

# The Billboard

DECEMBER 27, 1952 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

## TV, Vidpix Are '52's Giants; Radio Willing; Flesh Is Weak

### Country's Top Act Spot Now Las Vegas

Gala Opening of New Sands Hotel Points Up Importance of Nevada Fun Resort

By BILL SMITH

LAS VEGAS, Dec. 20. — The hottest showbiz town in the world — a town that has seen about everything—never saw anything like the Sands Hotel opening this week. For instance, on Wednesday night, when Danny Thomas' laryngitis prevented him from working, here's the cast that jumped in to pinch hit: Jimmy Durante, Frankie Laine, the Ritz Brothers, Jane Powell, Denise Darcel and Ray Anthony. It was a show that happens only rarely, with everybody punching for top results.

For an off-season period, Vegas still boasts of the biggest and most expensive shows in the world, and all to be seen for the price of a cup of coffee or a single drink. The Sands, latest addition to the glittering Strip, now gets the biggest play, but oddly enough the other hotels on the Strip profited almost as much from the influx of tourists that highballed it into town for the Sands preem.

The Desert Inn flashed a bill of Pearl Bailey and Billy Vine. The Flamingo has George Price. The Thunderbird has Bert Lahr, in his first cafe date, plus Francine Witte. El Rancho Vegas has a package including Joanne Gilbert. The Sahara has the Andrews Sisters. The Last Frontier has Phil Spitalny. Every spot runs with productions and supporting acts. In fact, there are more performers working here than in any part of the country.

Showbiz competition here is very keen. All the Strip hotels have a mutual understanding not to play names that have worked other rooms. There's a tacit understanding, never formalized, that a spot has a perpetual option on a name for as often as it wants it, and that other spots won't compete. Jack Entratter, unaware of the "understanding," signed attractions starting off with Thomas who theoretically "belonged" to the Flamingo.

With other hotels set to build here, all competing for name talent, the problem of who to play and what to play, and for what money, will be more acute as time goes on. No one has any pat answer. Hal Braudts of the Thunderbird keeps coming up with esoteric type shows. Good example, while back: he played the Balinese Dancers and sold out the room. He has other plans that do not include the standard showbiz acts or headliners.

In the meantime, however, the Sands is the Vegas place to be. Besides its big shows topped by whatever headliners it can snag (it has Lena Horne, Billy Eckstine and Edith Piaf set to follow current bill), its lush opulence has few comparatives either in town, where superlatives are common, or any place in the country for that matter—and at a price that seems ridiculously low.

The Cppa Room of the Sands is

a lavish 385-seater, opulently decorated in a Brazilian carnival motif. Danny Thomas just about knocked himself out the opening night show, Tuesday (16). Every one of his bits, parodies and yarns rocked the room, jammed with showbiz names and newspaper people flown in for the preem. The rest of the show was equally solid and moved as if it had lots of performances under its belt instead of one lone rehearsal.

Connie Russell, working with  
(Continued on page 12)



### Disk Trade Booms; Sheet Music Skids

Survey Finds It Was a Year of Flux, But Healthy Growth Marked in Most Areas

NEW YORK, Dec. 20. — Live show business and radio were again dwarfed in 1952 by the continuing phenomenal growth of television, and tho the record industry had a healthy year, sheet music sales declined again in the past 12 months. These are the broad findings in a comprehensive and detailed review of every branch of show business for the past year, compiled this week by The Billboard staff. (Complete

stories will be found in each department, excepting the outdoor departments which were exhaustively treated in The Billboard, November 29 issue.)

While the lifting of the video freeze by the Federal Communications Commission had little practical effect, beyond starting a deluge of station applications, TV nevertheless expanded at a break-neck pace in all directions. Radio, consequently, was forced into the roughest adjustment period in its history. Rates tumbled, show prices hit new lows and a multitude of new selling devices and techniques were introduced. No end of the adjustment is seen thru 1953.

Growing even at a more rapidly proportionate rate than video itself was the TV film side of the television business. Here the year was marked by a sharp trend toward amalgamation of producers and distributors. A number of important new shows on film, both nationally sponsored and syndicated, hit the air. The growth of TV film promises to continue even stronger thru the new year.

Against the video action, motion pictures continued their struggle and did relatively well. The foreign markets particularly blossomed into increasingly important and lucrative sources of income for theatrical producers.

Live show business, as represented by night clubs and vaude houses, fared less well against TV and general economic conditions. Locations playing important live bills hit a new, alarming all-time low. Standing out, however, in sharp contrast to this generally dark picture, was Las Vegas, where more in-the-flesh shows than ever before were running, and most of them doing excellent business.

The legitimate theater continued to stumble along, tho 1952 saw it in no worse shape, and in some ways healthier, than in the past several seasons.

### 'Blue Tango' Tops 2 Lists in BB Honor Roll of Hits Recap

NEW YORK, Dec. 20. — "Blue Tango," written and recorded by Leroy Anderson and published by Mills Music, was the top tune of 1952, according to the annual recap of The Billboard's Honor Roll of Hits. Anderson's Decca waxing of the tune was also the number one record of the year in retail sales. Topping the list of juke box records for the year was Johnnie Ray's dishing of "Cry" on the Okeh label.

This dual win of "Blue Tango" highlights the listing of the 50 top tunes for the year as well as separate charts showing the 30 biggest records, both saleswise and according to juke box plays, in the pop, country and western, and rhythm and blues fields. The charts appear in the Music Section of this issue.

The year's tune and disk results are a summarization of The Billboard's weekly music popularity charts from the first of the year thru the December 20 issue. Because the results are based on a statistical recap of what happened

week after week, rather than a year-end poll of what happened during the course of the year, these charts represent a definitive evaluation of the music scene for 1952.

This year the charts are being published a week earlier than in the preceding six years, in order to provide disk jockeys with a complete listing for their end-of-the-year programming.

Because some tunes bridged both 1951 and 1952, the summary does not reflect the complete strength of such tunes. Such a tune as "Cry" would fall into this category. The Johnnie Ray dishing started moving in November, 1951, and by the first of the year was already in number one spot.

Similarly, this recap cannot measure the ultimate strength of a record or tune which began its ascendancy late in 1952 and will continue strongly into 1953. "Why Don't You Believe Me," "Glow Worm" and "Don't Let the Stars Get in Your Eyes" are examples of the latter instance. The charts,

to repeat, do show accurately the relative standings of the tunes and records during the calendar year of 1952.

Rounding out the year's top five tunes after "Blue Tango" on the Honor Roll of Hits are "Wheel of Fortune," "You Belong to Me," "Cry" and "Auf Wiederseh'n, Sweetheart." A total of 406 tunes which received HRH rating points during the year were evaluated in compiling 1952's top tunes.

The weekly Honor Roll of Hits, on which the chart is based, is compiled by a statistical formula which automatically measures the comparative popularity of each tune based on the weekly sheet music, Peatman ratings, disk sales, deejay and juke box charts. All disk versions of a tune are considered.

In addition to the point totals shown on the various year-end charts is a column of index figures which show the relative strength, based on the point totals, of each tune and record compared with

(Continued on page 14)

#### ATTENTION, DISK JOCKEYS

### In This Issue

#### 1952's TOP HITS

A comprehensive listing of the top song hits and records of 1952 that will serve as great programming material between Christmas and New Year's.

SEE MUSIC SECTION, STARTING ON PAGE 13

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# Billboard Backstage

By JOE CSIDA

The Messrs. Jake Freeman and Jack Entratter and their cohorts sure tossed a mighty brannigan in Las Vegas last week when they opened their \$5,500,000 Sands hotel, a vast and lush establishment surrounding a room full of dice and blackjack tables and roulette wheels. Mr. J. Pluvius put the double cross on the boys by arranging for a continual down-pour most of Tuesday, Wednesday and Thursday, but this totally failed to dampen the spirits of the multitude. And when I say multitude, I mean capital Crowd.

For the press opening of the Sands show, starring Danny Thomas with Connie Russell and Lou Willis, the folks were jammed before the door of the Copa Room, and Vegas's movie-type sheriffs and deputies had to use every one of their many muscles to maintain order. Entratter, of course, has long held an enviable record as a showman and general impresario, thru his outstanding work at the Copacabana in New York. In Vegas with the Sands, however, Jack will win himself new laurels.

After the big opening Tuesday, it seemed the Sands might have a little difficulty maintaining the pace the following day. But by the happiest of coincidences,

Thomas developed a severe case of laryngitis on Wednesday, so all the names who'd been invited for the big bow leaped to the rescue. This resulted in a show containing Jimmy Durante, the Ritz Brothers, Frankie Laine, Jane Powell, Ursula Thiess, Denise Darcel, Ray Anthony and several other able performers, along with the regular bill. And consequently the Sands sustained the excitement substantially thru that day. The more cynical observers were insinuating that the whole thing had been carefully planned, but whether it was or wasn't is immaterial. It worked out most beautifully.

The town seemed to be having show trouble generally. Over at the El Rancho, Louis Prima disappeared on Wednesday. It was said he'd had a heart attack, but others claimed he just up and left for other reasons. At the Sahara that same night, Maxine, of the Andrews Sisters, developed a sore throat and couldn't go on. These momentary crises, however, assume a monumental importance in the over-all Las Vegas scheme of things. The town is now the No. 1 live show business center of the world... and, in my opinion, will continue to be just that by an ever-increasing margin.

While we were out for the

Sands debut, for instance, in addition to the acts mentioned, Hal Braudis at the Thunderbird had just finished playing Tennessee Ernie and Irene Ryan, and was opening a new show with Bert Lahr and Francine White. Belden Kattelman's El Rancho, after Prima left, still had Harry Mimmo and Joanne Gilbert heading a big bill. Wilbur Clark's Desert Inn was starring Pearl Bailey. Over at Abe Schiller's Flamingo, George Price was headlining large show, to be followed by Tony Martin. The Last Frontier was playing our old friend Phil Spitalny, Evelyn and the Hour of Charm orchestra.

At least one new hotel is scheduled for building in the near future, and one of the local operators told us he anticipated the erection of five new hotels in the reasonably near future. The town is shortly going to accelerate its push for convention business, and under the able direction of Ken Froggley, managing director of the local C. M. C. is ever-increasing its program to attract tourists from new areas of the country.

We've seen a few boom towns in our time, and read and heard about many more, but this Vegas has em' all stopped. And with Freeman and Entratter setting a new pace with the Sands, watch it continue to zoom.

# Washington Once-Over

By BEN ATLAS

WASHINGTON, Dec. 20.—House Interstate and Foreign Commerce Committee members are crediting Rep. Arthur G. Klein (D., N. Y.) for ioned-down report of Harris Subcommittee on TV-radio morals (The Billboard, December 20). Klein was "balance wheel" on the subcommittee. He had threatened a blasting dissent unless the subcommittee upheld idea of broadcast industry self-regulation. Klein is sure to retain balance-wheel role if Harris Subcommittee's recommendation for expanded study of TV-radio morals gets a House go-ahead next year.

Everybody in the cast except the top stars will be on hand when TV cameras pick up the inaugural festivities here prior to the President's oath-taking ceremony. President-Elect Dwight D. Eisenhower and Mrs. Eisenhower have decided to stay away from all of the inaugural social events except the ball which winds up the three-day GOP celebration. TV may not bother to cover the first of the major night events—a symphony concert at Constitution Hall January 18. But TV-radio will be on deck for the concert festival the following night when actor George Murphy stages a lengthy show of top performers. President-Elect Eisenhower and Mrs. Eisenhower will hide away at a Statler Hotel suite until Tuesday, January 20, when the general will take the oath of office at the Capitol Plaza and near the inaugural parade to the White House.

President-Elect Dwight Eisenhower's inaugural planners are quietly but firmly rejecting well-intentioned advice from a lot of folks who figure the inaugural festivities should be more spectacular than the world fair. Among "stunts" rejected were Sen. Robert A. Taft (R., O.) riding a lead-off elephant in a herd of the mammoths, Democrats hauled in donkey carts, comedy autos, trick riders, troupes of clowns and acrobats. Lots of folks have been giving advice gratis, but they figure they ought to be paid. One fellow offered to supply a herd of 40 elephants if the committee would pay him a kindly

sum. The committee wouldn't. The inaugural planners, however, accepted with pleasure the Mills Bros.' Circus offer of three elephants, including Burma, for the parade. The circus is footing the whole bill, including transportation, food and housing. Besides, the circus is sending along a crew of elephant tenders.

# Legit Season Is Shaping Up After Weak Bow

NEW YORK, Dec. 20.—The 1952-1953 legit season is dating doesn't look so bad. Its start May 1 was godawful with eight new productions thru June tallying six failures to two successes. Thereafter, the Stem was barren of entrants legitwise until September 11, when the fall season got under way.

To date the success-flop percentage has taken a decided turn for the better. There have been 10 falls by the wayside since Labor Day. Against these are balanced one sure hit and nine more starters which have as yet not had opportunity to prove themselves one way or the other.

In sum, the Broadway entrants at approximately the half-way mark add up to 47—a good rack-up in comparison to recent seasons. Nor does this include some 18 limited run offerings, such as the City Center and ANTA spring seasons, the recent Gilbert and Sullivan rep, and the imports of the Renaud-Barrault and Greek National Theater companies. Statistically, the season stacks about even comedy-drama preference. Out of the 29 Stem productions to date, 11 have been on the fun side, 10 seriously inclined, plus five song-and-dancers and two revues.

The road is more or less in the doldrums, as has been true for many seasons. However, as of last week, there were still 21 attractions holding forth across the country.

Broadwaywise, there will be nothing new due until January 14. On the agenda to follow are 22 new productions before an April wind-up of 89 curtain-raising for the season. But what with another winter series of rep at the City Center and sundry other items which usually put in an unexpected appearance around the end of any year, the final tab on legit quantity will likely sustain itself as in the past.

As to quality, the ratio hasn't so far held its own, except as to the limited-run imports, which must be regarded as artistic successes. There have been some sock hits, and there have been several contributions which might have made the grade, if costly operating nuts hadn't posed too high a hurdle. But it does seem that the season has brought in a sad number of ill-adviced clinkers and that a pot of coin could have been saved via a bit of forethought on the part of some over-zealous producers. However, there is still nothing wrong with legit theater that a good play won't cure.

# Legit Line-Up

Actor's Equity Association's annual report on the state of legit employment, as usual, is pretty grim. According to statistics furnished by Alex Robert Baron in the January issue of the org's monthly mag, the average actor had only 10 weeks of stage work during the '51-'52 season and realized an individual \$25 therefrom. Fewer than one in eight holding Equity cards drew \$5,000 or more, and less than one in 20 of the union's membership of over 6,000 made the \$10,000 salary grade. These figures, of course, do not include revenues from work in radio, TV and allied fields. . . . Equity Council this week deferred effective date of restrictions on alien actors from December 31 to February 15, pending reply from British Equity to an offer of mutual discussion of the problem. Council also ordered that producers and agents be notified of a ruling by the Bureau of Immigration to the effect that an alien actor entering the U. S., not under quota, but contracted for a specific play, may not accept other employment of any kind.

**CITY CENTER DRAMA SEASON ON AGAIN**  
The board of directors of the New York City Center have back-

tracked on their recent decision to cancel the regular winter drama series. According to announcement this week, the legit program skeds to start February 4 and run thru March 15. Albert Marre has been appointed director of the drama company, replacing previous incumbent George Schaefer. According to chairman of the board, Newbold Morris, improved financial status of org's opera and ballet troupes now enables management to underwrite any loss potential on a play series. Program calls for three revivals with, as usual, top-flight casts. Currently, likely selections seem to be "Love's Labor Lost" and "Misalliance." Incidentally, the City Center Ballet Company discloses that its recent extension has been augmented to continue thru January 25.

**"JOEY" AND LANG HIT 400 MARK**  
"Pal Joey" rang up its 400th curtain Wednesday (17), which means that Harold Lang has just doubled Gene Kelly's stint in the 12-year-old original version. Kelly took off for Hollywood after 200 appearances. Lang figures at least to triple-score before the song-and-dancer wears out its welcome at the Broadhurst. . . . Holiday Theater re-opens Christmas Day with Sally Rand in new edition of Michael Rose "Capers."

Her troupe includes Shavo Sherman, Bill Davis and the Hollywood Starlets. . . . Book rehearsals of Ben Hecht-Jule Styne-Robert Hilliard musical, "Hazel Flagg," start this week with Helen Gallagher, Thomas Mitchell, Benay Venuta and John Howard on deck for David Alexander's direction. Other principals include Jack Whiting, Jonathan Harris, Sheree North and John Brascia. . . . Tappers are already working out under supervision of dance-master Bob Alton. Show it due on Stem at Mark Hellinger February 5.

**CASTING NOTES FROM THE STEM**  
Lila Lee, Phyllis Love, Orson Bean, Peter Brandon and Frederick Toogy have been signed for top roles in "Josephine," Sally Benson's comedy, based on F. Scott Fitzgerald's stories. . . . "Time Out for Ginger," which received mixed notices on its Thanksgiving Eve preem, has racked up an advance of nearly \$0G. . . . Peter Hanson, Paula Houston, Charles Proctor and Lawrence Hadda have been added to the cast of James Withers Elliott's revival of "The Bat," due on Stem the week of January 19. . . . Howard Smith joined the rehearsal for Vina Delmar's "Mid-Summer" this week. The play opens in Hartford, Conn., New Year's Eve.

# BROADWAY SHOWLOG

Performances thru December 20, 1952

## DRAMAS

Bernardine (Playhouse)	10-16, '52	74
Dial "M" for Murder (Playhouse)	10-29, '52	124
Mrs. McTear (48th Street)	2-20, '52	292
The Children's Hour (Carnegie)	12-18, '52	4
The Blue Sea (Worcester)	11-5, '52	53
The Four Poster (Golden)	10-24, '51	487
The Grey-Eyed People (Marble Arch)	12-17, '52	5
The Male Animal (Waltz Box)	4-30, '52	268
The Littlest Girl (Empire)	1-17, '52	75
The Moon is Blue (Henry Miller)	3-8, '51	739
The Seven-Year Itch (Fulton)	11-20, '52	36
The Tune for the Carcass (Empire)	10-15, '52	77
Time Out for Dinner (Worcester)	11-26, '52	29
Two's Company (Alvin)	12-15, '52	0
Whistler's Grandmother (President)	12-11, '52	12

## MUSICALS

An Evening With Beatrice Lillo (Booth)	10-2, '52	93
Cats and Dolls (48th Street)	12-15, '50	940
My Darling Aida (Winter Garden)	10-27, '52	68
New Faces of 1952 (Royal)	5-16, '52	252
Pal Joey (Broadhurst)	1-3, '52	403
Santa Pacific (Empire)	4-7, '49	1,524
The King and I (St. James)	3-19, '51	723
With You 'Till Here (Empire)	8-25, '52	205

## CLOSED

Five Got Sizzence (Barryncore)	12-20, '52	23
Reveal Barrault Company (Empire)	12-20, '52	45

Advertisers in THE BILLBOARD are BLESSED WITH THE BEST.

# Picture Business

By LEE ZHITO

HOLLYWOOD, Dec. 20.—Las Vegas this week beat Hollywood at its own game. It showed all that it can out-Hollywood Hollywood in the realm of the super-supervative with little trouble. The opening of the Sands Hotel left even the "I've seen it all" Hollywoodites wide-eyed. The fabulous opening—to borrow a phrase from the movie press agent's vocabulary for want of a better word that could describe the event—attracted a dazzling array of film colony celebrities.

The presence of Jane Powell and Geary Steffen, Spike Jones and Helen Grayco, Terry Moore, Esther Williams and Ben Gage, Denise Darcel, Frankie Laine and Nan Grey, Corinne Calvet, Arlene Dahl, Debbie Reynolds, among countless others, gave the occasion a Hollywood premiere flavor that even Hollywood itself can seldom equal. Film press, and for that matter, the rather complete representation of the nation's press that turned out for the event, will long remember the Sands' opening and its management's gracious and generous treatment.

It's rather difficult for one who has just arrived from Las Vegas

to turn his attention away from the star-studded shows and wheels of fortune long enough to get down to the regular course of his news beat. If an occasional "jackpot" or "lucky seven," or similar term that happens to be on the tip of the tongue slips into this text, I hope I'll be forgiven.

But while on the subject, it appears that Paramount is covering all TV bets within the next few weeks as far as its ballyhoo of the "Road to Bali" picture is concerned. As reported in last week's issue, Paramount produced a series of filmed spot commercials for use on TV stations thruout the country prior to the initial holiday showings of the Bing Crosby-Bob Hope-Dorothy Lamour starrer.

An example as to how Paramount intends to hit a box-office jackpot thru the use of TV is seen in its Los Angeles area station line-up. And it's a lucky seven straight down the line. Paramount is buying time on all seven TV stations here Christmas Day to herald the film's opening at seven theaters. A total of 29 spots will be aired December 25. Of the seven theaters showing the film, three will be drive-ins, part of the

Calpac Operating Company's drive-in chain. In addition to the Paramount plugs, Calpac is buying spot announcement time on its own station KLAC-TV for an across-the-board (that is, Monday thru Friday) campaign starting Monday (22).

A spokesman for Paramount estimated the picture company is investing approximately \$100,000 in spot production and time buying costs across the nation. Paramount also will cash in on TV exploitation when Bob Hope's December 27 "Colgate Comedy Hour" will devote the lion's share of its air time to a complete review of all the Crosby-Hope-Lamour "road" pictures, including footage from each of the films. Paramount is wise in reminding viewers of the yesterday's "road" films. They were among the most successful attractions of the b. o., and Paramount doesn't want to take a chance on patrons forgetting that. In rekindling interest in the old films and giving viewers a taste of the "Road to Bali" entry, it assures itself of a big b. o. pay-off.

And speaking of pay-offs it reminds me, had I bet \$25 on No. 35 instead of a dime. . . .

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# The Billboard

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## SWEET PROPOSITION

### Tootsie Rolls Doubles TV Time on ABC Seg

NEW YORK, Dec. 20.—Television is a mighty sweet proposition to the Sweets Corporation of America, makers of Tootsie Rolls. The firm this week expanded its Sunday morning TV show via the American Broadcasting Company to a half hour from its previous 15-minute basis, and is sharply revising its format. This follows hard upon the firm's recent buy of "TV Teen Club," which airs 7-7:30 p.m., Saturdays, and its deal for co-op sponsorship via WJZ-TV, New York, of the Sugar Bowl grid telecast on New Year's Day.

The Sunday morning show was the original stanza which 10 months ago launched Tootsie Rolls into video. Currently in the 12:15-12:30 p.m. period, "Tootsie Hippodrome" is credited by the sponsor as the major reason its earnings leaped, in the 10-month period, from 85 cents per share to \$1.35 per share. Now, however, the firm feels it time to expand, so starting February the noon-12:30 time will be used for a "Junior TV Teen Club." This will feature the talents of kids in the 5-10 year bracket, with each week's winner getting a shot on the Saturday night "TV Teen Club."

The Tootsie Rolls expansion is likely to get ABC-TV tabbed the sweetest web of them all. The network also numbers among its

sponsors such other candy companies as Mars ("Super Circus"), Johnson's Candy ("Rootie Kazzoodle") and Chuckles ("Hall the Champ").

### NBC and Affils Compromise on Free Net Time

CHICAGO, Dec. 20.—Execs of 41 affiliates of the National Broadcasting Company TV network this week came out of a closed meeting with top NBC brass here after concluding "extremely cordial" negotiations on their demand they be required to carry less free network time. NBC-TV had at first been adamant that the affiliates continue to carry 24 free hours of sponsored web shows per month.

Details of the compromise were not revealed, but it was understood each affiliate's free time allotment would be adjusted downward in inverse ratio to the number of commercial hours it carries per month.

### BENNY BACK TO NBC--ONE-SHOT

HOLLYWOOD, Dec. 20.—Jack Benny returns to the National Broadcasting Company's radio wave, but only for a single guest shot to help kick-off Bob Hope's half-hour nighttime weekly show for General Foods. First show will be January 7 with Hope repaying Benny with a guest show on latter's January 11 show.

Hope nighttime radio series will feature vocalist Margaret Whiting, the Les Brown band and announcer Bill Goodwin as weekly regulars. Larry Marks and Norman Sullivan are show's scripters with Jack Hope producing. General Foods also sponsors Hope on the daytime quarter-hour strip series.

### GE Buys CBS Slot for Jane

NEW YORK, Dec. 20.—General Electric this week bought Thursday nights, 7:45-8 p.m., on the Columbia Broadcasting System's TV network for the songs of Jane Froman.

Lever Brothers is interested in the Tuesday seg at the same time, which is still unsettled. Batten, Barton, Durstine & Osborn is the GE agency. Irving Mansfield will produce.

## NEW U. S. MARKET

### BBC Uses Private Firms' Radio ET's

LONDON, Dec. 20.—American radio packagers may find a lucrative new buyer for their stanzas here in 1953. Unless there is a sudden reversal, the British Broadcasting Corporation, for the first time in its 28-year history, will turn to private producers for product right after the turn of the year. In fact, the initial transcribed American series already has been set for airing via BBC.

A series of six waxed stanzas produced by the Lutheran Church of America has been inked for early airing via the BBC's Light Program. This is regarded as only the tentative opening move in a strong effort by BBC to secure top-flight American shows for airing here. Of course, they will be presented sans commercials, since BBC radio remains pure of advertising. Expectation is that producers of top U. S. radio programs will be invited to submit platters for consideration. It's quite certain that the current status of the American shows, whether airing network or local, sponsored or sustaining, will not be a factor in BBC's criteria, with only quality and acceptability to British ears likely to be major determinants. Terms still are a question mark, but even if the take is not heavy, it's apt to be

steady and thus highly desirable to U. S. packagers.

**Adventure, Mystery**  
Adventure and mystery stanzas are sure to get a big play. Already, BBC has shown its willingness to go outside its own fold by signing to air two transcribed series turned out by the local Harry Towers transcription outfit, with three other series reportedly under negotiation. Already set are the Orson Welles "Lives of Harry Lime" series and the Michael Redgrave "Horatio Hornblower" waxings. Under consideration are Towers' "Scarlet Pimpernel" series with Marius Goring and two others, one of which is believed to be a projected "Sherlock Holmes" series with Alec Guinness slotted both as Holmes and the ver-prosec Dr. Watson. The motivating force behind the BBC's drastic revision of policy was Towers' success in packaging shows here for sale to the American networks as well as to broadcasters in Australia, New Zealand and elsewhere. Towers and the com-rel shows aired from Radio Luxembourg were able to outbid the non-sponsored BBC stanzas for the services of top stars. Apparently BBC has come to the conclusion that if you can't lick 'em, you gotta join 'em.

**Decisive Ruling**  
The decisive ruling in favor of buying American and other outside waxes was made quietly by Sir William Haley, director general of BBC until recently, when he moved over to become editor of the London Times. Haley was tired of getting memos about the latest star swiped from BBC by Towers, and he finally sent one back with the notation: "I do not see why the BBC should regard itself as the sole creator of British radio entertainment." So now, unless the new BBC topper, Sir Ian Jacob, suddenly reverses the policy, American packagers are likely to start digging their old transcripts out of the mothballs for sale to their British cousins.

### Five AM CP's, Transfers Get FCC Approval

WASHINGTON, Dec. 20.—The Federal Communications Commission this week granted five construction permits for new AM broadcast stations and okayed stock transfer of five radio stations for considerations ranging from \$800 to \$147,510.

Granted AM broadcast CP's this week were: The Review Publishing Company, Alliance, O., \$130kc., 1kw., daytime only; Knoxville Radio, Inc., Knoxville, 900kc., 1kw., daytime only; Dick Broadcasting Company, Knoxville, 860kc., 1kw., daytime only; Sparta Broadcasting Company, Inc., Sparta, Tenn., 1030kc., 1kw., day 11 m. only; Sprayberry Broadcasting Company, McCamey, Tenn., 1450kc., 250w., unlimited time.

Authorized to transfer control were KFBB, Buttery Broadcast, Inc., Great Falls, Mont., from Fred G. Birch to J. P. Wilkins, consideration \$147,510; KXLW, St. Louis County Broadcasting Company, Clayton, Mo., from Lee J. Sloan et al. to John W. Kluge and Marcus Austed, consideration \$96,000; KSWB, McEvoy Broadcasting Company, Roswell, N. M., from Paul B. McEvoy et al. to John A. Barnett, consideration, \$90,000 for 100 per cent; KPDC, Freedom Newspapers, Inc., Brownsville, Tex., to Coy Palmer and Warren L. Hesse doing business as Top O-Texas Broadcasting Company, consideration \$60,000; KULE, Columbia Basin Broadcasting Company, Ephrata, Wash., from M. P. Monson et al. to Kirby Billington et al., consideration \$35,000 for 290 shares (100 per cent); WJDK, Newberry Broadcasting Company, Inc., Newberry, S. C., from John F. Clarkson

(Continued on page 5)

### FCC Issues Record 13 TV Station Grants

WASHINGTON, Dec. 20.—U. S. television passed another milestone this week with the issuance of a record 13 TV station grants by the Federal Communications Commission, showing the number of possible TV stations to 157. Total TV authorizations now stand at 265, with the number of grants for non-commercial education stations remaining at 10. Three of the new construction permits are for VHF stations and 10 for UHF stations.

Granted CP's this week were the Birmingham News Company, Birmingham, UHF Channel 42; Catalina Broadcasting Company, Tucson, Ariz., VHF Channel 3; WIRK-TV, Inc., West Palm Beach, Fla., UHF Channel 21; Hilltop Broadcasting Company, Peoria, Ill., UHF Channel 19; Capital Television & Broadcasting Company, Baton Rouge, La., UHF Channel 40; Southland Telecasters, Lake Charles, La., UHF Channel 25; WITH-TV, Inc., Baltimore, UHF Channel 60; Chautauque Broadcasting Corporation, Buffalo, UHF Channel 17; Easton Publishing Company, Easton, Pa., UHF Channel 37; Hazleton Broadcasting Company, Inc., Hazleton, Pa., UHF Channel 63; KGKL, Inc., San Angelo, Tex., VHF Channel 3; Wichita Radio & Television Company, Wichita Falls, Tex., VHF Channel 3; Piedmont Broadcasting Corporation, Danville, Va., UHF Channel 24.

### Mutual Racks 3 New Sales

NEW YORK, Dec. 20.—The Mutual Broadcasting System this week wrapped up three new sales. J. R. Wood and Sons, Jewelers, bought Sunday afternoons, 1:15-1:30, for the vocalizing of Lanny Ross. Camel cigarettes purchased three participations in the new MBS low-cost package of 10 programs. And Miles Laboratories bought New Year's Eve, 11:45-12:05, for a man-in-the-street show also to be sponsored in the National Broadcasting Company's radio web.

## THE 12 MONTHS IN REVIEW

### '52 Was Busy, Dramatic Year; Same Is Predicted for '53

NEW YORK, Dec. 20.—The year just ending will long be remembered along radio row as the period in which video made giant strides forward and the aural medium strove to stabilize its rates while doggedly maintaining sturdy listenership in the face of TV. The outlook for the coming year, by the same token, is for a fight by radio interests to maintain or expand their current position, while video anticipates new advances and expansions with soaring costs the inevitable corollary.

The big news in radio was made by the major networks in setting up a more attractive rate situation by altering the discount structures and liberalizing contiguous rate interpretations, mainly in the evening hours which were deemed the hardest hit by video. The moves were designed, at the same time, to halt the rash of under-the-table rate deals handed various sponsors. Meanwhile, rating services indicated that the network radio continued to maintain its position as the cheapest cost-per-thousand advertising buy while the webs owned and operated stations continued to mint coin. Radiomen already are digging in against any new organized rate-cut drives in 1953.

The move toward radio economy manifested itself in other ways as well.

Program-wise, casts were sliced to the bone and all production corners were cut to make for the

least expensive net possible. Big name talent took heavy pay slashes. Sales departments invented newer, more flexible buying formulae, including split and selective networks, with the various "pyramid" and "tandem" plans playing a not inconsiderable role. Merchandising as a plus to advertising continued to grow on a network as well as a local level. From a national spot point of view, 1952 will be remembered as the year that spot sales revenue

### Jergens Skeds Dietrich Over CBS, Jan. 15

NEW YORK, Dec. 20.—Jergens will program Marlene Dietrich and her Middle-Eastern melodramatics on the Columbia Broadcasting System's radio network in the Thursday night 9-9:30 slot, beginning January 15.

Miss Dietrich was on the American Broadcasting Company's radio web in "Cafe Istanbul," but could not find a sponsor.

Jergens will drop "Romance," now in the time slated for Miss Dietrich.

### Martin-Lewis Bow Off 'Colgate Comedy Hour'

NEW YORK, Dec. 20.—Dean Martin and Jerry Lewis, the hottest comics in video, this week were reported to have notified the National Broadcasting Company of their desire to bow out of future appearances on the "Colgate Comedy Hour" this season. They were skedded for tomorrow's (21) show, and already begged off that on the basis of Lewis' run-down health following work on a film. Ben Blue subs. with Phil Harris, Fedy Lemar and Peggy Lee guessing. The comics were slated for five more shots this season.

NBC's "All Star Revue" also was having star trouble, with Walter O'Keefe just set to head the December 27 stanza in place of the ailing George Jessel, mending from a gall-bladder operation.

Meanwhile, "Comedy Hour" this week took a page from Ed Sullivan's "salute" book by blueprinting a January 4 stanza hailing the Bob Hope-Bing Crosby-Dorothy Lamour "Road" pictures, with Hope emceeing. Twenty minutes of film clips from all six "road" films to date will be featured.

definitely outstripped combined network grosses. Disk jockeys had their own personal troubles when the American Guild of Variety Artists ruled that none of its members could appear cuffs on an interview stanza.

The coming year in radio is likely to see more sponsors trying to find the balance between AM and TV, and deciding whether to maintain their radio commitments in view of the increasing number of TV stations becoming airborne, with subsequent cost hikes. The trend of the past year toward increased network control of radio packages is likely to be accelerated. On the program side, the big talent question is whether the names remaining in radio will stick with the medium as TV's shadow more strongly as new video outlets go on the air in markets previously without video.

**Lifting of the Freeze**  
Television's big news in 1952 of course, was the lifting of the

### Injunction Vs. NABET OK'd

DETROIT, Dec. 20.—The management of WWJ-TV this week was granted a restraining order in Wayne County Circuit Court against the National Association of Broadcast Engineers and Technicians, to prevent future work stoppages. Two National Broadcasting Company outtings of the Dinah Shore show for Chevrolet were stopped last week when the NABET local refused to permit the network director and audio man, brought in from Hollywood, to handle the controls. A hearing on the station's application for a permanent injunction has been set for January 12.

Local industry reaction to the imbroglio has been chagrined at the drastic blow to Detroit's serious bid for recognition as a network origination center — an attitude shared by those tending to blame opposite sides in the dispute. The current WWJ move is being taken to seek court protection to prevent loss of good will in the eyes of the public as well as in the industry, by any failure of the local station to fulfill its responsibility to the network as a result of stoppages.

## Webs Plan Expansion Of D. C. Programing

WASHINGTON, Dec. 20.—With the change in administration figured sure to stir increased public interest in Potomac affairs, virtually all of the networks hope to expand their TV-radio special events programming from D. C. There were several huddles here and in New York this week, it was learned, and, although plans for new programs are still rough, the general feeling prevailed that efforts should be made to squeeze in more network time from D. C. wherever possible.

Columbia Broadcasting System is expected to increase its special events programming on both TV and radio, confident that the brightened spotlight on Washing-

ton will warrant the expansion. Several ideas are in the talking stage. CBS TV will launch the new political year with a reception for new U. S. senators January 4 at the Carlton Hotel where the new members will be televised. CBS radio will make separate tape recordings for wrap-ups in two half-hour "Capitol Cloakroom" shows. This represents the treatment which CBS plans on TV and radio for most D. C. special events, including the inaugural ceremony and parade. TV will send the show live and radio will air a round-up later in capsule form.

National Broadcasting Company already has a fairly heavy schedule of D. C. programs, and consequently is making "no specific plans beyond this" for next year, according to Gene Juster, general manager of NBC's Washington outlets WNBW and WRC-AM-FM. But "Ask Washington," a TV successor to "Campaign Call," which originated during the 1952 election campaign, will go on a regular basis starting Monday (22). Show's format is unchanged, with Frank Blair moderating and with four NBC commentators acting as panelists. Ted Ayers is producer. Joseph Harsch is being added to NBC line-up starting Monday. Show replaces United Nations general assembly at 11 a.m., Mondays thru Fridays. Continuing radio shows will be "Coffee in Washington," Saturdays at 12:30 and "Pro and Con," Friday nights at 10:30. Holdovers on TV are "Meet the Press" and "American Forum of the Air."

## RCA Ships 3 UHF Units to Ready Outlets

NEW YORK, Dec. 20.—At least three complete UHF station units were shipped Friday (19) by RCA Victor to outlets rushing to get on the air before the end of the year. One station, WFTG, Atlantic City, even hoped to get on the air this week-end, with everything in readiness for the installation of its unit. Other outlets were WSBT-TV, South Bend, Ind., and WNOW-TV, York, Pa.

The Philco Corporation reacted by promising to set up an extensive promotion campaign in Atlantic City for its sets and the UHF outlet. The firm is mulling similar campaigns in other cities getting new stations, with as much as \$50,000 each due to be spent in many areas. New outlets will help sell about 6,500,000 new receivers in 1953, according to the annual report of L. F. Cramer, vicepres of Avco with the trend toward larger screens continuing. Benjamin Abrams, president of Emerson, forecast in a year-end report that 40,000,000 homes will have TV sets within five years.

## Falstaff Near 'Game' Re-Pact

NEW YORK, Dec. 20.—Falstaff beer this week was close to re-pacting for sponsorship of "Game of the Day" on the Mutual Broadcasting System next summer. Last season's "Game of the Day" sponsor, Falstaff will own half of the program in the Midwest and South.

Falstaff will also use the Far West as it expands its distribution in that area during 1953. The MBS affiliates, of course, co-op half the program.

## Godfrey A.M. Aired Gets New Sponsor

NEW YORK, Dec. 20.—Consolidated Cosmetics this week bought alternating sponsorship in the 10-10:15 a.m. portion of the Arthur Godfrey radio and TV show. Co-sponsor with Consolidated on the Columbia Broadcasting System AM and TV webs is Snow-Crop frozen foods. Lever Brothers moved out of the 10-10:15 period, but retains alternating sponsorship of 10:30-10:45 a.m.

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

## PICK TEMPLE IN 600TH TV SHOW

WASHINGTON, Dec. 20.—Pick Temple, cowboy idol of Washington, small fry, celebrated his 600th show this week on WTOP-TV. The singing cowpoke reckons that he has autographed 14,000 fan photos, given away \$1,500 in silver dollars, sung 3,600 choruses of his theme, "On Top of Old Smoky," and lifted 80 tons of children onto his famed Western saddle.

## Bristol-Myers Buys 2 Segs On CBS-TV

NEW YORK, Dec. 20.—Bristol-Myers this week bought two programs on the Columbia Broadcasting System's TV network. The advertiser will alternate Ken Murray and Alan Young sometime in February in its Sunday night, 9:30-10 p.m. slot. "Break the Bank" is being dropped on TV, but probably will be retained on radio.

Bristol-Myers is also buying the last third of the Jackie Gleason Show on the same video web. Sponsorship begins January 3. CBS-TV is happy over Murray's employment by Bristol-Myers because it is currently paying the comic \$2,000 weekly under a play-or-pay contract. Doherty, Clifford, Steers & Shenfield is the agency.

## NEWS CAPSULES—COAST TO COAST

### Chlorophyll Ad Claims on Radio, TV To Be Scrutinized by FTC Bureau

WASHINGTON, Dec. 20.—Advertising claims made for chlorophyll and products containing chlorophyll on radio, TV and in publications will come under scrutiny by the Federal Trade Commission's bureau of industry co-operation as a result of a directive issued yesterday (19). The commission said that FTC-Industry conferences were indicated at this time because of the "many and all-inclusive" advertising claims by chlorophyll sponsors and the "conflicting statements by experts quoted in such advertising."

All available chlorophyll data, scientific and otherwise, will be examined, said the FTC, "with the view of taking such action in the public interest as may be appropriate."

**NARTB REVIEW BOARD, 3 COMMITTEES MEET IN D. C.**

WASHINGTON — The Television Code Review Board of the National Association of Radio and Television Broadcasters and three NARTB committees are scheduled to meet in Washington next month. First on the agenda will be the TV subcommittee of the convention committee which convenes January 8 under the leadership of Clair R. McCollough, WGAL-TV, Lancaster, Pa. It is blueprinted the 13th annual NARTB convention slated for Los Angeles April 28-May 1. The Standards and Practice Committee will follow January 12-13, with John Mea-

gher, KVSM, Mankato, Minn., chairman. John E. Fetzner, WKZO-TV, Kalamazoo, Mich., will head the Code Review Board which meets January 14-15, and Edward Breen, KVFD, Fort Dodge, Ia., will conduct the sessions of the Copyright Committee January 26-27.

**NARTB ASKS DEFERMENT ON ANTENNA GUY WIRES**

WASHINGTON—National Association of Radio and Television Broadcasters this week requested the Federal Communications Commission to defer action on proposed amendments to rules covering construction, marking and lighting of antenna towers and support structures.

NARTB expressed concern that FCC's proposal for marking and illuminating guy wires by means of sphere and light attachments "might prove impossible to maintain as well as contribute to the deterioration of the guy wires." Insufficient data is available upon which to base uniform standards of marking and lighting guy wires, NARTB contended.

**McGOUGH WTVN GEN. MGR.; REVAMP PROG. DEPT.**

COLUMBUS, O. — Edward Lamb, president of Picture Waves, Inc., has announced the appointment of Wally McGoough as general manager of WTVN here. McGoough has been associated with the Lamb organization since September 1 as sales manager. Formerly he was with WJAC-TV and radio in Johnstown, Pa., as sales manager and sports editor.

Warren F. Warner, WTVN program director, this week also announced a reorganized line-up in the program department as follows: Orin Huntington, promotion director; Arthur J. Jacobs, director of public service and education; Norton Locke, chief of operations; William H. Mackenzie, production chief; Hulda Cotton, traffic manager, and Dorothy Silver, film editor.

**NARTB ASKS 20-DAY AUX. BID EXTENSION**

WASHINGTON—A request for a 20-day extension of the date for filing comments on the Federal Communications Commission's proposed regulations governing TV auxiliary broadcast stations was filed this week with the FCC by the National Association of Radio and Television Broadcasters. Additional time is needed, the organization said, for NARTB's TV engineering advisory

## CBS, NBC to Gross \$1 Mil at Inaugurals

NEW YORK, Dec. 20.—The Columbia Broadcasting System and the National Broadcasting Company are expected to gross jointly nearly \$1,000,000 from the sale of both the coronation and the inauguration to automotive clients.

The CBS radio and TV networks wrapped up Willys-Overland as its coronation sponsor. Reports are that CBS will get \$80,000 for its radio coverage and about \$135,000 for TV networking. These tabs, of course, include both the cost of the program and the time.

The NBC radio and TV networks have already sold the coronation to General Motors for AM and TV. The NBC-TV deal would include more video stations and so is expected to run about \$150,000. The NBC radio charge will be about equal to that of CBS.

**Packard and GM**  
CBS sold the inauguration on radio-TV to Packard for about \$236,000. NBC sold it to General Motors for about \$250,000.

The coronation, of course, takes place June 2 and is tentatively scheduled to be presented on film the next day on two-hour telecasts. There is a five-hour favorable time differential, but both webs figure that they will not have sufficient time to present the film the same day. They are hoping for some sort of miraculous engineering development that will allow them to program live the crowning of the English Queen.

There will be a trans-Atlantic race between CBS-TV and NBC-

TV to see which network programs the film first. CBS-TV intends to process its film in England and edit it on the plane flying here so that it will be ready for immediate programming. Both networks will use top flight news personalities. CBS radio will program its hour-long version of the coronation three times on June 2, in the morning, afternoon and evening.

## British Want Copyright to Stand 25 Yrs.

WASHINGTON, Dec. 20.—An indication that Great Britain is still uncertain of the role films will play in television was seen in a recommendation of the British Copyright Committee that film copyright should stand at 25 years in view of an opinion by the British Film Producers' Association that "most films were not alive after 10 or 15 years." The Library of Congress has reported. The British report was in connection with the revised International Convention for the Protection of Literary and Artistic Works signed at Brussels in 1948, to which the United States was not a signatory. The treaty is not in effect, since only two of the eight participating nations have signed.

The copyright committee expressed conviction, however, that both radio and TV broadcasts would be protected against copying, but emphasized that differentiation should be made between the two as far as performing rights were concerned. No performing right is necessary for a radio broadcast, the committee determined, but one performing right should be vested in the TV station originating a telecast.

## R&R Agency Gets Tintair

NEW YORK, Dec. 20.—The Tintair account this week went to Ruthrauff & Ryan. The company was recently re-organized because of a deficit of well over a million dollars which accumulated during 1952. Cecil & Presbury, its former agency is one of its largest creditors.

The account is expected to run about \$600,000 for R & R during its first year there.

## Westinghouse Mulls 'I Go'

NEW YORK, Dec. 20.—Westinghouse this week was evincing considerable interest in "Everywhere I Go" just at the time when it is slated to be dropped from its Columbia Broadcasting System daytime TV network slot.

One of the major reasons for its axing is said to be the threat of a suit from Phillips H. Lord, the packager of "We, the People," who claims the daytime show is too similar to his property. Should Westinghouse buy it, the program idea may be changed slightly.

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

**EMPTY SEAT SAGA**

**Video Not Only Factor In Poor Garden Gates**

NEW YORK, Dec. 20 — The young basketball season thus far has seen attendance at collegiate double-headers at Madison Square Garden drawing slender crowds, and there were some mumbles about video being to blame. Similarly, fights in Madison Square Garden in 1952 pulled only half the gate they did the previous year. Video, too, has been called the villain in this piece. In both cases, however, sports scribes have been pointing out that other factors may be more significant.

In the case of basketball, the feature game of each twin bill is played first and is not televised. Yet the first four bills this season have pulled a total of under 33,000 as compared with over 41,000 for four nights last year. Thursday (18), three of the four competing teams were undefeated but only about 7,000 fans turned out. The loss of interest in the sport is believed largely due to the cage scandals which diminished betting interest, and also to the relatively shoddy play of the local clubs.

Boxing at the Garden, in the 27 events thru December 12, brought 117,923 paid admissions for a gross of \$408,130. In 1951, 31 nights brought in \$907,512. The average card this year attracted

4,367 patrons paying \$15,116. This compares with the 1945 gross of \$2,263,259 for 43 cards. The poor quality of the events is scored as having a definite evil influence on the gate, with the International Boxing Club forced, via lucrative TV commitments, to supply at least three different cards weekly, and many fight experts noting that there just aren't that many good boxers available.

In the Chicago area, meanwhile, seven home basketball games of Northwestern and the University of Illinois will be sponsored on WGN-TV by the Illinois Telephone Company, but they will be selected so they do not compete with the Saturday night twin-bills in the Chicago stadium.

The title, four of Illinois from Champaign and three of Northwestern from Evanston, all are Monday night contests. Featured school on the Stadium bill is De Paul, where basketball is the major sport and revenue-producer. The latter school protested this fall to the National Collegiate Athletic Association about unrestricted cage telecasts, complaining that 10,000 seat sales at the Stadium for the De Paul-Kentucky game last year were lost because the Illinois-Iowa game was televised that night.

**The 12 Months in Review**

• Continued from page 3

freeze and the subsequent log-jam of new station applications. Perhaps the next biggest stories were the opening of transcontinental TV service and video's biggest news jobs yet, coverage of the political conventions and the election. From a long-range standpoint, a significant development also was the opening of the new TV network studios of the Columbia Broadcasting System and National Broadcasting Company on the Coast, and of Du Mont here in New York. Sales news was made by the premiere of the initial early morning stanza, "Today," by NBC-TV, but the afternoon and post-midnight time slots, on a network and local basis, respectively have still to pay off commercially except for a few scattered instances.

The code of the National Association of Radio and Television Broadcasters was put into effect, with drastic changes ensuing and cleavage still in evidence. Prestige shows put in an appearance, such as Ford Foundation's "Omni-bus" on CBS-TV, and the Robert Frost-Bertrand Russell interviews via NBC-TV. But big names continued to be Milton Berle, Arthur Godfrey and Sid Caesar, with "I Love Lucy" the hottest new item.

From a structural point of view, NBC moved back toward reintegration of its AM and TV services after divorcing them some time previously. CBS is reported making a similar move. This, too, has been the year of American Broadcasting Company's move for merger with United Paramount Theaters, with the dragged-out proceedings not to be finalized until early 1953. Tom O'Neil, the General Tire tycoon, moved in as top man at WOR-Mutual Broadcasting System. Such names made news as Wayne Coy, who resigned as chairman of the Federal Communications Commission; Niles Trammel, who exited as board chairman of NBC, and Frank White, who left the presidency of MBS for a top-line job at NBC.

**TV Costs to Soar**

The coming year in TV is apt to see costs continue to soar as new stations are added to web line-ups and talent maintains high asking prices. An influx of new film names may develop as some Hollywood thespians get releases from contract status to free-lance in pictures and take on TV as well. Du Mont and ABC-TV, particularly, are expected to step up the pace of their programming and go after more movie value. With sports still on a hard-to-get basis because of tighter restrictions, cost of rights also will remain high, with legal or anti-trust action in at least one sport due to test the legality of restrictions.

Big developments of the past year must include the continued

growth of theater TV, with Theater Network Television, Inc., staging successful sports cards and inaugurating the initial industrial and pure entertainment use of the medium, via Leeds Carpets' "Con-vention" and the Metopera's "Carmen," respectively. Pay-as-you-see home TV likewise seemed to be making progress, but still lacks official sanction from the FCC, with its ultimate fate likely to be determined in 1953. Advertising agencies involved in broadcasting curtailed their packaging activities sharply in the past year, with little outlook for a shift in policy next year. Several top agencies, however, key accounts, slashed personnel sharply and this is likely to be said again next year as it has in past years.

On the union front, the biggest splash was the merger of Television Authority with the American Federation of Radio Actors into the new American Federation of Television & Radio Actors. However, an important precedent was established by the National TV Committee, which set a pattern of payment to authors for re-use of material, a pattern which may find other unions in the field demanding similar treatment.

In the transcription field, perhaps the most dramatic move was that of the Frederic Ziv Company, which showed its confidence in radio by investing more money in big-name radio platter series than the networks currently are spending.

All in all, it was a busy and frequently dramatic year. With- out equivocation, we predict the same for 1953.

**Five AM CP's**

• Continued from page 3

and Fred V. Lester to James F. Coggins, consideration \$10,000; WPOE (FM), Radio Elizabeth Inc., Elizabeth, N. J., from Robert C. Crane, Harry F. Evans, and Ralph V. Mancini, to Elizabeth Daily Journal, consideration \$600 for common voting stock (preferred stock already owned by Journal).

At the same time the FCC finalized a proposal which includes further assignments of Class IV standard AM broadcast stations on regional channels to prevent "any further increase of the interference level to the degradation of the service of stations operating on regional channels." Twenty Class IV (mostly 250w.) stations now operating on regional channels will not be required to change frequency or power, and applications filed prior to December 18 pending before the commission will be considered for such assignments under the old rules.

**WWJ's**  
*New Listens*



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



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



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



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



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



**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 P. HOLLINGSBERRY COMPANY

AM - 50 KILOCYCLES - 500 WATTS  
FM - CHANNEL 74 - 37.1 MEGACYCLES



# 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 DETROIT

(753,000 TV Sets\* Panel Size, 450)

... According to Videodex Reports

WJBK-TV	Singer Broadcasting Co.	CBS, Du Mont
WWJ-TV	Evening News Association	NBC
WXYZ-TV	American Broadcasting Co.	ABC

Videodex reports monthly on each of 20 major markets, orders publishing a monthly national network report based on all 53 markets. In the 20 markets it has placed orders in a total of 7700 TV hours. The city reports for these markets, taken the first seven days of each month, contain the rating for every 15-minute segment of every program from sign-on to sign-off. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each day in any of the 20 markets are determined by comparing the average ratings.

May-June '52		NOVEMBER, 1952		Avg. Rating	
Pos.	Prog.	Time	Station	Pos.	Rating
SUNDAY, SIGN-ON TO SIGN-OFF					
(1)	37.7)	1. WHAT'S MY LINE!	CBS 10:30-11:00	WJBK	43.1
(2)		2. TV PLAYHOUSE	NBC 9:00-10:00	WWJ	42.4
(3)		3. JACK BENNY	CBS 7:30-8:00	WJBK	35.9
(4)		4. COMEDY HOUR	NBC 8:00-9:00	WWJ	35.7
(5)		5. RED SKELTON	NBC 7:00-7:30	WWJ	30.5
(6)		6. TOASTS OF THE TOWN	CBS 8:00-9:00	WJBK	30.4
(7)		7. SUPER CIRCUS	ABC 5:00-5:30	WXYZ	26.7
(8)		8. THE DOCTOR	NBC 10:00-10:30	WWJ	26.6
(9)		9. DANGEROUS ASSIGNMENT (Film)	Non-Nel 6:30-7:00	WWJ	25.9
(10)		10. STARLIT STAIRWAY (Film)	Non-Nel 6:00-6:30	WXYZ	20.7
MONDAY, SIGN-ON TO SIGN-OFF					
(1)		1. LOVE LUCY	CBS 9:00-9:30	WJBK	65.9
(2)		2. TALENT SCOUTS	CBS 8:30-9:00	WJBK	52.0
(3)		3. LIFE WITH LUIGI	CBS 9:30-10:00	WJBK	32.8
(4)		4. YOUR JEWELERS' SHOW CASE (Film)	Non-Nel 9:30-10:00	WWJ	28.1
(5)		5. HOLLYWOOD SCREEN TEST	ABC 7:30-8:00	WXYZ	25.3
(6)		6. EISENHOWER & NIXON	NBC 10:00-10:30	WWJ	23.0
(7)		7. INSPECTOR MARX	ABC 8:00-8:30	WXYZ	22.8
(8)	9.6)	8. LUX VIDEO THEATER	CBS 8:00-8:30	WJBK	21.9
(9)		9. PERRY COMO	CBS 7:45-8:00	WJBK	17.4
(10)		10. WINCHELL-MANONEY	NBC 8:00-8:30	WWJ	15.8
TUESDAY, SIGN-ON TO SIGN-OFF					
(1)		1. CIRCUS HOUR	NBC 8:00-9:00	WWJ	47.1
(2)		2. NBC COVERAGE	NBC 9:00-1:00	WWJ	32.5
(3)		3. TRAFFIC COURT	Mon-Nel 6:30-6:45	WWJ	29.3
(4)		4. ELECTION RETURNS	ABC 9:00-1:00	WXYZ	20.6
(5)		5. DINAH SHORE	NBC 7:30-7:45	WWJ	20.3
(6)		6. STRIKE IT RICH	CBS 11:30-12:00 A.M.	WJBK	20.2
(7)		7. MAN ABOUT TOWN	Non-Nel 6:45-7:00	WWJ	19.0
(8)		8. CAMEL NEWS CARAVAN	NBC 7:45-8:00	WWJ	18.8
(9)		9. ELECTION COVERAGE	CBS 9:00-1:00	WXYZ	15.4
(10)		10. ELECTION RETURNS	NBC 8:00-9:00	WXYZ	15.2
WEDNESDAY, SIGN-ON TO SIGN-OFF					
(1)	23.0)	1. GODFREY AND FRIENDS	CBS 8:00-9:00	WJBK	44.3
(2)		2. MAN AGAINST CRIME	CBS 9:30-10:00	WJBK	31.4
(3)		3. CRAFT TV THEATER	NBC 9:00-10:00	WWJ	25.5
(4)	26.3)	4. BOXING	CBS 10:00-10:45	WJBK	24.0
(5)	9.9)	5. THE NAME'S THE SAME	ABC 7:30-8:00	WXYZ	23.6
(6)		6. THIS IS YOUR LIFE	NBC 10:00-10:30	WWJ	22.7
(7)	10.2)	7. STRIKE IT RICH	CBS 9:00-9:30	WJBK	20.3
(8)		7. ELLERY QUEEN	ABC 9:00-9:30	WXYZ	19.7
(9)		9. SUPERMAN (Film)	Non-Nel 6:30-7:00	WXYZ	19.7
(10)		10. PERRY COMO	CBS 7:45-8:00	WJBK	17.2
THURSDAY, SIGN-ON TO SIGN-OFF					
(1)	24.7)	1. DRAGNET	NBC 9:00-9:30	WWJ	44.0
(2)		2. MEN IN ACTION	NBC 8:30-9:00	WWJ	30.4
(3)	25.6)	3. BIG TOWN	CBS 9:30-10:00	WJBK	29.7
(4)		3. YOU BET YOUR LIFE	NBC 8:00-8:30	WWJ	29.7
(5)	29.7)	5. BACKET SOLAD	CBS 10:00-10:30	WWJ	25.6
(6)		6. BURNS & ALLEN	CBS 8:00-8:30	WJBK	25.1
(7)		7. LOVE GANGER	ABC 7:30-8:00	WXYZ	24.8
(8)		8. CROOK BID (Film)	Non-Nel 7:00-7:30	WXYZ	23.6
(9)		9. FOUR STAR PLAYHOUSE	CBS 8:30-9:00	WJBK	23.4
(10)		10. FORD THEATER	NBC 9:30-10:00	WWJ	22.6
FRIDAY, SIGN-ON TO SIGN-OFF					
(1)	15.6)	1. BIG STORY	NBC 9:00-9:30	WWJ	34.6
(2)	11.9)	2. MY FRIEND IRMA	CBS 8:30-9:00	WJBK	29.7
(3)	13.3)	3. MAMA	CBS 8:00-8:30	WJBK	28.2
(4)		4. OUR MISS BROOKS	CBS 9:30-10:00	WJBK	25.2
(5)		5. FOREIGN INTRIGUE (Film)	Non-Nel 10:30-11:00	WJBK	23.6
(6)		6. STU ERWIN	ABC 7:30-8:00	WXYZ	21.0
(7)		7. CAVALCADE OF SPORTS	NBC 10:00-10:30	WWJ	19.1
(8)		8. MR. & MRS. NORTH	CBS 10:00-10:30	WJBK	18.9
(9)		9. OZZIE & HARRIET	ABC 8:00-8:30	WXYZ	17.4
(10)	11.6)	10. STRIKE IT RICH	CBS 11:30-12:00	WJBK	16.0
SATURDAY, SIGN-ON TO SIGN-OFF					
(1)		1. YOUR SHOW OF SHOWS	NBC 9:00-10:00	WWJ	38.2
(2)		2. ALL STAR REVUE	NBC 8:00-9:00	WWJ	22.1
(3)		3. JACKIE GLEASON	CBS 8:00-9:00	WWJ	21.6
(4)		4. FOOTBALL	NBC 2:15-4:45	WWJ	21.1
(5)		5. EISENHOWER	NBC 10:00-10:30	WWJ	20.9
(6)	11.1)	6. BEAT THE CLOCK	CBS 7:30-8:00	WJBK	17.2
(7)		7. MOTOR CITY FIGHTS	Non-Nel 9:00-10:00	WXYZ	17.1
(8)		8. MY LITTLE MARGIE	NBC 7:30-8:00	WWJ	15.6
(9)	8.6)	9. BIG TOP	CBS 12:00-1:00	WJBK	15.4
(10)		10. STEVENSON	NBC 10:30-11:00	WWJ	14.7

\*NBC estimate for November, 1952.

## • Share of Total Audience Radio vs. TV in DETROIT

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

7 P.M. to Midnight			TOTAL AUD. SETS ON THE RADIO & TV
TELEVISION	Radio % of Total Aud.	% of Total Aud.	
SUNDAY	61.9	38.1	40.1
MONDAY	53.7	46.3	38.4
TUESDAY	54.4	45.6	36.8
WEDNESDAY	55.5	44.5	43.4
THURSDAY	57.6	42.4	39.9
FRIDAY	58.0	42.0	39.7
SATURDAY	59.0	41.0	37.6
6 A.M. to 6 P.M.			
MON.-FRI.	26.1	73.9	26.1
6 A.M. to Midnight			
ENTIRE WEEK	41.5	58.5	29.9

## NEXT WEEK

### Videodex and Pulse Studies of WASHINGTON

#### Top 10 TV Shows Each Day

... According to Videodex

#### Top 5 Radio Shows Each Day

... According to Pulse

#### Share of Total Audience Radio Vs. TV

... According to Pulse

## FOR FULL INFORMATION

about all radio and television shows ratings, audience compositions and the many other factors which determine the success or failure of a program, subscribe to part or of the full services of the research organizations featured on these pages.

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

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

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

Join the **MARCH OF DIMES**

JANUARY 2 TO 31

4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## • Top 5 Radio Shows Each Day of the Week in DETROIT

(418,960 Families\*)

... According to Pulse Reports

CKLW	50,000 watts	M55	WJR	50,000 watts	CBS
WCAE	3,000 watts	Inf.	WPMH	5,000 days 1,000 night	Inf.
WXL	250 watts	Inf.	WWJ	5,000 watts	NBC
WJBK	250 watts	Inf.	WXYZ	5,000 watts	ABC
WJL	250 watts	Inf.			

Pulse radio surveys are conducted in 19 markets and reports are issued monthly except in New York, which is issued monthly. Information is obtained by the personal interview meter method using a cross-section of homes pre-selected by a modified area sampling method. In the bi-monthly reports, 8,200 homes are interviewed in each market. Ratings are reported by 15-minute segments from 6 A.M. to midnight each day for an entire week. Evening ratings are based on 400 homes in each market. Monday-Friday daytime ratings are based on 1,000 homes.

May-June '52		SEPTEMBER-OCTOBER, 1952		Michael	
Pos.	Prog.	Time	Station	Pos.	Rating

SUNDAY, 7 TO 12 P.M.					
(1)		1. DECEMBER BRIDE, JACK BENNY	CBS 7:00-7:30	WJR	6.5
(2)	7.8)	2. DORIS DAY, AMOS 'N' ANDY	CBS 7:30-8:00	WJR	6.0
(3)	6.5)	3. PHILIP MORRIS PLAYHOUSE	CBS 8:30-9:00	WJR	5.8
(4)		4. MALLMARK PLAYHOUSE	ABC 9:00-9:30	WJR	5.5
(5)		4. SYMPHONETTE, DRAGNET	NBC 9:30-10:00	WWJ	5.5
(6)		4. MUSIC ROOM, HARRIS-FAYE	NBC 8:00-8:30	WWJ	5.5

MONDAY, 7 TO 12 P.M.					
(1)	7.5)	1. LUX RADIO THEATER	CBS 9:00-10:00	WJR	7.8
(2)		2. BOB HOPE SHOW	CBS 10:00-10:30	WJR	6.0
(3)		3. H. HORNBLLOWER	ABC 10:30-11:00	WJR	5.0
(4)	7.0)	4. GODFREY'S TALENT SCOUTS	CBS 8:30-9:00	WJR	4.8
(5)		4. CLUB 15	CBS 7:30-7:45	WJR	4.8
(6)		4. JACK SMITH SHOW	CBS 7:15-7:30	WJR	4.8

TUESDAY, 7 TO 12 P.M.					
(1)		1. TRUTH OR CONSEQUENCES, MCGEE-MOLLY	NBC 9:30-10:00	WWJ	6.0
(2)		2. MEEI-MATCH, MARTIN AND LEWIS	NBC 9:00-9:30	WWJ	5.5
(3)		3. FOOTBALL, MR. AND MRS. NORTH	CBS 8:30-9:00	WJR	5.3
(4)		4. FOOTBALL, LIFE WITH LUIGI	CBS 9:00-9:30	WJR	5.0
(5)		5. BEULAH	ABC 7:00-7:15	WJR	4.8
(6)		5. JACK SMITH SHOW	CBS 7:15-7:30	WJR	4.8
(7)		5. URBAN LEAGUE, TWO-MONEY	NBC 10:00-10:30	WWJ	4.8

WEDNESDAY, 7 TO 12 P.M.					
(1)	7.0)	1. THE BIG STORY	NBC 9:30-10:00	WWJ	6.0
(2)	6.8)	2. GROUCHO MARX	NBC 9:00-9:30	WWJ	5.8
(3)	5.8)	3. DR. CHRISTIAN	CBS 8:30-9:00	WJR	5.3
(4)		4. INSPEC. HEARTSTONE, FBI PEACE WAR	CBS 8:00-8:30	WJR	5.0
(5)		4. BEULAH	ABC 7:00-7:15	WJR	5.0
(6)		4. JACK SMITH SHOW	CBS 7:15-7:30	WJR	5.0

THURSDAY, 7 TO 12 P.M.					
(1)		1. FATHER KNOWS BEST, EDDIE CANTOR	NBC 9:30-10:00	WWJ	6.0
(2)	6.5)	2. DRAGNET, "MUIH OR CONSEQUENCES"	NBC 9:00-9:30	WWJ	5.5
(3)		3. FBI IN PEACE OR WAR	CBS 8:30-9:00	WJR	5.0
(4)		3. B'WAY BEAT, MEET MILLIE	CBS 8:00-8:30	WJR	5.0
(5)		3. JACK SMITH SHOW	CBS 7:15-7:30	WJR	5.0
(6)		3. NIGHTBEAT, POLITICAL	NBC 10:00-10:30	WWJ	5.0

FRIDAY, 7 TO 12 P.M.					
(1)		1. POLITICS, OZZIE AND HARRIET	ABC 9:00-9:30	WXYZ	5.8
(2)		2. COMMISS ARCHER, MISC.	ABC 9:30-10:00	WXYZ	5.3
(3)	6.0)	3. JACK SMITH SHOW	CBS 7:15-7:30	WJR	4.5
(4)		3. I WAS A COMMUNIST FOR THE FBI	CBS 8:00-8:30	WJR	4.5
(5)	6.0)	5. THIS IS YOUR FBI	ABC 8:30-9:00	WXYZ	4.3
(6)		5. LET'S TAKE A HOLIDAY	Non-Nel 7:45-8:00	WXYZ	4.3
(7)		5. LONE RANGER	ABC 7:30-8:00	WXYZ	4.3
(8)	6.0)	5. BEULAH	CBS 7:00-7:15	WJR	4.3

SATURDAY, 7 TO 12 P.M.					
(1)		1. FOOTBALL, GANGBUSTERS	CBS 9:00-9:30	WJR	6.0
(2)		2. FOOTBALL, GENE AUSTRY	CBS 8:00-8:30	WJR	5.5
(3)		2. FOOTBALL, BAHN FROLIC	Non-Nel 9:30-10:00	WJR	5.5
(4)		4. THEATER OF THE AIR	Non-Nel 6:30-9:30	CKLW	4.8
(5)	5.0)	5. GRAND OLE OPEY	NBC 9:30-10:00	WWJ	4.5
(6)		5. FOOTBALL, TARZAN	CBS 8:30-9:00	WJR	4.5

MONDAY-FRIDAY, 6 A.M. to 7 P.M.					
(1)	9.3)	1. ARTHUR GODFREY	CBS 10:00-11:30	WJR	7.5
(2)	7.8)	2. BIG SISTER	CBS 1:00-1:15	WJR	6.9
(3)	7.8)	3. MA PERKINS	CBS 1:15-1:30	WJR	6.7
(4)		4. SECOND MRS. BURTON	CBS 2:00-2:15	WJR	6.5
(5)		5. YOUNG DR. MALOME	CBS 1:30-1:45	WJR	6.5
(6)	7.4)	5. NEWS J. WHITE	Non-Nel 12:45-1:00	WJR	6.5

SATURDAY, 6 A.M. to 7 P.M.					
(1)		1. BASEBALL, FOOTBALL, MISC.	Non-Nel 2:00-6:45	WJBK	5.0
(2)		2. GRAND CENTRAL STATION	CBS 1:00-1:30	WJR	4.3
(3)	4.0)	3. LET'S PRETEND	CBS 11:00-11:30	WJR	4.0
(4)	4.0)	3. GIVE AND TAKE	CBS 11:30-12:00	WJR	4.0
(5)		3. BASEBALL, FOOTBALL, MISC.	Non-Nel 2:00-6:45	WPMH	4.0

SUNDAY, 6 A.M. to 7 P.M.					
(1)		1. BASEBALL, MELODY TIME	Non-Nel 2:30-5:00	WJBK	4.8
(2)		2. TARZAN, OUR MISS BROOKS	CBS 2:30-5:00	WJR	4.0
(3)		3. BASEBALL, MISC.	Non-Nel 2:30-5:00	WPMH	4.0
(4)		3. WHITEHALL 1212	NBC 5:00-6:00	WWJ	3.8
(5)		3. ARTHUR GODFREY'S ROUNDABOUT	CBS 5:00-5:30	WJR	3.8

\*Based on U. S. Census Radio Ownership 1950 and Sales Management 1952 estimate of families in the Detroit metropolitan area, including Wayne, Oakland and Macomb counties.

TV FILM ANNUAL ROUND-UP

'52 Sees Medium Blossom; 8 of 25 Top Net Segs Film

NEW YORK, Dec. 20.—The TV-film medium had its most spectacular year of growth in 1952. A sign of the times is the fact that this year a film show, "I Love Lucy," moved to the top of the video network rating list and brought in the biggest consistent TV audience of all time.

Into the network line-ups came flocks of new film series, many of them titles established in radio, such as "Life With Luigi," "Ozzie and Harriet," "Mr. and Mrs. North" and "Dragnet."

Also, several network shows originally live, went into film, including "Man Against Crime," "Red Skelton," "Big Town" and now "Lux Video Theater." At the year's end, eight of the top 25 network shows were film.

The networks themselves took a major position in the film distribution business. The Columbia Broadcasting System and the National Broadcasting Company were both syndicating choice products. The latter had particular success with the new half-hour "Hopalong Cassidy" series.

Among independent TV-film outfits, Ziv Television Programs generally held a dominant position. Most significantly, the year saw an increasing trend toward amalgamation, bigness and versatility.

Cincy's WLW-T Acquires 1,750 Full-Length Films

CINCINNATI, Dec. 20.—A major TV film buy was consummated by WLW-T last week when the three-station operation covering the Cincinnati, Dayton, O., and Columbus, O., area acquired a group of American-made films which will provide 1,750 full-length movies for television fans.

Ad agencies themselves, as well as talent agencies and other segments of show business, began setting up their own TV-film operations. The Music Corporation of America set up an extensive syndication branch, MCA-TV, and a production outfit, Revue Productions.

Europe, Mexico An increasing amount of TV-film production went to Europe and Mexico in 1952. While the amount of program production left in New York at the end of year was negligible, production of film commercials was still centered here.

The Screen Actors Guild jurisdiction in TV-film was established and the union gained a hike in basic scales for program production. But in film commercials, negotiations broke down in October over SAG's re-payment proposal, and on December 1 SAG went out in its first strike, with no agreement yet in sight at the end of the year.

Thinking on the financing of series shifted in 1952 so that producers are now seeking to make the entire nut back on the first run rather than rely on residuals. National sponsors of film series were releasing the shows for syndication in markets they didn't take themselves.

In the feature film field, new acquisitions came to TV only in dribs and drabs. Although feature films were still one of the best buys a station could make, smaller distributors were being increasingly squeezed in by the top competition.

The station thaw was of course one of the most significant developments for TV film in 1952. Distributors were rushing to the new stations, but only to warm them up. Pricing policies in new markets were still chaotic, and there was as yet no money to be made there.

But the increasing number of stations in 1953 will give the TV-film business its first real opportunity to realize profits. The major Hollywood studios still made no gesture toward TV in 1952, but the threat of their entrance will probably lead to further amalgamations and drives for new product in 1953.

Paramount Plans Full-Scale Invasion of TV-Film Field

Cameras Slated to Begin to Roll on 39 Half-Hour Shows January 5

HOLLYWOOD, Dec. 20.—Paramount Pictures will launch a full-scale invasion of the TV film field early in January. The major studio, thru its subsidiary Paramount Television Productions, will start cameras rolling on a series of 39 half-hour shows January 5.

The studio's initial step into TV film production. Production of TV films will be supervised by Burt Balaban, Paramount Television Productions' programming-production director.

Paramount's entry into TV film production on this scale marks the first time a major studio has gone into production of a series indicating its faith in the industry by investing in production of a series,

KAISER-FRAZER SEG IS SOUGHT

NEW YORK, Dec. 20.—The William Weintraub Agency has been looking vainly for a half-hour film series for the Kaiser-Frazer dealers. The agency wants to place the show in some 30 cities and is understood to want to kick it off five weeks hence in order to hold a time option.

MPT Dickers With RKO for 300-Film Pkg.

NEW YORK, Dec. 20.—Matty Fox, head of Motion Pictures for Television, this week continued negotiations for RKO-Pictures for a package of more than 400 old feature films. Fox was dickering for control of the firm, but could not come to an agreement with Howard Hughes, and so bowed out of the deal.

He is reported to have gotten together an investing syndicate to put up the dough for the feature film package. RKO-Pictures is in comparatively a good position to release its features because of the few films it distributes theatrically.

Republic May Gross 500G In TV Markets

Figure Hinges on DC and LA Sales; WCBS-TV Is Sold

NEW YORK, Dec. 20.—Republic Pictures should gross \$500,000 from the sale of 104 of its features in three TV markets, if two deals currently being negotiated with WTOP-TV, Washington, and KNXT-TV, Los Angeles, are completed. WCBS-TV, here last week bought the package exclusively for the New York area at a price reported to be around \$200,000.

Republic is asking about the same sum for the Los Angeles market, which is badly in need of a new product, and about \$100,000 from the Washington station. The deal is being handled by David Savage, film buyer for the Columbia Broadcasting System owned and operated stations and Earl Collins, the Republic representative.

Wilson Signed As Feature on TV Pic Series

HOLLYWOOD, Dec. 20.—Radio announcer-personality, Don Wilson, was signed this week to be featured in a TV film series. He will serve as commentator in a projected series tentatively tagged "Hollywood Observatory," interviewing pic celebs, directors and producers. Films will be shot either on actual sound stages during production of the feature films giving viewers backstage views of the celebs or at their homes.

Series is being produced by the newly formed Bo-Mor Productions, with Richard Morely as exec producer. Production on the first two films in the series gets underway early in January with initial footage to be rolled on the general service lot.

Bo-Mor is currently trying to get clearance from various film unions and feature film producers to permit use of clips from the theatrical films discussed. Current productions will be used.

'Meet Mate' to Get Underway

NEW YORK, Dec. 20.—'Meet the Mate,' a TV film interview show, will begin rolling next month under the auspices of Moss & Lewis, Inc.

The partners in the production outfit are Charles Moss, director of the Criterion Theater here, and Richard Lewis, radio-TV producer-director. The firm is also planning a series based on the Mickey Spillane detective stories.

78th 'Range Rider' Seg Is Completed

HOLLYWOOD, Dec. 20.—The Flying A Television Company last week completed shooting on the 78th segment of the "Range Rider" series, and this week began work on the last two segments of the Gene Autry Show, which will bring the total on that one to 78 also.

Pay-as-You-Play Policy Is Planned by Official

NEW YORK, Dec. 20.—Official Films is going into a pay-as-you-play policy on its library of some 400 short subjects. Under this plan, the contracting TV station holds the whole package in its vault, but pays Official only for what it airs. Official has just added to its stock 18 wild-animal shorts put out by Jerry Coureyeva, producer of "The Chimps."

Official also is negotiating for the syndication of "Terry and the Pirates" in those markets in which it is not booked by Canada Dry. The soda firm has it in 40 markets, and their bottlers will get first refusal rights in the others.

Official this week also took on two more film series for syndication. One is "Hollywood Close-Up," a quarter-hour series with name stars produced on the West Coast by Gene Lester. Six of those are in the can, with the remainder still shooting. The second is "Ideas on Parade," a series of 13 quarter-hour shows turned

out by Tel Ra Productions in Philadelphia. In the past two weeks, Official has closed deals with five more stations for "Musical Hall Varieties," its library of over 1,000 three-minute musicals. The stations are KHJ-TV, Los Angeles; WTVN, Columbus, O.; WICU, Erie, Pa.; WOI-TV, Ames, Ia., and WFFG-TV, Atlantic City.

TV FILM PURCHASES

and "Family Playhouse" (Sunday thru Friday at 11:15 p.m.). Many of the films in the package will be first-run in the WLW-T area, and these will be held for original showing on "Family Playhouse," Dunville stated. The film purchase was launched as part of the welcoming celebration for Dick Hageman, "king of late-evening movies in Cincinnati," who joined the WLW-T station Monday (15). "Family Playhouse" leaped to No. 1 position in Cincinnati when Crosley kicked off its entry into film shows some months ago with a Hollywood-type premiere which featured a personal appearance of Burgess Meredith.

Atlas Television Corporation concluded a deal with WFFG-TV, Atlantic City, this week whereby the station gets Atlas' complete film library, enough to fill its film needs for its first six months. Atlas is pitching the same type deal to the other new UHF stations.

Conti Castile Shampoo will sponsor "The Lull Palmer Show" via WPTZ, Philadelphia, besides WCBS-TV, New York. The National Broadcasting Company TV Film Division has also sold the show to KGMB-TV, Honolulu. "Douglas Fairbanks Jr. Presents" has been sold by NBC to Rainier Beer for 52-week sponsorship on KING-TV, Seattle, and to the Lauer Furniture Company, WHAM-TV, Rochester, N. Y. WHAM-TV has also taken NBC's "News Review of the Week" for 13-week sponsorship by Utica Mutual Insurance. NBC TV Film Division has also syndicated "The Life of Riley" to KTTV, Los Angeles and KRON-TV, San Francisco.

20th Century-Fox Television Productions has sold "Crusade in Europe" to KROD-TV, El Paso, Tex.; KGNC-TV, Amarillo, Tex., and the new station in Beaumont, Tex. The series was also sold for third runs to KPRC-TV, Houston; WFIL-TV, Philadelphia and WEWS-TV, Cleveland. 20th Century also sold its "Three Adventures for Young America" to the Beaumont station.

Advertisement for The Billboard magazine subscription. Includes a coupon with fields for Name, Address, City, Zone, State, and Occupation. Text: "It is ridiculous to try to run an up-to-the minute radio station without the aid of The Billboard." Subscription price: \$10 per year.

Advertisement for ZIV-TV. Includes the ZIV-TV logo and text: "The FIRST name in outstanding television production. ZIV TELEVISION PROGRAMS, INC. 1529 Madison Road, Cincinnati 6, Ohio. New York Hollywood. Write for information on Available ZIV PROGRAMS."

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.

MYSTERY

Table listing TV film series in the Mystery category, including Boston Blackie, Batman, and various other shows with their ARB ratings and station information.

Series Name

Table listing TV film series in the Children's category, including Crusader, Rabbit, and various other shows with their ARB ratings and station information.

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 films shown on TV, including Angel with a Trumpet, Beyond Tomorrow, and others, with station and production details.

OTHER

Table listing other TV film series, including The Round of Heaven, How to Catch a Cold, and others.

Additional TV Film Series

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.

Table listing additional TV film series, including children's and travel categories, with station and production details.

Children's

Table listing children's TV film series, including Crusader, Rabbit, and others, with their ARB ratings and station information.

Children's

Table listing children's TV film series, including Gaby Hayes, and others, with their ARB ratings and station information.

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# Radio-TV Reviews

# Legitimate Reviews

## Encore

**RADIO—Reviewed Monday (8), 10-10:30 p.m.—EST.** Presented via the National Broadcasting Company. Producer-director, George Voutsas. Writer, Bob Tillman. Stars: Marguerite Piazza, Robert Merrill and Meredith Willson's orchestra. Announcer, Kenneth Banghart.

When a trio of top musical names such as Marguerite Piazza, Robert Merrill and Meredith Willson, get together, it is reasonable to expect an interesting, and perhaps stimulating, musical show. Unfortunately, if the premiere of "Encore" is any indication, this new series cannot be classified as anything but hackneyed. A combination of weary tunes, corny scripting and an attempt at informality that sounded much too studied helped make this opening stanza merely dull.

The basic fault of the program lies in the fact that the singers are trying to please everyone, via a format that includes every type of musical selection from opera to pop. This is a format with variety, on paper, but it loses its appeal when the lineup includes "Glorious Road" as the spiritual, "Moonlight Madonna" as the evergreen and ends with a so-so version of "Tennessee Waltz," sung in an uninspired fashion by Miss Piazza and Merrill.

This pattern of well-worn tunes was not aided by the informal chatter by the stars between the selections, which was less cute than uninteresting. It was also distressing to hear Willson again as a not-too-bright conductor, a role that he has played too often, and one that went out of style for musicians many years ago.

Miss Piazza and Merrill did a good job with their respective songs, outside of the "Tennessee Waltz" duet, with the Met thrush standing out by her singing of "My Name Is Mimi" from "La Boheme," the only operatic aria on the program. And the Willson ork and chorus were excellent in their single selection, "Amusing Viols." However, the talent possessed by the two Metropolitan stars and the fine musicianship of Willson were squandered during this half hour.

With the right format, this musical show could be a strong one, with an appeal to those interested in good music and good singing. A little more imagination in programming the selections and a little less chatter could do it. Kenneth Banghart did his opening and closing stint well, and the singers introduced their own selections capably. **Bob Rolnitz.**

## The Big Idea

**TELEVISION—Reviewed Monday (15), 9-9:30 p.m. EST.** Sustaining via the Du Mont network. Producer, Donn Bennett. Director, Wes Kenney. Panel chairman, Ray Wood. Panelists: F. Gerald Toy, Frederick S. Blackhall Jr. and Richard O. Lowengard.

The inventors of America now have a network video showcase. For more than three years a local stanza via WCAU-Philadelphia, "The Big Idea," now on the Du Mont web, may well become the gadgeteers' mecca because it offers them a showplace for their ideas.

The program, which displayed four inventions, still needs considerable work however, if its stay is to be more than of short duration. Its basic fault, as of now, is a dull and useless panel. These three gentlemen and their chairman spent their part of the half hour mainly praising the virtues of American industry instead of practicing them. Their task was to represent American industry in action by perceptive criticism of the inventions. And they should be selected for their experience in whatever field toward which the idea is directed.

For example, none of them knew anything about toys. One invention was, however, a miniature Merry-Go-Round. None of the panelists cared to comment on its good and bad points. The program will also be more effective if the panelists make their remarks after each invention is shown. Instead, their comments were made after all the gadgets had been presented. The panelists should also strive for spontaneity and leave their speeches at home.

### Well-Concepted

The three inventions, in addition to the one mentioned above, were well conceived. They consisted of a small blinking light which can be carried by ships and used by them when they are in distress, a timer for milking cows and a golfing device to cure dubs of hooking and slicing. Most of the ideas needed money and manufacturers. The studio audience selected the blinking light as being most useful.

The emcee, Donn Bennett, who is also the producer, handled the proceedings exceptionally well. His manner is likeable, restrained and knowledgeable. He has a "Big Idea." It needs better production. **Leon Morse.**

## Two's Company

(Opened Monday, December 15)

### Alvin Theater

A revue with sketches by Charles Sherman and Perry Berrier. Stage manager, Murray Anderson. Music by Vern Gude. Lyrics by Odean Nash, with additional lyrics by Sammy Cahn, Gabe Kaplan and Ralph Alswang. Costumes by White Dances by Jerome Robbins. Conductor, Milton Rosenstock. Ballet music by Genevieve Pilot. Sketches directed by John Dassin. General manager, Clifford Hayman. Stage manager, Bill Ross. Press representative, Samuel Friedman. Presented by James Russo and Michael Ellis in association with Clifford Hayman.

**PRICED:** Betie Davis, Miriam Sherman, David Burns, Nora Kaye, Bill Callahan, Stanley Fager, Ellen Hanley, George Irving, Marie Karlova, Ruth Taylor, River Wakefield, Peter Kelley, Robert Orton's Teen Aces, Francis Edwards, Henry Maloney, Gilbert Shiple, Armistead Shobby, Norman Shobby, Michael Mann, Earl Reardon, May Muth, Clifford Pearl, Deborah Remsey, Maurice Brundage, Franklin Neil, Basha Regis, Robert Neukum, Bill Krach, Helen Murielle.

**THE THREE ACTS:** Robert Orton (leader), Francis Edwards, Maurice Brundage, Gilbert Shiple, Armistead Shobby, Norman Shobby. **SONGS:** "Theater Is a Lady," "Turn Me Back to Broadway," "I'm Fine," "Occasion Me," "Baby Couldn't Dance," "A Man's Home," "Roll, Along, Sadie," "Clear the Way," "Honey, Honey," "Hot Spot," "Purple Rain," "Just Like a Girl."

Since advance theater party bookings and sales apparently insure solid business for "Two's Company" over the next two or three months, and with star Betie Davis obviously a box office draw, the revue looks set for a run. A pot of money and the talents of a lot of show-wise people have gone into the effort to bring it to Broadway. It is handsome and frequently entertaining. However, now that all the fanfare about the delays and revampings is over, it must be reported that its blessings stem from contributions of canny supporting players rather than anything the star manages to bring to it.

However, she does possess a vast personal drive and assurance. She'll tackle anything from sketch to torch song, and doesn't scorn to make herself look ridiculous. Unfortunately, this reporter's over-all reaction is that somebody else could do everything better. "Company" has such stalwarts as Miriam Sherman and David Burns to boost her over the comedy hurdles, and dancers like Nora Kaye, Marie Karlova, Bill Callahan and Buzz Miller to bring stepping zest to Jerome Robbins' imaginative dance patterns. As a matter of fact, except when Sherman and Burns are making the best possible use of their clown material, the show is at its peak when it is prancing. Miss Kaye scotches deservedly in three sock routines, and Robbins has also dreamed up a delightful below-the-border satire for Miss Karlova teamed with Buzz Miller. Likewise, there are fine interludes of Bill Callahan's virtuoso ballet-tapping.

Tuneswise, Vernon Duke's score is pleasant enough, but projects nothing to make the top-hit bracket, and Ogden Nash's lyrics frequently spark their customary witty flash. Peter Kelley, Deborah Remson, Ellen Hanley and Sue Bright handle the vocals satisfactorily, and an excellent singing group abets them admirably. But the show's best fun moments come via Sherman's casual throw-away delivery and Burns' hilarious difficulties as a ham-fisted actor being up-staged by a precocious moppet. As stated, Miss Davis is always in there pitching. She is, by turns, the heroine of "Rain," Tallulah at a play, a slattern housewife, another wife in a rather dull sketch written by la Coward, Sartre and Saroyan, a satire on the recent "In Any Language," a fake hillbilly grandmother, and finally essays a torch song which hardly comes off.

Productionwise, "Company" looks deceptively simple. Ralph Alswang, however, has done himself proud with the sets, and

Productionwise, "Company" looks deceptively simple. Ralph Alswang, however, has done himself proud with the sets, and

(Continued on page 39)

## The Children's Hour

(Opened Thursday, December 18)

### Coronet Theater

A drama by Lillian Hellman. Staged by the author. Settings by Howard Bay. Costumes by Anna T.H. Johnstone. Business manager, Jack Schultze. Stage manager, Joe Vega. Press representative, Richard Massey and Frank Goodman. Presented by Kermit Bloomgarden in association with Peter Glenn.

**Peggy Rogers:** Sandra March, Nancy Fitch, Lois Fisher, Carolyn King, Mrs. Lily Moriat, Mary Finney, Doris Alexander, Helen Burton, Toni Halloran, Roseable Wells, Janet Parker, June Connelly, Sandee Preston, Mary Triford, Iris Mann, Karen Wright, Kim Hunter, Martha Dobie, Patricia Neal, Doctor Joseph Cardia, Robert Pastene, Anahita, Katherine Emmet, M. Pamela Triford, Gordon Russell, A Grocery Boy.

Many of us have treasured an 18-year-old memory of Lillian Hellman's absorbing psycho melodrama, "The Children's Hour." A lot of water has run under the bridge since Miss Hellman had the considerably startling temerity to bring an extremely touchy theme to the stage. That she combined sensitive perception and poignancy for grueling tragic effect in her earlier history, "The Fire," is best to report that the years have not detracted from its impact, and Kermit Bloomgarden is to be congratulated for a superbly produced revival of the haunting play.

"Hour's" premise seems too familiar to need recapitulation. Miss Hellman created likely the outstanding teen-age monster of the American stage, and proceeds to show the horror and ruin a malignant fern moppet can bring to four innocent lives. In essence, she is not concerned with what makes her monster tick, but with the calculated evil she brings to bear on others. By the time her lying charges of perversion against two of her school teachers are disproved, one has killed herself, the other has abandoned any hope of a successful marriage and a grandmother, credulous access to the young she-devil's plot, is left a broken old woman.

Thru one of the most absorbing second acts on record, Miss Hellman builds suspense with ruthless compulsion. There is a terrible fascination in the precocious viciousness of her problem child and the ease with which she can bedaub innocent situations and phrases with slimy. The impact is so compelling that the actor when the author must perform point her moral, the action pales by contrast. But Miss Hellman still has a writing ace up her sleeve to have the final moments of "Hour" leave a pewitter with a frustrated fury that such thing could happen. And Miss Hellman has somehow made him believe that they could.

Bloomgarden's revival has everything it should have. The author has herself directed a top-drawer cast. The hapless victims of teen-age devilishness are splendidly played by Patricia Neal and Kim Hunter. Both contribute portraits of enormous sensitive effect. The performances are worthy successors to those given by Ann Revere and Katherine Emery back in 1934. Young Iris Mann, who established quite a reputation for juvenile monstrosity in "The Enchanted," a couple of seasons' back, is in wonderful form as the vixen. Robert Pastene is quite satisfactory as the fiance and Katherine Emmet is on hand again to recreate her original fine performance of the credulous grandmother. Other solidly effective contributions are added by Mary Finney as the impossible aunt who touches off the fuse of the trouble and Janet Parker as a schoolmate, also a side-issue victim. In fact, it is impossible to find fault with anybody on the roster. Howard Bay's sets are imaginative variants of the originals and Anna Hill Hohnstones' costuming is in key.

In sum, "Children's Hour" is still not for children, but it is great adult theater all over again. **Bob Francis.**

## The Grey-Eyed People

(Opened Wednesday, December 17)

### Martin Beck Theater

A comedy by John D. Hess. Staged by Edna Costa. Settings by Eldon Elder. Costumes by Virginia Gilmore. Business manager, General manager, S. M. Handelman. Stage manager, Peter Zeiler. Press representative, Ben Kornwall. Presented by Albert Seiden, Delivery Man, Michael Free, Edward Brian, Tommy Hart, Michael Free, Beatrice Hammond, Virginia Gilmore, Barry Glass, Walter Bradford, Peter John Hart, Walter Matthau, First Girl Scout, Rosemary Prins, Second Girl Scout, Sally Jessie, Third Girl Scout, Mary Grace Canfield, Lucille Blackwell, Katherine Anderson, Elizabeth Taylor, Tony Bickley, Richard Jones, Ted Tiller, A Woman, Jane Lloyd-Jones, Gates, John Marlowe.

It seems that John D. Hess, TV scribe, has something to get off his chest stage-wise. What he has to say conceivably could be considerably annoying if it were given a didactic projection. Briefly, he doesn't like the sort of snap judgments meted out to performers who have been branded with a Communist label. This would hardly subject matter for comedy, but Hess, evidently being of both philosophical and humorous turn of mind, has embroidered what could be a dull preachment into something closely resembling witty entertainment.

"The Grey-Eyed People" is nothing monumental. It has, in fact, nothing new to offer in the way of message. Most of us have long since come to the conclusion that a lot of people in show business, who a while ago mixed themselves up with Communist thinking and grew to regret it, have taken an unnecessary and undeserved beating. Hess' grey-eyed ones are people of independent views who refuse to subscribe to mass reactionary thinking patterns. His spark is a puppeteer, condemned from making a living via the ire of a local PTA fem pundit, because he has once been silly enough to join the Party, and his defense by an old pa, with a yen for reasonable justice.

All of this could make for ho-hum going, except that Hess for two acts and a part of a third ices his parable for a fun frosting. There are laughs aplenty in "People" and grey-eyed or myopic they are a generally amusing lot. What is more to the point, Hess' writing makes them real as well as entertaining.

It must be reported that the somewhat meandering script gets a tremendous lift from the delightful tongue-in-cheek playing of Walter Matthau as an irreconcilable opponent of suburban hypocrisy. Once more Matthau proves that he is one of our best in the recent crop of light comedians. Most welcome, too, is the Stern return of Virginia Gilmore, as a pleasantly peppy and zestful wife. Likewise, Sandra Deel's stint as a nympho soap opera authoress provided another solid laugh outlet, and Tony Bickley scores as the bedeviled joiner who has come to regret it all. Other good players like Brandon Peters, John Randolph, Clay Flegg, Katherine Anderson and Walter Matthau account themselves well in the proceedings. Morton Da Costa has paced them all, with the exception of a somewhat dragging third act, to the over-all light tempo of the writing.

Eldon Elder has contributed a nice set for a suburban living room interior, and Noel Taylor's costuming is ditto. In fact, there are a lot of nice things about "People." It is no ball of fire, but deserves a break.

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# TV-Film Reviews

## The Lilli Palmer Show

**TV FILM—Reviewed at special screening.** Running time 15 minutes. Produced by Ossie Teicher. Producer, Charles Kebbe. Director, Alex Leitwich. Camera, George Stoetzel. Written by Kebbe and Lilli Palmer. Cast: Lilli Palmer and guests. Distributed by National Broadcasting Company TV film Division.

The film version of the "Lilli Palmer Show" follows the same straight-talk and interview format as the live version of last (Continued on page 39)

## Willie Wonderful

**TV FILM—Reviewed at special screening.** Running time 15 minutes. Produced by Bracken Productions. Executive producer, Earle J. Du Mont Jr. Producer, Martin A. Gordon. Director, Robert Scott. Writers, Jane Hampton, Anabel Ross, Betty Jean Givens, Joe Greneback, Tom Baron, Puppeteers, Richard Pinner, Virginia Vass, Tyler McVey, Colleen Collins. Distributor, Official Films, Inc., 25 West 45th Street, New York 36, N. Y.

Live or film, TV has not lately had a shortage of kiddie-puppet shows. "Willie Wonderful" is another in this genus, and it is generally as good as the best of them. The characters are hand puppets with the benefit of eye and mouth movement. The hero, Willie, is an adorable blond boy, with whom the moppet audience can easily identify itself. The setting, a carnival, is one the kids can believe in, and yet one that tickles their imagination.

As is inevitable, the dose of fantasy is strong. Willie has a fairy godfather, and the animals on the lot, Eleanor the elephant and Girard the giraffe, converse freely. And of course, there's something just a little scary, in this case an ugly witch, who does the crystal routine at the carnival. But via her lincs, she's really a

(Continued on page 39)

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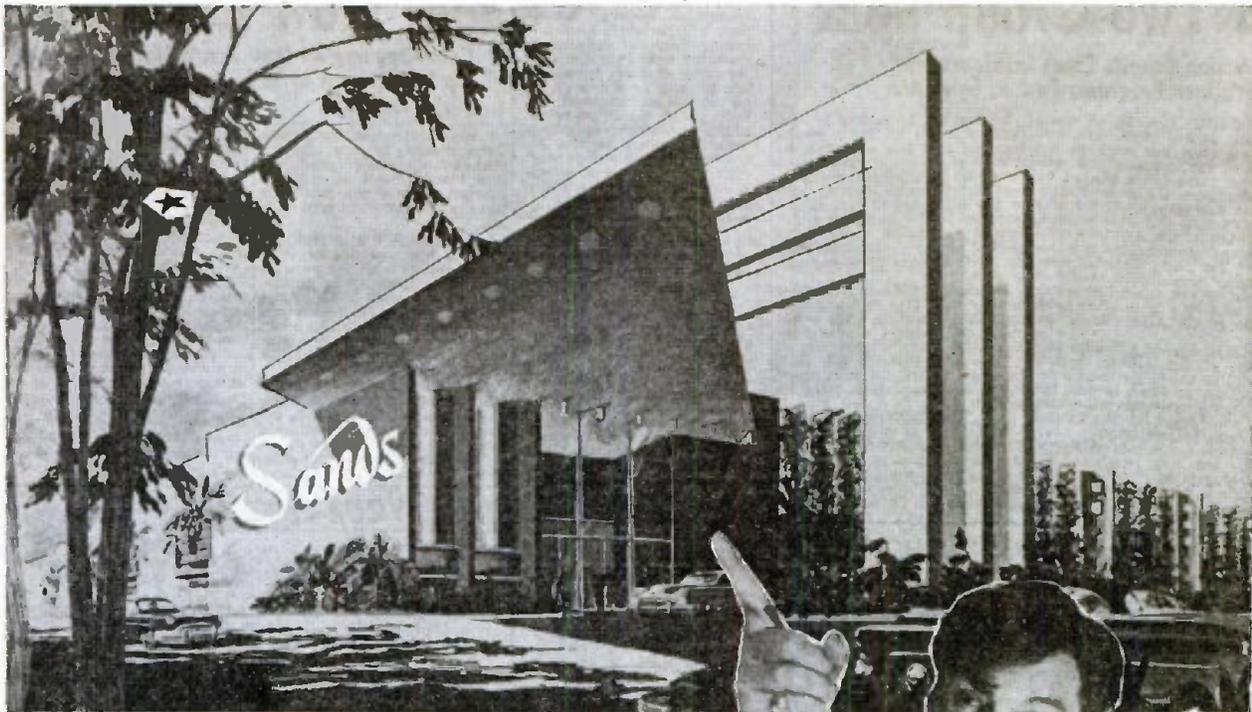
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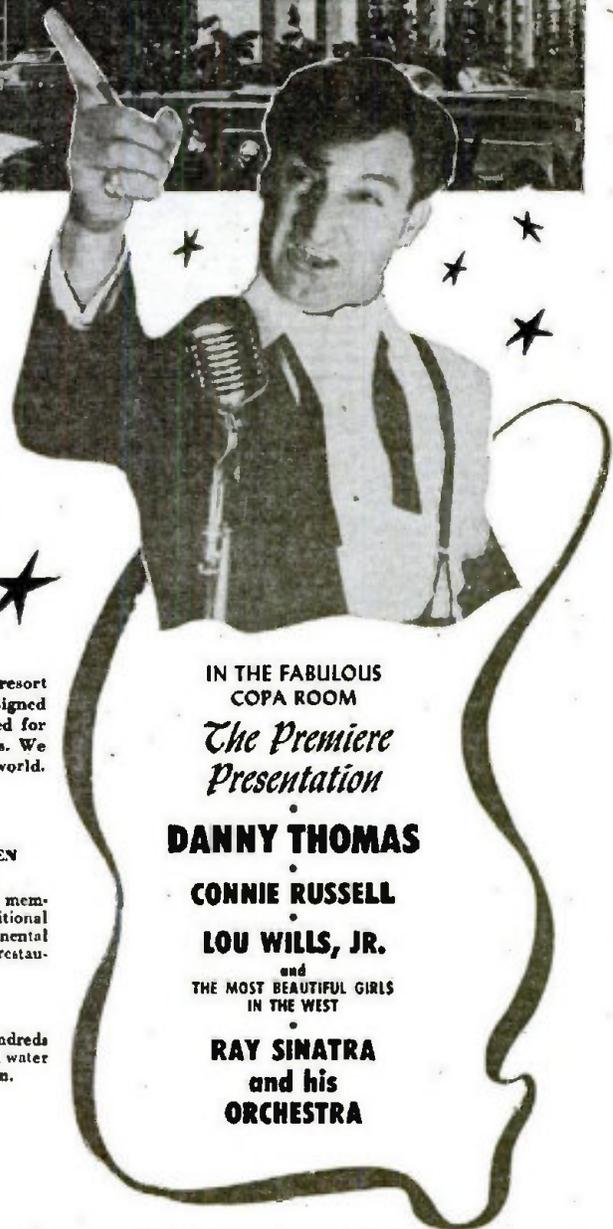


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# Midwestern Bookers In Two-Group Split

### Action Results From Insurance and Welfare Programs Pushed by AGVA

CHICAGO, Dec. 20.—Midwest booking offices were split into two segments this week as the result of the insurance and welfare programs being pushed by the American Guild of Variety Artists. The majority of the area agents, mostly club-date bookers, pulled out of the Artists' Representatives' Association and revived the old Entertainment Managers' Association, while a handful of offices, including those with New York affiliations, remain on the ARA side of the fence.

The split came at a Monday (15) meeting of the Midwest branch of ARA. Of the 44 members present, almost 40 voted to bolt the New York organization and revive EMA. In addition, 32 proxy votes went with the majority.

By this action the Midwest bookers not only rejected ARA as its bargaining agent in union negotiations and formed its own association, but also went on record as definitely opposing the AGVA program of collecting \$1 per performer for club dates.

In reorganizing EMA, officers and directors of the local ARA branch, with one or two exceptions, will continue to hold office. In addition, the EMA bylaws are not only being revived but will undergo revisions.

According to Vic Brown, EMA secretary, the organization strengthened its position this week by recruiting several bookers who previously had no association affiliations.

## Copa City May Be in Dark

MIAMI BEACH, Dec. 20.—Unless someone with his jeans full of cash comes along in a last-minute deal, Copa City remains dark this winter. A half dozen individuals tried to swing it during the past week — including Bill Miller and Nat Harris—but so far the situation is status quo. Sam Kay, major leaseholder, only wants to let it go for one year, and that fact coupled with the nut—is too dark a prospect for show-wise promoters.

Added to Copa City's troubles this week was a further gloomy prospect in the form of a 100 per cent penalty tax assessment lien filed in Circuit Court by the U. S. Internal Revenue Department against Kay, Murray Weinger and S. L. Kramer, trading as the Copa City Company.

The suit is a lien for withholding and social security taxes claimed by the government for the last quarter of 1949 and the first quarter of 1950, and for cabaret taxes from December, 1949, thru March, 1950.

## Fire Levels Texas Club

TEXARKANA, Tex. Dec. 20.—The Countryside Club, a landmark in the entertainment business in this city, was completely destroyed by fire with an estimated damage of \$80,000.

W. L. (Dub) Melton was owner and operator of the club. Cause of the fire was undetermined.

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## OPS OKAYS FOOD PRICE INCREASE

WASHINGTON, Dec. 20.—Restaurant operators whose food or labor costs have increased since last February 9 yesterday were authorized by the Office of Price Stabilization to apply by February 14 for individual increases in their posted ceiling prices to reflect the higher operating costs. Operators entitled to price adjustments will be permitted to put them in effect 20 days after mailing their applications. OPS said.

## Clarify AGVA Insurance Plan

NEW YORK, Dec. 20.—A further clarification of the stand of the New York State Department of Insurance concerning the welfare plan under which the American Guild of Variety Artists is insuring its members was made this week by a spokesman for the insurance department. The

(Continued on page 38)

# Country's Top Act Spot Now Las Vegas

### Gala Opening of New Sands Hotel Points Up Importance of Nevada Fun Resort

Continued from page 1

two boys, was an enthralling picture. Using a series of standards, gal pitched vocally using choreography that blended well to make a pleasant ear and eye turn. The two boys set her off in good fashion.

Lou Willis Jr.'s trick tapology, plus his flips, opened the show with a zest that set the pace for the acts to follow. The productions were equally good; in fact the girls worked with such precision they were a distinct credit to Entratter, who set and produced the whole show, and Hal Dobrow who assisted.

The Sands itself is a lavish establishment. The hotel consists of outlying buildings around the central casino, each named for a race track. All are grouped around a gourd-shaped swimming pool. The fact that nobody used

it wasn't the Sands' fault. Nobody had a chance to use any of the hotel's outdoor facilities at any time during the five-day junket. Entratter, and Jake Freedman, his partner, can control many things here—but not the weather. The opening day it was cold and the succeeding days a steady rain came splashing down.

But if the rain kept the press contingent from acquiring any sun-burn to show the folks back home, it helped the gambling room. To keep the scribblers from feeling too lonesome, each got a bag of 25 silver dollars and they were let loose on the crap, roulette and black-jack games. A few of the lads managed to increase their original stakes and others made it last a little, but the majority blew the stake the first day.

## CROSS YOUR FINGERS

# '52 One of Worst; Hope for Better '53

By HILL SMITH

NEW YORK, Dec. 20.—The past year has seen one of the worst periods in vaude history, with work reduced to what one showbiz authority called the "irreducible minimum." A round-up of showbiz authority indicates the feeling that 1953 will bring many theaters back into the vaude picture.

Most of the optimistic opinions are qualified. The recent acquisition of the Warner houses by the Fabian interests is looked upon as favorable because the Fabians "have always been well disposed to live shows," said a source close to the chain. To counter that, however, is the belief that theaters can't open unless they get pictures—"A" products—and the studios simply don't turn out enough each year to feed the houses that want them.

This shortage of film, however, is another argument for the reopening of theaters, say some in the industry. "If you can't get

pictures you'll have to get shows," is their opinion.

Attractions that do business are of course the big cry in theater circles. It is generally accepted as fact that many houses would re-open if they could be assured of a run of strong bills. As it is now, the strong bills play the spot dates rather than the established flesh houses because of capacity and the bigger cuts they can offer the names.

Some efforts have been made to get the studios to co-operate by sending their stars out on regular theater tours between pictures. But even when studios do send them out, they frequently call them back for more shooting, forcing cancellations of succeeding dates.

At present there only six houses in the country playing a regular diet of flesh. These are the Capital

(Continued on page 38)

## Amsterdam Hosts Vaude International

AMSTERDAM, Holland, Dec. 20.—The convention of the International Federation of Variety Artists, which was held here November 24-26, was attended by delegates of the vaude artists organizations from Austria, Denmark, England, France, Germany (Western Zone), Holland, Italy, Norway and Switzerland. A representative from the American consul's staff attended the meetings.

Officers elected for the coming year were Willy Feldman (Germany), president; Willy Manley (Denmark), vice-president, and Rodi Roeters (Holland), general secretary. G. Rose-Erichsen (Denmark) was made a member of the executive board.

Gasse Stanley and Rose-Erichsen were delegates of the Danish Artists Federation, with Erichsen also representing the Norwegian federation. The next convention of the IFVA will be held in Paris.

## NOT MUCH IN EUROPE

# Dough, Permits, Taxes No Lure for U. S. Acts

By MURRAY LANE

PARIS, Dec. 20.—Showbiz for American acts, outside of the military zones, isn't anything to send them off here in high glee. I've covered seven countries, found American acts in each, but only a few of them were working. It's a far cry from the stories we hear back in the States that an act can come here and play for months, or years and go back with a bundle of loot.

Practically every European country makes a labor permit compulsory. But before you can get a permit you have to have a booking. A permit takes from two weeks to forever to clear.

If an act is booked from the States into England, he is sure to encounter the opposition of the Variety Artists Federation or British Equity. English actors' unions admit in their prospectus that they allowed only 30 actors from all countries to enter England. Less than half of these were Americans and most of them were picture names.

The British performer earns very little by our standards. Standard acts get from \$45 to \$150 a week. Chorus girls \$22 to \$30 a week.

### Tax Problems

An American act will find that within a couple of days after he opens he gets a letter from the British Tax Department inviting him to the office for an interview.

(Continued on page 38)

## Det. Cafe Ops May Be Local Of TROA

DETROIT, Dec. 20.—Action to affiliate the revived Metropolitan Cabaret Owners' Association here as the local chapter of the new Theater Restaurant Owners' Association of America was taken as the result of a series of meetings at the Club 509, climaxed by the appearance of Lenny Litman, national TROA vice-president, and Billy Grubbs, national representative of American Guild of Variety Artists at the meeting Tuesday (18).

The new affiliation will mean area representation, with owners or managers attending from Windsor, Ont., Toledo, and Flint City, Mich., as well as the immediate Detroit area. Those present

(Continued on page 38)

## AGVA, Clubs Set Meet Date

CHICAGO, Dec. 20.—Some progress toward settlement of a performers' strike called by the American Guild of Variety Artists against four Chicago night spots may be made here Monday (22) when Jack Irving, AGVA national administrator, and Milton Raynor, attorney for the Cafe Owners' Association, appear before the grievance committee of the Chicago Federation of Labor.

The Monday get-together is the result of a Friday afternoon (19) meeting of the principals in the case before the CPL committee. Tom Flanagan, local attorney, and Miss T. Kerman, represented the union in the negotiations, while Raynor and four club owners presented their case. No decision was made by the grievance board but a phone call was made to Irving at Las Vegas to set a date for next week.

## Night Club-Vaude Reviews

**Palace Theater, New York**  
 (Friday, December 19)  
 Capacity, 1,650. Price range, 55 cents to \$1.50. Four shows daily. RKO chain booker, Dan Friendly, Producer, Dave Bines. Show played by Jo Lombardi's ork.  
 It would seem smarter booking to include more novelty fare on a holiday bill for a pitch for juvenile patronage, but otherwise the current line-up is sound enough. Two items at least, the panto clown Linon and his excellent acro antics on the tight rope, and the sharp-shooting Mansfield family as sure-shots for any moppet congregation. Linon's act, patterned along Joe Jackson tramp lines, but applied to wire instead of cycle comedy, is a fine

**Towne Room, Milwaukee**  
 (Friday, December 5)  
 Capacity, 150. Price policy, \$1.50 per person minimum. Three shows nightly. Manager, operator, publicity, Jerry Grossman. Booking, this show, MCA. Estimated talent cost this show, \$500.  
 The room, which has earned a rep as a spot for disk vocalists, may have added another to its list. Currently chanting in the room is RCA Victor's Gog; Grant, in for a two-weeker, Miss Grant

**Cotillion Room, Hotel Pierre, New York**  
 Tuesday, December 16)  
 Capacity, 265. Price policy, \$3-\$4 cover. Owners, Pierre Hotel. Booking, non-exclusive. Talent buyer, Stanley Melba. Publicity, Kurt Hoffman.  
 The new show here represents something of a departure. The two attractions, John Sebastian, harmonica virtuoso, and Dorothy Jarnae, modern dancer, are concert-type talents rather than performers associated with the nitery circuit. However, the Cotillion Room, with its plush decor and toney atmosphere, provides a

**Driftwood Room, Nautilus Hotel, Miami Beach**  
 (Wednesday, December 3)  
 Capacity, 275. One show nightly, 11:30. Price policy, \$2 beverage minimum. Owners-operators, Nautilus Hotel Corporation. Publicity, Harold Gardner. Booking, non-exclusive. Show played by Freddie Calo's orchestra (9). Estimated talent budget this show \$1,000.  
 Denny Desmond, one of the younger comics on the circuit, comes into this room loaded with a flock of fresh material but also a lack of polish. His stuff is fresh and clean, and while not a present, buff-provoking, the kid has pos-

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## SUCCESS STORY

## Victor Showcases Eddy Arnold Disks

By NEV GEHMAN  
NEW YORK, Dec. 20.—The amazing success story that Eddy Arnold has written during the last seven years as one of the all-time best-selling hillbilly recording artists is being cleverly showcased on Arnold's newest RCA Victor release of "Eddy's Song."

## OPS Grants Cetra-Soria Price Ceilings

NEW YORK, Dec. 20.—Cetra-Soria Records has applied for and received from the Office of Price Stabilization uniform price ceilings on its 10 and 12-inch LPs in a move apparently designed to strengthen its hand in the case brought against the opera diskery by Sam Goody. The order sets ceiling prices for Cetra 10-inchers at \$4.75, and 12-inchers at \$5.95, equivalent to the fair trade prices fixed by the firm.

Goody's action against the record company, which still hasn't come to trial, asks for a declaratory judgment upholding his claim that his lower ceiling prices (30 per cent off Cetra's lists) take precedence over any higher fair trade prices set by Cetra. Major record companies, which have hesitated to fair trade their product thus far, have pointed to the Goody suit as one of the factors contributing to their caution. The effect the new OPS order might have on the Goody suit could not be determined this week.

Under the OPS order, Cetra must label all its albums with the ceiling prices. New stock leaving Cetra headquarters here already carries the tag, and supplies of labels are being sent to dealers stocking the firm's records.

## Hill and Range Gets Fr. Rights

NEW YORK, Dec. 20.—Hill and Range Music, which several weeks ago acquired the Italian rights for all of John Philip Sousa's copyrights as well as rights to "Tuxedo Junction" and "The Jersey Bounce" (The Billboard, December 15), has also gained the rights to these compositions for France. Rights to the latter two tunes were also acquired for Germany, Holland and Belgium.

Hill and Range has parted the Italian songwriter, Bixio, to an exclusive writer's contract. The deal also involves all of the rights to Bixio's past tunes in this and other English-speaking countries. Among Bixio's past tunes is "Serenade in the Night."

Jean Aberbach, co-owner of the firm, leaves for the Hollywood office on December 22. His brother Julian will return to the New York office January 10.

## Tony Mottola Set For Movie Score

NEW YORK, Dec. 20.—Tony Mottola has been set to write the score for a recently completed movie made by Panther Productions. The flick, untitled as yet, will be distributed by United Artists when the music is finished.

Mottola's pact calls for a \$5,000 advance, and 3 per cent of the gross. The guitarist is under a writer contract to George Paxton, Inc., who set the flick deal.

In August 1946, to his most recent hit, "Older and Bolder."

The sales of these 22 hits total, at the moment, 8,337,000 disks, an average of nearly 380,000 per disk. Actually, the total could have been much higher, since a number of big Arnold hits such as "Cattle Call" and "The Echo of Your Footsteps" are not included.

## Top Seller

Top seller of the spotlighted tunes is "Bouquet of Roses," which has sold about 1,225,000 copies to date. Eight others have sold more than 400,000 disks. These are "Any Time," "Just a Little Lovin'," "It's a Sin," "Chained to a Memory," "Don't Rob Another Man's Castle," "That's How Much I Love You," "What Is Life Without Love" and "I Wanna Play House With You." All but the last two have topped the half-million sales mark.

Counting all Arnold's releases, including sacred records and albums, his disk sales total nearly 18,000,000. The continued rate of sale of Arnold disks is best attested to by the fact that fewer of his records have been cut from the catalog than any other Victor artist.

"Eddy's Song" was conceived and written by Charlie Grean and Cy Cohen as floor material for Arnold's road dates. The warbler and Steve Sholes, RCA Victor's country a.&r. topper, liked it so much they decided to record the tune. The flip side is "Condemned Without a Trial."

## Paid Plug Policy Is in Force at WNEW

Takes Steps to Place Disk Label Mentions On Commercial Basis in Pact With Bruno

NEW YORK, Dec. 20.—Local indie WNEW has taken concrete steps to place disk label mentions upon a commercial basis. The station now has an agreement with Bruno-New York, key distributor, whereby label mentions of RCA Victor disks on regular disk jockey programs are paid for. WNEW first announced its intention of banning free label mentions months ago (The Billboard, April 26). The implementation of this philosophy started shortly after Thanksgiving, at which time the station and the distributor reached a blanket agreement covering label mentions.

Ira Herbert, WNEW sales director, this week charged that the mention of a label constitutes, in his opinion, a commercial. He added that hereafter, label mention would be granted gratis to programs featuring new releases, or to programs where there would be some special reason for mentioning a label.

Herbert said that the arrangement with Bruno might not develop on a firm, 52-week-per-year basis. Perhaps, he indicated, the deal would be effective just for sales drives or promotions.

## \$500 a Week

For these label mentions—which would be given where and when the station sees fit—the time cost currently amounts to \$500 per week.

The station indicated that it had tried to work out commercial agreements covering the mention of other major labels. These latter parties, however, had not been receptive.

Herbert, apropos the general situation, claimed that record companies had been getting quite a big play. It has been claimed, he pointed out, that inasmuch as stations receive the disks gratis, the stations should play them. "We would prefer to pay for the disks, and have the record companies pay us for the time." The important thing, Herbert indicated, was to keep the matter on a business basis.

The implementation of the WNEW philosophy that label

## Past Year One of Evolution, Growth for Music Industry

## 1952 Witnessed Developments At Many Levels

NEW YORK, Dec. 20.—On most levels of the music business, the year 1952 witnessed important changes and developments. The year was sharply competitive, with publishers, writers, performing rights societies and licensing agencies battling for their share of business. As the year comes to an end, many important matters are still in flux and will not be resolved probably until next year. But by-and-large, the year has been one of noticeable growth and evolution.

At the performing rights society level, 1952 witnessed the greatest intensification of the feud between the American Society of Composers, Authors and Publishers, and Broadcast Music, Inc. ASCAP filed a complaint with the U. S. Justice Department claiming that BMI was operating in violation of the anti-trust laws. The same charges will be aired after the first of the year in New York District Court, when the court takes up the matter of establishing fees for TV per program licenses. At this session, ASCAP will bring up whatever amendments.

(Continued on page 16)

## BANNED CLEFFER EXPECTS WORST

NEW YORK, Dec. 20.—Cleffer Kermit Goell, whose tune "She Looks," has been banned on Boston stations, is philosophical about it all. The writer, whose latest has been cut by Frances Faye on Capitol, quipped: "First, they banned Looks. . . Now it's my song; they'll be banning sex there . . . before very long."

## Patti Page Inks Five-Year Pact With Mercury

CHICAGO, Dec. 20.—Patti Page, Mercury's top-selling artist, resigned for another five years this week, it was announced by Art Talmadge. New pact, worked out by Jack Rael with the diskery, calls for 16 sides per year including albums. Details of the contract were not disclosed beyond the fact that the deal calls for top royalties plus a guarantee.

During the five years Miss Page has been on the Mercury label she has sold an estimated 10,000,000 records for the firm. Talmadge disclosed, "Tennessee Waltz" is now over 2,750,000. "I Went to Your Wedding" is reaching 1,500,000, and "Why Don't You Believe Me" already has climbed past the 500,000 mark.

## Fast Pace Set By Danny Kaye

NEW YORK, Dec. 20.—Decca's "Hans Christian Andersen" album, containing eight tunes from the Samuel Goldwyn flicker warbled by Danny Kaye, has sold 15,000 copies in New York since its release three weeks ago. The rapid pace set by the album parallels the rate set by the label's "The Jolson Story," hit package of several years ago.

The diskery has stepped up already elaborate promotion plans to attract maximum action on the Kaye set. Promotion will break in key cities concurrently with the release of the film.

Decca is also preparing a new Kaye album, to be called "Danny at the Palace," which will be released January 18 when the artist bows in as feature attraction at the Palace Theater here.

## Release Jumping Issue In Sheldon-Decca Suit

NEW YORK, Dec. 20.—Whether or not a diskery may jump a publisher's release date with impunity is due for a legal test in Federal Court here. Moe Gale's Sheldon Music filed suit Thursday (18) in U. S. District Court against Decca Records.

Gale, thru his attorneys, Wattenberg and Wattenberg, charged the diskery with infringement of its copyright on "A Slaven Waltz" by releasing an Al Morgan waxing of the ditty prior to the publisher's release date. Gale's intention to sue was reported in The Billboard two weeks ago.

Progress of the suit will be watched with unusual interest by many in the industry. Publishers have often loosed howls of anguish when release dates were violated by diskeries, but until now have refrained from suing the jumpers, probably on the theory that it's bad business to sue a diskery one day that will have to be wooed for a record the next.

Gale has emphasized that the

suit reflects no animosity on his part against Decca. He claims that his main purpose is to establish a legal precedent that record companies must respect release dates. To his suit asks \$25,000 in damages. Gale indicated he would accept as little as \$1 in settlement from Decca, so long as the diskery admitted it jumped the release date on the tune without legal right.

Sheldon's release date on "Slaven Waltz" was January 15. Decca's waxing of the item was distributed to disk jockeys on November 19, the publishing firm charges. Since then, RCA Victor has released a version by Sunny Gale. Another has been issued by Jubilee Records with Dick Thomas as vocalist. Up to yesterday, no record license had been issued by Sheldon.

Gale also made it clear that his firm would launch a separate suit against Decca in New York Supreme Court for alleged violation of its rights under its common law copyright in the tune.

## New Products Sparked Disk Activity in '52

NEW YORK, Dec. 20.—For the record business, the year 1952 marked the introduction of new products, the accelerated growth of LP and 45 r.p.m., increased competition at all levels and the organization of the first diskery trade association.

The year-end volume figures are still in doubt, it is probable that the total sales written by the record companies will slightly exceed the generally accepted \$200,000,000 retail mark set in 1951.

The year's biggest pop record retail-wise was Leroy Anderson's "Blue Tango" for Decca (see complete recap of top tunes and records in this issue). Columbia continued its 1951 position as the top hit-maker in the field. Capitol, which celebrated its 10th anniversary, came up with some strong items during the early part of the year. RCA Victor, after early doldrums, has moved up sharply during the latter part of the year. Coral blossomed out and competed strongly with the majors. Mercury had cracked big ones and London cracked thru with two big Vera Lynn disks. M-G-M, in Joni James' "Why Don't You Believe Me," has within the last few months come up with a hit that has all the earmarks of continuing strongly into 1953. A number of left-field items came thru including "Oh, Happy Day" which left many segments of the music business in a state of shock. The year also saw the emergence of a new smash Christmas novelty in "I Saw Mommy Kissing Santa Claus," with Jimmy Boyd's Columbia diskery winning the season's spurs.

The two new speeds (LP and 45 r.p.m.) continued to make strong inroads in the record field. New classical releases on 78 r.p.m. became a rarity. New indie LP firms were spawned. HMV introduced its first LPs into the American market. The donut 45's grew steadily in importance to the point that, in the pop market, 78 r.p.m.'s supremacy has been shaved to a

(Continued on page 16)

## ASCAP OK's Amendment

NEW YORK, Dec. 20.—An amendment to the Articles of Association of the American Society of Composers, Authors and Publishers, proposed at the Society's annual membership meeting recently by Edgar Leslie and Max Dreyfus, respectively writer and publisher members of the board of directors, was passed this week by 72.5 per cent of the Society's membership. The amendment, designed to do away with deadlocks for the presidency, provides that:

"The president, the vice-presidents, the secretary, assistant secretary, the treasurer and assistant treasurer shall be elected annually by the board of directors by two-thirds vote of the entire board, and such directors shall hold the same offices in the board of directors. Each officer, excepting the counsel, shall serve for the term of one year and until his election and qualification of his successor, except that the president shall not be elected for more than three successive terms.

"In the event of a failure to elect a president at the end of any such year, the office of president shall be declared vacant until the next president shall be elected. Pending such election, the first vice-president shall discharge the duties of the president. The office of president shall carry with it such salary as the board of directors may fix from time to time."

# 'Blue Tango' Tops 2 Lists in BB Honor Roll of Hits Recap

Ray's 'Cry' Heads Juke Favorites, With Him and Eddie Fisher Racking 4 Each

Continued from page 1

the average strength of all the entries. Thus, for example, in the chart on 1952's Top Tunes the leader, "Blue Tango," shows up as being nearly 20 times as strong as the average point value of the 486 tunes considered in the recap. These index ratings are also carried on all the record charts.

### Pop Record Results

Following "Blue Tango" as the top disk seller are Kay Starr's "Wheel of Fortune," "Cry," Jo Stafford's "You Belong to Me," and "Aul' Wiedereh'n, Sweetheart" by Vera Lynn. Three of these disks also show up in the top five juke box records for the year. In addition to "Cry," "Wheel of Fortune" and "You Belong to

Me" are Patti Page's "I Went to Your Wedding," and "Tell Me Why" by the Four Aces.

A total of 21 artists and groups are represented in the best-selling 30 disks. Eddie Fisher and Johnnie Ray hit most frequently with four disks each. Only three others hit more than once—Jo Stafford, Rosemary Clooney and Don Cornell. Each had two entries in the top 30. Ray and Fisher again led in juke box entries among the top 30 with four disks each (one of Fisher's was with Perry Como), followed by Miss Stafford with three.

### Country and Western

Top hillbilly record, both in sales and juke box plays, was Hank Thompson's Capitol disk of "Wild Side of Life." Second on both charts is Carl Smith with "Let Old Mother Nature Have Her Way." Sales-wise, Hank Williams' "Jambalaya" ranks next, but Eddy Arnold's "Easy on the Eyes"

proved a stronger juke disk during the year. Artist-wise the charmed circle again remained much tighter than the pop field with only 15 different country artists showing among the top 30 sellers and only 13 making the juke box list. Many, as a result, doubled up. Sales-wise, Carl Smith and Lefty Frizzell led with four records each while Hank Williams hit with five entries on the juke list.

### R. & B. Leaders

In the rhythm and blues field, "Lawdy Miss Clawdy" by Lloyd Price and "Have Mercy Baby" by the Dominoes ran neck and neck with the former eking out the win. Number three for the year was Ruth Brown's "Five, Ten, Fifteen Hours." The latter two rank the same on the juke box list with "Juke" by Little Walter gaining top honors. The Clovers hit with four entries in each chart, to be the biggest repeaters of the year.

## Vanguard Aims To Stop Dubs Of Red Tunes

NEW YORK, Dec. 20.—Vanguard Records, classical LP indie, took the bull by the horns this week with its release of the controversial Prokofiev oratorio, "On Guard for Peace," and warned "unscrupulous" diskies not to dub off the music from the platter which was made from Russian tapes leased from Leeds Music. The statement by Vanguard is an attempt on the part of the diskery to stop the musical attrition of Russian disks, which has been going on over the past year, even to the point of having two diskeries issue the same Russian platter at the same time. Leeds Music, which has an agreement with a Russian agency to lease these tapes, and which is also authorized to do so by the American State Department, a few months ago warned it would prosecute any diskery which issued Russian tapes unlawfully.

The statement by Vanguard reads: "In view of the illegal dubbing of several recordings in the past, all records issued by Vanguard in co-operation with Leeds Music of tapes originating in the Soviet Union have been electrically coded in order to prevent illegal dubbing of Vanguard Records by unscrupulous firms. Any such violations will be prosecuted." Vanguard has electrically coded the tapes made from the Russian tapes in such a manner that if any diskery dubs from their platter, it will be possible to ascertain it easily on a view meter.

### No Prosecution

Tho there have been a number of tapes of Russian origin released by various diskeries here many of them without authorization by the Russian Agency or Leeds Music, as yet there has been no prosecution of such "illegal" issues.

According to an indie diskery exec, it is possible to get tapes smuggled out of the Iron Curtain, and pay no royalties on the tapes after the records are made.

Both Vanguard and Leeds, however, believe the electrically coded process will stop any continuing dubbing of the latest Vanguard LP's containing Russian music.

## S-P Int. Sets House Organ

NEW YORK, Dec. 20.—Southern-Peace International, which recently added four subsidiary offices to bring its publishing empire to a 31-office total, has begun publication of a house organ to keep all its far-flung execs informed of company activities. The eight-page illustrated publication was conceived and is edited by Bill Simon, assistant to Southern General Manager Ben Selvin. Southern-Peace's new offices are located in Auckland, New Zealand; Melbourne, Australia; Hamburg, Germany, and Rome.

## Phono-Disk Survey Planned By RIAA

Effect of Phono Sales on Disk Buying Is Object of Test Sales Campaign

NEW YORK, Dec. 20.—The first test sales campaign to ascertain the long-range effect of increased phonograph sales on future disk purchases, will be conducted by the Record Industry Association of America early next year. This is the second promotional effort by the RIAA, the first being the Hartford Music Festival held last September.

The object of the forthcoming industry promotion is to discover, as far as it is practicable, how much use is made of a newly purchased phonograph, how many platters are purchased during the following months, what types of disks are bought, etc. The association is also interested in finding out how many purchasers of inexpensive phono attachments buy better equipment and step up their disk purchases later on.

The phono test campaign was okayed by the board of directors of the RIAA last month, and the marketing and promotion committees were commissioned to draw up plans for the experiment. This will include the selection of a test city of 250,000 to 500,000 population, setting up a sales campaign and promotional activity, and selecting the "kick-off" date for the promotion.

Rough plans for the forthcoming stunt call for all of the co-operating manufacturers to concentrate sales and merchandising activities in the selected city for a specific period. The RIAA will work on selling as many phonographs of all types as possible. It is understood that a demonstration will be set up in one of the stores in town to show how easily the Columbia or RCA Victor attachments can be played thru a radio or TV set.

## UNESCO LAUDS RIAA CONTRIB

NEW YORK, Dec. 20.—The Record Industry Association of America has been commended by the United States National Commission for UNESCO for co-operating in a project to publish an international catalog of folk music. A letter from the commission to John W. Griffin, RIAA executive secretary, read in part:

"The response to your circular letter sent to members of the RIAA has been excellent, and we join Mr. Spivack (of the National Music Council) in expressing appreciation for the contribution you have made toward making the execution of the project possible and a successful venture."

After the phono drive is over, there will be continuing surveys of all those who bought players during the sales test, to check their regularity of record purchases.

All information collected by the RIAA as a result of this survey will be made available to members of the association. This promotion is part of the RIAA continuing survey of all facets of the record industry to help manufacturers in their advertising and promotion plans.

### NEWS REVIEW

## BMI Opera Book Sets New Trend

NEW YORK, Dec. 20.—Broad-cast Music, Inc., has sponsored the publication of a new book on opera that easily could set a trend of sorts if other interested backers could summon comparable resources, both of talent and finances. Called "Ten Operatic Masterpieces," the handsome volume also brings records into a new relationship with commentary and score to achieve a greater understanding of musical drama.

The book, beautifully illustrated and bound, holds some 600 slick pages. Sales price is \$10, but buyers with a more than casual interest in opera should find it a worthwhile investment. It should also help to sell records.

Commentary is by Olin Downes, who clearly describes the plot, action and background of each work. His text is closely integrated with copious musical examples, presented in simplified piano versions by Leonard Marker.

Each musical example is coded to enable readers to locate the exact spot on their LP opera waxing where the example may be heard. The trick is accomplished in the following manner:

The reader refers to an index where 26 recorded versions of the 10 operas are listed. He finds the one he owns, checks the code and reads a number and record side. Using the calibrated "music locator," supplied with the book (a ruler-like gadget that hooks over the turntable spindle) he is able to lower the needle at just the right spot.

Operas covered in the volume are "Marriage of Figaro," "Tales of Hoffman," "Die Meistersinger," "Pocahontas," "Rose Cavalier," "Loves of Three Oranges" and "Wozzeck." Is Horowitz.

## CLEFFERS' ORG THRIVING

## SPA Prepares Booklet Outlining '52's Gains

NEW YORK, Dec. 20.—Gains won for cleffers by the Songwriters' Protective Association since its formation in 1931 have been tabulated by the organization for a new prospectus it will issue next month. The document will be used to solicit new members, as well as to pinpoint rights present members enjoy.

Current paid-up membership of SPA is 1,971 writers, with many names new to the organization having been added during 1952. Pressed for space to carry up its many activities, SPA has secured a new set of offices. The enlarged headquarters, at 158 West 55 Street here, is now being remodeled and will be occupied late next month.

In its prospectus, SPA highlights the benefits it has gained in the standard contract, now used by nearly 400 publishing firms who have signed basic agreements with the writers' org. Included among these benefits are the following:

Writer royalties on records, transcriptions and movie synchronization are now at least 50 per cent of the publisher's take. Prior to the 1947 SPA contract they ranged from about 10 to 33 per cent. The writer's minimum share on foreign royalties is now 50 per cent of the publisher's income. Bulk foreign catalog deals, which formerly made it difficult to figure the earnings of an individual song, are now barred, with only few exceptions. Minimum sheet royalties now three cents a copy, except where a sliding scale payment schedule is utilized. An advance can be deducted only from earnings of the song on which it was paid.

Also, a publisher must return a song upon demand if he doesn't exploit it properly within one year. Such exploitation must include publishing and placing on sale regular piano copies, and either securing a commercial recording or publishing and placing orchestrations on sale. The latter alternatives may both be bypassed if the writer receives a \$250 advance. Cleffers now must receive at least 50 per cent of all additional income on a copyright not provided for specifically in the contract. There are also provisions for regular payment periods and examination of publishers' books.

SPA executives now process new song contracts at the rate of approximately 8,000 a year. Terms are carefully checked to see that minimum terms, as set forth in the standard contract, are observed.

Top songwriters who signed rolls during 1952 include Van Alexander, Alex Astone, Marshall Barer, John Bradford, Nat Brandwynne, Lew Brown, Tommy Connor, Gene De Paul, Buddy Ebsen, Arthur Freed, Ronald Graham, Bill Harrington, Fletcher Henderson, Woody Herman, Donald Kahn, Norman Kaye, Vincent Lopez, Abe Lyman, Zeke Manners, Joseph Morris, Morty Nevens, Elsie Siegmeyer, Robert Stolz, Arthur Strauss, Kay Swift, Paul Taubman and Art Wancor.

### LOOK AHEAD

## It's Never Too Early for Christmas

NEW YORK, Dec. 20.—Tho Christmas Day 1952 is still ahead publishers are already thinking about Christmas 1953. Last week, Johnny Marks, composer and publisher of "Rudolph, the Red-Nosed Reindeer," attended the rehearsal of Jane Froman's "Stage-door Canteen" TV show. Miss Froman is featuring Marks' current Christmas tune, "The Night Before Christmas Song," on today's show.

While in the studio, Marks heard eight bars of another tune which he immediately picked up. It's "A Letter Reaches Santa," written by Irvin Drake, Irvin Graham, Jimmy Shiri and Al Stillman. Marks plans to hype it next year.

Also last week, Dave Kapp, of RCA Victor, received a lead sheet from a publisher with an attached note. "I guess it's too late for this year, but how about next Christmas?"

## SANDWICHES—BUT FOR BREAD

NEW YORK, Dec. 20.—The Big Three this year sent out canned hams to many of the trade people on its Christmas mailing list. When publisher Redd Evans heard of this he asked the firm for its mailing list. He intends to send all the recipients a jar of mustard.

## CRG Readies Ad Drive for First Half of '53

NEW YORK, Dec. 20.—The Children's Record Guild has earmarked \$300,000 for consumer advertising and promotion during the first half of 1953. National magazines, newspapers, radio and television are set for heavy use, with most of the promotion geared to continue the building of CRG's record club.

Heavy magazine space is planned for January and February. Full page ads are set for January in Life and Look. Full pages will follow during February in Child's Life, McCall's, Parent's, Woman's Home Companion and This Week.

## Juke Box Firm Signs Talent

DETROIT, Dec. 20.—Nickelodeon Records, the new diskery formed by top juke box union leaders, signed its first talent this week. Accordionist, Danny Farnsworth, a nine-time winner on the Horace Heidt Show and one of the winners on Arthur Godfrey Talent Scouts.

Bill Buffalino, Detroit juke box union chief who is president of (Continued on page 36)

## B'way-Vogel Court Action

NEW YORK, Dec. 20.—Broadway Music Corporation has gone into federal court here in an endeavor to prevent Jerry Vogel Music Company from getting the renewal rights to the old hit, "Just Around the Corner," by Dolph Singer and Harry Von Tilzer. Claiming to be sole owner of the tune's renewal rights, Broadway asked the court to set aside a July, 1951, agreement between Vogel and Adella and Harold Singer, heirs of the late Dolph, as well as Vogel's renewal application filed this year.

Broadway claims that in October, 1941, before Dolph died, they entered an agreement with Dolph's heirs, Adella, his mother, a sister, Claire Davis, and Harold, in which Broadway was assigned the renewal rights. The song was written in 1925. Broadway claims that the Singers have the right to receive royalties but not to assign the renewal rights.

## Hayes to Get Part In 'Me and Juliet'

NEW YORK, Dec. 20.—M-G-M vocalist Bill Hayes has been cast for a part in the pending Rodgers and Hammerstein musical, "Me and Juliet."

Hayes will leave the Sid Caesar-Imogene Coca "Show of Shows" TV production, on which he is the featured male vocalist, on March 14 for rehearsals of the musical which begins a week later.

# Coast Locals Merger Hits New Hurdle

**HOLLYWOOD, Dec. 20.**—The controversial issue of merger of Local 47, the white AFM outfit here, and Local 767, the Negro counterpart, hit another hurdle this week, when an argument, involving the machinery of amalgamation, was started within the ranks of 767. The anti-merger element maintains that in order to merge with 47, the 682 members must be polled and nine-tenths of the membership must okay a motion to dissolve the Negro local. The pro-merger faction contends that the linking move does not constitute a dissolution and that only a two-thirds vote of a general membership meeting is necessary to okay the wedding.

The pro-merger movement got a shot in the arm this week when Local 47's membership voted 1,608 to 1,375 to okay a provision of the merger plan, whereby 767 members would not pay the usual \$100 initiation fee when going from the jurisdiction of 767 into 47 ranks.

The 767 board has set a general membership meeting for January 9, at which time a vote on merger will be taken.

In the Local 47 election held this week, John T. Groer was re-elected proxy for his second two-year term, winning over Al Marleneau, 2,099 to 1,309. Other officers re-elected included: Phil Fisher, vice-president; Maury Paul, recording secretary; Bob Hennon, financial secretary; John Clyman, Bob Klimic and Vladimir Drucker, trustees; Warren Baker, Doc Bando, Vince De Rose, Don Morris and Bill Atkinson, directors. Fisher and Paul will rec Local 47 at the next AFM annual conclave.

**NEW YORK, Dec. 20.**—Initial reactions of distributors to Columbia Records' high fidelity phonograph player have been stronger than anticipated by the diskery. More than 75 per cent of the firm's distributors have already placed their orders for the machine and 50 per cent of these have oversubscribed their quota. The diskery has raised its sights production-wise, more than 25 per cent as a result of this initial reaction. Columbia had originally anticipated a sale of about 25,000 machines during 1953.

The Columbia "360" player, will be shipped about January 20. Most of the distributors have already set dealer meetings for the latter part of that month to demonstrate the player.

## THE BOOK SAYS

### Old Disks May Be Worth \$\$

**NEW YORK, Dec. 20.**—Got an old De Reszke record tucked away in a dusty storeroom? If so, it might bring as much as \$150 from a disk collector. That's the going rate for a De Reszke pressed in 1903 by Columbia, according to the "Price Guide to Collectors' Records," just published here by the American Record Collectors' Exchange.

The catalog lists several thousand records issued prior to 1925. They're listed by artist, record company and record number, and feature all the top names of early recording history. Average price of the listings is somewhere between \$4 and \$8, although a few are quoted at \$30 and over.

### Texas Dance Hall Ops Are Sued by ASCAP

**FORT WORTH, Dec. 20.**—A suit has been filed against J. H. Levens and C. C. Robertson, owners and operators here of Dance-land, by the American Society of Composers, Authors and Publishers, alleging infringement of copyrighted musical compositions. They allegedly violated the copyright in public performance of "Oh, Lady Be Good," by George Gershwin.

The New World Music Corporation, brought the suit and is asking \$250 in damages and a permanent injunction against Levens and Robertson.

### First Aussie LP's Set By Festival

**SYDNEY, Dec. 20.**—The first Aussie record group to begin issuing locally-made LP disks on a large scale would appear to be Festival, which company has announced that "Tosca" on 12-inch Westminster records would be released in Sydney this week.

Beethoven's Symphony No. 6, Haydn's Symphony No. 2 and Bach's Brandenburg Concertos Nos. 2 and 4 are also to be released before Christmas. Considerable interest centers in these first releases, with special reference to the quality of the disks in view of the trouble both American and British companies have had in overcoming the technical difficulties in pressing.

# Music as Written

## New York

English songwriter Kenneth Leslie-Smith has arrived here for a three-month visit. Among his important copyrights are "Al-ways" and "My Kind of Music."

Tom Bennett is finishing up a three-week stint at the Jung Hotel, New Orleans. . . . George Mendelssohn, president of Vox Records, and Larry Green, sales chief, leave on an extended European trip next week.

Ella Fitzgerald is recovering from her recent throat operation. She's set to open at Birdland, January 15. . . . Alan Dean opens at the Mayflower, Washington, for two weeks Monday (29).

Buddy De Franco will receive the Mastbaum Music School award in Philadelphia Monday (22).

Eileen Barton goes into the Olympia Theater, Miami, the day before Christmas for a week. On January 5 she begins a week at the Capitol Theater, Washington. . . . Fred Rose is in town from Nashville. . . . Henri Rene is off to the Coast in second week of January. . . . Boston deejay Norm Prescott and wife, Elaine, had boy, Jeffrey David, December 16. . . . London Record Lawyer Herb Krohn and wife just welcomed their third child. . . . Jilla Webb opens at Brighton Hotel, Rochester, N. Y., for two weeks on December 27. . . . M-G-M distributors Herman Gimble (Baltimore) and Ed Barsky (Philadelphia) are having parties for deejays, operators and dealers during Christmas week.

Leslie Sims, exec with The Big Three, has become a grandfather for the first time. The baby, Ellen Sydney, was born to Lester's daughter, Harriet Sims Turroff, Thursday (18) at Polyclinic. Husband Addy is with Warners.

**PHILADELPHIA**  
Cathy Allen is the new vocalist with Charlie Ventura at his Open House roadhouse at nearby Lindenwald, N. J. . . . Vinnie De Campo, who quit the Coral label, signed with the local BBS waxerie. . . . George Shaw is set for a singing season with the Derby Club. . . . George Mansoor is out as local branch manager for Capitol Records. . . . Bill Davies and his Dixielanders make their first local appearance at The Click nitty. . . . Sammy Davis Jr., cut his first four sides for the new local DR label organized exclusively for his offerings. Dave Dushoff and Dallas Gerson, owners of the Latin Casino nitty, are the latest in the new label. . . . Armand Zant leaves the drumming post with Johnnie Austin, Wagner's Ballroom to join Ernie Ventura at the Catalina Sho-Bar.

**HOUSTON**  
Lee Brown's band will do a short for Universal-International next week. . . . Abba Lane has been set by Universal-International on a long pact. . . . Tiny Hill, the Midwest bandleader, has been set for a featured role in "Sangaree," a Pine-Tops Paramount technicolor release, which starts shooting January 13.

Korla Pandit, the Oriental Hammond organist, who has done a heavy TV sked locally, has inked with GAC in all fields. His pact with Vita Records here has expired and he is being pitched to other firms by the office. He will start doing concert and theater dates. . . . Spike Jones is bankrolling a new supermart in the La Crescenta area, which will be operated by his father-in-law and two brothers-in-law. . . . Dude Martin and Sue Thompson, his vocalist, both Mercury artists, were married in Las Vegas last week.

Jerry Gray has re-signed for three years with Decca. He has cut sides with Ella Fitzgerald and will cut with other artists.

Mickey Goldsen, the publisher, has taken over "Tango Triste" from Pierre Lamure, the writer

of "Moulin Rouge," the Toulouse-Lautrec best seller. Lamure is here in connection with the filming and preem of his artist's blog. . . . Helen O'Connell, last with William Morris, has jumped to the GAC roster. . . . Phil Harris has re-signed with Victor for three years. . . . The Little Manhattan Supper Club, Los Angeles, has inaugurated an amateur song-writers' night Wednesday from 8:30 to 11, giving amateurs a chance to audition their songs to publishers and diskery reps. . . . Bill Kemp has set up Nickel Records, which will feature disks by Kemp and also Sam Nichols, the ex-M-G-M western warbler, who is now leading his own band at the Hollywood on the Pike nitty, Long Beach. . . . Ray Herbert's ork is now being booked thru Associated Booking here.

Carla Collins has re-signed with the office. . . . Max Edwards, ex-Tommy Tucker vocalist of a decade ago, has started Fortune Records here. Disks feature his vocals backed by the Regents. . . . The Modernaires are set for Lana Turner's next flicker, "Latin Lovers." . . . Billy Big has done four sides for Kern Records.

**Wayne Score Starts Rush**  
**NEW YORK, Dec. 20.**—Bernie Wayne's score for the tab show, "More About Love," now playing at the Versailles here, has started a real scramble among a number of Broadway Music Inc. publishers. Four publishers are currently bidding for the score, which contains 14 tunes including "Veradero," which was waxed by Tutti Camarata on Decca previous to the show's opening.

Wayne, who is a contract writer for BMI, did the words and music for the tunes, with Bill Derin and Norm Zeno on the book. George Hale produced and directed the tab revue. In addition to the publishers bidding for the score, two diskeries are interested in recording the complete revue.

**Ginny Gibson Inks M-G-M Term Pact**  
**NEW YORK, Dec. 20.**—M-G-M Records this week signed Ginny Gibson to a term contract. An M-G-M disk by the songstress has already been on the market for several weeks. The label bought her master of "You Blew Me a Kiss." Prior to her pact with M-G-M, Miss Gibson was a radio and demonstration singer.

**Decca Inks Ziggy To Term Pact**  
**NEW YORK, Dec. 20.**—Ziggy Talent has been signed to a term pact by Decca Records and has cut several sides for the label, which are due for early release.

Talent, who remains a member of the Vaughn Monroe band, will be used mainly for novelty material by Decca. The diskery has also signed Roy Smeek, who re-joins the label after about seven years' absence.

**Frank Simon Resigns Cincy Conservatory Job**  
**CINCINNATI, Dec. 20.**—Frank Simon, director of the Cincinnati Conservatory Band and the Arno Co. Band, Middletown, O., resigned from the Conservatory Tuesday (9).

Simon had been a soloist with John Philip Sousa's Band, a president of the American Bandmasters' Association and has conducted band concerts over network radio.

# OH, UNHAPPY 'HAPPY DAY'

**CHICAGO, Dec. 20.**—Record dealers here have generally expressed dislike for one of their best-selling singles, Don Howard's "Oh Happy Day." Now one of them has found a way to make "Happy" sound happier.

Bill Anderson, of Chicago's Record Center, suggests: "Play the 45 r.p.m. of 'Oh Happy Day' at 75 r.p.m. Then it sounds like a combination of Eddy Hubbard on the ukulele and Mel Blanc on the vocal."

# Joe Franklin Files Suit Vs. Local 802

**NEW YORK, Dec. 20.**—Joe Franklin, producer and entertainer, filed suit in New York Supreme Court here against the officers and the trial board of Local 802, American Federation of Musicians. Franklin charges in his complaint that he was put on the "unfair list" by the local, and that a boycott was declared against him, thus damaging him and preventing him from obtaining employment in his profession. He further claims that he was forced to close his show because of being put on the "unfair list" and was damaged to the tune of \$500,000.

Franklin charges that his troubles began December 31, 1951 when he produced a show in collaboration with Samuel Rose called "Barry Gray's Gala All-Star New Year's Eve Show." In January, 1952, Timmie Rogers put in a claim for \$250 for wages from the show. Franklin disputed the claim and appeared before the Local 802 trial board. The local placed him on the unfair list, in spite of the fact, according to Franklin, that "the claim was unfounded."

Franklin alleges that he did not employ Rogers in the show, and that if he had he would have been employed as a comic, not a musician, and the Local 802 has no jurisdiction over his use of a comic. In spite of this, charges Franklin, the local placed him on the unfair list after he had been notified that he would have to pay Rogers \$250.

# Koussevitsky Grants Issued

**WASHINGTON, Dec. 20.**—Seven composers have received commissions to write new works from the Serge Koussevitsky Music Foundation in the Library of Congress. It was announced this week. When the composers have completed their commissions, the original manuscripts will be added to the scores of previously commissioned works in the Koussevitsky Foundation collection.

The American composers and the type of works commissioned are Bernard Rogers, trio for strings; Wallingford Riegger, a piano work for two pianos; Vincent Persichetti, a quintet for piano and strings. Others in the group are Carlos Chavez, of Mexico, an orchestral work; Raymond Chevalle, of Belgium, and orchestral work; Georges Enesco, Rumanian, an orchestral work; Paul Ben-Haim, Israel, an orchestral composition for the King David Festival in Jerusalem.

The Serge Koussevitsky Music Foundation in the Library was established in December, 1949, by the Koussevitsky Music Foundation, Inc., now celebrating the 10th anniversary of its creation by the late Dr. Koussevitsky. The two foundations have commissioned more than 50 symphonic and chamber music works by composers in the United States, Europe and Latin America.

# Price Sets Mercury Distribut Meet Dates

**CHICAGO, Dec. 20.**—Dates for Mercury distributor confabs with executives from headquarters here were set this week by Morrey Price, sales manager. Schedule calls for New York confab December 29; Chicago, January 3; Los Angeles, January 10, and Atlanta, January 17.

# Columbia Gets Strong Reaction On HF Phono

**NEW YORK, Dec. 20.**—Initial reactions of distributors to Columbia Records' high fidelity phonograph player have been stronger than anticipated by the diskery. More than 75 per cent of the firm's distributors have already placed their orders for the machine and 50 per cent of these have oversubscribed their quota. The diskery has raised its sights production-wise, more than 25 per cent as a result of this initial reaction. Columbia had originally anticipated a sale of about 25,000 machines during 1953.

The Columbia "360" player, will be shipped about January 20. Most of the distributors have already set dealer meetings for the latter part of that month to demonstrate the player.

# Stu Louchheim's Dual Personality Pays Off

**PHILADELPHIA, Dec. 20.**—The dual personality of Stuart F. Louchheim, who heads the Columbia Records distributing firm under his own name, paid off in more ways than one. Louchheim, who is the composer of "Mixed Emotions," has just recorded another song for the Columbia label, and at the same time his firm completed development of a revolutionary device for the Navy.

The new song, "You're After My Own Heart," was recorded by Rosemary Clooney, who introduced his "Mixed Emotions." And while Louchheim will talk lots about the waxing, security reasons keep him mum about the waxy device. However, he says it is the first testing device made with results permanently recorded on a punch card similar to those used on business machines.

The Perennial Favorite  
**Santa Claus Is Comin' To Town**  
LEO FEIST, INC.

THIS IS IT!  
**"TELL ME YOU'RE MINE"**  
Recorded by  
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THE GARLANDS ..... MERCURY  
**CAPRI MUSIC CORP.**  
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COMING UP FAST!  
**HOLD ME, THRILL ME, KISS ME**  
RECORDED BY  
KAREN CHANDLER ..... Coral  
ROBERTA LEE with JERRY GRAY'S Orch. Decca  
**MILLS MUSIC, INC.** 1212 BROADWAY NEW YORK 19, N.Y.

Academy Award Winner  
**"WITHOUT MY LOVER"**  
(Follows Good Luck)  
Recorded by MARY MILLER  
**"I'M NOT AFRAID"**  
Recorded by CHAMP BUTLER  
The Biggest HIT of 1953  
**"BYE BYE BLUES"**  
LES PAUL and MARY FORD  
ABC MUSIC CORP. BOURNE, INC.  
759 7th Ave. N. Y. C. 19, N.Y.

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**Greetings**  
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HAVE ARRIVED!  
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**THIRTY-TWO FEET and EIGHT LITTLE TAILS**  
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The Hit Record from M-G-M's  
**"BECAUSE YOU'RE MINE"**  
**BECAUSE YOU'RE MINE**  
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**JUST RELEASED! A GREAT NOVELTY!**  
**GUY MITCHELL**  
With Mick Miller's Orch. and Chorus  
**"SHE WEARS RED FEATHERS"**  
(and a Mutt-Mutt Skit)  
OXFORD MUSIC CORPORATION  
1619 Broadway N. Y. 19, N. Y.

**THE SONG FOR 1953 "TILL I WALTZ AGAIN WITH YOU"**  
Recorded by TERESA BREWER... CORAL  
PUSS MORGAN... DECCA  
DICK TOOD... DECCA  
VILLAGE MUSIC COMPANY  
1619 Broadway N. Y. 19, N. Y.

**RESEARCH IS WINNING!**  
Join the  
**MARCH OF DIMES**  
JANUARY 2 TO 31

**'52 Witnessed Developments**

Continued from page 13

tion it has. Granting the inroads of BMI, ASCAP is nevertheless winding up the year with a record income—probably about \$15,000,000. ASCAP, too, has begun to come back in the fields of film licensing; has made an initial comeback in theater licensing. The Society's weakest link is probably the fact that its television licensing picture is still unsettled.

**BMI Gains**  
Broadcast Music, Inc. made strong gains in 1952. The agency's income for the fiscal year totalled more than \$5,000,000, the greater part of it from radio and television licensing. An analysis of hit tunes indicates BMI is running ASCAP a close race.

On the serious music front, the Society's feud with BMI is becoming more marked. Recently, William Schuman, composer and president of Juilliard, negotiated a BMI pact; Walter Piston, another noted American composer, has filed notice of resigning from the Society, altho he still has not definitely decided to join BMI. ASCAP, on the other hand, has heightened its activity in the serious music field, as evidenced by its participation in the Pittsburgh Music Festival recently.

**ASCAP Changes**  
Within ASCAP, radical changes occurred in the publishers' and writers' classification system. The systems were streamlined, with more emphasis placed upon performances. Old, traditional concepts such as availability, seniority and the component parts—as vogue, prestige, etc.—have been eliminated for all practical considerations, altho technically there is still a so-called availability and seniority fund.

The pop music publishing business generally continued to be closely hitched to the disk business (see separate story) with disks and jockeys the accepted medium of promotion. Publishers' desires for recordings even mounted as a result of the greater accent placed by ASCAP upon performances.

**Sheet Sales Dip**  
Sheet music sales, pop-wise, dropped during 1952. Best estimates place the decline at between 20 and 25 per cent. Even top songs, according to leading jobbers and publishers, fell percentage-wise below the previous year in sales. In the last few weeks, Christmas merchandise, notably "I Saw Mommy Kissing Santa Claus," has given the pop field a big shot in the arm. This Christmas, jobbers and publishers state, is much bigger than the last. But whether the upswing will continue beyond the holiday season is a moot point. The pop sheet music outlook for next year cannot be foretold, owing to the vagaries of the business. The standard publishing field has been very steady.

**Publisher Trends**  
Important developments in the publishing field included Hill & Range's great in-rads into the sacred-gospel field (see separate story), and the moves of a number of important publishers to heighten their hold in the country and western, and rhythm and blues

fields. These moves were dictated by the fact that so many country and western tunes, and some from the r.&b. field, became pop hits. Thus, The Big Three, a c.&w. firm with a rep in Nashville, Ditto Howard S. Richmond, E. H. (Buddy) Morris made strong attempts to purchase the Four Star catalog for outunes, and took on many tunes originally started in the r.&b. field. Shapiro-Bernstein parted Jessie Mae Robinson, formerly a specialty writer who had clicked with "I Went to Your Wedding." She came up with two strong S-B tunes, "Keep It Secret" and "I'm Just a Poor Bachelor." S-B also sent out a man to scout special material. Chappell bought the Jubilee Music catalog to pick up pop and r.&b. material.

**AFM Quiet**  
On the American Federation of Musicians level, there was no great outward excitement or change. The inroads of mechanical music and how to maintain employment in the face of the Taft-Hartley Act remained acute problems. The Alton Theater came, with important implications, as to the practice of "featherbedding," reached the Supreme Court and awaits that body's action.

**Packages Hot**  
The one-nighter packages, usually made up of record names, enjoyed a sensational year in 1952. The "Biggest Show of '52" fall edition, with Nat Cole, Stan Kenton and Sarah Vaughan, grossed close to \$1,000,000 on an eight-week tour thru the South and Northwest. Two other package units, the Eckstine-Bass-Shearing group and the Norman Grant "Jazz at the Philharmonic" unit, each garnered nearly \$500,000 on the fall tours. Band business, the spotty from city to city, held up for most of the traveling orks, with the Ray Anthony, Buddy Morrow, Ralph Flanagan, and Billy May crews continuing to draw well. The new Woody Herman ork attracted a lot of attention, and the old-timers, like Guy Lombardo and Sammy Kaye (with a revamped band), pulled anew.

**Copyright Activity**  
Thirty-six nations including the U. S., registered approval of the Universal Copyright Convention at a meeting in Geneva in September. Main feature of the pact is to give the same protection to foreign works in each signatory country as is enjoyed by domestic works. Pact must be ratified by Congress before U. S. participation is ensured.  
In the United States, the Bryson-Kefauver Bill to amend the Copyright Act so that performance royalties could be levied upon juke box operators died in Congressional committee after extensive hearings. A similar measure is expected to be introduced at the next session of Congress. Toward year-end there were reports that American Society of Composers, Authors and Publishers, and the Music Operators of America—vigorously opponents in the controversy—might meet to attempt to work out a compromise measure acceptable to both.

**New Products Sparked '52**

Continued from page 13

ratio of about two to one. The increased availability of both home phones and 45 r.p.m. multi-play juke boxes sparked this steady advance. The 78 r.p.m. had its share of the spotlight via the introduction of 7-inch semi-micro-groove disks for jockey use.

**Classical Activity**  
With expanding sales in the classical field came a downward trend in LP and 45 r.p.m. prices. The suggested list prices remained unchanged, new products gave customers classical music for less money. RCA Victor and Columbia took steps to stem the rising competitive tide from low-price LP indies by introducing the Bluebird and Entree low-price lines, respectively. The increasing availability of LP's with short selections and priced accordingly, blossomed into a real trend, with Decca and London joining Columbia.

List prices also took a dip in 45 r.p.m. with RCA Victor's introduction of 45 Extended Play, making possible up to eight minutes of music per side. This had

an immediate impact in both the classical and pop fields, with some other companies following. Tho limited as yet to albums in the pop field, EP has given Victor donut Red Seal Disks a shot in the arm.

Discount mail-order selling continued to offer customers LP bargains and to plague many dealers throughout the country who continued the already established procedure of hand-to-mouth buying. A rash of 30 per cent price-cutting broke out in New York among most of the "class" shops and spread to a number of other key classical markets but failed to materialize into the nationwide discounting that many feared. A Fair Trade bill was unexpectedly introduced into law by the president, but only indie Cetra-Soria has thus far openly embraced it.

**Phono Sales Up**  
Phono sales took a sharp upward trend, particularly during the latter part of the year. This was accomplished in spite of some severe parts shortages and portends more record business in the

**Music Publishers' Record Scoreboard**

**Sides in Current Release**

for Week Ending December 20

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	I'm Gonna Walk and Talk With My Lord... Joe Cannonball	Johnnie Ray, Col (p)
	I'd Be Sweet Talking You... Joe Cannonball	Lewis, M-G-M (f)
	Only in Dreams...	Johnnie Ray, Col (p)
American	The Touch of God's Hand...	Johnnie Ray, Col (p)
	There's Nothing in Your Heart...	Zeke Clements, M-G-M (f)
	Playday Saturday Night...	Zeke Clements, M-G-M (f)
Brands/Apple	When a Woman Loves a Man...	Beryl Booker, Mer (f)
	Pretend...	Ken Griffin, Col (p)
	Why Don't You Believe Me...	Johnnie Ray, Col (p)
Bruno Valle	Red Roses for Heartaches...	Duane Martin, Mer (f)
Bryman, Vocco		
Coma	Oh, Happy Day...	Ken Griffin, Col (p)
	Take Me...	Tommy Bennett, Col (p)
Broadbeat	High on a Windy Hill...	Alan Dean, M-G-M (p)
Brown/Arzite	Leavin' Day...	Big Bill Bronzay, Mer (f)
	South Bend Train...	Big Bill Bronzay, Mer (f)
Capitol	Rainbow in the Valley...	Shirley Ross, M-G-M (p)
Chappell	How do You Speak to an Angel...	Bill Hayes, M-G-M (p)
DeMure	Eddy's Sons...	Eddy Arnold, RCA (f)
Red Emma Group		
-Jefferson	It's Not Their Heartaches...	Tommy Arden, Col (p)
Walt	Walkin' Round in Circles...	Red Kirk, Mer (f)
Four Star	I Won't Let the Stars Get in Your Eyes...	Bobby Maxwell, Mer (p)
Gale & Gales Group		
-United	Congratulations to Someone...	Tommy Bennett, Col (p)
HR & Range	I Went to Your Wedding...	Spoke Jones, RCA (p)
	Condemned Without Trial...	Eddy Arnold, RCA (f)
	Suddenly...	David Rose, M-G-M (p)
	The Donkey Song...	Bill Hayes, M-G-M (p)
	I'll Never Forget There Anymore...	Spoke Jones, RCA (p)
	My Secret's Worn Away...	Ziggy Elman, M-G-M (p)
Keynote		
Lamp		
Leeds Group		
-Dachau	Take a Little...	Herb Kenny, M-G-M (p)
-Lords	I Miss You So...	Herb Kenny, M-G-M (p)
-Lords	Ever Now...	Eddie Fisher-H, Warner-Baird, RCA (p)
Marlin	Yes You Do, Yes You Do...	Paul Gayten, Col (f)
Melita Group		
-Algonquin	Until Eternity...	Billy Eckstine, M-G-M (p)
Nikebe	Shoutin' Brass...	Boots Brown & Blackbusters, RCA (f)
	Stardust...	Ziggy Elman, M-G-M (p)
	Beautiful Music to Love By...	Darke Rose, M-G-M (p)
Nilis		
E. H. Morik		
Made Publishers		
Holding Group		
-Harms	Everything Depends on You...	Billy Eckstine, M-G-M (p)
	Why Do I Love You...	Beryl Booker, Mer (f)
	Wishing Well...	Johnny O'Keefe, Mer (f)
	Say You Love Me...	Alan Dean, M-G-M (p)
	Sau Poi My Heart in Prison...	Red Kirk, Mer (f)
Onk		
Parloia		
Farway		
Robbins Group		
-Robbins	Kiss...	Tommy Arden, Col (p)
	A Few More As I...	Tommy Edwards, M-G-M (p)
	Boom, Boom, Boogie...	Shirley Lee, M-G-M (p)
	Give Me Half a Chance...	Annie Laurie, Col (f)
	Don't Worry Me...	Paul Gayten, Col (f)
Santa-Jay Group		
-Oxford	She Wears Red Feathers...	Guy Mitchell, Col (p)
-Santly-Jay	Pretty Little Black Eyed Susan...	Guy Mitchell, Col (p)
	China, China a Line...	Bobby Maxwell, Mer (p)
	It'll Were Up to Me...	Eddie Fisher-H, Warner-Baird, RCA (p)
	I Can't Love Another...	Tommy Edwards, M-G-M (p)
	Stop Talkin' & Start Walkin'...	Annie Laurie, Col (f)

**Sides Released by Label**

for Week Ending December 20

These totals do not include Public Domain and unpublished tunes

LABEL	POPULAR	FOLK	R&B
CAPITOL	NO RELEASES THIS WEEK	NO RELEASES THIS WEEK	4
COLUMBIA	18	1	4
DECCA	NO RELEASES THIS WEEK	NO RELEASES THIS WEEK	6
MERCURY	2	4	—
M-G-M	16	4	—
RCA	4	2	3

**Total January 1, 1952, to Date**

LABEL	POPULAR	FOLK	R&B
CAPITOL	527	174	—
COLUMBIA	353	238	123
DECCA	606	171	78
MERCURY	291	48	78
M-G-M	182	127	14
RCA	260	209	157

new year. This surge was helped considerably by Columbia and RCA Victor, both of which took dead aim on the phono business for the first time by turning out three-speed units. Columbia's was low price three-speed attachment. Victor's was a complete line of changers, featuring a removable 45 r.p.m. spindle.

**R.&B. Expansion**  
The year also saw a concerted push on the part of the larger companies to crack the indie-controlled rhythm and blues field. Columbia took the bull by the horns and shifted its Okeh line almost completely to independent distributors. Victor and Mercury continued to strengthen their positions. Coral re-activated the Brunswick label for r.&b. records, and M-G-M announced its 1953 blueprint that spells out more active participation in this field. In the hillbilly field, Decca's Kitty Wells became the first gal to crack the top of the country sales chart in many a moon.

Lengthy negotiations toward a merger between Decca Records and Universal Pictures ended last spring with Decca's purchase of the movie firm stock owned by the J. Arthur Rank interests. The diskery thus gained control of the picture company, and Decca's

prexy Milton R. Rackmil became, in addition, president and a board member of Universal. Tradesters look for the tie-up to lead to joint exploitation of talent on pictures and disks.

A number of important personnel shifts and changes also took place at the major record companies. At the beginning of the year, Capitol re-shuffled a number of important exes between their offices on either coast. Columbia made a number of high-level changes at both the sales and engineering levels. On the a.&r. side, the action was centered at Decca with Jimmy Hilliard moving up from Coral to head the parent label's recordings. Milt Gabler took over the Coral slot.

**Industry Association**  
In 1952, which marked the 75th anniversary of the invention of the phonograph, the disk companies united at long last into an industry association, the Record Industry Association of America. Nearly fifty labels, including all the large ones, are currently members. Its first public activity was a week-long record festival held in Hartford, Conn. during the early fall. Association committees are currently at work considering solutions to various industry problems.

Vol. 2 No. 52

# CONNIE BOSWELL



sings  
**SINGIN' the BLUES**

(Till My Baby Comes Home) and

**IT MADE YOU HAPPY WHEN YOU MADE ME CRY**

LAWSON-HAGGART JAZZ BAND  
Decca 28498 (78 rpm) and 9-28498 (45 rpm)

ALBUM BEST SELLERS

**DANNY KAYE**  
Selections from "HANS CHRISTIAN ANDERSEN"  
DL 5433 • 9-364 • A-919

**STARS AND STRIPES FOREVER**  
Hollywood Bowl "Pops" Orchestra  
DL 4049 • 9-373 • A-924

**THE KING AND I**  
DL 9008 # 9-260 • DA-876

**LEROY ANDERSON**  
Conducts His Own Compositions Vol. I & 2  
Vol. I: DL 7509 • 9-151 • DU-810  
Vol. II: DL 7519 • 9-274 • OU-885

**THE SONG OF BERNADETTE**  
Alfred Newman  
DL 5358

**GUYS AND DOLLS**  
DL 8036 • 9-203 • DA-825

**OKLAHOMA!**  
DL 8000 • 9-6 • OA-359

**I HEAR MUSIC**  
Fred Waring  
DL 5408 • 9-355

**LOVE THEMES FROM MOTION PICTURES**  
Victor Young  
DL 5413 • 9-343

## DECCA BEST BETS

DO YOU KNOW WHY? HOLD ME, THRILL ME, KISS ME	Roberta Lee and Jerry Gray	28520*
IF YOU LOVE ME OPEN YOUR HEART	Rickey Hole	28521*
WHY DO I CRY? I MISS YOU SO	Bill Dornel and Bob Ayres	28505*
PICKING SWEETHEARTS THAT HEART BELONGS TO ME	Jane Turzy and Grady Martin	28499*
YOU BLEW ME A KISS NO DEPOSIT NO RETURN	Patty Andrews with Vic Schoen, Andrews Sisters with Vic Schoen	28492*

\*Also available in 45 rpm (add prefix '9-' to record number)

# DECCA DATA

YOUR WEEKLY GUIDE TO AMERICA'S FASTEST SELLING RECORDS

NEW RELEASES SPECIAL

- THAT'S ME WITHOUT YOU I'LL GO ON ALONE**  
Webb Pierce 28534\*
- MUST I CRY AGAIN TILL I WALTZ AGAIN WITH YOU**  
Russ Morgan 28539\*

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DANNY KAYE Sings Selections from "HANS CHRISTIAN ANDERSEN" Accompanied by Gordon Jenkins and His Chorus and Orchestra and Jane Wyman  
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from "HANS CHRISTIAN ANDERSEN" K-80 • 1-206
- DANNY KAYE Sings I'M HANS CHRISTIAN ANDERSEN and INCHWORM**  
from "HANS CHRISTIAN ANDERSEN" K-81 • 1-207

BEST SELLERS... based on this week's actual sales... BEST SELLERS

WEEKS ON LIST	COUNTRY	ARTIST	DECCA
1	LET THE STARS GET IN MY EYES	Goldie Hill	28473*
14	I'LL ALWAYS TAKE CARE OF YOU BACK STREET AFFAIR	Webb Pierce	28349*
9	DEEP BLUES MIDNIGHT	Red Foley	28420*
5	SOMEBODY LOVES YOU DON'T TRIFLE ON YOUR SWEETHEART	Ernest Tubb	28448*
8	A WEDDING RING AGO I HEARD THE JUKE BOX PLAYING	Kitty Wells	28432*
79	PEACE IN THE VALLEY	Red Foley	14573*
19	FORTUNES IN MEMORIES	Ernest Tubb	28310*
24	IT WASN'T GOD WHO MADE HOKEY TONK ANGELS	Kitty Wells	28232*
15	JAMBALAYA	Two-Faced Clock	28341*
	ME WITHOUT YOU	Merwin Shiner	28466*

WEEKS ON LIST	RHYTHM and BLUES	ARTIST	DECCA
	THERE'LL BE PEACE IN THE VALLEY FOR ME NEAR THE CROSS	Sister Rosetta Thorne and Anita Kerr Singers	48279*
	TELL HIM YOU SAW ME WHEN I FIRST SOUGHT THE LORD	Sister Rosetta Thorne	28417*
	OOOH YES! PLEASE DON'T PASS ME BY	Stamp Gordon	48269*
	THE LAST MILE OF THE WAY IN THE GARDEN	Sister Rosetta Thorne with Anita Kerr Singers	28282*
	DAMP RAG FAT MAMA BLUES	Stamp Gordon	48287*
	INTERNATIONAL SERIES		
	BEER AND PRETZELS POLKA STARLIGHT WALTZ	"Whoopie" John Wilfahri	28427*
	LULUBELLE POLKA WAITING FOR YOU	Eddie Hagan	28475*
	KEYSTONE POLKA LOVE'S JOY	Georgie Cook	28440*
	ROCKIN' RHYTHM POLKA OKLAHOMA WALTZ	Bernie Roberts	28331*
	BEHIND THE GARAGE—POLKA ALL I WANT IS YOU	Bernie Roberts	28503*

WEEKS ON LIST	POPULAR	ARTIST	DECCA
14	THE GLOW WORM	After All Mills Brothers and Mal McIntyre	28384
10	HEART AND SOUL JUST SQUEEZE ME	Four Aces	28390*
6	DON'T LET THE STARS GET IN YOUR EYES	Sally Red Foley	28460*
5	LA ROSITA TAKE ME IN YOUR ARMS	Four Aces	28393*
2	SLEIGH RIDE LITTLE JACK FROST GET LOST	Sing Crosby	28463*
3	AULD LANG SYNE	Home on the Range Guy Lombardo	24260*
14	TRYING	My Bonnie Lies Over the Ocean Ella Fitzgerald	28373*
4	WHY DON'T YOU BELIEVE ME BECAUSE YOU'RE MINE	Guy Lombardo	28474*

WEEKS ON LIST	POPULAR	ARTIST	DECCA
1	SIOUX CITY SUE SEPTEMBER SONG	Grady Martin	28497*
12	TAKES TWO TO TANGO	Louis Armstrong	28394*
3	KEEP IT A SECRET SLEIGH BELL SERENADE	Sing Crosby	28511*
6	SLEIGH RIDE SARABAND	Leroy Anderson	28429*
28	BLUE TANGO	Belle of the Ball Leroy Anderson	27875*
3	OH, HAPPY DAY TILL I WALTZ AGAIN WITH YOU	Dick Todd	28506*
5	FRIENDSHIP	You're Much Too Fat Louis Jordan	28444*
4	A SHOULDER TO WEAR ON SOMEONE LOVED SOMEONE	Mills Brothers and Sy Oliver	28459*

\*Also available in 45 rpm (add prefix '9-' to record number)  
\*\*Another Decca "Best Bet" makes the "Best Seller" list this week!



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# 1952'S TOP TUNES

A recapitulation of The Billboard's weekly Honor Roll of Hits for 1952 as determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Charts including Sheet Music Sales, Record

Sales, Juke Box Plays, Disk Jockey Plays, Air Plays and Songs in Films. The column headed "Index" shows the relative strength of each tune (as measured by point values) compared with the average strength of all the tunes considered in this tabulation. Tunes with an asterisk (\*) carried over from 1951.

Pos.	Song	Publisher	Points	Index
1.	BLUE TANGO	Mills	4778	19.92
2.	WHEEL OF FORTUNE	Laurel	4139	17.28
3.	YOU BELONG TO ME	Ridgeway	4040	16.84
4.	CRY*	Mellow	3660	15.28
5.	AUF WIEDERSEH'N SWEETHEART	Hill & Range	3556	14.84
6.	KISS OF FIRE	Duehess	3244	13.52
7.	I WENT TO YOUR WEDDING	St. Louis	2862	11.96
8.	TELL ME WHY*	Signet	2671	11.16
9.	HALF AS MUCH	Acuff-Rose	2664	11.12
10.	ANY TIME*	Hill & Range	2618	10.92
11.	SLOW POKE*	Ridgeway	2396	10.00
12.	HERE IN MY HEART	Mellin	2393	10.00
13.	WISH YOU WERE HERE	Chappell	2385	9.96
14.	I'M YOURS	Algonquin	2380	9.92
15.	BLACKSMITH BLUES	Hill & Range	1890	7.88
16.	WALKIN' MY BABY BACK HOME	DeSylva, Brown & Henderson	1850	7.68
17.	LITTLE WHITE CLOUD THAT CRIED*	Spier	1842	7.68
18.	DELICADO	Remick	1769	7.40
19.	GUY JS A GUY	Ludlow	1739	7.24
20.	JAMBALAYA	Acuff-Rose	1555	6.48
21.	I'LL WALK ALONE	Mayfair	1548	6.44
22.	BOTCH-A-ME	Hollis	1429	5.96
23.	PLEASE, MR. SUN	Weiss-Barry	1232	5.12
24.	(IT'S NO) SIN*	Algonquin	1216	5.08
25.	GLOV' WORM	E. B. Marks	1166	4.88
26.	SOMEWHERE ALONG THE WAY	United	1105	4.60
27.	SHRIMP BOATS*	Walt Disney	1042	4.36
28.	BE ANYTHING (BUT BE MINE)	Shapiro-Bernstein	1018	4.24
29.	PITTSBURGH, PENNSYLVANIA*	Oxford	1002	4.20
30.	HIGH NOON	Feist	969	4.04

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Pos.	Song	Publisher	Points	Index
31.	MEET MR. CALLAGHAN—Leeds		947	3.96
32.	MAYBE—Robbins		876	3.64
33.	DOWN YONDER—LaSalle		834	3.48
34.	BE MY LIFE'S COMPANION—E. H. Morris		762	3.16
35.	FORGIVE ME—Advanced		740	3.08
36.	CHARMAINE—L'Am		728	3.04
37.	BECAUSE YOU'RE MINE—Feist		658	2.76
38.	TRYING—Randy Smith		651	2.72
39.	WHY DON'T YOU BELIEVE ME?—Brandom		640	2.68
40.	BERMUDA—Goday		620	2.60

Pos.	Song	Publisher	Points	Index
41.	IT'S IN THE BOOK—Magnolia		578	2.40
42.	UNDECIDED—Leeds		576	2.40
43.	LADY OF SPAIN—Sam Fox		550	2.28
44.	DANCE ME LOOSE—Erwin-Howard		498	2.08
45.	TIGER RAG—Feist		482	2.00
46.	LOVER—Famous		411	1.72
47.	PERFIDIA—Peer		410	1.72
48.	OUTSIDE OF HEAVEN—Bregman, Vocca, Conn		401	1.68
49.	BECAUSE OF YOU—Broadcast Music		395	1.64
50.	WALKIN' TO MISSOURI—Hawthorne		382	1.60

# 1952'S TOP POPULAR RECORDS

## according to RETAIL SALES

A recapitulation of the weekly Best Sellers charts for 1952. The column headed "Index" shows the relative strength of each record (as measured by point values) compared with the average strength of all records considered in this tabulation. Records with an asterisk (\*) carried over from 1951.

Pos.	Record, Artist & Label	Points	Index
1.	BLUE TANGO (Leroy Anderson—Decca)	10487	32.82
2.	WHEEL OF FORTUNE (Kay Starr—Capitol)	8114	25.41
3.	CRY* (Johnnie Ray—Okeh)	7875	24.65
4.	YOU BELONG TO ME (Jo Stafford—Columbia)	7340	22.94
5.	AUF WIEDERSEHN, SWEETHEART (Vera Lynn—London)	7203	22.80
6.	I WENT TO YOUR WEDDING (Patti Page—Mercury)	6596	20.65
7.	HALF AS MUCH (Rosemary Clooney—Columbia)	5233	16.35
8.	WISH YOU WERE HERE (Eddie Fisher-Hugo Winterhalter—Victor)	5031	15.76
9.	HERE IN MY HEART (Al Martino—BBS)	4975	15.59
10.	DELICADO (Percy Faith—Columbia)	4855	15.18
11.	KISS OF FIRE (Georgina Gibbs—Mercury)	4640	14.53
12.	ANY TIME* (Eddie Fisher-Hugo Winterhalter—Victor)	4461	13.94
13.	TELL ME WHY* (Four Aces—Decca)	4378	13.71
14.	BLACKSMITH BLUES (Ella Mae Morse—Capitol)	3821	11.94
15.	JAMBALAYA (Jo Stafford—Columbia)	3448	10.76
16.	BOTCH-A-ME (Rosemary Clooney—Columbia)	3439	10.76
17.	GUY IS A GUY (Doris Day—Columbia)	2970	9.29
18.	LITTLE WHITE CLOUD THAT CRIED* (Johnnie Ray—Okeh)	2899	9.08
19.	HIGH NOON (Frankie Lane—Columbia)	2816	8.82
20.	I'M YOURS (Eddie Fisher-Hugo Winterhalter—Victor)	2529	9.94
21.	GLOW WORM (Mills Brothers—Decca)	2406	7.53
22.	IT'S IN THE BOOK (Johnny Standley—Capitol)	2354	7.35
23.	SLOW POKER* (Pee Wee King—Victor)	2182	6.82
24.	WALKIN' MY BABY BACK HOME (Johnnie Ray—Columbia)	2157	6.76
25.	MEET MR. CALLAGHAN (Les Paul—Capitol)	1990	6.24
26.	I'M YOURS (Don Cornell, Coral)	1803	5.63
27.	I'LL WALK ALONE (Don Cornell—Coral)	1695	5.29
28.	TELL ME WHY* (Eddie Fisher-Hugo Winterhalter—Victor)	1659	5.18
29.	TRYING (Hilltoppers—Dot)	1613	5.06
30.	PLEASE, MR. SUN (Johnnie Ray—Columbia)	1602	5.00

## Tunes Most Played by Disk Jockeys in 1952

Pos.	Song	Publisher	Points	Index
1.	YOU BELONG TO ME	Ridge-way	8648	31.12
2.	WHEEL OF FORTUNE	Laurel	6990	17.08
3.	CRY*	Mellow	6450	15.76
4.	BLUE TANGO	Mills	6370	15.56
5.	KISS OF FIRE	Duchess	5855	14.32
6.	AUF WIEDERSEHN, SWEETHEART	Hill & Range	5131	12.52
7.	I WENT TO YOUR WEDDING	St. Louis	4610	11.28
8.	TELL ME WHY*	Sirnet	4555	11.12
9.	HERE IN MY HEART	Mellin	4191	10.24
10.	I'M YOURS	Algonquin	3778	9.34
11.	WISH YOU WERE HERE	Chappell	3691	9.00
12.	HALF AS MUCH	Acuff-Rose	3349	8.20
13.	DELICADO	Remick	2819	6.80
14.	GUY IS A GUY	Lodlow	2743	6.72
15.	ANY TIME*	Hill & Range	2675	6.52
16.	SLOW POKER*	Ridge-way	2395	6.36
17.	BLACKSMITH BLUES	Hill & Range	2549	6.24
18.	WALKIN' MY BABY BACK HOME	DeSylva, Brown & Henderson	2310	6.12
19.	LITTLE WHITE CLOUD THAT CRIED*	Spert	2377	5.80
20.	AT LAST	Fest	2215	5.40
21.	GLOW WORM	E. B. Marks	2119	5.24
22.	I'LL WALK ALONE	Mayfair	2084	5.04
23.	THE RAG	Fest	1916	4.64
24.	SOMEWHERE ALONG THE WAY	United	1870	4.56
25.	PLEASE, MR. SUN	Weiss	1868	4.56
26.	BOTCH-A-ME	Larry	1609	4.44
27.	(IT'S NO) SIN*	Algonquin	1802	4.40
28.	JAMBALAYA	Acuff-Rose	1800	4.40
29.	BE ANYTHING BUT BE MINE!	Shapiro-Hormstein	1782	4.36
30.	BERMUEDA	Goday	1539	3.76

## according to JUKE BOX PLAYS

A recapitulation of the weekly Best Seller charts for 1952. The column headed "Index" shows the relative strength of each record as measured by point values compared with the average strength of all records considered in this tabulation. Records with an asterisk (\*) carried over from 1951.

Pos.	Record, Artist & Label	Points	Index
1.	CRY* (Johnnie Ray—Okeh)	2823	25.35
2.	WHEEL OF FORTUNE (Kay Starr—Capitol)	2732	24.56
3.	I WENT TO YOUR WEDDING (Patti Page—Mercury)	2048	18.33
4.	TELL ME WHY* (Four Aces—Decca)	1928	17.30
5.	YOU BELONG TO ME (Jo Stafford—Columbia)	1827	16.40
6.	ANY TIME* (Eddie Fisher-Hugo Winterhalter—Victor)	1761	15.30
7.	HALF AS MUCH (Rosemary Clooney—Columbia)	1418	13.40
8.	BLUE TANGO (Leroy Anderson—Decca)	1419	12.75
9.	LITTLE WHITE CLOUD THAT CRIED* (Johnnie Ray—Okeh)	1314	11.80
10.	SLOW POKER* (Pee Wee King—Victor)	1313	11.80
11.	KISS OF FIRE (Georgina Gibbs—Mercury)	1258	11.30
12.	AUF WIEDERSEHN, SWEETHEART (Vera Lynn—London)	1220	10.95
13.	GUY IS A GUY (Doris Day—Columbia)	1186	10.65
14.	BLACKSMITH BLUES (Ella Mae Morse—Capitol)	1104	10.00
15.	HERE IN MY HEART (Al Martino—BBS)	1050	9.60
16.	WISH YOU WERE HERE (Eddie Fisher-Hugo Winterhalter—Victor)	977	8.75
17.	JAMBALAYA (Jo Stafford—Columbia)	949	8.50
18.	PITTSBURGH, PENNSYLVANIA (Guy Mitchell—MCA)	863	7.75
19.	I'M YOURS (Eddie Fisher-Hugo Winterhalter—Victor)	812	7.30
20.	BOTCH-A-ME (Rosemary Clooney—Columbia)	810	7.25
21.	WALKIN' MY BABY BACK HOME (Johnnie Ray—Columbia)	780	7.00
22.	MAYBE (Perry Como-Eddie Fisher—Victor)	640	5.75
23.	GLOW WORM (Mills Brothers—Decca)	592	5.30
24.	YOU BELONG TO ME (Patti Page—Mercury)	526	4.70
25.	SHRIMP BOATS* (Jo Stafford—Paul Weston—Columbia)	522	4.70
26.	DELICADO (Percy Faith—Columbia)	512	4.60
27.	(IT'S NO) SIN* (Eddy Howard—Mercury)	511	4.60
28.	BLUE TANGO (Guy Lombardo—Decca)	502	4.50
29.	PLEASE, MR. SUN (Johnnie Ray—Columbia)	491	4.40
30.	MEET MR. CALLAGHAN (Les Paul—Capitol)	480	4.30

# 1952'S TOP C & W RECORDS

## ... according to RETAIL SALES

A recapitulation of the weekly Juke Box charts for 1952. The column headed "Index" shows the relative strength of each record (as measured by point values) compared with the average strength of all records considered in this tabulation. Records with an asterisk (\*) carried over from 1951.

Pos.	Record, Artist & Label	Points	Index
1.	WILD SIDE OF LIFE (Hank Thompson—Capitol)	3798	16.97
2.	LET OLD MOTHER NATURE HAVE HER WAY (Carl Smith—Columbia)	2428	12.47
3.	JAMBALAYA (Hank Williams—M-G-M)	2284	11.73
4.	IT WASN'T GOD WHO MADE HONKY TONK ANGELS (Lefty Frizzell—Decca)	2110	10.83
5.	SLOW POKER* (Pee Wee King—Victor)	2097	10.72
6.	INDIAN LOVE CALL (Slim Whitman—Imperial)	1800	9.27
7.	WONDERIN' (Webb Pierce—Decca)	1794	9.23
8.	DON'T JUST STAND THERE (Carl Smith—Columbia)	1770	9.10
9.	ALMOST (George Morgan—Columbia)	1767	9.10
10.	GIVE ME MORE, MORE, MORE OF YOUR KISSES (Lefty Frizzell—Columbia)	1488	7.67
11.	HALF AS MUCH (Hank Williams—MGM)	1468	7.03
12.	EASY ON THE EYES (Eddy Arnold—Victor)	1358	6.87
13.	GOLD RUSH IS OVER (Hank Snow—Victor)	1328	6.83
14.	ARE YOU TEASING ME (Carl Smith—Columbia)	1303	6.70
15.	FULL TIME JOB (Eddy Arnold—Victor)	1252	6.43
16.	MENSKIN IN ACTION (Ernest Tubb—Decca)	1224	6.30
17.	WAITING IN THE LOBBY OF YOUR HEART (Lefty Frizzell—Columbia)	922	4.90
18.	TOO OLD TO CLT THE MUSTARD (Red Foley—Emmi-Tubb—Decca)	1076	5.53
19.	DON'T STAY AWAY (Lefty Frizzell—Columbia)	1044	5.37
20.	THAT HEART BELONGS TO ME (Webb Pierce—Decca)	991	5.10
21.	LADY'S MAN (Hank Snow—Victor)	990	5.10
22.	BACK STREET AFFAIR (Webb Pierce—Decca)	954	4.90
23.	MOM AND DAD'S WALTZ (Lefty Frizzell—Columbia)	922	4.90
24.	BUNDLE OF SOUTHERN SUNSHINE (Eddy Arnold—Victor)	818	4.20
25.	IT'S A LOVELY, LOVELY WORLD (Carl Smith—Columbia)	702	3.60
26.	ALWAYS LATE* (Lefty Frizzell—Columbia)	685	3.53
27.	WILD SIDE OF LIFE (Bud Tins—Columbia)	648	3.33
28.	HONKY TONK BLUES (Hank Williams—M-G-M)	646	3.33
29.	TALK TO YOUR HEART (Ray Price—Columbia)	646	3.33
30.	SILVER AND GOLD (Pee Wee King—Victor)	626	3.23

## ... according to JUKE BOX PLAYS

A recapitulation of the weekly Juke Box charts for 1952. The column headed "Index" shows the relative strength of each record (as measured by point values) compared with the average strength of all records considered in this tabulation. Records with an asterisk (\*) carried over from 1951.

Pos.	Record, Artist & Label	Points	Index
1.	WILD SIDE OF LIFE (Hank Thompson—Capitol)	1150	14.56
2.	LET OLD MOTHER NATURE HAVE HER WAY* (Carl Smith—Columbia)	1137	14.41
3.	EASY ON THE EYES (Eddy Arnold—Victor)	1130	14.31
4.	DON'T JUST STAND THERE (Carl Smith—Columbia)	848	10.72
5.	SLOW POKER* (Pee Wee King—Victor)	837	10.59
6.	GIVE ME MORE, MORE, MORE OF YOUR KISSES (Lefty Frizzell—Columbia)	790	10.00
7.	WONDERIN' (Webb Pierce—Decca)	719	9.34
8.	JAMBALAYA (Hank Williams—M-G-M)	715	9.06
9.	IT WASN'T GOD WHO MADE HONKY TONK ANGELS (Lefty Frizzell—Decca)	565	7.16
10.	GOLD RUSH IS OVER (Hank Snow—Victor)	564	7.13
11.	ARE YOU TEASING ME (Carl Smith—Columbia)	539	6.31
12.	ALMOST (George Morgan—Columbia)	500	6.34
13.	INDIAN LOVE CALL (Slim Whitman—Imperial)	479	6.06
14.	HALF AS MUCH (Hank Williams—MGM)	499	5.81
15.	WAITING IN THE LOBBY OF YOUR HEART (Hank Thompson—Capitol)	908	5.03
16.	BUNDLE OF SOUTHERN SUNSHINE (Eddy Arnold—Victor)	382	4.97
17.	DON'T STAY AWAY (Lefty Frizzell—Columbia)	382	4.83
18.	SILVER AND GOLD (Pee Wee King—Victor)	366	4.63
19.	HONKY TONK BLUES (Hank Williams—M-G-M)	346	4.38
20.	BACK STREET AFFAIR (Webb Pierce—Decca)	331	4.19
21.	FULL TIME JOB (Eddy Arnold—Victor)	295	3.72
22.	ALABAMA JUBILEE* (Red Foley—Decca)	294	3.72
23.	BABY, WE'RE REALLY IN LOVE (Hank Williams—M-G-M)	291	3.69
24.	THAT HEART BELONGS TO ME (Webb Pierce—Decca)	283	3.34
25.	MUSIC MAKIN' MAMA FROM MEMPHIS (Hank Snow—Victor)	261	3.31
26.	I WENT TO YOUR WEDDING (Hank Snow—Victor)	244	3.09
27.	CRAZY HEART* (Eddy Arnold—Victor)	233	2.97
28.	WILD SIDE OF LIFE (Bud Tins—Columbia)	222	2.81
29.	LADY'S MAN (Hank Snow—Victor)	207	2.63
30.	TALK TO YOUR HEART (Ray Price—Columbia)	199	2.53

# 1952'S TOP R & B RECORDS

## ... according to RETAIL SALES

A recapitulation of the weekly Juke Box charts for 1952. The column headed "Index" shows the relative strength of each record (as measured by point values) compared with the average strength of all records considered in this tabulation. Records with an asterisk (\*) carried over from 1951.

Pos.	Record, Artist & Label	Points	Index
1.	LAWDY, MISS CLAWDY (Lloyd Price—Specialty)	2047	13.82
2.	HAVE MERCY, BABY (Dominos—Federal)	2039	13.76
3.	FIVE, TEN, FIFTEEN HOURS (Ruth Brown—Atlantic)	1470	9.93
4.	GOIN' HOME (Fats Domino—Federal)	1415	9.59
5.	NIGHT TRAIN (Jimmy Forrest—United)	1320	8.91
6.	MY SONG (Johnny Ace—Duke)	1236	8.35
7.	ONE MINT JULEP (Clovers—Atlantic)	1204	8.13
8.	TING A LING (Clovers—Atlantic)	786	5.31
9.	THREE O'CLOCK BLUES* (B. B. King—RPM)	771	5.20
10.	JUKE (Little Walter—Checker)	695	4.69
11.	NO MORE DOGGIN' (Roscoe Gordon—RPM)	670	4.53
12.	YOU KNOW I LOVE YOU (B. B. King—RPM)	667	4.51
13.	MARY JO (Four Blazers—Atlantic)	547	3.69
14.	BOOTED (Roscoe Gordon—Chess & RPM)	526	3.59
15.	FIVE LONG YEARS (Eddie Boyd—Job)	477	3.22
16.	HEAVENLY FATHER (Roy Milton—Specialty)	462	3.11
17.	CALL OPERATOR 14 (Floyd Dixon—Aladdin)	472	2.85
18.	FLAMINGO* (Earl Bostic—King)	414	2.80
19.	CRY* (Johnnie Ray—Okeh)	404	2.73
20.	MOODY, MOOD FOR LOVE (King Pleasure—Prestige)	401	2.71
21.	MIDDLE OF THE NIGHT (Clovers—Atlantic)	390	2.64
22.	BEST WISHES (Roy Milton—Specialty)	352	2.38
23.	I'LL DROWN IN MY TEARS (Sonny Thompson—King)	315	2.13
24.	WHEEL OF FORTUNE (Sunny Gale—Derby)	275	1.83
25.	DADDY, DADDY (Ruth Brown—Atlantic)	268	1.80
26.	SO TIED (Roy Milton—Specialty)	260	1.76
27.	EASY, EASY, BABY (Varecia Dillard—Savoy)	249	1.67
28.	I'M GONNA PLAY THE HONKY TONKS (Marie Adams—Peacock)	242	1.64
29.	THAT'S WHAT YOU'RE DOING TO ME (Dominos—Federal)	232	1.56
30.	FOOL, FOOL, FOOL* (Clovers—Atlantic)	229	1.53

## ... according to JUKE BOX PLAYS

A recapitulation of the weekly Juke Box charts for 1952. The column headed "Index" shows the relative strength of each record (as measured by point values) compared with the average strength of all records considered in this tabulation. Records with an asterisk (\*) carried over from 1951.

Pos.	Record, Artist & Label	Points	Index
1.	JUKE (Little Walter—Checker)	558	3.75
2.	HAVE MERCY, BABY (Dominos—Federal)	496	3.33
3.	FIVE, TEN, FIFTEEN HOURS (Ruth Brown—Atlantic)	488	3.29
4.	LAWDY, MISS CLAWDY (Lloyd Price—Specialty)	444	2.99
5.	NIGHT TRAIN (Jimmy Forrest—United)	414	2.79
6.	FIVE LONG YEARS (Eddie Boyd—Job)	395	2.65
7.	MY SONG (Johnny Ace—Duke)	372	2.50
8.	YOU KNOW I LOVE YOU (B. B. King—RPM)	371	2.50
9.	THREE O'CLOCK BLUES* (B. B. King—RPM)	321	2.15
10.	GOIN' HOME (Fats Domino—Federal)	307	2.06
11.	GOT YOU ON MY MIND (Johnny Greer—Victor)	276	1.86
12.	ONE MINT JULEP (Clovers—Atlantic)	254	1.70
13.	NO MORE DOGGIN' (Roscoe Gordon—RPM)	242	1.63
14.	MARY JO (Four Blazers—Atlantic)	187	1.26
15.	MOODY MOOD FOR LOVE (King Pleasure—Prestige)	167	1.12
16.	TING A LING (Clovers—Atlantic)	165	1.11
17.	CRY* (Johnnie Ray—Okeh)	164	1.11
18.	BOOTED (Roscoe Gordon—Chess & RPM)	142	.95
19.	SWEET SIXTEEN (Joe Turner—Atlantic)	138	.93
20.	SO TIED (Roy Milton—Specialty)	120	.81
21.	GOOD, GOOD, GOOD (Lloyd Price—Specialty)	118	.80
22.	I'M GONNA PLAY THE HONKY TONKS (Marie Adams—Peacock)	115	.77
23.	ROCK ME ALL NIGHT LONG (Rayven—Mercury)	115	.77
24.	WEEPIN' AND CRYIN' (Griffin Brothers—Dot)	107	.71
25.	DADDY, DADDY (Ruth Brown—Atlantic)	103	.69
26.	HEY, MISS FANNIE (Clovers—Atlantic)	100	.67
27.	PORT OF RICO (Billie Holiday—Mercury)	99	.67
28.	HEAVENLY FATHER (Edna McGuffee—Dot)	98	.65
29.	BEST WISHES (Roy Milton—Specialty)	97	.65
30.	FOOL, FOOL, FOOL* (Clovers—Atlantic)	96	.64

# 2 HITS by the GREAT

Miss June

# CHRISTY

SINGING



I WAS  
A  
FOOL  
MY *and* HEART  
BELONGS  
to ONLY YOU

Orchestra under the Direction of PETE RUGULO

CAPITOL #2308



## The Billboard Music Popularity Charts HONOR ROLL OF HITS



### The Nation's Ten Top Tunes

... for Week Ending December 20

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 musical. (This week from a hit?)

- 1. Why Don't You Believe Me? 1 7**  
 By Lew Douglas, King Lane, Roy Rodde—Published by Brandom (ASCAP)  
**BEST SELLING RECORDS:** J. James, MGM 11333, **OTHER RECORDS:** G. Lombardo, Dec 2847; P. Foster, Mercury 70023; J. Valli, V 20-5017. **TRANSCRIPTIONS AVAILABLE:** Dolly Dawn, Theatrus; Henry Jerome, Lang-Worth; Earl Sheldon, Associated.
- 2. I Saw Mommy Kissing Santa Claus 4 2**  
 By Tommy Connor—Published by Harman (ASCAP)  
**BEST SELLING RECORDS:** J. Boyd, Col 39871. **OTHER RECORDS AVAILABLE:** M. Dec, Cap 2285; B. Clark, MGM 11381; S. Jones, V 20-5087; M. Shiner, Dec 28504.
- 3. Glow Worm 2 14**  
 By Paul Lincke, Lilla Cayley Robinson and Johnny Mercer—Published by B. B. Marks (BMI)  
**BEST SELLING RECORDS:** Mills Brothers, Dec 28384. **OTHER RECORDS:** P. Carle, Col 37897; G. Carter, Max-Great 310; Homer & Jellaro, King 15203; S. Jones, V 20-1893; H. Lane, Imperial 1044; J. Mercer, Cap 2348; Paulette Sisters, Col 39840; H. Singer, King 15203; C. Ramsey, Old Timer Records 8004; C. Reyes, Cap 1092; B. Sack, Mercury 18309; Three Suns, V 20-3702; H. Winterhalter, Col 38704. **TRANSCRIPTIONS AVAILABLE:** Dick Jurgens, Charles Magnante, Associated; Frankie Carle, Lew White, Al Trace, Milton Charles, Cascade Ore, D'Arcosa, Modes Moderne, Lang-Worth.
- 4. Don't Let the Stars Get in Your Eyes 5 4**  
 By Slim Willet—Published by Four Star Sales (BMI)  
**BEST SELLING RECORDS:** P. Como, V 20-5064. **OTHER RECORDS:** L. Ameeche, Mercury 70023; E. Barton, Coral 60821; R. Foley, Dec 28460; H. Jerome, M-G-M 11385; G. Mackenzie, Cap 2256; B. Maxwell, Mercury 70045; S. McDunald, Cap 2216; R. Price, Col 31023; E. Wiley, Four Star 1614.
- 5. You Belong to Me 3 20**  
 By Pee Wee King, Redd Stewart and Chilton Price—Published by Aldesway (BMI)  
**BEST SELLING RECORDS:** J. Stafford, Col 39811; P. Page, Mercury 5899; **OTHER RECORDS:** G. Auld, Coral; B. Carter, V 20-5005; R. Foster and Rovers, Republic 7013; J. Garber, Cap 2198; Ken Griffin, Col 39857; T. Hayes, V 20-4943; Joni James, MGM 11299; M. Katz, Cap 2257; A. Lantieri, Okeh 6912; B. Lucas, E. McGriff-Sunny Hill, Jubilee 5094; D. Martin, Cap 2165; P. Martin, V 20-4893; G. Martin, Dec 28388; T. Smith, United 131; J. Stanton, Top 340; S. Thompson, Mercury 640. **TRANSCRIPTIONS AVAILABLE:** Dolly Dawn, Theatrus; Henry Jerome, Lang-Worth; Earl Sheldon, Associated.
- 6. I Went to Your Wedding 6 17**  
 By Jesse May Robinson—Published by St. Louis (BMI)  
**BEST SELLING RECORDS:** P. Page, Mercury 5899. **OTHER RECORDS:** K. Ross, Coral 60847; J. Bond-H. Carter, Col 21007; R. Brooks, Okeh 6910; S. Gibson and Red Caps, V 20-4835; S. Kaye, Col 39856; Lillia Sylvia, Jubilee 5093; G. Lombardo, Dec 28411; G. Martin, Dec 28388; J. Selph, Rosemary; H. Snow, V 20-4906; P. Starr, Top 339; J. Warty, Cap 2221; P. Wright, Savoy 860. **TRANSCRIPTIONS AVAILABLE:** Dolly Dawn, Theatrus; Earl Sheldon, Associated.
- 7. Keep It a Secret 9 6**  
 By Jesse May Robinson—Published by Shapiro-Bernstein (ASCAP)  
**BEST SELLING RECORDS:** J. Stafford, Col 39891. **OTHER RECORDS AVAILABLE:** B. Crosby, Dec 28511; J. Hutton, Cap 2268; H. Jerome, MGM 11385; D. Short, V 20-4992; S. Whitman, Imperial 8169.
- 8. Because You're Mine 7 14**  
 By Nicholas Brodsky-Sammy Cahn—Published by Petit (ASCAP) (F)  
**BEST SELLING RECORDS:** Mario Lanza, V 20-10-3914. **OTHER RECORDS:** B. Eskline, M-G-M 1301; G. Lombardo, Dec 28476; J. Raitt, Dec 28337; B. Wayne, Mercury 5897. **TRANSCRIPTIONS AVAILABLE:** E. T. Terry, Associated.
- 8. Lady of Spain 8 12**  
 By Erel Reades and Fulhard Beans—Published by Sam Fox (ASCAP)  
**BEST SELLING RECORDS:** E. Fisher-H. Winterhalter, V 20-4953; L. Paul, Cap 2265. **OTHER RECORDS:** K. Griffin, Rondo 184; B. Lieb, Cap 2248; E. (Piano) Miller, Rainbow 70044; R. Noble, V 20-3302; H. Otis Trio, Dec Gee 3901; L. Paul, Cap 2265; Philharmonic Trio, Cap 18348; A. Smith, MGM 10180. **TRANSCRIPTIONS AVAILABLE:** A. J. Antiani Trio, Lang-Worth; Ambassadors, Lang-Worth; Cascade Ore & Chorus, Lang-Worth; Wayne King-Alton Rod, Ork., Theatrus; Joe Soda, Lang-Worth.
- 10. Rudolph the Red-Nosed Reindeer 14 3**  
 By Johnny Marks—Published by St. Nicholas (ASCAP)  
**BEST SELLING RECORDS:** G. Auld, Col 38610. **OTHER RECORDS:** H. Rabbit, Coral 60271; T. Back, Decca 28061; R. Borch, Coral 60665; S. Burnett, Cap 30133; L. Cook, Abbey 15026; Bing Crosby, Dec 27159; J. Durante-Al. Miller, Golden Br 13; Red Foley-Little Foley, Dec 84267; A. Gentry-Happy Tones, 18-Tone, 311; K. Griffin, Col 38991; H. Heatherington, Col 340-PVD; E. Howard, Mercury 5882; S. James, V 20-4315; S. Kaye, Col 39574; Koen Konert, M-G-M 60005; G. Lombardo, Dec 28410; Mirrana Slim, V 21-0392; Sugar Cane Robinson, Cap 1254; P. Scala, LooJoo 70040. **TRANSCRIPTIONS AVAILABLE:** Chuck Foster, Lang-Worth; Four Knights, Johnny Guarriere, Theatrus; Lang-Worth; Jan Garber, Capitol; Henry Jerome, Lang-Worth; Glen Omer, Muzak; Satisfiers, Associated; Lawrence Wells, Standard.

### Second Ten

11. IT'S IN THE BOOK ..... 10 11  
 Published by Menalio (BMI)
12. JAMBALAYA ..... 11 18  
 Published by Acuff-Rose (BMI)
13. OUTSIDE OF HEAVEN ..... 12 12  
 Published by Bregman, Vocco & Conn (ASCAP)
14. WHITE CHRISTMAS ..... 15 9  
 Published by Berlin (ASCAP)
15. TAKES TWO TO TANG ..... 19 10  
 Published by Harman (ASCAP)
16. FROSTY THE SNOWMAN ..... 18 2  
 Published by Hill & Range (BMI)
17. WINTER WONDERLAND ..... 1 1  
 Published by Bregman, Vocco & Conn (ASCAP)
18. TILL I WALTZ AGAIN WITH YOU ..... 20 2  
 Published by Billage (BMI)
19. TRYING ..... 16 16  
 Published by Ready-Smith (ASCAP)
20. MY BABY'S COMING HOME ..... 1 1  
 Published by Roxbury (ASCAP)

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# Buyboard

## OPERATORS! CHECK THESE MONEY MAKERS!

BEST BETS TO REPLACE CHRISTMAS SELECTIONS

### TOP SELLERS — POPULAR

Based on Actual Capitol Sales Reports

	Record No.
1. IT'S IN THE BOOK, PART I IT'S IN THE BOOK, PART II	J. Standley ..... 2249
2. BYE BYE BLUES MAMMY'S BOOGIE	L. Paul & M. Ford ..... 2316
3. MY BABY'S COMING HOME LADY OF SPAIN	L. Paul & M. Ford ..... 2265
4. MEET MISTER CALLAGHAN TAKE ME IN YOUR ARMS AND HOLD ME	L. Paul & M. Ford ..... 2193
5. DON'T LET THE STARS GET IN YOUR EYES MY FAVORITE SONG	G. MacKenzie ..... 2256
6. HOW STRANGE	M. Cole ..... 2309
7. A CRAZY WALTZ WATER CAN'T QUENCH THE FIRE OF LOVE	G. MacKenzie & H. O'Connell ..... 2266
8. THREE LETTERS COMES A LONG A-LOVE	N. Starr ..... 2213
9. GONE THE NEW WEARS OFF TOO FAST	G. MacKenzie ..... 2307
10. A CUTE PIECE OF PROPERTY DRIFTWOOD	B. May ..... 2297
11. STORMY WEATHER THE DAY ISN'T LONG ENOUGH	F. Freshman ..... 2286
12. FAITH CAN MOVE MOUNTAINS THE RUBY AND THE PEARL	M. Cole ..... 2230
13. IDAMO PEOPLE IN LOVE	R. Anthony ..... 2293
14. WHY DON'T YOU BELIEVE ME COME BACK TO ME, JOHNNY	M. Whiting ..... 2292
15. SWEET POLKA DOT JUNIOR'S WALTZ	J. Peron ..... 2306
16. I'M NEVER SATISFIED BECAUSE YOU'RE MINE	M. Cole ..... 2212
17. QUIET VILLAGE INDIAN SUMMER	L. Baxter ..... 2225
18. BUNNY HOP BLOW, MAN, BLOW	R. Anthony ..... 2251
19. OH, HAPPY DAY A MILLION TEARS	F. Knights ..... 2315
20. THE LOVE OF GOD TROUBLE	Statesmen Quartet ..... 2303
21. WORLD IS WAITING FOR THE SUNRISE THE BOOGIE-WOOGIE BANJO MAN FROM BIRMINGHAM	S. Freberg ..... 2279

### TOP COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

	Record No.
1. DON'T LET THE STARS GET IN YOUR EYES BIG FAMILY TROUBLE	S. McDonald ..... 2216
2. GOIN' STEADY JUST OUT OF REACH	F. Young ..... 2299
3. THE NEW WEARS OFF TOO FAST YOU'RE WALKING ON MY HEART	H. Thompson ..... 2269
4. GONE NOW AND THEN	T. Preston ..... 2298
5. HEARTBREAKER YOU DIDN'T HAVE TIME	J. Heap ..... 2294
6. HIGH NOON GO ON! GET DUTY	T. Ritter ..... 2120
7. THAT'S ME WITHOUT YOU COOL, COLD AND COLDER	S. James ..... 2259
8. FEAR NOT CRYIN' HOLY UNTO THE LORD	M. Carson ..... 2252
9. BLACKBERRY BOOGIE KENTUCKY LOCAL	T. Ernie ..... 2170
10. RAINBOW AT MIDNIGHT WHEN IT'S HARVEST TIME, SWEET ANGELINE	J. Wakeley ..... 2272
11. I AIN'T GOT TIME I SAW YOUR FACE IN THE CROWD	J. Skinner ..... 2231
12. THE FAMILY WHO PRAYS LET US TRAVEL, TRAVEL ON	Louvin Bros. .... 2296
13. WHEN I WANT LOVIN', BABY, I WANT YOU LONESOME ROAD BLUES	Amber Sisters ..... 2289
14. DON'T BREAK THE SIXTH COMMANDMENT OUR LOVE ISN'T LEGAL	M. & W. Tullio ..... 2242
15. CANNON BALL RAG I'LL SEE YOU IN MY DREAMS	M. Travis ..... 2245

### BEST SELLING POPULAR ALBUMS

Based on Actual Capitol Sales Reports

	Alb. No.
1. BYE BYE BLUES Les Paul & Mary Ford	..... 356
2. CITY OF GLASS Stan Kenton	..... 353
3. WITH A SONG IN MY HEART Jane Froman	..... 309
4. MUSIC FOR LOVERS ONLY Jackie Gleason	..... 352
5. PROLOGUE Stan Kenton	..... 386
6. UNFORGETTABLE Nat (King) Cole	..... 357
7. CHRISTMAS IN THE AIR! Voices of Walter Schumann	..... 9016
8. BIG BAND BASH! Billy May	..... 329
9. PENTHOUSE SERENADE Nat (King) Cole	..... 332
10. BOUGHHOUSE PIANO Joe (Fingers) Carr	..... 345
11. STAN KENTON CLASSICS Stan Kenton	..... 358
12. 8 TOP POPS Nat (King) Cole	..... 9110
13. ROMANCE IN THE AIR Voices of Walter Schumann	..... 347

Here's a coin-catching record!

**JUNE CHRISTY** sings  
**"I WAS A FOOL"**  
 and  
**"MY HEART BELONGS TO ONLY YOU"**  
ON CAPITOL RECORD NO. 2308

You'll get a million spins with  
*"A Million Tears"*  
 and  
*"OH, HAPPY DAY"*  
 sung by

the **FOUR KNIGHTS**



No. 2315

**NAT**  
*King*  
**COLE**

sings his latest hits —



*"Strange"*  
 B/w  
**"HOW"**

ON CAPITOL RECORD NO. 2309

# TOMMY EDWARDS

Sings

# YOU WIN AGAIN

and  
**SINNER OR SAINT**  
MGM 11324-78 rpm  
K11324-45 rpm



# JONI JAMES

**HAVE YOU HEARD**

and  
**WISHING RING**

**WHY DON'T YOU BELIEVE ME**

MGM 11390-78 RPM • K11390-45 RPM

MGM 11333-78 RPM  
K11333-45 RPM

# ART MOONEY & HIS ORCH.

**WINTER**

and **HEART-BREAKER**

**LAZY RIVER**

MGM 11386-78 RPM • K11386-45 RPM

MGM 11347-78 RPM  
K11347-45 RPM

**GINNY GIBSON**

# YOU BLEW ME A KISS

**TOO FAR BETWEEN KISSES**  
MGM 11383-78 RPM  
K11383-45 RPM

**Acquaviva & His Orchestra**  
**HOLIDAY IN RIO** and **HER TEARS**  
MGM 30763-78 RPM  
K30763-45 RPM

**George Shearing**  
**LULLABY OF BIRDLAND** and **WHEN LIGHTS ARE LOW**  
MGM 11354-78 RPM  
K11354-45 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

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

**Cindy Lord**  
**MY BABY'S COMIN' HOME** and **MY FAVORITE SONG**  
MGM 11350-78 rpm  
K11350-45 rpm

**Bill Farrell**  
**THE COMMANDMENTS OF LOVE** and **I WISH I KNEW**  
MGM 11374-78 rpm  
K11374-45 rpm

**Victor Marchese**  
**FANDANGO** and **WHEN YOU LOOK AT ME**  
MGM 30702-78 rpm  
K30702-45 rpm

**Henry Jerome & His Orchestra**  
**KEEP IT A SECRET** and **DON'T LET THE STARS GET IN YOUR EYES**  
MGM 11385-78 rpm  
K11385-45 rpm

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT

**MERRY CHRISTMAS** from

**M-G-M**

The Billboard Music Popularity Charts

# Favorite Tunes

... for Week Ending December 20

## 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 are weighed according to jobber importance. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

This Week	Importance	Tune	Weeks Last in Chart
1.		I SAW MOMMY KISSING SANTA CLAUS (R)—Harman	6 3
2.		WHY DON'T YOU BELIEVE ME? (R)—Brandom	3 5
3.		WHITE CHRISTMAS (R)—Berlin	— 4
4.		DON'T LET THE STARS GET IN YOUR EYES (R)—Four Star Sales	9 3
5.		YOU BELONG TO ME (R)—Ridgeway	2 10
6.		GLOW WORM (R)—E. B. Marks	1 10
7.		BECAUSE YOU'RE MINE (R) (F)—Feist	5 13
8.		I WENT TO YOUR WEDDING (R)—St. Louis	4 18
9.		FROSTY THE SNOWMAN (R)—Hill & Range	— 4
10.		RUDOLPH THE RED-NOSED REINDEER (R)—St. Nicholas	— 4
11.		KEEP IT A SECRET (R)—Shapiro-Bernstein	12 2
12.		LADY OF SPAIN (R)—Sam Fox	7 8
13.		SILVER BELLS (R)—Paramount	— 1
14.		WINTER WONDERLAND (R)—Bregman, Vocco & Conn	8 3
15.		TAKES TWO TO TANGO (R)—Harman	13 6
16.		JAMBALAYA (R)—Acuff-Rose	11 15
17.		OUTSIDE OF HEAVEN (R)—Bregman, Vocco & Conn	10 8
18.		TRYING (R)—Randy Smith	15 10
19.		MY FAVORITE SONG (R)—Gold	14 3
20.		HERE COMES SANTA CLAUS (R)—Hill & Range	— 1

## 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 Q. 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 30 in Radio

Because You're Mine (R)—Feist—ASCAP	Outside of Heaven (R)—Bregman, Vocco & Conn—ASCAP
Christmas in Killarney (R)—Remick—ASCAP	Rudolph the Red Nosed Reindeer (R)—St. Nicholas—ASCAP
Don't Let the Stars Get in Your Eyes (R)—Four Star—BMI	Santa Claus Is Coming to Town (R)—Feist—ASCAP
Everything I Have Is Yours (R)—Robbins—ASCAP	Silver Bells (R)—Paramount—ASCAP
Frosty the Snowman (R)—Hill & Range—BMI	Sleigh Bells (R)—Mills—ASCAP
Glow Worm (R)—Marks—BMI	Thirty-Two Feet and Eight Little Tails (R)—Mills—ASCAP
Hold Me, Thrill Me, Kiss Me (R)—Mills—ASCAP	To See You (R)—Burvan—ASCAP
I Saw Mommy Kissing Santa Claus (R)—Harman—ASCAP	Trying (R)—Randy Smith—ASCAP
I Went to Your Wedding (R)—St. Louis—BMI	When I Fall in Love (R)—Victor Young—ASCAP
It's Beginning to Look Like Christmas (R)—Plymouth—ASCAP	White Christmas (R)—Berlin—ASCAP
Jambalaya (R)—Acuff-Rose—BMI	Why Don't You Believe Me (R)—Brandom—ASCAP
Keep It a Secret (R)—Shapiro-Bernstein—ASCAP	Winter Wonderland (R)—Bregman, Vocco & Conn—ASCAP
Lady of Spain (R)—Sam Fox—ASCAP	Wish You Were Here (R)—Chappel—ASCAP
My Favorite Song (R)—Gold—ASCAP	You Belong to Me (R)—Ridgeway—BMI
One Little Candle (R)—Leeds—ASCAP	Your Mother and Mine (R)—Disney—ASCAP

### Top 10 in Television

Because You're Mine (R)—Feist—ASCAP	Lover (R)—Famous—ASCAP
Glow Worm (R)—Marks—BMI	Veradero (R)—Meridian—BMI
Heart and Soul (R)—Famous—ASCAP	White Christmas—Berlin—ASCAP
I Went to Your Wedding (R)—St. Louis—BMI	Why Don't You Believe Me? (R)—Brandom—ASCAP
Jambalaya (R)—Acuff-Rose—BMI	You Belong to Me (R)—Ridgeway—BMI

## England's Top Twenty

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

1. Here in My Heart—Robert Mellin Ltd. (Mellin)	12. Walkin' My Baby Back Home—Victoria (De Silva, Brown & Henderson)
2. You Belong to Me—Chappell (Ridgeway)	13. I Went to Your Wedding—Victoria (St. Louis)
3. Isle of Innisfree—Peter Maurice (Leeds)	14. Blue Tango—Mills (Mills)
4. Half as Much—Robbins, Ltd. (Acuff-Rose)	15. Somewhere Along the Way—Magna (Unifred)
5. Walking to Missouri—Dah (Hawthorne)	16. Auf Wiederseh'n, Sweetheart—Maurice (Hill & Range)
6. Forget Me Not—Reine (Chappell)	17. My Love and Devotion—John Fields (Shapiro-Bernstein)
7. Sugarbush—Chappell (G. Schirmer)	18. Takes Two to Tango—Francis Day (Harman)
8. Feet Up (Put Him on the Po-Po)—Climphonic (Hawthorne)	19. Outside of Heaven—Bradbury Wood (Bregman, Vocco & Conn)
9. Faith, Can Move Mountains—Dah (Hill & Range)	20. Meet Mister Callaghan—Toff (Leeds)
10. Zing a Little Zong—Maddox (Burvan)	
11. Homing Waltz—Reine (Miller)	

*America's newest Queen of Song*

WITH A  
NEW **SMASH**  
HIT . . .



# JONI JAMES

*Singing . . .*

*"Have You  
Heard"*

*B/W*

*"Wishing  
Ring"*

**#1 BEST SELLER**

**'WHY  
DON'T  
YOU  
BELIEVE  
ME'**

MGM 11393 (78)  
K 11393 (45)

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

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE. NEW YORK 36, N. Y.

The Billboard Music Popularity Chart

... for Week Ending December 20

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

RALPHI MARGERIE ORK

Pretend MERCURY 7005—A fine instrumental by the Margerie should get a good kick-off by the jockeys. It's a slow and easy item that revolves around a guitar riff. It could build into a healthy platter. After Midnight... 79 This side is reminiscent of the swing bands of the thirties. The ork steps out nicely and sets a fine jumpy beat. These two sides are the best yet issued by the Margerie ork and should give the band's disk sales a good lift.

DICK THOMAS

A Stolen Waltz... 79 JUBILEE 6026—Dick Thomas' duet of this tune spurred Victor to make it with Sunny Gale and Decca with Al Morgan. On this new record Thomas hands the weeper ballad a fine vocal, selling the tune with a lot of feeling over an organ backing. Side is a potent one and could easily bust thru with enough exploitation. Rialodrup... 72 Tune is melodic and Thomas hands it a pleasant reading, but the excitement rests on the flip.

RICKY HALE

If You Love Me... 78 DECCA 2851—Hale, a new chanter on the label, plays for romantic concency on this side. He owns a powerful set of pipes and sounds the new ballad a potent reading in the "big" tradition. Effort bears watching and could break out. Open Your Heart... 74 Same qualities as the flip are displayed here too. Sides were originally cut for Dana Records, but quickly snapped up by Decca. Should get plenty of deejay exposure.

SANDY STEWART-JOE KURN ORK

Do Ya' Do Ya'... 78 20th CENTURY 5007—Sandy Stewart, teenage through just parted by the Okeh label, does a most impressive job on this new waxing. She shows off a bright style, and projects this infectious rhythm effort with enthusiasm. Backing is first-rate. With the proper exposure this side could create some action. It's a fine disk for the boxes. The Game of Love... 69 Thrush does not come thru too well on this side, as she tries to put too much into a ballad that is not particularly well-suited to her.

FRED WARING ORK

God Bless America... 74 DECCA 28512—Waring marshals the full resources of his orchestra to project this moving reading of the Irving Berlin classic. Waring could easily become a standard deejay platter for patriotic programs. Where Is the Wedding... 74 Another inspirational effort, this about the greatness of America, is performed in great style by the Waring force. Joe Marine is solo vocalist.

BING CROSBY

You Just Know What Lorraine Is (The You Get to Her) Cow... 74 DECCA 28470—This is a rather unusual item, telling of a lonely, reflective couple, and his solitary life on the plains. Bing hands it a meaningful reading, and the backing relates the lonesome and melodic mood. Jocks should hand it spins. Open Up Your Heart... 73 The Crooner turns in a happy vocal on this fast-tempo effort, with the chorus and ork backing him neatly. Side is not extraordinary, but may catch some spins.

FLOBIAN ZABACH

Copy Plaster... 74 DECCA 28507—Zabach is heard in an amazing display of fiddle skill. The spray organ, full of color, makes for delightful listening in this scintillating reading. Zabach fans will want. Meditation... 71 The Massenet melody is played in dance tempo by the violinist and on this side, employs a tonal beauty, another Zabach attribute.

BOBBY WAYNE

Someone Loves Someone... 75 MERCURY 70015—Lovely sentimental ballad is handled nicely by the young singer. Tasteful orking helps out. I'm Not Bimbia You... 73 Wayne warbles this ballad at a leisurely pace and injects a lot of heart into it. Quiet orking sets a light backdrop.

JERRY LEWIS-DICK STABLE ORK

I've Had a Very Merry Christmas... 75 CAPITOL 2317—Jerry's got a cute effort here, and he sings it brightly in his own unique style. Side may not get too far with the grown-ups, but the kids will probably love it. Strictly for the Birds... 72 Same comment.

BOBBY MAXWELL

THE YOUNG SISTERS Merry Lou MERCURY 70013 — An old tune, close harmony pairs and a hot harp. (Continued on page 32)

NEW RECORDS TO WATCH

Popular

EDDIE FISHER Even Now If It Were Up to You—RCA Victor 20 5106 See "This Week's Best Buys."

DAMITA JO Let Me Share Your Name Go 'Way From My Window — RCA Victor 20-5120 — Two excellently conceived sides which could go far in establishing the thrush as a record name. Her performance is top-notch on both sides and the striking arrangements by Henri Rene are simply beautiful.

TONY BENNETT Congratulations to Someone. — Columbia 38910—A standout performance of a lovely ballad could start off the new year in good fashion for Bennett. It's his best effort in recent months.

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

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

Rhythm & Blues

THE 54 ROYALES

Baby Don't Do It... 84 APOLLO 443—A very strong effort by Royales that could step out fast. Charlie Ferguson turns in a solid performance as he leads the group. Backing by the Royales and ork is top-notch. Take All of Me... 82 Another sparkling entry by the quintet. It drives all the way and is plenty solid. This side too could step out. Together the two sides make for a very strong disk.

THE TILTERS

La Cumbanchero... 84 ATLANTIC 978—Wild, Latin-style instrumental keeps building thruout. A side with plenty of excitement in the groove. This can be a big one, especially on the juke, and could easily break thru. Ee-Ye-Dee... 81 The performance is everything here. The group steps across the novelty with great impact. Sock wax for New Year's Eve or any wild party.

JOE TURNER

VAN (PIANO MAN) WALLS Still in Love... 80 ATLANTIC 980—Strong blues material here could make this a big one for Turner. The warbler hands it a bright vocal, and the ork lends fine support. A solid waxing. Baby, I Still Want You... 79 This is typically Turner, which means, good blues singing, good material and fine backing from Walls and the ork. Should be a good seller.

CHUCK WILLIS

Salty Tears... 80 OKEH 6930 — Willis has a potent piece of material in this blues ballad and hands it strong reading. A good follow-up to his present hit, "My Story." Looks like a solo-grabber. Crown Lake to Catch a Fish... 76 Clever novelty is sold well by singer and given a solid play by the ork. Ought to pull a lot of coin in locations where dancing is permitted.

MR. SAD HEAD-BILLY FORD ORK

Sad Head Blues V 20-5086—A bright rhythm effort is backed a strong reading by the warbler, who explains how he got his name. Ork supplies a hefty beat behind the singer as it drives out the swingy opus. A strong platter that could catch heat. Hot Weather Blues... 74 Mr. Sad Head turns in an effective vocal on this listenable buck dance while the ork has fine time cutting up in the background. This side too should pull spins.

W. C. BAKER

Rockin' 503 — Warbler Robert Thomas is most effective on this boogie blues effort, supported with a strong beat by the Baker combo. Ork work is bright. A good side. I Went Back Home... 74 Southern blues singer Baker does a neat job on this attractive blues, backed effectively by guitar and rhythm section. Side is fine for the market, and should pull spins.

THE DIAMONDS

Call, Baby, Call... 77 ATLANTIC 981—The group comes thru with an uninhibited warble of a boogie-type effort. Beat is strong and penetrating. Should do fine on the boxes. A Beggar for Your Kisses... 75 Item is kind of sophisticated, but the quartet handles it with sympathy. Should garner spins.

VAN (PIANO MAN) WALLS

Blue Suede... 75 ATLANTIC 980—Piano playing with a style it heard on this side and it should be enjoyed by many. Walls is backed in the slow, but rhythmic, opus by the ork. Good for deejay programming. Jazz collectors too might show interest, if exposed. After Midnight... 75 More of the same top billing on another sentimental item proved and fingered by Walls.

MICKI WILLIAMS

My Mind of Love... 75 V 20-5102—The gal does a luscious chanting job on the oldie ballad. (Continued on page 35)

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

Country & Western

WEBB PIERCE I'll Go On Alone That's Me Without You—Decca 28534—Two strong readings by the warbler that bears close watching. "I'll Go On Alone" has already kicked up some action in a number of sections via the Marty Robbins disk.

EDDY ARNOLD Condemned Without Trial Eddy's Song—RCA Victor 20-5108 — See "This Week's Best Buys."

CARL SMITH That's the Kind of Love I'm Looking For—Columbia 21051 — A standout dinking by Smith which has already started off well in Nashville.

Spiritual

SISTER JESSIE MAE RENFRO No Room at the Hotel I'll Be Satisfied Then—Peacock 11396—Two fine sides. The "No Room" side is particularly exciting.

SISTER ROSETTA THARPE-MARIE KNIGHT I'm Bound for Higher Ground There Is a Highway to Heaven — Decca 28509—The two fine spiritual songs combine effectively on two very exciting readings. "I'm Bound" is particularly strong.

Rhythm & Blues

CHUCK WILLIS Salty Tears — Okeh 6930 — A strong blues entry that is given a potent performance by the singer. A good follow-up to "My Story."

Hot Jazz

PAUL QUINCHETTE ORK

Paul's Bunton... 74 MERCURY 70070 — A bouncy riff item is handed a quiet swing reading by Quinchette and the ork, featuring some smooth work by the saxman thruout. The ork—the Count Basie crew—turns in a warm beat. For Quinchette fans. Samle... 75 This side features Quinchette on a breezy rhythm item with some fine organ work behind him that sounds a lot like the Count. The saxist again performs effectively, and the disk should interest the jazz set.

KID ORY'S CREOLE JAZZ BAND

Blues for Jimmie... 74 GOOD TIME JAZZ 77 — Relaxed blues instrumental, done with considerable heart by Ory's band. Nice quality in mood and delivery. Get Out of Here... 73 Fanatics of the two-beat jazz style will find this Kid Ory-Bud Scott number diverting. Slight pace as it is sustained.

PETE DAILY'S CHICAGOANS

Gomphosee Rag... 74 CAPITOL 2802—Plinking banjo and a strong beat spark this pleasant instrumental item. Played in ragtime style by the Daily crew. Jukes can use. Awake in the Deep... 72 Instrumental waxing of the Gay 90's oldie is performed nicely here by the jazz ork. Arrangement is light and listenable.

International

EDDIE ZIMA ORK

Mama Polka... 79 DANA 3111—Polka with an infectious rhythm and a couple of laughs in the tag instrumental effects (particularly used) should please many. A fine side. (Continued on page 35)

Country & Western

WESTERN MCGEE

Harmonica Boogie... 78 CAVALIER 818—The boogie beat, featuring harmonica, gets plenty of drive on this side. McGee's arrangement has novelty and holds attention. In the Mood... 71 The standard sets a Western treatment, and quite a good one—relaxed, fluid. Tho a bit too gimmicked in spots, this should have some novelty appeal.

JIMMY SMITH

I'll Love You Tomorrow... 74 I'll Love You Tomorrow... 74 Material is a bit less effective as Smith tries a lightweight item for fair results.

ROD MORRIS

Three Empty Bottles... 79 CAPITOL 2301 — Morris delivers a cute up-tempo novelty tastefully. Tune is slight but it should grab a few spins. When It Rains Banana Prellin's... 80 Another novelty is performed pleasantly by the warbler.

RONALD ALLEN-CHET ATKINS

Guitar Polka... 79 V 20-5100—The material here is sure enough to get more than the usual share of spins handed out to Ronald Allen disks. Dirty is actually "Old Monterey," the Al Dexter item. Dream Train... 71 Miss Allen, the Manhattan hillbilly, comes up with one of her better sides as Atkins guitar and combo supply the background.

LONZO AND OSCAR

Tell Me Was It Worth It to the End... 71 DECCA 28510—Typical Lonzo and Oscar material here. Neck Neck Sissy... 71 Dito.

HOOPER AND JETHRO

Send the Word, Fire No. 2... 71 V 20-5099—The comedy duo comes thru with another of their take-offs on current material. Will please their many fans. Disk follows recent Hooper and Jethro release almost too soon. A Screwbull's Love Song... 71 This one pokes fun at the typical love ballads—it's good for laughs as usual.

PRIOR WAGONER

I Can't Live With You... 71 V 20-5106—Okay chanting of a nice enough piece of material makes for okay listening. (Continued on page 35)

Latin American

REMI VAILES ORK

Si Bailo Aqu... 72 V 23-995—The Vailes ork impresses as a first-rate Mexican Jazz group. They essay a mambo here for good results, tho the recording is fair. Official name of the tempo, incidentally, is batanga. Oye Batanga Batallas... 70 More of the same here.

REINAR GARCIA-SABIA ALEJANDRA

Siquedole... 67 V 23-993—The boy-girl duo sets some fine backing from the Parisa ork as they deliver a delightful bolero ballad. Una Mirada y Una Palabra... 67 Chisp Elcjanra goes it alone here for another good side.

LAS DON ESTRELLAS

Hemo Vamo... 65 V 23-998—The two gals handle a Mexican waltz here capably for a disk which should please the Mexican and Spanish buyers. Adios, Adios... 63 More of the same.

Children's

JOSEF MARIN AND MIRANDA

Hold Your Head Up High... 80 Dance and Whistle... 71 COLUMBIA MJV 51 — Two extremely appealing sides by Marin and Miranda. The tunes are by Marin and as in all his compositions, they are simple, yet cleverly put together. This is billed as a participation disk. It would seem well for Columbia to feature this important selling point more strongly. Actually this is an excellent participation disk and it is interesting to watch the label branch out more and more in this direction. Based on initial listening and the reaction of a few kiddies, "Hold Your Head Up High" is the better side the Columbia buys it otherwise. Tho this may not be the best-seller chart, it's a disk that every dealer in the kiddie business should stock.

RATINGS: 90-100, Tops; 80-89, Excellent; 70-79, Good; 40-59, Satisfactory; 0-39, Poor

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

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

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

The Billboard's Music Popularity Charts

# Classical Records

... for Week Ending December 20

## 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	Last Week	Weeks on Chart	33 1/3 R.P.M.
1.		11	<b>BEETHOVEN SYMPHONY NO. 9</b> —N. Farrell, N. Merriman, J. Pearce, N. Scott, R. Shaw, Choral; NBC Symphony Ork.; A. Toscanini, conductor... (33)LM-6009
2.	2	12	<b>SHAW: DON JUAN IN HELL</b> —Sir Cedric Hardwicke, Charles Laughton, Agnes Moorehead, Charles Boyer Col(33)SL-166
3.	3	16	<b>BERLIOZ: HAROLD IN ITALY</b> —W. Primrose, Sir Thomas Beecham, conductor; Royal Philharmonic Ork Col(33)ML-4542
4.	4	46	<b>VERDI: LA TRAVIATA (Complete Opera)</b> —L. Albanese, G. Cehanovsky, F. Dennis, J. Garris, R. Merrill, J. Moreland, J. Pearce, M. Stellman, NBC Symphony Ork & Chorus; A. Toscanini, conductor... V(33)LM-6003
5.		1	<b>VERDI: IL TRAVATORE</b> —Z. Milanov, J. Bjoerling, F. Barbieri, L. Warren, R. Shaw, Ch. rale; RCA Victor Ork V(33)LM-6008
<b>45 R.P.M.</b>			
1.	2	4	<b>TCHAIKOVSKY: NUTCRACKER SUITE</b> —E. Ormandy, conductor; Philadelphia Ork... V(45)WDM-1020
2.	1	53	<b>TCHAIKOVSKY: SWAN LAKE BALLET</b> —St. Louis Symphony Ork. V. Golschmann, conductor... V(45)WDM-1028
2.	4	7	<b>OFFENBACH: GAITE PARISIENNE</b> —Boston Pops Ork.; A. Fiedler, conductor... V(45)WDM-1147
4.		1	<b>MARIO LANZA SINGS CHRISTMAS SONGS</b> —Mario Lanza, RCA Victor; C. Callinos, conductor... V(45)WDM-1649
5.	3	4	<b>RACHMANINOFF: CONCERTO FOR PIANO NO. 2</b> —A. Rubinstein, NBC Symphony Ork... V(45)WDM-1075

## Reviews of the Current Classical Releases

**CHOPIN: SONATA NO. 3, IN B MINOR, OP. 58, MAZURKAS**—William Kapell, Pianist (1-12") 79  
V (33) LM 1715

This 12-inch LP devotes the first side to Sonata No. 3, leaving the second side for some half dozen mazurkas ranging in date from 1825 to 1849. Kapell's interpretation is highly lyrical, giving a singing quality to the brilliant, chromatic passages. The pianist's great technical facility and deep understanding of the nature of the mazurkas make possible a reading with wide emotional meaning. Many labels have cut excellent versions of the Sonata No. 3 and the Mazurkas; but this disk is the first to couple them in this manner. Alfred Frankenstein, of the San Francisco Chronicle, has written an informative set of liner notes. This should be a steady seller.

**MOZART: CASALS FESTIVAL AT PERPIGNAN VOL. 2**—(5-12") 77  
Columbia (33) SL 168

This is gift merchandise of a very special sort. The music it contains is timeless and can serve for any occasion. For Mozart enthusiasts, or the very many lovers of the art to whom the name "Casals" is still musical magic, it will prove a magnet tough to resist. This second volume of the Festival at Perpignan contains four Mozart piano concertos and one for flute, all with Casals conducting the specially assembled orchestra. One disk couples the Flute Concerto No. 1 in G, with John Wummer as soloist, and the 14th Piano Concerto in E Flat, played by Eugene Istomin. On one, Myra Hess is heard in the Concerto No. 9 (K. 271). Another has the Concerto No. 22, interpreted by Rudolph Serkin, probably the most outstanding platter in the package. Still another carries the Concerto No. 27, in B Flat, played by Mieczyslaw Horszowski. On a final disk, Casals is heard playing a short Bach air. Flip of the latter record displays Casals' inscribed signature. Tho there is plenty of uncut vinyl on these disks, the shiny surfaces should not discourage any but the most inveterate bargain hunter. Set is a long-range seller and, with its companion volumes, is a potential collectors item.

**CORTOT PLAYS CHOPIN: ETUDES, NOCTURNES, WALTZES**—Alfred Cortot, Pianist (1-12") 78  
V (33) LHMV 1032

On this disk Cortot performs a good sampling of some of the finest compositions by Chopin. There are representative waltzes, nocturnes and etudes—the sum of them giving the listener a generous measure of the elegance and many-faceted charm of this music. This interpretation by Cortot, a great French pianist and conductor, is brilliant. The value of the album is enhanced by J. McKay Martin's liner notes. In these notes Martin fits each piece into its proper historical and artistic niche. Side 1 includes Waltz No. 11 in G-Flat, Op. 70, No. 1; Waltz No. 6 in D-Flat, Op. 64, No. 1; Waltz No. 7 in C-Sharp Minor, Op. 64, No. 2; Nocturne in C-Sharp Minor, Op. 27, No. 1; Nocturne in F, Op. 15, No. 1; Waltz No. 3 in A-Minor, Op. 34, No. 2. Side 2 contains Barcarolle in F-Sharp Minor, Op. 60; Etude in F-Minor, Op. 25, No. 2; Nocturne in E-Flat, Op. 9, No. 2; Waltz No. 9 in A-Flat, Op. 69, No. 1, and Waltz No. 12 in F-Minor, Op. 70, No. 2.

**BRAHMS: VARIATIONS AND FUGUE ON A THEME BY HANDEL, OP. 24**—Eugene Istomin, Piano (1-10") 69  
Columbia (33) ML 2211

The "variations" on a theme from a Handel harpsichord suite is a classic opus in the piano literature. And most pianists, once they work up the necessary proficiency, take a fling at it. Of these, most could listen with profit to Istomin's interpretation. It's a fluent and thoroly musicianly job. The excellently recorded set should move well to keyboard specialists (students should not be neglected), and the average disk buyer should sample generously.

**RATINGS:** 90-100 Tops; 80-89 Excellent; 70-79 Good; 60-69 Satisfactory; 50-59 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.

2 GREAT HITS BY



# VIC DAMONE

"AMOR"

AND

"SUGAR"

MERCURY 70054-70054X45



MERCURY RECORDS, CHICAGO, ILL. ★ MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

## The Billboard Music Popularity Charts ... for Week Ending December 20

## 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

## EVEN NOW

IF IT WERE UP TO ME—Eddie Fisher—RCA Victor 20-5106

Fisher had a sensational year during 1952. This one has every indication of continuing his unbroken string of hits that has extended over the last year. Label has all-out push planned. Two very good sides.

## TEARDROPS ON MY PILLOW

A STOLEN WALTZ—Sunny Gale—RCA Victor 20-5103

Another double-header. Disk is beginning to kick off in Philadelphia and is getting good early action elsewhere in the East. Heavy re-orders came in to the label at the end of the week.

## Popular Album

HANS CHRISTIAN ANDERSEN—Danny Kaye—Decca DL 5433 (LP): 9-364 (45): A-919 (78)

Album from the film starring Kaye broke wide open in New York last week where movie opened. Pic has yet to open in other parts of the country.

## Country &amp; Western

## CONDEMNED WITHOUT TRIAL

EDDY'S SONG—Eddy Arnold—RCA Victor 20-5108

"Condemned" is a powerful side that has the strength to hang around for quite a spell. "Eddy's Song" is capsule history of Arnold's recording hits.

## Rhythm &amp; Blues

COOL GOOFIN'—Rudy Ferguson—Prestige 798

Bop vocal showcasing a string of big r.&b. tunes is breaking out strongly in the East. Action is strong in Philadelphia and it's building fast in New York.

## PEDAL PUSHIN' PAPA

THE BELLS—The Dominoes—Federal 12114

Disk is beginning to happen with side preference varying by area. It's "The Bells" in Cincinnati and Los Angeles, where it has already made the territorial chart. Philadelphia and sections of the South are getting good action on "Pedal Pushin'."

SOFT—Tiny Bradshaw—King 4577

Side started slowly when first released over a month ago. But real action has now started. Already on Cincinnati, Chicago and Washington charts.

## Late Reports on Recent "Best Buys"

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

## Popular

## HAVE YOU HEARD WISHING RING

Joni James—M-G-M 11390  
Disk looks like it's on the way. Already on the Chicago, Boston and Philadelphia territorial charts. Action is good in Buffalo, St. Louis and South. All reports are on "Have You Heard." Top dealer pick this week.

## BYE BYE BLUES

Les Paul-Mary Ford—Capitol 2318  
Continued strong action in areas reported last week. Number 1 in re-orders with label. On St. Louis and Boston territorial charts. Number one operator pick and number two dealer pick.

(Continued on page 37)

## Country &amp; Western

## I LET THE STARS GET IN MY EYES

Goldie Hill—Decca 28473  
Again tops in re-orders among the recently released disks of the label. Strong action has started in Cincinnati and the Carolinas. Coast reports it as building. On Nashville chart. Top operator and dealer pick.

## A FOOL SUCH AS I

Hank Snow—RCA Victor 20-5034  
Flip side has previously made national charts. "Fool" hit hard during this week and made number six on national chart. Also on territorial charts for Nashville, Memphis, Dallas-Fort Worth.

## A CRUSHED RED ROSE

1,001 SLEEPLESS NIGHTS  
Moon Mullican—King 1152  
Reports received this week show that record is now beginning to get some good action in the South and Midwest. Picked by jockeys.

## I'LL GO ON ALONE

Mary Robbins—Columbia 21022  
Continues on deejay chart. On Cincinnati, Houston and Nashville charts. Still strong in Chicago. Webb Pierce out with tune on Decca.

## Rhythm &amp; Blues

## STORY FROM MY HEART AND SOUL

B. B. King—RPM 374  
Hit national sales chart in 10th position.

## GABBIN' BLUES

Big Maybelle—Okeh 6931  
Just off the national sales chart. Top dealer pick. Continued on New York and St. Louis territorial charts and jumped into Detroit list.

## BABY DON'T DO IT

TAKE ALL OF ME  
"5" Royales—Apollo 443  
Still very strong in Carolinas. Now being released in some other areas. It is already strong in Cincinnati, growing fast in Pittsburgh, Chicago and New York. Top side getting action but ripples are starting on "Take."

## PARADISE SQUAT

Count Basie—Mercury 89014  
Picked as a Hot Jazz "Best Buy," it is gaining rapidly in the r.&b. field. On New York and Chicago territorial charts. Growing strength in the Midwest.

## 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. HAVE YOU HEARD  
Joni James—M-G-M 11390
2. BYE-BYE BLUES  
Les Paul-Mary Ford—Capitol 2318
3. I'M JUST A POOR BACHELOR  
Frankie Laine—Columbia 39903
4. FULL-TIME JOB  
Doris Day-Johnnie Ray—Columbia 39898
5. MA SAYS, PA SAYS  
Doris Day-Johnnie Ray—Columbia 39898
6. WISHING RING  
Joni James—M-G-M 11390

## Country &amp; Western

1. I LET THE STARS GET IN MY EYES  
Goldie Hill—Decca 28473
2. YOU'RE WALKING ON MY HEART  
Hank Thompson—Capitol 2269
3. THE NEW WEARE OFF TOO FAST  
Hank Thompson—Capitol 2269
4. I COULD NEVER BE ASHAMED OF YOU  
Hank Williams—M-G-M 11366
5. IT'S THE KIDS WHO PAY  
Molly Bee—Capitol 2259

## Rhythm &amp; Blues

1. GABBIN' BLUES  
Big Maybelle—Okeh 6931
2. MEAN OLD WORLD  
Little Walter—Checker 764
3. SOFT  
Tiny Bradshaw—King 4577
4. HOW LONG  
Fats Domino—Imperial 5299
5. WHOOPIN' AND HOLLERIN'  
Earl Forest—Duke R-108

## The Disk Jockeys Pick

## Popular

1. PRETEND  
Ralph Marterie Ork—Mercury 70045
2. WISHING RING  
Joni James—M-G-M 11390
3. MISTER TAP TOE  
Doris Day—Columbia 39906
4. HOT TODDY  
Ralph Flanagan Ork—RCA Victor 20-5095
5. SERENADE  
Ralph Flanagan Ork—RCA Victor 20-5095
6. HAVE YOU HEARD  
Joni James—M-G-M 11390
7. WITHOUT MY LOVER  
Mitch Miller Ork—Columbia 39901
8. NO MOON AT ALL  
Ames Brothers—Coral 60870
9. I'M JUST A POOR BACHELOR  
Frankie Laine—Columbia 39903

## Country &amp; Western

1. NO HELP WANTED  
The Carlises—Mercury 70028
2. GOING STEADY  
Faron Young—Capitol 2299
3. I LET THE STARS GET IN MY EYES  
Goldie Hill—Decca 28473
4. YOU DON'T HAVE TO LOVE AT ALL  
Jimmy Dickens—Columbia 21038
5. GONE  
Terry Preston—Capitol 2298
6. A THOUSAND AND ONE SLEEPLESS NIGHTS  
Moon Mullican—King 1152
7. I COULD NEVER BE ASHAMED OF YOU  
Hank Williams—M-G-M 11366

## The Operators Pick

## Popular

1. BYE-BYE BLUES  
Les Paul-Mary Ford—Capitol 2318
2. MA SAYS, PA SAYS  
Dorris Day-Johnnie Ray—Columbia 39898
3. FULL-TIME JOB  
Doris Day-Johnnie Ray—Columbia 39898
4. HAVE YOU HEARD  
Joni James—M-G-M 11390
5. IT'S WORTH ANY PRICE YOU PAY  
Eddy Howard—Mercury 70015
6. A SHOULDER TO WEEP ON  
June Valli—RCA Victor 20-5017

## Country &amp; Western

1. I LET THE STARS GET IN MY EYES  
Goldie Hill—Decca 28473
2. THE NEW WEARS OFF TOO FAST  
Hank Thompson—Capitol 2269
3. A WEDDING RING A GO  
Kitty Wells—Decca 28432
4. GOING STEADY  
Faron Young—Capitol 2299
5. MY HEART IS BROKEN IN THREE  
Slim Whitman—Imperial 8169
6. DEEP BLUES  
Red Foley—Decca 28420

## Rhythm &amp; Blues

1. FRIENDSHIP  
Louis Jordan—Decca 28444
2. GREYHOUND  
Wynonie Harris—King 4592
3. MEAN OLD WORLD  
Little Walter—Checker 764
4. SOFT  
Tiny Bradshaw—King 4577
5. I'M THE FAT MAN  
John Greer—RCA Victor 20-5037
6. GABBIN' BLUES  
Big Maybelle—Okeh 6931

## RECORD DEALERS—

Each week dealers buy, for customer distribution, over 20,000 copies of Today's Top Tunes—The Billboard's weekly record sales old. "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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## NEWSPAPER EDITORS—

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# VOX JOX

By GENE 'LOTNIK

## Chatter

Since August, the Armed Forces Radio Service has been carrying taped segments by deejays on the "Way Back Home" show via 60 stations thruout the world. . . . Ralph Flanagan was a recent guest at the "Lee Leonard Show," WLOW, Norfolk, Va. The night before, Flanagan and company played for a ship-board dance on the USS Coral Sea berthed at Norfolk. Dance contest was judged by Jox Bill Gwaltney, WLPB; Bill Stewart, WNOR; Danny Shields, WCAV; and Lee Leonard. . . . Bob Milton is now at KFMA, Davenport, Iowa. . . . Rod McKuen, KROW, Oakland, Calif., is now doing a syndicated column for three papers. . . . Paul Bartell, WFOK, Milwaukee, reports that the winners of his 12th semi-annual popularity poll are Patti Page, Rosemary Clooney, Frankie Laine, Perry Como, Ralph Flanagan and Ray Anthony. . . . Eon Marshall

ing "The Man Who Invented Music," by Don Gillis. . . . Lou Barile, WKAL, Rome, N. Y., wants it known this is the correct spelling of his name.

## West Coast Folks

Joe Martin is now at KPBC, Bakersfield, Calif. . . . Roy Swanson has left KMOR, Ore., and Herb Olsen is now program director there. . . . Gene Nelson has replaced Steve George at KGMS, Sacramento, Calif. . . . Ed Nix has replaced George Swift at KVOE, Santa Ana, Calif. . . . Ken Brooks is no longer at KWIL, Albany, Ore. His chores have been taken over by Norm Jolly. . . . Bob Sealey has replaced Bob Parsons at KVAS, Astoria, Ore. . . . Gordon Allen is now at KGAL, Lebanon, Ore. . . . Billy Talmadge has taken Gene Wagner's place at KMO, Tacoma, Wash.

## Miscellany

W. E. Bradford, of KSST, Sulphur Springs, Tex., is offering \$5 for a copy of "The Echo Polka" recorded in 1946 by Slim Bryant and the Wildcats, of KDKA, Pittsburgh. . . . Rex Dale, WCKY, Cincinnati, is running a "Hit or Miss" contest on Don Howard's "Oh Happy Day." To date opinion is about evenly divided, with the majority of those going for the tune being teen-agers. . . . Bob Custer, KLOK, San Jose, Calif., turned a miss into a hit last week. He was supposed to have Norman Granz on his late Saturday night show to preview the new "Astaire Story" album, but because of a storm, Granz had to turn back to San Francisco. Custer decided to do the Granz interview the next night, but Granz was due in Los Angeles then. So they did it by long distance telephone, lasting an hour and a half. Custer thinks the Astaire album is great and might just be the beginning of a trend of talent stories in album form. . . . Mal MacIntyre, KCRA, Sacramento, Calif., recommends Larry Stevens' "Twilight Time." . . . On "Invitation," via WCAV, Norfolk, Va., La Verne Watson has a musical quiz called "An Evening Out with La Verne," the winners of which get free passes to a local theater and restaurant.

## YESTERYEARS' TOPS

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

DECEMBER 27, 1947

1. Ballerina
2. Near You
3. How Soon
4. Too Fat Polka
5. Civilization
6. You Do
7. Serenade of the Bells
8. Golden Earrings
9. —And Mimi
10. I'll Dance at Your Wedding

DECEMBER 26, 1942

1. White Christmas
2. When the Lights Go on Again
3. Praise the Lord
4. There Are Such Things
5. Mr. Five by Five
6. I Had the Craziest Dream
7. Juke Box Saturday Night
8. Serenade in Blue
9. Der Fuehrer's Face
10. Dearly Beloved

has joined deejay staff of KSIB, Creston, Iowa, where Jack Mills was upped to program director. . . . Ken McCutchan, WIKY, Evansville, Ind., guested with the Evansville Philharmonic recently, narrat-

# DEALER DOINGS

By BOB FRANCIS

## Bargains Vs. Fair Play

Ed Cohn, of Lesco Distributors, Philadelphia, has forwarded a letter received from one of his dealers returning a substantial number of records to be credited to the latter's account. Angie Vespa, of the Harmony Shop, State College, Pa., is the writer. Vespa is thoroughly discouraged and blames the New York market for relating the sale of excellent records to "bargain basement" methods. He points out that a manufacturer obviously has a right to set his price, but whatever amount the list price calls for should be strictly adhered to. "This season," says Vespa, "records should be selling at a terrific rate, but I find I am getting an extremely small part of this business. People are buying their gift records at bargain counters and frequently don't know what they are buying. More and more people are sending to New York for their records. Even my best supporting customers never buy their heavier sets from me, nor do they give me quantity orders. They just buy an occasional record from time to time. It is a shame and disgrace that the record companies allow this situation to continue. I cannot blame the

customer for wanting to save a few dollars, but the current selling set-up degrades music and everything it stands for." Vespa points out that there is no problem to price-cut selling. He believes, however, that records should be sold on the basis of musical knowledge and regard for each potential buyer as a music lover. The rub is that the same customer feels that a few dollars saved is worth more to him. "I have tried," says Vespa, "to sell music and not bargains, but I find it can't be done. I am sure that the record companies could sell many times more records, if people could buy them from local dealers without the enigma of a bargain price hanging over them." He admits that he doesn't know the answer, but he does know that he can't continue to shave a fine stock without being able to sell it. "It actually hurts, when I know a release is good and can't communicate my enthusiasm to my customer. He doesn't react, because he knows he can get it cheaper. Often, after I have talked a record up, he will come in later to tell me how wonderful it is, but the sad fact is that I didn't sell it to him. I wish I knew the answer. It's a sorry state of affairs, to say the least."

# Patti Page



THE SINGING RAGE

# "WHY DON'T YOU BELIEVE ME?"

AND

# "CONQUEST"

MERCURY 70025-70025X45



MERCURY RECORDS, CHICAGO, ILL. \* MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

The Billboard Music Popularity Charts

... for Week Ending December 20

TOP POPULAR RECORDS

Best Selling Singles

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

Table with columns: This Week, Last on Week Chart, Weeks on Chart. Lists top 20 singles including 'I SAW MOMMY KISSING SANTA' and 'WHY DON'T YOU BELIEVE ME'.

Most Played in Juke Boxes

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

Table with columns: This Week, Last on Week Chart, Weeks on Chart. Lists top 20 juke box records including 'WHY DON'T YOU BELIEVE ME' and 'GLOW WORM'.

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.

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

Best Selling Popular Albums

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

Table with columns: This Week, Last on Week Chart, Weeks on Chart. Lists top 10 popular albums including '33 1/3 R.P.M.' and '45 R.P.M.' categories.

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.

Table with columns: This Week, Last on Week Chart, Weeks on Chart. Lists top 18 children's records including 'BOZO HAS A PARTY' and 'ROBIN HOOD'.

# For a Fast Getaway in '53! The BIG 3-Plus 1



**EDDIE FISHER**  
**EVEN NOW and IF IT WERE UP TO ME**  
 20/47-5106

**SPIKE JONES**  
**I WENT TO YOUR WEDDING and I'LL NEVER WORK THERE ANY MORE**  
 20/47-5107

**EDDY ARNOLD**  
**CONDEMNED WITHOUT TRIAL and EDDY'S SONG**  
 20/47-5108

**BOOTS BROWN**  
 sings  
**BLOCK-BUSTER**  
 and  
**SHORTN'IN BREAD**  
 20/47-5110

**THIS WEEK'S  
 NEW  
 RELEASES**

Release #82-52  
 Ships Coast to Coast December 26

**POPULAR**

**EDDIE FISHER**  
**EVEN NOW**  
**IF IT WERE UP TO ME**  
 20-5106 (47-5106)\*

**SPIKE JONES**  
**I WENT TO YOUR WEDDING**  
**I'LL NEVER WORK THERE ANY MORE**  
 20-5107 (47-5107)\*

**COUNTRY-WESTERN**

**EDDY ARNOLD**  
**CONDEMNED WITHOUT TRIAL**  
**EDDY'S SONG**  
 20-5108 (47-5108)\*

**RHYTHM-BLUES**

**BOOTS BROWN**  
**BLOCK BUSTER**  
**SHORTN'IN BREAD**  
 20-5110 (47-5110)\*

17-18/27  
 \*45 rpm cat. nos.

December 27, 1952

**MR. DEALER:**

A tremendous promotion is being put behind these records—including the biggest shipment of records we've ever made to disc jockeys, plus special store streamers, radio station program hangers, contests, coin-op promotions and heavy mail campaigns.

You are advised to immediately order and stock accordingly.

**ORDER  
 FORM**

78 45

**GOING STRONG!**

**RCA VICTOR'S  
 Best Sellers**

Based on actual sales reports  
 for week ending December 20

**ORDER  
 FORM**

78 45

**I SAW MOMMY KISSING SANTA CLAUS/WINTER**  
 Spike Jones ..... 20-5067 (47-5067)\*

**DON'T LET THE STARS GET IN YOUR EYES/LIES**  
 Perry Como ..... 20-5064 (47-5064)\*

**LADY OF SPAIN/OUTSIDE OF HEAVEN**  
 Eddie Fisher ..... 20-4953 (47-4953)\*

**BECAUSE YOU'RE MINE/THE SONG THE ANGELS SING**  
 Mario Lanza ..... 10-3914 (49-3914)\*

**A STOLEN WALTZ/TEARDROPS ON MY PILLOW**  
 Sunny Gale ..... 20-5103 (47-5103)\*

**FANDANGO/BLUE VIOLINS**  
 Hugo Winterhalter ..... 20-4997 (47-4997)\*

**WISH YOU WERE HERE/THE HAND OF FATE**  
 Eddie Fisher ..... 20-4830 (47-4830)\*

**THE GAL WHO INVENTED KISSIN'/A FOOL SUCH AS I**  
 Hank Snow ..... 20-5034 (47-5034)\*

**JAM-BOWL LIAR/YOU BELONG TO ME NO. 2**  
 Homer & Jethro ..... 20-5043 (47-5043)\*

**EVERYTHING I HAVE IS YOURS/HOLD ME**  
 Eddie Fisher ..... 20-4841 (47-4841)\*

**EVEN NOW/IF IT WERE UP TO ME**  
 Eddie Fisher ..... 20-5106 (47-5106)\*

**BLUES IN ADVANCE/BELLA MUSICA**  
 Dinah Shore ..... 20-4926 (47-4926)\*

**THE LORD'S PRAYER/GUARDIAN ANGELS**  
 Mario Lanza ..... 10-3639 (49-3639)\*

**CHRISTMAS DAY/THAT'S WHAT CHRISTMAS MEANS TO ME**  
 Eddie Fisher ..... 20-5038 (47-5038)\*

**MY TWO FRONT TEETH/RUDOLPH THE RED-NOSED REINDEER**  
 Spike Jones ..... 20-4315 (47-4315)\*

\*45 rpm cat. nos.

**CHRISTMAS DAY**

(Mr. Claus' and Mr. Fisher's)

We were spinning the Eddie Fisher recording of CHRISTMAS DAY a few minutes before we slid behind the typewriter, and it occurred to us that Santa Claus and Santa Claus have something in common. By this we do not mean to imply that Santa Claus comes from Philadelphia (which is Eddie's home town), or that Santa Claus is a Private First Class (which is Eddie's present U.S. Army status). We mean that both Mr. Claus and Mr. Fisher are helping to make this Christmas a merry one for everybody, Eddie with RCA Victor records, and Santa with the usual sleighload of gifts.

Other special assistants to Mr. Claus this year include Perry Como with DON'T LET THE STARS GET IN YOUR EYES, Mario Lanza with BECAUSE YOU'RE MINE, and Spike Jones with I SAW MOMMY KISSING SANTA CLAUS. But putting all commercial considerations aside for a moment, we believe the whole music business makes an important contribution to the holiday season. Christmas without Christmas carols is something we'd rather not think about. The Yuletide spirit is a lot gayer because of the bright music which can be heard about this time every year.

We are wedging this column into a tight schedule of recording, Christmas shopping, and budget-juggling, and we have to wind it up fast because we are due at a Christmas party where strategically placed mistletoe will be used to maximum advantage, and when you are as homely as we are opportunities of that nature do not come too often. But we would like to wind up this column with a clever and original sock finish. so

**MERRY CHRISTMAS!!!**

**COMING UP**

**LIES**  
 Perry Como... 20-5064 (47-5064)\*  
 The Dealers Pick; The Operators Pick; Billboard, December 20th.

**NINA NEVER KNEW**  
 Sauer-Finegan Dik... 20-5065 (47-5065)\*  
 The Dealers Pick; The Operators Pick; Billboard, December 20th.

**A SHOULDER TO WEEP ON**  
 June Valli... 20-5017 (47-5017)\*  
 The Operators Pick; Billboard, December 20th.



**TIPS**  
**A STOLEN WALTZ**  
**TEARDROPS ON MY PILLOW**  
 Sunny Gale... 20-5103 (47-5103)\*

The Billboard's Music Popularity Charts

... for Week Ending December 20

## Territorial Best Sellers (Popular)

LADDER OF  
Best Sellers  
FROMKing  
AND  
Federal  
RECORDS

Popular

RUBY WRIGHT  
HOT DOG BAC  
LEAVE IT ALONE  
15210 and 45-15210STEVE LAWRENCE  
TANGO OF ROSES  
HOW MANY STARS HAVE  
TO SHINE  
15208 and 45-15208BILLY WARD AND HIS  
DOMINOES  
I'M LONELY  
YOURS FOREVER  
15106 and 45-15106

Folk/Western

MOON MILLIKAN  
A CRUSHED RED ROSE  
(AND A FADED BLUE  
RIFLE)  
A THOUSAND AND ONE  
SLEEPLESS NIGHTS  
1112 and 45-1152PIPELINER BLUES  
SUGARBUTT  
1117 and 45-1117YORK BOOS  
TENNESSEE TAMBO  
RIVER OF STARS  
1115 and 45-1115WAYNE RAMEY  
THE CHILLO'S SIDE OF LIFE  
IF YOU NEVER TALK  
AROUND  
1149 and 45-1149DELMORE BROS.  
THAT OLD TRAIN  
I NEEDED YOU  
1141 and 45-1141COWBOY COPAS  
LOVE ME NOW  
FEELIN' LOW  
1151 and 45-1151

Rhythm/Blues

TINY BRADSHAW  
HOT  
STRAINGS  
4577 and 45-4577EARL BOSTIC  
YOU GO TO MY HEAD  
THE HOUR OF PARTING  
4584 and 45-4584LURE REED  
MY STORY  
LET ME BUY YOUR LOVE  
4578 and 45-4578THE SWALLOWS  
WHERE DO I GO FROM  
HERE?  
PLEASE, BABY, PLEASE  
4579 and 45-4579

Federal

BILLY WARD AND HIS  
DOMINOES  
THE BELLS  
PEDAL PUSHER PAPA  
12114 and 45-12114I'D BE SATISFIED  
NO ROOM  
12105 and 45-12105THE ROYALS  
ARE YOU FORGETTING  
WHAT YOU DO  
12113 and 45-12113

DISTRIBUTED BY

King  
RECORDS  
INC.

## New York

1. Why Don't You Believe Me  
J. James, M-G-M
2. I Saw Mommy Kissing Santa  
Claus  
J. Boyd, Columbia
3. Don't Let the Stars Get in  
Your Eyes  
P. Como, Victor
4. Glow Worm  
Mills Brothers, Decca
5. Because You're Mine  
M. Lanza, Victor
6. Keep It a Secret  
J. Stafford, Columbia
7. Takes Two to Tango  
P. Bailey, Coral
8. Outside of Heaven  
E. Fisher-H. Winterhalter,  
Victor
9. Lady of Spain  
E. Fisher-H. Winterhalter,  
Victor

## Chicago

1. I Saw Mommy Kissing Santa  
Claus  
J. Boyd, Columbia
2. Don't Let the Stars Get in  
Your Eyes  
P. Como, Victor
3. Tell Me You're Mine  
Gaylords, Mercury
4. Oh, Happy Day  
D. Howard, Essex
5. Till I Walk Again With You  
T. Brewer, Coral
6. Glow Worm  
Mills Brothers, Decca
7. Pretend  
R. Marteric, Mercury
8. Lady of Spain  
E. Fisher-H. Winterhalter,  
Victor
9. Have You Heard  
J. James, M-G-M
10. I'm Just a Poor Bachelor  
F. Laine, Columbia

## Los Angeles

1. Why Don't You Believe Me  
J. James, M-G-M
2. Glow Worm  
Mills Brothers, Decca
3. It's in the Book  
J. Standley, Capitol
4. I Saw Mommy Kissing Santa  
Claus  
J. Boyd, Columbia
5. Lady of Spain  
E. Fisher-H. Winterhalter,  
Victor
6. Because You're Mine  
M. Lanza, Victor
7. I Want to Your Wedding  
P. Page, Mercury
8. Don't Let the Stars Get in  
Your Eyes  
G. MacKenzie, Capitol
9. Why Don't You Believe Me  
P. Page, Mercury
10. I Saw Mommy Kissing Santa  
Claus  
S. Jones, Victor

## Washington, D. C.

1. It's in the Book  
J. Standley, Capitol
2. I Saw Mommy Kissing Santa  
Claus  
J. Boyd, Columbia
3. Why Don't You Believe Me  
J. James, M-G-M
4. Don't Let the Stars Get in  
Your Eyes  
P. Como, Victor
5. Till I Walk Again With You  
T. Brewer, Coral
6. I Want to Your Wedding  
P. Page, Mercury
7. Glow Worm  
Mills Brothers, Decca
8. Keep It a Secret  
J. Stafford, Columbia

## Detroit

1. Till I Walk Again With You  
T. Brewer, Coral
2. Hold Me, Thrill Me, Kiss Me  
K. Chandler, Coral
3. I Saw Mommy Kissing Santa  
Claus  
J. Boyd, Columbia
4. Tell Me You're Mine  
Gaylords, Mercury
5. Why Don't You Believe Me  
J. James, M-G-M

## Philadelphia

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

## Boston

1. I Saw Mommy Kissing Santa  
Claus  
J. Boyd, Columbia
2. Don't Let the Stars Get in  
Your Eyes  
P. Como, Victor
3. Why Don't You Believe Me  
J. James, M-G-M
4. Till I Walk Again With You  
T. Brewer, Coral
5. It's in the Book  
J. Standley, Capitol
6. Bye Bye Blues  
L. Paul-M. Ford, Capitol
7. Because You're Mine  
M. Lanza, Victor
8. Glow Worm  
Mills Brothers, Decca
9. Have You Heard  
J. James, M-G-M
10. Blue Violins  
H. Winterhalter, Victor

## Pittsburgh

1. Glow Worm  
Mills Brothers, Decca
2. Why Don't You Believe Me  
J. James, M-G-M
3. I Saw Mommy Kissing Santa  
Claus  
J. Boyd, Columbia
4. My Baby's Coming Home  
L. Paul and M. Ford, Capitol
5. Heart and Soul  
Four Aces, Decca
6. Don't Let the Stars Get in  
Your Eyes  
P. Como, Victor
7. Hold Me, Thrill Me, Kiss Me  
K. Chandler, Coral
8. Keep It a Secret  
J. Stafford, Columbia
9. Because You're Mine  
M. Lanza, Victor

Log Service  
For Phil DJ's

NEW YORK, Dec. 20.—A disk jockey logging service for the city of Philadelphia is now being offered to publishers, diskeries, artists and agencies by Phil Edwards Associates. The logging service, which started about a month ago, offers complete reports on all records played per week by all Philly jocks, tabulating total number of plays to list the 10 most plugged waxings by the disk spinners.

Price for the complete service is \$15 per week, with the price for logging a single tune set at \$5 per week, with special rates of \$8 for two tunes and \$10 for three. Edwards Associates intends to expand service shortly to cover other cities, including Boston and Cleveland.

At present, a number of Philadelphia distributors for the major diskeries are using the service as well as some of the indie diskeries in the city. The firm is now peddling the service to publishers and agencies here, Edwards is TV producer in Philadelphia, with his show, "Meet Me at the Zoo," on the Columbia Broadcasting System station there each week.

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... I'M JUST A POOR BACHELOR  
Frankie Laine—Columbia 39603

St. Louis... BYE BYE BLUES  
Les Paul & Mary Ford—Capitol 2316

## Atlanta

1. I Saw Mommy Kissing Santa  
Claus  
J. Boyd, Columbia
2. It's in the Book  
J. Standley, Capitol
3. Why Don't You Believe Me  
P. Page, Mercury
4. Don't Let the Stars Get in  
Your Eyes  
P. Como, Victor
5. Nina Never Knew  
Sauter-Finegan, Victor

## Seattle

1. Glow Worm  
Mills Brothers, Decca
2. Why Don't You Believe Me  
J. James, M-G-M
3. Don't Let the Stars Get in  
Your Eyes  
P. Como, Victor
4. I Saw Mommy Kissing Santa  
Claus  
J. Boyd, Columbia
5. Because You're Mine  
M. Lanza, Victor
6. Heart and Soul  
Four Aces, Decca
7. Trying  
Hilltoppers, Dot
8. Nina Never Knew  
Sauter-Finegan, Victor

## Dallas-Ft. Worth

1. Why Don't You Believe Me  
J. James, M-G-M
2. I Saw Mommy Kissing Santa  
Claus  
J. Boyd, Columbia
3. You Win Again  
T. Edwards, M-G-M
4. It's in the Book  
J. Standley, Capitol
5. Don't Let the Stars Get in  
Your Eyes  
P. Como, Victor
6. Trying  
Hilltoppers, Dot

## New Orleans

1. Why Don't You Believe Me  
J. James, M-G-M
2. I Saw Mommy Kissing Santa  
Claus  
J. Boyd, Columbia
3. Keep It a Secret  
J. Stafford, Columbia
4. My Baby's Coming Home  
L. Paul-M. Ford, Capitol
5. It's in the Book  
J. Standley, Capitol
6. Glow Worm  
Mills Brothers, Decca
7. Takes Two to Tango  
P. Bailey, Coral

## St. Louis

1. I Saw Mommy Kissing Santa  
Claus  
J. Boyd, Columbia
2. I Saw Mommy Kissing Santa  
Claus  
S. Jones, Victor
3. Why Don't You Believe Me  
J. James, M-G-M
4. Don't Let the Stars Get in  
Your Eyes  
P. Como, Victor
5. Takes Two to Tango  
P. Bailey, Coral
6. Keep It a Secret  
J. Stafford, Columbia
7. My Baby's Coming Home  
L. Paul-M. Ford, Capitol
8. Glow Worm  
Mills Brothers, Decca
9. It's in the Book  
J. Standley, Capitol
10. Bye Bye Blues  
L. Paul-M. Ford, Capitol

## Denver

1. Glow Worm  
Mills Brothers, Decca
2. It's in the Book  
J. Standley, Capitol
3. Don't Let the Stars Get in  
Your Eyes  
P. Como, Victor
4. Why Don't You Believe Me  
J. James, M-G-M
5. I Want to Your Wedding  
P. Page, Mercury
6. Don't Let the Stars Get in  
Your Eyes  
G. MacKenzie, Capitol
7. I Saw Mommy Kissing Santa  
Claus  
J. Boyd, Columbia
8. Jambalaya  
J. Stafford, Columbia
9. You Belong to Me  
J. Stafford, Columbia

## Cincinnati

1. I Saw Mommy Kissing Santa  
Claus  
J. Boyd, Columbia
2. Don't Let the Stars Get in  
Your Eyes  
P. Como, Victor
3. Why Don't You Believe Me  
J. James, M-G-M
4. It's in the Book  
J. Standley, Capitol
5. Glow Worm  
Mills Brothers, Decca
6. Oh, Happy Day  
D. Howard, Essex
7. I Saw Mommy Kissing Santa  
Claus  
M. Bee, Capitol
8. Why Don't You Believe Me  
P. Page, Mercury
9. Jambalaya  
J. Stafford, Columbia

... on every glorious Arizona morning  
Lida 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 Newswatch!

2160 Patterson St. Cincinnati 23, Ohio  
Please enter my Billboard subscription for one  
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Occupation \_\_\_\_\_

# COLUMBIA COUNTER-POINTS

**The Pitch**  
**From Mitch**



Any of you kids who aren't knocked out by the Ferrante and Teicher record can just settle back and check over our offerings this week. Man, that list is strong! For one thing, there's something entirely new for Johnnie Ray, and the kind of thing that should get him complete acceptance everywhere. Johnnie sings two religious songs, one a standard by Bob Nolan that is one of his very greatest performances, and the other a revival-type song. Both of them are tops—everyone I've played them for is crazy about them, and you will be, too. Johnnie's at the Capitol in New York right now, and he's raising the roof with these numbers, so get 'em while they're hot.

Guy Mitchell is back with a pair of his rhythm novelties, too. Bob Merrill has written another, about a guy who works in a London bank, sees a native girl in a travestie, goes after her, marries her and brings her home to drink tea with him. This is all in "She Wears Red Feathers," and they'll eat it up. The flip is a cutie, called "Pretty Little Black-Eyed Susie," and my advice to you is get with it quick. Tony Bennett's entry pairs one of the prettiest new ballads in a long, long time with a standard we thought he should do. The new song is "Congratulations to Someone," and it has a fine sentimental idea that builds nicely to the climax. "Take Me" dates from the early Forties, and is ideal for Tony's treatment. Note Percy's backing, too.

Then we have Toni Arden with a couple of fine songs. "Kiss" is from a forthcoming movie, and if it doesn't invite more people to take up the padtime, I give up. Her other tune is "It's Not Their Heartache," which has a universal appeal in the lyrics, plus a mobby attractive melody. Percy is on hand here, too. To wind things up, Ken Griffin offers a couple of instrumental jobs in his usual dependable style, one a novelty and one a ballad, with Earl Barkus on guitar to round out the Griffin organ tone. This is a way to start the New Year, with a flat like this. Happy '53!

**Mitch**

on top again!

**FRANKIE LAINE**

**I'M JUST A POOR BACHELOR TONIGHT YOU BELONG TO ME**

78 rpm 39903 • 45 rpm 4-39903

**New Folk Release**

**FRED KIRBY**

**MY SOUL IS NOT FOR SALE (I've Given It to the Lord)**

**WHEN IT'S REVELLE TIME IN HEAVEN**

78 rpm 21056-S • 45 rpm 4-21056-1

**Okch Releases**

**ANNIE LAURIE**

**GIVE ME HALF A CHANCE STOP TALKIN' AND START WALKIN'**

Okch 78 rpm 6933 • 45 rpm 4-6933

**PAUL GAYTEN**

**DON'T WORRY ME YES YOU DO—YES YOU DO**

Okch 78 rpm 6934 • 45 rpm 4-6934

**the big ENTRE hit!**

**FERRANTE AND TEICHER, Two Pianos**

**CARAVAN SUSANNA'S LAST STAND**

Entre 78 rpm 101-E • 45 rpm 4-101-E

**New Popular Releases**

**JOHNNIE RAY**

**THE TOUCH OF GOD'S HAND I'M GONNA' WALK AND TALK WITH MY LORD**

78 rpm 39908 • 45 rpm 4-39908

**GUY MITCHELL with MITCH MILLER**

**SHE WEARS RED FEATHERS PRETTY LITTLE BLACK-EYED SUSIE**

78 rpm 39909 • 45 rpm 4-39909

**TONY BENNETT with PERCY FAITH**

**CONGRATULATIONS TO SOMEONE TAKE ME**

78 rpm 39910 • 45 rpm 4-39910

**TONI ARDEN with PERCY FAITH**

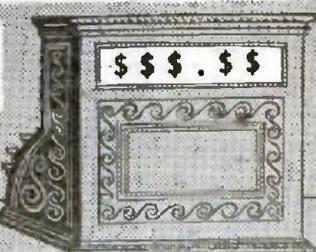
**KISS IT'S NOT THEIR HEARTACHE**

78 rpm 39911 • 45 rpm 4-39911

**KEN GRIFFIN**

**OH, HAPPY DAY PRETEND**

78 rpm 39915 • 45 rpm 4-39915



**Columbia Masterworks for everyone**

**ANDRE KOSTELANETZ has a new single!**

**STARS AND STRIPES FOREVER STRIKE UP THE BAND**

78 rpm 4758-M • 45 rpm 4-4758-M

**ARTHUR GODFREY and ANDRE KOSTELANETZ**

**PROKOFIEV: PETER AND THE WOLF, Op. 67**

"Lp" ML 4625 (with Kern's "Mask Travin" and Grofé's "Mississippi Suite")

45 Set A-1034 • 78 Set MM-1034

**DOROTHY KIRSTEN with Russell Case and his Orchestra**

**TROPICAL LOVE SONGS**

Flamingo • Orchids in The Moonlight • Sleepy Logoon • Temptation • Peinciana • Jealousy • The Breeze And I • Brazil

"Lp" ML 2212

**"PARIS '90" with CORNELIA OTIS SKINNER**

Book by Cornelia Otis Skinner • Music and Lyrics by Kay Swift • Orchestra and Chorus conducted by Nathaniel Shilkret • Orchestrations by Robert Russell Bennett

"Lp" ML 4619

**Best Sellers**

Based on actual sales reports for week ending December 19

<b>JIMMY BOYD</b> <b>I SAW MOMMY KISSING SANTA CLAUS THUMBELINA</b> 39871, 4-39871	<b>JO STAFFORD</b> <b>YOU BELONG TO ME PRETTY BOY</b> 39811, 4-39811	<b>RAY PRICE</b> <b>DON'T LET THE STARS GET IN YOUR EYES I LOST THE ONLY LOVE I KNEW</b> 21025, 4-21025
<b>JO STAFFORD</b> <b>KEEP IT A SECRET ONCE TO EVERY HEART</b> 39891, 4-39891	<b>ROSEMARY CLOONEY and HARRY JAMES</b> <b>YOU'LL NEVER KNOW THE CONTINENTAL</b> 39905, 4-39905	<b>ROSEMARY CLOONEY</b> <b>HALF AS MUCH POOR WHIP-POOR-WILL</b> 39710, 4-39710
<b>JO STAFFORD</b> <b>JAMBALAYA EARLY AUTUMN</b> 39838, 4-39838	<b>SAMMY KAYE</b> <b>WALKIN' TO MISSOURI ONE FOR THE WONDER</b> 39769, 4-39769	<b>DORIS DAY and JOHNNIE RAY</b> <b>MA SAYS, PA SAYS A FULL TIME JOB</b> 39876, 4-39876
<b>LES COMPAGNONS DE LA CHANSON</b> <b>THE THREE BELLS WHIRLWIND</b> 39657, 4-39657	<b>FRANKIE LAINE</b> <b>I'M JUST A POOR BACHELOR TONIGHT YOU BELONG TO ME</b> 39903, 4-39903	<b>FRANKIE LAINE</b> <b>HIGH NOON ROCK OF GIBRALTAR</b> 39770, 4-39770

# COLUMBIA RECORDS

"Columbia," "Masterworks," "Okch," "Entre" and "Lp" Trade Mark Reg. U. S. Pat. Off. Please Register

# TELL ME YOUR MINE!

BY THE

# GAYLORDS

The Singing Sensations  
From Detroit  
COUPLED WITH "AYE, AYE, AYE"  
MERCURY 70067-70067X45

THE BILLBOARD DECEMBER 20, 1952  
**Best Selling Singles**

19. TELL ME YOU'RE MINE—Gaylords..... 1  
Ayr. Aye, Aye  
Mercury 4787067; (45)70067X45—B.M.E.



MERCURY RECORDS, CHICAGO, ILL. \* MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

## Popular Record Reviews

Continued from page 24

**It's a pleasant effort.**  
**Barrett, A. 78**  
Maxwell puts his harpichord thru its paces on this third instrumental (F-137)

**BOBBY BROOKS**  
**Give Your Love to Me..... 76**  
V 70-508—Bobby Brooks, new singer on the label, hands this ballad a smooth Ecstasie-like reading, over a warm arrangement by the old Sugar. Max's voice, with the proper material could get attention.  
**I've Got a Right to Know..... 69**  
Brooks is effective on this side, too, putting a lot of feeling into the tender tone. Again the old work is tasteful.

**NICK LUCAS**  
**Lady Be Good..... 69**  
CAVALIER 65—The evergreen by the Gershwin Feroz gets a lively, pleasant vocal by Lucas, whose guitar and quintet are the backing. The arrangement, a straight, melodic one, shows off the Discno backing nicely.  
**Till the End of Forever..... 65**  
Troubadour Lucas here delivers himself of a routine ballad. Much schmaltz and covey sentiment on this side.

**MAX EDWARDS**  
**OF Miss River..... 69**  
FORTUNE 704—Chanter turns in a dramatic reading of the "Showboat" evergreen. Backing is spilted and supports the singer ably. A good waster by the new label, deserving of delectable exposure.

**Memoirs..... 66**  
The new West Coast diskery has produced a listenable side, with Edwards heard in a pleasant warble of the romantic ditty.

**NICK LUCAS**  
**Coquette..... 68**  
CAVALIER 62—Lucas, the famous old guitar-playing "Singing Troubadour," sounds pretty much like he did a couple of decades ago. Good nostalgia here as he chants the familiar old ballad for a listenable side.  
**Tear Drops..... 67**  
Ditto

**MAX EDWARDS**  
**Serenade..... 68**  
FORTUNE 702—This is the lovely ballad from Sigmund Romberg's "Student Prince," but done by Max Edwards and a small combo in double tempo. Interesting idea and Edwards sounds like he could do well with more lively material.

**Rosses Rev..... 65**  
More of the same here, tho the material isn't familiar.

**JO ANN TOLLEY**  
**GRAMM PRINCE ORK**  
**Miscellaneous..... 68**  
CADILLAC 131—A pretty melody, routine lyrics and a so-so reading from Miss Tolley all add up to a fairly ordinary recording.  
**Too Sweet to Forget..... 63**  
Material here is better, but Miss Tolley, tho capable, doesn't impress because of the lack of a distinctive sound or fresh approach.

## Album and LP Reviews

### Sacred

**CHERISHED HYMNS; ORGAN AND CHIMES..... 68**

Owen Bradley  
Coral (33) CRL 5065  
Eight favorite sacred songs are included on this new release, and they are played effectively on the organ by organ leader Owen Bradley. Hymns include "Come Ye Faithful," "Blessed Be the Tie That Binds," "My Faith Looks Up to Thee," "Come Thou Almighty King," "Holy, Holy, Holy," "Fight the Good Fight" and "The Church's One Foundation." Set should sell steadily, especially thru the Bible Belt.

### Dramatic

**SORRY, WRONG NUMBER..... 75**

Agnes Moorehead (1-10")  
Decca (33) DE 6622  
"Sorry, Wrong Number" was an immediate hit when first presented on "Suspense" via radio a number of years ago. Agnes Moorehead became so well identified with the role that she repeated it again and again on the air. Just a year or so ago, the basic script was expanded into a full length motion picture, which also was a big success. Now after many years, the dramatic work has finally been waded, just as it was originally presented over radio. To say that it has been done well would be an understatement; it is a superb translation into the record medium. Miss Moorehead, as the invalid who accidentally cuts in on a phone conversation about a murder to be—set murder—is truly outstanding, earning the role with much realism and intensity, that the final scene will send shudders up and down any listener's spine. It is a veritable masterpiece for the actress. The supporting cast, who have only a little to do, are very good, and the chilling sound effects are beautifully done. Set is not for children, but those who like dramatic works will want this disk.

**SHAKESPEARE: HAMLET..... 81**

John Gielgud, Dorothy McGuire and Pamela Brown (2-12")  
V (33) LM 6007  
This is a recording of a Theater Guild on the Air broadcast in 1951. It was deftly pared to an hour's length by Mr. Gielgud, one of the outstanding portrayals of the melancholy Dane, without sacrificing a bit of merit. The performance by all hands is superb, and should remain a good catalog item. A little effort by many dealers will pay off handsomely on this set. There can be many sales made to school for classroom and dramatic club use, and libraries, in addition to the Shakespeare and Gielgud fan. A plus is the complete text, with the lines used in this production italicized. A little more care might have been exercised by Victor in making these italicizations.

### Children's

**Bring Your Partner (Parts I & 2)..... 80**

YOUNG PEOPLE'S RECORDS 9002  
Fine disk this, which uses folk music from the Tyrol, England, Italy and the United States to tell the youngsters about the folk dances and to encourage them to dance along with the music. Well done in every way and should interest the moppets.

### International

**MADENOISELLE FROM ARMENTIERS..... 68**

Line Renaud (1-10")  
VOX (33) VL 3190  
Line Renaud, French chanteuse, is introduced to the American market via this Vox LP containing eight tunes. They range from the sentimental of World War I, "Mademoiselle From Armentiers," delivered in catchy, insouciant rhythm, to such delicate ballads as "Les Yeux Bleus." The chanteuse is relaxed; her tones have warmth and, where necessary, a piquant quality. The orchestral backing, by P. Guillermin and M. Combe, is tasteful. The numbers, in addition to those mentioned, are "Sun Coeur Est Amoureux," "Le Soldat," "Tire, Tire L'Aiguille," "Bolette," "Un Oiseau Chante" and "Fero Fero." For those who fancy these Gallic imports, this is nice merchandise.

### Show

**"PARIS" '99"..... 74**

Corella Otis Skinner  
Orchestra and Chorus conducted by Nathaniel Shilkret (1-10")  
Columbia (33) ML 4619  
A truly evocative performance by Corella Otis Skinner is presented in this 12-inch disk. Miss Skinner wrote the book, Kay Swift the music and lyrics. The material was done successfully on Broadway earlier this year. Miss Skinner does a series of monologues depicting Parisians of various classes and degree—as well as American tourists—the total montage blending to life the Paris of 1900. The characters include cabaret singers, dancers, a laundress, a prostitute and various friends and models of the noted painter, Toulouse-Lautrec. Much research went into the book by Miss Skinner; much charm, drama and color are in her performance. And the disk captures it all.

### Miscellaneous

**OLD CURIOSITY SHOP: A TREASURY OF IMMORTAL PERFORMANCES..... 76**

(1-12")  
V (33) ECT 1112  
This album, released on Victor's Collector's Issue label, is truly designated "Old Curiosity Shop." At first glance it would appear to be a hastily-thrown-together melange of names and material. The album, however, does have an essential continuity. This is the fact that most of the diverse artists represented here evoke memories of the fabled 1920's—the era of bad booze, jazz and great entertainers in the theater. Two of the numbers are quite thin: These are Enrico Caruso's rendering of his own "Mac," "Dreams of Long Ago," which goes back to 1912, and the Nora Bayes-Jack Norworth duo on "Turn Off Your Light, Mr. Moon Man," 1911. The other artists are Helen Morgan in "Bill," from "Show Boat," Gloria Swanson singing "Love, Your Spell Is Everywhere" and John Barrymore, Fanny Brice, Maurice Chevalier, De Wolf Hopper, Sophie Tucker, Will Rogers and others. This will probably sell best on HJ.

The Billboard Music Popularity Charts

... for Week Ending December 20

TOP COUNTRY & WESTERN RECORDS

Most Played in Juke Boxes

Table with columns: This Week, Last Week, Weeks on Chart. Lists records like 'DON'T LET THE STARS GET IN YOUR EYES' by S. McDonald and 'JAMBALAYA' by Hank Williams.

Territorial Best Sellers

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

Table for Cincinnati and Dallas-Ft. Worth. Lists records like 'Back Street Affair' by W. Pierce and 'Jambalaya' by Hank Williams.

Table for Nashville. Lists records like 'Midnight' by Red Foley and 'I'll Never Get Out of This World Alive' by Hank Williams.

MIDNIGHT

MIDNIGHT MIDNIGHT MIDNIGHT. TANNEN MUSIC, Inc. 144 W. 24th St., N. Y. 10, N. Y.

The New Country Voice on Decca. JIMMIE LOGSDON. Singing his own songs. "THAT'S WHEN I'LL LOVE YOU THE BEST".

MELODY TRAILS. 311 Franklin Road, Nashville 4, Tenn. Exclusive Management Jamboree Attractions.

Most Played by Jockeys

Table with columns: This Week, Last Week, Weeks on Chart. Lists records like 'JAMBALAYA' by Hank Williams and 'BACK STREET AFFAIR' by W. Pierce.

Table for Houston. Lists records like 'Don't Let the Stars Get in Your Eyes' by S. Willert and 'Jambalaya' by Hank Williams.

Table for Nashville (continued). Lists records like 'Midnight' by Red Foley and 'I'll Never Get Out of This World Alive' by Hank Williams.

MERRY CHRISTMAS and HAPPY NEW YEAR TO ALL

EDDY ARNOLD, SMILEY BURNETTE, COL. THOMAS A. PARKER, CINDY WALKER, WADE RAY, JIMMY WAKELY, TIM SPENCER, TEX RITTER, OLE RASMUSSEN, MAX HERMAN, JIMMIE DAVIS, COLWELL BROTHERS, JOHNNY BOND, RADIO-ZARK ENTERPRISES, EDDY ARNOLD SHOW, FIESTA MUSIC, REDD HARPER, HERMAN MUSIC, SLIM ANDREWS, WESTERN MUSIC, HILL & RANGE SONGS, CAROLINA COTTON, CLEVELAND-COLLINS, CLIFF CARLING, CAVALIER RECORDS, FRANKIE CONNORS, GEO. BEVERLY SHEA, TOMMY DUNCAN, SMOKEY DAWSON, TENNESSEE ERNIE.

National Best Sellers

Table with columns: This Week, Last Week, Weeks on Chart. Lists records like 'JAMBALAYA' by Hank Williams and 'BACK STREET AFFAIR' by W. Pierce.

Table for New Orleans. Lists records like 'Deep Blues' by R. Foley and 'I'll Never Get Out of This World Alive' by Hank Williams.

Table for The Diamond Brothers. Lists records like 'I Plowed a Crooked Furrow' by RCA 20-5063.

This Week's Territorial Best Sellers to Watch

Table listing records to watch in Nashville, Dallas-Fort Worth, and Terry Preston.

The Diamond Brothers. "I PLOWED A CROOKED FURROW" RCA 20-5063. RIDGEWAY MUSIC, INC. 4827 Sunset Blvd., Hollywood 30, Calif.

HINTON BRADBURY. 6335 YUCCA ST. HOLLYWOOD 28, CALIF. Telephone: HU 2-7678—ME 4881

SINCERE APPRECIATION TO THESE FRIENDS FOR BUSINESS IN 1952

# 2 BIG HITS on ATLANTIC

JOE TURNER

"STILL IN LOVE"  
and  
"BABY, I STILL WANT YOU"

Atlantic 482

THE TILTERS

"LA CUMBANCHERO"  
and  
"EE-TIL-YA-DEE"

Atlantic 979

ATLANTIC RECORDING CORP.  
234 WEST 54th St. NEW YORK 19, N. Y.

PICKED BY BILLBOARD

IT'S A HIT!

"BELIEVE IN ME"

Savoy #877 by DOLLY COOPER

SAVOY RECORD CO., INC.  
58 Market St., Newark, N. J.

## The Billboard's Music Popularity Charts

for Week Ending December 20

# 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	Weeks on Chart	Last Week
1. I DON'T KNOW—W. Mabon Chess 1531—BMI	2	2
2. FIVE LONG YEARS—E. Boyd Bluesol 1307—BMI	1	13
3. SAD HOURS—Little Walter Mean Old World—Checker 764—BMI	—	2
4. MY STORY—Chuck Willis Columbia—Okeh 783905; (45)9-6905—BMI	3	7
5. YOU KNOW I LOVE YOU—B. B. King You Didn't Want Me—RPM 363—BMI	5	16
6. JUKE—Little Walter Can't Hold On Much Longer—Checker 728—BMI	4	14
7. I PLAYED THE FOOL—Clovers Hey, Miss Fannie—Atlantic 977—BMI	7	3
8. I'M GONE—Shirley & Lee Sweethearts—Aladdin 783153; (45)45-3153—BMI	10	2
9. PORT OF RICO—J. Ace One Nighter Boogie—Mercury 7839001; (45)89001X45	8	4
9. STORY FROM MY HEART AND SOUL—B. B. King Boogie Woogie Woman—RPM 374—BMI	—	1

### RHYTHM & BLUES NOTES

The first records in the r.&b. field from M-G-M, the latest of the large diskeries to enter the market, with a big drive, total five platters, following relatively new

artists. These include the Eddie Carter Quartet, Basil Beas, with the Benny Payne Trio, Gabriel Brown and his guitar, Irene Redfield, and The Blues Chasers. Disks will be available to dealers next week. . . . Johnny Hodges and his ork play Gleason's nitery in Cleveland in January. The Hodges ork recently finished a strong two weeks at the Apollo Theater, New York. After Gleason's the outfit will play a concert in the Brooklyn Academy of Music, then a week at Pep's Night Club in Philadelphia and another week at the Hi Hat Club in Boston.

The Philadelphia rhythm & blues scene is alive with activity. Ann Cornell is back at the Emerson; drummer-singer-composer Johnny Holmes has the band for the vocalized weekend sessions in the Cameo Room of the Chris J. Perry Elks Lodge home; Re-MG (Al Russell, Buddy Hawkins and Al Moore) take over at the Glen Hotel's Carver Bar; Gene Ammons is back at the Showboat, and Chubby Jackson takes over at the Blue Note.

Chris Powell added vocalist Arnela Monroe to his Blue Flames at Pep's Musical Bar in Philadelphia, where they make way next week for the return of Ivory Joe Hunter. . . . Bertice Reading, who won the amateur contest at Philadelphia's Earle Theater rates the Christmas week singing with Lionel Hampton at the same theater.

Bill and Lou's continue Michelle (Austin Mitchell) at their Hammond console for two more months, but add former Lionel Hampton canary, Irma Curry, and pianist Leonard Henry to the show line-up. . . . Returbished Christy's Cafe re-lights with the tenor sax battling of Al Sears and Jimmie Oliver. . . . Charlie Andrews and Alton Reid open a new musical spot, Hi Spot Cafe, with Lonnie Shaw on tap. . . . Butler Cafe re-opens after refurbishings with Bell Doggett and his organ and trio. . . . Frank Motley Jr. ushers in the new musical policy at the Tropic. . . . Guitarist Bill Jennings pulled out of the "Wild Bill" Davis organ trio here to form a unit of his own with Floyd Smith, remembered as the "Guitar Blues" ace with Andy Kirk taking over the vacated seat.

Jimmy Kellis, who doubles on bass and vocals, has joined the Barons at The Click nitery in Philadelphia. . . . The Jolly Joyce Agency in Philadelphia and New York reports the Three Peppers are on a six-week return trip at the Brown Derby, Toronto. The agency also has Chris Powell and the Five Blue Flames following their current week at the Showboat, Philadelphia, with the January 5 and 12 weeks at Ciro's, Philadelphia. . . . Prince Abdullah and His Musical Knights at the Spider Kelly's spot in Philadelphia is the latest turbaned units to turn up in that town. . . . Joe Holiday takes over at the re-opened Butler Cafe, Philadelphia.

### Most Played in Juke Boxes

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

This Week	Weeks on Chart	Last Week
1. FIVE LONG YEARS—E. Boyd Job 1807—BMI	4	12
2. MY STORY—Chuck Willis Okeh 783905; (45)9-6905—BMI	3	3
3. JUKE—Little Walter Checker 758—BMI	1	17
3. YOU KNOW I LOVE YOU—B. B. King RPM 363—BMI	4	13
5. HEY, MISS FANNIE—Clovers Atlantic 78977; (45)45-977—BMI	2	8
5. SAD HOURS—Little Walter Checker 764—BMI	9	2
7. I DON'T KNOW—W. Mabon Chess 1531—BMI	7	3
8. PORT OF RICO—J. Ace Mercury 7839001; (45)89001X45	4	10
9. MY SONG—J. Ace Duke 102—BMI	—	13
10. I'D BE SATISFIED—Dominoes Federal 131—BMI	8	7
10. I'M GONE—Shirley & Lee Aladdin 783153; (45)45-3153—BMI	—	1

### Territorial Best Sellers

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.

#### New York

1. I Don't Know  
W. Mabon, Chess
2. Oooh, Oooh, Oooh  
L. Price, Specialty
3. Port of Rico  
L. Price, Mercury
4. You Know I Love You  
B. B. King, RPM
5. Rock Me All Night Long  
Ravens, Mercury
6. Paradise Squat  
I. Jacquet, Mercury
7. Gabbie Blues  
Big Maybelle, Okeh
8. Lawdy Miss Clawdy  
L. Price, Specialty
9. My Song  
J. Ace, Duke
10. Goodbye, Baby  
Little Caesar, Recorded in Hollywood

#### Chicago

1. I Don't Know  
W. Mabon, Chess
2. Sad Hours  
Little Walter, Checker
3. Five Long Years  
E. Boyd, Job
4. Port of Rico  
Illinois Jacquet, Mercury
5. You Know I Love You  
B. B. King, RPM
6. Juke  
Little Walter, Checker
7. Soft  
T. Bradshaw, King
8. Christmas Won't Be Christmas  
C. Bostick, Chess
9. Johnny, Johnny  
M. Jones, Modern
10. Paradise Squat  
C. Basic, Mercury

#### Los Angeles

1. I Don't Know  
W. Mabon, Chess
2. I Played the Fool  
Clovers, Atlantic
3. My Story  
C. Willis, Okeh
4. Five Long Years  
E. Boyd, Job
5. I'm Gone  
Shirley and Lee, Aladdin
6. You Know I Love You  
B. B. King, RPM
7. My Song  
J. Ace, Duke
8. Sixty Minute Man  
Dominoes, Federal
9. Bells  
Dominoes, Federal
10. Smoke Gets in Your Eyes  
E. Bostick, King

#### Philadelphia

1. I Don't Know  
W. Mabon, Chess
2. I'm Gone  
Shirley and Lee, Aladdin

3. I Played the Fool  
Clovers, Atlantic
4. You Know I Love You  
B. B. King, RPM
5. I'd Be Satisfied  
Dominoes, Federal
6. Resilient Heart  
L. Price, Specialty
7. Hey, Miss Fannie  
Clovers, Atlantic
8. Oooh, Oooh, Oooh  
L. Price, Specialty
9. My Heart Belongs to Only You  
B. McLaurin, Derby
10. Port of Rico  
L. Jacquet, Mercury

#### Washington, D. C.

1. I Don't Know  
W. Mabon, Chess
2. Sad Hours  
Little Walter, Checker
3. I Played the Fool  
Clovers Atlantic
4. Hey, Miss Fannie  
Clovers, Atlantic
5. My Song  
J. Ace, Duke
6. You Know I Love You  
B. B. King, RPM
7. Soft  
T. Bradshaw, King
8. My Story  
C. Willis, Okeh
9. Goodbye, Baby  
Little Caesar, Recorded in Hollywood
10. Port of Rico  
I. Jacquet, Mercury



## THE WORLD'S GREATEST SPIRITUALS

The Original Five Blind Boys  
(JACKSON HARMONEERS)  
on Peacock #1706



"I WAS PRAYING"  
and  
"WILL MY JESUS BE WAITING FOR ME"

SISTER JESSIE MAE RENFRO

on Peacock #1707  
sings with feeling  
"I'LL BE SATISFIED THEN"  
and  
"NO ROOM IN THE HOTEL"



GOING STRONG IN ALL TERRITORIES  
DIXIE HUMMING BIRDS . on Peacock #1705

Billboard Review,  
Dec. 6 issue

Trouble in My Way. . . . PEACOCK 1705—Lead singer Tucker opens this fast and keeps it building all the way with his fine voice. It really moves in the last half, building real emotional excitement. A fine disc that should enjoy healthy sales. I Know I've Been Changed. . . . 79 The tempo is slower, but the beat is still there and strong emotion is generated by the group.

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St. Louis

- 1. I Don't Know W. Mabon, Chess
2. Sad Hours Little Walter, Checker
3. My Story C. Willis, Okeh
4. Goodbye, Baby Little Caesar, Recorded in Hollywood
5. Gabbin' Blues Big Maybelle, Okeh
6. Five Long Years E. Boyd, Job
7. I Played the Fool Clovers, Atlantic
8. Juke Little Walter, Checker
9. Believe Me, Baby B. Milton, Specialty
10. Hey, Miss Fannie Clovers, Atlantic

Detroit

- 1. I Don't Know W. Mabon, Chess
2. Oooh Oooh, Oooh L. Price, Specialty
3. You Know I Love You B. B. King, RPM
4. My Song J. Ace, Duke
5. Rock Me All Night Long Ravens, Mercury
6. I'd Be Satisfied Dominoes, Federal
7. Juke Little Walter, Checker
8. Hey, Miss Fannie Clovers, Atlantic
9. Gabbin' Blues Big Maybelle, Okeh
10. Port of Rico Illinois Jaquet, Mercury

Cincinnati

- 1. I Don't Know W. Mabon, Chess
2. Soft T. Bradshaw, King
3. I'm Gone Shirley and Lee, Aladdin
4. Hey, Miss Fannie Clovers, Atlantic
5. Five Long Years E. Boyd, Job
6. My Story C. Willis, Okeh
7. I'd Be Satisfied Dominoes, Federal
8. Juke Little Walter, Checker
9. You Know I Love You B. B. King, RPM
10. Sad Hours Little Walter, Checker

Charlotte

- 1. I'd Be Satisfied Dominoes, Federal
2. My Story C. Willis, Okeh
3. My Song J. Ace, Duke
4. Port of Rico I. Jaquet, Mercury
5. I Don't Know W. Mabon, Chess
6. Five Long Years E. Boyd, Job
7. Hey, Mrs. Jones J. Forrest, United
8. How Long Fats Domino, Imperial
9. Rock Me All Night Long Ravens, Mercury
10. Hey, Miss Fannie Clovers, Atlantic

Country & Western

- Continued from page 24
Talia's Chances...70
Wagoner's delivery of a bouncy little item is okay and could get some spins.
HANK LOCKLIN
Plink Sweethearts...70
DECCA 28526—Del much substance to this side. Locklin's vocal is adequate, but material itself gives little with which to work.
I Like to Play With Your Knees...67
Routure performance coupled with tune lacking either charm or sincerity. The lads beat it out, that's all.
WESTERN McGEE
Silver Stars, Purple Sash.
Eyes of Blue...70
CAVALIER 816—Bouncing Western ditty, done with much verve by vocal trio Marvin, Millie and Marshall. OK's work here is very solid.
Hoof Beats...68
Western ballad, with slow, measured tempo, and hoof beat motif in backing, captures a mood. Vocal trio Marvin, Millie and Marshall are adequate.
WESTERN McGEE
I'm a Junior Buckaroo...70
CAVALIER 817—Mike Debusk, 9-year old warbler, takes the vocal here and does nicely on W. Side should have some kiddie takes on the strength of the lad's warbling.
Lovesick Blues...65
Vocal here is done by 9-year old Mike Debusk, who essays a few yodels. Such appeal as the side might have will be traceable to the lad's youth. Talent-wise, it's weak.
ELLIS AND BILL
Foggy Valley...63
V 20-5087—Country fiddle and guitar team delivers a backwoods dance instrumental which could do okay in its market.
Steep Fork...63
Same comment.

Rhythm & Blues

- Continued from page 24
big set behind her supplies lots of drive, but not in the R&B style Miss Williams, tho, is fine.
The Sun Forgot to Shine
This Morning...73
The Miss Williams' previous efforts on the label have been good ones, she has yet to make it big sales-wise. This dishing is as good as any she's ever made. Blue here is an attractive new ballad.
RAY CHARLES
Walkin' and Talkin' to Myself...73
ROCKIN' 504—Charles puts his heart into this slow blues. Good rhythm backing helps out.
I'm Wonderin' and Wonderin'...70
Another good effort by Charles, but performance outruns material.
THE DREAMERS
Walkin' My Blues Away...74
MERCURY 70019—The vocal group and jazz combo deliver an effective, hand-clapping blues item. Glimmered opening, a hot tenor and the driving beat are all strong ingredients for an above average dishing.
Please Don't Leave Me...72
More good wass as the group teams for another rocker.
DAMIRON ORK
Vocals and 1 Manho...73
ATLANTIC 983—Damiron's piano, the vocal group, rhythm section and trumpet come thru with a typical Harlem mambo item meant to please the terp set.
Anahaca...71
Tempo on this side is son-guaracha. Result is the same.
JOE JOE JOHNSON
Oh Happy Day...73
V 20-5091—Johnson does a good job with this melody, not coming up strongly in the pop field. Should pull spins tho there are a number of other good R&B sides of the time available.
THE TRIBLE CREW
Mr. You...71
A wild rocker is performed with gusto by the Trible combo, over a good o.k. beat and featuring solos by each of the sitemen. With a full on this could have been a stronger disk.
FREDDIE MITCHELL ORK
Later Cator...71
MERCURY 70018—A smooth thumbo blues instrumental with some patter at beginning and end sounds like a danceable item in addition to offering up some trumpet and tenor solos.
Blue Coal...69
Another good instrumental item here by the crew which cut some ice not long ago on the Derby label with "Hot Ice."

RENE HALL
Peace of Mind...69
V 20-5046—A driving, slow beat sparks the disk as Hall comes thru with an okay chant.
Do It Up Right...67
Mundane blues rocker offers nothing special, tho it's okay wax.
PIANO RED
Everybody's Boogie...73
V 20-5101—Red supplies the spark and drive for the combo here as he leads the group on piano, while shouting phrases here and there for a rocking hunk of wax.
I'm Gonna Rock Some More...70
Red is his usual wonderful self here, both in the vocal and piano deportments, but the material is just ordinary.

Territorial Best Sellers

Continued from page 33

Memphis

- 1. Fool Such as I Hank Snow, Victor
2. Wedding Ring Ago K. Wells, Decca
3. Midnight Red Foley, Decca
4. I'm an Old, Old Man Lefty Frizzell, Columbia
5. I'll Go on Alone M. Robbins, Columbia
6. Don't Let the Stars Get in Your Eyes R. Price, Columbia

- 7. Older and Bolder E. Arnold, Victor
8. Somebody Loves You E. Tubb, Decca
9. I Saw Mommy Kissing Santa Claus J. Boyd, Columbia
10. Blue Snowflakes E. Tubb, Decca

GOING TO THE TOP ON THE CHARTS....!

I DON'T KNOW by W. MABON Chess #1531



TV IS ALL OF SHOWBUSINESS covers ALL of SHOWBUSINESS

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.

- St. Louis... BELIEVE ME, BABY Roy Milton—Specialty 446

Record Reviews

International

- Continued from page 24
Eve Polka...76
Another good instrumental. Flip has a bit more impact.
SPIKE HASKELL
Wishkate Walks...75
CAPITOL 2305—Tune of this three-quarter-beat effort is pretty. The ditty is given a smooth performance by the ork. Beat is slow and relaxed.
Under the Bine...71
Traditional polka, taken at a slower tempo than most, has an authentic old-world feel. Good ocking by the Haskell combo.
JOE RESETER ORK
Georgia Polka...74
CAPITOL 2304—Lyrics, tho cute, are incidental to the main business at hand as the ork rocks thru a sparkling polka. Accordion carries the melody pleasantly at times.
Powder Puff Polka...72
A luscious polka rendered with energy and bounce by the ork. Beat is rapid.

Advertisement for Smiley Lewis "Gumbo Blues" on Imperial Records. Includes photo of Smiley Lewis and record details.

- JOHNNY PECOON
Sweet Polka Doi...74
CAPITOL 2306—Slight ditty has a pleasing melody and it's sung warmly by Peco. There's a strong beat for the dancers.
Junio's Walks...70
Waltz is neatly showcased by the Peco. It's a listenable effort.

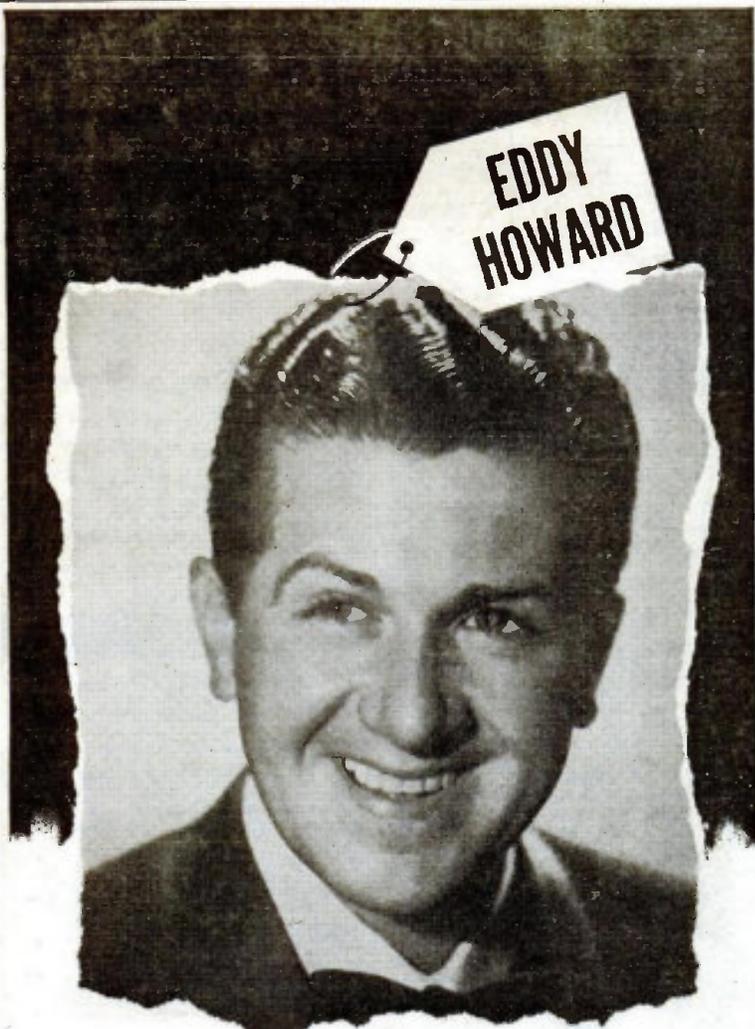
Spiritual

- SISTER ROSETTA THARPE
MARIE KNIGHT
I'm Bound for Higher Grounds...62
DECCA 28509—Duo combines for a stirring performance that builds all the way. It's an exciting disk that looks like a winner. Good backing by the Jimmy Roots Trio and organist Alfred Miller.
There Is a Highway to Heaven...79
Another strong reading by the pair but doesn't quite hit the sparkle of the other side.
SOUTHERN GOSPEL SINGERS
Jesus Is Going to Make Up My Dying Bed...70
GLORY 4006—Group is comprised of good voices and sings with precision and warmth. They project strongly in this rhythmic, revival-type spiritual. Good wax.
Almighty God...77
Prayerful opus is another strong waltz and has only slightly less appeal than Tip.
TODD GOSPEL STARS
This Heart of Mine...76
GLORY 4003—The Todd group sets a fine rhythmic beat as they give out with a good reading. Lead tenor shows up well.
My God Is a Mighty Man...73
Same comment.

- SPIRITUAL HARMONIZERS
Do You Know Him...70
GLORY 4004—Singing performance by the quartet carries well through with the aid of background hand-clapping.
God Leads His Children...70
Lead tenor shows a fine style but group fails to match his effort.

Advertisement for Merry Christmas and A Happy New Year from Jubilee Records. Includes photo of the artists and record details.

Large advertisement for Peacock Records featuring Al Grey and Clarence "Gatemouth" Brown. Includes photos of the artists and promotional text.



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**FOLK TALENT AND TUNES**

**Artists' Activities**

Smilin' Jim, of WHAY, New Britain, Conn., attended the Thanksgiving day performance of Ernest Tubbs at the Stanley Arena, New Britain, Conn., which drew a good house.

Uncle Don Andrews, WSGW, Saginaw, Mich., will originate all his shows from a local TV and appliance store. He'll do three shows daily from the store.

Uncle Dudley Hackworth, KTFB, Texarkana, Tex., reports he has built his own studios in a bank building and will start airing over seven stations January 1. Jack Wilson is his new manager.

Billy Williams, the ex-cowboy singer who was with Sammy Kaye, is now heading his own band at the Washington-Youree Hotel, Shreveport, he adds.

Biff Collie, KNUZ, Houston, has his own band playing regularly at the Plantation, Houston, with traveling guest stars.

Bob Ferguson, KWSC, Pullman, Wash., likes Vin Bruce's Columbia disk of "Are You Forgetting?"

Ann Jones, KVAN, Vancouver, Wash., reports that Taylor Morris has replaced Joe Lane on the station's d.j. staff. She says that Bill Gordon, WEAT, West Palm Beach, Fla., wants taped interviews with artists.

Joe Clark, KVON, Napa, Calif., is working with Lucky Beale's Driftin' Cherokees thru his listening area.

The severe early winter weather stopped Shel Horton, WVAM, Saxton, Pa., from making the first annual anniversary at WSM, Nashville, recently. He is still working out details for d.j. convention at Nashville.

Lonnie Barron is now doing the country wax at WSDC, Marine City, Mich.

Rocky Rauch, KVER, Albuquerque, N. M., reports that he is playing traveling stars at the Chesterfield Club there and another party is promoting h.b. shows at the Ice Arena.

**Disk Jockey Doings**

Uncle Remus, WILD, Birmingham, reports that the station will soon bloom to a 10,000-watter. He is doing his Thursday night show to a live audience.

Rocky Porter (Columbia) has moved from WLS, Chicago, to WSB-TV, Atlanta, where he is working with the Peachtree Cowboys, according to Eb Brown, WGST, Atlanta.

R. D. Hendon, KREL, Baytown, Tex., has his own fan club formed by his many listeners.

Hillbilly Mack, KTLV, Mesa, Ariz., missed several days at the mike when he was stranded by bad weather on an elk hunting trip.

Uncle Joe Johnson, WPAQ, Mount Airy, N. C., has passed the five-year mark at the station.

Peck Rowell, WJHO, Opelika, Ala., promoted his second Grand Ole Opry show November 20 at the Wagon Wheel there and reported another good turnout.

Carl Shook, WKYW, Louisville, reports that Randy Archer, and his WHAS, Louisville, crew are set for a free three-hour show at the Armory there to introduce the new Ford late in December.

Shook says that Capitol should reveal the identity of the Amber Sisters, the new Cap acquisitions. He thinks they are Mattie and Minnie O'Neil and Martha Carson.

Bill and Mary Reid, the Shenandoah Sweethearts, have returned to WFLO, Farmville, Va., after several years' absence, according to John Calhoun, d.j. at the outlet.

George Popkins, WXGI, Richmond, Va., has started a 15-minute seg of his two-hour daily show, spotting the four most important records in his area. He also features a guest star, selected by his listeners.

Jim Reeves, new with Abbott, is showing promise with his "Wagon Load of Love" according to Tom Perriman, Gladewater, Tex.

Sleepy-eyed John Lepley, WHHM, Memphis, promoted the Carlises at the local Silver Stallion December 11.

Cliff Rogers, WHKK, Akron, reports that a Grand Ole Opry troupe featuring Bill Monroe, Grandpa Jones and Randy Hughes did capacity in two shows December 7 at the local auditorium. He has his next troupe, highlighting Slim Whitman, Johnny and Jack, Kitty Wells and Del Woods, set for January 25.

Kermit Reid, WDUN, Gainesville, Ga., is getting big response to "Do I Love Her" by Joe Wheeler, on King. Aunt Louise, KAND, Corsicana, Tex., reports that a local department store is starting its sixth year of sponsorship of her show.

**Another BMI Pin-Up Hit!**

**"TILL I WALTZ AGAIN WITH YOU"**

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DICK YODER (Decca)

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# Other Records Released This Week

## POPULAR

- Angels Cry—Guy Mitchell-Jimmy Carroll Ork (House Without Love, A) Columbia 44409
- Cute Piece of Property, A—Billy May Ork (Driftwood) Capitol 2297
- Dream Lover—Robert Farnon Ork (Kiss the Boy's Goodbye) London 1241
- Driftwood—Billy May Ork (Cute Piece of Property, A) Capitol 2297
- Face in the Mirror, The—Lorry Raine (Haunt Me) Universal G-4019
- Fleet's In—Robert Farnon Ork (Sand in My Shoes) London 1243
- Haunt Me—Lorry Raine (Face in the Mirror, The) Universal G-4019
- Heart and Soul—Lorry Raine (I'm Madly in Love With You) Universal G-4014
- House Without Love, A—Guy Mitchell-Jimmy Carroll Ork (Angels Cry) Columbia 44409
- I Keep Telling Myself—The Hilltoppers (Must I Cry Again) Dot 15034
- I'm Madly in Love With You—Lorry Raine (Heart and Soul) Universal G-4014
- Immaculate Mother—Bobby Wayne (Mother at Your Feet Is Kneeling, A) London 968
- It's Christmas Every Day—Bob Houston-Sanford Gold Ork (This Is the Real Thing Now) Wheeler P-100
- It's Over—John Arconi-Lloyd Shaffer's Ork (Lost in Your Love) Capitol 2307
- Kiss the Boy's Goodbye—Robert Farnon Ork (Dream Lover) London 1241
- Lost in Your Love—John Arconi-Lloyd Shaffer's Ork (It's Over) Capitol 2300
- Love Passes By—Robert Farnon Ork (One Night of Love) London 1240
- Marches—Robert Farnon Ork (Tangerine) London 1242
- Mother at Your Feet Is Kneeling, A—(Immaculate Mother) London 968
- Must I Cry Again—The Hilltoppers (I Keep Telling Myself) Dot 15034
- One Night of Love—Robert Farnon Ork (Love Passes By) London 1240
- Orchids in the Moonlight—Del Courtney Ork (This I Know) Cavalier 822
- Sand in My Shoes—Robert Farnon Ork (Fleet's In, The) London 1243

## Late Reports on Recent "Best Buys"

Continued from page 26

- FULL TIME JOB**  
**MA SAYS, PA SAYS**  
Doris Day-Johnnie Ray  
Columbia 39898  
Both sides moving up the juke box chart. Continuing strength in areas reported last week. Both sides picked by ops and dealers this week.
- I'M JUST A POOR BACHELOR**  
Frankie Laine—Columbia 39903  
On Chicago territorial. Number two in label re-orders, with New York and Newark distributors listing it as tops in re-orders.
- IT'S WORTH ANY PRICE YOU PAY**  
Eddie Howard—Mercury 70015  
Moved up to number 12 on deejay chart. Also moving up on the operator chart. Picked by ops.

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  - 52 CONSECUTIVE insertions, per word ..... \$ .16
  - Minimum \$5.
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  - 1 inch equals 14 square lines.



# "PRETEND"

AND  
**AFTER MIDNIGHT**  
MERCURY 70045-70045X45

DECEMBER 20, 1952

**THE BILLBOARD**  
*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... **PRETEND** Ralph Marterie—Mercury 70045

Philadelphia... **CHRISTMAS**

Philadelphia... **'Down Beat's' Five Star Discs**

The following records represent the cream of the past two weeks' crop. See Page 10 for complete record reviews.

**POPULAR**

- Do Nothing (60870)
- Feel in (60877)
- Too (60878)
- It's I Had (60879)
- You'll Never Pretend (Mercury 70045)

**THE CASE BOX BEST BETS**

★ "Pretend" . . . Ralph Marterie . . . Mercury 70045-70045X45

**Mercury RECORDS**

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## 100G BLAZE HITS BALTIMORE ARENA

Coliseum Roof, Floor Damaged; Reconstruction Starts at Once

BALTIMORE, Dec. 26.—The Coliseum, Baltimore's principal indoor arena, was damaged to the extent of \$100,000 Tuesday (16) by a 2-11-alarm fire. Repairs will begin immediately, arena Manager Samuel Schneider said. The regular Tuesday night wrestling card, meanwhile, will be seen by television only. The city building inspector advised Schneider to close the arena to spectators until the roof has been repaired. Part of the roof sagged after its supporting steel girders were warped by the intense heat. Schneider said he hoped to have the floor in condition by Wednesday (17) so that roller skating can be resumed there that night. The buckled maple flooring will not cause postponement of the Baltimore Bullets' Saturday (20) night basketball game

because they can use their portable court if necessary. In addition to the damage to the roof and floor, the heating plant was wrecked and 1,000 pairs of roller skates, valued by Schneider from \$8 to \$25 a pair, were ruined. The fire apparently started in the room where the skates were stored, just off the main auditorium, and spread to the rest of the building.

Further damage was averted when city firemen halted the flames before they reached the wooden bleachers, which were stacked against the walls of the auditorium. They had been placed there Monday (15) night to permit use of the floor by roller skating fans.

The Coliseum is owned by the Coliseum and Arena Corporation of New York.

## 'Ice Cycles' Smashes Spokane Indoor Mark

SPOKANE, Dec. 26.—"Ice Cycles of 1953," playing the Ice Arena here December 16-17, smashed the Spokane indoor show mark set by the show's 1952 edition.

About 36,000 paid \$89,000 to see the show, according to Manager J. W. Harkins. Attendance last year was 31,000 and the gross \$72,000.

Tickets were \$1.50, \$2.50 and \$3, same as a year ago. But capacity of the arena was increased this year by putting seats on the ice, and the show was held over an extra day for two added performances.

99% Capacity  
The house was sold out for eight of 10 performances. Opening night attendance was 99 per cent of capacity. The final night performance played to more than three-fourths of capacity.

Performances were sold out much farther in advance than in 1951, according to Harkins. Advance sale approximated \$63,000. Between 300 and 400 were turned away at the gate for all except two performances. Many were turned away at the downtown box office. El Kafir Shrine sponsored three performances. The added matinee was a benefit

for South Korean children. Spokane area youngsters under 16 were admitted upon turning in old clothing. About 3,600 turned in everything from socks to fur coats—sufficient to fill two 25-foot vans. Ice Cycles paid postage for shipping the clothing to South Korea.

Background  
The benefit resulted from a letter written by Lt. Roger Russell, a former member of the cast now with a field artillery battalion in Korea, to his former boss, John H. Harris, president-producer of the show. Lieutenant Russell asked for help in clothing young South Koreans against bitter winter cold. Harris asked troupe on tour to put on the benefit performances. The start of Christmas vacations by the Spokane performers was postponed a day by the benefit.

Members of the cast held their annual Christmas dinner Wednesday (17) at the Ridpath hotel. Bonuses were distributed. Cast members were to resume performances Christmas Day in Portland, Ore.

Trixie, juggler, closed here following the show's final performance. Bob and June Ballard, adagio team, will replace her.

## Mexican Comic Pulls Houston Auspices Crowd

HOUSTON, Dec. 26.—Cantinflas (Mario Moreno), Mexico's ace comedian and movie star, performed before 9,500 paid customers at Sam Houston Coliseum the night of December 17. This, his first appearance in the United States, was sponsored by Houston Variety Club. General admission tickets went for \$3 and about 2,000 box seats were \$5. Show was built around a bloodless bull fight, authentic in every respect except the bulls were not killed. Supporting cast included picadors, banderillos, matadors, singers, dancers and three bulls imported from Mexico.

## Herb Shriner To Sponsor Motor Expo

NEW YORK, Dec. 26.—Herb Shriner, comic, will sponsor the International Motor Sports Show at Grand Central Palace here April 4-12. He will be joined in the promotion by Charles Aniovo, president of the National Hardware Show.

A one-man helicopter is slated to be among the exhibits. About 15 exhibitors have been signed for the show, and these include some from Europe.

Howard Weissman, press agent, said a poll of customers would be made regarding the features they would like to see in cars of the future. A model car embodying the most wanted features will be built after the poll is made, he said.

## Saskatoon Shows \$12,000 Surplus

SASKATOON, Sask., Dec. 26.—A surplus of \$12,428, the highest since the Saskatoon Arena was built in 1937, was reported at the annual meeting of The Saskatoon Arena, Ltd. Gross revenue thru receipts from professional and minor hockey, public skating, skating clubs, a skating carnival, concessions, summer dances and shows was \$74,344. The year's expenses were \$61,916, including taxes, insurance, interest and depreciation.

S. E. Bushe was elected Arena president. A. W. Caswell was named vice-president and R.J.N. Couch was returned as secretary-treasurer.

## Vancouver Show Wins

VANCOUVER, B. C. Dec. 26.—Comanight "Sixty Six" Clubs "Coronation Ice Carnival" pulled good business to its three performances at Exhibition Forum, December 10-11. "Ice Cycles" is booked into the Forum for a week's run under joint PNE-Rotary auspices after Christmas.

## Dramatic & Musical Routes

Anonymous Lover; (Hannah Cleveland) The Four Aces; (Lucas) Philadelphia 25-27; Call Me Madam; (Forrest) Philadelphia 27; Dial M for Murder; (Wilbur) Boston 26-27; Countess; (Hickson) Chicago; Constant Wife; with Katharine Cornell; (Slayas) Chicago; Pitt Pearson; (Shubert) New Haven, Conn. 25-27; Gigi; (Harris) Chicago; Ombra e Sombra; (Shubert) Chicago 26-27; Good Night, Ladies; (Nixon) Pittsburgh; Oye and Dolly; (Royal Alexandra) Toronto; I Am a Camera; (Carraw) San Francisco; Intruder; The; (Shubert) Washington; Love of Four Colors; (Caldwell) Boston 25-27; Maid of the Oseiza; (E-Langet) Buffalo; Mr. Roberts; (Municipal Hall Aud.) Oshkosh, Wis. City 28; Oklahoma; (Leary) San Francisco; Paint Your Wagon; (Shubert) Boston; Point of No Return; (Shubert) Detroit; Stride; The; (West) Cleveland; Skinner, Corcoran; Ota. in Paris '90; (Municipal) Los Angeles 25-Jan. 7; South Pacific; (W.H. Rogers) Memorial Auditorium, Port Worth, Tex. 26-27; Stage 17; (Shubert) Chicago; Stride; (Municipal) Chicago; Stride; (Municipal) Chicago; Top Banana; (Great Northern) Chicago.

## There's Not Much in Europe

Continued from page 12

He will discover he can't deduct the usual things he can back home. His hotel bills are not deductible. He can deduct for his food if he can prove that it cost him more than at home. Transportation, commission, make-up, etc., are deductible. But the tax on his remaining money is 45 per cent of his earnings. He can take out the rest by depositing it in a British bank which transfers it to his account in the States at 50 cents per week.

Agents' commissions run to 10 per cent, and all contracts are pretty good. There's little chiseling.

But watch out for Paris! Performers get no protection here. If there is a union here, I've never heard of it. There are about a handful of American acts working here, with Leo Fuld the top. He works more than the French acts and is better known. He does very well. He has a good act and speaks the language fluently. Most of the other American acts don't mean a thing here.

No Gags  
Comedy gag men are completely out. Dangers, harmonica players, acrobats, magicians and all other eight acts far exceed the demand. The accent is on sexy work, girls and more girls. Most Paris cafes are strictly strip joints. It's "Calumet City" all over again and not as good. In fact it's Skid Row with a French accent, a lot of nudes with an outside talker to entice the tourist trade or the American G.I. on a three-day pass. This goes for the Folies Bergere and Nouvelle Eve, the little dive in Place Pigalle. Girls working these spots earn \$12 to \$25 a week.

Vaude is found at the A.B.C. Theater, Alhambra, Cirque Medrano and the Moulin Rouge. A typical line-up of an eight-act bill has six acrobatic acts. This seems to prevail all over Europe. Acts seldom get over \$75 a week, with Leo Fuld as an exception. Admission prices are equal to those in the States. Paris today is one of the most expensive places to live. A cup of coffee costs 25 cents to 40 cents.

Agents' commissions are 10 per cent, but each club or theater has an impresario or director who gets 5 to 10 per cent of the actor's salary, which he claims for tips for himself and the stage hands. You are required to get a labor permit, which the agent assures you he will take care of and that it is okay to open. Somehow the permit never arrives. But if the act opens and doesn't come up to the impresario's desires, a rep from the labor department miraculously arrives and informs the

act that it is forbidden to make any more appearances. A very neat gimmick for the bookers.

Belgian doesn't have any vaude running, but Brussels has about 10 clubs and is a miniature Paris, with girls, nudes and no men unless he's part of a girl act. Salaries here are even lower than in Paris, but living is cheaper. The top spot is the Bouef Sur La Toit (Cow on the Roof), which plays a dancer, singer and a novelty act. There are no American acts working here.

Rotterdam has one of the biggest carnivals I've ever seen doing a tremendous business. It's called Luna Park and has four or five huge dance halls each playing one act. The spot has a repertory theater.

Holland Work  
Amsterdam, the biggest city in Holland, has about 15 clubs, each with three to five acts, and a combo flick-flesh house using three acts. The clubs open at 11 p.m. and close at 4 a.m., with American G.I.'s the only customers. Holland also has a number of theaters using "Stereo-opticon" movies, a three-dimensional gimmick similar to our Cinerama. Holland has a performer's union of sorts, but it's very weak. A cafe up who owns two spots, or two cafe ops who can get together, can book the same act for one salary. The act is required to do a matinee in each spot, one evening and one late show in each club, finishing his last show at 4 a.m. The top salary is from \$50 to \$90 a week, and an agent gets his 10 per cent. Living here, however, is very cheap.

Switzerland has some showbiz, with Basle running a few night clubs using four or five acts each. Zurich, the country's largest city, has about a dozen cafes going, each using a number of acts, consisting mostly of either acrobats or novelties. Salaries here are about on a par with those paid in the other European countries.

After looking at shows and acts in all these countries, I've come to the conclusion that most of them are pretty poor imitations of American acts, and pretty bad ones at that. European showbiz has little to offer America. Most European acts lack punch, personality and showmanship.

## Clear AGVA Plan

Continued from page 12

AGVA welfare plan, which has created much controversy since it was introduced a few weeks ago, was insured with Lloyd's of London. A representative of the department told Gabriel Galef, of Galef and Jacobs, attorneys for Griffiths Tate, Ltd., insurance-underwriters for Lloyd's, that the policy with Lloyd's does not violate any New York State insurance laws (The Billboard, November 29).

The insurance department spokesman noted that he had told Galef that "the Insurance Department had no jurisdiction over any assured who might desire to negotiate a contract directly with Lloyd's. This is so because the Superintendent of Insurance has no jurisdiction over persons other than licensees of the department. Furthermore, in a leading case decided by the United States Supreme Court many years ago, it was held, in effect, that no State could interfere with the right of an individual to purchase insurance from an unlicensed insurer."

It should not be inferred from the statements made by the insurance department spokesman about the legality of the AGVA plan that the department has okayed the plan. This inference would be incorrect. What the department has done is to point out that the AGVA welfare plan, being insured by Lloyd's, is not in violation of any State's laws. The insurance department spokesman has done this without either approving or disapproving of the plan.

## PROMOTERS

—Get on our Mailing List.  
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—Plans state the writer will be present on at least one event which you have promoted in the past. Specify whether or not you were financially responsible.  
—Send your name, address, telephone and responsible address to: Billboards, 188 W. Randolph St., Chicago 1, Ill.

## Det. Cafe Ops

Continued from page 12

represented about 30 per cent of spots now using talent.

Adopting Litman's position that "we are agreed with AGVA in principle but not in plan," the meeting Tuesday served to iron out differences with AGVA over the welfare fund. When the first meeting was called a week and a half before, it appeared likely that a walk-out action by AGVA might result, as in Chicago, but a frank discussion of local operators with Grubbs resulted in an acceptable compromise, and the same relatively harmonious atmosphere appears to be continuing.

## Key Actions

Key actions taken by the meeting here were:  
1. Local operators agree to pay all arrearages on the welfare fund which have accumulated, and to keep them paid up until TROA representatives meet with AGVA in New York, probably within the next two months.

2. A resolution was unanimously adopted not to sign the new minimum agreement sought by AGVA, unless the new welfare fund clause and the clause establishing employer-employee relationship for talent are dropped.

## Skating Shows

Hollywood Ice Revue of 1953; Chicago 25-Jan. 11.  
Ice Capades of 1953; (Boston Garden) Boston 26-Jan. 11.  
Ice Pollars of 1953 (Arena) Philadelphia 25-Jan. 11.  
Skating Shows; (American) Chicago.  
Skating Shows; (Olsen & Johnson; City Auditorium) Denver 26-Jan. 11.

## Hocus-Pocus

By BILL SACHS

CHANG reveals that he's still enjoying bang-up business in Brazil. Lieut. Lee Allen Estes, Safety First Magician of the Kentucky State Police, has just returned to his home, 297 Lafayette Parkway, Lexington, Ky., after undergoing an appendectomy at St. Joseph Hospital there. Willard the Wizard is in a San Antonio hospital for a major operation. Friends may write to him in care of M. S. Mahandra, P. O. Box 1071, San Antonio 6. Mahendra, incidentally, recently had as a visitor Landrus the Magician, still playing Texas schools by day and with the Greater Zarrington Players at nights. . . . John

Shannon and Ramsey of Chicago (Mr. R.) are demonstrating at Burton's Fun 'n' Magic Shop, San Antonio. . . . The Great Jaxon (Jay Jaxon), vent, has been kept busy on Christmas dates in the St. Louis sector. He spent Thanksgiving at Magic Shores, the home of Mr. and Mrs. L. Guy Gerber at West Alton, Mo. . . . The Great Morton, hypnotist, who moved in to the Seville Theater, Montreal, December 4, for a return engagement under a revised policy of reserved seats, a \$2 top and three shows a day, after three days reverted to the house's original grind policy, with a \$1.25 top. (Continued on page 40)

## Burlesque Bits

By UNO

Arabella Andre's new niter in the International Settlement of San Francisco, called The House of the Blue Lights, taken over by her December 15 at a cost of 30G, will house a real burly revue, the only one of its kind in the city. Another club, this one in Mexico City, is planned for the summer. . . . Sammy Spears left his first unit in Kansas City to come to New York to attend the funeral of his brother, Louis Sperling, on December 14, and rejoined the show in St. Louis. . . . Dave Kayne, spottite man at the Hudson, Union City, and brother

of manager Harry Oakens, is undergoing another operation to a long suffering foot in the Hackensack General Hospital, Hackensack, N. J. This time it is a skin-grafting process that may keep him in bed from four to five weeks. . . . Joe Hammon, comic and Lorena Merrill, strip-talker, are playing the Fox, Dallas, three weeks en route to the West Coast, where they are booked for spots in Los Angeles, San Diego, San Francisco and Portland, Ore. . . . Deenan Prince, Los Angeles stripper who married Wally Maxwell. (Continued on page 40)

## Drivin' 'Round the Drive-Ins

**DON DARDEN** has been named manager of Starlite Drive-In Theater at Tyler, Tex., replacing **Tommy Wales**. Darden was recently released from active duty with the Army. . . . Directors of the Texas Drive-In Theater Owners' Association have established a series of regional meetings thruout the State. First one was held at Lubbock December 10. . . . **Jake Lutzer** has announced that plans for the conversion of the Southside Drive-In Theater, Fort Worth, from a single screen to a twin screen drive-in have been completed. . . . As a result of several recent meetings in Houston, a group of 22 drive-in theater circuit owners operating more than 150 drive-ins in the Southwest and headed by **E. L. Pack**, president and general manager of Lone Star Drive-In Theaters, Inc., has asked **Paul Short**, Dallas, with the National Screen Service, to buy, book, manage and operate these drive-ins. If this proposed consolidation materializes, it will become what is believed to be the largest drive-in circuit in the world. . . . An en-

closed auditorium has been opened at the Big D Drive-In Theater, Dallas, for the comfort of patrons during the winter. It was designed by **Joseph Noble**, manager of Big D. It is heated by circulating air with auto thermostat control and adjoins the snack bar. The 300 theater-type chairs are fronted by plate glass 48 feet wide and seven feet high. The auditorium is in addition to the 600-car capacity of the drive-in.

**THE PINECREST Drive-In**, newest in Duval County, Florida, held its formal opening Thursday night, December 11. Located on Eastport Road, about a quarter-mile east of Main Street, spot has a 360-car capacity. **Hans G. Vige** and **L. L. Broward** are co-owners. **Mrs. Gwendolyn Allen** is manager. The twin-screen Cactus Drive-In has been reopened at Odessa, Tex., by **Millard Jones**, owner, after a \$100,000 remodeling program. A large auditorium is between the two screens with seats for patrons. A cafeteria also is in the auditorium.

**H. H. Houseman** has announced plans for the building of a new 350-car capacity drive in at Vidor, Tex. He recently purchased the Rex Theater there from **W. H. Dunbar**. Houseman also has several other locations under consideration as sites for drive-ins. **Jack William** has been named manager of the Varsity Drive-In, San Antonio. . . . **L. O. Wallace**, owner-manager of Miller Theater, Navasota, Tex., last week announced plans for the construction there of a new 300-car capacity drive-in. **Mac Carnohan** and **H. R. Barker**, owners of Western Drive-In, Colorado City, Tex., have filed suit in district court at Abilene, Tex., alleging violations of the Federal anti-trust laws and asking triple damages of \$80,000. They charged Warner Brothers and five theater firms with "unreasonably restrained and monopolized interstate commerce in films in violation of the law." Defendants named included Rowley United Theaters, Amusement Company, Inc., Westex Drive-In Theater, Ross Dixon, Elliott Dixon and Warner Brothers. . . . **Jefferson Amusement Company** has purchased land at Vidor, Tex., on which it will construct a new drive-in theater. **Taylor Amusement Company**, according to **W. W. Weidner**, manager of Taylor Theaters, Taylor, Tex., has started negotiations for a tract on which the company will build a new drive-in as part of its long-range expansion program.

## Roller Hockey For Deuback's

**DALLAS, Dec. 20.** — Roller hockey teams for boys and girls have again been formed at Deuback Roller Rink here and several practice games have been played. Regular competitions get under way soon in a league composed of teams from Dallas, Richardson, Garland and Vickery, Tex.

Girls' games will be played each Wednesday and Thursday nights, 7 to 7:45. Male competition will be offered on Wednesday, Thursday and Sunday nights, 10-10:45.

Also under way are plans for the rink's 16th anniversary week celebration and floorshow. In past years this event has been a big box-office draw, and rink officials are looking forward to another bang-up week.

The management has been pushing skating supplies as gifts for Christmas. It instituted an installment purchase plan for new and used skates for patrons unable to shell out the price in a lump sum.

## Tenace Plans Rollery for Richmond, Va.

**RICHMOND, Va., Dec. 20.** — **Louis A. Tenace**, owner-operator of the Highway Arena, Petersburg, Va., this week announced plans for the construction of a new roller skating rink here to be known as the Richmond Arena. New building will be 100 feet wide by 200 feet long and will be erected at a cost of \$200,000.

Tenace said that the new rink will be so constructed that it will provide ample facilities for boxing, basket ball and other sports events.

## Hawkins Day Big at Omaha

**OMAHA, Dec. 20.** — A recent **Sadie Hawkins Day** party at West Falmouth Roller Palace here brought out a capacity crowd, reports **Jack L. Browne**, professional. Features of the party were a costume contest and a race. The last boy to be caught by a girl in the latter received a prize.

Preparations are now going on at the rink for its annual January 19 polio benefit party. Last year the sale of 300 tickets and donations produced \$63. This year **Browne** has hopes of selling enough tickets to give the rink a capacity crowd of 550 skaters. Sale of tickets now is under way. As in the past, some special skating attractions will be offered.

Skaters continue to show enthusiasm for class work, said **Browne**. This is especially true of the free-style class.

## Willie Wonderful

**funny old gal, if that's any comfort.**

**Gags, Puns, Satire**  
Another inevitable ingredient is a free use of gags, puns and satire, that no doubt go over the kids' heads. **Willie's** godfather, **Phineas Q. Throckmorton**, for instance, is a delightful take-off of the **W. C. Fields**. The giraffe has a sore throat, so **Willie** tells him he sounds horse (get it?). There was, however, comedy on the middle level, too. **Willie** comes upon the barker of one of the side shows giving his spiel, but without any audience. He explains he was just practicing. The plot of the opening segments has **Willie** trying to help his foster father, who owns the carnie, find the money to prevent foreclosure. They're opposed by **Major Catastrophe**, owner of a rival carnie, who has shaved their bearded lady, tied the rubber man into knots, and hung a quarantine sign on the front gate.

Despite the rush of this type product, the kiddie-puppet market may not yet be glutted. Certainly tots have an enormous appetite for puppets, and they expect to get them on TV. Official has put an attractive price tag on this series that should help bring new business into the medium.

Gene Plotnik.

## Lilli Palmer

Continued from page 10

season. And like the live show, this series just exudes charm. It also gives the lie to those critics of TV film who say that celluloid destroys the naturalness and spontaneity to which TV is heir. For when **Miss Palmer** talks to the film camera, she does not hesitate to search for a word, stammer or use her hands. Thus, her show has a wonderful ad lib quality. And on the close-ups, a viewer can easily feel that **Miss Palmer** is speaking to no one else in the world.

In the two segments caught, the producers also devised ingenious means of bringing the guest on camera. On the first, **Miss Palmer** announced **Beatrice Lisle** and gestured toward the closed door of the living room. Nothing happened. She gave the cue again. Then, after a second, the door flew open and **Miss Lillie** stuck her head in.

In the second, **Miss Palmer** slunk over the arm of a chair and began to read a favorite section from "Alice in Wonderland." When she came to a speech of the Mock Turtle, another voice, off camera, picked it up right in character. The camera panned over and there was **Rex Harrison** sitting in the chair adjacent to **Miss Palmer's**.

## Worth Trouble

This was certainly worth the trouble, for an entrance can often lower the temperature of an interview show considerably.

The content of the show is quite literate and various. **Miss Palmer** told anecdotes about **Lillian Russell** and **Lewis Carroll**. She queried **Miss Lillie** about her early days and together they sang an old **Anna Held** hit. It was all charming, tho' not hilarious. It had much good talk, but not much visual excitement, aside from **Miss Palmer** herself. Hence, its appeal is more class than mass.

The show is, of course, a natural for fern products, but for the better-dressed gals.

Gene Plotnik.

## Two's Company

Continued from page 10

**Miles White's** costumes, as usual, supplement them brilliantly. The old maestro, **John Murray Anderson**, has tied everything together to give the star the best of show-casings. She doubtless has a hoard of fans, and everybody puts a best assisting foot forward. But a lot of people will hardly find her efforts worth the \$20 orchestra tariff at the Alvin.

Bob Francis.

## Roadshow Rep

**ALLAN JAMESON** is showing puppets in the Boston area for sponsors. . . . **Mr. and Mrs. George Callahan** are vacationing in Helena, Mont., after three months of school showings in that State. They plan to return to the road after the Christmas holidays.

**Jason Charlier** writes from Sedalia, Mo., seeking the roster of the **Ben Wilkes** tent show for the 1940 season. . . . **G. L. Gorman** advises from Cleveland that the roster of the **Buddy Players** in the early '40 included **Phil Miller**, owner-manager; **Nina Miller**, **Lolabelle Parsons**, **Maudena Dunbar**, **Jack Parsons**, **Harry Dunbar**, **Art Vernum**, **Don Sacks**, **Jay Mason**, **Elden Johns** and **Todd Davenport**. . . . **James Rourke** has been making small towns in New Hampshire with his solo novelty show to good returns. . . . **Gregory Lisle** is promoting amateur shows around New Bedford, Mass., using **E. F. Hannan's** "Uncle Josh" as a feature. . . . **E. W. Curley** asks from Nashville that some of the tent minstrel shows come in with news of the past season.

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# The Final Curtain

**ABRAMSON—Jack.**  
76, for many years a New York book-keeping agent, December 7, of a heart attack at his home in Natchitoches, La. He retired in 1934 due to ill health. Survived by his widow, Pauline. Burial in Fern Park Cemetery, Natchitoches.

**BERRY—Arthur.**  
71, circus acrobat, equestrian director and superintendent, at Keokuk, Ia., November 26. He was a member of the Barnes and Hicks act, which was with parks, fairs, John Robinson, Campbell Bros., where it was featured. Lowande & Lampkins in South America, Sparks, Gentry, William P. Campbell, Walter L. Main and Floyd King circuses from 1906 to 1925. Later he was a department head on Downie Bros. Circus thru 1933, when he retired to a farm. Surviving are his widow and one sister.

**BERNSTEIN—Harold G.**  
47, Michigan theater circuit owner, suddenly December 16 in Detroit. Survived by his widow, Marjorie, formerly with Monogram Pictures in Detroit, and four children. Interment at Hay City.

**BRIEF—Edward E.**  
72, formerly with the C. W. Parker, Dodson, Bill Hames and other carnival companies. In his sleep at a Port Worth hotel December 9. Interment in Rose Hill, Fort Worth. His daughter, Irene Montgomery, Port Worth, survives.

**ELLENZ—Frank.**  
68, veteran carnival concessions operator, December 15 in a Berwyn, Ill., hospital.

**FERGUSON—Eugene R.**  
58, veteran radio entertainer known as Grandpappy Jones, of a heart ailment at his home in St. Louis December 12. He also had conducted programs of recorded

folk music over several St. Louis stations. He retired from radio last July 4. He was in an investment broker. Surviving are his widow, Mrs. Rebecca Ferguson; his mother, three daughters, two brothers and two sisters.

**GRIFFIN—Julie.**  
13, daughter of Nava the Magician, recently in Hollywood of a cerebral hemorrhage. She had been active professionally since she was five years old, having spent the winter with Brunk's Comedians and the remainder of the time with her own act and as an assistant in the act of her father's company. Residence in Miles City, Mont., December 9 and again in Forest Lawn Memorial Park, Glendale, Calif., December 12, where she was buried. Survived by her parents.

**HARLOW—Les.**  
78, former actress, December 17 at her home at Lake Park, N. J. She sang in the inauguration of President Theodore Roosevelt and one of her last stage appearances was in "Johnny Comes Marching Home." Survived by her husband, Frank Robertson.

**HAVERSTOCK—Larotta M.**  
66, veteran performer, wife of Harvey Haverstock, of the Haverstock Entertainers, suddenly December 10, while visiting with her son in Wichita Falls, Tex. Born in show business, she began her career as a child actress, later turned to vaudeville. In 1948 she married Harvey Haverstock and together in 1949 they organized the Haverstock Vaudeville, tent and theater, attraction. The company is one of the few old-time dramatic companies still operating. Interment in Crestview Memorial Park, Wichita Falls. Surviving are her husband; a son, Roland (Bill) and his wife, Mrs. Edna; a daughter, Mrs. Elizabeth Quick, St. Louis; Mrs. Jessie Sherford and Mrs. Jack Swift, both of Danville, Ill. The sisters were all former performers.

**JENNEN—Dorothy.**  
43, the 543-pound Ringling Bros.' Fat Lady known as Dainty Doty, December 17 at Los Angeles. (See Circus Department).

**LEHMAN—Patricia Janet.**  
41, wife of Charles Lehman, concessionaire, last season with the Blue Grass Show in Chicago. Interment in Rose Hill, Miss., December 9 after an illness of 13 months. She had been in show business all her life. Survived by her husband, General Home, Meridian, December 10, with interment in Memorial Park Cemetery there. Survived by her husband.

**MORIN—Mrs. Myrtle Bell.**  
66, former stage actress, in San Antonio recently. She is survived by her husband, Thomas, also an actor.

**RICHARDSON—E. L. (Ernie).**  
76, general manager of the Calgary Stampede, died December 19, 1952, at Vancouver, B. C., December 9 after a brief illness. He was past president of the Western Canada Fair Association and a past president of the International Association of Fairs and Expositions. Survived by his widow, Mrs. Robert Archer, Newport, and a son, Robert Allen Schemmel, Los Angeles.

**SCHMELMEL—Charles.**  
65, violinist who toured for years in raising the name of the band of Charles Riey, of a heart attack at his hotel in Cincinnati December 13. He was a member of the Cincinnati Local No. 1 American Federation of Musicians. Survived by his wife, Mrs. J. Robert Archer, Newport, and a son, Robert Allen Schemmel, Los Angeles.

**STUART—George Byron (Sam).**  
46, former rodeo clown, of a heart attack December 12 in Port Worth.

**TUTTLE—Arthur E.**  
37, director of foreign investments for the Radio Corporation of America, December 16 at Lenox Hill Hospital, New York. A resident of Granby, Conn., he had been removed to the hospital for a heart attack while attending an art exhibit. A graduate of Cornell, Tuttle joined RCA in the accounting department. He became treasurer in 1946 and moved into the foreign investment post in 1949. Surviving are his widow, two daughters and a son.

**VALEN—Karlstein.**  
65, Norwegian composer, December 14 at Oslo, Norway. He composed four symphonies, a violin concerto and other works for piano, orchestra and choral groups. He was an exponent of atonalism, perhaps best expressed in his "Michelangelo Sonnets."

**VITALE—Angelo.**  
56, a musician for 40 years, December 13 in Cleveland. He served in World War I, then organized a pit orchestra that played silent flicker houses. In 1916 his unit became the official music organization for the Great Lakes Exposition, Cleveland. Later he played radio work, remotes. Last summer his band played the Republican Convention at Chicago.

**WENDLER—John.**  
82, president of the Allan Herschell Company, North Tonawanda, N. Y., at his home in this city December 12 of a heart attack. Further details in General Outdoor section, this issue.

# Cotillion Room

Continued from page 12

fitting showcase for these sophisticated artists. From the standpoint of well-rounded cafe entertainment, it would seem that the bill could be improved by the addition of one more act—perhaps a vocalist.

Sebastian and Miss Jarnac work both solo and as an integrated turn. As a musician he was effective with "American in Paris," a Latin-styled "Inca Dance," and a Romanian "Hora." However, the virtuoso is something of a wit and he does considerable patter in addition to his playing. Thus, he carries on a running commentary, ironic and comic, on the state of the world—and this serves as the backing for one of Miss Jarnac's effective dance sequences.

Miss Jarnac is superbly trained and exhibits grace and control. In addition, she makes excellent use of the art of pantomime. She is able, thru these combined arts, to express humor, whimsy, irony and all the emotions without recourse to verbiage. It's a very expert job.

Some of Sebastian's non-musical work—the sophisticated chatter—is too much, that, and could be effectively trimmed. But there's no gainsaying the essential skill of the turn.

When caught, the room had a good crowd, dancing to the stylish strains of Stanley Melba's ork, or to the well-bred rhumba rhythms of Chico Relli.

Paul Ackerman.

# Palace, N. Y.

Continued from page 12

laugh mauler, and the targeteering of the Mansfield trio has a solid vet projection.

Best on remaining agenda is the monogamous clowning of Milton Douglas and instrumentalizing of a quintet, The Goofers. Douglas is easy as usual, building gradual laughs for a good warm-up on his own, and then finishing via a double with his wife. The Goofers, a combo comprising trumpet, trombone, bass, traps and piano, are top-flight musicians, with a fine flair for clowning it up. They register solidly, but would do well to insist that the mike be eliminated. Any one of them could fill the Palace sound-wise on his own.

The tapping St. Clairs, a boy and gal duo, give the show a class send-off with fine clean projection all the way thru. Singer Freddie Martel adds a stint of good vocalizing, altho stilted gestures mar an otherwise nice delivery. The Carla and Fernando troupe are back with their good Spanish terping routines, and the Negro duo of Bert Howell and Frank Radeliff offer some over-familiar and not too entertaining material in next-to-closing.

The pic is "Torpedo Alley." Bob Francis.

# Driftwood Room

Continued from page 12

sibilities of working himself eventually into near-topline stratas. His major forte is comedy impressions at the spinet, purveying a brace of funny pianists that this reviewer at least has never seen on the Miami Beach bistro front. He also knocks out a single record-mimicry bit, including a concoction of weird sound-effects, that add up to corn but nevertheless brought excellent audience response.

The balance of the show has Luis Gomez and Beatrice in a series of fancy exhibition terpsichore, some tunes by Marion Murray and a spot for Freddy Calo's orchestra to present a jazz-ed version of "Rhapsody in Blue." Miss Murray handles novelty tunes in tip-top manner, but falls by the wayside with ballads. Torch tunes are not for her, and it was evidenced by the crowd's reaction which went whole-heartedly for her fast novelty stuff. Herb Rau.

# Burlesque Bits

Continued from page 38

a local policeman last week, left for Korea with Mickey Rooney's USO unit, along with Alice Tyrrell, Ukke Sherin and Dick Winslow. Tirza and Her Wine Bath opened December 9 for two weeks at Otto's Club, Latham, N. Y.

# 1952 Is One of Worst

Continued from page 12

ing record names, is okay but other recently opened spots have failed.

Boston's Latin Quarter does okay with names but doesn't get too many of them. Blnstrub's does the business in that town using record names and whatever other attractions it can get.

Buffalo with the Town Casino and the Chez Ami does fairly well, but basically it's a weekend town and most of it comes from Canada.

Chicago's Chez Paree, which just celebrated its 25th anniversary, does well with names only. Ordinary shows do less than ordinary business.

The three major Hollywood clubs, Ciro's, Mocambo and the Bandbox, do in and out business and see nothing in the future to expect better. Billie Gray's Bandbox, with its smaller budget and general tumult policy, does better business leaning heavily on the belief that the new GOP administration will cut taxes to a point where expense-account customers will once again be pouring in. Deep down, however, they've got their fingers crossed.

# Hocus-Pocus

Continued from page 38

Morton broke all house records there in November when he did 30 shows on the week under the latter policy. Since our recent inquiry here re the Blackstone show, we have had numerous communications giving the whereabouts of the master rabbit-hider. Lady Frances (Frances R. Francis) relates that Harry Blackstone and seven other magi caught her turn during her recent engagement at the Hotel Vendome, Boston, while the Blackstone unit was occupied in the Hub area.

Las Vegas is still the cafe performer's paradise, both for working conditions and price. And now with two additional hotels in the Vegas market, the chances are that bidding will be higher than ever. But what is equally important for the average act is that the continued shortage of big names has started the Vegas rooms on using tab shows and package units which sometimes use as many as 30 people.

In New York the big current name grabber is N. Martini, of the French Casino, the business here since it opened last July has been bad. Up to now the big name has been played was Frank Sinatra. However, club has lined up a string that consists of Patti Page, Frankie Laine, Mickey Rooney and possibly others.

Lou Walter's Latin Quarter has had a big year and from indications will have an equally big 1953. The Copa has been in and out but with a 1953 line-up that includes Martin and Lewis, Johnnie Ray, Danny Thomas and Jimmy Durante, it looks to a big 1953.

Philadelphia's Latin Casino (the Copa of that city) is also doing big with its line-up of names. Al Martini, for example, in for a ten-day, sold out the room for dinner for his entire run. Other and stronger names before and after Martini have also been hitting the jackpot. New competition to the Latin Casino hasn't fared very well. Chubby's, play-

# Towne Room

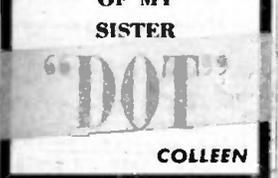
Continued from page 12

pulled fair crowds, considering her minor marquee power. A raven-tressed looker with a fine voice, the gal works with a natural, effortless style, making for easy listening. Her delivery, poised and phrasing were excellent, considering how short a time she's been a pro.

She opened with a fast "I Feel a Song Coming On," but from then on her offerings were mainly ballads which seem to be her main stock in trade. Her "Where There's a Smoke, There's a Fire," which first caught the attention of RCA's a&r staff and launched her career, went over big.

The Mil-Con-Bo Trio, local lads and long time holdover, are building a loyal following in Jannette, pianist, sat in with the group to provide an excellent show cutting job for Gogi's por-

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COLLEEN

IN LOVING MEMORY Of My Dear Mother

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IN LOVING MEMORY Of My Dear Mother

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4th Big Year at Follies Theatre, Chicago



HAROLD L. PIKE (right), Whiting, Ia., president of the Iowa State Fair, receiving a ring from Lloyd Cunningham on behalf of the fair's board of directors in observance of Pike's 50-year association with the annual. Pike became associated with the fair in 1902 as a department assistant superintendent, became a director, and several years ago was named president.

## N.Y. Aerial Safety Code Is Put Into Operation

ALBANY, N. Y., Dec. 20.—New York's new code of safety regulations for trapeze artists, tight-rope walkers and other aerial performers in circuses, carnivals and other phases of show business went into effect this week.

Industrial Commissioner Edward Corsi and the State Labor Department will be responsible for the code, called the Hatfield-Ten Eyck law, which was passed by the Legislature and signed by Gov. Thomas E. Dewey.

Promulgated by the New York State Board of Standards and Appeals, the code requires the appointment of a safety supervisor for each aerial act, testing of safety devices, and promotions of safety belts, harnesses and life nets.

### Safety Supervisor

The code rule declares that the person in charge of the organization in which the aerial act appears shall appoint a safety supervisor having "reasonable training and experience" for each act and

## Plan to Make Major Ride

CHICAGO, Dec. 20.—John F. Courtney left here this week for Tampa, where he will direct the establishment of headquarters for the Roto-Wheels Company, which plans the manufacture of a new ride, the Roto-Wheels.

Besides Courtney, other stockholders in the newly organized Florida corporation are Ina C. Hillman, owner of the Doris Engineering Company, this city, who will serve as chief engineer; David M. Schwartz, Tampa accountant, who is secretary-treasurer; Joseph J. Jassien, this city, who will be production manager, and Al Martin and E. D. McCrary, co-owners of the 20th Century Shows.

Before his departure Courtney said the Roto-Wheels would have a capacity of 32 adults. He likened the ride to the double rotating Ferris Wheel's, pointing out that the Roto-Wheel would be a vertical version of the Velaire Sky Wheels.

## Dainty Dotty Dies in L. A.

LOS ANGELES, Dec. 20.—Mrs. Dorothy Jensen, Dainty Dotty of the Ringling Bros. and Barnum & Bailey Circus, died here Wednesday (17) of a heart attack. She was 43.

Billed as Dainty Dotty and the Fat Lady, she spent most of her life with circuses and carnivals. Her weight was listed at 583 pounds. Her husband, two sons and a daughter survive.

## Amusement Men Turn Out to Pay Tribute to Veteran John Wendler

No Change Is Planned in Policy or Operation of Allan Herschell Company

NORTH TONAWANDA, N. Y., Dec. 20.—Messages of condolence and floral bouquets in great numbers poured into the Wattinger Funeral Home here Wednesday

(17) as outdoor show business paid final tribute to John Wendler, president-treasurer of the Allan Herschell Company, who succumbed to a heart attack at his home early Sunday (14). The Rev. Paul Gassman officiated at the services. Burial was in Elm Lawn Cemetery here.

Survivors include a brother, August; three sisters, Mrs. William Bolman, Mrs. William Wald and Mrs. Elmer Altroger; a daughter, Mary, who is secretary of the company, and two grandsons, William, who will be graduated from Nicholas Junior College, Dudley, Mass., in June, 1953, and John W., a student at Can-

isius Private High School, Buffalo. Wendler's wife died December 12, 1949. Mrs. William Wendler, the deceased's daughter-in-law, is vice-president of the company.

### No Change in Operation

Members of the family told The Billboard that there will be no change in the company's policy or plant operation. They pointed out that all orders on hand for rides to be delivered in time for the opening of the 1953 season will be filled and that new orders will be accepted as the new season approaches. The firm's various departments are headed by men of experience who have been with the company many years.

During World War II the company, considered to be the largest manufacturer of riding devices in the country, went into defense work—100 per cent. Although some government work is currently going thru the plant, the manufacture of rides represents the major portion of the firm's work. The company enjoyed its peak business during the 1950-'52 period, it is reported.

### Born in 1870

Born in Clarence Center, N. Y., March 8, 1870, Wendler had been the directing head of the Herschell

(Continued on page 43)

## R. Hutchinson Named Prexy Of Regina Ex

Racks Up Record \$133,256 Surplus On '52 Operations

REGINA, Sask., Dec. 20.—President of the Regina Exhibition association in 1953 will be R. L. (Bob) Hutchinson, a director of the annual for 16 years who was unanimously elected at the board's 46th annual meeting held for the first time in the new \$500,000 Exhibition Auditorium.

General manager of the Saskatchewan Brewers' Association, Ltd., Hutchinson succeeds J. Hooper Coles, Regina, district livestock field man for the federal government.

Coles, who completed a one-year term as nationally becomes honorary president. Hutchinson was first vice-president during the past year.

### New VPs

W. Norman Catley, a Hereford cattle breeder of Craven, Sask., and a member of the exhibition's livestock committee for several years, was elected first vice-president and Don J. Pellis, Regina wholesaler, was named second vice-president. Catley

(Continued on page 44)

## Loyal-Repenski Acts, Equipment Move to Havana

SARASOTA, Fla., Dec. 20.—The Loyal Repenski Circus will open in Havana, Cuba, Tuesday (23). It was announced here this week. Justino Loyal left Monday (15) for Havana. Most of the performers left Sarasota by plane Thursday (18). Octavio Pedrero Jr., went to West Palm Beach Monday to supervise loading of two box cars and two flat cars which will be used to move the show in Cuba.

The program will feature the Loyal-Repenski bareback riding act and "Ballerina on Horses," a production featuring La Zelta.

Other acts include Valencianos, trampoline and casting; Flying LaForns; Flying return; Gladys Gillem, horse; the Great Galasso, finger stands; Jose Alfaro, wire and balancing; Miss Favioia, ladder; Trio Esterina, table act; Seven Brannocks, ceterboard; Great Alfonso, juggler; Miss Ulla, single trap; six-girl web act, and Cuban acts to be announced later. A Columbian clown, Chalupin, will head clown alley.

Following the close of the Havana engagement in January, the show will make railroad moves to other Cuban stands.

A farewell party at the home of Amana and Papy Loyal Repenski here Saturday (13) was attended by Justino, and Gasper and Carmen Feroni, Ferris Feroni, Raul and Jose Palacio, Emanuel Zaccchini and family; the Esbienne Family; Gino, Mimo and the Colombo family; Jeanie Sleeter, Mr. and Mrs. Joe Galasso and Tripoli, Bruno Zaccchini and family; Zelta Loyal Perez and Dolly; Terry Collins, Albertine Catorri and family; Gilbert Bones, Jackie Bos, Art, Arthur Bocara and Octavio and Simone Pedrero.

## Calif. Plans Canvas Tests In Show WQ's

LOS ANGELES, Dec. 20.—Tent show and carnival operators who play California may have their canvas and other fabric flame-resistance tests in winter quarters. Joe R. Yoekers, State fire marshal, announced a letter setting forth the State's requirements was mailed to owners recently by Thomas G. Fisher, special enforcement officer.

Fisher advised the showmen to contact either the offices in Sacramento, San Francisco or here for an inspection date. He pointed out that the pre-season inspection would save time and trouble once the outfit was on the road. Yoekers' communication to the canvas users stated: "Your canvas and all decorative materials should be tested for flame-resistance while you are in winter quarters. Any repetition of 'borderline (substandard) flame-proofing, such as was found by our deputies and local fire inspectors during the 1952 season, will result in delays and inconveniences to you on the road. Free assistance in making these tests may be obtained from the State fire marshal's office nearest you."

### Flame Retardants

"Flame-retardant chemicals will not necessarily remain effective for the life of average fabrics. Fabrics of this quality can be obtained if specially ordered or if made of glass or asbestos cloth. Exposure to the elements causes normal flame-retardant chemicals to gradually lose their effectiveness.

"New tent order should specify to be built from canvas meeting the California legal requirements—treated with a State-approved chemical applied by a State-approved registered application concern." Be very certain to obtain a Certificate of Flame Resistance and have the applicator's Seal of Registration stenciled on the fabric.

Fisher pointed out there are three registered flame-proofers in the local area.

## Work Started at Clarks Summit

CLARKS SUMMIT, Pa., Dec. 20.—Construction work on the Scranton Lackawanna County Fairgrounds got under way here this week. It is expected to be completed by April 15, 1953. Current plans call for the setting up of two tracks, one of which will be a half mile. The other will be a third of a mile.

Fairgrounds officials said that racing presentations slated for the spot include stock, midget and big cars and motorcycle runs. Other attractions to be presented include sulky racing, carnivals, circuses, rodeos, boat racing, outdoor chess and football. These will be held on Decoration Day, July 4 and Labor Day.

Officials are pointing for their first rodeo to be held in June.

performance. The owner or manager of an act may be appointed as its safety supervisor, provided his participation in an act will not prevent performance of its safety duties.

Duties of the safety supervisor include checking safety equipment and seeing that it is properly maintained, placed and used. He has the power to forbid or stop any performance where the safety regulations are inadequate.

Other regulations include keeping all unnecessary persons in an act "outside the zone and area of possible fall." The code gives the performer the right to refuse to perform if he feels that the safety equipment in use does not offer him enough protection.

## Winkley Gets IMCA License

DAVENPORT, Ia., Dec. 20.—Frank Winkley, veteran auto race promoter, this week filed an application for a license to operate during the coming year under International Motor Contest Association auspices, Frank Harris, secretary of the organization announced.

Winkley, who had previously planned to operate some race meets under the AAA banner, will be permitted to go ahead with three meets previously contracted under three-A auspices. The bulk of his contracts, however, will be sponsored by IMCA.

## Clint Finney To Be Married

AURORA, Ill., Dec. 20.—Clint W. Finney, veteran general agent, and Mrs. Molly Schminke, of Aurora, will be married Saturday (20) at the home of the bride's brother in Elgin, Ill.

Following the wedding, the couple will go to Cincinnati to visit Finney's son, Jack. They will be at home in Aurora after January 1.

## Pa. Charter Given To Joie Chitwood

HARRISBURG, Pa., 20.—Pennsylvania's Department of State has issued a corporate charter to Chitwood Promotions, Inc., Philadelphia, authorizing the new company to capitalize at \$5,000 to "promote and stage sporting and spectator events of all kinds and of every nature."

Joie Chitwood, daredevil driver and former racing driver, is principal incorporator in the new company. Other incorporators listed are Edith Segal and Thelma E. Rosen, both of Philadelphia.

## E. Richardson, Vet Calgary Manager, Dies

Held Stampede Exec Position For 33 Years

CALGARY, Alta., Dec. 20.—E. L. (Ernie) Richardson, 76, general manager of the Calgary Exhibition and Stampede from 1907 until his retirement in 1940, died at Vancouver, B. C. Tuesday (9) after a brief illness.

During his 33 years as manager, he helped develop the Calgary show from a small town agricultural fair to the position it now holds as the greatest outdoor show of its kind in the world.

Born at Wieklow, Ont., he attended Ontario Agricultural College and then moved west in 1901 to join the agriculture department of North West Territories. In 1903 he moved to Calgary to accept the post of assistant manager of the Calgary Exhibition and assistant secretary of the Calgary Board of Trade.

Appointed manager of the exhibition in the fall of 1907, his first big task was the organization of the Dominion Exhibition, scheduled for Calgary in July, 1908. Dominion and provincial government grants, totalling \$85,000, were received for the venture, the city added \$24,000 and with this money new buildings were constructed at Victoria Park, and the grounds generally improved.

The fair was a big success and, even at that early date, Richardson's executive and managerial ability was recognized. At the time the exhibition was known as The Inter-Western Pacific Exhibition. In 1910, the name was changed to The Calgary Industrial Exhibition Company, Ltd. and on December 11, 1933, the name was changed to Calgary Exhibition and Stampede, Ltd.

### Adds Stock

Richardson was one of the first to see the value of integrating the livestock activities of the Southern part of Alberta with the exhibition board. He invited the livestock associations to use the exhibition facilities and this gave birth to the Calgary bull sale, now the greatest auction of purebred beef bulls on the North American continent.

Even as far back as 1908, Rich-

(Continued on page 43)

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### Prince Albert Ex Racks Up 145G In 10-Year Period

PRINCE ALBERT, Sask., Dec. 20.—Surplus totaling \$145,000 for 10 years' operation of the Prince Albert Agricultural Society was reported at the annual directors' meeting by Lorne Small, president. The figure includes federal government grants, totaling \$38,802, and provincial government grants of \$10,000.

J. Harry Kozar, senior livestock agent for the federal department of agriculture and general livestock chairman of the exhibition for several years, was elected to succeed Small, president for the past 10 years. Small was named honorary president. Vice-presidents are Archie Anderson, of Ailingly, Sask., and E. A. Rawlinson, manager of radio station CKBI, Prince Albert.

The financial report showed a net surplus of \$18,284 on the year's operations. Revenue was \$5,050 against \$63,830 in 1951, and expenditures totaled \$36,766 against \$38,774.

Summer exhibition gate receipts of \$11,432 and grandstand receipts of \$10,438, totaling \$21,870, also fell below the 1951 total of \$23,110.

Revenue was up on horse racing entry fees, concession fees, pari-mutuels and race programs. Livestock prize money was less than usual because of the hoof and mouth disease ban on stock competitions but horse race money, totaling \$2,789, was up from last year. Losses were recorded on three livestock events during the year: the winter sale, fat stock show and bred sow sale.

Revenue from federal, provincial and municipal grants in 1952 dropped below the 1951 figure. Federal grants totaled \$11,000 against \$12,648 in 1951; provincial grants, \$3,794 against \$6,304, and the municipal grant was \$1,180, an increase of \$100.

The 69th annual summer exhibition and the year's activities as a whole were reported as successful by Dan F. Kelly, secretary-manager, in his annual report.

Dealing with last spring's spread of the hoof and mouth disease and the consequent ban on livestock showings, Kelly said: "I believe it has taught those responsible for operating agricultural events and exhibitions that we must maintain enough elasticity in plans so that substitutions and emphasis on different phases of events can be effected without disrupting the whole program."

Improvements to the grounds during the year included a hard-topped roadway, new entrance gates, a grandstand performers' dressing room and the planting of flowers and trees, Kelly reported.

At the end of December, 1952, \$58,407 will have been credited to the society's \$67,470 agreement with the federal department of agriculture, the balance covering the remodeling of the pig barn, rewiring other barns and constructing a road on the grounds, Kelly said.

Prize money at the 1953 summer fair may be increased 25 percent, the directors decided.

Speakers included S. C. Heckbert, secretary-manager of the Vermilion (Alta.) Agricultural Society and past president of the Western Canada Fairs Association, and Matthew Alsinger, president of the Lloydminster Agricultural Society. Heckbert said the Prince Albert org had done much to lead the way, particularly in its contributions to the training of farm youth.

### Winter Fairs

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#### Arizona

Mesa—Maricopa Co. Fair, Feb. 21-March 1, Marcel Delaporte, 8111 N. 10th St., Phoenix.

#### California

Imperial—California Mid-Winter Fair, Feb. 28-March 8, D. V. Stewart (incl. Riverside Co. Fair & Nat'l Date Festival, Feb. 18-22, R. M. C. Pulver-wider).  
San Bernardino—National Orange Show, March 18-26, Earl E. Bule.

#### Florida

Dade City—Pasco Co. Fair, Jan. 22-24, J. F. Higgins.  
Daytona Beach—Haltian Fair, Second week in March, Turney Scott.  
Delray Beach—St. Diadoti Festival & Fair, Feb. 22-28, R. C. Lawson.  
Eustis—Lake Co. Fair, March 18-21, Earl Leberman, Courtland Taylor, Fla. Fert. Lauderdale—Broward Co. Fair, March 3-7, E. R. Lawton.  
Fort Myers—Southwest Fla. Fair, Feb. 3-7, Jack D. Hughes.

Indian Town—Martin Co. Fair, Jan. 15-17, E. M. Johnson, Stuart, Fla.  
Intermar—Citrus Co. Fair, Jan. 20-24, Quentin Medina.  
Largo—Pinellas Co. Fair, Feb. 11-13, J. H. Logan.

Orlando—Central Fla. Expo, Feb. 23-28, Crawford T. Buncher, Stuart, Fla.  
Palmetto—Manatee River Fair, Jan. 25-31, Horst R. Hughes.  
Wahkiakum—Florida Strawberry Festival, Feb. 22-28, G. R. Petter.

Punta Gorda—Charlotte Co. Fair, Jan. 18-24, Harry Jack.  
Sarasota—Sarasota Co. Fair, Jan. 18-24, George W. Potter.

Tampa—Florida State Fair & Gasparilla Assn., Feb. 3-14, P. T. Strieder.  
West Palm Beach—Palm Beach Co. Expo, March 1-4, Leland L. Lacey.  
Winter Haven—Florida Citrus Exposition, Feb. 18-21, Phil E. Lacey.

#### Louisiana

Lafayette—South La. Mid-Winter Fair, Jan. 22-25, Dr. T. J. Arcepeaux.  
Saint Francisville—West Feliciana Fair, Feb. 21-28, C. L. Flowers.

#### Montana

Bozeman—Montana Winter Fair, March 21-27, George T. Sims.

#### Texas

Fort Worth—Southwest Expo & Fat Stock Show, Jan. 10-Feb. 6, W. W. West.  
Houston—Houston Fat Stock Show, Feb. 6-13, Herman Engel.  
San Antonio—San Antonio Livestock Expo, Feb. 20-March 1, W. L. Jones.

### Donnellson, Ia., Adds Lighting To Fair Track

DONNELLSON, Ia., Dec. 20.—Lee County Fair will light its half-mile track here for the coming season and will run both hotness racing and thrill shows as an evening attraction in '53, Clifford J. Ward, president, announced.

The addition of lights will cost in the neighborhood of \$4,500 he said. The fair has already signed Jack Robinson's Model Shows as the '53 midway attraction.

Ward and 12 other members of the board recently attended the Iowa fair meeting in Des Moines.

### Weyburn, Sask., Nets \$753 on Year

WEYBURN, Sask., Dec. 20.—Altho two days of rain knocked the annual summer fair for a loop and put the Weyburn Agricultural Society \$2,100 in the red, the org wound up the year with a surplus of \$753 thru the help of grants and donations, totaling \$1,690, from the town and district.

Rural municipalities in the Weyburn area assisted with \$550, citizens of Weyburn contributed \$380 and the 76 men and women of the fair's directorate each gave \$10. Besides the donations of \$1,690, the fair board received a grant of \$635 from the provincial government. A total of \$578 was realized on rental of buildings.

The fair board had a balance from 1950 of \$261 and total receipts for the 1951-52 year were \$13,369. Expenditures over the past year were \$14,907.

Fred Zabel was re-elected president. Vice-presidents are M. Adolphe, E. Kyle and A. McPherson. Roy Schultz was returned as secretary-manager.

### Broome Re-Elects All 1952 Execs

WHITNEY POINT, N. Y., Dec. 20.—Broome County Agriculture Society re-elected all members of its executive staff at its annual meeting here last week. Named again were A. D. Driscoll, president; Ransom Franklin, vice-president; Osmer J. Brooks, secretary, and Harold B. Brennan, treasurer.

Directors are Charles Leahy, William Lawrence and Harley Beardsley. The 1953 annual will be held August 2-3, according to Chester E. Bradford, publicity director.

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Max 1952 bring you Health, Happiness and abundant prosperity.  
All sizes \$10 \$11 Wheels will be available for 1953 delivery. Now is the time to be making your plans. Start the new year right by writing for Price List A-47 which will bring you prices and terms on all \$10 \$11 Wheels.  
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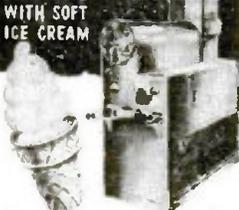
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No. 1 Cards, heavy white, blank back, 30,000. No duplicate cards. These sets complete with 100 calling numbers. 250 Calling Numbers, 750 Calling Numbers, 1,500 Calling Numbers, 2,250 Calling Numbers, 3,000 Calling Numbers, 3,750 Calling Numbers, 4,500 Calling Numbers, 5,250 Calling Numbers, 6,000 Calling Numbers, 6,750 Calling Numbers, 7,500 Calling Numbers, 8,250 Calling Numbers, 9,000 Calling Numbers, 9,750 Calling Numbers, 10,500 Calling Numbers, 11,250 Calling Numbers, 12,000 Calling Numbers, 12,750 Calling Numbers, 13,500 Calling Numbers, 14,250 Calling Numbers, 15,000 Calling Numbers, 15,750 Calling Numbers, 16,500 Calling Numbers, 17,250 Calling Numbers, 18,000 Calling Numbers, 18,750 Calling Numbers, 19,500 Calling Numbers, 20,250 Calling Numbers, 21,000 Calling Numbers, 21,750 Calling Numbers, 22,500 Calling Numbers, 23,250 Calling Numbers, 24,000 Calling Numbers, 24,750 Calling Numbers, 25,500 Calling Numbers, 26,250 Calling Numbers, 27,000 Calling Numbers, 27,750 Calling Numbers, 28,500 Calling Numbers, 29,250 Calling Numbers, 30,000 Calling Numbers.

### 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, 100 calling numbers, 250 Calling Numbers, 750 Calling Numbers, 1,500 Calling Numbers, 2,250 Calling Numbers, 3,000 Calling Numbers, 3,750 Calling Numbers, 4,500 Calling Numbers, 5,250 Calling Numbers, 6,000 Calling Numbers, 6,750 Calling Numbers, 7,500 Calling Numbers, 8,250 Calling Numbers, 9,000 Calling Numbers, 9,750 Calling Numbers, 10,500 Calling Numbers, 11,250 Calling Numbers, 12,000 Calling Numbers, 12,750 Calling Numbers, 13,500 Calling Numbers, 14,250 Calling Numbers, 15,000 Calling Numbers, 15,750 Calling Numbers, 16,500 Calling Numbers, 17,250 Calling Numbers, 18,000 Calling Numbers, 18,750 Calling Numbers, 19,500 Calling Numbers, 20,250 Calling Numbers, 21,000 Calling Numbers, 21,750 Calling Numbers, 22,500 Calling Numbers, 23,250 Calling Numbers, 24,000 Calling Numbers, 24,750 Calling Numbers, 25,500 Calling Numbers, 26,250 Calling Numbers, 27,000 Calling Numbers, 27,750 Calling Numbers, 28,500 Calling Numbers, 29,250 Calling Numbers, 30,000 Calling Numbers.

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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 backing. Write: Arena-Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

### TICKETS SPECIAL PRINTED

Cash with order	PRICE
2,000	..... \$4.95
10,000	..... 7.90
100,000	..... 26.70

Bill Woodcock and Fred Logan, with Miller's Baby Elephants will play Frank Wirth dates at Syracuse and Hartford, Conn. This

## Hutchinson Regina Prexy

• Continued from page 41  
was second vice-president last year. Among the many organizations of which Hutchinson is a member are the American Horse Shows Association and the British Show Jumping Association. He is recognized as one of Canada's leading hosts and racetrack promoters. Surpluses of the Regina Exhibition association over the last seven years have totaled \$657,450, or two-thirds of the accumulated surpluses since the fair's start in 1907, according to the directors' report presented by T. H. McLeod, manager. Over the seven-year period, \$218,206, which is not included in the surpluses, has been spent for current maintenance and repair of buildings and equipment the report stated. Liquid Assets "Our liquid assets amount to approximately \$133,000 against which we have visible commitments of approximately \$24,000. In addition, we have agreements with the federal and provincial governments whereby we will receive over the next 10 years special grants amounting to \$159,212 toward construction of the new Auditorium building," the report set forth. Revenue derived from rental of buildings did much to improve the financial statement, the report further pointed out, and "if this continues, along with anticipated revenues from the Auditorium and Stadium, the association should be in a position to withstand any setbacks that might occur." Rentals in 1952 amounted to \$57,334 against \$45,811 last year, and in addition the fair board received \$3,908 from Auditorium rentals between March 10 and September 30. New records for attendance and receipts were piled up in virtually every department of the summer fair, according to the report. Paid attendance totaled 175,872 and the surplus was \$83,206. Net surplus on the year's operations was a record \$133,256. Exhibits Greater Exhibits in 1952 were greater than in any other year with the exception of the World's Grain Show in 1933 and a steady increase in concession revenue during recent years was noted, with this year's total amounting to \$38,206. Operation of an artificial ice plant can only be successful financially when hockey is popular and drawing large crowds, the report stated in recording a

South Africa Orgs Reap Good Takes  
JOHANNESBURG, Dec. 20.—The outdoor season is in full swing here and most carnival ops report patrons are hungry for entertainment and as a result are spending in good style. Playland Amusements, South Africa's largest operators, moved to Port Elizabeth for the holidays after a successful run at Vereeniging. Fronton's Coney Island Amusements is racking up good business. Org carries an Ell Ferris Wheel, a large Merry-Go-Round and a Chairplane ride. In addition it has a good sized front end. Spinner's Shows are playing Parys, an inland resort town for the Christmas and New Year's holidays. Org is flashed with plenty of strip lighting and carries its own generating plant.

### Carnival Routes

Send to 2160 Patterson St Cincinnati 22 O.  
Ringing Brae and Barnum & Bailey; Havana, Cuba. thru Jan. 11

PEACE RIVER Alta., Dec. 20.—T. G. Rhoades has been elected president of the Battle River Agricultural Society, with J. D. Lambert and G. Lorenzon vice-presidents. J. Nichols is secretary and P. Dechant assistant secretary.

### Out in the Open

Albert Spiller, owner of Spiller's Seals, is at the Cincinnati Zoo where he will teach the spot's Leo and Surf new tricks in a 30-day post-graduate course in seal antics. Spiller also brought along his eight seals to fill in the class. Assisting Spiller will be the zoo's trainer, Millard Owens, who gave Leo and Surf their basic entertainment training. The teaching staff also includes Spiller's wife, Judy. James O'Donnell, well known in outdoor show circles, is making his home in Mount Pleasant, N. C.

### Talent Topics

Mary K. Sarlow, associated with her sister, Rose Sarlow, secretary of the Ionia (Mich.) Free Fair, is the author of a new song broadcast over the Columbia Broadcasting radio network December 27 on the "Make Way for Youth" program.

### Under the Marquee

John (Chuckles) Facer, who completed his first season as a clown with the Jay Gould Million Dollar Circus recently, is playing the Santa Claus role at the W. F. Woolworth store in Fairfield, Ia. He also plans to do some Christmas shows in Ottumwa, Ia. Carleton Smith, circus fan of Cuyahoga Falls, O., and Jess Among visited clown alley on Polack Bros. Western Unit in Youngstown, O. and cut up jackpots with Bobo Barnett, Lawrence Cross, Dennis Stevens, the Sherman Brothers, Harry Dann and Rusty Benson. Smith and Amnett also visited their old friends, Arthur Springer and Jack Joyce. Last week they motored to Cleveland and visited Ed Raymond at the May Company there. Harry Johnston, old-time billposter, letters from Omaha that he recently completed the longest country tour of his career, doing 945 miles and making 67 towns for the Hollywood Ice Revue.

The Herman Cepiers, high-wire troupe, are back at their San Antonio home after a season that took them to Japan as part of the All-American Circus. While there the Cepiers were featured in a Japanese movie, "Girl of the Circus," and Baby and Theo Cepiers were pictured in magazines, funny books and newspapers. Upon their return to the West Coast the act played fair dates.

Jo and Silvers Madison, Paul and Amy Rusk, Ralph Rose Clawson, John and Mildred Hanly and Graves Perry were dinner guests of John C. Arter, CFA, at Charleston, W. Va., recently.

## PARIS TRAFFIC IS TOO MUCH FOR ANIMALS

PARIS, Dec. 20.—Ignoring a whip, submachine guns and police, wild animals which escaped Monday (15) from a Paris circus finally met their master when they tried to buck the wild downtown traffic. Two lions, three tigers, four bears, two hyenas and three seals escaped when the snow caused the tent in which they were performing to collapse. The circus owner, Jeanette McDonald, wielding a whip and policemen with submachine guns tried unsuccessfully to capture the fleeing animals. However, when the animals encountered Paris traffic for the first time, they called it quits, cowed to the curb, and appeared glad to get back to their cages. One lion, however, appeared to like the city. He was going down a subway stairway.

## Saskatoon Inks Mounties for '54

SASKATOON, Sask., Dec. 20.—The famous musical ride of the Royal Canadian Mounted Police will be the feature attraction of the Saskatoon Exhibition's spring home show in the Stadium at the exhibition grounds in April, 1954, it was announced by S. N. MacEachern, exhibition manager.

## DOG SHOWS

California  
San Bernardino—Jan. 18 Jack Bradshaw, Los Angeles  
San Francisco—Jan. 24, W. Fox, Piedmont, Calif.  
Florida  
Clearwater—Jan. 26-31, Edgar A. Moss, Greensboro, N. C.  
Fort Lauderdale—Jan. 14-15, Edgar A. Moss, Greensboro, N. C.  
Jacksonville—Jan. 13, Edgar A. Moss, Greensboro, N. C.  
Jacksonville—Jan. 10-11, Mrs. W. Schell, Box 1225  
Miami—Jan. 17-18, Clell Dudy, Biloxi, Miss.  
Miami Beach—Jan. 17, Edgar A. Moss, Greensboro, N. C.  
Orlando—Jan. 24, Edgar A. Moss, Greensboro, N. C.  
St. Petersburg—Jan. 22-23, Edgar A. Moss, Greensboro, N. C.  
Tampa—Jan. 25, Edgar A. Moss, Greensboro, N. C.  
West Palm Beach—Jan. 13, Edgar A. Moss, Greensboro, N. C.  
Indiana  
Port Wayne—Jan. 18, Vera Mirell, Route 2  
New York  
New York (Hempstead Hotel)—Jan. 24, Foley, 7800 Hempstead St., Philadelphia.  
Ohio  
Marion—Jan. 25, Bow Org., Detroit.

## DOG SHOWS

week-end they are making two dates for Jimmy Hester of Huntington, W. Va., and then they hop to New York for the Polack Eastern theater date. They expected to visit in Memphis on their way east from Hugo, Okla. Louis Stern, T. Dwight Pepple and Mickey Blue, all of Polack Western will be Christmas guests at the new Sacramento home of George and Opal Payne, Polack concession managers, and New Year's guests at the new Los Altos, Calif., home of George Westerman, a Polack promotion manager.

For the holiday layoff of Harris & Rowe school circus, Jimmy West and family will go to Youngstown and Warren, Pa.; Eddie Doyle, Worthington, Ind.; Bell Trio, Nashville; the Lampmans, Birmingham; Max Maurer, Terre Haute, Ind.; J. C. Admire, Brazil, Ind., and Jim and Fred Mooney will stay with the show equipment.

Kelly Miller, of Al G. Kelly & Miller Bros., has an elephant head mounted on a wall of his new home and is equipping it with a tape recording of elephant roars. He's got 636 silver dollars built into his "Silver Dollar Bar" in the home.

Jo and Silvers Madison, Paul and Amy Rusk, Ralph Rose Clawson, John and Mildred Hanly and Graves Perry were dinner guests of John C. Arter, CFA, at Charleston, W. Va., recently.

## W. Canada Horses To Vie for 655G

REGINA, Sask., Dec. 20.—Purses for the 81 days of racing in Western Canada in 1953 will total \$655,900, a new high, it was decided recently at a meeting of the Western Canadian Fair, Horsemen's Benevolent and Protective association (Prairie Division) and the E. James Speers corporation. The meeting was held in Winnipeg. The season embraces race meetings at Winnipeg, Calgary, Edmonton, Saskatoon and Regina, some of them on conjunction with the annual summer exhibition. The boost is \$65,100 over the past five years. The 1953 purse schedule, with 1952 totals in brackets, follows: Calgary spring meet, \$106,200 (\$84,800); Winnipeg spring meet, \$120,600 (\$115,800); Winnipeg autumn, \$131,100 (\$120,300); Edmonton, \$130,600 (\$117,300); Calgary Exhibition, \$48,300 (\$42,900); Edmonton Exhibition, \$55,900 (\$47,900); Saskatoon Exhibition, \$39,200 (\$28,200); Regina Exhibition, \$34,000 (\$32,700).

## Edmonton Nixes Mobile Power Unit

EDMONTON, Alta., Dec. 20.—Directors of the Edmonton Exhibition Association tabled a motion calling for the purchase of a mobile auxiliary power unit for use at the race track in case of an emergency. Directors approved a recommendation of the racing committee that \$8,000 be added to the purse for the 1953 exhibition horse race meet. The purse last year was \$47,865.

## Drumheller Elects

DRUMHELLER, Alta., Dec. 20.—George W. Carter, of Delia, Alta., was re-elected president of the Drumheller and District Agricultural Society for a second term at the org's annual meeting.

## 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.  
WRITE TODAY  
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RIDES AUTOS  
TRUCKS TRAILERS  
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## SPECIAL DISCOUNT

For the Month of December  
Write Today  
BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE  
We also handle Snow Globes, P. O. Box 7987, Salt Lake, Utah, Texas

## GIVE TO THE RYUNTON CANCER FUND

# PARKS-RESORTS-POOLS

DECEMBER 27, 1952

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

THE BILLBOARD

45

## TRIBUTE TO VETERAN

# Showmen Attend John Wendler Rites

Continued from page 41

company since 1889. However, his Merry-Go-Round career dates back 10 years earlier, when a German immigrant in his neighborhood built a crude carousel powered by laborers who pushed beams from which rough carved horses were suspended. When he was 19 Wendler came to North Tonawanda and went to work for the Armitage-Herschell Company as a painter. A year later he became foreman of the paint department. For 25 years Wendler directed the work of decorating the ornate rides with carvings and gold leaf. Later the firm became known as the Herschell-Spillman Company and Wendler's responsibilities expanded to the point where he was in charge of virtually the entire plant.

### Partners Split

In 1915 the directors of the Herschell-Spillman Company parted. The action resulted in the setting up of two organizations, the Allan Herschell Company and the Spillman Engineering Company. Wendler east his lot with the former organization which concentrated on the manufacture of Merry-Go-Rounds almost exclusively until 1929. Two ventures outside the Merry-Go-Round field, one in 1890 and another in 1901, proved unprofitable. In 1929 the Herschell firm successfully introduced the Leaping Lena ride. Firm followed this success by entering the kiddie ride field in 1932.

### Gains Control

In 1938 the senior Wendler, his son, the late William Wendler, and the late Charles Starkweather obtained control of the Herschell company. In 1941 Starkweather was killed in an auto accident and the Wendlers acquired full ownership of the company. In 1948 they purchased the Spillman plant. Wendler's son died suddenly October 8, 1951. He was secretary-treasurer of the firm at the time.

### Many Showmen Attend

In attendance at the funeral services were Floyd E. Gooding, Gooding Amusement Company; Mr. and Mrs. Earl E. Ingalls, Ingalls Amusement Enterprises; Radji Delgarian, Delgarian Amusement Company; Harry Mamsch, Norman Bartlett; Ben

Roadhouse, Eli Bridge Company, who also represented American Recreational Equipment Association; H. Vernon Smith, of McDougall-Butler Company, and Clarence J. Latscha, The Billboard, Cincinnati.

Sending their condolences via telegrams and phone calls to the Wendlers were William de L'horbe, National Amusement Device Company; Nell Webb, Conklin Shows; George Kemp, Dave



JOHN WENDLER

Bradley, Mr. and Mrs. Paul Matthe, Mr. and Mrs. Lee Becht, Mad Cody Fleming, O. C. Buck, Frank Bergen, M. W. Selner, Mr. and Mrs. M. J. Doolan, Mr. and Mrs. Frank McDermott, Mr. and Mrs. George A. Hamid, Leonard and Lucy Sprague, Mr. and Mrs. Henry Klein, Mr. and Mrs. K. H. Garman, Mr. and Mrs. A. N. Rice, Jack Eyerly, Hot Springs Showmen's Association, Mr. and Mrs. Harry Mamsch, F. E. Gooding, Raymond Lusse, Bernard B. Arent and Mrs. Frieda Sellner.

### Floral Tributes

Floral tributes came from Frank Bergen, R. M. Spangler, the Conklins, Bill Hames Shows, Mr. and Mrs. Lindemann, Mr. and Mrs. David Bradley, F. E. Gooding and family, J. C. Sedlmayr family, Dr. and Mrs. F. W. Nelson, Harry J. Batt and family, James E. Strates Shows, Mr. and Mrs. Earl E. Ingalls and family, Mr. and Mrs. Charles S. Rose, Mr. and Mrs. Orville N. Crafts, Harold K. Barr, Victor H. Sturken, Mr. and Mrs. Ross R. Davis, Harry A. Illions, Mr. and Mrs. Charles Miller, American Recreational Equipment Association board of directors, National Association of Amusement Parks, Pools and Beaches, Showmen's League of America, Sellner Manufacturing Company, Chicago Amusement Ride Owners, Kiddie Park Operation Association of Chicago, W. F. Mangels Company, Dodgem Corporation, R. D. Robertson, Miniature Train Company, Raymond Lusse, H. E. Ewart, Eli Bridge Company, Eyerly Aircraft Company and The Billboard Publishing Company.

### FOR SALE 20 LUSSE SCOOTER BOATS

Used three seasons. Perfect mechanical condition. Lease expired Revere Beach. Ideal for channel, river, lake, or pond. Specifications: Four H.P. Briggs & Stratton engines, air-cooled, automatic friction clutch, propeller and rudder steering (for sharp turns), rubber roller bumpers, hull planked, length 10 ft., beam, 50 inches; round bottom, ribs 6 inches apart, seats two adults or three children. Price, \$200 each, or will exchange for Kiddie Rides.

**HELL SERVICE**  
BOX #1 REVERE, MASS.

### RIDE HELP WANTED

Experienced middle-aged man capable of minor repairing, must also be able to operate All Ferris Wheel's Year round work; no moving. Good opportunity for salary, reliable man. No wires, state all facts letter.

**GRIFFEN AMUSEMENT PARK**  
Jacksonville Beach, Florida

### PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries from names of individuals who would like to underwrite and promote attractions for amusement parks and fairs. We can refer you to our territory to you. Please state what you have promoted 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: Arno Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

**\$1,500,000**  
**IRON LUNGS '52**  
Join the **MARCH DIMES**  
JANUARY 2 TO 31

## NAAPPB Mails Initial Group Of '53 Books

CHICAGO, Dec. 20.—First group of 270 copies of the 1953 manual of the National Association of Amusement Parks, Pools and Beaches has been mailed. It was announced this week by the NAAPPB office here.

These were sent to exhibitors at the 1952 trade show. Members of NAAPPB will receive their copies shortly after January 1. It was explained that the mailing was delayed to avoid the Christmas rush.

Orders for the volume on history of parks and rides, published recently under NAAPPB sponsorship, are being received by the NAAPPB office here.

## \$17,000 in Food Show Profit to Cincy Zoo

CINCINNATI, Dec. 20.—A motion was passed recently at a meeting of the civic committee sponsoring the Food and Home Show at the Cincinnati Zoo to transfer \$17,000 of the \$17,262 profit made from the sale of booth space at the 1952 show to the zoo, earmarked for application to cost of constructing the park's new \$40,000 executive office and lounge.

Everett W. Townsley, zoo president, is the lookout for a gondola. If he is successful in obtaining one, he plans to install it on the duck pond at the rear of the new executive building as a new entertainment feature.

## E. Richardson

Continued from page 41

Richardson had held the conviction that an agricultural fair alone could not survive and that the more entertainment and thrills, the better the receipts. To this end he scoured the country for thrill acts and brought in balloonists, stunt aviators, auto racers and high trapeze acts. Strangely enough, it took a long time to sell him the idea of a stampee as an exhibition feature, but once he realized its crowd-drawing value he boosted the show night and day.

He was treasurer of the original stampee in 1912 and handled the same duties at the Victory Stampee in 1919. Immediately after World War I, the exhibition experienced lean years and, in 1923, it was decided to stage a stampee as a feature of the fair. So successful was the venture that it has continued as the main feature of the annual fair since.

### Sets Ads

It was E. L. Richardson who embarked upon the plan of international advertising which resulted in the Calgary Exhibition and Stampee becoming known the world over. With Gay Headrick, the founder and promoter of the original stampee and later manager of the exhibition stampees, he organized a series of unusual events, such as downtown street parades.

Richardson never lost sight of the fact that the Calgary show was basically agricultural and, to that end, he had a big pavilion erected to house exhibition livestock. He helped to sponsor flower shows, dog shows, horse shows and cattle shows, realizing that they all had their part in the annual presentation of the Calgary Exhibition and Stampee. He also recognized the part that the pioneers had played in the development of the West and had a part of the grounds set aside for an Old Timers' Hut. There they could enjoy an annual reunion during stampee week.

When he first reached Calgary, attendance at the annual was a few thousand and when he retired in 1940 the gate was close to 250,000. His retirement was voluntary and he was succeeded by J. Charles Yule.

Richardson was a past president of the Western Canada Fairs Association and a past president of the International Association of Fairs and Expositions.

Survivors are his widow, one daughter, Mrs. Charles Grant, Vancouver, a son, Herbert, Ottawa, and a son, Dr. Rozald, Oshawa, Ont.

## Hamid Sets 7-Man Legislative Group

### Committee Will Seek Amendments To 20% Federal Admission Tax Law

CHICAGO, Dec. 20.—Make-up of the 1953 legislative committee was announced this week by the National Association of Amusement Parks, Pools and Beaches. The committee was named by George A. Hamid, president of NAAPPB. Harry Batt of New Orleans was named chairman. Members will include Joseph Malec, Omaha; Edward L. Schott, Cincinnati; Col. Allan E. MacNichol, Rye, N. Y.; Fred W. Pearce Jr., Detroit; E. E. Foehl, Willow Grove, Pa. and William B. Schmidt, Chicago.

This committee together with the officers and executive committee were directed by a directors' resolution to start at once on a plan to seek amendments to the 20 per cent federal excise tax law on admissions. Tax changes have been declared the association's major project for the future. It was anticipated that the committee would start work at once and that members would go to Washington shortly after the new administration takes office.

The resolution called for a campaign to remove the tax on admissions of 50 cents or less. It also called for equalization of taxes on municipal and commercial swimming pools. City-owned pools are not required to collect the levy, while commercial pools must add the 20 per cent to their prices.

At the recent NAAPPB convention here, members were urged

## St. Louis Trainer Loaned to Detroit To Train Elephants

DETROIT, Dec. 20.—Floyd Smith, elephant trainer with the St. Louis Zoo, is being engaged by the Detroit Zoo for a four-week period to train two young elephants just acquired by the Motor City park. The Common Council has approved payment of a \$650 fee for Smith's services.

## Rockaways' Fetes 200 N. Y. Children

NEW YORK, Dec. 20.—Some 200 New York children today were feted at a Christmas party and day's outing at Rockaways' Playland, Queens amusement park, by the Police Athletic League.

A. Joseph Geist, park president, said that Mayor Impellitteri and Police Commissioner Monaghan were invited to attend the event. Santa Claus was on hand to distribute the gifts.

to discuss the tax situation with their congressmen and senators while the legislators were at their homes prior to the convening of the new Congress.

## SKEE BALL

Reg. U. S. Pat. Off.  
America's Favorite Skill Game  
for  
**PARKS - RESORTS & ARCADES**  
PLANS—CARS—EQUIPMENT  
for  
**COASTERS—MILL CHUTES**  
New STUNTS for your  
**DARK RIDE & FUN HOUSE**  
**PHILADELPHIA TOBOGGAN CO.**  
130 E. DUVAL ST., PHILA. 44, PA.  
Amusement Devices Since 1904

**FOR SALE**  
**MIDDLELAND IN SO. CALIF.**  
(Established 12 Years)  
3 1/2 acres of ground—Long Lease.  
Terms: Cash or Trade. 11 Rides.  
Complete with 3-Abstract Merry-Go-Round—New Train & Pony Ride.  
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**RAILS**  
12'—12 1/2'—20'  
With Splice, Bars, Frogs, Switches, Bolts and Ties for Kiddie-Car Railroad. Also Locomotives, Cars and Equipment for same.  
**M. K. FRANK**  
400 Lexington Ave., New York 17, N. Y.  
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**GOLF-IN-A-PACKAGE**  
A new Hotchkiss Cook creation for 18,200 sq. ft. area. Low cost includes all pre-cut lumber for basic 18 holes, reservation, stabling out and leveling, water base bridge, plans for future development. Look ahead! Inquire now.  
**HOLMES COOK MINIATURE GOLF CO.**  
Box 1443, New London, Conn.

**FOR SALE OR TRADE**  
1-Car Tulsa, purchased new 1951, used in parks; ride is like new. 1 Allan Electrical Locomotive, 10 cars, with 30 HP electric motor, purchased 1950, in very best condition. Both park-type rides, are absolutely clean.  
**JAKE GROSCOP**  
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High Quality  
**KIDDIE RIDES**  
ROTO WHIP—SPEED BOATS—PONY CARTS  
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Illustrated Circulars Free  
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An important part of The Billboard's complete coverage of the **OUTDOOR AMUSEMENT FIELD**  
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Yes  Please send me The Billboard for one year at \$10.  
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Address   
City  Zone  State   
Occupation

## Havana Postpones Charity Promotion; 3 Shows, Act Open

HAVANA, Cuba, Dec. 20.—Charity promotion at Coney Island Park here under the auspices of the wife of the President of Cuba is scheduled for Saturday (20) after being postponed five days.

Attractions which opened at the park December 5 included Pete Kortes' Side Show, Lee Houston's Snake Shows, Eddie Holt's Monkey Motordrome and concessions, and Veno Beronini, free act. The group flew from Key West, Fla.

## Huedepohls Visit In Portland, Ore.

PORTLAND, Ore., Dec. 20.—Paul H. Huedepohl, secretary of the National Association of Amusement Parks, Pools and Beaches, and Mrs. Huedepohl will vacation here thru the holidays. While here, Huedepohl underwent an examination for a back ailment.

## POLACK WESTERN SETS 1953 TALENT

Barbette, Triskas, Zoppe Troupe, Jim Wong, Moore Dogs Sign Pacts

CHICAGO, Dec. 20.—Production numbers by Barbette and the greatest turnover of talent in the show's history will combine to give a new flavor to the Western company of Polack Bros.' Circus in 1953.

Louis Stern, managing director, announced the line-up, after the culmination last week-end of year-long negotiations carried on by Ethel Robinson, the show's talent scout and booking agent. Opening stand will be Flint, Mich., January 18-24, and the

people contracted are being called to report there the week before for rehearsals.

The aerial ballet will have Barbette's cancan motif, and he will present his iron-jaw number, using his own people. In addition, he will produce a special opening number with a novel Side-Show theme, two numbers involving clowns and an Oriental introduction to the Jim Wong Troupe.

Special wardrobe for these numbers was designed under Barbette's direction and is being executed by Jacks of Hollywood. Barbette spent the last two months of the 1952 season with the show, observing various buildings and outdoor sites used, with intermittent trips to Hollywood. After the season's close he went to New York to obtain musical arrangements and special props and effects. This week, he transferred his activities to Sarasota, Fla., where he is to conduct preliminary rehearsals. He will move to Flint January 10.

LaNorma, Triska Troupe Besides Barbette's numbers, new aerial features will be LaNorma and the Triska high-wire troupe. The only acts of the 1952 line-up returning are the Geraldos, aerial adagio, and the Nine Ward-Bell Flyers.

Coming from the Polack East—(Continued on page 53)

**ATTENTION**  
NOW BOOKING  
ACTS  
FOR 1953 FAIR SEASON

Contact:  
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101 N. Wash. Ave., Chicago 1, Ill.

**PROMOTERS AND PHONE MEN**

Deals all open after Jan. 1st. Plenty of towns, best supplies. Need Phone Men for new circuits. All who know me come on. Must finance yourself. No commissions, pay your own. I pay mine.  
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**ACTS WANTED**

Quality Circus and Platform Acts of all types. 1953 Fairs and Celebration in N. W. area.  
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Special inauguration edition of President Dwight D. Eisenhower, THE REPUBLICAN PARTY, and the U.S. ARMY, Navy, Air Force, Coast Guard, and Marine Corps. 18,000 cards ready to be called. This is the best deal on the east coast. 20¢ paid daily.  
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  - CHIMPANZEES, ALL SIZES, EACH UP 500.00
  - HANDRILLS, MEDIUM SIZE, PAIR 250.00
  - DRILLS, MEDIUM SIZE, PAIR 150.00
  - BABOONS, SMALL, MEDIUM AND LARGE, EACH 50.00
  - CANIGUAN & CINABARON RINGTAILS & SPIDER MONKEYS, EA. 25.00
  - 1 CHERRY HEAD MANGABEY, 1 GRAY CHEEK MANGABEY, 2 MILITARY MONKEYS, ALL TAME, THIS GROUP SELLS FOR: Each 60.00
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**SAM ROOPER, KAPPIE KAPLAND, BILL DWYER, JACK SPANH, AL O'HARA** OR ANY OTHERS WHO WERE WITH ME BEFORE, PHONE ELMIRA 3-4691 AND I WILL SEND TRANSPORTATION.

**LEW E. PETERS**

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### BOOK REVIEW

## Fox Recounts Parade Epoch In Pictures

Whether one made parades for 40 years or only remembers seeing a circus street procession once, the new book "Circus Parades," by Charles Phillip Fox, is a must.

This is a volume many persons have hoped would be done. Fox has done it in a manner that is a credit to trouper, to history and to parades themselves. It is certain to become a much-sought volume, a collectors' item which show people and fans who miss it now will try to find in the future. It ranks among the top two or three circus volumes in existence.

Basically, the book is a collection of photographs. There are about 300 pictures, many of them rarities and many others, known to collectors, but which have not previously been published. The coverage starts with street marchers by shows of the 1830s and includes parades of the 1930s. It concentrates on the period from 1880 to 1920, when the parade as an institution was at its peak.

This is much more than a rehash of familiar photos of the Two Hemispheres and Two Continents, although those wagons are included. Instead, it pictures the parade equipment of scores of shows, large and small, and depicts long-forgotten parade equipment.

The 10 sections, each devoted to a type of wagon or section of the parade; the eight color pages which illustrate sunburst wheels and elaborate wagons, and the text add up to comprehensive coverage. There is material about the construction of wagons, about the people who built, bought and moved them. Bill, author and mover them, tells something of when the wagons were in use, what shows had them and what became of them. For trouper who have made

## Mills Gets GOP Okay, Plans Washington Hop

GREENVILLE, O., Dec. 20.—Mills Bros.' Circus this week got the green light to place Burma, the Mills elephant national GOP mascot, in the Inauguration Day parade.

Edward Carr, parade chairman, stated in Washington that final plans call for the elephant to make the march. Mills also will take two other elephants to Washington for the January 20 inauguration of President-Elect Eisenhower.

Show Owner Jack Mills has chartered two Pullman cars and a baggage car for the junket. Members of the Mills families, Hugo Schmitt, elephant superintendent; Republican officials from Greenville and elsewhere in Ohio, newsmen and friends will be included in the group.

**Curtail European Trip** Meanwhile, Mills and his wife and daughter left Saturday (13) for Europe. They go first to Madrid. Christmas they will be in Rome, and will spend New Year's in Amsterdam. Geneva, Brussels, Paris and London are other stops. The trip will be somewhat shorter than originally planned so that Mills can return to Ohio by January 14. The Mills cars will leave for Washington on January

parades, this book will serve to call back and preserve memories of former seasons. For circus historians, it is a storehouse of known information and reference book of fresh material. Model builders will find it of value. For picture collectors, it will have special interest; even those few who have many of the pictures will want this compilation.

Much of this art work was done by Charles Amidon, and it is outstanding for its accurate depiction of the wagons. In the foreword Henry Ringling North tells John Ringling's reaction to the Hagenbeck-Wallace parade of 1934. Henry Moolten, a gagon builder, adds much information. The publisher is Century House, Watkins Glenn, N. Y.—Tom Parkinson.

18 and return to Greenville on January 21. Mills' participation in the inaugural parade follows the appearance of the Cole Bros.' steam calliope in the 1948 procession.

**Merry Christmas and A Happy and Prosperous New Year**  
to all from  
**THE GREAT RENOS**  
Dennis, Dennis, Del, John Drake  
Permanent address:  
1110 Sixth Ave.  
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**Wallace & Clark Circus WANTS**  
Boss Cameraman. Look to take charge of Cookhouse, Mechanic and Electrician, Side Show Manager and Side Show Acts, also Big Show Acts. If you have fans booked, please don't answer this ad. Also have for sale one 90 with two trailers and a forty one Klugee, 20 per year. Advance artists, limousine and doorkeepers, stay where you are, you won't leave.  
**NORMAN ANDERSON**  
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**TELEPHONE SALESMEN**  
With circus experience. Can use several good men who can take to territory and stay sober. This is no drummed up brain storm, but a genuine offer with an established promoter who has been with the main circus for years. Good money and good exposure, this is your chance to get set on a deal that works 50 weeks per year. Advance artists, limousine and doorkeepers, stay where you are, you won't leave.  
**JIM STROUD**  
Grand Hotel, Kansas City, Kansas  
Phone Will be back on the job Monday, Dec. 29th. No collect, please.

**COLE BROS.' CIRCUS WANTS**  
Grooms and Elephant men for winter dates starting January 12th. Grooms report to MILY HERRIOTT, Elephant Men report to PAUL JONES.  
WIRE WRITE OR COME ON  
Peru, Indiana

**GLADYS FOX**  
Please phone me collect  
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c/o Townhall Theatre, Toledo, Ohio, until January 1; Gateway Theatre, Cincinnati, January 1 to 8.

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One first-class hotel and one adequate special edition Labor Machine, 1952, including Central Trades Labor Union. Call every night. If you are good, needs work answered.  
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No drinks. No rollers. Ready to go. BILL PAULEY'S BESTEST DATE make Fire Dept. Convention Book to follow.  
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**WANT PHONEMEN**  
Adv. UPC, Tickets and Beners. All Winter's week. W. F. Meyers and Jeff Higgins, contact me.  
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**COOK WANTED**  
For Circus winter-quarters. Good accommodations and future. Contact  
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**HAGEN BROS.' CIRCUS WANTS**  
People in all departments for summer season.  
**HOWARD W. SUESZ**  
Black Hotel Oklahoma City, Okla.

## BEATTY TO TAKE FULL TRAIN ON FAIR ROUTE

HOLLYWOOD, Calif., Dec. 20.—Clyde Beatty said this week his circus would be of full 15-car strength thruout the '53 season.

He said the show would open in California in April and would play its regular route for the year. Fair dates would be played

wherever contracted, he stated, but the complete staff, program and equipment layout would be carried continuously.

Beatty said a strong show was being planned, and he predicted that the next edition would be the best in Beatty annals.

Earlier, it had been reported that the show would store some equipment and ears while the program was being presented in front of grandstands at fairs.

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ACTS AND CLOWNS for indoor dates starting January 26th.  
**HOWARD W. SUESZ**  
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—Get an act making list.  
—Each week The Billboard receives industries asking for names of acts who might undertake and promote attraction 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 want to promote in the past, specify whether or not you were financially successful, your responsible name, address, telephone, and a responsible department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

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3 more good Promotional Directors who can handle cities with good auditors and a new show set-up. A real old-time Minister, the first in 25 years. Can also use one more good Contracting Agent.  
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**ROLLING GLOBES**  
Self-Balancing  
**AL NICHOLS**  
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**WELSCOME PHISNE MEN**  
Came to S. Done Disabled American Veterans in Training, Tap from my home town. Wined for sound. 8500y Sears, but the best.  
**BOBBY SEARS' PROMISUM**  
959 Princeton  
Trenton 6-5723

## FAIR ASSN. MEETINGS

Central New York Association of Agricultural Fair Associations, Syracuse Hotel, Syracuse, January 5. Robert S. Turner, Horsesheds, secretary.

Minnesota Federation of County Fairs and the Minnesota State Agricultural Society, Radisson Hotel, Minneapolis, January 3-7. Harold C. Pederson, 3531 22d Avenue, South, Minneapolis, secretary.

Indiana Association of County & District Fairs, Hotel Severin, Indianapolis, January 5-7. William H. Clark, 350 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 6-8. Ray P. Weller, Shelbyville, secretary.

Georgia Association of Agricultural Fairs, Piedmont Hotel, Atlanta, January 12. E. Ross Jordan, 149 Rogers Avenue, Macon, secretary.

Association of Tennessee Fairs, Noel Hotel, Nashville, January 12-13. L. E. Griffin, P. O. Box 90, Nashville, secretary-treasurer.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 13-14. Everett E. Erhart, Stafford, secretary.

Maine Association of Agricultural Fairs, Falmouth Hotel, Portland, January 14-15. Roy E. Symons, Skowhegan, secretary.

Ohio Fair Managers Association, Deshler-Wallick Hotel, Columbus, January 14-15. Goldie V. Scheible, 708-710 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, 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.

## Coopersburg Revenue Big; Net Hits 51G

COOPERSBURG, Pa., Dec. 20.—Total revenue of Lehigh County Agricultural Society for the year ending November 1 was the second highest in history, but increased operating expenses cut heavily into profits, according to the annual report just released. Revenue totaled \$241,402.84, just \$498 below the record 1951 figure. Expenses were \$189,770, leaving net profit of \$51,632. In five other years net profit was above the 1952 figure. The report covers year-round activity of the society. A breakdown showed 1952 gate receipts to be \$74,582; grandstand receipts, \$55,128, and concessions, a record \$67,548.

During the past three years a total of \$148,082 was spent in a modernization program. Principal items of expense included \$67,000 for weatherproofing and strengthening of the grandstand, \$17,186 for installation of grandstand seats, \$12,490 for lavatory repairs, \$8,394 for new water mains, and \$7,500 for purchase of a gasoline service station building and equipment.

## PNE \$1,000,000 Bldg. Plan Okayed

### To Include Administration Center, Stadium, Sports Arena, Commercial Halls

VANCOUVER, B. C., Dec. 20.—Pacific National Exhibition will launch a \$1,000,000 building program this winter that will add at least four major structures to the present fairgrounds. G. Mort Ferguson, retiring PNE president, said in his farewell speech at the annual meeting of the board. Vancouver tax payers recently okayed a loan of that amount to the exhibition.

New additions will include the B. C. Building and its flanking commercial halls, a new administration building and a 10,000-seat sports arena, which according to Ferguson, is needed not only for the PNE-Shrine Polack Circus, but for other events.

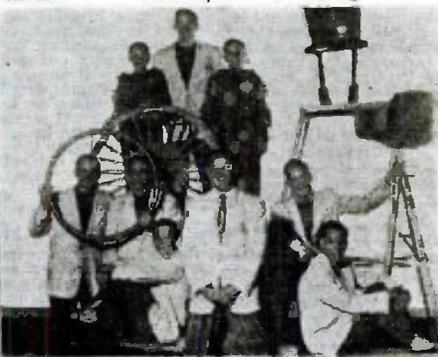
He said the proposed Empire Games stadium to seat 36,000, which was approved along with the \$1 million PNE regular schedule of new buildings in recent civic elections, would bring many changes in the park. The structure is scheduled to cut into the golf course on the grounds.

In speaking about the \$1,250,000 stadium, Ferguson said: It might be in the not too distant future the board will have a

(Continued on page 39)

## Season's Greetings

From  
 Dick Kryah Walker Dick Mike Pickery  
 Bruce Frame John McCurdy Dan Gibbons  
 Bill Mizeo Mickle Kryah Bill King



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**ALL AMERICAN BOYS**  
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For Fairs, Celebrations, etc. Now contracting time for 1953. Rush photos, publicity, price, availability, etc., first letter.

**ROBERT HOUGH**  
 316 Drinnen Building Syracuse 2, N. Y.

## Lehmann Tops Florida Assn.

OCALA, Fla., Dec. 20.—Karl Lehmann, manager of the Florida Sportsmen's Exposition, was re-elected president of the Florida Federation of Fairs at the organization's recent meeting here. T. L. Barrineau, district supervisor of vocational agriculture at Tallahassee, was named secretary-treasurer, succeeding L. H. Lewis, Winter Haven.

Vice-presidents elected were Harry Jack, manager of the Charlotte County Fair; Gordon Ellis, Nassau County Fair; Woodrow Glenn, Jackson County Fair; R. C. Lawson, Florida Gladiolus Festival, and Louis Gilbreath, Southeastern Fat Stock Show and Sale.

Speakers during the sessions included C. Farris Bryant, speaker-elect of the Florida House of Representatives and J. Wayne Reitz, provost for agriculture at the University of Florida. President Lehmann presided at the sessions.

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## FEM FASHIONS

### Colorful Gowns Mark PCSA Ball

By VIRGINIA KLINE

LOS ANGELES, Dec. 20.—Coast showfolk put on their best bibs and tuckers for the 32nd banquet and ball of the Pacific Coast Showmen's Association held here Wednesday (10) in the new Statler Hotel. The colorful gowns of the women outshone any of the previous 31 events.

Cocktail parties were the order of the day. President and Mrs. Jerry Mackey hosted one of the get-togethers, with Mrs. Mackey receiving guests in a black velvet gown, the neckline deeply sophisticated.

Mrs. Frank Eastman, who assisted the Mackeys, wore a black velvet bouffant tulle net gown with gold motif at neck and hip. Mrs. Max Miller chose a black Thorpe model, the top strapless and the side low bodice light bright and silver sequins. Miss Penny Carson came in a sapphire blue grid embroidered net, the drape bodice folds of the net and stole in matching tulle.

A Copeland model of winter white with rhinestones was worn by Mrs. Loren Owens, while Mrs. Hobart Eastman selected black with an orchid corsage. A front line of tiny matching buttons featured the ice blue lace gown worn by Mrs. Robert Suttles, and Mrs. Matt Herman came in a Mangone model of cloud blue and tiny white roses in her hair.

#### Royal Blue

Royal blue was the color choice of Mrs. Charles Walpert, the gown trimmed in stars of silver and sequins. Mrs. Theo Forstall came in a Simpson model in several shades of cocoa brown. A Victorian green velvet costume was chosen by Mrs. Mike Doolan.

Miss Kathryn Doolan chose a bronze lace model with green orchids. Mrs. Alex Gentlemen came in black and white, the skirt embroidered in white and the bodice black. Miss Kathleen Doolan wore creamy white net, and Miss Margaret Doolan chose a leaf green gown the skirt bouffant and low-cut bodice.

A forest green taffeta was worn by Mrs. Willard Meredith.

Mrs. Sam Dolman, president of the Ladies' Auxiliary, was at the speakers' table in a Ranaud number in topaz yellow. Mrs. Harry Merkle, incoming president, wore a Dior model in shades of spice and cinnamon brown. Mrs. Doris Monette, president of the Show Folks in San Francisco, chose a sheath gown of alluring black sequins, her corsage white orchids.

### E. H. Hugo Frames Show

KANSAS CITY, Mo., Dec. 20.—Capt. E. H. Hugo, veteran outdoor showman and former high performer, has announced the formation of a new carnival to be called Hugo's Novelty Exposition Shows.

Hugo recently purchased a Ferris Wheel from Toney Martone and obtained other show equipment from M. R. Grader, owner of the show bearing his name. Plans are to confine operations to Kansas, Missouri, Oklahoma and Arkansas, and, according to Hugo, he has already closed with several fairs and celebrations for '53 stands.

### Frank Ehlenz Dies at 69

CHICAGO, Dec. 20.—Funeral services were held here Friday (19) for Frank Ehlenz, 69, veteran concessionaire and novelty man, who died in Berwyn, Ill., hospital Tuesday (16). Burial was in Showmen's Rest of the Showmen's League of America. Ehlenz, who had been ill for some time, was formerly with the Johnny J. Jones Exposition as well as the DeKreko, K. G. Barkoot and S. W. Brundage shows. He is survived by his widow and two children.

### TRAVERS SIGNS TO GEN. AGENT STRATES SHOWS

NORFOLK, Dec. 20.—Allen A. Travers today announced that he had accepted a position as general agent with the James E. Strates Shows. Travers said the O. C. Buck Model Shows have been awarded the 1953 Hickory (N. C.) Fair contract. Cetlin & Wilson and Prell's Broadway Shows also sought the contract. John H. Marks Shows played the fair for three consecutive years.

### Phoenix Club Dinner-Dance Draws 250

PHOENIX, Dec. 20.—Arizona Showmen's Association pulled an estimated 200 members and guests to its fourth annual dinner and dance here Monday night (15) in Toy's Shangri-La.

Dignitaries on hand for the festivities included Fred O. Wilson, State attorney-general; Vernon Le Moore, who represented Sheriff Cal Boice, and George Blake, secretary of the Arizona State Fair. Gov. Howard Pyle wired his regrets at not being able to attend.

Various show clubs were ably represented. John M. Stone was on hand for the Showmen's League of America; Joe Steinberg, Pacific Coast Showmen's Association, and Bill Jones, National Showmen's Association.

President Don Hanna and his officers were at the speaker's table. Mrs. Marguerite Stone was chairman of the event and was congratulated on its success. Jack Austin served as emcee.

Following a roast-turkey dinner, a floor show was staged under the direction of Gene Bumph. Buddy Brady's orchestra provided the music for the postshow dancing.

### Harris Org Sets Plans

FINDLAY, O., Dec. 20.—Royal Midwest Shows will take the road in April with an expanded ride line-up that will include eight devices along with five shows. Bill Harris, manager, announced here in the org's winter quarters. Current plans call for the show to route thru Ohio, Indiana, Illinois, Kentucky, Arkansas and Mississippi, he said.

Full scale activity will get under way here in January and the work sked includes the construction of several new light towers and fronts and rebuilding and repainting of all equipment.

### Mac Collin Org Adds Kiddieland For '53 Junket

SALT LAKE CITY, Dec. 20.—State Fair Shows have given up their plans to come out in 1953 with two separate units, but they will add a complete Kiddieland in time for opening of the new season. R. D. Mac Collin, owner, announced from local quarters this week.

The Kiddieland, which is to be under management of C. A. Thompson, of Phoenix, Ariz., will include a Coaster, Whip, Autos, Ponies, Train and Aeroplane. Mac Collin said Thompson is expected here soon to go over final plans with Mac Collin.

Shows will spring with a number of innovations for next season. Ride line-up will include Merry-Go-Round, Ferris Wheel, Octopus, Rolloplane, Mix-Up and the new Ely-o-Plane which was purchased last season but used in only a few spots because of the help situation. Org also will carry the recently purchased Trip to Mars Funhouse. Mac Collin has recovered from two log operations and plans to leave quarters January 1 on an Eastern junket.

### Dr. Firestone Nominated by Detroit Club

DETROIT, Dec. 20.—Dr. Louis H. Firestone, owner of Flist (Mich.) Park, has been nominated as the unopposed candidate for president of the Michigan Showmen's Association. Voting will be January 12 with the polls open from 2 to 8 p.m.

Other unopposed candidates include Fred Silber, first vice-president; Marvin Keys, second vice-president; William Zakoor, third vice-president; Lou Rosenthal, treasurer, and Robert (Bob) Morrison, secretary.

A total of 20 names have been nominated for the 13-man board of directors. These include Edward Bennett, Charles Stapleton, Sam (Chops) Ginsburg, Elmer Nagy, Max (Warmie) Berkowitz, Lloyd Westerman, Frank Blooming, Irving Braker, W. G. Wade Jr., Adam Spitzer, Douglas Brown, Edgar (Mac) McMillin, George Kane, Max Kahn, Herbert Pence, Sam Malin, George Harris, Harry B. Letzer, Robert (Bob) Templeton and Ben Miller.

### 500 Turn Out For Tampa Plot Dedication

TAMPA, Dec. 20.—Despite inclement weather, over 500 members of the Greater Tampa Showmen's Association turned out Sunday (14) to dedicate the organization's new one and one-half acre Showmen's Rest here. The plot, which cost more than \$35,000, contains more than 900 grave spaces.

Nat D. Rodgers, club's president gave the welcoming address. Invocation was by Rev. John W. Doherty with Frank H. Duke delivering the address of the day.

The Palma Ceia Chapter of the Male Choral Group, under direction of Harlan A. Hall, accompanied by June Johnson, organist, presented the music. Irma Keris sang the "Lord's Prayer." Rabbi Davis L. Sienlonka and C. J. Sedlmayr Jr., chairman of the cemetery committee, also spoke.

Dolly Young unveiled the entrance marker, assisted by Hazel Maddox and Evelyn Clain. The Rev. E. E. McElDowney gave the benediction. James Lewis Fenter, 48, was the first to be buried in the Showmen's Rest.

### PCSA Ladies Outfit Kids

LOS ANGELES, Dec. 20.—A total of 132 children will be outfitted and entertained for Christmas by the Ladies Auxiliary of the Pacific Coast Showmen's Association here. The committee, headed by Margaret Farmer, has been working for several weeks to make dresses to measure for 82 girls and obtain wearing apparel for 50 boys.

The girls at Girls Town in Arlington, Calif., received their dresses and gifts at a party held Friday (19). A show, featuring acts from the Rudy Jacobi Circus, was staged.

The boys at the McKinley Home in Van Nuys will be hosted at a party on Monday when they will receive Lewis T-shirts and gifts, including a fountain pen.

The distribution of the clothing and gifts is in keeping with the Auxiliary's policy of long standing. However, this year under the direction of Lucille Dolman, president, the greatest effort was put forth. While the membership sewed in the clubrooms, meals were prepared by a special committee. Almost round the clock activity was necessary to complete the garments in time for the parties.

Esther Carlin, one of the most active members, made approximately 100 dolls as gifts. Last year the organization distributed candy and gifts at all All Nations Children's Home here.

### Don Franklin Sets Route, Adds Octopus

HOUSTON, Dec. 20.—Don Franklin, owner of the show bearing his name, announced that plans and routing for '53 are shaping up and for the most part his fair and celebration dates are all closed for the coming season.

Org's fair season will start early in July at the five annuals of the Red River Valley Circuit in Minnesota. These include Barnesville, Fertile, Warren, Roseau and Mahonmen. Prior to playing the loop, Franklin will play the Red Oak, Ia., July 4 celebration for his second year.

Three other Minnesota fairs, new to the show's route, will include Breckenridge, Perham and New Ulm, with a repeat stand skedded for the Fairhout annual. Other new additions include Fayette and West Union, Ia., fairs.

The Franklin opera will then head for its traditional Texas fair run which includes Texarkana, Wharton, Rosenberg, Angleton and five others. He has also signed to provide the midway attractions at the new Heart of Texas Fair at Waco.

Winter dates include the San Antonio Livestock Exposition, February 20-March 1; San Angelo Fair Stock Show & Rodeo, March 4-8, and the Austin Stock Show and Rodeo, March 2-7, all in Texas.

Show will add its own Motordrome this coming season and Franklin recently placed an order for a new Octopus with the Eyerly Aircraft Company. In addition, he bought six new Chevrolet tractors.

J. O. Greene was recently added to the staff as general representative and Gus Tucker will be back for his sixth year as assistant to Owner Franklin.

### Coast Club Honors Prexys

LOS ANGELES, Dec. 20.—Administrations of the past leaders of the Pacific Coast Showmen's Association were reviewed here Saturday night (13) when the annual President and Past Presidents' Party was held. M. J. (Mike) Doolan, himself a past Prexy, was chairman of the well attended event in the Embassy Auditorium.

The function featured a show with a cast of 14 persons. Lunch was served by members of the PCSA Ladies Auxiliary.

Past presidents joined with the incumbent, G. P. (Jerry) Mackey, for the festivities. Among those honored were Orville N. Crafts, Harry Pink, Joe Glacy, Mike Krekos, S. L. Cronin, Harry Seber, Ted LeFors, J. Ed Brown, and Doolan.

Seber, who served as toastmaster, gave a humorous resume of the various administrations when introducing the past presidents. Each told some of the incidents occurring during his leadership. Seber also read a list of deceased officials, which included Sam Haller, Sky Clark, Ernest Pickering, W. B. Runacker, Joseph W. Diehl, Harley Tyler, Will Wright, Ed Walsh, Roy Ludington, and Joe Krug.

Seber was presented with a new life membership card, replacing one issue at the end of his term in 1929.

### Ruback Inks Flower Cele

SAN ANTONIO, Dec. 20.—Alamo Exposition Shows have again been awarded the midway contract at the annual Battle of Flowers celebration here April 19-25. Jack Ruback, org's owner, announced.

Ruback also disclosed signing to play the Sidney, Ia., rodeo and two Kansas fairs, those at Emporia and Salina.

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**Midway Confab**

Following a three-week visit in Cairo, Ill. with friends, Fred Owens, painter on the B. & H. Shows, is in Spartanburg, S. C., with his daughter for the holidays. Mrs. Sam Lee has returned to Georgetown, S. C., after attending funeral services for her grandfather in Knoxville December 2. Gean Nadreau, who closed with Leo Carroll on Royal American Shows recently, is in Charlotte, N. C., where he will spend the holidays with his stepdaughter, Mrs. R. L. Cook.

Kitty Kelly and Bonnie Bell hosted a party for Linda Lopes and Jimmie Farmer in Joe's Place, Remosa, Mexico, recently. Also in attendance were Mr. and Mrs. Don Bushear, Mr. and Mrs. Bill Boswell, Mr. and Mrs. Huckleberry and Carol Taylor. Sam Bailey has signed his hillbilly Show with the James H. Drew Shows for the 1953 tour. Eula Drew reports from Augusta, Ga.

Following a successful season with Wallace Bros' Shows, James L. Reed set up his photo gallery in a store in Blytheville, Ark., with Willie Moore Harris in charge. Reed says that the spot is doing okay and that he'll return to the shows' winter quarters about February 1 to assume his duties as second builder. Next season will mark Reed's 20th with E. Farrow.

Personnel of the Drago Amusement Company wintering in Tampa include Elmer Martin and family, J. W. Amarcos, Bing and Grace Randolph, Wayne and Viola Marlin, Friday McConnell, John West, Earl Jones and Mr. and Mrs. Charles Cunningham. Mrs. Randolph is in St. Joseph's Hospital, Tampa, recuperating from a heart attack sustained November 19. She'd like to read letters from friends.

Bernie Mendelson of the O'Henry Tent & Awning Company, Chicago, last week entered Billings Hospital, that city, for a check-up. Louise Berger, assistant general agent of the Amusement Company of America, is spending the Christmas holidays in Chicago, his home base. J. C. McCaffery, co-owner and general agent of the Amusement Company of America, is holidaying in Miami.

Mr. and Mrs. J. W. (Patty) Conklin and Mr. and Mrs. Dave Russell last week returned to Toronto from a sojourn in Hot Springs. After a few days in Toronto, the Conklins planned to leave for New Orleans to spend the holidays.

Louis (Good Kid) Drillick, veteran Canadian showman, is hospitalized in Toronto where he is

suffering from high blood pressure. Drillick can be written care of the Paddock Restaurant, Toronto.

Many showmen attended the dedication of the "Showmen's Rest," cemetery at Gibsonton, Fla., which has a large winter showfolk population. Gibsonton Notes: Jack and Bonnie Norman returned from the Chicago meetings. Ralph Sprague is busy taking care of his monkeys. Tommy Allen is rebuilding his concessions, as is Buck Allsup. Al Tomaini, retired circus giant, is fire chief here. Harry E. Wilson handled the Second Annual Frolic and Bazaar, which donated \$700 of the proceeds to the Community Fire Association for new equipment. Half of the CFA membership is composed of showmen. Slim Kelly, former side show op, and his wife, Fay, visit here often. Tommy Blackhall is playing in the Shrine band. The Wilson Family—Jo-Bo, Lillian, Judy, Dime and wife and the Great Leroy are very much in demand with their unit, which is being handled by Harry Wilson. Wilson is recuperating from a long illness.

Pancakes Hewitt is the female fishing champ in these parts. Eddie Lemay is getting over a bad cold. Grace Lemay won first prize for selling the most bazaar tickets. Glen Porter is making elaborate plans for 1953. Whitley Button is delivering trailers to the north. Nancy and Rodger Young are doing okay with their fix-it shop. Whitley Staten did a good job with the bazaar program. Floyd Matter will have the cookhouse and grab stand on Vivona Bros' Shows in 1953. Ray Myers threw a party for showfolk at his Trailer Village Park.

Mr. and Mrs. Lloyd Bertass moved into their new apartment in Clearwater. Mr. and Mrs. Harry Rubin are occupying their new home here. Mr. and Mrs. Jesse McCormick are living in the home they built last year. Mr. and Mrs. C. J. McCarthy are taking it easy. John and Kiki Dolan are doing well.

Leon Claxton, producer of the "Harlem in Havana" show on Royal American Shows, will head up a Christmas party at the Tampa Auditorium Tuesday (28) for the city's underprivileged colored children. Approximately 450 youngsters are expected to turn out for the event and members of the Greater Tampa Showmen's Association will lend a helping hand. Toys and gifts have been donated by business people of Tampa.

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# Club Activities

## Greater Tampa Showmen's Association

Tampa, Fla.

TAMPA, Dec. 20. — Regular meeting was called to order by President Nat Rodgers. On the rostrum were Lloyd Serfass, first vice-president; Carl J. Sedlmayr Sr., second vice-president; O. J. Weiss, third vice-president; Vernon F. Korhn, secretary; and Harry Julius treasurer.

Following the opening prayer and the salute to the flag, George Ringin reported that Jimmy Hicks is in the hospital for major surgery, and that Ray Griffin is recuperating from a knee operation. The membership was saddened by the death of Jimmy Fenton, who was buried December 15 in the new showmen's rest.

A benefit party at Ray Myers' trailer village raised funds for the Christmas party. Peg Netterfield was in charge of the doings assisted by Paul Sprague, Charlie Gross and Jimmy Seyers. Many donations were made by members and Peter Mol, Michigan resort operator, donated several gifts and cash. Over 70 attended the party and a total of \$420 was handed over to help finance the children's party.

## Michigan Showmen's Association

3135 Cass Ave., Detroit

DETROIT, Dec. 20. — The Michigan Showmen's Association's meeting on Thursday (15) pulled a large attendance. President Ben Morrison occupied the chair, and on the rostrum with him were Fred Silber, second vice-president; Lou Rosenthal, treasurer; Jack Dickstein, acting secretary; and Ben Miller, acting chairman.

Secretary Dickstein announced that a free turkey dinner with all the trimmings would be served at 12:30 Christmas Day in the clubrooms. The turkeys are being donated by Joel Kepner, and the trimmings and what goes with the dinner have been donated by the Joey Moss Michigan Showmen's American Legion Post No. 442.

Douglas Brown, chairman of the Christmas party for underprivileged children, announced that all preparations have been completed. He expects over 800 children to attend the party on Sunday (21) in the club's hall. This is the outstanding event of the club's activities each year, and the local newspapers give this party plenty of pictures and space.

## Miami Showmen's Association

233 W. Flagler St. Miami

MIAMI, Dec. 20. — Joe Quinn's funeral services were held Friday (5) at Lathrop Funeral Home, with the Rev. N. E. Brunner officiating. Attending were Anthony Pastiano, Mike and Carrie Campbell, Mr. and Mrs. George Sleeman, Mr. and Mrs. Donald Murphy, Mr. and Mrs. L. B. Campbell, Joseph W. Sarama, Michael Roman, Leonard Ross, W. J. Tucker, S. Tommy Carson, Mr. and Mrs. Sam Paltz, H. L. Heisser, John Vinona, R. K. Burns, Mr. and Mrs. William Hicks, Rose Bennett, Mr. and Mrs. W. H. Wenkle, Mr. and Mrs. Al Edwards, Mr. and Mrs. J. Zabriski, Earl Weakley, Guy Markley, Mr. and Mrs. E. H. Hawkins, Larson Morgan, Mr. and Mrs. Charles Roth, Mr. and Mrs. Richard Granely, Paul Lane, Harry Weiss and Phil Cook.

Show managers in town include Oscar C. Buck, David B. Endy, L. I. Thomas, Sam Goldstein, Leo M. Bistany, John Keeler, Jerry Saddlemeir, L. P. Brady, Ross Manning, Ralph Endy and Art Lewis.

About 200 attended the meeting Tuesday night (9). President Bistany presided. On the rostrum were William Cowan, Bill Moore, Oscar C. Buck, Mel Dodson, Carl Hanson and Phil Cook.

An innovation was a salute to the flag, given by William C. Bryant, acting chaplain. Bill Moore presented the club with a \$1,510 check from a jamboree staged by the Cetlin & Wilson Shows. William Cowan presented a \$1,000 check from the Model Shows; and Oscar Buck presented a \$250 check from O. C. Buck Shows.

Patty Finnerty sold nearly \$1,000 in advertising for the Year Book, as did Claude Sechrist, of Cetlin & Wilson.

The following are new members: Cecil Van House, John A. Reed, Louis T. Riley, Arnold F. Maley, Richard O. Scatterday, Lefty M. O'Hern, J. P. Sullivan, Al Kaufman, Louis Light, Sam Winer, Charles Sabott, Frank Rappaport, Ray Oakes, Edward Lovigne, M. R. Levy, Carl K. Volney, Edward A. Fisher, Mario Di Maglio, Harry H. Grady and Frank J. Novicki.

Added to the sick list are Doc Ross Dyer, Jackson Memorial Hospital, and Mose (Rip) Weinkle, Mount Sinai Hospital. Sympathy is extended to Charles Lehman on the loss of his wife.

## Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Dec. 20. — Plans are complete for the annual banquet and ball to be held in the Georgian Rooms at the Hotel Continental on New Year's Eve. The Ladies Auxiliary tacky party will be Tuesday evening, December 30. The 1953 officers will be installed in the clubrooms Friday, December 28. Installation will be followed on Sunday, December 28, with the annual memorial services in the clubrooms.

President E. H. Hugo is busy lining up his show which will make its debut early in spring, under the banner of Hugo's Novelty Exposition Shows. Past President Noble C. Fairly, who has served as toastmaster of the banquet and ball, will preside in that capacity again this year.

## Hot Springs Showmen's Association

DeSoto Hotel, Hot Springs, Ark.

Club's December 11 meeting was called to order by President Betty Bazinet. Also on the rostrum were Caroline Holt, first vice-president; Pearl Weydt, second vice-president; Rebecca Castle, third vice-president pro tem; Vivian Zimdars, secretary; and Ethel Butler, treasurer. Chaplain Grace Goss gave the invocation. Communications were read from the Lone Star Showmen's Club naming Mattie Bybee to represent their club at the installation dinner. The Miami Showmen's Club named Gloria Pierson as its representative.

Leona Parker was elected to membership. Daisy Fritts reported on the board meeting she attended for the Lakeside Home.

## Caravans, Inc

P. O. Box 1902, Chicago

CHICAGO, Dec. 20. — About 33 members were present at a special meeting conducted by Claire Sopenar. The new chaplain, Isabel Brantman, gave the invocation. Irene Coffey read correspondence from Emily Bailey, Jeanette Hart, Myrtle Hutt and Pat O'Brien.

Welfare Chairman Betty Shea reported that Mae Onkes is recuperating at home after being hospitalized for several weeks. Ann Sleyster is also on the sick list. Ethel Woddoz is in St. Mary's Hospital, Milwaukee, following injuries suffered in an accident.

Wanda Derpa gave an excellent report on award books. A generous check was sent to the Cancer Fund. A large bottle of pennies was received from Billie Biliken with instructions that half of them were to go to the Ladies Auxiliary of the SLA. Irene Coffey also made a cash donation.

Retiring President Sopenar dismissed all committees and thanked them for a job well done. Jeanette Wall installed new officers. Stella Matsum and Mary Calcar attended their first meeting. Billie Lou Bunyard, North Little Rock, surprised all by her unexpected attendance.

Evening award went to Edith Streibich and Pat Seery. Claire Sopenar, Betty Broderick, Pat Seery and Billie Lou Bunyard were hostesses at the first social since the new officers came into office.

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Pinellas County Fair, Feb. 17 to Feb. 21 inclusive. Shows and Rides. Must have nice outfits. Can place flashy Penny Arcade and Dark Ride (Pretzel). Will book same for season. Can place for Largo, Merry-Go-Round and Scooter. Let us know what you have and can probably place same. Can place Motor Drome and Monkey Motor Drome. Can place legitimate Concessions; open Midway.

**WANT FOR ORLANDO, FLA.**  
Central Florida Exposition, Feb. 23 to Feb. 28 inclusive. Shows and Rides that don't conflict with ours. Can place legitimate Concessions.

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Will furnish outfits and finance up-to-date, new and novel Attractions that don't conflict with what we have. Can place Fly-o-Planes. Will furnish wagons for same. Can place useful Help in all departments: Assistant Electricians, Tower Men, Porters for Train, Train Help, Second Men and Help on all rides. Can place Searchlight Operator who can keep three searchlights going.

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\*\*\*\*\*  
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**HI JINKS and NEW YEAR'S PARTY** of the  
**PACIFIC COAST SHOWMEN'S ASS'N and LADIES' AUXILIARY**  
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**Pipes for Pitchmen**  
By BILL BAKER

"WE JUST JUMPED out of the migration country of Texas," writes Fred Landrus, the entertainer, of the Zarlington Greater Players Show, from Schulenberg. "First week of our two-week stand here drew good business. We have only four people on the show. Roster includes Mr. and Mrs. Howard E. Zarlington, Burt Leslie, blackface comedian, and the writer. Recent visitors from the Plunkett show who are wintering at the fairgrounds in LaGrange, Tex., included Kennedy and Snooks Swain and their son, and Mr. and Mrs. Jack Reflogal and son. Reflogal is advance agent for Swain. Also visiting were the Hernandez Sisters. Show is slated to play the Rio Grande Valley soon. Let's have some pipes from Jean Frantz."

**TODD MILLER** advises from Bristol, Va., that he has been working Christmas banners and cards to retail stores since last September. He says that he finds business good, with plenty of money in circulation. Miller stopped by to see his old friend, M. F. (Deacon) Sparks, of sock note, in Zebullion, N. C., and just missed seeing Madeline E. Ragan, who also visited with the Sparks a few days before Miller's stopover. Miller says that he and Sparks cut up jackpots until early morning. He says that he plans to work that area until December 22 when he will head for Florida and a vacation. He'll take off for Texas January 1 to work plastic signs to automobile dealers. Miller wants to know what has become of all the old-timers. He says he'd like to see some pipes here from them.

**SAM MILLMAN** is reported to be corraling the long green at the H. L. Green store in Augusta, Ga.

**CHARLIE ROSS** is in Georgia, en route to Miami, writing sheet to good returns. He plans to winter in the Florida city. Charlie says that he ran into Tommy Ware and Ralph Spalding working screens and coils from a new Chrysler. "They are working off one of the finest framed cars I've ever seen," writes Charlie, "and they get plenty of money from the construction workers at the H-Bomb plant in Augusta. We cut up some jackpots at the Richmond Hotel after which they shoved off for Phoenix, Ariz."

**ROBERT (WILLIE) WHITE** who is wintering in Milwaukee, pipes that he saw several pitchers working the Beer City recently and that all seemed to be getting the lettuce.

**MR. AND MRS. BOB ODCM** former med workers, have their own 40 by 55-foot top and side walk from which they are presenting Mexican pictures in Texas locations. They've been getting a good share of the Latin-American business.

**L. E. WALLACE** veteran showman and pitchman, is making his home in Hale Center, Tex., where he is operating a fruit store. Wallace was with Doc Tate's med show about 50 years ago. Fred Landrus, the entertainer, with Zarlington Players, reports that what Wallace knows about med shows would fill several volumes. Wallace was a black-face comedian and did dancing, harmonica, toby and straight work.

**RECENT VISITORS** to the Zarlington Players, med show during a recent stand in Schulenberg, Tex., included Buster and Kay Doss, who are with the Ray Smith med show, and Mr. and Mrs. Baldwin, who are operating their own med show in Texas. Buster and Kay also are presenting their magic and harmony singing in Texas schools.

**HENRY H. VARNER**, citizen of Akron and one of this corner's most consistent contributors, cards from the Rubber City

that "I hung up my hat here in 1944 after touring thousands of miles and knocking my brains out for a hard living. Now I can sleep regularly, eat regularly, work regularly and get around in a logical manner. I often wonder why I didn't do it sooner. I enjoy all the pipes, but still miss those from Tom Kennedy and Dave Rose. What about the fellow in Texas who is trying to spring himself out of the hospital?"

**PNE Bldg. Plan**  
Continued from page 47

give consideration to either converting the golf course into an 18-hole pitch-and-putt course or of closing it entirely."  
**New President**  
Before he installed J.S.C. (Jack) Moffitt as the PNE's new president, he said the '52 run was the most successful, both in size and quality. He disclosed that total attendance was 716,000, an all-time record.

Honorary Treasurer Thomas Fyfe reported that the year ended with an operation surplus in all departments except one, with an over-all operating surplus of \$154,310.44, bringing to \$642,736.45 the total accumulated surplus to be used for new buildings and improvements. Expenditures for the year totaled \$742,510, including improvements of \$115,825. The Shrine-PNE circus brought in a net income of \$46,957; revenue from concessions was \$144,501; admissions, including advance sales of \$173,324, brought \$268,751 and revenue from attractions was \$75,507.

Advance sales, including prizes and commissions, cost the PNE \$39,286. Promotional and miscellaneous expense, including the Miss PNE expense of \$3,954, amounted to \$45,654.

**Polack Western**  
Continued from page 46

ern unit are the Alfredo Zappe bareback troupe, featuring Cucchiola, the midge, and Klausen's Bears, who were with Polack Western two seasons ago. After two years with the Eastern unit, the Frank Whitbeck elephants will return to the Western unit, but will be in charge of Pinky Madison, brother of James (Silvers) Madison, who has had them ever since they tramped under the Polack banner. Frenchie Durant will stay on as assistant.

**Moore, Ostermaier**  
Other animal acts will include Sonny Moore's Roustabouts, dog act, and Albert Ostermaier's high school horses. Ostermaier's horses were presented with the Western unit in 1951 by Jack Doyle while Ostermaier was in the Army. This trip, Ostermaier will present the act in person.

Ground acts, in addition to Jim Wong's acrobatic foursome, will include the Seven Ashtons, Risley act from Australia that did a stunt with the Sonja Henie ice revue; the Schaller Brothers, trampoline, back in America after travels abroad, and Lola Dobritch, light-wire ballerina, who comes from the Eastern show.

A new adjunct to the clown department will be John Siems, Danish comedy magician. Ed Raymond and Red Carter are coming from the Eastern unit, and holdovers will include Chester and Joe Sherman, Harry Dann and Laurence Cross. Negotiations with other clowns are pending.

**CONCESSIONS**  
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## Calendar for Coinmen

January 8—Music Operators of Northern Illinois, monthly meeting. Place to be announced.  
 January 12—Wisconsin Phonograph Operators' Association, monthly meeting. Place to be announced.  
 January 18—National Coin Machine Distributors Association, winter meeting, Saxony Hotel, Miami.  
 January 27—Western Vending Machine Operators Association, monthly meeting, Unique Cafe, Los Angeles.

## Coffee-Teria Service To Lease Venders At \$20 Per Month

### Firm to Build Own Machines, Set Up Associate Operations Over Nation

DETROIT, Dec. 20.—A "leased placement" policy of vending in the coffee field is being introduced here in connection with Coffee-Teria machines. Locations are charged a flat fee of \$20 a month.

Coffee-Teria Service Company of America, which has established the Detroit Coffee-Teria Service Company as its first unit, is planning to establish similar operations in other cities, using local associates.

A basic investment of \$25,000 to \$50,000 for each local firm is plan of operation. This gives the associate a 50 per cent ownership of the business. The national Coffee-Teria organization holds the other half interest.

Heading the national company is David John Ross, who is also proprietor of the Detroit operation as well as of the United Industries. The latter has been in the manufacturing field, turning out automotive and other job shop products. However, it will switch entirely to manufacture of the Coffee-Terias only, Ross said.

The unit has some novel features in the coffee field, notably a high degree of control of the characteristics of the product by the individual user. The strength of the coffee may be varied to suit each taste, as may the amount of cream and sugar to be added.

Originally designed to function with a manual operation, the Coffee-Teria has been re-engineered so that it is all-electrical. A coin energizes the dispensing system, so that a given amount of liquid coffee concentrate is dispensed. The user can control the amount of water with each dispensing, to make the coffee weak or strong as desired. The unit also is energized to dispense a specific amount of cream, and the user may take any amount up to that point. Wrapped lump sugar is used, allowing selectivity in the sugar content.

Both the liquid coffee concentrate and the cream are under refrigeration. The water is electrically heated, thermostatically controlled and under constant level control. Location management furnishes cups for the Coffee-Teria which is mounted on a stand with space beneath for paper cup storage.

Location management furnishes the ingredients, which may be bought from the Coffee-Teria organization. Local Coffee-Teria operators will maintain servicemen to provide regular weekly service to each unit. Ross said that the machines may be operated in plans with as few as 20 employees.

The price of the coffee dispensed is controlled by location management, and may be nickel or dime. Coin mechanisms are furnished for either price.

## Keeney Fetes Plant Staffs

CHICAGO, Dec. 20.—J. H. Keeney & Company feted its employees Friday (19) at the firm's annual Christmas dinner party at Marshall Square Hall here.

On hand to welcome the big group to an evening of fun and frolics was Roy McGinnis, president, John Conroe, vice-president, and Paul Huebsch, general sales manager. Beverages, dancing and a wide selection of seasonal delicacies highlighted the evening.

## United Holds Holiday Party

CHICAGO, Dec. 20.—For the 10th consecutive year the men and women who make up the production personnel at United Manufacturing Company were kings and queens for a day as the firm put on its Christmas party Saturday (20) at Herzel Community Hall.

This year the event was the biggest in the company's history, its payroll including the greatest number of employees since United was organized. When the festivities got under way at 1 p. m., with a buffet luncheon and refreshments, at least 700 staffers and their guests were on hand. Later in the afternoon there was dancing and a drawing for valuable prizes, including radio and television sets, cameras, wrist watches as well as many others.

Among the firm executives on hand to keep the big crowd in a holiday mood were Lyn Durant, Mel Binks, Herb Ottlinger, Billy DeSelim, Ray Riehl and Johnny Casola.

## Theater Installations Aid ABC In Topping '51 Vending Profit

NEW YORK, Dec. 20.—Net income of the ABC Vending Corporation for the 43-week period ending October 26 was \$1,147,552, compared with \$869,650 for the corresponding period in 1951. W. C. Benson, ABC treasurer, said the increase was due in large measure to the installation of 300 soft drink machines, mostly in theaters, during the period.

However, he added that grosses were up in gum, cigarette and candy machines as well. ABC now has some 2,000 machines on location in 30 States.

Benson said ABC now has vending machines on the main line of the Pennsylvania Railroad from New York to Harrisburg, Pa. He added, however, that the

firm had done little expansion in the New York subway system.

**Profit Picture**  
 The firm's profit, after \$1,080,878 taxes and including a special credit of \$109,610 representing depreciation and adjustment less taxes, was equal to \$1.22 a share. The 1951 net equaled 92 cents a share after \$907,811 tax deductions.

Sales for the 43 weeks increased to \$35,471,457 from the \$33,057,279 volume a year ago.

The company, thru its wholly-owned subsidiaries, sells candy, gum, popcorn, soft drinks, cigarettes, tobacco, newspapers and other merchandise thru automatic vending machines and thru stands.

## Dime Play Receives Cool Reception in Three Areas

### New York, Detroit and Miami Ops In No Haste to Leave Nickel Tab

NEW YORK, Dec. 20.—Operators in New York City and Northern New Jersey are not likely to convert to dime play in the predictable future despite the recent lifting of price ceilings on phonograph play by the Office of Price Stabilization. The basic reason underlying their reluctance to upset the conventional price structure is one of economics.

On the whole, operators in this area are earning well above the nationwide per-machine average. They are fearful of the possible repercussions of dime play on customer relations.

This conservatism, however, is not universal in the territory. There is a minority of operators who would like to make the switch immediately. These are holding back, tho, since they feel the movement to dime play must be large scale or not at all. Routes (Continued on page 56)

DETROIT, Dec. 20.—Early reaction to the lifting of price controls on juke box play has been slight in this area.

So far as could be learned this week, no operators in the area have raised their prices since the ruling was announced in Washington. A few have talked about it, and a few larger operators had an informal discussion which may ultimately bear fruit, but no action has yet been taken.

Some operators of small routes indicated this week that they would like to see the price go up, as a possible solution to rising costs.

**Wait n' See**

Operators generally are taking two attitudes: 1) abiding "status quo" to see what the other fellow is going to do about it, and to watch reactions from other cities; and 2) agreeing that lone action by one or a few operators is impractical. A raise in price to a dime might be practical if all in the area went for it, was the feeling of most operators.

Experience has indicated that Detroit's economic rules, reflected in juke box and other coin machine play, work differently than they do in most cities.

Typical reaction in favor of continuing with the present price policy is that expressed at Frank's Music, headed by Frank Alluvot. The policy there is to set as many machines as possible, excluding the older models not equipped for a quarter, actually lowering the price below a nickel. In some locations, the owner objected to the reduced price policy, and his wishes were complied with.

Views here vary over the value of a nickel to the average customer. Dale Saive, a second generation figure in the business, frankly holds that "the nickel has dropped so low that a dime doesn't mean anything any more." He feels that the boosted price would work out.

MIAMI, Dec. 20.—While operators in this area viewed decontrol of their industry with favor, they indicated that no immediate action to institute dime play is expected.

At present, all machines are geared to nickel play, and although there has been some talk of a change-over to straight dime operation during the past few years, no one has taken the lead in that direction.

Willie Blatt, president of the Music Machine Operators Association, stated there was no immediate prospect of swinging over to 10-cent play. "If such a move ever does take place, it will be by unanimous action of the MMOA," he said.

The decontrol of the juke box industry on a national level coincided with the decision of the Florida Utilities Commission to allow Southern Bell Telephone Company to charge 10-cents for phone calls from pay booths.

## 150 Attend Atlantic N. Y. Xmas Party

NEW YORK, Dec. 20.—Some 150 employees of the Atlantic New York Corporation, Seeburg distributor, their guests and Atlantic distributors gathered in the Coconut Grove of the Park Sheraton Hotel here Wednesday night (17) at Atlantic's annual Christmas party.

Attending were Meyer Parkoff, Harry Rosen, Murray Kaye and Nat Solov, of the New York office; Joe Fishman, head of the New Jersey division; Mac Pearlman head of the Connecticut division.

(Continued on page 57)

## Big Leaguers Aid Promotion Of Telecoin

NEW YORK, Dec. 20.—At a showing to operators Wednesday (17), officials of the New York Telecoin Corporation announced that arrangements have been made with Frank Scott, agent for several major league baseball players, to have 38 big leaguers available for promoting the Telecoin Pitching Ace batting machine.

On hand at the showing were Scott and two members of the New York Yankees, Gil McDougald and Gene Woodling.

Big league players will act as sponsors for batting ranges using (Continued on page 67)

## Bulk Venders Hold N. Y. Regional Meet

### Raynor Says Ops Can Lift N. Y. State Charm Ban Thru NABV; 8 Exhibit

NEW YORK, Dec. 20.—Some 75 manufacturers, distributors and bulk vending operators gathered Saturday (13) at the Shelburne Hotel here to exchange ideas, buy and sell machines, ball gum, and charms, and to listen to Ted Raynor, counsel for the National Association of Bulk Venders.

The all-day affair, starting with open houses from 9 a. m. until noon, with a cocktail session until 6 p. m., and winding up with open houses until midnight, was sponsored by NABV in an effort to stimulate interest in the organization of operators in the New York area. By the end of the day, several operators had signed membership applications and others indicated their intention to do so.

Only one speech was made during the day—by Raynor, who flew in from Chicago for the session.

Raynor traced the history of

## Bally's Execs In Yule Fete

CHICAGO, Dec. 20.—The Bally Manufacturing Company put on its annual Christmas festival for management and supervisory personnel Saturday (20) night at the Lake Shore Athletic Club.

As in the past several years, Art Garvey, district manager in the New England States, played Santa Claus. The evening included a honor party, dancing and holiday refreshments.

## CHI HEART FUND GETS TRADE AID

CHICAGO, Dec. 20.—Al Stern, World Wide Distributors, disclosed this week he had received many generous contributions from the coin machine industry for the Edgewater Heart Fund.

Stern was one of the founders of the fund which is named after the Edgewater Hospital division specializing in coronary ailments. Not only has he spent much time in getting his friends and business associates to aid the worthy activity but Stern also has devoted considerable study to the various techniques used in the treatment of heart ailments.

## Coin Changer Cheats Hit Detroit Op Trade

DETROIT, Dec. 20.—Local coin machine operators are being victimized by some ingenious cheats who file down pennies to dime size and then use them in coin changers in transient locations. The culprits apparently have figured out a simple way to machine or gang file the coppers.

The cheats have centered their attention on coin changers which are out of sight of workers in stops and which lend themselves to a lookout for approaching customers. Their method of operation is simple. They merely slip the filed down pennies in the dime section of the changer and get two nickels in return. This procedure in some instances was continued until all the nickels had been removed.

The preferred locations thus far have been bus stations, theaters

and drugstores with phones in out of the way sections of the location. While local police and federal authorities were called in because of U. S. coinage mutilation no arrests have been made. One of the common victims was Harry C. Lemke, head of Lemke Coin Machine Company. In one 30-day period he totaled up losses of \$58.

To cope with the situation some operators have pulled changers out of service or plugged the dime coin chute. The cheats were back in action within a short time after the changers were returned to their locations. Experiments with the dime chute plugged stopped the thefts but also reduced patronage on games and music boxes in the location, due to the limitation of change to patrons with quarters only.

## Dime Play Unlikely In N. Y., N. J. Region

• Continued from page 55

overlap to such an extent that spotty conversion would only place dime spots in an unhealthy competitive situation, observers believe.

**\$12 a Week Take**  
Estimates place the average operator take per machine in New York at about \$12 weekly, altho a substantial number do much better. As many as 90 per cent of the 10,000 juke boxes in this city are placed on a guarantee basis, with the operator receiving a minimum income scaled according to the age of the machine and the potential of the location.

Since the operator, for the most part, already receives a larger slice of the gross than the location, additional revenue garnered thru doubling the play price would go almost entirely to the location.

The feeling is that it is unlikely that gross revenue would multiply

at the higher price. Frequency of play would diminish somewhat, perhaps seriously, traders suggest.

The contradictions inherent in a dual price structure in a concentrated area might be difficult to resolve, others contend. Assuming that most tavern locations would go to a dime, the many luncheonette and ice cream parlor spots would probably have to remain at a nickel. Such locations are largely frequented by teenagers who, the inveterate juke players, would find the dime peg a little high.

The same general reasons are advanced by operators in New Jersey, who don't plan any early conversion to 10 cents. There, too, averages are high, somewhat over \$10 per machine a week for the approximately 7,000 phonographs in the northern part of the State.

## Ristaucrat Confirms New Floor Model Box

APPLETON, Wis., Dec. 20.—It was confirmed this week that Ristaucrat, Inc., is going to introduce two low priced floor model phonographs next spring, probably in March.

Joe Cohen, general manager, stated that the models will both be 45 r.p.m. mechanisms. The smaller will be a 24-selection machine playing both sides of 12 records and will sell for less than \$300.

The larger model will be a 48-selection machine playing both sides of 24 records and will sell for less than \$400.

The firm has been manufacturing 45 r.p.m. counter model phonographs, and the floor models will be the first of that type. The company's counter model, introduced in early 1951, touched off a run on such models. However, sales were below expectations, and only Ristaucrat remained in the counter model field.

In view of the trend toward large selection models today, it remains to be seen whether the low priced floor model by Ristaucrat will set another precedent.

## MONEY BUYS SILENCE FOR PROFESSORS

DETROIT, Dec. 20.—Haters of prevalent top tunes have done the inevitable—they'll have to pay for silence. A report from East Lansing, Mich., advises that the snack bar at Michigan State College Union Building will have a special blank record—and folks who want to hear nothing at all can deposit their nickel and do so in peace.

The idea is attributed to Don S. Ott, manager of the building, and designed especially for professors and others of the academic environs.

## N. J. Music Guild Launches Set Of Promotions

NEW YORK, Dec. 20.—The Music Guild of New Jersey has sent out the first of a projected series of six promotional mailings to locations in the Northern part of the State.

The mailer uses that location use machines furnished by MGNJ routes. Copy is sparse and well displayed. It reads, in part:

"Responsible music merchants know that the music you receive directly affects the business you do. Thru the collective co-operation of all guild members, we are constantly striving to improve the service delivered by the individual guild merchant. A guild merchant is a professional. He knows his business and you can depend upon him to stimulate yours."

## Juke Box Record Firm Signs First Talent

• Continued from page 14

Nickelodeon, said Farro—whose name actually is Salvatore Fanara, Buffalo—will cut his first record the first week in March. The disk will be the first Nickelodeon releases.

Farro and Nickelodeon signed a five-year contract which gives the new company exclusive rights on all professional services. Buffalo said Farro will make a number of personal appearances prior to making the recording. One appearance, Buffalo said, is scheduled for El Rancho, Las Vegas.

The Detroit union leader said he has been flooded with letters, wires and phone calls since announcing the new firm (The Billboard, December 13-20). Talent and music publishers both want to establish contact with Nickelodeon, Buffalo declared.

A number of names have been

suggested to Buffalo as potential a.s.r. chief for Nickelodeon, but Buffalo said he would not begin a serious search until after the first of the year.

## New Outlets Mean Better Servicing

Rock-Ola Plans Intensified Area Sales Coverage

CHICAGO, Dec. 20.—Rock-Ola Manufacturing Corporation is working toward a more intensified sales and service effort. The firm is surveying outlying territories for prospective sales outlets so that at no time will the operator be too far away from a sales or service point.

James E. McNulty, Rock-Ola sales department, pointed out regional managers are in these territories interviewing persons who have inquired for appointments as sales outlets.

Jack Barabash, Midwest regional manager, is covering Southern Illinois and Northern Missouri to establish outlets in uncovered portions of this area not under franchise.

**Area Activities**  
W. E. Hall, Eastern regional manager, has been working out of Buffalo to get coverage in that area. Some districts cover five or six counties. Lou Sebastian, San

(Continued on page 57)

## Michigan Assn. Moves to New Headquarters

DETROIT, Dec. 20.—Opening of new offices by the Michigan Automatic Phonograph Owners Association at 18560 Wyoming Avenue was announced this week. Offices have been maintained for many years in the Ford Building in the financial district and prior to that were in the Maccabees Building.

A major reason for the move was the parking problem, which caused delays and inconveniences to operators. These problems have been solved, with ample parking facilities available in the vicinity of the new offices.

**Model 1436**

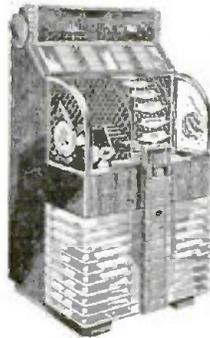
**YOUR KEY to Prosperity in 1953**

**ROCK-OLA THE ONLY PHONOGRAPH WITH 120 SELECTIONS**

**ROCK-OLA MANUFACTURING CORPORATION**  
800 NORTH KEDZIE AVENUE • CHICAGO 51, ILLINOIS



What a grand feeling it is to cross the threshold to a warm welcome from folks who are glad to see you! The operator who calls often to collect the Model "D" shows a respect for personnel and premises that assures his cordial reception.



He leaves behind no trail of cigarette butts, no grime, nor mess the location must clear away. Instead, the pleasant reminder of his visit is the extra cash that comes to the location from a well-run music business.

THE "D" IS AVAILABLE IN 80 AND 40 SELECTION MODELS, BLOND OR MAHOGANY CABINETS

**AMI** *Incorporated*

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

# 1953 Presages Brightest Prospects for Juke Boxes

CHICAGO, Dec. 20.—Viewed from any angle, 1953 ought to be one of the best in juke box history even to the battle of mounting costs versus relatively stable receipts continues unabated.

During 1952 the juke box industry:

1. Saw the big selection phonographs take over, thus climaxing a trend started two years earlier by Seeburg.

2. Saw juke box operators accept the 45 r.p.m. disk as the industry's future standard.

3. Saw grosses hold firm, costs creep up—particularly in the metropolitan areas where service costs are at an all-time high.

4. Saw juke box manufacturers consistently forced to produce less than the market demanded because of government restrictions of metals.

By and large, 1952 was the year the juke box industry discovered television sets in taverns would not seriously damage gross receipts. Except for special events, the average tavern TV set remained dark and the juke box—as it had when the flurry following radio's introduction died down—came back into its own, the only practical method of making selective music available in public places.

### What's Ahead in 1953?

For one thing, there are signs the competition between manufacturers will intensify. United Manufacturing Company, Chicago producer of amusement games, acquired the rights to build the much-talked-about Permo mechanism and is reliably reported planning to introduce a 100-selection box in the coming year.

### Biggest Yet!

Rock-Ola, with the biggest box in the field (120 selections), gives every evidence of planning production in numbers exceeding anything the company has built to date.

Finally, Ristaucrat, the Appleton, Wis., proponent of the counter model phonograph which eventually petered out, is readying a floor model juke box with 48 selections, rumored to sell for less than \$500.

This much everyone agrees on:

As 1952 ends, the juke box industry was never in sounder condition. Never in its history—not even in the two years immediately following World War II—has the industry had so many millions of dollars committed in installment buying, never has the rate of delinquency been so low. That, in itself, is the best omen for the next 12 months.

## Little Amusement Grand Opening In January

CHICAGO, Dec. 20.—Floyd and Eugene Pedone, Little Amusement, announce they will hold the grand opening of their new headquarters some time in January. They are moving to 1140 W. 87th Street after eight years in their old location.

The building will house a display room, reception room, and offices, with service facilities in the rear. The reception room will be equipped with television for the entertainment of customers.

The building also will house a gift and music shop in addition to the juke box portion of the business. Customers for rental boxes will be able to see them on display in the showroom.

## Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in this issue of The Billboard are:

**SHELDON SUES DECCA.** Whether or not a diskery may jump a publisher's release date with impunity is due for legal test in Federal Court in New York (Music Department).

**ARNOLD SUCCESS STORY.** The amazing success story that Eddy Arnold has written during the last seven years is being cleverly showcased by RCA Victor (Music Department).

**OPS GRANTS CEILINGS.** Cetra-Soria Records has applied for and received from the Office of Price Stabilization uniform price ceilings on its 10 and 12-inch LP's (Music Department).

**YEAR'S TOP TUNES.** The "Blue Tango," written and recorded by Leroy Anderson and published by Mills Music, was the top tune of 1952, according to the annual re-cap of The Billboard's Honor Roll of Hits (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

## Ops Choosy In Juke Box Rentals

CHICAGO, Dec. 20.—Juke box rentals in the Chicago area appear to be slightly under last year.

Local operators seem to be more choosy in the placing of the rental boxes this year than last. They would rather do without some business than to place boxes in hard to reach locations such as second floors and inaccessible halls.

The consensus appears to be that the cost involved in placing a box in second floor locations is prohibitive, and that they are better off not taking the business.

Only the  
**WURLITZER**  
FIFTEEN HUNDRED  
Plays  
**104 TUNES**  
on 45 and 78 RPM  
RECORDS INTERMIXED

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues 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 quality discounts are advertised, as in the case of both 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.

AIREON	Issue of Dec. 20	Issue of Dec. 13	Issue of Dec. 6	Issue of Nov. 29
400 Concert				\$125.00
<b>AMM</b>				
Model A	\$239.00 260.00	\$239.00 260.00	\$239.00 260.00	260.00 274.50
Model B	274.00 350.00	275.00 350.00	279.50 350.00	350.00
Model C	360.00 399.50	360.00 399.50	360.00 399.00	360.00 450.00
	425.00 450.00	450.00	450.00	
	439.50 445.00	439.50 445.00	439.50 475.00	449.50 460.00
	475.00 495.00	464.00 475.00	460.00 475.00	475.00
		495.00	495.00	
<b>CHICAGO COM</b>				
Band Box	125.00	125.00		75.00
Wit Parade				75.00 145.00
<b>EVANS</b>				
Constellation	425.00		425.00	425.00
<b>MILLS</b>				
Constellation	250.00			
<b>PACKARD</b>				
Manhattan 76	79.50 89.00	89.00	89.00 135.00	95.00
Model 7	49.00	49.00	49.00 99.00	
<b>ROCK-OLA</b>				
50-51	79.50 89.00	89.00 94.50	89.50 94.50	89.00 94.00
1422	125.00 150.00	150.00(2)	150.00(2)	150.00
426	175.00	124.50 175.00	129.50 175.00	129.50 175.00
428	295.00		264.50	279.50
1432	419.00	419.00 445.00	419.00 445.00	395.00 419.00
		525.00		445.00
1434, '52				695.00
<b>SEEBURG</b>				
Classic	49.00	49.00	49.00 60.00	49.00
Colored	40.00			
Commander			60.00	
Emory	49.00	49.00	49.00	49.00
H-146 H Hideaway	94.50 100.00	94.50	94.50	
H-148 H Hideaway	229.00	229.00	229.00	
H-149 H	49.00	49.00	49.00	49.00
H-100 A 78 RPM	675.00 695.00	675.00 695.00	675.00 695.00	695.00(2)
H-100 B 45 RPM				775.00
46 A	49.00	49.00	49.00 59.50	49.00
47 A				99.50
146	150.00	150.00	150.00	150.00
146 Hideaway	150.00	150.00	150.00	150.00
146 M	129.00	99.50 129.00	99.50 129.00	129.00
146 S	129.00	129.00	129.00	
147	125.00 175.00	175.00	175.00	135.00 175.00
147 M	149.00	99.50	99.50	149.00
148 M	195.00	195.00	195.00	195.00
148 Standard	225.00 275.00	275.00	275.00	275.00
148 Hideaway	195.00	195.00	195.00	195.00
148 SL	240.00	240.00(2)	240.00	240.00 249.00
148 SL	219.00	219.00	219.00	
1448 Hideaway	195.00			
1951 Hideaway	49.00	49.00	49.00	49.00
8800 RC			65.00	
<b>WILLIAMS</b>				
Classic Mite	99.50	99.50	99.50 99.50 99.50	
<b>WURLITZER</b>				
51	39.50			44.50
500 K	95.00	95.00	95.00	49.50 73.00
750 M				49.50
1015	139.00	139.00	139.00	139.00
	139.50(2)	139.50(2)	139.50(2)	139.50(2)
	150.00 170.00	175.00	150.00	175.00
	125.00	150.00	150.00	150.00
1017 Hideaway	125.00 150.00		125.00	125.00
1080		150.00(2)	150.00(2)	150.00(2)
1100	289.50 349.50	289.50 315.00	289.50 315.00	289.50 315.00
	300.00 318.00	325.00(2)	325.00(2)	325.00
1250	395.00 399.00	399.00 439.50	399.00 439.50	399.00 439.50
	439.50 475.00	439.50 475.00	450.00 475.00	450.00 475.00
	499.50			



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

Sincerely Wish You

A  
Joyful Holiday Season  
and A  
Prosperous  
Happy New Year



*They're O.K!*  
because they're from  
**MUSIC SYSTEMS**

**BEST BUYS OF THE MONTH**  
Clean Equipment—Ready for Location  
Write, wire, phone. 1/3 deposit, balance C.O.D.

**1485L \$219.00**  
**SEEBURG 147M 149.00**  
**146M or S 129.00**

<b>Hideaways</b>	<b>Wall Boxes</b>
H148M ..... \$229.00	3W7-L56 ..... \$34.50
H146M ..... 94.50	(5-10-25g 3 wire)
	(5g 3 wire) ..... 12.50
AMM Model A ..... \$239.00	W1-L56 ..... 5.00
WURLITZER 1015 ..... 139.00	(5g wireless)
PACKARD Manhattan 89.00	W6-L56 ..... 29.50
PACKARD Model 7 ..... 49.00	(5-10-25g wireless)
ROCK-OLA 1422 ..... 89.00	Wurlitzer Model 3020 ..... 22.50
	Packard Chrome Wall Boxes ..... 5.00

*Export inquiries invited.*

**MUSIC SYSTEMS, INC.**  
DETROIT, MICH.—10217 LINWOOD LANSING, MICH.—1224 TURNER  
CLEVELAND, OHIO—2600 EBLCD TOLEDO, OHIO—1507 JACKSON

## Conversion Unit Ready For Kwik-Kafe Vender

NEW YORK, Dec. 20.—A conversion kit, capable of adding a three-flavor pre-selection unit to the Rudd-Melikian Kwik-Kafe vender, will be exhibited by the Coffee Vending Service, Inc., at the R-M convention to be held in Philadelphia, January 15-17.

The Coffee Vending Service, at Maspeth, L. I., largest R-M operator distributor in the nation, was organized four years ago by Phil Koff and Ed Sahagian.

The kit consists of all parts necessary for the conversion, including sirup tanks and tubing. Owners Koff and Sahagian say the only parts which need re-

locating are the compressor and water pump and that the conversion may be done in about three and a half hours.

### Prices

A kit for the R-M HC-10 model will sell for \$195, while the kit for the HC-9 model will go for \$222.50. The unit, when converted, will be capable of vending drinks.

Meanwhile, Koff and Sahagian have tested the unit on 50 of their own locations, mostly in industrial sites, and report that grosses have been heavy on both coffee and carbonated drinks. With one exception, all locations have but one unit.

## Minute Maid Pays Bonus of \$623,000 to Florida Growers

NEW YORK, Dec. 20.—Bonus checks for \$623,000 to Florida citrus growers as a final payment for the 1951-52 season under its growers' participation plan were mailed this week by the Minute Maid Corporation here.

These payments were in addition to the 40 cents per box for pick and haul and the 11 cents a pound of orange solids paid on delivery of the oranges which amounted to \$3,445,000 during the harvest.

The bonus came from the guarantee of a 50 per cent share in all of Minute Maid's net revenues, even though the growers delivered only oranges.

### Largest Seller

While Minute Maid officials said that plans to extend their vending operation had not yet been determined, Holman R. Cloud, vice-president, pointed out that Minute Maid was the largest

processor and seller of frozen orange concentrate.

J. M. Fox, Minute Maid president, said that the future of the Florida citrus industry would depend on how the frozen orange concentrate use is extended by marketing.

This statement was interpreted in some circles as meaning that Minute Maid would launch a campaign to place more of its Mills venders with operators.

This followed in the wake of a statement by R. M. Townsend, manager of the Florida Citrus Mutual's Beverage and Dispenser Division (The Billboard, December 13) that the Mills and Snively venders would be eligible for the FCM finance plan.

While Minute Maid officials could not say whether the firm would work with the FCM in the financing plan, it was believed that chances of an agreement between the two were good.

## Vending Strengthens Role In Retail Sales Market

### Steady Machine Output, Expanded Routes to Gross New Sales Record

CHICAGO, Dec. 20.—Aided by steady production in all major vender manufacturing plants, operators on the whole will wind up 1952 with expanded routes, both as to size and variety of equipment. The anticipated \$1,250,000,000 record sales gross thru the automatic merchandising of a more varied line of food staples this year is seen as a new milestone in the progress of this field.

Price-wise, machines and products held the line with 1951 levels. This spurred new advances in in-plant feeding, which both established and new operating firms undertook on a broader scale than in previous years.

A bright prospect for 1953 is the expected termination of steel, copper and aluminum allocations which have been in effect since mid-1951. If realized, this will result in a rising curve of vender

production, during the latter half of next year especially, and a stiffening of competition among manufacturers. Such competition showed signs of becoming keener as early as last July.

Cup soft drink, hot beverage, paced by coffee, and ice cream venders continued to attract increased public favor. Multi-item food vending showed new gains in industrial installations; a new combination hot, cold sandwich, hot, cold beverage and pastry vender appeared on the scene to tie up a complete snack menu in

a single unit. This, coupled with the introduction of new hot sandwich equipment scheduled to appear in 1953, was seen as establishing a strong foundation for complete in-plant food services via the coin chute.

On the operator level, employee relations showed steady gains as new insurance and allied benefit programs took hold. Too, labor shortages that plagued operators during most of 1951 were being solved; one factor aiding the help problem was increased use of salary-and-percentage arrangements, with many operators making their servicemen, in effect, independent businessmen thru a share-the-profits system.

Cigarette operators saw a new, strong trend to king-size packs. Increased demand for filtered smokes was also noted. The vended-price see-saw continued, due mainly to tax moves.

Dime bars became more of a factor with operators. A new top

(Continued on page 67)

## FACTORY JOBS RISE IN NOV.

WASHINGTON, Dec. 20.—Industrial employment in November was the highest since World War II, the Bureau of Labor Statistics reported this week.

Factory jobs increased to 16,529,000, a 36,000 rise over the October level.

## Vending Suppliers To Set Pace in Advertising Race

NEW YORK, Dec. 20.—Manufacturers of candy and gum for the vending trade will spend a goodly portion of the \$25,000,000 to be allocated for advertising by the confectionery trade during 1953, according to a trade survey.

Top spenders, all figuring prominently in vending circles, are expected to be William R. Wrigley Jr. Company, chewing gum (\$4,000,000); Peter Paul, Inc., candy (\$2,300,000); Mars, Inc., candy (\$1,750,000), and Planters, Inc., nuts (\$1,250,000).

## Snively's Canadian Distrib Is Mulling Hot Soup Units

TORONTO, Dec. 20.—Hanson Fruit Concentrates, Snively's Canadian distributor with offices at the King Edward Hotel here, now has 10 Snively drink units on location in theaters and industrial plants and is considering installing Snively hot soup units.

Oscar Hanson is in charge of the Canadian firm, while George Cullahan is handling operations.

## 1c Chlorophyll Tab Gum Bowed

NEWARK, N. J., Dec. 20.—American Chewing Products Corporation has introduced a new penny tab chlorophyll gum for venders. Called Chlorized Tab, the gum is packed 200 count.

American is also marketing a nickel 5-stick chlorophyll gum package, ChlorAcTiv, and chlorophyll ball gum in 140 and 210 counts.



# Season's Greetings

and Best Wishes for the New Year

## Buy VICTOR




## CONFECTION SALES COMPANY

10008 ST. CLAIR AVENUE  
CLEVELAND 8, OHIO

The birthplace of feature charms  
A new arrival each month



the bright green light for new sales

# ACORN 5¢ "Chlorophyll" Vendor

completely die-cast aluminum precision built



You're in the right line for extra profits with the new ACORN Chlorophyll Vendor. Specially designed to show off the bright green, health-giving chlorophyll ball of chielet type gum that's sweeping the country today! Keeps its gleaming silver finish—all aluminum, permanently polished. Guaranteed mechanically held by top lock, body clamp only. Weighs less than 7 pounds.

Instantly converted to bulk merchandise

1c and 5c mechanism slides into place—no screws!

Featuring the exclusive **GREEN-FLASH BRUSH HOUSING & BALL GUM WHEEL**—Accurately dispenses 2 or more chielets of chlorophyll gum

**NEW! Hammerloid Silver Finish** stops 'em every time! everywhere!

East & Midwest: M. J. Abelson, Conv. Sales Mgr., 2033 74th Ave., Pittsburgh, Pa. AT 1-5478  
Pacific Coast Distributor: OPERATOR VENDING MACHINE SUPPLY, 1023 S. Grand Ave., Los Angeles

**NEW DISTRIBUTORS WANTED!** Here's a fast, profitable, completely new machine—vending a compelling NEW item! Write for full information today!

**OAK MANUFACTURING CO., INC.**  
11411 Knightsbridge Ave., Culver City, Calif.

## CHARMS

New JET SERIES  
120 ASSORTED CHARMS

Includes crosses, skulls, animals, etc. This is the largest assortment in the charm field!

Plastic ..... \$2.15 M  
Copper ..... 3.40 M  
Silver ..... 3.70 M

**DOMINOES**  
Beautifully designed black plastic with clear white dots  
\$6.00 per M f.o.b. NYC

• WHISTLES • SIRENS, ETC.  
**COMPLETE LINE OF CHARMS**  
SEND FOR FREE PRICE LIST!

**PAUL A. PRICE CO.**  
220 Broadway, New York 7

**SPECIAL! SILVER KING VENDORS**  
1c OR 5c BULK 1c CHARM KING

Completely reconditioned and finished—Pull Cash for This Special! \$8.50 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!

**MAKE COIN MACHINE EXCHANGE**  
609 Spring Garden St., Philadelphia 33, Pa. Lombard 2 2276

## it's GUGGENHEIM for COMIC STRIP CARDS

Don't try any longer over lost sales! Get a laugh out of new found profits with the greatest little sales booster in vending machines.

For years comic wrappers have sold bubble gum. Now at long last Guggenheim brings you these well known comic characters who will empty your machines in a hurry.

Printed on heavy card stock in brilliant colors, they are sure to SELL on SIGHT. Get your supply now—the craze is on!

Comic Strip Cards (in color) \$10.50 per thousand  
Movie Star Cards (in color) \$10.00 per thousand  
Old Maid Cards (in color) \$10.00 per thousand

(remember how you used to play?)  
For un assembled cards deduct \$1.25 per thousand.

Send for new price list and samples.

**Guggenheim**  
33 UNION SQUARE  
N.Y.C. 3, N.Y. • AL 5-8393

## Greatest Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00 SPRINGS ARE PRECISION CALIBRATED. HEAVY SHEET METAL BASE WITH SCOPING DIAPHRAGM IS GLASS COVERED WHICH PROTECTS POINTS WHEN IN USE. Skilled Road workmanship is employed in building this scale to insure reliability and accuracy.

There is structural construction more durable than is generally found in scales. Finish is black chrome. Complete case is made of spring black fibre to meet the hard and constant use that it is subjected to.

**\$18.50**

**ORDER TODAY**  
1/3 Dep. Bal. C.O.D. O.S. N.Y.  
Distributors: Write for Prices  
**J. SCHOENBACH**  
Distributors of Automatic Vending Machines  
1647 Bedford Ave., Brooklyn 35, N.Y.

### For the FINEST VENDING MACHINES ALWAYS BUY

**VICTOR'S Topper Deluxe Globe Style**

1 to 5 cases	\$56.80
per case of 4 F.O.B.	
6 to 11 cases	\$56.00
per case of 4 F.O.B.	
12 to 24 cases	\$55.00
per case of 4 F.O.B.	
25 or more cases	\$52.80
per case of 4 F.O.B.	

**VICTOR'S Topper Deluxe Half-Cabinet Style**

**VICTOR'S BABY GRAND**  
New DeLuxe Style

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.

**Cleveland Coin MACHINE EXCHANGE, INC.**  
M. E. GISSER Sales Manager  
2021-2025 Prospect Ave., Cleveland 15, Ohio  
AM Phone: Tower 1-6715

### Famous Silver-King's Mighty King of Vendors

**Silver-King's got 'em all**

- 1c Chlorophyll Ball Gum Vendor, Today's Sensation (Vends 318 cases)
- 1c "Charm King" Ball Gum & Charms (Time-tested and proved)
- 5c Pelechip or Mixed Nuts (The busiest nickel market)
- 1c "Super Vendor" King-Size Ball Gum (To make up "stepped" locations)
- 1c Candy Ball Gum Vendor (Fine combination for ball gum machines)

5c Silver-King "Hot Nut" (For that "extra-special" nut!)  
1c "Mighty" Action Ball Gum Vendor (The kids stampede it!)  
1c or 5c Silver-King Nut Vendors (Best bet for nuts)

Vendors for All Foreign Coins  
Immediate Delivery of Best Dealers Everywhere

**SILVER-KING CORP.**  
622 Deere Parkway, Chicago 14, Ill.

**VICTOR**  
1c—BABY GRAND—5c

\$13.00 each	4 to case
\$12.00 each	100 or more
\$15.95 each	Sample 500 for vending operations

VENDS: Chicle, Fresh Chicle, Treats, For 1c Large Chicle Treats, 3 for 5c.

WRITE FOR LOWEST prices on Ball Gum, Bulk Vendors and all merchandise for vending operations

New Stocked in Kansas City

Victor Topper Deluxe Mail \$16.50  
Victor Topper Deluxe with 500c globe \$16.50

**Bernard K. Bitterman**  
4787 E. 32, Kansas City 1, Mo.

**CANADIAN OPERATORS!**  
We are the Canadian distributors for

**OAK'S VENDOR**  
The finest in vending industry.

We are now manufacturing a complete line of charms in Canada. This means lower cost and substantial savings for you. Write for new price list.

**INTERNATIONAL VENDING CO., LTD**  
140 Gerrard St. Toronto, Ont. Marquette 3729  
661 Gladstone Ottawa, Ont. Ottawa 5-5781

**Completely New CHARM Sensation COLORED—COPYRIGHTED**

★ **COMIC STRIPS** ★

<b>SERIES NO. 1</b> The nation's top comic strips in full color. Eye-catching—appealing—the child's dream have \$10.50 per M.	<b>SERIES NO. 2</b> Individual comic characters in full color designed as an "Old Maid" card game. \$10.00 per M.	<b>SERIES NO. 3</b> Movie, Western and Television stars in full color—200 different personalities. \$10.00 per M.
--	--	--

All above strips delivered folded and banded ready for vending.  
Unfolded and Unbanded Strips at \$1.50 Less per M.

**OAK SALES CO.**  
2033 FIFTH AVENUE  
PITTSBURGH, PENNSYLVANIA  
PHONE: ATLantic 1-6478

**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! Fill in—tear out—mail today!

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.

Name .....  
Address .....  
City ..... Zone ..... State .....  
Occupation .....

882

every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES has been sold in The Billboard

**WHAT DO YOU HAVE TO SELL?** Write Box 666, 2160 Patterson St., Cincinnati, Ohio

**GIVE TO THE RUNYON CANCER FUND**

**Smokeshop**  
**Lo-Boy**

THE NATION'S FINEST CIGARETTE VENDOR

486 PACK CAPACITY

Tear Out and Mail This Ad for Details

**AUTOMATIC PRODUCTS CO.**  
310 W. 32nd St., New York 10, N. Y.  
Phone 7-3123

**NEWER CHARMS**

From the World's LARGEST MANUFACTURER of CHARMS

Having Cards, Composites, Silver Plated Buckles, New Cams, Jewel Rings

Order in the finest and most complete line in the country. Immediate delivery! Send \$5 for complete sample for low, low, low prices.

**PENNY KING CO.**  
2538 Mission Street  
Pittsburgh 3, Penna.

**BABY GRAND, 1c or 5c**

**\$13.00** Ea. packed 4 to a case  
12 cases of 100

**\$12.00** Ea. in lots of 25 cases or more

Now Delivering Baby Grand Deluxe

**\$57.00**

Case of 4 VENDS THE FOLLOWING MERCHANDISE:

Chicle Trees, 2 for 1c, count 200 to 1b.  
Chlorophyll Trees, 2 for 1c, count 200 to 1b.  
Chlorophyll Trees, 2 for 5c, count 150 to 1b.  
Chlorophyll Ball Gum, 1 for 1c, count 210 to 1b.

WE SELL THE ABOVE AT LOWEST MARKET PRICE.  
12 Days, Bal. C.O.D.  
**CHAMPION NUT CO.**  
1144 Vermont St., Boston, Mass.

**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—the more profits—the more 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**

Send Magazine 884  
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to VENDOR for  
 1 year \$4  2 years \$7.50  
 Payment enclosed  Please bill me

Name .....

Address .....

City .....

Occupation .....

**VICTOR'S TOPPER DELUXE**  
globe style  
**\$14.20 EACH—PACKED 4 TO A CASE. LESS IN QUANTITY LOTS.**

Immediate Delivery on all Models. Trade-In Accepted.

**BABY GRAND NEW DELUXE STYLE**

Less than 25 cases **\$57.00** per case of 4 C.O.D.  
25 cases or more **\$53.00** per case of 4 C.O.D.

**Introductory Offer**  
(For New Deluxe Style Baby Grand add \$5 to each price)  
FOUR 1c BABY GRANDS plus 30 pounds of CHICLE TREES—Total **\$63.25**  
FOUR 5c BABY GRANDS plus 25 pounds of CHLORE TREES—Total **\$65.00**  
FOUR 5c BABY GRANDS plus 25 pounds of CHLORE TREES—Total **\$69.50**

**Merry Xmas and A Happy New Year To All Operators**

Write for Our Complete Charm List Price subject to change without notice

**Pioneer Vending Service**  
190 Albany Avenue Phone: PR8121  
4-3250 Brooklyn 3, N. Y.

**30 DAY MONEY BACK TRIAL**

**Northwestern TAB GUM**

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose and we know we will gain a satisfied customer.

**GUARANTEED USED MACHINES**  
 DELUXE 1c and 5c Combination... \$18.95  
 MASTER, 1c... 7.45  
 SILVER KING, 1c or 5c... 7.45

**MERCHANDISE AND SUPPLIES**

ZENODIA PISTACHIO Jumbo Queen... 74	IRISH PISTACHIO Fancy Shell... 51	PISTACHIO 4-STAR... 74	MIX... 43	PISTACHIO... 43	CASHW/Whole... 47	CASHW/Bits... 47	FILBERTS... 43	MIXED NUTS... 43	JULY BEANS... 43
VIRGINIA PEANUTS 3/4... 28	SPANISH PEANUTS... 28	ALMONDS, 400 Count... 45	1 1/2 lb. Vacuum Packets ITALIAN CHICK PEAS, Roasted and Salted... 25	RAINBOW PEANUTS... 28	BOSTON BARED BEANS... 28	LICORICE LOZENGES... 25	M & M... 25	Complete Line of Party Supplies, Stands, Globes, Brackets, Charms, etc.	1/3 Deposit, Balance C.O.D.
BALL GUM, All Sizes... 28	200 Size, Mini-Praline, Per Lb... 28	ADAMS GUM, All Flavors, 100 Count... 27	WRIGHT'S GUM, All Flavors, 100 Count... 27	SUGAR CHOCOLATE LATE, 200 Count... 1.30	HERSHEY'S CHOCOLATE, 200 Count... 1.30	Minimum Order, 25 cases.			

**NORTHWESTERN SALES AND SERVICE COMPANY**  
MOE MANDELL  
440-442 WEST 42nd STREET, NEW YORK 36, N. Y. • Longacre 4-6467

**Multi-Field L. A. Firm Modernizes**

LOS ANGELES, Dec. 20.—Operators Vending Machine Supply Company has completed modernization of its headquarters here, including expansion of the building at 1027 Grand where its affiliate, Oak Manufacturing Company, now has general offices.

Operators Vending, organized in 1929, combines an unusual range of activities. It manufactures, bulk candles, sells nuts, finances routes, carries a full line of machine parts and, thru its affiliate, Oak, manufactures the Acorn vendor.

**Spacarb Featured in Optic Co. Bulletin**

STAMFORD, Conn., Dec. 20.—A photograph of a Spacarb soft drink machine is featured in an eight-page bulletin published by the East Optics Corporation, Riverside, Conn.

The picture depicts the body of the Spacarb, which contains a sheet of an optically clear plastic above the selector.

**Ala. Tobacco Volume**

MONTGOMERY, Ala., Dec. 20.—Tobacco tax collections for November totaled \$618,279, down \$24,223 from the \$642,504 in November, 1951, State Revenue Commissioner Joe Edwards announced.

**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 filed 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 E. 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.

**GUARANTEED USED MACHINES**  
 DELUXE 1c and 5c Combination... \$18.95  
 MASTER, 1c... 7.45  
 SILVER KING, 1c or 5c... 7.45

**MERCHANDISE AND SUPPLIES**

ZENODIA PISTACHIO Jumbo Queen... 74	IRISH PISTACHIO Fancy Shell... 51	PISTACHIO 4-STAR... 74	MIX... 43	PISTACHIO... 43	CASHW/Whole... 47	CASHW/Bits... 47	FILBERTS... 43	MIXED NUTS... 43	JULY BEANS... 43
VIRGINIA PEANUTS 3/4... 28	SPANISH PEANUTS... 28	ALMONDS, 400 Count... 45	1 1/2 lb. Vacuum Packets ITALIAN CHICK PEAS, Roasted and Salted... 25	RAINBOW PEANUTS... 28	BOSTON BARED BEANS... 28	LICORICE LOZENGES... 25	M & M... 25	Complete Line of Party Supplies, Stands, Globes, Brackets, Charms, etc.	1/3 Deposit, Balance C.O.D.
BALL GUM, All Sizes... 28	200 Size, Mini-Praline, Per Lb... 28	ADAMS GUM, All Flavors, 100 Count... 27	WRIGHT'S GUM, All Flavors, 100 Count... 27	SUGAR CHOCOLATE LATE, 200 Count... 1.30	HERSHEY'S CHOCOLATE, 200 Count... 1.30	Minimum Order, 25 cases.			

**NORTHWESTERN SALES AND SERVICE COMPANY**  
MOE MANDELL  
440-442 WEST 42nd STREET, NEW YORK 36, N. Y. • Longacre 4-6467

**Sales Up \$7 Mil**

CORONA, Calif., Dec. 20.—If the recently released figures of the Exchange Lemon Products Company here are any indication, vending sales of lemon drinks should increase during 1953.

General Manager D. F. McMillen said that 1952 sales increased by \$7,000,000 because of the heavy demand for frozen lemonade concentrate and that sales of the concentrate have increased from 200,000 cases in 1949 to 4,250,000 cases this year.

Vending industry sources feel the public's acceptance of the frozen lemonade concentrate will help break the ice for the public's automatic merchandisers.

**BRAND NEW LUCKY BOY VENDORS**

**\$9.75** Each

For 100-UP-210 Gum and Charms, Nuts and Chicle Charms. Fully Guaranteed.

1/3 Deposit, Balance C.O.D.

**BLLOYD MFG. CO.**  
VALLEY STATION, KY.

**CHAMP BALL GUM**

The Bubble Gum with the Soft Chew

**STANDARD SIZES**  
210's • 170's • 140's

430 Count Tube

8 ASSORTED COLORS—8 DELICIOUS FLAVORS

Empire machines factor. No clogging.

Write for Prices and Information

**BALL-GUM, INC.**  
2616 W. 19th St., Chicago 8, Ill.

Vend the Best  
DO NOT ACCEPT SUBSTITUTES

**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

CHLORE TREES, 2 for 1c, 315.00 per case of 25 lbs.  
 CHICLE TREES, 2 for 1c, 315.00 per case of 25 lbs.  
 CHLORE TREES, 2 for 5c, 315.00 per case of 25 lbs.  
 JORDANSTYTES... 322.50 per case of 20 lbs.

1/3 dep. bal. C.O.D. Ball Gum, 140-170-210, 25 lbs. or more, 24¢ per lb.

**DEVICES NOVELTY SALES CO.**  
1624 N. California Ave., Chicago 47, Ill.  
Phone: SPaulding 2-1660

**LOOK AT THESE VICTOR MONEY MAKERS**

**BABY GRAND DELUXE**  
**\$14.25 EACH**  
Less than 100

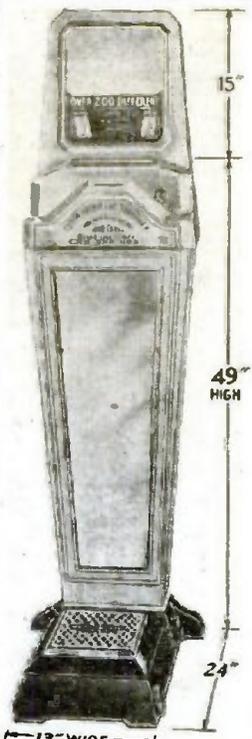
**\$13.25 EACH**  
100 or more

**Topper Deluxe**  
Mail Cabinet Style  
**\$14.20 EACH**  
Cases of Four (minimum order)

**\$13.20 EACH**  
100 or more  
Also available with glass globe.

We have lowest prices on Gum and Charms.

**H. B. HUTCHINSON JR.**  
800 North Ave., N. E., Atlanta 6, Ga.  
Tel: EMerson 4300



**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. Fullen St., Chicago 44, Ill.  
Est. 1849—Telephones Columbus 1-2772  
Cable Address: WATLINGTE, Chicago

**LOOK AT THESE VICTOR MONEY MAKERS**

**BABY GRAND DELUXE**  
**\$14.25 EACH**  
Less than 100

**\$13.25 EACH**  
100 or more

**Topper Deluxe**  
Mail Cabinet Style  
**\$14.20 EACH**  
Cases of Four (minimum order)

**\$13.20 EACH**  
100 or more  
Also available with glass globe.

We have lowest prices on Gum and Charms.

**H. B. HUTCHINSON JR.**  
800 North Ave., N. E., Atlanta 6, Ga.  
Tel: EMerson 4300

15" HIGH

49" HIGH

24"

13" WIDE

**RUNYON CANCER FUND GIVE TO THE**

**SAY YOU SAW IT IN THE BILLBOARD!**

Name Thatcher V-P

ELMIRA, N. Y., Dec. 20. — Thatcher Glass Manufacturing Company, Inc. announced the election of Phillip W. Hatch as vice-president. He will have charge of sales for the McKee Glass Division.

Sam Rich Sweets V-P

HOBOKEN, N. J., Dec. 20. — Sam E. Rich was elected vice-president of The Sweets Company of America, Inc. this week. Rich was formerly sales manager for the firm.

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Table with columns: Issue of Dec. 28, Issue of Dec. 13, Issue of Dec. 6, Issue of Nov. 29. Lists various vending machine models and their prices.

SILVER QUARTER OPERATION KING SIZE INCLUDED! CIGARETTE MACHINES. National Model 930—9 col., 270 cap., \$95.00. Includes Candy Vendors section with U-Select II, Late Wall Model—74 cap., \$50.00.

UNEEDA VENDING SERVICE, INC. The Nation's Leading Distributor of Vending Machines. NEW... RECONDITIONED LIKE NEW. 166 Clymer Street, Brooklyn 11, N. Y. • Evergreen 7-4368

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. Includes price list and Parkway Machine Corp. address.

MERRY CHRISTMAS!!! HAPPY NEW YEAR!!! To all our friends and customers! from ART GRAEFF CO. your VICTOR Distributor! Cut on our mailing list free for 1953!

MAKE MORE MONEY IN VENDING! Read The Billboard Every Week. Enter a Money-Saving Subscription Now! Fill out this coupon and mail today.

New Pump Model MINNEAPOLIS, Dec. 20. — Hypro Engineering, Inc. has announced a new 800 r.p.m. roller-type pump for belt and pulley or direct drive operation on electric motors or gas engines.

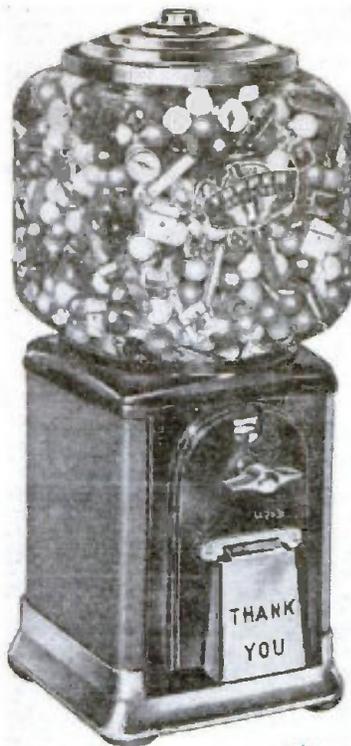
IN STOCK VICTOR'S New Deluxe Model BABY GRAND CHICLE TREETS VENDOR. ORDER TODAY VEEDCO SALES CO. 2124 Market St. Philadelphia 3, Pa. Phone LOcast 7-1448

VICTOR'S TOPPER DELUXE globe style. VICTOR'S BABY GRAND NEW DELUXE STYLE. VICTOR'S TOPPER DELUXE half-cabinet style. ATTENTION: VENDING MACHINE OPERATORS!!!

SCALES. PRICES REDUCED \$125.00 CUT TO \$89.95. 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

Now available in any quantity—4 or more. Victor's Half-Cabinet, Topper Deluxe, Glass Globe, Topper Deluxe, Baby Grand, Vending 2 for 1 Chicle Treats and Choro Treats also going great—our Baby Grand, Vending 2 for 5c Choro Treats, Topper Deluxe at \$14.25 per unit. Suggestion: Try one case of four Topper Deluxe filled with our best pack of gum and charms ready to set on location—at \$18.20 per unit. Your gross, approx. \$120.00 per unit when empty. We also carry a complete line of Victor parts. Send one-third deposit with order, balance C.O.D. Prices F.O.B. Dallas. TEXAS EXCLUSIVE DISTRIBUTOR FOR VICTOR VENDING CORPORATION Graff Vending Supply Co. 7641 WEST DAVIS ST., DALLAS, TEXAS

**TOPPER DELUXE**  
globe style



**BABY GRAND**

**NOW IN DELUXE STYLE**

Featuring the New  
**PROJECT-O-VIEW WINDOW**  
OF TRANSPARENT LUCITE  
Shatter-Proof for Safety

**DELUXE CAPACITY:**

6½ Lbs. of Chiclé Treats

**TWO LOCKS:**

One for Fast, Easy Top Filling  
of Merchandise . . . and  
One for Money Compartment.

**WHOLESALE PRICES TO OPERATORS:**

less than 25 cases . . . . .	<b>\$57</b>	PER CASE
25 cases or more . . . . .	<b>\$53</b>	PER CASE

Packed and Sold 4 to the Case  
F.O.B. FACTORY  
One-third certified deposit must accompany all orders.

**SUPERIOR SUPER-SALESMEN**

The Big 3 by Victor

**TOPPER DELUXE**

globe style

**BABY GRAND**

**TOPPER DELUXE**

half-cabinet style

Here are the new style Topper DeLuxe vendors by Victor: Topper DeLuxe globe style and Topper DeLuxe half-cabinet style. The half-cabinet is a combination of steel and Lucite, very rugged and durable. Finished in red, black and yellow, trimmed with chrome. The globe style is finished in red and black, trimmed with chrome. Chrome top and bottom may be had on both style Topper DeLuxe vendors at an additional cost of only 75c per machine. For the finest in vending of ballgum, or ballgum and charms, use Victor's original vending wheel—No. 86-A, which vends 140-, 170-, & 210- without making any adjustments. For other bulk mdse. use the No. 50 wheel. The new style Topper DeLuxe vendors have a capacity of approximately 7 to 8 lbs. of ballgum. Both of these DeLuxe style vendors have the revolving whirlpool action, giving you vending performance to perfection. Topper DeLuxe globe and half-cabinet vendors are packed and sold 4 to the case.

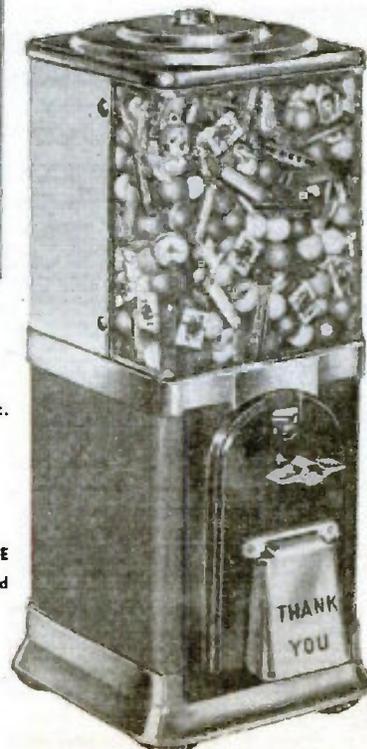


**Wholesale Prices to Operators on TOPPER DELUXE**  
Globe-Style or Half-Cabinet Style

1 to 5 cases at \$56.80 per case of 4	F.O.B. Factory
6 to 11 cases at \$56.00 per case of 4	F.O.B. Factory
12 to 24 cases at \$55.00 per case of 4	F.O.B. Factory
25 or more cases at \$52.80 per case of 4	F.O.B. Factory

All orders must specify whether "FOR BALL-CUM" or "FOR MDSE." One-third certified deposit must accompany all orders.

**TOPPER DELUXE**  
half-cabinet style



**VENDS**

Chloro Treats . . . 2 for 5c.  
250 count.

Operators gross approximately \$6.25 per pound.

**BABY GRAND DELUXE**

also vends CHLORO TREETS . . . 336 count, or CHICLE TREETS, 6 colors . . . 6 flavors . . . 300 to the pound . . . both 2 for 1c.

Victor's products mean Operator's profits; buy Victor, America's finest vendors—the industry's greatest values. All Victor products are sold exclusively by authorized Victor Distributors. Contact your nearest Distributor.

**VICTOR VENDING CORPORATION**

5701-13 W. Grand Avenue

Chicago 39, Illinois

Manufacturers of the famous line of TOPPER vendors



# Coinmen You Know

## Chicago

Jack Nelson and Bill O'Donnell, Bally, have been swamped with requests for the Bally Beauty game and Space-Ship ride. Nelson stressed that some of the location reports on the Space-Ship were amazing, dollar-wise. Dave Russell, Russ-Con Company,

Montreal, is back at the job of distributing the Bally horse, The Champion, and Space-Ship in Canada after a sojourn at Hot Springs. A son, Jay Peter Nicholson, was born to Mr. and Mrs. Ralph Nicholson Sunday (14). Ralph is a Bally district sales manager. Phil Weinberg is spending the holidays at his Dallas

home after being on the road for several weeks.

Joe Schwartz, National Coin Exchange, says the export trade has developed into a sizable percentage of their over-all volume. (Continued on page 66)

## Vital Statistics Deaths

Golden Brooks, Detroit operator for many years, December 4, at St. Joseph's Hospital in Ann Arbor. He headed the Golden Music Company until his retirement a few months ago. He sold his operation to Frank's Music and the Music Service Company. A son, Robert, formerly associated with him in business and later a salesman for the Angott Sales Company, and two other children survive.

	Issue of Dec. 20	Issue of Dec. 23	Issue of Dec. 6	Issue of Nov. 29
Winner (Universal)	50.00 65.00	50.50 65.00	59.00 89.50(2)	50.00 85.00
Industrial	75.00 89.50(2)	85.00 89.50(2)	125.00	89.50(2) 125.00
Wisconsin (United)	34.50	39.50	11.00 39.50	20.00 30.00
Wizard			49.50	49.50
Yank (Williams)	49.50	49.50	49.50	49.50
Zippo (United)	225.00 265.00	265.00 275.00	265.00 295.00	265.00 295.00

**THE MARKET PLACE** for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personal, Products, Services and Opportunities

CLASSIFIED ADVERTISING

## Business Opportunities

Attention, Businessmen, Manufacturers, Franchises, living in Lyon, will consider any business offer, especially in Music, Vending or Coin Machines. Write Y. M. Bonnet, 59 Avenue De Saxe, Lyon, Rhone, France.

Coin Radios and Televisions: buy direct from manufacturer and save! steel cabinet, modern design, coin receptor. Write for price 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.

## Parts, Supplies & Services

For best buys in bulk vendors and supplies write for literature. Cameo Vending Service, 432-B W. 42nd St., New York 18, N. Y.

Special Sale at Cost—30 wire cabinets each with rubber covered, all enclosed in tough plastic cover, 18c per ft., in 100' rolls, Tri-State Music Co., 1423 N. 3rd St., Harrisburg, Pa.

Stamp Folders, direct from manufacturer; unlimited quantities; immediate delivery; write for prices. Veeeco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcut 7-1448

## Routes for Sale

For Sale—Established route, pinballs, shuffle machines, all makes and models, lowest prices. Completely equipped shop; net \$20,000. price \$35,000. Kelley Amusement Games, 2241 Central Ave., St. Petersburg, Fla.

## Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Maci Postal, 2952 Milwaukee Ave., Chicago, Ill.

Cigarette Machines, quarter operation; Uneda, latest model, \$55; Counter Model, \$22.50; U-Select-It, 12-bar candy vendor, \$27.50; 14-bar, \$37.50; Shipman candy bar machines, \$22.50—cost \$69.50. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

For Sale—Constellations, guaranteed perfect, \$395; Seeburg 78-100's, like new, \$595; Cyclones, \$100; Four Horses, \$80; deposit required. Stationer Music Co., Box 1444, Springfield, Mo.

For Sale—11 Refracted Midget Music Boxes, used 2 months; make offer. F. M. Terrot, 3336 Youree Dr., Shreveport, La.

Pokerino Tables—Robull, natural finish, new plywood, new silver back glass, perfect condition, 195 each. James Travis, 204 N. 3rd, Knoxville, N. J.

Pokerino 29 Games for Sale—Fast Tasterite playing field, polished, stainless steel trim. Lifetime nickle contracts, push button shut-off; look and operate better than new. 1 real buy. Alex Elowitz, 1923 Mermaid Ave., Brooklyn 24, N. Y.

Scales—Wetting and Kirk Cussers; used on inside locations; like new; \$100 each. Clerco Sales, Box 835, Bluefield, W. Va.

## Wanted to Buy

Wanted—Advance 218 Vending Machines with 25¢ slot. Write 2815 Woodridge Drive, Austin, Tex.

Wanted—Eric Diggers; stable lowest price. Tom Lovell, Route 6, Box 715, Pine Bluff, Ark.

## WATCH THIS SPACE EVERY WEEK

(This heading 10 pt. Spartan Heavy) 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.



## SEASON'S GREETINGS

To All Our Friends from  
**WALLY FINKE**  
**JOE KLINE**  
**MAL FINKE**  
**BEN MICHAELS**  
**MARY ROSENSTEIN**

**BINGO 5 BALLS**  
 NEW Bally BEAUTY U-SELECT-IT "First-Conditioned" BALLY  
 PALM BEACH ..... \$319  
 ATLANTIC CITY ..... 465  
 SPOT LIGHT ..... 350  
 BRIGHT SPOT ..... 350  
 CONEY ISLAND ..... 350  
 BRIGHT LIGHTS ..... 350  
 UNITED .....  
 BOLENO ..... 6250  
 A.S.C. .... 150

**SHUFFLE GAMES**  
 NEW Koeney's 10 Player TEAM BOWLER  
 With dynamic new bonus play feature!  
 "First-Conditioned" and Resurfaced  
 KENNEY  
 DE LUXE LEAGUE BOWLER ..... \$775  
 LEAGUE BOWLER ..... 150  
 UNITED  
 SUPER 8 PLAYER ..... 6375  
 DELUXE 8 PLAYER ..... 339  
 8 PLAYER ..... 345  
 DEER ALLEY ..... 75  
 SHUFFLE SLOGGERS ..... 65  
 DOUBLE SHUFFLES ..... 45  
 ALLEY ..... 35  
 SHUFFLE SLOGGERS ..... 45  
 CHICAGO COIN  
 SIX PLAYER w/ JUMBO WIN ..... 6795  
 SIX PLAYER ..... 260  
 HORSESHOES ..... 75  
 BALLY  
 SHUFFLE LING ..... 6100  
 SHUFFLE BOWLER ..... 70  
 UNIVERSAL  
 SUPER TWIN BOWLER ..... 6 65  
 TWIN BOWLER ..... 48  
 GENCO  
 SHUFFLE TARGET ..... 675  
 WILLIAMS  
 DOUBLE HEADS ..... 645  
 DELUXE BOWLER ..... 39

**CONVERSIONS**  
 IT PAYS TO BUY THE BEST! GENUINE FORMICA TOPS  
 Absolutely the highest quality silk screened during manufacturing process. Available for United 3, 4, 5, 6 Player, Koeney, Chicago games. Complete with cement. 8" x 8" size. \$17.50

**MATCH-A-SCORE CONVERSIONS**  
 Modernize your shufflers into match score games!  
 TERN 'N' TIE with Huge Play Numbers. \$7.50  
 King's MATCH THE WHEEL \$12.50  
 United LITE-A-SCORE \$57.50

**PRIZE BOARDS!**  
 Let our experts make up your board design. Merchandise selected to your specifications. If desired, or you may order from our stock bearing. All prices: \$28, \$30, \$32, \$40, \$45, \$50, etc. Satisfaction guaranteed.

**FIRST DISTRIBUTORS**  
 Joe Kline & Wally Finke  
 1730 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

A Very Merry Christmas and A Happy New Year from All of Us to All of You

Sam London Nate Victor  
 Al Mirovitz Perry London Joe Robbins  
 John Zeglin

**S. L. London Music Co., Inc.**  
 3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220  
 2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. PLEASANT 4453

## 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 ..... \$ .38  
 3 or more CONSECUTIVE or 36 insertions, per word ..... .18  
 25 CONSECUTIVE insertions, per word ..... .16  
 Minimum \$3

● DISPLAY CLASSIFIED  
 Any advertisement using display make-up or white space. Figure space between column rules, 1 pt. rule borders permitted only on ads of 28 lines or more.  
 Per page line ..... \$1.00  
 3 or more CONSECUTIVE or 34 insertions, per page line ..... .95  
 25 CONSECUTIVE insertions, per page line ..... .90  
 1 inch equals 16 extra lines.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 186 W. RANDOLPH ST. CHICAGO 1, ILL.

Cash must accompany all orders for less than 3 insertions. Please include additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

WHAT'S NEW IN COIN MACHINES? WHAT ARE THEY GETTING FOR USED EQUIPMENT? WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?

Find out every week in **The Billboard**

Order NOW at LOW Subscription Rates Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
 Yes! Please send me The Billboard for one year at \$10. Foreign rates upon request. 863

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
 Occupation \_\_\_\_\_



# 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 a quantity discount is advertised, as in the case of bulk orders, 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: Issue of Dec. 20, Issue of Dec. 13, Issue of Dec. 6, Issue of Nov. 29. Rows include various shuffle games like 'Ace Bowler', 'Bowler', 'Bowling Champ', etc.

# NPA APPROVES 1ST QUARTER BONUS STEEL

WASHINGTON, Dec. 20.—The National Production Authority approved the release of 550,000 tons of carbon steel sheet and strip for use in the first quarter by private industry. The on paper this appeared to be a step in easing the sheet steel pinch, NPA stressed that most of the bonus steel—353,000 tons—was earmarked for the auto industry.

In effect the coin machine industry will gain little of the extra allotment since several other fields, such as the building industry, had also been granted special consideration. However, the encouraging fact is that the bonus is larger than expected and leads to the presumption that more may be released before the first quarter is over.

# Vending Role

Continued from page 49

of 42.1 per cent of the nation's candy operators used 10-cent items to some extent. Cookies also saw gains in candy equipment columns, mainly in industrial locations.

Bulk vending, which saw new heights reached in blue-sky promotions during 1952, began to come back into its own by year's end, however. Local business bureau and general bulk industry action to eliminate such activity combined to take its toll among the "sharpies."

Manufacturer and operator grosses went up in the past year. But a like increase in net profit did not accompany the increase. Latter was sponged up by higher all-round business costs and by heavier taxes. With a nominal decrease in taxes forecast for 1953, the automatic merchandising field will, however, have to continue to operate at the most economical levels possible to maintain a good profit balance.

# New Outlets

Continued from page 56

Antonio, South and Southwestern regional manager, has been busy in Texas and Oklahoma.

"This central location idea will allow our operators to get faster delivery on parts and service," said McNulty, "and is working in well with our workshop program."

The workshop program will remain in effect thruout the coming year because of the response. The workshop consists of giving the operators a technical knowledge of the instrument to better equip them for proper servicing.

# Big Leaguers

Continued from page 53

The Pitching Ace and will contribute their names and prestige to the ranges. One player, Al Rosen, of the Cleveland Indians, has a batting range in operator near Cleveland.

1st Distrib New York Telecoin was the first national distributor of coin operated pitching machines—in 1950. The current pitching machine takes 500 balls at one loading and pitches 10 balls in one minute.

The firm acts as a complete service organization, as well as a manufacturer, helping the operators with planning the range, getting supplies and finding locations.

# Atlantic Party

Continued from page 55

vision; Jack Gordon, Seeburg district manager; Sid Levine, N. Y. Music Operators of America counsel; Sol Levine; Judge Benjamin Weisberg, and Sol Gottlieb, of the D. Gottlieb Company, Chicago.

A five-piece band provided the dancing music and Dick Gersbom. Entertainment was furnished by Fran Warren, Frances Faye, Florian Zabach, Cathie Ryan, Tony Bravara and Georgie Carr.

Christmas food packages and perfume were given as gifts to

# Play Santa To Yourself All Year Around With Seeburg Select-O-matic



With Seeburg Select-O-Matic 100's in more locations you are building your business on a sounder financial basis. The Seeburg policy saves you the costly depreciation of yearly model changes. You know your Select-O-Matics have a high resale value. And you're sure of more play with 100 selections under five handy musical classifications.

# Merry Christmas from all of us at

# Shaffer Music Co.

Columbus, Ohio 606 S. High Street MAin 5563 Cincinnati, Ohio 1200 Walnut Street MAin 6310 Indianapolis, Ind. 1327 Capitol Avenue LINcoln 3571 Exclusive Seeburg Distributors

Advertisement for Shaffer Music Co. featuring 'UNITED ALLEYS', 'NORTHFIELD BOWLING BALL CLEANER', 'ARCADE EQUIPMENT', 'CIGARETTE MACHINES', 'ONE BALLS & BINGOS', and 'Cleveland Coin Machine Exchange, Inc.' with a photo of M. S. Gasser.

# Season's Greetings! NATIONAL GUARANTEED VALUES!

Table listing various coin machine models and their values, including 'RECONDITIONED 3-BALLS' and 'NATIONAL COIN MACHINE EXCHANGE'.

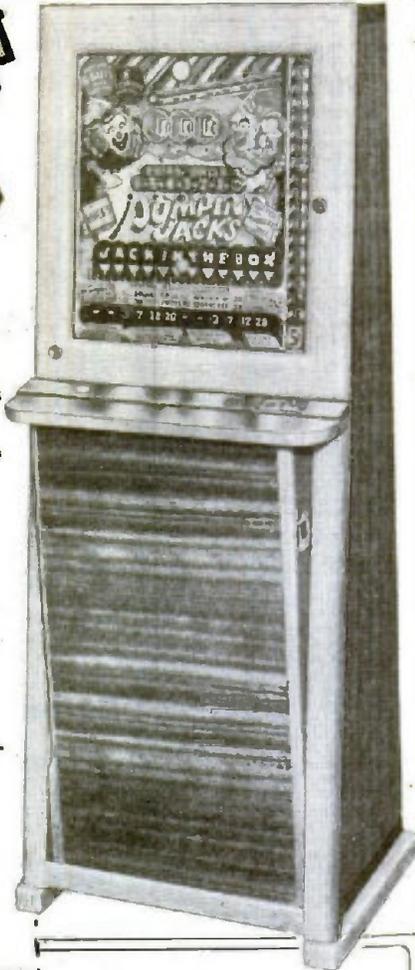
PURVEYOR Shuffleboard Co. 4322-24 N. WESTERN AVE. PHONE: JUNIPER 8-1814 CHICAGO 18, ILL.

# JUMPIN JACKS

UPRIGHT BALL GAME

Fast Play! Fast Profits!

- In line and sequence scoring
- Popular new "Mystery Spot" Feature AODS SUSPENSE—TEMPTATION
- Up to 20 Replays for 3-to-6 letter combinations
- 100-200 Replay possibilities—
- Extra balls feature—6 extra balls. Tremendous replay possibilities
- Compact. Tested Trouble-Free Action. All parts easily accessible
- Ultra-modern design—space saver—24" wide, 17" deep, 64" high. FITS ANY LOCATION



## GENCO

2621 N. ASHLAND AVE.,  
CHICAGO 14, ILLINOIS

BEST WISHES FOR THE HOLIDAY SEASON

to our friends and associates  
old and new

GENCO MANUFACTURING and SALES COMPANY  
Samuel Lewis and Avron Gensburg



### MERRY CHRISTMAS

TO ALL  
World Wide

#### YEAR END SPECIALS!

Genuine Deluxe  
**FORMICA TOPS**  
For 6 United games, special glue included.  
**\$16.95** ea. Lots of 10 or more **\$13.50** ea.

**MISCELLANEOUS EQUIPMENT**

Exhibit SIX SHOOTER	8145
Bally HOOK BOWLER	135
Exhibit SMALL HORSE	250
Exhibit DALE GUN	90
Keeney LEAGUE BOWLER	115
Keeney SIX PLAYER	230
United 5 PLAYER	245

**BINGO GAMES**

BALLY BRIGHT LIGHTS	\$215
PROLICS	450
ATLANTIC CITY	425
BRIGHT SPOT	275
COMET ISLAND	220
SPOT LIGHTS	330
UNITED A-B-C'S	\$150
5 GAMES	\$155
KEENEY LITE-A-LINE	\$125
GENCO "400"	\$245

**ACE COIN COUNTER**

New 1953 Model—  
Counts 1¢, 5¢, 10¢.  
25¢. Weighs 8 lbs.  
**\$159.50**

**NEW GAMES**

Williams FOUR CORNERS	
Bally BEAUTY	
United 10TH FRAME BOWLER	115
United STEEPLE-CHASE	\$300

TERMS: 1/3 deposit, balance sight draft.



Phone: Waveride 4-2300

Chicago 47  
2330 N. Western Ave

## Coinmen You Know

Continued from page 66

shindig at the Ambassador Hotel this year will be \$15 per couple and will include the entire evening's entertainment, favors, food and drinks. Those planning to attend are being urged by President Joe Spasaro to get their reservations in early. Definite commitment was made by the board of directors of the Badger Candy for the date of their fourth annual Fall Candy Carnival. Conflict in dates with the forthcoming NCWA convention had caused the board to mull the proposition carefully. Show will be held on the first Friday and Saturday in August, one day prior to the Windy City show.

Committee slated to sell ads for the program book which provides the funds for the Candy Carnival, is headed this year by Barney Hirsch. Assisting him will be Joe Dalloso, Al Schoppman and Miley Graham.

Change in personnel at the United, Inc., headquarters finds coinman Al Rogahn anking his job in charge of the one-stop disk department and the parts section. Rogahn has gone into another field of work, preferring a job entailing more outside activities. Harry Jacobs Jr. info that a girl will be hired to take charge of the one-stopper.

Operators stopping by for new Mercury Record nickel pullers this week, reports Phyllis Kapferman, included Alfred Naber, Mayville; Glenn Weinand, Menasha; Herb Wagner, G. & W. Novelty South Milwaukee and Robert Klement, Blackhawk Novelty, Fort Atkinson. Most asked for dinking in the Mercury line these days is the Harmoncats waxing of "La Paloma" backed with "Sissy," Phyllis says.

An old timer in the coin machine business passed away this week. He was Frank A. Schneider, 68, who died after a long illness. Schneider retired from the coin business in 1944 after heading the Master Music Company for about 20 years and later became widely known for his interest in fishing and hunting.

Banaco Music Company front office gal and music buyer, Altes Anlesak, reports business on the quiet side. Bossman Frank Barink adds that no more flying jaunts are planned until the warmer weather comes around again. Top nickel pulling daws on the Banaco boxes are, "I Saw Mommy Kissing Santa Claus," on any label, and "Teresa Brewer's 'Till I Waltz Again With You.'" Wurlitzer music box deliveries are gladdening the hearts of both Harry Jacobs Sr. and Jr. these days. Backlog of orders is almost down to normal and operators are extremely satisfied with the performance of the new 1500, they say. Newest addition to the United, Inc., staff is Lou Schmatz, who has replaced Al Rogahn in the record and parts department. Workmen have completed the remodeling job on the showroom and the boss' offices of United's Vliet Street headquarters.

Herb Wagner and Glenn Gaedtko, toppers at the G. & W. Novelty firm of South Milwaukee, have branched into a new line of business and moved into new quarters. New G. & W. location is at 2105 12th Avenue, South Milwaukee. Their coin machine business is now situated directly behind their new appliance store. The firm now operates music, games, cigarette machines and merchandises a complete line of home appliances. They plan to sell their music and games route to the highest bidder, according to Wagner.

Art Cohen's Badger Tobacco employees have set January 17th as the date for their annual party. Festivities are slated to take place at Joe Deutsch's eatery and will feature awards for various contests and entertainment.

Exhibit's  
**BIG BRONCO**  
Write  
**Lieberman Music Co.**  
257 Plymouth Ave., N.  
Minneapolis, Minn.



... and All the Staff at  
"The House that Confidence Built"

## SOUTHERN AUTOMATIC

MUSIC COMPANY, INC.

ESTABLISHED 1923  
LOUISVILLE, KY. • CINCINNATI, O. • LEXINGTON, KY.  
FORT WAYNE • INDIANAPOLIS, IND.

### KIDDIE RIDES for REDD-HOT PROFITS!

All Guaranteed—All Money Makers

EXHIBIT BIG BRONCO	Write or Call	METEOR ROCKET	
BALLY CHAMPION HORSE		Space Ships	Write or Call
	Write or Call	ROCKET PATROL	
ATOMIC JET	Write or Call	Space Ships	Write or Call
MIDGET MOVIES	Write or Call	METALTYPERS	
		Late Models Deluxe	\$375

**SPECIALS:** Bally Spotlight ..... \$345  
Bally Sunshine Parks ..... Write or Call

**REDD** DISTRIBUTING CO., INC.  
298 LINCOLN STREET  
ALLSTON 34, MASS. AL 4-4040

Exclusive distributors for **AMI** **BALLY** **UNITED** **KEENEY**

Season's Greetings  
**YEAR-END SPECIALS**  
Ready for Location  
Sasburg 140-M. Blvd. 5245  
Eastern Electric Cig. Vend. 189  
B-Cal. Rose Candy Vend. 69  
S-Cal. NATS Candy Vend. 85  
Palm Beach (Bingo) 320  
Atlantic City (Bingo) 425  
Spot Light (Bingo) 140  
United 3-4-5 (Bingo) 140  
United A-B-C (Bingo) 155  
Brand New Wm. Masterettes 175  
Brand New Chislin Big Hit 175  
Terms: 1/3 Dep., Bal. C.O.D.  
Write for Prices on New and Used Equipment of All Types  
**BNV OVTZ**  
ACME-INTERNATIONAL DISTRIB.  
Phone: Whitehall 3-9815  
2027 N. Halsted St., Chicago 14, Ill.

**SAM SOLOMON'S BUYS**

Palm Beach	\$500.00
United, ABC	225.00
Keeney, 4 Player Conversion for long board	195.00
Knockout	79.50
Joker	119.50
Hot Rod	65.00
Winners	95.00
Hayburners	165.00

University Coin Machine Exchange  
854 N. High St., Columbus 8, Ohio  
Tel.: University 6900

RUNYON CANCER FUND  
GIVE TO THE

**BONUS PLAY!**  
 STRIKE on each frame good for 2 extra shots.  
 SPARE on each frame good for 1 extra shot.  
**POSSIBLE SCORE: Up to 900 Shooting 30 Strikes in 10 Frames!**

**3 WAYS TO PLAY**

**IT'S THE SEASON! BOWLING IS BOOMING NOW!**

**FASTER!**

**KEENEY DISTRIBUTORS ALL REPORT THAT TEAM BOWLER IS BUILDING HEAVY LEAGUE PLAY!**

**NEW!**

**2 FULL FIVE-MAN TEAMS**  
 The only game that offers realistic bowling competition for 5-man teams!

**EVER-SLICK Silent Playfield**

**Adjustable to: NEW BONUS PLAY**  
 ★ 20-30 SCORING  
 ★ EXTRA SHOTS ON TENTH FRAME

**LOCATIONS ARE ASKING FOR Keeneys TEAM BOWLER for LEAGUE PLAY AND BONUS SCORING**

**See YOUR KEENEY DISTRIBUTOR!**

**J. H. Keeneys & CO., INC.**  
 2600 W. FIFTIETH ST. • CHICAGO 37, ILL.

**READY WITH IMMEDIATE DELIVERY!**

**Keeneys 10-PLAYER for 5-MAN TEAM BOWLING!**

**KEENEY LITE-UP PINS**

**TEN PLAYER TEAM BOWLER**

**Merry Christmas and Happy New Year**

**Bally**

To All Our Friends, at Home and Abroad . . .

**BEST WISHES FOR A Merry Christmas and A Happy New Year!**

**ATLAS MUSIC COMPANY**  
 CHICAGO • PITTSBURGH • DES MOINES

<p><b>Blaxielectric Scoreboards</b>                  Overhead, 16-21 pins                  Monocolor, \$125 ea.                  15-21 pin opt.                  Wall Models, 18-21 pins                  and 19-21 \$95.00 ea.                  10 pins . . . . .</p>	<p><b>Climate Adjusters</b>                  Set. . . . . \$12.00                  22" Maple Top                  Brand new, called 90.00</p>	<p><b>BRIGHT LIGHTS</b>                  Bright Lights \$219.50                  Comet Island 349.50                  Lite-A-Ling 136.50                  Bright Beam 349.50                  Stars 379.50                  Leader 399.50                  Holiday 325.00                  Lullaby 114.50                  Circus 448.00                  Above 84 pins are cleared, checked, ready for location.</p>
--	---	---

**F.O.B. Chicago—1/3 Deposit.**  
**MID-STATE COMPANY**  
 2347 Milwaukee Ave. Chicago 47, Ill.  
 Tel. Dickens 3-3444

**BETTER BUY from BANNER**

Where you get . . . The Best

**NEW and RENEWED MECHANICAL HORSES ROCKETS and SPACE SHIPS at the RIGHT PRICE**

Write, wire or phone

**BANNER SPECIALTY COMPANY**  
 Endorsing Only the Best Since 1917

Home Office  
 199 W. Girard Ave., Phila. 23, Pa.  
 Branch  
 1508 Fifth Ave., Pittsburgh 19, Pa.

**Merry Christmas and Happy New Year**

**MIKE MUNY'S**  
 577 Tenth Ave. (at 42nd St.)  
 New York 18, N.Y. BLVD 9-6477  
 40 YEARS SERVICE—EST. 1912

Use The Billboard classified pages for RESULTS!

**Sell to BOTH THE FOREIGN COIN MACHINE MARKET THE COMPLETE U. S. COIN MACHINE MARKET**

at the same time and at no extra cost with a powerful ad in THE BILLBOARD

**COIN MACHINE WINTER EXPORT QUARTERLY**

Extra distribution to over 5,000 foreign operators and businessmen—plus regular weekly distribution to your complete U. S. market as well.

DATED— JAN. 17	DISTRIBUTED— JAN. 12	ADVERTISING DEADLINE— JAN. 7
-------------------	-------------------------	---------------------------------

Contact your nearest Billboard office to reserve advertising space today!

NEW YORK CHICAGO CINCINNATI ST. LOUIS HOLLYWOOD

**FOR SALE**

Bally Big Innings . . . . . \$149.50	Eastern Electric Cup Venders (New) . . . . . 75.00
Williams Star Series . . . . . 45.00	Set-Shot Basket Ball (New) . . . . . \$375.00
Dale Gun . . . . . 45.00	United Star Bowler (Used ?) . . . . . 435.00
Williams Deluxe World Series . . . . . 175.00	Weeks . . . . . 95.00
Williams Slough . . . . . 149.50	Universal 8 Star . . . . . 95.00
Turf Kings (Like New) . . . . . 95.00	Wur 1508 (Like New) . . . . . 395.00
Winner (Very Clean) . . . . . 75.00	Wur 1108 (Very Clean) . . . . . 260.00
Futura, Grand New . . . . . 365.00	Model 1428 Brand . . . . . 295.00
Chl. Coin King Pin . . . . . 73.00	1948 Seaburg Midway . . . . . 195.00
Bally Double Header . . . . . 57.50	Chl. Coin Band . . . . . 115.00
United 8 Player Shuttle Alley, Perma Top and Pins . . . . . 343.00	
United 8 Player Shuttle Alley, Perma Top and Pins . . . . . 323.00	
Chl. Coin 4 Player Deluxe, Original Perma Top and Pins 365.00	

**WANT TO BUY**  
 We need all types of arcade equipment. Send us a list of what you have for sale. Wire, Write, Phone.

**MONROE COIN MACHINE EXCHANGE, Inc.**  
 2413 PAYNE AVENUE, CLEVELAND 14, OHIO  
 (Tel. Superior 1-4600)

**GIVE TO DAMON RUNYON CANCER FUND**



# BALLY BEAUTY

More fun for players, more profit for you,  
thanks to new **SELECT-A-SPOT** feature  
and new **TRIPLE-SPOTS** roll-over feature

Popular **3-4-5-IN-LINE** scoring

HORIZONTAL, VERTICAL, DIAGONAL

Plus attractive **4-CORNERS SCORE**

Advancing **SUPER-SCORES**

dramatized in frills of Beauty Queens on backglass

Popular **EXTRA-BALLS** feature

Advancing flash releases up to 3 Extra Balls

BALLY BEAUTY will put new life into your locations...add important dollars to your daily collections. Get BALLY BEAUTY now from your nearest Bally Distributor.

The **CHAMPION**  
Ballyhorse  
Bally  
**SPACE-SHIP**  
SEE PAGE 72

**Bally** MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION

2640 BELMONT AVENUE, CHICAGO 16, ILLINOIS

it is  
a  
pleasure  
to serve  
you

to our  
customers  
all over the world  
**Merry Christmas**  
**Happy New Year**  
ABE WITSEN SAL GROENTEMAN

**INTERNATIONAL**  
AMUSEMENT CO.

423 SPRING GARDEN STREET

Rittenhouse 6-7712

Branch, 906 Capouse Avenue, Scranton, Pa.

**SCOTT-CROSSE**  
COMPANY

PHILADELPHIA 30, PA.

**ATTENTION Importers . . . . .**

AVAILABLE FOR JANUARY DELIVERY

- 50 Wurlitzer 1015
- 25 Wurlitzer 1100
- 10 Wurlitzer 1250
- 25 46 Seeburg
- 25 1422 Rock-Ola
- 15 1426 Rock-Ola
- 5 50-51 Rock-Ola Rockets

Trimount has the largest stock of coin-operated phonographs in America. Write for complete lists.

EXCLUSIVE GOTTLIEB, WILLIAMS, SEEBURG and CHICAGO COIN DISTRIBUTORS

**TRIMOUNT**

Remember  
IN NEW ENGLAND  
IT'S TRIMOUNT!

40 WALTHAM STREET  
BOSTON 18, MASS  
Tel. LU-1922-980



for better buys buy McGinnis

YOU CAN DEPEND ON ROY FOR  
QUALITY RECONDITIONED EQUIPMENT

- |                             |                                 |                                    |
|-----------------------------|---------------------------------|------------------------------------|
| Triples . . . . . \$ 45.00  | Sharpshooters . . . . . \$21.00 | Winners . . . . . \$31.00          |
| Champion . . . . . \$ 45.00 | Champion . . . . . \$ 35.00     | Just 21 . . . . . \$ 30.00         |
| Pinky . . . . . \$ 45.00    | (Bally) . . . . . \$ 35.00      | Civilians . . . . . \$ 35.00       |
| Willy . . . . . \$ 45.00    | Basketball . . . . . \$ 35.00   | Bowl's Charm . . . . . \$ 40.00    |
| Punchy . . . . . \$ 45.00   | Knockouts . . . . . \$ 35.00    | Double Shuffler . . . . . \$ 35.00 |

Many Others. Send for List!

WE SHALL BE PLEASED TO DEMONSTRATE THIS NEW EQUIPMENT

KEENEY ELECTRIC CIGARETTE VENDORS

KEENEY YEAR BOWLER (Ten Player) KEENEY "21" TELEVISION

**ROY MCGINNIS CORP.**

2011 MARYLAND AVE. BALTIMORE 18, MD. PHONE: BELMONT 1000

BALLY  
**SUNSHINE PARKS-\$395**  
in quantity, \$325.00  
NEW ORLEANS NOVELTY CO.  
111 MAGAZINE STREET  
NEW ORLEANS 13, LOUISIANA  
Tel: Canal 8118

**A-1 MECHANIC**  
Wanted At Once  
For Phonographs, Pins, Bowlers. Must  
be a non drinker and willing to work  
**SOUTHERN MUSIC DIST. CO.**  
418 Margaret St. Jacksonville, Fla.

**CLOSE-OUTS**

Right Off the Route  
Reconditioned Like New

- Atlantic City . . . . . \$435
- Coney Island . . . . . \$35
- Bright Spots . . . . . \$15
- Leaders . . . . . \$10
- Bright Lights . . . . . \$20
- Gene 400's . . . . . \$25
- Yard Kings . . . . . \$20
- Citizens . . . . . \$20
- Hot Rods . . . . . \$20
- Gene Advance Rolls . . . . . \$30
- Various Flipper Pins . . . . . \$1.00
- Gene 400's Equipped With Latest  
Factory Improvements for Ideal  
Results.

To Deposit, Balance C.O.D.  
**W. E. KEENEY MFG. CO.**  
5229 So. Kedzie Chicago 32, Ill.  
Phone: Hemlock 4-3844



Cliffy Clet Says:  
**COVEN SPECIALS THIS WEEK!**  
**PHONOGRAPHS WALL BOXES**

- Wurlitzer 1015 . . . . . \$139.50
- Wurlitzer 2020 . . . . . \$34.50
- Wurlitzer 1250 . . . . . \$49.50
- Wurlitzer 4820 . . . . . \$9.50
- Seeburg M100A . . . . . \$49.50
- Wurlitzer 2140 . . . . . \$14.50

All Equipment Guaranteed—Good Working Order.  
One-Third Deposit, Balance C.O.D.

**COVEN**

distributing company  
3181 Elston Chicago 18, Ill.  
Independence 3-2710

Exclusive Distributors of Wurlitzer Phonographs

**FOR SALE!**  
GOTTLIEB LATE PIN GAMES,  
MILLS, JENNINGS, PACE, WAT,  
LINO BELLS,  
KEENEY, BALLY CONSOLES,  
A. J. Conifition  
**GENERAL COIN MACHINE CO.**  
723 N. W. St. Philadelphia, Pa.  
Walnut 5-2578



Brand New!  
**Buckyley CRISS-CROSS**  
**JACKPOT BELLS**

5c-10c-25c-50c-\$1.00

Also made for many foreign coins

**BUCKLEY** 20-14-52  
WALL AND BAR Record Selections  
MUSIC BOXES . . . . . 5c or 10c Play

**Buckyley Manufacturing Co.**  
4323 W. Lake St. Chicago 24, Ill.

**Yes! Yes! Yes!**

Here's **IN-LINE SCORING** plus **HIGH SCORE** WITH A BRAND NEW **"DOUBLE FEATURE" CARRY-OVER!!!**

**Williams DISK JOCKEY**

will capture and hold any LOCATION! HURRY! HURRY! HURRY!

See Your Distributor Now!

**Williams MANUFACTURING COMPANY**

**Yes! 27 WAYS TO SCORE REPLAYS plus**

the Tantalizing new **"DOUBLE FEATURE"** which **DOUBLES** the "in-line" replays for next game when bumpers 1 to 5 are hit in consecutive order.

**Yes IT SURELY PULLS REPEAT PLAY!**

**HITTING BUMPERS 1 to 7** in consecutive order scores replay and lites both side roll-overs for replays! Gets and Holds Sustained Play

**FAST FLIPPERS!**

**CREATORS OF DEPENDABLE PLAY APPEAL!**  
4242 W. FILMORE ST. CHICAGO 24, ILL.

**EXTRA PROFITS IN EXPORT SALES**

Build more coin machine sales with a powerful advertisement in



The Billboard **COIN MACHINE WINTER EXPORT QUARTERLY**

Sells to over 5,000 EXTRA foreign operators and businessmen—plus your complete U. S. market as well.

Dated—Jan. 17  
Distributed—Jan. 12  
Advertising Deadline—Jan. 7

Reserve Advertising Space NOW!

Contact your nearest Billboard office:

New York Chicago Cincinnati  
St. Louis Hollywood

**BEST WISHES**

For a Merry Holiday Season and a Happy, Healthy, and Prosperous New Year

TO ALL THE MANUFACTURERS, AND OUR CUSTOMERS

**ROANOKE VENDING MACHINE EXCHANGE, Inc.**  
3110 Williamson Road, Roanoke, Virginia

GIVE TO DAMON RUNYON CANCER FUND

**SEASON'S GREETINGS from EMPIRE**

**KIDDIE RIDES!**

Make Empire Your Headquarters... Latest Models on Display...

Rudolph - Trigger - Big Space - Rawhide - Pete Rabbit - Atomic Jet - Not Rod - Space Ranger - Midget Racer - Miss America - Jet Soccer - Space Patrol - Space Ship.

**S-BALLS**

**NEW**  
UNITED CIRCUS BALLY BEAUTY  
GENCO JUMPIN' JACKS  
CHI. BIG HIT  
GOTT. QUEEN OF HEARTS  
WMS. 4 CORNERS

**BINGO**

Starts 8295  
Spot Lite 375  
Zingo 245  
Bairra 223  
Bally Light 246  
A & C 175  
8 Star 145  
Blue-Line 115

UNITED Tockadon 8245.50  
County Fair 241.50  
Arizona 94.50  
U-Play 84.50  
Temple 79.50  
Anacade 79.50  
Oleahema 74.50

WILLIAMS Handout News 8225.00  
Horse Shoes 147.50  
Shoot the Moon 151.50  
Shoe Show 111.50  
Dramm 84.50  
Decher 99.50  
Froshie 94.50  
Bastion 84.50  
Lucky Tinning 84.50  
Maryland 84.50  
Dallas 74.50

**ARCADE**

Yanks 49.50  
Grim 49.50

EXHIBIT Playland 1104.50  
Jolly 79.50  
Be Bop 94.50  
Comix 94.50  
Shantytown 89.50  
Playtime 49.50

GENCO Mycor Time 1100.50  
Tri-Boys 99.50  
Slee & Co. 94.50  
South Pacific 89.50  
Comix 94.50  
Tennis Action 49.50

GOTTlieb Minimal Man 8199.50  
4 Moresmen 129.50  
K & C Jones 129.50  
Old Faithful 129.50  
Knockout 99.50  
King Arthur 99.50  
College Days 99.50  
Double Shuffle 84.50  
Bull's Eye 84.50  
Bull's Champ 74.50  
Just 31 49.50  
Butters & Buns 65.50  
Baccanoer 64.50  
All Stars 49.50  
Alice in Wonderland 49.50

BALLY King of the Carnival 49.50  
Carnival 49.50

CHICAGO COIN King Pin 1121.00  
Thing 99.50  
Tennis 99.50  
Champion 79.50  
Meters 74.50  
Tennis 69.50  
Bally 49.50

**CIGARETTE VENDERS**

FACTORY REBUILT, 25¢ KING SIZE COILS.  
Rova President, 10 Col. 1153  
Rova Royal, 8 Col. 1100  
Tove Royal, 10 Col. 1100  
National Model 950, 9 Col. 1143  
National 950, 9 Col. 1136  
Unoadak Model 900, 9 Col. 1131

WMS. MUSIC  
MITE \$99.50

**AUTO-PHOTO**

EXH. SPACE GUN  
EXH. JET GUN  
ART RIFLE SPORT

Wico Major League 81295.00  
4 Player Derby 195.00  
Metal Typar 325.00  
Phonomatic, Late 450.00  
Phonomatic, Pre War 280.00  
Voice-a-Grash, 35c 525.00  
Super World Series 109.50

BING-A-BOLL 125.00  
Chi. Basketball Champ 150.00  
Ev. Ten Strike 149.50  
Shoot the Bear 195.00  
Chi. Midget Shoe ball 199.50  
Chi. Pistol 129.50  
Star Series 124.50  
Paterino Jr. New 99.50  
Merc. 15-Way Air 99.50  
Scale, New 109.50  
Telequiz & Film 109.50  
Goolee 119.50  
Jack Rabbit 104.50  
Team Hecker 124.00  
Chicken Sam, Rebuilt 150.00  
Peeking 99.50  
RBY Bill Gum 79.50  
Bak. Dale Gun 99.50  
Battling Pro 81.50  
Quartermack 89.50  
Mitt-A-Mover 74.50  
Art Show & Film 49.50  
Ace Bomber 150.00  
ABY Challenger 29.50  
Acme Checker 24.50  
RBY Bill Gum 79.50  
Great Skill Test 89.50  
Bk. Lava Meter 39.50  
Sott. 3-Way Grip 24.50  
Mitt-A-Mover 24.50  
Big Inning 192.00  
Ace Bomber 150.00  
File Skill and Brand 69.50

**SHUFFLE GAMES**

UNITED 10th FRAME STAR 5. A.  
UNITED 10th FRAME SUPER 5. A.  
CHI. 6 PLAYER BOWL-A-BALL, 10'  
CHI. 10th FRAME SUPER MATCH BOWLER, 6 PL.  
CHI. 10th FRAME BOWLER, 6 Player  
Kenny 18 Player Team Bowler  
Super Bowler, 10', 2 player, wood balls, \$350.00  
Exhibit Super Twin Bowling. Write for Prices

**United's LITE-A-SCORE**

New Match Score Conversion Unit fits all standard type 3, 4, 5 and 6-Player Bowling Games, \$57.50

United Super B.A., 6 Player 6378.00  
United 4-Player 243.00  
United 1-Player 218.00  
United Twin Bowling 163.00  
United Twin Shuffleboard 165.00  
Un. Double SA Express Rebound, 8' 129.50  
Un. 2-Player SA Express 129.50  
United Single SA Rebound 89.50  
Univ. Super Twin Bowler 59.50  
Chicago 4-Player, Champion Top 319.50  
Chicago Shuffle Horse Shoes 189.50  
Chicago Bowling Classic 189.50  
Chicago Trophy Bowl 119.50  
Bally Hook Bowler 149.50  
Bally Shuffle Line 135.00  
Kenny Deluxe League Bowler 285.00  
Kenny League Bowler, 4 Player 195.00  
Kenny Deluxe Bowler 199.50  
Wms. Double Header 49.50  
Genco Shuffle Target, 10' 69.50

**VENDERS**

ACORN VENDOR, 1c or 5c, \$14.95  
Merion Seal 89.80  
Silver King 13.55  
1st Water Blade 14.50  
B.K. Hot Nut 27.95  
N.W. 49. 1c, 5c 17.35

72-Buy  
U-Select It 49.50  
N.W. Tab Gum 35.55  
25 Ball Gum 5.50  
N.W. Stamp 69.00  
U-Play It 195.00  
1st Star, New 23.10  
Brookshop #13 248.00  
Smoker 739.50  
L-Boy

**1-BALLS**

Bally Futurity Wens  
Tuff King 819.50  
Winner 121.50  
Champion 49.50  
Citation 79.50  
Gold Cup 49.50  
Jockey Special 84.50  
Special Entry 49.50

BRITED'S Genuine FORMULA TOPS  
9' Size \$18.50  
9' Size \$19.50  
Minimum Order—5 Tops

**Empire Coin MACHINE EXCHANGE**  
1012-14 MILWAUKEE AVE. CHICAGO 22, ILL.

SAY YOU SAW IT IN THE BILLBOARD!

Materiale protetto da copy



# Built RIGHT and RUGGED for long distance operation

Because money-making Kiddy-Ride operations keep spreading over greater and greater areas to widely separated locations, you need the famous Bally construction that minimizes maintenance and keeps coins coming in while you are miles away. You know you're in business every minute of the day in every spot in your chain when you operate Bally-Built Kiddy-Rides.

## Bally SPACE-SHIP

new exclusive  
**DIVE-DIP-ROLL-SWING** action  
captures biggest play,  
insures biggest profit

See the Bally SPACE-SHIP in action ... surging forward, gliding backward ... dipping and rising ... rolling from side to side ... swinging and banking like a jet-fighter ... and you will see why junior space-pilots prefer the Bally SPACE-SHIP ... why kids coax their parents to patronize the store with the Bally SPACE-SHIP. And remember ... you can build a big-profit route of Bally Kiddy-Rides with a small cash investment. Ask your Distributor for details of the Bally Kiddy-Ride Finance Plan.

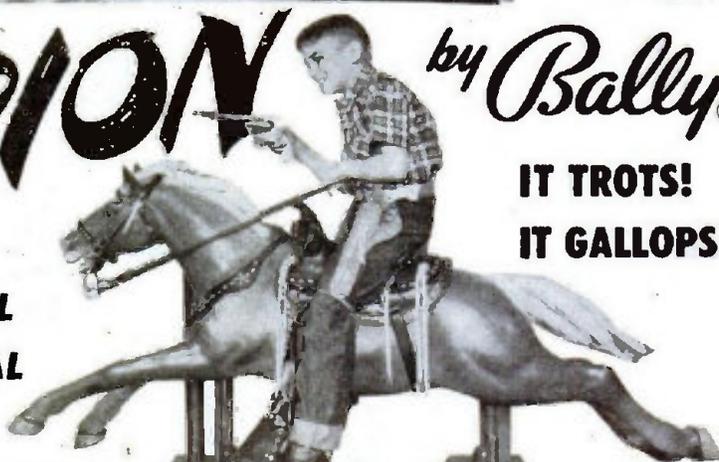


- ★ Variable speed controlled by pilot
- ★ Colorful Eye-Appeal attracts attention on location
- ★ Colored lights flash in nose, tail, wings and dials of realistic instrument panel

- ★ Twin Ray-Guns with exciting sound-effects
- ★ Airblast blows from blowee
- ★ Safe, sturdy construction
- ★ Simple mechanism
- ★ National Rejector

# Ride THE CHAMPION by Bally

**TOPS IN EYE-APPEAL**  
**TOPS IN RIDE-APPEAL**  
**TOPS IN PROFIT**



**IT TROTS!**  
**IT GALLOPS!**

**FINANCE PLAN**  
NOW AVAILABLE THROUGH BALLY DISTRIBUTORS

Operators find The CHAMPION a real companion Kiddy-Ride for operation side-by-side with Bally SPACE-SHIP. Kids keep riding one, then the other, and back again. Profits soar to new highs. See your Bally Distributor today.

**REQUIRES ONLY 24 IN. BY 49 IN. FLOOR SPACE**  
**110-115 VOLTS A. C.**

RIDE THE CHAMPION 10¢

**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



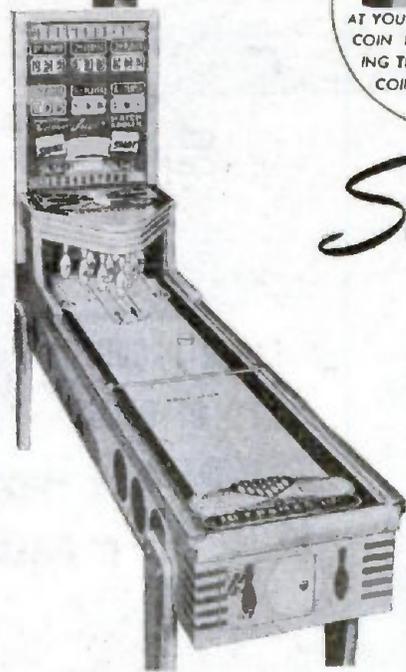
# Now! **chicago coin's NEWEST** 10th FRAME *plus* 5th FRAME "DOUBLE SCORE FEATURE" *Special* **BOWLER**

1. SCORES MADE IN 5th FRAME DOUBLED!
2. 10th FRAME FEATURE!
3. HIGH SCORE OF THE WEEK!
4. 7-10 SPLIT PICK-UP!

**NOTE!**

AT YOUR REQUEST CHICAGO COIN IS AGAIN FURNISHING THEIR PROVEN SLIDE COIN SHUTE IN THIS MACHINE

- EASY TO READ INDIVIDUAL SCORE DIALS
- JUMBO "FLY-AWAY" PINS
- PUCK GLIDES SMOOTHLY OVER FORMICA PLAYFIELD
- REBOUND ACTION, 20-30 SCORING



## *Super* **6 PLAYER MATCH BOWLER**

LOCATIONS CAN NOW MEET PLAYERS' DEMANDS . . . OPERATE *Super* MATCH BOWLER IN ANY OF THESE 4 WAYS!

- COMBINING MATCH BOWLER AND 10th FRAME BOWLER!
- 10th FRAME BOWLER ONLY!
- MATCH BOWLER ONLY!
- DELUXE BOWLER ONLY!

## **chicago coins 6 PLAYER BOWL-A-BALL**

- AVAILABLE IN MATCH BOWLER OR 10th FRAME FEATURE . . .
- PLAYERS ACTUALLY BOWL WITH A BALL—not a Puck!
  - BALL REBOUND FOR FASTER PLAY!
  - MATCH BOWLER—USING CHICAGO COINS
  - MATCH A NUMBER Ⓢ MATCH A STAR FEATURE!
  - ADDED NEW FEATURE! THE BEER FRAME—SCORES MADE IN FIFTH FRAME DOUBLED!

NEW! 45 SECOND SCORING



EASY TO READ INDIVIDUAL SCORE DIALS

- 10th FRAME FEATURE
- FORMICA PLAYFIELD
- JUMBO "FLY-AWAY" PINS
- 7-10 SPLIT PICK-UP
- HIGH SCORE OF THE WEEK
- REBOUND ACTION 20-30 SCORING

**chicago coin**

MACHINE COMPANY

1725 DIVERSEY BOULEVARD  
CHICAGO 14, ILLINOIS

See your distributor for complete information

# Santa Knows Best...

For dependability, performance and steady profits you can always depend on Exhibit-Built equipment. Buy the Best... Buy Exhibit.

The Best of the Season's Greetings to all of you for now and always. Our Holiday reward lies in the satisfaction you have expressed in the Exhibit equipment you own and operate.

Look for This Sign of Quality on Every Item...



Manufacturers of

- Space Patrol
  - Roy Rogers Trigger
  - Rudolph the Red-Nosed Reindeer
  - Pete the Rabbit
  - Rawhide
  - Big Bronco
  - Space Gun
- Established 1901

## EXHIBIT SUPPLY

4218-30 W. Lake St. Chicago 24, Ill.

### MAKE YOUR SELECTION FROM DAVIS GUARANTEED RELIABLE PHONOGRAPHS

Phonographs listed below are complete and in good working order at the low prices listed. They may also be purchased reconditioned and refinished with "Davis 6 Point Guarantee for \$35 additional per machine

SEEBURG		WURLITZER	
148 ML	\$240	1250	\$390
148 M	195	1100	315
1951 Hiwayway	49	1080	125
Envy, Major, Classic, Hightone	49		

ROCK-OLA		AMI	
1432, 50 Record	\$410	A	\$260
		B	160
		C	460

\*Davis 6 Point Guarantee

- |                         |                            |                                      |
|-------------------------|----------------------------|--------------------------------------|
| 1. Mechanism Overhauled | 3. Amplifier Reconditioned | 5. Tonehead Renewed                  |
| 2. Worn Parts Replaced  | 4. Speaker Inspected       | 6. Cabinet Refinished Professionally |

#### WALL BOX

AMI Sr. 102, Reconditioned	179.50
Wurlitzer 4851, Sr. 102, 234, Lgt. New	59.00
Wurlitzer 4870, Sr. 102, 234, Lgt. New	64.00
Wurlitzer 4870, Sr. 102, 234, Converted	61.50
Wurlitzer 2020, Sr. 102, 234, Reconditioned	36.50
Wurlitzer 2031, Sr. Reconditioned	9.95
Wurlitzer 2023, Sr. Wireless, Reconditioned	3.95
Wurlitzer 219, Stepper	12.50
Wurlitzer 248, Stepper	49.00
Seeburg W-155, Sr. 102, 234, Wireless, Reconditioned, Refinished	34.50
Seeburg 3W-154, Sr. 102, 234, 2-Wire, Reconditioned, Refinished	24.50
Seeburg W-154, Sr. Wireless, Reconditioned, Refinished	11.95
Seeburg W-156, Sr. Wireless, Reconditioned, Refinished	7.95

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

## DAVIS DISTRIBUTING CORP.

SEEBURG Factory Distributors

738 ERIE BLVD. EAST-SYRACUSE, N.Y. - PHONE 5-5194

BRANCHES IN BUFFALO • ROCHESTER • ALBANY

**WE EXPORT**

- PIN GAMES
- MUSIC MACHINE

*Joe Ash*

**SPECIAL!**

A-1 MECHANICAL CONDITION—READY FOR OPERATION!

HAYBURNER	\$159.50
KNOCKOUT	74.50
PINKY	59.50
GEORGIA	84.50

W. Dep., Del. C.O.D.

We are exclusive WURLITZER DISTRIBUTORS in Delaware—N. Jersey—S. E. Pennsylvania

**ACTIVE AMUSEMENT MACHINES CO.**

646 N. Broad Street Philadelphia 30, Pa.  
Phone: FRmont 7-4995

"You can ALWAYS stand on Active—ALL WAYS!"

**COBRA CARTRIDGES**

Reconditioned and Resurfaced, 74¢ each ORIGINAL PERFORMANCE GUARANTEED to Day's Service Via Air Mail

This ad worth 74¢ on first order.

**ELECTRONIC INDUSTRIES**  
P. O. Box 2000 Mesa, Arizona

**OUR PRODUCTION OF GAMES SOLD OUT for the Rest of the Year.**

Thank You.

A Merry Christmas and a Happy New Year to All!

*D. Gottlieb & Co.*

1140-50 N. KOSTNER AVE. CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

**SOMEWHERE IN THE WORLD...**

There's a buyer for your talents—services—or merchandise.

Changes 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

# 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.

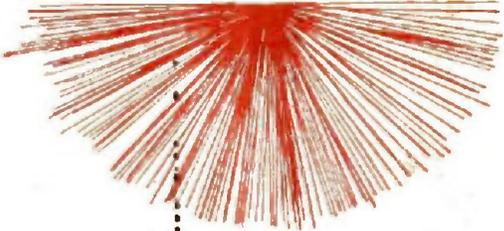
## NEW HINGED FRONT DOOR

SLUG-REJECTOR COIN CHUTE

EASY TO SERVICE... MECHANISM LOCATED IN BACK BOX AND ON HINGED BACK DOOR. STANDARD PINBALL CABINET SIZE.

SEE YOUR DISTRIBUTOR

**UNITED MANUFACTURING COMPANY**  
 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



**SEASON'S GREETINGS**

**from the J. P. Seeburg Corporation**

**and the**

**Nation-Wide**

**Seeburg**

**Distributing**

**Organization**



AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS

