Fences—Electric Signs—ready to operate with no extra expenses. Convenient terms can be arranged on all riding devices.

Illustrated circulars free

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(35 Years' Experience in Show Business)

**Shooting Galleries**

And Supplies for Eastern and Western Type Galleries. Write for new catalog.

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137-139 Marine St., Ocean Park, Calif.

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**TAYLOR GAME SHOP—C. H. SNEPP, Owner**  
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**TESTED  
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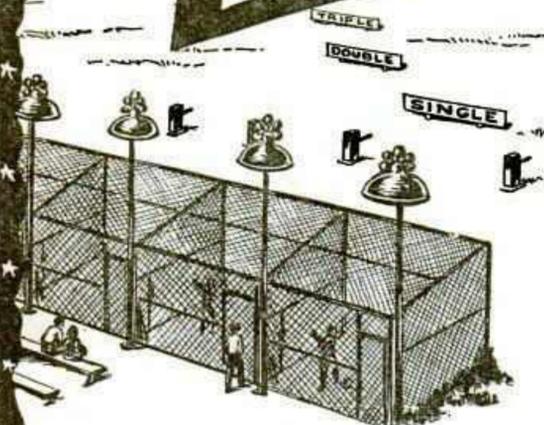
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BATting RANGE  
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**ELECTRO-PITCH**

- PLAY APPEAL and CONSTANT PERFORMANCE
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Yes, you will hear claims  
and counter-claims,  
but with  
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you know!

Watch **ELECTRO-PITCH** Batting Ranges Grow in '53!**ELECTRO-PITCH COMPANY Inc.**

6030 Ross Street, Phila. 44, Pa. • Tel. Tennessee 9-2773

**BUILDER: PAUL BLACK****Injects New Life Into  
Spartanburg, S. C., Fair**

By JIM McHUGH

In less than the six years that he has been at the helm of the Piedmont Interstate Fair, Spartanburg, S. C., Paul Black has been happily faced with a saturation point insofar as the capacity of the grounds is concerned. With attendance at the six-day event now ranging up to the 200,000 mark, the 48-acre plant, which

will lead to pleasure and a large measure of civic pride." That statement adds up to self-analysis since it is the way he feels and the way he operates.

Running a fair, incidentally, is a pretty simple matter, Paul says. The secret is in finding people with talent. Mrs. Margaret M. Moore, who heads up the arts department, is one. Howard McCravy and James M. Zimmerman of the livestock department are others, and so is T. K. Hudgins Jr., who supervises the concessions and grandstand, and Tom Craig Moore, secretary.

The success formula, of course, applies to all business. Paul has made it work in his dairy farming and peach growing, with the latter alone representing 35,000 trees on 350 acres.

**Natural Leader**

A natural leader, Paul was elected a director of the South Carolina Peach Growers' Association in 1944. Four years later he was named president and in 1950 he was named a vice-president of the National Peach Council, which represents the nation's entire peach industry. In 1951 he was named president of the Council, and next year the annual meeting of that body will be held in Spartanburg's new million-dollar civic auditorium.

The South Carolina Association of Fairs has also been quick to recognize his talents. In 1949 the group named him president, and he has been called upon to succeed himself each year since.

Remembering his initial involvement with the Spartanburg Fair, Paul says, "I never bought into so many law suits in my life. As it was, I learned more about the business than I could possibly have learned any other way. The training was the best I ever had."

**Ministers Aid**

The fair was in ill repute and the first thing Paul did was to solicit the co-operation of the local clergy. He had a unique art exhibit with a religious theme constructed and then wrote each clergyman individually asking that they attend.

"They came out in droves," Paul recalls. "Naturally, the membership followed them and we were a huge success."

Paul has an outspoken fondness for many show people that is usually found only in old timers in the fair business—that fast dwindling group that grew up with the outdoor show leaders of today. Paul credits Bennie Weiss, the bingo operator; George A. Hamid, the booker, and Jack Wilson, the carnival owner, with much helpful advice.

He is proud, too, of the fact that no written contracts exist between the fair and the Cetlin & Wilson Shows, Bennie Weiss, and a number of other show,

*(Continued on page 77)*

PAUL BLACK

was enlarged, incidentally, during his reign, is inadequate for the business at hand, as well as that anticipated in the future.

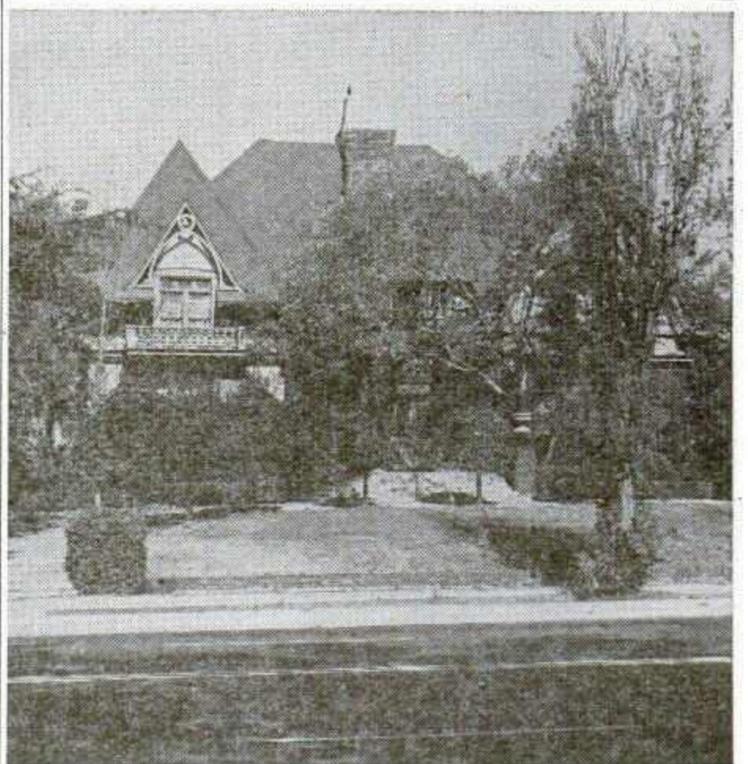
"We'll have to push the fences back," Paul says. Listening to the physically big man talk big, makes his associates believe that big actions will follow. There is evidence that there will, since much has already happened to the event which was wallowing in public disapproval at the time Paul took over.

Talking big and acting big are typical of the man. This points up his success in peach growing and real estate, to name just two of the multiple business endeavors that occupy his time.

Paul got his start in fair business rather late in life, at 45. He is now 51. But the time was ideal, at least for the fair, because financial independence made it possible for him to devote all of the time necessary to its success. Since it is a non-profit endeavor and the earnings are poured back into the plant, Paul's activity can be regarded pretty much as a hobby.

**Lists Qualifications**

"A good fair man," Paul says, "is prodded by a yearning that



Building committee of the Regular Associated Troupers, headed by Fred Smith as chairman, has purchased this 18-room mansion in Los Angeles for its clubrooms. House, located on West Adams, will afford the organization ample quarters. Deal is now in escrow, with the Troupers planning to hold their first meeting there December 4.

# the NEW Sani-Serv

the **continuous DIRECT DRAW DAIRY FREEZER**  
DISPENSES AND MANUFACTURES SOFT ICE CREAM, FROZEN CUSTARD,  
SHERBETS, FROSTED MALTS, WATER ICES, many others.

Soft Ice Cream sales continue to skyrocket year after year. Take advantage of this ever increasing popularity with the Sani-Serv, America's foremost continuous freezer.

CONTINUOUS OPERATION ASSURES FREEZER-FRESH PRODUCTS AT ALL TIMES.

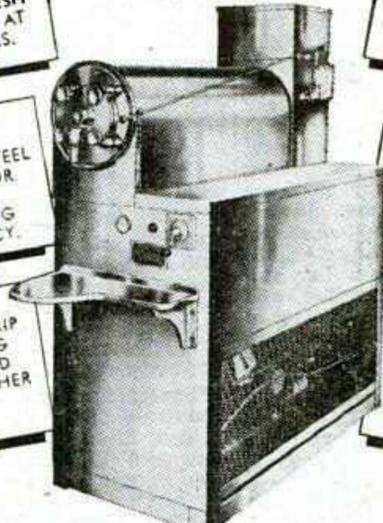
PRODUCES SOFT ICE CREAM, FROSTED MALTS, SHERBETS, FROZEN CUSTARDS, ETC.

SOUND-PROOFED STAINLESS STEEL PANELS FOR EXTRA OPERATING EFFICIENCY.

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**GENERAL EQUIPMENT SALES, Inc.**  
824 SOUTH WEST STREET—INDIANAPOLIS, IND.

## Out in the Open

Mayor Gordon B. Grant of Regina, who is also a director of the Regina Exhibition Association, was recently re-elected mayor for a second term. J. W. Pearl, also an exhibition director was named to the Regina school board. N. W. Symonds, secretary-manager of the North Battleford (Sask.) Agricultural Society, has been named an alderman in that city.

Charles Jonah, a director of the Regina Exhibition Association, has retired as vice-president and general manager of the John Deere Plow Company, Regina, after 30 years of service.

Sunny Bernet, veteran outdoor showman, has joined the Boyle Woolfolk Agency, Chicago, as an attraction salesman.

Alfred Kiefer, Dayton, O., promoter, reports he has a number of events lined up for the Collins outdoor arena in that city. . . . Harold L. Barrows, who spent the early part of the past season as a billposter for National Speedways, Inc., the Al Sweeney-Gaylord White firm, is back in Chicago.

Clair L. Hill, Wellington, O., president of the Ohio Fair Managers Association, was recently renamed managing director of the Ohio Poultry Industries Conference at its three-day session in Columbus. Hill was also re-elected a director of the American Poultry and Hatchery Federation, representing the Buckeye State.

Ed Schultz, secretary of the Nebraska State Fair, Lincoln, was a Chicago visitor Tuesday (18) to attend the National Angus Show at the Union Stock Yards. While in the Windy City he huddled with Al Sweeney of National Speedways, Inc.; Jack Duffield, of Thearle-Duffield Fireworks, Inc., and Sam J. Levy of Barnes-Carruthers Theatrical Enterprises on attraction plans for the '53 fair.

Paul Nicely, former manager of the Heart of Illinois Fair, Peoria, was in Chicago last week to attend the annual convention of the Illinois Agricultural Association. . . . Mr. and Mrs. Boyle Woolfolk, of the Chicago booking agency bearing that name, returned to Chicago Saturday (15) after a two and one-half week vacation and business trip which included top-offs at Los Angeles, San Francisco and a plane trip to Honolulu.

## Rotor Inventor To Attend Chi Outdoor Meetings

NEW YORK, Sept. 22.—Ernest V. Hoffmeister of Munich, Germany, inventor of the Rotor ride, will attend the outdoor meetings in Chicago next week.

Accompanied by J. W. (Patty) Conklin, Canadian showman, Hoffmeister visited here for several days this week after spending two weeks in Canada.

# "We now intend to equip all our riding devices with OLIVER power units"

CARL J. SEDLMAYR, JR. PRES. CARL J. SEDLMAYR, JR. VICE-PRES.  
**ROYAL AMERICAN SHOWS**  
WORLD'S LARGEST AND MOST BRILLIANTLY ILLUMINATED MIDWAY

The Oliver Corporation  
400 West Madison Street  
Chicago (6) Illinois..

Gentlemen:

We have recently changed much of our power equipment from gasoline units to Oliver Diesel plants, and we are highly elated with the results. We now intend to equip all of our riding devices with these power units.

We find the savings tremendous over the cost of operating the gasoline units, and have figured that these Oliver plants will pay for themselves in about one and one-half years.

Furthermore, some of your field men have called on us with service and advice, and we deeply appreciate this very fine interest in our operations.

We will be pleased to recommend OLIVER power units and service to anybody who is interested in it.

Very truly yours,

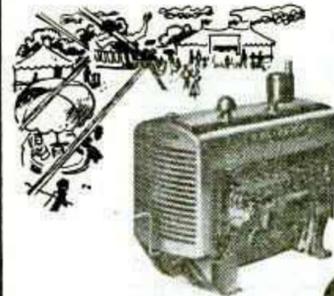
ROYAL AMERICAN SHOWS, INC.

*Carl J. Sedlmayr*  
Carl J. Sedlmayr

CJS:bb

Carl J. Sedlmayr's Royal American Shows can handle the largest crowds smoothly and safely because the layout is well managed and well equipped. For example, RAS choice of OLIVER power units for their rides. That means dependable, smooth-flowing power supply, economy in operation and maintenance, and fast service if repair parts are needed.

Get the facts about the advantages of OLIVER power equipment. Write The OLIVER Corporation, 400 West Madison Street, Chicago 6, Illinois.



## OLIVER "166-D" Diesel Engine

Model shown develops up to 31 hp. Other models develop 48.5 and 58 hp. respectively. Send outline of your requirements—number, type and size of rides, etc. OLIVER Engineering Service will send a detailed recommendation. Write today to OLIVER Engineering Service, 400 W. Madison St., Chicago 6, Ill.

# OLIVER

"FINEST IN FARM AND INDUSTRIAL MACHINERY"

## HERE'S DYNAMITE!

THE "CURRIER" FULLY AUTOMATIC Baseball Pitching Machine

with coin box and automatic counter

Adjusts easily and simply speed of balls, interval between balls, and number of balls you want for 25¢. Hopper can be made to hold as many balls as desired. Fully tested for over 3 years on locations from Coast to Coast.

WRIGHT PRODUCTS CO. 22 Middlesex Road Watertown, Mass.

Multiplex Faucet Co. Serving the Trade 47 Years

a 3 1/2¢ Profit on a 5¢ Sale! with a Multiplex

## ROOT BEER BARREL

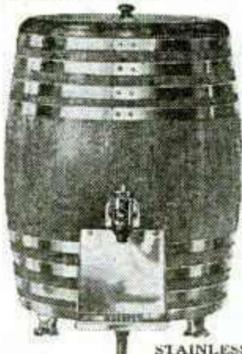
FOUR 8 GAL. 17 GAL. 45 GAL. 60 GAL. SIZES:

Advertises Ice Cold Root Beer to attract a large volume of sales at an exceptionally large profit. Capture volume business and profits with Multiplex

**Exclusive!** Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side. Also 17, 45 and 60 Gal. Barrels with Two Faucets for two different drinks.

Other Dispensers for COCA-COLA, ORANGE GRAPE, DR. PEPPER, GINGER-ALE, PEPSI-COLA, VERNORS and Root Beer for HIRE, RICHARDSON ROCHESTER, BUCKEYE, DAD'S, LYONS, CANADA DRY, TRIPLE AAA, MENLO, BOWEYS, HUNTER, NESBITTS

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POPCORN MACHINES FLOSS MACHINES  
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EVERYTHING FOR THE CONCESSIONAIRE  
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**CIRCUS SUPPLY AND HARDWARE CO., INC.**

PHONE: RINGLING 4-1843 F. O. BOX 691 SARASOTA, FLORIDA  
Mfrs. of Show Equipment of All Kinds  
Performers' Rigging, Props, Supplies, Wire Rope Splicing, Traps, Rings, Swivels, Seamless Covered Spanish Webs, etc. Concession Equipment built and repaired. Cotton Candy Machines, new. All makes rebuilt. Phone calls nights, Sat and Sun.: Ringling 7-8511  
EDDIE BILLETTL

## THE NEW SUPER DELUXE



The candy floss machine you will eventually buy, so why not start out with the BEST? You get a spinnerhead that is different and works like magic. New style bowl—different and larger brushes, holders, spindle, smooth running Heater rheostat and FREE parts. Wonderful opportunity to start your own business—big money. Write for literature TODAY. Old customers—Send your machine in now for check-up.

**ELECTRIC CANDY FLOSS MACHINE CO.**  
726 Benton Avenue Nashville 4, Tenn

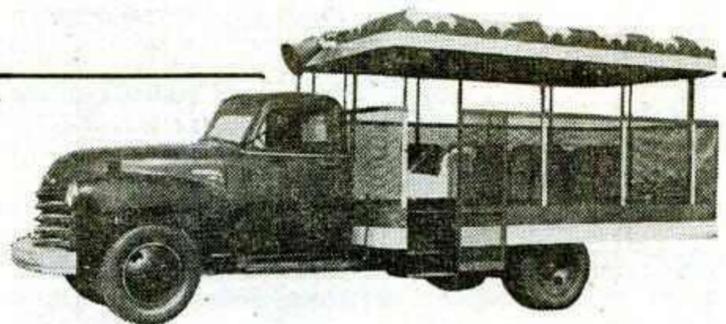
## PROMOTERS

—Get on our Mailing List.  
—Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.  
—Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

## MOBILE — MONEY MAKING KIDDIE RIDES — STATIONARY

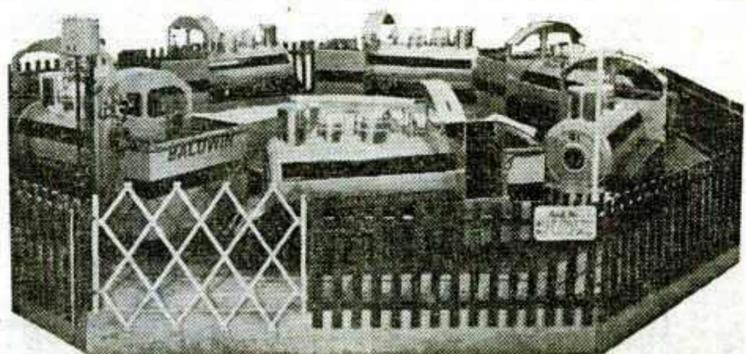
### TRUCK MOUNTED RIDES

Include Whip (illustrated)  
Merry-Go-Round and Ferris Wheel



### STATIONARY RIDES

Something Different!  
7 Engine Locomotive Ride (illustrated) — Everybody's the Engineer!  
9 Car Triangular Whip Ride—A new type Kiddie Ride that runs on a triangular shape!  
Airplane Ride—Boat Ride



## WELD-BUILT BODY CO.

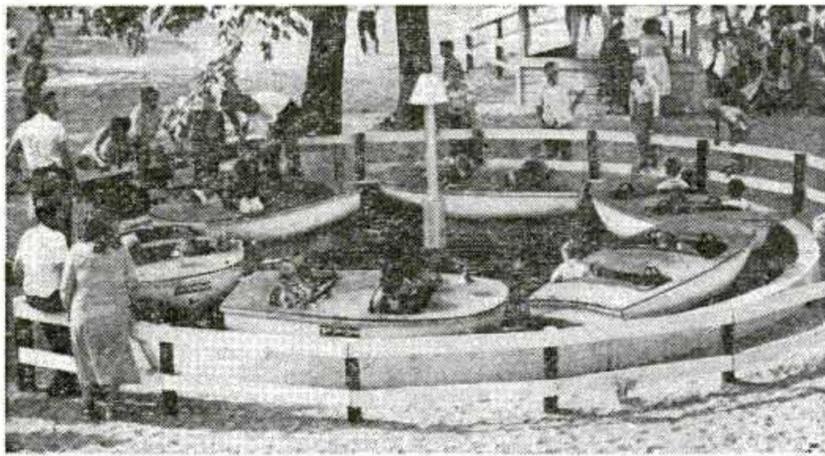
Cor. Ralph and Foster Aves. Brooklyn 34, N. Y.  
CLOverdale 8-0593—NAvarre 8-9413

Be sure to see our Meteor Ship ad, page 128

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**BIGGER ATTRACTIONS — BIGGER PROFITS — TOP QUALITY**  
**RIDES . . . POPCORN EQUIPMENT AND SUPPLIES . . . KETTLES . . .**  
**WAFFLE MOLDS . . . CANDY FLOSS MACHINES**

**THERE'S ONLY ONE CONCESSION SUPPLY CO.**



**BOAT RIDE "ROUND THE BAY"**

thrills the kiddies. Six 1-piece Fiberglas plastic resin-impregnated boats, powered by 1-horse electric motor, carry 40 children. 25-ft. diameter circle easily installed. Boats are dry and leak-proof without caulking or refinishing. No maintenance required. Here's a ride for the money! Also **JEEP RIDE** for the kiddies. Top money-maker at all locations. Any number of cars and your own highway layout can be used.



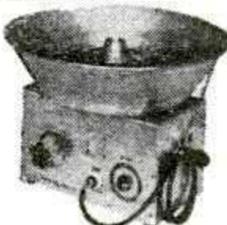
**ORIGINAL WAFFLE MOLDS**  
 Add more "sell" to your concession bill of fare. Low cost, big profits. Large 4" commercial size, cast aluminum. Round, 6-sided, scalloped. Wooden handles and formulas.

**DISTRIBUTORS FOR STAR AND CRETORS EQUIPMENT**  
**A COMPLETE LINE OF BOXES BAGS POPCORN SEASONING COLORING AND SUPPLIES**

**KING OF THE FLOSS MACHINES**

*From the World's Largest Maker*

More production than you've ever seen from one machine! Model 120—Direct drive, variable speed electric motor with heat control, guaranteed six months. No belts. Compact. 25" spun aluminum pan. Smooth, steady operation. Check, too, our complete line of rheostats, voltage boosters, bands and ribbons for all machine makes.



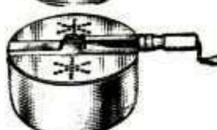
**12-QUART SARATOGA POPPER**

Here's a dependable, efficient, sturdy popper that's short on price . . . long on value. All aluminum construction. Guaranteed gear alignment. Built to last!



**8-QUART LIFETIME POPPER**

Ideal for use as an auxiliary popper or during rush periods. Lives up to Concession's high standards. Solid aluminum. Easy to operate and clean.



**BE SURE TO SEE US AT BOOTH #1 OUTDOOR EXPO OF THE NAAPPB**

Hotel Sherman, Chicago—Nov. 30 thru Dec. 3

IF YOU DON'T HAVE YOUR CONCESSION CATALOG AND PRICE LIST . . . WRITE FOR IT

## CONCESSION SUPPLY CO.

3916 SECOR ROAD

TOLEDO 13, OHIO

# Video—Friend or Foe?

Continued from page 54

lar, are unique. I believe they'll always be with us, and bigger and better, if anything."

"Television offers very real competition, and like any threat to business, it has to be met and dealt with squarely," Hamid says. "If any act or unit scheduled to appear at a fair has had television appearances, this fact should be ballyhooed loudly."

"Television personalities today draw tremendous crowds through their personal appearances. There is still no substitute for seeing talent in person."

"The reports from fairs in areas which are blanketed by several television channels are at least as good, and often better, than the reports from fairs that are in areas with only one channel or in those localities which do not yet have television at all. The fairs at Mineola and Syracuse, N. Y., Reading and York, Pa., all of which are in areas saturated by television, are examples."

An excellent example of success in the face of apparent disaster was the Erie County Fair, Hamburg, N. Y. A reported 26 theaters had been closed in that area, which includes Buffalo, because of the inroads of television, and yet the fair was a rousing success, Hamid points out.

At his own annual, the New Jersey State Fair, Trenton, Hamid said every effort was made to obtain television and newsreel shots of the attractions, particularly the thrill shows, so that

these could be shown by Tuesday or Wednesday of fair week. This device, which necessitates special efforts on opening Sunday, has paid off handsomely, Hamid said, building up the final days into important sessions whereas they used to be dull, and valuable principally as a hedge against rain.

"This year, and largely through our television and newsreel selling efforts, the auto races staged by Sam Nunis on closing Sunday drew a capacity crowd of 11,000 paid in the grandstand, plus 2,600 standees," Hamid said. "You can bet that we would be the first to bar our gates to these selling mediums if they had a detrimental effect."

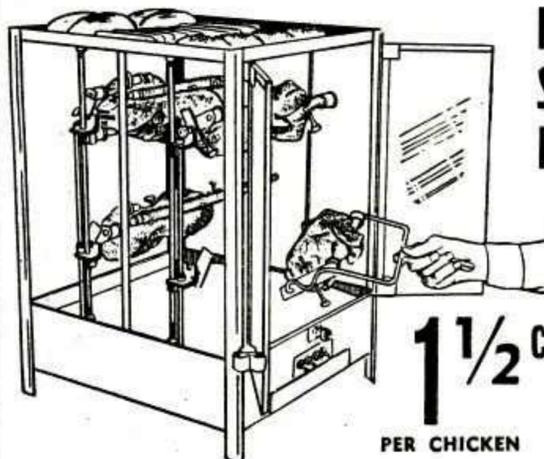
**Selling Effort**

Hamid said that the lack of selling effort on the part of show managers could often result in poor business that would likely be blamed on television currently as failures were blamed on other innovations in the past.

"Several hundred window cards sent to one fair were never used," he said. "At another event, packaged publicity material was never even opened, and to top this off, my office had a complaint from that fair because no publicity was forthcoming."

"The fault here is that too many fairs rely on one man to do all of the jobs. It takes a specialist to sell the show features, and every effort should be made to secure one."

## Alert Operators Please Note New BARBE-CUTIE



**Means Sizzling PROFITS!**

A NATURAL FOR:  
 AMUSEMENT PARKS  
 BEACHES  
 ARCADES  
 KIDDELANDS

**1 1/2¢ PER CHICKEN**

Here is the greatest development in the history of barbecue roasting . . . the new Barbe-Cutie Infra-Red Barbecue Roasting Machine. In a space of only 2 1/2 square feet your customer can barbecue EIGHT WHOLE CHICKENS at a cost of as little as 1 1/2¢ per chicken! It's red hot for additional profits for restaurants, chain stores, super-markets, hotels, taverns, drive-ins, poultry stores, delicatessens, diners and meat markets . . . all anxious to cash in on the public demand for barbecued dishes.

You can't help reaping enormous profits with Barbe-Cutie's tremendous mark-up range from \$197.50 a machine. But you must nail down your protected territory . . . so act at once. Write now, be sure to tell us how you operate, lines you carry, territory you serve.

**OPERATORS ARE BUILDING NEW ROUTES DAILY INCREASING PROFITS!**

## BELL ENGINEERING COMPANY

DEPT. B-12, 2858 S. W. 22nd STREET

MIAMI, FLORIDA

## MESSMORE • DAMON

for your . . .  
**MECHANICAL FIGURES**  
**BALLYHOO PIECES**  
**WALK-THROUGH SHOWS**  
**OLD MILL SCENES**  
**DARK RIDE STUNTS**  
**SCENIC EFFECTS**  
**LAUGHING CLOWNS**  
*and many other animated attractions*

## MESSMORE • DAMON

1461 Park Avenue

Trafalgar 6-3530

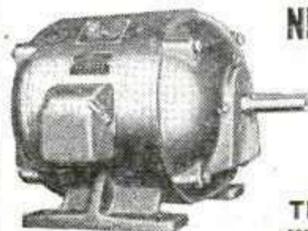
New York 29

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**BEST BUY IS LIMA**

POLYPHASE . . . 1/3 TO 150 HP . . .  
 HEAVY DUTY . . . SEALED BEARINGS . . .  
 REQUIRE NO LUBRICATION FOR LIFE  
 Member—National Electrical Manufacturers' Association

**THE LIMA ELECTRIC MOTOR CO.**  
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Easy does it!

Serve America's fastest selling

## HOT DOG ON A STICK



A smooth, uniform, golden-brown "EASY DIP" HOT DOG ON A STICK that really brings them back for repeat orders. Easy Dip positively eliminates splits, blow-outs, grease-soaked unappetizing products . . .

Easy does it . . .

LESS trouble means MORE profit for YOU. EASY DIP BETTER BATTER is a top quality mix prepared with the finest ingredients. It is "Tops" for fish, shrimp, chicken, etc. . . . AND EASY DIP OFFERS FREE ENTERPRISE without franchise or restrictions.

This BETTER BATTER will be available from our mixing plants conveniently located to serve the U. S. A., January 22, 1953.

Order now to allow for ample shipping time.

**EASY DIP FLOUR COMPANY OF AMERICA**  
 SOLE DISTRIBUTORS

947 West Walnut San Ana, Calif.

TERMS: Cash with order . . .  
 F.O.B. nearest shipping point.  
 100 lb. lots . . . . . 27c per lb.  
 200 to 900 lbs. . . . . 25c per lb.  
 1000 or over . . . . . 24c per lb.

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We are School Bus Dealers. Large variety of makes, models, capacities, prices. Suitable for: Transportation, Housing, Concessions. It will pay you to see us for your transportation needs.

WRITE OR CALL

**DON THIELE — C. B. MOORE, INC.**

Authorized Chevrolet Dealer

BLUE MOUND, ILL.

(PHONE: 243, Blue Mound)

## POPCORN MEN

If you are looking for an outstanding container, try POPCORN CONES. They are easy to fill and handle and best of all are made from brightly colored glassine paper that gives them a certain "try me" appeal which means more sales for you.

## POPCORN CONES

are sold coast to coast and made by BRITZIUS MFG. CO., Dover, Minnesota

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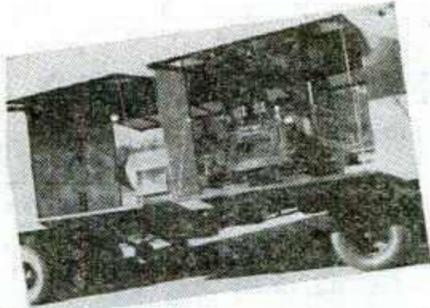
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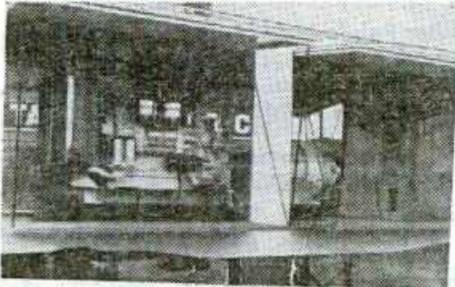
here she is . . .

# LEWIS-DIESEL'S "QUEEN of the MIDWAY"

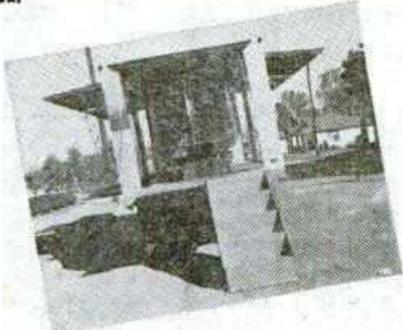
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**200 K.W. LIGHT PLANT**  
featuring the world-famous  
**GM DIESEL Engine**



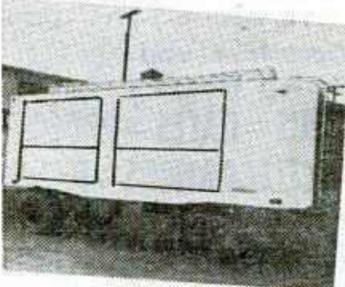
Here's a close-up of the engines and the controls. Note the splendid accessibility . . . the roominess. This view also shows you the specially constructed trusses, designed to give extra body strength to the trailer.



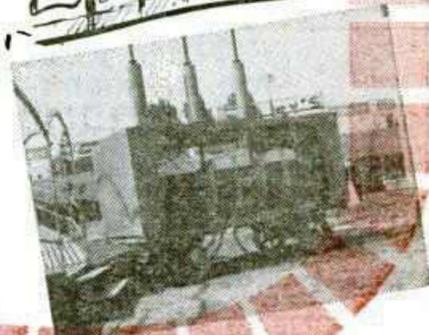
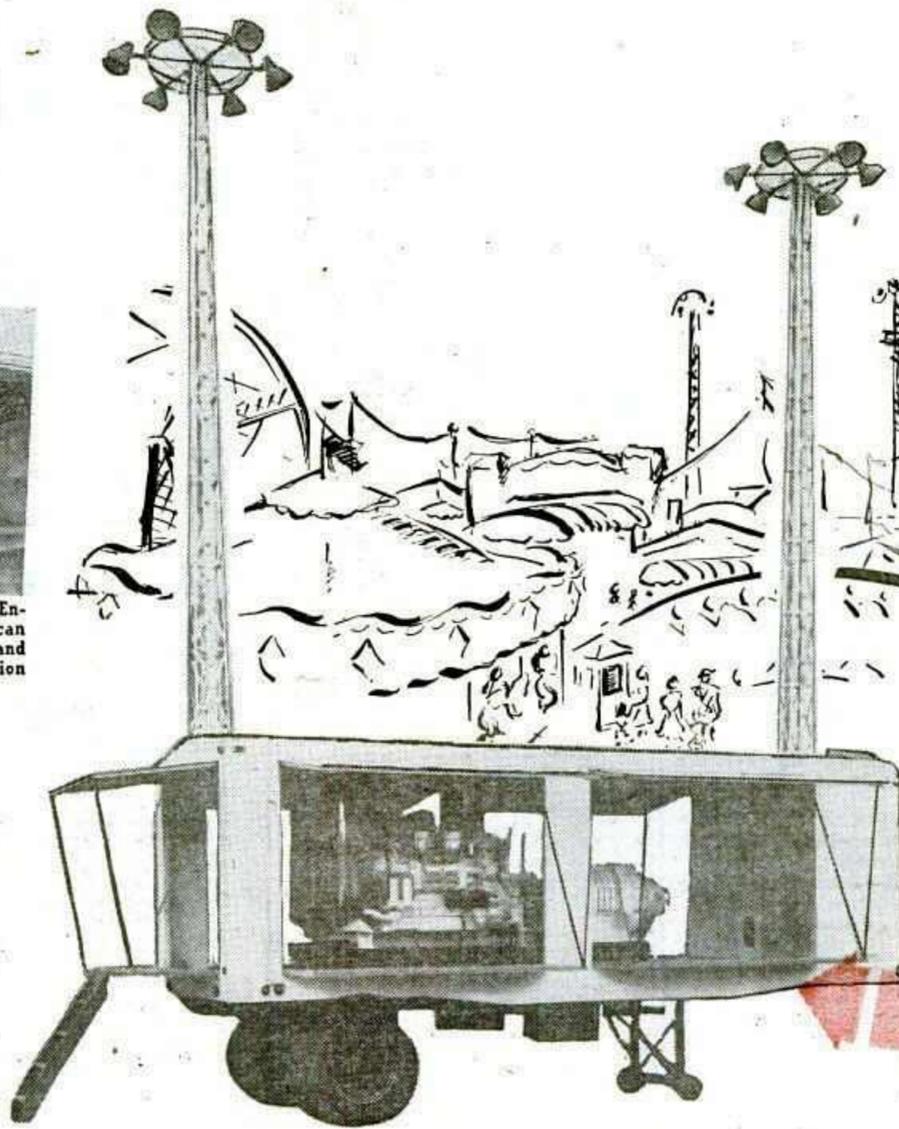
Another view of the world-famous GM Diesel Engine, the controls, and the generator. You can see the chrome on the engine that gives flash and eye appeal. Note the convenience of the junction box.



This rear view shows you the removable steps. You'll also note the over-size radiators that provide for cool operation in hottest weather. Alarm or automatic shut-down for low oil pressure or high water temperature is one of the many outstanding features of Lewis-Diesel's "Queen Of The Midway."



Here it is . . . closed and ready to travel! It's so sturdily built and so easy to handle. This is our own design . . . built specifically for mobile Light Plant use!



Here's the FIRST one . . . Yes, here's the FIRST Light Plant featuring the GM Diesel which Lewis-Diesel sold to a Carnival back in 1938 . . . it featured three units of 60 K.W. each! What a difference when you look at our today's "Queen Of The Midway" with its 200 K.W. in one unit!

Lewis-Diesel's "Queen of the Midway" is truly the answer to the showman's dream. . . . It's amazingly EASY to handle, for it's light in weight and yet it's completely and utterly dependable. Just think! The weight of this Light Plant is just 8,189 lbs., with the combined weight of engine and 24-foot trailer just 24,890 lbs. That's REALLY something to brag about! And what a beauty she is! Our "Queen Of The Midway" has flash and sparkle that make it a tremendous attraction in its own right! You'll have a new "Free Show" on your Midway!

One outstanding feature of our "Queen Of The Midway" is the fact that this Light Plant has ONE LARGE GENERATOR rather than small generators. Thus, it is much better able to take care of SURGE loads, giving you more efficient operation with less maintenance cost!

And here's a splendid advantage: Because our "Queen" is powered by a "twin-six," in afternoons when the load is small, you can run HALF of the output! Later when the load becomes greater, you can throw in the other engine. If the load is light at night, you can use just ONE-HALF of your power thus conserving fuel!

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## Winter Fairs

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- Arizona**  
Mesa—Maricopa Co. Fair. Feb. 21-March 1. Marcel Delporte, 5111 N. 10th St. Phoenix.
- California**  
Imperial—California Mid-Winter Fair. Feb. 28-March 8. D. V. Stewart  
Indio—Riverside Co. Fair & Nat'l Date Festival. Feb. 18-23. R. M. C. Fullen-wider.  
San Bernardino—National Orange Show. March 19-29. Earl E. Bule.
- Florida**  
Dade City—Pasco Co. Fair. Jan. 22-24. J. F. Higgins.  
Daytona Beach—Halifax Fair. Second week in March. Turner Scott.  
Delray Beach—S. Fla. Gladioli Festival & Fair. Feb. 23-28. R. C. Lawson.  
Eustis—Lake Co. Fair. March 16-21. Karl Lehmann, Courthouse, Tavares, Fla.  
Fort Lauderdale—Broward Co. Fair. March 3-7. B. E. Lawton.  
Fort Myers—Southwest Fla. Fair. Feb. 2-7. Jack D. Hughes.  
Indian Town—Martin Co. Fair. Jan. 15-17. L. M. Johnson, Stuart, Fla.  
Inverness—Citrus Co. Fair. Jan. 20-24. Quentin Medlin.  
Largo—Pinellas Co. Fair. Feb. 17-21. J. H. Logan.  
Orlando—Central Fla. Expo. Feb. 23-28. Crawford T. Bickford.  
Palmetto—Manatee River Fair. Jan. 24-31. Hoke S. Hughes.  
Plant City—Florida Strawberry Festival. Feb. 23-28. G. R. Patten.  
Punta Gorda—Charlotte Co. Fair. Jan. 19-24. Harry Jack.  
Sarasota—Sarasota Co. Fair. Jan. 19-24. George W. Potter.  
Tampa—Florida State Fair & Gasparilla Assn. Feb. 3-14. P. T. Strieder.  
Winter Haven—Florida Citrus Exposition. Feb. 16-21. Phil E. Lucey.
- Louisiana**  
Lafayette—South La. Mid-Winter Fair. Jan. 22-25. Dr. T. J. Arceneaux.  
Saint Francisville—West Feliciana Fair. Feb. 27-28. C. L. Flowers.
- Montana**  
Bozeman—Montana Winter Fair. March 21-27. George T. Sime.
- Texas**  
Fort Worth—Southwest Expo. & Pat Stock Show. Jan. 30-Feb. 8. W. R. Watt.  
Houston—Houston Pat Stock Show. Feb. 4-15. Herman Engel.  
San Antonio—San Antonio Livestock Expo. Feb. 20-March 1. W. L. Jones.

## COMING EVENTS

- Arizona**  
Florence—Junior Rodeo & Parade. Nov. 28-29.  
Tucson—Old Tucson Daze. Nov. 29-30. Mrs. J. D. McNabb.
- California**  
San Francisco—Antique Auto Show. Dec. 3-7. G. Arthur Blanchard, Shaw Hotel.  
Turlock—Far West Turkey Show. Dec. 2-4. A. W. Poole, 207 Crane Ave.
- Florida**  
Greater Miami—Orange Bowl Festival. Dec. 25-Jan. 2. E. E. Seiler, 615 S. W. 2d Ave., Miami.  
Palatka—Putnam Co. Fair & Youth Show. Dec. 5-6. H. E. Maltby.
- Georgia**  
Macon—Shrine Charity Circus, Macon Auditorium. Nov. 24-29. W. C. Ragan.
- Illinois**  
Chicago—Nat'l Assn. Amusement Parks, Pools & Beaches Convention-Trade Show. Nov. 30-Dec. 3. Paul H. Huedepohl, 303 N. Wabash Ave.  
Chicago—Int'l Livestock Expo. Nov. 29-Dec. 6. William E. Ogilvie, Union Stock Yards.
- Indiana**  
Evansville—Shrine Circus. Nov. 24-30. Lewis I. Petzold.
- Louisiana**  
New Orleans—Mid-Winter Sports Carnival. Dec. 20-Jan. 1.  
New Orleans—Shrine Circus. Nov. 31-30.
- Michigan**  
Detroit—Junior Livestock Show. Dec. 9-11. W. J. Chambers, 6750 Dix Ave.  
Grand Rapids—West Mich. Fat Stock Show. Dec. 9-11. R. Machlele, Courthouse.
- Mississippi**  
Greenwood—Band Festival & Winter Carnival. Dec. 5. E. H. Blackstone, Box 848.
- Montana**  
Billings—Home Show. Dec. 3-7 Carl Olson, Shrine Auditorium.
- Pennsylvania**  
Hershey—Antique Show. Dec. 1-4.  
Uniontown—Poultry & Farm Show. Dec. 31-Jan. 3. Charles Hostetler.
- South Dakota**  
Sioux Falls—Auto Show. Nov. 27-30.
- Texas**  
El Paso—Southwestern Sun Carnival. Dec. 27-Jan. 1. Allan G. Falby, Box 95.  
Fort Worth—Shrine Circus. Nov. 31-30. Robert H. Hall, Box 1320.

## DOG SHOWS

- Alabama**  
Birmingham—Dec. 7. Jerry Bryan.  
Gadsden—Dec. 6. Jerry Bryan, Birmingham.
- California**  
Holtville—Dec. 6. Jack Bradshaw, Los Angeles.
- Colorado**  
Lakewood—Dec. 7. Shirley Moses, 1890 S. Oneida, Denver.
- Illinois**  
Des Plaines—Dec. 7. Mrs. H. Southerwick.
- Indiana**  
Portland—Dec. 7. Esther Ferguson, R. 1, Pennville, Ind.
- Louisiana**  
New Orleans—Dec. 14. T. Manix, 401 Jefferson Heights.
- Massachusetts**  
Worcester—Dec. 14. Foley, 2009 Ramstead St., Philadelphia.
- Oklahoma**  
Muskogee—Nov. 30. E. A. Moss, Greensboro, N. C.
- Pennsylvania**  
Ploufstown—Dec. 5. Foley, 2009 Ramstead St., Philadelphia.  
Philadelphia—Dec. 5-6. Foley, 2009 Ramstead St., Philadelphia.
- Texas**  
Corpus Christi—Dec. 14. Clell Dildy, Biloxi, Miss.  
San Antonio—Dec. 7. Clell Dildy, Biloxi, Miss.

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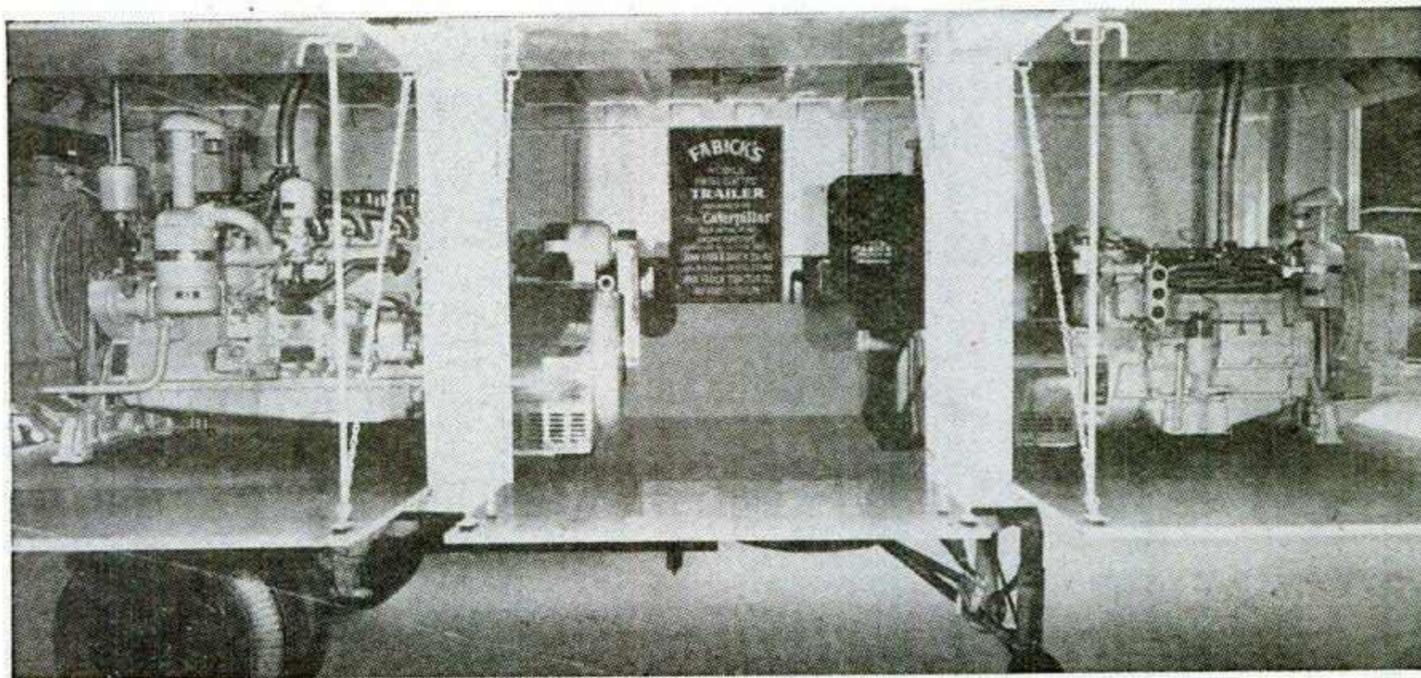
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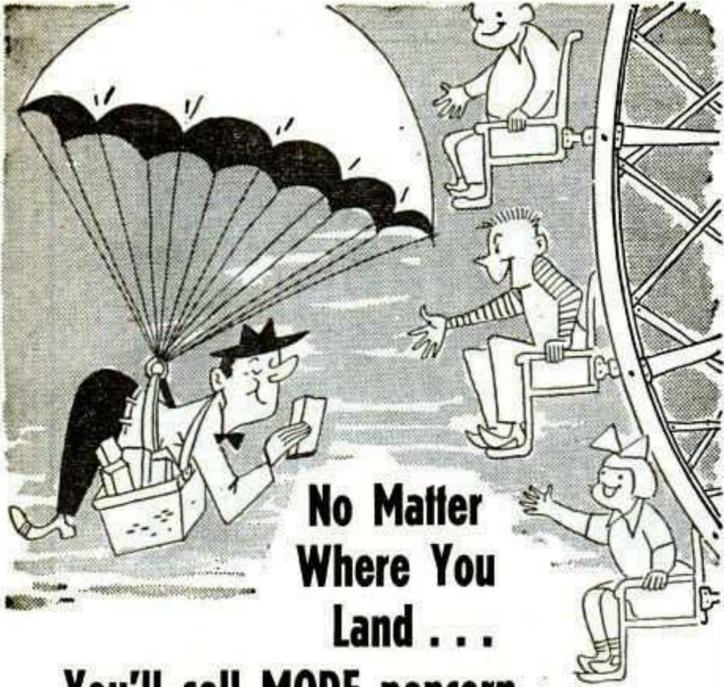
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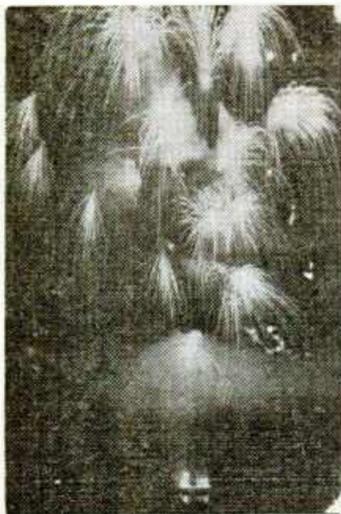
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**Talent Topics**

By CHARLIE BYRNES and JIM McHUGH

Doris and Vern Orton, of the Sensational Ortons, were in Paris recently where they played an engagement and looked over the building of the Cirque d'Hiver. They also caught the Medrano Circus. The Ortons, opening a tour of variety theaters in England, were recent guests of Bob Alywin, publicity director of the Bertram Mills Circus at the organization's winter quarters at Ascot. Booked solid on the continent for the balance of 1952 and the entire 1953 season, the Ortons will return to the States in 1954.

Harry Froboess, veteran aerialist and stuntman, has entered a new phase of show business, motion pictures, and has established Olympia Film Productions in Santa Fe, N. M. The organization, which is producing colored travelog novelty films for several European firms, is currently making a geographical fantasy "Symphony in Rocks," a comparison of early cliff dwellings in the Southwest with modern cliff dwellings in Chicago and New York. Froboess, after playing fairs for DeWaldo Attractions this year, played the Arizona State Fair, Phoenix, for Siebrand Bros.' Carnival and Circus, and has been signed by Siebrand for the entire '53 season, which begins in March.

Paul Tausig infos that the Novellos, ladders, and Toni the Monkey, have been signed for the St. Louis Police Circus and Shrine circuses in Toledo, O., Hartford, Conn., Ottawa, Ont., and Worcester, Mass. The troupe will play fairs next year for Frank Wirth... Cecil and Shirley, roller skaters, are currently in Chicago after a busy season of Eastern fair dates.

Janet Chuckel, top gal in Janet's Dogs and Ponies, recently purchased a new home in Laurel Springs, N. J., where they have established a new training grounds. The new house, which is near a large lake, affords plenty of fishing and swimming and new barns and training quarters are expected to be finished by the end of November.

Unus, finger stand, is busy operating his Southland Motel in Sarasota, after a good outdoor trek... Bernie Miller, clown, scribes from Wichita that the Orrin Davenport show there played to good crowds thruout the run... Aerial Christiansens and Lew Christies' clowns played the Shreveport, La., Shrine circus after playing the Veteran's Circus at Benton Harbor, Mich.

Acts signed by Boyle Woolfolk Agency, Chicago, for '53 include Rudolph Benzinger, comedy cyclist; Jerry Coe, accordion; Jerry Martin's Three Fearless Stars, high act, and Billy Farrell, emcee... The Larabees, whips, closed recently with West Bros. Circus and are currently in New Orleans. The act is booked for seven weeks on the West Coast early next year.

Jimmy Curry, stuntman, writes that he is back home in Gastonia, N. C., after a good season with the Congress of Canadian Daredevils. After the close in Canada, Curry worked Southern fairs and wound up his outdoor season with Roy Rumas and his Royal Bros. Circus. Curry disclosed that he is framing a new high for next year.

Excess Baggage, comedy dog act, will play both the San Francisco and Los Angeles sports shows in March, booking handled thru Boyle Woolfolk, Chicago. Dorita Konyot, equestrienne, will also be in the lineup at the San Francisco show... Hawthorn-Melody Farms, Libertyville, Ill., reports they have framed a second bear act that includes nine varieties of bruins. Bears in the act include polar, sloth, Syrian, cinnamon, black, grizzly, Malayan, Himalayan and Kodiak.

Talent signed by Ernie Young Agency, Chicago, for '53 outdoor events included Dick Berg's Movieland Seals; Valencianas, trampoline, perch and trapeze; Dalton and Bailey, comedy trap; Cilly Feindt, high school horse; Tex Morrissey's Hank the Mule, and the Wilford-May Trio, jugglers.

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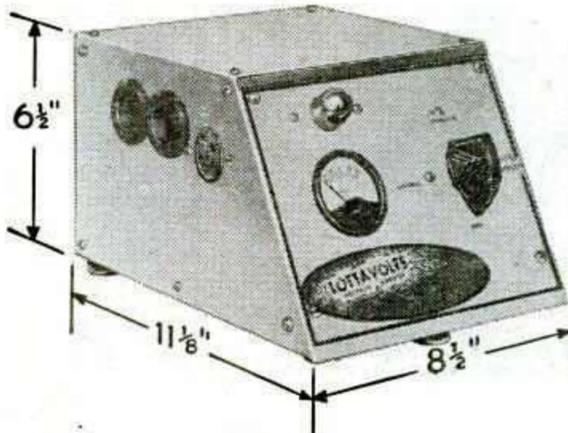
## traveling concession and trailer owners



Without sufficient power and light a concession cannot operate . . . it's a complete loss to YOU!

**BUT**

With a "LOTTAVOLTS" Voltage Booster you can have the Brightest and Most Active Concession on the Midway.



Here is something that every traveling concessioner and trailer owner needs. It increases line voltage in steps of 10% and 20% just by a turn of the switch.

Your concession stand needs consistent voltage, especially when you use equipment with a heating element. A Candy Cotton Machine, for example, requires full 1800 watts and won't work with low voltage. The earning power of many other concessions is dependent upon proper power and light. This ingenious device will pay for itself in one day when you are faced with a low-voltage condition.

Fluorescent Lights need strong, steady voltage to function properly. A dimly illuminated concession will not attract the crowds. To do peak business you need the best illuminated stand on the midway.

You get all the voltage you need at all times with a "LOTTAVOLTS" Voltage Booster.

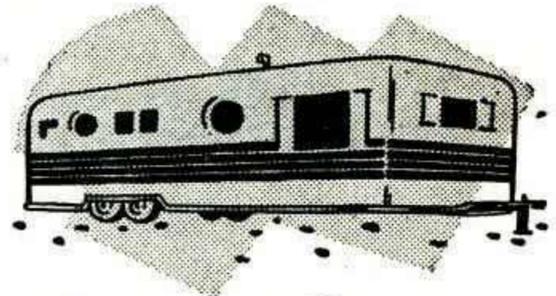
**DESIGNED ALSO FOR LIVING TRAILERS**

This small, compact unit will give you the needed voltage for your fans, refrigerator and other electrical appliances, and enough light to permit you to do your book-work or read the small type in newspapers or magazines.

**SATISFACTION GUARANTEED**

The "LOTTAVOLTS" Voltage Booster is made by the manufacturer of the Whirlwind Cotton Candy Machine. This is your guarantee of satisfaction.

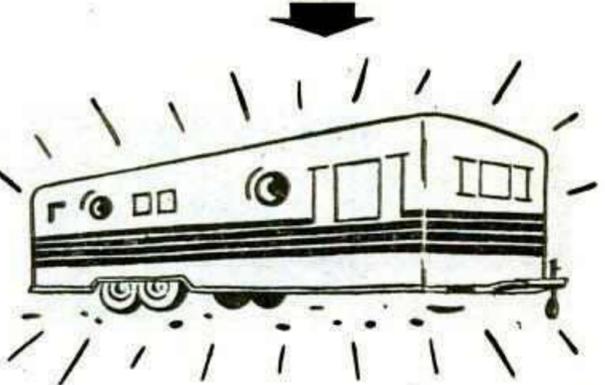
**THE COST IS ONLY . . . . . \$50.00**



This is how your trailer looks when the power line gets weak . . . No Lights--No Fans--No Refrigeration!

**BUT**

With a "LOTTAVOLTS" Voltage Booster you always have enough "juice" for Lights, Fans, Refrigeration and all Electric Appliances.



### COMPLETE LINE OF CONCESSION SUPPLIES AND EQUIPMENT

**SNO-CONE SUPPLIES**

- Snow Shavers
- Hand Ice Scrapers
- Cups, Trays and Dispensers
- Flavors, Syrups and Dispensers
- Neon and Fluorescent Signs
- Everything for a complete stand

**POPCORN-PEANUT SUPPLIES**

- Popcorn
- Poppers—Gasoline, Electric and Hand Operated
- Bags, Cartons, Cones
- Oils, Seasoning
- Peanuts
- Peanut Roasters and Warmers

**CANDY FLOSS SUPPLIES**

- Machines
- Cones
- Papers
- Coloring and Flavoring

**CANDY APPLE SUPPLIES**

- Stoves, Kettles, Thermometers
- Pans, Sticks, Bags
- Coloring and Flavoring

**DRIVE-IN THEATERS, SNACK BARS, COOK HOUSES, GRABS**

- Griddles, Stoves, Burners, Hot Plates
- Hot Dog Steamers and Warmers
- Carry-Out Trays
- Food Serving Equipment
- Hot Drink Cups—Lily Cups
- Spoons, Napkins

**CONCESSION SUPPLY CATALOG**

Send now for our 72-page current catalog listing these and many other concession items at money-saving prices. This will also place you on the mailing list to receive our 1953 catalog as soon as issued.

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VIC ZINDA

P.S.—Send for our complete catalog.

**CHUNK-E-NUT PRODUCTS CO.**  
Pittsburgh 1 Philadelphia 6 Los Angeles 21

## Still-Date Facilities

(Received too late for the Cavalcade of Fairs)

### CONNECTICUT North Haven, North Haven Fair

GRANDSTAND CAPACITY: 500.  
BLEACHER CAPACITY: 500. Plant is available for: Carnival show lot, circus show lot.  
1952 STILL DATES: Outings, picnics, poultry and dog shows.  
ERWIN S. SMITH, North Haven.

### IOWA Mount Pleasant, Henry County Fair

GRANDSTAND CAPACITY: 1,800.  
BLEACHER CAPACITY: 200. Size of race track, half mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.  
CITY OF MT. PLEASANT.

### KANSAS Wetmore, Nemaha County Free Fair

PLANT IS AVAILABLE FOR: Circus show lot.  
1952 STILL DATES: A tent show.  
ROBERT CRESS Wetmore.

### MINNESOTA Albert Lea, Freeborn County Agricultural Society

GRANDSTAND CAPACITY: 5,500.  
SIZE OF RACE TRACK: One-half mile. Plant is available for: Circus show lot.  
1952 STILL DATES: Circus in June.  
HERMAN JENSON, Albert Lea.

### Hutchinson, McLeod County Agricultural Association

GRANDSTAND CAPACITY: 2,400.  
BLEACHER CAPACITY: 800. Size of race track, half mile. Plant is available for: Big car races, hot rod races, harness races, stock car races, circus show lot.  
1952 STILL DATES: water carnival, thrill show, rodeo.  
THEODORE FILK, Hutchinson.

### Zumbrota, Goodhue County Fair

GRANDSTAND CAPACITY: 1,100. Size of race track, half mile. Plant is available for: Hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.  
A. E. COLLINGE JR., Zumbrota.

### NORTH DAKOTA Wishek, Tri-County Fair

BLEACHER CAPACITY: 2,000. Size of race track, half mile. Plant is available for: Hot rod races, midget auto races, harness races, thrill shows, carnival show lot.  
TRI-COUNTY EXHIBITORS' ASSOCIATION, Wishek.

### OREGON Hillsboro, Washington County Fair

BLEACHER CAPACITY: 2,000. Size of race track, half mile. Plant is available for: Carnival show lot, circus show lot.  
1952 STILL DATES: Local pony races, sheriff posse drill team, livestock show, carnival, style review, tractor driving contest, young Oregonians.  
A. H. ABTS, Commercial Bank Building, Hillsboro.

### PENNSYLVANIA Allentown, Great Allentown Fair

GRANDSTAND CAPACITY: 7,128. Size of race track, half mile. Plant is available for: Big car races, midget auto races, harness races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot.  
H. M. SINGMASTER, P. resident, 302 North 17 St., Allentown.

### Townville, Townville Community Fair

BLEACHER CAPACITY: 150. Plant is available for: Baseball games.  
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 250. Coliseum available for rental for: Dances, stagshows, sports shows.

### WISCONSIN

Ellsworth, Pierce County Fair  
GRANDSTAND CAPACITY: 1,500.  
BLEACHER CAPACITY: 1,000. Size of race track, third mile. Track is equipped for night racing. Plant is available for: Hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.  
1952 STILL DATES: Baseball games.  
H. G. SEYFORTH, Secretary, Ellsworth.

### Milwaukee, Wisconsin State Fair

GRANDSTAND CAPACITY: 15,000.  
BLEACHER CAPACITY: 17,000. Size of race tracks: Mile and quarter mile. Quarter mile track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, circus show lot.  
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 5,500. Coliseum available for rental for: Rodeos, ice shows, circuses, stagshows, trade shows, sports shows.  
1952 STILL DATES: Thrill shows; big car, midget and stock car races; motorcycle races, circuses, stagshows.  
WILLARD M. MASTERSON, State Fair Park.

### CANADA ONTARIO

#### Belleville, Belleville Fair

GRANDSTAND CAPACITY: 2,500.  
SIZE OF RACE TRACK: Mile. Plant is available for: Harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.  
1952 STILL DATES: Baseball, dances, lawn bowling, stock car races.  
A. O. PINKSTON, Victoria Ave., Belleville.

### SASKATCHEWAN Moose Jaw, Moose Jaw Exhibition Company

GRANDSTAND & BLEACHER CAPACITY: 3,800. Size of race track, half mile. Plant is available for: Harness races, stock car races, motorcycle races, circus show lot.  
MRS. V. HYLAND, Ste. 2 Central Chambers, Moose Jaw.

## TENTS

ALL SIZES—ALL TYPES

Materials on hand to make for either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated ducks.

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S. I. JESSOP GEO. W. JOHNSON

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GREET'S YOU  
You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world.

Meetings 2nd and 4th  
Wednesday each month  
Palace Theatre Building  
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Almost every one of the Eastern amusement family is a member. Are you?  
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On hand in these sizes: 2 1/2 x 3 inch; 3 1/2 x 4 inch; 4 1/2 x 6 inch. Write for prices.  
Single Sheet, 8 1/2 x 14, 100, 75¢; Per M. ... \$4.00  
Gold Fish Pamphlet, 4 page, 8 1/2 x 11, 12  
Signs, Any Quantity, Each ..... 1 1/2¢  
"WHAT IS WRITTEN IN THE STARS,"  
Folding Booklet, 12-P. 2 1/2 x 5. Contains all 12 Analyses. Very well written \$5.00 per 100. Sample ..... 10¢  
FORECAST AND ANALYSIS, 10-P.  
Fancy Covers, 8 1/2 x 11, Each ..... 6¢  
Samples of each of the above 4 items for No. 1 45-Page Assorted Color Covers ... 50¢

NEW DREAM BOOK  
120 Pages, 2 Sets Numbers, Clearing and Policy, 120 Dreams Bound in Heavy Gold Paper Covers. Good Quality Paper, sample ..... 20¢  
HOW TO WIN AT ANY KIND OF SPECULATION, 24-p. Well bound, 8 1/2 x 11. 25¢  
PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc. .... 60¢  
Signs Cards, Illustrated, Pack of 36 ..... 15¢  
Graph Charts, 9x17, Sample 5¢. Per M \$7.50  
MENTAL TELEPATHY, Booklet of 21 p. 25¢  
Shipments Made to Your Customers Under our Label. No checks accepted C.O.D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra

SIMMONDS & CO.  
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## CRETORS Popcorn Machines

6-oz. to 2-lb. capacities

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BERT'S ELECTRIC AUTOMATIC  
SNOW CONE MACHINE  
We also handle Snow Supplies.  
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## The New Roman Target

(Patent No. 2,619,348)

"One of the greatest stock concessions ever built." The liveliest concession on any midway. Strictly a stock concession. Prize every time. Its legality has never been questioned—you can't miss with the new electric gun, pull the trigger and the prize is won. One of the fastest concessions ever built, gets money anywhere, in any kind of crowd. Write for literature and prices.

### C. A. WOODIN

Route #1 Joplin, Missouri



## Are You Thinking of a MOBILE CONCESSION UNIT for the 1953 Season?

If you are, may we suggest that you call us while you're in Chicago for the Outdoor Convention. All Calumet Coach Mobile Units are custom built . . . and whether you want one like Koppy's, shown above, or to some other design . . . you should start on it now! Delivery can be planned for the start of the 1953 season if you will contact us soon. If you're not planning to be in Chicago, write us telling us what you need in the way of equipment, etc. We'll plan it for you and submit the design in plenty of time to have your mobile unit for 1953 dates.

11575 S. Wabash Avenue  
(Enter on 116th Street)

Chicago 28, Illinois  
Waterfall 8-2212

Calumet Coach Co.

Your key to  
SALES RESULTS—  
the advertising columns of  
THE BILLBOARD!

Advertising in the Billboard Since 1904  
**ROLL OR FOLDED TICKETS** DAY & NIGHT SERVICE  
SPECIALLY PRINTED  
CASH WITH ORDER PRICES --- 10M, \$10.50 --- ADDITIONAL 10M's AT SAME ORDER, \$2.50  
Above prices for any wording desired. For each change of wording and color add \$3.75.  
For change of color only, add 75c. Must be even multiples of 10,000 tickets of a kind and color.  
**STOCK ROLL TICKETS**  
1 ROLL ..... \$1.50  
EACH ADDITIONAL ROLL SAME ORDER AT 60c PER ROLL  
**WELDON, WILLIAMS & LICK**  
FORT SMITH, ARKANSAS  
Tickets Subject to Fed. Tax Most Show Name of Place, Established Price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

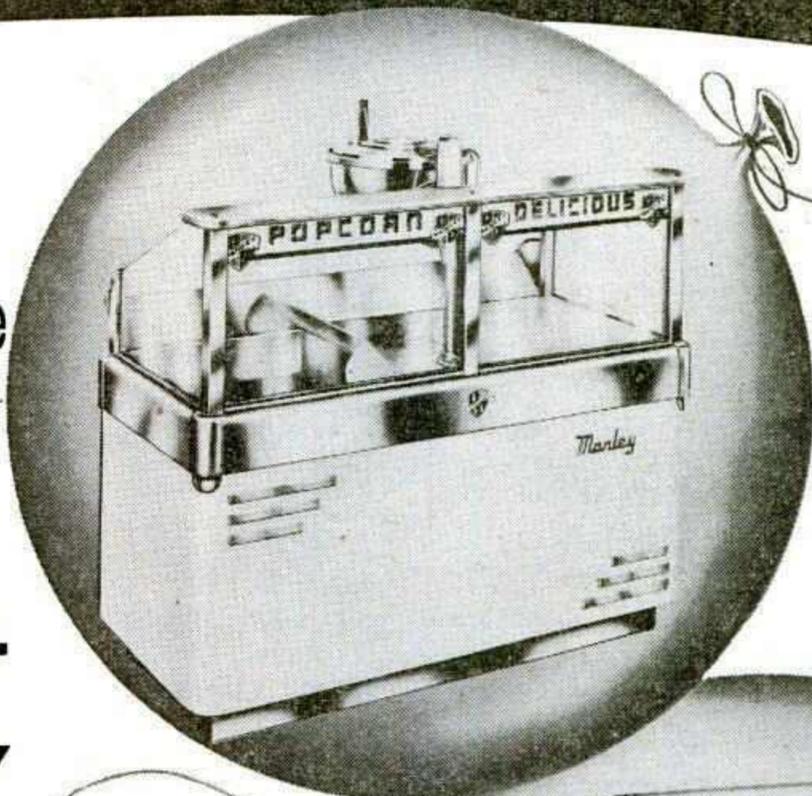


Get a  
Bigger Share  
of Popcorn  
Profits with

**MANLEY**

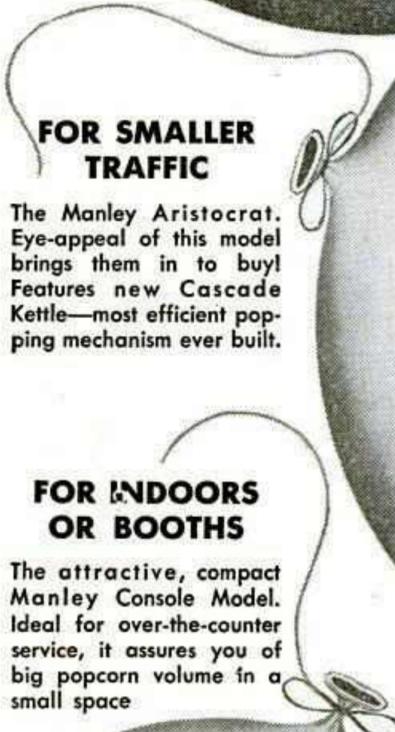
*Biggest Name in Popcorn  
Throughout the World*

People see it . . . people buy it. It's one of the greatest impulse items in the world. Are you cashing in on this craving for popcorn? 75% GROSS PROFIT! That's right, popcorn gives you 75% gross profit—greater than any other item in the refreshment field. Manley supplies you with *everything you need* from machines to the bags to sell it in! It's sure-fire! Don't wait! Drop the coupon below in the mail *today* and find out how you can get *your* share of popcorn profits.



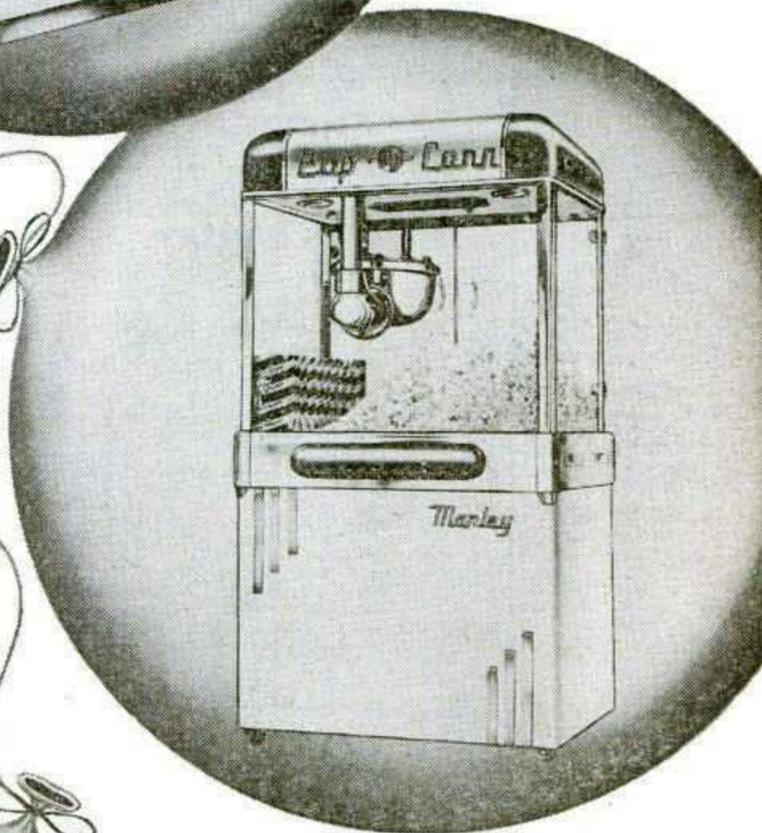
**FOR THE BIG CROWDS**

The attention-getting Manley Super Stadium Model. Pops 30 bushels of profits per hour! Elevator well assures hot popcorn always . . . at the flick of a switch!



**FOR SMALLER TRAFFIC**

The Manley Aristocrat. Eye-appeal of this model brings them in to buy! Features new Cascade Kettle—most efficient popping mechanism ever built.



**FOR INDOORS OR BOOTHS**

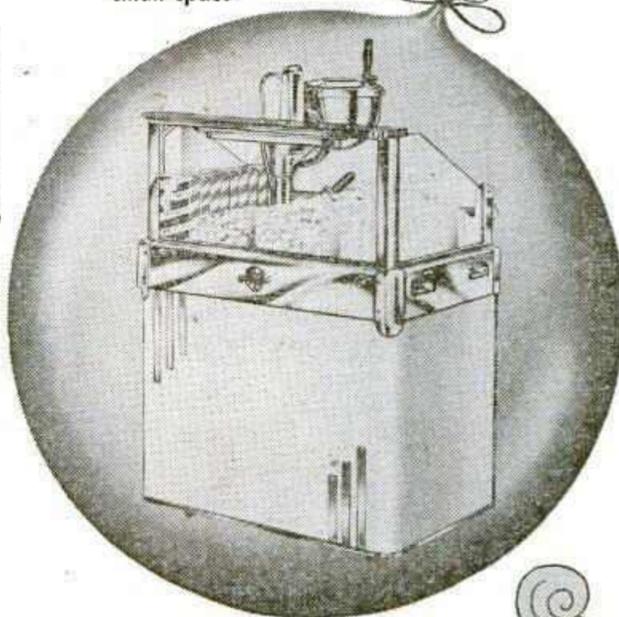
The attractive, compact Manley Console Model. Ideal for over-the-counter service, it assures you of big popcorn volume in a small space



**ONE SOURCE FOR EVERYTHING . . .**

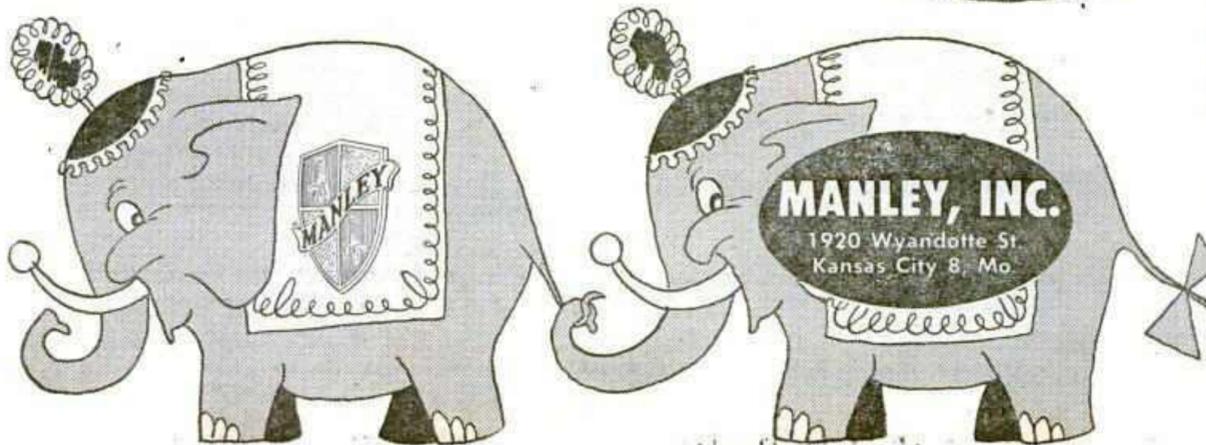
Manley supplies you with everything you need to get into this profitable business . . . famous Manley popcorn . . . seasoning . . . salt . . . coatings . . . cartons and bags . . . merchandising help . . . complete instructions.

*Nobody Outpops Manley*



**TEAR OUT AND MAIL COUPON NOW FOR THIS FREE BOOKLET!**

Gives you all the facts, the whole story of the popcorn business! Do it today!



**Manley, Inc.**  
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 Please send me your FREE Booklet, "How to Make BIG PROFITS from Popcorn."  
 Please have a Manley Representative call on me.

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# STATISTICAL DIRECTORY OF FAIRS

(Received too late for the Cavalcade of Fairs)

## ARKANSAS

**Arkansas Livestock Show, Little Rock**  
 TOTAL ATTENDANCE: 180,924. Operated 6 days, 6 nights.  
 WEATHER: Good 6 days, 6 nights.  
 CARNIVAL: Royal American Shows.  
 ATTRACTIONS: Contest rodeo, 12 performances.  
 AID, PREMIUMS: State aid \$25,000; other aid \$9,000. Total estimated premiums paid out (excluding races), \$34,000.  
 ADMINISTRATION: President, T. H. Barton; secretary, Clyde E. Byrd; superintendent of concessions, E. M. Ford; publicity director, Marge Crabaugh.  
 1953 DATES: October 5-10, tentative.

## CALIFORNIA

**Los Angeles County Fair, Pomona**  
 TOTAL ATTENDANCE: 1,085,478. Operated 17 days, 17 nights.  
 WEATHER: Good 16 days, 17 nights, rain 1 day.  
 ATTRACTIONS: Liberate, nine nights; Barnes-Carruthers theatrical revue, 14 days running and harness races with pari-mutuels; 3 Sundays harness racing.  
 PREMIUMS: Total estimated premiums paid out (excluding races) \$105,024.78.  
 ADMINISTRATION: President, C. B. Afferbaugh; secretary, B. C. Shepherd.  
 1953 DATES: September 18-October 4, official.

## CONNECTICUT

**North Haven Fair, North Haven**  
 TOTAL ATTENDANCE: Paid 18,300; free 8,000. Operated 4 days, 4 nights.  
 WEATHER: Good 4 days, 4 nights.  
 RECEIPTS: Gate \$13,420; day grandstand total (less tax) \$258.05; night grandstand total (less tax) \$514.75.  
 ATTRACTIONS: Geo. Hamid acts twice daily; fireworks opening and closing nights; horse and ox drawing contests and horse show.  
 AID, PREMIUMS: State aid, \$2,500. Total estimated premiums paid out (excluding races) \$4,050.  
 ADMINISTRATION: President, William Kielwasser; secretary, Mrs. J. Bartlett; superintendent of concessions, Norvin Stephens; publicity director, Franklin Ferguson.  
 1953 DATES: September 10-13, official.

## ILLINOIS

**Du Quoin State Fair, Du Quoin**  
 Operated 9 days, 8 nights.  
 WEATHER: Good 9 days, 7 nights, rain 1 night.  
 CARNIVAL: Blue Grass Shows.  
 ATTRACTIONS: Grand Circuit harness races, 5 days; thrill show, 1 day; AAA big car races, 2 days; AMA motorcycle races, 1 day; stage revue, 7 nights; Milton Berle show, 1 night.  
 ADMINISTRATION: Vice president, E. J. Hayes; secretary, D. M. Hayes; publicity director, Virginia Davis.  
 1953 DATES: August 30-September 7, official.

**Illinois State Fair, Springfield**  
 TOTAL ATTENDANCE: 1,022,000. Operated 10 days, 10 nights.  
 WEATHER: Good 10 days, 10 nights.  
 CARNIVAL: Amusement Company of America.  
 ATTRACTIONS: Rex Allen Show, 1 night; booked thru WLS Artists Bureau; WLS National Barn Dance 1 night; State Fair Revue of 1952, 5 nights, booked thru Barnes-Carruthers Theatrical Enterprises; Phil Harris Show, 2 nights, booked thru MCA; automobile races, 1 day; motorcycle races, 1 day; harness races, 6 days.  
 ADMINISTRATION: General Manager, H. W. Elliott; superintendent of concessions, W. P. Ryan; publicity director, Steve Childs.

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AUTO & MOTORCYCLE RACING TRAVELING SHOWS THEATRICALS SPORTING EVENTS

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For your old machine on new Cretors Popcorn Machine or Echols New Electric Ice Shaver. For Sale—Used Electric Ice Shaver, \$39; Umbrellas, \$10; Custard Machine, ready to go, mounted in Chev. truck, \$2300; Concession Trailer, \$300; Floss Machine, \$150.

**DUPONT PRODUCTS**

Phone 14Y Dupont, O.

## IOWA

**Iowa State Fair, Des Moines**  
 TOTAL ATTENDANCE: Paid 416,371. Operated 10 days, 10 nights.  
 WEATHER: Good 5 days, 4 nights; rain 3 days, 4 nights; cold or cloudy 2 days, 2 nights.  
 RECEIPTS: Gate \$252,736; day grandstand total (less tax) \$148,237.46; night grandstand total (less tax) \$101,400.11.  
 CARNIVAL: Amusement Company of America. Ride and show gross, total amount, less federal tax, \$51,955.77.  
 ATTRACTIONS: Stageshow 6 nights (Barnes-Carruthers); rodeo 4 nights (Cremer); auto races 5 days (National Speedways, Inc.); thrill shows 3 days (Thrillcade and Joie Chitwood); horse races 2 days.  
 PREMIUMS: Total estimated premiums paid out (excluding races) \$160,000.  
 ADMINISTRATION: President, H. L. Pike; secretary, L. B. Cunningham; superintendent of concessions, W. J. Campbell; publicity director, L. R. Fairall.  
 1953 DATES: August 29-September 7, official.

**Mississippi Valley Fair, Davenport**  
 TOTAL ATTENDANCE: Paid 63,302; free 26,172. Operated 5 days, 7 nights.  
 WEATHER: Good 4 days, 6 nights; rain 1 day, 1 night.  
 RECEIPTS: Gate \$22,237.78.  
 CARNIVAL: Don Franklin Shows; ride and show gross, total amount, less federal tax, \$11,317.72.  
 ATTRACTIONS: Lynch's Thrill Show, 1 afternoon; Winkley Big Car Races, 1 afternoon; Chitwood Thrill Show, 1 afternoon; Winkley 125 Mile Stock Car Race, 1 afternoon; stock horses, 1 afternoon; Sam Howard's Aqua Thrills, 3 nights; Ernie Young State Fair Revue, 4 nights.  
 AID, PREMIUMS: State aid, \$2,100; county aid, \$7,500; total estimated premiums paid out (excluding races) \$10,766.68.  
 ADMINISTRATION: President, Chester D. Salter; manager, Frank Harris; superintendent of concessions, Ted Mollenbeck; publicity director, Harvey Hoffman.  
 1953 DATES: August 18-23, official.

## KANSAS

**Kansas State Fair, Hutchinson**  
 TOTAL ATTENDANCE: 375,000. Operated 6 days, 7 nights.  
 WEATHER: Good 6 days, 6 nights; rain 1 night.  
 RECEIPTS: Gate \$77,794; day and night grandstand total (less tax) \$95,000.  
 ATTRACTIONS: Stock car races, 1 day; Verne Hamilton; big car auto races, Auto Racing, Inc., 1 day; Swenson Thrillcade, 1 day; George Stiechka rodeo, 2 days; Barnes-Carruthers revue, 7 nights; Ice Vogues, 7 nights; Western Day, 1 day quarter horse races and cutting horse contests.  
 AID: State aid, \$18,500.  
 ADMINISTRATION: President, William Condel; secretary, Virgil C. Miller; superintendent of concessions, William H. Wegener; publicity director, Fred Henney.  
 1953 DATES: September 20-25, tentative.

**LOUISIANA**

**Allen Parish Fair, Oberlin**  
 TOTAL ATTENDANCE: Free, 5,000. Operated 3 days, 3 nights.  
 WEATHER: Good 3 days, 3 nights.  
 CARNIVAL: Buff Hottle Shows.  
 ADMINISTRATION: President, Wheeler Fuselier; secretary, G. C. Meaux.

**Louisiana State Fair, Shreveport**  
 TOTAL ATTENDANCE: Free, 569,000 (estimated). Operated 9 days, 9 nights.  
 WEATHER: Good 7 days, 9 nights; hot 2 days.  
 CARNIVAL: Royal American Shows.  
 ATTRACTIONS: Barnes-Carruthers revue, 9 nights; National Speedway big car races, 2 days; White Eagle Motorcycle Association races, 1 day; 1 day of stock car races.  
 AID, PREMIUMS: State aid \$25,000. Total estimated premiums paid out (excluding races) \$52,768.  
 ADMINISTRATION: President, R. Andrews; secretary-manager, W. R. Hirsch; superintendent of concessions, S. E. Monseur.  
 1953 DATES: October 24-November 1, tentative.

**MASSACHUSETTS**

**Eastern States Exposition, West Springfield**  
 TOTAL ATTENDANCE: Paid 430,735. Operated 8 days, 8 nights.  
 WEATHER: Good 7 days, 7 nights; rain 1 day, 1 night.  
 ATTRACTIONS: Skating Vanities and Olsen and Johnson, 7 nights, 1 matinee; 2 days auto racing.  
 ADMINISTRATION: President, Howard W. Selby; secretary, Jack Reynolds.  
 1953 DATES: September 20-27, official.

**MICHIGAN**

**Saginaw Fair, Saginaw**  
 TOTAL ATTENDANCE: Paid 310,000; free 52,000. Operated 7 days, 7 nights.  
 WEATHER: Good 7 days, 7 nights.  
 RECEIPTS: Gate \$101,300; day and night grandstand total (less tax) \$37,500.  
 CARNIVAL: F. E. Gooding.  
 ATTRACTIONS: Barnes-Carruthers revue.  
 AID, PREMIUMS: State aid \$11,000. Total estimated premiums paid out (excluding races) \$24,000.  
 ADMINISTRATION: President, John Marthey; secretary, C. H. Harnden; superintendent of concessions, B. B. Sawyer; publicity director, Jack Parker Agency.  
 1953 DATES: September 13-19, official.

## Upper Peninsula State Fair, Escanaba

Operated 5 days, 5 nights.  
 WEATHER: Good 5 days, 5 nights.  
 RECEIPTS: Day grandstand total (less tax) \$14,223.81; night grandstand total (less tax) \$8,405.73.  
 CARNIVAL: Blue Ribbon Shows.  
 ATTRACTIONS: Barnes-Carruthers revue, 1 afternoon, 4 evenings; Bobby Benson in Red Benson's Take a Number program, 2 performances; National Speedway auto races, 2 days; Staples Rodeo, 2 days; White Horse Troupe, 1 performance; Music Master ski jump, all performances; Thearle-Duffield fireworks.  
 AID, PREMIUMS: State aid \$21,266.50; total estimated premiums paid out (excluding races) \$21,266.50.  
 ADMINISTRATION: Secretary, John MacInnis; superintendent of concessions, Ray LaPorte; publicity director, Ken Gunderman.  
 1953 DATES: August 18-23, official.

## MINNESOTA

**Freeborn County Fair, Albert Lea**  
 TOTAL ATTENDANCE: Paid 30,000; free 5,000. Operated 4 days, 4 nights.  
 WEATHER: Good 4 days, 4 nights.  
 RECEIPTS: Gate \$11,938; day grandstand total (less tax) \$5,670; night grandstand total (less tax) \$7,200.  
 CARNIVAL: 20th Century Shows.  
 ATTRACTIONS: B. C. Rodeo, 1 day; White Horse Troupe, 1 day; stock car races, 1 day.  
 AID: State aid, \$3,893.04.  
 ADMINISTRATION: President, Jud Nelson; secretary, N. D. Jensen; superintendent of concessions, Henry Behr.  
 1953 DATES: August 24-27 tentative.

**Goodhue County Fair, Zumbrota**  
 TOTAL ATTENDANCE: Free 7,500. Operated 4 days, 2 nights.  
 WEATHER: Good 4 days, 2 nights.  
 AID, PREMIUMS: State aid \$1,500; county aid \$500; total estimated premiums paid out (excluding races) \$2,150.  
 ADMINISTRATION: President, George Freeman; secretary, A. E. Collinge Jr.

**McLeod County Agricultural Association, Hutchinson**  
 Total attendance; paid 24,329. Operated 5 days, 5 nights.  
 WEATHER: Good 5 days, 5 nights.  
 RECEIPTS: Gate \$11,762.75; day and night grandstand total (less tax) \$7,449.85.  
 ATTRACTIONS: Stage show, 4 days, 4 nights; Frank Winkley auto races, 1 day; St. Cloud Speedway stock car races, 1 day; horse show, 1 night; harness races, 2 days.  
 AID: State aid \$3,044.83; county aid \$4,000.  
 ADMINISTRATION: President, L. H. Merrill; secretary, Everett Oleson; superintendent of concessions, Frank Broderius; publicity director, F. J. Zila.  
 1953 DATES: September 12-16, tentative.

## NEBRASKA

**Nebraska State Fair, Lincoln**  
 TOTAL ATTENDANCE: Paid 285,000. Operated 6 days, 6 nights.  
 WEATHER: Good 4 days, 4 nights; rain 2 days, 2 nights.  
 CARNIVAL: Royal Crown Shows.  
 ATTRACTIONS: Barnes-Carruthers musical revue, 6 nights; 2 days of big car racing and 1 day stock car racing by National Speedways, Inc.; 1 day horse show, 2 performances, sponsored by Nebraska State Fair; 1 performance pony show; 2 afternoon thrill shows, Chitwood and Swenson; 1 afternoon circus.  
 AID: State aid \$9,000.  
 ADMINISTRATION: President, Chet G. Marshall; secretary, Edwin Schultz.  
 1953 DATES: September 6-11, official.

## NEW MEXICO

**New Mexico State Fair, Albuquerque**  
 TOTAL ATTENDANCE: Paid 400,000. Operated 9 days, 9 nights.  
 WEATHER: Good 9 days, 9 nights.  
 CARNIVAL: Siebrand Shows.  
 ATTRACTIONS: 9 days horse racing; 9 nights rodeo; 9 days running races.  
 AID, PREMIUMS: State aid \$10,000. Total estimated premiums paid out (excluding races) \$60,000.  
 ADMINISTRATION: President, Clyde Tingley; secretary, Leon H. Harms.  
 1953 DATES: September 26-October 4, tentative.

## NORTH DAKOTA

**Tri-County Exhibitors' Association, Wishek**  
 TOTAL ATTENDANCE: Paid, 1,500; free, 250. Operated 2 days; 3 nights.  
 WEATHER: Good 2 days; 2 nights.  
 RECEIPTS: Gate, \$2,250.  
 CARNIVAL: Nelson Shows.  
 ATTRACTIONS: 2 days horse races.  
 ADMINISTRATION: President, Samuel Rudolf; secretary, H. A. Olson.  
 1953 DATES: June 29-July 1, tentative.

## OREGON

**Washington County Fair, Hillsboro**  
 TOTAL ATTENDANCE: Paid 7,600; free 350. Operated 4 days, 4 nights.  
 WEATHER: Good 3 days, 3 nights, rain 1 day, 1 night.  
 RECEIPTS: Gate \$3,800.  
 CARNIVAL: Rainier Shows; ride and show gross, total amount, less federal tax \$1,300.

ATTRACTIONS: Local pony races, 2 days; sheriff's posse drill team, 2 days; 1 day harness racing; tractor driving, 2 days; style show, 1 day.  
 AID, PREMIUMS: County aid \$2,600; total estimated premiums paid out (excluding races) \$3,500.  
 ADMINISTRATION: President, Elmer Gerber; secretary, Mary Hadley; superintendent of concessions, Ted Rohrer.  
 1953 DATES: August 28-September 1, official.

## PENNSYLVANIA

**Great Allentown Fair, Allentown**  
 TOTAL ATTENDANCE: Paid 116,185; free 12,375. Operated 5 days, 5 nights.  
 WEATHER: Good 4 days, 5 nights, rain 1 day.  
 RECEIPTS: Gate \$77,765; day and night grandstand total (less tax) \$55,182.  
 ATTRACTIONS: "Ice Varieties," 2 nights; George Hamid revue, 5 nights; Sam Nunis auto races; horse racing.  
 AID, PREMIUMS: State aid \$1,000; total estimated premiums paid out (excluding races) \$19,780.  
 ADMINISTRATION: President, H. M. Singmaster; secretary, R. D. Schall; treasurer, A. W. Durner; publicity director, M. H. Ritter.  
 1953 DATES: Third week in September, official.

**Townville Community Fair, Townville**  
 OPERATED: 3 days, 3 nights.  
 WEATHER: Good 3 days, 3 nights.  
 ATTRACTIONS: Bob and Jeanne musical troupe, 1 night; fireworks, 1 night.  
 AID, PREMIUMS: County aid \$300. Total estimated premiums paid out (excluding races), \$460.  
 ADMINISTRATION: President, Mr. Harry Mason; secretary, Mr. Donald Snyder; superintendent of concessions Mr. D. Snyder; publicity director Mr. R. C. Van Slyke.  
 1953 DATES: September 10-12, tentative.

## TENNESSEE

**Tennessee State Fair, Nashville**  
 TOTAL ATTENDANCE: Paid 165,000; free 12,000. Operated 6 days, 6 nights.  
 WEATHER: Good 6 days, 5 nights; rain 1 night.  
 RECEIPTS: Gate and parking \$133,000; day grandstand total (less tax) \$4,602; night grandstand total (less tax) \$7,245.  
 CARNIVAL: Cavalcade of Amusements.  
 ATTRACTIONS: Ernie Young grandstand show, 6 nights; auto races, 1 day, by National Speedways; harness racing 5 afternoons.  
 AID, PREMIUMS: State aid \$7,100. Total premiums paid out (excluding races) \$55,900.  
 ADMINISTRATION: Board chairman, Beverly Briley; secretary, L. E. Griffin.  
 1953 DATES: September 21-26, official.

## TEXAS

**State Fair of Texas, Dallas**  
 TOTAL ATTENDANCE: Paid and free, 2,387,140. Operated 16 days, 16 nights.  
 WEATHER: Good 13 days, 13½ nights; rain ½ day; cold or cloudy 2½ days, 2½ nights.  
 RECEIPTS: Auditorium show (less tax) \$255,239.  
 ATTRACTIONS: Dean Martin and Jerry Lewis revue, 16 performances; Ice Cycles of 1953, 16 performances; Aut Swenson's thrill show, 16 performances; Variety Club Circus, 16 shows; St. John Terrell's music circus, 16 shows.  
 ADMINISTRATION: President, R. L. Thornton; executive vice-president and general manager, James H. Stewart; secretary, S. B. Cox; superintendent of concessions, Fred Tennant Jr.; publicity director, Thad Ricks.  
 1953 DATES: October 10-25, official.

## WASHINGTON

**Western Washington Fair, Puyallup**  
 TOTAL ATTENDANCE: 339,232. Operated 9 days, 9 nights.  
 WEATHER: Good 9 days, 9 nights.  
 ATTRACTIONS: Grandstand acts, rodeo, fireworks, horse racing.  
 ADMINISTRATION: President, Dr. J. H. Corliss; secretary, J. H. McMurray;  
 1953 DATES: September 19-27, official.

## WISCONSIN

**Northern Wisconsin District Fair, Chippewa Falls**  
 TOTAL ATTENDANCE: Paid 125,000; free 40,000. Operated 6 days, 6 nights.  
 WEATHER: Good 4 days, 4 nights; rain 2 days, 2 nights.  
 CARNIVAL: Amusement Company of America.  
 ATTRACTIONS: Barnes-Carruthers Revue, 6 nights; Joie Chitwood thrill show, 3 days of harness racing.  
 ADMINISTRATION: President, H. A. White; secretary, A. L. Putnam; superintendent of concessions, R. L. Zimmerman; publicity director, Howard Meier.  
 1953 DATES: August 4-9, official.

**Wisconsin State Fair, Milwaukee**  
 TOTAL ATTENDANCE: 767,757. Operated 9 days, 9 nights.  
 WEATHER: Good 6 days, 6 nights; cold or cloudy 3 days, 3 nights.  
 ATTRACTIONS: Barnes-Carruthers night revue, 4 auto races, 1 motorcycle race, horse pulling and harness racing.  
 PREMIUMS: Total estimated premiums paid out (excluding races) \$128,000.  
 ADMINISTRATION: Secretary, Willard M. Masterson; superintendent of concessions,

G. C. Henderson; publicity director, Pete Walch.  
 1953 DATES: August 22-30, official.

## CANADA ONTARIO

**Belleville Agricultural Society, Belleville**  
 TOTAL ATTENDANCE: Paid 30,000. Operated 4 days, 4 nights.  
 WEATHER: Good 4 days, 4 nights.  
 RECEIPTS: Gate \$13,565. Day and night grandstand total (less tax) \$5,847.75.  
 CARNIVAL: Conklin Shows.  
 ATTRACTIONS: RCMP musical ride, 1 day, 1 night; Bill Gordon Show, 3 nights; harness racing, 3 days; running races, 1 day.  
 AID, PREMIUMS: Province aid, \$800; county aid, \$300. Other aid, \$825. Total estimated premiums paid out (excluding races), \$5,000.  
 ADMINISTRATION: President, Harry Rollins; secretary, Thomas Walker.  
 1953 DATES: August 10-13, official.

**Central Canada Exhibition, Ottawa**  
 TOTAL ATTENDANCE: Paid 374,759. Operated 6 days, 6 nights.  
 WEATHER: Good 5 days, 5 nights, rain 1 day, 1 night.  
 RECEIPTS: Gate \$116,719; day grandstand total (less tax) \$7,766. Night grandstand total (less tax) \$65,696.  
 CARNIVAL: World of Mirth.  
 ATTRACTIONS: George A. Hamid & Son show, 6 days, 6 nights.  
 ADMINISTRATION: Controller, L. L. Coulter; secretary, J. K. Clarke; general manager, H. H. McElroy.  
 1953 DATES: August 22-29, official.

**Canadian National Exhibition, Toronto**  
 TOTAL ATTENDANCE: 2,717,000; free 650,000. Operated 14 days, 14 nights.  
 WEATHER: Good 13 days, 14 nights, rain 1 day.  
 RECEIPTS: Gate \$824,204; day grandstand total (less tax) \$82,431. Night grandstand total (less tax) \$427,334.  
 CARNIVAL: Conklin Shows; ride and show gross, total amount, less federal tax \$369,713.  
 ATTRACTIONS: Night grandstand show featuring Tony Martin; Royal Canadian Mounted Police drill team.  
 AID, PREMIUMS: Provincial aid \$2,500; federal aid \$4,000; other aid \$6,000.  
 PREMIUMS: Total estimated premiums paid out (excluding races) \$114,000.  
 ADMINISTRATION: President, J. A. Northey; secretary, R. J. Dixon; publicity director, L. C. Powell.  
 1953 DATES: August 28-September 12, official.

## SASKATCHEWAN

**Moose Jaw Exhibition, Moose Jaw**  
 Operated 4 days, 4 nights.  
 WEATHER: Good 4 days, 4 nights.  
 CARNIVAL: Wallace Bros' Shows.  
 ADMINISTRATION: President, George M. Smith; secretary, Mrs. V. Hyland.  
 1953 DATES: June 29-July 1, official.

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**TOUR-TESTED**

**D375 Power Units Prove Out for RAS**

TAMPA, Nov. 22.—The Royal American Shows, always famed for their brilliant lighting, were a shade brighter this year due to the addition of two electric generator sets complete with chrome plates.

But chrome-plated generators are no novelty to the nation's biggest carnival; the Royal chomped the first Diesels to go onto a midway 16 years ago.

What caught the eye of Diesel men was the installation of a highly portable, 13,000-pound electric set in which the generator was not bolted directly to the engine housing. In short, if the engine went more than .017 of an inch out of line with the generator there would be a heated coupling.

Aware that Royal American equipment moves thousands of miles each season, engineers initially said that the show should be satisfied with something less than a 200-kw. set. Instead two Caterpillar D375 electric sets were installed here in March and thru the close of the long Royal American route up into Western Canada and back the sets pumped juice into 1,000-kw. Royal American circuits without any breakdowns.

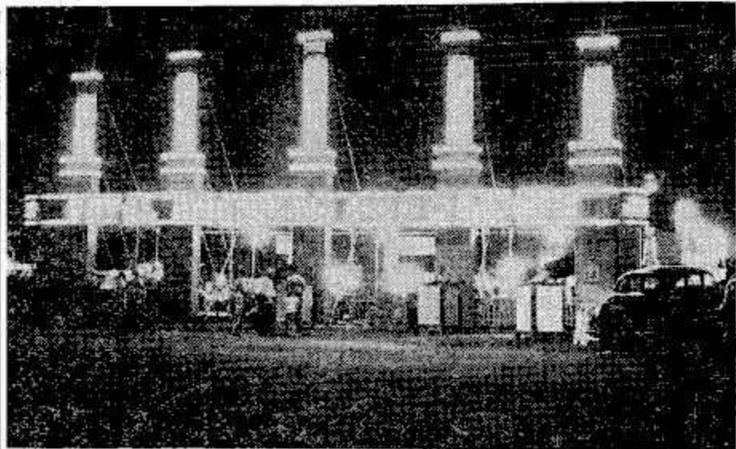
That nothing was added or altered since the two sets went into operation is credited largely to two men, Tom Adams, the Royal American's chief electrician, and Warren Thompson, engine salesman for Peoria Tractor & Equipment Company, the Caterpillar Tractor Company dealer.

It was these two men who installed the D375s in March as an answer to the Royal American's power needs. Carl Sedlmayr, RAS owner, had insisted the show must have larger units but did not want to add another car to the show train to haul power units. Thus, the Caterpillar's D375 was picked.

Adams wanted to avoid having to string any more wire than necessary and new externally-regulated units had to be hooked in parallel with the old self-regulating sets. Light failure is prevented by hooking the generators in parallel, for if one set should go out thru lack of water or oil, the other units instantly pick up the load.

First, the old wagons were blacksmithed to withstand the weight and stress. Both horizontal and longitudinal trusses were installed beneath the main frame and the over-all length was extended 16 inches to accommodate the radiator housing and provide the enclosure. The gimmick that amazed engineers, however, was the welding of two vertical gussets directly to the crankcase of the engine, the floor sole plates and the generator base.

It was this extra support that



Brilliant illumination of the Royal American Shows' line-up and entrance stems largely from two D375s installed in the spring. Units proved highly efficient over the Royal American's long route from Tampa to Western Canada and back.

held the engine and generator in line. When tests were made five weeks after the Royal American was out on tour, it was found that the alignment had changed only .002 of an inch.

**Air Compressors**

Another special adaptation was in the air compressors for starting. Space and weight limitations prompted the use of a Gardner-Denver Company compressor with a 12-cubic-foot tank, and ample air was provided thruout the season. Adams holds that the engine can be started with approximately 100 pounds per square inch in the receiver, as against the normal 250-per-square-inch.

A second space-saver was the use of Maxim Silencers taken from the retired units instead of

the larger ones ordinarily required. Special switch gear included an Esco power panel built especially for the show's requirements. Two Westinghouse A-B circuit breakers of 400 amps each were installed. Thus, in light load periods, when only half the generator is required, only one circuit breaker was used, but adequate protection was given against defects in wagon insulation with either a partial or full load.

In all, the Royal American carries a total of eight generators with a capacity of 1,200 kw.'s for lot use and has three, each with 100 kw. capacity, on the show train.

Small wonder, with all those power-producing units why the Royal American is the most brilliantly lighted carnival.

**Harold English Buys Tourist Court In Lamar, Mo.**

LAMAR, Mo., Nov. 22.—Harold English, veteran show secretary, has left the road for a less itinerant business and recently opened the Rock Haven Tourist Courts here. He hopes to establish a meeting place for his many friends who pass thru the area.

English has set aside one room as a showroom for the purpose of cutting up jackies and has already mounted a number of photographs of his many friends on the walls.

The veteran show executive started his outdoor career with the Kemp Sisters' Wild West Show as a bronk rider and since that time had been with a number of big-name shows. Included were the Great Patterson, James E. Strates and Dodson's Worlds Fair shows and for 10 years he worked for Denny Pugh and Joe Murphy at the Dallas fair. In addition, English had his own tent opera for seven years and in '51 managed a park for Harry Illions.

Among acquaintances, who have stopped off thus far, have been Jim Campbell, who lives across the highway from English, Joe Murphy, Chuck Moss, Mr. and Mrs. Robert (Hoppie) Lecocq,

**Mrs. America Finals Set for Asbury Park**

ASBURY PARK, N. J., Nov. 22.—This city has picked up its option for the sixth straight year to play host to the grand finals of the annual nationwide Mrs. America contest, it was announced this week by Mayor George A. Smock II. The 15th annual contest will be held in Convention Hall Sunday afternoon, September 13.

Open to married women thruout the United States and its possessions, regardless of age, preliminary eliminations for the contest will be held in the spring and summer.

This year's winner, Mrs. Evelyn Joyce Schenk, of New Jersey, is touring the country appearing in department stores, expositions and before women's groups.

Captain Hugo, Wayne Newman, Dale Petross, Walter (Pappy) Pruitt, I. S. Douglas and Glen Davis.

The court boasts 14 cabins and a cafe.

**Injects New Life Into Spartanburg, S. C., Fair**

Continued from page 66

concession and attractions men. "We've never had cause to regret this," he says. "We like to do business that way. A shake of the hand ought to be sufficient. If it isn't, we'll soon find out, and, of course, it isn't likely that the person who violates an agreement will ever be welcomed back."

Actually, Paul dots references to his fair experiences with allusions to show people. He recalls that Bernard (Bucky) Allen, concession manager of the World of Mirth Shows, was the first showman he talked to when he decided to become active in the fair. Other yarns might lead to anecdotes involving Jack Kochman, the thrill show impresario, or Joe Littlejohn, auto race promoter.

Paul is emphatic about a proffered pay-off being the kiss of death at his fair. All that is wanted at Spartanburg, he says, is the best in available attractions and these, he feels, the event rates and has.

**No Third Bingo**

Not long ago he turned down the offer of an extra \$1,000 for a third bingo. "Competition is fine," Paul says, "but not at the expense of ruining business for the two which are now on the grounds." He feels that he can expect the best as long as he insures the financial well being of those already participating in the annual.

While a lot of work has been done at Spartanburg since Paul and his associates took over the fair, much remains. Shortly after taking over, additional land was purchased to expand the plant holdings to 48 acres. While this made for more roominess, much more land is needed. There is hardly a day during fair week that the grounds are not taxed to capacity. A new cattle barn was added at a cost of \$15,000, and a new exhibit building was added at a cost of \$8,000. The entire midway area was mud-proofed, and many thousands of dollars have been spent on refurbishing the arts building. It is hoped to add to these improvements each year when there is money left in the till.

Paul attended Wofford College in Spartanburg and went on to study medicine, following in the footsteps of his father and brothers who established a private hospital that the family still operates. He had to quit school,

however, because of a kidney ailment. He later studied X-ray and deep therapy treatment and practiced for 24 years while operating his farms at the same time. Because of his medical background, he is known as "Dr. Paul" thruout the area.

**All-Out Effort**

He says his intense interest in the fair sometimes causes a minor riot at his home, but that is perhaps putting it on a bit, since Mrs. Black seldom misses a day at the fair. He does, however, give himself over entirely to its operation. Inquiries on the renting of a store or other properties he owns in town are shunted off until after the conclusion of the fair.

"It is my desire to have a large fair, not necessarily in acreage," Paul says. "We need a showroom for the Piedmont area that will serve in the development and training of the youth of the Carolinas in a highly cultural manner. The entertainment is important, but still only a sideline."

Future plans are concerned with the building of a new dairy barn, a swine barn and a grandstand, more or less in that order. The directors, all of them successful businessmen who contribute their time and talents without remuneration, are just as anxious to build a successful fair as Paul is.

**Loves Hunting**

Next to the fair, or perhaps even in reverse order, Paul enjoys quail shooting. He leaves home the day before Thanksgiving and heads for the Atlantic Coast and some shooting. His best record is 19 out of 21 birds shooting from the hip. He hunts intensively for two days and then trains to Chicago for the fair meetings. After returning home he goes quail shooting every two weeks without fail.

To Paul, quail shooting is fun, as is running a fair, peach farming, and nearly everything else in which he engages. That is the way he likes it, and that is the way he wants it to be as long as he lives.

He's had only two disappointments in life. The first was when he failed to complete his medical education and the second when he did not have a son. For all of that, he has a fine family with two daughters, 8 and 11. It could be, he admits, that the fair might one day have a lady manager.

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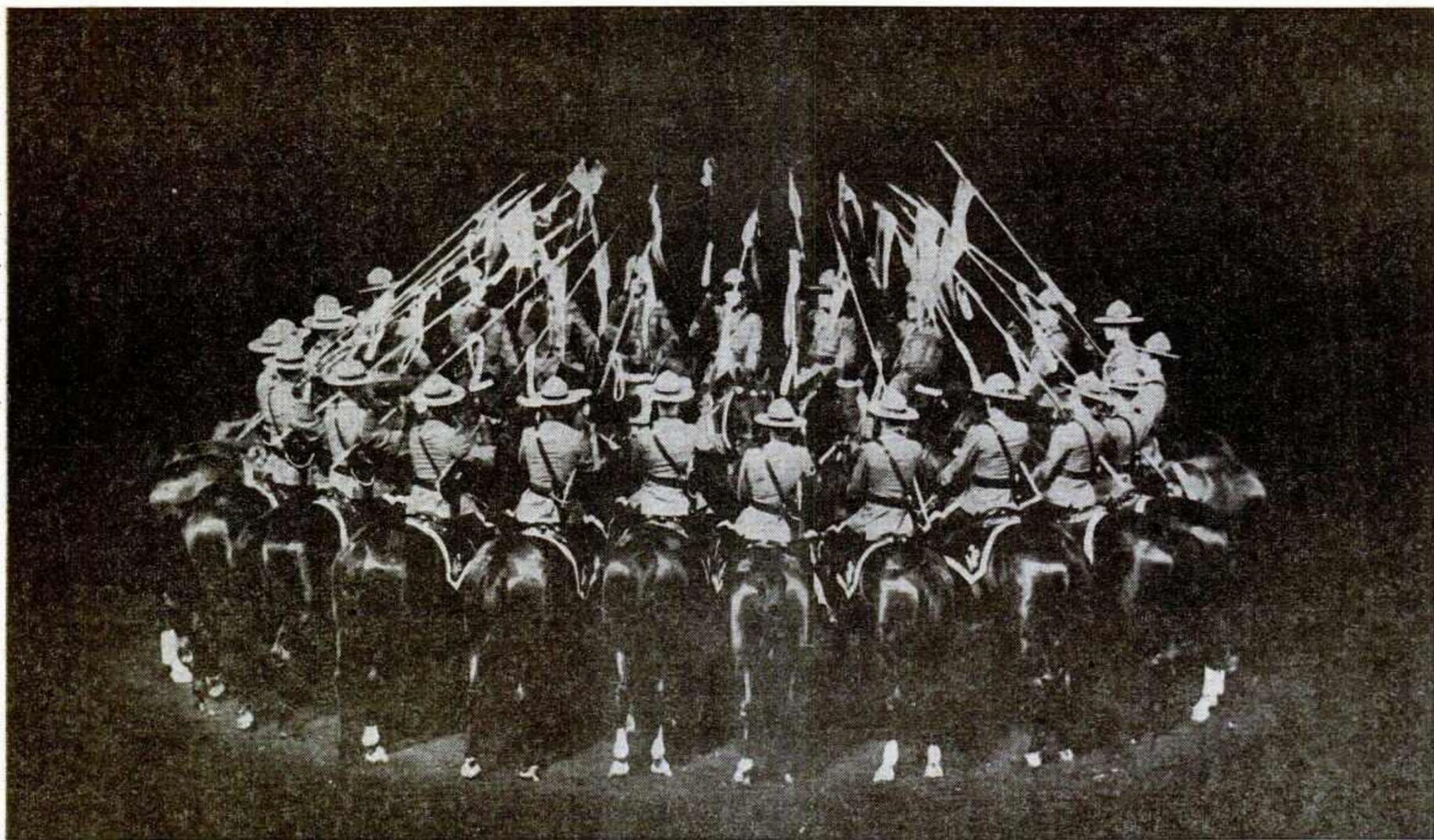
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# Mounties at It Again

● By HARRY ALLEN JR.

**Famed Musical Ride Scores Smash Hit  
In Revival; Form Second Troupe for '53;  
Acclaimed Colorful, Thrilling Show**

ANYONE looking for something so-called Canadian and at the same time wanting a colorful and spectacular show need only see the Royal Canadian Mounted Musical Ride, revived this year after a lapse of several.

The Mounties in their return created a sensation on home territory—the Canadian National Exhibition at Toronto—and then went on to score smash hits in the U. S. at Portland, Ore., Los Angeles and San Francisco. The ride proved so popular that a second company is being formed for '53.

Ordinarily the performance requires 32 riders, but when confronted with space difficulties, as in front of the CNE grandstand, they work with 24 men. The group travels in two sleeping cars, while the horses travel in two specially designed palace cars.

Occasionally the RCMP band accompanies the troupe. When it doesn't, the bandmaster, Sgt. C. G. Bryson, precedes the rail move to arrange with local musicians.

The ride teems with color. The Mounties are arrayed in scarlet tunics, blue breeches, Stetsons, and carry lances, from which fly red and white pennants. Horses, too, are brightly arrayed, carrying full ceremonial gear.

#### Matched Horses

Most of the horses are black and come from the Mounties' ranch in Saskatchewan, tho occasionally on a tour thru Canada Sgt. C. W. Anderson, who heads up the riders' training in Eastern Canada, picks up a horse.

The riders are specially

selected, after they have been watched carefully during preliminary exercises. Substitutes are trained in case of injury or illness. Usually three extra mounts and as many men are available when on tour. Counting the commissioned officers in charge and other service personnel, the troupe numbers about 40.

The performance, which runs about 20 minutes, is a spirited one, teems with action as the lance-bearing Mounties go thru intricate maneuvers at speeds varying up to charges. The ride opens and closes with the national anthem.

#### Precision Rides

An exercise in precision, the ride begins with a section movement which seems simple. Then comes "Thread the Needle," in which the whole detachment moves in groups of eight. The "Star" is an intricate movement in which, as the name suggests, the riders move into a perfect star-like formation. The slightest error of judgment could spoil the effect, but rarely do the riders miscue.

Next is "The Dome," for which the troupe forms a perfect circle with the horses' heads pointed inward and the Mounties posing their lances high and sloping into the circle.

#### Lance Drill

Next is a lance drill in which the riders with their eight-foot lances encompass their horses. Then comes the bridal arch, when two lines of horsemen posed while riders in twos walk-march thru the arch. Following the charge, an awe-inspiring spectacle,

the ride does the march past, 24 or 32 abreast, as the case may be.

Altho the ride has a long history, it has never been a regular presentation. Whether one will be trained in any year is dictated by the availability of men and time. The ride was discontinued during the war years. There was none last year because the time couldn't be spared.

After the war a start was made from scratch with all

new horses, some of which had never been ridden. This year, the horses began with more experience in musical rides than most of their riders.

#### Learn Hard Way

The riders quickly get experience — the hard way. The training period means a large part of each day on a lightly upholstered horse (lance in the right hand, reins in the left), and going over and over the same routines under a hot sun, amid billows

of dust. There is no posting in this type of riding. The rider grips the horse with his knees and sits flat on the saddle, whether at a walk, trot or gallop.

The ride is as spectacular in the daytime under bright sunlight as it is at night under changing spotlights, either indoors or outdoors. Veteran showmen rate it as Canada's greatest contribution to the fair attraction field — high tribute, indeed!



OLD HAND LOOKS AT CLOWN ALLEY

# Sees Decline of Clowning Art; Few Newcomers Fill Ranks

By EARL SHIPLEY

**B**ACKSTAGE visitors to indoor circuses will notice that in addition to the usual typewritten program on the bulletin board is another sheet with the same program printed in large letters. This is easily explained. The clowns have reached the bifocal stage. The fact is that most outstanding clowns today are past the 50-year mark.

That in itself is not too important, but where will clowning be in a few more years, when these old-timers have made their final appearances? There are very few outstanding clowns among the younger ones working now. Who is going to carry on in the years ahead?

There are too many character clowns, especially tramps; too few capable come-in workers; too many relying on big paper heads; too few with props and ideas for big numbers; too many amateurs, and too few well-trained clowns with funny, original material.

The past 20 years brought great changes in the circus world. One by one the old established railroad circuses were taken off the road, and this caused many clowns to turn to other phases of show business. Some of them are faring well playing fairs, indoor dates and thrill shows. Where indoor shows were few and far between, now Tom Packs, Polack Bros., Hamid-Morton, Orrin Davenport, other indoor shows and many independently produced circuses provide much more winter work than in the past.

Yet, with all this work to be had, clowning still has deteriorated.

**Easier to Start Now**

Years ago it was extremely difficult for a young man to break into the clowning game. Many successful clowns owed their start to the fact they were able to present singing, dancing or juggling turns for the traditional concert or after-show. Others started as race rider clowns, a feature which has disappeared from the modern circus. Many of these rode flat races, tandem races, Roman standing races and the inevitable clown cart race. They might also ride in the garland entry, the spec and the street parade.

Young clowns in those days were glad of the opportunity to assist one of the feature clowns and, under their stern tutoring, aspire to being classed as regular clowns themselves. The old timers were hardly gentle on the First of May. (That is a seldom used phrase today, perhaps because there are so many of them.) Today the beginner in clown alley is seldom required to take a slap or a pratfall.

Many an old timer today can recall when he rarely dared speak to some of the successful clowns, and when he did it was not as an equal but as a First of May who had a lot to learn and was fully aware of his ignorance. It took time to be recognized and the weaklings usually didn't last more than one year. It is admitted that sometimes the older clowns were unnecessarily rough with the beginners. All that has changed today, perhaps for the better, but nevertheless those old methods proved successful in the training of capable clowns.

**Character Vs. Whiteface**

The number of whiteface clowns is out of proportion to the number of character clowns. During the war, laundry problems became serious for the whiteface clowns and securing one-day service for white suits was nearly impossible. Hence, character clowns became all too numerous and many have not gone back to whiteface. Character clowns are as much a part of the circus as ever, but no group of 18 or 20 clowns should include as many as nine or 10 characters—most of them tramp characters.

A great many newcomers now start their careers doing tramp clown, perhaps because it is cheaper to get a Salvation Army salvage suit. But it takes much more than a misfit suit to make a tramp comedian.

Otto Griebing and Emmett Kelly are two of the most copied clowns in show business. The dean of tramp clowns is Paul Jerome, who started in 1919 at the request of John Ringling. Jerome also is a clever whiteface clown. Chester (Bobo) Barnett for years was an outstanding whiteface clown. Felix Adler and Lou Jacobs are two others, and their make-up is widely copied, especially by amateur clowns.

**Jobs But No Jokes**

Surely there is no excuse for so many clowns taking a contract and then arriving at the show place with nothing but make-up, wardrobe—and the contract. Everyone can't rely on the other fellow to build and bring the props for gags requiring two or more clowns to stage. Outstanding clowns aren't "hitch hikers." Too few clowns have anything to offer in the way of a big number, but someone has to produce the big numbers in every circus program. If such numbers as the clown band, wedding and firehouse are gradually eliminated, then clowning itself might also be eliminated.

When clowning was more competitive, clowns put in more thought and effort to improve their numbers. Today, few have anything worthwhile to offer. Some clowns make every effort to get in a program as many times as possible and others strive to do as little as they can. The latter usually are the ones who wonder why they aren't working more.

Today's indoor circuses offer a

large field for good come-in workers—clowns who can keep large audiences amused before the start of the regular performance. In days gone by the come-in was ably handled by the rube clown, clown policeman or by one of the wonderful bunch who did female impersonations.

Rube and Jewish character clowns have virtually disappeared in recent years. Among the outstanding rube clowns were Harry Green, Uncle Hiram and Aunt Luncindy, Doc Stoddard, George Weiman and Harry Hodges. Herman Joseph was one of the best Jewish character clowns. Others who were outstanding included Shorty Flemm, who later became famous for his little old man character, and Joe Lewis, who later became a clown cop.

Outstanding clown policemen included Dick Ford, Billy Lorette, Jimmy Spriggs, Hank Sylow, Bill Caress, Minert De Orlo, Gary Vanderbilt, Charley Kline, Tom Plank and Abe Goldstein. Joe Lewis is probably the only old-time clown cop still going strong.

Among those who won fame as female impersonators were Freddie Biggs, Albert White, Henry Stanz, Chester Sherman, Lee Norris and Albert Powell. Timing their finish to the minute, they left the audience screaming and sometimes had to remove their wigs to help some poor husband convince his wife that he hadn't been flirting with another woman.

These types of clowns worked the performance as well as the come-in, while some others worked the come-in only. Among the latter was Danny Ryan, who appeared to be a news photographer. He selected couples from the audience and had them pose in such a position that they couldn't see the camera. Then he folded up his tripod camera and walked away, leaving the pair to pose until they realized the laugh was on them.

**Old-Time Stand-Outs**

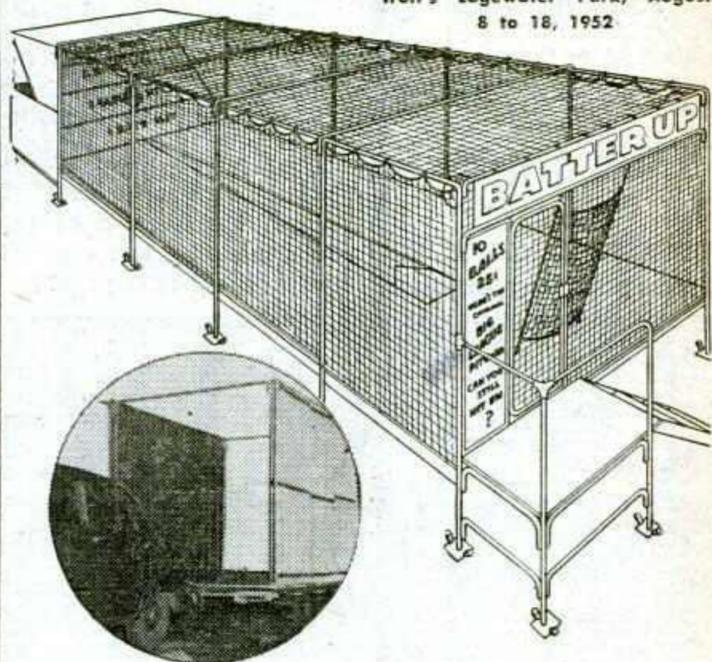
There are very few young clowns who compare with those of 30 years ago. Former standouts were Slivers Oakley, Spader Johnson, Baker and Devoe, Bickle and Watson, who originated the clown band before going to featured roles on Broadway; Tom and Everett Hart, the Kennard Brothers, Leon Moore, Art Adair, Arthur Borella, Fred Egner, Jim Rutherford, who originated the clown fire house; Lew Nichols and Pete Mardo. Among them, too, were Clark and McCullough, who became a top team in Broadway musical comedies, with Bobby Clark still counted among our greatest comedians, and Pat Valdo, now Ringling-Barnum personnel director, whose whiteface make-up is still used on lithographs. There was Buck Baker, Bluch Landolf, Hank Peare, Eddie Allen, Louie Plamondon and his trained pigeon, Abe Aronsen and his rabbit dog, Ab Johnson and his

(Continued on page 111)

Grossed \$170 One Day

at '52 Michigan State Fair

Grossed \$666 in 11 days at Detroit's Edgewater Park, August 8 to 18, 1952



- Baseball batting game anyone can operate!
- One man operation!
- Completely automatic!
- Pitches genuine baseballs! (No rubber balls)
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- Balls feed back and reload automatically!
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- Normal game is 10 balls for 25c and plays in 30 seconds!
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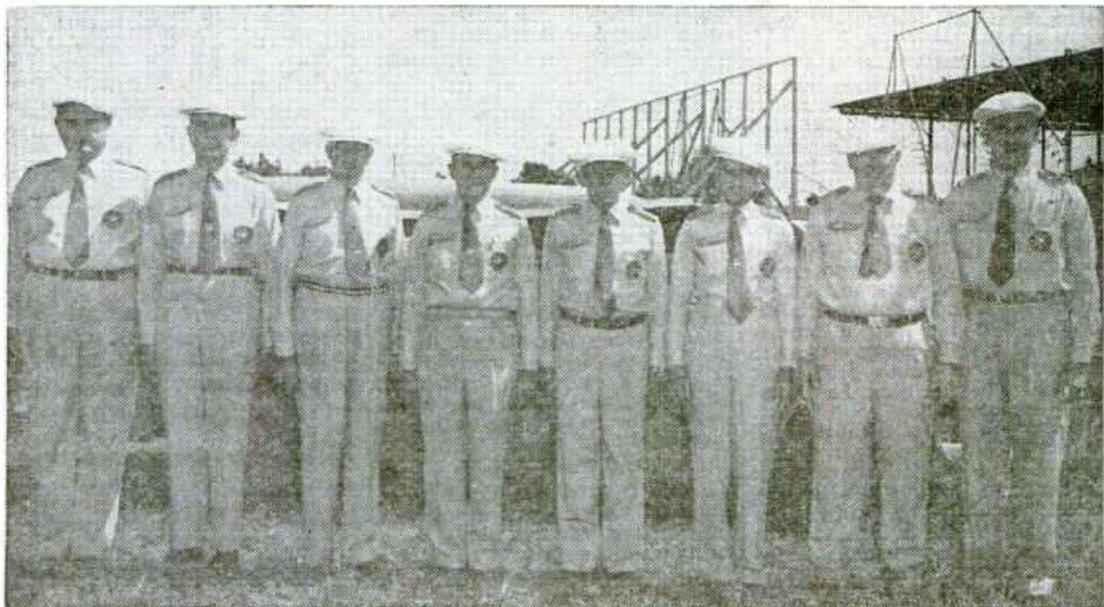
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National Speedways, Inc., headed by Al Sweeney and Gaylord White, scored another auto racing first in 1952 when the organization's staff donned eye-catching uniforms on race days. Apparel consisted of gold-colored lightweight shirts and trousers, white-peaked caps and blue ties, with the shirt bearing the red and gold IMCA insignia and epaulets of blue. From left to right are some of the staffers: Moke Cosby, press; Jim Mullins, press; Al Sweeney; Gaylord White; Merle Heath, track steward; Gene Van Winkle, starter, Norman Thorpe, stock car supervisor, and Bruce Clifton, announcer.

**R. WALKUP  
R. E. WOHLBERG**  
INSURANCE  
FOR SHOWMEN

We Wish to Extend Thanks to Our Clients for Their Patronage During the Past Year.

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Insurance  
214 N. 4TH ST. ST. LOUIS, MO.

**WHERE ARE THE PRESS AGENTS?**

**Circus Auspices Race Threatens Vital Exploitation, Editor Charges**

By MURRAY POWERS

WHAT has become of the good old-fashioned circus press-agentry and exploitation?

What has become of the gaudy, unbelievable heralds?

What has become of the circus ads that one couldn't miss on the theater page?

What has happened to outdoor advertising that made the public so conscious of the coming of the circus?

What has happened to circus managers that they seem to have lost the knack of making their show known to their playing territory?

Has the old circus exploitation been lost in the rush for auspices and sponsorship?

All I know of the circus business is what friends in the circus have taught me as they talked of their problems. With this knowledge and the fact that I have sat at a newspaper desk for some 30 years and have been intensely interested in circuses and circus folk, I feel that in the last five or more years circuses have lost much of their exploitation ability.

Many indoor circuses and a few outdoor circuses have done

exceptionally well thru the years on an auspices or sponsorship basis. As a result, this last season found virtually every circus on the prowl for auspices.

It doesn't seem there are that many good auspices, but maybe there are. Too often the auspices that is brimming with enthusiasm in January or February, when a contract is signed, loses that enthusiasm when summer comes and it's time to pound sidewalks to sell tickets. But whether auspices are good or bad, adequate or inadequate, has little to do with what seems to be a lack of promotion and exploitation.

**New York Exceptional**

Yes, Ringling Bros. and Barnum & Bailey Circus gets a tremendous amount of free space. The New York newspapers give a scrapbook: full of stories to the Big Show. The wire services roll out a lot of copy. Magazines devote pages to circus features each spring. Radio and television personages are delighted to have circus acts and people on their

**THE NAME'S SULLIVAN**

**Blarney Background Aids Boston Publicist**

By JIM McHUGH

WHEN Dick Sullivan takes to beating the drums for show business clients, the resultant sound is more than likely to resemble the jungle-hopping tones coaxed out of hollow tree trunks by African natives.

The results, however, will be more concrete because they will appeal to the eye as well as the ear and, indeed, to all of the other senses at times. Documentation could easily be gathered to support the extravagant claims made by the publicist on behalf of innumerable clients and, coincidentally, to support the accolades attributed to the smiling Irishman from Boston, or to be more exact, Roslindale, a suburb.

Prematurely grey at 35, Richard has the appearance of a solid man of finance, or perhaps a ministerial student, and it may well be this quality, coupled with the honesty and frankness that might be expected from such a person, that enables him to worm his way into the good graces of the nation's editors and so on to realms of type, lengthy newsreel sequences, and literally hours of radio and television time, all hailing the merits of the various show attractions for which he has fronted.

**Stunt Expert**

Dick's apparent modesty belies the astuteness which typifies his work. He is the last person you would expect to devise a stunt to tie up traffic in New York's Times Square, Cincinnati's Fountain Square or Boston's sacrosanct Common. He did all of these and, judging by his youth, his ingenuity and ambition, they were just the beginning.

It wasn't until after a three-year stretch in the Army, which included a near decision to spinal meningitis, that Dick plummeted deep into outdoor show business. Maurice Tobin, mayor of Boston and now Secretary of Labor, named him a member of a three-man soldiers' and sailors' committee whose purpose it was to round up, present, and even emcee, talent at veterans' hospitals. With a show business background that included a mother who was a well-known singer in Ireland in her youth, Dick took naturally to the job. He loved every minute of it.

Every job he has taken has led to other employment. It wasn't long before Al Martin, Boston booker, and the late Eli Lagasse, noted New England carnival operator, hired him to publicize the grandstand show at the Weymouth (Mass.), Fair. B. Ward Beam and His Hell Drivers treated him to a soggy introduction with a rainout. Enterprising even then, Dick arranged the "rescue" of two of the drivers stranded on top of one of the crash cars which was nearly submerged in the infield. The daring of the rescuers



DICK SULLIVAN

and the happy landing of the castaways was duly noted in the press and on the radio. The rain date was bigger than the fair and show officials had ever dared hope for the original date and Richard, the publicist, was in—at least with Beam who said, in effect, "Son, you can join me anytime."

**Seven Years With Beam**

Dick was never one to wait for a second invitation, as many an editor has discovered, and Beam soon had the benefit of his talent. For that matter he has benefited, on and off, for the past seven years. Obviously, the magic of calling attention to the scheduled appearances of the hell driving unit has continued and the relationship remains an amicable one.

Since then Dick has traversed the country, west to Wisconsin, south to Miami and north to the outer fringes of the Arctic Circle selling the merits of all types of show attractions which, incidentally, he believes in. This belief in what he is selling, coupled with a feeling that his own money is involved, as well as the client's, are largely responsible for his success, Dick believes. After all, he reasons, "If I figure my own money is on the line you can bet that I'm not going to lay down on the job." And he never does.

Dick only last year took over the management of the Norwood (Mass.) Arena, a track suitable for the presentation of many types of outdoor events, including all kinds of auto racing and thrill shows. The season was a highly successful one.

**Stunt Pulls Crowds**

Beam figured prominently at Norwood. Dick ran newspaper ads seeking "Young, single men willing and anxious to risk their lives in an experimental smash-up race." The press decried this lack of value on human life with one paper even pontificating editorially that only the Almighty should be invested with the power of life and death. The public—or at least a small segment—was

(Continued on page 100)

shows, as witness the excellent Godfrey-Ringling tie-up last spring.

Why does Ringling get all this? Because Roland Butler, Allen Lester, Bill Fields, Eddie Johnson, Bill Roddy, Frank Braden and Bill Antes work terrifically hard for it. They know what to offer, how to co-operate, how to get the right set-up. Then, too, the circus in the spring in New York is an institution that provides a change of pace in features at the time of year it is needed.

But even at that, out in places like Akron the newspaper ads for the Big One were smaller, the outdoor paper hard to find and—well, there just wasn't any of the out-of-the-way promotion.

The same situation holds in the case of the score of truck circuses—the circuses that hold the future of the business in that vast portion of the United States that Ringling never touches.

Everyone is eager for a sponsor that will provide the lot, license, water, police protection and the publicity. Unfortunately after the lot, license, water and police are provided, the auspices hasn't the knack to proceed with the pub-

(Continued on page 111)

**Carnival Routes**

Send to  
2160 Patterson St.  
Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

- American Midway: Brownsville, Tex.; Pharr Dec. 1-7.
- Brewer United: (4800 Block, Lyons Ave.) Houston, Tex.
- Dumont: Augusta, Ga.
- Helman United: Larose, La.
- Keystone Expo.: Varnville, S. C.
- Glades Am. Co.: Archer, Fla.; Sanford Dec. 1-6.
- Great Southern Expo.: Grulla, Tex.
- Marion Greater: (Fair) Alken, S. C.
- Miller, Ralph R.: Golden Meadow, La.
- Orange State: (Fair) Gainesville, Fla.
- Raines Am. Co.: Sunset, La.; Simmsport Dec. 1-6.
- Royal Expo.: Belle Glade, Fla.
- Stephens, C. A.: Avon Park, Fla.; (Fair) Cocoa Dec. 1-6.
- Tassel, Barney: (Fair) Clermont, Fla.
- Wilson Greater: Tolleson, Ariz.

**Circus Routes**

Send to  
2160 Patterson St.  
Cincinnati 22, O.

- Gould, Jay: Marshall, Mo., 28; Independence 29; Brookfield Dec. 1; Trenton 2; Higginsville 3; Centralia 4; Union 5.
- Packs, Tom: New Orleans, La., 24-30.
- Polack Bros. (Western): (Field House) Youngstown, O., 26-29; (Auditorium) Charleston, W. Va., Dec. 1-7.
- Robinson, Don: Manor, Ga., 24; Hickox 25; Winokur 26; Polkston 27; St. George 28; Burnt 29; Woodbine Dec. 1.
- St. Marys 2; Kingsland 3; Spring Bluff 4; Waynesville 5; Everett Store 6.
- West Bros.: Topeka, Kan., 26-29; Wichita Falls, Tex., Dec. 1-6.

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**EXPEDITED HOT COFFEE SERVICE**



Here you see how racetracks, ballparks, stadii, fairs, auditoriums, arenas expedite supplying hot coffee to crowds.

Coffee urns are stationary. AerVoID vacuum insulated hot coffee carriers are PORTABLE. Due to their high vacuum insulation, which protects contents from outside temperatures, it is possible with AerVoIDs to set up a number of hot coffee dispensing stations. This means faster service because waiters dispense hot coffee direct from AerVoIDs and do not have to run to the urns.

Fewer urns, a lot of time saved and less congestion are the reasons why so many AerVoID vacuum insulated hot coffee carriers are in sports service.

The same AerVoIDs that dispense hot coffee also dispense cold orange and other non-carbonated drinks, so AerVoIDs have a DOUBLE UTILITY in sports service.

**AerVoID VENDOR KING**  
The AerVoID Vendor King. A mobile beverage vendor that gets right into the crowd dispensing hot coffee or cold orange.

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**AerVoID vacuum insulated**  
HOT FOOD, SOUP, AND COFFEE CARRIERS

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**ALL TYPES OF OUTDOOR ATTRACTIONS**  
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Kiddie Park Electric Machine Guns—all sizes of Kiddie Ride Semi-Pneumatic Tires and Wheels—Aluminum Steering Wheels—2 types Cast Aluminum Horses and other Cast Aluminum Parts.

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**BUFFALO OUTDOOR SPECIALTY CO.**

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2—New J.I. Case Model SE Engines, 4 cylinder, 28.5 H.P. @ 1550, 154 cubic inch piston displacement, complete with electric starting system. At Detroit \$400.00 each.  
1—New J.I. Case Model DE Engine, 4 cylinder, 42 HP @ 1200 RPM, 259.5 cubic inch piston displacement, complete with electric starting system. At Detroit \$550.00.

**MICHIGAN TRACTOR & MACHINERY CO.**  
DETROIT 27, MICH.—Vermont 7-5000

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**SAY YOU SAW IT IN THE BILLBOARD!**

## Beatty Makes Pitch For Fair, Aud Dates

Agents to Attend Chicago Conclave; No Change Seen in Show's Set-Up

HOLLYWOOD, Nov. 22.—Clyde Beatty Circus is making a pitch to book engagements at fairs and in auditoriums and arenas during next season. The show will have two representatives at the outdoor conventions in Chicago, November 30-December 3, to sell fair dates. The circus this week circularized many auditoriums and

arenas with a brochure offering the show.

Altho Owner Clyde Beatty is known to have considered a change in his operation which would have put the show out as a grandstand attraction for part of the season, it was understood such a change was not now contemplated in the present set-up. Instead, the fairs would be booked as part of the full railroad show's regular route and the indoor dates would be for winter engagements or as part of the summer show's trek.

Representing the circus in Chicago will be Harry Golub, Beatty staffer for the past few years, and Archie Gayer, midway showman and former partner in Ward Bros.' indoor circus. Golub will return to his California home after the convention.

In 11 Western States, the Beatty show is being offered to fairs and celebrations by the McConkey Artists Corporation. George McCarthy, MAC promotional department chief, offered the circus at the Western Fairs Association convention in San Francisco this week. McCarthy also featured "Ice Cycles," George Arnold's "Rhythm on Ice," Ralph Rhodes' "America," fireworks display and other attractions.

### OWNERS HUDDLE

## Hamid, Morton Mull Plans For 1953

NEW YORK, Nov. 22.—Col. Robert H. Morton and George A. Hamid, partners in the Hamid-Morton Circus operation, huddled here this week, formulating plans for the 1953 season which will open in Memphis, February 13.

The partners predicted that the year ahead would be one of the best in the history of the circus. Dates at Washington and Pittsburgh are expected to boost the over-all grosses of the show which will play 14 consecutive weeks, with the exception of a break during Holy Week.

The fall dates, including Atlanta and Newark, N. J., have been highly successful, and this is taken as one indication that the winter and spring showings will be excellent.

As usual, Morton will personally tour the circus unit while Hamid will limit his participation to occasional visits.

Describing the act line-up as the strongest ever toured by the circus, Hamid said that new additional features were being planned. Emphasis has been placed on streamlining, he said.

## Bary Zoo Train Makes First Pages In B. C. Dailies

VANCOUVER, B. C., Nov. 22.—Howard Y. Bary's 3-car walk-thru zoo train scored top-flight publicity breaks during its tour of British Columbia. The show was here for the week ending November 15.

Front page stories and pictures were registered in Vancouver, New Westminster and Nanaimo newspapers, as well as others. Show has been using Shrine auspices in most spots and frequently is being called the Shriner's Africa Railroad Zoo.

### NOT ENOUGH WORK

## Outdoor Act Picture Is Bleak, Hamid Says

NEW YORK, Nov. 22.—An existing tight supply of the outdoor-thrill-novelty-type of attraction is likely to become more acute and lead eventually to the centralization of booking in a few major firms, George A. Hamid, head of the talent firm bearing his name, predicted here this week.

Lack of sustaining dates to fill in after the close of the outdoor season is the principal reason, Hamid said. Indoor circuses can absorb only a small part of the large pool of talent needed to service the outdoor events in their compact season. The Hamid-Morton Circus, for instance, will use a total of only 15 acts in a season. Spots playing vaudeville continue to shutter and the outlook is bleak, indeed.

The attraction for acts in terms of work and earnings in the out-

## Turnaway, 2 Straws For King-Cristiani

St. Petersburg Pops; Bradenton Produces Big Matinee, Full Night

ST. PETERSBURG, Fla., Nov. 22.—Two straw houses and a turnaway were scored by King Bros. & Cristiani Circus on its one-day stand here Monday (17).

Matinee had them on the straw. First night performance was a turnaway, necessitating the second evening show, and that also was strawed. The circus, first in this year, was sponsored by the Junior Chamber of Commerce. Parade crowd was unusually large.

At Bradenton, sister city of Ringling's Sarasota, King-Cristiani racked up another top day. Matinee was near-full and night house was strawed. Junior Chamber of Commerce was the auspices, and it arranged to have a small monkey cage on the courthouse square for several days in advance. Cage was

## Spiegle Opens Don Robinson For Ga. Trek

RAY CITY, Ga., Nov. 22.—James Spiegle, operator of the Diamond Jim Circus for the past several years, has acquired the Don Robinson Circus title and opened under the latter name at Sparks, Ga., November 10.

The show will close at Dixie Union, Ga., December 15, and reopen about January 15 as a three-ring show, it was reported.

The Diamond Jim Circus operated in the South as a one-ring show. Don Robinson Circus was out in 1951 under Howard Ingram and Eddie Billetti and was built from the Ameri-Congo Animal Expedition.

With the present Don Robinson show are Captain Forkum's Lions, Minnie Spiegle's Dogs, Billy Sheets, equestrian director and tight wire, and Lou Walton, producing clown.

Menagerie consists of four cages. There are seven horses and two donkeys. Boss canvasman Shorty Rhine has a 70 with a 40 and two 20s. Sound truck makes downtown bally.

General Agent is Charlie Campbell and M. Bailey has the bill car a week ahead. Most stands are sponsored by Parent-Teachers associations.

loaned by the Circus Antique Shop of Sarasota. Gene Christian, general agent for Beers-Barnes Circus and a Bradenton resident, said King had the best turnouts of any show making the spot in 10 years. Schools were dismissed for the matinee. Ora Parks had good press and the billing was strong.

Earlier, King-Cristiani had a near-full matinee and straw night house at Ocala, Fla., (15) under Jaycee auspices.

## JACK MILLS PLANS EUROPEAN JAUNT

Show Owner, Family to Scout Acts At Indoor Circuses in Nine Cities

GREENVILLE, O., Nov. 22.—Jack Mills, co-owner of Mills Bros. Circus will leave in mid-December for Europe on a combined pleasure and talent-scouting trip. He announced the plan from winter quarters of the circus here.

He will be accompanied by his wife and their daughter, Arlene, and will make the trip by plane, leaving Cleveland about December 15. Mills plans to visit Madrid, Rome, Geneva, Amsterdam, Frankfurt, Berlin, Brussels, Paris and London.

The schedule calls for visits to all major European indoor circuses, including London's holiday line-up of three. Among those will be the Bertram Mills Circus. Cyril Mills of that show visited the Mills Bros. show in the United States a year ago.

Mills reported he already has scheduled an interview with an Austrian horse trainer and has a half-dozen other particular acts he wants to see in person. He'll be scouting for others as well.

Mills Bros. has been one of the leading importers of foreign acts during the past several seasons, but this is Mills' first time abroad.

Meanwhile, at winter quarters, local officials and townspeople

## WFA to Construct, Own HQ Building; Elects Lagomarsino

700 Western Execs, Attraction Reps Turn Out for 3-Day Convention

SAN FRANCISCO, Nov. 22.—Definite action on the proposal to construct its own office building in Sacramento and the election of John A. Lagomarsino, president, to succeed Russell E. Pettit were the highlights of the 30th annual convention of the Western Fairs Association. The organization ended its three-day convention at the Palace Hotel here Thursday night (20).

While the plan for the new building has been under consideration for some time, it jelled at this session. Resolutions were passed upping the dues for the next two years to help finance the project. However, this proved to be a formality, for the project had been discussed and approved at the area meetings, of which there are seven in California's vast and rich fair circuit.

W. C. Woxberg, Merced, headed the building group as chairman. He told the nearly 700 fair managers, directors and representatives of allied fields that the problem had been weighed carefully. It was pointed out that the association pays \$2,700 for rent and additional amounts for meeting rooms. The matter of financing had already been outlined at the regional sessions and was not disclosed in the open session. However, it was pointed out that a lot 100-by-100 feet had been obtained at Stockton and "Y" streets in the capital city. The organization plans to spend about \$30,000 for the structure, with another estimated \$5,000 going for equipment.

Serving on the committee with Woxberg were E. P. (Ned) Green, manager of the California State Fair, and Lagomarsino.

Election of Lagomarsino to the presidency was the only change made in the official slate. R. M. C. (Bob) Fullenwider, Riverside, was re-elected vice-president. Lagomarsino is president of the board of directors of the Ventura County Fair. Fullenwider is secretary-manager of the Riverside County Fair and National Date Festival in Indio and the Orange County Fair in Santa Ana. While the session was officially

designated as a three-day event, there were meetings of the directors here on Monday (17). Opening to the membership on Tuesday, the first day was given over to committee and area meetings. The service associates, composed of show owners and suppliers, was a feature of the first night.

Wednesday's program opened with a directors' breakfast with Fred Links, assistant director of the Department of Finance, the speaker. Jordan Crouch, of Reno, spoke at the noon luncheon and panel sessions were held in the afternoon. That night, "Character Cures" and "The Olio" was presented with fair managers poking fun in much the gridiron club fashion.

As is the usual policy, Thursday, the third and final day, was given over to the business session. During the morning, 1952 chairmen of the area groups, which meet throughout the year to iron out individual fair problems, reported.

Heard during this session were George Ingram, McA. Hur. for the Cascade area; William M. Wilson, Central and Southern Coastal; C. P. Lewis, Lakeport, Northern California; Cecil Mathews, Sonora, Mother Lode; J. E. Whitaker, Gridley, Sacramento; C. A. Rigsbee, Turlock, San Joaquin Valley; and Paul T. Mannen, Del Mar, Southern California.

### '53 Chairmen

Area chairmen for 1953 will be Joseph Soares, Red Bluff; Leslie Sanders, Placerville; Ralph Barnes, Eureka, Henri Warner, Ukiah, secretary; Max Schoenfeld, Northridge; Ed Clendennen, Chowchilla, and Richard Walker, Orland.

Highlighting the closing session was a talk by A. E. Snider, chief of the fairs & expositions division. He suggested that fairmen employ students of the California Polytechnic College in San Luis

(Continued on page 109)

## Kelly-Morris Ends Season, Puts Off Winter Unit Plans

DE LAND, Fla., Nov. 22.—Kelly-Morris Circus closed its season after playing Daytona Beach and has gone into winter quarters. The show's final weeks, including time in Georgia, brought out some top grade business.

Plans to put out a small winter show in Florida have been postponed, at least until January. It was reported that the winter show might use a different title and that there was a possibility that the same title would be retained by the full show for next summer.

## Florida Business Heavy for Ringling

ORLANDO, Fla., Nov. 22.—Ringling Bros. and Barnum & Bailey Circus entered the final week of its season with big business at Jacksonville and Orlando. Earlier stands in Alabama also came up with good turnouts. The show ends its season with a three-day stand at Miami, Friday thru Sunday (23). The home run to Sarasota will put this season's mileage just over the 15,000 mark.

Orlando was good for two near-capacity houses Tuesday (18). The matinee had 8,933 paid admissions and the night show drew 9,920. Schools were dismissed at noon, and the stand

was sponsored by the Good-fellows, Christmas charity organization.

Jacksonville, the Monday (16) stand, followed the North Florida State Fair by two days and had a half-filled matinee and straw house at night. The stand was not sponsored.

Albany, Ga., gave a near-capacity matinee and straw night house on Saturday (15), with Kiwanis Club auspices. At Montgomery, Ala., (13), the show had a two-thirds matinee and three-quarters night house without auspices. Birmingham (11) had half and three-quarter houses.

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America's Greatest Circus Booker in Europe  
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NOW REPRESENTING EUROPE'S GREATEST  
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From Down Under.

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Wirth Circus

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IN  
COMEDY

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VARIETY



★ UNMATCHED IN  
ORIGINALITY

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ENTERTAINMENT

### READ WHAT THE CRITICS SAY

"An outstanding feature of this year's Shrine  
Circus." Los Angeles Times

"Among the biggest hits were Lemke's Chim-  
panzees." Seattle Times

"Lemke's scene-stealing Chimpanzees added  
to the merriment with near human antics."

Flint Journal

For open dates, write JOE LEMKE, c/o Polack Bros.' Western Unit  
or 8617 W. McMyron, West Allis 14, Wis.

## Dressing Room Gossip

### Ringling-Barnum

Florida sunshine greeted us as  
we entered the State for our last  
week of the season. On Sunday  
off in Jacksonville, a number of  
folks made a quick trip into  
Sarasota.

During our Montgomery stand,  
Melissa Read had a busy time  
when many relatives and friends  
visited her. She rated a front  
page story in the local paper.  
Orlando turned out for its home  
town girl, midget Patty Malone,  
who had a big day there.

Freddie Freeman and Buddy  
North celebrated birthdays.  
Mable Black got back on the show  
in time for she and her husband  
to celebrate their 44th wedding  
anniversary. Station WMBR,  
Jacksonville, went all out for  
plugs about the show and also  
had a television show with  
Emmett Kelly and Felix Adler  
and a morning breakfast show.  
In the absence of Bill Antes,  
(Continued on page 110)

### Orrin Davenport

Kansas City is our last fall  
date. Bobie Nelson, Jimmy Troy  
and the Anderson bears will re-  
main in K. C. for the winter.  
Others are bound for many  
destinations.

Going to Chicago are the  
the Konyots, Lawrence Anderson,  
the Gibson troupe, Hattie Shipley,  
Anteleks, Orantos, the Sidneys,  
Jack Kliffel, Mr. and Mrs. Carl  
Marx, George LaSalle, Charles  
Marine, Clarence Marine, Preston  
Lambert and the Berosinis.

New York City will be the  
destination of Hubert Castle, the  
Macks, the Rockets, Bert and  
Corinne Dearo and Oscar Lowan-  
do. Wintering in St. Louis will be  
the Kimri duo, Mr. and Mrs. Bill  
(Continued on page 110)

### King-Cristiani

Our tour of Florida has given  
us some splendid weather. De-  
spite some 100 mile jumps, the  
street parade always reaches  
downtown before the noon hour.  
At St. Petersburg, police esti-  
mated 35,000 people witnessed  
the first street parade there in  
almost two decades.

Our closing day in Hawkens-  
ville, Ga., November 25, is rapidly  
approaching. Everyone is busy  
packing and arranging for their  
winter activities.

Our Florida trek has been  
marked by visits from showmen.  
At Bradenton, a large colony from  
Sarasota was on hand, including  
Fred and Ella Bradna, Mr. and  
Mrs. Roland Butler, George W.  
Smith, Edward F. Kelly, Mr. and  
Mrs. Leonard Aylsworth, Mc-  
(Continued on page 92)

## Under the Marquee

Cliff Darling, of the Hamid-Mor-  
ton Circus promotional staff, is  
visiting members of his family lo-  
cated in Pittsburgh, Buffalo and  
Alfred, N. Y. Darling recently  
(Continued on page 100)

### Polack Western

En route to Huron, S. D., many  
of the personnel had the op-  
portunity to visit the Orrin Dav-  
enport show at Wichita. Prior to  
the Huron date, everyone caught  
up on their rest and movie going.

Guy Theron has a new trailer.  
Justus Edwards took delivery on  
(Continued on page 92)

### PHONEMEN

4 SPOTS → FOR ← 4 SPOTS  
CHATTANOOGA — MEMPHIS  
JACKSON — NASHVILLE  
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Phone: Nashville 6-8317 or  
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Good Tent, fifty or sixty foot with two  
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D-265, The Billboard, Cincinnati 22, O.

### 2 PHONEMEN—2

Advertising book. 25% daily.  
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Linden Hotel Indianapolis, Ind.  
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—Each week The Billboard receives inquiries  
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auditoriums and arenas. We can refer in-  
quiries from your territory to you.  
—Please state the date and type of event or  
at least one event which you have promoted  
in the past. Specify whether or not you were  
financially responsible or secured responsi-  
ble underwriting. Write Arena-Auditorium  
Department, The Billboard, 188 W. Randolph  
St., Chicago 1, Ill.

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Following Circus Equipment to reliable  
party only for 1953. Tent; Marquee; 10-  
section, seven-tier seats; 10 sections six-  
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tion. Will consider furnishing circus title  
to satisfactory party.

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Masonic Christmas Advertising  
Grotto Cerebral Palay Show with Tickets  
and Advertising to follow. Complete  
winter's work. Must be dependable.

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Quote lowest winter salary, send pictures and particulars. Following people contact  
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ACE BERRY, please contact.

HADY H. WALKER, WALKER BROS.' CIRCUS

San Carlos Hotel, Yuma, Arizona (No collect, please)

P.S.: Tom Buchanan not connected with this show.

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ACTS PAY UTILITIES ONLY. This is a training and trailer camp away from city  
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the Everglades, which offers the best in hunting and fishing. Nicely landscaped. Regular  
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(Manager) (Sec'y) Miami, Florida  
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### PHONEMEN—3

Repeat date. Must be the best and know how to sell from a \$15,000 tap list. No drink-  
ing tolerated. No collect calls or wires. Deal starts Monday, December 1st. Do not  
contact until then as I won't be in Columbus until Monday. Phones will be ready.

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tween deals. These are Si Ruben's  
dates. The BIG CITIES, the BEST SPON-  
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**Oyseth Injured, Romas' Rigging Lost in Car Fire**

SHREVEPORT, La., Nov. 22.—Equipment and wardrobe of the Flying Romas was lost and Ralph Oyseth, catcher in the act, received a hand injury when their automobile caught fire en route to the Shrine Circus here.

Oyseth severed a tendon in his right hand when he attempted to break a car window. The accident occurred near Hickory, Miss., while the troupe was en route from Atlanta.

Unable to work, the act was out of the show, which opened here Tuesday (18). Substituting was the LaBlonde Troupe, which arrived Wednesday from Ohio.

The Shreveport show runs thru Saturday (22). In it are the Marcus-St. Leon Troupe, Princess Ala M'ag, the Normans, Art and Marie Henry, the Hoffmanns, Chief Keys, and the Al Connors Duo. Jack Bell has the band.

**Sturmak States Martin Bought H-W Org**

DAYTONA BEACH, Fla., Nov. 22.—Arthur Sturmak said here this week that F. R. Martin of Richmond, Ind., was the purchaser of the Hagan-Wallace Circus. Sturmak said he acted as middleman and negotiator in the deal. Previously, it was reported Sturmak had purchased the show.

Altho Sturmak made no comment, it was considered certain that he would hold an executive post with the show. Former owner of the show is Dub Duggan.

**West Bros. Makes Galveston Stand**

GALVESTON, Tex., Nov. 22.—West Bros. Circus, with Al Kayda as manager, played under auspices here recently. The program included Jimmy O'Neal, announcer; Kermit Dore, organ; Art Henry, dogs and ponies; Marcus-St. Leon Troupe, teeterboard and trampoline; Wally Wallace & Company, clowns; The Henrys and the Connors Duo, rolling globes; Irene Vermillion, contortion; Eric Adams, chimp; Jimmy O'Neal, barrel jumping; Los Larobes, whips, and Gainesville Community Circus elephant with Mac McDermott.

**Des Moines Date Strong for Clyde**

DES MOINES, Nov. 22.—Clyde Bros. Circus played its sixth annual stand for the Knights Templar here three days ending Saturday (15) in KRNT Theater.

The 4,600-seat house had the show's best first-night attendance Thursday, a near-capacity Friday afternoon, big Friday night house, full Saturday matinee and small Saturday night turnout.

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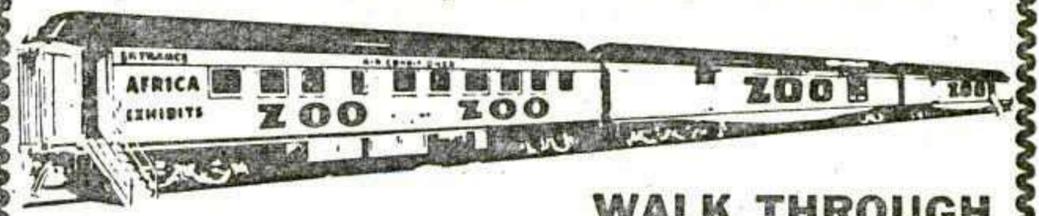
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## NAAPPB Confab Looms Big; Set for Sunday Kick-Off

### Banquet, Trade Expo Turnouts Expected to Top 1951 Figures

CHICAGO, Nov. 22.—Advance indications point to a large attendance at the convention of the National Association of Amusement Parks, Pools and Beaches here Sunday (30) thru Wednesday (3).

Secretary Paul H. Huedepohl said registrations for the business sessions and trade show will exceed last year's 4,400. Reservations for the park men's annual banquet Tuesday (2) have reached 200, and J. R. Singhiser, chairman, predicted attendance would top 500. Entertainment for the banquet is being arranged by the General Artists Corporation. Band for the banquet and a musical combo for the Pent House Club have been booked.

From Fort Lauderdale, Fla., where he is vacationing, Edward J. Carroll, president of NAAPPB, said he had looked over detailed plans for the convention and was pleased with the prospects.

First event on the convention

calendar will be a directors' meeting at 2 p.m. Sunday (3). Early arrivals are expected to show up in Chicago about Thursday (27), and Huedepohl predicted Adrian W. Ketchum, of St. Louis, again would be the first member to arrive in the city.

#### TV for Presentation

Television will figure in this year's program, Huedepohl announced. Bert Nevins, of Atlantic City, is completing plans under which the DuMont Television network will broadcast the presentation of a park award to the network. Plans were not complete, but it was believed the presentation would be staged at a TV studio. The TV ceremony might be carried out in the hotel, but not in the park convention room. The presentation also will be repeated during the park session.

A top DuMont executive will receive the citation from

NAAPPB President Carroll. The award is in recognition of the network's part in television programs originating at Palisades Park, Palisades, N. J.

Huedepohl said that he turned down 17 requests in a single day for exhibit space at the NAAPPB trade show. The show has been a sell-out for several weeks. However, Huedepohl said that four "niches" of less than booth size had been sold this week. Exhibitors who received them are the Auto Lamp Manufacturing Company, Chicago; Burd Metal Products Company, Clearwater, Fla.; Prince Castle Sales Division, Chicago, and White's Comb Vendor, Elgin, Ill.

In addition to the general program, Dr. L. H. Firestone announced that J. W. (Patty) Conklin, of Toronto, would take part in a panel regarding the advisability of self-operation or leasing of park concessions.

## Palisades '53 Season to Get Started Easter: See Big Year

NEW YORK, Nov. 22.—Palisades (N. J.) Amusement Park will get its 1953 season underway Easter Saturday, April 4, with its top brass, headed by Irving Rosenthal, convinced that the year will be one of the best in the history of the funspot.

"It will be a big year," Irving says, "because we are prepared to give the public more for their money than ever before. Because of this, we can't help but do business, and lots of it. Behind our thinking is the knowledge the people today have plenty of money."

Queried on the validity of his last remark, Irving says, "Now don't get me wrong. People do have plenty of money but none to throw away. Give them value and they'll spend, at least as much, and very likely more than they ever spent before."

The usual bargain deals that prevailed in the past at Palisades are being retained and even supplemented. With Irving any proposal is sure of careful attention and appraisal. At the first telling it can't sound too ludicrous to make him laugh.

"By laughing the first time I heard a stunt proposed, I could have missed many a good promotional gimmick," Irving says.

#### Something for Nothing

By way of example there is the deal that gives the patron a piece of silver and \$1 in 5-cent coupons when he purchases a 14-cent admission ticket. Hardly mentioned any more, like a specialty of the house, are the free parking, dancing and thrill acts that are included in the admission price.

The 20 coupons are actually worth \$1. Each coupon is worth 5 cents toward the purchase of any item or in the playing of any game. They stimulate spending, of course.

While Palisades is continually striving for new patronage there is naturally a big percentage of repeat patronage that must be considered. Since even the most beautiful or exciting of permanent installations might tend to bore the frequent patron, Irving has been working especially hard this winter to give the funspot an entirely new look. There is evidence that he is succeeding.

Five kiddie rides, including the dry boat, goat, midget autos and swings, have been thrown out to make way for new features.

#### New Panorama

"Even more important," Irving says, "the arrangement of the new units will create an entirely new panorama for patrons entering the park. They'll think that the park has been done over entirely, and they won't be far wrong."

Norman Bartlett's new Rodeo ride, which Irving describes as a brand new version of the Merry-Go-Round, has been added. Double saddles have been installed on the horses so that parents can accompany their children or boys their girl friends. Preliminary testing this fall showed that 70 per cent of the riders were over 15, Irving said.

Along with the intermediate coaster built last year and the Rodeo, the new Turtle, or baby bug, will be erected apart from the regular Kiddieland. The psychology behind this move is that the larger children or adults will not ride these units which are suitable for them if they are located in a strictly juvenile area. On the other hand the small fry patronage will not be lost if these units are located outside of the fenced in area, Irving says.

#### To Relocate Units

The park is also getting rid of the Rocket, and the Hey Dey will be moved to this location where a new front will be added. The miniature railroad will be relocated and the Flying Scooter will

fill in where the railroad was. In back of the Hey Dey will be 2,000 feet of lawn which the railroad will encircle.

The Hey Dey front and landscaped train area will be redecorated by Jack Ray. The Kiddieland area will get special attention from Ray.

A section of the park suffered after the abandoning of the 125th Street Ferry. The normal heavy flow of traffic in the gate closest to the dock diminished and the work this winter is designed to again build up that midway.

#### Look for 25 Per Cent Hike

"We are looking for an over-all increase in business of 25 to 30 per cent," Irving said. "This shouldn't be too hard to do. After all we lost eight Saturdays and Sundays, the Fourth of July, Decoration Day and the three-day Labor Day week-end to rain this year."

By way of documenting his confidence in the coming season, Irving announced the just concluded deal to purchase 10 new Electro Freeze frozen custard

(Continued on page 88)

## Jantzen Profits Up Despite Gross Dip

### Directors Consider PIE Plans, Proposal for New River Bridge

PORTLAND, Ore., Nov. 22.—Directors of Hayden Island Amusement Company, operator of Jantzen Beach Park here, have declared an \$8 dividend on each \$100 share of stock, Erle Swanson, president-manager, announced this week.

The dividend reflected a successful operation for the year, Swanson said. The net showed an increase over that of 1951 despite a slight decline in the gross. The directors said more efficient operation made this possible.

Discussed at the directors' meeting was the city's proposal to erect a memorial civic center in the Jantzen Beach neighborhood. It would accommodate the Pacific International Livestock Exposition as well as other attractions. A new pattern of highways and property development would affect park operation. Directors viewed the proposal as a welcome development of the district.

Directors postponed discussion of plans for the park's 1953 operation until a later meeting. They received, however, a report on the current project of painting

the funspot. A new system of liquor sale, as approved in the recent general election, was also discussed.

Receiving consideration of the directors was the possibility of changes in the park layout as a result of a proposal to build a new bridge across the Columbia River. The Beach is at the south end of the present bridge. The State plans call for a second span parallel to the present one. It was not known yet whether park property would be involved, but the park's traffic picture would be altered by any such bridge.

## Resort Operator Visits N. S. Home

YARMOUTH, N. S., Nov. 22.—Capt. Harry Wallis, operator of a Clear Lake, Calif., resort, is visiting his home town here. Wallis has a zoo, excursion boats and other facilities at his resort. Formerly, Wallis was a sea captain of Pacific Ocean liners and in that capacity began importing animals. Later, he was a partner of the late Frank Buck in the animal business.

## NAAPPB Program

### 34th Annual Convention, Hotel Sherman, Chicago

Sunday, November 30

- 2:00 p.m.—Directors' Meeting, Club Room No. 1.
- 3:00 p.m.—Ladies' Tea, Pent House, Mrs. Ruby Singhiser, hostess.
- 10:00 p.m.—Pent House Club, House on the Roof.

Monday, December 1

- 9:30 a.m.—Registration, Mezzanine Level.
- 2:00 p.m.—Meeting Called to Order, Paul H. Huedepohl, secretary. Invocation, R. M. Spangler. Report of the Resolutions Committee, R. M. Spangler. Report of the Program Committee, Dr. L. H. Firestone.
- 2:10 p.m.—President's Annual Message, Edward J. Carroll.
- 2:20 p.m.—Reports of Convention Committees. Beach and Pools, Vernon D. Platt; Location and Exhibits, Edward L. Schott; Entertainment, Banquet, Reception and Social, J. R. Singhiser; NAAPPB Exhibit Awards, Julian Norton; Insurance, Edward J. Carroll; Legislative, Henry Bowen; Music Royalty, Joseph Malec; American Recreation Equipment Association, Russell G. Jones; New England Association of Amusement Parks & Beaches, John J. Dineen; Pennsylvania Amusement Park Association, George Horton.
- 3:25 p.m.—Presentation of Citations to Arnold Gurtler and sons, Irving Rosenthal and the Du Mont Television Network.
- 4:00 p.m.—Movies of the Rotor ride, distortion mirrors and the NAAPPB Summer Session at Denver.
- 4:45 p.m.—Executive Session, Edward J. Carroll, presiding. Reports from the Secretary, Treasurer and Finance, Historians, Membership, Museum and Nominating Committees.
- 10:00 p.m.—Pent House Club, House on the Roof.

Tuesday, December 2

- 10:00 a.m.—Directors' Meeting, Club Room No. 1.
- 2:00 p.m.—Announcements and Communications.
- 2:05 p.m.—Forum, "Problems Confronting Small Park Operators," Roman M. Spangler Jr., presiding. Panel: Harry DeH. Stoner, Willow Mill Park, Mechanicsburg, Pa.; Robert L. Plarr, Dorney Park, Allentown, Pa.; Donald Colvin, Roseland Park, Canandigua, N. Y.
- 2:25 p.m.—"Pressure Treatment of Wood for Park Structures," M. A. Warnes, Koppers Company, Inc., Pittsburgh.
- 2:35 p.m.—"Silicones, New Engineering Materials as Applied to Park Maintenance," J. W. Thomas, Dow Corning Corporation, Chicago.
- 2:45 p.m.—Forum, "Refreshment, Games and Rides—Self Operation and Outside Operation," Lawrence Stone, chairman, Paragon Park, Nantasket Beach, Mass. Panel: Russell Jones, William B. Berry Company, Boston, "Advantages of Self-Operation of Refreshments"; J. F. Gorski, Charles E. Hires Company, Philadelphia, "Advantages of Outside Operation of Refreshments"; Fred Pearce Jr., Walled Lake Park, Detroit, "Advantages of Self-Operation of Rides and Games"; J. W. (Patty) Conklin, Toronto, "Advantages of Outside Operations of Rides and Games."
- 3:15 p.m.—Introduction of New Officers, William B. Schmidt, Chairman of Nominating Committee.
- 3:20 p.m.—Outstanding Promotions of 1952, participation from the floor.
- 3:45 p.m.—"Showmanship in Line, Form and Color as Applied to Modern Park Planning," John C. Ray, Ray Studio, Toronto.
- 4:05 p.m.—Announcements and Communications.
- 7:30 p.m.—Annual NAAPPB Banquet, Grand Ballroom, followed by the Pent House Club.

Wednesday, December 3

- 2:00 p.m.—Announcements and Communications.
- 2:05 p.m.—"Food, Beverages, Rides—Are Prices Too Low?" Report on a Recent Survey, William J. Tarr, Conneaut Lake Park, Conneaut Lake, Pa.
- 2:10 p.m.—Panel, "Newspaper Advertising—How Much, How Often, What to Publicize?" Robert E. Freed, Lagoon Park, Salt Lake City, presiding.
- 2:40 p.m.—"Proper Publicity—Passport to Profits," Richard F. Shappell, Theater and Amusement Editor, The Flint Journal, Flint, Mich.
- 2:50 p.m.—"Kiddieland Operation," John M. Gurtler, Elitch Gardens, Denver, and Arthur E. Fritz, Kiddieland, Melrose Park, Ill.
- 3:10 p.m.—"Television as Related to Our Parks," Edward L. Schott, Coney Island, Cincinnati, and Robert A. Guenther, Olympic Park, Irvington, N. J.
- 3:30 p.m.—"What's New?" Question and Answer Period, George A. Hamid Sr., presiding.
- 3:50 p.m.—Report of Service Awards Committee, Mrs. Minette Dixon.
- 4:00 p.m.—Announcements and Communications.
- 10:00 p.m.—Pent House Club.

## Beach and Pool Session Pent House, Hotel Sherman, Chicago

Monday, December 1

- VERNON D. PLATT, Presiding
- 10:00 a.m.—Registration, Welcoming Committee, R. M. Spangler, chairman.
- 10:30 a.m.—Welcome by Beach and Pool Committee; Roll Call.
- 10:45 a.m.—Highlights of 1952 Swimming Season.
- 11:15 a.m.—"Electronic Distress Alarms for Swimming Pool Safety," Carl C. Lienau.
- 11:45 a.m.—"Aluminum Diving Boards," Norman Buck.
- 12:15 p.m.—"Report on Taxation of Recreation," Vernon D. Platt.
- 12:45 p.m.—Round Table Discussion.
- 5:00 p.m.—Pool and Beach Operators' Cocktail Hour.

Tuesday, December 2

- CHAUNCEY A. HYATT, Presiding
- 10:30 a.m.—"Recent Developments in Filtrations and Disinfection."
- 11:00 a.m.—"The Complete Story of St. Helen Island, Montreal."
- 12:00 Noon—Pool and Beach Luncheon, O. B. Jenkinson, toastmaster.

Wednesday, December 3

- 10:30 a.m.—"The New Indoor-Outdoor Pools," Wesley Bintz.
- 11:15 a.m.—Round Table Discussions.
- 12:00 Noon—Outstanding Promotions and Developments of 1952, Panel and Committee.
- 12:45 p.m.—Plans for 1953, Vernon D. Platt, and Round Table Discussion.

## AREA Program

- Louis XVI Room, Hotel Sherman
- 7:30 P.M., Monday (1)
- Welcome and Report by the resident, Russell G. Jones.
- Greetings from NAAPPB by President Edward J. Carroll and Secretary Paul H. Huedepohl.
- Report of Membership Committee, William de L'horbe Jr.
- Introduction of Guests and New Members.
- Report of Secretary, Ben Roodhouse.
- Report of Treasurer, Fred L. Markey, and Auditing Committee, Jack Eyerly.
- Report of Exhibits Committee, Conrad Trubenbach.
- "Fast Thinking in Salesmanship," James T. Mangan, Mangan & Eckland, Chicago.
- Report of Nominating Committee, R. E. Chambers.
- Election of Officers.

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## TICKET SALES SOAR - PROFITS GO UP ... WHEN YOU INSTALL MINIATURE TRAINS

● **REALISTIC . . . EXCITING . . . THRILLING**

Children, and adults, ALL like to ride the MT Miniature Trains. You'll sell more tickets to larger crowds who want to ride these trains!

● **SAFETY MEANS SALES**

MT Miniature Trains are approved by parents because they are SAFE for their children. Only MT has all steel construction, air brakes on all wheels, lowest center of gravity, and Trucks that are the exact duplicates of those on the BIG Trains.

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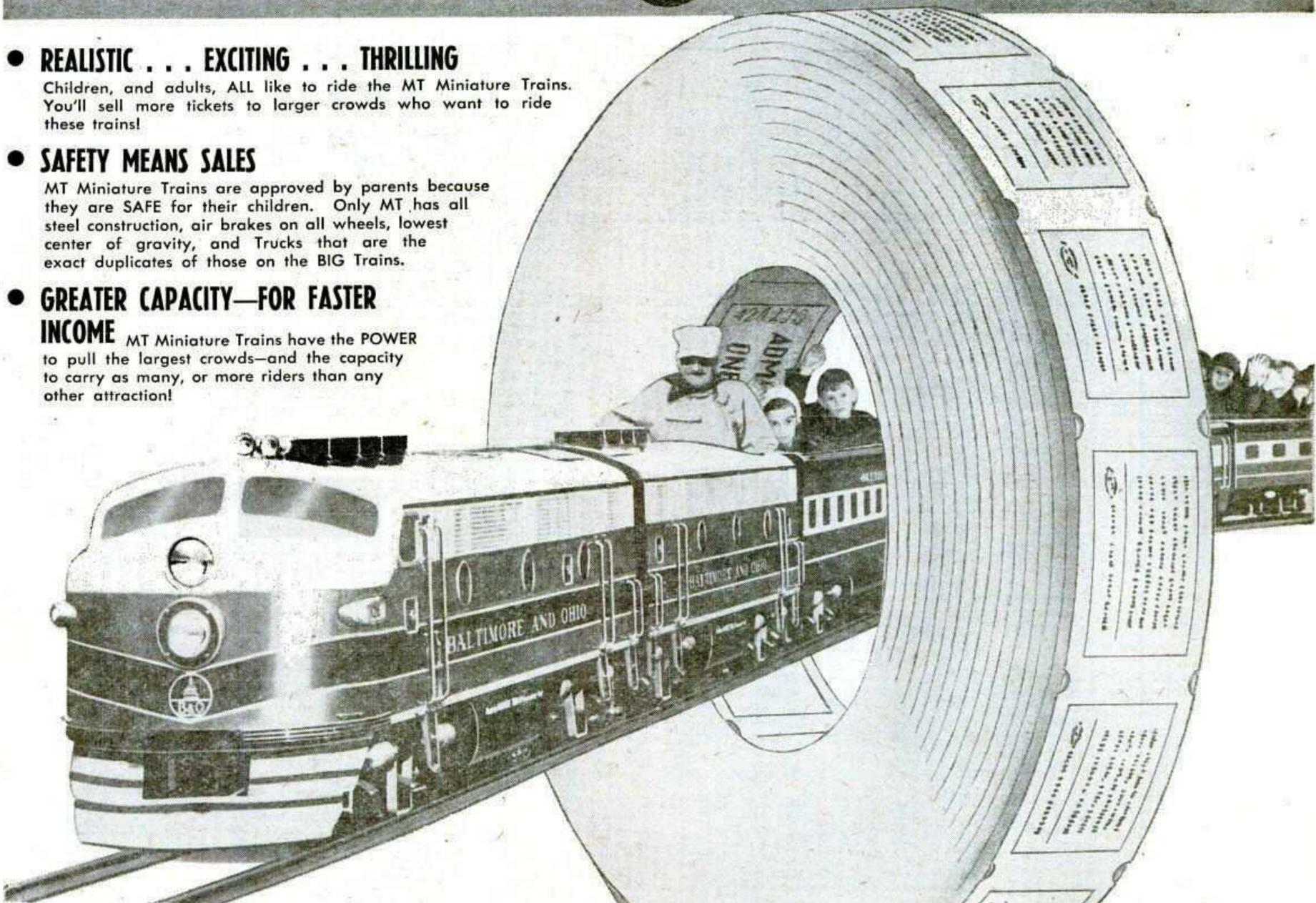
MT Miniature Trains have the POWER to pull the largest crowds—and the capacity to carry as many, or more riders than any other attraction!

● **TROUBLE FREE OPERATION—INCREASES EARNING POWER**

Every MT Miniature Train made is still in "Active" Service. Long, trouble-free service is assured by their engineering standards . . . and the Service Department maintains complete stocks of Original Equipment Replacement Parts always available for immediate delivery.

● **MT MINIATURE TRAINS INCREASE TICKET SALES ON ALL YOUR ATTRACTIONS!**

They attract more customers to your amusement Center because of their popularity, publicity value, and promotional potential. They can be laid out to circle your other rides . . . and run along highways and traffic centers where they will attract new customers to your entire park.



**MANUFACTURED BY THE WORLD'S LARGEST MANUFACTURERS OF MINIATURE TRAINS**



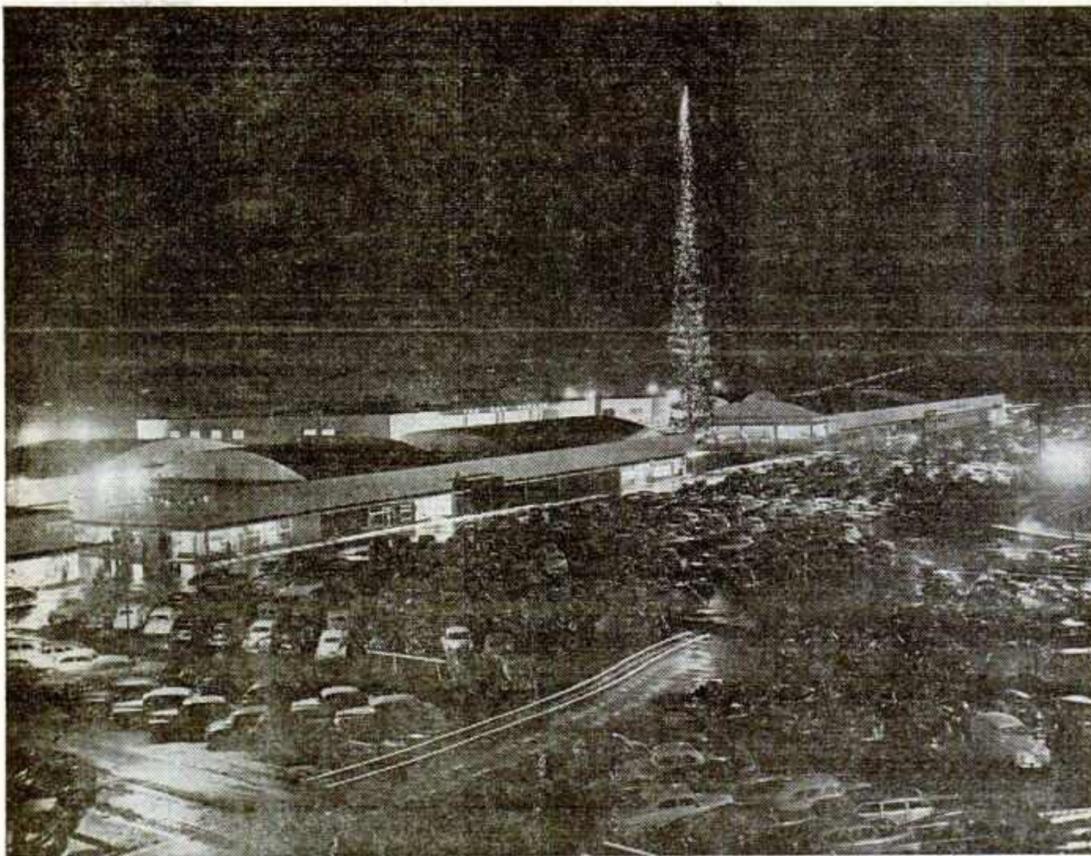
**MT MINIATURE TRAINS FOR EVERY LOCATION**  
any SIZE . . .  
any CAPACITY . . .  
any PRICE RANGE

WRITE FOR CATALOGS AND DETAILS TO: Dept. B

**MINIATURE TRAIN CO.**  
RENSSELAER, INDIANA



Tractor ride built by Spalinger uses toy models. Duplicates of the vehicles are for sale in the Kiddieland. On the ride, rear wheels of the tractors are elevated so youngsters may use the pedals.



A Christmas tree 212 feet high was the 1951 Christmas feature at Northgate shopping center, Seattle. Spalinger's Kiddieland is to the right of the tree. Huge Santa Claus will replace tree this year.



Cotton-Tail Carnival was part of the Easter theme at the shopping center and Kiddieland. Rain boosts business for this kiddie ride layout in one of the nation's largest suburban shopping centers.

## Kid Spot Wins In Shop Zone

**Spalinger's Seattle Kiddieland Becomes Integral Part of Big 70-Store Suburban Development**

WITH big city merchants moving to suburban shopping centers throught the country, Kiddielands have been quick to get on the bandwagon. In some cases they have even helped get the wagon rolling.

One of the successful operators of Kiddielands that are tied closely to shopping centers is Vernon L. Spalinger at Northgate, a suburb of Seattle. His spot now is an integral part of the \$20,000,000 Northgate shopping center, which was built by the Allied Stores, Inc., and opened in 1949. Spalinger states the center is the largest in the country.

It covers a 28-block area, with 80 per cent of the land devoted to parking zones for 4,700 cars. At the center is Allied's big Bon Marche department store. There are 70 other shops and stores, a bank, hospital, 1,500-seat theater and office space. Music is piped thru the modernistic center during business hours. The center draws 100,000 persons daily.

### Central Location

Spalinger's Kiddieland is located at the center and across a parkway from the Bon Marche store. The funspot moved into its strategic location on a temporary basis. In early 1951 the center's promotion-minded management booked Spalinger's rides for a 30-day stay. Previously, the rides had been used in the downtown Seattle store of Bon Marche. At Northgate, the Kiddieland promotion was highly successful and the operation was continued for nine months. It reopened on the last day of February, 1952, and will have a ten-month season this year.

Kiddieland itself is not large; it occupies one of the shop spaces of the center. The building is about 100 by 250 feet and it's open on three sides.

The ride line-up includes Merry-Go-Round, Miniature Train, Bus, Mix-Up, Airplane, Rocket, Auto, Tractor and Boat devices. A Fire Truck ride operates on the Mall, the center's main parkway and walk. In addition, Spalinger believes he is a pioneer in the Kiddieland use of coin-operated rides. He started with a convertible coin-operated horse and since has added another. He declares his operation proves that two of a kind will more than double the business of one.

Most of the kiddie rides have been built by Spalinger himself. He makes the designs, patterns and castings and completes the machining and assembling. He's pleased to report that in 19 months of operation none of his rides has been out of commission for as much as 15 minutes.

During the same period, there have been no injuries to patrons. More than 500,000 children have ridden the devices and none has been scratched. Spalinger has strict rules governing the selection of employees. Every

ride operator must be at least 55 years old. He believes this results in several benefits, one of which is the fact that the average 55-year-old man is a grandfather and therefore inclined to give children more care and attention than younger persons.

A unique development at Northgate Kiddieland has been the sales of a line of wheeled goods—pedal-powered toy cars, tractors and tricycles. The line was put in after Spalinger used the miniature vehicles as parts of a ride, and as anticipated, children who rode a tractor ride wanted to take a tractor home.

### Center-Wide Promotions

A shopping center promotion was responsible for the Kiddieland's opening and from the first the funspot has been tied in closely with over-all promotion of the center. At Easter Time, the center and the Kiddieland followed the same Easter Rabbit theme, and the Kiddie Fire Truck was manned by a big "rabbit." During the Christmas season last year, a tremendous Christmas tree was erected adjacent to the Kiddieland as the central piece of the center's holiday decorations. This year, the entire center is being decorated with Christmas trees, Santas and stars. The central figure, again next to the Kiddieland, is to be a huge Santa Claus, which will tower above the entire center. In each case, the Kiddieland, too, is decorated in keeping with the center's theme.

Hours of operation are linked to those of the stores. On Wednesdays and Fridays the center and Kiddieland remain open until 9 p.m. Big days for the merchants are Wednesdays, Fridays and Saturdays, and those are Spalinger's toppers, too.

To increase business on the other days, birthday parties are promoted, and Spalinger reports these have been highly successful. Similar promotions also have been built around Kiddieland parties for spastic children and, in co-operation with a drugstore in the center, around the donation of toys for war orphans. The Kiddieland advertises in the Northgate weekly newspaper.

### Tickets By Dozen

Spalinger's tickets are scaled at 9 cents or 11 for 99 cents. The purchaser of 11 tickets is given one free, making the rate 99 cents a dozen. As an indication of the effectiveness of this plan, Spalinger reports that 15 per cent of the spot's sales are for 99-cent deals. He also states that the free ticket eases the task of keeping records of roll tickets.

Associated with Spalinger in the operation are his wife

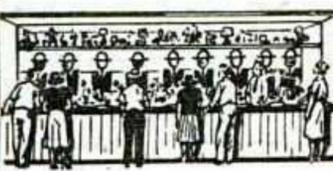
(Continued on page 87)

### FOR LEASE

32 by 40 Building in center of bona fide Amusement Park. Contact M. F. Kaufman at Chicago Convention, Hotel Sherman, Nov. 29th to Dec. 4th, or write to Amusement Enterprises P. O. Box 234 Rochester 1, N. Y.

**A PROVEN MONEY MAKER**

**The NEW and UNUSUAL BALLOON RACER**



... For Complete Details, write or call

**ROBERT R. HAMMER**  
Amusement Devices  
316 Shawnee Drive, Louisville 12, Ky.

## Rockaways, Cinerama Kiss and Make Up

NEW YORK, Nov. 22.—Dick Geist, vice-president of Rockaways' Playland, this week said that his difficulties with the producers of Cinerama, the three-dimensional film, had been settled.

According to Geist, the film included shots of the Playland Roller Coaster, with no credit given to the park. However, Geist claimed that the producers had agreed to give the park credit in its advertising space, on radio and TV advertisements, and on theater marquees.

Meanwhile, Geist appeared on the Henry Morgan Show, Monday night (17) over radio station WMGM here. He was interviewed by Mel Torme, a singer. Geist added that he had been approached by Arthur Godfrey on the possibility of a Godfrey video show emanating from Playland.

Geist said that his fall-winter policy of keeping Playland open week-ends is working out. Saturday and Sunday (15 and 16), he said, the largest week-end crowds since early September were on hand.

### Kid Spot Wins

and Weymeth McGrew. Prior to his Seattle and Northgate ride operations, he had devices on the Evergreen Shows and at Jantzen Beach.

At Northgate, Spalinger works in conjunction with James Douglas, president of the Northgate Company; and with the Northgate Chamber of Commerce. Rex Allison, vice-president in charge of Western operations of Allied Stores, Inc., conceived the plans for Northgate.

The kiddie section seems to be getting heavy play, he added, and he said that four new rides are to be added to this section. One will be a second Ferris Wheel, another a Jet Plane, and the other two are to be announced. Additional toilet facilities have been added to accommodate the upswing in attendance.

**GOLF RANGES**

**MINIATURE COURSES**



WE CAN FURNISH YOU COMPLETELY

Prices and details on request

**EASTERN GOLF CO.**  
2537 Boston Rd. Dept. 5  
Bronx 67, N. Y.

**WANTED TO BUY**

**Lease or Rent AMUSEMENT ARCADE**

With or without equipment. Must be A-1 location in major amusement park, 20 years' experience in owning and operating nation's finest arcades. Can arrange personal interview at Chicago Show.

**BOX D-260**  
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**PROMOTERS**

—Get on our Mailing List.  
—Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.  
—Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Business for the kidspot this season has been on a par with last year's good score, Spalinger states, and indications point to an increase during the Christmas promotion. Spalinger describes the layout as not only a money-maker but also a grand experiment which gives an opportunity to test and prove thoughts and theories he's had for years.

With delegations of business executives from many parts of the nation visiting Northgate with a view to building similar shopping centers elsewhere, it's a good bet that many of them will take home the idea that a Kiddieland is a "must" in modern shopping center plans.

**KIDDIELAND**

Have all-year location in California, close to San Fernando. Now for lease, want option to purchase. Auto Ride, Sky Fighter, Boat Ride, Merry-Go-Round, Train, Airplane Ride, or what have you? Rent is only \$1.00 a day for each ride. Write to

**VERNON S. EVANS**  
637 W. Ocean Blvd. Long Beach, Calif.

**FOR SALE OR TRADE**

7-Car Tilt-a-Whirl, purchased new 1951, used in park; ride is like new. 1 Allan Herschell Looper, 10 car, with 20 HP electric motor, purchased 1950, in very best condition. Both park-type rides, are absolutely clean.

**JAKE GROSCOP**  
1126 N. 22nd St. Billings, Mont.

**MINIATURE COMPLETE GOLF**

18 HOLES—Sets up in space 45x45 feet or larger. Low cost. Translucent Bag Shape Ticket Box. Lights, Fence, etc.

**BRILL, P. O. Box 875-G, Peoria, Illinois.**

**FOR SALE**

Almost new Sunshine Special Train.

**CASTLEBERRY'S**  
Valdosta, Georgia

**LEARN ABOUT COOK GOLF AT CONVENTION**

Visit booth #130. See first hand why our courses are used as money-makers at some of the nation's greatest parks.

**Holmes Cook Miniature Golf Co.**  
Box 1463, New London, Conn.

**WILL SACRIFICE!!!**

Three Mills Custard Machines, in excellent condition. Contact M. F. Kaufman at Chicago Convention, Hotel Sherman, Nov. 29th to Dec. 4th, or write to

**Amusement Enterprises**  
P. O. Box 234 Rochester 1, New York

**FOR SALE**

Allan Herschell Looper with international power unit, in good operating condition; a bargain for \$3,000.00 cash. For additional information contact F. A. Griffen at the Sherman Hotel during the Convention or write

**GRIFFEN AMUSEMENT PARK**  
Jacksonville Beach, Florida

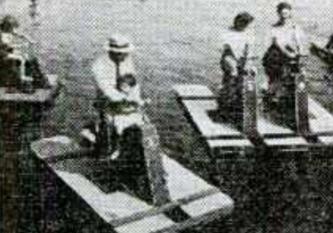
**RAILS**

12"—16"—20"

With Splice, Bars, Frogs, Switches, Bolts and Ties for Kiddie-Car Railroad. Also Locomotives. Cars and Equipment for same.

**M. K. FRANK**  
480 Lexington Ave., New York 17, N. Y.  
105 Lake Street, Reno, Nevada  
401 Park Bldg., 5th Ave., Pittsburgh 22, Pa.

**WATERCYCLES**



**FOR FUN, SAFETY & PROFIT**

There's a Watercycle to please everyone. With three models to choose from, it is a thrilling ride for child and adult. Of modern design, it has heavy duty, direct drive, no chains, no gears.

Small Investment—Minimum Upkeep

**WRITE FOR DETAILS**

**SELLECK WATERCYCLE CORP.**  
BOCA RATON, FLORIDA

**High Quality KIDDIE RIDES**

ROTO WHIP—SPEED BOATS—PONY CARTS  
GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

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

**High Quality KIDDIE RIDES**

ROTO WHIP—SPEED BOATS—PONY CARTS  
GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

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

**PARKS, RESORTS, POOLS**

An important part of The Billboard's complete coverage of the **OUTDOOR AMUSEMENT FIELD**

You'll know in advance just what's developing in your business — and where — with a subscription to The Billboard!

Act Now — Fill in Coupon Today for Money-Saving Subscription Rates

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes  Please send me The Billboard for one year at \$10. Foreign rates upon request. 835

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City .....

Occupation .....

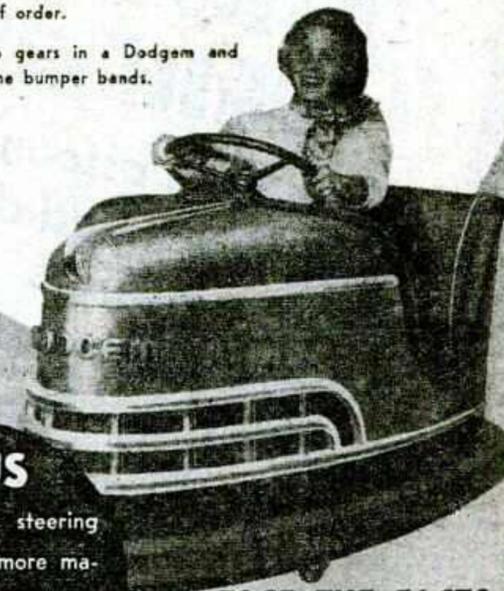
Interested in a "SURE THING"...

Ask anyone in the amusement business THERE'S NO GAMBLE WHEN YOU BUY DODGEM IT'S THE MOST POPULAR AND MOST PROFITABLE RIDE IN THE PARK

**AND... with DODGEM — You forget about operating and maintenance costs**

**HERE'S WHY**

- ★ Dodgem has a clutch you can change in 3 minutes.
- ★ Dodgem has a rugged motor with no short-circuiting device to get out of order.
- ★ There are no gears in a Dodgem and no troublesome bumper bands.



**PLUS**

New fingertip steering — more fun, more maneuverability, more action — a child can steer a Dodgem

**FACE THE FACTS — you should own a DODGEM**

**DODGEM CORPORATION** LAWRENCE, MASSACHUSETTS

**America's Favorite Skill Game**

**SKEE-BALL**

Reg. U. S. Pat. Off.

**THE MOST POPULAR OF ALL GAMES FOR PARKS—RESORTS—ARCADES**

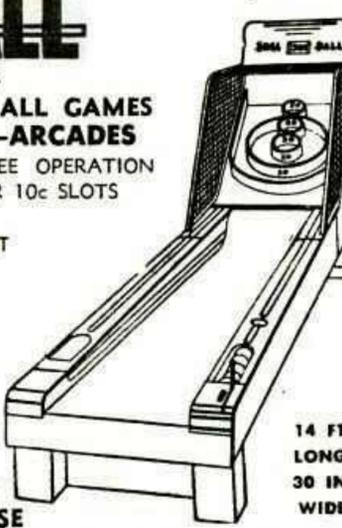
HIGH EARNINGS—TROUBLE FREE OPERATION  
80 GAMES PER HOUR—5c OR 10c SLOTS

PLANS — CARS — EQUIPMENT FOR

**ROLLER COASTERS  
OLD MILL CHUTES  
NEW STUNTS  
ANIMATED HEADS  
LAFFING SAL & SAM**

FOR YOUR **DARK RIDE OR FUN HOUSE**

**PHILADELPHIA TOBOGGAN CO.**  
130 E. DUVAL ST., PHILA. 44, PA.  
Amusement Devices Since 1904



14 FT. LONG, 30 IN. WIDE

➔ TV IS ALL OF SHOWBUSINESS

➔ ONLY THE BILLBOARD COVERS ALL OF SHOWBUSINESS!

**AVAILABLE FOR 1953 SEASON IN AMERICA'S BETTER PARKS**

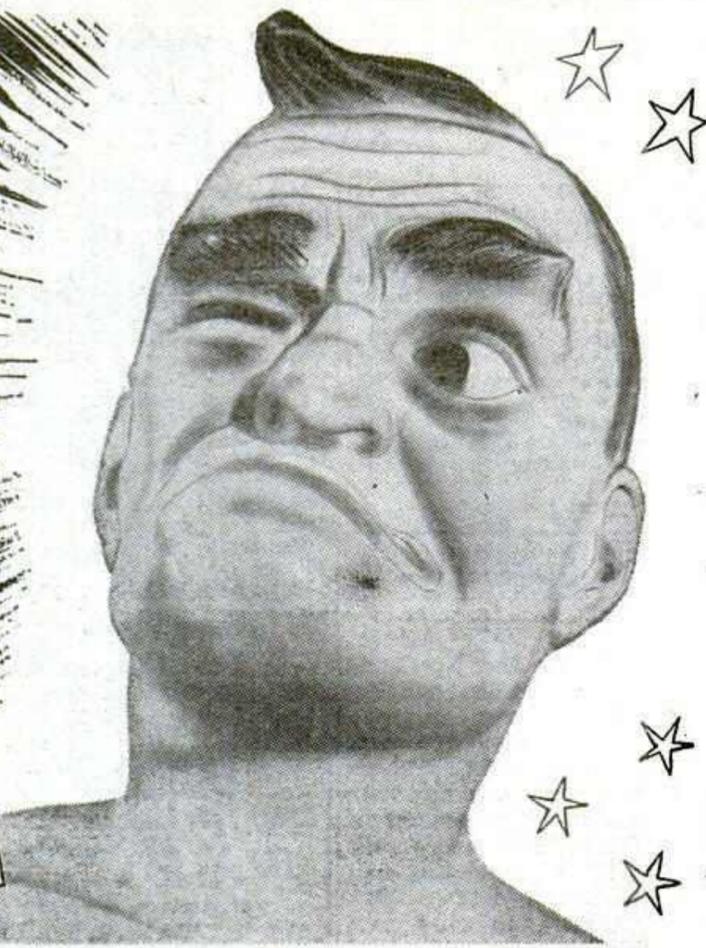
FOR FROM A WEEK TO 2 WEEKS OR AN EXTENDED ENGAGEMENT. BEST BOX OFFICE NAME OF ITS KIND IN SHOW BUSINESS, WITH A COMPLETELY EQUIPPED TENTED THEATRE.

FOR DETAILS SEE ME—

**RAY MARSH BRYDON**  
AT SHERMAN HOTEL, CHICAGO, DURING THE CONVENTION.

*Sock him  
and Like it*  
**He's so revolting  
you'll ENJOY IT**

**"MIGHTY  
MIKE"**  
the most astounding  
coin-operated device  
in years



HE DUCKS HE WEAVES  
JUMPS BACK DARTS FORWARD

Not too easy to hit...  
but what a pleasure when you do

**A CHALLENGE TO THE SKILLS... EVERY BLOW REGISTERED.** Each round 1 minute. 10c or 25c coin chute. Sock him in the body get 1 point... sock him in the head get 10 points... knock him out with 300 points.

**The Pug-Ugly Everyone Will Love to Hate. You'll Love Him For the Money He Can Make.**

See the terrifying, wonderful  
"Mighty Mike" on display for  
the first time anywhere...

**BOOTHS 109-110-111**

**N. A. A. P. P. B. SHOW  
Hotel Sherman, Chicago**

• If You Are Not Going To The Show  
Get The Full Story on "Mighty Mike" from



EAST-COAST DISTRIBUTORS  
577 Tenth Avenue (at 42nd St.), New York 18, N. Y., BRyant 9-6677

Manufactured by RICHMAN PRODUCTS CO., 1776 Broadway, New York 19, N. Y. - Columbus 5-3965

**Wilson Boat Line to End 63-Year Run**

PHILADELPHIA, Nov. 22.—The 63-year-old Wilson Line, whose excursion boats have taken thousands of merrymakers up and down the Delaware River thru the years, is going out of business. The line provided evening moonlight dances during the summer season as well as the main artery of traffic for visitors to Riverside Amusement Beach Park at Pennsgrove, N. J.

At a meeting this week, the directors voted to sell the excursion boats and most of the line's other assets and to distribute the cash to stockholders. While no mention was made of the fact, shutting down the excursion line would be a serious blow to Riverside Beach Park, which operation is also linked to the operation of the excursion line.

**Palisades' Season**

• Continued from page 84

units. These are direct draw Model P units which will be located in three stands. The stands will also be refurbished with cathode lighting supplanting the fluorescent now in use.

"We will make more money with custard," Irving says, "even tho we will still sell the product for 10 cents. And don't forget that mix is now \$16 whereas it used to be \$6. The secret, of course, is more business—just like the dime stores."

**Restaurant Plans**

As usual, the planning at Palisades encompasses the funspot from front to back. The restaurant, which operated successfully last year, will continue to be subsidized by the park. It is a distinct asset, in Irving's opinion, and every park ought to have a good restaurant with reasonable prices.

Altho the rest room facilities are model installations, Irving has figured out additional improvements in the form of ultra-violet sanitation units.

The park will again go in heavy for promotion. A Bock Beer festival will be held thruout the first week and Irving is hopeful that the event will draw several hundred thousand patrons, given good weather, and get the funspot off to a flying start.

**Build Week-Days**

The promotional emphasis has been on week days rather than on Saturdays and Sundays, Irving says. The reason is that the week-ends are already near the saturation point and much additional selling would lead to cramped patronage and lesser spending.

Wednesday and Thursday sessions are now as good as Saturdays, Irving says, while Mondays, when many funspots are usually closed, are also good.

An office staff is already busy preparing the heavy direct mailing of promotional literature which has long been used as an effective selling aid by the park. The mailings annually run into literally millions of pieces and continue thruout the season.

Irving has already held several conferences with his promotion-publicity director, Bert Nevins, and plans for the tub-thumping which usually resounds loud and often thruout the metropolitan area, and even nationally, are even now well jelled.

**PHOTOMAT**  
PICTURE YOURSELF  
50 SECONDS  
FIVE PORTRAITS

**SALE EVERY 50 SECONDS**  
The Amazing  
**PHOTOMAT \***  
delivers a (3" x 5")  
set of two fine  
**Large Portraits in  
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## BIRMINGHAM BUILDS

### Expect New \$650,000 Ag-Dormitory Building to Be Up for 1953 Event

BIRMINGHAM, Nov. 22.—A new \$650,000 youth dormitories-agricultural exhibit building, designed also for multi-purpose use thruout the year, is expected to be erected here in time for the 1953 Alabama State Fair.

The structure, to be situated in the center of the 117-acre fairgrounds, will have dormitories for 500 boys and 350 girls, a show

arena 120 feet wide and 140 feet long, provisions for the fair's general offices, and facilities for women's activities.

Off-season plans call for the use of the building for sporting events and as a general recreational facilities for area activities in the off-fair weeks.

#### Other Improvements

Other plant improvements to be made in time for the '53 fair include the erection of a seven-foot high steel-wire fence around the entire grounds.

Future planned improvements include the erection of a new conservation building to cost an

estimated \$200,000. Bedford Soule, chairman of the Alabama State Fair Authority, in releasing plans for the building recently disclosed that it will be constructed entirely of materials native to Alabama.

Other planned improvements consist of the erection of a new hog building and an addition to the livestock building, according to R. H. (Dick) McIntosh, fair secretary.

Since the city purchased the fairgrounds in 1947, a \$150,000 Industrial Arts Building and a \$100,000 Livestock Building have been constructed.

## New Circuit Organized By Neb. Events

NORTH PLATTE, Neb., Nov. 22.—The South Central Nebraska Fair Circuit has been organized by 10 county fairs in this area, to insure more co-operation between annuals and to facilitate booking of attractions by member fairs.

Monte Kiffin, of Lexington, was named president of the new loop and said an effort would be made to correlate fair dates and equalize concession rates, assessments and premiums. H. B. Manners, North Platte, secretary of the circuit, announced that a number of other area fairs had expressed interest in joining the original ten.

The group has scheduled a meeting to be held during the annual convention of the Nebraska Association of Fair Managers in Lincoln and has invited all attraction representatives to attend the session.

## WFA Hits Snag In Resolution

SAN FRANCISCO, Nov. 22.—Passing of resolutions, usually a peaceful procedure at the annual meetings of the Western Fairs Association, struck a snag at the three-day conclave here this week.

Stuart Waite, chairman of the resolutions committee, proposed that money received from the State of California under Section 92 of the agricultural code be listed as "revenue." He pointed out that "a slight change in accounting" could correct the impression given by certain publications that fairs were losing money.

Eric MacLachlan, head of the division of audits, took the stand and declared that at no place in the audit reports was there a listing of "loss" but as "net cost of operation." On his second trip to the speakers' table, he proposed that the resolution be tabled until further discussions could be had.

The committee also resolved that letters of condolence and sympathy be sent to the families of Assemblyman Lester Davis, Cecil A. Thompson, and Bert Thompson, and Bert Morgan. It was emphasized that all had promoted fairs in the State.

A vote of thanks and appreciation was extended to the Western Fairs staff in Sacramento. A. E. Snider, chief, division of fairs and expositions, was lauded for his production on a manual of accounting and procedure. Snider took the floor to transfer the orchids to Walter Heineman, who, the chief declared, did the work.

Other resolutions included approval of an increase in dues to defray in part the cost of an office building and two proposed by Ted Rosequist. The assistant manager of the California State Fair urged vigilance in screening shows and asked for an honest report on gross attendances.

## Huron, S. D., Fair Ousts Phil Rensvold

### Board Charges 'Incompetence, Neglect'; Dismissed Exec Makes Counter Charges

HURON, S. D., Nov. 22.—Gov. Sigurd Anderson has intervened in a bitter controversy which has been raging over the South Dakota State Fair—a controversy that was climaxed last Saturday (15) with the firing by the State Fair Board of its secretary, 33-year-old Phil Rensvold.

Following his dismissal on charges of "incompetence and neglect of duty," Rensvold immediately denied the charges and struck back at the fair board with a series of counter-charges, at the same time calling for a "full-scale and thoro-going investigation of the State Fair Board's business practices."

Rensvold accused the board of "irregularities in the execution of its contract," and "general incompetence." The deposed secretary charged specifically that contracts negotiated by the fair board and amusement enterprises such as auto races, thrill show, midway and evening grandstand shows were illegal.

#### Governor Asks Report

Governor Anderson, who advised Rensvold not to resign when his dismissal was imminent earlier this fall, entered the controversy Monday (17) with a request that Rensvold submit a complete report of purported board irregularities. The governor indicated his decision on ordering an investigation would hinge largely on that statement.

Meanwhile, State Comptroller John C. Penne cited a special audit made last year which revealed inadequacies in the fair board's records. The audit was taken when Rensvold took over as State fair secretary last May 1, and covered the year preceding that date. Rensvold replaced Frank L. Hafner, secretary since 1944, who resigned.

#### Political Row

The controversy is a political hot potato for Governor Ander-

son, as he apparently lined up with Rensvold in advising him not to resign.

The State Fair Board is an all-Republican body, appointed by the governor. Anderson, a Republican, was re-elected this month to his second term. Rensvold, a former Sioux Falls banker, served as an assistant to Anderson when the latter was attorney general prior to his election as governor in 1950.

## Keene, N. H., Event Re-Elects Ahern, Sets 1953 Dates

KEENE, N. H., Nov. 22.—Cheshire Fair Association elected Cornelius J. Ahern president for his third term at a recent meeting of the organization here. Louis Ballam succeeds Burleigh R. Darling as vice-president.

Also re-elected were Joseph Kershaw, treasurer, and Mrs. Mary Hall Fredette, clerk. Directors include Edward Comerford, George T. Kingsbury, Harold B. Nims, Phillip B. Sweet, Lawrence Graves and Archie Coll.

Dates for next year were tentatively set for August 27-29, but the fair board said they may possibly extend the run one day and include Sunday, August 30.

Kershaw announced that fair's income thus far was \$16,843.67 plus \$9,369.88 received from the State as a share of the racing subsidy. Expenses totaled \$17,566.69.

## OTTAWA EVENT GOES TO 7 DAYS

### Sked Second Saturday to Aid Grandstand, Midway Enterprises

OTTAWA, Nov. 22.—Next year's Central Canada Exhibition will run for seven days instead of the usual six and also will incorporate two Saturdays instead of the usual one, it was decided here last week at the association's annual directors' meeting.

The extra day, which will open the show on Saturday, August 22, will be devoted mainly to amusements. A parade will mark the opening and grandstand shows and midway attractions will be featured.

Livestock competition will not get underway until Monday, August 24, and the exhibit buildings will remain closed until that time. The added day should provide a large measure of rain insurance for the grandstand and midway attractions.

#### Okay Contracts

Contracts for the grandstand show, which will again be booked thru the George A. Hamid & Son office, New York, and the World of Mirth Shows were confirmed at the meeting which was held in the Coliseum. Hamid will provide special vaudeville programs for the afternoon shows and full-scale revue for the night presentations.

H. H. McElroy, secretary-manager, announced that the second annual exhibitors' party, a novel public relations endeavor which has the fair partying over 1,000 exhibitors, will be expanded this year to include not only agricul-

tural exhibitors, but all exhibitors.

McElroy also reported that the ventilation in the Coliseum had been improved and that this was expected to greatly benefit the horse show and other events which take place there.

Comptroller L. L. Coulter, association president, presided.

## Buri Renamed Manager at Jeff'son, Wis.

JEFFERSON, Wis., Nov. 22.—Horace L. Buri, manager of Jefferson County Fair here for the past 12 years, was unanimously re-elected to that post by the County Board of Supervisors at a recent meeting. The fair is one of the few Wisconsin annuals owned and operated by the county governing body.

Buri had been attacked this year by agricultural interests who claimed that he was devoting more time to midway and grandstand activities than to agriculture. Following his re-election, Buri said that the 101-year-old fair would operate August 12-16, 1953. No booking will be done prior to the Wisconsin fairmen's convention.

Okayed for spring construction is a new water and sewer system on the grounds. Pending are construction okay for a 60 by 200-foot barn and a combined judging and show arena seating 3,000 people. These two projects will probably be voted upon next spring, with construction of the barn slated for completion prior to fair time.

G. W. Matters, Jefferson, and Genevieve Zimdars, Sullivan, will continue to act as midway superintendent and office manager, respectively, Buri said.

## Oregon Assn. Sets '53 Dates

PORTLAND, Ore., Nov. 22.—The following 1953 dates were assigned at the 25th convention of the Oregon Fairs Association, which closed here Friday (14): Clackamas County, Canby, September 1-4; Columbia County, Derr Island, August 13-15; Coos County, Myrtle Point, August 27-30; Crook County, Prineville, August 7-9; Curry County, Gold Beach, August 21-23; Deschutes County, Redmond, August 21-23; Douglas County, August 4-8; (Continued on page 92)

## ESE Concentrates Publicity Program

### Ray Winans to Consolidate Efforts, Open Publicity Firm to Serve Area Interests

SPRINGFIELD, Mass., Nov. 22.—Publicity and advertising for Eastern States Exposition will become a highly concentrated project in a four-month period instead of a year-round program under an agreement entered into by Jack Reynolds, general manager, and Ray Winans, director of publicity and advertising for the major annual since 1940. New arrangement is part of an expansion publicity program which has been worked out whereby Winans will handle show's public relations effort on a contract basis which will enable him to "shoot the works" with a trained staff from June 1 thru show week, September 20-27.

The shift will enable Winans to not only intensify the exposition news and radio buildup and coverage while the show is on, but also to devote the balance of the year to building up a general publicity counsel business in the greater Springfield area under the name of Ray Winans Associates. With a number of television stations slated to go on the air in and around the Springfield area after January 1, the radio angle offers important opportunities to the newly organized group as well as to the exposition, Winans said.

The Winans Associates also will handle the preparation, publishing and sale during show week of the exposition's elaborate souvenir program and catalog which this year ran to 256 pages with a two-color cover and which sells for 50 cents. An intensified sales effort is expected to show a substantial increase in 1953 circulation.

#### Varied Background

Winans has a rich newspaper and advertising background to contribute to his personal venture into the field of publicity counseling. For over 25 years he was a member of the staff of The Springfield Union as reporter-photographer and promotion manager. He also served on the city desk and did a short stint as promotion manager for the defunct Toledo News-Bee and in the advertising and publicity depart-

ments of the Indian Motorcycle Company, Central Maine Power Company and Gilbert & Barker Manufacturing Company, a subsidiary of Standard Oil, before taking up t.b.-thumping for Eastern States Exposition.

In the latter connection, Winans recalls that he was a staff man on the Union in 1916 when the exposition first opened with the National Dairy Show, which he and one other staff member covered. From that time on he was connected with the show in one official capacity or another, mostly in connection with the various activities in the boys and girls department until he took over the post of publicity and advertising director in 1940 under the old maestro, Manager Charlie Nasa.

## JET LURES 'EM

### Dallas Plane Exhibit Viewed by 500,000

DALLAS, Nov. 22.—Newest Cutlass Navy jet fighter was placed on public display for the first time at the '52 State Fair of Texas in Dallas by the Chance Vought Aircraft Division of United Aircraft Corporation and proved one of the most potent exhibits on the big grounds. The aircraft plant is located near Dallas at Grand Prairie, Tex.

Chance Vought officials estimated nearly 500,000 fairgoers inspected the twin-jet, swept-wing fighter. More than 80,000 souvenir photographs of the plane were passed out and about 80,000 filled out tickets for daily drawings to win models of the advanced F7U-3 Cutlass.

The fenced-in Cutlass, guarded day and night by Chance Vought security personnel, was located near the main entrance to the fairgrounds on a heavily-traveled route to the central part of the fairgrounds and to the General Exhibits Building. The outdoor

exhibit was spotlighted at night and the airplane's running lights were kept flashing to add to the attractiveness of the exhibit.

For many Chance Vought employees, the exhibit provided the first opportunity to show the rest of their families what a Cutlass looks like on the ground.

Part of the exhibit space was turned over by Chance Vought to the Dallas Naval Air Station for promotion of aviation cadet recruiting activities, with Navy personnel manning that part of the booth.

The fighter plane was moved to the fairgrounds during the early morning hours before the fair opened on Saturday, October 4. Dallas police and Chance Vought guards escorted the plane. Its traveling companion in the tow tractor procession was a Chance Vought Corsair fighter assigned by the Naval Air Station as the main feature of a Marine (Continued on page 92)

## FAIR ASSN. MEETINGS

International Association of Fairs & Expositions, Hotel Sherman, Chicago, December 1-3. Frank L. Kingman, Brockton, Mass., secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 8-10. E. W. (Deak) Williams, Manchester, secretary.

Washington Fairs Association, Olympian Hotel, Olympia, December 12-13. Wendell W. Prater, Route 1, Ellensburg, Wash., secretary.

Minnesota Federation of County Fairs and the Minnesota State Agricultural Society, Radisson Hotel, Minneapolis, January 5-6. Harold C. Pederson, 3531 22d Avenue, South, Minneapolis, secretary.

Indiana Association of County & District Fairs, Hotel Severin, Indianapolis, January 5-7. William H. Clark, 360 Walnut Street, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 5-7. W. H. Eldridge, P. O. Box 266, Plymouth, secretary.

Kentucky Association of Fairs & Horse Shows, Brown Hotel, Louisville, January 8-9. Ray P. Weller, Shelbyville, secretary.

Georgia Association of Agricultural Fairs, Piedmont Hotel, Atlanta, January 12. E. Ross Jordan, 149 Rogers Avenue, Macon, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 13-14. Everett E. Erhart, Stafford, secretary.

Maine Association of Agricultural Fairs, Falmouth Hotel, Portland, January 14-15. Roy E. Symons, Skowhegan, secretary.

Ohio Fair Managers Association, Deshler-Wallick Hotel, Columbus, January 14-15. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

North Carolina Association of Fairs, Sir Walter Hotel, Raleigh, January 15-16. Mrs. Clyde Kendall, Greensboro Fair, secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 15-16. Rollo E. Singleton, State Office Building, Jefferson City, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 18-20. Harry B. Kelley, Hillsdale, secretary.

Virginia Association of Fairs, Richmond, January 18-20. C. B. Ralston, P. O. Box 482, Staunton, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 18-20. Clifford C. Hunter, Taylorville, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 19-21. H. C. McClellan, Arlington, secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 14. Tom Craig, Piedmont Interstate Fair, Spartanburg, secretary.

Western Canada Association of Exhibitions, Fort Garry Hotel, Winnipeg, Man., January 19-21.

Massachusetts Agricultural Fairs Association, Hotel Kimball, Springfield, January 20-21. Edward J. Carroll, Agawam, Mass., president.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 21-23. Charles W. Swoyer, 522 Court Street, Reading, secretary.

North Dakota Association of Fairs, Graver Hotel, Fargo, January 22-24. G. A. Ottinger, Jamestown, secretary.

Louisiana Fair and Festival Association, Heidelberg Hotel, Baton Rouge, January 25-26. Adolph Netter, Donaldsonville, secretary.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 25-26. Vera McQuilkin, P. O. Box 974 Oklahoma City, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 25-27. Clifford D. Coover, Shelby, Mont., secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 26. William C. Lynn, 1 West State Street, Trenton, secretary.

Texas Association of Fairs & Expositions, Baker Hotel, Dallas, January 29-31. Ted Overbey, Texas-Oklahoma Fair, Iowa Park, Tex., secretary.

Western New York State Fairs Association, Hotel Lafayette, Buffalo, January 31. Carlton J. Larson, P. O. Box 170, Dunkirk, secretary.

Arkansas Fair Managers' Association, Little Rock, secretary.

## PROOF OF PIE NOT IN EATING

HARTFORD, Conn., Nov. 22.—The proof of a pudding may be in the eating, but whether or not a pie may be judged without eating became a subject of debate at the recent fall meeting of the Association of Connecticut Fairs here. In an apple pie baking contest, the judges selected what they considered the best six of 35 entries. All went well until the losers discovered that their pies weren't even sliced. The judges pointed out that the 29 pies were eliminated by appearance. When the losers protested the basis on which the decision was made, Samuel Blakeslee, president of the Goshen Fair offered, as a compromise, the suggestion that another apple pie contest be held at the ACF's spring meeting, slated for early June at Goshen.

association, Hotel Marion, Little Rock, February 2-3. Sen. Clyde E. Byrd, 2601 Howard Street, Little Rock, secretary.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 2-3. James A. Carey, State Office Building, Albany, executive secretary.

Association of Connecticut Fairs, Mount Carmel Parish House, Mount Carmel, March 21. Mrs. Joseph Bartlett, North Haven, secretary.

## Pacific Int'l Show to Run In 1953—Holt

PORTLAND, Ore., Nov. 22.—There definitely will be a Pacific International Livestock Exposition next year," Walter Holt, exposition manager, told delegates to the Oregon Fair Association convention which closed here Friday (14).

Holt thus set at rest doubts that had arisen over news that the exposition building had been leased for 10 years to the U. S. Air Force.

"We may have to hold it in tents," he said, "but there will be a livestock show. We may have to cut down on the entertainment, but we will have a show."

## OPERATION VETERAN

### Hoosier Legion Post Builds Winning Fair

LAWRENCEBURG, Ind., Nov. 22.—Dearborn County Fair celebrated its 100th anniversary here this year and its present standing as one of Indiana's most progressive annuals stems from 1921 when it was taken over by the David McAllister Post 239, American Legion. Since that time the Hoosier veterans, who started from scratch, have built a new fairgrounds that is valued at \$150,000 and are operating the fair on an annual budget of over \$40,000.

Prior to the appearance of the Legionnaires, the fair had experienced more than its share of ups and downs. It was hit by floods, partly destroyed by fire and was forced to close down during World War I.

The plant inherited by the young and vigorous Legion post in 1921 was a far cry from today's layout. Its half dozen wood buildings stood inside the city levee that protected them from all but the largest floods, but not from seeping pressure water. The race track was beyond the levee and horse race fans scaled the levee from the inside and found themselves at the top of the grandstand overlooking the half-mile oval.

#### Form Organization

Eugene O'Shaughnessy, post commander in 1922, was the sparkplug in bringing the fair back to life. As a result of his efforts, the McAllister Amusement Company was organized, and a five-year lease was obtained on the grounds. First officers of the organization included Dr. George F. Smith, president; A. C. Hassmer, Treasurer, and E. E. Elder, secretary.

The first fair under the new management grossed a big \$10,000 but expenses were sizable and when the books were closed they showed a deficit of \$1,500. This didn't deter the vets and they started planning for the second year.

By 1937 the Legionnaires had overcome the effects of the depression when floods swept thru the Ohio Valley and flattened every building on the fairgrounds. The post members, under supervision of Frank Tay-

lor, ground superintendent, got to work, rebuilt the structures and the fair went off as scheduled.

The persistent veterans were again called upon several years later when the government built a new 85-foot levee and in so doing absorbed most of the old fairgrounds. The Legionnaires obtained a new plot of ground, whipped it into shape after much back-breaking labor, and were rewarded when the first fair there netted \$5,000.

Leonard (Jim) Haag, former president of the Indiana fair association, and an enthusiastic supporter of the Legion venture recalls that the Goodings, Floyd and Louis, provided rides for the first fair. Other attraction people, who played a role in the fair's growth, according to Haag, included Gus Sun Sr, and Jr., J. I. Thomas, Jack Raum, B. Ward Beam, Henry Lieders and Billy Senior.

Since the fair moved to its new grounds, it has continually plowed profits back into the plant and recently completed payment on its new \$53,000 steel and concrete 3,000-seat grandstand. The past year over \$5,000 was poured back into improvements. As a result, the fair not only has a fine plant for its annual run, but is getting additional revenue from off-season activities.

Newest project, scheduled for next year, is a 50 by 80-foot meeting hall, according to Harold Carlton, fair secretary. In addition to serving as a home for the Legion post, it will be made available to other Lawrenceburg organizations.

The influx of World War II veterans has provided a needed shot-in-the-arm to the fair and, while one postwar event was run entirely by these newcomers, it is now operated by a balance of experienced oldsters and energetic youngsters.

Present officers, in addition to Carlton, include Louis (Joe) Meyers, president; Gene Seitz, concessions manager; Charles Rardin, vice-president; Arlie Baer, grounds superintendent; Thomas Stahl, treasurer, and Chester Leake, board chairman.

**EXTRA**

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STATE FAIR  
MEETING

# Gird to Resist Aid Cut Threat in Ore.

## Reclassification Urged by State Association As Safeguard; De Long Is Elected President

PORTLAND, Ore., Nov. 22.—The Oregon Fairs Association this week was prepared to defend its member fairs against any attack by the State Legislature that would decrease their share of State income. These revenues are derived from laws allocating to fairs a share of the State tax on pari-mutuels and provide a 1/20th mill tax on county evaluations to be used for fair purposes. In the event the fairs lose their share in pari-mutuel funds, thus necessitating a reclassification of fairs, the association asked the State Legislature to assign an interim committee to study the question.

The action was taken in resolutions passed at the 25th annual convention Friday (14) in the Multnomah Hotel here.

### Elected Officers

The association elected as president, Vernon De Long of La Grande, association vice-president for 1952 and youth-work leader in Union County. He succeeds Leon Davis, of Washington County, who is retiring from fair activities. The new vice-president is Howard Smith of Tillamook, this year's secretary-treasurer. The board of directors will select a new secretary-treasurer. New directors elected were H. P. Welch of Lane County, J. H. Clarno of Coos County, and



DOUG BALDWIN, secretary of the Minnesota State Fair, St. Paul, who will serve as toastmaster of this year's Showmen's League Banquet and ball to be held December 3 in the Grand Ballroom of Hotel Sherman, Chicago.

C. O. Galloway of Deschutes County.

The resolution on pari-mutuel funds stemmed from word that a legislative interim committee was considering recommending that State revenue from its tax on pari-mutuel wagers go into the State general fund. Such a development would require that each fair and exposition go to the Legislature with an appropriation request to offset revenue now assigned directly to each event by law. The resolution states:

"The Oregon Fairs Association is unalterably opposed to transferring State pari-mutuel revenue, now accruing to the county fairs, expositions and shows, to the general fund."

### Ask Levy Continuance

Another resolution urged continuance of the 1/20th mill levy for fairs. Amounts received annually by each county varies as it is based on the assessed valuation of the county concerned. The law sets a \$16,500 limit on this payment, which affects only Multnomah, Oregon's largest county. However, Duanne Hennessy, manager of Multnomah County Fair, explains the legislation has pared this fund so that Multnomah receives only \$5,000. The law provides that Pacific International, the Poultry and Pet Show, the Manufacturers and Land Products Show and the Pacific Dairy Show—all of which are held in Multnomah County—share in the millage revenue.

After explanation by Hennessy and the three Multnomah County commissioners, the association adopted a resolution asking the Legislature to remove "any special beneficiaries" from the millage revenue. Such action would cost Pacific International \$4,500 annually.

### To Drop Racing

Hennessy announced that the Multnomah County Fair would not apply for racing dates for 1953 because the fair's share of racing handle does not permit a profitable operation. The law allows a 12½ per cent above that figure. Of the 12½ per cent the State takes 3½ per cent, or 5 per cent of the 15 per cent basis. The delegates voted to conduct an association referendum on a resolution that would permit fairs to retain all of its elected percentage of the pari-mutuel handle.

The issue on reclassification of fairs proved complex, owing to the variety of bases proposed. These ranged from the type of agriculture displayed, thru premium totals, county population, efficiency of management, to utilization made of fair properties. The opinion was expressed that counties that do not hold fairs or that hold only junior exhibitions should not be entitled to the same share of pari-mutuel funds as counties that hold open-class fairs on a large scale.

### Seek Two-Year Study

Other spokesmen voiced a fear that any move to obtain legislative classification of fairs would add impetus to any move to put pari-mutuel funds in the State general fund. It was on this basis that a legislative interim committee was asked to take two years to study the issue in the event pari-mutuel funds did go into the general fund.

Milt Loney of Walla Walla, an ex-president of the Washington Fairs Association, told of the success in his State in inducing merchants and business houses to put up fair prizes, "thus giving them a feeling of sharing in the fair operation and enlisting community support for the work."

## King-Cristiani

Continued from page 82

Cormi, Steele, Micke, Freeman, Gracey Genders, Mrs. Aubrey Ringling Haley, Mr. and Mrs. William Maxwell, Mrs. L. D. Hall, Mrs. William Webster, Mrs. Shelia Blood, Mr. and Mrs. Texas Jim Mitchell, Mrs. Hughie Hart, and Mr. and Mrs. Walpole, and Mrs. Gertrude Rapp.

Other visitors were Elly Ardelty, Lorne Russell, Dr. and Mrs. Otto Slack, Dr. H. Chester Hoyt, Mr. and Mrs. Louis Reed, Larry Davis, Waxie Dyke, Joe Trossey, Mike Healey, Mr. and Mrs. Roy Bowen, Alva Johnson and Bobby Hassen.

At St. Petersburg, Charles A. Lenz, insurance man, caught the show along with Mr. and Mrs. Garter. Other visitors at Bradenton were Henry Kyes, Skinny Goss, Jackie Taulifaero and daughter, Mr. and Mrs. Marshall Green, Mr. and Mrs. Slats Beeson, Mr. and Mrs. Earl Myers, Mr. and Mrs. Milt Robbins, Clayton Behee, Eddi. Biletti, H. N. Streit, and Tex 'Roake.—COL. HARRY THOMAS.

## Polack Western

Continued from page 82

a '53 model car. Harold Gautier is busy building new props. Alma Micheals has turned out new wardrobe.

Mac McDonald celebrated his birthday. One of the McDonalds' Siamese cats nearly included herself in the cake.

Eddie and Harold Ward and Ross Paul bagged quite a few pheasants during the local hunting season.

Performers of the International Harvester unit were guests of the show. The group included Johnny Ak, Billie Cutler, Roberta, Mack and Roberta, Camille Watson, and Glen Phillips.—HARRY DANN.

## Jet Lures 'Em

Continued from page 90

Corps exhibit at the fair. Flat bed trucks preceded and followed the airplanes as extra insurance against possible damage. During the return trip following the fair, carried out in the same manner, police had to divert a house being moved on a truck and stop a train switching in the path of the airplane so the Cutlass could get by.

Employment and engineering personnel and engineering employees of the aircraft company manned the exhibit in shifts during the fair. Field service personnel were on duty to answer questions and to maintain the airplane.

All exhibit personnel, including guards, assisted in handing out photos of the airplane and in helping visitors to sign up for the drawing for the model airplanes.

Questions asked by visitors were numerous and a prepared "script" was a big help. The postcard-size pictures of the Cutlass that were handed out had information concerning Chance Vought and employment opportunities on the reverse side.

Peter J. Wacks, personnel manager, and Keith Baker, public relations manager, were co-chairmen of the arrangements committee for the exhibit.

Community participation was stressed in the report of the outgoing president, Davis. He said the fair was more than "the showcase of the county," it was a "presentation of a way of life" in that it served to bring together for mutual understanding, elements of a community of diverse viewpoints — labor, industry, agriculture.

He explained that he was leaving fair work "not from disillusionment or weariness" but from press of private affairs.

The convention closed with dancing that followed the annual banquet at which booking agencies provided the entertainment. They were Anderson & Walker, Portland; Spotlight Talent Agency, Spokane; Monte Brooks of Portland and San Francisco, and Consuelo's Theatrical Agency, Portland. Entertainers were Opilita and Garcia, piano and accordion; Betty Willis, dog act; Rival Brothers, vocal trio; Jack Nash, banjoist; The Hicks, trampoline act; Rex Dorn, harmonica, and John Matson, comedy accordionist.

## Ore. Sets Dates

Continued from page 90

Gilliam County, Condon, September 18-20; Grant County, Johns Day, September 16-19; Harney County, Burns, September 11-13; Hood River County, Odell, August 12-14; Jackson County, August 18-22; Jefferson County, August 28-30; Josephine County, Grants Pass, August 12-15; Lake County, September 5-7; Lane County, Eugene, September 14-19; Linn County, Albany, August 30-September 1-2.

North Marion County, September 17-19; Morrow County, Heppner, September 3-5; North County, September 18-19; Multnomah County, Gresham, August 17-23; Polk County, Rickreall, August 27-29; Sherman County, Moro, September 11-13; Tillamook County, Tillamook, August 12-15; Umatilla County, Hermiston, August 20-23; Union County, Le Grande, September 17-19; Wasco County, Tygh Valley, August 27-30; Washington County, Hillsboro, August 28-September 1; Oregon State Fair, Salem, September 5-12; Pacific International Livestock Exposition, North Portland, October 3-10; Eastern Oregon Livestock Show, June 11-13; Eastern Oregon Wheat League & Mid-Columbia Livestock Assn., June 7-9; Linn Strawberry Festival, June 4 - 6; Northwestern Turkey Show, December 2-5; Pendleton Round-Up, Pendleton, September 10-12.

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GEORGE EDWORTHY, President, Calgary, Alta., Canada  
MRS. LETTA WALSH, Secretary, Saskatoon, Sask., Canada

## Also: THE WESTERN CANADA FAIRS ASSOCIATION ("B" Circuit)

KEITH STEWART, Secretary, Portage la Prairie, Man., Canada

Place: Fort Garry Hotel, Winnipeg, Man., Canada  
Time: January 19th, 20th and 21st, 1953

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# IAFE Convention Program

Hotel Sherman, Chicago

Monday, December 1

10:00 a.m. and 2:00 p.m.—Federation of "State and Provincial Associations of Fairs, Everett E. Erhart, presiding. "Selling Your State Convention," Rollo Singleton, Jefferson City, Mo. "County Fair Operations," H. C. McClellan, Arlington, Neb. "State Association's Obligations to Their Membership," William H. Clark, Franklin, Ind. "What's Your Problem?" Clifford C. Hunter, Taylorville, Ill.

12:00 Noon—Luncheon Meeting of Women's Affiliate Association, Mrs. Edwin Schultz, presiding.

2:00 p.m.—Middle West Fair Circuit, Jade Room.

4:00 p.m.—International Motor Contest Association, Jade Room.

6:00 p.m.—Firemen's Banquet, West Room.

Tuesday, December 2

10:30 a.m.—YOUNG AMERICA School Promotions: J. Dan Baldwin, Kentucky State Fair; Jack Reynolds, Eastern States Exposition; Richard H. McIntosh, Alabama State Fair. Teen-Age Programs: R. C. McCallum, Canadian National Exhibition; J. Dan Baldwin, Kentucky State Fair. Kiddie Land: Peter J. Holand, Mower County Fair; J. W. (Patty) Conklin, Brantford, Ontario. Special Events: William H. Kittle, Colorado State Fair; Leon H. Harms, New Mexico State Fair. A Business Man Looks at Fairs: T. O. Robinson, London Fair.

2:00 p.m.—GRANDSTAND SHOW Value of Name Talent: Hubert W. Elliott, Illinois State Fair. Non-Professional Shows: M. E. Twedell, Oklahoma Free State Fair; Richard H. McIntosh, Alabama State Fair; C. G. Baker, Oklahoma State Fair.

EXHIBITS Sportsmen's Exhibits and Shows: Martin Zook, Mid-South Fair, and J. Dan Baldwin, Kentucky State Fair. Atomic Exhibits: Douglas K. Baldwin, Minnesota State Fair. Science Engineering Show: James H. Stewart, State Fair of Texas. College Exhibits: J. Dan Baldwin, Kentucky State Fair.

ATTRACTIONS-SPECIAL EVENTS Rural Choruses: Hubert W. Elliott, Illinois State Fair. Hands Across the Border: Douglas K. Baldwin, Minnesota State Fair. Defense Department Shows: Edward P. Green, California State Fair, and Willard Masterson, Wisconsin State Fair. All Music Show by Recording Artists: James M. Hare, Michigan State Fair. A New Use for Name Talent: Hubert W. Elliott, Illinois State Fair. Sports Events: J. A. Theobald, Utah State Fair.

Wednesday, December 3

10:00 a.m.—WOMEN'S ACTIVITIES "Invite the Arts to the Fair," Mrs. George B. Moore, Piedmont Interstate Fair. "Our 100th Anniversary Program," Mrs. Karolyn Holloway, Indiana State Fair.

LIVESTOCK Poultry Shows: Louis Ritzhaupt, president, American Poultry Association, and Willard Masterson, Wisconsin State Fair. The Relationship Between Show Ring Standards and Commercial Livestock: Professor R. G. Knox, Ontario Agricultural College. Livestock Classifications: Carl Tyner, Indiana State Fair, and Rollo Singleton, Missouri State Fair.

AGRICULTURE Farmers' Information Center. Willard Masterson, Wisconsin State Fair. Agricultural College Exhibits: W. F. Graham, Purdue University and United States Department of Agriculture; V. A. Smith, Indiana University, and Harris Baldwin, Washington, D. C.

2:00 p.m.—COMMERCIAL SPACE "Our Experience With Exhibitors," Clarence H. Harneden, Saginaw Fair, and Mrs. Carole May, National Bureau for Fairs. Sponsored Electrical Show: John H. Stewart, State Fair of Texas. Industry on Parade: J. Dan Baldwin, Kentucky State Fair, and J. A. Theobald, Utah State Fair.

MANAGEMENT OPERATIONS Free Gates: John MacInnis, Upper Peninsula State Fair. Anniversaries: James H. Snow, Allegan County Fair, and Carl Tyner, Indiana State Fair. Grandstand Stages: Robert G. Finke, North Dakota Fair. Modernizing: Douglas K. Baldwin, Minnesota State Fair. Personnel: Douglas K. Baldwin, Minnesota State Fair, and James Paul, Edmonton Exhibition.

## \$1,500,000 Expo Hall Mulled for Columbus

COLUMBUS, O., Nov. 22.—Ohio State Fair may get a new \$1,500,000 exposition building to accent its role in Ohio's sesquicentennial celebration next year, it was disclosed here this week by the cele commission. At the same time, plans were discussed for the construction of a \$110,000 outdoor theater, to seat 1,500, at Ohio State University. Appropriations for the State's 150th birthday on March 1, are expected to have third priority when the Legislature convenes January 5.

Architects say the exposition building, which would be a permanent addition to the State fairgrounds, could still be finished in time for the 1953 event.

The outdoor theater at the university is planned as the site for a pageant of Ohio's growth in the past 150 years. This pageant, according to estimates, would cost about \$90,000 and the committee has recommended Paul E. Green, Pulitzer prize winning dramatist, as its producer. Green won the Pulitzer award in 1927 for his play "In Abraham's Bosom." According to plans, the pageant would open next summer and run daily during good weather.

Harvey S. Firestone Jr., Akron, is chairman of the Sesquicentennial Commission and Erwin C. Zepp, director of the State Archaeological Society, is executive secretary.

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COLUMBIA, S. C., Nov. 18 thru 23 Paul Waters, Director c/o Chamber of Commerce

BILLINGS, MONT., Dec. 3 thru 7 Carl Olson, Director c/o Shrine Auditorium

CANTON, OHIO, March 2 thru 7 Harry LaBreaque, Director P. O. Box No. 931

YOUNGSTOWN, OHIO, April 7 thru 14, Harry LaBreaque, Director P. O. Box No. 931, Canton

WACO, TEXAS, April dates M. D. Corbin, Director P. O. Box No. 3005

EL PASO, TEX., April dates Don H. Palmer, Director P. O. Box No. 3156

SAN ANTONIO, TEX., May 2 thru 11 F. Clay McGaughey 1411 Majestic Building

DALLAS, TEX., May 2 thru 10 H. F. VanHorn, Director Penthouse, Stoneleigh Hotel

HUNTINGTON, W. VA., April 27 thru May 2, Marvin A. Lewis, Director c/o Memorial Field House

Sponsors, Show Managers, Space Salesmen, Exhibitors, Write: *Grauer A. Godfrey, Pres.* Penthouse, Stoneleigh Hotel Dallas, Texas

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# 1,500 Hoosiers Sing Out

**Massed Women's Choir Thrills CNE Audiences;  
Draws Rave Newspaper Reviews; Choir Hailed  
As Builder of Good Will Between U. S., Canada**

**F**IFTEEN hundred women strong, Indiana's unique Home Demonstration Chorus proved one of the hits of the 1952 Canadian National Exhibition, Toronto.

In two performances in the CNE's gigantic Coliseum, the Hoosier women sang their hearts out before a total of 35,000 persons.

From 91 of Indiana's 92 counties, the choir consists of some teen-agers but largely of women ranging in age from 25 to 45, plus some grandmothers and even some great-grandmothers.

The trip to Toronto from Indianapolis was made by four special trains, plus automobiles and busses. In addition to the choristers, about 400 friends and relatives also made the trip.

Canadian papers paid high tribute to the group, not only on its singing but for its contribution to international good will.

**Toronto Star Praise**

Typically, The Toronto Daily Star in its review said: "The thousands who flocked to hear the choir . . . experienced a variety of emotions from beginning to end. As you entered you were impressed with the size of the

interior, all draped with flags, the choir which took up nine full sections, and the international meaning of the occasion.

"This aspect was pointed up at the opening when officials spoke, emphasizing the hands-across-the-border significance of the event. The choir

sang the two national anthems.

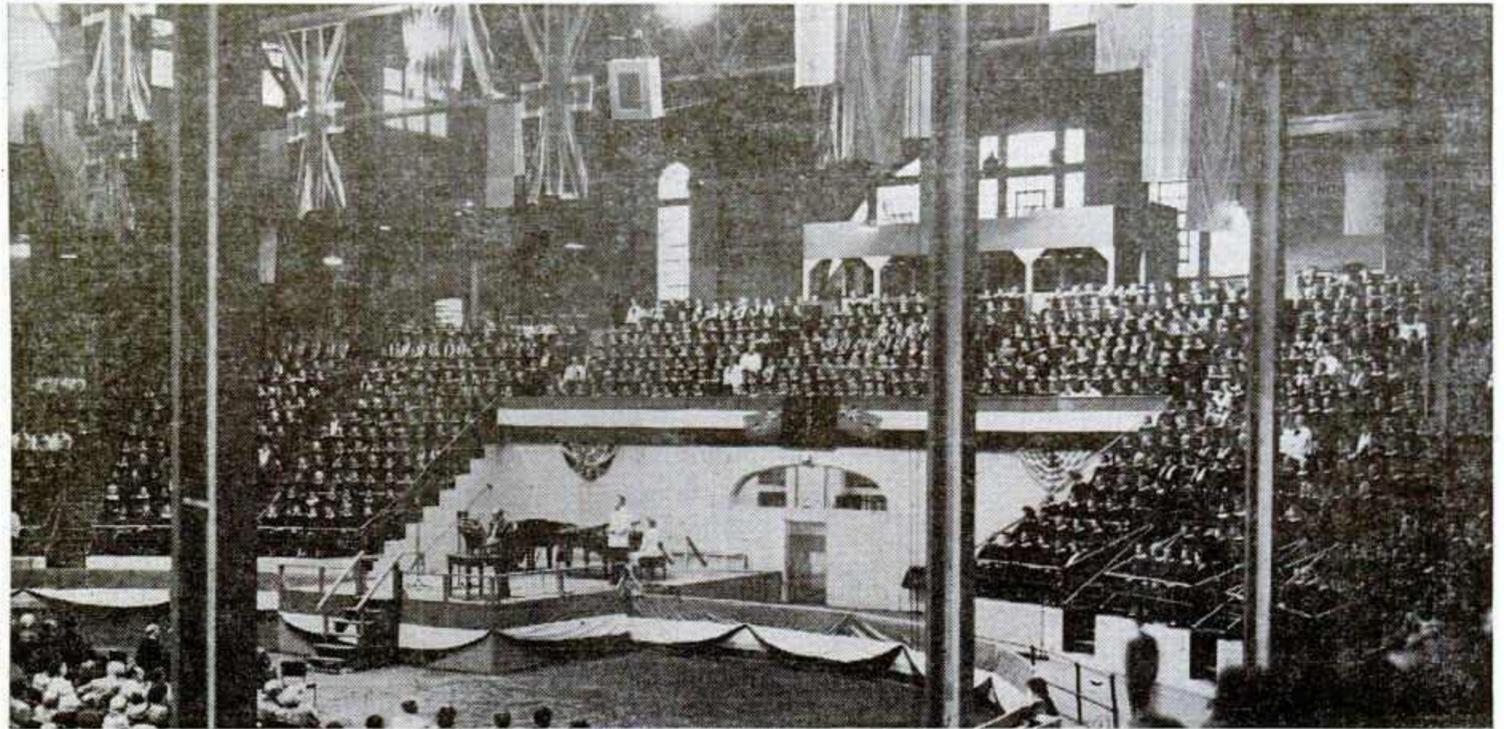
"At this point you were filled with awe. But as the program unfolded, it was surprising how the feeling of high occasion disappeared and was replaced by one of intimacy you'd think impossible at a concert by such a

huge choir in an arena. But that's what happened, thanks to the dynamic showmanship of Dr. Albert P. Stewart, and to the warmth he drew from 91 counties of Indiana in songs of tenderness or unabashed nostalgia."

A half-hour portion of one program was broadcast over

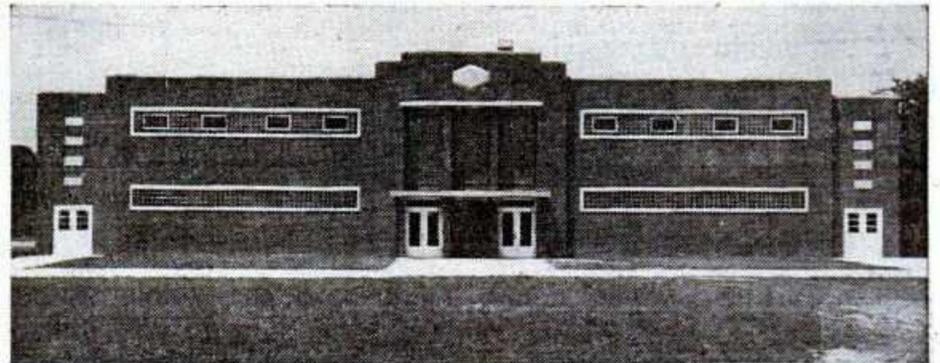
a two nation coast-to-coast hook-up, and the same portion was taped for use on a Voice of America program.

To the women, it was a big emotional experience—to the audience a thrill—and, from an international standpoint, it was a powerful gesture of good will between nations.



## Grandstand Biz Ups Bloomsburg

**Healthy Pennsylvania Event Builds Solidly on Stage, Track Programs; Plows Profits Back Into Plant**



Hefty grosses at the grandstand helped provide funds to build this Industrial Arts Building, erected in 1949. The building in turn helps the fair, which helps the grandstand. It works both ways.

**W**HILE paid attendance at the gate is a pretty good indication of how a fair is doing, one of the best indications of how much money people are spending once they get inside is the pulling power of the grandstand show. People who have money to spend at the grandstand usually spread some around at the concessions and on the midway.

Taking the grandstand as a barometer, the Bloomsburg Fair, one of the four major annuals in Pennsylvania, is healthier in its 98th year than it has been in any time in its history.

Records on grandstand attendance go back to 1933 when total attendance was 24,813. Attendance dropped in 1934, but came up in 1935 and 1936.

In the latter year rain hurt the gate in the early part of the week, and there were no attractions, day or night, until Thursday. Day attendance that year was 13,697, with 9,675 at night. The gross take was \$18,000.

**Washed Out**

The following year the gross was \$26,000. There was only one program washed out, that of racing on Tuesday afternoon. Some 19,115 saw the racing and 15,996 watched the night show, then opening on Tuesday.

In 1951 when a then-new night attendance record was established—the result of a mid-week change in program—the total gate was 32,962 for the evening events and 22,168 for the racing program. That

was the first fair at which Monday racing was staged. The gross was \$79,028.60. That's better than a 200 per cent increase over 1937.

This year's fair saw a paid attendance of nearly 60,000. While the official gross has not yet been released, Harry Correll, fair manager, says that the 1951 record has been shattered.

**1950 Figures**

The year before, 1950, the total gross receipts of the stands were \$66,241. That year there were 22,123 watching the races, slightly less than in 1951, and 25,645 on hand to view the night show. That presentation was the same all week, with two shows on Friday night.

While 1946 was not the top

year for total gross, more fans were in the stands that year than any other year until 1951. There were 26,000 in the stands during the afternoon shows and 30,230 at night for a total of 56,230.

**Cleared Hump**

It was in 1940 when the grandstand show first cleared the hump, with a total attendance of 37,094. From that time on the combined day and night attendance has been well above 30,000, and since 1944 has continually had a total of 40,000 or better.

In 1944 there was an attendance of 44,853 and gross receipts of \$42,652. The next year the total went over 50,000 and the gross reached \$53,619. Highest combined total (until the 1952 figures become offi-

cial) came in 1946, while the following year the gross hit a then-record \$70,556. It went up \$5,000 in 1948, neared \$70,000 in 1949, and rocketed to \$80,000 in 1951. This year it may be close to six figures.

While the night snow attendance of recent years has been due, in a large measure to the revues and acts booked thru George A. Hamid, harness racing and the Saturday auto thrill show account for the daytime crowds.

With the establishment of the Bloomsburg Fair Stakes in 1946, the harness racing program has become so attractive that it is no longer necessary to give the program a shot in the arm thru the added attraction of a thrill show as was often the case prior to that time.



Good grandstand attractions mean good crowds and spending for the concessionaires and for the midway. This shot shows the crowds emptying from the afternoon grandstand show at the 1952 Bloomsburg Fair.



The 4,000-seat grandstand at Bloomsburg is usually filled to capacity for the Saturday afternoon thrill show.

## Troupers Purchase 18-Room Residence For Club Quarters

### First Meeting Set for December 4; May Rent to Attraction Agents

LOS ANGELES, Nov. 22.—An 18-room residence, located in an area now zoned for business, is being purchased by the Regular Associated Troupers here for clubrooms. The transaction is scheduled to be released from escrow November 24 with the first meeting in the new quarters set for December 4.

The property was originally the home of J. J. Haggerty, founder of a large women's apparel store and one of the early Los Angeles families. The Haggertys sold the home some years ago when they built in the Santa Monica hills. The lot fronts 82 feet on West Adams Boulevard and is 180 feet deep. Among the 18 rooms in the main structure are a conservatory, music and large living room. There are six

rooms on the second floor, where three of the five baths are located. In addition to this property, the Troupers will obtain a large garage with apartment living quarters on the second floor.

The deal for the Haggerty property was handled by a building committee headed by Fred Smith. Serving with him were Frank W. Babcock, Clarence H. Alton, and the late Joe Krug.

The Troupers have for the past six years been meeting in clubrooms they established in the Kay Apartments at Washington and Main streets. The five-year lease expired last July with the club going on a month-to-month basis. Altho at press time the matter was in escrow, Smith said that he knew of nothing that would hold up the deal. Plans have been made to move the equipment with Norman (Dutch) Schue set to direct this work about November 28. The first meeting following that date, December 4, will be held in the new quarters. Mrs. Helen Smith, veteran secretary, said that the Troupers' Christmas and New Year's parties would be held at the new address, 3115 West Adams.

Mrs. Smith said that definite plans had not yet been made for the full utilization of the building. Located in a new business area, the matter of renting some of the upstairs rooms to show agents for offices is being considered. While these were originally bedrooms, the Troupers have no plans for making a hotel in connection with the clubrooms.

## Columbus, Ga., Re-Contracts Gooding Unit

### Turned in All-Time High \$62,000 Ride, Show Gross in '52

COLUMBUS, Ga., Nov. 22.—The Chattahoochee Valley Exposition this week closed contracts which will return the Gooding Amusement Company to the fair's midway here in '53.

Felix R. Jenkins, fair manager, in announcing the contract said that the Gooding rides and shows grossed \$62,000 after taxes here this year.

"That was the highest in the thirty-four-year history of the fair," Jenkins pointed out, adding that "over that period the fair had booked in several large railroad shows."

The Gooding organization, which moves by truck and trailer, recently closed to provide the midway attractions at the Atlanta fair which for many years had booked in only railroad shows. The 1953 stand here will immediately follow the Atlanta fair.

## Dolly Young Remains Sole Owner of R.C.

TARPON SPRINGS, Fla., Nov. 22.—Dolly Young continues as sole owner of the Royal Crown Shows, she pointed out here this week in correcting a report that the Greco brothers, Don and Sam, of Springfield, Ill., had purchased an interest in the show.

"The Grecos will have the front end of the show, but the terms under which they obtain the front end operation for 1953 do not affect the ownership of the show," she explained.

Touching on her plans as owner-manager, she said she will leave here in time to be in Chicago several days in advance of the opening of the outdoor convention. Upon her return from Chicago, she added, make-ready work on show equipment for winter dates will be pushed in the show's winter quarters here.

This week she was busy on affairs of the Ladies' Auxiliary of the Greater Tampa Showmen's Association, of which she is president. Part of her time was devoted to lending a helping hand in preparations for the auxiliary bazaar, to be held December 12-14 in Tampa.

## Forecast Big Turnout for NSA Banquet

NEW YORK, Nov. 22.—A capacity crowd was indicated for the 15th annual banquet and ball of the National Showmen's Association, which will be held in the grand ballroom of the Hotel Astor Thanksgiving Eve (26), as the demand for tickets grew brisk this week.

The ducats, priced at \$10, include the usual holiday dinner and an elaborate show which will feature many of the top performers currently appearing in New York. George A. Hamid has arranged for the inclusion of a number of notables, in addition to the club officers, for the dais.

Joseph McKee, again in charge of seating arrangements, reported that the demand for choice tables was as heavy as it ever was in the past. This also indicated that the total attendance would be close to the peak of 1,000.

## St. Louis Fems Elect Officers

ST. LOUIS, Nov. 22.—Teresa Sidenberg was elected president of the Missouri Show Women's Club at a recent meeting here, succeeding Jeanette Hart, the organization's '52 president.

Clara Campbell was named first vice-president; Verna Schantz, second vice-president; Rose Brown, third vice-president; Nora Gydnia, chaplain, and June Scordias, sergeant at arms.

The new officers will be installed at a dinner to be held in the York Hotel here January 22.

Nominating committee included Estelle Regan, chairman, Lotis Francis, co-chairman, Peggy Crimm, Gertrude Lang, Sally Prevost and Josephine Scordias.

## READIES KNOCKOUT EVENT

# Hard-Hitting Sam Dolman Sets Stage For Winning PCSA Banquet, Ball

By SAM ABBOTT

LOS ANGELES, Nov. 22.—Sam Dolman looks like a fighter, acts like one and chalks up knockouts as would a leading pugilist. The challenges that he as a member of the Pacific Coast Showmen's Association has accepted and won include a record number of new club members in a year, direction of three successive and successful annual memorial services and now a sell-out for the annual banquet and ball at the new Statler Hotel here Wednesday, December 10. In this last endeavor, he had the challenger on the ropes several weeks ago and

the table sales quickly went down for the count.

Dolman trained for 33 years before he took on this last dare. And that period of conditioning represents over half of his life. He is now only 52.

As chairman of the banquet and ball, Dolman, upon his appointment, began preparing to meet the situation in a logical way. It was to be a big event and up to then the biggest thing, perhaps, that he had ever handled. The setting was selected and he obtained the Madison Square Garden of hotels, the new Statler. It was opened this summer and marked the completion of a nearly \$25,000,000 project.

Picks Emsee

The chairman's next move was to get good representation in the ring. He asked Joe Glacy, a veteran banquet and ball man, to emcee the affair. Even before Dolman got down to his road work, he knew pretty much who would be on hand when the gong sounded several months later. He got the best that he could get.

So now it boils down to the coming big night. Nearly all of the tables are sold, but Dolman is scouting around to make room for the late-comers. They, too, will want to be on hand for the classic of the Pacific Coast Showmen's calendar for the year.

The job was comparatively easy for Dolman mainly for the reason that he had a vast background in show business. He coupled this knowledge with effort and it was a cinch for the banquet and ball to be one of the top ones of the club's 30 years of existence.

Dolman was born in Winnipeg

in 1900, the third oldest of 12 children. His father was a tailor and there was never any talk of show business around the household. Just where Sam got the urge to exchange blows with the field is not known. It probably was in the Canadian Army for at the age of 14 he enlisted with the infantry division known as the "Little Black Devils." He was overseas in the trenches of France and Belgium and even then meeting a great adversary, Kaiser Wilhelm's troops.

Joins Show Biz

Upon his discharge, he went into show business. He joined John T. Wortham and in succession trouped with Zeidman & Pollie, Nat Reiss Shows, the John Marks Shows and others. In 1928, he made his first trip to the West Coast but returned East for other tours with Wonder Shows of America, Royal American Shows, T. J. Tidwell, Leavitt, Brown and Huggins, and the Conklin organization.

In 1930, Dolman married Lucille Connors in Bend, Ore., who has given him more oppo-

(Continued on page 109)

## Two Iowa Fairs Change Shows; Ink Gold Medal

### Davenport, Mason City Close; Denton Org to Carry Icer

CHICAGO, Nov. 22.—Art Frazier, manager of the Gold Medal Shows, announced on a visit here this week that the show had closed 1953 contracts for two Iowa fairs, the North Iowa Fair, Mason City, and the Mississippi Valley Fair, Davenport, Ia. Neither fair was played by Gold Medal this year.

The show will jump from Mason City to Davenport, Frazier pointed out, as the dates for the Mason City fair are August 11-16, the dates at Davenport August 18-23.

Johnny Denton, Gold medal owner, is planning to carry an ice show thruout the entire season and is also negotiating for a hillbilly show, Frazier said. The icer will be staged on a portable 40 by 60 feet portable rink owned by Denton.

## J. H. Drew Tops '51 Tour

WAYNESBORO, Ga., Nov. 22.—James H. Drew Shows wound up their 30-week tour, which included 16 fairs and four celebrations with earnings ahead of '51 business, Owner Drew announced here. During the trek the shows covered 5,720 miles in six States and didn't miss an opening night.

The shows closed November 8, at the Nashville, Ga., fair and before leaving the org was again awarded to '53 midway contract.

Drew said that changes for next year include reshuffling of the back end and the addition of two more rides. All other equipment will be repainted and overhauled and new fence has been ordered for all rides.

Drew will make his usual rounds of fair conventions this year. Full-scale work in quarters will begin February 9.

## Franklin Inks Two Minn. Fairs

HOUSTON, Nov. 22.—Don Franklin, owner of the shows bearing his name, announced he had signed to provide the midway attractions at the Brown County Fair, New Ulm, and the Rice County Fair, Faribault, both in Minnesota.

Franklin also reported that he had again inked all Texas fairs played by the org this season. The show owner, accompanied by J. O. Green, new general agent, are now on a booking tour that will wind up at the Chicago outdoor meetings.

## Mike Rockwell Named Prexy Of K. C. Club

KANSAS CITY, Mo., Nov. 22.—Mike Rockwell was elected president of the Heart of America Showmen's Club at the regular meeting of the organization here Friday (14). Rockwell succeeds E. H. Hugo.

Other officers named to serve with the new president include E. H. Hugo, first vice-president; George Gordon, second vice-president; George Kimbrell, third vice-president; George Elser, warden; George Sargent, conductor, and Al C. Wilson, Chaplain. Officers re-elected include George W. Carpenter, treasurer, and Al C. Wilson, secretary.

Board of directors include Fielding Graham, Sam Anshwer, George A. Dean and Cliff Audiss.

Over 50 members were on hand for the meeting and other discussions included planning for the annual banquet and ball on New Year's Eve. The Saturday night jamborees were scheduled to begin Saturday (22) and continue thruout the winter months.

## 20th Century Pacts Owatonna

OTTAWA, Kan., Nov. 22.—The 20th Century Shows have again signed to provide the midway at the Steele County Fair Owatonna, Minn., Al Martin, co-owner, announced. Martin said this brings to seven the number of events that have been contracted for 1953.

E. D. McCrary, co-owner of the org, recently returned here from Kansas City, where he placed an order for a complete set of royal blue show tents. The twin searchlights have been sent back to the factory for reconditioning and will be returned to the show in the spring.

## Detroit Fair Pacts Wade For 2d Year

### Exceptionally Early Signing to Permit Booking of Shows

DETROIT, Nov. 22.—In an exceptionally early move, the Board of Managers of the Michigan State Fair here Thursday (20) awarded the midway contract to the W. G. Wade Shows for 1953, thus making it two years in a row for the Wade organization.

Contract terms are understood to be essentially the same as last year, but details were not disclosed. Agreement calls for 20 major rides, 10 kiddie rides and 20 shows.

No games concessions will be allowed as a continuation of a policy started this year.

The early award of the contract followed a special ruling from the Michigan Attorney General Frank G. Millard, that made it legally possible. Major reason was to allow the carnival given the contract to negotiate for shows during the Chicago outdoor convention the first week in December.

Other board action Thursday was the decision to admit wine and beer exhibits in '53 and to construct a new \$5,500 safety fence around the track in front of the grandstand.

No decision was made on Coliseum attractions but Secretary James M. Hare said the policy of a program featuring recorded artists, which clicked this year, would be continued.

## Cedar Rapids Fair Contracts Wagner's Show

MOBILE, Ala., Nov. 22.—The Cavalcade of Amusements have signed to provide the midway attractions at the 1953 All-Iowa Fair, Cedar Rapids, Al Wagner, the show's owner-manager, announced here this week at winter quarters. The fair is a new one to the Cavalcade route.

Wagner also disclosed that the show had signed the Rome (Ga.) Fair, which it played this year.

Several new show fronts are being built in winter quarters, the Cavalcade owner-manager reported.

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## Midway Confab

Frank W. Babcock, owner of Babcock's United Shows, is touring Europe. He wrote friends in his hometown of Los Angeles that he had flown over the Russian territory on his way to Berlin. He praised the Germans for their job of rehabilitating their country. Babcock added that he would soon visit Paris and then go to Spain for a brief visit before returning to California by way of Brazil.

Harry Webb, for many years a concession op, now a zoo operator, recently arrived back at his winter home in Vicksburg, Ariz., after a successful season at Biggs Junction, Ore., where he had his animals on exhibit during the summer. Webb info that he has ordered two elephants, two camels, a buffalo and several llamas for spring delivery. His son, Buddy, is now associated with the elder Webb.

Daisy Hennies, wife of Harry Hennies, former show owner, is in Methodist Hospital, Houston, for surgery.

Destination of personnel on Mad Cody Fleming Shows, following its recent close in Jesup, Ga., were: Mr. and Mrs. Bill Briggs, Fort Pierce, Fla.; Mr. and Mrs. Eddie Herman, Ruskin, Fla.; Fred Williams, Miami; Mr. and Mrs. Norman Rady, Ruskin, Fla.; Mr. and Mrs. Bill Butler, Jacksonville, Fla.; H. N. Cooper, Hickox, Ga.; Mr. and Mrs. Charles Tutterow, Miami; Mr. and Mrs. Erin McMurray, Tampa; Mr. and Mrs. James Clark, Perryville, Mo.; Robert Gregory, Jacksonville, Fla.; Lewis Porter, Brunswick, Ga.; John Williams, and Mr. and Mrs. Grady Welch, Este Blount, Mr. and Mrs. Win Jameson and daughter, all Hickox, Ga.; Mr. and Mrs. Bill Myers, Waycross, Ga.; Mr. and Mrs. Albert McElvye, Donaldson, Ark.; Mr. and Mrs. Frank Nation, Atlanta; Clyde (Judge) Dowdy, Hickox, Ga.; Mr. and Mrs. C. D. Dean and daughter, Hastings, Mich.; Dovie Dean, Hogansville, Ga.; Mr. and Mrs. Pete Smith, Vidalia, Ga.; Charlie Miller, Augusta, Ga.; Bennie Welch, Athens, Ga.; Mr. and Mrs. Red Champman, Ruskin, Fla.; Big Boy Keith, Nahunta, Ga.; Mr. and Mrs. Dewey Harrington, Nahunta, Ga.; Bill Knox, Reading, Pa.; Dorothy Parker, and Broughton Voyles, Hickox, Ga.; Leonard Dundore, Birdsboro, Pa.; Tess Bundore, Butler, Pa., and Mr. and Mrs. Stebler, Titusville, Fla.

Mrs. E. J. Murphy, ball game operator, the past season with the Royal Crown Shows, stopped off in Connersville, Ind., to visit Clifford and Charlotte Adress, former shooting gallery operators with the World of Pleasure Shows. Mrs. Murphy was en route to her home in Evansville, Ind., where she expects to get her concession ready for a return to the road in the spring. She reported that the Adresses have retired from the road and are building a home in Connersville. Adress is now employed in the office of a manufacturer there.

While playing the recent fair at New Bern, N. C., Amber West and Theodore Kita purchased a 28-foot Travelo trailer. Upon reaching Tifton, Ga., they visited Peggy Ewell, Joanne Fay, Sammy Lewis and Bill, Jack Kellow and Steve Russell, who staged a housewarming party and gave them many gifts for their new home. They will be back at Palm Lake Trailer Court, Miami, in about two weeks, according to Jolly Jenny Jones.

Jean M. McLaughlin and Danny Watts, concession agents on the W. G. Wade Shows, were married in Chicago recently and will winter there. Fred Myers, Parkersburg, W. Va., who spent the past season with the Gem City Shows, was married recently to Billie Bettes, Ozark, Ala., and is now honeymooning. They expect to have their own aerial act next

year. . . . After playing Southern fairs and a few still dates with his wild animal zoo, Walter L. Lankford closed a spotty season at Boston, Ga., November 1. He plans on building a straight sales concession on a semi for next year at his quarters in Warner Robins, Ga. Lankford, who formerly had a band, said the past season was his 46th on the road.

Red Hooper, mail man and agent for The Billboard on Siebrand Bros.' Shows, is reportedly in the Aransas Pass (Tex.) Hospital recuperating from injuries received when he was struck by an automobile.

Mae Oakes, wife of Ray Oakes, Brookfield, Ill., games manufacturer, is confined to McNeil Memorial Hospital, Berwyn, Ill., with a virus infection. Husband Ray reports he's all set for the Chicago outdoor meetings. Oakes has booth 95 at the show and plans to have a number of new items on display. Willis M. Johnson, veteran one-armed billposter, writes that he plans to return to the road next season after laying off since 1950.

R. C. McCarter was in Chicago last week on business for the Metropolitan Shows. He said a booking trip would make it impossible for him to attend the National Showmen's Association banquet-ball in New York but that he would return to Chicago for the outdoor conventions.

Al Baird has put his freak animal show in the barn and has left for a bird hunting trip to Arkansas. . . . Wintering at the Beaumont (Tex.) Trailer Court are Billy Logsdon, Vicki LaPage, Cliff and Mae Patent, Billy LaBonita, Pinkey Pepper, Al Hunt, Fred Shepard, Helen and Jiggs Prenchek, Louis and Louise Logsdon, Gee Gee Pepper and the Flying Rotells. Recent visitors to the court were Linda Lopez, Billy Bell, Mr. and Mrs. Johnny Taylor, Mr. and Mrs. Odell Farmer, R. Del Mar and Surrey Von, all of the American Midway Shows.

En route to Valdosta, Ga., from Brundidge, Ala., LaVerne (Frenchie) Brooks visited Cleo Stafford and Jack Konie in Bonifay, Fla., and Willamena Dower, Terry Blaine, Lonetta Stewart, Bobby Cork, Sue Dan and Freda Fred Van on Prell's Broadway Shows in Valdosta. She will winter in Valdosta with Carmita Kelly.

J. Raymond Morris stopped off in New York en route to Winston-Salem, N. C., and Florida where he expects to winter. Morris is convalescing after an appendectomy recently in Boston where he has been living. He reports that he is still undergoing treatment for injuries received in an auto accident while billing for the Cavalcade of Amusements a couple of seasons ago. With the Shuberts having discontinued billing Boston, work has diminished considerably in that area, Morris reports.

Mr. and Mrs. Charles H. Hodges, Side Show operators, came to Detroit Thursday (20) from their Coldwater, Mich., home to confer on plans for the '53 season before going to the Chicago meetings. . . . W. G. Wade moved the offices of the Wade Shows from winter quarters at Mason, Mich., into Detroit last week.

Showfolk at Burge's Lazy B Trailer Ranch in Ocean Springs, Miss., had a double-barrelled celebration recently when they held a surprise party for both Lloyd Burge and Kay Gawle, who celebrated birthdays on the same day. In addition to gifts a turkey dinner was served. Those attending included Lloyd, Ann and Lloyd Burge Jr., Kay and Walter Gawle, Mildred and Gene Jameson, Nancy and Red Slater, Hilda and Earl Shanteau, Thelma

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# Bockus Ends Agent Post With Strates

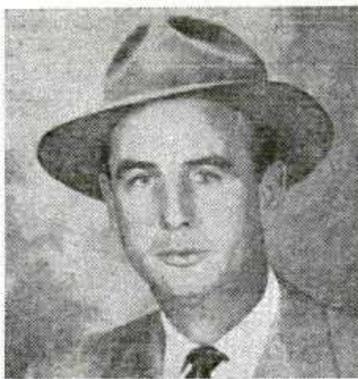
To Devote Full Time to Running Jacksonville Fair

JACKSONVILLE, Fla., Nov. 22.—Curtis L. Bockus resigned as general agent of James E. Strates Shows Friday (15), a post that he had held for the past four years, to devote his full time to the management of Northeast Florida State Fair at Jacksonville.

Bockus has been managing the Jacksonville event on a part-time basis for the past 10 years. The purchase of suitable acreage to create a permanent home for the annual is now being considered. Bockus has set up permanent headquarters here.

Before joining Strates, Bockus agented Dodson's World Fair Shows for seven years. He has also owned and operated his own shows, in addition to having been associated with many other units in executive posts.

Bockus plans to attend the outdoor meetings in Chicago.



MIKE ROCKWELL was elected to direct the activities of Heart of America Showmen's Club of 1953 at the org's regular meeting in its Kansas City, Mo., clubrooms November 14. He succeeds E. H. Hugo.

# Superior Biz Tops '51 Tour By 50 Per Cent

SAN FRANCISCO, Nov. 22.—Completing its third year on the road, Superior Shows wound up their 1952 tour of 22 weeks about 50 per cent ahead of 1951. Wyatt Sheperd, manager, said. He attended the three-day annual Western Fairs Association convention here at the Palace Hotel to line up dates for next year.

Charles Albright, for years concession operator on Foley & Burk Combined Shows and other organizations, is now devoting full time to his post as president of Superior Shows Corporation.

Sheperd said the 1952 tour started in King City and ended in Watsonville. The increase in business was attributed to the addition of about 10 fairs and celebrations during the year. Also helping to boost the annual take was the fact that the show was able to repeat on its 1951 route with the best spots in the territory.

The year's trek was about 5,000 miles. The longest jump was 405 miles from Santa Maria to Yuba City. The show played as far south in California as Santa Maria and as far north as Duns-muir, near the Oregon State line.

Larry Nathan, general agent, also attended the convention to represent the organization. He is in his second year in this post.

Superior carried 10 major and a minimum of five kid rides during the tour. Among the plans for 1953 is the addition of an outstanding dog and pony show. Sheperd declared.

# Fleming Org Intro WQ After Winning Tour

HICKOX, Ga., Nov. 22.—Mad Gody Fleming Shows are in permanent winter quarters here after a 28-week season of 17 still dates and 11 fairs. Business as a whole was good and the org wound up on the winning side of the ledger, according to Owner Fleming.

Fleming also announced that all fairs played during the season have again been inked for next year, and plans for the coming season are already being formulated. A new flat ride has been purchased and a new show front is being built here. Win Jameson is also planning on some new lighting to flash up the entire organization. Jack McCarty is in charge of winter quarters.

Following a trip to Mexico, Mr. and Mrs. Fleming plan to spend the remainder of the winter in Ruskin, Fla.

## WFA CHATTER

# Midway Reps Host Western Fair Execs

SAN FRANCISCO, Nov. 22.—Carnivals entertained members of the Western Fairs Association who attended the annual convention at the Palace Hotel in San Francisco. Orville N. Crafts had a suite and kept open house during the three days. Tom Wyckoff, one of the agents, was in charge of refreshments. Crafts, Charlotte and Frank Warren were on hand, too.

West Coast Shows also held open house with Everett W. (George) Coe, business representative, doing the honors. Bobby Cohn, agent, was kept busy on the main floor of the hotel greeting prospective contract signers... Roger Warren, of the Crafts Exposition Shows, was unable to attend the convention. He was enroute from Phoenix where the show played the Arizona State Fair, which closed Sunday (16)... Newton (Carolina) Brunson and his wife, Jo, stopped at his headquarters of the Hollywood Theatrical Agency on their way back from the Arizona State Fair just long enough to attend to urgent business. They then drove on to San Francisco for the meeting. The Brunsons supplied the talent for the Arizona State Fair.

Alex and Olivia Freedman, of Freedman Novelties, made a lot of friends at the convention by passing out a large number of ball point pens. Freedman has the independent midway novelties for the 1953 Fresno (Calif.) District Fair. This year he had it fence-to-fence, having the independent midway on his own and then being the novelty man on the Crafts Shows, which played the event... Pat Treanor, veteran novelty man, took the opportunity of the WFA convention to renew acquaintances and sign new contracts. His son, Raymond, who is associated with him, was also on hand to help get the names on the dotted line.

The Calaveras County Fair and Jumping Frog Jubilee crowd turned out for the convention en masse. However, they were saddened by the death of one of their directors, Frank Towers... Bert Williams, California State Fair publicity director, accompanied Ted Rosequist, the event's assistant manager, to the meeting... Dick Washburne, former WFA publicity man and now with the National Association of Manufacturers in Los Angeles, attended the convention to discuss proposed plans for manufacturers to display at fairs.

Betty Berwind, of the J. Walter Thompson Company, New York, and the one who contacts fair winners in the interest of Fleischmann's Yeast, was unable to attend because of the passing of her mother... Pasil (Hap) Young, for over 50 years a food concessionaire, left the meeting for the desert and Colorado River, where he is doing plenty of fishing.

Ted Levitt, well known agent, was wearing a badge that identified him as a member of the Frank W. Babcock United Shows' staff. Babcock cabled from Paris for Larry Ferris, general manager, and Elmer... vice representative, to advise him by cable of any deals set during the convention... Mike Krekos, general manager of the West Coast Shows, visited the hotel lobby on Wednesday... Charlie Camp on hand to talk to fairmen... Art Craner, who is well known in the queen contest field, was in attendance during the three days... Margaret McCloskey of Centennial Shows represented her own organization... W. Lee Brandon, general agent for Crafts Shows, was busy routing the fairmen and lining up the 1953 tour.

## PROMOTERS

Get on our Mailing List —Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer in queries from your territory to you. —Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

# Brydon Moves Show Equipment To Phoenix

PHOENIX, Ala., Nov. 22.—Midway show equipment owned by Ray Marsh Brydon, independent midway show operator, has been moved here from Dallas and is being overhauled in preparation for the '53 season.

Brydon, who was here recently before leaving on a booking trip, said that he recently entered a partnership with Sally Rand, who he now has under a personal management contract. The fan dancer is currently booked in San Francisco and will close in time to fly to the Chicago outdoor convention.

Following the convention, Brydon said, she would play the Mounds Club, East St. Louis, December 7-16, then go to Toronto for a week's theater engagement. Upon her return to the U. S., she will play at the 509 Club, Detroit, then she and her show will move into the Lake Club, Springfield, Ill., opening there January 13 and running thru January 26. The Illinois State fair convention will be held in that city during the run.

The fan dancer will produce a revue-type show for the Gem City Shows next week, according to Brydon, who will provide the back-end units with Gem City. La Rand herself will play major fairs next year. For her appearances at fairs, her equipment will move on specially constructed semi-trailers now being built in Memphis.

Some Brydon units and some Gem City rides currently are in operation at Idle Hour Park here.

Brydon said that he already had closed with Curley Sayer to have the latter's Motordrome on the Gem City next year. Besides operating the back-end on that show, Brydon said he would be in charge of the shows' advertising-publicity.

# Polish Fisher Named Agent By Roberts

SAN FRANCISCO, Nov. 22.—Harry Polish Fisher, former owner of the Golden West Shows, was named special agent for the Roberts Amusement Company of North Sacramento. The appointment was made by Lauren L. Roberts, manager, at the Western Fairs Association convention at the Palace Hotel here. The three-day session ended Thursday night (20).

The Roberts organization has been playing Northern California, Southern Oregon and San Joaquin Valley spots for five years. Show carries 3 major and 2 kid rides, and 10 concessions.

# Ideal Rides Wind Up Click Season; Yule Dates Booked

ARCOLE, Miss., Nov. 22.—Ideal Rides, which wound up a successful 1952 season here Sunday (16), will be shuttled north to fulfill a number of Christmas bookings. Paul T. Robertson, owner-manager, said this week. Following the holiday stands they will be returned to Valdosta, Ga., quarters.

Robertson said that the early part of the year's wind-up engagement gave the rides and concessions moderate business. Saturday, when big crowds turned out, helped bring the date out in the black. Org opened the season May 12 in Illinois and criss-crossed Indiana and Illinois several times during its trek. It jumped directly into Georgia in mid-September.

Five show-owned and two leased rides were carried thruout. Robertson purchased the leased Merry-Go-Round from Peck Amusements before leaving Illinois. He said that a Ferris Wheel will be purchased before the org opens its 1953 season. Special kiddie matinees, stressed during the season, were successful and org will continue that policy next year.

Current plans call for the org to play practically the same route next year as it did this season. However, two fairs in Western Illinois and three in Iowa have

(Continued on page 100)

## NO SWITCH

# Brooks Set To Remain With C&W

PETERSBURG, Va., Nov. 22.—Johnny A. Brooks, trainmaster on Cetlin & Wilson Shows, this week denied that he would sever relations with that organization to join the newly formed Metropolitan Shows in a similar capacity. Brooks said that he would be starting his fourth season with Cetlin & Wilson in 1953.

The original announcement was made by R. C. McCarter, a partner in the Metropolitan Shows. McCarter made the announcement after a visit to the Florence (S. C.) Fair where Cetlin & Wilson Shows were playing and where Lawrence Greater Shows, which form the nucleus of the new Metropolitan unit, were preparing to winter.

# Moore Plans To Refurbish Concessions

NEW YORK, Nov. 22.—William Moore, concession manager of the Cetlin & Wilson Shows, this week announced plans for a completely refurbished front end in 1953.

Slightly more than 1,000 yards of extra-weight red plush velvet have been purchased to redecorate the concessions. The major overhaul was occasioned in large part by the damage caused to the units by a tornado at Missouri State Fair, Sedalia, at the beginning of the last fair season.

Moore also reported his plans to purchase considerable merchandise in the next few weeks. Plush toys were again at the top of popularity this past season and are likely to continue in this spot next season, Moore says.

Some new canvas will be added, but most of that in use at the end of the season is in excellent condition, Moore said.

# Chi Showfolks Name Kidwell '53 President

CHICAGO, Nov. 22.—James E. Kidwell was elected president of the Chicago chapter of Showfolks of America at the organization's annual meeting here in the Hotel Sherman.

Other officers named include Peggy Richards, William Hetlich and Sophie Tucker, vice-presidents; Coral Chapple, recording secretary; Helen Wong, corresponding secretary; Thomas Coulthard, financial secretary, and Walter F. Driver, treasurer. All present members of the board of governors were retained.

First official act of President Kidwell was the appointment of C. H. Damrell as counsel; Rev. Marcel LaVov, chaplain, and George B. Flint, press chairman.

The meeting was also the celebration of the club's 15th anniversary. Outgoing President Jack Reidy was back after a long absence. Plans for the circus, to be sponsored by the club, were discussed.

A resolution was passed to request the 83rd Congress to repeal the federal tax on theater tickets. Members on the sick list include Coral Chapple, Marie Lovett and Kay Bradshaw. A turkey dinner will be given for all members on December 21 at the Cliff 116 S. Clark Street, Chicago.

## All Valley Show WANTS

Know and Stock Concession for Hidalgo County Centennial, Edinburg, Texas, December 7 thru 13, on Courthouse lawn. HARRY LANTZ JR., Mgr. Permanent Address: P. O. Box 728, Donna, Texas

## Thank You FRANK CAMPI

Concessioner For your Buick Riviera purchase JOHNNY CANOLE Canole Buick Monessen, Pa. Phone 937 Altoona, Pa. Phone 9347

**FOR SALE**  
COMPLETE SUNSHINE CHOO-CHOO TRAIN including Steel Fence. Excellent condition.  
With trailer ..... \$2,000  
Without trailer.... 1,800  
ALSO  
BINGO TANDEM TRAILER with Counters and Benches, P. A. System, Cards, Numbers and Cage. Good condition. \$1,200 or make an offer.  
BOX 587, The Billboard  
Chicago 1, Ill.

**For Sale, Lease, Trade or Park Location**  
Eli-5 Wheel; 40 ft. Spillman two abreast Merry-Go-Round, never been cut down, both rides in A-1 shape, winter prices, A-1 transportation for same. HOT WAGON, Int. Van Truck, with a 75-kw. transformer, good cable, junction boxes, 2-250 amp. switches, lowers with breakers mounted, work bench, A-1 shape, sell cheap. 4 gas Cars, two with new Briggs motors never used, good tires; 3 Amplifiers with turn tables, 1 60 watt, 2 35 watts, cheap; 1 short range two wheel trailer, targets, \$150.00, good condition, or will trade for a good 14 ft. outfit with good canvas. Will trade the above equipment on a kiddie park or some other kind of business, or trade some on a Octopus. Tilt or what have you. Want to buy a drive-in theater.  
**NESSLER'S GREATER SHOWS**  
Stuttgart, Ark.

**WANTED MERRY-GO-ROUND**  
28-36 Ft. Diameter  
**UTICA FUNLAND**  
505-515 Utica Ave., Brooklyn, N. Y.

**Order Now—1953 Season BANNERS**  
**SNAP WYATT STUDIOS**  
RT. 3, BOX 1180 TAMPA, FLA.  
(Phone: 44-2343)

**ROBERT PERRY**  
Please contact me. Urgent!  
**ROY M. WILSON**  
18402 Stahelin Ave. Detroit 19, Mich.

**WANT FOR 1953 SEASON**  
Ferris Wheel and Merry-Go-Round Foremen; must be capable of keeping rides in A-1 condition. I am not interested in how fast, but what treatment a ride is given. Salary is no object if you are sober and reliable and can do the job.  
**BOX D-264**  
c/o The Billboard Cincinnati 22, O.

**PAGE BROS.' SHOWS WANT FOR 1953 SEASON**  
Bingo, Custard, Arcade, Popcorn, Jewelry & Slum Joints  
Operators for Monkey Side and Girl Shows. Fronts built on semi trailers.  
FOR LEASE 5 Ferris Wheel with A-1 transportation.  
FOR SALE 20x30 Marquee.  
Will be at **SHERMAN HOTEL, CHICAGO, Dec. 1, 2 and 3**  
Permanent Address: BOX 244, PHONE 349, SPRINGFIELD, TENN.

Used Everywhere for Over 35 Years  
**ROLL TICKETS**  
PRINTED TO YOUR ORDER  
**Keystone Ticket Co.** SHAMOKIN, PA. DEPT. B  
Send Cash With Order. Stock Tickets, \$22.50 per 100,000

100,000	\$29.50
10,000	\$ 9.50
20,000	12.00
50,000	18.50

# INSURANCE for CARNIVALS and PARKS



## CLEM SCHMITZ

30 Rockefeller Plaza  
New York City 20

### Dan-Louis Shows

NOW BOOKING SHOWS AND CONCESSIONS FOR 1953 SEASON

Will sell X for the entire season on nice Bingo, Sit Down Grab, Long Range Gallery, Photo.  
FOR SALE—7 Car Tilt in perfect condition, needs no repair whatsoever. Best trailers for this ride in the business. They go with ride. Terms to suit buyer.  
FOR SALE—Calumet Popcorn Trailer complete. A beautiful outfit. Will sell on terms and book on show with X.  
We have 9 fair contracts for 1953; 7 more pending but not signed until after January 1st.  
We would like to contact 3 Shows that cater to family trade.

Address

**LOUIS T. RILEY, Gen. Mgr.**

P.O. Box #397, Owensboro, Ky., or see me at Chicago Meeting November 30th to December 3rd.

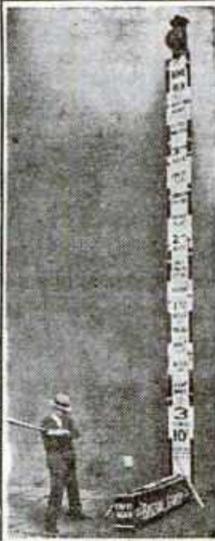
### NEW BASE-BALL STRIKER

Invented by HARRY NELSON

"BATTER UP"  
Pulls big crowds. Earns big profits.

Write for circular TODAY.

HARRY NELSON  
1924 W. 15 St.  
Coney Island 24,  
New York



### FOR SALE FLY-O-PLANE

New Chains and Sprockets. New Cars in July, used only six weeks, ride in first class shape, \$8,500.00, some terms; one set of Aluminum Fly-O-Plane Wings, like new, \$150.00; One Perry Clockwise Turnstile, like new, \$200.00; 30-ft. Gram Van Trailer, like new, \$1,200.00; one Fruehauf Tandem Van, 32 ft., \$1,000.00; one K.B.S. 7 International Tractor, good rubber, new paint, new motor, \$1,000.00.  
Will pay cash for good Allan-Herschell Sky Fighter. One Set of Platform Scales. Will Be in Chicago, Sherman Hotel, Dec. 1 to 4.

**HARRY BEACH**  
Myrtle Beach, S. C.

### WANT

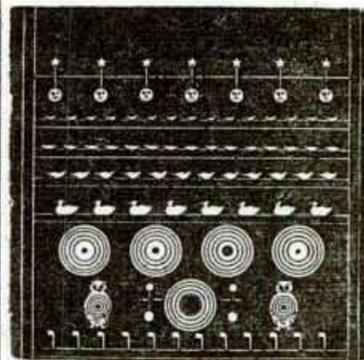
Rides of all kinds, Major Rides and Kiddie Rides. Concessions of all kinds and Shows. Can use Roller Coaster, Portable Bowling Alley, Dance Floor, Roller Rink and large Bingo. One of the best summer resorts in the State of Michigan, located on Lake Michigan, Lake Charlevoix and Round Lake, on Highway 31, one mile from downtown business district. Address:

**DOC STODDARD, Manager and Owner**  
Post Office Box 96 Charlevoix, Mich.  
P.S.: Carl Little, write.

### NOTICE!

Will pay \$50.00 reward for information as to the present whereabouts of  
**SOL OR CAROL HEISER**

Important  
Contact **OWEN LLOYD**  
Care The Billboard  
Cincinnati 22, Ohio



### ATTENTION—SHOOTING GALLERY OPERATORS!

IF YOU NEED GALLERIES  
ACT NOW!

Due to unsettled conditions and present controls we cannot guarantee availability on Evans' Galleries later this year! This is the time to get set for the long haul. Do as many successful operators do assure your future with Evans—the Gallery built to last.

IMMEDIATE DELIVERY—  
NO WAITING for  
These EVANS' Quality  
LONG RANGE GALLERIES

Complete details in our  
FREE CATALOG

Parts and Targets also available

Write Today

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

1556 W. CARROLL AVE.  
CHICAGO 7, ILLINOIS

GALLERY "L"—8 ft. high, 10 ft. wide. One of the best small units. Good assortment bull's-eyes, moving and stationary targets, spinners. With or without motor and belt.  
GALLERY "E"—10 ft. high, 12 ft. wide. One of the most popular medium sizes, with plenty of targets of every kind for real appeal! With or without motor and belt

### HAVE AVAILABLE NOW FOR IMMEDIATE USE

Fine Big Canvas Theater, all complete. Seats, Stage, Scenery, Lights, etc. Seats 1,200 people. Can be used all winter in or about army camps or in Florida.

Write, wire or phone me, care SHERMAN HOTEL, CHICAGO, ILL., until December 7.

**RAY MARSH BRYDON**

P.S.—Also other size Tops up to 55x190 ft. available.

### ANCHOR TENTS



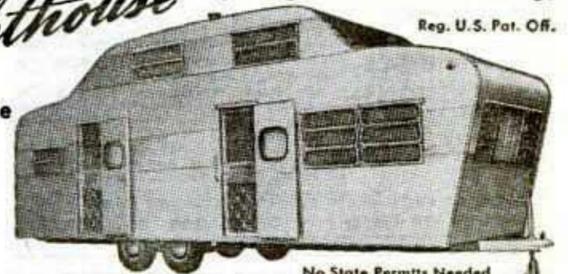
CONCESSION, BINGO TENTS, RIDE TOPS, MOTORDOMES, SHOW TENTS  
**ANYTHING IN CANVAS**  
Manufacturing Show Canvas for Over Fifty Years.  
Underwriters' Approved Flame Resistant Materials Available.  
5 DAYS' SHIPMENT ON MOST SIZES.

**ANCHOR SUPPLY CO., INC.** EVANSVILLE, INDIANA

### FOR SALE NEW CAST ALUMINUM MERRY-GO-ROUND HORSES

RIDES—One new 32 ft. Merry-Go-Round, 3-abreast, used six weeks. Late Model Ell #5 Wheel. Smith & Smith Mix-Up. Also Fun House, Transformers, Concessions, Trucks and Semi Trailers. See me at Hotel Sherman, Booth 64, Nov. 30 to Dec. 5, Chicago, or write  
**C. A. GOREE, P. O. BOX 27, AZLE, TEX.**  
Will have Horse Display at Booth 64.

*Lighthouse* —your guide to better living!  
... the ultimate in comfort and privacy



LIGHTHOUSE DU PLEX

Luxury-living plus complete privacy through its unique half-deck design. Two bedrooms upstairs, living room, kitchen (with breakfast nook) and complete bathroom downstairs. Yet overall height is only 11½ feet, 6 inches lower than a commercial trailer. Equivalent to a 48-foot trailer home, yet only 28 feet in length.

There's a Lighthouse Trailer Home for you in every price range.

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5749 WEST TOUHY AVENUE CHICAGO 31, ILLINOIS

### E. J. CASEY SHOWS

Want for Western Canada "C" Class Fairs, 1953 Season—Two Grind Shows (preferred). Must have their own equipment. Also Operator for our Bingo—We have truck and complete set-up. Can place capable Cookhouse Manager. See you at the convention, Hotel Sherman, Chicago.

E. J. CASEY, Owner-Manager; WILLIAM H. (BILL) SORRELL, Show Manager

NEW HOME NEXT?

Miami Adds 310 New Members, Reinstates 108

MIAMI, Nov. 22.—A total of 310 new members were added to the rolls of the Miami Showmen's Association during the past season, it was reported at the regular meeting held in the clubrooms Tuesday (18). In addition, 108 persons were reinstated to provide a total boost in membership of 418. Harry Modele, co-chairman of the membership committee, made the report.

The meeting, attended by 165 persons, was one of the largest ever held by the association. Interest in the proposed purchase of a new home was responsible for the turnout.

Buster Westbrook, chairman of the ways and means committee, reported that the revised total of monies raised thru jamborees and special gifts was \$6,800. All of the returns are not yet in.

Walport Speaks

Charles Walport, next president of the Pacific Coast Showmen's Association, urged the membership to get behind the planned

purchase of a home. His suggestions were well received and members Harry Weiss, Ross Manning, Leonard Lampbell and Phil Cook each contributed \$100 to the project. In return their names will be engraved on the bronze plaque which will commemorate the purchase in the rooms of the new home.

The membership applications of the following were approved: Gene Brodie, John DeMarco, Gerald G. Melanson, Paul F. Radler, Emil Winters, Billy Barton, Leonard Chalfin, John L. Keef, proposed by Patty Finnerty; Sam Rosenthal, by Willie Lish; L. B. McLaughlin, by Johnny Applebaum, and David Backovitz, by Irving Sherman.

William Cowan, first vice-president, presided. Also on the dais were Mel Dodson, treasurer; Carl J. Sedlmayr, George A. Golden and Robert K. Parker, past presidents; Sam Solomon, past president of the Showmen's League of America, and Phil Cook, executive secretary.

Winter Quarters

American Eagle

GAUTIER, Miss., Nov. 22.—Business during the 35-week season was only fair until Labor Day, but from that time on it was excellent and the season wound up better than average. Show covered about 4,000 miles thru Mississippi, Tennessee and Illinois, closing at Fayette, Miss., and moving to quarters here.

On hand here are Joe and Mary Edwards, Mr. and Mrs. Roy Little, Truman Wright, Louis Elmore, Mr. and Mrs. Richard Welsh, Chuck Bates and family, Arnett family, Jimmy Hart family, Mr. and Mrs. Harry Palmer and Mr. and Mrs. Hockett.

Slick and Toots Bickett left for Louisiana after a week of fishing. Danny Arnett is still in the hospital but is expected back soon. Mrs. Jenny Hockett is still in Lafayette Hospital, Greenwood, Miss. She was injured in an auto accident six weeks ago. Visitors at quarters have included Don Wright, Bill Lambert, Bob Meyers, Tom McManus and Don Prentiss. W. O. Barnett, show electrician, and Mrs. Barnett left for Tampa. Eddie Tubbs left for Lexington, Ky. Malon and Jessie Western are in Gautier for a few weeks of fishing. Glen Hockett is overhauling concessions and building a new

Glades Amusement Co.

Archer, Fla., Monday, Nov. 24, thru Saturday, Nov. 29; Sanford, Fla., to follow. Out all winter in Florida. WANT HANKY PANKS OF ALL KINDS. Jack Gallagher, Mgr.

LAREDO, TEX. 56TH ANNUAL WASHINGTON BIRTHDAY CELEBRATION

12 Days Two Sundays Commencing Wednesday FEB. 18 thru MARCH 1 J. GEORGE LOOS SHOWS HAVE EXCLUSIVE CARNIVAL CONTRACTS UNTIL 1957

- WANT - - - WANT - - - WANT
- SHOWS—SIDE SHOW, no Half and Half. (Milo Anthony, write.) Fun or Glass House, Monkey Show, Fun in the Dark, Midget or Fat Show, Girl Revue, Motordrome, Illusion Show or any other meritorious attraction.
- RIDES—Fly-o-Plane, Looper, C-Cruise, Scooter, Waltzer, Caterpillar, Miniature or Large Whip.
- CONCESSIONS—Hanky Panks, Short and Long Range Galleries, Photos, Novelties, Frozen Custard, Ice Cream Sandwiches (Mr. Nelson, write), Scales. POSITIVELY NO RACKETS OR GYPSIES.

NOTE—The two Laredos have a combined population of more than one hundred and twenty-five thousand. JET AIR BASE IN FULL OPERATION. WONDERFUL CROPS AND IDEAL CLIMATE. IT'S A FACT—NOW AS ALWAYS—"YOU CAN'T LOSE WITH CROPS." WRITE OR WIRE: J. GEORGE LOOS, BOX 455, LAREDO, TEXAS

FOR SALE—A BARGAIN

1948 Allan Herschell 18 car streamline Caterpillar; cars all newly upholstered, new bally canvas, tunnel canvas same as new, V-belt direct drive. This ride in perfect condition throughout, priced at less than 1/3 of cost. Can be seen winter quarters, Greensburg, Ind., or 1 will be in Chicago, Sherman Hotel, for Convention Dec. 1-2-3. All replies: W. R. GEREN, Box 29, Greensburg, Indiana

FOR SALE FOR SALE

ALLAN HERSHELL MERRY-GO-ROUND—ALLAN HERSHELL 8-CAR AUTO RIDE—STANDARD ROLL-O-PLANE—SPERRY 600-INCH LIGHT & GENERATOR (with or without truck)—TWO 10-IN-1 SHOWS—GIRL SHOW'S FRONT AND BANNER—MONKEY SHOW WITH 5 BANNERS. PLENTY OF EXTRA SHOW EQUIPMENT WITH OR WITHOUT TRANSPORTATION. LESTER NELSON, 127 Wyant Crescent, Rochester, N. Y.

Midway Confab

Continued from page 96

and Bill Lites, Ann and Pete Callander, and Mary and Roy Burke.

Mr. and Mrs. W. A. Markee, former troupers who now own the Saratoga Bar, Tampa; Lillian (Midget) McGregor and Sam Solomon, Chicago, were recent guests for dinner and a day of fishing at the Homosassa Springs, Fla., estate of Charles A. Lenz, the insurance man.

Ray Cohan, free lance writer, is rounding up material for an expose-type of article on carnival operations for Real magazine.

Phil Cook, executive secretary of the Miami Showmen's Association, reports having heard recently from Frank L. McMillan, John Downing, J. C. McCaffery, Chester Shore, Jim and Nat Cook, Charles G. Kohler, Gerald Bury, Phil Heyde and Berney Renn. The visitor's list is growing daily, Phil reports. Recent arrivals include Johnny Keeler, Sam Spielman, Ruby Klein, S. Tommy Carson, Martin Peskin, Erston Hawkins, Jack Ressel, Kenny Meyers, Jerry Saddlemyre, Sam Solomon, John Vivona, John Hoffman, Bobbie Allen, Bill Holt, Harry (Snoozy) Goldberg, Chester A. Dunn, Carl J. Sedlmayr Sr., Philip Duskin, Herbert Miller, Irving Goldberg, William Wolper, Charles Baldwin, Joseph Goodman, Eddie Owens, Paul Prell, Alex J. Cunningham, William Libak, Shelley Klein, Erwin Eule, John G. Daniels, Bennie Boswell, Harold Hesch and Louis (Peanuts) Baker.

Tommy Fox is reported seriously ill at Pratt General Hospital, Coral Gables, Fla. . . . Isidore Beck declined the nomination to the board of governors of the Miami Showmen's Association. Sam Solomon was nominated in his place. . . . Maxie Glynn has taken over the operation of the restaurant and bar at the Miami club.

Under the Marquee

Continued from page 82

regained use of his limbs after having been incapacitated for two years by injuries sustained in an auto accident. His brother, LeRoy, living in Alfred, is a former clown with the Big Show. . . . F. E. Laughead, drummer, has been playing indoor fairs since closing with Barnes Bros.' Circus on the World of Mirth Shows.

Wyatt Darreo, clown on the Rogers show this season, worked as guest clown on the King Bros.-Cristiani show November 6 in Bogalusa, La. He expects to play the Tom Packs in-door date in New Orleans. . . . Lloyd Watton and wife, Lucille, circus musicians, the former on trumpet and the latter on Hammond organ, are playing dates in Texas. They will spend the holidays in Dallas.

The King Bros.-Cristiani Circus advertising car closed November 11 in Hawkinsville, Ga., with personnel department for the following destinations: Earl DeGlopper, contracting press agent, St. Louis; Robert Deckman, Williamsport, Pa.; Buck Ramsey, Reading, Pa.; Al Green, Philadelphia; Clayton Johnson, Stockton, N. Y.; Arthur Stires, Nelsonville, O.; Larry Lawrenson, Tampa; William Van Derwel, Sulphur Springs, Fla.; Louis Ingelheim, Macon, Ga.; Clint Boude, Huntington, W. Va., and Elmer Kauffman, car manager, Chicago.

Cilly Feindt, former Ringling equestrienne, is to appear on ABC's "You Asked for It" television show Sunday (30). . . . Dee Aldrich, Wallace & Clark Side Show manager last season, was in Chicago this week. . . . Marsha Hunt, daughter of Harry Hunt of Hunt Bros.' Circus, was featured in a story in the Philadelphia Inquirer recently. . . . Jack (Peanuts) Robinson joined Orrin Davenport in Kansas City after he closed with Mills Bros.

Roy Barrett, clown, opened Saturday (15) at an Oklahoma City department store for the Christmas season. He'll vacation at Hot Springs in January. . . . Bozo Lamont has been ahead of the Owens-Lloyd indoor show for a month and will be back on the show as clown for its tour. Show opens Friday (28) at Owensboro, Ky.

Blarney Background Aids Boston Publicist

Continued from page 80

aroused. The district attorney took note. State police received their orders to view and stop, if necessary, this needless gambling with human life. The resultant turnout was terrific, record-breaking in fact, no lives were lost, or even risked, and the Beam equipment needed only dusting at the end of the performance.

At Norwood Dick greeted customers personally, squared beefs over the pizza pie which was being served (and which he admits was terrible) and posted the actual winnings of drivers each night. This latter innovation quelled all suspicion and brought out from 120 to 150 race cars for each meet.

Dick long has been reluctant to devote all of his time and resources to any one endeavor. New fields to conquer always intrigued him. He has been a mainstay for years with the J. A. Harlacher organization out of Boston. Harlacher's promotions, including the Shrine Circus at Providence, R. I., are big and afford Dick the opportunity to dwell long and loud on the show features. He has often served booker Al Martin and the Brockton (Mass.) Fair. His promotional activities have aided virtually every kind of show business endeavor, with the exception of carnivals, on a fulltime basis. Offers from the latter have been numerous, but there has not yet been the opportunity to fit them in.

Goes Western

Dick has thumped for Hona Massey, Charles (Buddy) Rogers, Smiley Burnette and Ken Maynard, among other nationally known performers. It was Maynard who suggested that he go Western if he was to sell a Western show and this he did with varying results. At Maynard's insistence he acquired a Western hat and a pseudo home town of Midland, Tex. The first editor he encountered commented on his Bay State accent, notwithstanding the hat. Dick pleaded that he had been away from "home" for a long time and got by with that excuse.

The next editor Dick encountered happened to be a native of Midland, but the publicist was unaware of this until he claimed the Texas town as his own. This resulted in two stories. The first told of the chance meeting with a "hometown" publicist. The second told of being taken in.

Dick has handled numerous "indoor" accounts, including a number of clubs, hotels, flower, home and motor sports shows. He once did a job for the Bon Aire Hotel in Augusta, Ga., and the national golf tournament held annually in that town. At the conclusion of the event he staged a cocktail party for winner Jimmy Demaret and invited Dave Endy and Louis (Stretch) Rice, of Endy Bros.' Shows, which happened to be in town at the time. The party, Dick recalls, soon resembled the lobby of the Hotel Sherman, Chicago, at outdoor convention time.

Handles Miami Show

Dick flies down to Miami annually to handle the Miami Air Show and the auto races at Sebring, Fla. It may be that he soon will be opening a branch office there. As it is, he is unable to handle all of the accounts offered him, altho he does manage to represent a sizable number thru

Ideal Winds Up

Continued from page 98

been added to the route, Robertson said. Org plans to open in Southern Indiana early in May unless plans materialize for an early route in Georgia and Tennessee.

Owner and Mrs. Robertson are planning visits with relatives in Indianapolis and Kankakee, Ill., and attendance at various fair meetings before leaving for their winter vacation in Florida. Among recent visitors were Mr. and Mrs. L. H. Hardin, Rodger Wolberg and Mr. and Mrs. Peck, of Peck Amusements, who were en route to their Florida home.

In addition to Robertson, 1953 personnel will include Pearl Robertson, secretary-treasurer; Lou Bishop, general agent; John Kugelmann, concessions manager, and W. H. Campbell, ride foreman.

consultation work. Despite an around-the-clock interest in his occupation, Dick still has time for one hobby and, as might be expected, it has a direct bearing on his job. He receives and reads assiduously some 50 newspaper each week. By carefully studying the contents he knows exactly what to pitch for when he walks into their shops seeking space.

Alice, Dick's wife, rates considerable credit from the publicist, altho she is kept busy at home rearing their offspring, Patricia Ann, 6; Eileen, 4 and Robert Richard, 1.

Dick belongs to the American Legion, Amvets, DAV, Lions and Florida Air Pilots Association.



2nd Lt. Joseph C. Rodriguez U.S. Army Medal of Honor



SIXTY YARDS TO GO. From atop the hill, near Munye-ri, Korea, the enemy suddenly opened up a barrage. The squad was trapped. Lieutenant Rodriguez (then Pfc., with only seven months service) broke loose and dashed up the slope. Disregarding the fire concentrated on him, he wiped out three foxholes and two gun emplacements. Alone, he accounted for 15 enemy dead, led the rout of the enemy, and saved the lives of his squad.

"When you have to take chances to reach an objective, that's O.K.," says Lieutenant Rodriguez. "But when you can find a surer way, so much the better."

"That's why I was glad when I heard that people like you own nearly 50 billion dollars in U. S. Defense Bonds. I believe that a strong, peaceful America is our objective. And the sure way to reach it is through backing our strength with your strength by investing in Bonds now!"

Now E Bonds earn more! 1) All Series E Bonds bought after May 1, 1952 average 3% interest, compounded semiannually! Interest now starts after 6 months and is higher in the early years. 2) All maturing E Bonds automatically go on earning after maturity—and at the new higher interest! Today, start investing in better-paying Series E Bonds through the Payroll Savings Plan where you work!

Peace is for the strong! For peace and prosperity save with U.S. Defense Bonds!

The U.S. Government does not pay for this advertisement. It is donated by this publication in cooperation with the Advertising Council and the Magazine Publishers of America.

### Hot Springs Showmen's Association

DeSoto Hotel, Hot Springs, Ark.

HOT SPRINGS, Nov. 22.—All officers except First Vice-President Paul Olson and Third Vice-President Jack Ruback were present at the November 13 meeting. President Harry Zimdars announced that the banquet and ball ticket sale, under the direction of Carl Fritz, is moving fast. It is expected to surpass last year's sale. The affair will be held November 20 at the Pines Supper Club.

Entertainment Chairman Clayton Holt is lining up six acts and two bands for the affair. Dwight Bazinette and Whitey Owens, of the program committee, report that the program book will be larger than last year's. Walls of the banquet hall will be covered with posters representing 30 or more well known shows.

President Harry Zimdars has appointed Walter Ebel, local radio commentator, to head the press committee to succeed W. H. Taylor, who is with Polack Bros. Circus. Officers for the coming year will be H. P. McDonald, president; Paul Olson, first vice-president; John Gallagan, second vice-president; Spike Donofilio, third vice-president; Clint Shufford, secretary, and Clayton Holt, treasurer.

Annual banquet and ball will be held November 30. Reservations are the greatest in club history. At the close of the meeting a meat loaf dinner was served by the auxiliary under the direction of Mrs. Daisy Fritts.

#### Ladies' Auxiliary

The November 6 meeting was called to order by President Betty Bazinet. Also on the rostrum were Caroline Holt, first vice-president; Jackie Wilcox, second vice-president; Virginia Gamble, third vice-president, and club mother, Daisy Fritts. Invocation was by Chaplain Marion Shuford. Juanita Strassburg was welcomed back by the club after a year's absence.

A "thank you" letter was read from Alice Hennies reporting that Harry was recuperating from recent surgery. A letter was read from Caroline Holt declining the nomination for presidency. Voted on and admitted to membership were Viola Glenn and Olga Glosner. Yorla Goldston, of the welfare committee, reported that Jack Oliver, an employee of the King-Cristiani Circus is in St. Joseph Hospital here. He suffered a broken leg when the show was here October 27. Ladies voted to take him a radio. Business of the night was the nomination of officers. On the nominating committee were Yorla Goldston, Juanita Strassburg, Daisy Fritts, Jackie Wilcox, Billie Owens, Virginia Gamble and Marion Shuford. The following ticket was placed on the bulletin board: Vivian Zimdars, president; Caroline Holt, first vice-president; Pearl Weydt, second vice-president; Grace Goss, third vice-president; Ethel Cutler, treasurer, and Billie Owens, secretary.

Installation of officers date was set for December 14. Buffet was served by Daisy Fritts and her committee.

The following were named on the installation of officers committee: Jackie Wilcox, chairman; Yorla Goldstone, co-chairman; Clementine Moss, Jessie Howe, Martha Wagner, Lillian Bowman, Mattie Bybee, Rose Kahn, Marion Shuford, Jennie Groll, Elsie Powell, Carolyn McJunkin, Edith Kelly, Rose Cutler, Lucille Donoflio, Leona Crowe, Virginia Gamble, Caroline Holt and Violet Howe. Sharon Gamble and Sharon Holt were named flower girls.

**ATTENTION**  
Promoters and Show People  
**FOR SALE**  
**Mickey Cohen's**  
**\$18,000 BULLET PROOF**  
**ARMOR-PLATED CADILLAC**

The greatest drawing card in history with world-wide publicity. This car will make a fortune if shown to the public. For information contact

**J. W. JENKINS**  
3920 East Belknap Fort Worth, Texas  
Phone: Vinewood 9292

# Club Activities

### Caravans, Inc

P. O. Box 1902, Chicago

CHICAGO, Nov. 22.—Claire Sopenar, president, presided over the November 4 meeting to good attendance. Edith Streibich gave the invocation. Vera Schantz and Theresa Sidenberg were elected to membership.

Billie Billiken writes that she is well pleased with the new trailer she purchased. Mail also received from Josephine Haywood. Eva Leroy, who is on the house committee for open house, accepted pledges for donations of refreshments for the round-up.

Emma Atzel, Martha Marts, Mae Oakes and Ann Roth were reported on the sick list. Mae Oakes visited Edna O'Shea Stenson at 129 N. Harvey Avenue, Oak Park, Ill., where Edna is still convalescing.

Edith Streibich is still collecting wrap-in-wax coupons for the club. Wanda Derpa reports award books are coming in okay. Pearl McGlynn is accepting donations for the bazaar which will be held during round-up time. A special corner will be devoted to dolls.

Mr. and Mrs. Chester Barker, who spent the summer in Fox River Grove working their popcorn and floss trailer, are enjoying a vacation at Miami Beach. Sophie Gleason is visiting her daughter in Wisconsin but plans to attend the festivities before returning to Florida for the winter.

The batch of fudge made and served by Mary Martin was enjoyed by all who attended the meeting. Evening awards, donated by Ann Sleyster and Helen Wettour, went to Edith Streibich and Jeanette Wall. President Sopenar welcomed the following members after long absences: Pauline Grey, Mariann Pope, Lena Schlossberg, Frances Berger, Becky Lotsev, Edith Streibich and Jeanette Wall.

Sympathies were extended Tony and Opal Rossi on the death of Tony's mother, Mrs. A. Dinucci and to Myrtle Hutt whose mother, Anna Hodges of North Dakota, passed away.

Social held November 11 was a whopping success. Everyone received a prize. Top awards went to Eva Leroy, Edith Streibich, Frances Berger, Pearl McGlynn, Alice McGlynn and Mabel Mullen.

### Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, Nov. 22. — The regular meeting was opened by Jeanette Hart, president, assisted by Margaret Lohmar, treasurer; Faye Davis, secretary; Babe Weinstein, social secretary, and Nora Gydna, sergeant at arms.

It was moved to have photos of all past presidents framed and hung on the wall. Joan Kohrs was elected to membership. The sick committee reported Faye Heinze on the sick list. Lela Goeber was back in circulation after being confined for four weeks following an accident. Flowers were sent to the funeral of Tom Blinn.

Ladies attending the meeting, in addition to the officers, included Verna Schantz, Stell Regan, Peggy Grimm, Gertrude Lang, Josephine and June Scordian, Daisy Davis, Florence Cobb, Mary Thompson, Lela Graber, Gertrude Donnelly, Jean Wolff, Minnie Quillan, Lotis Francis, Rose Brown, Heler Germain, Sally Prevost, Leonora Cydnia, Joan Lipsky, Teresa Sidenberg and Arlene Sidenberg.

**RALPH R. MILLER WANTS**  
For Golden Meadow, Louisiana, two weeks on different locations. Stock Concessions of all kinds, \$15.00 week. Have for sale several new Concession Tents and Frames complete with Fish Pond, Cig. Gallery, Balloon Barts, Set Joints, Country Store, several trucks, trailers, all very cheap; No. 10 Ferris Wheel complete, transportation, \$3,000.00; large Diesel Light Plant, special built trailer with towers; will sell exclusive on Diggers and Six Cats, \$35.00 week. Show will be out all winter.

**Books—Books—Books**  
**HEALTH, JOKES, OCCULT, ASTROLOGY**  
**DREAM, MAGIC, WRESTLING, ETC.**  
Dozens of titles.  
Quantity prices as low as 3¢ each.  
**FREE CATALOG**—or send \$1.00 for set of samples. Tell us how you'll use them. We'll select the best titles.  
**STEIN PUBLISHING HOUSE, Dept. A**  
521 S. State St. Chicago 5, Ill.

### Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Nov. 22.—A packed clubroom greeted President S. T. Jessop when he called the regular Thursday (20) meeting to order. With him at the table were Treasurer Walter F. Driver, Secretary Joe Streibich and past presidents Sam J. Levy and Lou Keller.

Applications of Jay Ramsdell, Bennie Hirsch and John Campi were presented and all were elected to membership. Committees working on convention week activities are busy and plans are shaping up. The meeting of November 27 has been re-scheduled to November 29 and will be held in the Old Chicago Room of the Hotel Sherman. Latest issue of News Flashes is out and will be in the mail soon.

Secretary Streibich announced that to set the record straight, pins emblematic of 25 years membership apply to those members having 25 years of continuous membership.

Members at the meeting after absences included Cecil Meyers, Max Friedman, Whitey Woods, Joe Murphy, Harold L. Barrows, Ralph Woody, Rube Liebman, Louis J. Berger, W. Chester Mays, Sam Menchin, Roy C. McCarter, Al Carsky, Fred W. Burrows, William E. Donahue and Isaac Chapple. Sick list includes Lou Leonard, Frank Daniels, Wallis Waldron, and Herman Pluda. Frank Ehlenze is reportedly still in a serious condition.

The prize in the car award will be a 1953 Chrysler instead of a '52 model as originally announced. The car is scheduled to be put in the Hotel Sherman lobby the day before Thanksgiving with Jack Kaplan in charge of ticket sales.

#### Ladies' Auxiliary, Hotel Sherman

Regular meeting of Thursday (13) was presided over by Mrs. Mae G. Taylor, first vice-president. Other officers present included Mrs. Lillian Glick, vice-president pro-tem; Mrs. Carmelita Horan, treasurer, and Mrs. Elsie Miller, secretary. Invocation was delivered by Blanche Latta, chaplain.

A rising vote of thanks was given Mrs. Lucille Hirsch for the successful social she conducted. Etta Henderson, Alice Hill, Billie Wasserman and Ruth Martone are recuperating. Hatty Wagner, president, writes that she will be in for the November 28 meeting. Goldie Fisher will be unable to attend the convention.

Grace Goss is in Hot Springs along with Betty Bazinet. Bertha Dutcher is operating the Palm Springs Apartments in Hot Springs. Ann Belden, chairman of the bazaar reports she has many beautiful objects on hand for the event. Lillian Glick donated several handkerchiefs. Billie Billiken also sent in gifts.

Mae Taylor donated a door prize which was won by Evelyn Hock. Harriet McBeath was hostess and served cake and coffee. Elsie Miller baked the cake for the occasion.

**WANTED**  
**SMALL ORGANIZED CARNIVAL**  
For Friday, Saturday and Sunday during month of June, 1953.  
Contact  
**HAROLD E. REICHHOFF, ADJ.**  
American Legion, Adams County Post 250  
Adams, Wisconsin



**Only a Few Tables Left for the Biggest**  
**PACIFIC COAST SHOWMEN'S ASSN.**  
**BANQUET AND BALL Ever Staged**  
GET YOUR TICKETS NOW  
Wednesday, December 10, 1952  
**GOLDEN STATE ROOM, The New HOTEL STATLER, Los Angeles**  
Tickets—\$10, Including Dinner, Show and Dancing  
**SAM DOLMAN, Gen. Chairman**  
JERRY MACKEY Banquet and Ball Committee Pacific Coast Showmen's Ass'n AL FLINT  
President 1235 So. Hope Street, Los Angeles 15, Calif. Executive Secretary

### Arizona Showmen's Association

216 W. Washington, Phoenix, Ariz.

PHOENIX, Ariz., Nov. 22.—President Don Hanna called the Monday (17) meeting to order assisted by Vice-President P. H. Siebrand.

New members voted into the club at the meeting included Mr. and Mrs. Byron Collins, Tony Suleski, John C. Munser, Guy Blackburn, Archie Long, H. M. Reynolds, Pat Riley, J. P. Boettcher, Robert Gordon, Morgan Brasty, J. O. Canelli, Evelyn Danus, Vernon Randepher, John Lanz, Tony Watson, Patrick C. Connerty, Finnis H. Coggin, Carl Jensen, Marie Hannis, R. DeWash, Frank Harris, Fred Williams, Aleck Gasek, James Fenon, Helen Gasek, James McClure, Warren McMenus, John C. Barnett and B. R. (Doc) Snow.

Ted LaFlours, past president of the Pacific Coast Showmen's Association was a visitor and spoke briefly. Jimmie Rittenhouse, the club's chef, left for Odessa, Tex., to take a job with the Odessa Athletic Club.

In the absence of Betty Wilson, chairman of the banquet and ball, President Hanna appointed Margaret Stone to proceed with negotiations for the forthcoming event, which will be held sometime in December. First Vice-President P. H. Siebrand Jr. passed out cigars and candy in celebration of his new son. Pot of Gold went to Margaret Hanna.

### Lone Star Show Women's Club of Texas

3105 Forest Ave., Dallas

DALLAS, Nov. 22. — Special meeting of Monday (10) was called for the nomination of officers. Marie Obluck was in the chair assisted by Grace Tinder, secretary, and Pearl Vaught, treasurer.

Martha Moss was at the meeting after several weeks absence during which time she was ill and also out of the city. Edna Hacker and Tex Chambers were reported on the mend and expected early releases from the hospital. Russel Smith is still confined to a veterans' hospital. Dates of the installation dinner have been changed to January 28 to coincide with the annual meeting of the Texas Association of Fairs & Expositions.

Nominations included Hattie Longchart and Millie Hudspeth, president; Margaret Sandell and Grace Tinder, secretary; Edna Hacker, first vice-president; Bernice Fain, second vice-president, and Inez Carroll, third vice-president.

Door prize, donated by Alyne Morency, was taken by Ida Smith.

**Welcome**  
to the  
**LADIES' AUXILIARY of the**  
**SHOWMEN'S LEAGUE OF AMERICA'S**  
**34th ANNUAL**  
**CONVENTION**  
NOVEMBER 29 TO DECEMBER 2, 1952  
IN THE EMERALD ROOM OF THE SHERMAN HOTEL,  
CHICAGO, ILLINOIS  
1953 CARD WILL ADMIT YOU TO OUR INSTALLATION DINNER  
TUESDAY, DECEMBER 2nd, LOUIS XVI ROOM—6:30 P.M.  
VISIT OUR GIFT COUNTER—REFRESHMENTS

**\$7.20 PER DOZEN**

Minimum order 6 dozen. 1/3 deposit with orders. Balance C. O. D. Merchandise available for immediate delivery!

Samples \$1 each



**NEW SENSATIONAL BUCKING BRONCO PONY**

Decorated with guns and saddle—in full color. This Bucking Bronco is wonderful fun. He rocks, bounces and "neighs" as you ride him. Pull the reins and hear him whinny. So strong, it will support a 200 lb. man. Tough... safe... clean. Bucking Bronco is made of the finest quality, extra-heavy Vinyl Plastic, electronically sealed for durability. **GUARANTEED** to take hard wear and tear. Suitable for all kids from 1 to 10 years old. **NEVER BEFORE** have we offered such sensational value!

**PITCHMEN!**  
This is the hottest Christmas item to hit the streets in years!

**NOVEL MFG. CO., DEPT. BB**  
3 Bleecker St., New York 12, New York

**ASSORTMENTS FOR HOLIDAY PARTIES**

ASSORTMENT #1 consists of 50 large metal noisemakers, four dozen decorated crepe paper hats and four dozen eight-inch fringed horns. Shipping weight, 10 lbs. Complete assortment, \$6.75

ASSORTMENT #2 consists of 100 medium sized metal noisemakers, 96 enamel finished, assorted shapes, formed cardboard, adult sized hats and 96 cardboard horns with "Happy New Year" imprint. Shipping weight, 30 lbs. Complete assortment, \$14.55.

Above assortments must be shipped by express. C.O.D. orders not accepted. Remit in full and give nearest Express office if none in your town. Do not order after Dec. 20.

**LEVIN BROTHERS** Established 1886  
TERRE HAUTE, INDIANA

**PROFITABLE SALES** MORE SPARKLE THAN DIAMONDS

Ladies' New Watches

Exquisite copies of \$400 diamond watches, hand-set rhinestones. Guaranteed. Retail tag of \$75. (Sample, \$13.95.) Lots of 3

**\$12.95 ea.**

**ELGIN • BULOVA • BENRUS**

Brand new 1957 model cases for gents and ladies. Rebuilt movements, guaranteed like new. 7 jewel

**\$9.95**

15-J, \$12.65 17-J, \$14.65

Men's Mesh Expansion Band, \$1.49 add Plastic Gift Box, 75¢ add.

**WHOLESALE ONLY—25% deposit with order, balance C.O.D. Open Account to Rated Houses.**

**25¢** for new 1957 128-page wholesale catalog

**AA1 White Gem** Here's a gem that is clearer in color and brilliancy than any shown on the market today. Sizes 1 carat and up. Per carat... Gents' yellow gold, newest style mountings, additional, \$12.50 and up. The same available in ladies' \$9.50 and up.

**MIDWEST WATCH CO.** 5 S. Wabash Ave Chicago 3, Ill.

To Order Classified or Display-Classified Ads  
**USE THIS HANDY FORM NOW**

1 Type or print your copy in this space.

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Access.
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession	<input type="checkbox"/> Personals
<input type="checkbox"/> Supplier	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> Formulas	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Scenery, Banners
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish  
 REGULAR CLASSIFIED AD—15c a word  
 DISPLAY-CLASSIFIED AD—\$1 per agate line (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard  
2160 Patterson St.  
Cincinnati 22, Ohio

Please insert the above ad in ..... ISSUE

I enclose remittance of \$.....

Name .....

Address .....

City ..... State .....

**DISPLAY-CLASSIFIED SECTION**  
A MARKET PLACE FOR BUYERS AND SELLERS

DISPLAY-CLASSIFIED ADS... Set in usual want ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

REGULAR CLASSIFIED ADS... Containing larger type and white space is charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

**FORMS CLOSE THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE**

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

**ACTS, SONGS & PARODIES**

COMEDIANS AND GAGWRITERS—NOW join the National Association of Gag-writers. We can help you be funny. Write George Lewis, Room 902, 292 Madison Ave., New York City 17. np

DO YOU NEED LYRICS, BALLADS, PARODIES, etc.? Young writer willing to collaborate with song writer. Write Box 817, The Billboard, 1564 Broadway, N.Y.C.

"EMCEE" MAGAZINE—CONTAINING Band Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee-B, P. O. Box 983, Chicago 90. no29

FREE CATALOG! PROFESSIONAL COMEDY material. Every phase of showbiz. Introductory collection, including five parodies. \$1. Sebastian, 10934 Hamilton, North Hollywood, Calif. ja24

NEED A SONG? AN ARRANGEMENT? Free estimate on song arrangements for vocalists, combos or bands. Special music written for professionals. Song-Kraft, BB4, P. O. Box 1450, Chicago 90.

SEND TWO DOLLARS FOR VARIETY package, monolog, poems, song titles, jokes, automobile story. Jack Young, de13 N.E. 71st St., Miami 38, Fla.

SINGERS AND MUSICIANS—PIANO VOALS, orchestrations, band scores; school songs arranged; manuscripts corrected and prepared for publication; send manuscripts for estimate. Val's Arranging Studio, P. O. Box 1906, Sarasota, Fla. no29

VOCALISTS, ACTS, LEADERS—ARRANGEMENTS that will stand out, done to your specifications. Ricky's Arranging Service, Tamiami Trailer Park, Sarasota, Fla. no29

**AGENTS & DISTRIBUTORS**

A BETTER DEAL—BUY DIRECT TALKING Cards. Full set of samples, \$1; write for quantity prices. Talking Cards, 7250 Melrose, Los Angeles, 38, Calif. no29

A FREE CATALOG WITH WORLD'S BEST values. Novelties, Gifts, Watches, Jewelry, Appliances, Toys, Sundries, Vitamins, etc. From big cut-rate wholesalers since 1916. Mills Sales Co., 26 W 23rd St., New York, N.Y. no29

AA-1 CARDED CANDIES, NUTMEATS, Roasted Peanuts, Mushrooms, Garlic, Chilli mix, Cocoa nuts, Spices, Coffee, Breathlets, Shrimp, Pepper, Pistachios, Peerless, 538A Central Park, Chicago 24.

AGENTS—ACT NOW! STAMP SOCIAL Security Plates; Stamping Outfits; sample with Name and S. S. Number, 50¢; literature free. General Products, 11 N. Pearl St., Albany, N. Y. de6

AGENTS—OUR NEW COMIC XMAS FOLDS—like hot cakes; 12 assorted, \$1 prepaid. Wholesale prices with first order. Walter B. Fox, Mobile 2, Ala.

ALLIGATOR GRAIN BILLFOLDS—REAL handsome number; removable pass case, secret pocket, brown or tan; 85 dozen postpaid; boxed, \$5.50; two beautiful samples, \$1. Crescent Sales Co., 150-B Broadway, N.Y.C. de6

AMAZING—TALKING CHRISTMAS CARDS. The really talk; everyone buys. Six samples with particulars sent prepaid, \$1. Shafer Co., Box 723, Kansas City 41, Mo. de13

A MONEY MAKER—FREE CATALOG. Select Shaker Co., 5132 Shattuck, Oakland, Calif. ja31

ARMY-TYPE WATERPROOF HORSE Blankets, wool lined, \$4.50 each. Paul Tavettan, 62 E. Broadway, N.Y.C. 2. de20

ATTENTION, HOSIERY—LOW PRICES FOR jobbers, pitchmen and salesmen; complete line Ladies', Men's, Children's Hosiery, Nylons, \$1 dozen up; sample order one dozen slightly imperfect Nylons, packed beautiful cello bag, \$3; prompt shipments, and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market, Chattanooga, Tenn. np

BARGAINS—TERRIFIC SAVINGS; JOB lots, closeouts! Also save up to 50% on dry goods, clothing, hosiery, notions, drugs, toiletries, gifts, jewelry, television, etc. 2000 items! Send 25¢ for wholesale bargain catalog with special "get acquainted" offer which includes free \$1 merchandise certificate. Reliable Jobbers, 311 E-23 North Desplains, Chicago 6. np

BEAUTIFUL RELIGIOUS WALL PLAQUES. The Last Supper, tested good sellers in ivory and bronze; sized 14"x19", 12"x17". Sam Highland, Apt. 210, Kansas City 1, Mo.

BEST DEAL IN THE COUNTRY ON MEN'S, Ladies' Hose, Men's Neckwear. Send today for beautiful, free 20 page catalog. Wolfmark, 931-A Roosevelt, Chicago 8. no29

BIGGER PROFITS—SELL KOHLER Business Signs; over 1500 varieties, free catalog; 15 sample \$1 postpaid. Koehler, 335 Goetz, Lemay 23, Mo. no29

BUY NYLONS DIRECT—MAKE GOOD profits on fast selling Nylons. Quick delivery on any quantity. Write for confidential wholesale price list. Westlea Hosiery Co., 704 Bloomfield Ave., Montclair, N. J.

BUY WHOLESALE DIRECT—25,000 ITEMS; electric appliances, silverware, jewelry, watches, cameras, haberdashery, etc. Catalog, \$2.50 (refundable). Matthews, 1478-C23 Broadway, N.Y.C. 36. np

CANVASSERS, JOBBERS, AUCTIONEERS. We offer Wallace made flatware sets with guarantee certificates. Lowest prices. American Products, 16 W. 23, New York.

CARDED MERCHANDISE HEADQUARTERS. Also Agents' Supplies, Aspirins, Combs, Handkerchiefs, Pocket Knives, Pipes, Shoe Laces, Razor Blades, Nylons, Novelties. Over 1000 items. Write for price lists. Maloney & Sons, Dept. BB, 1063 W. Broad St., Columbus 8, Ohio. de6

CLEAN UP WITH THIS FAST SELLER. Lord's Prayer, Cross Necklace from France, \$1.25; Retail for a nickel. Price to trade, \$25 per 1000. Samples, \$1. Jobbers and Distributors wanted. Continental Publishing Co., 705 Fifth St., Sioux City, Iowa.

EARN 400% SELLING LOW PRICED ATTRACTIVE watches. Free salesman's sample. Result Sales A. Room 608, 580 Fifth Ave., New York. no29

**XMAS CORSAGES**

This Year's Hottest Xmas Pitch Item

Bright silver or green holly leaves, evergreen, pine cones, red berries, bells and beautiful glass balls in all colors. Artistically arranged and tied with red ribbon bow.

Above numbers \$2.00 per dozen, \$21.00 per gross.  
Others \$9.00 to \$33.00 per gross.

These will get you nothing but money all thru the Holidays—Start Now.

**Nowotny-Burrell & Co.**  
907 Roosevelt Ave., San Antonio, Texas

**"BARGAINS"**

The only Big Tabloid Size Magazine published that lists EVERY MONTH hundreds of sensational Bargains! Toys, Novelties, Jewelry, Household Goods, Greeting Cards, Books.

- At Wholesale prices
- Bankrupt, closeout merchandise, Bargains
- Money making opportunities

Here's just a FEW SAMPLE Bargains—

- \$16.50 perfume, 35¢ bottle
- \$2.00 gummed photo stamps, 65¢ a \$1.00 toy, 20¢ each
- 50¢ greeting cards, 7¢ box
- \$10.00 men's toiletry sets, 60¢ set
- \$17.50 talking dolls at \$7.00
- PLUS HUNDREDS of other terrific bargains!

**BIG Christmas Special issue NOW OUT!** Save 50%—75% or more on many BIG BUYS! Stretch your BUYING DOLLAR! "BARGAINS" tells you WHERE & HOW to buy over 100,000 items at the Lowest PRICES! You can BUY BETTER CHEAPER. NEWER things every month! Subscription \$3.00 per year—SPECIAL INTRODUCTORY OFFER \$2.00 for 1 year (Money back if first issue doesn't please you!)

**TOWER PRESS, INC.**  
P.O. BOX 591-SP LYNN, MASS.

**BEAUTIFUL CROSS**

MIRACLE CROSS

When you place the center to your eye you can see the LORD'S PRAYER clearly and distinctly.

RETAILS UP TO \$6.95 EACH.

**OUR PRICES TALK !!!**

#999-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful white finish.  
**\$4.25** Doz. | **\$48.00** Gross

#999-C. Same as above, Chain and Cross, in beautiful gold finish.  
**\$6.00** Doz. | **\$66.00** Gross

**!! OUTSTANDING !!**  
FOR SALES AND EYE APPEAL  
IT'S NEW—IT'S TERRIFIC!!

No. 710  
GOLD FINISH  
**\$4.00** Doz.

No. 185  
Full of Life!  
Fired Brilliance  
**\$3.85** doz. | **\$45.00** gross

Gold finish White brilliant center. Red sides. Hand set.

Deposit with all C.O.D. orders. Please state your business. Rated wholesaler, write for samples.

**PROVIDENCE RING COMPANY**  
49 Westminster St., Providence, R. I.

**JUST OFF THE PRESS!**  
**NEW CATALOG**  
for  
Engravers • Demonstrators  
Fair Workers

WRITE FOR YOUR COPY OF  
**CATALOG No. 107**

Containing complete selection of jewelry especially for the engraver, demonstrator and fair worker.

**Also CATALOG No. 57**  
Contains most everything in merchandise for the jeweler.

STATE YOUR BUSINESS

All Orders Shipped Same Day Received

**BIELER-LEVINE**  
5 No. Wabash Avenue Chicago 2, Illinois  
ALL PHONES: CEntral 6-7966

**Salesmen,  
Wagon Jobbers**

Fast-selling line for Christmas Holiday Business. 95% of all merchants buy. Get started now on this big profit line. Write now for catalog and full information.

**CENTRAL FLAG & BANNER CO.**  
Rossmoyne (Cincinnati), Ohio

**THAT  
MARILYN MONROE  
CALENDAR!**

Printed with 4-line ad or Souvenir of Your City. Picture 8"x10" in full color or 9"x15" back with calendar pad, 100, 20¢ each; 500—18¢ each; 1000 and up, 15¢ each. Without imprint—\$3.00 off total price and shipped same day order received. Imprint orders shipped within 48 hours. NO SAMPLES—NO SALESMEN OR JOBBERS DEALS. 50% deposit with order—balance C.O.D. plus RR charges.

**gimmicks unlimited**  
82-16 Astoria Blvd.  
Jackson Heights 70, N. Y. HI 6-7354

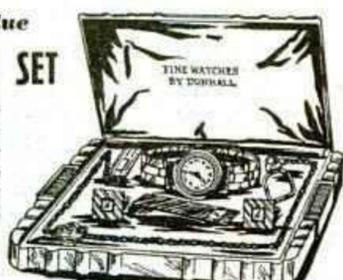
# CHRISTMAS-SPECIALS

**CHRISTMAS CORSAGES**



Beautiful—Assorted  
**\$18.00 Per Gr.**

**Sensational Value**  
**6 PIECE WATCH SET**



In luxurious gift box, consisting of new high-grade nationally advertised watch, gold plated case and expansion watch band to match. Lustrous gold plated cuff links, key chain and tie holder. Written guarantee. Complete box and jewelry set.

**\$8.50** each set  
\$1 additional for samples

**HARRIS TOPS THE FIELD**

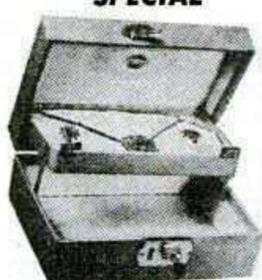
with the most sensational pearl deal offered yet. 3-strand graduated, indestructible pearl bead necklace with brilliant rhinestone clasp—matching 3-strand indestructible pearl bead expansion bracelet and pair of matching indestructible pearl button earrings, all complete in a silk lined, velvet covered box with \$27.50 price tag.

**\$13.00 Doz.**  
Minimum 4 Sets, \$6.00.  
This is a terrific flash and sells on sight. Canvassers and agents are cleaning up.



**GUARANTEE**

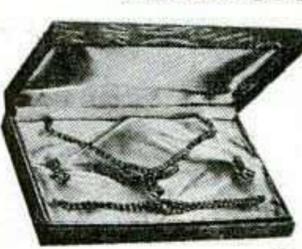
**SPECIAL**



Style Guild Treasure Jewelry Chest complete with beautiful assorted 3-piece matched sets with detachable pendants. Guarantee and Price Tag. 24K gold plated, Hamilton finish with lock and key.

**\$2.00** Each Set Minimum Order 4 Sets.  
**\$22.50** Doz. Assorted Styles.

**JEWELRY SETS**



Fine Rhinestone Sets in exquisite Rhodium finished, hand-pronged mountings.

Beautiful assorted styles. 4-piece set—earrings, necklace and bracelet sets—complete in gorgeous plush satin-lined gift boxes with price tags.

These will positively sell on sight

**\$4.00** Each Set  
**\$42.00** Per Dozen

**CHRISTMAS RED WAX DAHLIAS**

Per 100, **\$3.50**  
Per 1,000, **\$30.00**

All colors assorted



**Cassellini**  
**The Exquisite Rosebud Tailored Set**

Detachable Neckpiece can be worn as Brooch, and Heavy Chain can be worn as Neckpiece. Hamilton Gold-Plated Mirror-like finish. Featuring our new Cobra Bracelet with 50% stretch and 3/4" wide band. World's Greatest Buy. Sensational Value. Beautiful Gift Boxes.

**\$18.00 Doz.**

**JEWELRY SET**



Exquisite 3-piece Necklace and Earring Sets with gorgeous scintillating stones. 24K gold plated, Hamilton finish, individually boxed, with \$9.95 price tag.

**\$10.50** Per Doz. Sets  
6 assorted, beautiful styles to Dozen.

**JEWELRY SET SPECIAL**



3-piece Jewelry Set by Annette. Consists of Necklace & Earrings. 24K gold plated, Hamilton finish with price tags in satin-lined gift box. Terrific Buy.

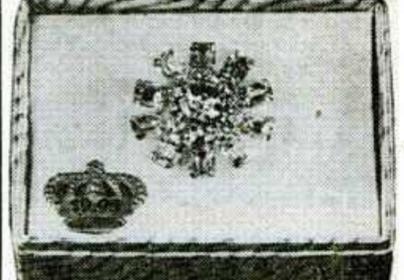
**\$1.50** Each Set  
**\$14.00** Dozen Sets  
Minimum Order 4 Sets

**JEWELRY SET**



Beautiful 3-piece necklace and earring set by L'Amour of Fifth Avenue in satin-lined gift box with price tag. 24K gold plated, Hamilton finish. Assorted, beautiful styles.

**\$2.00** Each Set  
**\$18.00** Doz. Sets  
Minimum Order 4 Sets



**KISS OF FIRE**  
Rhinestone Pins. All stones hand pronged, 4 different styles.  
**\$15.00 a Dozen**  
\$6.00 for a sample order of the 4 styles.

**THE NEW SENSATIONAL FAST-SELLING PLASTIC WALLET**



Consists of 4 card holders, secret pocket and Billfold all in one.

**\$3.75 doz. \$42.00 gr.**

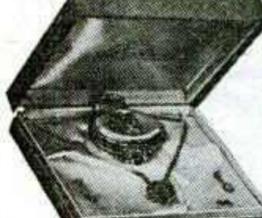
**JEWELRY SET**



New embraceable Cameola Expansion Bracelet, Locket and Necklace Set. Guaranteed gold plated, Hamilton finish in gorgeous plush box with \$19.95 price tag. Pictures of your loved ones can be placed in both lockets. This is a terrific buy.

**\$2.50** Each Set  
**\$27.00** Per Doz. Sets  
Minimum Order 4 Sets

**L'AMOUR JEWELRY SETS**



5-piece Jewelry Sets by L'Amour of Fifth Ave. in Plush Gift Boxes. Beautiful cut stones consisting of earrings, necklace, brooch pin and bracelet. Complete with price tags, guaranteed, gold plated, Hamilton finish. Assorted styles

**\$2.50** Each Set  
**\$24.00** Per Dozen  
Minimum Order 4 Sets

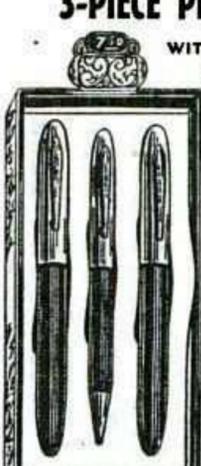
**"WANDA" THE WALKING DOLL**



18" tall — Walks, stops and turns. Has stop and go mechanism. Beautifully dressed in the finest material. Everybody will love this doll. The greatest mechanical doll in the country. Individually boxed and guaranteed.

**\$8.00** Each  
**\$90.00** Doz.

**3-PIECE PEN SET**



WITH METAL CAPS AND CLIPS

Consisting of ball point pen, fountain pen and pencil. In beautiful box. Beautiful gold embossed \$7.50 tag comes with set.

**\$4.00 per dz.**  
**\$42.00 per gr.**

**PLUSH TOYS**



30" high Bears, assorted Animals, Majors, etc.  
**Dozen \$36.00**  
Samples \$3.50 Ea.

Cinderella Dolls and Bride Dolls  
**36" \$42.00 Dz.**

108" Flare-Skirt Bed Dolls.  
**\$4.00 Each**  
**\$42.00 Per Dozen**

**ELECTRIC DRY SHAVER**



Ideal for Men and Women  
**\$21.00 Doz.**  
Sample **\$2.00**  
WITH GUARANTEE TICKET AND PRICE TAG

**THE NEW MIRACLE CROSS and CHAIN**



With Magnified Lord's Prayer on Center of Cross.

**\$4.50 Dz.**

**FOUR PIECE PEN SET**

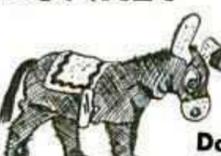
With knife in beautiful box  
**\$6.50 doz.**

**FIVE PIECE PEN SET**

Consisting of 3 piece pen set, knife and flashlight. **\$13.50 doz.**

Plastic Ball Pen with Metal Clips. Gr. **\$7.50**

**DONKEY**



Immediate Delivery. Wind-up mechanical Donkey that walks, wags its tail and moves its eyes. Hottest number in the country.

**Doz. \$5.00**  
**Gr. \$57.00**

**RONSON TYPE LIGHTER**



New Ronson-type fully automatic Pocket Lighter. Individually boxed. Terrific Buy.

**\$8.75** Doz.

**Sensational Item**



Pearlized Crucifix, very beautiful. 6"x12". Beautifully boxed. Gold Metallic Finish.

**\$7.00 Doz.**

**SCATTER PINS**

**\$4.00 dozen boxes**  
2 in a box.

**CASH IN ON THESE SPECIALS**

3-piece hand-pronged Rhinestone Sets in silk-lined gift boxes with price tags.

**\$2.00 Each Set**  
**\$21.00 Doz. Sets**

**MECHANICAL METAL WIND-UP TOYS**

Walking Penguin	\$4.00 doz.	Hopping Squirrel	\$8.00 doz.
Cook Boy	3.50 doz.	Grandfather Monkey that walks with a cane	5.00 doz.
Jumbo Mechanical Panda Bear	7.20 doz.	Large Santa Claus on sled	6.00 doz.
Pecking Chuck Chick	2.00 doz.		
Walking, Winking Donkey	5.00 doz.		

**NEW YEAR'S FAVORS FOR NIGHT CLUBS, BARS, RESTAURANTS and PRIVATE CLUBS**

Jumbo Noise-Makers	Gr. \$ 9.00	Serpentines	Per 100 Rolls \$ 6.00
18" Metal Painted Horns	Gr. 18.00	Creme Form Hats, Fancy Assorted	Gr. 9.00
12" Metal Painted Horns	Gr. 12.00	Hawaiian Leis	Gr. 2.75
Paper Horns	Gr. 5.50	Ass'd. Metallic Hats, Gr.	\$15.00 to 24.00
Paper Flat Hats, assorted	Gr. 4.50	Jumbo Hawaiian Leis	Gr. 7.50
Confetti	50 Lb. Box 5.50		

**SELLING LIKE WILDFIRE**



Smallest Lighter in the world. For Ladies and Men. Beautiful chrome finish.

**\$2.00 DOZ.**

**SPECIAL MIDGET PEARL PISTOL LIGHTER**



**\$2.50 doz.**  
**\$27.00 gr.**

**FLUORESCENT RED PLASTIC CHRISTMAS AND NEW YEAR SIGNS**

**\$3.00 Doz. \$33.00 Gross**  
Store-Keepers and Peddlers are cleaning up. Retail for 50c.



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Only **\$4.25** ea. Set  
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Exciting Temple exclusive to produce amazing sales. Superb necklace, matching earrings and elegant double-strand bracelet. Dazzling array of simulated emerald-cut diamonds and imported rhinestones. Beautifully gift-boxed. A grand buy.  
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**AGENTS & DISTRIBUTORS**

Continued from page 102

**QUICK XMAS MONEY. SELL TINSELLED Xmas Signs to stores.** 12 samples, \$2; \$12 per 100; 60¢ sellers. The Byron Co., Clinton, N. C.

**RUSTIC HANGING BASKET FILLED WITH flowers;** height 10 in.; \$4.80 dozen. Send \$1.10 for sample pair. A. Ross, P. O. Box 255, Warsaw, Ind. no29

**SALESMEN, DISTRIBUTORS—FAST SELLING Costume Jewelry, direct from factory;** big picture catalog free. Pickcraft, B-18, Bank, Attleboro, Mass. no29

**Snake Bow Ties**

Scare the gals... startle the men! Top quality ties in popular designs. Men's like regular tie; just press attached bulb (from pocket) and snake pops out and in at will. Fast seller at a dollar or more.  
Sample \$1. Dozen \$6.75.

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Sample deck, \$1.25. Dozen, \$11.  
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7321-B So. Peoria St., Chicago 21, Ill.

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**START ROUTE TAVERN COUNTER game.** Gigantic profits (Skill). \$59.40 dozen; samples, \$7.50 each prepaid. Wishling Wells Industries, Box 929, Long Beach 1, Calif.

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**WALLPAPER — VARIOUS DESIGNS, 12¢ per roll.** Large quantity. Mitchie Goldman, 5 Brighton First Road, Brooklyn 35, N. Y.

**WATCHES — JEWELRY — SILVERWARE — Appliances.** Selling can be pinch and big profits can be yours, with our new 1953 merchandise packed 160-page catalog. Amazingly low wholesale prices, all nationally advertised brands. Cost and selling price shown on every item. No stock to carry. We ship promptly. Satisfaction on all merchandise guaranteed or money refunded. Send your \$1 now to cover cost of catalog and it will be refunded to you on your first order. Worth Distributors, 8 West 47 St., New York 36, N. Y. Dept. B. no29

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**XMAS AND EVERYDAY HAIR COMIC Folders.** Sure fast sellers, \$5 100 p.p. Samples, 25¢ coin or stamps. Olympia Trading Post, Box 3163, Los Angeles 54, Calif. de6

**YOUR OWN BUSINESS — SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢.** Enormous profits. Catalog free. Moro, 558-AF Roosevelt, Chicago 7. np

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Dancers, pitchmen, lecturers, showmen. We offer you over a quarter of a century of reliable service. Visit as guest. Gary Garretson, Phone Marion 2-7080 or Marion 2-3358 at night.

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**FOR SALE—SURPLUS: ONE TURN-STYLE (non-registering), \$40; one Kiddie Ferris Wheel, \$900; one Chevrolet, 1½ ton, long wheel base truck (good animal rack, very good), \$500; 1 pair Burros, 2 years old, \$150 pair; 1 pair Scalet Macaws, \$250 pair; 3 year old African Lion, male, \$75; 1 4 month old African Lion, female, \$150; 1 4 year old Guanaco, male (blind in one eye), \$200; 1 2 year old Guanaco, male, \$300; 2 White Mute Swans, adult, males, \$40 each; 2 Adult Sheep, male, \$60 each; several Emus, young and adults, \$200 each; 1 10 month old Black Shetland Stallion, \$175; 2 pair Canada Geese, \$60; Skunks, \$15 each; Panama Parrot, \$60; 2 Cougars, \$225; 1 pair Elk, 1 and 2 years old, \$325 pair; 1 pair Texas Timber Wolves, pups, \$50 pair. All subject to prior sale. Rose Park Zoo, Prairie Du Chien, Wis.**

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One 7 year old Llama, one female Chimpanzee, two large Himalayan Bears with V on neck, other small animals and birds. All animals in fine condition. To be sold at a bargain.  
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**GREATER INDIAN HILL MYNAHS, \$42.50 ea.;** world's best talking birds, 3 months old, hand raised, acclimated. All kinds birds. Bronson Tropical Bird Aviaries, 2228 Amsterdam Ave., N.Y.C. de13

**MEXICAN BURROS (DONKEYS)—BABIES,** cute, 2 to 4 months old, very gentle, special for kids or children to ride on, \$40 each. Suitable for Christmas and New Year gifts. Write for full information Antonio Cavazos, 1318 San Eduardo Ave. Laredo, Tex. de13

**SELL LEASE TO RELIABLE PARTY OF experience** Pony, Dog, Monkey Act, Mr. Roberts, Pamahasika's Studio, 3504 N. Eighth St., Philadelphia 40, Pa. de6

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**ANYONE CAN POUR CANDY** in these new molds. Old favorite in new form. Special four cavity two headed horses mold. Full instructions and formula, only \$8.95. Candimold, 43 W. McDowell, Phoenix, Ariz.

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**AUTOMATIC MECHANICAL SHOOTING** Gallery Equipment, Ammunition, Rifles, etc. Ill health. Real value. L. R. Cannam, 1901 Lothrop St., Omaha, Neb.

**EARN \$15,000-\$30,000 ANNUALLY.** Franchise protected. Guaranteed minimum \$12,500 or money back. Live at home. No merchandise to buy. Self employed. One of most exclusive and non-competitive businesses in United States and Canada. Send \$6 for explanatory book. Money refunded when book returned. Harrell & Co., Box A-14, Louisville, Ill.

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**FOR SALE—MODERN 3-STORY BRICK** Hotel. 25 bed 3 apt. Central Minn. \$10,000 will handle; consider some trade; amusement park or good location, rides or other business. A. E. Forcier, Fox Hotel, St. Cloud, Minn.

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**FORMULAS & PLANS**

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(Continued on page 107)

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7 & 10 Color Specials  
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Our unusual multicolor, hand printed (7x11 & 8½x22½) signs are all-year round money-makers. Ready-made signs for every business, mottoes for offices and homes. Our signs sell themselves. Every merchant needs them! Send 25¢ in coin or stamps for dynamic samples and catalog.

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Novelty item for Jokers! A million ways to have fun. Retail 35¢ each, 3 for \$1.00. Per carton of 3 doz. \$4.00.

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Screaming whistle! Loud explosion! Billowing clouds of smoke. Also a burglar alarm. Retail 35¢ each, 3 for \$1.00. Per dozen \$2.00.

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NEW AUTOMOBILE FUN MAKER. Easily stuck to tire and produces a "blow out" noise, harmless to tires, and gets a barrel of laughs. 15¢ retailer. Per dozen \$1.20.

**NEW AUTOMOBILE FUN MAKER.** Easily stuck to tire and produces a "blow out" noise, harmless to tires, and gets a barrel of laughs. 15¢ retailer. Per dozen \$1.20.

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Beautiful 24K gold plated bracelets. Many assorted styles on Link and Stretch Bands. Each stunning piece set with a variety of genuine rhinestones and colored sparkling jewels.  
**SPECIAL INTRODUCTORY OFFER \$6.00 PER DOZEN BOXED**  
**OTHER SENSATIONAL ITEMS**  
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Beautifully engraved Heart Lockets, \$5.50 per doz. Necklace, Bracelet, Earrings Sets, \$1.25 and \$1.50 each. Single Strand Simulated Pearl Necklaces (filigree class), \$1.40 per doz. Double Strand, \$2.80 per doz. Triple Strand, \$4.20 per doz. 4-pc. Pearl Sets with rhinestone clasps, \$1.40 and \$2.75 each. 3 and 4-piece All Rhinestone Rhodium Sets, \$2.00 and \$2.75 each. Jewelry Sets (in jewel box), \$2.25 each. Ladies' and Men's Watches, Rhinestone and Plain Crosses on chains, Scatter Pin Sets, Earrings, \$2.50 per doz., \$3.50 and \$6.00 per doz. Adjustable Ladies' Rhinestone Rings, \$3.50 per doz. MANY OTHER ITEMS SEND FOR NEW, Enlarged 1952-'53 CATALOG!  
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- IDENTS \$9.00 GRO. & UP •
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YOU CAN POSITIVELY MAKE \$50  
Sell a brand new item going to every type of food and beverage store, factories, laboratories, hospitals, etc. Sponsored by national publicity program.  
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**Xmas Specials—Order Now!**

2-Pc. RHINESTONE SET and Beautiful Mirror Handbag 3-Pc. RHINESTONE SET



Sparkling pronged rhinestones set in rhodium finish metal. Design copied from latest style original. Handsome velour-finish case can be used as mirror-top evening purse. Smartest buy of the year!  
**\$30** DOZEN  
Sample—\$2.75  
Gorgeous 3-pc. rhinestone set. Pronged stones set in gleaming rhodium finish metal. Double row of dazzling rhinestones in bracelet. Matching earrings. Elaborate motif. Beautifully gift boxed with satiny plush lining. Sells on sight!  
**\$39** DOZEN  
Sample—\$3.50

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**ANNIVERSARY CLOCK**

For the first time this international favorite can be yours in the low-price field. It is a beautiful replica of a well known famous antique. You will be attracted by its sparkle and revolving action. The four cornered pendulum revolves constantly.  
Beautifully designed, all gold plated base & case. Mounted under crystal clear, UNBREAKABLE Styrene dome. UNBELIEVABLE ACCURACY. Powered by dependable United self-starting movement. Satisfaction guaranteed.  
**\$9.95** Ea. in Ex. Lots Samples, \$12.00 Each

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**BIG CASH PROFITS FOR YOU**  
Write today for our latest 32-page illustrated catalog of the fastest selling Religious Jewelry and Novelty line ever offered. Sell the year round. No competition. Amazingly low prices. Tremendous profits. No experience needed. Don't miss this opportunity to make big money. Act NOW!  
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WE PROVE IT!

**BURKE**  
UNDERSELLS  
EVERYBODY

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Precision Swiss—Unconditionally Guaranteed. Exquisite No. 1953 Styles. Every watch in luxurious gold plated gift chest. Bangle Bracelet Watch—Lucerne 17 Jewel—White or Yellow Gold. Retail for \$59.50. Ea. \$13-4 for \$50

Buy #2—Rhinstone Bracelet Watch—Lucerne 17 Jewel—Lavishly set with diamond fire stones on bracelet & case—exact copy of \$5,500 original—marked \$125 retail and worth it in Lucerne plush gift chest. \$15.90 ea.—3 for \$45

Buy #3—5 pc. white Lucerne 17 Jewel Bangle Bracelet Watch—The watch described in Buy #2 with matching necklace, earrings and large rhinestone spray pin. Jewels are hand set—set on a completely encrusted necklace. In lavish velvet case. Original list price \$150. \$17.90 Set—3 Sets \$51

Buy #4—\$16.90 ea. Buy 3 for \$48. \$6,500 DIAMOND WATCH FAITH-FULLY COPIED—215 carats of selected rhinestones, rivaling the finest diamonds in brilliance, cover ENTIRE FACE of watch & entire watch bracelet. 1/2 inch wide. Just press gem lever and solidly jeweled cover springs open, disclosing time. 17-jewel movement by Lucerne, one of the world's best makers of FINE watches. In life-time platinum finish—unconditionally guaranteed. In gorgeous presentation chest. Marked \$125 & worth it.

Buy #5—Same 17J Lucerne as Buy #4 with same fabulous rhinestone bracelet but without Jeweled Snap Cover. \$14.90 Ea.—3 for \$42

Buy #6—Rhinstone watch by Lucerne with choice of white expansion band or black silk cord. Copy of \$1,000 diamond and platinum watch. 17 Jewels. Assorted lovely styles gorgeously boxed. \$12.90 Ea.—3 for \$36

Note: If you wish watches in Buy #1, #4, #5 or #6 supplied with hand set matching white fire rhinestone jewelry set as in Buy #3, simply add \$3.90 per set—3 sets \$10.

Buy #7—Tiny gold filled 17J Lucerne watch with matching gold expansion bracelet. Choice of exquisite 1953 style in delicate square, oval or round shapes. Comes to you in luxurious Lucerne Gift Chest. \$14 Ea.—3 for \$37

With simulated diamond jewels in dial. Copy of \$500 watch—\$13.95 Ea.—3 for \$40

Buy #8—Lucerne 17J gold filled watch ensemble. Dial or case of this delicate beauty is ornamented with simulated diamonds and rubies with appropriate matching expansion bracelet and gorgeous custom made and matched 5 pc. lavishly jeweled costume set. This ensemble comes to you in transparent window presentation set as illustrated. \$15.90 Ea.—3 for \$45

Buy #9—The sensational lavishly jeweled costume jewelry set illustrated in Buy #8 with convertible necklace-pin and lovely matched bracelet instead of watch. Twelve assorted brilliantly gold finished styles in lucite see thru satin lined gift chest. \$2.50 Set—\$24 doz. Sets

Buy #10—Exquisite New 2 DIAMOND 17-JEWEL WRIST WATCH AT THIS MARCAZ LOW PRICE In 14K solid gold case! \$19.90 Ea.—3 for \$57

"Diamonds of Kimberley" Lucerne 17J Watch Ensemble Buy #11—Men's set featuring baguette & Tiffany cut stones entirely covering cuff links, watch, finished in eternal platinum. Leon Covello sold the original for \$7500.00, exact duplicate. In gorgeous grey moire gift chest lined with white satin with lift out tray. List \$150. Our price \$20.97 Ea. Set—3 for \$60

Buy #12—"Diamonds of Kimberley" Lucerne 17J watch & band separately as in Buy #11. We remind you this terrific eye catcher has simulated diamonds both on case and dial of watch. Luxury gift chest included. \$15.97 Ea.—3 for \$45

Buy #13—"Diamonds of Kimberley" men's jewelry set separately as pictured with gift chest in Buy #11.

Please bear in mind that this ensemble is solidly jewel studded, precisely like the \$7,500 original containing scores of hand set & matched Baguettes & Tiffany cut brilliants covering both tie bar & cuff links from end to end and edge to edge. \$6.00 Set—3 Sets \$15

Buy #14—Ultra modern Lucerne 17J watch with gold expansion bracelet. Matching cuff links & tie bar in satin lined velvet covered gift chest. Included no extra charge—18" genuine snake gold keychain! \$15.90 ea. set—3 sets \$45.

Buy #15—Lucerne watch & bracelet from set #14 luxuriously gift boxed. \$12.90 Ea.—3 for \$37

With simulated diamond jewels set in dial—copy of \$500 watch. \$13.90 Ea.—3 for \$40

Buy #16—Mr. & Mrs.—A perfect match! 17J Lucerne watches. This model originally sold for \$150. Now in beautiful ultra thin, exquisite 14K R.G.P. case with suede leather strap at an unbelievably low price with the luxurious Lucerne Gift Box. \$13.95 Ea.—3 for \$40. With gold expansion band \$15.90 Ea.—3 for \$50.

With simulated diamond dials \$16.95 Ea.—3 for \$53. Note: This watch is available with jeweled ensemble men's with matching tie bar & cuff links—ladies with lovely matching necklace & earrings in gift chest. Add \$2.50 per set.

Buy #17—Terrific gift item for servicemen! The "Serviset" contains 1 One of world's finest 17J waterproof and incabloc watch with stainless steel expansion band. This watch is practically indestructible. Retail value \$49.50.

2 Sterling silver identification bracelet. Retail value \$8.50.

3 Ultra fine windproof lighter. Retail value \$4.50.

4 Nationally advertised pen & pencil set by one of world's most famous makers with stainless steel caps.

5 Packaged in leatherette zippered kit—which is extremely useful after jewelry has been removed. Set complete \$20.90—3 for \$60

Buy #18—Waterproof & incabloc 17J watch and band from Buy #17 separately. Gift boxes. \$12.90 Ea.—3 for \$36.

Buy #19—Set & Zippered case separately, not including wristwatch. \$8.90 Ea.—3 for \$24

Buy #20—Windproof chrome lighter separately. From Buy #17. Gift boxed. \$1.50 Ea.—\$15 Doz. \$17. Gift boxed. \$1.50 Ea.—\$15 Doz.

Buy #21—Sterling silver identification bracelet separately. In velvet box. \$2.75 Ea.—4 for \$10

Buy #22—World famous fountain pen & pencil set, stainless steel caps. Gift boxed. \$1.50 Set—\$15 Doz.

ONLY FROM BURKE! Watches at the lowest prices ever offered and No Extra Fine bands—gift boxes and ironclad full year guarantee included with every watch listed below!

Buy #23—Tells the date—tells the time—date changes daily automatically! 7J calendar wristwatch—stainless steel—shock & water resistant—new thin model. Retail \$27.50. Our price \$6.88 Ea.—4 for \$25.

Buy #24—Same fine 7J watch as Buy #23 but without automatic daily calendar window. \$5.88 Ea.—5 for \$27

Buy #24—Same watch as Buy #23 but stainless steel case. World's lowest price. Gift box. Band included! \$3.97 ea.—6 for \$23

Buy #25—This beats everything for value! Ladies' watch ensemble finished in 14K gold plate with beautifully styled, lavishly jeweled costume set to match. In luxury gift case. A \$29.95 retailer. \$7.88 ensemble—3 for \$21

Buy #26—14K gold plated ladies watch illustrated with ensemble Buy #25 handsomely gift boxed. \$5.40 ea.—6 for \$30

Buy #27—Jewelry set featured in Buy #25 complete in case with attractive gold metal frame—illustrated (closed) which becomes a handsome lady's handbag when satin jewelry pad is removed. \$2.88 set—4 sets \$10

Buy #28—The biggest \$10 bill in the entire industry. Here's what you get—1. Lucerne full lever tiny & delicate 7 jewel watch. Comes in choice of yellow or white gold with high dome rock crystal & beautiful distinctive raised gold numeral dial. 2. Attractive watch band. 3. Full hand pronged rhinestone necklace & hand pronged earrings to match. 4. Lucerne luxury gift chest. This watch measures only 1 1/2-inch square—looks & performs as good as any \$100 time piece. Watch alone sells for \$29.95 & well worth it. \$10.99 set—5 sets \$50

Buy #29—3-pc. pronged rhinestone necklace & earrings luxury boxed as in Buy #28. Assorted lovely numbers—3 styles illustrated here. \$2.90 set—\$30.00 doz. sets.

Buy #30—17 Jewel wristwatch—guaranteed impossible to lose! Overwind. Water & shock resistant—radium dial & hands. Gift boxed. \$13.77 Ea.—3 for \$40—Lists for \$75

Buy #31—Pocket Alarm Clock opens to handy table case. Compact size—fine 7J movement. \$8.95 ea. 3 for \$25.

Yes, our jewelry buys are so sensational—so far ahead & shoulders above the field for flash & value—we call them thunderbolts! Guaranteed—Best value anywhere or your money back!

Buy #32—A gorgeous pin & earring set—lavishly jeweled—in rich plastic, velour lined gift box—\$10 gold embossed resale tags—25 elaborate styles. 60c set—\$7 doz.

Buy #33—Our #42 set by NIKKAGE & earrings combination. Large plastic & velour combination box. Set \$5c—\$9.00 doz.

IS IT POSSIBLE? YES! A QUALITY SET FOR \$1

THUNDERBOLT #43—Our #42 set by NIKKAGE & earrings combination. Large plastic & velour combination box. Set \$5c—\$9.00 doz.

THUNDERBOLT #44—The sensation of the industry. Illustrated are 2 of 25 exquisite styles available. The expensive look that makes the \$19.95 price tags convincing. Plenty of imported jewels—hand set and hand pronged in brilliant Hamilton gold plate and packaged in an impressive satin lined box you'll be proud to present. \$1.25 set—\$12 doz. sets—\$135 gr. sets

THUNDERBOLT #45—A \$19.95 genuine diamond set for less than \$2. Cameo necklace set with guaranteed genuine diamond plus drop style matching cameo earrings. Comes in impressive satin lined gift chest. Diamond guaranteed certificate included. \$2.00 ea.—\$22.50 doz.

THUNDERBOLT #46—5-pc. set—A new high in quality.

Study this illustration—you'll see why users call this the "most for your money." Here's why! (1) We use only fire-filled imported diamond cut brilliants and more of them. (2) Every piece is lustrous triple 24K gold plated, giving a new brilliance. (3) Stunning new design, fabulous copies of exquisite originals created for us by BARONESS, giving you tremendous flash and appeal you didn't believe possible. (4) You present every set in triple tiered satin lined velvet box with \$42.50 tags. \$3.00 Set—\$33.00 Doz.

THUNDERBOLT #47—Same Thunderbolt #46 but 4 pc. necklace, bracelet & earrings. Necklace ornament is detachable with hidden pin back and may be worn as a brooch. Supplied in our crystal clear transparent lucite see thru box which is lined with lustrous satin. Note the amazing price. \$2.50 set—\$27 doz.

THUNDERBOLT #48—Fabulous White Fire 5 pc. Rhinestone Sets! Solidly set with rhinestones! Diamond cut gems cov. entire necklace & bracelet. Tiffany cuts, baguettes, brooch, clear drops and emerald cuts artistically combined

like the expensive originals, every gem hand pronged in hand set—dazzling styles. Set in non-tarnish platinum-like brilliant rhodium settings. Necklace, bracelet & earrings priced at the value of the bracelet alone. \$3.90 set—\$42 doz.

THUNDERBOLT #49—Necklace & earring set from Thunderbolt #48. Elaborately boxed. \$2.90 set—\$30 doz.

THUNDERBOLT #50—Full hand pronged rhinestone necklace & earring set. 10 styles similar to Thunderbolt #49 but even more elaborate—with oversize, extra showy hand pronged chandelier rhinestone earrings about 1 1/2 inch long in drop style. Beautifully boxed & priced at the value of the earrings alone! \$3.90 set—\$42 doz.

THUNDERBOLT #51—Dynamic hand pronged rhinestone bracelets. They are Thunderbolt sets #50, we offer them separately, 10 elaborate styles, beautifully velvet boxed. \$2.90 ea.—\$30 doz.

THUNDERBOLT #52—Fool 'em! Looks like \$2,500.00. Yes, a \$2,500 bracelet faithfully copied with so much loving care that it's difficult to distinguish from the fabulous original. 13 rows of hand pronged diamond fire brilliants (over 200 carats) painstakingly hand set for comfort & beauty. Tiffany cut alternating with baguette & square gems just like the diamond & platinum original. Space doesn't permit an illustration. But see it & you'll know it's a knockout. Plush boxed. \$8.90 ea.—3 for \$25.

THUNDERBOLT #53—Expansion rhinestone bracelet. Jewels are hand set and hand pronged in platinum like rhodium, all diamond fire rhinestones set with new, effective jet black or assorted color center row combined with rhinestones. Luxury boxed as shown. \$3.50 ea.—\$36 doz.

Expansion necklace to match above \$7 ea. \$80 doz. Expansion necklace & bracelet set in gift chest. \$10 set—4 for \$55

THUNDERBOLT #54—Single row hand pronged expansion bracelet with stones all around—exclusive Burke exclusive—choice rhodium with white rhinestones or gold finish with handset white or colored stones encircling entire bracelet. Boxed as \$53. Sentient at \$1.50 ea.—\$16 doz.

THUNDERBOLT #55—All pronged goods. Guaranteed for one year. We have 25 assorted styles in 1 pc. jewel chest sets—most of them exclusive with us—the best selection in the country. Order a dozen from us & you'll see the difference. We use top quality, hand pronged rhinestones & more of them. Each set is triple plated in 14K gold & hand burnished. \$2.75 ea.—\$30 doz.

Same set in same jewel chest but without bracelet. \$2 set, \$22.50 doz.

THUNDERBOLT #56—If chest of #55 is desired as separate gift item—special price \$1.10 ea. \$12 doz.

THUNDERBOLT #57—12 assorted styles extra long hand pronged rhinestone chandelier earrings—each gem hand set in rhodium. The kind that retail for \$10 pr. \$1.75 pr.—\$18 doz.

Note: ANY SET IN OUR ENTIRE LINE is available in this lovely bracelet with gold embossed jewel chest with automatic lift up tray at 50c additional per set.

THUNDERBOLT #58—Hand set & hand pronged rhinestone earrings—desirable flashy drop style—many stones—12 styles. 75c pr.—\$7.20 doz.

THUNDERBOLT #59—Large & luscious rhinestone pins over 2 inches diameter. Each in velvet box. \$15 retail tags. P supplied to match any Thunderbolt number above. \$2.00 ea.—\$21 doz.

THUNDERBOLT #60—\$2 each retailers for \$5.40 doz. The sensation of the industry. Rhinestone pins or earrings—large size—tremendous flash—rhodium or 14K yellow gold plated settings. Gift boxed.

THUNDERBOLT #61—Radiant 2-strand pearls with a sparkling rhinestone clasp and stunning earrings & 2-strand bracelet to match. Exquisitely fashioned. Luxuriously packed in velvet gift box. \$25 gold tags. \$1.95 set—\$18 doz.

THUNDERBOLT #62—Exquisite quality pearls with sterling silver filigree clasp. Set up in colorful and expensive brocade evening bag—satin lined inside. \$15 retailer. \$1.50 outfit—\$15 doz.

THUNDERBOLT #63—Extra large, luscious pearls—3 strands of them—outfitted with an extra flashy rhinestone clasp the width of the bracelet. LUXURY boxed. \$19.95 retail. \$2.50 ea.—\$27 doz.

THUNDERBOLT #64—Full size locket and expansion bracelet. Opens up to hold 4 photographs 2 in necklace—2 in bracelet. 14K gold plated in choice of cameo or mother of pearl—specify whether for adult or child. Beautifully boxed. \$1.75 set—\$19 doz.

BUY #65—Gold plated 3-pc. Men's set—18" Keychain, cuff links, tie bar, handsomely packaged in large velvet case. \$1.75 set—\$18 doz.

BUY #66—Tie bar & cuff link set from Buy #65. Assorted styles in plush lined gift box. 90c set—\$9 gr.

BUY #67—Genuine snake 14K gold plated keychain. World famous make, 18 inches long, luxury boxed. Value \$4.90 ea.—\$10 doz.

BUY #68—Genuine "Hickok" cuff tie bar & cuff link set. \$6 retailer. Tie bar holds 2 or 3 initials—initial links 2 initials. Looks like a \$100 gold set when initials are inserted. Gift boxed. No less than 2 dozen sets sold. Cabinet of one gross gold initials with each 2 dozen. Sample set \$3—specify initials—Per doz. \$18.

No less than 2 doz. sold. Assorted "Hickok" sets—assorted designs—not inflated—same price. Buy #69—Extra special—genuine "Hickok" tie bars—Lists \$3.50. Assorted designs. Gift boxed. \$1.00 ea.—\$10 doz.

BUY #70—EVERSHARP GIFT SET Gold tone caps on EVERSHARP Pen & Pencil with matching gold flash light. Tie bar, cuff links. Deluxe metal gift case covered with grey pigskin—satin lined. \$3.80 set; 3 sets for \$10.

BUY #71—"Eversharp" Reportor pen & pencil set from Buy #70 gift boxed. \$1.15 set \$15 doz.

BUY #72—Famous Fountain Pens way below jobber's cost. 14K gold points. All gift boxed. \$1.15 set \$15 doz.

BUY #73—All bright gold 9 pc. men's set—has fountain pen, ball pen, automatic pencil, gold knife, key chain, cuff links & tie bar set—luxury velvet boxed. \$3.20 set—\$35 doz.

BUY #74—3 pc. pen set including knife & flashlight from Buy #73. All pieces bright gold—gift boxed. \$1.75 set—\$18 doz.

BUY #75—All metal bright gold 3 pc. pen set from Buy #73. Gift boxed. 90c set—\$10 doz.

BUY #76—3 pc. pen set with bright gold caps as in #73 and colorful plastic body. Gift boxed. Lowest price ever quoted in this best seller. \$5.00 doz. set—\$50 gr.

BUY #77—3 pc. pen set—good quality with colorful plastic caps, gift boxed. \$7.50 tags. World's lowest price. \$3.50 doz. sets—\$40 gr.

BUY #78—Pen & Automatic Pencil Set—individually boxed—sensationally priced. \$2.75 doz. sets. \$28.80 gr.

Leatherette holster fits on belt—holds set. \$1.50 doz.—\$15 gr.

BUY #79—Ball point pen only. From set #78. Full size—unbelievably low price. \$1.00 per doz.—\$9 gr.—10 gr. for \$72.00. The sensation of the industry. Rhinestone pins or earrings—large size—tremendous flash—rhodium or 14K yellow gold plated settings. Gift boxed.

BUY #83—Sections combination lamp and electric clock lavishly studded with jewels. Light bulb is concealed inside of horse. Light filters through the jewels giving romantic effect especially in darkened room. 18" long. New lower price \$9.88 ea.—3 for \$25. Same but without lamp \$7.85 ea.—3 for \$21.00. Bronze horse separately, 10 1/2 inches long—Special \$1.95 ea.—\$20.00 doz.

BUY #84—\$45 never-wind clock in gleaming gold. Guaranteed unbreakable crystal dome. 13" high. Constantly revolving pendulum. \$11.95 ea. 4 for \$45.

BUY #85—Ballerina Lamp-Clock combination. Dancing girl actually dances a colorful realistic ballet in gold framed glass illuminated showcase. Westinghouse clock—17" wide. \$13.95 ea.—4 for \$40.00. Dancing Ballerina Lamp only without clock \$7.97 ea.—3 for \$20.00.

BUY #86—Hand decorated antique self-starting electric clock. Fine china decorated in full colors floral design in relief. 14K gold trim. Sessions self-starting electric movement. \$6.95 ea.—4 for \$35—\$60 doz.

BUY #87—Clock Buy #86 combined with 2 matching lamps with silk shades—16" high. \$11.95 set—3 sets \$33.00

BUY #88—7x50 BINOCULARS (\$90 retailer) \$35.50 ea. 3 for \$100. Complete with neck strap, shoulder strap & lined pigskin carrying case. Finest quality as used by U.S. Armed Forces—bright, clear and precise field of vision—individual eye focusing. Limitless clarity across great distances. 8 inches long coated. Scientifically polished coated lenses. Same as above, but 8x30. \$29 ea.—4 for \$100. Same as above, but 6x30. \$22 ea.—5 for \$100. Silver plated opera glass with designs carved into the metal. Ret. \$5—\$1 pr.—\$9 doz. Pearl covered, 50c pr.—\$4 doz.

BUY #89—TABLE LIGHTER Decenter model. \$20.00 in \$17.50 model. Lovely silver plate—100% automatic, 4 1/2" high. \$2.87 ea.—6 for \$12.

BUY #90—Exact copy of famous \$140.00 Crown lighter. \$1.50 ea.—\$15.00 doz.

BUY #91—Exact copy of famous \$10 Aladdin Table Lighter. \$1.25 ea.—\$12 doz.

BUY #92—Greatest Lighter buy of all! Complete table lighter out of all consisting of large silver tray, automatic silver table lighter and cigarette urn. Yes! All three pieces 90c set. \$9 doz. sets.

BUY TABLE LIGHTER #93—Set in full 3 1/2" by 5" size. High lustre chrome automatic lighter. Oversize ash tray. \$1.01 ea. 4

cigarettes. \$5.00 PRICE \$1.00 SET. \$10.00 DOZ. Buy #94—7 pc. set, similar to above but giant size, 9"x5". Includes 4 massive matching ash trays. Entire 7 pieces in high lustre, brilliantly polished chrome—\$12.50 retailer. Our price \$2.91 ea. set or \$10. Same set but 3 pc. Not including 4 ash trays. \$2.50 set—5 sets \$10.00.

BUY #95—Now! A 100% top action automatic lighter—press top, it's lit—release and it's out. Just like the \$7.50 originally. 85c ea.—\$9 doz.

Gold Plated Midget Lighter. Retail \$2 Ea. Special—25c Ea.—\$2 Dz.

BUY #96—Now 100% automatic—press top, it's lit—release and it's out. \$12.50 originally. \$1.25 ea.—\$12 doz.

BUY #97—Fully automatic case and liter comb. \$20.00 known make. Inlaid enamel on \$2.50 ea.—\$25 doz.

Lg. Size—Holds 20 King-size cigarettes or 22 reg. \$3 ea.—\$30 doz.

BUY #98—PISTOL LIGHTER \$7.50 Dz. Full size, bright chrome, 100% automatic—pull trigger it's lit—release—it's out. For a base or pocket—base is detachable. \$7.20 set—\$72.00 gross. Smaller Size—\$4.50 Dz.—\$48.00 Gr.

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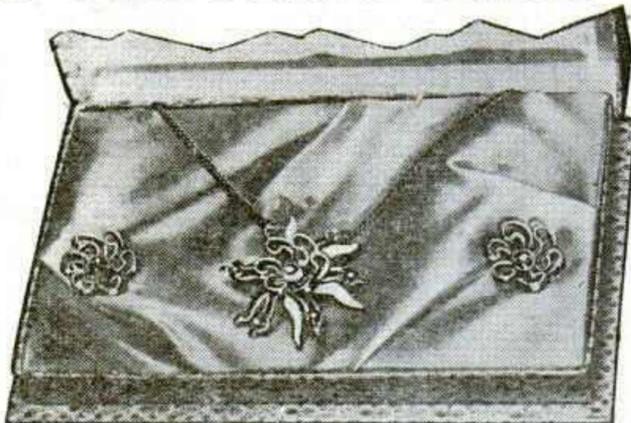
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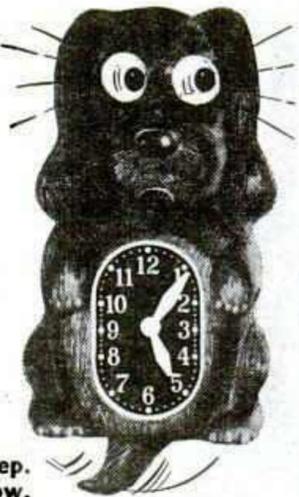
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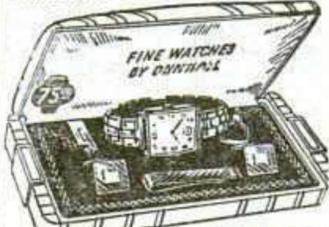
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\$75 retail tag with each set



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Engagement Ring, \$3.00 Doz. Wedding Ring, \$1.63.

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No. 55 for Engravers, Demonstrators, Fair Workers. Also No. 70 for Jewelry and Ring Demonstrators. Division of Mahren Ring Company. Showing Over 750 Ring Styles. Orders shipped same day at Providence prices plus 10% discount. Consult catalog.

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 Foil High Hats ..... Gro. 29.00  
 Ass. Metal Noisemakers, Box of 50 ..... Gro. 3.00  
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 10" Foil Horn ..... Gro. 5.50  
 14" Foil Horn ..... Gro. 8.40  
 12" Horn With Tassel ..... Gro. 9.50  
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 Confetti (20 throws to Pkg.) ..... Per 100 Pkgs. 4.50  
 Serpentine (20 throws to Pkg.) ..... Per 100 Pkgs. 6.50  
 Flameproof Serpentine ..... Per 100 Pkgs. 11.50  
 7" Round Balloons ..... Gro. 3.00  
 9" Round Balloons ..... Gro. 4.45  
 11" Round Balloons ..... Gro. 5.35  
 46x72" Cellophane Balloon ..... Each 1.75  
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Write for New Christmas Catalog. Prices F.O.B. Indianapolis. Shipping charges not included. 25% deposit with C.O.D. order.

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 Wholesale Distributors Since 1880  
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 Five assorted colored trays. Sells fast.  
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Half of Standard Brand Prices!

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100% Wool in All Colors

Available in either the "Dancers" or the "Embroidered" Styles. In all sizes and colors. Dancers, sizes 34 to 40—\$7.75 ea. Embroidered, sizes 34 to 40—\$6.75 ea. White, colors or sizes over 40—\$5 extra. (Also available for children at different sizes and prices.) Special prices for quantity lots to jobbers. Accounts opened for well-rated firms. We also manufacture Mexican Brass Rings, \$3.50 doz.; \$4.50 doz. with side ornaments. Hand-tooled "Ladies" Leather Purses and Men's Leather Belts and Wallets. We don't prepay.



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Above Samples Mailed Postpaid.

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Exquisite beauty in this heart-shaped set

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Beautifully designed with various colored stones to give it plenty of FLASH. Handsomely displayed in satin-line gift box. This set is going over BIG.



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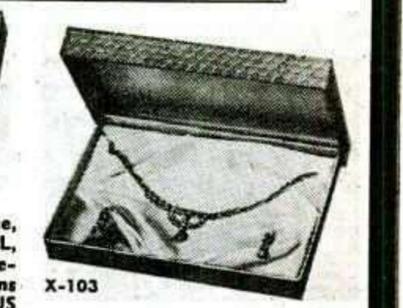
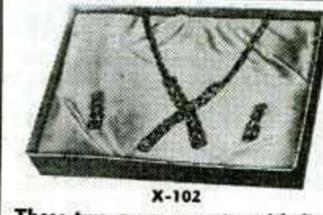
**\$30.00** Dozen assorted in 3 doz. lots

Here is a really differently designed necklace and earring set, gold plated with an extra heavy necklace chain for everlasting wear. Beautifully boxed, a really FAST SELLER.

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These two gorgeous sets, with fine, brilliant stones, will SELL, SELL, SELL. Each set is beautifully designed with plated necklace chains for longer wear. A TREMENDOUS ITEM!

Fancy chain, rhinestones in individual pronged settings. \$1.45 each. \$15.00 per dozen sets in 3 dozen lots.

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The above are just some of the many fine and exquisite jewelry sets we have in stock. Costume jewelry is definitely one of the "HOTTEST" lines this year and we are ready to supply you with a complete stock of "BEST SELLERS."

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Hundreds of testimonial letters prove this method automatically solves the pest problems. Continuous operation controls areas up to 35,000 cubic feet. Smaller areas require less operating time. Commission 40%. Salesman's sample \$6.00. ORDER TODAY.

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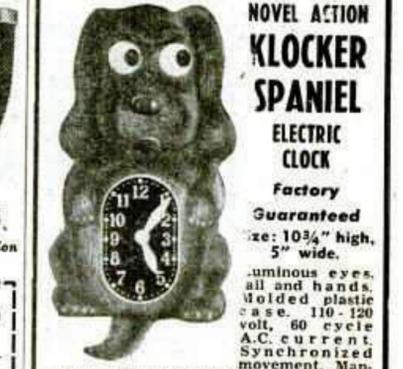
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Guaranteed size: 10 3/4" high, 5" wide.

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4 PC. GIFT SET

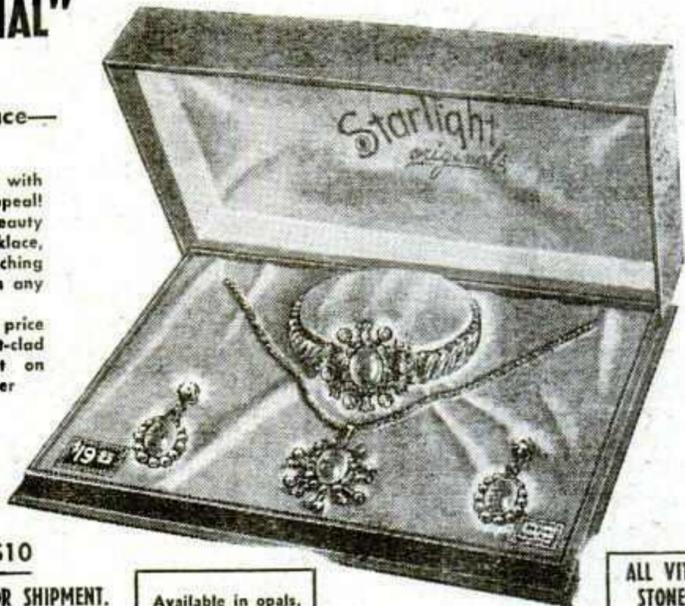
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Available in opals, cameos, jet onyx and asst. colors.

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25% deposit required with all orders.

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**NOBODY BUT NOBODY  
EVER UNDERSOLD  
AZTEC**



Original, Heavy, Large Face Knuckle Duster  
**MEXICAN RING**  
\$4.50 dz. with side ornaments. We are world's originator of plated Mexican rings, Rhodium. Will not turn finger green.  
\$6.00 dz.  
Hottest Item in U.S.A.  
**2-PHOTO HEART LOCKET**

14K gold plated, fancy set stones top. Mother of Pearl on face of locket, hand painted rose. Free imprint of army camp or city, etc. Available Mother, Sweetheart, etc., tops. Beautifully gift boxed. We are the mfrs. \$10.20 dz. Chateleine Lockets, \$18.00 dz.

**GUARANTEE**

Money back if any military store doesn't sell 1 dz. of these lockets within 10 days after pay day.

Imported, hand-painted, deluxe Earrings. Asst. styles. Terrific sellers. \$5.60 dz. Greatest Military Ring in U. S. A. Genuine Mother of Pearl, gold filled insignia all branches—solid N. S. \$12.00 dz. No catalog available at present. Sample Asst. \$6.00

1/3 deposit, balance C.O.D. Well-rated concerns regular terms. Quantity prices available.  
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Fifty Hilarious comic cocktail napkins packed in beautiful handy plastic gift box. Twenty-five different cartoons in each box. Most popular bar accessory item in recent years. Phenomenal sales. Packed 4 dozen to carton. Min. quantity one dozen. Price \$7.20 per doz. 4 doz. \$6.75, 12 doz. \$6.80. SAMPLE \$1.00 POST PAID. JOBBERS, WRITE FOR PRICES.

**LE-ROY SHANE, INC.**  
ROCHESTER, MINN.



**SALESMEN and  
DISTRIBUTORS  
"NO ODORLITE"**

Kills all odors. Prevents mustiness. Freshens air. Kills odors in kitchen of onions, fried fish, cauliflower, cigar smog, and mildew odors. A beautiful gleaming white wall fixture, scientifically designed and needs no installation. There are no chemicals, refills or wicks. "No Odorlite" gives off Nature's own agent, ozone, like that fresh smell after a storm. "No Odorlite" has nationally advertised Westinghouse Odorout Bulb. The simplest air freshener yet.

As advertised in Life and Sat. Eve. Post. Watch for it on CBS-TV Studio One. Single bulb unit covers 1000 cubic feet; double unit, 1800 cubic feet. Salesman commission, 40%. Salesman sample, \$3.95.  
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 Please ship C.O.D. plus postage.  
 Enclosed find check, postage prepaid.

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"SAY, FELLOWS! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$10. ALL DIFFERENT. \$1 POSTPAID \$5 ONLY BY POSTAL C.O.D.!"  
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**Merchandise Topics**

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

**Detroit:**

A novelty cotton felt Christmas stocking is being put on the market by **Service Emblem Company**. Carrying out the traditional decorative and gift themes, the stocking is in red, 19 1/2 inches high, and decorated with a figure of Santa Claus and the phrase, "Merry Christmas." It is to be filled with candy, fruit and other seasonal gifts items.

**From All Around**

**Temple Company, Inc.**, Philadelphia is plugging its new free catalog containing 52 pages of nationally advertised brands. Typical of the products displayed in the volume, says the firm, is the "Leading Lady" double compartment fitted bag in box style selling for \$6. The upper compartment contains mirror, perfume bottle or comb, new Evans ladies' safety razor with three blades and case, compact and key chain flash light. In the lower compartment are a three-piece 24k. gold-plated jewelry ensemble set with imported white and colored rhinestones. The box bag is offered in a choice of navy or black faille or alligator grain plastic.

**Levin Bros.**, Terre Haute, Ind., has announced two assortments for holiday parties. No. 1 consists of 50 large metal noisemakers, four dozen decorated crepe paper hats and four dozen eight-inch fringed horns. No. 2 contains 100 medium sized metal noisemakers; 96 enamel finished, assorted shapes, formed cardboard, adult sized hats and 96 cardboard horns with "Happy New Year" imprint. A complete assortment sells for \$14.55.

A complete line of costume jewelry, appliances, dolls and giftware are listed in a new free catalog, No. 200, offered the trade by **Rake**, of Philadelphia. . . . Latest item introduced by **Religious Art Picture Company**, Somerset, Ky., is the Lord's Last Supper table cloth, priced to retail from \$2.95 to \$3.95. The cloth, offered in three colors, a 33 by 20-inch picture of the Lord's Supper in the center of a white background, and also features scalloped edges. The Goodyear vinyl film product comes in two sizes—72 by 54 inches and 54 by 54 inches. The firm says it will last for years, won't tear, peel, stain, crack, fade or wrinkle in ordinary use. It is flame and heat resistant and wipes clean with a damp cloth.

Aimed at premium users, **Life-time Cutlery Corporation**, Brooklyn, announces a 16-piece kitchen, knife and cleaver set—a \$29.75 value—at the low cost of \$4.50 f.o.b. Included in the stainless steel set are a six-piece hollow-ground steak and grill set service with burn-proof handles; bottle opener with sure-grip protected handle for perfect leverage; three-piece utility knife set composed of broad-bladed vegetable knife, paring and peeling knife and all-purpose utility slicer; three-piece carving set with sharpening steel, and a three-piece cleaver set made up of cleaver, extra-length slicer and thin-blade super slicer with serrated edge for boning, spearing and cheese cutting.

**Blind-Eze Company**, Otsego, Mich., claims that the drudgery of cleaning venetian blinds has been eliminated by its new device, **Blind-Eze**, a labor-saving device that cleans slats of blinds without taking the blinds down. The item carries cleaning fluid in a self-contained reservoir and cleans and polishes slats in one simple operation. Complete with a quart of cleaning fluid, it sells for \$2.98 plus 30 cents postage.

**D. & H. Associates**, selling agents, announce a new patented game called **Zingo**, a beach, lawn or indoor action game of skill for one or many. The game consists of an inflatable sheet plastic bag held in a steel angle frame. The bag is blown up tight to a convex surface and a baseball or heavy rubber ball is used to play the game. One or more persons may play a variety of games such as throwing the ball at the bag and catching the rebounding ball without missing. Retail price is \$9.95.

**M. K. Brody**, Chicago, has issued a new catalog listing and illustrating a wide assortment of

merchandise, from useful items to novelty pieces. Many of the items are ideal for Christmas gift, prize and premium use. The firm emphasizes the wide assortment of Christmas and New Year's Eve decorations listed in the catalog. . . . **Cook Bros.**, Chicago, has introduced its "Klocker Spaniel," a novelty electric clock which is ideal for children's rooms, kitchens, recreation rooms or dens. Designed for use as a mantle or hanging item, the clock is made in the form of a spaniel sitting on its hind legs. The luminous eyes move and the tail wags in unison with the ticking of the clock. Dial and hands also are luminous. Body colors are black, white, tan, red, and yellow. Over-all size of the molded plastic case is 10 1/2 inches high, 5 inches wide and 2 3/4 inches deep. The self-starting motor, licensed by Westinghouse, operates on 110-120 volts, 60-cycle, a.c. List price is \$8.95 plus tax.

**Advertisers Publishing Company**, Ann Arbor, Mich., producers of advertising specialties, has a new catalog containing a large assortment of gift items suitable for inscription of advertising messages. The firm says the booklet is especially handy at this time of the year to firms looking for low-cost Christmas gift items suitable for advertising purposes. . . . **Lucille Ball** and **Desi Arnaz** will play parents to a baby doll which is to be introduced on their "I Love Lucy" TV show. The doll, created for **Desilu Productions** by the **American Character Doll Company**, is being merchandised thruout the nation. An extensive advertising and promotion campaign is being outlined for the item. Packaged complete with layette, the doll cries wet tears and comes dressed in flannel gown and lace trimmed bonnet. Fourteen inches high, it is priced to retail at \$9.98.

**ADVANCE 1953 STYLING!**



LOTS OF 12  
\$3.75  
EA.  
Lots of 6 . . . \$3.85 ea.

**BEAU BOB WATCH**

Just released—copy of high priced watch—complete with handsome suede band. Large red sweep hand, unbreakable crystal, choice of three different Beau Bob dials.

New illustrated catalog available. 10% Dep. on C.O.D.'s—non-rated firms. On orders under 6 watches add \$1.50 ea.

**SARO WATCH** AA-5th Floor  
37 W. 47th St., N. Y. LU 2-3264

**JOBBERS**  
**HOBO BAR NOVELTY**  
12" high, beautifully hand painted. Made of durable rubber plastic. Sample—\$2.50 each. \$24.00 doz. With Swiss music: \$4.00 each. \$42.00 doz.  
We manufacture 24 new Joker and Fun-Making Novelties—Send \$6 for assorted Samples—No c.o.d.'s  
Jobbers: Write for Quantity Discounts & New Catalogue.  
**HAWAIIAN NUDE DOLL**  
Soft, flesh-like plastic rubber, life-like, over 7 1/2" high. Wiggles, shimmies, bumps and ernds—\$9.00. Without costume \$7.20. Sample \$1.00, 3 for \$3.00.  
**PARISIAN ART PRODUCTS**  
141 Fulton St., Dep. 3  
New York 38 N. Y.

**SHOWMEN!  
CONCESSIONAIRES!**  
Be Sure To Visit  
Our Display  
Rooms When in  
Chicago for the  
Convention . . .

**You Can't Beat  
BRODY  
for Merchandise . . .**

WE CARRY A COMPLETE LINE OF  
TOASTERS—Kitchen Utensils—ALUMINUMWARE—Irons—GRIDDLES—Waffle Irons—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—HORSES—Toys—CLOCKS—Dolls—CARNIVAL GOODS—Plastic Dolls—BALLOONS—Noisemakers—PREMIUM GOODS—Decorations—WATCHES—Glassware—ASSORTED NOVELTIES—Household Goods—HATS—Lamps.

Write for our free 64-page Catalog. Serving the Carnival Trade for over 36 Years.

Write for our new 28 page 1952-'53 Xmas and New Year Merchandise Catalog.

COMPLETE LINE OF ITEMS

1116 S. Halsted St. Chicago 7, Illinois  
L. D. Phone: MOntrope 6-9520  
In Business in Chicago for Over 35 Years

**M. K. BRODY**

**"Smarty Pants"**

**NOW  
NEW PRICE  
\$9.60 DOZ.**

6 Doz. Quantities, \$9.00

Here's a clever cocktail apron made of rayon celanese. Black material, screened white lettering and decorated with real white lace. Spicy gags, but in good taste — "Dangerous curves ahead," "Tie me to your apron strings again," etc. The perfect party item.

SAMPLE \$1.00 POSTPAID  
**LE-ROY SHANE, INC.** Rochester, Minn.

**WE'RE LOOKING FORWARD TO YOUR VISIT  
WHEN YOU'RE IN CHICAGO FOR THE CONVENTION!**

We Carry a Complete Line of

- SLUM • BINGO • NOVELTY • PREMIUM
- XMAS GOODS • EVERYTHING YOU NEED . . .

**CASEY CO.** 1132 SO. WABASH AVENUE, CHICAGO, ILLINOIS

**Hustlers—Jobbers  
ATTENTION!  
CASINI and LUCIEN**  
5-piece beautifully boxed costume jewelry sets.  
\$2.35 ea.—gr. lots.  
\$2.65 ea.—doz. lots.  
(Single Sample Sets \$3.65)  
**2-Button Jeweled Chronograph**  
\$3.10 ea.—gr. lots.  
\$3.50 ea.—doz. lots.  
(Single Sample Sets \$4.50)  
5-day money-back guarantee if not satisfied.  
Write for FREE Catalog.  
25% dep. with order, balance C.O.D.  
**C & N SALES**  
1907 W. Pico, Los Angeles 6, Calif.  
Phone: DUnkirk 7-2857

# Act Picture Black, Says Hamid

Continued from page 81

early this week with Sam Levy, head of Barnes-Carruthers, Chicago, major Western talent supplier to the outdoor field. Hamid said that the Chicago firm was faced with the same problem—that of harnessing sufficient top

talent for the brief outdoor season.

Only agencies that can offer a sufficient number of weeks to outdoor talent to make their careers profitable are destined to survive in the field, Hamid maintains. The nature of the work performed requires even more training and diligence than that needed by the average stage performers, he says, and that, accordingly, makes it imperative for bookers to find sufficient work to make their efforts pay off. According to Hamid, the principal work of his agency and the Barnes-Carruthers office is to devise ways and means to extend the season in terms of working weeks. For this reason, Hamid adds, he has long urged acts not to seek the top dollar at a few events but rather to look to good earnings at multiple events.

### Importation Problems

Hamid said that the principal agencies can and do import and finance acts to provide new entertainment features for clients. The availability of foreign features is great, he added, but there was still the question of providing them with enough work to justify their importation. The employment of foreign importations, apparently, must be considered in terms of a year or more. It is impractical to bring over the multi-peopled turns demanded by fairs and other outdoor endeavors for 10 to 12 weeks. Their earnings do not approximate those of the high salaried Hollywood performer who finds its profitable to go abroad for as little as two or three weeks because of their tremendous earnings, Hamid said.

The fairs, a principal outlet for his talent, are not at fault, Hamid said. Many are currently spending as much as they can on talent altho, of course, many others have been sticking to the policy of giving their customers the absolute minimum in the hopes of winning, and keeping, big grosses. This course, Hamid says, is a known fallacy, since it is well document-

ed in the field that only the fairs with big and good shows are able to attract huge audiences and grosses to match them. He listed as examples, Toronto and Ottawa, Allentown, York and Reading, Pa., and Springfield, Mass. York, incidentally, is not a Hamid date and he books in only a part of the show at Toronto.

The best in outdoor talent will always be available for the fairs that want it, Hamid said. The outdoor talent market will never dry up entirely, he says, altho there is a good possibility that the users of such may boil down to major events only. Again, he says, the allusion to major events does not necessarily bear translation in terms of size. Many fairs which are comparatively small in terms of acreage and attendance are of major league status, he says.

### Advance Sales Important

The advance sale of seats which was developed within the last 10 years, and which today makes up as much as 50 per cent of the grandstand gross at a number of annuals, is of paramount importance in the success of these events, Hamid says. Ottawa and Sherbrooke in Canada, Rutland, Vt., Harrington, Del.; Toronto, York, Reading and Allentown, Pa., are a few which annually have a winning week in terms of grandstand grosses before the event opens.

The advance buying of ducats has not been stimulated by philanthropic urges on the part of the public, Hamid asserts, but rather as the result of the excellent shows presented each year. There is nothing accidental about grandstand productions and the excellence of the presentations belongs, fundamentally, with the talent employed.

Hamid said that the profit motive is the stimulant for all business. In the case of fairs and outdoor show business generally, the unit dealing with the public, like the fair, is seeking a profit, as does the act which performs and the booker who arranges the show. The formula is foolproof, even tho some, inevitably, fall by the wayside.

# WFA Elects Lagomarsino

Continued from page 81

Obispo who are interested in fair operation. Assemblyman H. W. (Pat) Kelly, of Kern County, a member of the Assembly interim committee on fairs and expositions, urged that fairs be kept democratic and that the controls remain with the individual board of directors. He also urged that fair managers contact newly elected legislators and acquaint them with the problems of their operation.

Sen. Verne Hoffman, of the Senate interim committee on fairs and expositions, pointed out that the approval of proposition No. 2 on November 4, called for the spending of \$75,000,000 for schools. The legislator said that it would be a problem to raise the money. He urged that fairs not build. Hoffman declared that he was not in a position to discuss proposed allocations but that he felt no fair would be hurt.

Jack Thompson, senator from Santa Clara County and also a vice chairman on Hoffman's committee, spoke briefly. He praised Pettit for his work as WFA president and for building the Santa Clara County fair in San Jose.

### Challenge Nominees

The nominating committee for replacements on the board of directors was challenged when it offered its selections at the meeting.

The committee, headed by Tom Dodge, Fresno, submitted for the directorship R. M. C. Fullenwider, Riverside; Joseph Whitaker, Gridley, and Walter Rodman, Cedarville. In announcing the committee's picks, Dodge said that recommendations of the area groups had not been a determining factor in the matter.

The name of Chaffee Young, San Diego County Fair director, was proposed from the floor, Paul T. Mannen, secretary-manager, San Diego County Fair, sought to show that the WFA directors had proposed in various correspondence to let the area (there are seven in the State) pick the men.

After voting, Whitaker had 52; Rodman 45; Fullenwider, 39, and Young, 33. There were 64 ballots.

V. (Ben) Williams, of the Pacific National Exhibition, Vancouver, B. C., was named out-of-State director to succeed A. H. Lea, veteran manager of the Multnomah County Fair, Gresham, Ore.

Dr. J. N. D. Hindley, Ferndale, and William Randall, Colusa, retiring directors were extended a rousing and rising vote of thanks for their records.

The convention ended with the banquet and ball in the Palace's main ballroom. The show was arranged by WFA thru the Music Corporation of America. Don Mulford represented the agency.

# Readies Knockout Event

Continued from page 95

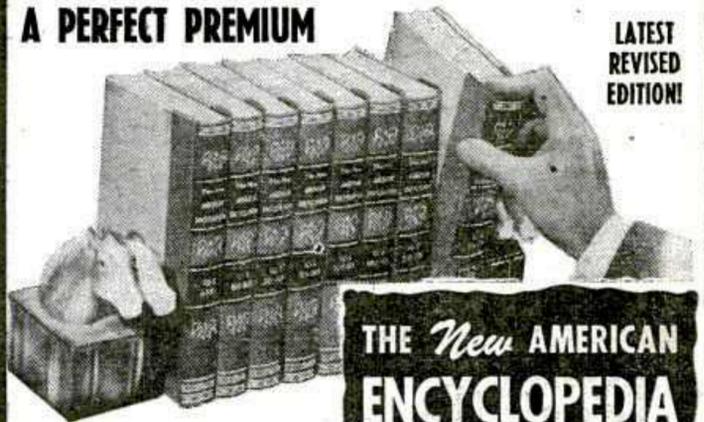
tion in a fraternal way than any of the encounters he had prior to then or later. Her activities include work for the Ladies Auxiliary and chairman of many committees. She is now the president of the distaff side of the Pacific Coast Showmen's Association.

Dolman became associated with the PCSA in 1936 and started out to kick up a storm of activity. He turned out to be a one-man hurricane. In 1943, he signed 313 members to the PCSA forms, a notable achievement upon assuming the chairmanship of the membership drive under Dr.

Ralph Smith's presidency in 1940. This year he turned in 38 members. In recent years he has been chairman of three of the memorial services held in December at Showmen's Rest in Evergreen Cemetery here. He also directed a Hi Jinks party to raise money for the cemetery fund. Prior to assuming the direction of an annual banquet and ball, Dolman helped out on five of the festivities. All of the activities in which he participated were in addition to his work as a member of the PCSA board of governors, on which he has served since 1940.

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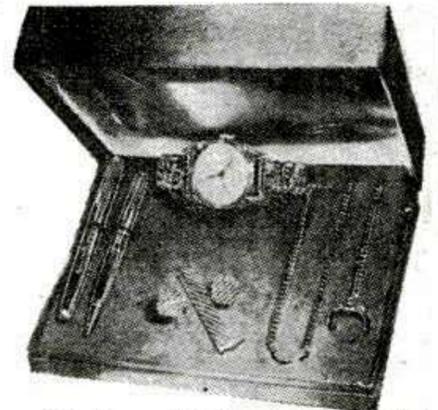
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**7 Pc. WATCH SET NEW LOW PRICE! Only \$6.25 PER SET IN DOZ. LOTS**

- JEWELLED WRIST WATCH WITH SWEEP SECOND HAND
- GOLD-PLATED STRETCH BAND
- STREAMLINED FOUNTAIN PEN
- MECHANICAL PENCIL
- CUFF LINKS & TIE SLIDE
- FULL LENGTH KEY CHAIN

Compares with many sets selling for 10 times its price.

**\$6.25 PER SET IN DOZ. LOTS**

EVERY ITEM IN SET IS GOLD FINISH

Beautifully gift packaged in smart blue velvet, hinged box with satin-lined cover.

**SAMPLE SET \$6.50** 25% Deposit With Order. Balance C.O.D.

Write for Our Big Wholesale FREE CATALOG.

**GEM Sales Co. 533 Woodward Detroit 26, Mich.**

Everybody Loves Gilhoolie Be the First to Stock It!

**GILHOLIE**

Nothing Like It Anywhere

- Uncaps Bottles. Reseals Crimped Bottle Caps. Will Keep Started Beer and Soda from Going Flat. Unscrews the Tightest Lids—Any Size Bottle or Jar.

Lifts Caps Without Distortion, So Contents Can Be Re-sealed



ONLY \$4.95 DOZ. 36.00 SAMPLE 3.95

25% DEPOSIT. BALANCE C.O.D. MERIT HOME PRODUCTS 107 Manhattan Avenue, Dept. B Brooklyn 6, New York FREE Catalog of Over 500 Items.

Exciting NEW Premium for Christmas and Year 'Round Selling!



**BING CROSBY'S SPECTACULAR, Patented COFFEE-TAP**

Every coffee maker will buy! Opens, can, prevents waste, protects flavor, accurately measures coffee, saves time, eliminates unwinding metal band and cut fingers. Tested and approved, individually boxed. Retail value \$1.00. Send \$1.00 for 2 samples postpaid, or order now: 1 to 4 Dz., \$4.80 per Dz. F.O.B. Chicago. 6 Dz. up, \$4.00 per Dz. F.O.B. Chicago. Immediate Delivery. Open account to rated firms, otherwise 25% deposit—balance C.O.D. JOBBERS IN-QUIRIES INVITED. Send for Circulars on other fast selling items.

BERKELEY MFG. CO. 2720 ARCHER AVE. CHICAGO 9, ILL.

**INDIAN HEAD Key Chains \$2.50 per hundred**

Beautiful bar-ball chains with 100 assorted plated and multi-color Indian heads in plastic display box. Satisfaction guaranteed. Samples 25¢. STAND-LEE Box 825 of Albuquerque, N. M.

TV is ALL of SHOWBUSINESS Only THE BILLBOARD covers ALL of SHOWBUSINESS

It's New... It's Beautiful  
It's Different...  
**"THE STATESMAN"**  
Originally made to sell for \$150.00.

- 17 Jewels
- RGP Top
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- Fully Guaranteed
- Beautiful Gift Box

Style #162—Also available in Ladies.  
**\$13.90**

Remember Trico's Policy—Money back in 5 days for any reason whatsoever. For Resale Only. 25% with C.O.D. orders. Remit in full—save postage.

**TRICO WATCH TIME**  
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**SPECIAL!**  
Like a Breathless Flower of Spring!  
Exquisite Hamilton gold plated necklace—Pin & Earring comb. sets. Necklace is designed so that it also can be worn as a pin. Exquisite styling keynote these Fleur De Lis creations. And... look at the price unbelievable at only \$12.00 Doz. Sample, \$1.50

**FOR THE MOST COMPLETE LINE OF COSTUME JEWELRY APPLIANCES DOLLS GIFTWARES**

Send for your **FREE COPY OF OUR NEW CATALOG NO. 200 RAKE**

609M Spring Garden St., Phila., 23, Pa. Lombard 3-2676

**Blank Push Cards**

**PRINTED GIRLS' NAMES**

10 Hole.....Dz. 5	48.....	Per 100	\$2.75
25 Hole....." "	60.....	" "	3.75
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Include postage with order. 25% deposit with c.o.d. orders.

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Wholesale Distributors Since 1880  
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

**UNIVERSAL'S BARGAIN LIST!**

WOW! Nudie Model Billfolds. Doz. \$6.00  
HOT! Dog & Fireplug Ashtray. Gro. 9.25  
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FLASH! 36" Multi-Color Clown. Doz. .... 22.50

**SENSATIONAL! 3 Pc. Gift Boxed Rhinestone Necklace & Earring Set. Doz. \$48, \$36, \$24 and... 10.80**

3" Scotty Salt & Pepper Sets, Imported! Doz. .... 1.80

Shipping charges not included, 25% deposit with order. All orders shipped fast and furious! More than 6000 items from which to choose! Let us know your needs and information will be submitted.

**UNIVERSAL PREMIUM JOBBERS**  
1508-16 BROADWAY MACON, GA.

**STERLING SILVER FRIENDSHIP RINGS**

- The finest ring in America for the price
- RHODIUM FINISHED
- Only \$2.50 per dozen
- SAMPLES only 25¢

**JOSEPH SHORE**  
344 BROAD ST. LYNN, MASS.

**MAKE \$2 HR. SELL RA-GLO SIGNS**

To bars, stores, restaurants. New! Brilliant Ra-Glo signs. 17 sample signs, 7x11, \$1.00 postpaid. 110 signs, \$9.00 postpaid. Sell 35¢ each. 25% deposit required on C.O.D. orders. Send for free literature.

**ALL ART SIGN CO.**  
179 N. Wells St., Dept. 43, Chicago 6, Ill.

**ATTENTION ALL PITCHMEN AND DEMONSTRATORS**

Leading department stores and chain stores doing from \$1500 to \$5000 a week with this item.

**BALINESEAN WONDER TI-CANE**

Hottest GROW-A-PLANT-FROM-THE-LITTLE-LOGS

**25¢ EA. PER 1000**

Send \$1.00 for sample and descriptive literature.

We Supply Complete Flash Plants 10 days to 6 Mo. **\$25**

**WRITE FOR QUANTITY PRICE**

- NO LARRYS
- SOLD-IN-STAGE-OF-GROWTH
- Guaranteed to grow
- Hottest DOLLAR-SELLER-IN-YEARS
- NEEDS NO SOIL
- Grows up to 8 ft. tall
- Beautiful—Brilliant Green Plant edged in Red, Pink and White

Grows with amazing speed. Cane shoot is placed in water and two to four weeks later sprouts can be transferred to soil or be continued in water.

1/2 Dep., Bal. C.O.D.

**ALZE CORPORATION**

219 West 41st Street New York 36, New York  
Phone: Wisconsin 7-8159

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says . . .

"It took me three years to finally perfect my new Fix Cap. Once you try them you will switch, too. Compare it with any on the market for beauty, value and for working ability and compare the price."

Assorted samples sent free to recognized demonstrators only.

Price per gross **\$21.00**

Samples of our new Aerflo unbreakable plastic glass cake and fruit knife sent on request.

It's red hot—**\$18.00** per gross only

We manufacture over 24 kitchen gadgets for demonstrators.

Wire, write or phone  
**N. K. MORRIS MFG. COMPANY**  
AVON BY THE SEA, N. J. Telephone: Asbury Park 1-1016

**NEW CATALOG**

Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc.  
WRITE FOR CATALOG State Business. Catalogs not sent to individuals.

**N. SHURE CO.** 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

**ATTENTION . . . BIG FLASH**

**JUMBO SIZE CHRISTMAS STOCKING**

Screen processed on good grade red cotton felt. Made with large open cuff tab for easy monogramming. Also personal names may be put on with white ink pen or marking crayon. Monogram operators and department stores.

**THIS IS IT!**

Shipped from stock same day order received. 25% deposit with order.

**\$54.00 Gross**

**SERVICE EMBLEM CO.**

8531 Gratiot Ave. Detroit 13, Michigan

**SOMETHING NEW UNDER THE SUN**

IF THERE IS—YOU'LL FIND IT IN THE BILLBOARD MERCHANDISE SECTION!

For the latest in gimmicks, gadgets, novelties, premium and prize items of ALL kinds—

GET THE BILLBOARD EVERY WEEK SUBSCRIBE NOW

Low subscription rates save you more than 20% on the newsstand price!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes  Please send me The Billboard for one year at \$10. Foreign rates upon request.

Name  848  
Address   
City  Zone  State   
Occupation

Every Conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES** Has Been Sold in The Billboard

**WHAT DO YOU HAVE TO SELL?**

Write The Billboard  
2160 Patterson Street  
Cincinnati 22, Ohio.

**Pipes for Pitchmen**

By **BILL BAKER**

**EDDIE KENNEDY** . . . of scale note, and Myrtle Hutt and Charley Halley are among the pitchfolk reported to be working on the West Coast.

**DOC BRITTON** . . . is reported to be working a drug store in Jacksonville, Fla., to big tips and pass outs.

"I JUMPED INTO . . . Georgia to make a spot or two on my way to Louisiana, but the weather and business was good enough to hold me here for a spell," letters Jack Roach from Jesup, Ga. "There are plenty of pic-tent shows working in this State and all seem to be doing well. Caught the Silas Green Minstrels here and Mr. Dudley, manager, said that business was okay. Haven't seen a single pitchman here. I suppose that they are running right thru this State in an effort to beat each other to Florida and in that way are missing some better-than-fair spots. We are working school dates with our med show, photo gallery and ding baboon wrestling show. Let's have some pipes from the boys in Texas. Hardly anyone pipes from there but I know that many old-timers make the Lone Star State steadily. I heard that Art Cluff was still there."

**CHARLIE T. HUDSON** . . . has returned to his home in Macon, Ga., for an indefinite stay after closing a successful run in Montgomery, Ala., Saturday (15). He remained in Montgomery an extra week to visit with Doc and Mrs. Chet Williamson and their son who is stationed at the Army Air Force Base in Montgomery.

**CORP. DONALD C. VARNER** . . . son of Henry H. Varner, is with the First Marine Division, FMF, S-42-A, FPO, San Francisco, and would like to read letters from friends.

**JIM BROWN** . . . is still knocking around Long Island, N. Y. He worked the church bazaar at Oyster Bay, November 6-8, and clowned at the Gertz Department Store, November 13-15.

**THE FLYNNs** . . . Bob and Amy, have returned to their home in Louisville following a big season in Pennsylvania with their kitchen gadgets.

**LOU DORSEY** . . . wife of the late Jack Dorsey, is working schools in Georgia with her partner, George Matthews. They are presenting movies and magic and mentalist turns.

**AUTHORITIES** . . . in Macon, Ga., are seeking the relatives of Sylvania Yates, also known to his pitch cronies, as Sylvania Eagle and the Cherokee Kid. According to reports hitting the pipes desk, Yates, a med man, and his wife succumbed to gas fumes from a faulty heating unit in their apartment in Macon, October 30.

**Publicity, failure and criticism will spur any real worker to better effort.**

**PROF. JOHNNY RIECK** . . . following a lengthy silence in this corner, letters from Greenville, S. C., that "good memories were perked up by the surprise visit here of Madaline E. Ragan and her husband, Ray Herbers, whom I haven't seen in 15 years. She played the Anderson, S. C., Fair and got plenty of folding money. To add to the surprise who should pop into my store the following day but Herman Keller who I last saw in New York 15 years ago. Meeting these old pals makes my feet itch for the road. I've been here since 1948 and I celebrated my 74th birthday November 20. I've been pitching for 50 years and have no idea of quitting. Plan to hit Pennsylvania next May with soap and liniment while my wife runs the store."

**BOB ROACH** . . . is still confined in the hospital and would like to read letters from friends. His address is Hospital A, Ward 3, Oak Forest, Ill.

**MADALINE E. RAGAN** . . . comes thru with the following pipe, her first in a long time, from Charleston, S. C.: "We've been visiting a real old-timer, Johnny Rieck, in Greenville, S. C. Johnny is operating a second-hand store there and his wife is a grand hostess. At Pamplico, S. C., we met Doc (Duke) Grey and his partner, Earl Whitiker, and we cut up plenty of jack pots. My c'd

friend, Teresa Sidenberg, widow of Sid Sidenberg, white stone purveyor of note, looks like a sure bet to become the next president of the Missouri Show Women's Club. My sister, Mary, and Dick Kanthe and Chet Wedge have been having quite a session at Hillbilly Holler, Ark., with Art and Susie Fredette. Just missed Tom Kennedy and our two old pals, Count Seldom Scoff and Doc Lushwell, on our way south. My husband, Ray Herbers, and I 40-miled it all summer and didn't get to see many old-timers. However, we did meet Mr. and Mrs. Harold Woods in Pennsylvania and Mrs. Jerry Franz, widow of Doc Franz, of med show note, and her daughter paid us a couple of visits. She advised that they are planning to take out their show in 1953 and play the same territory they made for so many years when Jerry was still alive. What has become of Texas Tommy, Doc Tate, Bill Meader, Johnny and Ethel Moore, Chief and Mildred Half-Moon, Al and Mabel Rice, Chief and Chauncina White Horse, Cowboy Williams, Jack David, Prairie Mae and Lone Fox and Clarkie and Alma? Now that the season is over why not drop a line to the pipes column? We all like to read pipes but too many of us don't take time to send one thru."

**Orrin Davenport**  
• Continued from page 82

Bentledge and Henry Boer. Florida will be the winter home of Mr. and Mrs. Izzy Cervone, St. Petersburg, and the Harolds, Joe and Marjorie Geiger and Ernie Birch, all Sarasota. Eva May and Jo Jo Lewis will go to Macon, Ga., and Florida.

Other destinations will be: the Hanneford family, the Malkos, and Irving Romig, all Evansville, Ind.; Francisco and Delores, Cincinnati; Helen Haag Hayes, Medora, Ind.; Joan and Eldon Day, Wichita, Kan.; Percy Radamaker, Sheboygan, Wis.; Mr. and Mrs. Ernie Wiswell, Erie, Pa.; Jackie Le Clair, Milwaukee; Tiebors' Seals, Tonawanda, N. Y., and Charles Jones, Cleveland. Cole Bros' elephants and horses will go to Peru, Ind. The Ruby Haag animals will go to Medora, Ind.

Recent visitors were Berni Miller, Billy Hammond, Frank Bruck, Frankie Lou Woods, Joe Bowers, of "South Pacific"; Ray Thompson, Hubert Dyer and Bill Green, agent for the Olsen and Johnson show.—JO JO LEWIS.

**Ringling-Barnum**  
• Continued from page 82

Charlie Schuler is doing a swell job as radio man.

Many friends and relatives from Sarasota visited. The visitors included Ollie Hurlbut, Bill Lewis, Bobo Newsome, Lew Woodruff, Roxy Cropper, Vally and Adolph Frohn, Betty Jean and Bob Martin and children; Mr. Hollis, Mr. and Mrs. Le Creson, Mr. and Mrs. Fritz Gast, Betty Ann Miller, Louise Hayes, Mr. and Mrs. William Pogue and daughter; Bonnie and Walter Kernan, Mrs. Buddy Friel, Mr. and Mrs. Carsky, and Mr. and Mrs. Amos S. Youngblood.

Other visitors were Mr. and Mrs. Hunt, Mrs. Charley Bell, Jimmy Gardiner, Curtis Genders, Linda Lawson, Skee Dare, Toni Anderson and children; Ben Wilson's niece and husband; Ted Chapeau and family, Mrs. Gregory and daughter Dorothy; La Tosca, Chichi and Mrs. Canestrelli, Emmerick Moroski, Elsie Jung and Faye Chaney.—MARY JANE MILLER

swing down Texas way. . . Mr. and Mrs. Max Smith were visiting Ken and Greta Reynolds, gold wire artists, in Dayton, O. . . Belle and Porter Breteus returned to Dayton, O., for the winter. . . Patrick J. Haffey was inducted in the armed forces. . . Art O. Nelson was in his seventh month of pitching vitamins at Neisner's in downtown Cincinnati. . . Eddie Ross closed his pitch store in Brooklyn after a week's stand in favor of setting up a similar operation in Cleveland. . . Harry Greenfield was finding a slow-up of business in New York. . . Solly Addis celebrated his 26th year of working in New York. . . The Mighty Atom opened a pitch store in Cleveland. . . Mark Steele returned to Akron from a trip to South and Central America with his crew of five subscription men.

The Fredette Brothers, of world fair and Svengali deck note, were sporting new uniforms as employees of Uncle Sam. . . Matt Godon's Ojah Show was doing satisfactory business around Flagstaff, Ariz. . . Doc Lund was working sales days in Nebraska to good business. . . Bill Boyce was down in Miami having decided to bypass the fairs. . . George Sauerwein left Texas after seven years of pitching in that State.

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# Old Hand Looks at Clown Alley

Continued from page 79

mule, and the late "alidor (Chesty) Mortier.

Among the clowns of that period who still are in the business are Felix Adler, Charley Bell, Lou Jacobs, Harry Nelson, Frankie Saluto and Louie Nagi. Two clowns whose ideas and productions would be stand-outs in any period are Paul Wenzel and Paul Jung. Their abilities are among the best and they have produced big numbers on the Ringling show season after season.

### Unfair Competition

In recent years there have been a great many amateur clowns whose ambition is to appear in a regular circus program for a day or a week. Many of them are successful business or professional men who for some reason have a suppressed desire to be a clown. Many of them have an income which permits them to ride their hobby in the grand manner, and often they are able and willing to spend more for props and wardrobe than the professional clown can. Even so, none of them has originated anything but rather they have copied others' ideas.

Clowns regard this as unfair competition but something which has to be tolerated since often the amateurs have connections with the front office. Would these same amateurs be quiet if a circus clown decided to practice law as a hobby—and with no fees?

Many fraternal organizations have one or more members who like to clown and quite often these members appear in the organizations' indoor circuses. One Southern organization wanted to book a professional circus—except for clowns—explaining their own members could do that very nicely.

The art of clowning is as old as the circus or older. It is something that cannot be learned in one easy lesson. It is true that a local lad appearing before friends and relatives in clown make-up is funny to them. But how will he look in Hohokus, N. J., or What Cheer, Ia.? Amateur clowns should ask themselves whether they would welcome an outsider in their business if he performed the same service gratis. There are about 200 persons who depend on clowning for a livelihood.

### Europeans Rarely Click

Altho the importation of circus acts from Europe has added much to the circus, somehow European clowns seldom have met with success in an American circus. The late Marceline was a clever and gifted clown who for years was an outstanding success at the New York Hippodrome and with a circus vaudeville unit. But with the Sells Floto Circus for a few weeks in 1920 he was totally lost in the group of more than 30 clowns and had to wear a sign with his name on it. Some others were more adaptable to a new country. Gene Randow Sr. was an outstanding one-ring clown. The Georgette Brothers have been successful with American circuses for many years and still are active. Some of our great clowns of today are foreign born but had no clown experience in Europe.

With the advent of television, it looked as tho a new field would be opened for a few clowns. But despite the many attractions using a clown to advertise a product, not more than two clowns with circus experience are presently engaged in TV. It should be said that Cliff Soubrier, a radio character actor of wide experience who is a clown on "Super Circus," does a very creditable job. No circus clown could do better. Nick Francis, of the same TV show, has had circus and thrill show clowning experience.

Some other TV programs use clowns in commercials. These are usually a Yama-Yama type and they look and act unlike any circus clown. One program uses more than one person at times to portray the same character clown. The only requirement seems to be that he be five feet nine inches tall and willing to travel. At an indoor circus last spring, one of these clowns made an appearance. After a special announcement and build-up, he chased a young lady with a seltzer bottle and then walked near the box seats, bowing and squeezing a horn. For this magnificent performance he probably

received several times more pay than a regular clown.

### Field Expands

Even apart from television, the field for circus clowns has expanded well beyond the big top, making a greater market for capable clowns. Department stores and thrill shows are among the additional buyers.

For years, department store clowning at Christmas time has been an important source of work, and some clowns have played the same stores for so long they are as much of the holiday plans as the toy department. Mickey McDonald has played a Tulsa emporium 26 seasons. Ed Raymond at Cleveland and Joe Coyle at Chicago have played the same stores for more than 25 years. Otto Griebing has made St. Louis marts for 20 years, and Felix Adler, Paul Jerome and Paul Jung have similar records. Kenneth Waite has worked in toy departments for more than 30 years and Roy Barrett has 20 years of department store clowning behind him.

Thrill shows provide several weeks of strenuous work for clowns each summer for better than average pay. Among those working thrill shows have been the late Whitey Harris, Percy Rademacher, Dukie Anderson, Jimmie Davison, Gabby DeKoe, Jeff Murphree, Tad Tosky, Micky McDonald, The Roberts and Happy Maxwell.

### "Riding Stops" Recalled

In the old days the lady principal acts usually were the cue for clowns to make their first appearance after the spec. After the riders arrived at their rings, the back door curtain opened and the clowns dashed in for the traditional riding stops. Three or four clowns went to each ring. After the rider had completed the first part of her act, each clown group presented its "riding stop." After the gag, riding was resumed and clowns changed rings.

Riding stops were an important part of clowning and clowns were proud of the various numbers used for them. They had to be careful to attract no attention while the bareback rider was working. A violation could mean a fine levied by the equestrian director, and the rider's horse was not to be startled.

Walkarounds were not common in the past, but most did an entry, sometimes a walkaround, while the acts were working in the rings. Only the feature acts were counted strong enough to work alone, and often a clown stole attention from other acts. Only the crazy number was given a special place as a walk-around. In this the clowns of yesterday excelled. There were no big heads covering a clown in street clothes. Some outstanding crazy numbers were copied by clowns on other shows. One of these was the "Eugenic Baby," originated by the Hart Brothers and done for several years at the request of Charles Ringling.

### Oldsters Still Work

Among other veteran clowns still performing are Kinko, one of the few contortion clowns; the Snell Brothers, Lew Hershey, Arthur Burson, Homer Goddard, Laurence Cross, Jack Klippel, Rube Simonds, Carl Marx, Charley Baker, Horace Laird, George LaSalle, Jack LaPearl, Buck Leahy, Sig Bonhomme, Brownie Gudath, Smiley Dailey, Oscar Lowande, Freddie Freeman, Walter Guice and Frank Cromwell, some of whom switched to clowning after successful careers as performers.

Younger clowns have not been listed, and some of them are doing a good job. But very few are outstanding.

There are more forms of amusement today than ever before and audiences are more sophisticated. But there is something about a clown that appeals to all people. He starts with their attention; whether he can hold it depends upon the clown. Not all clown gags can be good for belly laughs, of course; a few smiles and some silent laughs are part of a clown's destiny.

Once a circus performer approached Ben Wallace about a contract for the next season. "Why, I'm not ready to talk about next season," Wallace declared. And to point up his statement, he added, "I haven't even talked to my clowns yet."

Now one major circus talent buyer looks first for acts that mix

# Where Are the Press Agents?

Continued from page 80

licity task. The result has been scores of performances during the season when circus performers have played to a mere handful of customers. Perhaps the show makes out thru the telephone crews' sale of banners and UPC tickets, but this doesn't help the general picture of a performance given for a small house or the word-of-mouth advertising that may hurt future sponsor tie-ups in that town.

### Auspices No P.A.

While the sponsor may serve the circus' desires on some angles, we don't think it can deliver the publicity and promotion because it doesn't have the know-how, and the circus itself hasn't the press agent spark to supply that know-how to the sponsors within a period of 10 days to two weeks. Handing some stereotyped press sheets and outmoded mats to a sponsor, who often attempts to get by with as little paid advertising as possible and without the long-expected press passes, isn't any open sesame to a good press.

Even the Ringling-Barnum press agents found sponsors' determination to get by without press tickets in exchange for publicity courtesies was highly embarrassing as they made their rounds. And that had to be changed.

I watched seven or eight circuses last season in my home territory. In most cases there was little paper put up. The one exception was the King Bros. & Cristiani show, which had the Akron area literally blanketed. Incidentally, King - Cristiani backed up this outdoor paper with a campaign of old-time newspaper ads, its street parade and distribution of old-time heralds.

Around the area where most of the shows were playing it was virtually impossible to know there was a circus near by; there was almost no paper. One outfit that went out early in the season—a Wild West show—was reported to have been built without ever determining whether there was any Wild West paper available. There wasn't. Whether this was one of the several factors that contributed to the show's early closing must be weighed by those more familiar with the business.

### Poor Ads, Press Copy

The newspapers in my area carried little circus publicity and little advertising. Where there were ads they were not too attractive. Where there was publicity it was the usual run of stereotyped press copy, glorifying the show beyond reason and making it appear that the show was equal to the Big One.

Too often these circuses had nothing to offer in the press line. On one occasion I asked a press agent for some material so that, as an editor, I might help the show. He had nothing I could use, neither pictures nor mats.

An editor in a near-by city told me he wanted to do something for an incoming show. He tried in every way to contact a press agent, but no one came to his office until the day of the show's arrival and then had little to offer.

I know that outdoor paper is expensive and there is some question in showmen's minds as to its benefit. But if it is to be dropped, then the shows must find some other type of promotion.

The success of the Kelly-Miller show, in addition to its routing, seems to stem from its promotion efforts—its heralds, its large ads inviting the public to see the feeding of animals free of charge and its parade of elephants thru the downtown section at noon. Too, K-M makes its morning entry into town in such

comedy with their acrobatics, riding or aerial work. Then he adds a minimum of clowns. His theory is that if clowns can't supply good comedy, it must be supplied by the others.

There will always be a place for clowns. With all the uncertainty in the world, there is a need for laughs. It is up to the younger clowns to figure out ways to produce those laughs if clowning is to survive in circuses. The challenge to young clowns is plain.

a way that it can't be missed by those persons already on the street and going to work.

### Few Press Experts

There undoubtedly is a lack of seasoned press agents. Take those with Ringling off the list and few are left. When there were many shows on the road, including those of the American Circus Corporation, more agents were trained. Bev Kelley, Justus Edwards, Ora Parks are among the last. Fred Stafford, a former newspaperman with Mills Bros. for the last few years, is one of the few good men to be developed. Incidentally, Mills has been able to hit the wires with good yarns fairly often.

I am utterly amazed at the number of youngsters and young adults, too, who have not been touched by a circus, who have never seen a show. Spend a little time with today's youngsters and it will be a lesson in the fertile field that has been untouched by circusdom. I have seen dozens of copy boys and copy girls and young reporters who haven't gazed at what is still one of the most fascinating operations today—the visit of a circus. Why is this so?

During the last summer on each of two visits to see the Cleveland Indians play, I found the baseball club entertaining some 7,000 youngsters free of charge. Baseball is facing the same competition the circus faces—dozens of attractions that take the youngsters' attention. But, the baseball club was moving to get the youngsters interested in baseball, to show him how much fun there was in seeing a major league game, giving him the yen to play baseball himself.

And when the All-American Soap Box Derby was held in Akron last August, thousands of tickets were provided thru recreation channels to youngsters—so they might become interested in the Soap Box Derby.

Circuses will say that they provide UPC tickets. Yes, they are sold and they provide revenue to the show and the phone crews, but how many actually get into the youngsters' hands—especially with that overworked "under-privileged" tag on them—

is something to be considered. With almost every school having motion picture equipment these days, it has surprised me that some circuses haven't made pictures of "A Day at the Circus"—showing the travel, arrival, the set-up of the tents, the backyard, the animals, the horses, the elephants, the teardown. It would bring the circus to thousands of children who would be potential customers.

The circus is fascinating. Thousands upon thousands of persons have enjoyed it. But there are more thousands who each year by-pass it. They haven't been properly lured to the show. They don't want to bother. They don't want to fight the crowds. They don't want to be pushed about. They don't want to sit on uncomfortable seats.

It's up to the circuses to do a better promotion job if they hope to get their share of America's time.

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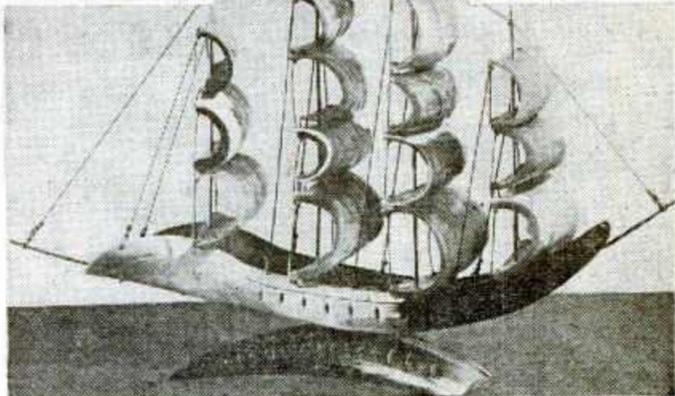
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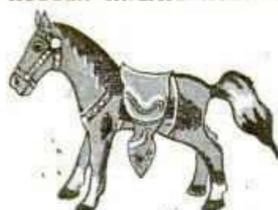


Table with 2 columns: Size (Jumbo, Medium, Small, Ring Tail, Squawker Ring Tail, Monkeys) and Price (Doz. Gross).

XMAS PARADE BALLOONS

Table with 2 columns: Balloon type (Large Paddles, Large Cat Head, Wo kers for Above, #11 w/Santa Print, #10 Mousehead, Plastic Fur Trimmed Santas, Lg. Fur Trimmed Bank Santas) and Price (Gross).

WIND UP TOYS

Table with 2 columns: Toy type (Jumping Fur Dogs, Begging Fur Dogs, Begging Plush Squirrels, Santa on Sled, Walking Bears, Plush Circus Seal, Snapping Plush Dog, Large Santa on Sled, Walking Penguin, Jumping Fur Rabbits, Performing Clown & Gypsy) and Price (Gross).

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Advertisement for Genuine China Table Lamps, featuring an illustration of a lamp and text describing the product.

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Advertisement for Tables & Steel or Wood Chairs, featuring an illustration of a chair and text describing the product.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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Foster, Shirley
Fox, Benny
Fox, Thos. J.
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Fremont, Richard
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Gibson, Woodrow
Gidson, Pauline
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Glenn, Gene (Red)
Goldin, Howard
Graham, J. C.
Gray, E. N.
Gray, Sonny (Kelly)
Gray, Harry Chas
Green, Ralph & Mary
Groffo, Baby
Guzella, Carmello
Hackett, E. J.
Hale, D. D.
Hall, Heinle
Hall, Juinita
Hall, J. C. & Mrs. Leonard
Hall, Ward & Leonard
Hanson, A.
Hanson, Carl L.
Harbin, Frank & Mrs. Harbin, L. H. M.
Harkey, James A.
Harrel, Rosalee
Harrington, Mrs. Wm.
Harris, Louise
Harris, Sonny
Hart, I. H. & Mrs.
Harty, W. P. Tex
Harvey, Al
Hart, J. M.
Headley, Dot
Heiver, Sol
Helman, Van
Henley, A. P.
Hendry, Donald S.
Helm, Hugo H.
Hill Jr., Homer
Hinton, Harvey
Hinsman, D. L. (Doc)
Hodge, Robert
Hodges, Virgil D.
Holder, J. C.
Holt, R. W.
Hood, Red
Horn, Mrs. D. H.
Hoskins, J. B.
Hoskins, Mrs. Kay
Houston, Lee
Hudson, Mrs. Connie
Hughes, Valenka
Hughes, Paul
Hunt Jr., Albert
Hunt, Michael
Hunting, Douglas
Hunting, Helen
Ingle, Glen H.
Ireland, F. M.
Jackson, Harry
Jackson, Mrs. Mattie
Jacks, Paul
Jeffery, Capt. L. L.
Jennings, Geo. W.
Joane, Mrs. Virginia
Johns, Thos.
Johnson, Earl D.
Johnson, Lura K.
Johnson, Mrs. Emma
Johnson, Mrs. Jean
Johnson, Mrs. Geo. V.
Johnson, Harry E.
Johnson, Johnny
Johnson, (Carpenter)
Johnson, Murphy
Jordan, Jess
Kaerberle, Kenneth
Kaolan, Jack
Keating, Babe
Keen, Foster
Keoh, L.
Keller, L. C.
Kemp, Bill
Kester, Mr. & Mrs. N. E.
King, Hazel
Kistler, Dixie
Kister, Norman
Kitty, Kelly
Kjos, Barbara
Kennard, Deloris
Kerens, Alvirte
Kerns, Richard
Kirby, Patricia
Kitchen, Josh
Knight, Mrs. G. A.
Korner, Dave
Krause, Fred
Kulp, Howard
Kunde, Art & Carol
Lambert, Donald
LaMorris, Mrs. William F.
LaMorris, W. F.
Lane, Thomas H.
LaPage, Paul
La Pearl, Jack
Lamb, L. B. Show
Lamont, J. A.
Lauro, Martin
Leasure, C. C.
Lee, Jeanie
Lewis, Harry V.
Lewis, John F. (Jack)
Lewis, Victor
Lewiston, Harry
Lilly, Millicent
Linbarier, Dorothy
Linigar, Paul
Link, Victor (Gillette)
Linkhauer, J. W.
Linton, E.
Lockett, Ralph G.
Logan, Harry F.
Lone Eagle
Lone, Leon
Loniell, Donald
Lottridge, Harry O.
Louis, Sam
Loury, Clint
Lyncoe, Keller
Luterson, F. Side
Lumsden, Robert
McAllister, H. J. (Bob)
McAllister, Norman
McBride, Bob
McCarthy, P.
McCoy, John P. A.
McCuen, Clark
McDonald, Kenneth
McGarry, J.
McGill, Frank
McKinnis, Paul
McKinnis, Bill
McQuay, Mrs. Robert
McLennan, R.
McSpadden, Mrs. Myrtle N.
Madigan, Eddie
Malone, Ernest
Malone, Keller
Manning, Robert
Marco, Walter
Marcus, Robert A.
Maricle, R. A.
Martini, Edward
Martin, Kurt
Martin, Sammy
Martinkus, Jack
Martin, Howard
Mason, Harry
May, James
Meade, Wilbur
Meier, Eugene
Metler, Joe
Meyer, Doris
Miles, John A.
Miller, F. W.
Miller, Louis & Fern
Miller, Jahalla
Miller, J. Mrs. W. B.
Mills, J. B.
Miller, Albert
Miller, Arthur I.
Miller, Mr. & Mrs. Carlo
Million, Jessie
Milton, Billy or Betty
Mitchell, Jack
Mullins, Maxine
Mitchell, Russel
Mitchell, Stanley
Mitchell, Tommy G.
Moore, Richard
Moore, Frank
Moore, H. A.
Morgan, John S.
Morgan, W. F.
Morris, Robert F.
Moss, Richard & Buelah
Moyer, Edward
Moyer, W. W.
Mullins, Larry
Murphy, E. J. Spud
Muse, Charles
Nabor, Mrs. Daisy
Nicholas, Ephrem
Noble, Forrest
Nordine, Ed
Norton, Eddie
Novak, Matthew
Ogilby, Mrs. F. N.
Ogilby, Jack E.
Oliver, Ralph
Ollis, Paul
Osborne, Benjamin
Ostene, Mrs. C. J.
Owens, Mrs. Maudine
Paige, James
Palmetter, George
Pannebaker, Mrs. G. D.
Pardise, Jim
Parham, Joseph E.
Parker, H. W.
Parnley, Mrs. B. W.
Parsley, W. S.
Paul, Benj.
Pearce, Raymond
Peppers, Frank W.
Peppers, (Peppers Show)
Perry, Fred
Phillips, Bill (Wild Bill)
Phillips, Chas.
Phillips, Mr. & Mrs. Wm
Pierce, Chet
Pinell, Jr. Sebastian
Pittman, Mrs. Melvin
Pledge, Clyde
Plas, Stanley J.
Polizza, John
Poole, Mrs. Forrest
Price, Art
Price, Harry
Purtie, Earl
Purvis, Bob & Joy
Qualls, Harold
Qualls, Mrs. Knox
Radtke, Valenka
Raner, George
Rankin, Miss Cristy
Rankin, Ethel
Raymond, the Magician
Reed, Mrs. Harold
Reardon, Gov G.
Reid, Mr. Pat
Reitz, Ward M.
Reitz, Mrs. Ethel
Reynolds, Ralph J.
Rhea, Princess
Richards, Franco
Richards, Mrs. Gretta
Richardson, Edward
Richardson, Liora
Rieder, Laurence V.
Riley, Billy
Riley, Imogene
Ritz, Prof. Chas J.
Rivers, Rudolph
Roberts, Jack
Roberts, Vida P.
Robertson, Raymond
Robertson, Wilborn
Robinson, Alma S.
Rogers, Capt. Lon
Rose, Raacke
Rose, Calana
Rosen, Mr. & Mrs. H. B.
Roth, Mr. & Mrs. Chas.
Roth, Charles
Roth, L. E.
Rouch, C. A.
Ruster, Harry
Ryan, Tom
Ryland, Alvirte
Sanford, Ray
San Fratello Joe
Sasinowski, Chet & Mrs.
Schenk, Floyd
Schmidt, Mrs. Stanley
Schultheis, Eugene
Schwacha, Charles
Schwitzer, (Craden)
Scott, Mrs. Mary
Scott, Nina Mrs.
Scott, Willy
Seaman, Ralph Edw. (Electrician)
Seigrest, Mrs. Charles
Sewaeal, Peggel
Shaffer, Howard
Shaffer, H. R.
Shaffer, Jimmie
Shamshak, Nick
Shannon, Bert
Shipman, Richard
Sickles, Robt.
Sizior, Art
Silverman, Frank
Slaten, Adrian G.
Smith, Alvin
Smith, Elven & James
Smith, Mrs. Glen
Smith, H. D.
Smith, John P.
Smith, Ray
Smith, Col. Herman
Snell, Barry
Snider, Eugene
Snyder, Frank C.
Sorkman, R. T.
Sorensen, Mrs. Eleanor
Sisco, R. H.
Spiegle, Jim
Sproull, A. J.
Stacy, W. A.
Stanley, George J.
Stanley, Louis R.
Stanley, Marie
Star, Heady Joe
Starbuck, H. G.
Stein City Shows
Stein, Sam
Steinberg, Joe
Steizer, Joseph
Stewards, Mrs. Loretta
Stiles, Grady (Lobster Boy)
Stiman, Robt.
Stoppel, A.
Stroud, Rita
Stuart, Lee (Fiddler)
Stykes, John
Sullivan, M. L.
Suttle, Pete
Sutton, White
Swainston, Geraldine
Swanson, C. O. & Mrs.
Swensky, Wm.
Tanner, R. L.
Tara, Wm.
Taylor, Little Bill
Thearl, David
Thomas, K. B.
Thomas, Mrs. Michael
Thomas, Robert
Thompson, Carl
Throne, A.
Tilford, Jack
Todd, James H.
Todd, Mr. M. C.
Townsend, Lester
Travers, Ailer A.
Travis, Jimmie
Tubbs, O. E.
Turney, W. H.
Tush, Charles I.
Mah Expo Shows
Vangness, Kenneth
Vauka, Mrs. F.
Villemarie, Jos. R.
Vinner, Robert
Von Dohren, William
Waddle, Phillip
Walker, Mrs. Dorothy K.
Wallen, Suede
Wallman, Hugo
Walsh, John
Walsh, William
Walsh, Orlean Minnie
Wandolowski, John G.
Walker, Whimsical
Wallabies, Olive
Walton, Lew Ashley
Ward, Lenny
Ward, J. Robert & Juliette
Ward, Tyler
Waters, Virgie
Watson, Mrs. H. T.
Watts, Mrs. Helen
Wester, Paul
Weiner, Sam
Weller, S. E.
White, Anna
White, Eight Rock
White, W. D.
White Jr., W. K.
Whitehorse Juanita
Whitlock, Walter
Wienecke, Edward
Wiggins, Pete
Wike, Miss Rachel
Williams, Azariah
Williams, Bert
Williams, Mr. & Mrs. Johnny
Williams, Steve
Williams, Mrs. Zola
Williamson, Thomas H.
Wilson, Bill
Wilson, Robert E.
Wilt, C. K.
Winters, James Allen
Wolf, Mrs. Barbara
Woodall, Ellen
Woods, Bryan
Woods, Mr. & Mrs. J. S.
Woodard, Robert J.
Wozinak, Mrs. Frank
Wright, Charley
Wright, Jack
Valent, Paul
Vennie, Harold
Zabriskee Jr. James
Zarlington, Mary
Zarling, (Craden)
Zimm, Mr. & Mrs. K. A.
Zingo, Mr. & Mrs. James

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

- Ackley, James
Allen, Leo
Allen, Mrs. Marie
Armstrong, John
Armstrong, Jim
Barnes, Mr. & Mrs. I. E.
Beebe, Raymond
Bellon, Louis E.
Black, Joe & Pauline
Blakely, Benton H.
Bordonaro, Sam
Brafton, O. T.
Brook, Homer R.
Buzhosey Johnny
Bunch, Sam
Bursh, Flo
Burton, Joseph
Burton, Mr. & Mrs. C.
Cain, Eugene R.
Caldwell, E. S.
Caloian, Carl A.
Canipe, Mrs. Flora
Canipe, Jackie
Canipe, Mrs. Mary
Carroll, Mr. & Mrs. Arthur
Chisholm, John
Circeo, Suzanne
Conaway, Lewis
Creels, George
Cutler, Louis
Dantzier, Ken
Darling, Mrs. Rose
Davis, Clark
Davis, Mr. & Mrs. Clyde
Dawson, Thomas
DeLaney, Samuel A.
Demetro, Steve
Dillon, Hal P.
Dillon, James J.
Dooley, Patrick
Duggan, Dug
Dukes, D. L.
Dunn, Thomas
Dukes, Fred
Finley, Evelyn
Fitzgerald, Daniel
Gawle, Mrs. Walter
Gibson, J. T.
Glick, John
Godfrey, Edward
Godfrey, Pamela
Grantham, B. O.
Haddix, William
Hall, Mrs. Ruth
Harvey, J. P.
Hayes, Darrell Leroy
Hendricks, Clyde
Hoffman, Margaret
Houts, W. I.
Howe, Mr. & Mrs. Charley
Hoyt, Fred
Hunt Jr., Albert
Hyland, Marvin E.
Impeduglia, Mrs. L.
Ishower, George
Jennings, Tom
Kelly, Alice
Kelly, Bill
Kestler, Mrs. Eunice
King, Marc H.
Kluss, Gertrude
Korman, Carroll
Kropp, Mrs. Paul
Lablonde, B. G.
LeBlanc, Jack
Lee, Joanne
Leger, Vernon Ray
Lewis, Edith
Lewis, Robert
Lipsky, Morris
Lloyd, Gene
Lynn, John J.
McConlus, Mr. & Mrs. Marvin
McCoy, Madeline
McDermatt, Bill
McHenry, Myron
Madison, Harry
Mack, Robert L.
Maddox, Carolyn Kay
Marks, Pete
Marsh, Jesse B.
Martin, Mr. & Mrs. L. E. (Fat)
Mellon, Joan
Middleton, Betty
Miller, Ester
Mitchell, Luke
Moorehead, Claire W.
Moreno, Geraldine
Morgan, John
Myers, William
Nelson, Mr. & Mrs. Albert
Nelson, Harold E.
Newbold, George
Nichols, Robert C.
Nielsen, Vince
Nolan, Andrew Edw.
Nordby, Robert D.
Norwood, Wm. H.
O'Bryan, Jack
Oddi, J.
O'Dell, Martha Sue
Parsons, F. S.
Pattson, Betty
Pierce, James C.
Pierce, W. R.
Pink, Wm. or Eugene
Rae, Ginger
Ramsey, Earl
Randolph, William
Reedman, Ace
Reeves, Chas. E.
Reynolds, Judy
Reynolds, Duke
Richards, James T.
Richardson, Mrs. Joe
Roberts, Mrs. (Max) Dorothy
Roberts, Tex
Robinson, Lana Ruth
Rogers, Jimmy
Rollings, Jack & Billy
Rose, Steve
Rose, Violet M.
Rouss, Terry
Ruddy, George N.
Ruth, Mr. & Mrs. Ted
Ryan, W. J.
Sayre, Clarence N.
Salerno, Mike
Schantz, Mrs. S. J.
Scheller, Mr. & Mrs. George
Schneekloth, Harry
Schotzkel, John
Scribner, William
Sellers, Jack
Sheaks, Mr. & Mrs. Jack
Sheer, Harold
Shepard Jr., Fred
Silcox, Joseph W.
Souza, Andrew N.
Smith, Charlie
Snook, Albert T.
Synder, Wm. E.
Staggs, James L.
Stanko, Mack
Stanley, Beatrice
Stanley, Marrie
Stattler, Virgil
Stephens, Charles A.
Stephenson, Richard
Sterner, Connie
Stewart, Mrs. Ada
Striessel, Georgia
Stuyvin, Harry
Sullivan, Mrs. D. C.
Thomas, Kenneth
Thompson, John
Thurman, Brad
Tipton, Mrs. O. Wesley
Turner, Leonard
Vail, John Brian
Vagge, Milo
Vasulka, Frank
Veator, Virginia Rita
Villalobos, Drogueit
Vining, Ted
Vinson, Jack E.
Walker, Vernon
Walter, Darrell
West, Edna (Delaney)
West, George or Freddy
Wetherbee, Mr. & Mrs. Harold
Winzler, George
Woodson, Woody

PREMIUM SPECIALS NO. 2276—KIT-KAT KLOCK Electric Novelty Clock. Self-starting motor, with precision movement. Luminous Eyes, Mouth and Dial. Moving Eyes and Wagging Tail. Molded Plastic Case. Colors: Black, Yellow, Red, Pink, Blue and Ivory. Size: Overall 15 1/4 x 4 inches. Individually packed. EACH \$7.00 EACH (6 OR MORE) \$6.60 (Plus 20% Federal Excise Tax)

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MAGNIFICENT WATCH BRACELET Simulated diamonds cover entire bracelet and watch cover. Brand new guaranteed Swiss movement. Delivered with watch box. \$120 price tag. Min. order 3. 25% with order—balance C. O. D. Only \$12.50 each in lots of three. \$13.95 for sample.

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Direct from Manufacturer Beautiful three piece set Hoods point fountain pen, mechanical pencil and guaranteed ball pen. Available in four or more colors. Attractively boxed. Gross Sample \$36.00 \$4.50 tax incl. OTHER SETS UP TO \$72.00 GROSS. 25% Deposit, Balance C.O.D. F.O.B. New York.

"Angelus Bells" CHRISTMAS SALES APPEAL Bright silver holly leaves, red berries, real evergreen and pine cones, red ribbon bow and three copper-plated metal bells that ring in different tones. Suction cup mounting for any indoor or outdoor surface. Individually packaged. Fast \$1 retail. DIRECT FROM MANUFACTURER \$6.25 per doz minimum order \$6.00 per doz gross lots 25% with order—balance C.O.D. Immediate Shipments OAK SALES 62 Vernon St. Springfield, Mass

Direct from Manufacturer Beautiful three piece set Hoods point fountain pen, mechanical pencil and guaranteed ball pen. Available in four or more colors. Attractively boxed. Gross Sample \$36.00 \$4.50 tax incl. OTHER SETS UP TO \$72.00 GROSS. 25% Deposit, Balance C.O.D. F.O.B. New York. MODERN PEN MFG. CO., INC. 393 Broadway, N. Y. 13. Canal 4-8014

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 19, N. Y.

Parcel Post Anderson, Rudolph
Albert, Albert
Bailey, Shirley
Beitman, Ann
Barton, Billy
Benton, Harry
Bown, Estelle
Butler, Mr.
Clark, Frances
Coleman, Edward A.
Fox, Benny
Francine, Vickie
Gardner, Cheerful
Garrison, D. W. (Mary)
Hagen, Edward
Howard, Robert
Kelly, J. M.
Lauria, Mat & Mary
Leslie, Irene
Maxwell, Helen
Milton, Betty Rea
Miller, Frank
Mildram, Molly
Norlander, Joan
Raymond, Emma
Stevens, Howard
Valentine, Charles
Woode, Henri

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

Anderson, Mary
Bab, Mrs. E. H.
Bosow, G. E.
Bowen, Estelle
Butler, Mr.
Clark, Frances
Coleman, Edward A.
Fox, Benny
Francine, Vickie
Gardner, Cheerful
Garrison, D. W. (Mary)
Hagen, Edward
Howard, Robert
Horner, William
Hooper, Robert
Lamont, Jimmy (REG)
Larson, Lawrence
Lee, Robert J.
Levy, Jr. Sam
Maser, Orville
Mahl, Jule (Pop)
Murphy, Joe
Presley, Garra & Eddie
Peterman, Mrs. Mary
Powers, Babe

## Calendar for Coinmen

November 25—Western Vending Machine Operators' Association, monthly meeting, Unique Cafe, Los Angeles.  
 November 29—Amusement Machine Operators' Association of Dade County, second annual banquet, Saxony Hotel, Miami.  
 November 30-December 3—National Association of Amusement Parks, Pools and Beaches annual trade show, Hotel Sherman, Chicago.  
 December 1—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.  
 December 8—Wisconsin Phonograph Operators' Association, monthly meeting. Meeting place to be announced.  
 December 10—Music Operators of Northern Illinois, monthly meeting. Meeting place to be announced.

## CHAINS TO ROCKETS

### Heavy Equipment Firm In Coin Ride Field

UNION, N. J., Nov. 22.—When a manufacturer of amusement games comes out with a new coin-operated ride, the industry is interested, but seldom amazed. However, when a manufacturer of heavy factory equipment comes out with a coin-operated ride — well, amazed isn't too strong a word.  
 Eight months ago, the Drum Manufacturing Corporation here, was busy producing pneumatic air control equipment, automatic

acetylene cutters and trimmers, automatic machine timers, roller chains and cable conveyors, greasing and cleaning equipment and tanks and steam coils for such firms as the Arabian-American Oil Company, Esso, Lever Brothers and Shell. These products were shipped all over the world.

Today, Drum is still making the same products for the same customers, and has added one more product to its list — the Atom Space Ranger

#### A Cup of Coffee

It all began eight months ago when Robert Kaye, Drum's president, was having a cup of coffee with his friend, Harry Pearl, veteran coin machine operator. (Continued on page 127)

## COIN ROW

### Reshuffling In Offing on 10th Avenue

NEW YORK, Nov. 22.—Within a few weeks veteran operators here may have trouble finding their way around Gotham's 10th Avenue coin machine row.

Milt Greene, American Vending and Riteway Sales, is leaving his place at the corner of 44th Street and moving back to Brooklyn, from whence he came.

Leaving Brooklyn to take up headquarters at that location will be Art Herman, King's Amusement. Herman will be the Evans distributor.

Dave Lowy, who moved his offices a half block down the street this summer, is going back to his original location.

International Union of Electrical, Radio and Machine Workers, Local 465, located in Lowy's old office, may be crowded out in the shuffle and is considering new offices.

Meanwhile Dave Stern, Seacoast Distributors, Elizabeth, N. J., is looking for a 10th Avenue location. For the time being, he will exhibit his Rock-Olas at Dave Simon's.

### Distributors Get Bally Beauty In-Line Game

CHICAGO, Nov. 22.—The Bally Manufacturing Company thru Jack Nelson, general sales manager, announced distributor shipments this week on a new five ball game, Bally Beauty. It is a three card unit featuring in-line scoring.

Each of the Bally Beauty's three cards on the backglass contains 25 numbers in varied arrangement. These are connected with 25 numbered playfield holes and light up when a ball drops in a hole.

Scoring is accomplished by lighting up three, four or five backglass numbers in a row. The row can be horizontal, vertical or diagonal. An additional score of 200 may be achieved by lighting up four corner numbers of a selected card.

One of the key points of Bally (Continued on page 127)

### Weld Built Announces Plans to Make Boat

NEW YORK, Nov. 22. — Art Nelson, president of the Weld Built Body Company, Brooklyn, announced this week that his firm had just completed a model boat ride, yet unnamed, and that production on this new coin-operated ride was expected to get underway soon. He expects to have models ready for delivery by January 1, 1953.

The ride will be of all-steel construction, 68 inches long, with

steering wheel, port and starboard lights, rope cleats and aluminum loading handles. It will have only two moving parts.

Nelson said the ride was designed primarily for outdoor locations.

#### Old Stuff

Oddly enough, while boat rides are a relatively new entry into the coin-operated amusement ride field, boat construction is old stuff to Nelson. Weld Built Body Company was originally organized as the Weld Built Boat Company, and it made cruisers up to 65 feet long.

In 1948, the firm decided to specialize in bodies for outdoor amusement rides, and from there it was a relatively easy transition to coin-operated amusement machines.

This marks the second time in as many weeks that a manufacturer of amusement rides has announced his intention of making a boat. Last week (The Billboard, November 22) Nasco announced it would exhibit its boat at distributors throughout the nation, Friday (28).

## MANY MFRS. TURNED AWAY

### Stage Set for '52 NAAPPB Coin Rides in Spotlight

CHICAGO, Nov. 22. — The stage was set for what will probably be the biggest annual trade show ever sponsored by the National Association of Amusement Parks, Pools and Beaches and an event which for the first time will be dominated by exhibits of coin-operated equipment. The event runs from Sunday (29) thru Wednesday (3) at the Hotel Sherman.

Hope was abandoned Saturday (22) that the hotel's remodeling of the mezzanine floor would be sufficiently completed to release

some additional booth space to the many firms which had been turned down because of exhibit limitations. Paul Huedepohl, NAAPPB executive secretary, announced that the Sherman's convention manager had informed him that no new space would be available. Huedepohl stated that because of the peak space requests he had been forced to reject the applications of as many as 17 manufacturers in a day.

The final firm to be accepted was the White Comb Vender Company, Elgin, Ill. Altho the actual booth space for the trade show was sold out last week (The Billboard, November 22), Huedepohl explained that the vending firm required so little floor space for its product that it was possible to squeeze it in between two other exhibits.

Attendance at the NAAPPB show is expected to pass its annual average of 4,400 because of the high percentage of coin machine displays. Not only will old line coinmen be interested in this year's crop of new units but many newcomers are expected. The latter group will be chiefly interested in the new type ride equipment such as the mechanical animal rides, jet and space ships, boat and auto rides.

In all, 26 of the 76 exhibitors will display items of particular interest to operators of amusement games, rides, vendors and music machines. One of the big questions expected to be settled at or soon after the convention is how far the coin-operated ride interests have progressed in the past several months and how much expansion can be expected in 1953.

### Jumpin' Jacks Games Shown By Genco Reps

CHICAGO, Nov. 22.—Genco distributors have started showings of the Jumpin' Jacks upright playfield game. It is basically a six ball game but at his option the player may purchase up to six additional balls.

On Jumpin' Jacks, players guide balls thru lettered channels, lighting up the Jack-in-the-box feature for replays. A skill control button on the front of the cabinet allows players to change the course of the ball after it has been put into play.

The new Genco game requires but one third the floor space of conventional amusement games. It measures 24 by 64 inches and is 17 inches deep. It is available with nickel, dime or quarter coin chutes.

## WORLDLY LOOK FOR EXPORTER

PHILADELPHIA, Nov. 22.—The bulk of the business of the International Amusement Company and the Scott-Crosse Company here is in the game and juke export field. So, when time came to re-decorate the firm's showrooms here, co-owners Sam Groentman and Abe Witsen decided that the motif should reflect the business. As a result, the walls are covered with pictures of the leading cities of the world and a jumbo world map

## MIGHTY MIKE

### Coin-Operated Pug to Preem At NAAPPB

NEW YORK, Nov. 22.—Mighty Mike, a coin-operated sparring partner, will be exhibited for the first time at the annual National Association of Amusement Parks, Pools and Beaches at Chicago, November 30-December 3. The machine is made of sponge rubber, with a latex cover, and is modeled after a prize fighter.

According to George Richmond, president of Richmond Products, New York manufacturer of Mighty Mike, the device feints, bobs and weaves, emulating a fighter in the ring.

A scoreboard is set some eight feet high over Mike, who stands 5 feet, 8 inches. Points are given for head and body blows on the part of the player, and points subtracted for foul blows. A knock-out is attained by scoring 300 points.

The player is allowed one minute of punching before Mike stops his motions. Play price will either be 10 cents or 25 cents.

Associated in the venture with Richmond are Jerry Moss and Joe Munves.

### Finance Plan Covers All 6 Exhibit Rides

CHICAGO, Nov. 22.—All six coin-operated rides manufactured by Exhibit Supply now are available under a finance plan, Frank Mercuri, sales manager, announced this week.

The units covered by the plan are Space Patrol, space ship ride; Roy Rogers' Trigger and Big Bronco, mechanical horses, and Rudolph the Red Nosed Reindeer, Pete the Rabbit and Rawhide, mechanical rides featuring a reindeer, rabbit and pony.

The finance plan is worked thru Exhibit Supply distributors and is backed by the Walter Heller Company, industrial financiers who have had long experience with coin machine accounts. Under the plan a small down payment delivers the product and the balance is paid in 12 months.

### Telecoin Sets Pitch Display

NEW YORK, Nov. 22.—New York Telecoin, manufacturer of Pitching Ace, coin-operated pitching machine, will hold down three booths at the annual convention of the National Association of Amusement Parks, Pools and Beaches, November 30-December 3 at the Sherman Hotel, Chicago. Part of Telecoin's exhibit will be a batting range in operation.

On hand will be Harry Greenwald, head of the manufacturing division; Sam Zeoli, sales manager, and Don Whalen, head of the Telecoin Midwest Corporation, Chicago.

Telecoin began producing batting ranges seven years ago. The current model has a hopper with a 500-ball capacity, which feeds the balls automatically. Telecoin has been producing this model since July.

## EYE FIRST QUARTER

### Game Metal Quotas Seen Holding Steady

WASHINGTON, Nov. 22. — Copper and aluminum allotments to amusement game manufacturers in the first quarter of 1953 will be unchanged from the current quarter allotment but a 15 per cent steel bonus over and above the amount originally scheduled for the next quarter is being worked out by the National Production Authority, it was learned this week. Due to the steel shortage resulting from an industry strike, the NPA had originally planned to keep steel allotments for the first quarter at 33.3 per cent of the base period, which is approximately 40 per cent less than the allotment authorized for the third quarter of

this year and 33 per cent less than the present quarter.

An NPA spokesman said there was "every indication that first quarter steel allotments would reach those of the fourth quarter of this year," but urged amusement game manufacturers "if they hurt to tell the NPA about it, and how much they need, and when."

### Set Mutoscope NAAPPB Booth

NEW YORK, Nov. 22. — Bill Rabkin, president, and Herb Klein, sales manager, of International Mutoscope here, leave Saturday (29) for Chicago where they will attend the annual convention of the National Association of Amusement Parks, Pools and Beaches, November 30-December 3.

Klein said that the firm's booth would feature the Photomat machine, which has been in production since summer. He said that Photomat sales are running high, and that the plant was also busy with defense work.

ADDITIONAL NEWS AND ADVERTISING on COIN-OPERATED ARCADE EQUIPMENT appears in the GENERAL OUTDOOR SECTION This Week, Beginning on Page 54

## Written Contracts Protect Music Firm's Investment

### Good Contract Proves Who Owns Equipment, Service to Be Given

By DICK SCHREIBER

CHICAGO, Nov. 22.—Any music operator who has found himself in the position of having to prove that a particular machine in a particular location actually belongs to him appreciates the necessity for obtaining some sort of written agreement with his locations—even if that agreement is little more than a receipt for the phonograph.

When a tavern is forced to lock its doors because its creditors are weary of excusing the owner's

failure to meet his obligations, decals or metal plates on the phonograph—carrying the operator's name and address—may help the operator recover his equipment, but the job would be infinitely easier and more effective if the operator had taken the precaution of obtaining a written contract or receipt.

There are, of course, those tavern owners who might object to signing any paper which looks like a legal document. For those

locations, the receipt (which spells out clearly the ownership of the

#### THIRD IN SERIES

This is the third in a series of articles dealing with written contracts and agreements between music operators and their locations.

machine) may prove less objectionable. If a store owner refuses to sign a receipt, be careful of him in all dealings because he probably won't last long as a customer.

#### SPELLS OUT DUTIES

A common idea about written contracts is that they protect an operator against losing a location. Any well-written contract will

(Continued on page 118)

## DO'S & DONT'S OF CONTRACTS ON JUKE ROUTE

CHICAGO, Nov. 22.—Because there are many misconceptions of what contracts do and do not do for operators, as pointed out in this week's article dealing with written contracts, here's a quick checklist of some of the important "do's" and "don'ts."

1. Contracts do not have to be complicated to be legally effective. A simple receipt often does the job.

2. Contracts do not protect an operator from losing a location if his service in that location is not what it ought to be.

3. Contracts do not lessen the operator's obligations. The good contract clearly details what the operator will render in the way of service.

4. Contracts do set forth what both the operator and the location promise to do.

5. Contracts do decrease the chances for misunderstandings later because the agreement is in black and white.

6. Contracts do furnish legal evidence of equipment ownership in the event of a misunderstanding, sale of a location or bankruptcy.

## Latin Demand Up 40 Per Cent In Fla. Boxes

MIAMI, Nov. 22.—The man who predicts hits in Latin-American records and assists Miami juke box operators in making selections, says the demand for such music has jumped about 40 per cent in the past two years.

Jose Catarineau, in charge of the Latin-American record section at Seacoast Appliances, Florida distributor of RCA Victor records, attributes the increase to the ever-rising number of Latins who are making their homes in Miami.

A native of Puerto Rico who came to Miami 10 years ago, Catarineau has been with Seacoast since October, 1950. Not only does he beat the drums for wider use of Spanish numbers, but he often spots one breaking for a hit long before it crowds the leaders.

It's gratifying, notes Catarineau, to see an artist like Perez Prado cracking juke boxes with his popular mambos. It proves that the drawing power of Latin music is not confined to one segment of the population.

## Rock-Ola Workshops Held Before Showing

CHICAGO, Nov. 22.—Five Workshop sessions were held in this country and Canada this week in anticipation of the second International Rock-Ola day showings Sunday (23), K. T. Kluever, assistant sales manager of Rock-Ola Manufacturing Company, announced.

The Workshops followed the pattern of earlier service courses the company conducted prior to introducing its Fireball 120-selection phonograph. Purpose of the Workshops is to acquaint sales agency's service personnel with the new phonograph.

Jack Barabash, Midwest district manager, conducted a Workshop November 18-19 at the Mount

Royal Hotel, Montreal. Approximately 21 persons from Rock-Ola's Canadian sales outlets were on hand. Representatives were present from Laniel Amusement Company, Montreal, and Cliff Davie Amusement Company, Toronto. Following the sessions, Barabash left for a business trip which took him to Boston, New York, Philadelphia and Miami.

Fred Schulz, a service supervisor, conducted Workshops at the Whitcomb Hotel, San Fran-

(Continued on page 118)

## Chief Engineer Appointed by Wurlitzer Co.

NORTH TONAWANDA, N. Y. Nov. 22.—Sven W. E. Andersson has been named chief engineer for the Rudolph Wurlitzer Company's North Tonawanda Division to succeed Charles J. Hull, recently appointed works manager. Andersson's appointment was announced by Fred H. Osborne, director of engineering.

The North Tonawanda Division produces both phonographs and electronic organs.

Andersson came to Wurlitzer from Qualitrol Corporation, East Rochester, N. Y., where he had served briefly as product manager. From 1928 until earlier this



SVEN W. E. ANDERSSON

year, he was associated with Servel, Inc., Evansville, Ind.

Educated in Europe, Andersson is a graduate of the Realgymnasium and Chalmers Institute of Technology in Gothenburg and holds some 60 U. S. and foreign patents. Mr. and Mrs. Andersson

(Continued on page 118)

## MOA PRESIDENT URGES FULL USE OF WRITTEN CONTRACTS

OAKLAND, Calif., Nov. 22.—George A. Miller, president of Music Operators of America, Inc., this week endorsed the idea of using written contracts between the music operator and the location.

"I think every operator who places a new phonograph on location should protect himself and the distributor," Miller declared. "Obtaining at least a two or three year contract from the location would assure both the operator and the distributor of the necessary funds to pay for the equipment."

Miller said he referred specifically to new equipment "because it is much easier to get the location signature on a contract at the time it wants new equipment. Frankly, I think all locations should be on contract regardless of the newness of the equipment."

Many operators in California use location contracts and have done so for the past 10 years. The fact of the matter is the California Music Guild furnishes location contracts to its members at no cost so that as many locations as possible can be put on contract. In my estimation, it would stabilize the industry."

## Chicago Operators Say 45's Shortage Poses Big Problem

### Small Routes Okay, But Larger Operations Run Short Weekly

Continued from page 20

and week out I draw blanks on my orders?"

Gnarro said the record companies' standard reply was, "we are out of stock."

Consensus among the ABC Club membership was that the record firms are paying closer attention to their dealer outlets than to the phonographs. They reported that operators "who have retail record stores as well as routes 'seem to have better luck' in getting the number of 45's they need to stock their machines."

Larger operators, who buy direct from the record manufacturers, are getting the worst of the situation, according to Gnarro. He pointed out that smaller operators can go to a one-stop, pay a nickel more and get what they want, or at least be in a position to personally make a switch to another tune if they have to.

"But we have to order from the record company's salesman," Gnarro continued. "They assure

us they can deliver—and, I'm sure, they mean well in what they say. But when the stock room gets around to handling the shipment, the salesman is out of the picture."

Gnarro and other ABC Club members are sold on the future of 45's. Their continuing inability to secure what they need in 45's causes problems in location relations, they point out.

Gnarro said there have been weeks when his company has received only 15 per cent of what it ordered. "Since practically all the business today (of phonographs) is 45, this is beginning to be a serious thing," he concluded.

## NY Op Heads Expected to Be Re-Elected

NEW YORK, Nov. 22.—Albert S. Denver, president of the Automatic Music Operators' Association, is expected to be returned to office together with other present officials of the local operator group at the organization's annual election meeting Tuesday (25) at the Park Sheraton Hotel. Although nominations from the floor will be solicited, no serious contest is expected.

One spot on the AMOA board of directors, however, will be left open. Arthur Herman, current

(Continued on page 118)

## Name Ad Contest Judges; Over 350 Operators Enter

GRAND RAPIDS, Mich., Nov. 22.—Over 350 music operators entered the "write an ad" sponsored by AMI, Inc., and a panel of judges selected from the Grand Rapids Advertising Club's membership will sit down early next week to determine the prize winners.

Bill Fitzgerald, AMI's advertising and sales promotion manager, said the judging probably would be done Tuesday (25) and the results announced shortly thereafter.

(Continued on page 118)

## Stern to Distrib Low-Cost Titles Based on Billboard's 'Best Buys'

Continued from page 19

but rather reports on those records, already out in the field for several weeks, which have caught a firm hold on public favor.

Stern subscribers will contract for a minimum of two strip cards (40 strips) a week for each record appearing in the "Best Buys." The basic package will cost \$3 a month, with the per unit cost dropping as the order is increased. The minimum contract term accepted is three months. A promotional mailer plugging the service will be distributed by Stern next week.

Star, which now supplies a list of operator subscribers with an automatic distribution plan, will step up its distribution program once it initiates its "Best Buy" service. The kick-off of the plan awaits completion of a deal now being negotiated with a major

manufacturer of coin phonographs, which is expected to promote the service thru its distributor organization.

Star's rates for its "Best Buys" strip service is expected to start at about \$3.50 for a two-card order. The basic order will cover 12 records, however, even the The Billboard listings for any one week might be less than this number. subscribers will be given the opportunity to make up the difference, if any, by requesting additional strips of their choice. This, Star will fill from its stock. Mailings will be made promptly.

According to best estimates no more than 15 per cent of all operators are now being serviced with subscription title strip plans of any type. The trade estimates also indicate that about 25 per

cent of all operators use some printed strips on their machines. About half of this 25 per cent use printed strips almost exclusively.

By far the greater number of operators still rely on handwritten or typed strips, despite an accumulation of evidence that neat, printed strips make phonographs more attractive and invite additional play. The main potential of the two new plans is seen in this large untapped market.

CHICAGO, Nov. 22.—The J. P. Seeburg Corporation has declared its support of title strip subscription service based on The Billboard's "Best Buys," it was learned at press time. The phonograph manufacturer will ask its distributors to plug use of the plan set by the Star Title Strip Company.

## Nebraska Ops Set 2-Day Meet

OMAHA, Nov. 22.—The Music Guild of Nebraska will hold its regular quarterly meeting December 6-7 at the Hotel Madison in Norfolk.

Howard Ellis, secretary and treasurer, stated the program would open at 5:30 p.m. Saturday (6) with registration. Refreshments will be served at 6:30, with dinner at 7:30 p.m. A board of directors meeting will start at 8:30 p.m.

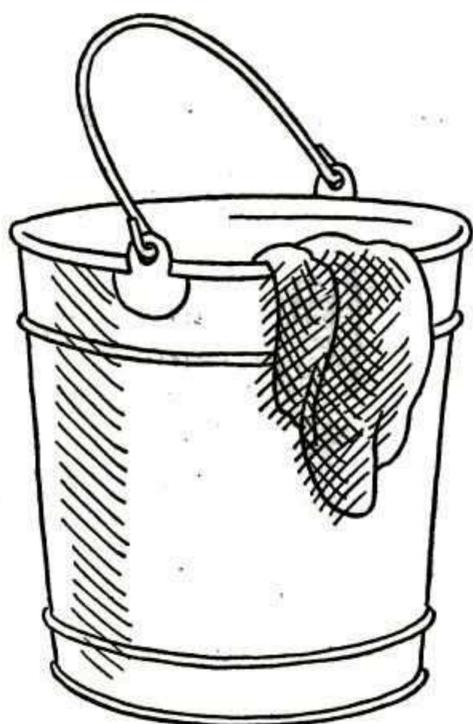
The Sunday (7) program will start at 2 p.m. with a business meeting. A cocktail hour, commencing at 5 p.m., will conclude the two-day meeting. Boyd Worley will host the gathering.

## WESTCHESTER OPS MAY JOIN MOA IN DEC.

NEW YORK, Nov. 22.—There is a better than even chance that the Westchester Music Guild, a suburban juke box and cigarette operators organization comprised of most of the operators in Westchester County, will soon become affiliated with the Music Operators of America.

A survey of the membership indicated that most of the operators want to join the national organization, and the group will probably vote on asking for membership at its next meeting, December 15. WMG officials have requested details about the national organization from Al Denver, president of the New York Automatic Music Operators' Association, an MOA member. The vote will be held if Denver's report comes in time for the December meeting.

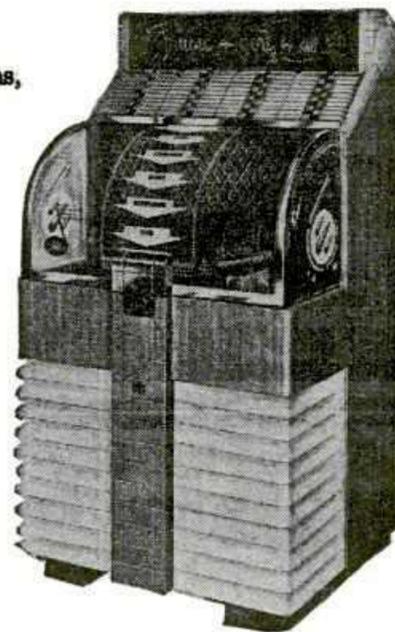
# Keep It Clean!



*Smart operators make sure that the juke box is the neatest, cleanest, brightest object in the location. Whatever its make, you'll increase the take, when the juke box looks inviting. The swish of a damp cloth, a dab of wax and your Model "D" looks factory fresh. Its trim lines and readily cleanable materials quickly respond with an attractive appearance that inspires more play.*



The "D" is available in 80 and 40 selections, blond or mahogany cabinets.



**AMI** Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan



Thanks Again  
for Your Help in Making the

# 2nd INTERNATIONAL Rock-Ola Days

such a tremendous success

David C. Rockola

Thousands from all over America and from many Foreign Lands came to  
**SEE, OPERATE, and  
MARVEL at the**

**ROCK-OLA**

# FireBall

120

SELECTIONS

THE ONLY PHONOGRAPH WITH

SINGLE BUTTON

SUPER-SIMPLE "CARROUSEL" LINE-O-SELECTOR OPERATION

If you  
haven't seen  
**FIRE-BALL**—  
go to any of the  
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### EASTERN

**HACOLA DISTRIBUTING CORP.**  
265 Franklin, Buffalo, New York

**B. D. LAZAR COMPANY**  
1635 Fifth Avenue, Pittsburgh 19, Penn.

**MUSIC & TELEVISION CORP.**  
1119 Commonwealth Avenue  
Boston 15, Massachusetts

**S & K DISTRIBUTING CO.**  
2014 Fairmount Avenue  
Philadelphia 30, Pennsylvania

**SEACOAST DISTRIBUTORS, INC.**  
1200 North Ave., Elizabeth, New Jersey

### MIDWEST

**BADGER NOVELTY COMPANY**  
2546 North 30th Street, Milwaukee, Wis.

**BINCO MUSIC DISTRIBUTING CO.**  
1329 S. Calhoun St., Ft. Wayne, Indiana

**BRILLIANT MUSIC COMPANY**  
19963 Livernois Ave., Detroit 21, Mich.

**CALDERON DISTRIBUTING**  
450 Massachusetts Ave., Indianapolis, Ind.

**DIXON DISTRIBUTORS**  
3808 Southern Blvd., Youngstown, Ohio

**H. Z. VENDING & SALES COMPANY**  
1205 Douglas Street, Omaha, Nebraska

**IDEAL NOVELTY COMPANY**  
2823 Locust Street, St. Louis 3, Missouri

**LA BEAU NOVELTY SALES CO.**  
1946 University Ave., St. Paul 4, Minn.

**LAKE CITY AMUSEMENT CO.**  
4533 Payne Avenue, Cleveland, Ohio

**SAVAGE NOVELTY COMPANY**  
628 Third Street, Beloit, Wisconsin

**UNI-CON DISTRIBUTING CO.**  
3410 Main Street, Kansas City 2, Missouri

**WORLD WIDE DISTRIBUTORS, INC.**  
2330 N. Western Ave., Chicago 47, Ill.

### NORTHWEST

**CUSSON DISTRIBUTING COMPANY**  
3131 S. E. Division St., Portland, Oregon

**PUGET SOUND NOVELTY CO.**  
114 Elliott Ave., West, Seattle, Wash.

### SOUTHERN

**A. M. & F. DISTRIBUTING CO.**  
3118 Tulane Ave., New Orleans, Louisiana

**H. M. BRANSON DISTRIBUTING CO.**  
811 E. Broadway, Louisville, Kentucky

**CAPITOL MUSIC COMPANY**  
135 E. Amite Street, Jackson, Mississippi

**COIN AUTOMATIC MUSIC CO.**  
241 W. Main St., Johnson City, Tennessee

**FRANCO DISTRIBUTING CO.**  
24 North Perry, Montgomery, Alabama

**ROBINSON DISTRIBUTING CO.**  
301 Edgewood Ave., S. E. Atlanta, Ga.

**S & M SALES COMPANY, INC.**  
1074 Union Avenue, Memphis, Tennessee

**SOUTHERN MUSIC CORPORATION**  
2828 So. Blvd., Charlotte, North Carolina

**SOUTHERN MUSIC DIST. CO.**  
418 Margaret St., Jacksonville 6, Florida

**FRANK SWARTZ SALES COMPANY**  
515-A Fourth Ave., So., Nashville, Tenn.

**WERTZ MUSIC SUPPLY CO.**  
1013 E. Cary St., Richmond 20, Virginia

### SOUTHWEST

**BORDER SUNSHINE NOVELTY**  
2919 N. Fourth Street  
Albuquerque, New Mexico

**BOYLE AMUSEMENT COMPANY**  
522 North West Third  
Oklahoma City, Oklahoma

**FRONTIER AMUSEMENT**  
2020 Myrtle Avenue, El Paso, Texas

**PAUL W. HAWKINS**  
329 East 7th Street, Tucson, Arizona

**RUTHERFORD ENTERPRISES**  
608 Johnson Street, Amarillo, Texas

**UNITED AMUSEMENT CO.**  
446 N. Main St., San Antonio, Texas

**FT. WORTH AMUSEMENT COMPANY**  
1210 S. Main Street, Ft. Worth, Texas

### WESTERN

**H. B. BRINCK**  
825 East Front Street, Butte, Montana

**MODERN DISTRIBUTING CO.**  
3222 Tejon Street, Denver 11, Colorado

**OSBORN DISTRIBUTING COMPANY**  
2647 Thirty-Eighth Street  
San Francisco, California

**DAN STEWART COMPANY, INC.**  
2667 West Pico, Los Angeles, California

**DAN STEWART COMPANY, INC.**  
140 E. Second, South, Salt Lake City, Utah

### LATIN AMERICAS

**ALMACEN LAS AMERICAS**  
San Salvador, El Salvador

**BRACHO AND BOCHECIAMPE**  
Apartado No. 523, Maracaibo, Venezuela

**J. ROMERO HERNANDEZ**  
Ponce De Leon 1663, Santurce, Puerto Rico

**MIQUEL G. HERNANDEZ**  
5A Calle S. E.—No. 504  
Managua, Nicaragua

**VALERIANO MIRANDA**  
Apartado 1893, San Jose, Costa Rica

**LA COMERCIAL PROSPERI**  
Apartado 409, Pedrera A Gorda 62  
Caracas, Venezuela

**DAVID L. ROMERO**  
Baja California 5, Mexico D. F., Mexico

**ROBERTO ROSS**  
Apartado 107, Santiago, Cuba

**AMALIA SANDOVAL DE NICOL**  
8A Avenue Sur #109  
Guatemala City, Guatemala

**JOSE SASTRE**  
San Rafael 874, La Habana, Cuba

### CANADA

**CLIFF DAVIE AMUSEMENT COMPANY**  
300 Bay Street, Orillia, Ontario, Canada

**LANIEL AMUSEMENT INC.**  
1807 Notre Dame, West  
Montreal 3, Quebec, Canada

**WILLIAM POUND AGENCIES**  
140 New Gower Street  
St. John's, Newfoundland

**SUN SPECIALTY COMPANY**  
10147 112th Street  
Edmonton, Alberta, Canada



**ROCK-OLA Manufacturing Corporation**  
800 North Kedzie Avenue, Chicago 51



Model 1436

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

AMI	Issue of Nov. 22	Issue of Nov. 15	Issue of Nov. 8	Issue of Nov. 1
Model A	\$239.00 260.00	\$239.00 260.00	\$239.00 260.00	\$239.00 260.00
1422	325.00 350.00	350.00	350.00	350.00
Model B	360.00 450.00	395.00(2)	395.00(2)	395.00(2)
Model C	435.00 460.00	450.00 475.00	450.00 475.00	475.00(2)
Model D	475.00	495.00	495.00	495.00
449.51				
<b>CHICAGO COIN</b>				
Hit Parade		100.00		
<b>EVANS</b>				
Constellation	425.00		425.00	425.00
<b>PACKARD</b>				
Manhattan 76	89.00	89.00	79.50 89.00	89.00
Model 7	49.00			69.50
<b>ROCK-OLA</b>				
50-51		450.00	450.00	450.00
1422	89.00 94.50	89.00(2) 100.00	89.00 150.00	89.00 99.50
	100.00 150.00	150.00		150.00
1426	129.50 175.00	124.50 175.00	175.00	175.00
1428		250.00	250.00	250.00
1432	435.00 445.00	435.00 445.00	435.00 445.00	435.00 445.00
<b>SEEBURG</b>				
Classic	49.00	49.00	49.00	49.00
Envoy	49.00	49.00	49.00	49.00
H-146 M Hideaway	94.50	94.50	94.50	74.50
P-147 M Hideaway			110.00	110.00
H-148 M Hideaway	229.00	229.00	229.00	229.00
H-246 M Hideaway			99.00	99.00
Hightone	49.00	49.00	49.00	49.00
M-100-A 78 RPM	695.00	695.00	695.00	695.00
Major	49.00	49.00	49.00	49.00
146	150.00	150.00	150.00	150.00
146 Hideaway	150.00	150.00	150.00	150.00
146 M	129.00	125.00 129.00	125.00 129.00	125.00 129.00
146 S	129.00	129.00	129.00	129.00
147	175.00	175.00	175.00	175.00
147 M	140.00 149.00	140.00 149.00	149.00	149.00
148	195.00	195.00		
148 Blonde	275.00	275.00	275.00	275.00
148 Hideaway	195.00(2)	195.00	195.00	195.00
148 ML Blonde			275.00	
148 ML	240.00	240.00 249.00	250.00 275.00	250.00 275.00
148 SL	219.00	219.00	219.00	219.00
1946 Hideaway		99.50	99.50	99.50
1948 Hideaway		195.00	179.50	99.50 179.50
1951 Hideaway	49.00	49.00	49.00	49.00
<b>WILLIAMS</b>				
Music Mite	99.50	99.50	99.50	99.50
<b>WURLITZER</b>				
750	49.50 95.00	49.50(2)	59.00	49.50
750 E		59.50 75.00	59.50	59.50
750 M			54.50	
800	49.50	49.50		
1015	139.00 175.00	135.00 139.00	139.00 139.50	139.00 139.50
		149.50 150.00	149.50 175.00	149.50 150.00
		175.00		175.00
1017 Hideaway	150.00	150.00	175.00	175.00
1080	125.00 150.00	125.00	125.00 150.00	125.00
		150.00(2)		
1100	324.00	324.00	289.50 324.00	324.00 325.00
	325.00(2)	325.00(2)	325.00	
1217 Hideaway	299.50			
1250	399.00 475.00	399.00 475.00	399.00 475.00	399.00 425.00
				475.00

## 'RAY DAY'

### Juke Boxes Loaded for Homecoming

DALLAS, Ore., Nov. 22.—You could only get one vocalist on this town's juke boxes Tuesday (18)—Johnnie Ray.

It was Johnnie Ray day celebrating the homecoming of the local boy who overcame a hearing handicap to become a No. 1 favorite on juke boxes. Operators, tying in with the big civic promotion, dug up all the well-worn Ray platters they had in stock and put them on their boxes.

Far into the night, long after Ray had ceased regaling the crowds with his songs, locations ran with the tunes Ray built into favorites.

It was a city-wide holiday. Schools closed, a parade moved down Main Street and two assemblies were held in the school Ray used to attend. Mayor Hollis Smith presented Ray with the key to the city, a banquet was held, followed by a dance, and the press trooped along on a pilgrimage to the old homestead outside town.

With Ray were his sister and parents, Mr. and Mrs. Elmer Ray, for whom the singer has bought a farm near Salem, Ore.

## N. Y. Op Heads

• Continued from page 114

board member, will not place his name on the ballot to conform with association by-laws barring distributors from office. Herman was recently named distributor in this area for H. C. Evans & Company.

The annual dinner-meet will hear a report on the state of business from Denver, who will also speak on the growth of the association and prospects for the coming year. AMOA attorney Sidney H. Levine will discuss legal matters concerning phonograph operation, as well as proposed legislation that may affect the industry.

Present AMO. officials expected to stand for re-election include Charles Bernoff, vice-president; Sal Trella, secretary; Harry Wasserman, treasurer, and board members Al (Senator) Bodkin, Lou Hirsch, Joe Connors and Charles Aronson.

## Rock-Ola Workshop

• Continued from page 114

cisco and the Olympic Hotel, Seattle. The former was held November 18-19, the Seattle session November 20-21. Schulz planned to visit Rock-Ola sales outlets in Salt Lake City and Denver when the sessions were concluded.

Benny Pinion, a service supervisor, was in El Paso, Tex., for a November 21 Workshop held at the Hilton Hotel. Representatives were on hand from Rutherford Enterprises, Amarillo, Tex.; Border-Sunshine Novelty, Albuquerque, N. M., and Frontier Amusement, El Paso, Tex.

Art Janacek, manager of Rock-Ola's service department, held a Workshop November 20 in Montgomery, Ala., for representatives of the Franco Distributing Company, Montgomery; Frank Swartz Sales Company, Nashville, and the Capitol Music Company, Jackson, Miss. Janacek planned to visit New Orleans, Memphis and Johnson City, Tenn., before returning to Chicago.

## Chief Engineer

• Continued from page 114

now reside at 459 Bernhardt Drive, Snyder, N. Y.

Osborne likewise announced the appointment of Ira M. Laurien as an aid to Andersson. Laurien has been a staff engineer for the company the past six years and now holds the title of assistant to the chief engineer. Laurien is a graduate of Syracuse University and obtained a master's degree in engineering at Yale. From 1939 to 1940 he was with Stone & Webster Engineering Corporation. In 1941 he joined the Pratt & Whitney Aircraft Corporation. Mr. and Mrs. Laurien reside at 210 Victoria Boulevard, Kenmore, N. Y.

## PRODUCTION OUTLOOK

### No Change in Juke Output in Early '53

WASHINGTON, Nov. 22.—Altho already notified their 1953 first quarter allocations of steel would be drastically cut, juke box manufacturers could take some heart from statements issued by the National Production Authority to the effect that a "bonus" of steel was being planned.

When NPA sent out the manufacturers' allotments for the first three months of next year, steel was shaved to an average 33.3 per cent of the base period, which is approximately 40 per cent less than the allotment authorized for the third quarter of this year and 33 per cent less than the present quarter.

Late this week, however, NPA spokesmen said a 15 per cent additional allotment was being planned for juke box manufacturers. NPA said the steel strike was responsible for the drastic cut-backs announced earlier.

#### No Rules Yet

Regarding the proposed steel bonus, the NPA spokesman said, "We have no ground rules yet," but he advised juke box manufacturers "if they hurt, tell NPA about it, and how much is needed and when."

Pointing out that manufacturers were "just beginning to feel the effect of the steel strike," the spokesman said, "There is every indication that first quarter 1953 allotments will reach those of the fourth quarter of this year."

At the same time, NPA assured producers of coin-operated phonographs they could count on the same copper and aluminum allotments during the first quarter of 1953 which they received the final quarter this year. The copper allotment of 50 per cent of the base period is 10 to 15 points higher than during the first quarter of 1952, while the 55 per cent aluminum allotment is 20 per cent larger.

## Written Contracts

• Continued from page 114

help an operator hold a location, but the principal purpose of the contract is to spell out the obligations of both the operator and the location owner. If either fails to live up to these obligations, the contract is worthless.

Written contracts will help avoid misunderstandings between the operator and his locations. An informal conversation between the two parties at the time the machine is installed actually constitutes a contract, but a verbal agreement—altho it is binding—cannot be produced at some later date, in black and white, to settle a difference of opinion.

#### PROTECT INVESTMENT

With the cost of equipment and installation running from \$1,000 to as high as \$3,000—where auxiliary equipment is installed—it simply makes good business sense that an operator protect his investment with a written agreement. The written contract also impresses the location owner with the size of this investment and with the operator's own business-like approach.

Briefly put, a location contract can save an operator money by clearly setting forth the obligations of both operator and location and also by serving to prove ownership of the equipment in the event that ownership is ever challenged.

(Next week: Some contract ideas which music operating firms have found useful in creating a business-like approach to locations.)

## Contest Judges

• Continued from page 114

after. First prize will be a new AMI juke box.

The judging panel will consist of Claude Meconis, president of the Advertising Club and advertising manager of Rapid Standard Company; Dave Wallace, Wallace-Lindeman, Inc., advertising agency; Jack Dekker, advertising manager of Knappe & Vogt, manufacturers of hardware accessories; Percy Nickel, advertising manager of Bissel Carpet Sweeper Company, and Dave Schmidt, vice-president of Wesley Abes Advertising Company.

What the NPA announcement means in terms of phonograph production is this:

1. If manufacturers get as much metals in the first quarter 1953 as they did in the present quarter, production will at least hold even, may even show some slight increase as manufacturers find ways and means of using their supply more efficiently.

2. Increase in the aluminum allotment, and in stainless steel, means some manufacturers will be able to "dress up" the exterior of their cabinets.

## CHANGING TASTE

### Miami Route Shows Trend From Blues

MIAMI, Nov. 22.—Ed Railey, who services the race route of Deale Music Company here, notes a decided change in the music tastes of Negro locations. Railey says the trend is away from strictly blues and rhythm tunes and into the straight pop field.

The Deale operation of approximately 150 colored spots stretches from Miami south to Homestead and represents an excellent cross-section of this area's Negro population.

Patti Page and Rosemary Clooney are getting to be favorites in the Negro spots, observes Railey. "Not long ago I received a request for 'I Went to Your Wedding,' so I put it on the machine," he said. "In a matter of days we had every colored spot on the route asking for this Patti Page number. It surprised us because we hadn't expected that kind of reaction to a pop tune in a Negro location—except for, say, Nat King Cole whose songs always click."

### 300 Invites Out for N. Y. Evans Show

CHICAGO, Nov. 22.—Les Reick, sales manager of the H. C. Evans Company, will be on hand at the Park Sheraton Hotel, New York, when Herman Distributing Company, Inc., Brooklyn, introduces the Evans' Century, 100-selection phonograph, to operators in that area.

Reick said the distributing firm had mailed out over 300 invitations to operators, including the entire memberships of the Automatic Phonograph Operators Association and the Westchester Operators Guild.

Herman Distributing is headed by Art and Al Herman. The firm's appointment as New York area distributor for Evans was announced last week (The Billboard, November 22).

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# MUSIC SYSTEMS

## THANKSGIVING SPECIALS ON WALL BOXES

<b>SEEBURG</b>	<b>Wurlitzer Model 3020</b> ...\$22.50
3W7-L56 (5-10-25¢ 3 wire) \$34.50	Packard Chrome Wall Boxes 5.00
3W2-L56 (5¢ 3 wire) 12.50	
W1-L56 (5¢ wireless) 5.00	
W6-L56 (5-10-25¢ wireless) 29.50	
	<b>PACKAGE SPECIAL</b>
	Wurlitzer Model 2140, eleven boxes with two transmitters. Complete.. \$100

Clean Equipment—Ready for Location  
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SAY YOU SAW IT IN THE BILLBOARD!

# Coinmen You Know

## Chicago

**Richard Cole**, vice-president of Cole Products Corporation, back from Atlantic City feeling fine after his firm's showing of its Cole-Spa line in a Boardwalk showroom. Occasion was Cole's special exhibit during the American Bottlers of Carbonated Beverages' annual convention and exposition, smack across from the big Convention Hall powwow.

Silver King Corporation may start to put some sales steam

## Tavern Operators See How New Juke Draws Extra \$\$

GRAND RAPIDS, Mich., Nov. 22.—When the National Licensed Beverage Association held its annual convention here this week, an AMI Model D-80 was used in a sales skit to show how the modern tavern can profitably increase its customer services.

One of the business sessions was held in a downtown theater, with the stage decked out as O'Shaughnessy's Saloon—an old-fashioned tavern. Experts preceded to remodel the saloon to demonstrate to some 1,000 tavern owners how modernization pays off. During the remodeling, the new AMI box was wheeled in.

## McNulty Added to Rock-Ola's Staff

CHICAGO, Nov. 22.—James E. McNulty has been added to the sales and advertising staff of Rock-Ola Manufacturing Company, according to an announcement made by K. T. Kluever, assistant sales manager.

Prior to joining Rock-Ola, McNulty was with the Pennsylvania Railroad's industrial development and public relations department.

behind its Charm King bulk vender line. **Harold Burt**, president, feels the charm-ball gum unit should find a ready and growing market.

General Vending Machine Corporation is having all phone calls to its Chicago quarters referred to its Philadelphia offices. General manufactures bottle soft drink vending equipment... **Harold Schaefer**, head of Victor Vending Corporation, is nursing a bad ankle. He manages to keep in good spirits, however, with distributors channeling in news of initial reception on the Project-View Baby Grand model. Other Victor bulk vender models, Topper Deluxe and Topper Half-Cabinets, are also pulling good operator demand, he reports.

Local Lions sponsorship is being confined to two types of penny gum venders, a bulk unit from one of the leading general market firms in this field, a top tab gum model. A local distributor, which handles both lines, arranged the program.

**Leon Segal**, who with partner **Sam Kogen** heads Kandy Korner, has some good words to say about cookies. They are proving a good plus-market item in plant stops, add dollars to total gross business.

**Nate Feinstein**, Atlas Music Company, reports activity moving to a higher level these days on new Seeburgs. Multi-selection equipment is proving a big factor in the bettered operator picture, over-all, he says.

**Irving Ovitz**, head of Acme International, reports activity in the in-line scoring games has been so brisk that it is a full time effort to keep them in stock. Ovitz adds that his over-all business has increased steadily and is now looking for larger quarters... **Emmett McGinnis**, brother of the Keeney president, **Roy McGinnis**, passed away early this week. He lived in Joliet, Ill.

The merchandise division of First Distributors has grown rapidly in the past few weeks. Five staff newcomers are **Bob Rissman**, **Willie Delegal**, **Dorothy Steen**, **Flora Callery** and **Doris Schuler**. **Wally Finke** states the increase in business in the past few weeks has been phenomenal. The firm has taken over a large part of its basement warehouse for use by its basement warehouse division.

## Detroit

The Ray-O-Lite Company, operating a mixed route of shuffleboards and pin games in the metropolitan area, has been renamed the Ray-O-Lite Amusement Machine Company. A new salesroom has been opened in the north end, but the company retains an office in a central location on East Grand Boulevard. Owners are **A. Jordan Spring**, who has been in business here for over 10 years, and **Joseph Minkwic**, associated with him for about the past six years.

**Ted Parker**, sales manager of Angott Distributing, reports the entire staff busy filling orders for delivery of the new Wurlitzers. **Carl Angott Jr.**, who has been associated with the Angott organization, headed by his father, for the past year, left to join the Navy Wednesday (19). **Thomas (Bud) Cocking**, Century Coin Machine Company, Flint, left for the north woods, resolved to get his deer this year.

**Russ Hosmer**, Oakland Coin Company, Pontiac, has gone to the Upper Peninsula to bag his deer... **Bill Dallas**, Angott Sales record department, is eagerly inviting all operators to inspect his colorful new drapes in the salesroom... **Albert A. Weidman**, head of Weidman National Sales Company, vending machine distributors, has returned from a two-week trip to Florida... **Dale Sauve** of A. P. Sauve & Son left Wednesday (19) with **Jake**

## Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

**TITLE STRIP SERVICE READY.** A new title strip service for juke box operators, based on The Billboard's comprehensive trade survey, will be made available to operators on a subscription basis next week (Music Department).

**LOW-PRICED POP LINE SET.** A new line of pop records, selling for 35 cents a disk, is quietly being tested in a few stores in the New York area (Music Department).

**DISK PRICES STEADY.** RCA Victor and Columbia Records individually notified their distributors this week that they had no intention of reducing prices on their platters after the first of the year (Music Department).

**CORAL MOVES R.&B.** Coral Records is about to launch a new drive in the r.&b. field (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

**Dumler** of D & P Service on a hunting trip.

**Norman LaFleur** reports the Detroit Shuffleboard Association membership getting ready to hold the annual election of officers the first Thursday in December... **Arthur Sauve** was due back the end of this week from an early hunting trip.

## New York

**Mike Munves** says his Jet Saucer is selling well. Mike has taken four booths for the NAAPPB convention in Chicago, November 30-December 3, and will exhibit three new games, Rowboat, Football and Hockey.

**Gil Gilbert**, United Play, says he wants to be known as Tex. United is handling **Hyman Rosenberg's** new Try 'n' Tie conversion for shuffleboard games.

**Abe Schaffer**, of Ro-Mar, plans to expand his cigarette route to include juke boxes and games... **Lou Wolberg**, Runyon Sales, is passing out cigars. It's a girl—**Harriet**. Runyon's **Irv Kempner** is in Connecticut on a sales trip.

**Joe Madden**, of Old Reliable Venders, has returned from his Florida vacation... **Joe Hahman**, of Gordon Amusement, is home from the hospital and doing nicely... **Lou Serlin**, of County Enterprises, had \$1,000 stolen from the trunk of his car... **Globe Juke Box Company**, Nassau County, has joined the AMOA.

**Mary Calland**, wife of Drew Calland, of Local 786, is recuperating after a brief illness.

**Nat Cohn**, of Conat Sales, returned from a seven-day trip thru the South, Southwest and Atlantic Seaboard. His top sales were to **Abe Sussman** and **Bob Hunter**, State Music Distributor, Inc., Dallas; **Manny Landsberg**, Manny Amusement Company, New Orleans, and **Abe Feldman**, Atlantic.

**Harry Berger**, West Side Distributors, announced that West Side's connection with the Merry-Go-Round Manufacturing Company has been severed. He said that he plans to announce a working arrangement with another manufacturer soon. Meanwhile, Berger announced that he is installing casters on his rides so that the rides may be more readily shifted on locations. The casters will sell for about \$15 to \$20 per ride.

## Miami

**Mrs. Marie Goecke** is the new secretary at Bush Distributing, replacing **Mrs. Bernice Handler** who returned to New York. Mrs. Goecke's husband is currently in Sao Paulo, Brazil, where he is helping to build the new Bendix factory which will produce washing machines. **Ken Willis** is calling on Bush customers in Central Florida. **Ozzie Truppman** just returned from a business trip to the company's branch office in

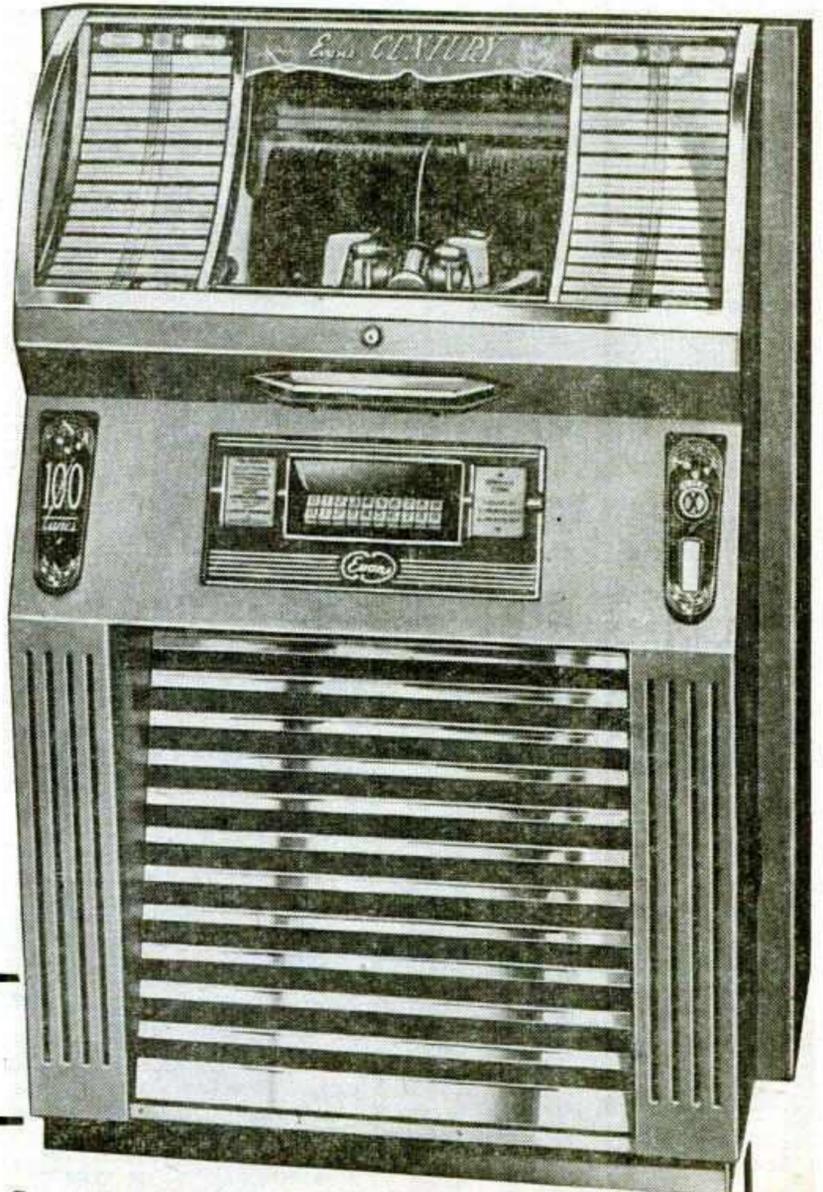
(Continued on page 124)



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## New Charms Hypo Ball Gum Vending; Demand Doubles

Five Mfrs. Vie for Hit Items, Ops Wooded by \$3 Million Industry

By FRED AMANN

CHICAGO, Nov. 22.—During the past year the charms field has seen a rebirth of interest on the four fronts pertinent to its existence: the manufacturer of

This is the first in a two-part series on charms, the trends, potentials and production facts in this field. Next week, activities of the five leading charms manufacturers will be detailed.

charms and bulk venders, the operator and the consumer (The Billboard, October 25).

With manufacturers producing new and better charms and special charms model venders, and operators gaining new volume thru the use of both, the

### BOOKKEEPING

#### System Used By Small Op Described

DETROIT, Nov. 22.—A flexible and simple system of business control for the one-man operation is important, according to coffee operator Ralph Sharkey.

It took Sharkey a year, however, to work out what he considered the most practical system of bookkeeping thru knowledge gained by trial and error. He has come to believe in a system which is similar to that recommended by authorities in the field for a small operation, with the actual technique of bookkeeping up to the individual's selection of books and records. What is

(Continued on page 125)

## Auto. Products Holds Atlantic City Display

NEW YORK, Nov. 22.—Automatic Products Company was much on hand during the Atlantic City convention of the American Bottlers of Carbonated Beverages this week (16-20).

With the three-year ban on cup beverage equipment still holding for ABCB's 1952 exhibit, Sam Kresberg, Automatic Products president, rented the entire Bowers Building adjoining Convention Hall. The three and six-drink SodaShoppes models were shown.

Separate model displays were set up for Pepsi Cola, Coca Cola, Nehi and Doctor Pepper brands.

In addition to Kresberg, Automatic was represented by Dan Gould, Mel Rapp, Dan Subarsky, Al Bendas and Ben Palistrant, New England divisional manager.

## CIG TAX EFFECT ON PER CAPITA VOLUME: NATD

NEW YORK, Nov. 22.—The degree to which high State taxes affect per capita cigarette consumption was stressed this week in the market analysis released by the National Association of Tobacco Distributors. (See full story elsewhere in this section.)

Citing per capita consumption for 1951, the following table "depicts with remarkable clarity the way cigarette purchases within the borders of a taxing State decline under the impact of unreasonably high taxes," NATD stated.

State	Pack Tax	Per Capita Consumption
Wyoming	2c	2,790 packs
Indiana	3c	2,344 packs
Minnesota	4c	1,963 packs
Oklahoma	5c	1,730 packs
Arkansas	6c	1,261 packs
D. C.	1c	3,674 packs

focal point of the entire trend has been the consumer response. Formerly a moppet item almost exclusively, charms are now made in such variety and of such quality that they now draw teenage and in some instances adult interest. This wider market has resulted in better turnover for the operator.

The extent to which charms have re-captured the consumers' interest is evident by sales reports from all five manufacturers: three reported 1952 volume to date was 100 per cent over that of 1951, two cited "tremendous increases" over sales during the past two years.

This, they agree, was due to two factors, both dependent upon the final consumer demand: (1) operators are placing a greater number of charms in each vender, and (2) the brand new Canadian field was opened this year for the first time to volume placement of charms and ball gum equipment.

#### More of Same

A steady rise in volume is expected by the five manufacturers during the next two years. Bearing out this prediction are the charms makers' expansion moves. The majority have added plant space or moved in new and more expensive molds for new items.

The upturn in business has resulted in several of the leading manufacturers hitting the \$1 mil-

lion level this year. As this figure represents approximately 300 million charms, the unit-volume of the industry reaches into the billion bracket.

Price-wise, while the basic fill lines are 20 to 30 per cent lower than last year, and 40 per cent lower than in 1948, the feature charms are higher. This tends to hold the over-all charms market about on a price-par with the last several years. This is due to higher mold, materials costs.

Currently, competition is keen, and becoming more so. This also is resulting in a continuous stream of new and better items for operators.

#### Materials

Materials are another aspect of charms production that is taking on new importance. New

(Continued on page 125)

## Progress Bows New Soup Base

CHICAGO, Nov. 22.—Progress Food Specialties added a new beef soup concentrate base this week to its line of vending soups.

Tom Somlo, sales manager, said the new flavor contains real beef extractives. It will not settle out and will remain fresh for several days, he stated. The operator's cost is under 1-cent per drink.

## NPA Sees 1st Quarter Steel Bonus for Venders

WASHINGTON, Nov. 22.—The National Production Authority this week held out hope to the nation's vending machine manufacturers that allotments of steel, drastically curtailed as a result of an industry strike, would be augmented during the first quarter of 1953 with a 15 per cent bonus allotment.

Originally, the NPA planned to keep the allotment for the first quarter at 33.3 per cent of the base period, which is roughly 40 per cent less than the allotment authorized for the third quarter of this year and 33 per cent less than the present quarter.

At the same time, NPA declared that copper and aluminum allotments to vending machine manufacturers during the first quarter of the new year would be as large as those received during the final quarter of this year. The copper allotment (50 per cent of the base period) is actually 10 to 15 points higher than during the first quarter of 1952 and aluminum (55 per cent of the base) is 20 per cent greater than

for the corresponding period last year.

A high spokesman for NPA said that the steel bonus allotment had not yet been formally decided, but he pointed out that "there is every indication" that vending machine manufacturers will be eligible to get the materials so as to avoid serious hardship. The spokesman said that, in any event, the agency would want to be informed about all "hardship cases."

Hardship cases should be reported as usual to the nearest local NPA office, it was announced.

### NEXT WEEK

News and feature coverage will highlight charms, their manufacture and use, along with bulk vender, charm model availability and ball gum supply. Typical ball gum-charms operations will be described.

For the first charms feature, see story this issue.

## CIG VENDERS UP \$ GROSS

# Sales Ratio to Over-All Market Off 1.79% in 1951

NEW YORK, Nov. 22.—Although over-all volume of vender-sold cigarettes increased from \$646,290,000 in 1950 to \$669,280,000 in 1951 for a gain of \$22,990,000 or 3.55 per cent, the percentage of vending volume in the total retail cigarette picture declined 1.79 per cent, according to the second annual survey released this week by the National Association of Tobacco Distributors' Market Research Division.

During 1951, vending machines accounted for 16.4 per cent of all retail cigarette volume, topped only by independent food stores with 19.1 per cent. Venders topped chain supermarkets (12.3 per cent), cigar stores, (11.7 per cent), independent drugstores (9.7 per cent), and restaurants,

bars and liquor stores (7.1 per cent).

The report pointed out, however, that the decline from 1950 did not necessarily describe a continuing situation, and it hinted that this decline may be erased when the 1952 figures are compiled.

#### Taxes, Prices

While the report concluded that "vending machines continue to demonstrate their efficiency as a medium of merchandising cigarettes," it emphasized that the increased cigarette tax, combined with marked consumer resistance to higher prices, had resulted in declines of vending machine cigarette sales in some areas.

The major cause of these declines was attributed to the

## BULK VENDERS ON A RIDE; BUS 'ROUTE' EXPERIMENT

LYONS, Ill., Nov. 22.—A dozen penny bulk venders are currently in experimental operation on the Bluebird Coach Lines, Inc., which operate thru many of Chicago's suburbs.

Roger Beaurline, who installed the Victor Baby Grand machines, plans to add similar experimental operations in bus and metropolitan transportation systems shortly.

The venders are installed in the front of each bus, next to the change and fare mechanisms. Beaurline reports the bouncing and jarring has not adversely affected vender operation.

Originally, nickel Baby Grand models were used to vend Chloro Treats, but it was discovered the penny models were a better answer when odd-cent fares are charged.

Beaurline stated that the machines, installed a few weeks ago, will be supplemented by additional Blue Bird installations if early sales volume continues to hold up.

## Bert Mills Sums Up TV Experience

LOMBARD, Ill., Nov. 22.—Herbert Chadwick, vice-president of The Bert Mills Corporation, reported this week that with coffee operator benefits still materializing as a result of the firm's 13-week television show sponsorship, the experiment in public relations was considered a success.

The Mills' 15-minute evening telecast, once a week over WNBQ, ended September 15. Chadwick pointed out it was not the basic purpose of the program to sell coffee machines; rather to suggest using a coffee vending service to industrial management, and to let employees see such a machine in action via the "commercials."

#### Results

Two direct results were reported by operators in the telecast area; first, some location prospects decided to install coffee equipment after viewing the program, and second, approaching a new location was no longer a "cold" proposition. Many of the latter had, thru management or thru employee comments in suggestion boxes, learned of the desirability and convenience of in-plant coffee venders. In both instances, the knowledge was

gained from their home television screen.

Because of the easier location entree, and better understanding of coffee vending afforded industrial executives, Mills promotion is going down in company records as a profitable venture.

"The creating of good will, and raising the status of coffee vending generally, were valuable results gained thru the three months of television programing," Chadwick stated.

## Spacarb Names Southern Rep, Sets Contest

STAMFORD, Conn., Nov. 22.—The appointment of Maurice B. Spillane as Southern sales representative for Spacarb, Inc., was announced this week by H. J. Foster, vice-president and sales manager.

Spillane will headquarter in Atlanta. His territory includes North Carolina, South Carolina, Georgia and Florida. He will handle the Spacarb multiple-flavor cup beverage dispenser, the Bert Mills Coffee Bar and Fred Hebel multiple-flavor ice cream vender, for which Spacarb is national sales representative.

Sales contest for Spacarb distributors and salesmen was also announced. To run for four months, it will feature cash awards for each month and a grand prize based on total sales during the contest period.

Qualification quotas were made known to distributors at the annual Spacarb sales meeting, held in Chicago recently. Prizes have not yet been determined.

## PER CAPITA CIG SALES OVER 10 PACKS IN SEPT.

RICHMOND, Va., Nov. 22.—Per capita cigarette consumption in September in the U. S. increased from 9.23 packs last year to 10.20 packs in 1952, according to the National Tobacco Tax Research Council, Inc.

The Council reported that 1,260,300,000 packs were taxed in September in 41 States and the District of Columbia levying suc taxes. All States, with the exception of Idaho, Mississippi and the District of Columbia, showed gains. The greatest increases in per capita consumption were in Texas, Nevada and Delaware, where more than three packs were added.

The lowest consumption was in Arkansas, with 5.66 packs per person. Nevada was the highest, with 21.12 packs per capita. The Council pointed out that Arkansas imposes a 6-cent per pack tax; Nevada a 3-cent tax. Louisiana continues to have the highest cigarette tax, 8-cents per pack.

## Bulk Vender Bowed by Victor

CHICAGO, Nov. 22.—A new model Baby Grand bulk vender, Project-o-View, was introduced by Victor Vending Corporation this week. Listing for \$1.25 more per unit than the Baby Grand, it is featured in four-unit cases at \$57.

The Project-o-View has transparent lucite face plate which projects 1½ inches from the cabinet at its highest point of level. Side windows in the cabinet remain unchanged from the standard Baby Grand model. The projecting face plate increases capacity 1 pound to a total 6½ pounds.

spread in price between cigarettes purchased over the counter and cigarettes purchased thru vending machines. The trend toward carton cigarette purchases at several levels of retail distribution was also cited as a contributing factor toward the market share decline.

Another factor to be considered is that the volume increase in vending machine sales accounted for 10.9 per cent of the total gain in cigarette sales during 1951.

#### Industry Picture

The industry itself sold 378,300,000 tax paid cigarettes in 1951. This represents slightly more than 3.6 per cent of all non-durable goods expenditures in the United States during that

(Continued on page 125)

**"Smokeshop Lo-Boy"**

THE NATION'S FINEST CIGARETTE VENDOR!

**486 PACK CAPACITY**

Tear Out and Mail This Ad for Details

**AUTOMATIC PRODUCTS CO.**  
 750 W. 57th St., New York 19, N. Y.  
 Plaza 7-3123

**CANADIAN OPERATORS!**

We are the Canadian distributors for

**OAK'S ACORN VENDOR**

The finest in the vending industry

**LEAF BALL GUM**

NEW! Internationally Famous Hockey Player Strips, \$10.00 per M. Contact the nearest office for immediate deliveries!

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 501 Gladstone Ottawa, Ont. Ottawa 3-5782

**CHAMP BALL GUM**

The Bubble Gum with the Soft Chew

**4 STANDARD SIZES**  
 210's • 170's • 140's

430 Count Tabs  
 8 ASSORTED COLORS—8 DELICIOUS FLAVORS  
 Empties machines faster.  
 No clogging.  
 Write for Prices and Information

**BALL-GUM, INC.**  
 2610 W. 19th St. Chicago 8, Ill.  
 Vend the Best  
 DO NOT ACCEPT SUBSTITUTES

**CIGARETTE MACHINES**  
 Specially Priced for Quick Sale!  
 Silver Quarter—King Size Included

Reconditioned and Unconditionally Guaranteed

- \* Rowe Presidents, 8 & 10 Cols. .... \$125.00
- \* U-Need-A-Pak Model 500, 7 & 9 Cols. .... 90.00
- \* U-Need-A-Pak Model A, 8 & 9 Cols. .... 85.00
- \* Rowe Imperials, 6 & 8 Cols. .... 80.00

1/3 dep., bal. c.o.d.  
 Write—Phone—Wire  
 Parts for All Machines Available.

**JEM VENDING SERVICE**  
 2147 76th Street Brooklyn 14, N. Y.  
 Phone: Beachview 2-5159

**DO-ALL VENDORS**  
 for Nuts-Gum Charms  
 Chic Treats 1¢ or 5¢ play  
**\$12.95 each**

**BLOYD MFG. CO.**  
 Valley Station, Ky.

GIVE TO THE RUNYON CANCER FUND

**VEND—PUBLISHED BY THE BILLBOARD**

**HUNDREDS OF MONEY-MAKING VENDING IDEAS**

MONTHLY FEATURES  
 Candy, Gum & Nuts  
 Beverages  
 Tobacco  
 New Products  
 Trends  
 Industry News  
 Market Place  
 Articles  
 Editorials

Cost you a fraction of a cent a piece—when you subscribe to VEND—the magazine of automatic merchandising!  
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VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio  
 Yes—Please sign me up for Vend for  
 1 year at \$4.  2 years at \$6.  3 years at \$7.50.  
 Foreign rates upon request. 849

Name .....

Address .....

City..... Zone..... State.....

Occupation .....

**Sierra Candy Buys San Jose Chase Factory**

SAN FRANCISCO, Nov. 22.—Sierra Candy Company has concluded the purchase of Chase Candy Company's San Jose plant. Theodore A. White, vice-president of Sierra, and Charles Chase, general manager of Chase Candy, jointly announced the sale.

The transaction includes all of Chase's finished and raw material inventory in the plant, which served an 11 Western State market area, in addition to the Hawaiian Islands, Alaska and Japan. The sale involved over \$300,000.

White declared that his firm was committed to fill all present Chase orders, effected prior to the sale.

Sierra Candy, formed over 25 years ago, is a division of McPhail Candy Corporation. It claims the largest candy producing facilities west of the Mississippi.

Officials of Sierra, in addition to White, include Tom S. Swan, sales manager, and Rene Blanquies, assistant general manager.

**Lift Bottled Soft Drink Price Curbs**

WASHINGTON, Nov. 22.—Suspension of price controls on bottled soft drinks was announced this week by the Office of Price Stabilization. Decontrol effects all levels of distribution, from the bottler to the final retail seller.

OPS pointed out, however, that most soft drinks have been selling at below ceiling prices and are expected to continue to do so in coming months. Only a few bottlers raised prices following a ceiling boost allowance in July, it was noted.

Controls would be reimposed, however, it was announced, should bottled drink prices go over suspended ceilings in a "substantial proportion" of localities.

**Universal Match Votes Special 5% Dividend**

ST. LOUIS, Nov. 22.—A special 5 per cent stock dividend, in addition to the regular quarterly cash dividend, was voted this week by the board of directors of the Universal Match Corporation here. The regular return is equal to 30 cents a share on \$12.50 par stock.

Aaron Fischer, president, said that anticipated 1952 earnings, before taxes, should exceed \$2,000,000. This would represent net earnings of about \$2.50 a share, compared with 1951 earnings of \$2.46.

★ **"FIVE STAR" PIONEER CHARM MIX**

The Five Outstanding CHARMS current on the market today.  
 Consisting of the following:

- ★ 200 False Teeth
- ★ 200 Auto Tires with Hub Caps
- ★ 200 Gold and Black Cameos
- ★ 200 Imported Metal Rings
- ★ 200 Metal Scissors

Total 1000 for **\$12.50**

This FIVE "STAR" PIONEER CHARM MIX is the answer to every operator's need.

F.O.B. Brooklyn. Full Cash With Order.

**PIONEER VENDING SERVICE**  
 590 Albany Avenue Brooklyn 3, N. Y.  
 Phone: PResident 4-5358

**Greene Heads Coin Division Of Polio Drive**

NEW YORK, Nov. 22.—Robert Greene, president of the Rowe Corporation, has accepted the chairmanship of the Coin and Vending Machines Division in the current \$4,000,000 Greater New York Campaign of the National Foundation for Infantile Paralysis, it was announced this week by Edward J. Noble, general chairman of the drive and chairman of the American Broadcasting Company and the Lifesaver Corporation boards.

Greene's acceptance marks the third consecutive year he has served as divisional chairman. He plans to name an industry committee to aid in the drive.

**Coffee Keys Hot Bev Op in Pitts.**

PITTSBURGH, Nov. 22.—Coffee tops the hot beverage vending picture here as in other metropolitan areas, a survey of beverage operators revealed this week. (Chicago, Philadelphia, Milwaukee reports on hot beverage vending appeared in the November 22 issue of The Billboard; Detroit was covered in the November 8 issue.)

Chocolate, when vended, was sold thru hot units on regular cold drink machines. However, instead of removing the hot units in summer, operators usually disconnect the attachments and add a cold drink flavor to supplement the cola, orange or root beer selections.

Over-all, hot beverages increase annual volume about 10 per cent, was the consensus. Hot chocolate poses special problems for the operator, however. It was pointed out it was impossible to get all of the sirup out of the original container, and the sirup often thickens or sours.

**SILVER QUARTER OPERATION—KING SIZE INCLUDED!**

**SPECIAL!**  
 NEVER BEFORE OFFERED AT THIS PRICE!  
 Every column can be used for King Size or standard size vending as desired.

**SPECIAL!**  
 ROWE TAB GUM.  
 5 Cols., 1c, 400 cap. .... **\$15.50**  
 Mounting Bracket, \$1.50 Extra

Rowe Imperial 8 COLS. 240 Pack Cap. \$85.00

**WRITE—WIRE—PHONE YOUR ORDERS!**

Uneda Model 500 7 Cols., 250 Pks. or 9 Cols., 350 Pks. **\$95.00**

One Paints Are VENERIZED Prevents Peeling, Flaking & Rusting.

SPECIALS ON CANDY MACHINES  
 DuG. Candyman, 72 Cap., Without Base ..... \$ 57.50  
 DuG. Candyman With Base ..... 62.50  
 Uneda Candy, 102-Bar Cap., With Base ..... 75.00  
 National Candy 916, 162 Bar Cap. .... 115

All Equipment Unconditionally Guaranteed Trade Prices. 1/3 Dep. Bal. C.O.D.

**UNEDA VENDING SERVICE, INC.**

"The Nation's Leading Distributor of Vending Machines"

NEW... RECONDITIONED LIKE NEW

166 Clymer Street, Brooklyn 11, N. Y. • Evergreen 7-4568

For the Finest Vending Machines Always Buy **VICTOR**

**VICTOR'S Topper Deluxe Globe Style**

**VICTOR'S Topper Deluxe Half-Cabinet Style**

**VICTOR'S BABY GRAND**

1 to 23 ..... \$14.20  
 24 to 47 ..... 14.00  
 48 to 99 ..... 13.75  
 100 or more ..... 13.20

**\$13.00 each**  
**\$12.00 each**  
 100 or more

**PARKWAY MACHINE CORP.**  
 715 Ensor Street Baltimore 2, Maryland

**VICTOR'S NEW DELUXE STYLE**

**TOPPER DELUXE globe style**

**TOPPER DELUXE half-cabinet style**

**BABY GRAND**

\$14.20 Each—Packed 4 to a Case. Less in Quantity Lots.  
 Immediate Delivery on All Models. Time Payment Plan Available—Trade-Ins Accepted.

Less than 25 cases .. \$57.00 per case of 4 F.O.B.  
 25 cases or more .. 53.00 per case of 4 F.O.B.

**BABY GRAND CHICLE TREETS**

2 for 1c. 300 Count. Capacity: 5 1/2 Pounds.  
 45c per lb. 25 lb. Cartons

**NOW VENDING CHLORO TREETS**

A Delicious... High Quality Chewing Gum... Featuring That Sensational Health-Giving CHLOROPHYLL.

2 for 5c 250 Count Capacity: 5 1/2 Pounds 70c per lb.—25 lb. cartons

Operators Gross Approx. **\$6.25** Per Pound

**ALSO VENDS CHLORO TREETS**

2 for 1c. 336 Count. Capacity 5 1/2 Pounds 52c per lb.—25 lb. cartons

**Write for Our Complete Charm List**  
 Price subject to change without notice.

**PIONEER VENDING SERVICE**  
 590 Albany Avenue Phone: PResident 4-5358 Brooklyn 3, N. Y.

**INTRODUCTORY OFFER**

FOUR 1c BABY GRANDS plus 25 pounds of CHICLE TREETS—Total .. **\$63.25**

FOUR 1c BABY GRANDS plus 25 pounds of CHLORO TREETS—Total .. **\$65.00**

FOUR 5c BABY GRANDS plus 25 pounds of CHLORO TREETS—Total .. **\$69.50**

# BABY GRAND

# NOW IN DELUXE STYLE

Featuring the NEW

- PROJECT-O-VIEW WINDOW OF TRANSPARENT LUCITE
- DOUBLE LOCK
- DELUXE CAPACITY—6½ Lbs.



TWO LOCKS—ONE FOR FAST, EASY, TOP FILLING OF MERCHANDISE . . . and ONE FOR MONEY COMPARTMENT.

Patent Pending

## VENDS

Chloro Treats . . . 2 for 5c 250 count. Capacity 6½ pounds. Operators gross approximately \$6.25 per pound.

### BABY GRAND DELUXE

Also vends CHLORO TREATS . . . 33¢ count or CHICLE TREATS, 6 colors . . . 6 flavors . . . 300 to the pound . . . both 2 for 1¢ . . . Capacity 6½ pounds.

Sold Exclusively by Authorized Victor Distributors. Contact Your Nearest Distributor or Write Today to

# VICTOR VENDING CORP.

5707-13 W. GRAND AVE. CHICAGO 39, ILLINOIS

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# SCALES

"PRICES  
REDUCED  
\$125.00  
CUT TO

**\$89.95**



Price \$89.95. Down Payment \$14.95. Balance \$5.00 per month for 17 months. Or if you prefer to send cash with your order, you may deduct 5% or \$4.50 from the list price, making the cash price only \$85.45. On sales in Georgia or South Carolina, it is necessary to add Sales Tax to scale prices.

All prices are f.o.b. Soperton and we will ship to you by express or freight

A Scale crated weighs 100 pounds. Get in touch with us for a Scale Deal

Bona fide distributors wanted if you have a sales room and can go after selling a good scale.

MANUFACTURED BY

**SPARKS**

SPECIALTY COMPANY

PHONE 33 SOPERTON, GEORGIA

# THE BILLBOARD Index of Advertised Used Machine Prices

## Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

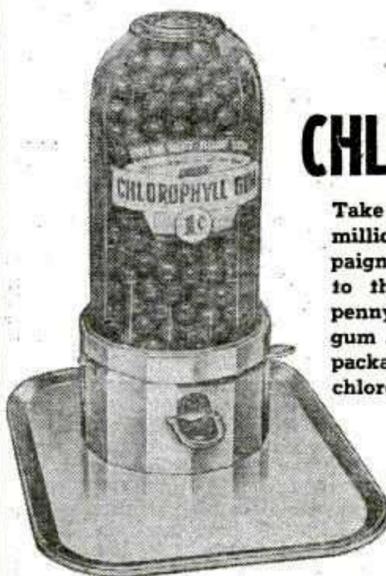
	Issue of Nov. 22	Issue of Nov. 15	Issue of Nov. 8	Issue of Nov. 1
Advance Model D Ball Gum	\$7.45		\$7.45	
Alkuno Cracker Vendor			39.50	\$49.50
Atlas Ace Nut Vendor			8.95	
Cebco Nut, 2 col., 5c	17.50		17.50	
Columbus Nut 5c	7.95		7.95	
Craig Ice Cream Sucker Vendor	225.00	\$225.00	225.00	225.00
DuGrenier Candyman	57.50	62.50	57.50	62.50
DuGrenier Challenger, 5c (3 col.)	22.50	22.50	22.50	22.50
DuGrenier Challenger (7 col.)	125.00	125.00	125.00	125.00
DuGrenier Champion (11 col.)	125.00	125.00	125.00	125.00
DuGrenier Model W	65.00	85.00	85.00	85.00
Eastern Electric C-8	150.00	139.00	150.00	135.00
				150.00(2)
Esquire 1c		6.95		6.95
Exhibit Post Card, 2 col., 1c	12.50		12.50	
Foot Ease (Exhibit)	85.00	85.00	85.00	85.00
Foot Vibrator				119.50
Humpty Dumpty Scale				149.50
Keeney (9 col.) Elec.	185.00	199.50	185.00	195.00
Kwik Shoe Shine Machine	54.50	54.50	59.50	54.50
Marion Scale	89.50	89.50	89.50	89.50
Master 1c or 5c	7.95		7.95	
Master 5c	7.45	7.45	7.45	7.45
Mills Candy (5 col.)		45.00		
Minit Pop	145.00			
National 4 E Electric	149.50	149.50	149.50	149.50
National 750	95.00	95.00	95.00	125.00
National 930	130.00	95.00	99.50	95.00
				130.00
National 950	145.00	145.00	135.00	145.00
National Candy 918	115.00	79.00	115.00	115.00
Northwestern 33 Ball Gum	6.95	7.45	7.50	6.95
				7.50
Northwestern Deluxe 1c and 5c	12.95	13.95	13.95	12.95
Northwestern Stamp	69.00	69.00	69.00	69.00
Pop Corn Sez	69.50	69.50	69.50	69.50
Refresh-o-Mat (Automatic Products)	240.00	240.00		
Rowe Candy (8 col.)		59.00		
Rowe Diplomat Electric	185.00	185.00	185.00	185.00
Rowe Electric	179.50	169.50		
Rowe Imperial			69.50	69.50
Rowe Imperial (8 col.)	85.00	85.00	85.00	85.00
Rowe President (10 col.)	100.00	155.00	100.00	155.00
Rowe Royal (8 col.)	130.00	130.00	130.00	130.00
Rowe Royal (10 col.)	140.00	140.00	140.00	140.00
Sanitary Napkins, 10c	22.50	22.50	22.50	22.50
Shipman's 3-Way Stamp Vendor	39.50	39.50	39.50	39.50
Stick Gum Vendor				9.00
Silver King, 1c or 5c	7.95	7.45	7.95	7.45(3)
Silver King Duck Hunter			17.50	
Silver King Hunter	22.50(2)	22.50	22.50(2)	22.50
Siro's Brush-Up	50.00	50.00	50.00	50.00
Smoke Shop			125.00	125.00
Stamp Vendor (4 col.)			18.00	
Uneeda Candy	75.00	75.00	75.00	75.00
Uneeda Model E (6 col.)	50.00	50.00	50.00	50.00
Uneeda Model, 500 (7 col.)	95.00			
Uneeda Model, 500 (9 col.)	95.00			
Uneeda (15 col.) Model 500	115.00	115.00	115.00	115.00
Uneeda Monarch (8 col.)	95.00	95.00	95.00	95.00
Uneeda Monarch		79.50		
Uneeda Monarch (10 col.)	110.00	110.00	110.00	110.00
U-Pop-It	195.00	195.00	195.00	195.00
U-Select-It	49.50	49.50	49.50	49.50
Victor Model B				7.95

### Charter Nut Firm

RALEIGH, N. C., Nov. 22.—A State charter has been issued to Miller Brothers Pecan Company, Inc., High Point, N. C., to deal in nuts. Authorized capital stock is \$100,000. Incorporators are F. F. Miller Sr., Zeno Miller and Felix Miller Jr.

**ADMEN** of every kind **ENDORSE**  
**THE BILLBOARD**  
as a top  
selling force

## Only ATLAS makes



# 1c CHLOROMASTER

Take advantage of the multi-million dollar advertising campaign that has sold chlorophyll to the buying public. For one penny they can buy chlorophyll gum . . . compared to high priced packaged items. Everybody wants chlorophyll!

Green chlorophyll gum stands out in the polished aluminum base with chrome-plated tray.

Chlorophyll ball gum, 210 to the pound, means PROFIT for you . . . just watch the money pile up! A natural in bars, restaurants, any location. And you have the assurance of Atlas backing . . . over 25 years' experience in the vending machine business.

## Say ATLAS and be sure!

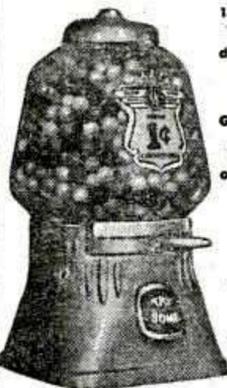
Salesmen and Distributors—  
Write NOW



MANUFACTURING AND SALES CORP.  
EST. 1925 12220 TRISKETT RD., DEPT. [ ] CLEVELAND 11, OHIO

## Famous Silver-King's Mighty King of Vendors

Silver-King's got 'em all



1c Chlorophyll Ball Gum Vendor, Today's Sensation (Vends 210 count).  
1c "Charm King"—Ball Gum & Charms (Time-tested and proved).  
5c Pistachio or Mixed Nuts (The busiest nickel snatcher).  
1c "Super Vendor"—King-Size Ball Gum (To wake up "sleepy" locations).  
1c Candy Baked Beans Vendor (Fine companion for ball gum machines).

5c Silver-King "Hot Nut" (For that "extra-special" spot).  
1c "Hunter" Action Ball Gum Vendor (The kids stampede it).  
1c or 5c Silver-King Nut Vendors (Best bet for bars).

Vendors for All Foreign Coins.  
Immediate Delivery at Best Dealers Everywhere

**SILVER-KING CORP.**  
622 Diversey Parkway, Chicago 14, Ill.

## Coconut Malted Mix Powder Set For Vending Trade

NEW YORK, Nov. 22.—Tropical Fruit Drinks Company, manufacturer of soda fountain-dispensed coconut drinks here for 15 years, today revealed that it has prepared a soluble pure coconut mix powder for use in automatic vending machines.

Sam Kohen, president, said that the new mix has the usual taste characteristic of malteds, with coconut as a substitute for chocolate.

He pointed out that, while coconut has been an established food in the baking and confectionery fields, its use as a flavoring agent in mechanically dispensed drinks has been restricted by technical limitations that the industry has been unable to overcome until recently.

**Problem Solved**  
Kohen explained that coconut drinks have been in use for several years as an emulsified drink in soda fountains. The problem was one of solubilizing the components of pure coconut meat to homogenize its fibrous material and produce a powder that could be shipped and prepared in combination with powdered milk. This problem finally was overcome by Dr. W. A. Heyman, technical director of Tropical, Kohen said.

Merchandised under the trade name of Coco-nut Malted, the product will be supplied whole-

## Soft Drink Sales Expected to Top \$1.5 Billion

ATLANTIC CITY, Nov. 22.—Soft drink sales in the U. S. are expected to top the billion-case mark this year, with a retail volume of \$1,500,000,000, the largest in the industry's history.

The prediction was made by Alvin G. Beaman, Nashville, president of the American Bottlers of Carbonated Beverages, which ended its 34th annual meeting at Convention Hall here Thursday (20).

Emphasizing that "many ills in our industry can be cured with an adequate price structure," Beaman contended that, under current conditions, bottlers do not have available sufficient funds for merchandising, advertising, promotions and public relations.

Some 200 manufacturers of machinery and equipment, supplies and services took part in the four-day meet. More than 6,000 members of the trade from this country, Canada, Hawaii, Puerto Rico and South American countries attended.

salers in five-pound containers.

Initially, the company will use printed window and mirror strips and signs to merchandise the new drink to consumers. An advertising schedule also will be used as distribution is effected in various local markets throuout the country.

## NEW 24K. Gold Plated CRUCIFIX CHARM



Old Timers in Bulk Vending are the first, the quickest and the biggest buyers of Religious Charms for their machines.  
They say Parents and Grandparents like to see Charms of Faith in the machines. They like the Good Influence.

24 K. Gold Plated \$6.25 per 1,000

F.O.B. JAMAICA, N. Y.  
Or: At Your Distributor.

Our Crucifix Charms are very beautiful. They are finely engraved on both sides, with excellent details—and solidly thick. They vend perfectly.

**SAMUEL EPPY & CO., Inc.**  
91-15 144th Place  
Jamaica 2, N. Y.



**Cleveland Coin MACHINE EXCHANGE, INC.**  
2021-2025 Prospect Ave., Cleveland 15, Ohio  
All Phones: Tower 1-6715



## MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week  
For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry—

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today.

Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes  Please send me The Billboard for one year at \$10.  
Foreign rates upon request. 851

Name .....  
Address .....  
City ..... Zone ..... State .....  
Occupation .....



GIVE TO DAMON RUNYON CANCER FUND

# Coinmen You Know

Continued from page 119

Jacksonville. Bush Distributing has received the new Williams pin game, Four Corners, and prey Ted Bush says it looks like a winner.

Shirley Klein, receptionist at Taran Distributing, has resigned to join her soldier husband in Germany. Replacing her is Faye Scott. . . . Harry Housen's Early Bird Vending Company is now located at 438 SW Eighth Ave. . . . Bob Pampe, district manager of Columbia Records at Atlanta, was in town contacting juke box operators, dealers and the company's distributor.

WASHINGTON, Nov. 22. — Refined sugar deliveries by primary distributors last July totaled 14,069,927 in 100 lb. bags, compared with deliveries of 16,638,339 bags the previous month. Illinois led in State deliveries for July with 1,293,672 bags, a rise from her fourth place total of 1,129,569 bags in June. California was second in both months, with a 1,216,160 bag total in July, compared with 1,569,691 bags delivered during June.

Ed Railey, Deale Music Company routeman, says his neighborhood stops are going for "My Song," with Johnny Ace on the Duke label, and "My Story," which Chuck Willis recorded for Columbia. . . . Ronnie Shapiro, whose mom is AMOA secretary and whose dad is routeman for Supreme Distributors, returned to Miami after spending eight months with the Blue Grass Shows carnival.

Henry Stone, Stone Distributors, reports juke box operators are reacting favorably to trial records featuring Stone's shipping clerk, W. C. Baker. Baker has cut disks entitled "Bessie Lou," "I Went Back Home," "A Tenor Waits the Blues," and "Combo's Boogie." Besides being a record distributor, Stone operates Crystal Studios, where Coral artists appearing in the area make their recordings. The masters are flown to Coral headquarters in New York.

## Indianapolis

The Calderon Distributing Company, added the Bally Beaty to its extensive line of games, and found it to be a winner. According to Al Calderon, head of the company, the games go on location about as fast as they arrive. Calderon finds the demand for used equipment is good, especially in outlying communities. . . . The James Music Shop has been made distributor for Permo-Point needles, and now carries a complete line of needles for juke boxes.

Harwood W. Armstrong, Armstrong Distributing, was in Chicago, several days on business. The Armstrong Company already is getting good activity on Christmas records. . . . Mrs. Ethel Van Eiten, a sister of Mrs. Blanche Janes, Janes Music Company, is visiting her sister here. She lives in Fresno, Calif.

President Edward Shaffer, Shaffer Music Company, Columbus, O., spent several days at the local branch. . . . Ebert Brown is the new assistant manager at the Shaffer Music, and John Stockdale has succeeded James Peachy as State representative for Shaffer.

## Pittsburgh

Harold Cohen, Confection Specialties Company, reports business is steady. . . . Carl Nickels operates a music route in this area. . . . Industrial Vending Service, specializing in ice cream machines, has been sold to Victory Vending Company. . . . Elmer Willetts reports early purchases of 25 records for the boxes when a disk is just getting started leads to purchases of 100 of the same disk a short time later and the catching of a larger share of profits.

Samuel Weitzman, Oak Manufacturing Company, in California, has just returned from a two weeks' vacation in Hawaii. . . . Jesse L. Herron is a pioneer at making syrups for drink operators. . . . Cosmo Genevia, operator in Ellwood City, Pa., is just out of the hospital following a major operation.

Service Rental Coin Machine Company expects to do peak juke box business during the next five weeks. . . . Operator Bill Gentile held open house in his new home at Overbrook, Pa., a few days ago. . . . Benjamin Bergia

was in from Tarrs, Pa., another coinman visitor was C. J. Starbuck, Colerain, O.

One of the vending firms is filling its bulk vending machines so that outside next to the glass there's practically a solid mass of charms from playing cards to miniature false teeth, and almost out-of-sight, ball gum fills the globe. . . . Lou Sowa has gone to Los Angeles and Herman Gimbel's Record Distributors, Inc., Baltimore, is scheduled to move into Pittsburgh as an MGM label representative.

William F. Hamel, district sales manager, Cole Products Inc., acknowledges that a concession can handle soft drinks fast, but claims nothing can compete with the service of the drink vender in rush hour.

Phil Greenburg, Atlas Novelty Company, who was injured the week before Labor Day in an automobile accident, is able to get around again. Mrs. Greenburg, who also was injured, is at home. . . . Sidney Weinstein, member of the firm, Plastic Specialties, Inc., reports the firm's "ship in the bottle" charm is the first of its type to be manufactured expressly for the vending machine trade.

## Milwaukee

Harry Jacobs Sr., United, Inc. president, reports a keen interest among Wurlitzer users over the resumption of the practice of keeping a resident factory man circulating in the territory. Reid Whipple, factory maintenance specialist, will be available at United's Vliet Street headquarters and out in the field, for expert advice on Wurlitzer service matters. No regular classes are expected to be held, but Jacobs expects that most operators will appreciate the opportunity to sneak in a few pointers now and then. Whipple has already located living quarters for his family here.

With the snowy days of winter just around the corner, Harry Jacobs Sr. is already laying his plans for his annual vacation in Florida. Coin biz could stand a bit of improvement from the games department, voices Erv Beck, front office boss at Mitchell Novelty. Over-all takes are down a bit, with music the only bright spot, and games definitely in a slump, he adds. Top disk on the Mitchell Novelty music boxes currently is Vera Lynn's "Yours."

October statistics showed an increase over same month in 1951, says Sam Hastings, of Hastings Distributors. Hyped biz, accounted for by increased lines of premium goods and additional sales of the recently added Minut-Bun-Bar-B-Q-Bar which has become one of Hastings' major items. Hastings continues to gain further coverage with his Minut-Bun deal by adding new franchise holders. Most recent additions are Neil Nate, Delton Lake, who has taken on five counties; Donald Oehlke, Fond du Lac County; Harold Feef, of Feef Coin Machine Company, Sturgeon Bay, handling three counties; Door, Brown and Kaukauna, and Cliff Larson sewed up Rock County.

Stepped-up activities have also increased the number of employees at Hastings. Two men recently added are Henry Paradowski, in the premium goods department, and Raymond Minturn, now toiling in the coin machine division.

(Continued on page 128)

HERE'S THE SECRET TO BIG PROFITS IN BULK VENDING

SIMPLIFIED SERVICE MEANS MORE MONEY . . . LESS WORK



The biggest profit maker operators have ever enjoyed in the bulk vending field. Simplified service cuts costs in half. You just exchange globes on location . . . the empty globe is cleaned and filled at your workshop. Vends all products including ball gum and charms. Attractive eye-catching appearance. Built for years of hard service.

THE NORTHWESTERN CORPORATION  
829 S. ARMSTRONG ST., MORRIS, ILL.

## 30 DAY MONEY BACK TRIAL

### Northwestern TAB GUM

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose and we know we will gain a satisfied customer.

Sensational 10-COLUMN 1c Selective PRICES  
Less than 25 \$25.95  
Less than 100 \$25.45  
100 or more \$24.95  
F.O.B. Factory



**GUARANTEED USED MACHINES**

DELUXE 1c and 5c Combination . . . \$13.95	CHALLENGER, 5c, 3 Col., Plastic Globe, \$22.50
MASTER, 5c . . . . . 7.45	HUNTER, Like New . . . . . \$22.50
SILVER KING, 1c or 5c . . . . . 7.45	ESQUIRE, 1c . . . . . 6.95

**MERCHANDISE AND SUPPLIES**

<b>Per Lb.</b>	<b>Per Lb.</b>	<b>Per Lb.</b>
ZENOBIA PISTACHIO Jumbo Queen \$ .74	VIRGINIA PEANUTS \$ .38	BALL GUM, All Sizes (200 Lbs. Min.), Prepaid . . Per Lb. \$ .28
ZENOBIA PISTACHIO Fancy Shell . . . . . 46	SPANISH PEANUTS . . . . . 38	ADAMS GUM, All Flavors, 100 Count . . . . . 42
PISTACHIO 4-STAR . . . . . 74	ALMONDS, 480 Count, 5 Lb. Vac'um Packed . . . . . 85	WRIGLEY'S GUM, All Flavors, 100 Count . . . . . 47
PISTACHIO Vendors . . . . . 46	ITALIAN CHICK PEAS, Roasted and Salted . . . . . 25	SUCHARD CHOCO-LATE, 200 Count . . . . . 1.20
MIX . . . . . 45	RAINBOW PEANUTS . . . . . 28	HERSHEY'S CHOCO-LATE, 200 Count . . . . . 1.30
PISTACHIO 3-STAR . . . . . 46	BOSTON BAKED BEANS . . . . . 28	Minimum Order, 25 Boxes
CASHEW, Whole . . . . . 47	LICORICE LOZENGES . . . . . 25	
CASHEW, BUTTS . . . . . 48	M & M . . . . . 40	
FILBERTS . . . . . 50		
MIXED NUTS . . . . . 55		
JELLY BEANS . . . . . 38		

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.  
1/3 Deposit, Balance C.O.D.

**NORTHWESTERN SALES AND SERVICE COMPANY**  
MOE MANDELL  
440-442 WEST 42nd STREET, NEW YORK 36, N. Y. • LOngacre 4-6467

From LITTLE ACORNS mighty INCOMES grow!

Precision-Built for PROFITS!

## ACORN

The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mdse.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

NEW! **SILVER STREAK**  
BRUSH HOUSING & BALL GUM WHEEL

1c & 5c mechanism slides into place—no screws!

**OAK MANUFACTURING CO., INC.**  
11411 Knightsbridge Ave., Culver City, Calif.

East & Midwest: M. J. Abelson, Gen. Sales Mgr., 2033 Fifth Ave., Pittsburgh, Phone: AT 1-6478  
Pacific Coast Distributor: OPERATORS VENDING MACHINE SUPPLY, 1023 S. Grand Ave., Los Angeles

## VICTOR'S BABY GRAND and TOPPER DELUXE

BABY GRAND, 1c or 5c	\$13.00	Ea. packed 4 to a case.
	\$12.00	Ea. lots of 25 cases or more.
TOPPER DELUXE—GLOBE-STYLE	\$14.20	Ea. packed 4 to a case.
	\$13.20	Ea. lots of 25 cases or more.

CHLORO TREETS, 2 for 1c. \$13.00 per case of 25 lbs.  
CHICLE TREETS, 2 for 1c. \$11.25 per case of 25 lbs.  
CHLORO TREETS, 2 for 5c. \$17.50 per case of 25 lbs.  
JORDANETTES . . . . . \$22.50 per case of 30 lbs.

1/3 dep., bal. C.O.D. Ball Gum, 140-170-210, 25 lbs. or more, 26¢ per lb.

**DEVICES NOVELTY SALES CO.**  
Authorized VICTOR Distributor  
1624 N. California Ave. Chicago 47, Ill. Phone: SPaulding 2-5088

## SPECIAL!

**NORTHWESTERN DELUXE 1c & 5c COMB**

Completely Reconditioned and Refinished! **\$15.00 EA.**

- NEW AND RECONDITIONED VENDORS
- PARTS, SUPPLIES, ACCESSORIES
- BALL GUM, CHARMS, NUTS
- EVERYTHING FOR THE OPERATOR

Send for Your Free Copy of Our New 1953 Catalog! Full Cash for This Special!

**RAKE COIN MACHINE EXCHANGE**  
809 Spring Garden St., Philadelphia 33, Pa. Lombard 3-2676

LOOK AT THESE **VICTOR** MONEY MAKERS

<b>BABY GRAND</b>	\$13.00 EACH	cases of four (minimum order)
<b>TOPPER DELUXE Half Cabinet Style</b>	\$14.20 EACH	cases of four (minimum order)
	\$13.20 EACH	100 or more Also available with glass globe.

**H. B. HUTCHINSON JR.**  
860 North Ave., N. E. Atlanta 6, Ga. Tel.: EMerson 4300

## TOPS IN VENDING VICTOR TOPPERS

We carry a complete stock of Victor Machines, Parts and Supplies on hand for immediate delivery. Orders shipped same day received. 25% deposit with order, balance C.O.D.

TOPPER DE LUXE GLOBE TYPE	\$56.80	Per Case of 4
TOPPER DE LUXE CABINET TYPE	\$56.80	Per Case of 4
BABY GRAND, 1c OR 5c TYPE	\$52.00	Per Case of 4

WRITE FOR FREE COLORED CIRCULAR. GET ON OUR MAILING LIST  
**LOGAN DISTRIBUTING COMPANY**  
627 Milwaukee Ave. Chicago 22, Ill.

## NEWER CHARMS

From the World's LARGEST MANUFACTURER of CHARMS

Playing Cards, Silver Tipped Bullets, New Cameos  
Compasses, Photo Lockets, Photo and Jewel Rings

Ours is the finest and most complete line in the country. Immediate delivery! Send 35¢ for complete samples for low, low, low Prices.

**PENNY KING CO.**  
2538 Mission Street Pittsburgh 3, Penna.

## IN STOCK VICTOR'S

**New BABY GRAND CHICLE TREETS VENDOR also JUMBO 100**

ORDER TODAY

**VEEDCO SALES CO.**  
2124 Market St., Philadelphia 3, Pa. Phone: LOcast 7-1448

The word to the "wise" is . . .

## GUGGENHEIM

for **CHARMS**

SEND FOR PRICE LIST

**Guggenheim** INC.  
33 UNION SQUARE N. Y. C. 3, N. Y. • AL. 5-8393

# CHARMS

## DOMINOES

Beautifully designed black plastic with clear white dots.

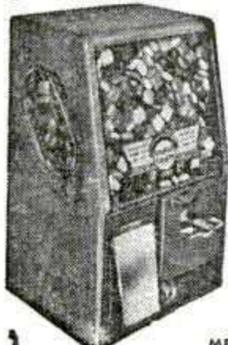
\$7.50



- WHISTLES
  - SIRENS, ETC.
- per M f.o.b. NYC  
Min. order 2M
- COMPLETE LINE OF CHARMS  
SEND FOR FREE PRICE LIST!

**PAUL A. PRICE CO.**  
220 Broadway, New York 7

### BABY GRAND, 1c or 5c



\$13.00 Ea.  
Packed 4 to the Case

\$12.00 Ea.  
In Lots of 100

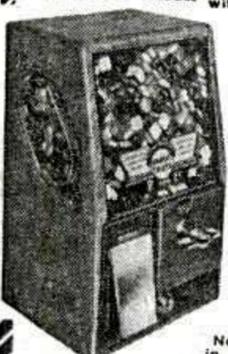
VENDS THE FOLLOWING MERCHANDISE:

Chicle Treats, 2 for 1c, count 300 to 1b, 210 to 1b.  
Chlorophyll Treats, 2 for 1c, count 336 to 1b.  
Chlorophyll Treats, 2 for 5c, count 250 to 1b.  
Chlorophyll Ball Gum, 1 for 1c, count 210 to 1b.

WE SELL THE ABOVE AT LOWEST MARKET PRICE.  
1/3 Dep., Bal. C.O.D.  
**CHAMPION NUT CO.**  
1194 Tremont St., Boston, Mass.

### VICTOR 1c-BABY GRAND-5c

\$13.00 each 4 to case  
\$12.00 each 100 or more  
\$15.95 each Sample filled with gum



VENDS Chloro Treats, Chicle Treats, 2 for 1c Large Chloro Treats, 2 for 5c

WRITE FOR LOWEST prices on Ball Gum, Bulk Vendors and all merchandise for vending operations.

Now Stocked in Kansas City

Victor Topper Deluxe Half Cabinet \$14.20  
Victor Topper Deluxe with glass globe 14.20

**Bernard K. Bitterman**  
4709 E. 27, Kansas City 1, Mo.

GIVE TO THE RUNYON CANCER FUND

HELP YOURSELF TO MORE VENDING PROFITS

Get VENDOR Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW—MAIL THIS COUPON TODAY

Vend Magazine 844  
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to VENDOR for  
 1 year \$4  2 years \$6  3 years \$7.50  
 Payment enclosed  Please bill me

Name .....

Address .....

City ..... Zone ..... State .....

Occupation .....

# Scarcity, Higher Costs Forecast At Popcorn Meet

CHICAGO, Nov. 22.—Popcorn operators heard disquieting news, supply and cost-wise, during the National Association of Popcorn Manufacturers convention here last week. They also learned that chlorophyll may invade the corn field next spring as it has the chewing gum, tooth paste and other fields.

Corn will be scarce, as a result of the drought last summer. A reduced supply of seasoning oils, peanut and coconut, will increase in cost and reduce the net profit formerly associated with the product.

Acting to reduce oil stocks are the increased numbers of European buyers who took larger quantities of Philippine coconut oil. Outbidding American interests, they absorbed the oil in greater volume than at any time during the past 10 years.

On the peanut oil front, supplies turned to for bolstering the coconut oil shortage will not be forthcoming due to federal curtailment of oil-grade peanut planting.

The chlorophyll flavored popcorn may be bowed by Dell Food Specialties Company, Beloit, Wis. It was exhibited but the firm was not accepting orders. Flavoring improvements are sought prior to its being placed on the market.

During the business sessions, a resolution was made to amalgamate all segments of the popcorn industry into a single association. Currently, the NAPM consists of 350 manufacturer members, while all other phases of the industry are admitted as associate members.

William Beaudot, president, said other segments that would be eligible for membership under the new plan would include venter operators, theater and concession operators and allied suppliers.

## PM Head Feted At N.Y. Banquet

NEW YORK, Nov. 22.—Alfred E. Lyons, chairman of the board of Philip Morris & Company, Tuesday (18) was presented with an engraved silver plaque "for his inspired devotion to humane causes" by the tobacco and allied trades division of the Federation of Jewish Philanthropies at a dinner in his honor at the Waldorf Astoria Hotel.

More than 350 leaders of the tobacco industry attended the dinner. Meanwhile, Philip Morris officials announced that the Boston office of J. A. Mallon, will be moved from 665 Atlantic Avenue to 25 Huntington Avenue, effective December 1.

## Cig Venders

Continued from page 120

year, and an increase of \$211,000,000 over 1950. Some \$4,081,000,000 was spent on cigarettes at the retail level during 1951.

The dollar increase is attributed to greater consumer usage and a 1-cent hike in the federal excise tax. The average cigarette smoker spent about \$90.56 for his cigarettes during 1951.

Of particular interest to vending operators was the growth shown by military installations. These accounted for 5.7 per cent of all retail cigarette business during 1951, and this figure will be sharply increased in 1952.

### Per Capita Down

However, despite an increase in tax-paid cigarette sales of from \$208,980,000 in 1950 to \$232,620,000 in 1951—a 11.31 per cent gain—the per capita consumption declined. This decline was traceable to rapidly shifting levels of population at military posts, with the exchanges not being able to supply servicemen with their preferred brands. As a result of these brand shortages, many servicemen bought their cigarettes outside the installation.

## Cup Institute Moves

NEW YORK, Nov. 22.—The Paper Cup and Container Institute has moved into new quarters. Dale H. Eckerman, executive director, reported the new offices are at 250 Park Avenue.

# New Charms Hypo Vending

Continued from page 120

color, animation and appeal is being built in feature lines by the use of Poly-styrene and acetate plastics. Metal plating on plastic, and on die-cast metal, stimulates copper, gold, silver and antique finishes. One firm, Samuel Eppy & Company, is experimenting with powdered metallurgy, mainly in aluminum with anodized finishes. Other materials being used include wood and celluloid.

Special treatment results in charms simulating soapstone, precious stones, expensive cameos. Eppy is readying a release of a new imitation diamond line inset in plastics.

Printed charms series, reproducing miniature nationally advertised food and similar product packages, are being successfully used.

Les O. Hardman, Penny King Company, states it takes from three to six months' time and anywhere from \$2,500 to \$6,000 to plan, work out and execute a new mold for a feature charm.

Eppy states it takes from three months to a year to bring an idea for a new charm into production. "It takes an investment of anywhere from \$3,000 to \$15,000 before a new feature-type charm can be produced and delivered," the firm points out.

To become a top-demand piece, Eppy said, a charm must be, essentially, a miniature of a well-known, well-liked and coveted item. It must be executed realistically, must be manufactured in the millions so it can be low priced.

Such feature-type charms average 1/2-cent each to the operator.

William Falk, Plastic Processes Corporation, stated that the future of the charms business depends upon manufacturers' ability to create new items, different items, and at a cost low enough to permit operators to stock them generously in their equipment.

In addition to ball gum operators, charms makers are supplying several other markets. These include the premium field, which constitutes perhaps the largest outside the venter demand, and in conjunction with sales promotional letters, and as novelty items at sports events, etc.

History  
Originally, charms were used as "surprise" items in packaged candies. In 1936, charms were almost exclusively imported from

Japan; however, because of the similarity of the charms at that time, the trend dwindled by 1939.

In 1945, charms began to appear as ball gum venter staple and only two firms in the U. S. were producing such lines. The experimenting ball gum operators began ordering in volume from both companies; their success resulted in development of better bulk machines for charm vending, better and cheaper charms (at that time, charm-cost was approximately three times the current level).

## Airline Cites Java Bev Base

LINDEN, N. J., Nov. 22.—E. J. Baker, Airline Foods executive, declared this week that an earlier impression regarding the use of G. Washington as a Sparkoffee base was incorrect.

While G. Washington as well as Maxwell House concentrates have been used by Airline Foods for test purposes, Baker stated the raw materials from which Sparkoffee is made are purchased locally from the Arnold & Aborn Coffee Company.

To produce the Sparkoffee product, the coffee is cooked with high pressure steam and then processed thru hydraulic presses to produce the concentrate.

## 500 May Attend NY Candy Party

NEW YORK, Nov. 22.—Some 500 manufacturers, suppliers, buyers and salesmen, as well as representatives from the vending industry, are expected to attend the 29th Annual Beefsteak Party, to be held by the New York Candy Club in the Grand Ballroom of the Hotel New Yorker, December 6. To date 300 tickets have been sold.

Also expected to attend are members of candy clubs from Baltimore, Philadelphia and Boston. Six acts have been booked thru Bill Schumar, with Billy Bines as emcee.

The cocktail session is scheduled from 6:30 to 8 p.m. Harry Pincus is ticket and reservation committee chairman.

## Set Cadbury-Fry Bonus Plan on Jobber Sales

NEW YORK, Nov. 22.—Cadbury-Fry of America has introduced a special bonus plan to promote sales of its Milk Bar. The offer, terminating December 15, is aimed at the jobber, who pays his salesmen 5-cents for each 24-count box he sells. The jobber, in addition, receives a nickel for every Milk Bar box sold by his salesmen.

## Sugar Deliveries Down

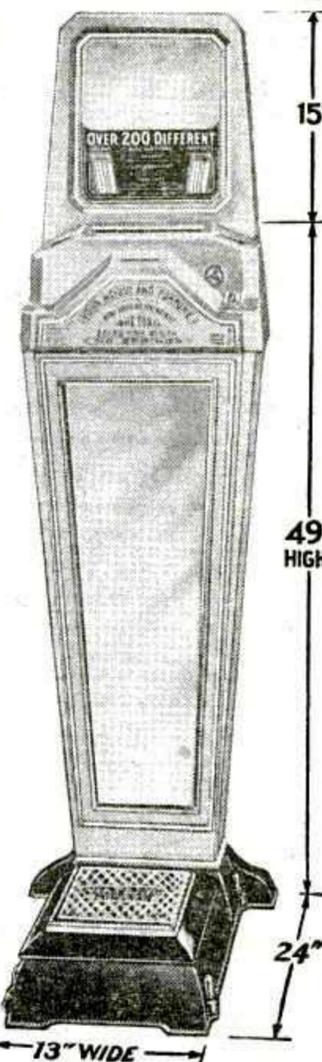
Refined sugar deliveries by primary distributors last July totaled 14,069,927 in 100-pound bags, compared with deliveries of 16,638,339 bags the previous month. Illinois led in State deliveries for July with 1,293,672 bags, a rise from her fourth place total of 1,129,569 bags in June. California was second in both months, with a 1,216,160 bag total in July, compared with 1,569,691 bags delivered during June.

## MORE VENDERS FOR BILLBOARD N. Y. STAFFERS

NEW YORK, Nov. 22.—The Billboard's editorial staffers here were greeted with a battery of vending machines this week when additional office space was opened up to them.

The new editorial room was created by breaking thru a wall of the Palace Theater Building's 6th floor, doubling The Billboard's former space.

Vendors now include a four-selection Juice Bar, an eight-column Eastern Electric cigarette machine and an Ideal beverage unit. A service type changemaker is also on hand. Frank Luppino, office manager, acts as "route manager." Profits are held in a kitty for the office's annual Christmas Party.



WEIGHT 165 LBS.

**\$25 DOWN**

Balance \$10 Monthly

400 DE LUXE PENNY FORTUNE SCALE

NO SPRINGS

Invented and made only by

**WATLING**

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

WHAT ARE YOU VENDING?

- Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume. Combs, Sanitary Products or other Merchandise?

ADVANCE Is the Vendor for You

Want more information? Write today to

**J. SCHOENBACH**  
Factory Distributor Of  
Advance Vending Machines  
1645 Bedford Ave., B'klyn, 25, N.Y.  
P. Resident 2-2900

- Spanish Peanuts
  - Jumbo Peanuts
  - Cashew Nuts
  - Mixed Nuts
  - Pistachio Nuts
  - Wrigley's Gum
  - Squash Seeds
  - Red Skins
  - Almonds
  - Filberts
  - Adams Gum
  - Ball Gum
  - Pan Candies
  - Stands
  - Brackets
  - Scales
  - Charms 1-24 ..... \$17.25 ea.
  - Globes 25-99 ..... 17.15 ea.
  - Paris 100 or more 14.95 ea.
- NORTHWESTERN SALES & SERVICE**  
1194 TREMONT ST., BOSTON, MASS.

Pachinko Expansion

TOKYO, Nov. 22. — Pachinko Parlors continue to grow in Japan's metropolitan areas. Currently, there are 5,678 such locations here featuring Pachinko play, which is the Japanese equivalent of pinball.

Miami Firm to Move

MIAMI, Nov. 22.—The Miami-American Shuffleboard Company will move to larger quarters at 436 S.W. Eighth Avenue in early December. The firm is headed by Morris Marder and Dave Friedman.

Drake Names Sales Mgr.

CHICAGO, Nov. 22.—Drake Manufacturing Company appointed Rex Munger sales and advertising manager this week. Drake produces signal and jewel light assemblies of types used commonly on coin-operated games and rides.

THE MARKET PLACE for the COIN MACHINE INDUSTRY. The National Exchange for Coin Machine Personnel, Products, Services and Opportunities. CLASSIFIED ADVERTISING

Business Opportunities

Coin Radios and Televisions: buy direct from manufacturer and save; steel cabinet, modern design, coin rejector. Write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

Help Wanted

Experienced Mechanic on all types of Pin Balls and Phonographs: territory in Southern Ohio. Box M-23, The Billboard, Cincinnati 22, O.

Wanted—Coin Machine Machinist for Pinballs and Phonographs; South Carolina route. Box 580, The Billboard, Chicago 1, Ill.

Wanted—Pin Ball Mechanic; top salary for A-1 one ball man. G & S Novelty Co., 2900 St. Clair Ave., East St. Louis, Ill. Phone: Upton 3-6883.

Wanted—Salesmen and Distributors. Don't wait, don't delay; coin-operated television is a new industry offering new profit to the energetic individual. Get in on the ground floor now. Write Box M-24, The Billboard, Cincinnati 22, O.

Parts, Supplies & Services

Charm Users — New-proven; will pep up your sales; genuine foreign stamps, in tubes; tremendous repeat sales value; 1,000 post-paid, \$5.75; free samples. E. O. Likens, Frankfort, Ky.

For best buys in bulk vendors and supplies write for literature. Cameo Vending Service, 432-B W. 42nd St., New York 18, N. Y.

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

Routes for Sale

Rio Grande Valley, Texas—50 Phonographs, 25 Bowlers and Guns, about \$25,000; yearly take, \$10,000; will handle. Box 551, The Billboard, Chicago 1, Ill.

Route of 84 pieces S. W. Wisconsin; 43 Phonos, 41 Bowlers, Pins, etc.; unlimited possibilities; partnership dissolving; reasonable. Box 585, The Billboard, Chicago 1, Ill.

Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

Cigarette Machines, King Size Conversions. 25¢ and 30¢ mechanisms: all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

Cigarette Machines, quarter operation: Uneeda, latest model, \$55; Counter Model, \$22.50; U-Select-It, 72-bar candy vendor, \$27.50; 74-bar, \$37.50; Shipman like new Candy Bar Machines, \$22.50—cost \$69.50. 2717 N. Park Ave., Philadelphia, Pa.

Five 5-Player United Alleys, \$200 each; Twin Shufflecade, \$75; Twin Hotshot, \$60. Ed Rogel, 212 Smith St., Toliet, Ill.

For Sale—Mills, Jennings, Pace, Watling Bells, Spot Bell, Super Bonus Bells, Double Up; perfect condition; Evans Races, \$100. Wanted—Mills and Jennings Bells, also Pin Games. General Coin Machine Co., 225 N. 9th St., Philadelphia, Pa. WALnut 2-4378.

For Sale—United Stars, like new, best offer takes. Munising Radio, 115 E. Superior St., Munising, Mich.

For Sale—Wurlitzer Phonographs, 39—1015s, 8—1080s, 4—1017s, 85—3031s Wall Boxes and 6 Speakers, good condition; warehouse Phoenix, Ariz. Also 11—1015s, 20—1017s, 1—1080, 1—750, 91—3031s Wall Boxes, 52 Packard Wall Boxes and 4 Speakers; warehoused Salt Lake City. Write, wire, phone CMAC Corp., 50 Church St., N. Y. 7, N. Y.

For Sale—30 Duplex 1¢ and 5¢ Combination Nut and Candy Vendors, "51's," \$25 each; cost \$49.50. J. W. Tierney, 2901 20th, Great Bend, Kan.

Photomatic, postwar, \$400; metal cabinet, now in operation; have new glass for signs in top of machine; 1/2 dep., bal. C.O.D. Sportland Arcade, 129 W. Bay St., Jacksonville, Fla.

Sacrifice—ABT Challengers, \$27.50; Daval Best Hands, \$19.50; Advance Shockers, \$14.50; Baker's Kicker and Catcher, \$18.50. Glenco Sales, Box 835, Bluefield, W. Va.

Sales—Watling and Kirk Guessor; used on inside locations; like new; \$100 each. Glenco Sales, Box 835, Bluefield, W. Va.

Used 1c-5c Candy, Nut, Ball Gum Vendors

29 Like New Silver King 5¢ Hot Nut Vendors, \$10.75 and \$9 ea. 12 Very Good Conditioned 5¢ Asco Hot Nut Vendors, \$12.50 ea. 29 Like New Silver King 1¢ Ball Gum & Charm Vendors, \$10.95 ea. 25 Like New Northwestern Model 39's 1¢ 5/8 Ball Gum, \$9 ea. 20 Like New Cadillac Jr.'s 5¢ Nut Vendors, \$7.50 ea. 35 Slightly Used 5¢ Atlas Bantams, \$7.50 ea. 5 Used Hawk-eyes 1¢ Nut Vendors, \$5 ea. 5 Used Masters 1¢ or 5¢ Vendors, \$5.50 ea. 15 Like New 1¢ Columbus 3/8 Ball Gum Vendors, \$5.50 ea. All of the above prices F. O. B. King & Co., Northwestern Distributors, 2700 W. Lake St., Chicago 12, Ill. Our terms 1/3 deposit, balance C.O.D. Write for our price list of merchandise, Northwestern Vendors and parts.

Wanted to Buy

Wanted to Buy—Juke-Pin Route in Kentucky. Box 582, The Billboard, Chicago 1, Ill.

Wanted—1¢ Vendors; state price, condition. Memphis Nut Co., 1821 S. Orleans St., Memphis, Tenn.

Wanted—Bally's Broadways; what is your price? American Amusement Co., 1200 1/2 Willis Ave., Syracuse, N. Y. Phone: 8-4928.

Wanted—Used Coradios; state number, model, age, condition and best price. Box M-25, The Billboard, Cincinnati 22, O.

Wanted—10 Seeburg 100 B and AMI Model D, used; also used Cigarette Machines Ed-Martell, Turners Falls, Mass.

WATCH THIS SPACE EVERY WEEK

(This heading 8 pt. Spartan medium) for samples of different size type available to users of display-style advertising.

Put your message across with an attention-getting display ad. See order blank for complete details.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with columns for machine names and prices across four issues (Nov. 22, Nov. 15, Nov. 8, Nov. 1). Includes entries like ABC (United), Alice in Wonderland (Gottlieb), Arcade (Williams), etc.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1: First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted, please figure 6 additional words.

3: Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch: [ ] Display Classified [ ] Regular Classified

2: Now check off the classification you want your advertisement to appear under: [ ] Agents and Distributors Wanted [ ] Help Wanted [ ] Parts, Supplies and Services [ ] Positions Wanted [ ] Routes for Sale [ ] Used Coin-Operated Equipment [ ] Want to Buy

4: And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard: Gentlemen: Run this in your "Market Place" as indicated below: [ ] Next 6 issues [ ] Next 4 issues [ ] Next 3 issues [ ] Next issue only \$ \_\_\_\_\_ Payment enclosed [ ] Bill me (on 3 or more issues only) Name \_\_\_\_\_ Address \_\_\_\_\_ City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

ADVERTISING RATES REGULAR CLASSIFIED: Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light. Per word .20 3 or more CONSECUTIVE or 24 insertions, per word .18 32 CONSECUTIVE insertions, per word .14 Minimum \$3. DISPLAY CLASSIFIED: Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more. Per agate line \$1.00 3 or more CONSECUTIVE or 24 insertions, per agate line .95 52 CONSECUTIVE insertions, per agate line .90 1 inch equals 14 agate lines. ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE, THE BILLBOARD, 188 W. RANDOLPH ST., CHICAGO 1, ILL.

	Issue of Nov. 22	Issue of Nov. 15	Issue of Nov. 8	Issue of Nov. 1
Majorities	\$170.00	\$175.00	\$170.00	\$180.00
Major of 49 (Chicago Coin)	74.50	74.50	74.50	74.50
Maryland (Williams)	49.50	65.00	49.50	65.00
		84.50	84.50	84.50
Mercury (Genco)	69.50	85.00	69.50	80.00
Mermaid (Gottlieb)		125.00		
Merry Widow (Genco)	39.50	39.50	39.50	39.50
Minstrel Man (Gottlieb)	159.50	159.50	139.50	159.50
Mountain Climber	165.00	165.00	165.00	165.00
Monterrey (United)	39.50	39.50	39.50	39.50
Moon Glow (United)	39.50	39.50	39.50	39.50
Morocco (Exhibit)	49.50	49.50	49.50	49.50
Niagara (Gottlieb)	185.00	185.00		
Nifty (Williams)	95.00	100.00	95.00	100.00
Oasis (Exhibit)	90.00	109.50	90.00	109.50
Oklahoma (United)	74.50	74.50	74.50	74.50
Olympic (Williams)	210.00	210.00	210.00	210.00
Old Faithful (Gottlieb)	110.00	129.50		
Palm Beach (Bally)				515.00
Paradise	49.50	49.50	49.50	49.50
Paratrooper	230.00	230.00		
Photo Finish (Universal)		35.00	35.00	35.00
Pin Bowl (Chicago Coin)	110.00	125.00	125.00	
Pinky (Williams)	99.50	90.00		
Play Politics			49.50	
Playland (Exhibit)	104.50	79.50	104.50	69.50
Playtime (Exhibit)	74.50	65.00	74.50	74.50
Punchy (Chicago Coin)	89.50	90.00	89.50	90.00
Quarterback (Williams)	79.50	85.00	79.50	89.50
		89.50	89.50	89.50
Quartette (Gottlieb)	199.50	199.50	199.50	
Rag Mop (Williams)	95.00			
Rainbow (Williams)		35.00	35.00	
Red Shoes (United)	90.00	90.00	90.00	90.00
Rip Snorter (Genco)	95.00			
Robin Hood (Gottlieb)	30.00	30.00	30.00	30.00
Rocket (Genco)	75.00			
Rockette	110.00			
Rondeveo (United)	39.50	39.50	39.50	49.50
Rose Bowl	175.00	175.00		
Round Up (Gottlieb)		50.00		
St. Louis (Williams)	50.00		19.50	
Sally (Chicago Coin)	49.50	49.50	49.50	49.50
Samba (Exhibit)	59.50	59.50	59.50	59.50
Saratoga	49.50	50.00	49.50	49.50
Screwball (Genco)	39.50	39.50	39.50	39.50
Select-a-Card (Gottlieb)	15.00	40.00	40.00	40.00
		50.00		
Serenade (United)		25.00		
Shantytown (Exhibit)	89.50	89.50	95.00	89.50
Sharpshooter (Gottlieb)	15.00	75.00	75.00	75.00
Shoot the Moon	159.50			
Shoo Shoo (Williams)	100.00	119.00	100.00	100.00
Skill Pool	230.00		240.00	
Slugfest	159.00	190.00	159.00	190.00
South Pacific (Genco)	75.00	89.50	89.50	95.00
Spark Plug (Williams)		175.00		
Special Entry (Bally)	49.50		49.50	49.50
Speedway	39.50			
Spinball (Chicago Coin)	29.50	29.50	29.50	29.50
Sportsman (Williams)		145.00		
Spot-Lite (Bally)	365.00	325.00	329.50	375.00
	375.00(2)	375.00(3)	400.00	395.00
	400.00	400.00		400.00
Star Dust (United)		29.50	39.50	
Stars (United)	395.00	450.00	450.00(2)	
Steeple Chase (United)	225.00	270.00	280.00	280.00
Stop and Go (Genco)	90.00	94.50	90.00	94.50
Stormy (Williams)	29.50	29.50	29.50	29.50
Summer Time (Gottlieb)	39.50	39.50	39.50	39.50
Sunny	49.50	49.50	49.50	49.50
Super Hockey (Chicago Coin)		34.50		
Super World Series (Williams)	275.00(2)	275.00(2)	239.50	275.00
	289.50	289.50	289.50	289.50
Swanee (Exhibit)	59.50	44.50	59.50	59.50
Sweetheart (Williams)	90.00	90.00	90.00	90.00
Tahiti (Chicago Coin)	89.50	89.50	89.50	89.50
Tampico (United)	79.50	79.50	79.50	79.50
Telecard (Gottlieb)	49.50	49.50	49.50	49.50
Tennessee (Williams)	29.50	29.50	29.50	29.50
Texas Leaguer (Keeney)	50.00	50.00	50.00	50.00
Thing (Chicago Coin)	40.00	99.50	40.00	99.50
		79.50	99.50	99.50
		69.50	69.50	69.50
Three Feathers (Genco)	60.00	69.50		
3-4-5		175.00		
Three Musketeers (Gottlieb)	95.00			
Thrill (Chicago Coin)	49.50	35.00	49.50	49.50
Torchy (Williams)		125.00		
Total Roll (Genco)				
(roll-down)	40.00	40.00	40.00	40.00
Touchdown (United)	249.50	249.50	199.50	249.50
Trade Winds (Genco)	39.50	37.50	39.50	39.50
Trinidad (Chicago Coin)	49.50	49.50	49.50	49.50
Triple Action (Genco)	29.50	29.50	29.50	29.50
Triplets (Gottlieb)	94.50			
Tri-Score (Genco)	75.00	90.00	60.00	89.00
		99.50	90.00	99.50
		90.00	99.50	
Tumbleweed (Exhibit)	85.00		85.00	
Turf King (Bally)	90.00	124.50	124.50	160.00
		175.00	175.00	175.00
				145.00
				175.00
Tuscon (Williams)	50.00			
Utah (United)	84.50	49.50	79.00	84.50
		84.50		
Virginia (Williams)	29.50		29.50	29.50
Vasch My Line (Gottlieb)	110.00			
Whirl-A-Ball	22.50			70.00
Wild West (Gottlieb)	169.50	169.50	169.50	
Winner (Universal Industries)	89.50(2)	125.00	89.50(2)	125.00
			89.50(2)	125.00
				95.00
				175.00
Wisconsin (United)	30.00	39.50	30.00	39.50
	49.50	49.50	49.50	49.50
Wizard	49.50	49.50	49.50	49.50
Yank (Williams)	49.50	49.50	49.50	49.50
Zingo (United)	245.00	295.00	295.00	300.00
		300.00	295.00	300.00

BANNER YEAR?

# Fla. Coinmen Gird for Peak Tourist Play

MIAMI, Nov. 22.—Greater Miami's coinmen expect to get their share of the golden tide of winter tourist dollars heralded by surveys which indicate South Florida will have more visitors this winter than during the peak years of 1949-50.

A check of hotels, transportation companies and civic agencies, which ferret out such statistics, revealed:

Miami Beach winter-spring hotel rates are virtually unchanged from last winter, and the William P. Wolfe Organization, hotel representatives, reports a 20 per cent increase in inquiries and reservations over the last two years.

Eastern Air Lines reports an 80 per cent increase in Florida inquiries and bookings over last year. The airline has outlined plans to almost double its fleet. Fourteen 88-passenger Super Constellations will go into service, and by mid-December 60 Martin 404's will have replaced all of the company's DC-3's.

Chambers of Commerce in Miami and Miami Beach report an avalanche of mail inquiries requesting data on hotels, rates, points of interest and the like.

National Airlines is adding five round-trip flights between New York and Florida, making a total of a dozen. Eight DC-6B's will join its fleet by January 1. Advance reservations indicate an increase of 15 to 20 per cent over last year, according to R. E. Wieland, vice-president in charge of New York operations.

The Florida-bound railroads also report a substantial increase in traffic. Passenger travel on the Atlantic Coast line Railroad is 10 to 15 per cent ahead of last year, and the Seaboard Air Line Railroad also reports a heavy flow of travel.

# Labor Saving Plan Aiding Detroit Ops

DETROIT, Nov. 22.—A labor saving policy aimed at improving operating efficiency and offsetting the growing labor shortage is being adopted by a growing number of Detroit coinmen and especially those in the shuffleboard field. Operators report that initial benefits derived from the plan augur a thoro test.

Those, who have tried the new program for the past couple of months, have found they can use the advantages of a serviceman's time in either of two ways. First they can have a man, who is handling 50 stops on a weekly basis, cover a total of 100 locations on a bi-weekly schedule. The alternative is to keep the serviceman on his 50 stops—but on a bi-weekly plan and use the other week of his time working on repair jobs in the shop.

Typical of operators, who have switched over, is David Yamshon, who believes it a wise policy for operators under present conditions.

Detroit Operators believe a route should have regular weekly service, but a practical experiment with the bi-weekly operation indicates there have been no complaints. The average shuffleboard, for instance, does not suffer if it is polished every second week. Only one factor appears to require longer servicing time—and that is the welcome one of counting the money.

Good judgment must be exercised by the operator in placing his machines upon this policy, cautions James Rice, service manager of A. P. Sauve & Sons. The best locations may still require consistent coverage every week, and a selective policy must be used. Owners of these better stops expect and are entitled to the regular service they have been accustomed to, Rice points out. On the other hand, experience to date indicates that location owners in other locations are satisfied with less frequency of service, and that the economic requirements of the situation can be explained to them.

# Chi Coin Sets Miller Firm As Mich. Rep

CHICAGO, Nov. 22.—The appointment of the Miller-Newmark Company as Michigan distributor was announced this week by the Chicago Coin Machine Company thru Owners Sam Gensburg and Sam Wolberg.

The distributing firm has two offices. The Detroit one is managed by Tony Sanders and is located at 5743 Grand River Avenue. The company's owner, Bill Miller, heads the Grand Rapids office at 42 Fairbanks Street, N.W.

The Miller-Newmark firm was founded by Miller and Ben Newmark four years ago. Newmark died last year. Miller formerly headed an operating company, Miller Vending. He has been in the trade more than 20 years.

One of the first Chicago Coin products the Michigan distributor will handle is Ball-a-Ball. This is an entirely new type of shuffle bowling game. It is played on a platform type playfield rather than the traditional table high playfield. A ball instead of a puck is used to make simulated hits on the bowling pins.

Miller-Newmark also distributes AMI and Williams products.

# Slezak Named Plastic Head By Mars Co.

LINDEN, N. J., Nov. 22.—The appointment of Dr. Joseph Slezak to head the newly-created plastics division of Mars Manufacturing Company here, was announced this week by Dave Braun, Mars president.

Some 10,000 feet of floor space, across the street from the Mars plant, have been obtained for the new division, which will concentrate on building plastic bodies for Mars and for other ride manufacturers. The space also will be used for assembly.

Dr. Slezak designed the scratch-proof body of Mars' Jet Saucer. The firm, which has been manufacturing Jet Saucers for six weeks, is turning them out at the rate of 100 a week, Braun said.

He added that Mars has okayed two new rides, and will announce them about January 1, 1953.

# Louisville Ops Pay Annual Tax On 2,061 Units

LOUISVILLE, Nov. 22.—Operators of coin-operated amusement equipment have paid a total of \$30,915 in license fees, Ben Brumleve, city administrator of license taxes, announced last week. The deadline was November 1.

In all operators paid fees on 2,061 units at \$15 each. The three firms paying on the largest number of machines were B & B Novelty Company, 400 units; Southern Automatic Music Company, 315 units and the Falls City Amusement Company, 152 units.

Brumleve said that on Monday (17), officers of the city's sinking fund started visiting locations to check on unlicensed coin machine equipment. The penalty for having an unlicensed machine is a fine of \$25 to \$100 or a jail sentence of 10 to 30 days.

# Heavy Equipment Firm

Continued from page 113

manufacturer and distributor. Pearl had been connected with Automatic Stores, Cue-Ball, Rockola and Seacoast Distributors, and is an ardent salesman for the coin machine industry.

When Pearl explained the mechanical principle behind most coin-operated rides, Kaye ventured that the pneumatic principle, used in many of Drum's products, could be utilized in the amusement ride field.

One thing led to another and the pair struck an agreement. Kaye would produce a coin-operated amusement ride, be in complete charge of designing and production, and Pearl would handle sales and promotion.

## Deco Is Born

A new division of Drum—called Deco—was set up with the express purpose of manufacturing amusement rides. Because the Rocket Ride vogue was running strong, as it still is, the first ride was to be the Atomic Space Ranger.

It was agreed that the new division was merely to get its feet wet, not dive in head first. So enough machines were manufactured to keep just two distributors supplied—Eddie Lane in New York, and the Leeman brothers, operators of Rocket Rides, Inc., in Los Angeles.

The ride itself was based on the pneumatic or compressed air principle. The dime was inserted, rose on compressed air, with the compressed air motivating all the ride's gyrations and even providing the sound.

## 500 on Location

There are now 500 machines on location and the ride is being sold on the open market. The current distributors are Rocket Rides; Redd Distributors, Boston, and Banner Specialty Company, Philadelphia. Additional distributors are expected to be named within the next 30 days.

Many of the machines are sold and operated by remote control, with the location collecting the money and mailing the operator a check.

Current production is at the

rate of 20 a day, with an increased output expected. While all parts are made in Drum's main plant, a 5,000-square-foot layout has just been completed in another section of Union, for assembly and painting. Some 75 men are employed in this plant.

Deco's plans will not stop with its Rocket Ride. Already, a half dozen plans for new rides are on the drawing boards. It looks as tho Robert Kaye is in the amusement ride business for keeps.

# Gottlieb Reps Show New Type In-Line Game

CHICAGO, Nov. 22.—Distributors of D. Gottlieb & Company this week held initial operator showings on Coronation, a new type five-ball game featuring in-line scoring without the card principle on the backglass. The game records replays for in-combination plays, rotation bumper sequence for special points and on high score.

Key to Coronation play is a V shaped bumper series numbered from 1 to 7, and a series of 7 ball trap holes also in V formation. Players dropping four balls in one side of the ball trap V register one replay and can score an additional one by dropping the other ball in the "Crown" ball at the top of the playfield. Other replays are tallied by making the 1-7 bumper series in numerical order.

Among the key scoring units on Coronation are its pop bumpers which score and kick from any angle, powered flippers, "cyclonic" bumpers and rollover switches. It is equipped with a drop chute and a plunger puts the balls in play.

# Sutton Joins

Continued from page 113

companies in New York, Chicago, Indianapolis and Louisville. He later also was active in the vending end of the business—first as assistant sales manager of SuperVend Sales and later Midwest representative for DuGrenier.

At Keeney, Sutton will work closely with Paul Huebsch, sales manager. Most of his TV assignments will be handled on the road. The factory is in production on 17 and 21-inch sets.

# Distribs Get

Continued from page 113

Beauty play is the ball purchase feature which becomes effective after the fourth ball has been shot. Among the new in-line play ideas on Bally Beauty are advancing "Super Scores" which flash each time a coin is deposited and advance the score on a mystery basis; the triple spot feature which spots numbers 2, 4 and 6 when cup rollovers are hit and illuminated. The Select-a-Spot feature allows players to work the selector knob to fill in a missing number from a choice of numbers 19, 20, 21 and 22. In connection with this feature, player can change his choice up until the fourth ball is shot.

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Model A .....	\$274.50	1250 .....	\$439.50
Model C .....	449.50	1100 .....	289.50
5-10c WOM .....	29.50	1015 .....	139.50
Stepper .....	29.50	750-M .....	49.50

<b>ROCK-OLA</b>		<b>WALL BOXES</b>	
1428 .....	\$279.50	Wurlitzer 3020 .....	\$27.50
1426 .....	129.50	Wurlitzer 3020 (48 Sel.) ..	39.50
1422 .....	94.50	Seeburg 5-10-25c (3 Wire)	34.50
		Seeburg 5-10-25c (Wireless)	27.50

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SEEBURG 1-46 HIDEAWAY ..	150	WURLITZER 750 .....	95
SEEBURG 1-47 .....	175	WURLITZER W.O.M. 23020 ..	30
SEEBURG 1-48 BLOND .....	275	ROCK-OLA 1422 .....	150
SEEBURG 1-48 HIDEAWAY ..	195	ROCK-OLA 1426 .....	175
SEEBURG M-100A .....	695	ROCK-OLA 1432 .....	445
WURLITZER 1015 .....	175	A.M.I. MODEL A .....	350
WURLITZER 1080 .....	150	A.M.I. MODEL B .....	450
WURLITZER 1250 .....	475	A.M.I. MODEL C .....	475
		A.M.I. W.O.M. 5/106 .....	30

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## THE BILLBOARD Index of Advertised Used Machine Prices

### • Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Nov. 22	Issue of Nov. 15	Issue of Nov. 8	Issue of Nov. 1
Ace Bomber (Mutoscope)...	\$150.00 195.00	\$150.00 195.00	\$150.00	\$150.00
Air Raider (Keeney) .....	125.00(2)	125.00(2)	125.00(2)	75.00 125.00(2)
All Star Baseball .....	49.50	49.50	49.50	49.50
Astroscope 10c .....	95.00	95.00	75.00	95.00
Basketball (Gottlieb) .....	95.00	75.00		
Bat-a-Score (Evans) .....	190.00	190.00	190.00	190.00
Big Inning (Bally) .....	185.00 195.00	185.00 195.00	125.00 185.00	149.50 185.00
Bolascore (Supreme) .....	100.00	100.00	100.00	100.00
Boomerang (Amusement Corp.)	45.00	45.00	45.00	45.00
Bowl-O-Matic (Univ.) .....	290.00	290.00	290.00	290.00
Challenger (ABT) .....	20.00 29.50(2)	20.00 29.50	29.50(2)	29.50
Chicken Sam (Seeburg) .....	105.00(2)	105.00(2)	105.00(2)	105.00(2)
	100.00 150.00	110.00 150.00	150.00	150.00
Counter Grip (Mercury) .....	25.00 34.50	25.00 34.50		
Dale Gun (Exhibit) .....	54.50 65.00(2)	54.50 65.00(3)	54.50 65.00(3)	65.00(3) 69.50
	69.50 75.00	69.50 75.00	69.50 75.00	75.00(late)
	94.50 100.00	94.50 100.00	94.50	94.50
Defender (Bally) .....	95.00	95.00	95.00	95.00
Deluxe Athletic Scale (Mercury) .....	79.50	79.50	79.50	79.50
Derby, 4 Player (Chicago Coin) .....	195.00 225.00	195.00 225.00	195.00	100.00 195.00
				295.00
Drop Kick (Mutoscope) .....	75.00(2)	75.00(2)	75.00	295.00
Flash Hockey (Coinex) .....	150.00	150.00	150.00	75.00
Flying Saucer (Mutoscope) ..	59.50 85.00	59.50 85.00	85.00 119.50	150.00
Goatee (Chicago Coin) .....	110.00 119.50	110.00 119.50	125.00	85.00 90.00
	125.00	125.00	119.50 125.00	
Grip Meter Deluxe .....	140.00	140.00	140.00	140.00
Gun Patrol (Exhibit) .....	215.00(2)	195.00	215.00(2)	215.00(2)
		215.00(2)		
Heavy Hitter (Bally) .....	65.00 69.50	65.00 69.50	69.50	69.50
Hi Ball (Exhibit) .....	55.00	55.00	55.00	55.00
Hockey (Chicago Coin) .....	65.00 75.00	65.00 75.00	65.00 75.00	65.00 75.00
Irish Poker .....	85.00	85.00	85.00	85.00
Jack Rabbit (Amusement Corp.) .....	95.00(2) 109.50	95.00 109.50	95.00 109.50	95.00 109.50
Jet Gun (Exhibit) .....	215.00 225.00	215.00 225.00	215.00 225.00	215.00 225.00
	265.00	225.00(2)	265.00	265.00
Kicker and Catcher .....	25.00		25.00	
Lite League .....	95.00 99.50	95.00 99.50	99.50	99.50
Love Meter (Exhibit) .....	39.50	39.50	39.50	39.50
Midget Ski Ball (Chi Coin) ..	125.00 199.50	125.00 199.50	125.00 199.50	125.00 199.50
Nite Bomber (Kirk) .....	150.00	150.00	150.00	150.00
Panorams .....	225.00 240.00	225.00 240.00	225.00 240.00	225.00 240.00
				249.50
Periscope .....		89.50		
Photomatic (Mutoscope) .....	250.00(early)	250.00(early)	250.00(early)	250.00(early)
	350.00	650.00(3)	500.00(early)	375.00(early)
	650.00(2)	650.00(late)	650.00	650.00
	650.00(late)		650.00	650.00
Pistol Pete (Chicago Coin) ..	95.00 125.00	89.50 95.00	95.00 129.50	95.00 129.50
	129.50	125.00 129.50		
Pitch 'Em & Bat 'Em (Scientific) .....	140.00 185.00	140.00 185.00	140.00 185.00	140.00 185.00
Pokerino Jr. .....	99.50 125.00	99.50 125.00	99.50 125.00	49.50 99.50
Pokerino (Scientific) .....				125.00
Pony Express (Exhibit) .....	345.00			350.00
Pool Table (Edelco) .....	75.00	75.00	75.00	75.00
Punch-A-Ball (Genco) .....	15.00	15.00		15.00
Q-Ball (Scientific) .....	125.00	125.00	125.00	149.50
QT Pool Table .....	85.00 95.00	100.00 110.00	100.00 110.00	100.00 110.00
Quizzer .....	100.00 110.00			
Rapid Fire (Bally) .....	125.00	125.00	125.00	125.00
Recordio (Wilcox-Gay) .....	120.00 150.00	120.00 150.00	74.50 120.00	120.00
			150.00	150.00(2)
			105.00	105.00
Rifle Range Ray Gun .....	105.00	105.00	105.00	105.00
Shipman Art Show .....	49.50(2) 59.50	49.50(2) 59.50	49.50 59.50	49.50 59.50
Shocker (Acme) .....	20.00 24.50	20.00 24.50	24.50	24.50
Shockers (Advance) .....	24.50	24.50	24.50	24.50
Shoot the Bear (Seeburg) .....	239.50	219.50 225.00	239.50 249.50	275.00(2)
	275.00(2)	239.50 250.00	275.00(2)	295.00
	295.00(2)	295.00(2)	295.00	
Silver Bullet (Exhibit) .....	150.00	150.00	139.50 150.00	150.00(2)
Six Shooter (Exhibit) .....	165.00 175.00	165.00	165.00	165.00 185.00
		175.00(2)		
Skee Ball (Chicago Coin) .....	150.00	150.00	150.00	150.00
Skee Ball (Wurlitzer) .....	150.00	150.00	150.00	150.00
Ski Roll (Evans) .....	35.00 39.50	35.00 39.50	39.50	39.50
Skill Gun (APT) .....	35.00 59.50	35.00 59.50	59.50	59.50
Skill Test (Groetchen) .....	125.00	125.00	125.00	125.00
Sky Fighter (Mutoscope) .....	60.00	60.00	60.00	60.00
Spot Pool .....	300.00(2)	300.00(2)	325.00	300.00
Standard Metal Typewriter ..	325.00	325.00		
Star Series (Williams) .....	95.00 100.00	100.00 139.50	75.00 100.00	75.00 100.00
	139.50		139.50	139.50
Sub Gun (Keeney) .....	125.00	125.00	125.00	125.00
Submarine (Keeney) .....		79.50		
Target Skill ABT .....			19.00	
Team Hockey (United) .....	95.00 125.00	95.00 125.00	95.00 125.00	90.00 95.00
			125.00	125.00
Telequiz .....	79.50 139.00	79.50 135.00	99.50 139.50	99.50 139.00
	169.50	139.00 169.50	169.50	169.50
Ten Strike (Evans) .....		75.00 169.50	75.00 169.50	75.00 169.50
3-Way Gripper (Gottlieb) .....	24.50	24.50	24.50	24.50
Undersea Raider (Bally) .....	95.00	95.00	95.00	95.00
Voice-o-Graph (Mutoscope) ..	425.00 525.00	250.00 425.00	425.00 525.00	425.00 525.00
		525.00		
Western Baseball .....	85.00	85.00	85.00	85.00

### DEALER DOINGS

Continued from page 40

of Commodore Record Shop, N. Y., for his prompt phone call of same... The inquiry (see this column November 15) as to the pressing of "I Think of You," the "Song for Sale" TV program prize-winner, has brought a reply from the author, Simon Sandler, of Dover, N. H. Writes Mr. Sandler, "The song is to be published

by Larry Spier, Inc., of New York, but I have not yet been informed by Mercury Records, who promised on the "Songs for Sale" show to record my winning song, as to when it will be released." The author also expresses gratification that interest in "I Think of You" is still alive.

## Runyon to Give Tickets to Ops For Hoop Tilts

NEWARK, N. J., Nov. 22.—A promotion involving free tickets to sporting and special events in the New York area has been initiated by the Runyon Operating Division, New Jersey's largest operator of juke boxes, games and coin operated cigarette equipment.

The promotion, aimed at location owners, is explained in a brochure containing a card, which the location owner is asked to fill out and return to Runyon. The winners are selected from those sending in cards.

Ed Burg, Runyon exec, said the first tickets will be awarded Saturday (29). Six pairs of tickets will be distributed for each of the following basketball games at Madison Square Garden: December 11, Manhattan-Louisville and Seton-Hall-West Texas State; December 18, N.Y.U.-Temple and Seton Hall-Western Kentucky, and December 20, St. John's-Holy Cross and Manhattan-Furman.

## Set Showings, Name Distribs For Aqua Jet

PHILADELPHIA, Nov. 22.—Showings of Nasco's new Aqua Jet ride, originally slated to be held by distributors throught the nation, Friday (28), have been re-scheduled for December 2, 3 and 4. The boat ride will be available for delivery soon thereafter. It also will be exhibited at the Chicago convention of the National Association of Amusement Parks, Pools and Beaches in the Sherman Hotel, November 30-December 4.

Meanwhile, Conat Sales, New York, national distributor for Nasco, has announced three new Texas distributors. They are: Southern Distributors, Inc., Houston; Unite. Amusement Company, San Antonio, and State Music Distributors, Inc., Dallas.

Nat Cohn, head of Conat Sales in New York, said that showings of Nasco's new horse ride, "Trixie," would be simultaneously, as would showings of the Atomic Jet. Trixie is made of cast aluminum and gives a one-minute ride for 10 cents.

## Coinmen You Know

Continued from page 124

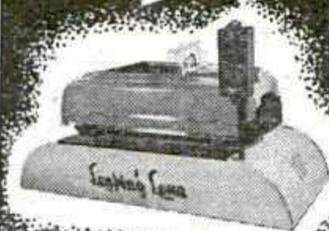
L. R. De Rosia, Western sales manager for Mars, Inc. spending a week in town making the rounds with sales Representative William E. Doyle. Doyle reports candy volume holding up, with steady flow of orders rolling in. His plans call for a trip to the Upper Peninsula of Michigan and then a couple of days in mid-December to the Windy City for a company sales confab.

Badger Candy Club prexy, Joe Spasaro, announces decision of the club's executive board to go ahead with plans to conduct an annual Candy Carnival next fall in spite of date conflict with National Candy Wholesalers. Members felt that their successful trade show would be endangered if allowed to drop for one year. Opinion was voiced also that buyers would still manage to drop by to take in the Badger show in spite of the Windy City competition, while those who did not intend to take in the neighboring convention would still be loyal to the local gathering.

Every conceivable kind of EQUIPMENT SUPPLIES AND SERVICES has been sold in The Billboard

WHAT DO YOU HAVE TO SELL? Write The Billboard 2160 Patterson Street Cincinnati 22, Ohio

# "LEAPING LENA"



Designed by  
**World Famous Manufacturer of Amusement Rides**

Sensational new coin machine for Dime Store and Super Market Locations. Auto goes thru all of the motions encountered in actual road conditions. Foot accelerator allows the child to increase the motion to any desired speed. Our large Factory and modern production methods allow us to sell at sensible prices. Write today for full information.

**KING AMUSEMENT CO.**  
Mr. Clemens, Mich.

**Special!**  
**WURLITZER WALL BOXES**  
3020  
5c - 10c - 25c  
Like Only \$29.50 EA  
WIRE - PHONE - WRITE

**DAVID ROSEN**  
Exclusive AMI Dist. Ea. Pa.  
855 N. BROAD STREET PHILADELPHIA, 23, PA.  
PHONE: STEVENSON 2-2903

**SAM SOLOMON'S BUYS**  
Palm Beach ..... \$550.00  
Atlantic City ..... 475.00  
Spot Life ..... 375.00  
Coney Island ..... 345.00  
Rose Bowl ..... 159.50  
Knockout ..... 79.50  
Joker ..... 119.50  
Heavy Hitter ..... 65.00  
Ace Coin Counter, complete 85.00  
**University Coin Machine Exchange**  
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**GUARANTEED USED ONE BALLS**  
Ready for Location at Lowest Prices  
**TURF KING ..... \$124.50**  
**WINNER ..... 89.50**  
**CHAMPION ..... 74.50**  
**ITATION ..... 49.50**  
1/3 deposit with all orders  
**SICKING, INC.**  
America's Oldest Distributor  
Established 1895  
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Slot Machine Cabinets. Doubles and singles; light and heavy. Any reasonable offer.  
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**COBRA CARTRIDGES**  
Realigned and Resurfaced, 75c each. ORIGINAL PERFORMANCE GUARANTEED. 10 Days' Service Via Air Mail.  
**ELECTRONIC INDUSTRIES**  
P. O. Box 2008 Mesa, Arizona

**BINGO GAMES**  
Frolics—Write  
**ONE BALLS**  
2 Champions, Ea. .... \$35.00  
One-third deposit with order.  
**C. & M. SPECIALTY CO.**  
832 Camp St. New Orleans 13, La.

## Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Nov. 22	Issue of Nov. 15	Issue of Nov. 8	Issue of Nov. 1
Ace Bowler (Chicago Coin)...	\$70.00	\$70.00	\$70.00	\$70.00
Baseball (Bally) .....	25.00 49.50	49.50	49.50	49.50
Bowler (Chicago Coin) .....	40.00	40.00	40.00	40.00
Bowler, 4 Player (Keeney).....	225.00		225.00	225.00
Bowlette (Gottlieb) .....	24.50	24.50	24.50	24.50
Bowling Alley (Chicago Coin)	49.50	49.50	49.50	49.50
Bowling Alley, 6 Player (Chicago Coin) .....	285.00 319.50	285.00 319.50	285.00 319.50	285.00 319.50
Bowling Champ (Keeney).....	95.00	50.00		
Bowling Champ, 2 Player (Keeney) .....				95.00
Bowling Classic (Chicago Coin)	69.50 70.00	70.00 109.50	70.00 109.50	70.00 109.50
Bowling League (Genco) .....	24.50	24.50	24.50	24.50
De Luxe League Bowler (Keeney) .....	275.00	295.00(2)	295.00(2)	295.00(2)
	295.00(2)	329.50	329.50	329.00
	329.00			
Deluxe Bowler (Chicago Coin)	49.50	49.50	49.50	45.00 49.50
Deluxe Bowler (Williams) .....		375.00	375.00	335.00 375.00
Deluxe Player (United) .....				325.00
Deluxe 6 Player (Chicago Coin) .....				85.00
Deluxe Twin Bowler (Universal) .....				
Double Deluxe Shuffle Alley (United) .....	70.00w/p	70.00w/p	70.00w/p	70.00w/p
Double Bowler (Keeney) .....	125.00	75.00 125.00	125.00	125.00
Double Header (Williams).....	29.50 45.00	29.50 45.00	29.50 39.50	29.50 45.00
	60.00 79.50	60.00 79.50	45.00 60.00	60.00 65.00
			79.50	79.50
Double Shuffle Alley Express (United) .....			39.50	
Double Shuffle Alley (United)	50.00	50.00	50.00	50.00
Double Shuffle Alley Express Rebound (United) .....	139.50	139.50	139.50	139.50
Duck Pin (Keeney) .....	125.00		39.50	
8 Player Rebound (Genco).....				
Five Player Shuffle Alley (United) .....	225.00	225.00	225.00	225.00
	235.00w/p	235.00w/p	245.00(2)	245.00(3)
	245.00(2)	239.00	250.00w/p	250.00w/p
	250.00w/p	245.00(2)		
		250.00w/p		
Four Play Rebound (Keeney)	220.00	215.00 220.00	220.00	220.00
Four Player Shuffle Alley (United) .....			224.50w/p	
Hi Score Bowler (Universal)...	145.00 175.00	175.00	175.00	145.00
Hook Bowler (Bally) .....		50.00		175.00
King Pin (Keeney) .....	125.00 140.00	140.00 145.00	145.00 155.00	95.00 145.00
League Bowler (Keeney).....	145.00 155.00	155.00 200.00	145.00 155.00	165.00 195.00
League Bowler, 4 Player (Keeney) .....	139.50 195.00	139.50 195.00	139.50 195.00	135.00 195.00
League Bowler, 6 Player (Keeney) .....				255.00
League Bowler Super Deluxe (Keeney) .....	295.00 325.00		325.00	325.00
Match-A-Score Free Play (Banner) .....	160.00	160.00	160.00	160.00
Match-A-Score Novelty Play (Banner) .....	110.00	110.00	110.00	110.00
Official Shuffle Alley, 4 Player (United) .....	375.00	375.00	375.00	399.50
Official Shuffle Alley (United) .....	379.50	379.50	379.50	379.50
Pin Boy (Keeney) .....	24.50	24.50	24.50	24.50
Shuffle Alley (United) .....	24.50 29.00	24.50 25.00	24.50 29.00	24.50 29.00
		29.00		
Shuffle Alley DeLuxe 6 Player (United) .....	300.00 325.00	300.00 325.00	325.00	325.00 335.00
	335.00		335.00(2)	
Shuffle Alley Express (United)	35.00 45.00	35.00 45.00	35.00 45.00	35.00 45.00
	49.00 49.50	49.00 49.50	49.00 49.50	49.00 49.50
	50.00	50.00	50.00	50.00
Shuffle Alley 2 Player (United) .....	60.00	60.00 75.00	60.00	60.00
Shuffle Alley Express 2 Player (United) .....	139.50	139.50	139.50	139.50
Shuffle Alley, 6 Player (United) .....	250.00	250.00	250.00	250.00
	265.00(3)	265.00(3)	265.00(2)	265.00(2)
	275.00w/p	275.00w/p	275.00w/p	275.00w/p
Shuffle Alley Super Deluxe, 6 player .....	335.00	335.00		
Shuffle Baseball (Chicago Coin) .....	45.00	45.00	45.00	45.00
Shuffle Bowler (Bally) .....	24.50 29.00	24.50 29.00	24.50 29.00	24.50 29.00
		25.00		
Shuffle Champ (Bally) .....	55.00	55.00	55.00	55.00
Shuffle Horseshoe (Chicago Coin) .....	129.50	129.50	129.50	90.00 129.50
Shuffle Lane (United) .....	24.50 29.00	24.50 25.00	24.50	24.50
Shuffle Lane (Rock-Ola) .....			29.00	29.00
Shuffle Line (Bally) .....	105.00	105.00	99.50 105.00	99.50 105.00
	125.00(2)	125.00(2)	125.00(2)	125.00(2)
Shuffle Slugger (United).....	65.00 70.00	65.00 70.00	65.00 70.00	65.00 70.00
	79.50	79.50	79.50	79.50
Shuffle Target (Genco) .....	90.00 119.00	90.00 119.00	90.00 119.00	90.00 119.00
	129.50	129.50	129.50	129.50
Single Shuffle Alley Rebound (United) .....	50.00 70.00	50.00 70.00	50.00 70.00	50.00 70.00
	89.50 90.00	89.50 90.00	89.50 90.00	89.50 90.00
Six Player Rebound (Keeney) .....	70.00 79.00	70.00 79.00	70.00 79.00	70.00 79.00
Skee Alley (United) .....	79.50	79.50	79.50	79.50
Speed Bowler (Bally) .....	19.50 49.50	35.00 49.50	49.50	49.50
Star Bowler .....			39.50	
Star Bowler, 2 Player .....				350.00
Strike (Exhibit) .....	89.50	89.50	89.50	89.50
Super Deluxe Twin Bowler (Universal) .....	90.00	90.00	95.00	95.00
Super Six Shuffle Alley .....	375.00(2)		395.00	
Super Twin Bowler (Universal) .....	69.00(2) 109.50	69.00(2) 109.50	69.00(2)	69.00(2) 109.50
			109.50	
Ten Pins (Keeney) .....	24.50	24.50	24.50	24.50
Trophy Bowl (Chicago Coin) .....	119.50	119.50	119.50	119.50
Twin Bowler (Chicago Coin) .....		40.00		49.50
Twin Bowler (Universal) .....	49.00 49.50(2)	49.00 49.50(2)	39.50 45.00	49.00 49.50(3)
		50.00	49.00 49.50	
Twin Shuffle Alley Rebound (United) .....	145.00 165.00	145.00 165.00	145.00 165.00	145.00(2)
				165.00
Twin Shuffle (Williams) .....	24.50	24.50 25.00	24.50	24.50 25.00
Twin Shuffle-Cade (United) .....	110.00 195.00	110.00 195.00	110.00 195.00	110.00 195.00

**NEW 22" SHUFFLEBOARD.**  
Maple Top, Complete, Crated ..... \$169.50  
Climatic Adjusters, Set ..... 12.00  
8" New Side Cushion Shuffleboards ..... \$89.50  
22" Maple Tops, brand new, crated 90.00  
Telex & Film ..... 79.50  
Ch. Goalee ..... 59.50  
Exh. Dale Gun, Late Model ..... 54.50

**WANTED FOR CASH!**  
Lite-A-Line Keeney Holiday Atlantic City Coney Island Bright Spot Palm Beach Bright Lights United Leader  
Kwik Shoe Shine Mach., Bl. & Br. . \$54.50

**MID-STATE COMPANY**  
2369 Milwaukee Ave. Chicago 47, Ill.  
Tel.: Dickens 2-3444

**Everyone Calls Us "FIRST" for Finest Equipment**  
JOE & WALLY

**SHUFFLE GAMES**

**NEW Keeney's 10 Player TEAM BOWLER**  
Fastest, most beautiful Shuffle Game of all!

**EXHIBIT SUPER TWIN ROTATION**  
Sensational 1 or 2 player shuffle game, played like actual pool.

**"First-Conditioned" and Resurfaced CHICAGO COIN SIX PLAYER TROPHY BOWL w/Formica** ..... \$285 95

**UNITED SUPER 4 PLAYER DELUXE 6 PLAYER & PLAYER TWIN REBOUND SKEE ALLEY SHUFFLE SLUGGER DOUBLE SHUFFLE ALLEY SHUFFLE EXPRESS**

**BALLY SHUFFLE LINE SHUFFLE CHAMP SHUFFLE BOWLER**

**UNIVERSAL SUPER TWIN BOWLER TWIN BOWLER**

**KEENEY SUPER DE LUXE LEAGUE BOWLER DE LUXE LEAGUE BOWLER LEAGUE BOWLER**

**Genco SHUFFLE TARGET** ..... \$95

**WILLIAMS DOUBLE HEADER DE LUXE BOWLER** ..... \$69 39

**MUSIC Chicago Coin HIT PARADE**  
Brand New Special \$150 Limited Quantity!  
New Chicago Coin BANDBOX  
Write or phone for price!

**CONVERSIONS**

**Keeney Shuffleboard Attachments**  
4 WAY BOWLER for long boards \$225

**MATCH-A-SCORE CONVERSIONS**  
Modernize your shuffle alleys into match score games! Tremendous play stimulator!

King's MATCH THE WHEEL \$42.50

United LITE-A-SCORE \$57.50

**IT PAYS TO BUY THE BEST!!**  
**GENUINE FORMICA TOPS**  
Absolutely highest quality! Silk screened during manufacturing process. Available for United 2, 4, 5, 6 Players; Keeney, Chicago Coin and Universal games. Complete with cement. 8" & 9" sizes. \$17.50

**EXHIBIT'S RUDOLPH, THE RED NOSED REINDEER**

**NEW APPEAL NEW PROFITS**

**BINGO 5 BALLS**

**NEW Bally FROLICS United BOLERO, \$325 "First-Conditioned" BALLY**

PALM BEACH ..... \$515  
ATLANTIC CITY ..... 465  
SPOT LIGHT ..... 375  
BRIGHT SPOT ..... 350  
CONEY ISLAND ..... 350  
BRIGHT LIGHTS ..... 255

**UNITED BOLERO** ..... \$275  
ABC ..... 195

**5 BALLS GOTTlieb**

TRIPLES ..... \$125  
JOKER ..... 110  
SHARPSHOOTER ..... 95  
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DOUBLE SHUFFLE ..... 85  
BUCCANEER ..... 59

**EXHIBIT**

JUDY ..... \$105  
TUMBLEWEED ..... 85  
PLAYTIME ..... 65

**GENCO**

DOUBLE ACTION ..... 85  
SOUTH PACIFIC ..... 75  
TRI SCORE ..... 75

Many other, write for list

**VENDING**

Keeney's Electric CIGARET MACHINE  
"The Pack You See Is the Pack You Get!"

**ARCADE**

**"First-Conditioned"**

Seeburg SHOOT THE BEAR ..... \$275  
Exhibit SET GUN ..... 215  
Exhibit GUN PATROL ..... 215  
TELEQUIZ, w/film ..... 139  
Keeney AIR RAIDER ..... 125  
CHICKEN SAM ..... 108  
RIFLE RANGE RAY GUN ..... 105  
Wms. STAR SERIES ..... 95  
Amus. JACK RABBIT ..... 95  
United TEAM HOCKEY ..... 95  
Wms. QUARTERBACK ..... 85  
Chi. Coin GOALIE ..... 85  
Ex. FOOT EASE ..... 85  
IRISH POKER ..... 85  
Ex. DALE GUN, late ..... 75  
Ex. DALE GUN ..... 65  
Bally HY ROLL ..... 65  
Chi. Coin HOCKEY ..... 65  
Exhibit MI BALL ..... 55

**FIRST DISTRIBUTORS**  
Joe Kline & Wally Finke  
1750 W. North Avenue Chicago 22, Illinois Dickens 2-0500

**READY FOR DELIVERY!**

South Pacific	\$39.50
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United Stars	395.00
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Canasta	25.00
Horsefeathers	99.50
Freshie	59.50
King Pin	75.00
Tri-Score	29.50
Arizona-Yuma	29.50
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**C.C. HIT PARADE, 5c-10c-25c** ..... \$75.00  
**WMS. MUSIC MITE** ..... 39.50

**SHUFFLE ALLEY EXPRESS** ..... \$39.50  
**SET SHOT BASKETBALL** ..... 195.00  
**SUPER TWIN ROTATION** ..... 395.00

**Exclusive AMI Distributors in Kentucky, Indiana, Southern Ohio**

**"The House that Confidence Built"**

**SOUTHERN AUTOMATIC MUSIC COMPANY, INC.**

ESTABLISHED 1923  
135 S. Brook St., Louisville 3, Ky. 1000 Broadway Cincinnati, Ohio  
140 Jefferson St., Lexington 2, Ky. 3011 E. Maumee Ave., Ft. Wayne 4, Ind  
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**Mayflower Specials!**  
—CLOSEOUTS—  
NEW—IN ORIGINAL CRATES

UNITED BOLERO	\$325.00
UNITED STEEPLECHASE	300.00
UNIVERSAL 5 STARS	175.00
FUTURITYS	475.00
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CHICOIN HIT PARADE PHONO, 5, 10, 25c	135.00

**RECONDITIONED**

SPOT LIGHTS	\$375.00
BALLY BOWLER	125.00
KEENEY DBL. BOWLER	\$75.00
BALLY SHUFFLE CHAMP	45.00

**REMOTE UNITS**

NEW MODELS 3045 WIRELESS WALL BOX, NEW	\$15.00
USED SEEBURG W156 WIRELESS WALL BOX, 5c	9.50
USED MODEL 2140 BAR BOX	\$15.00
MODEL 3020 WALL BOX	\$35.00
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1/3 DEPOSIT WITH ALL ORDERS

**Mayflower Distributing Co.**  
2218 UNIVERSITY AVENUE ST. PAUL, MINNESOTA

**BETTER BUY FROM BANNER**

**BETTER BUY FROM BANNER**

**BINGO GAMES**

**NEW**

**UNITED CIRCUS**

**ARCADE EQUIPMENT**

**NEW**

Auto Photo ..... Write

Spot Pool (Coin Operated Pool Table) ..... \$ 90

United Team Hockey... 90

**USED**

Bat-A-Score ..... \$190

Bowl-O-Matic ..... 290

Grip Meter Deluxe ... 140

Panoram Solo-Vue ..... 240

Pitch 'Em & Bat 'Em... 140

Quizzer ..... 110

Spot Pool ..... 60

Total Roll ..... 40

Wilcox-Gay Recordigrams 120

Immediate Delivery All Items This Ad. Prices F.O.B. Philadelphia.

**PIN GAMES**

**USED**

Skill Pool (slightly used) \$220

ABC (Bingo Type) ..... 190

Blue Skies ..... 40

Ceravan ..... 210

Crossroads ..... 200

County Fair ..... 220

Eight Ball ..... 80

Double Action ..... 180

Fighting Irish ..... 100

Four Stars ..... 210

Georgia ..... 100

Handicap ..... 270

Hayburner ..... 210

Hits & Runs (Golf) ..... 170

Jalopy ..... 220

Just 21 ..... 80

Knockout ..... 40

Lucky Inning ..... 60

Nifty ..... 170

Majorettes ..... 80

Oasis ..... 200

Olympics ..... 200

Red Shoes ..... 90

Paratrooper ..... 220

Punchy ..... 90

Robin Hood ..... 40

Select-A-Card ..... 40

Shoo Shoo ..... 100

Shoo Shoo ..... 100

Slug Fest ..... 180

Steeple Chase ..... 240

Stop & Go ..... 90

Sweetheart ..... 40

Tri-Scors ..... 90

Wisconsin ..... 30

**NEW**

Gottlieb Coronation ..... Write

**VENDING**

**NEW**

**BRADLEY Carbonated Drink Vendor**

1,000 Cup Capacity

2-Flavor ..... \$480

Cigarmat, 4 column ..... 84

**USED**

**SPECIAL KEENEY CIGARETTE VENDORS.....WRITE**

**NEW**

**UNITED Tenth Frame Super Six-Player. Immediate Delivery.. Write**

**UNITED Tenth Frame Star Shuffle Alley. Immediate Delivery... Write**

**USED**

BANNER'S Original Match-A-Score Novelty Play.....\$110

BANNER'S Original Match-A-Score Free Play..... 160

Chicago Coin Ace Bowler..... 70

Chicago Coin Bowler..... 40

Chicago Coin Classic..... 70

Genco Shuffle Target..... 90

Keeney League Bowler, 9' Model..... 140

Shuffle Alley Express..... 50

Single Shuffle Alley Rebound..... 70

Single Shuffle Alley Rebound w/Formica..... 90

United Double Shuffle Alley..... 50

United Shuffle Alley Double-Deluxe Fly-A-Way Pin Conversion..... 70

United Shuffle Slugger..... 70

United Skeo Alley..... 70

United Twin Shuffle Cade..... 110

Universal Super DeLuxe Twin Bowler..... 90

Williams Double Header..... 60

**MUSIC**

**AMI** DISTRIBUTOR WESTERN PENNSYLVANIA TERRITORY

**1/3 Certified Deposit, Balance C.O.D. or 5/D. Full Payment Saves C.O.D. Charges.**

**ARCADE OWNERS SPECIAL**

**ARCADE EQUIPMENT**

Genco Glider ..... \$ 39.50

Mercury 13-Way Athletic Gripper..... 99.50

Exhibit Gun Pair 199.50

Exhibit Dale Gun .. 65.00

Twin Pookerino ..... 149.50

Total Roll ..... 39.50

Pre-Score ..... 39.50

Advance Roll ..... 39.50

Seaburg Shoot the Bear Gun ..... 175.00

Exhibit Jet Gun .. 215.00

**SHUFFLE GAMES**

Un. Official Bowler \$379.50

United & Player ..... 265.00

5-Player ..... 245.00

TWIN REBOUND 145.00

Shuffle Slugger ..... 79.50

Shuffle Express ..... 45.00

Bally Shuffle Line 125.00

Shuffle Target ..... 119.00

Super Twin Bowler .. 49.00

League Bowler ..... 155.00

Shuffle Alleys ..... 2v 0.

Rock-Ola Shuffle Lane ..... 29.00

Chi. Coin Classic .. 69.50

Chi. Coin Trophy .. 89.50

Keeney League Bowler ..... 125.00

Keeney Deluxe LB. Deluxe LB ..... 295.00

Bally Hook Bowler 145.00

Chicoin Baseball .. 45.00

EXHIBIT STRIKE 89.50

WILLIAMS DOUBLE HEADER ..... 45.00

Keeney Bowling Champs 2-Player Conversion for Shuffleboard, thoroughly reconditioned for long service—\$99.50.

**Genuine DeLuxe FORMICA TOPS**

With original silk screen playing instructions at the right price! Complete with cement for simplified installation. For all United 2, 4, 5 and 6 players. Also for Keeney, Chicago Coin and Universal 8 ft. Games. In lots of three—\$14.95 each. Write for quantity prices.

**Distributors for AMERICAN SHUFFLEBOARD Games & Supplies**

**SHUFFLEBOARDS**

18-20-22 SPECIAL! WRITE

18-20-22 SPECIAL! WRITE

**Shuffleboard Supplies**

Shuffle Game Wax, Case (12) ..... \$ 3.30

Fast Wax, Case (12) 4.50

Pucks (Set of 8) Write

Score Sheets, 10 Pads 7.50

Fluorescent Lights, pair ..... 22.50

Used Rock-Ola Shuffleboard Lites, pr 12.50

Adapters ..... 18.50

2 Shuffleboard Scoreboards Overhead 125.00

Wall Model ..... 95.00

**VALUES SPECIALS**

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UNITED 5 STARS. 110.00

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ALSO 200 ASSORTED BALL MACHINES AT LOW BILLBOARD PRICES.

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RO. Phono 1432, 51/50 395.00

RO. Phono 1434, 52 695.00

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Ex. Six Shooter ..... 195.00

Groet. Metal Typer ..... 195.00

Mills Panoram Peek ..... 275.00

Muto. Love Pilot ..... 85.00

Seaburg Bear Gun ..... 295.00

Univ. Bowl-O-Matic ..... 375.00

Wms. All Stars ..... 85.00

Wms. Horse Feathers ..... 295.00

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Un. Double Shuffle ..... 95

Un. Double Shubble Express ..... 125

Un. Twin Shuffle Cade 165

Un. Shuffle Slugger ..... 85

Un. 6-Pl. Shuffle Alley 295

Univ. Del. Twin Bowler 95

Wms. DeLuxe Bowler.. 40

Wms. Double Header .. 50

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**EVERY PIECE GUARANTEED**

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FUTURITY ..... \$300.00

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WINNER ..... 50.00

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M-100-A SEEBURG ..... WRITE

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147 SEEBURG ..... \$135.00

W1-L-56 SEEBURG BOXES ..... 10.00

SEEBURG SPEAK ORGAN ..... 10.00

**MISCELLANEOUS**

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ATHLETIC SCALE ..... 35.00

3-WAY GRIPPER ..... 15.00

**5 BALLS**

MINSTREL MAN ..... \$100.00

SHOO SHOO ..... 85.00

OLD FAITHFUL ..... 75.00

SHARP SHOOTER ..... 60.00

BOWLING CHAMP ..... 40.00

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Univ. BOWL-O-MATICS ..... Ea. \$295.00

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Edelco STAR BOWLER ..... 39.50

Seaburg BEAR GUN ..... 225.00

Exhibit JET GUN ..... 175.00

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Wms. STAR SERIES ..... 65.00

Genco BING-A-ROLL ..... 50.00

C. C. MIDGET SKEE BALL ..... 125.00

Bally HEAVY HITTER ..... 29.50

Scientific POKERINO ..... 35.00

Exhibit POKER & JOKER ..... 25.00

Exhibit TUMBLER ..... 25.00

POP-UPS ..... Ea. 5.00

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**for better buys buy McGinnis**

**YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT**

Triplets ..... \$ 90.00	Basketball (Gottlieb) ..... \$95.00
College Daze ..... 59.50	Knockouts ..... 75.00
Pinky ..... 99.50	Winners ..... 89.50
Nifty ..... 100.00	Just 21 ..... 30.00
Punchy ..... 89.50	Speedway ..... 39.50
Sharpshooter ..... 75.00	Citations ..... 35.00
Champion (Bally) ..... 65.00	Bowling Champ ..... 50.00
Double Shuffle ..... \$75.00	

Many Others. Send for List.

**We Shall Be Pleased to Demonstrate This New Equipment!**

KEENEY ELECTRIC CIGARETTE VENDOR  
KEENEY "21" TELEVISION  
KEENEY TEAM BOWLER (Ten Player)

**ROY MCGINNIS CORP.**

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**WANT FIRST-CLASS MECHANIC and SERVICE MANAGER**

EXPERIENCED ON ROCK-OLA AND SEEBURG PHONOS AND SOUND, Games, Alleys, Amplifiers, etc. Good salary and working conditions to the right man. Wonderful opportunity to connect with a well-established distributing firm in the South. Drifters and boozers, do not apply.

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All the news of your industry every week in The Billboard . . .

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**Cliffy Clet Says:**

**COVEN SPECIALS THIS WEEK!**

**PHONOGRAPHS**

Wurlitzer 1015 ..... \$139.50	Wurlitzer 320 Wall Boxes, Ea. .... \$34.50
Seeburg 46A ..... 99.50	
Seeburg 47A ..... 99.50	

All mdse. as is, complete as to parts. Crating \$7.50 extra. One-third deposit, balance C.O.D.

**COVEN** distributing company

3181 Elston Chicago 18, Ill. Independence 3-2210

Exclusive Distributors of Wurlitzer Phonographs

**CORRECTION!**

In our Billboard ad, issue of Nov. 15th, Ace Coin Counter was listed with a price of \$15.95. It should have been:

**ACE COIN COUNTER \$159.50**

We regret this typographical error and hope that it did not cause any inconvenience to our customers.

**WORLD WIDE DISTRIBUTORS, INC.**

2330 N. Western Ave. Chicago, Ill.

**WHAT'S NEW IN COIN MACHINES? WHAT ARE THEY GETTING FOR USED EQUIPMENT? WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?**

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City ..... Zone ..... State .....

Occupation .....

# FOLK TALENT AND TUNES

Continued from page 47

night barn dance. . . . **Redd Stewart** was in Hollywood last week for the yearly business meeting of Ridgeway Music, the firm he and **Pee Wee King** and **Charley Adams** operate. **Gene Stewart**, Redd's brother, who had been ill, is back with the King band playing bass. **Gene Engle**, pianist and accordionist with the band, has been off recently because of an emergency appendectomy.

**Fabor Robison**, the manager, was in Hollywood last week and has returned to KWKH, Shreveport, with **Hillbilly Barton**, one of his artists. Robison is re-activating his Abbey record label. He has worked out a deal whereby 4 Star, which did his pressing and was part of the firm, is stepping out of the picture. . . . **Faron Young**, the new Capitol warbler at WSM, Nashville, may go into service soon. . . . **Annie Lou** and **Danny Dill**, the veteran duo at WSM, Nashville, are parents of a daughter, **Ava Tyann**, born November 3. . . . Specialty Records, and not Imperial Records, has linked **Johnny Tyler** to a waxing pact. Tyler is returning to Dallas where he appears frequently over WFAA. . . . **Art Young**, **Donna Lee**, the **Cactus Kid**, **Harmonica Bill Russell** and **Smokey Pleacher** are set for two-and-a-half months of International Harvester dates, starting January 5. They will continue to be heard daily over WWOL, Buffalo.

## Disk Jockey Doings

**Smokey Miller**, KAWT, Douglas, Ariz., reports that **Rex Allen's**

granddad, **Joe Clark**, ran for sheriff in the local primary, but was defeated. . . . **Harry Baldwin**, WGAA, Cedarstown, Ga., reports that **Georgia Jim Odom** has inked with Speed Records, a new label. . . . **Frank Simon**, KXLA, Pasadena, Calif., has added an hour early evening show to his sked. . . . **Bobby Whitmire**, steel man with **Ted Kirby**, WZOB, Fort Payne, Ala., has signed with Blue Ribbon Records. . . . **Frank Page**, KWKH, Shreveport, La., writes that CBS is starting a new half-hour Saturday night seg (9:30-10 p.m., CST) December 6, when they air the "Louisiana Hayride." The half-hour seg will again air the KWKH jamboree January 7. The show will feature various big jamborees each Saturday night. The Hayride will air from 8 to midnight before January 1. It's now on until 11 p.m.

**Dan Ross**, WATL, Atlanta, has organized an all-girl band for personals in the area. . . . **Jack Davis**, WORD, Spartanburg, S. C., wants to hear from any fiddlers and accordion players looking for work. . . . **Shel Horton**, WVAM, Saxton, Pa., who has been mulling a h.b. and western d.j. jamboree, reports that he is visiting New York in two weeks to talk over such a convention and would like fellow d.j. reaction as to whether they could attend if it were held in Nashville. . . . **Joe Clark**, KVON, Napa, Calif., back at the mike after a vacation. . . . **Smokey Smith**, KRNT, Des Moines, has a new Sunday morning all-sacred show. . . . **Mack Sanders**, KPBI, Wichita, Kan., reports he emceed an **Ernest Tubbs** package October 24 that did 10,000 payees. . . . **Jim Flaherty**, WHAY, New Britain, Conn., has a new seg of his show set aside to promote new artists. He wants to hear from novice waxers.

**Bob Ferguson**, KWSC, Pullman, Wash., is doing a remote from a local theater weekly with his own band, the **Ramblers**. . . . **Tex Clark**, WDOK, Cleveland, wants new records. . . . **Jim Spero**, KRUX, Glendale, Ariz., reports that **Bob Newman** (King) has joined the station as a d.j. . . . **Sammy Bland**, WCEC, Rocky Mount, N. C., wants Decca and Capitol releases. . . . **Doug Smith**, WTAR, Norfolk, recently was married to **Helen Byrd**, Richlands, Va., non-pro. . . . **Lonnie Barron**, 21-year-old singer, is back at the mike at WSDC, Marine City, Mich., after a stint in the air forces.

**Jack Davis**, WORD, Spartanburg, S. C., is still seeking h.b. musicians and singers for the station's new barn dance. He also would like traveling names to guest on Saturday night. . . . **Leroy Woodard**, WVJS, Owensboro, Ky., reports that **Lonzo and Oscar** did 4,000 and 7,000 on two nights at the Sports Center and Merchants Exposition there. **Alben Barkley** joined them at the exposition and told some of his famed stories. . . . **John Utley**, WFMY, Greensboro, N. C., is planning some h.b. camp shows in his area. . . . **Skip-A-Long Hathaway**, KUGN, Eugene, Ore., is now doing commercials for the local Arena Ballroom, whose manager, **Don Tungate**, regularly uses traveling names. **Joe Massey** and the **Frontiersmen** is the house band.

**Bob Ferguson**, the KWSC, Pullman, Wash., d.j., is playing steel for **Arkie Shibley**, in addition to fronting his own band, the **Ramblers**. . . . **Uncle Remus**, WILD, Birmingham, is now doing a two-hour show Thursday night, on which he'll spin disks and use live talent, amateur and pro. . . . **Gene Rehr**, WPGH, Pittsburgh, gripes that checks with retailers in his region indicate that they cannot get country and western disks until long after they have reached their peak. . . . **Red Jones**, KVET, Austin, Tex., reports that **Jerry Green** will soon cut his first four sides for Specialty. . . . **Ann Jones**, KVM, Vancouver, Wash., is using **Rusty Meyers** and the **Western Stars** on personals. **T Tex Tyler** did 1,150 at the Wagon Park, Camas, Wash., recently. . . . **Cactus Joe Nixon**, KCU, Fort Worth, reports that **Billy Walker**

drew a good crowd at a recent personal at Danceland.

**Hank Thompson**, **Carl Smith**, **George Morgan** and **Auray Inman** drew 6,000 for two shows November 2 at the Auditorium, Memphis, when **Bob Neall**, WMP, Memphis, put on his second annual "Happy Birthday Jamboree." . . . **Cactus Jack Strong**, WGAC, Augusta, Ga., reports that **Claude Casey** and the **Sagedusters** are now working three hours daily on the station and doing nightly personals in the area. . . . **Jimmy Swan**, WFOR, Hattiesburg, Miss., is now doing an hour daily d.j. show and a 15-minute daily show with his band. . . . **Dick Carter**, d.j. at WRRF, Washington, D. C., has his own band, the **Circle C Ranch Hands**. . . . **Smokey Stover**, KREL, Naylor, Tex., has signed with Specialty Records.

## Conn. Tax Receipts Up

BRIDGEPORT, Conn., Nov. 22.—**William F. Connelly**, State tax commissioner, reported this week that collections, exclusive of the sales tax, amounted to \$14,085,819 for the first four months of the fiscal year beginning July 1. This is an increase of \$772,712 over the comparable period in 1951.

The bulk of the increase was accounted for by receipts from the tax on coin machines, cigarettes, and inheritance taxes, the report stated. The principal decrease, Connelly reported, was \$184,210 in the corporation business tax.

Tax collections for October, exclusive of the sales and use tax, totaled \$479,848 above October, 1951, with the corporation business tax accounting for \$206,526 of the gain for the month.

Connelly said that sales use receipts for the quarter, ending September 30, amounted to \$8,678,159, an increase of \$172,928 over the comparable quarter of last year.

**WILLIAMS**  
**FOUR CORNERS**  
Sensational new 5 ball game. Fast! Furious! Exciting! Destined to be the greatest repeat play game yet. See it—order it.

**GENUINE DELUXE**  
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Get the best! Get the GENUINE Formica Top at World Wide. Saves time and money refinishing playfields.  
Ea. \$16.95  
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**ROCK-OLA 1953**  
**FIREBALL 120**  
120 selection phonograph. Accumulates up to 40 plays. Fastest one-button selection. 45 RPM or 78 RPM models available now. See it—Hear it! You'll like it.

**ACE**  
**COIN COUNTER**  
Counts coins, wraps them. Weighs less than 8 lbs. Complete with tubes and reset meter. Counts 1c, 5c, 10c, 25c.  
\$159.50

**WILLIAMS**  
**MUSIC MITE**  
Brand new. Modern design. Ten selection 45 RPM phonograph.  
5c play \$10-25c  
\$145 \$195

• **5 BALL SPECIALS** •  
**COMPLETELY RECONDITIONED**

<p><b>WILLIAMS</b></p> <p>DALLAS ..... \$ 65 DREAMY ..... 75 EL PASO ..... 65 GEORGIA ..... 90 HAYBURNERS ..... 185 MARYLAND ..... 65 MAJORETTES ..... 175 RAG MOP ..... 95 ST. LOUIS ..... 50 SARATOGA ..... 50 TUCSON ..... 50</p> <p><b>CHI. COIN</b></p> <p>FIGHTING IRISH \$ 95 HOLIDAY ..... 50 PIN BOWLER ... 110</p>	<p><b>BEST BUYS</b></p> <p><b>GENCO</b></p> <p>CANASTA ..... \$50 FLOATING POWER 50 HARVEST TIME .. 65 MERCURY ..... 85 RIP SNORTER ..... 95 ROCKET ..... 75 SOUTH PACIFIC 75 THREE FEATHERS 60 TRI-SCORE ..... 75</p> <p><b>EXHIBIT</b></p> <p>CAMPUS ..... \$95 TUMBLEWEED ... 85</p>	<p><b>GOTTLIEB</b></p> <p>BUFFALO BILL \$ 50 BUTTONS &amp; BOWS 60 DBLE. SHUFFLE 95 FOUR HORSEMEN 115 GIN RUMMY ..... 50 JOKER ..... 45 JUST 21 ..... 110 KNOCKOUT ..... 75 KING ARTHUR ... 95 OLD FAITHFUL ... 110 ROCKETTES ..... 110 SELECT-A-CARD. 50 THREE MUS- KETEERS ..... 95 WATCH MY LINE 110</p> <p>TERMS: 1/3 deposit, balance sight draft.</p>
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45 RPM, First-Class Condition  
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**SOUTHERN AUTOMATIC MUSIC CO.**  
1000 BROADWAY CINCINNATI, OHIO

**SPECIAL!**  
**"POP" CORN SEZ**  
**10c VENDORS**  
RECONDITIONED  
LIKE NEW!  
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**SPECIAL—PANORAMS**  
Guaranteed Reconditioned  
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**WANT TO BUY**  
Bright Spots, Coney Islands, Leaders, Bright Lites, Atlantic City, Palm Beach, Spot Lites.

**Reconditioned Equipment**  
Bolero ..... \$275.00 Kee. Leag. Bwlr. \$145  
Double Header 29.50 5-Stars ..... 115  
A-B-C ..... \$145.

**NEW—WRITE**

Un. 10-Frame Star	Coronation
Un. 10-Frame Super	K'ney Team Bowler
Bally's Latest	Ex. Super Twin Rot.
United Circus	Exhibit Big Bronco
Wms. 4-Corner	Exhibit "Trigger"
Chicago Coin 4-Player Bowl-A-Ball	Genco Jumpin' Jacks
New Rock-Ola Shuffleboard Tops	..... \$135

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SEEBURG 148-ML	..... \$249.00
WURLITZER 1015	..... 139.00
ROCK-OLA 1422	..... 89.00
C-8 ELECTRIC CIG. VEND	139.00
5-Stars (Bingo)	..... 99.00
A-B-C (Bingo)	..... 169.00
3-4-5 (Bingo)	..... 169.00
Wms. Majorettes (New 5-Ball)	199.00
Chicoin Big Hit (New 5-Ball)	209.00
Playland (5-Ball)	..... 79.00
Punchy (5-Ball)	..... 84.00
Champion (5-Ball)	..... 59.00
Freshie (5-Ball)	..... 69.00
Telecard (5-Ball)	..... 49.00
Un. Double Shuffle	..... 49.00
Chicoin Pistol (Arcade)	..... 79.00
Mills 5-Col. Cand. Vend.	..... 49.00

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Bally Bingo Game, Gottlieb Coronation, Wms. 4-Corner, Keeney 10-Player, Un. 10th Frame Super & Star, Chicoin Bowl-a-Ball.

Terms: 1/3 Dep., Bal. C.O.D. Send for List and Prices.

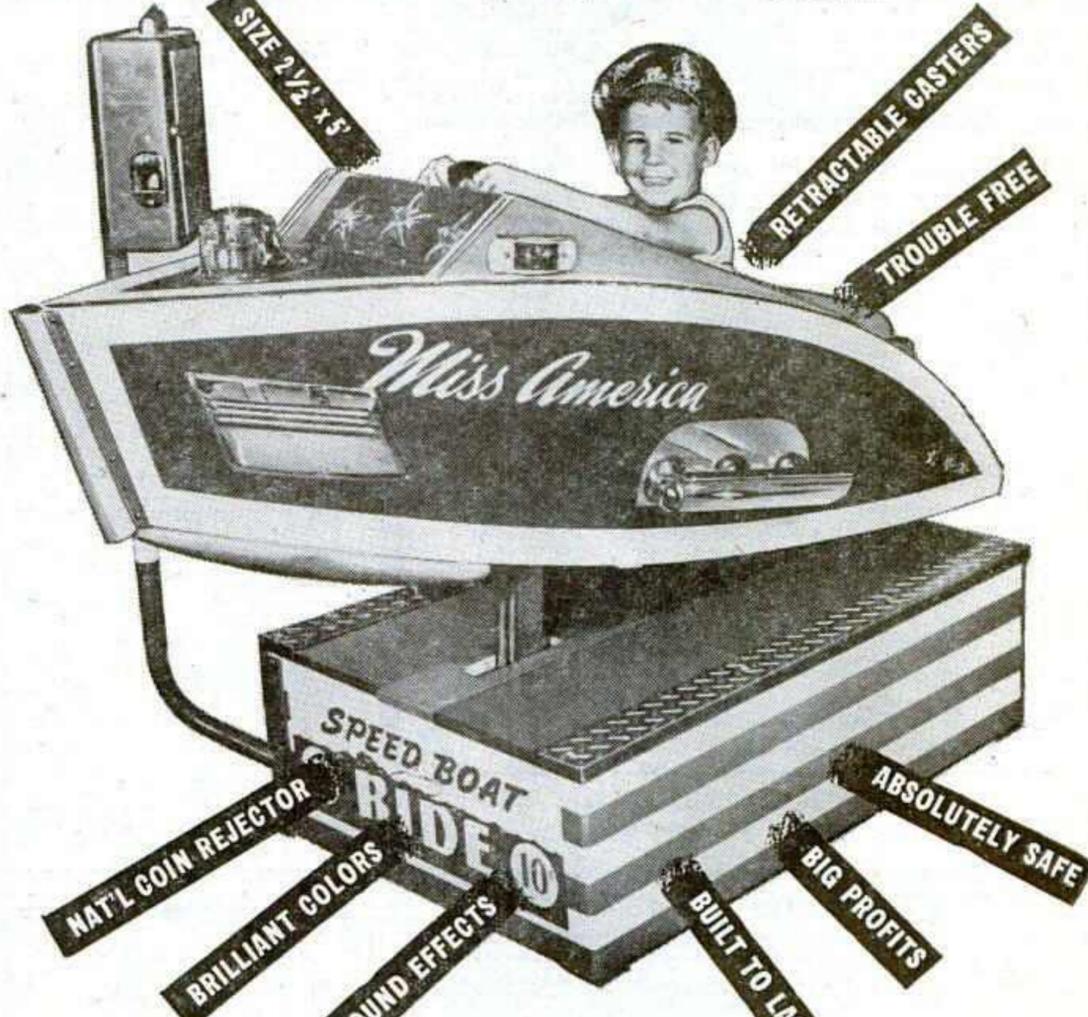
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THE MECHANICAL SPARRING PARTNER  
**PAGE 88**

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... for full particulars on this most popular of all Kiddie rides. Hundreds now on locations in leading chain stores all over America, McCrory's, Grant's, Kresges', McLellan's, H. L. Green's, Newberry's and many others. Figures on request to prove Miss America outgrosses any other rides 2 to 1... **Get on this TODAY.**

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ROTATION NUMBER-SEQUENCE LIGHTS ROLL-OVER BUTTON for REPLAY  
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REPLAYS for HIGH SCORE  
3 "POP" BUMPER . . . 2 SUPER-POWER FLIPPERS  
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148 ML	\$240	1250	\$390	A	\$260
148 M	195	1100	315	B	360
1951 Hideaway	49	1080	125	C	460
Envoy, Major, Classic, Hightone	49				
ROCK-OLA					
1432, 50 Record	\$419				

**\*Davis 6 Point Guarantee**

- Mechanism Overhauled
- Worn Parts Replaced
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AMI 5c 10c Reconditioned	\$29.50
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Wurlitzer 4820, 5c, 10c, 25c, Like New	54.00
Wurlitzer 4820, 5c, 10c, 25c, Converted	41.50
Wurlitzer 3020, 5c, 10c, 25c, Reconditioned	24.50
Wurlitzer 3031, 5c, Reconditioned	9.95
Wurlitzer 3025, 5c, Wireless, Reconditioned	5.95
Wurlitzer 219 Stepper	37.50
Wurlitzer 248 Stepper	49.00
Seeburg W4-L56, 5c, 10c, 25c, Wireless, Reconditioned, Refinished	34.50
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TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

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**TERRIFIC BUYS!**

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Exhibit Silver Bullets . . . 124.50  
Chico Pistol Polo . . . 69.50  
Genco Bing-a-Roll . . . 49.50  
Chico Basketball Champ . . . 179.50  
9 Wurlitzer 3020 Chrome Wall Boxes, Ea. . . . 21.50  
Wurlitzer 750 . . . 49.50  
Wurlitzer 51 & Stand . . . 44.50  
United Twin Rebound—Formica . . . 110.00  
United Four Player—Formica . . . 220.00  
Keeney 4 Player Rebound . . . 125.00  
United 6 Player DeLuxe 7-10 Split . . . 339.50  
Genco Triple Action Pin Game . . . 79.50  
Universal Twin Super Alley . . . 39.50  
1/2 deposit, no packing charge.  
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10TH FRAME STAR SHUFFLE ALLEY  
10TH FRAME SUPER SHUFFLE ALLEY  
PROMPT DELIVERY  
CHI COIN 10TH FRAME BOWLER—New . . . WRITE  
KEENEY TEAM BOWLER—New . . . WRITE  
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UNITED STARS—Like New . . . WRITE  
UNITED ZINGO . . . \$295.00  
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GOTTLIEB KNOCKOUT . . . 79.50  
GOTTLIEB QUARTETTE . . . 199.50  
GOTTLIEB FOUR HORSEMEN . . . 129.50  
GOTTLIEB HAPPY GO LUCKY . . . 159.50  
BALLY HOT ROD . . . 69.50  
Seeburg Bear Gun . . . 239.50  
Exhibit Jet Gun . . . 225.00  
WRITE, WIRE, PHONE

**CENTRAL OHIO**

COIN MACHINE EXCHANGE  
525 S. HIGH COLUMBUS 15, OHIO  
PHONE: ADams 7254

**SEE . . . our ad PAGE 88**

INTERNATIONAL MUTOSCOPE CORPORATION  
44-02 Eleventh Street  
Long Island City 1, New York  
STillwell 4-3800

**Bally's BROADWAYS Wanted**

We pay the highest price  
**AMERICAN AMUSEMENT CO.**  
1200 1/2 Willis Ave. Syracuse 3, N. Y.

**ATTENTION—All HORSE and SPACE SHIP OPERATORS!**

We have the LARGEST STOCK in the U. S. of EVERY MAKE and MODEL of

**HORSES—SPACE SHIPS—MIDGET MOVIES  
BOAT RIDES—AUTOMOBILE RIDES**

**WE EXPORT ALL OVER THE WORLD!** **WANTED! WILL PAY CASH \$\$\$ for Satisfaction Guaranteed** **BALLY—UNITED KEENEY—EXHIBIT**

WRITE, WIRE or CALL for the FULL PROFIT STORY!

**REDD DISTRIBUTING CO., INC.**  
298 LINCOLN STREET  
ALLSTON 34, MASS. AL 4-4040  
Exclusive distributors for **AMI**

**WANTED**

DEVELOPMENT ENGINEERS AND EXPERIMENTAL MEN. LEADING COIN MACHINE MANUFACTURER IN CHICAGO IS IN URGENT NEED OF ENGINEERS FOR EXPERIMENTAL WORK. SALARY, BENEFITS, PERMANENT POSITION, GOOD FUTURE.

IF INTERESTED WRITE TO  
BOX 584, THE BILLBOARD, CHICAGO 1, ILL.  
ALL LETTERS WILL BE KEPT CONFIDENTIAL.

**ELECTRIC SCOREBOARDS**

Two-faced—adjustable for all boards. Chrome tube supports. For 5¢ or 10¢ play by a simple plug switch-over.

**OVERHEAD MODELS . . .**  
Horsecollar (15-21-50 pts.)  
Marvel Score (15-21 pts.) \$125.00 ea.  
**MARVEL MFG. CO.**

**WALL MODELS**  
Horsecollar (15-21-50 pts.)  
Marvel Score (15-21 pts.)  
\$95.00 each  
Terms: 1/3 dep., bal. C.O.D. or S.D.  
2845 W. FULLERTON, CHICAGO 47, ILL.  
(Tel.: Dickens 2-2424)

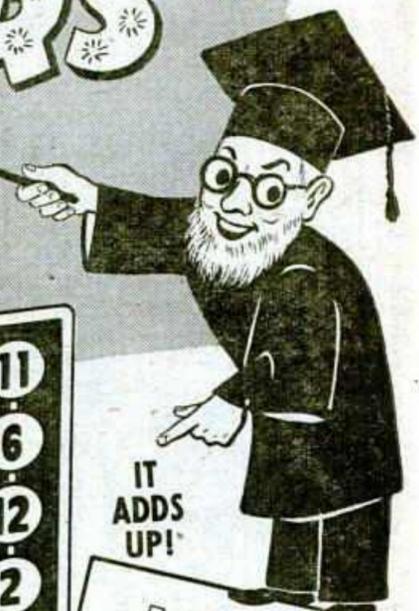
**SOMEWHERE IN THE WORLD . . .**

**There's a buyer for your talents—services—or merchandise.**

Chances are you'll find him among the 67,000 who read THE BILLBOARD classified columns every week. And finding him this quick, easy way can cost as little as \$3 — 1

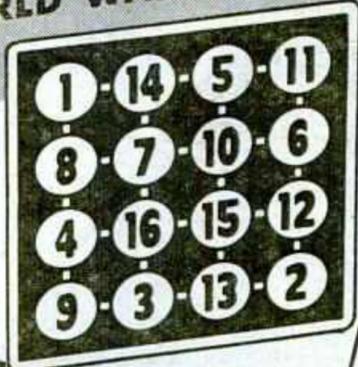
# On the Square! Williams 4 CORNERS

IS THE FIRST  
NEW TYPE 5-BALL SINCE  
THE END OF WORLD WAR II!



IT  
ADDS  
UP!

**IN-LINE  
SCORING**  
*plus*  
**HIGH  
SCORES**  
FOR REPLAYS!



**LOOK!  
REPLAYS**  
for  
3 IN LINE  
4 IN LINE  
4 CORNERS

**IMAGINE!**  
When 4 corners are  
made 4 rollovers  
on both sides and  
3 special bumpers  
at top score replays!

*Tantalizing*  
**THUMPER BUMPER  
AND  
FLIPPER ACTION!**

TAKES ONLY  
ONE MINUTE  
+ 10 SECONDS  
TO PLAY 5 BALLS!

**33  
WAYS  
TO SCORE  
REPLAYS!**  
NO OUT-HOLES!  
ALL 5 BALLS  
MUST SCORE!



CREATORS OF DEPENDABLE PLAY APPEAL!  
4242 W. FILMORE ST.  
CHICAGO 24, ILL.

## LONDON HAS THE ANSWER

TO ALL YOUR NEEDS FOR  
QUALITY GAMES AND  
MUSIC—NEW OR USED!

**SHUFFLE GAMES**  
Shuffle Express  
Chicago Coin Bowling  
Alley  
Universal Twin Bowler  
Deluxe Bowler  
Speed Bowler  
**\$49.50  
EACH**

**TAKE YOUR CHOICE**  
Ten Pins  
Shuffle Alley  
Bowling  
League  
Shuffle Lane  
**\$24.50  
EA.**  
Pin Boy  
Shuffle Bowler  
Bowlette  
Twin Shuffle

**USED**  
Date Gun ..... \$49.50  
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**NEW GAME SPECIALS**  
Tri-Score ..... WRITE  
Stop 'n' Go

**NEW LOW PRICES!**  
Cinderella ..... \$39.50  
Black Gold ..... 59.50  
Sarasota ..... 49.50  
Wisconsin ..... 39.50  
Triple Action ..... 29.50  
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Screw Ball ..... 39.50  
Trade Winds ..... 39.50  
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Crazy Ball ..... 29.50  
Catalina ..... 29.50  
Stormy ..... 29.50  
Dew-Wa-Ditty ..... 39.50

**FIVE-BALLS**  
Monterrey ..... \$39.50  
Summertime ..... 39.50  
Virginia ..... 29.50  
Tennessee ..... 29.50  
Dallas ..... 49.50  
Maryland ..... 49.50  
Lucky Inning ..... 79.50  
Rondeevoo ..... 39.50  
Major League Base-  
ball ..... 39.50  
Moon Glow ..... 39.50  
Aquacade ..... 49.50  
El Paso ..... 49.50

**NEW LOW PRICES!**  
Camel Caravan ..... \$69.50  
Three Feathers ..... 69.50  
Floating Power ..... 49.50  
Champion ..... 69.50  
Samba ..... 59.50  
Morocco ..... 49.50  
Swanee ..... 59.50  
Alice in Wonder-  
land ..... 39.50  
Lady Robin Hood ..... 39.50  
Humpty Dumpty ..... 29.50  
Telecard ..... 49.50  
Hit Parade ..... 29.50

TERMS: 1/2 Deposit, Balance C.O.D.

Exclusive Distributors SEEBURG Products in Wisconsin, Minnesota,  
North Dakota, South Dakota and Upper Michigan.

*S. L. Londen Music Co., Inc.*  
3130 WEST LISBON AVENUE  
MILWAUKEE 8, WISC. DIVISION 4-3220  
2605-7 HENNEPIN AVENUE  
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PLEASANT 4453



**Brand New!**  
**Buckley CRISS-CROSS  
JACKPOT BELLS**  
5c-10c-25c-50c-\$1.00  
Also made for many foreign coins

BUCKLEY  
WALL AND BAR  
MUSIC BOXES ..... 5c or 10c Play  
20-24-32  
Record Selection

Buckley Manufacturing Co.  
4223 W. Lake St. Chicago 24, Ill.

GIVE TO DAMON RUNYON CANCER FUND

## FOREIGN BUYERS!

we have  
thousands  
of machines  
in stock  
at all times

Let us know what you want and you will get it as quickly  
as possible, properly crated, ready to go to work for you.

**Remember:** For export and domestic business it's  
International and Scott-Crosse!

Write for FREE price list and order forms

**INTERNATIONAL  
AMUSEMENT CO.**

**SCOTT-CROSSE  
COMPANY**

1423 SPRING GARDEN STREET

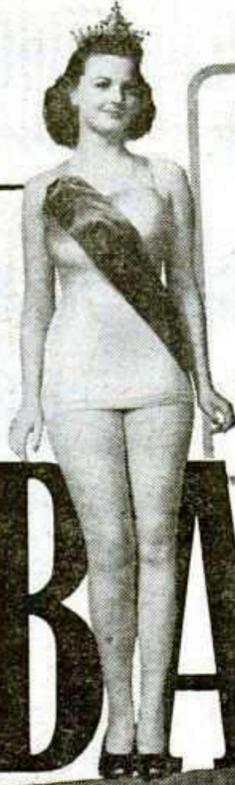
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PHILADELPHIA 30, PA.

Branch: 906 Copouse Avenue, Scranton, Pa.

**SAVE MORE MONEY  
MAKE MORE MONEY**

Subscribe to *The Billboard* TODAY!  
see page 3 for rates



More fun for players, more profit for you,  
 thanks to new **SELECT-A-SPOT** feature  
 and new **TRIPLE-SPOTS** roll-over feature

# BALLY BEAUTY



Popular **3-4-5-IN-LINE** scoring  
HORIZONTAL, VERTICAL, DIAGONAL

Plus attractive **4-CORNERS SCORE**

Advancing **SUPER-SCORES**  
 dramatized in frills of Beauty Queens on backglass

New **SELECT-A-SPOT** feature

Players love to diddle the Selector-Knob to fill in a missing number to build an in-line score. "Second-guessing" is always fun. That's why the new SELECT-A-SPOT feature brings players flocking to BALLY BEAUTY.

New **TRIPLE-SPOTS** feature

Roll-overs hit when lit spot 2, 4 and 6—all 3 numbers

Popular **EXTRA-BALLS** feature

Advancing flash releases up to 3 Extra Balls

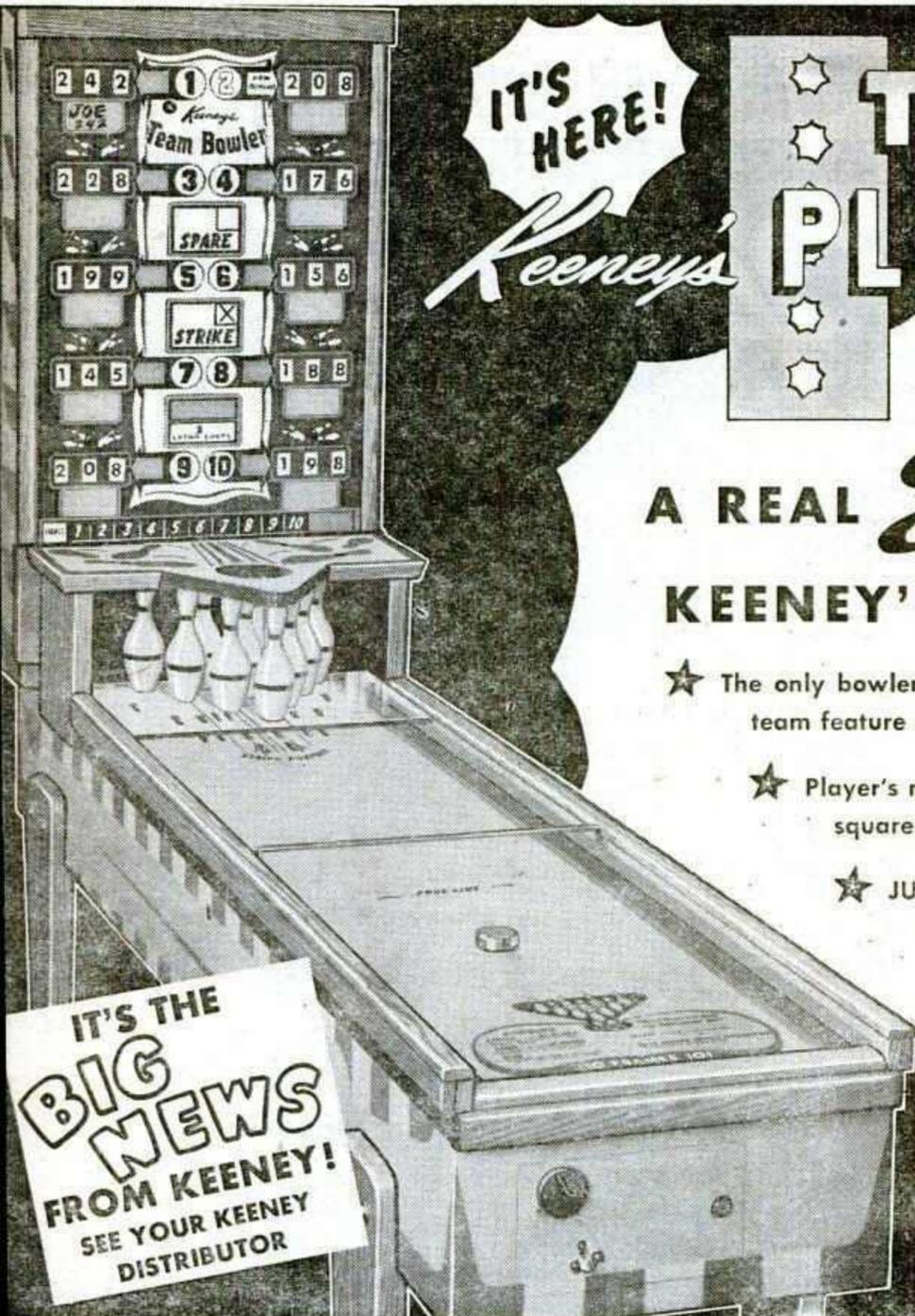
BALLY BEAUTY will put new life into your locations... add important dollars to your daily collections. Get BALLY BEAUTY now from your nearest Bally Distributor.

**THE CHAMPION**  
 the HORSE that always wins  
**SPACE-SHIP**  
 newest Kiddy-ride sensation  
**SEE PAGE 136**

When **SELECTION-FEATURE** lights, player turns knob to **SELECT-A-SPOT**  
 Choice of 19, 20, 21 or 22  
 Player can change choice until fourth ball is shot

5 BALLS plus extra balls  
 3 SCORE CARDS  
 REPLAY SCORES

**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



**IT'S HERE!**  
*Keeney's*

# TEN PLAYER BOWLER

2 FIVE-MAN TEAMS

**A REAL Surprise!**  
**KEENEY'S TEAM BOWLER**

- ★ The only bowler that truly incorporates the two full five-man team feature as in regulation bowling.
- ★ Player's name and high score may be chalked in square area under each score.
- ★ JUMBO LITE-UP PINS on transparent plastic permit player to shoot for readily visible rollovers.



**IT'S THE BIG NEWS FROM KEENEY! SEE YOUR KEENEY DISTRIBUTOR**

**1 extra shot for "Spare" and 2 extra shots for "Strike" on 10th frame!**

NO. 100 Ever-Slick Silent Playfield

**J. H. Keeney & CO. INC.**  
2000 W. FIFTH STREET, CHICAGO 32, ILLINOIS

UNITED ALLEYS	COUNTER GAMES	CIGARETTE MACHINES	ARCADE EQUIPMENT
Player \$225.00	Wizard \$49.50	C-8 Electric \$150	Ace Bomber \$150.00
Player with Formica and large pins 250.00	Hit-A-Homer 22.50	9 Col. Keeney Electric 185	Astroscope, 10" 95.00
Player 250.00	Advance Shockers 24.50	Rowe Diplomat Electric & Clock 185	Bat-a-Ball new 75.00
Player with Formica and large pins 275.00	Shipman's Art Show 59.50	National 750 95	Boomerang 45.00
Player DeLuxe 325.00	Genco's Punch-A-Ball non-coin 15.00	Rowe 10 Col. President 100	
Player Supers 40.00	Three of a Kind 12.50	Uneda 500-15 col. 115	
Player Shuffler Alley Rebound 50.00	Shioman's 3 Way Stamp Vendor 39.50	Uneda Monarch, 8 col 95	
Express 35.00	Dancing Dan 29.50	Uneda Monarch, 10 col 110	
Genco Target Skill 100.00		Uneda E, 6 col. 50	
Chi. Coin Horseshoe 75.00		DuGrenier Challenger 7 col. 125	
Genco 8 Player Reb'd 125.00			
Wh. Twin Rotation Write Almost new 9" American Bank Shot, complete with 10¢ coin-operated scoring unit. A long life investment for bigger profits. Very special \$385.00			
100 Total Rolls - Advance Rolls - Pro Scores and similar Roll Down Equipment - Name your own price or will trade for what have you.			
<b>SPECIAL</b>			
15 10" Coin Operated Automatic Bowling Ball Cleaners, \$150.00 ea.			
3 Crais Ice Cream Sucker Venders, \$225.00 ea.			



**Cleveland Coin MACHINE EXCHANGE, INC.**  
M. S. GISSER Sales Manager  
2021-2025 Prospect Ave., Cleveland 15, Ohio  
All Phones: Tower 1-6715

**FOR SALE**

Metal Tinner-Like New \$70.00	Chi Coin 6 Player-Formica Top and Big P.No.-Hi Score Feature \$295.00
Bally Big Inning 139.50	Chi Coin Big Hit-New 185.00
Silver Bullets 139.50	Silver King Duck Hunter 17.50
Williams Star Series 75.00	Wur. 1100-Very Clean 165.00
Chi Coin Pistol 95.00	Wur. 1080, With Cobra Tone Arm 150.00
Dale Gun 65.00	Wur. 1250-Like New 450.00
Keeney Air Raider 65.00	
Whizx Gay Recordio 149.50	
Whizz 29.50	
Seeburg Bear Gun 249.50	
Williams Super Deluxe World Series 225.00	
Eastern, 10 Col., Blond-Like New 225.00	
Rowe Crusader, 10 Col., 25¢ Chute 98.50	
Niagara-Very Clean 185.00	
Genco 400-Like New 275.00	

**NOW DELIVERING:**  
Chicago Coin-A-Ball - Super Matched Bowler-10th Frame Bowler-Matched Bowler.

**MONROE COIN MACHINE EXCHANGE, Inc.**  
2423 PAYNE AVENUE, CLEVELAND 14, OHIO  
(Tel. Superior 1-4600)

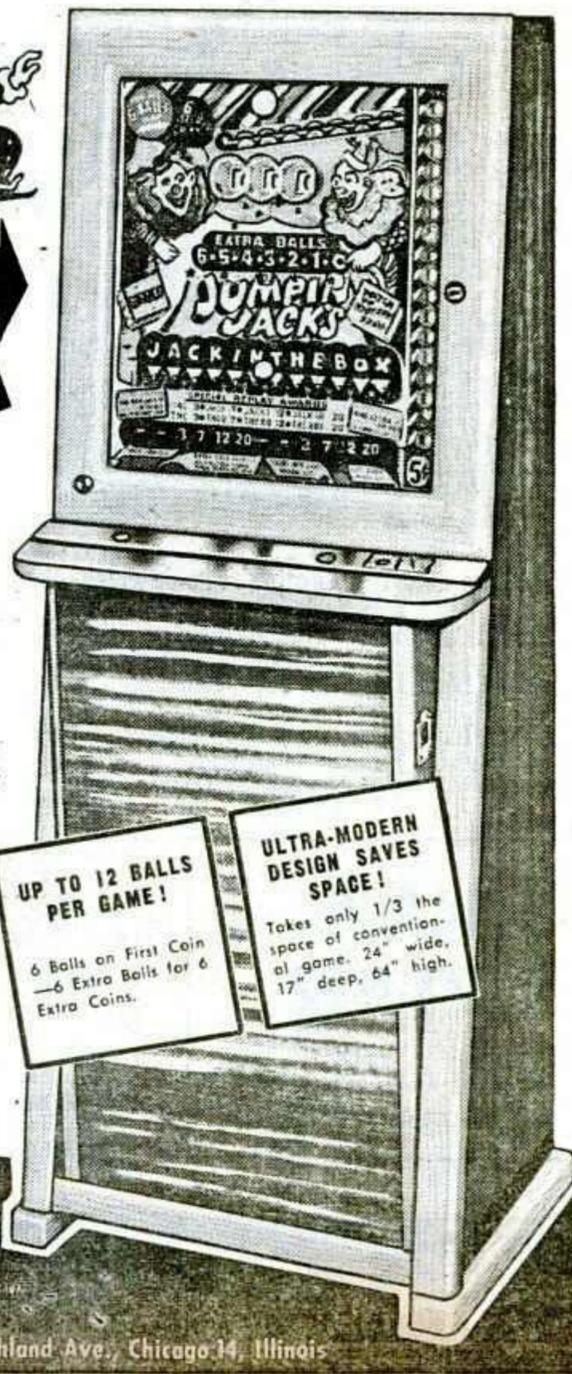
**YOUR PROFITS JUMP** with **GENCO'S Sensational NEW 'JUMPIN JACKS' UPRIGHT BALL GAME**



**JAM-PACKED with ACTION, THRILLS, Excitement!**

**JIFFY-FAST FOR JUICY PROFITS**

- Special "JACK-IN-THE-BOX" Replays Put Extra "Jack" in your Cash Box!
- Exclusive "Skill Control" Feature adds to the Play—Adds to your Pay!
- Compact, Tested, Trouble-Free Action!
- 200 Replays for Lighting up complete "JACK-IN-THE-BOX"
- 100 Replays if "JACK IN" or "THE BOX" are lit on first coin
- Up to 20 Replays for 3-to-6 letter combinations



**UP TO 12 BALLS PER GAME!**  
6 Balls on First Coin  
—6 Extra Balls for 6 Extra Coins.

**ULTRA-MODERN DESIGN SAVES SPACE!**  
Takes only 1/3 the space of conventional game. 24" wide, 17" deep, 64" high.

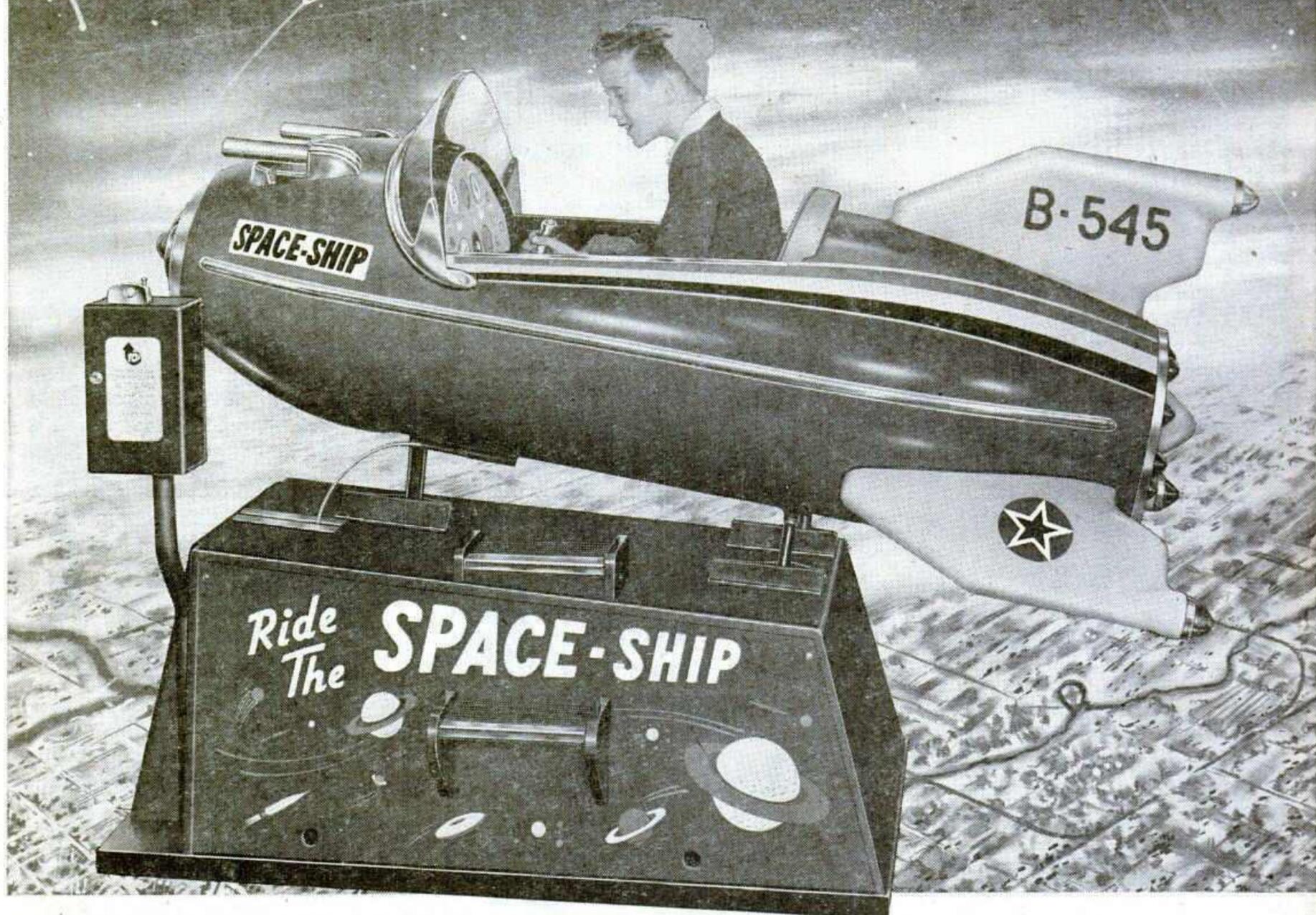
GET THE "JUMP" ON BIGGER PROFITS WRITE, WIRE, OR PHONE your GENCO Distributor—today!

**GENCO** 2621 N. Ashland Ave., Chicago 14, Illinois

# FASTEST PROFIT-PRODUCER EVER BUILT IN KIDDY-RIDE CLASS

# Bally® SPACE-SHIP

new exclusive **DIVE-DIP-ROLL-SWING** action  
captures biggest play, insures biggest profit

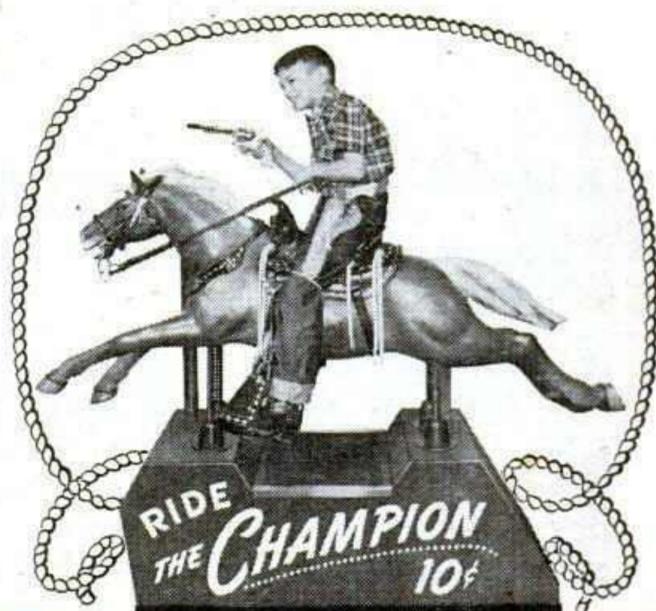


- ★ Exclusive new Thrill-Action . . . ship dives, dips, rolls and swings
- ★ Variable speed controlled by pilot      ★ Colorful Eye-Appeal attracts attention on location
- ★ Colored Lights flash in nose, tail, wings, and dials of realistic instrument-panel
- ★ Airblast blows from concealed blower      ★ Twin Ray-Guns with exciting sound-effects
- ★ Positively Safe      ★ Sturdy Construction      ★ Simple Mechanism      ★ National Rejector

## FINANCE PLAN

**NOW AVAILABLE  
SEE YOUR DISTRIBUTOR**

See the Bally SPACE-SHIP in action . . . surging forward, gliding backward . . . dipping and rising . . . rolling from side to side . . . swinging and banking like a jet-fighter in battle . . . and you will see why junior space-pilots prefer the Bally SPACE-SHIP . . . why kids coax their parents to patronize the store with the Bally SPACE-SHIP. And remember . . . you can build a big-profit route of Bally Kiddy-Rides with a small cash investment. Ask your Bally Distributor for details of the Bally Kiddy-Ride Finance Plan.



**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

WE HIT THE NAIL ON THE HEAD WITH THIS...THE GAME OF THE YEAR!



chicago coin's **SIX PLAYER BOWL-A-BALL** *It's Realistic It's Natural*

- ★ NEW! FASTER! 45 SECOND SCORING!
- ★ HIGH SCORE OF THE WEEK
- ★ JUMBO "FLY-AWAY" PINS
- ★ 7-10 SPLIT PICK-UP
- ★ FORMICA PLAYFIELD
- ★ EASY TO READ INDIVIDUAL SCORE DIALS
- ★ REBOUND ACTION 20-30 SCORING
- ★ IT'S 9 FT. 11 INCHES X 2 FT.



**EASY TO MOVE BALL BEARING CASTERS**

**AVAILABLE IN 2 MODELS**

<b>MATCH BOWLER—USING CHICAGO COIN'S</b> ① MATCH A NUMBER ② MATCH A STAR FEATURE!	<b>10TH FRAME FEATURE BEER FRAME FEATURE—SCORES MADE IN FIFTH FRAME DOUBLED!</b>
<b>PLAYERS ACTUALLY BOWL WITH A BALL—NOT A PUCK!</b>	<b>BALL REBOUNDS FOR FASTER PLAY!</b>
<b>PLAYERS BOWL WITH EASE FROM A NATURAL BOWLING POSITION!</b>	<b>PLAYER CAN EITHER "HOOK" THE BALL OR TWIST IT FOR EXTRA "ENGLISH"!</b>

*\*Write us for complete information on proven tested cities!*



1725 DIVERSEY BOULEVARD  
CHICAGO 14, ILLINOIS



**3 Spectacular MONEY MAKERS..**

**Gottlieb's CORONATION**  
A NEW QUEEN OF PLAY—A NEW REGIME OF PROFITS

**Williams 4 CORNERS**  
NEW—AMAZING—EXCITING

**Chicago Coin BOWL-A-BOWL**  
A Natural Step Forward in the Development of the Bowling Game

EXCLUSIVE GOTTLIEB, WILLIAMS, SEEBURG and CHICAGO COIN DISTRIBUTORS

**Remember IN NEW ENGLAND IT'S TRIMOUNT!**

**40 WALTHAM STREET BOSTON 18, MASS**  
Tel. Liberty 2-9480

**FIVE BALL PIN GAME BARGAINS**

Double Shuffle \$50.00	Show Boat \$20.00	Eight Ball, Wms. \$150.00
Monterrey, United 20.00	Ramona 20.00	Paratrooper 195.00
Select-A-Card 25.00	Saratoga 20.00	Rockettes, Gottlieb 150.00
Paradise 20.00	Grand Award 20.00	Baseball, Gottlieb 180.00
Show Boat 20.00	Build Up 20.00	Crossroads, Gottlieb 175.00
Summertime 20.00	Catalina 20.00	Pinky, Williams 95.00
Holiday 20.00	Rondeveo 20.00	Four Stars, Gottlieb 190.00
King Cole 20.00	Just 21 25.00	Super World Series, Williams 210.00
Gin Rummy 25.00	Maryland 25.00	Control Tower 110.00
Blue Skies 20.00	Moon Glow, United 20.00	Knockout 45.00
Sally 20.00	Virginia 20.00	Arcade, Williams 135.00
Dew-Wa-Ditty 25.00	Star Dust 20.00	Sportsmen, Williams 75.00
Cinderella 20.00	Humpty Dumpty 20.00	Madison Square Garden 90.00
Gizmo 20.00	Saratoga 20.00	Majorette, Williams 180.00
Pinch Hitter 20.00	Slugfest, Williams (Like New) 110.00	Globe Trotter, Gott. 175.00
Wisconsin 20.00	Shoot the Moon 165.00	Quarrette, Gottlieb 180.00
Carolina, United 20.00	Quiz Kid, Chi. Coin 150.00	Shoo Shoo 85.00
Major League Baseball 20.00	Hit & Run, Gottlieb 175.00	Olympic, Williams 200.00
Aquacade 20.00	Pin Bowler, Chi. Coin 75.00	Bowling Champ, Gott. 50.00

**NEW FIVE BALL**  
GOTTLIEB Chinatown — Coronation • WILLIAMS Hong Kong — Four Corners  
UNITED New Ten Frame Star Shuffle Alley.  
25 New Chrome Packard Wall Boxes (Write).  
ROCK-OLA 1953 FIREBALL 120—Taking First Spot in Music.

**H-Z VENDING AND SALES COMPANY**  
1205 DOUGLAS STREET OMAHA, NEBRASKA

**CARTONS With Fillers**  
In Lots of 25  
Pin Games Size ..... Ea. \$2.75  
Bingo Size ..... Ea. 3.50

**5-BALLS**

NEW UNITED CIRCUS	Dallas ..... \$ 74.50
BALLY FROLICS	Yanks ..... 49.50
GENCO JUMPIN' JACKS	Sunny ..... 49.50
Chi. Big Hit	Gizmo ..... 49.50
Wms. 4 Corners	

**BINGO**

Stars ..... \$395	EXHIBIT
Spot Lite ..... 325	Oasis ..... \$109.50
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Bolero ..... 275	Judy ..... 99.50
Bright Lights 265	Be Sop ..... 84.50
A-B-C ..... 175	Campus ..... 94.50
5 Star ..... 145	Shantytown ..... 89.50
Life-a-Line... 145	Playtime ..... 74.50
	Magic ..... 89.50

**GENCO**

Harvest Time \$109.50	CHICAGO COIN
Tri-Scor ..... 99.50	Thing ..... \$99.50
Stop & Go ..... 94.50	Tahiti ..... 89.50
South Pacific 89.50	Champion ..... 79.50
Canada ..... 89.50	Major ..... 49.50
Triple Action 49.50	Trinidad ..... 49.50
	Thrill ..... 49.50
	Sally ..... 49.50

**WILLIAMS**

Hayburners \$229.50	UNITED
Horseshoes 169.50	Touchdown \$249.50
Shoot the Moon 159.50	County Fair 249.50
Shoo Shoo 119.50	Arizona 99.50
Dreamy 99.50	Utah 84.50
De-Icer 99.50	Tampico 79.50
Freshie 94.50	Aquacade 79.50
Boston 89.50	Oklahoma 74.50
Lucky Innings 84.50	Wisconsin 49.50
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**CIGARETTE VENDERS**  
FACTORY REBUILT, 25c. KING SIZE COLS.

Rowe President, 10 Col. .... \$155
Rowe Royal, 8 Col. .... 130
Rowe Royal, 10 Col. .... 140
National Model 950, 9 Col. .... 145
National 930, 9 Col. .... 130
DuGrenier Champion, 11 Col. .... 125

**RIDES!** Rudolph — Trigger — Big Broncho — Rawhide — Pete Rabbit — Atomic Jet — Hot Rod — Space Ranger — Midget Racer — Planet Patrol — Space Patrol.

**WMS. MUSIC MITE \$99.50**

**WANT TO BUY!**

Palm Beach ..... \$400.00
Atlantic City ..... 300.00
Coney Island ..... 250.00
Bright Spot ..... 240.00
Bright Lights ..... 150.00

Phone or send list.

**ARCANE**

AUTO-PHOTO	Wico Major Leaguer... \$1295.00
EXH. BIG B'ONCO	4 Player Derby ..... 195.00
EXH. JET GUN	Metal Typer ..... 325.00
CHI. 4 PLAYER DERBY	Photomatic ..... 650.00
ABT RIFLE SPORT	Voice-a-Graph, 35c ..... 525.00
	Super World Series ..... 209.50
	BING-A-ROLL ..... 125.00
	Chiroin Basketball ..... 250.00
	Champ ..... 169.50
	Ev Ten Strike ..... 295.00
	Shoot the Bear ..... 199.50
	Chi. Midget Skee Ball ..... 129.50
	Chi. Pistol ..... 139.50
	Star Series ..... 99.50
	Pokerino, Jr. New ..... 99.50
	Merc. 13-Way Ath. Scale, New ..... 99.50
	Telequiz & Film ..... 169.50
	Goaler ..... 119.50
	Jack Rabbit ..... 109.50
	Team Hockey ..... 125.00
	Chicken Sam, Rebuilt ..... 99.50
	Pokerino ..... 99.50
	Life League ..... 99.50
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	Acme Shocker ..... 39.50
	ABT Skill Gun ..... 59.50
	Groot. Skill Test ..... 39.50
	Ex. Love Meter ..... 24.50
	Gott. 3-Way Grip ..... 24.50
	Hit-A-Homer ..... 195.00
	Big Inning ..... 195.00
	Ace Bomber ..... 69.50
	Flip Skill and Stand ..... 69.50

**SHUFFLE GAMES**

UNITED 10th FRAME STAR S. A.  
UNITED 10th FRAME SUPER S. A.  
Chi. 6 PLAYER BOWL-A-BALL, 10'  
Chi. 10th FRAME SUPER MATCH BOWLER, 6 PL.  
Chi. 10th FRAME BOWLER, 6 Player  
Keeney 10 Player Team Bowler  
Star Bowler, 10', 2 player, wood balls ..... \$350.00  
Exhibit Super Twin Rotation. Write for Prices

**United's LITE-A-SCORE**  
New Match Score Conversion Unit fits all standard type 2, 4, 5 and 6-Player Bowling Game \$57.50

United Official SA, 4 player, like new ..... \$375.00
United Super S.A., 6 Player ..... 375.00
United 3-Player ..... 245.00
United 4-Player ..... 220.00
United Twin Rebound ..... 165.00
United Twin Shufflecade ..... 195.00
Un. Double SA Express Rebound, 8' ..... 139.50
United Skee Alley ..... 79.50
Un. 2-Player SA Express ..... 139.50
United Single SA Rebound ..... 89.50
Univ. Super Twin Bowler ..... 109.50
Chicoin 6-Player, Formica Top ..... 319.50
Chicoin Shuffle Horse Shoes ..... 129.50
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Chicoin Trophy Bowl ..... 119.50
Bally Hook Bowler ..... 175.00
Bally Shuffle Line ..... 125.00
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Keeney League Bowler, 4 Player ..... 195.00
Keeney Double Bowler ..... 125.00
Wms. Double Header ..... 79.50
Genco Shuffle Target, 10' or 8' ..... 129.50

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**1-BALLS**

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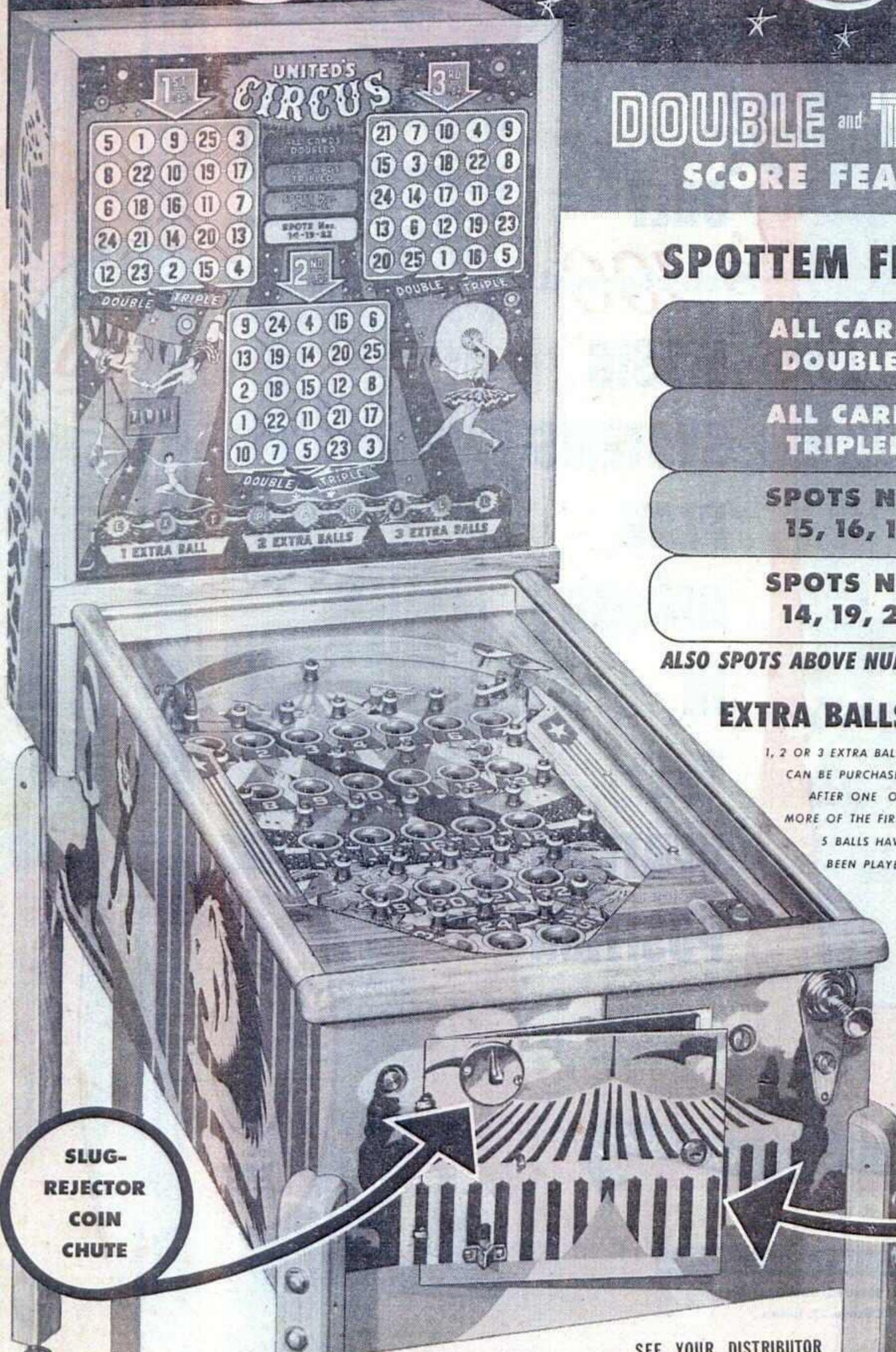
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# UNITED'S CIRCUS



## DOUBLE and TRIPLE SCORE FEATURES

### SPOTTEM FEATURE

- ALL CARDS DOUBLED
- ALL CARDS TRIPLED
- SPOTS Nos. 15, 16, 17
- SPOTS Nos. 14, 19, 22

ALSO SPOTS ABOVE NUMBERS SINGLY

### EXTRA BALLS

1, 2 OR 3 EXTRA BALLS CAN BE PURCHASED AFTER ONE OR MORE OF THE FIRST 5 BALLS HAVE BEEN PLAYED.

### METHOD OF SCORING

THREE, FOUR OR FIVE IN-LINE-SCORING... DIAGONAL, VERTICAL AND HORIZONTAL.

**NEW HINGED FRONT DOOR**

**SLUG-REJECTOR COIN CHUTE**

EASY TO SERVICE... MECHANISM LOCATED IN BACK BOX AND ON HINGED BACK DOOR.

STANDARD PINBALL CABINET SIZE.

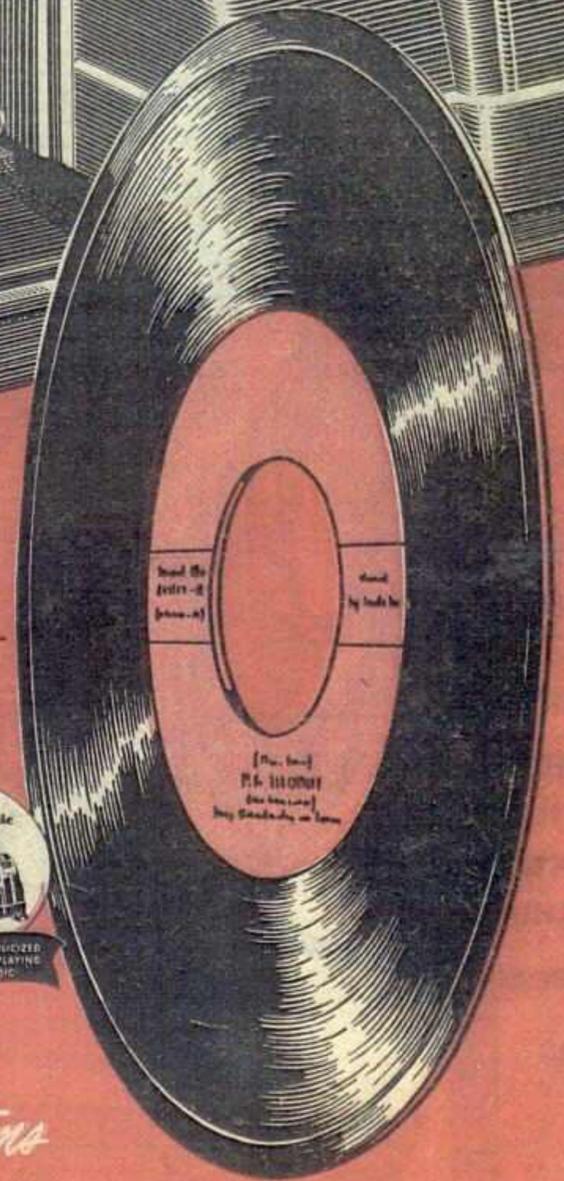
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