

# The Billboard

JANUARY 3, 1953 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

## Poll Clocks 35 Also-Rans for Every Solid-Selling Disk Hit

### All Four TV Webs Beset by Programing Problems in '53

NEW YORK, Dec. 27.—The coming of 1953 will see the four TV networks beset by a host of programing problems, few of which promise ready solution. Some of the difficulties are to attract both daytime viewers and sponsors; for the Columbia Broadcasting System and the National Broadcasting Company to find answers to each other's dominance of key nighttime periods; and for the American Broadcasting Company and the Du Mont networks to offer strong enough programing to cut into the audience favoritism shown the two top webs.

CBS-TV, of course, is still concerned with breaking the back of NBC-TV's 8-9 p.m. Tuesday night stranglehold. Not only has Milton Berle made a strong comeback this season on NBC-TV, but CBS-TV's problem is complicated by the emergence of Bishop

Sheen as a major audience magnet on Du Mont. CBS-TV this week thrust the zany comedy of Ernie Kovacs into the hour breach. His stay is likely to be limited unless he elicits immediately. CBS-TV, meanwhile, will ready another show for the time period, as insurance.

CBS-TV must also solve its Saturday night 9-10:30 headache. "Your Show of Shows," the NBC-TV competition, seems to be solidly entrenched with viewers. The web, however, may have won the battle for audiences Saturday 8-9 p.m. Jackie Gleason has improved his position weekly rating-wise against "All Star Revue," which in turn has become shaky.

"I Love Lucy" remains a primary problem for NBC-TV, whose "Hollywood Opening Night" has not proved a strong competitor to the 9 p.m. Monday situation comedy. NBC-TV is still faced with the ever-growing figure of Arthur Godfrey. The red-head and his friends have a lock on Wednesday 8-9 p.m., and have bettered their ratings this season.

ABC-TV had expected to begin 1953 with a big-time programing line-up. But because Federal Communications Commission approval of its United Paramount merger has not been forthcoming, new budgetary cuts have resulted. ABC-TV therefore will remain with its current inexpensive sustainers which so far have failed to win any considerable number of sponsors or viewers.

Du Mont's aim was to spend several millions for programs when the lifting of the freeze enabled the web to clear every ma-

jet market. The lifting of the freeze has not opened up important single-station markets, so the Du Mont spurge will wait until more outlets get on the air. The network, meanwhile, will continue to go along with low budget programs, hoping another Bishop Sheen may be found.

Daytime video programing contains the key to larger network profits in 1953.

So far this season both NBC-TV and CBS-TV have failed to create any notable daytime shows and few new advertisers have moved into daytime. CBS-TV has made several sales of Garry Moore because of a price slash. Several of the clients on the Kate Smith program have canceled. Otherwise, Westinghouse has bought two half-hours on CBS-TV for a program of its own conception.

### FIVE-GAITED CLIENT TAKES MALT & HOPS

NEW YORK, Dec. 27.—Talent agent Jerry Rosen, this week augmented his stable of artists, via the signing of Montgomery's Payroll, a \$15,000 five-gaited horse which drinks beer out of a bottle. The wire services ran stories on the thirsty equine earlier this month, and Rosen plans to spot his new client in guest spots on TV, with the Jackie Gleason show the initial possibility. Rosen thinks Montgomery would be a natural for a beer sponsor, and has hopes of making him the Betty Furness of the saddle set. If Payroll pays off, Rosen may sign up New Jersey's talking horse (also in the news this month) and package the two nags as a husband and wife team for video.

### Only 81 Out of 2,868 Pop Sides Made '52 Grade

Columbia Well Out In Front of Major Labels With 5.7%

By NEV GEHMAN

NEW YORK, Dec. 27.—For every pop record hit turned out by the disk industry during 1952, some 35 other recorded tunes failed to make the grade. A hit is defined as a record which made The Billboard weekly chart of the 20 top sellers.

This spread between the hits and the misses is sharply pointed up by a comparison of the total number of sides released by seven of the important pop record labels (Capitol, Columbia, Coral, Decca, Mercury, M-G-M and RCA Victor) and the number of these which hit The Billboard's weekly best-selling chart of the 20 top records during the past 12 months.

During 1952, these seven labels released a total of 2,868 sides. Only 81 of these have appeared on The Billboard best-seller charts, for industry-wide hit percentage of 2.8. With the exception of Coral (for which a separate tabulation of the year's releases was made), the figures for sides released include only published sides as listed in the Music Publishers' Record Scoreboard. Earlier this year (The Billboard, Dec. 14, 1952) (Continued on page 12)

### Linda Darnell Sets Video Bow

HOLLYWOOD, Dec. 27.—Jimmy Durante, who has debuted a number of celebs on TV, lifts the tele curtain for the first time on Linda Darnell. Screen actress makes her TV bow Saturday (3) as featured guest on Durante's edition of the "All-Star" show. Last season Durante's show provided the first TV ride for Bette Davis, Gloria Swanson and Margaret Truman, among others.

### Martin-Lewis Sign For London Stint

HOLLYWOOD, Dec. 27.—Dean Martin and Jerry Lewis will play their first personal appearance in a foreign country when they open a three-week stand at London's Palladium June 15. Following the Palladium stint, pair will take an extended vacation motor trip thru Europe. M&L will sail at the end of May. Also this is their first engagement on a foreign stage. Martin and Lewis have a large following in England. This is based on audience reaction and b.o. grosses of their movies.

### NEWSREEL, TV MEN IN SWITCH

WASHINGTON, Dec. 27.—Are TV and movie newsreel men getting modest? Meeting this week to discuss their inaugural plans (see Washington Once-Over), representatives of networks and newsreels agreed to have no identifying insignia on their sound trucks covering inaugural events. Four years ago their well-marked trucks, vivid with the inaugural parade floats for attention.

### Agents Balk at Pay Disclosure

NEW YORK, Dec. 27.—The formation of the Theater Restaurant Owners of America, a national cafe operators' organization, has brought about a problem the cafe ops didn't figure on. The problem has to do with prices of attractions.

The basic reason for the formation of TROA was to present a common front to the American Guild of Variety Artists in its demand for welfare fund payments. But as the ops got together they agreed on another objective—to exchange freely information on salaries paid, whether or not the attractions did business.

The none of the talent agencies would speak for the record, it is known that they violently resented such disclosures. One manager for office topper said, "If that's what they want, then we will have one price for all. We will no longer take into consideration capacity, price policy or the number of days a spot is opened. If we ask \$5,000 from a spot that seats 1,000, we'll demand the same dough from the room that seats 250."

### Find Red 'Capture' Of Filmland Averted

WASHINGTON, Dec. 27.—If Communist attempts to infiltrate the Hollywood motion picture industry had gone unexposed, "it is almost inevitable that the content of motion pictures would have been influenced and slanted and become a medium for Communist propaganda," the House Committee on Un-American Activities charges in its 1952 report scheduled for release tomorrow (28). The committee declared that Red efforts in filmland were "full-scale and carefully planned" and "successful in recruiting individuals in important and strategic positions in almost all phases of motion picture production."

As a result of committee hearings, resumed in 1951, "the extensive financial reservoir which had existed in Hollywood for Communist purposes has been greatly diminished," the committee stated. The committee said it experienced "much fuller co-operation" in Hollywood during the recent hearings than in 1947, when 10 movie industry persons identified as Reds were cited for contempt of Congress and served jail sentences for it.

The committee urged all fields of entertainment and culture to "maintain a steadfast vigilance in order to avoid the possibility of

### HOPE IS THE WORD FOR IT

NEW YORK, Dec. 27.—Bob Hope was recently offered \$10,000 and expenses to put in an appearance with his frau at a local Christmas party. He couldn't get away from home for the holidays, but he had a Hope-ful idea. He wired back, "Can't make it. Can I phone for \$5,000?"

further Communist infiltration."

Among Hollywood writers, actors and publicity people "identified as present or past members of the Communist party" in a 15-page list compiled by the committee were: Songwriter Jay Gorney ("Brother Can You Spare

(Continued on page 4)

### RADIO'S EXPANSION

### Despite TV, Stations Approach 2,550 Record

WASHINGTON, Dec. 27.—Amid TV's growth, AM radio has been quietly staging an uninterupted climb, with Federal Communications Commission authorizations for AM stations approaching the 2,550 mark for the first time in broadcast history.

The commission has been granting authorizations at an average of more than nine a month since January. Grants have been going to communities ranging from peanut size hamlets such as Needles, Calif., and Swansboro, Ga., to such metropolises as New York and Los Angeles. By December 1, the number of total authorizations had reached 2,515, with only a slight let-up in the pace of authorizations since then. August proved to be the biggest month for authorizations, with 31 handed out by the FCC in the last year and a half. The commission has issued 139 authorizations.

Bulk of CP's for AM stations this year went to day-timers only. The commission, however, found room for unlimited operations in such diversified areas as Grand Island, Neb.; Cheyenne, Wyo.; Rumford, Me., and Wallace, N. C.,

as well as in Hawaii and Puerto Rico. Majority of day-timers went to small communities. However, some fair-sized cities, including Cincinnati; Roanoke, Va.; Baton Rouge, La., and Montgomery, Ala., came in for new AM station grants.

CP's for 1000-watt stations, daytime only, outnumbered those for stations with less power. Typical of the new crop of 1000 watters (Continued on page 3)

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# Billboard Backstage

By JOE CSIDA

As years go these days, 1952 wasn't too bad. True, the state of the world didn't improve perceptibly, but then neither did it get much worse. At least we haven't stumbled ourselves into global War No. 3 as yet. Show business certainly had one of its most exciting years. Evolution and change and adjustment, all part of a sometimes tortuous progress, marked the past 12 months. And, as is our custom, we did the best we could to evolve, change and adjust with the industry.

If gross and net advertising and circulation figures are the standard of measurement—and I don't know what else would be we did fine, while moving along with show business. All of our indoor departments turned in their usual thro job of covering the news. We reviewed more shows of all kinds than ever before in our history. Our Music Department did a rather intensive overhaul on the important **MUSIC POPULARITY CHARTS**, and all the comment we've had to date (much of which we've published) indicates that the overhaul created many important improvements. These, the

people who know tell us, are helping dealers, disk jockeys and juke box operators more than we've ever been able to help before.

Our Radio-TV Department went thru a constant expansion, and continues that expansion. Here, too, our efforts have met with slow, but steady and ever increasing approval. We've kicked off our biggest drive ever in television with the Monthly TV Film Program Guides and Market Reports. First one, you'll recall, appeared in December. And here, too, the reception has been good.

Outdoor Editor Herb Dotter and his cohorts turned in, aside from a consistently good weekly job, the biggest and best Cavalcade of Fairs and Outdoor Conventions issue in our history. And Coin Machine Editor Dick Schreiber and his staff kept the paper well out in front as the leader in this phase of the business.

I have all I can do to restrain myself from popping off here about some of our, as yet, unannounced plans for 1953. We've got so many of them, it's unlikely

we'll be able to develop them all. Insofar as is possible, we try to plan carefully and soundly, before we throw a new idea into the paper. All of which, of course, takes plenty of time—particularly when we're all pretty busy with the regular weekly issue, and standard special sections from day to day.

But New Year is the time for resolutions and I want to make ours right here. It's a simple one. We resolve to continue to do everything possible to make The Billboard as interesting and as genuinely useful to you in 1953 as we can.

New Year is also a good time to toss out a few bouquets. To everyone on The Billboard staff, then, my deepest thanks for a job extremely well done. To all our friends in every phase of the show business, my wholehearted gratitude for their counsel and their co-operation.

To our readers, everywhere, our best wishes for the happiest and most prosperous New Year you've ever enjoyed. If we can do anything to make it that for you, just holler.

# Legit Line-Up

More about employment of alien actors. Equity has received reply from British Equity, agreeing to start negotiations over employment of each other's nationals. Something over 18 per cent of union's members, responding to a recent poll on the question, were slightly in favor of further restrictions. A vast majority, however, were in favor of a further exploration of mutual recognition of membership casts between American Equity and British Equity with the ultimate goal of abolition of existing restriction. . . . With summer stock season still far on the horizon, silo managers are already in rebellion against potential new barn regulations by Equity. They sked a meeting January 5 at the Hotel Woodstock to formulate a plan of united opposition. Principal bones of contention are revival of five-day rehearsal requirement for guest star appearances and the "summer unit contract." Charlotte Harmon, of the Stock Managers Association's board of governors, avers that rulings would put silos out of business, with guesters' salaries doubled via added practicing time and the limiting of non-professionals to roles of five speaking lines or less.

## NTA CONVENES IN CINCINNATI . . .

A second National Theater Assembly opens in Cincinnati under auspices of the American National Theater and Academy January 1 and continues thru January 3. Delegates will discuss reorganization of ANTA's governing board and a number of other matters. Secretary Department for an admission tax waiver on non-profit commu-

nity theater. Also on the agenda are encouragement of theater education in secondary schools and promotion of a countrywide professional theater. . . . Jose Ferrer's next Stem project will be the staging of Sam and Bella Spewack's adaptation of "Angels Cooking." Between now and a mid-February rehearsal start, Ferrer goes to Hollywood and thence to London where he will supervise the British version of "The Shrike," in which Sam Wassnaker opens February 9. . . . Tempestuous Tallulah may come back to Broadway in a comedy, called "Dear Charles." Play is adapted from the French by Alan Melville and recently opened in London. It has to do with an unmarried lady who wants her three offspring to meet up with their fathers in Paris. Tallulah may try it out on the Coast and come in with it to the Stem in the fall. DeLoach may stage and sponsor the play here. . . . Arthur Miller's still untitled new play went into rehearsal this week, with Jed Harris directing and Arthur Kennedy the final choice for the lead slot. Kennedy recently released from his schoolmaster chore in the short-lived "See the Jaguar," has two smash performances in previous Miller plays to his credit. New play opens in Wilmington, January 15 and prems a week later on Broadway at the Martin Beck.

## GABEL CHOICE FOR LAUTREC ROLE . . .

Martin Gabel is the choice for the title role of Edward Chodorov's "Monsieur Lautrec." Gabel will not be free to undertake the stint until he finishes staging

"Mile High" which tries out in Boston next month with his wife, Arlene Francis. In one of the lead slots. Also on the Gabel agenda is the producing and staging of Harry Kurnitz's "Requiem for a Dream." Peter Cook will essay a role in a musical for the first time in his career. He will have the lead in the Cole Porter-Abe Burrows song-and-dancer, "Can-Can," according to a verbal agreement between him and producers Feuer and Martin. "Can-Can" is only other cast selection so far is the French comedienne, Lilo. . . . Mel Ferrer has decided to bring in his West Coast production of "Strike a Match" to the Stem this spring, rather than next fall. The drama is currently on view in San Francisco with Pat O'Brien, Eva Gabor, Richard Egan and Tom Brown in the top roles. . . . Joan Walker and Jackie Kalk have been signed for the new Rodgers and Hammerstein musical, "Me and Juliet." Cast of "Maggie," musicalized "What Every Woman Knows" is completed with the additions of John Hoyt and Jean Bradley. . . . More backing has sparked Ruth Minsky and Mona Gross into going ahead with production of Lionel Stander play, "Deedee and the Brave," as of next week. John Randolph, who closed in the recently short-lived "Grey-Eyed People," will have the male lead. Vicki Cummings, last visioned hereabouts in "I've Got Sixpence," has replaced Lenore Lonergan in Vina Delmar's "Mid-Summer." Latter withdrew from rehearsals because of illness. . . . Irene Castle has been engaged to recreate four 1914 vintage dances for Sally Benson's comedy "Josephine."

# Picture Business

By LEE ZIHTO

HOLLYWOOD, Dec. 27.—New Yorkers may have it all over the Coast crowds when it comes to legit shows and being among the first to see many attractions, but at this time of the year Angelinos have a decided edge on the rest of the country at least as far as the movies are concerned. Each year the month of December finds the Los Angeles motion picture screen overflowing with the outstanding film productions of the past year.

The reason for this is the Academy Awards rules which require a film to play a Los Angeles house before it can be considered as a candidate for an Oscar during that year. Many times this results in an 11th hour all-out effort to wrap up a possible award contender in time to make the Academy deadline. A number of the studios that had completed their Oscar hopefuls long before the end of the year will purposely hold up their national release and then show them during December in a Los Angeles theater.

The reason for this is to cash in on the b.o. value of either an

Academy Award or even the candidacy for an award. If the film is fortunate enough to have snared the coveted statuette in one of the many award categories, the resulting publicity will substantially swell its b.o. net during its first run. Furthermore, the money demanded for it by the distributor is far greater, thanks to the quality trade-mark of the Oscar. Its level of earning remains considerably higher as it goes into subsequent runs. It therefore is to a producer's advantage to slip his picture in under the wire in qualifying for the Oscar derby by exhibiting it in Los Angeles late in the year without taking the edge off of its national release earning potential.

The month of December provides the Los Angeles moviegoers with a dazzling array of product months before the rest of the nation will have an opportunity to see many of the pictures. Of course, a few of the big films are booked into the major houses in New York and possibly Chicago to cash in on the holiday traffic, but for the most part, the

majority of the films that will hopefully eye the Oscar are seen here first.

Top films currently on local screens include Hal Wallis' "Come Back Little Sheba" at the Fine Arts Theater with Shirley Booth seen as possible Oscar vinner as the year's best actress. Two-time award winner Olivia De Havilland hopes for a third one for her portrayal of "My Cousin Rachel," the 20th Century-Fox film at the Fox Ritz Theater. And Bette Davis is heralded as "giving her greatest performance" to date in "The Star" at the 4-Star Theater. Academy Award winner Jose Ferrer opens in John Houston's "Moulin Rouge" at the Fox Wilshire. "The Member of the Wedding," center of Stanley Kramer's Oscar aspirations, can be found at the Beverly Canon Theater. Samuel Goldwyn's "Hans Christian Andersen" is booked into the Warner Beverly Hills house.

All these films open the last week in December, just barely complying with the Academy's regulations.

# Washington Once-Over

By BEN ATLAS

WASHINGTON, Dec. 27.—Signs continue to favor Federal Communications Commission giving final okay to American Broadcasting Company-United Paramount Theaters, Inc. merger despite recent blasts from Senators Charles W. Tobey (R., N. H.) and William Langer (R., N. D.). FCC's final act on, slowed by the senators' utterances, is expected within six weeks after January 5 oral argument unless Tobey and Langer interpose anew.

## IS IT LOVE BETWEEN TV AND NEWSREELS?

Love fest between TV and the afternoon came into fresh evidence this week when TV networks and newsreels reached friendly agreement behind closed doors on coverage of President-Elect Dwight Eisenhower's inaugural festivities January 18-20. This was in sharp contrast with spirited preparations four years ago. This week's palaver was so amicable that participants got suspicious. Mirthful climax was reached during deliberation on a suggestion by Tony Muto, stentorian Washington manager of Fox-Motion News. Muto proposed that TV cameramen and newsreel crews, who will ride in separate vehicles in the inaugural parade, take turns cruising alongside of President-Elect Eisenhower's car. When Bryson Rash, of American Broadcasting Company, quickly assented to Muto's suggestion, the newsreel chief shouted in surprise, "Hey, wait a minute. I wanna talk this over some more."

## POLITICAL DYNAMITE IN FEATHERBED FATE

Look for lively political forensics if the Supreme Court upholds the American Federation of Musicians' stand in the anti-featherbedding case now awaiting a verdict. The high court's decision will be handed down soon in the case of National Labor Relations Board versus Gamble Enterprises, Inc. on the question whether AFM musicians must be hired even though their services were unrequested by the employer (The Billboard, October 25; November 22, 29). Sen. Robert A. Taft (R., O.), co-sponsor of the labor relations act, would lose little time introducing legislation to close the loophole. Taft intimates as yet there's a chance the President-Elect Eisenhower's designated secretary of labor, Martin Durkin, might balk at such a Taft move. That wouldn't daunt Taft, prospective Senate majority leader as well as labor committee chairman. Incident, of course, would have unusual political impact as rifting

Taft and the Eisenhower administration.

## WHO HAS HEARD THE VOICE? NEITHER YOU NOR I

Is the Voice of America just a hoax? That possibility occurred to Jerry Shoefeld, Washington correspondent of Financial World, when a couple of his friends told him this week that folks aren't listening to the Voice in Paris where they'd just been visiting. Shoefeld phoned the State Department for enlightenment. Still in the dark after talking to a bevy of striped-pants gentry, Shoefeld wound up talking with a fellow named Ben Crosby, who had advance billing as an information expert on Voice matters. Shoefeld asked if the State Department had any documentation outside of congressional printed hearings to prove that the Voice is anything but a figment of somebody's imagination. The State expert replied that Shoefeld might be able to hear the Voice if he tuned in on a short-wave set. The Voice expert added, tho, that on second thought, Shoefeld might not be able to hear it "because you know how short waves are." "But," continued the striped-pants spokesman, "I have a friend at American Woolens who hears it regularly in London." Shoefeld is suspending judgment altho he still hasn't found anybody who's heard the Voice.

# Paris Peek

By ANNE MICHAELS

PARIS, Dec. 27.—The David Chudnow-William Marshall-Felix Hayen combine that has been filming "Secret Files of the French Police" dissolving this week after completing the first six of the series. Chudnow will fly to New York in January to set distribution for the series and then plane back to Paris in order to resume shooting of 20 more pix with another production group. He owns the rights to the series. Production had a two-day stoppage in December for a try at patching what appeared to be a breach of contract on the Marshall-Hayen side. At the moment the partings have been friendly. (Continued on page 4)

# London Dispatch

By LEIGH VANCE

LONDON, Dec. 27.—The Coronation, being in its way the biggest carnival this country will have seen in many a year, thus comes under the scope of this column; hence a few facts about it.

The future over whether TV should show the actual moment of crowning has been settled—by (Continued on page 3)

# BROADWAY SHOWLOG

Performances thru December 27, 1952

DRAMAS			
Bernadine	10-16	'52	84
(Plymouth)			
Mil "Who's Murdering Me?"	10-29	'52	132
(Plymouth)			
Dir. McElroy	10-20	'52	300
(48th Street)			
The Children's Hour	12-18	'52	32
(Forest)			
The Deep Blue Sea	11-5	'52	61
(Morosco)			
The Foreigner	10-24	'51	495
(Henry Miller)			
The Male Animal	4-30	'52	276
(Music Box)			
The Moon Is Blue	3-8	'51	747
(Henry Miller)			
The Seven-Year Itch	11-20	'52	44
(Fulton)			
The Time of the Doves	10-15	'52	85
(Emilio)			
Time Out for Ginger	11-26	'52	37
(Lyceum)			
Two's Company	12-15	'52	16
(Astor)			
Whiskie Grandmother	12-11	'52	20
(Piccadilly)			
MUSICALS			
An Evening With Beatrice	10-2	'52	101
(Booth)			
Gyps and Devils	12-15	'50	948
(46th Street)			
My Darling Aida	10-27	'52	76
(Lyceum)			
New Faces of 1952	5-16	'52	260
(Royal)			
Pal Joey	1-3	'52	413
(Broadway)			
South Pacific	4-7	'49	1,532
(Majestic)			
The King and I	3-19	'51	731
(St. James)			
Wish You Were Here	8-25	'52	213
(Imperial)			
CLOSED			
The Grey-Eyed People	12-20	'52	5
(Martin Beck)			
(Opened 12-17, '52)			
The Millionaires	12-27	'52	83
(Sambert)			
(Opened 10-17, '52)			

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## Competition Fails To Stifle Radio

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are Prestonburg, Ky.; Leonardtown, Md.; Punksatawney, Pa.; Hot Springs; Woonsocket, R. I.; and Mobile, Ala. A few CPs were awarded for even larger stations. Roanoke, Va., and Tarpon Springs,

Fla., with 5000 watt power authorizations each, representative of them.

Minimum power authorizations (100 watts), daytime only, went to such cities as South Hills, Va., while the 250-watt class were represented by Albion, Mich.; Hazelhurst, Miss.; and Benton, Ark. Five-hundred watters were approved for Monterey, Calif.; Bennington, Vt.; Appleton, Wis., and Butte, Kan. Among the low-powered, unlimited stations were the following: Crossville, Tenn.; Needles, Calif.; Cottage Grove, Ore., and Menominee, Mich.

## AFRTA-Struck Chi Stations Remain on Air

CHICAGO, Dec. 27.—Members of the American Federation of Radio and Television Artists went on strike Tuesday (23) against radio stations WLS and WGN and Station WGN-TV. All three stations remained on the air with regular schedules, but with talent changes.

Main issue at WGN and WGN-TV is refusal of the stations to allow news announcers to join the union.

Main issue at WLS is wages. The station said that the union wanted a contract with WLS, which has no TV tie-up, exactly the same as contracts with other AM stations with TV interests. Network stations here pay \$150 a week to announcers under the new AFRA contract. WLS has offered \$145. About 20 union members are affected at WLS. Supervisory personnel did the announcing.

WGN-TV came on the air an hour and a half late the morning the strike was called. Two live programs, a morning variety show with Ernie Simons and a cooking show, were off the air.

The wives of two disk jockeys, Saxie Dowell and Fred Reynolds, took over evening shows on WGN for their husbands. The Cliff Johnson Family broadcast from their Oak Park home was replaced by a pick-up from the Barrington home of Robert F. Hurleich, new director, who also has five offspring.

William A. Lewis, clothing store owner and sponsor of a film show on WGN-TV, brought his family to the station Tuesday night. He did the announcing and his family modeled clothes on the live commercial.

Other issues in the WGN dispute include a check-off system, retroactivity of the new contract to November 1, severance pay and sick leave.

WGN broke off union negotiations shortly after they started in September. WLS left 11 days before the major networks strike. The contract with the radio and TV outlets of the three other major networks was settled. It provides a raise in staff announcers' pay from \$133 to \$150; a 10 per cent pay increase for others; severance pay of one week for each year of service; unlimited sick leave and three-week vacations after 10 years of service.

## Seek Barber As Yankees' Sportscaster

NEW YORK, Dec. 27. — The New York Yankees this week were considering Walter (Red) Barber to share sportscasting duties with Mel Allen next season. The Yankees will use one man full time to broadcast the games on radio and another to handle TV exclusively. Allen is being given his choice. The probability is that he will select video.

Barber, meanwhile, has not come to any agreement with the Brooklyn Dodgers, whose top sportscaster he has been for many years. Should Barber exit from Brooklyn, the probability is that the baseball club will not hire any replacement but continue with the rest of the staff, Connie Desmond and Vince Scully.

## New Creativeness and Dual AM, TV Airings NBC Goals

NEW YORK, Dec. 29. — Increased creative activity, marked by the conversion of more AM and TV series for airing in both media, is the 1953 programming outlook at the National Broadcasting Company. This was to be brought out today (Monday) at the programming portion of the first national sales meeting staged by the network.

The meet, running Monday and Tuesday (29 and 30), is being staged for the benefit of the newly-united radio-TV sales force of the network, and features top brass from each department expounding on policy and means of hyping sales activity.

The programming session was mainly in the hands of Tom McAvity, in the absence of program veepee Charles (Bud) Barry, who film-recorded a four-minute message which is to tee off the session. McAvity was slated to stress NBC's coming emphasis on new programming creativeness, exemplified by the marriage of creative talent to performing talent, as well as the web's conviction that virtually every situation comedy and dramatic serial can lend itself to both AM and TV, and the good ones from each medium are likely to be transplanted to the other in increasing numbers.

This will make easier the web's intent to sell both media in a single package, a proposition developed by Sylvester (Pat) Weaver, video veepee, with Barry. Thus, both the AM and TV versions of a single property will be offered to the same sponsor at a combined rate designed to encourage use of both media, and by the same token, stimulate sales activity. However, it was stressed that there is absolutely no plan to develop a single rate for AM and TV on a general basis.

Video shows likely to get AM counterparts in the coming year by this blueprint include "Mr. Peepers," the Wally Cox stanza, and "I Married Joan," the Joan Davis show.

Some already have made the

## ABC TV Slash, But Budget Up At Its WJZ-TV

NEW YORK, Dec. 27.—A board meeting of the American Broadcasting Company this week decided to reduce drastically the web's TV program budget for the opening period of 1953 while approving new program plans for the local flagship, WJZ-TV. The cutback for the web resulted from the delay in approval of ABC's projected merger with United Paramount Theaters, and will result in temporarily maintaining on the air such low-budget stanzas as "All Star News."

The WJZ sked is being expanded with the outlet being used to originate local shows to the web on a spot carrier basis rather than as co-ops. Such shows include International Boxing Club fights from Ridgewood Grove, 9-10:30 p.m. Tuesdays; John Reed King in a quiz-panel stanza, "Why," Mondays, 10-10:30; and Valentine, Thursdays, 10-30. The "Spotlight on Harlem" Negro talent show is being shifted to a better local time slot, from 10-11 Mondays to 11-midnight Saturdays. All changes are effective the first week in January.

transition, it will be pointed out, including "Kukla, Fran and Ollie" and the Bill Gargan "Barrie Craig" mystery series. "The Chase" was originally conceived as a TV series but hit the air in radio first with the television series now in preparation.

"Life of Riley," a long-run successful radio series, is getting a hypo from the upcoming vidfilm series, and is expected to get a new AM lease on life, constituting a re-reversal of the trend.

**Creative Aspect**  
The creative aspect of programming is based on the premise that talented production and creative people, given top performing talent to work with, can come up with outstanding successes. Thus, Wally Cox was signed as an individual, and turned over to Fred Coe and David Swift, who then came up with the "Peepers" idea. This type of operation will get greater stress in the future.

The pacting of Robert Sherwood to pen original video scripts is expected to lure other creative minds to the medium which many may have avoided in the past.

Similarly, men like Bob Welsh and Frank Tashlin are being given their head in coming up with new shows for next fall. Both are men with broad radio-film backgrounds, having been writers, directors and producers in both media, and both having been associated individually with Paramount pix and Crosby-Hope films.

Tashlin is working on a series titled "Oops, It's Daisy," slated to have a pilot cut in February, which is a situation comedy based on the average advertising-influenced gal who seeks a spouse. Welsh is discussing several show ideas with the web, with the first likely to have a kine cut in March or April.

**Performing Side**  
On the performing side, the web has two gals on the build-up line. Betty Ann Gross, who first hit the TV jackpot with "Stop the Music," is regarded as an all-around talent around whom a successful stanza can be built. Helen Halpin, a New England discovery of Bud Barry's, is rated a comer, and a virtual combination of Judy Garland, Martha Raye and Betty Hutton. Miss Halpin is regarded as possibly two or three years away, but is rated star material.

Among series ready to go in the fall, the biggest play is being given the Mickey Rooney film series. The web has not given it too much exposure to date, but will make the big push during the selling season for fall.

## Morris Would Peddle Hutton

NEW YORK, Dec. 27. — Betty Hutton this week was being offered on a long-term exclusive TV basis to the networks by the William Morris agency. The deal calls for a healthy hunk of change spread over a minimum of five years.

The vehicle for the liond star is only in the blueprint stage and would be subject to the wishes of the network or sponsor involved, but basically it would call for a variety format.

## WCBS-TV Hikes Rates

NEW YORK, Dec. 27. — WCBS-TV here this week raised rates on participations in several of its shows because of an increase in the circulation delivered by it. Beginning January 15, a participation in the "Late Matinee" will hike from \$200 to \$300, and on the Margaret Arlen show jump from \$200 to \$250.

Five minute sponsorship once or twice weekly in its "Six o'Clock Report" moves upward from \$450 to \$525; three or four times weekly, from \$425 to \$500, and five or six times weekly, \$400 to \$475.

# PROMOTION MANAGERS!

## MERCHANDISING PROMOTION

Deadline for all entries is January 31, 1953!

# ENTRY FORM

## 15th Annual Radio & Television Promotion Competition

Attach this blank to your entry and mail to

Promotion Competition  
**THE BILLBOARD**  
1564 BROADWAY  
NEW YORK 36, N. Y.

STATION CALL LETTERS:

(or name, if organization) \_\_\_\_\_

GENERAL MANAGER: \_\_\_\_\_

PROMOTION MANAGER: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

If you have not yet received an entry form for The Billboard's RADIO-TV PROMOTION COMPETITION, why not use this handy form right now? Just fill in and attach to your display—with a resume of your promotion in the division you are entering.

Please note the new division this year . . .

### DIVISION:

Check one only

- A. Audience and/or Sales Promotion
- B. Public Service Promotion
- C. Radio-as-a-Medium Promotion
- D. Merchandising Promotion

### CATEGORY:

Check one only

- 1. National Network
- 2. Regional Network
- 3. Station of 50,000 Watts
- 4. Station of 5,000 to 20,000 Watts
- 5. Station of 250 to 1,000 Watts
- 6. Television Station
- 7. Other

NEWS CAPSULES—COAST TO COAST

'Today' Available in 5-Minute Segs; CBS Sells One-Third of 'Power Plan'

NEW YORK, Dec. 27.—The National Broadcasting Company will sell "Today" in five-minute segments only beginning February 1. Four advertisers will occupy each 25-minute portion of the program, and stations will continue to have five minutes per half-hour for local sale.

PBC BUYS INTO CBS 'POWER PLAN'

NEW YORK—Procter & Gamble this week bought one-third of the Columbia Broadcasting System's saturation "power plan." The firm 52-week commitment will mean \$750,000 in billings to the web.

RED BUTTONS REPLACES LUIGI

NEW YORK—General Foods this week signed Red Buttons to replace "Life With Luigi" in its Monday night 9:30-10 p.m. period on the Columbia Broadcasting System's TV network.

ALLEN MAYEMSEE 'GUIDE RIGHT'

NEW YORK—Negotiations are being conducted for Steve Allen to emcee the revamped version of "Guide Right" on the American Broadcasting Company's TV network.

MENNEN BUYS INTO WOR SEG

NEW YORK—Mennen this week bought one-quarter of the "Broadway TV Theater" on WOR-TV, here. Kenyon & Eckhardt is the agency.

CHICAGO ORG PROMOTES TALENT

CHICAGO—Chicago Unlimited, a non-profit organization to promote talent and radio-TV film facilities in this area, has set up offices in the Lincoln Tower Building.

RCA VICTOR CO. SHIPS NEW LINE

CAMDEN, N. J.—RCA Victor has made its initial shipment to distributors of new line of TV models. Prices are substantially the same as this year's line.

SAT. POST DOES PAUL-FORD TALE

Les Paul and Mary Ford will be the subject of a story in the Saturday Evening Post issue of January 17. The article, titled "The Craziest Music You've Ever Heard," was penned by Amy Porter.

DAVIDSON SIGNS BOYCHOIR

The James A. Davidson Management has signed the Columbus Boychoir, a group consisting of 24 youngsters for concert dates next season. The choir is conducted by Herbert Huffman.

SHEFRIN MADE V.P. AT DAVID O. ALBER

NEW YORK—Gene Shefrin has been named vice-president of David O. Alber Associates. The Alber office controls some of the top accounts in show business.

CROSLBY ENGINEER-V.P. NAMED TO STATE ORG

CINCINNATI—R. J. Rockwell, engineering vice-president of the Crosley Broadcasting Corporation, has been appointed to the Ohio Program Commission, an official State body to study the possibility of a State television station.

appointment. He will advise the committee on technical problems. Recently the Cincinnati organization, operators of television stations WLW-TV, Cincinnati; WLW-D, Dayton, O., and WLW-C, Columbus, O., offered a Cincinnati educational foundation the use of its Cincinnati TV tower.

BIG PROMOTION DRIVE MAPPED FOR CHI FM

WASHINGTON—At least 80 outdoor billboards will be used to promote FM radio sets in Chicago next February during a broadcaster-distributor campaign, the National Association of Radio and Television Broadcasters, co-sponsor of the drive with the Radio-Television Manufacturers' Association and Chicago's Electric Association, announced this week.

ABC-PARA HEARING TIME EXTENDED BY FCC

WASHINGTON—The Federal Communications Commission this week extended from one hour to 1 1/2 hours the time allotted to the chief of the commission's Broadcast Bureau for presentation of oral argument in the American Broadcasting Company - Paramount Pictures, Inc. merger case.

WASHINGTON—Radio and TV manufacturers take note: The growth in the number of U. S. households is continuing apace and is expected to hit the 50,822,000 mark by 1960, the Census Bureau reported this week.

VIA RADIO

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Rheingold to Saturate N. Y. New Yr.'s Eve

NEW YORK, Dec. 27.—Rheingold Beer will saturate the New York radio market New Year's Eve, via sponsorship of an hour-long waxes Guy Lombardo show from 11:30 to 12:30 a.m. over six Manhattan stations.

However, Rheingold's agency, Foote, Cone and Belding, is going all out to simulate a gala New Year's atmosphere on the waxing in an effort to preserve the full holiday flavor. The broadcast will mark first time that local Manhattan stations have taken over the prime 11:30 p.m. to 12:30 a.m. holiday time period, a spot usually reserved for network airings.

Census added, tho, that the rate of increase won't be as great. Number of households 32 years ago was only 28,353,000, rising to 34,949,000 in April, 1940, and 39,138,000 three years later.

EX-K&E MEN GET NEW JOBS

NEW YORK—Two former Kenyon & Eckhardt executives last week made new connections. Werner Michel has joined the Du Mont network in an executive programming capacity.

Winston O'Keefe, who for a short time had his own packaging outfit, has joined Fuller, Smith & Ross as supervisor of production on the agency's new show for Westinghouse, "Freedom Rings."

THE RESTLESS PEOPLE AND THE REVOLVING DOOR

Joe Allen has resigned as public relations vice-president of Bristol-Myers to join the Association of National Advertisers. Arthur Daly, formerly of Geyer Advertising, has been appointed account exec for the Du Mont Television Network.

Kenneth W. Church, national sales manager of WKRC station, Cincinnati, has been elected a vice-president of Radio Cincinnati, Inc., Times-Star affiliate and operator of the station.

Paris Peek

Continued from page 2 and production does not seem to be hurt by the break.

John Nash is due in town this week to continue shooting of 23 more TV pix for his "Orient Express" series. Claude Dauphin, who makes his TV debut in the new Sheldon Reynolds series "Theater International," the pilot of which has just been completed.

DANCING TROUPES ARE BUSY HERE

Roland Petit has definitely decided where he makes his Paris return. It will be at Theater Empire. He is framing two entirely new ballets for a March 11 premiere.

Red 'Capture' Is Averted

Continued from page 1 a "Blue?"), playwright Lillian Hellman ("The Little Foxes"), writers Paul Jarrico and Ring Lardner Jr., and actresses Gale Sondergaard, Anne Revere and Karen Morley.

Transistor Importance Is Hailed by Sarnoff

NEW YORK, Dec. 27.—In a year-end statement, Brig General David Sarnoff, chairman of the board of the Radio Corporation of America, in reviewing 1952, hailed the transistor as the latest scientific marvel which would greatly affect the future development of electronics and communications.

Sarnoff, in his review, noted the continued expansion and improvement of television; increased sales of improved radio sets, "Victrola" phonographs and records, and the increasing application of electronics for military, industrial and communication purposes.

The transistor, which RCA engineers are now developing for mass production, appears to have endless applications, Sarnoff noted, and will permit the manufacture of machines of greater reliability and utility. The device, it was noted, will have applications wherever sound amplifying equipment is used, as in radio, television and public address systems.

Extend Service Area

In the field of television, the General noted that during 1952 this medium greatly extended its service area and increased its stature as a major industry. Television-equipped homes increased from 15,000,000 in 1952 to nearly 21,000,000 at the end of the year—a gain of 40 per cent.

The General noted that 47 per cent of the families in the United States have television receivers, and more than 63 per cent of the population is within range of one or more television stations.

Significant steps during 1952 were the licensing of new stations, made possible by the lifting of the TV station "freeze," and the opening of ultra-high frequencies for television broadcasting.

International

RCA in the international field, supplied equipment for 15 television stations in Canada, Brazil, Cuba, Hawaii, Dominican Republic, Mexico, Venezuela and Italy.

Sarnoff commented on progress during the year with the RCA compatible color television system and its tricolor tube.

The impact of TV on American life was also noted, particularly during the national political campaign. TV too has stimulated the other arts and communications, as films, radio, etc.

"Boiled Egg," Petit is introducing two new selections by Jean Anouilh and Orson Welles. The Wellesian opus, based to Mozart performer, who does her number overseas in a block of ice.

Meanwhile at the Empire as of next week will be the Ballets de Marquis de Cuevas. Katherine Dunham and troupe open at the Palais des Chaillet next week for a two-week stay.

Bristol-Myers Splits Billings

NEW YORK, Dec. 27.—Bristol-Myers this week decided to split its billings in the Columbia Broadcasting System Sunday night 9:30-10 p.m. slot between the Young & Rubicam and the Doherty, Clifford, Steers & Shenfield agencies.

write nine original plays for television. Sales of radio sets, it was pointed out, continued to increase. The industry produced 9,000,000 new sets during 1952.

Phonos-Records

Popularity of the phonograph and recorded music increased during 1952, the General asserted. He added, "Today there are 26,000,000 phonographs in the United States as compared with 8,000,000 in 1946."

Sarnoff noted that both 45's and 33's have spearheaded the advance. He listed the Victor Extended Play disk, which plays up to eight minutes a side, as an advance.

The general also noted new developments in industrial radio and electronics. He called private enterprise and free research the lifeblood of progress.

WASHINGTON, Dec. 27.—Total TV authorizations will reach the 290-mark as the new year is launched and may come close to 350 by February 1.

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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 WASHINGTON

(405,000 TV Sets\* Panel Size, 400)

... According to Videodex Reports

Table listing TV stations and their affiliations: WMAL-TV, WNBW, WTOP-TV, WTTG.

Videodex reports monthly on each of 25 major markets. Besides publishing a monthly national network report based on all 63 markets...

Table for SUNDAY, SIGN-ON TO SIGN-OFF with columns for Rank, Show Name, Station, and Rating.

Table for MONDAY, SIGN-ON TO SIGN-OFF with columns for Rank, Show Name, Station, and Rating.

Table for TUESDAY, SIGN-ON TO SIGN-OFF with columns for Rank, Show Name, Station, and Rating.

Table for WEDNESDAY, SIGN-ON TO SIGN-OFF with columns for Rank, Show Name, Station, and Rating.

Table for THURSDAY, SIGN-ON TO SIGN-OFF with columns for Rank, Show Name, Station, and Rating.

Table for FRIDAY, SIGN-ON TO SIGN-OFF with columns for Rank, Show Name, Station, and Rating.

Table for SATURDAY, SIGN-ON TO SIGN-OFF with columns for Rank, Show Name, Station, and Rating.

\*NBC estimate for November, 1952.

Share of Total Audience Radio vs. TV in WASHINGTON

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

Table showing Share of Total Audience for Radio and TV from 7 P.M. to Midnight and 6 A.M. to 6 P.M.

Table showing ENTIRE WEEK share of total audience for Radio and TV.

NEXT WEEK Videodex and Pulse Studies of PHILADELPHIA

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...

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.

WWJ NBC AFFILIATE in DETROIT THE DETROIT NEWS logo and address information.

Your key to SALES RESULTS - the advertising columns of THE BILLBOARD!

Top 5 Radio Shows Each Day of the Week in WASHINGTON

(415,940 Families\*)

... According to Pulse Reports

Table listing radio stations and their affiliations: WMAR, WFLA, WFAK, WGAZ, WGLS, WTKR, WMAL, WOL, WOPK, WBC, WTOP, WYDC.

Pulse radio surveys are conducted in 19 markets, and reports are based bi-monthly except in New York, which is monthly...

Table for SUNDAY, 7 TO 12 P.M. with columns for Rank, Show Name, Station, and Rating.

Table for MONDAY, 7 TO 12 P.M. with columns for Rank, Show Name, Station, and Rating.

Table for TUESDAY, 7 TO 12 P.M. with columns for Rank, Show Name, Station, and Rating.

Table for WEDNESDAY, 7 TO 12 P.M. with columns for Rank, Show Name, Station, and Rating.

Table for THURSDAY, 7 TO 12 P.M. with columns for Rank, Show Name, Station, and Rating.

Table for FRIDAY, 7 TO 12 P.M. with columns for Rank, Show Name, Station, and Rating.

Table for SATURDAY, 7 TO 12 P.M. with columns for Rank, Show Name, Station, and Rating.

Table for MONDAY-FRIDAY, 6 A.M. TO 7 P.M. with columns for Rank, Show Name, Station, and Rating.

Table for SATURDAY, 6 A.M. TO 7 P.M. with columns for Rank, Show Name, Station, and Rating.

Table for SUNDAY, 6 A.M. TO 7 P.M. with columns for Rank, Show Name, Station, and Rating.

\*Based on U. S. Census Radio Ownership 1950 and Sales Management 1952 estimate of families in the Washington metropolitan area...

**SOUTH AMERICA**

# Great Potential TV Film Market Seen

NEW YORK, Dec. 27.—There is a tremendous potential video film market in South America in the future, according to James Valentine who recently returned after installing equipment at LR3-TV, Buenos Aires. He also helped advise on the management of the station during the past year.

Valentine reports that because of exchange difficulties, import restrictions and language differences the market needs careful cultivation before its full crop of dollars can be harvested. The present market is limited because of the few South American stations telecasting, but the need for film is obvious, he believes. Valentine advises that TV film producers set up affiliations with distributors of the Hollywood product in South America. They are aware of distribution problems there and would naturally be better organized to market the product than outside firms.

Valentine also points out that not all American TV film is acceptable to South American viewers. They like adventure films, Westerns and any other series which accent action.

**Harder to Sell**

The usual dialogue-ridden, slower paced TV film programs might be harder to sell, he maintains. The exec recommends that TV film aimed at the Latin-American market should use either Spanish or Portuguese dubbed-in dialogue, instead of titles. Because of the smallness of the TV screens, he believes titles are not as effective.

Valentine's vision of the future of TV film in South America is solidified by his belief that live networks will be impractical at the present time. The distances are too vast, the stations few in number, and the cost too high to

## WJZ-TV Eyes 52 Feature Pix

NEW YORK, Dec. 27.—A package of 52 theatrical films not shown previously in this market is on the verge of being packed here by WJZ-TV. The deal is being negotiated direct with an unnamed Hollywood studio. Films are mainly of a 1948 to 1950 vintage.

The station is planning to tee off with them in the 10:30-11:30 p.m. slot on Mondays, Tuesdays, Thursdays and Fridays beginning the second week in February. It's understood that station manager Paul Mowrey believes this time slot will cut into the audiences for feature films on WNBT and WCBS-TV here, which don't start until about 45 minutes later.

## 'Dragnet' May Be Syndicated

NEW YORK, Dec. 27.—The National Broadcasting Company this week was reported to be planning to syndicate the "Dragnet" film series beginning in September, 1953.

It was understood that a different title would be used for the show in syndication.

set up micro-wave webs similar to those here. In addition, the use of film adds years to the life of the equipment in TV stations. All this equipment, of course, has to be imported.

At LR3-TV, Valentine says that 50 per cent of the programming was live from the studios, 30 per cent were remotes (mostly sports and theater pick-up) and 20 per cent films. All the live shows go on without camera rehearsals but are well planned. For film, the station is programming old Hollywood and Latin-American features and old cartoons and comedies.

**3 Stations**

Brazil now has three stations, says Valentine, two in Sao Paulo and one in Rio de Janeiro, with another under construction. There are about 22,000 sets in Sao Paulo and 18,000 in Rio. In Buenos Aires, about 14,000 receivers are now in homes. The Buenos Aires signal is received in Montevideo, Uruguay, 150 miles away. LR3-TV's biggest advertiser is Admiral. All its spot time has been sold.

The cost for an hour on this station is about \$450, and the programming cost for an elaborate presentation about \$625. The outlet is programming between 50 and 60 hours a week. There are two new TV stations being built in Caracas, Venezuela. The first one begins telecasting in December.

## GAC Readies Laine Series

NEW YORK, Dec. 27.—The General Artists Corporation this week was preparing to peddle for network sponsorship a new half-hour film series featuring Frankie Laine. The series already has been shot abroad and now is being scored in Hollywood. Thirteen films are in the can.

The film series make use of some of the foreign acts filmed by the National Broadcasting Company for its library and shot in England under Bob Sarnoff's supervision. The Laine series also may be theatrically distributed in England and South Africa.

## TV FILM PURCHASES

United World Films has sold its "Headlines on Parade" to Arden Farms thru Adco Advertising, Seattle, and Portland, Ore. The news-quiz show has also been sold to KDUB, Lubbock, Tex., as has UWF's "Sportscholar." The latter show was also sold to WSAB, York, Pa., coming up soon.

United World has also sold "Going Places" and "Stranger Than Fiction" to KGNC-TV, Amarillo, Tex.

Upcoming KOLN-TV, Lincoln, Neb., and WWLP, Springfield, Mass., are the newest subscribers to Telenevs daily films. KGNC-TV, Amarillo, Tex., has bought Telenevs' review of the week and "This Week in Sports."

## QUICK TAKES

John Nash was in New York this week to deliver the first three installments of "Orient Express" to PSI-TV and close the deal with them. He's back in Europe the first week of January for shooting of the rest of the series. Will Balin has resigned from Screen Gems to go into business on several of his inventions, including a prompting device. Ed Thorgerson, news and sportscaster, will open his own firm next month to produce TV film. Bob Gaertner, formerly of Paramount Television, is now with United Artists Television as assistant to General Manager George Shupart. Milton Weisman, business rep of Telenevs Productions, leaves on a round-the-world tour next month to study the foreign TV-film market as well as Telenevs' own foreign coverage. Thomas Milana is expanding his firm's operation to serve as consultant for producers and distributors of TV-film. Ronald Reagan makes his TV bow in "First Born" of Screen Gems' "Ford Theater" series.

## RCA Enters TV Film Distrib Field

NEW YORK, Dec. 27.—The entry of RCA Recorded Program Services into TV film distribution field is being made with a program now consisting only of a library of 100 three-minute Western musicals. The firm, a branch of the giant Radio Corporation of America, plans to syndicate film series, but as of this moment has set no deal yet.

A few sales have already been made on the musical library. The films are understood not to include any big names, and so are larger libraries of similar shorts.

RCA-RPS will integrate its film syndication operation into its set-up for the distribution of the RCA Thesaurus transcription library and radio syndicated shows. Al Sambrook heads these operations and has about seven salesmen in the field. RCA-RPS does not plan to go into the production end.

## Vitapix Oaters Bought by 3

NEW YORK, Dec. 27.—The Vitapix Corporation has sold its package of hour-long Westerns starring Johnny Mack Brown in three more markets: Oklahoma City, San Diego and Seattle. The films went on WENR-TV, Chicago, in the beginning of this month, in the 8 p.m. Thursday slot, where they are competing with "Dragnet," "Ford Theater" and "Big Town," which among them had been capturing more than 70 per cent share of audience.

Vitapix spent about \$700 on each film to make 16-mm. dupe negatives that would assure the best possible sound and picture quality in the 16-mm. prints. Bob Wormhoudt, Vitapix president, believes the shows are good enough to warrant the extra expense and that they can pull substantial ratings even against top competition. Bud Hauser, giant Nash dealer, sponsors the series in Chicago.

## 'Laughton' Set For 21 Markets

NEW YORK, Dec. 27.—The Modern Talking Picture Service, the industry's largest TV film traffic service, just signed a deal to handle trafficking of the new "This Is Charles Laughton Story" series.

The 15-minute show is sponsored by Duffy-Mott (Mott's Apple Juice, etc.) and goes on the air January 5. The Young & Rubicam Agency, handling the account, has spot-booked the series in some 21 markets to date.

# '53 Vidpix Outlook Taken on Rosy Hue

NEW YORK, Dec. 27.—TV film syndication picture for 1953 took on a rosy aspect this month, with distributors reporting a sizable upswing in sales to stations and advertisers during December. Bit-time sales on film syndication properties this week were set by Ziv Television, Consolidated TV Sales, Peerless Television and the National Broadcasting Company's TV film syndication division.

Altho Ziv Television's new TV film series "Favorite Story," won't be released to stations until next month, the show has already been sold in more than 40 markets. On the basis of sales to date, Ziv's sales vicepce, M. J. Rifkin, predicts that the Adolphe Menjou film package will be sold in more markets than any other Ziv TV film property.

Latest sales on the series include Drewry's Ltd., a Midwest brewery, Indianapolis; White Dove Mattress Company, Cleveland; Lone Star Beer Company, Fort Worth, Dallas, Houston, and Austin, Tex.; Tums, St. Louis; Cott Beverage Company, New Haven, Conn., and Springfield, Mass.; Victor Coffee Company, Boston; U. S. Metal Products Corporation, Nashville; Smithfield Packing Company, Norfolk, Va.; Zinsmaster Baking Company, Minn.; Genesee Beer Company, Schenectady, N. Y. Names of advertisers are not yet available, but series was also sold this week for sponsorship in Amarillo, Tex.; Wilkesbarre, York and Reading, Pa.; El Paso, Tex., and Colorado Springs and Pueblo, Colo.

Consolidated TV Sales here chalked up 22 sales, with KXLA-TV, Spokane, Wash., picking up eight film packages and KVOA-TV, Tucson, Ariz., buying nine film series. Consolidated also sold "Front Page Detective" to WCCO-TV, Minneapolis, for sponsorship by local Plymouth dealers and Economy Food Plans; WGN-TV, Chicago, for sponsorship by DeMet Pontiac Dealers, and to WSLV-TV, Roanoke, Va., for sponsorship by E. T. Crump Company.

Other sales include "Public Prosecutor" to WUCU-TV, Erie, Penn., for sponsorship by Kaiser Frazee, Deems, and "Ringside With Wrestlers" in the Honolulu market. Eight series sold to KXLA-TV were "Front Page Detective," "Jackson and Jill," "Hollywood Half Hour," "Crusader Rabbit," "Public Prosecutor," "Going Places With Uncle George," "Paradise Island" and "TV Closeups." The KVOA-TV package included the above films, plus "Ringside With Wrestlers."

The TV film distribution firm augmented its staff this week, signing ex-WABD spot sales exec Ralph M. Baruch as New York City sales representative, effective January 1.

The National Broadcasting Company's TV film syndication division chalked up a flock of new sales, including the purchase of the hour-long "Hopalong Cassidy" series by the Canadian Broadcasting Corporation for the Toronto market.

Other film sales include "Dangerous Assignment" to KGNC-TV, Amarillo, Tex. WJTV, Jackson, Miss., and to Hallcraft TV for sponsorship in the Spokane market. "The Life of Riley" was picked up by KRON-TV, San Francisco, and by the Columbia Breweries for sponsorship in the Portland, Ore., market. Amarillo station KGNC-TV also signed to carry the "Lill Palmer Show" and "News Review of the Week."

New contracts on latter and NBC's "Daily News Report" were also negotiated with KLAC-TV, Los Angeles, and WLWT, Cincinnati.

Peerless Television sold its holiday film, "March of the Wooden Soldiers," in seven new markets, bringing total of sales on the picture to 21. New outlets are WCAU-TV, Philadelphia; KSD-TV, St. Louis; WBBN-TV, Buffalo; KPRC-TV, Houston; KTLA, Los Angeles, and KHQ-TV, Spokane. Other Peerless sales include the purchase of the firm's feature film package by KSM-TV, Nashville.

## SAG, Producer Negotiations to Be Resumed

NEW YORK, Dec. 27.—John Wheeler, attorney for the Film Producers Association, told The Billboard this week that he thought it entirely possible that negotiations with the Screen Actors Guild on the current strike against producers of TV film commercials would begin again within the next few weeks. He said that informal communications have been passing between the parties all along, and that altho no definite arrangement has been made yet, the will to negotiate seems to be growing.

According to a spokesman for the SAG office here, advertisers have continued to come to SAG requesting how they can go on with production of commercials under present strike conditions. This is at variance with statements from Wheeler and Pete Mooney, president of FPA, to the effect that no advertiser or agency they queried would acknowledge that they would even consider entering any kind of interim agreement with SAG.

Meanwhile, orders have begun to pile up in the offices of many of the producers—to begin the day the strike ends. SAG there should be no dearth of work once a settlement is reached.

## Grant Joins Gross-Krasne

HOLLYWOOD, Dec. 27.—Marshall Grant joins Gross-Krasne Productions the first of the year as a production exec. He recently left his TV exec post with Ruthrauff & Ryan agency. Grant, as part of the Grant-Realm combine, was the industry's first producer of a sponsored TV film series. Grant-Realm formerly produced the "Story Teller" series for Lucky Sirik.

Prior to his pioneering in the TV film industry, Grant was a producer for Universal Pictures. His association with Jack Gross dates back to his theatrical film days when Gross was exec in charge of Universal's production.

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# 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

<b>ARLENE TOWN</b> Quality Films, 1040 N. Las Palmas, Hollywood	Western	16mm.	Feature
<b>ARJAD WITH TWO WIVES</b> Peerless Productions Inc., 729 Seventh Ave., New York	Comedy	16mm.	Feature
<b>BEFRAVED</b> Monogram Films, 4376 Sunset Blvd., Hollywood	Mystery	16mm.	Feature
<b>THE BIG SHOW OFF</b> Quality Films, 1040 N. Las Palmas, Hollywood	Drama	16mm.	Feature
<b>BUSH XMAS</b> Unity Television Corp., 1501 Broadway, New York	Drama	16mm.	Feature
<b>CHINA'S LITTLE DEVILS</b> Monogram Films, 4376 Sunset Blvd., Hollywood	Drama	16mm.	Feature
<b>CHRISTMAS EVE</b> Atlantic Television Co., 130 W. 46th St., New York	Drama	16mm.	Feature
<b>COUNT OF MONTE CRISTO</b> Peerless Productions Inc., 729 Seventh Ave., New York	Drama	16mm.	Feature
<b>THE CREEPER</b> Peerless Productions Inc., 729 Seventh Ave., New York	Mystery	16mm.	Feature
<b>THE CROOKED WAY</b> Television Exploitation, 1450 Broadway, New York	Mystery	16mm.	Feature
<b>FOREVER AND A DAY</b> Snader Telecriptions Sales, 229 W. 42nd St., New York	Drama	16mm.	Feature
<b>THE GLADIATOR</b> Standard Television Co., 1203 W. 7th St., Hollywood	Comedy	16mm.	Feature
<b>GUILTY BYSTANDER</b> Television Exploitation, 1450 Broadway, New York	Mystery	16mm.	Feature
<b>I WOULDN'T BE IN YOUR SHOES</b> Motion Pictures for Television, 655 Madison Ave., New York	Comedy	16mm.	Feature
<b>MARCH OF THE WOODEN SOLDIERS</b> Peerless Productions Inc., 729 7th Ave., New York	Comedy	16mm.	Feature
<b>MEETING IN THE BIG HOUSE</b> Motion Pictures for Television, 655 Madison Ave., New York	Mystery	16mm.	Feature
<b>MY SON, MY SON</b> Peerless Productions Inc., 729 Seventh Ave., New York	Drama	16mm.	Feature
<b>MYSTERY OF THE 13th GUEST</b> Motion Pictures for Television, 655 Madison Ave., New York	Mystery	16mm.	Feature
<b>PIRATES OF THE SKY</b> Television Exploitations, 1450 Broadway, New York	Drama	16mm.	Feature
<b>RAIN</b> Motion Pictures for Television, 655 Madison Ave., New York	Drama	16mm.	Feature
<b>THE RED HORSE</b> Major Television, 1270 Sixth Ave., New York	Drama	16mm.	Feature
<b>ROOM TO LET</b> Specialty Television Films, 1501 Broadway, New York	Drama	16mm.	Feature
<b>SMALL BACK ROOM</b> Snader Telecriptions Sales, 229 W. 42nd St., New York	Drama	16mm.	Feature
<b>STORY OF GI JOE</b> Motion Pictures for Television, 655 Madison Ave., New York	Drama	16mm.	Feature
<b>THEY RAN BY NIGHT</b> Hygo Films, 80 W. 46th St., New York	Drama	16mm.	Feature
<b>TOPKAT TAKES A TRIP</b> Unity Television Corp., 1501 Broadway, New York	Comedy	16mm.	Feature
<b>WALL OF DEATH</b> Snader Telecriptions Sales, 229 W. 42nd St., New York	Drama	16mm.	Feature

## OTHER

<b>YOU CAN CHANGE THE WORLD</b> The Christmases, 18 E. 46th St., New York	Religious	16mm.	Feature
<b>WHAT THE BUTLER SAW</b> Specialty Television, 1501 Broadway, New York	Mystery	16mm.	Feature

# Additional TV Film Series

and markets in which they are currently appearing

Listed below are additional TV film series currently available to station and sponsors. Films in program categories other than those listed below will be covered in the next three issues. None of these films are currently covered in any of the city reports issued by the American Research Bureau. For ratings of films now showing in any of the markets individually surveyed by the American Research Bureau, see the chart in this issue headed "ARB Ratings of Non-Network TV Films."

Series Name	Available in Market	Available in Market
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### WESTERN

The Buster Crabbe Show	30	26
Dist: Film Vision Corp.		
Conroy Gun	30	13
Dist: United Artists Television		
Boston, Cincinnati, Columbus, Dallas, Fort Worth, Detroit, Houston, Indianapolis, Louisville, Kansas City, Memphis, Minneapolis-St. Paul, Nashville, New York, St. Louis, Toledo.		
Hopalong Cassidy	60	54
Dist: NBC Film Syndication Sales		
Denver, El Paso, Honolulu, Lubbock, Portland, Roanoke, Spokane.		
Tales of Famous Outlaws	15	13
Dist: Western Adventure Productions		
Los Angeles, New Orleans, Philadelphia, San Francisco.		

### MISCELLANEOUS

Adventures in Living	15-30	26
Dist: Sterling Television Company, Inc.		
Best Things in Life	15-30	13
Dist: Consolidated TV Programs		
Fun With Felix	15	17
Dist: United Artists Television		
Hunky Andy	15	13
Dist: Sterling Television Company, Inc.		
New Orleans.		
Hollywood on the Line	15	26
Dist: CBS Television Film Sales		
Austin.		
Norman Brookshire's Handy Man	15	51
Dist: United Artists Television		

### QUIZ

Going Places	15	26
Dist: United World Films		
San Francisco.		
Headlines on Parade	15	26
Dist: United World Films		
Amarillo, Austin, Boston, Erie, Providence.		
Dist: Videopia, Inc.		
Three Queues	15	13
Dist: 20th Century-Fox		
Indianapolis, Nashville, Pittsburgh, Richmond.		
Via Quiz	5	500
Dist: Videopia, Inc.		

### DOCUMENTARY

Crusade in Europe	20	26
Dist: 20th Century-Fox		
Amarillo, Beaumont, Cleveland, El Paso, Houston, Philadelphia, Seattle, Tucson.		

### RELIGIOUS

Bible Readings	15	13
Dist: Du Mont Television Network		
Cathedral Films	26	26
Dist: Major TV Productions		
Los Angeles, Memphis, Norfolk, San Francisco, Washington.		
National Televisers	12	26
Dist: Official Films, Inc.		
Phoenix.		

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ZIV TELEVISION PROGRAMS, INC.  
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## Mayers to Head TV Film Council

NEW YORK, Dec. 27.—Arche Mayers, head of Unity Television, is practically assured election to the presidency of the National Television Film Council. The other two nominees, Sid Mayers and Andy Jaeger, have withdrawn. Mayers is not particularly happy about his imminent election. The position has always been hard to fill because of its demand on time.

# Television—Radio Reviews

## Colgate Comedy Hour

TELEVISION — Reviewed Sunday (21), 8-9 p.m., EST. Sponsored by Colgate-Palmolive-Peet, thru Ted Bates and Sherman and Marquette, via National Broadcasting Company-TV. Producer-director, Leo Morgan. Writers: Nat Hiken and Bob Freiberg. Technical director, Jim Jordan Jr. Conductor, Al Goodman. Cast: Ray Bolger, Rise Stevens, Betty Keane, others.

A lot of us Bolger fans have been waiting for his network TV debut. Ray has debuted in about everything else in show business, and the home screens seemed to be missing the boat. So Sunday (21) he finally took over a seg of the Colgate hour, and if he isn't recalled right soon, a reporter will eat his dirty brown hat. Sparked by the Bolger flying feet and all-round showmanship, Sunday's program was as good as anything Colgate has come up with in a long, long time.

Writers Nat Hiken and Bob Freiberg put together a canny script, gaited to get the dancer-comedian off to a TV audience on his best foot. Most of the material was familiar stuff to everybody who knows Bolger stage-wise: the "Me and My Alice" soft-shoe routine, the solo manual-of-arms bit and the sock. "Once in Love With Amy" chant - and - terp from "Where's Charley." Around the superlative Bolger stepping, they built a Christmas toy store theme. (Continued on page 9)

## World of Sound

RADIO — Reviewed Sunday (21), 4:35-5 p.m., EST. Sustaining via WNEW, N. Y. Producer-director, Bill Kaland. Hostess, Helen Parkhurst.

"World of Sound" is a touching tribute to the unique provisions made for the schooling of sightless youngsters by the New York Institute for the Education of the Blind. The Institute sugarcoats its lessons for blind children via sound safaris, with instructors taking the youngsters on various types of outings so they can learn to identify sounds and scents with word images.

The initial program in the series conjured up one of those imaginary junkies, with educator Helen Parkhurst taking a group of youngsters on a let's-pretend visit to the country, via WNEW's hard-working sound effects department. Miss Parkhurst was ostensibly the leader, but the children were far more ingenious at playing the game, and their spontaneous enthusiasm and wholehearted participation in the make-believe trek imbued the show with an infectious life-is-wonderful-when-you're-young spirit. Incidentally, the children's healthy acceptance of their handicaps keeps the series safely out of the painful-listening category. At the (Continued on page 9)

## Hallmark Hall of Fame

TELEVISION — Reviewed Sunday (21), 5-5:30 p. m., EST. Sponsored by Hall Brothers, Inc., thru Foote, Cone and Belding, via National Broadcasting Company TV. Producer-director, Albert McCleery. Writer, Charles Tazewell. Hostess, Sarah Churchill. Cast: Kate Smith, Paul Jonall, Dick Widington, Humphrey Davies, Jay Barney, Norman McKay, John Gayans, Natalie Craveth, Don Kennedy, Kenneth Brauer.

Kate Smith stepped over to the Hallmark program Sunday (21) for a guest appearance in order to recreate her annual Christmas story, "The Small One." The fable about the little donkey who carried Mary to Bethlehem has been part of Miss Smith's holiday agenda for the past 16 years, and her current TV version seems about the same as the 1951 edition, directed by Albert McCleery for her own program.

"The Small One" essentially is a touching little story. Miss Smith is again the nun of good will who explains to a Mexican child the reason why his donkey, of all beasts, is entitled to a heritage of humble peace. Once more, however, it seems to this reporter, that McCleery's direction is out of key with his subject matter. The present-day sequences are well enough, but there is little projection of any feeling of antiquity in the superficial, modernized treatment of the theme. Only when the lad and his donkey meet Joseph and Mary does mystical significance creep thru, and the final scene of the Magi in the stable is little else but a static religious tableau. Again, McCleery is wholeheartedly devoted to close-ups, and for some reason best known to himself has Miss Smith play continuously with her back to the camera. Only, as an afterpiece, when she sang "Silent Night," badly showcased via candleabra lighting, was a reporter permitted partially to see her face.

McCleery was at his best in devising introductory and closing scenes, spotlighting Hostess Sarah Churchill, who set a far better (Continued on page 9)

## 4 Mkts. Sold By TV Exploit

NEW YORK, Dec. 27.—Television Exposition in the past month has clinched sales of its package of about 20 feature films in Boston, Washington, Minneapolis and Baltimore. The package is now sold in 80 per cent of the TV markets.

Olivier Unger, exec veepee of the firm, returned from the West Coast this week where he is understood to have further pressed negotiations for the acquisition of a film series operation.

## Andersen Pix Ready for TV

COPENHAGEN, Denmark, Dec. 27.—The Scandinavian-American Television Company of Stockholm, Sweden, has completed shooting of the second 13 Hans Christian Andersen fairy tales at the Nordisk Film Company studios in Valby, Copenhagen suburb.

The series, produced under the direction of Karl E. Mosby, will be shipped to America, after cutting and editing, where they will be distributed to TV outlets by the Interstate Television Corporation, Monogram subsidiary.

Billboard Magazine's first TV Film Program

Guide and Market Report, published in the

Dec. 13 edition, will be a regular monthly

feature henceforth—invaluable reference for TV

program managements . . .

from  
**MARTIN CODEL'S**  
Television Digest,  
December 13, 1952



January  
TV Film Program Guide  
& Market Report . . .

dated January 17  
out January 13  
deadline January 8



# Legit Reviews

# Television Radio Reviews

## John Brown's Body

(Opened in Boston Wednesday, December 17)  
An epic poem by Stephen Vincent Benet, adapted and directed by Charles Laughton. Music and effects by Walter Schumann. Directed by Laughton. Richard White, Company manager. Les Thomas, Press representative. Karl Bernstein, The cast: Tyrone Power, Judith Anderson, Raymond Massey.

The American heritage receives new lustre, and the dramatic heritage of the three stars receives new honor in "John Brown's Body," scheduled to open in New York in March. Like the First Drama Quartet, this is an evening of dramatic reading, yet so varied with choral and sound effects that it appears a likely bet to equal if not exceed the success of its predecessor.

From Stephen Vincent Benet's book-length poem about the Civil War, Charles Laughton has extracted two hours of stirring entertainment. Under his direction, Raymond Massey, Tyrone Power and Judith Anderson give performances of extraordinary versatility. The language of Benet combined with the music of Walter Schumann, the deeply-felt gestures of the players, the breadth of the theme—for it is nothing less than America itself—make this an evening of high drama.

In it, Power plays Tom Elliott and Clay Wingate, two opposing soldiers in the Civil War; Massey depicts John Brown, Lincoln and Cudjo, a slave; Miss Anderson presents all the female characters. They do a host of others too, varying in line, movement and stress. By the time they have finished their episodic fragments they have gone all the way from Harpers' Ferry to the present. Walter Schumann's chorus is an integral part of their performance, with sounds of bugles, marching feet, cannon, distant cries and melodies, martial and plaintive.

The elements of the Civil War form a more distinct dramatic pattern as Laughton has arranged them, than does the inspired conversation of "Don Juan in Hell." Power does the best work of his career, ranging from the fury of the battle of Gettysburg to the mysticism of a young man in love. Massey returning to his characterization of Lincoln, creates some wonderfully moving moments while Miss Anderson has all the timing and emotional power of a distinguished career at her hand.

It adds up to another success for producer Paul Gregory, but a greater one for Laughton. The latter has transitioned the written word to an eloquent and patriotic theater form that speaks to all America. Bob Taylor.

## Ham 'n' Legs

(Opened Monday, December 22)  
Hunter College Auditorium

A revue. Sketches by Robert Goldman, Barry Krieger, 7. Taylor Vinson, Music arranged by Glenn Paxton. Robert Goldman, Fred Swaen, Fredrick DeWitt, Taylor Vinson, Barry Krieger, Herbert H. Hugh G. Hardy, Directed by William Butler. Dances by William Powers. Musical direction, Glenn Paxton. Business manager, Dunbar Abston. Publicity, Donald J. Sullivan. Presented by the Triangle Club of Princeton University.

CAST: Martin J. Burns, John S. Burr, Edwin P. Conquest, William A. Cushman, John R. DeBrito, Harry J. Rice, D. Morgan Fintone, Francis M. Foley, Ronald N. Venable, Robert S. Goldman, Ronald R. Jarper, E. Franklin Hatch, Peter R. Hoffman, Pierce J. Lonergan, Robert R. Lofton, James A. H. Magoun, Martin R. O'Sullivan, Samuel R. Parks, Charles K. Robinson, Peter J. Ross, Charles H. Schutte, Dudley C. Smith, J. William F. Weber and M. Thomas Wilson Jr.

Those mummies from Princeton University came to town last week for their annual visit, which is by way of saying that the 61st song-and-dancer of the Princeton Triangle Club unveiled for a two-night stay at the local Hunter College auditorium.

Triangle rejoices in the memories of such undergraduate luminaries as Joshua Logan, Jose Ferrer, Jimmy Stewart, Myron McCormick, Scott Fitzgerald and Booth Tarkington, but it may be reported that worthy successors are evidently on hand to carry on the tradition.

The collegians know how to put on a good revue. In fact, considering the chorus of "Ham 'n' Legs" pack more imagination and flavor than a lot of material that finds its way into our slick professional productions.

### Wigs and Nylons

Of course, like any all-male, campus extravaganza, "Legs" derives much of its fun via husky gents kicking up their heels in wigs and nylons. But there is always much more to a Triangle show than just a few masquerade.

The current edition has its soft spots. A few of its sketches reach without catching, and its tunes aren't much more than pleasantly so. But its lyrics are practically always bright and fresh, and there are items which could be easily tailored for a Bert Lahr or Bea Lillie.

The lads take a swing at about everything from radio and the drama quartette, thru a travesty of a fine Schubert musical, to a rib of the ballet. This reporter got the biggest kick out of some fun Sing Sing delinquents, the sulphurous chanting by Charles Schultz of "Easy for the Man," a misplaced sextette of Gaiety gals, and an extremely clever bit, called "Keep It Small." An elaborate circus wind-up curtains the show for a fine finish.

In antics of this type, it is difficult to keep track of just who does what. It appears that Robert Goldman is the triple threat man of the current edition. Besides being responsible for co-authorship of plenty of the sketches, Goldman has written most of the lyrics and is continually in and out of the proceedings comicwise.

Other noteworthy fun contributions come from the above-mentioned Charles Schultz, Martin Hoffman, Pierce Lonergan, Dudley Smith, Peter O'Sullivan and John DeBrito. Glenn Paxton is the principal tunesmith and particular credit is due Hugh Hardy for his very professional sets.

The club's professional coaches, William Powers for the sketches and William Powers for the dances, likewise rate a bow. Between them and their proteges, they have turned out a first-class campus revue. Triangle's new crop thoroughly lives up to its traditions. Its past greats can be proud of them all. Bob Francis.

## World of Sound

Continued from page 7

same time their admirable capacity for happiness in world of darkness lends added poignance to the institute's plea for public support of their program.

Miss Parkhurst was a gentle, understanding guide, and some of her charges exhibited remarkable gifts for colorful word imagery (e.g. One little girl said the country air "Smells fresh like it was going to hit somebody." Bleating lambs reminded them of "the old men." And gun fire sounded "like a TV show"). June Bundy.

## Money for Mars

TELEVISION—Reviewed Monday (8), 8:30 p.m., EST. First of a series of educational programs over WLW-T, Cincinnati, in co-operation with Uberto T. Neely, head of the Cincinnati College of Music's TV Department, by the Allied University Council (University of Cincinnati, Xavier University, Indiana University, Ohio University, Miami University, University of Kentucky, University of Dayton, Ohio State University and Cincinnati College of Music). Producer, Charles Vaughn assisted by Jack Leverenz, Director, Manelle Weaver. Script, Fred Smith. Technician, William Augenbaugh. Narrator, George Brengel. Cast: James Dixon, Glenn Ryle, Bruce Straight, Jack Gifford, Mary Louise Howard and William Myers.

In "Money for Mars," a dramatic program on the subjects of sound money and inflation, the Allied University Council conducted an experiment in adult education by TV. WLW-T furnished the time and facilities for this show, the first of a series of educational presentations to be offered over the station by the council.

The council deserves a big bouquet for the manner in which it puts ideas across. The dull format that has characterized many educational shows in the past—a wooden-faced prof driving home facts, regardless of the viewers' inclinations—was tossed out the window. As a substitute the council offered some bright and entertaining dramatic sketches that pointed up beautifully the ideas it wished to impress on the audience. The acting, by a cast of professionals, and direction of Charles Vaughn in these sketches were uniformly good.

Two points were brought out with impact in the sketches: Money is good as long as people believe in it, and the damages that can be wrought by inflation.

One sketch illustrated the fact that Confederate money represented a broken promise. Another scene, showing a man who was unable to sell good money at bargain rates, illustrated what happens when people lose confidence in their money. The scene then shifted to Rome at the time when the empire was beginning to disintegrate. Spending by a profit-greedy government had driven taxes sky high and gold into hiding. Serious money and inflation followed until only land and property had any value. As a clincher, George Brengel, narrator, who performed ably thruout the show, posed this question: Can the same thing happen in the United States?

Script writer, Fred Smith, of the Cincinnati College of Music, who, incidentally originated the whole idea for the show and did a fine over-all job, set one scene on the planet Mars (from which the show took its name). The Martian sketch lent a bit of unreality to proceedings but nevertheless served as an adequate vehicle in illustrating some of the crackpot economic theories with which the U. S. has been plagued in the past. This episode involved the arrival on Mars, via space ship, of a nutty U. S. professor of economics with some pet financial theories for the Martians, who had been suffering from hardening of the business arteries. Despite the pleadings of a U. S. businessman (a stowaway), the Martians adopted deficit spending policies, confiscation of gold, juggling of international currency values, etc. The results, the viewer assumed, would be catastrophic.

Educators have been quite vocal in expressing their desire for a place in the TV picture, but slow in putting their words and money into action. The fine job done on this show should give them some encouragement. Al Schneider.

## Tallulah Bankhead Show

TELEVISION—Reviewed Saturday (20), 8:9 p.m., EST. Sponsored by Kellogg's, Pet Milk and Del Monte, via the National Broadcasting Company. Producer-director, Dee Engelbach. TV director, Ed Kahn. Music, Meredith Willson. Writers, Joe Stein, Danny Simon, Doc Simon. Cast, Tallulah Bankhead, Jack Carson, Louis Armstrong, the Ron Fletcher choruses, Phil Foster, Patsy Kelly, Bil and Cora Baird marionettes.

Despite the undeniable talents of the cast on the latest outing of Tallulah Bankhead, the show added up as less than sensational and certainly not up to Tallu's previous attempts. The sketches somewhat didn't come off, and the hour consequently proved slow and a bit ponderous.

Phil Foster and Patsy Kelly were utilized as a couple who planned to visit a friend to watch this program. They were brought on several times in a series of running gags built around this theme, with a mysterious phone call interrupting them as they were about to leave, and nobody on the other end of the wire. By the end of the show it developed, obviously enough, that the call was a reminder to come over and see the show they had missed. It could not be called really original or funny, despite the best efforts of Foster and Miss Kelly, two funny people.

### Small Splash

Similarly, a sketch featuring Tallulah and Jack Carson as a couple of showbiz people who make their lives conform to what the columns say they are doing, made a small splash only. The idea wasn't bad, and the featured players were splendid, but somewhere along the line something fizzled.

Perhaps the best thing in the show was a take-off on "Anthony and Cleopatra," with Meredith Willson playing Anthony and Jack Carson as Tallulah's physician, who used every opportunity to get on-stage in costume to examine her during the performance. This had some laughs to recommend it, but not enough to make up for the deficiencies of the other sketches. Tallulah did her best with a sketch about the problems and dangers of shopping in department stores in the yule season.

The Ron Fletcher dancers did well enough with their terping, and Louis Armstrong was on hand for a trumpet solo and vocal on "Who Needs That Moonlight," an attractive ditty penned by Willson. The Bill and Cora Baird marionettes were utilized in a sketch symbolizing the Christmas spirit, and fared better in the way of material than their live counterparts.

The team behind Tallulah's show has demonstrated it can do better than this, and in likelihood it will on the next outing. This one is best forgotten. Sam Chase.

## Colgate Comedy

Continued from page 7

not only pointing Ray up as a comedian, but giving guest star Rise Stevens a painless intro into an excellent "Carmen" aria, which had nothing at all to do with yuletide. Incidentally, that Met songbird is amazing. She teamed up with Bolger subsequently for an hilarious stepping session, comprising everything from Black Bottom to rumba. A reporter had no idea Rudolph Bing had included that in the Met curriculum.

Likewise good was another guest, Betty Keane, paired with Bolger in an amusing window-dressing sketch. Miss Keane has been sometimes handicapped tele-visually in the past. It goes to show what a real comedienne can do.

## Studio One

TELEVISION—Reviewed Monday (22), 10-11 p.m., EST. Sponsored by Westinghouse via Columbia Broadcasting System. Producer, Fletcher Markle. Director, Franklin Schaffner. Script, Andrew Allen. Cast: Paul Tripp, Miriam Wolf, Thomas Chalmers, Frederic Worlock, Earle Hyman, Lloyd Bochner, Rex Williams, John Shelton, Alan Devitt, Michael Dreyfuss, Robert Fletcher, Edgar Stehli, Victor Thordley, Marion Seldes, Robert Middleton and Fletcher Markle.

"Studio One," which has been doing fine work for many a year, has done an unusually fine thing for Christmas, 1952. They had Andrew Allen do a TV adaptation of medieval mystery plays on "the Nativity" as presented by the Guilds in the cathedrals at York and Chester, England, back in the fourteenth and fifteenth centuries. And they brought in the Robert Shaw Choral to sing hymns and carols a capella as the background music.

Director Franklin Schaffner caught the spirit of the work remarkably well. The viewer could almost have the feeling he was actually witnessing the play in a cathedral. The lighting was in a low key; the sets were simple arrangements of props and backdrops; the voices of the players seemed to come out of great altitudes, and the music from the choir seemed to float down.

The lines, all in verse, were spoken beautifully. Fletcher Markle himself read the opening narration. It was a great event for sophisticates as well as believers. But it just might have been too big an order for the ordinary viewer. Gene Plotnik.

## Hallmark Hall

Continued from page 7

mood that the story carried out. Miss Smith recited her lines with all the effectiveness she has brought to them in the past, and there was a particularly good contribution from John Geymans as Joseph.

Commercials for Hallmark greeting cards were featured in intro of a give-away date book, a dealer-to-customer item combining general utility with a sound promotional pitch. Idea was well filmed and presented. Bob Francis.

given right material and working with a past master of timing.

Over-all, Stevens' seg was a fast-paced, full hour of entertainment. It was smart for the comedian to use old standard material for his initial appearance. It still leaves him bagfuls of stuff to put on view. It is hoped that one of these nights he'll revive "Slaughter on 10th Avenue," or his scarecrow routine, and maybe his elegant satire of ball-room steppers. Let's have him back again—and soon. Bob Francis.

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## 58 Chicago Clubs And Performers on AGVA Unfair List

### ARA Refuses to Book Any Act On List; Plans Boycott of Clubs

NEW YORK, Dec. 27.—All the 58 Chicago Clubs plus the performers who have kept working in them have been placed on the national unfair list by the American Guild of Variety Artists, according to Jack Irving, AGVA topper.

Such placing on the unfair list will immediately be followed by action by the Artists Representatives Association, who under their agreement with AGVA, will not book any act or permit any of the acts belonging to their members to work in a club or establishment that is marked unfair.

Jack Katz, attorney for ARA, which has among its members the Morris office, Music Corporation of America, General Artists Corporation and the more important independent agents, said that under ARA's agreement with AGVA, all performers working in the variety field must be members in good standing of that union. If the union disciplines its members, or any club where its members are regularly employed, ARA will go along with the union, said Katz. "Insofar as the new performers' union formed in Chicago is concerned," said Katz, "we have nothing to do with them—we have no deal with them. Our deal is with AGVA."

Katz was asked about the Chicago agents who pulled away from ARA and what ARA intended doing about it. Would ARA members continue to do business with them?

Katz replied that these Chicago agents "couldn't pull away. It was a violation of an agreement."

**Chi Cafes Operating**  
In the meantime, all the Chi cafes that use talent, with the exception of those usually closed for Christmas, were operating with fully manned shows. Neither the hotels nor the majority of club date bookers were paying the welfare fund contribution.

The Chi AGVA branch claimed the Edgewater Beach Hotel had started payment. But Ed Reynolds, hotel comptroller, denied it and said management was awaiting more information. Fred Guest, representing the Hilton Hotel and the Plumer House, said they also deferred making payments until further study.

Jack Irving was scheduled to appear before grievance board of the Chicago Federation of Labor, Monday (22) to seek help against the Chi clubs. But with Chicago closed up by bad weather that day, Irving was unable to make it.

Irving said he had no objection to appearing before the Chi AFL, but hinted that its off the record suggestions would make such an appearance futile.

"We were asked to call off the strike and negotiate," said Irving. "What is there to negotiate? If the clubs agree to pay the \$2.50 retroactive we will call off the strike. We can't settle for less than that."

Irving also implied that if it came to a showdown, it might be necessary to black out Chicago entirely. "Traveling acts may decide not to play Chicago at all. They have other work in other cities."

## Danny Graham Retires at 55

CHICAGO, Dec. 25.—Danny Graham, head of Music Corporation of America's act department here for the past 10 years, is retiring under the provisions of MCA's profit-sharing trust January 27 when he reaches his 55th birthday.

One of the veteran agents here, Graham has been in show business since 1917 when he broke in as a performer in Boyle Woolfolk's "Sunny Side of Broadway." In 1926 he began booking in the Sam Roberts office. Four years later he opened his own office and in 1942 joined MCA. He is a past president of the Entertainment Managers' Association.

Upon retirement, Graham plans to take it easy for a while and develop his flair for comedy writing.

## EMA SETS UP WELFARE FUND

CHICAGO, Dec. 27.—The Entertainment Managers' Association, revived by Midwest bookers, has come up with a welfare fund for its agent members. According to Vic Brown, secretary, the organization isn't asking for contributions from performers or anyone else.

EMA is setting up a death benefit of \$500 and has a committee working on other sick benefits. The fund will be financed solely thru dues, Brown said.



## ROCKY TO HIT NITERY TRAIL

MIAMI BEACH, Dec. 27.—Following in the footsteps of Tony Canzoneri and Sugar Ray Robinson, an American Guild of Variety Artists card was issued by Jerry Baker Tuesday (16) to Rocky Graziano, former middleweight champion of the world. Rocky's next opponent will be a night club audience, opening at the Beachcomber December 26, as a combination song-and-dance man and comedian.

"I'm in partners with Danny Rogers," he said, "and I'm gonna do song and dance and watch call it—comic. Mostly comic."

## Conn. Club Back To Flesh Policy

HARTFORD, Dec. 20.—Wright's Steak House, Plainville, operated by George Novickas, is going on a six-night show policy, effective New Year's Eve, with shows, produced by Rush Holden, slated for 9 and 11 p.m. Mondays thru Saturdays.

Novickas intends to back the shows with music by Francis Delfino's orchestra, current dance attraction at the suburban spot. This will be in addition to nightly entertainment by a trio in the cocktail lounge.

Only other restaurant-night club in metropolitan Hartford with similar policy is 375-capacity Parisian Room, East Hartford, operated by Steve Dipsner and Harold Grabow. Wright's has similar capacity.

## Luntz Is Elected President of AAA

NEW YORK, Dec. 27.—At a meeting held Monday, December 15, Eddie Luntz was elected president of the Associated Agents of America over the incumbent Syd E. Leipzig. Irving Barrett was re-elected vice-president and both treasurer Harry Stone and Jimmy Daley, secretary, were re-elected, as was Harry Dell, sergeant at arms.

Several new members were elected to the board of governors; present members retained were Dave Cohn, Sam Golden, Juliet Heath, Sim Kerner, Eddie Ross, Harry Sudder and Joe Zweig. New members elected were Syd E. Leipzig, Hal Edwards and Oscar Lloyd.

Plans are under way for the Association's annual entertainment and dance to be held Wednesday evening, January 14, at the Henry Hudson Hotel.

## Extra Added

### Chicago

Paul Gilbert, accompanied by his personal rep, Dave Branover, left recently for the Billmore, Los Angeles, where he's skedded to open Christmas Eve for six weeks. While there, Branover will pitch the comic at film and TV moguls. Johnny Martin, Chez Patee featured singer spent Christmas with his folks on the West Coast but will be back for the nitery's December 31 reopening.

Talent in the "Peep Holes of Paris" show at the Band Box includes Bob Hart, songs; Bettine Carol Shannon and Toni Winters, principals; Arturo Henriquez, bongo, and a six-gal line. Smith Howard cuts the show. Unit, which opened December 5 for six weeks, was produced and booked by Jack Montgomery, of the Milton Schuster office.

Paul Marr still in Grant Hospital, following a heart attack. Freddy Williamson lost his tonsils last week.

### Philadelphia

Charlie Torchie has taken over the operation of Al McCart's near the New Jersey Turnpike. Name will become the Charles. Bill Coats will be at the organ console. After going without

shows for months, The Wedge reverts to all-girl shows. Patsy Abbott first-timing it in town at the Little Rathskeller. Jimmy Saunders, singing at the Rendezvous, signs with New York shoe industry figure, Joe Lubin, to serve as his personal manager. Herman Comar, owner of the Powelton Cafe and president of the local Cafe Men's association, has been named chairman of the Lions Clubs' fifth annual auction show.

Don Phillips, current at the Club Shagure, Camden, N. J., Billy Farrell and Tiny Sinclair in for the December 26 week at Chubby's at near-by Collingswood, N. J. Booker Vic Sands left the Tony Phillips office to open his own agency—Sands & Nathan. Manny Jenkins, operating the Black Cat Cafe, has signed dancer Francine and singer Frankie Nichols. Bill Mellon leaves his post as manager of the Rendezvous to enter the nitery business in Miami. Bobby Quinn leaves the midtown section for a stay at the Club Chateau, major nabe spot.

### Here and There

Tommy Dorsey will do a one-nighter at Club Sevenoaks, San Antonio, Texas on January 10.

## Dallas Club on Unfair List

NEW YORK, Dec. 27.—Joe Bond's Skyvue Club, Dallas, was placed on the national unfair list by the American Guild of Variety Artists when Bond pistol-whipped the Dallas AGVA rep, Vincent Lee, when the latter called on him to question him about a \$700 check issued to Danielle Lamar.

Bond has Samia Gamal set to open, but AGVA's action will prevent her from going into the club.

When AGVA's action was made known to Bond, he promptly issued a cashier check for the \$700, and said he was arranging to put up a \$2,500 bond to cover Miss Gamal's engagement. AGVA, however, will also fine Bond for the alleged beating before it will permit him to buy performers.

## May End 3-Year Strike

PHILADELPHIA, Dec. 27.—Directed toward ending a three-year labor dispute at the Ancharage Inn, the State Labor Relations Board ordered another employee election to be held December 30 to be limited to the 24 employees who were at work on October 31, 1949, when the strike started. Question is whether the employees want Local 301 of the AFL's Waiters and Waitresses Union to represent them as bargaining agent.

Although the spot has been picketed continuously, the local musicians' union has permitted a union band to play the room nightly.

## Variety Club Elects

DETROIT, Dec. 27.—Jack Zide, of the Allied Film Exchange, has been elected chief barker of Detroit Tent 5, Variety Club, succeeding Adolph Goldberg, Community Theaters owner.

Other new officers are: Harold Brown, United Detroit Theaters, and Milton Zimmerman, Columbia Pictures manager, assistant chief barker; Ernest T. Conlon, executive secretary of Allied Theaters; secretary; Ben Rosen, manager of Confection Cabinet Corporation, treasurer.

## Night Club-Vaude Reviews

### Driftwood Room, Nautilus Hotel, Miami Beach

(Wednesday, December 17)

Capacity, 300. One show nightly, 11:15. Price policy this show, \$3 beverage minimum. Booking non-exclusive. Publicity, Hal Gardner. Estimated talent budget, \$2,000.

A "new" Mel Torme is on view here, a humble guy who devotes 95 per cent of his act to singing and the balance to chatter, as compared to reverse figures when last caught in this area. It adds up to a better performance.

In spite of half a house on opening night, Mel scored exceptionally well and it wouldn't surprise anybody if he's brought back either to this room or to another. (Continued on page 35)

### Vagabonds Club, Miami

(Thursday, December 11)

Capacity, 375. Two shows nightly, 9:30, 11:30. Price policy, \$6 food and beverage minimum. Manager, Henry Neyle. Booking non-exclusive. Publicity, Bob Daly. Estimated talent budget (without the Vags), \$1,500.

Paced by the Four Vagabonds—who've come back with a flock of new routines—the show here is a well-rounded entertaining hour and three-quarters. As in the past, the four Vags can do no wrong, audience-wise. The room was packed for both shows opening night.

In deference to cold wavo here, the quartet came on wearing overcoats. It was good for a howl. They maintained this quality of creating laughter thruout the entire stanza. Except, of course, in. (Continued on page 35)

## PHONE NUMBER WORTH A GRAND

MIAMI BEACH, Dec. 27.—Agent Art Gordon says a Miami Beach night club wants to buy his telephone number for \$1,000.

His number is 5-5555, and the nitery he says is interested in the 5 o'clock Club.

## Lessor Lays New Org Plan

HOLLYWOOD, Dec. 27.—With the bolt of indie and club date agents within Entertainment Managers' Association, Midwest percenters' org centering in Chicago, from the parent org, Artists' Representatives Association, this week, plans were being laid here by Ted Lessor, proxy of California Theatrical Agents' Association, to set up a new national org. Lessor and the 40-odd members of the regional association have been mulling a new org, representing the club-date and small indie factors for the past two months. Lessor intends to contact the Midwestern group, Entertainment Managers' Association of New York, which is made up of similar agents, and other city groups or agents, regarding a national alliance.

CTAA here has long been mulling association with ARA, but sentiment of the group has always been that a separate group made up wholly of indie agents would best serve the needs of CTAA.

## Miller Preps Miami Nitery

MIAMI, Dec. 27.—Bill Miller took over the shuttered Copa City, Miami Beach, in a fast move over the past week-end, and put thru a series of hurried phone calls to the top talent agencies asking for attractions to open for him January 20 and on thru the season.

The name of the Copa City will be changed to Bill Miller's Riviera, the same handle Miller uses for his Fort Lee, N. J., spot.

### Chicago, Chicago

(Friday, December 19)

Capacity, 4,200. Price policy, 45 to 98 cents. House Booker, Harry Levine. Show played by Louis Basil and house band.

Arthur Godfrey's boy, Bill Lawrence, fresh out of the service, demonstrates a consistently good voice as he headlines the Christmas show here. The lad comes on with "My Blue Heaven," hops to "Forever and Even," "Goody Goody" and "Somewhere Along the Way," then closes with "I Get a Kick Out of You."

His easy-going manner, with a touch of the self-conscious, goes over big. The singing comes easy. Robert Maxwell, Mercury Records artist plays a Samba, "Spagher Rag" and his own composition, "Shangri-La" on a stand. (Continued on page 35)

## THIS ROSE BY ANOTHER NAME

MIAMI BEACH, Dec. 27.—Monte Proser (and record companies, too) spent a fortune advertising La Vie en Rose until that Gallic phrase has become virtually a household word.

But in a press release giving the background of its supper club star, a Miami Beach hotel spells it: "Lavie Enrose."



**Palace, New York**  
(Friday, December 26)

Capacity, 1,650. Price range, 55 cents-\$1.50. Four shows daily (more on holidays). RKO chain booker Dan Friendly. Producer, Dave Bines. Show played by Jo Lombardi's ork.

This one is easily a crowd pleaser. Bill consisted of four standard acts who did well and four good acts that knew their way around the stage. All of it adding up to a good show working to a receptive house. Gilbert and Russell's tap-bolero ballroom routine opened and finished a hit. Chet Clark's harmonica work gave listeners a treat which they paid off for with solid hitting. Ross Wyse Jr., and June Mann's knockabout comedy drew genuine yocks. If it weren't for split second timing of bill, act could have gone twice as long without wearing out its welcome.

Yvonne Moray's shouting hit the house with a bang at all hours does. That big voice from that tiny gal (she's 42 inches) dumfounded them. Her applause was tremendous. Elsa and Wilson, who've become a standard act since first appearing in the U.S. about six years ago, drew titters that grew to yocks as they went thru their broken down terps. Their slow motion stuff was as good as ever.

The Woodside Sisters, three blondes mixed it up with a ballad, a novelty, "Take Me Out to the Ball Game," props and sight comedy bits and a Diddeland beater-outer. Gals look good in off-the-shoulder gowns and blend voices okay. Their small attempt at choreography, however, needs improvement. Artie Dann, in the next to closing slot, kept punching with sight gags drawing unusually heavy on some of Joey Bishop's material. Dann did better with his gags on radio and TV commercials, finishing with his "Hands" song for satisfactory results.

Cinse's Colles, six dogs plus three girls and a boy, worked in a ring performing standard tricks for the edification of the heavy contingent of kids out front. Pie, "The Black Castle."

Bill Smith.

**Aladdin Room, Algiers Hotel, Miami Beach**  
(Tuesday, December 16)

Capacity, 225. One show nightly, 11:30. Price policy, \$3 beverage minimum. Owners-operators, Dave Leyinson, Charles Posner, Louis Kenin. Booking non-exclusive. Publicity, Helen Mandel. Estimated talent budget, \$2,000.

Joyce Bryant, the first Negro entertainer to headline a show in a Miami Beach hotel, was a sock hit here. From the moment she came on stage in a silver hair-do contrasting starkly with a gown that begins almost at the midriff, she got attention and held it thru-out her eight-tune routine.

A clever performer, she opened with "Everything I've Got Belongs to You" and punctuated the suggestive lyrics with subtle body English. Then she waxed dramatic with "Porgy" for a big band, and built to a finish until she had to beg off.

Highlight of her performance, was her "Love for Sale," without mike and sans music except for an occasional Mal Melkin piano chord. Herb Rau.

**Thunderbird Hotel, Las Vegas**  
(Thursday, December 18)

Capacity, 450. Price policy, no cover or minimum. Shows at 8:30 and 11:30. Extra late show Saturday night. Booking, Hal Braudis. Operator, Marion B. Hicks. Enterprises, Publicity, Hal Braudis. Estimated talent budget, \$13,000.

A great comic, Bert Lahr, rolled them up, wrapped them tight with laughs, and dropped them into the little space between jammed tables here on his opening night. In a pleasant and bold change of pace, producer Hal Braudis hit the opening night crowd with Lahr right after the opening act, presenting the great "Ga-a-a-a-a" comic in a clever satirical skit about TV interviews. Lahr portrayed Lefty Hogan, baseball player, being interviewed on the "Saucie Dusties" cereal program, and his facial antics were enough to bring on laughs without assistance of sound effects. Lahr, tho (Continued on page 33)

# Night Club-Vaude Reviews

**Capitol, New York**  
(Wednesday, December 24)

Capacity, 4,627. Price range, 80 cents to \$1.80. Six shows daily. Producer, Lester Isaacs. Show played by Ray Anthony's ork.

Holiday bill is a flip fiesta for the hip brigade, with Johnnie Ray the great big capital D draw. Whether or not Mister Emotion's uninhibited chanting style is your particular dish of tea, Ray is a master showman. He sells charm like giving away dollar bills, and puts on a great performance. His worshippers will likely keep the house jammed for the duration of his stay.

Singer's current program is bullseye on audience favor. He tees off with "Don't Talk About Me," follows with a Christmas religious theme with "Just a Touch" and changes pace with "Walkin' My Baby Back Home." Wind-up is a medley at the piano of "Little White Cloud," "All of Me" and, of course, "Cry," a combo gaited to set the teensters delirious. Get off to a sock finish with a rousing camp-meeting chant "Walk, Walk, Walk."

A bill headed by Ray puts almost any other pop singer in a tough slot. However, Georgia Gibbs packs considerable dynamite of her own and gets across in fine shape, both physically and vocally. Diminutive chartriss clicks solidly with such numbers as "Live 'Til I Die," "My Favorite" and "Birth of the Blues," with "Kiss of Fire" providing a fine build-up finish.

Otherwise on deck are a good Negro tap trio, the Three Rockets, and Garry Morton to officiate in the gag department. Steppers have a good clean act and Morton, who knows his hip audiences, provides an excellent warm-up, prior to introuing the show's top spot. Ray Anthony emcees competently, and the ork backs up the proceedings admirably. Its a big number. "Slaughter on 10th Avenue," is a clikk arrangement and a mid-show show-stopper.

Pie, "Against All Flags." Bob Francis.

**Chase Club, St. Louis**  
(Saturday, December 14)

Capacity, 650. Price policy, \$1.50-\$2.50. Shows at 9 and 11:45 nightly. Booking, non-exclusive. Manager, Harold Koplar. Publicity, Jeanne Dunaway. Musical Director, Bobby Swan. Estimated budget, \$7,000.

Current show has Connee Boswell, who hasn't played here in six years.

Gal opened with a "Smile" medley, then into "Walkin' My Baby Back Home," "I Don't Know Why," "Begin the Beguine," "Somebody Stole My Gal," "I Saw Mommy Kissin' Santa Claus" and "Piano Roll Blues." She was called to do her "Farewell to Arms," "Martha," and finally finished with "White Christmas." Miss Boswell is still one of the most electrifying performers on the niery circuit who can sell a song. She scored a big hit here.

The Carsony Brothers, acrobatic trio, got a heavy mitt for their tumbling routines. The Dorman Brothers, song and comedy act, included an audience-participation stunt patterned after Dick Buckley's. They were well received here.

Dance and show music was by Clyde McCoy and ork, who celebrate 25 years in show biz. Abie L. Morris.

**Paramount, New York**  
(Friday, December 26)

Capacity, 3,654. Price range, 55 cents-\$1.60. Four shows daily; five on week-ends. Chain booker, Harry Levine. Show played by Illinois Jacquet.

The show backing the flick, "April in Paris," moves skillfully, building for solid results for practically every act. The headliner, Sarah Vaughan, working with her own trio, plus her husband who conducts, ran thru several items with easy skill. Her MGM record reprises plus her newer Columbia disk repeats drew rapt attention plus the customary big hands. Oddly enough, however, she had a difficult time following Stump and Stumpy.

Stump and Stumpy's standard (Continued on page 33)

**Lo Vie en Rose, New York**  
(Tuesday, December 23)

Capacity, 190. Price policy, \$4-1 minimum. Shows at 8:30 and 12:30. Operator, Monte Prosser. Booking, non-exclusive. Publicity, Gene Weber. Estimated talent budget current show, \$3,000.

Ethel Waters came in with an act tailor-made not only for the new crop of cafe customers, but also for those who remember her when she was on the top of the showbiz heap.

Working with a finesse and the skill that comes only from experience, the gal segued easily from

her trade-marked numbers like "Happiness Is a Thing Called Joe" to "Taking a Chance on Love," with a series of specials thrown in between for heightened personality effects. Her "Porgy" was superb, bringing to the fore the Waters of the legit. "Member of the Wedding" and her top performances in other legit shows.

Incidentally, Miss Waters never refers to either her legit awards; her blog, "His Eye is on the Sparrow," or her flicks. She just sings, weaving a pattern hoping the listeners will remember the connection. That many do is all to the good. But even those who don't were impressed with her singing, moving seemingly without effort.

(Continued on page 33)

**Roxy, New York**  
(Tuesday, December 23)

Capacity, 5,886. Price range, 80 cents to \$2. Four shows daily. Booker and managing director, David Kalk. Producer, Arthur Kneer. Show played by house band.

After a month's shuttering, the house re-opened this week to unveil its first hour-long ice show, "Ice Colorama," on the new giant rink. Tho the initial effort showed the need for more rehearsal, the show as a whole rates a nod as an eye-filling spectacle. It has good skating, some bright routines, colorful costumes and first-rate sets.

The show was built around a circus theme, which served as a means of introducing a number of vaudeville acts into the skating spectacle. But it was the black acts that pulled the most ap (Continued on page 33)

## SEASON'S GREETINGS and BEST WISHES



Ted Lewis

## 3 Excise Cut Bills On D. C.'s Doorstep

Some Tax Relief for Amusement Trade Certain; No Aid for Coin Device Biz

WASHINGTON, Dec. 27.—A raft of legislation to cut amusement excises already in the works in advance of Congress which opens January 3. At least three bills will be in the hopper in the first week of the new session. One of these bills calls for slashes or outright repeal of amusement levies, including the taxes on phono disks, musical instruments, phonograph players, TV and radio sets, theater admissions, juke boxes and other coin-operated amusement devices. Some relief for showbiz appears certain, with a June 30 cut-off date already mandated for the excess profits tax on corporations, and with the post-Korea increase in individual income taxes terminating December 31. Also a cut in corporation tax from 30 to 25 per cent is due to become effective April 1, 1954.

Rep. Daniel A. Reed (R., N. Y.) who will head the tax-writing House Ways and Means Committee, will sponsor a bill to advance to June 30 the December 31 date on which the 11 per cent hike in post-Korea individual income taxes will be terminated. Meanwhile Rep. John D. Dingell (D., Mich.), a member of House Ways and Means Committee, will introduce a bill in the opening week to repeal certain excises and cut back others. The 10 per cent ex-

cise tax on musical instruments, phonographs, records, radio and TV sets and components, would be repealed outright under the proposed bill. At the same time, Dingell would cut in half the 20 per cent excise on general admissions, including movies, and abolish altogether the 20 per cent rate on the taxable amount on cabarets, roof gardens, etc., and the \$10 per machine levy on juke boxes and such coin-operated amusement machines as strength-testing devices.

He proposes to slash to \$3 a thousand (6 cents per pack) the excise tax on cigarettes, which currently stands at \$4 (8 cents per pack), but is due for reduction to \$3.50 (7 cents per pack) under present law. He would further reduce the \$10.50 tax per proof gallon on distilled spirits, a proposal which will have additional backing when Rep. Emanuel Celler (D., N. Y.) introduces his own bill to accomplish the same end early in January.

No reduction of the \$250 per machine excise tax on pinball and other coin-operated gaming devices is contemplated.

Meanwhile Dingell is hopeful that Republican members of the ways and means group will support his proposal to "repeal or materially reduce" excise taxes in view of their statement in the report on the Revenue Act of 1950, which read: "We, the Republican minority, have long favored and urged the immediate enactment of excise tax relief." Dingell urged that excise taxes receive priority treatment in Congress before all other taxes.

## Limit Use of Bankrupt Law By Artists

NEWARK, N. J., Dec. 27.—An artist may not use the bankruptcy laws as a device to avoid contractual obligations, it was decided recently in Federal District Court here where Judge E. McDermott granted to Savoy Records a preliminary injunction enjoining Mercury Records from manufacturing, producing or selling disks cut by Mel Walker, rhythm and blues artist.

Walker, whose real name is Melvin Lightsey, had filed a petition of bankruptcy, which was granted. The issue at law was whether this bankruptcy dis-

(Continued on page 14)

## 'Jazz at Phil.' Stars to Open New Jumpy

NEW YORK, Dec. 27.—Opening show at the Bandbox will star key members of this year's "Jazz at the Philharmonic," including Oscar Peterson, Flip Phillips and the Buddy Rich Trio. It is also understood the trio is negotiating for the Duke Ellington ork for the opening show.

Monty Kay, formerly with a number of jazz spots here, including the old Royal Roost, Bop City, and Le Downbeat, will be in charge of booking and publicity for the Bandbox. Spot opens on January 16, and a Mutual wire is already set.

## Mercury Sets Classic EP's

NEW YORK, Dec. 27.—Mercury Records will issue its first batch of 10 classical EP's early in January. To be followed later in the month by an additional 10. Repertoire will include diskings from the label's "Olympian" series, recorded by the Chicago and Minneapolis symphonies, as well as other works cut by the Eastman-Rochester and Danish Na-

(Continued on page 14)

## Okeh Pop Push Slated To Be Launched Feb.

NEW YORK, Dec. 27.—Okeh Records will start shipping pop releases on a regular schedule sometime next February. The Columbia subsidiary label, which last month made known its decision to enter the pop market to complement its growing strength in the r.&b. field, signed up two more pop artists this week to prepare for its forthcoming push in the field.

New pop talent backed by Okeh includes singer Frank Murphy from Philadelphia and Frank Assunto's Dukes of Dixieland, a rhythm combo. The group has

## Decca Answers Sheldon Charge

NEW YORK, Dec. 27.—Decca Records, thru the legal firm of Cohen and Bingham, has filed a reply to the release-jump suit brought last week by Sheldon Music (The Billboard, December 27). The reply alleges the charges brought by the Moe Gale publishing firm as unfounded.

The action, which now seems headed for a full hearing in Federal Court, has engendered considerable interest in the trade. It constitutes a frontal attack on the problem of release-date jumping by diskeries. Sheldon's contention is that the advance release of its tune, "A Stolen Waltz," cut by Decca with charter Al Morgan, vitiated the exploitation program planned for the copyright.

## 1-Nighter Pkgs. Booked by Gale

NEW YORK, Dec. 27.—The Gale agency will book two one-nighter packages concurrently this spring, starting one on the West Coast and the other on the East, with both units out for a fast

(Continued on page 14)

# MUSIC

## One in 36 Recorded Sides Make Hit Grade During '52

Columbia Has Highest Hit Percentage; Capitol, Mercury, RCA Are Bunched

Continued from page 1

board, July 12), a similar recapitulation disclosed that the industry hit percentage for the first six months was 4.2 per cent. This was based on The Billboard best-seller list which at that time went down to 30 positions. Converting this to a base of the top 20 records would revise the rating for the first half of the year to 3 per cent.

### 3 for London

Actually a total of 89 different disks made the best-seller lists during the year. In addition to the 81 entries compiled by the seven labels previously mentioned, London cracked thru three times and BBS, Derby, Dot, Essex and Imperial hit with one each.

Many disks that fail to hit best-seller status are profitable records nevertheless for the manufacturer, distributor, dealer and operator. The fact that only 89 different disks did make the best-selling during 1952 indicates the length of time that many records hold on after becoming best-sellers. Each disk that made the charts this year remained there for an average of 12 weeks.

### Big Variation by Label

Tho the over-all industry hitting figure averages out to 2.8 per cent, a label-by-label analysis discloses a startling difference in performance. Columbia showed its heels to the rest of the industry in 1952 by posting a hit percentage rating of 5.7, garnered by 19 chart entries out of 333 published sides released.

This performance topped the next best label by about 40 per cent. After Columbia rank Capitol, Mercury and RCA Victor, closely bunched at 3.6, 3.4 and 3.3 per cent, respectively. Capitol hit for 19 out of 535. Mercury came thru with 10 hit sides out of 289 published releases, and RCA Victor had 15 entries of the 461 sides released by the diskery. Coral, with seven out of 278 sides, earned a rating of 2.5 per cent. Coral's parent label, Decca, which released more than any other label, 606 sides, hit with eight of them for an index of 1.3, and M-G-M brought up the rear with an 8 per cent rating, cliking with three out of 366 sides.

### Columbia Year-long Leader

Columbia started the year fast and maintained its early lead thruout the entire year as the label with the highest hit-making

## Brusk Picked As Sales Mgr. At Remington

NEW YORK, Dec. 27.—Don Gabor, Remington Records, has appointed Thomas Brusk as General sales manager of the label. Brusk was formerly sales manager of Scott Radio and television. Brusk has already left on a field trip of distributors which will carry him to the West Coast. The trip will also be devoted to selecting six field men for Remington who will cover the distributors and service department dealers.

At the same time, Remington has completed certain distributor changes and additions. Mutual Distributors in Boston has been appointed the Remington distributor for New England. Big Wheel in Charlotte has been added as distributor for North Carolina.

## 'HIGH NOON' IS NO. 1 IN PARIS

PARIS, Dec. 27.—The Big Three's "High Noon," cleft by Dimitri Tiomkin for the Stanley Kramer film of the same name, has soared to number one tune in France. Sheet sales for a two-day period have reached 12,000 copies—which is a record which has not been reached in over a year. The tune here is handled by Edition France Melodie, the Big Three's French representative.

## Biharis' Flair Disks Enter Country Field

HOLLYWOOD, Dec. 27.—Another indie firm here expanded from r&b into the country field when the Bihari Brothers, of Modern and RPM, head of Flair Records, Joe Bihari, who will act as chief for the new diskery, has inked Roy Harris, of WJXN, Jackson, Miss.; the Magnolia Boys, and the Carroll County Boys, another Jackson crew. Bihari and his brother, Saul, will make a three-week tour of the South, seeking talent to make up a 10-artist roster, starting in mid-January. Modern distributors will handle Flair. Meteor Records, which has been started by Les Bihari, Memphis (The Billboard, December 20), has worked out a similar deal whereby all Modern distributors will handle his new r&b label.

Leo and Eddie Mesner, of Aladdin, are reinstating their Score label, which has been dormant the past year, in a new drive for gospel and sacred business. Eddie Mesner leaves January 10 for a

rating. Until the last week of the year when Capitol came thru with "Bye Bye Blues," and tied Columbia in the number of chart entries (19 each), Columbia also led in this department.

The gap between Columbia and the rest of the field closed, however, during the last part of the year. At the end of June, Columbia led with a rating of 7.3 per cent. Mercury was next closest with 3.2. (These are revised figures, adjusted to include only the disks that made the first 20 positions on the chart.)

While Columbia's mid-year rating dropped to 5.7 per cent for the year, most other labels registered increases, indicating a potentially hotter race during 1953. Hottest of the labels during the last few months was Coral, which came thru with five items compared with only two during the first half of the year. This raised the label from a rating of 1.3 per cent to a year-end index of 2.5. RCA Victor jumped from 2.7 to 3.3 per cent. Capitol, Mercury and M-G-M also raised their half-year ratings while Decca held even.

### Fewer Releases

Much of the credit for these gains, however, can be ascribed to the fact that these labels issued fewer releases during the last six months than during the first part of the year. Of the seven labels, only Coral and M-G-M actually came thru with more hits during the second half. All the others fell off quantity-wise from their number of chart entries during the first six months.

Thus what upped the hit ratings for these companies was simply the fact that they released fewer records. Roughly 550 fewer sides were turned out by these seven companies during the last six months than in the January-June period. The usual summer cutback, coupled with the studied effort by several labels to reduce the output of new material, accounted for this. Whether this resolution, which would be welcomed by distributors and dealers, will be continued during the new year remains to be seen.

## U. S. Units Set For Denmark

COPENHAGEN, Denmark, Dec. 27.—L. Blicher-Hansen, local booker, is continuing to line up American singers and jazz units for 1953. Josephine Baker, with her own orchestra, is set for appearances here in Odd Fellows Palace, either during February or April, and will also play Aalborg and Aarhus. Billie Holiday is set for March.

Also coming over for Scandinavian tours are Norman Granz's "Jazz at the Philharmonic" and the Gene Krupa trio—both of which will be playing repeat dates. The Granz unit will be headed by Ella Fitzgerald, Charlie Shavers and Oscar Peterson, and will include Roy Eldridge, trumpet; Barney Kessel, guitar; Ray Brown, bass; and Buddy Rich, drums.

## JULLIARD ALUM PLAY BIRDLAND

NEW YORK, Dec. 27.—Birdland, the well-known jazz spot here, which stresses the modern and progressive idiom, has an unusual booking set for the bistro this week. Sperte Karis and his Modern String Ensemble, which consists of nine graduates of the Juilliard School of Music will make its first public appearance at the club. The ensemble's line-up includes two violins, one viola, one cello, one clarinet, a flute, a piano and drums.

# ASCAP Take Tops \$15 Million for '52

### Radio Accounts for Over \$8,000,000 Of Record Gross; TV \$3,000,000

NEW YORK, Dec. 27.—As predicted, the American Society of Composers, Authors and Publishers wound up 1952 with a record-breaking income, the total being unofficially placed at "well over \$15,000,000." The income for 1951 was \$14,600,000. There are several interesting aspects to the figures. Firstly, the Society's membership has been growing constantly, and members need not necessarily assume that because the over-all income has increased, the income of individual members will be similarly increased. There are now more than 2,600 writer members and more than 500 publisher members.

As usual, radio income accounted for the great part of the

total. The income was reported at over \$8,000,000 for the year. This is just about the same as the radio income for 1951. Television income was estimated at over \$3,000,000 for 1952, as compared with \$2,000,000 for 1951.

The last quarter of 1952, it was unofficially learned, was the biggest quarter the Society had ever experienced, with income estimated at slightly over \$4,000,000.

#### Radio Holds Up

The total of \$11,000,000 from combined radio-television sources is indicative both of the continuing strength of radio and the promise of television. It had long been expected that radio income would decline owing to the inroads of television competition. But, as has been proved in the past, once an ad medium has been established, it generally maintains a strong position in the face of competitive media.

As for TV, the \$3,000,000 is regarded as very promising in view of the small number of stations now operating as against the thousands that are eventually expected. About 120 television stations are now on the air. As the New Year nears, total TV authorizations will reach the 290 mark, and may hit 350 by February 1.

The Federal Communications Commission issued 12 grants this week, and indications were that as many would be handed out next week. This week's new grants brought the post-freeze total to 169 and swelled the total TV authorizations to 277.

Currently, the TV licensing picture is unsettled, pending clarification of the licensing law by the courts. Both ASCAP and TV stations are preparing data to bolster their positions.

## Ballet Theater Ork Inked for Capitol Disks

HOLLYWOOD, Dec. 27.—With interest in ballet music mounting, Capitol Records this week inked the Ballet Theater Orchestra under Joseph Levine, veteran maestro of the prominent traveling troupe's ork, to a long-term waxing pact. First release by the orchestra will be an ambitious four-album series. Started in 1940 by Lucia Chase to foster American interest in ballet and particularly ballet by American artists and choreographers, the Ballet Theater has toured the U. S. more widely than any troupe since that time. They normally make two nation-wide swings per year, playing both location and one-night dates in theaters and auditorium, and arenas. They made their first junket to Europe in 1952 and will probably cross the Atlantic this year after May. In addition, they have played spots like the Thunderbird, Las Vegas.

First release will include Chopin's "Les Sylphides" and Tchaikovsky's "Princess Aurora" and Leonard Bernstein's "Fancy Free" and Aaron Copeland's "Rodeo." They will be available as single packages on the 10-inch LP individually or the two standard ballets and the two modern ballets will be coupled on two 12-inch LPs.

Starting in January, advance flakes for the Ballet Theater will work with Capitol distributors and their salesmen on the same plan which the Wallens waxery utilized in their film company tie-ins.

Cap will distribute album covers and advertising material provided by the Ballet Theater org to record outlets, while advance men will distribute Cap literature thru the theaters and aud-arena circuit. The troupe will wind up a nationwide tour April 19 with a stay at the Met Opera House, New York.

### 30G WEEKLY

## Juke Ops Net Bonus On 'Mommy'

NEW YORK, Dec. 27.—Juke box operators in New York City and Northern New Jersey are raking in an estimated Christmas bonus of \$30,000 weekly on heavy play awarded the holiday ditty, "I Saw Mommy Kissing Santa Claus."

The tune is shaping up as one of the all-time juke hits, for concentrated action, and is slotted on nearly all the 16,000 coin phonographs in the area.

Operators report income boosts of about \$2 a week per machine when they attribute to extra play on "Mommy." Although most machines feature the Jimmy Boyd waxing on Columbia, the Molly Bee, on Capitol, and the Spike Jones, on RCA Victor, are also well represented.

## MANY CALLED, BUT FEW CHOSEN

# Few New Diskery Artists Able to Hit Big Time in '52

By BOB ROLONTZ

NEW YORK, Dec. 27.—A survey of the record talent picture for 1952 shows that of the many new artists offered to the public by the diskeries, only a few cracked the big time. On the whole, the older, established artists held their own thruout the year. Less than a handful of new names established themselves in the pop field and less than that in the country and western division. In the rhythm and blues field, however, more than half a dozen new names zoomed to the top. The year was also notable for the comeback of a number of singers who had had a record hit in a long long time.

Pop-wise, Joni James, Al Martino and kid-singer Jimmy Boyd came thru stylishly in 1952. All of these artists hit the top of The Billboard charts with their initial disks, "Here in My Heart" by Martino on BBS, "Why Don't You Believe Me" by Joni James on M-G-M, and the by-now fabulous "I Saw Mommy Kissing Santa Claus" by young Boyd on Columbia. The latter disk sold well over 2,000,000 platters. The Joni James waxing was bought by M-G-M from a Chicago diskery, and Capitol purchased its Al Martino release of "Take My Heart," which did well also, from BBS.

The Hilltoppers, on the Dot label, also hit the big-time in good style this year with their record of "Trying." This was the first disk released by the group. Other new artists who came thru, though not as strongly as those mentioned above, were Molly Bee on Capitol, with her versions of "Tennessee Tango" and "I Saw Mommy," and Sunny Gale with her Derby slicing of "Wheel of Fortune." The Sauter-Finegan ork was the only new band that created a stir this year.

#### Comebacks

Strong comebacks were made by Ella Mae Morse, with "Blacksmith Blues," after many years of little record activity; by Vera Lynn on London with "Auf Wiederseh'n," her first big one in three years; by Jane Froman with her Capitol album "With a Song in My Heart," and Peggy Lee, whose first waxing with Decca, "Lover," became a smash hit. Don Cornell, who started a real hit cycle with "I'll Walk Alone" on Coral, made his first big dent in the record market this year, having created little action

during his tenure at RCA Victor a few years back.

#### New Artists

The country and western field, proverbially the hardest market for a newcomer to bust thru, was cracked by two comparatively new artists. This was even more remarkable in that one of the new artists who made it was a thrush, a mighty unusual occurrence in a field usually restricted to male warblers.

Kitty Wells had cut a few records for RCA Victor a while back, but her slicing of "It Wasn't God Who Made Honky Tonk Angels" on Decca, which stayed at the top of The Billboard country and

western charts for many weeks, really established her as the number one fem singer in the country field. Webb Pierce, the other newcomer to the outline division, came thru solidly with "Wonder-in'" on the Decca label.

Slim Whitman cannot be called a new artist in the c.w. division, but his Imperial Record of "Indian Love Call" was his first smash record. This one also made out well in the pop markets.

#### Usual Pattern

The rhythm and blues department, where artists turn over like the leaves in the fall, followed its usual pattern this year. Many new artists cut solidly on their first release, though the diskery that issued the waxing would admit privately that this was no indication in this field of what might happen on the artist's second release.

The new artists and their disks include Jimmy Forrest on United with "Night Train," Lloyd Price on Specialty with "Lawdy Miss Clawdy," Johnny Ace on Duke with "My Song," Little Walter on Checker with "Juke," Eddie Boyd on J. O. B. with "Five Long Years," Edna McGriff on Jubilee with "Heavenly Father," Little Caesar on Recorded in Hollywood with "Goodbye Baby," Chuck Willis' ork on Okeh with "My Story" and Willie Mabon on Chess with the latest smash hit "I Don't Know."

#### From Left Field

No resume of the year's new talent would be complete without mentioning two most unusual new artists who cracked thru in strong style on what once would have been called freak hits. One was Johnny Standley, whose Capitol Record of "It's in the Book," became the No. 1 novelty hit of 1952, passing the 500,000 mark saleswise in about eight weeks. This disk was originally recorded by Horace Heidt on the Magnolia label, and was sold to Capitol late last summer. It was the only talking type of record of the year that made the big time, and it established Johnny Standley as another strong name in the Capitol novelty artist fold.

The other left field talent find was a young lad named Don Howard, who came into prominence with a recording of a rather melancholy love tune "Oh Happy Day," on the Essex label. Howard, who penned the tune, cut the record for the Triple A label in Cleveland, where the disk stirred up a lot of noise when spun by one of the jocks in town.

Altho most publishers and many record men were somewhat aghast and puzzled when they first heard the disk, they swallowed their astonishment and actively went after the tune and the record when they found out that the public liked it.

Brogman, Vocero and Conn grabbed the tune and Essex Records leased the master. A number of talent agencies were after Howard for personal appearances until they learned he was still attending high school and only had Saturday and Sunday free. Howard, it is understood, has many other songs he has penned awaiting publication, so it is possible that there will be more happy days.

## Roost and Fox Hit Accord on 'Cool Whalin'

NEW YORK, Dec. 27.—Roost Records, r.&b. diskery, has turned over the master and stamper of "Cool Whalin'" to publisher rep Harry Fox, who charged that the waxed ditty made unauthorized use of copyrighted material. Lyrics of the "ditty" from 111 pop standards, including such evergreens as "Blue Moon," "Dinah," "Ole Man River" and "Honky-Tonk Rose."

The agreement between Fox and Roost also calls for the diskery to turn in an accounting of manufacturing activity on the matter. The record had begun to catch favor until further activity was stopped by Fox. The etching was originally made by Babs Records, which subsequently sold the

## Writers Taking Reprisals Vs. Tardy Pubbers

NEW YORK, Dec. 27.—Action contemplated by the Songwriters' Protective Association against publishers who failed to ink an agreement worked out early this year between the clefifer organization and the Music Publishers' Protective Association is being taken on a piecemeal basis. The agreement, negotiated after many months, provided for a method of accounting for, and payment of, royalties on the use of material in folios, as well as other usages not covered in pre-1947 SPA contracts.

The firm attitude taken by the writer group has apparently eased the resistance of the half dozen or so publisher holdouts. It has been speculated that action contemplated by the writers might be to remove copyrights from recalcitrant publishers as they came due for renewal.

SPA auditors are currently checking the books of one of the non-signers to determine what, if any, royalties are due on folio usages. The arrangement for the audit was worked out amicably between the firm and SPA. The writers' org expects to conclude similar arrangements with the few remaining publishers on the holdout list.

### AMC REPORTS

## Industrial Music Field Is Growing at Rapid Rate

NEW YORK, Dec. 27.—The field of industrial music is expanding at a rapid rate, according to the American Music Conference. In a year-end report, the Conference, an organization supported largely by musical instrument makers, said music was fast becoming an important tool in industrial relations programs. In 1952, music has been integrated into industrial relations programs at General Motors, Motorola and Rex Mills, among others, AMC

reported. Conference execs said they were constantly being called upon to consult with industrial firms for aid in setting up new programs.

AMC also reported that instrument manufacturers, distributors and dealers were enjoying unprecedented action just prior to Christmas. "The demand for musical merchandise is at an all-time high," said AMC. The increase was much larger than could be accounted for by the holiday season.

AMC's view is that music can no longer be regarded as a "kooky times" business. "Millions of people now consider music far less expendable in the event of a recession or even a depression," the report said.

#### School Program

The Conference also reported increased activity in the educational sphere. More help is now being given by AMC staffers to schools in rating, comparatively, the effectiveness of their music programs, as well as conducting workshops for teachers in string, fretted and keyboard instrument instructional methods. The Conference estimated its monthly script material is now used by some 1,250 radio stations around the country. It is also furnishing a larger amount of prepared material to television stations.

Administrator of the AMC program is Dr. John C. Kendel. His staff of field representatives includes Edgar Borup, Marion Egbert and Ed Kaib.

## Flanagan Ork Aids Hoop Gate

NEW YORK, Dec. 27.—A potential new source of one-nighter band business may be in the offing as a result of the success of the Ralph Flanagan ork in upping the attendance at a Syracuse professional basketball game. The Syracuse Nationals, who are currently in the thick of the race for Eastern Division honors in the National Basketball Association, have for some time used music attractions to hype attendance figures at the games.

On Sunday (14), the Flanagan ork was booked for the game with the last-place Philadelphia Warriors. The ork played a half-hour concert before the game and also between the halves. After the game, a dance (unadvertised) was held. It was the first time a band had been booked. Attendance was over 4,000, considerably more than expected.

According to L. Cohen, executive secretary of the NBA, the Flanagan ork was definitely credited by the Syracuse club officials as being responsible for the attendance boost. It is understood that Flanagan received his normal one-nighter fee.

## Music Union Hits Free Video Transcriptions

NEW YORK, Dec. 27.—The musicians' union is inserting a clause in all radio transcription contracts stating that the transcription may not be used on television. The union has been checking on use of transcriptions and finds that in increasing numbers this wax, originally made for radio broadcast, has been finding its way into television programming.

According to the union, this constitutes an additional use—one which was not intended when the transcription date was contracted for.

In addition to putting a protective clause in new transcription contracts, the musicians union is making efforts to check on what

use is being made of old transcriptions.

An executive of the union pointed out that the principle of additional payment for an additional use has become common. Even sound track made for commercial film he said cannot be used gratis on television.

Some radio transcriptions find their way into television programming as sound track on TV film. In these cases, the union exec pointed out, the use is not only an additional one which has not been contracted for—but the product in its new guise is subject to the 5 per cent royalty levied payable to the Musicians Performance Trust Fund.

# Big Name Band Bash For Ike's Inaugural

WASHINGTON, Dec. 27.—President-Elect Dwight D. Eisenhower's inaugural planners hope to have more than half a dozen name bands augmenting Fred Waring and His Pennsylvanians at the inaugural festivities here next month. Film actor George Murphy, who is lining up talent for the inaugural festival, expects that as many as three bands in addition to Waring will be performing at the inaugural concert in Uline Arena the night of January 19. In addition, there may be at least four other bands performing at the inaugural ball which will be held in two locations on the night of January 20—in the cavernous National Armory and in Uline Arena.

With the National Symphony Orchestra touching off festivities with a Sunday night (January 18) classical concert, the inaugural committee expects to have as many as two-score name entertainers performing the following night at the inaugural festival at Uline Arena. Already signed up in addition to Waring and his Pennsylvanians are Ethel Merman, Lily Pons, Edgar Bergen, Helen Hayes, Hoagy Carmichael, Walter Pidgeon, Adolph Menjou, Jeannette MacDonald, William Foxton, Allan Jones, James Melton, and Eleanor Steber.

TV-Radio networks have completed preliminary plans to cover the festival, the inaugural ball and the inaugural parade. The parade will highlight the January 20 activities immediately after President-Elect Eisenhower's oath-taking at the Capitol Plaza. There is a chance that TV-radio might pool operations to cover the inaugural ball, but separate crews will cover the festival as well as the parade. Network coverage of the latter is completely sponsored commercially.

Joseph C. McGarraghay, chairman of the Eisenhower-Nixon inaugural committee, announced that the inaugural ball January 20 will be held in two locations instead of one as previously announced. The decision to expand the ball program was taken at the request of President-Elect Eisenhower to accommodate unprecedented demand for boxes and tickets to the ball. Bands will alternate playing at both locations. "It will be the same ball in both Armory and arena, with the same bands and the same entertainers," said McGarraghay. General and Mrs. Eisenhower will attend both functions.

## GAL FRIDAY IS SANTA AT GAC

HOLLYWOOD, Dec. 27.—A unique gift from a clerical employee to her bosses was noted Tuesday (23) when GAC's male employees filed into their respective offices. On each man's door was pasted a gift card from Lorraine MacArthur, receptionist, under which was a shiny new name plate. Miss MacArthur remained after hours last night, while she tacked up the new name plates.

GAC moved into their Santa Monica Boulevard headquarters about four months ago and the name plates were forgotten until Miss MacArthur made up the deficiency.

## Armed Forces March Contest Is Announced

NEW YORK, Dec. 27.—An Armed Forces March competition, with \$4,000 in cash awards for servicemen and women whose compositions are judged best in four contests to be held by the Army, Navy, Marine Corps and Air Forces, has been set by the Department of Defense.

The awards will be known as the John Philip Sousa awards, and the funds—\$1,000 for each of the four services—will be supplied by the American Society of Composers, Authors and Publishers. The competition will be a tribute to a noted American bandmaster and composer, who was one of the founders of the Society. Negotiations to set the awards have been under way about six months.

### Stimulate Interest

The Defense Department in its announcement expresses the hope that the contest will stimulate interest in music among service personnel and produce useful additions to the library of music identified with the armed forces of the United States. The four contests will be conducted currently with uniform rules and standards. Any member of the armed forces, on active duty for more than 90 days, will be eligible to participate.

Only unpublished marches will be acceptable. Contestants, however, may submit more than one entry. It is specified that each entry will consist of a March composed for bands; and entries will be suitable for parade purposes. Entries will include an introduction, first and second strains, and a break-up strain. A preliminary contest will be conducted at installations, then semi-finals at major command levels, and grand finals at departmental levels.

Service bands are to be encouraged to play winning marches when practicable. A board of judges who are not members of the armed forces are to be designated by each service to select the winners of the grand finals. Members of ASCAP will not be judges at any level of the competition.

Details, as closing dates, entry forms etc., will be announced by the different services, or by the Department of the Army. The latter has been requested by the Secretary of Defense to co-ordinate the four contests.

## Ray Cracks Mark At Hartford House

NEW YORK, Dec. 27.—Johnnie Ray cracked his own record at the State Theater in Hartford, Conn., last week-end. He pulled \$18,000 for his two-day stand, December 20 and 21.

Last year on a two-day stand at the theater, he set a new record with a gross of \$17,800.

## Ed Gilmore Signs 2-Year Decca Pact

NEW YORK, Dec. 27.—Ed Gilmore, square dance specialist, has been signed by Decca Records. The pact runs for two years and contains option clauses.

Gilmore, active mainly on the West Coast, will cut singles, as well as album material for the label.

## Efforts Pushed for Changed Transcription Royalty Rate

NEW YORK, Dec. 27.—Factors working toward a changed royalty rate for tunes on transcriptions were pointed up during the last several weeks when one name band leader made a series of wax and tried to negotiate a 2-cents-per-tune deal.

The wax series, which was to be sold outright, contained disks ranging in length from 30 seconds to two minutes. They were intended for outright sale to stations for use on decay programs.

The usual transcription series is leased, with the publisher's royalty rate being \$10 per tune per year. It is understood that for the proposed series, some 22 disks were cut. Some of these were cleared at the usual royalty rate of \$10, according to publishers' reps. One batch of tunes, however, were being negotiated for at the aforementioned rate of 2 cents per tune. These latter tunes were copyrights held by Music Publishers' Holding Corporation. The Warners' music firms admitted there had been some negotiations for such a rate, but said that nothing had been worked out.

The deal finally collapsed, owing to objections of the Musicians' Union to the use to which the wax was to be put; but until this stymie, the transcription producers felt they had a strong case to get the music at the 2-cent rate.

The incident is another illustration of the increasingly difficult time publishers are having to maintain the old transcription royalty rate.

## Music Typos To Mull Price Hike at Meet

NEW YORK, Dec. 27.—The National Music Printers and Allied Trades will hold its annual convention here next month. Music printers from all over the country, as well as those centered in this area, will attend.

Chief problems to be discussed have to do with the paper situation and labor and production costs. During the past year, the printers had to undergo several hikes in costs—such as an increased scale for lithographers.

Whether the printers can continue to put out work at the old rates, or must pass on some of the hiked costs to publishers, will be the chief problem at the convention.

## IMF Skeds Convention

DUSSELDORF, Germany, Dec. 27.—The International Musicians Federation, grouping the musicians unions of most of the European countries, will hold a convention here, April 22-28.

## Toronto AFM Unit Elects Locksley

TORONTO, Dec. 27.—A new era in relations with the press and public is seen in the election of Roy Locksley as secretary-treasurer of the Toronto local of the American Federation of Musicians. He succeeds Arthur Dowell, retired.

Locksley has been elected to his position for the next five years, and next month he will be officially installed along with the other officers. Continuing as president is Walter Murdoch, who was swept back into office this fall by acclamation. He has been in that office for over the past two decades. During that period theater musicians have been hard hit, but thro initiative and imagination, Murdoch has sparked the musicians' welfare in the city to a present new high.

## Limit Bankruptcy

● Continued from page 12  
solved Walker's obligations to Herman Lubinsky's Savoy Record diskery, which held Walker under contract. Walker felt it did, for he went to Mercury under a new contract and cut disks for that company.

The court, in its decision, stated, "It can reasonably be inferred that the petition in bankruptcy was filed for the sole purpose of evading Lightsey's (Walker's) obligations under his contract with plaintiff Savoy. . . . Such a purpose violates the spirit and purposed of the Bankruptcy Act."

No Approval  
Judge Modarelli's decision continued: "If this court were to allow the defendant to profit from the use of the bankruptcy process as a device to escape just obligations freely contracted for, it would be placing its stamp of approval thereon and encouraging dissatisfied obligors to give suite to that device as a novel means for shedding contractual obligations. This court cannot countenance such a practice."

The court, stating that this case was not the ordinary breach of contract case, pointed out that irreparable damage might be done by a denial of the injunction.  
Lubinsky, Savoy chief said that Walker's contract with the diskery has three years to run and he would expect Walker to fulfill the contract.

## CAB Awaits Court Ruling

TORONTO, Dec. 27.—The Canadian Association of Broadcasters is preparing against the possibility of an unfavorable decision by the courts as regards the test case against the Composers, Authors and Publishers Association of Canada, Ltd.

In a letter sent to all member-stations, General Manager T. J. Allard points out that: "Stations should allow for reserve in order to pay for copyright fees at the 1.75 per cent rate in the event both the case (case before the Exchequer Court) and the appeal in the Supreme Court go against us."

Allard goes on further, tho, to maintain that: "While naturally we do not anticipate an unfavorable decision, it is always sound business to be prepared."

The 1.75 per cent referred to by Allard is the rate of percentage of gross revenue asked by CAPAC from each station.

## Roost and Fox

● Continued from page 13  
master to Roost. Fox's office contended that permission would never have been granted to use quotations from the standard tunes for a ditty described as "suggestive."

Meanwhile, it has been learned that another case is soon due to break on a ditty currently stirring up some action in the r.&b. market. The lyric of this tune is made up largely of titles of earlier r.&b. hits. "While, in the case of 'Cool Whalini,' it is claimed that the ditty is a direct infringement of copyrights, action of the latter song will hinge on a claim of unfair competition.

## 1-Nighter Pkge.

● Continued from page 12  
week trek. "The Biggest Show of '52" will feature Frankie Laine and the Woody Herman ork, and will tee off Easter Sunday in California.

The other package, as yet untitled, will star Nat Cole, the Billy May ork and an as yet unnamed thrash, and will play its opening date at Carnegie Hall here, Easter Sunday. The Laine-Herman unit will work its way East, ending up in New York, and the Cole-May package will work its way to the West Coast.

## Mercury Sets

● Continued from page 12  
tional orks. Price per record will be \$1.50, plus tax.

Meanwhile, Mercury is mulling its recording future with the Chicago Symphony Orchestra. The firm has had considerable success with disks made by the ork under the conductorship of Eaphephel Kubelick. But Fritz Reiner, under contract with RCA Victor, replaces Kubelick next season, and the diskery's future relationship with the ork still awaits clarification.

The Hit Ballad from M.G.M.'s  
"BECAUSE YOU'RE MINE"  
**BECAUSE YOU'RE MINE**  
LEO FEIST, INC.

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Academy Award Winner  
"WITHOUT MY LOVER"  
(Columbia Good-Tone)  
Recorded by PATTI MILLER  
"I'M NOT AFRAID"  
Recorded by CHAMP BUTLER  
"BYE BYE BLUES"  
LES PAUL and MARY FORD  
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739 7th Ave. N. Y. 19, N. Y.

FANDANGO  
Recorded by HUGO WINTERHALTER... RCA Victor  
VICTOR MARCHESI... MGM

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

## Ed Kilenyi Quits Remington Berth

NEW YORK, Dec. 27.—Edward Kilenyi has resigned as musical director of Remington Records to accept the post of professor of music at Florida State University.

Kilenyi reports to FSU in February, where he will conduct a seminar for candidates for doctorates in music. Laszlo Halasz, former head of the New York City Opera, is expected to replace Kilenyi as Remington musical director.

## Plymouth to Issue 1st EP Set, January

NEW YORK, Dec. 27.—Plymouth Records, low-cost LP diskery, will issue its first set of EP's in mid-January. The donut platters will be packaged in hard covers and carry a suggested list price of 69 cents each.

There will be 20 disks in the initial release, containing collections of standard and Western ditties, as well as marches, gypsy and light classical music.

## AFM Int. Board To Meet Jan. 19

NEW YORK, Dec. 28.—The international executive board of the American Federation of Musicians will convene here January 19.

This will be the regular mid-winter meeting, which will take up convention business and other matters. The session generally lasts between five and seven days.

## Philly Combine Sets Davis Disking Deal

PHILADELPHIA, Dec. 27.—Impressed by the tremendous click registered by performer Sammy Davis on his engagements here at the Latin Casino with the Willie Masten Trio, a local combine has set up a recording deal for Davis.

The new label is intended only to put forward Sammy Davis records for the time being. Backers are Harry Rubin, night club concessionaire at the Latin Casino and other rooms around town, along with Joe and Al Diamond, also identified with the after-dark entertainment set. The new label will be put out as DDR Records.

Vol. 2, No. 33

**NEW ALBUMS**

**ROAD TO BALI**  
 Selections from the Paramount Picture  
**BING CROSBY • BOB HOPE • PEGGY LEE**  
 DL 5444 • 9-375 • A-928

**Top Tunes by Top Artists—Vol. 2**  
 Mills Brothers — Bing Crosby — Jimmy Dorsey — Louis Armstrong — Four Aces — Ella Fitzgerald — Russ Morgan — Red Foley  
 DL 5443

**EVERYBODY DANCE**  
 To the Music of  
**GUY LOMBARDO**  
 and His Royal Canadians—Vol. 2  
 DL 5442

**TRAINS**  
 A Comic Monologue  
 As featured in "An Evening with Bea Lillie"  
**REGINALD GARDINER**  
 DU-915 • 1-215

**GIRL CRAZY**  
**MICKEY ROONEY** and **JUDY GARLAND**  
 with  
 Georgie Stoll and His Orchestra  
 DL 5412

**NEW RELEASES—SINGLES**

Selections from **ROAD TO BALI**  
 THE ROAD TO BALI 28513°  
 CHICAGO STYLE Bing Crosby and Bob Hope  
 HOOT MON 28514°  
 MERRY-GO-RUN-AROUND Bing Crosby and Bob Hope  
 TO SEE YOU B. Crosby, Peggy Lee and B. Hope 28515°  
 MOONFLOWERS Bing Crosby and Peggy Lee

**CHLO-E (SONG OF THE SWAMP)** 28524°  
 LISTEN TO THE MOCKING BIRD Louis Armstrong and Gordon Jenkins

**JOHN, JOHN, JOHN (EVERY TOM, DICK AND HARRY'S CALLED JOHN)** 28546°  
 I'M SKIPPING ROPE WITH A RAINBOW Guy Lombardo

**MUST I CRY AGAIN** 28539°  
 TILL I WALTZ AGAIN WITH YOU Russ Morgan

**MY DEVOTION** 28391°  
 I'LL NEVER SMILE AGAIN Four Aces

**THAT'S ME WITHOUT YOU** 28534°  
 I'LL GO ON ALONE Webb Pierce

**THE THINGS I MIGHT HAVE BEEN DIVIDED BY TWO** 28525°  
 Kitty Wells

\*Also available in 45 rpm (add prefix "B" to record number)

**DECCA BEST BETS**

**H. C. A. EVERY WAY!**

**ALBUM** **DANNY KAYE**  
**"HANS CHRISTIAN ANDERSEN"**  
 Singe Selections from  
 Accompanied by Gordon Jenkins and His Chorus and  
 Orchestra and Jane Wyman  
 Selections include: I'm Hans Christian Andersen—Anywhere I Wander—The Ugly Duckling—Inchworm—Thumbelina—No Two People—The King's New Clothes—Wonderful Copenhagen.  
 DL 5433 • 9-364 • A-919

**CHILDREN'S SETS** **DANNY KAYE**  
**The Ugly Duckling** and **I'm Hans Christian Andersen**  
 and **The King's New Clothes** and **Inchworm**  
 Children's Set K-80 • 1-206  
 Children's Set K-81 • 1-207  
 both from "HANS CHRISTIAN ANDERSEN"

**SINGLES**  
**ANYWHERE I WANDER** 28379°  
**WONDERFUL COPENHAGEN** Danny Kaye and Gordon Jenkins  
**NO TWO PEOPLE** 28380°  
 Danny Kaye, Jane Wyman and Gordon Jenkins  
**THUMBELINA** 28394°  
 Danny Kaye and Gordon Jenkins  
**WONDERFUL COPENHAGEN** 28411°  
**THUMBELINA** Guy Lombardo

**DECCA DATA**  
 YOUR WEEKLY GUIDE  
 TO AMERICA'S FASTEST  
 SELLING RECORDS

**BEST SELLERS**

**COUNTRY**

- 1 LET THE STARS GET IN MY EYES 28473°  
 Waiting for a Letter Goldie Hill
- BACK STREET AFFAIR 28369°  
 I'LL ALWAYS TAKE CARE OF YOU Webb Pierce
- 10 NIGHT DEEP BLUES 28420°  
 Red Foley
- A WEDDING RING AGO 28432°  
 I HEARD THE JUKE BOX PLAYING Kitty Wells
- SOMEBODY LOVES YOU 28448°  
 DON'T TRIFLE ON YOUR SWEETHEART Ernest Tubb
- PEACE IN THE VALLEY 14573°  
 When Could I Go But to the Lord Red Foley
- 10 FORTUNES IN MEMORIES 28310°  
 So Many Times Ernest Tubb
- 10 DOES YOUR SWEETHEART SEEM DIFFERENT LATELY!  
 ALL OF A SUDDEN Austry Inman 28495°
- IT WASN'T GOD WHO MADE HONEY TONK ANGELS  
 I Don't Want Your Money, I Want Your Time Kitty Wells 28232°
- STEAL AWAY 14505°  
 JUST A CLOSER WALK WITH THREE (With Jordanaires) Red Foley

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

**R and B**

- TELL HIM YOU SAW ME 28417  
 WHEN I FIRST THOUGHT THE LORD Sister Rosetta Tharpe
- THE LAST MILE OF THE WAY 28282°  
 IN THE GARDEN Sister Rosetta Tharpe with Anita Kerr Singers
- PEACE IN THE VALLEY 48279°  
 NEAR THE CROSS Sister Rosetta Tharpe with Anita Kerr Singers
- OOH YES! 48289°  
 PLEASE DON'T PASS ME BY Stomp Gordon
- MY ACHING HEART 28165°  
 I DON'T KNOW WHAT'S TROUBLIN' YOUR MIND Buddy Johnson

**BEST SELLERS**

**POPULAR**

- THE GLOW WORM 28384°  
 After All Mills Brothers
- HEART AND SOUL 28390°  
 Just Squeeze Me Four Aces
- DON'T LET THE STARS GET IN YOUR EYES 28460°  
 Sally (What a Pal—What a Gal) Red Foley
- TRYING 28375°  
 My Bonnie Lies Over the Ocean Ella Fitzgerald
- TAKES TWO TO TANGO 28394°  
 I Laughed at Love Louis Armstrong
- LA ROSITA 28393°  
 TAKE ME IN YOUR ARMS Four Aces
- AULO LANG SYNE 24260°  
 Home on the Range Guy Lombardo
- SLEIGH RIDE 28429°  
 SARABANO Leroy Anderson
- BLUE TANGO 27875°  
 Belle of the Ball Leroy Anderson
- FRIENDSHIP 28444°  
 You're Much Too Fat (And That's Th I) Louis Jordan
- SIoux CITY SUE 28497°  
 SEPTEMBER SONG Grady Martin
- KEEP IT A SECRET 28511°  
 Sleigh Bell Serenade Bing Crosby
- WHY DON'T YOU BELIEVE ME 28476°  
 BECAUSE YOU'RE MINE Guy Lombardo
- HOLD ME, THRILL ME, KISS ME 28520°  
 DO YOU KNOW WHY? Roberta Lee and Jerry Gray
- SLEIGH RIDE 28463°  
 LITTLE JACK FROST GET LOST (with Peggy Lee) Bing Crosby
- OH, HAPPY OAY 28506°  
 TILL I WALTZ AGAIN WITH YOU Chick Todd

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

**BEST SELLERS**

**INTERNATIONAL SERIES**

- LULUBELLE POLKA 28475°  
 WAITING FOR YOU Eddie Habat
- KEYSTONE POLKA 28440°  
 LOVE'S JOY Georgie Cook
- BEER AND PRETZELS POLKA 28427°  
 STARLIGHT WALTZ "Whoopee" John Willfahrt
- BEHIND THE GARAGE—POLKA 28503°  
 ALL I WANT IS YOU Bernie Roberts
- ROCKIN' RHYTHM POLKA 28331°  
 OKLAHOMA WALTZ Bernie Roberts

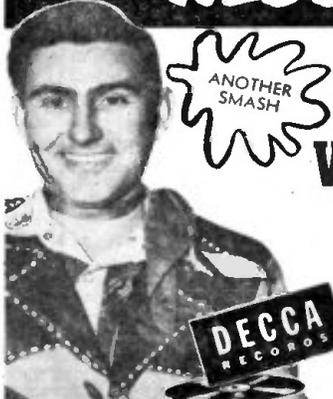
**CHILDREN'S SERIES**

- THE ADVENTURES OF THE LONE RANGER  
 HE MEETS THE WAR HORSE (No. 5 of a Series) K-76 • 1-202
- HE SAVES THE BOONVILLE GOLD (No. 6 of a Series) K-77 • 1-203
- BIG JON ARTHUR  
 and The "No School Today" Cost Sing
- THE LITTLE TRAIN WHO SAID AH-CHOO  
 The E. I. O. Song K-86 • 1-212
- NUTCRACKER SUITE  
 FRED WARING CU-117 • 1-111
- WHAT MAKES RAIN? ORAMATIZED STORY WITH SOUND EFFECTS AND ORCHESTRA CU-107 • 1-144

**WEBB PIERCE**

**RUSS MORGAN**

"MUSIC IN THE MORGAN MANNER"



ANOTHER SMASH

**THAT'S ME WITHOUT YOU**  
 and  
**I'LL GO ON ALONE**

Decca 28534 (78 rpm) and 9-28534 (45 rpm)



TODAY'S BIG NEW BALLADS

**MUST I CRY AGAIN**  
 and  
**TILL I WALTZ AGAIN WITH YOU**

Decca 28539 (78 rpm) and 9-28539 (45 rpm)





Selling Like a Million

On Records and Personal Appearances

VIBRANT  
**JONI JAMES**  
AMERICA'S NEWEST HEADLINER

"WHY DON'T YOU BELIEVE ME"  
"PURPLE SHADES"

Personal Appearances  
Just Concluded:  
CAPITOL THEATRE, Washington  
CIRO'S, Miami Beach  
Currently:  
SEVILLE THEATRE, Montreal  
Coming:  
Jan. 15—La Vie en Rose, New York  
Jan. 26—Town Casino, Buffalo  
Then—Paramount Theatre, New York

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Music Publishers' Record Scoreboard

Sides in Current Release

... for Week Ending December 27

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	TITLE	ARTIST & LABEL
Acuff-Rose	I'll Go On Alone	Webb Pierce, Dec (F)
Brandom	Pretend	Henri Rene-Franz Dietschmann, RCA (P)
Bryman, Voce-Cann Group	The Ghost of a Rose	Tony Martin, RCA (P)
—Triangle	John, John	Guy Lombardo, Dec (P)
—Garnett	I'm Skipping Rope With An Angel	Guy Lombardo, RCA (P)
DeLmore	Hard Hearted Woman	Rosalie Allen, RCA (F)
Dreyer Group	Must I Cry Again	Russ Morgan, Dec (P)
—Taleich	Studio One Concerto	Art Lowry, Col (P)
Sam Fox	I'm Used to You	Art Lovers, Col (P)
Garden	A Million Wild Horses	Stuart Hamblen, Col (F)
Hambien	Chance of a Lifetime	Tamara Hayes-Jackie Paris, RCA (P)
Harber	Did Rattler's Son	Grandpa Jones, RCA (F)
Hill & Range	Let Me Be	Johnnie Lee Willis, RCA (F)
—Bob Nolan	Rees in My Bonnet	Johnnie Lee Willis, RCA (F)
—Leeds Group	Let Me Share Your Name	Damita Jo-H, Rene Ork, RCA (P)
—Leeds	Let Me Share Your Name	Rosalie Allen, RCA (F)
—Pickwick	I Miss You So	Tamara Hayes-Jackie Paris, RCA (P)
—Manacore	I'll Never Smile Again	Four Aces, Dec (P)
—Mellie	Madalena	Henri Rene, RCA (P)
E. H. Morrell Group	You're So Dangerous	Tony Martin, RCA (P)
—Meridian	The Things I Might Have Been	Kitty Wells, Dec (F)
Music Publishers' Holding Group	Am I Blue	Erroll Garner, Col (P)
—Wimark	Divided By Two	Kitty Wells, Dec (F)
Old Charter	That's Me Without You	Webb Pierce, Dec (F)
—Pamlee	Hey, Mrs. Jones	Buddy Morrow Ork, RCA (P)
—Paxton Group	You Get What You Pay For	Beaver Valley Sweethearts, RCA (F)
—Chatsworth	My Mary	Stuart Hamblen, Col (F)
Peer International	Dear Old Sunny South By the Sea	Grandpa Jones, RCA (F)
—Robbins	Chloe	Louis Armstrong-Gordon Jenkins, Dec (P)
—Fest	I Never Knew	Erroll Garner, Col (P)
Santi-Joy	My Devotion	Four Aces, Dec (P)
Shapiro-Bernstein	Hurry, Hurry	Danny Kaye, Col (P)
—Tannen	Go 'Way From My Window	Damita Jo, RCA (P)
Village Group	How's the World Treatin' You	Beaver Valley Sweethearts, RCA (F)
—Republic	Till I Waltz Again With You	Russ Morgan, Dec (P)
	The Dance of Mexico	Danny Kaye, Col (P)
	I Don't Know	Buddy Morrow Ork, RCA (P)

Sides Released by Label

... for Week Ending December 27

These totals do not include Public Domain and unpublished tunes

LABEL	POPULAR	FOLK	R&B
CAPITOL	NO RELEASE THIS WEEK	NO RELEASES THIS WEEK	—
COLUMBIA	6	2	—
DECCA	7	4	—
MERCURY	NO RELEASES THIS WEEK	NO RELEASES THIS WEEK	—
M-G-M	16	4	—
RCA	10	8	—
Total January 1, 1953, to Date			
CAPITOL	NO RELEASE THIS WEEK	NO RELEASES THIS WEEK	—
COLUMBIA	6	2	—
DECCA	7	4	—
MERCURY	NO RELEASES THIS WEEK	NO RELEASES THIS WEEK	—
M-G-M	16	4	—
RCA	10	8	—

Music as Written

New York

Horace Heidt has been booked for a one-nighter at the Municipal Auditorium, San Antonio, January 8. Bill Borrelli, head of BBS Records and clefter of the Al Martino hit, "Here in My Heart," will be feted at a party at a local nitty Sunday (28). Orkster Bobby Byrne plays a one-nighter at Hotel Commodore New Year's Eve. Victoria de los Angeles, who has recorded several albums of folk songs for RCA Victor, will be featured at a Metopera performance of "Carmen" Tuesday (30). Larry Stock, composer of "Blueberry Hill" and other ditties, is recuperating from an operation at Mt. Sinai Hospital.

Detroit

The Cheerleaders, mixed quintet, are current headliners at the Statler Hotel Terrace Room thru January 10. Steve Kiskey, orchestra leader at the Terrace Room, made his television debut with a special "Magic Violin" appearance on Betty Clooney's "Goin' Steady" show on WXYZ-TV. Rose (Chi Chi) Murphy opened Tuesday at the Sutton and Clements Supper Club. Al Werner's orchestra has been booked for the annual New Year's Eve Party sponsored by the Detroit and Wayne County Federation of Labor at the Labor Temple.

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

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

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# Clyde McCooy

"SUGAR  
BLUES"

and His Orchestra

Hits with a natural!

"MR. WAH WAH"

and

"THE MUSIC GOES 'ROUND AND AROUND"



record no. 2321



This One



HKAC-90E-3TD1

# HAPPY NEW YEAR HITS!!

**Billy Eckstine**  
 UNTIL EV'RYTHING  
 ETERNITY DEPENDS  
 ON YOU



MGM 11396 (78 rpm)—K-11396 (45 rpm)

**DAVID ROSE**  
 and his Orchestra  
 BEAUTIFUL MUSIC TO  
 LOVE BY  
 SUDDENLY  
 MGM 30724 (78 rpm)  
 K-30724 (45 rpm)  
 Vocals by BERYL DAVIS

**ALAN DEAN**  
 SAY YOU LOVE ME  
 HIGH ON A WINDY HILL  
 MGM 11393 (78 rpm)—K-11393 (45 rpm)

**BILL HAYES**  
 HOW DO YOU SPEAK TO AN ANGEL?  
 THE DONKEY SONG  
 MGM 11394 (78 rpm)—K-11394 (45 rpm)

**TOMMY EDWARDS**  
 (Now and Then, There's)  
 A FOOL SUCH AS I  
 I CAN'T LOVE ANOTHER  
 MGM 11395 (78 rpm)—K-11395 (45 rpm)

**HERB KENNY**  
 With the Rockets  
 I MISS YOU SO  
 TAKE A LITTLE  
 (Leave a Little)  
 MGM 11397 (78 rpm)—K-11397 (45 rpm)

**ZIGGY ELMAN**  
 and his Orchestra  
 MY SWEETIE WENT AWAY  
 STARDUST  
 MGM 11401 (78 rpm)—K-11401 (45 rpm)

**SHIRLEY SCOTT**  
 RAINBOW IN THE VALLEY  
 BOOM BOOM POLKA  
 MGM 11398 (78 rpm)—K-11398 (45 rpm)

**ZEKE CLEMENTS**  
 THERE'S POISON IN YOUR HEART  
 PAYDAY SATURDAY NIGHT  
 MGM 11399 (78 rpm)—K-11399 (45 rpm)

**JOE (Cannonball) LEWIS**  
 I'D BE SWEET-TALKING YOU  
 ONLY IN DREAMS  
 MGM 11400 (78 rpm)—K-11400 (45 rpm)

**NEW SQUARE DANCE ALBUM**  
 "SQUARE YOUR SETS"  
 with Carson Robison and his Pleasant Valley Boys  
 MGM 185 (4-78 rpm) \$1.85 (4-45 rpm)  
 \$1.85 (10"—33 1/3 rpm)

**"SWEETHEARTS ON PARADE"**  
 A New **FRANK PETTY** Album  
 MGM 188 (4-78 rpm) \$1.88 (4-45 rpm)  
 \$1.88 (10"—33 1/3 rpm)

**New TOM and JERRY Album**  
**TOM and JERRY**  
 and **TERRY the TUGBOAT**  
 MGM 528 (78 rpm) \$1.28 (45 rpm)

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

M-G-M means Mighty Good Music

The Billboard Music Popularity Charts

## HONOR ROLL OF HITS



### The Nation's Ten Top Tunes

... for Week Ending December 27

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 legitimate musical.

- | Rank                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Title                                       | Chart |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|-------|
| 1.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Why Don't You Believe Me?</b>            | 1 8   |
| By Lew Douglas, King Lerner, Roy Rodden—Published by Brandon (ASCAP)<br><small>BEST SELLING RECORDS: J. Boyd, Col 39871. OTHER RECORDS AVAILABLE: G. Lombardo, Dec 28476; P. Page, Mercury 70025; J. Valli, V 20-5017. TRANSCRIPTIONS AVAILABLE: Dolly Dawn, Theatricals; Henry Jerome, Lang-Worth; Earl Shelton, Associated.</small>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                             |       |
| 2.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>I Saw Mommy Kissing Santa Claus</b>      | 2 3   |
| By Tommy Connor—Published by Harman (ASCAP)<br><small>BEST SELLING RECORDS: M. Ber, Cap 2285; B. Clark, MGM 11381; S. Jones, V 20-5051; M. Shiner, Dec 28504.</small>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                             |       |
| 3.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Don't Let the Stars Get in Your Eyes</b> | 4 5   |
| By Slim Willet—Published by Four Star Sales (BMI)<br><small>BEST SELLING RECORDS: F. Como, V 20-5064. OTHER RECORDS: L. Ameco, Mercury 70023; E. Barton, Coral 60882; R. Fahey, Dec 28460; H. Jerome, M-G-M 11385; G. Mackenzie, Cap 2276; B. Maxwell, Mercury 70045; S. McDonald, Cap 2216; R. Price, Col 21025; S. Willet, Four Star 1614.</small>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                             |       |
| 4.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Glow Worm</b>                            | 3 15  |
| By Paul Lincke. Lilla Cayley Robinson and Johnny Mercer—Published by E. B. Marks (BMI)<br><small>BEST SELLING RECORDS: Mill Brothers, Dec 28384. OTHER RECORDS: P. Carle, Col 37567; G. Carter, MacGregor 310; Homer &amp; Jethro, King 15203; S. Jones, V 20-1899; H. Luse, Imperial 1044; J. Mercer, Cap 2248; Paulette Siders, Col 39840; H. Singer, King 15203; C. Ramsey, Old Timer Records 8204; C. Reyes, Cap 1092; E. Sack, Mercury 10009; Three Suns, V 20-3703; H. Winterhalter, Col 37004. TRANSCRIPTIONS AVAILABLE: Dick Jurgens, Chicks Magazine, Associated; Frankie Carle, Lew White, Al Trace, Milton Charles, Cavalcade Ork, D'Artega, Modus Moderna, Lang-Worth.</small>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                             |       |
| 5.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>You Belong to Me</b>                     | 5 21  |
| By Pee Wee King, Reid Stewart and Chilton Price—Published by Ridgway (BMI)<br><small>BEST SELLING RECORDS: J. Stafford, Col 39811; P. Page, Mercury 5899; OTHER RECORDS: G. Auld, Coral; B. Carter, V 20-5005; H. Foster and Rogers, Republic 7013; J. Garber, Cap 2198; Ken Griffin, Col 39857; T. Hayes, V 20-4943; Joni James, MGM 11295; M. Katz, Cap 2267; A. Laurin, Okeh 6915; B. Lucas, E. McCreiff-Sonny, TD, Jubilee 5094; D. Martin, Cap 2165; P. Martin, V 20-489; G. Martin, Dec 28388; T. Smith, United 131; J. Stanton, Top 340; S. Thompson, Mercury 6407. TRANSCRIPTIONS AVAILABLE: Dolly Dawn, Theatricals; Henry Jerome, Lang-Worth; Earl Shelton, Associated.</small>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                             |       |
| 6.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Keep It a Secret</b>                     | 7 7   |
| By Jesse May Robinson—Published by Shapiro-Bernstein (ASCAP)<br><small>BEST SELLING RECORDS: J. Stafford, Col 39891. OTHER RECORDS AVAILABLE: B. Crosby, Dec 28311; J. Hutton, Cap 2268; H. Jerome, MGM 11385; D. Shore, V 20-4992; S. Whitman, Imperial 8169.</small>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                             |       |
| 7.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>I Went to Your Wedding</b>               | 6 18  |
| By Jesse May Robinson—Published by St. Louis (BMI)<br><small>BEST SELLING RECORDS: P. Page, Mercury 5899. OTHER RECORDS: K. Basa, Coral 6084; J. Bondick, Katz, Col 21027; B. Brooks, Okeh 6910; S. Gibson and Red Caps, V 20-4835; S. Kaye, Col 39836; Little Sylvia, Jubilee 5093; G. Lombardo, Dec 28411; G. Martin, Dec 28388; J. Selph, Rosemary, H. Snow, V 20-4906; P. Starr, Top 339; J. Wabey, Cap 2221; P. Wright, Savoy 860. TRANSCRIPTIONS AVAILABLE: Dolly Dawn, Theatricals; Earl Shelton, Associated.</small>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                             |       |
| 8.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Because You're Mine</b>                  | 8 15  |
| By Nicholas Brodsky-Sammy Cahn—Published by Fein (ASCAP) (F)<br><small>BEST SELLING RECORDS: Mario Lanza, V 20-163914. OTHER RECORDS: B. Eckstine, M-G-M 11301; G. Lombardo, Dec 28476; J. Raitt, Dec 28378; B. Wayne, Mercury 5897. TRANSCRIPTIONS AVAILABLE: B. T. Terry, Associated.</small>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                             |       |
| 9.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Lady of Spain</b>                        | 8 13  |
| By Erich Redkey and Folchard Evans—Published by Sam Fox (ASCAP)<br><small>BEST SELLING RECORDS: E. Fisher-M. Winterhalter, V 20-4933; L. Paul, Cap 2265. OTHER RECORDS: K. Griffin, Rondo 188; B. Light, Cap 2288; B. (Pia) Miller, Rainbow 10044; R. Noble, V 20-3202; H. O'Leary, Dec 28391; L. Paul, Cap 2265; Philharmonia Trio, Cap 15548; A. Smith, MGM 10190. TRANSCRIPTIONS AVAILABLE: Adriano Triù, Lang-Worth; Ambassadors, Lang-Worth; Cavalcade Ork &amp; Chorus, Lang-Worth; Wayne King-Alto Rob Ork, Theatricals; Joe Sodia, Lang-Worth.</small>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                             |       |
| 10.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>White Christmas</b>                      | 14 4  |
| By Irving Berlin—Published by Berlin (ASCAP)<br><small>BEST SELLING RECORDS: B. Crosby, Dec 23774. OTHER RECORDS: Ames Brothers, Coral 60115; E. Arnold, V 21-0290; J. Arnold, Mercury 1245; P. Brin, M-G-M 10779; K. Carson, Biltmore (4545-75); E. Cavallaro, Dec 24141; P. Como, V 20-1970; Cowboy Copas, King 1004; J. Crawford, Dec 24143; V. Danione, Mercury (453515245); N. Eddy, Col 4692-M; G. Fields, London 300; K. Griffin, Col 39911; J. Heifetz, Dec 23774; E. Howard, Mercury 7216; E. Hulse, Ronda (45) 45140; Ink Spots, Dec 24140; G. Jenkins, Cap 1263; S. Kaye, Col 39573; B. King-D. Street, Gotham 807; A. Kostelancz, Col 7655-M; O. Lombardo, Dec 28409; Mantovani Ork, London 1548; P. Page, Mercury 5732; K. Pandit-J. Satin, Vinga Vinga, P. Haring, Dec 24509; L. E. Whitely, Sacred 209; H. Winterhalter, V 20-917. TRANSCRIPTIONS AVAILABLE: Broadway Parade, Standard; Dick Brown, Lang-Worth; Milton Charles, Lang-Worth; Norman Cloutier, Theatricals; Cole Glee Club, Lang-Worth; D. Maga, Lang-Worth; V. Lopez, Theatricals; V. Monroe, Lang-Worth; News Time Trio, Theatricals; Thomas Standley, Al Sack, Standard; Saterflers, Associated; Robert Standley, Associated; Sidney Torch, Lang-Worth; George Wright, Associated.</small> |                                             |       |

### Second Ten

- |                                            |                                |    |    |
|--------------------------------------------|--------------------------------|----|----|
| 11.                                        | IT'S IN THE BOOK               | 11 | 12 |
| Published by Magnolia (BMI)                |                                |    |    |
| 12.                                        | TILL I WALTZ AGAIN WITH YOU    | 18 | 3  |
| Published by Biltzar (BMI)                 |                                |    |    |
| 13.                                        | FROSTY THE SNOWMAN             | 16 | 3  |
| Published by Hill & Range (BMI)            |                                |    |    |
| 14.                                        | JAMBALAYA                      | 12 | 19 |
| Published by A&F-Rose (BMI)                |                                |    |    |
| 14.                                        | RUDOLPH THE RED-NOSED REINDEER | 10 | 4  |
| Published by St. Nicholas (ASCAP)          |                                |    |    |
| 16.                                        | TAKES TWO TO TANGO             | 15 | 11 |
| Published by Harman (ASCAP)                |                                |    |    |
| 17.                                        | OUTSIDE OF HEAVEN              | 13 | 13 |
| Published by Breiman, Vocco & Conn (ASCAP) |                                |    |    |
| 18.                                        | TRYING                         | 19 | 17 |
| Published by Raddy-Smith (ASCAP)           |                                |    |    |
| 18.                                        | WINTER WONDERLAND              | 17 | 2  |
| Published by Breiman, Vocco & Conn (ASCAP) |                                |    |    |
| 20.                                        | SILVER BELLS                   | —  | 1  |
| Published by Paramount (ASCAP)             |                                |    |    |



# Buyboard

## 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

### BEST BET

A million spins with

## "A MILLION TEARS"

and "OH, HAPPY DAY"

by **THE FOUR KNIGHTS** No. 2315

5. HOW STRANGE..... M. Cole .....	2309
6. DON'T LET THE STARS GET IN YOUR EYES	
MY FAVORITE SONG..... G. MacKenzie .....	2256
7. OH, HAPPY DAY	
A MILLION TEARS..... Four Knights .....	2315
8. GONE	
THE NEW WEARS OFF TOO FAST..... G. MacKenzie .....	2307

### BEST BET

GREAT AND GROWING...

## GISELE MacKENZIE

"GONE" and

"THE NEW WEARS OFF TOO FAST" No. 2307

9. TENNESSEE TANGO	
THE KIDS WHO PAY..... M. Bee .....	2258
10. QUIET VILLAGE	
INDIAN SUMMER..... L. Baxter .....	2225
11. THREE LETTERS	
COMES A-LONG A-LOVE..... K. Starr .....	2213
12. I'M NEVER SATISFIED	
BECAUSE YOU'RE MINE..... M. Cole .....	2212

### BEST BET

## NAT 'KING' COLE

has another hit!

with "HOW"

and "STRANGE" No. 2309

13. FAITH CAN MOVE MOUNTAINS	
THE RUBY AND THE PEARL..... M. Cole .....	2230
14. A CRAZY WALTZ	
WATER CAN'T QUENCH THE FIRE OF LOVE..... G. MacKenzie & M. O'Connell .....	2266
15. STORMY WEATHER	
THE DAY ISN'T LONG ENOUGH..... Four Freshmen .....	2286

## 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. THE NEW WEARS OFF TOO FAST	
YOU'RE WALKING ON MY HEART..... H. Thompson .....	2269
3. GOIN' STEADY	
JUST OUT OF REACH (Of My Two Open Arms)..... F. Young .....	2299
4. HEARTBREAKER	
YOU DIDN'T HAVE TIME..... J. Heap .....	2294
5. HIGH NOON	
GO ON! GET OUT!..... T. Riffer .....	2120
6. THAT'S ME WITHOUT YOU	
COOL, COLD, AND COLDER..... S. James .....	2259
7. FEAR NOT	
CRYIN' HOLY UNTO THE LORD..... M. Carson .....	2252
8. BLACKBERRY BOOGIE	
TENNESSEE LOCAL..... T. Ernie .....	2170

### BEST BET

SOON YOU'LL HEAR—

a SENSATIONAL first release

by a SENSATIONAL new Capitol artist!

## JEAN SHEPHARD

9. GONE	
NOW AND THEN..... T. Preston .....	2298
10. BUY ME A BOTTLE OF BEER	
SATURDAY NIGHT FOR LOVE..... J. Willard .....	2313
11. I ANN'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. SATISFIED	
HIDE ME, ROCK OF AGES..... M. Carson .....	1900
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. PROLOGUE..... Stan Kenton .....	386
3. MUSIC FOR LOVERS ONLY..... Jackie Gleason .....	352
4. WITH A SONG IN MY HEART..... Jane Froman .....	309
5. CITY OF GLASS..... Stan Kenton .....	353
6. THE NEW SOUND! Volume I..... Les Paul .....	226
7. ROUGHHOUSE PIANO..... Joe (Fingers) Carr .....	345

### BEST BET

For BIG Album Sales...

## JACKIE GLEASON

presents

## "MUSIC FOR LOVERS ONLY"

ALB. No. 352

8. YOGI YORGESSON'S FAMILY ALBUM..... Yogi Yorgesson .....	336
9. A BAND IS BORN..... Billy May .....	349
10. BIG BAND BASH!..... Billy May .....	329
11. PENTHOUSE SERENADE..... Hal (King) Cole .....	332
12. UNFORGETTABLE..... Hal (King) Cole .....	357
13. SPOTLIGHT SONGS..... Four Knights .....	2286

## BEST SELLING

### CAPITOL CHILDREN'S ALBUMS

Based on Actual Capitol Sales Reports

1. BOZO HAS A PARTY	
Cap 1781DBX-3133; 1451CBXF-3133	
2. ROBIN HOOD	
Cap 1781DBX-3138; 1451CBXF-3138	
3. BOZO AT THE CIRCUS	
Cap 1781DBX-3114; 1451CBXF-3030	
4. I'M A LITTLE TEAPOT	
THE TEDDY BEARS' PICNIC	
Cap 1781CAS-3083; 1451CBXF-3083	
5. TWEET, TWEET, TWEET	
Cap 1781CAS-3118; 1451CBXF-3118	
6. WOODY WOODPECKER AND THE SCARECROW	
Cap 1781CAS-3140; 1451CBXF-3140	
7. I TAUT I TAW A PUDDY TAT	
YOSEMITE SAM	
Cap 1781CAS-3104; 1451CBXF-3104	
8. NURSERY RHYMES, VOL. I	
Cap 1781CAS-3128; 1451CBXF-3128	
9. HENRY HAWK'S CHICKEN HUNT	
Cap 1781CAS-3137; 1451CBXF-3137	
10. COUNTRY COUSINS	
Cap 1781CAS-3135; 1451CBXF-3135	
11. HOPALONG CASSIDY AND THE STORY OF TOPPER	
Cap 1781CAS-3110; 1451CBXF-3110	

## LATEST CAPITOL RELEASE

No. 349

I'VE HAD A VERY MERRY CHRISTMAS STRICTLY FOR THE BIRDS  
Jerry Lewis ..... 2317

KISS WHAT COULD BE MORE BEAUTIFUL  
Dean Martin ..... 2319

BLOWIN' AND GOIN' MISTAKES  
Jimmy Lee ..... 2320

### BEST BET

A REAL best seller!

## CLYDE McCOY

with

"MR. WAH WAH"

and

"THE MUSIC GOES 'ROUND AND AROUND'"

No. 2321

HONKY-TONK HEAVEN ALL THE TIME  
Al Rogers ..... 2322

YOU MUST BE BORN AGAIN WE WILL SERVE THE LORD  
Jack Hunt ..... 2323

### BEST BET

The new hit combination:

JUNE HUTTON and AXEL STORDAHL

"I HAD A LITTLE TOO MUCH TO DREAM LAST NIGHT"

and

"SONG OF THE SLEIGH BELLS"

No. 2318

The Billboard Music Popularity Charts

Favorite Tunes

for Week Ending December 27

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 weighted according to jobber importance. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

Table with columns: This Week, Last Week, Weeks on Chart. Lists 20 songs including 'Why Don't You Believe Me?' and 'Glow Worm'.

Tunes with Greatest Radio and Television Audiences

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. Lists are based on John G. Pearman'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.

Songs with Greatest Radio and Television Audiences (ACT) features are omitted from this issue because of early holiday press schedules and late availability of these ratings.

England's Top Twenty

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

- 1. You Belong to Me—Chappell (RidgeWAY)
2. Here in My Heart—Robt. Mellin, Ltd. (Mellin)
3. Isle of Innisfree—Peter Maurice (Lee)
4. Walkin' to Myself—Dash (Hawthorne)
5. Half as Much—Robins, Ltd. (Acuff-Rose)
6. Suzaribus—Chappell (G. Schirmer)
7. Faith Can Move Mountains—Dash (Bill & Range)
8. Feet Up (Pat Him on the Po-Po)—Camphelm (Hawthorne)
9. Forge Me Not—Berna (Chappell)
10. I Went to Your Wedding—Victoria (St. Louis)
11. Sing a Little Song—Maddox (Burvart)
12. Walker's My Baby Back Home—Victoria (De Syva, Brown & Henderson)

Best Wishes for the Coming Year. GTHAM logo.

Another BMI Pin-Up Hit! TENNESSEE TANGO. Recorded by Mully Box, Pop Wee, Yarn Brook, Jack & Donal, Silver Barton. Exclusively Licensed by BROADCAST MUSIC, INC.

JUST RELEASED! A GREAT NOVELTY! GUY MITCHELL. With Mitch Miller's Orch. and Chorus. "PRETTY BLACK-EYED SUSIE". SANTLY-JOY, Inc. 1819 Broadway - N. Y. 19, N. Y.

LONDON RECORDS logo. "The finest sound on record"

HELEN O'CONNELL—GISELE MACKENZIE. "CRAZY WALTZ" Capitol 2266. BROADCAST MUSIC, INC. 607 Sunset Blvd., Hollywood 38, Calif. Sole Selling Agent, KEYS MUSIC, INC. 146 W. 54th St. New York, N. Y.

Top Ratings in the Press! ONCE TO EVERY HEART. Words by Michay Stoner, Music by Paul Weston. Recorded by JO STAFFORD. Columbia. ESSER MUSIC, INC. New York, N. Y.

VOX JOX

By GENE PLOTNIK

Chatter

Jerry Leighton has moved from WSAZ-AM-TV, Huntington, W. Va. to WSBA-TV, new station in York, Pa. where he is acting as production manager and chief announcer. Leighton will do a deejay show on the York station... Uncle Don Andrews, WSGW, Saginaw, Mich., is originating his three shows daily from the Skyway Television Appliance Store... The Saturday evening "Grayce Ann Long" show on WVAM, Altoona, Pa., is back on the air after a four-month vacation... Each week Joe Ryan, WALL, Middletown, N. Y. features five records that improved their positions on all three Billboard charts... Dick Phillips has taken over Wayne Harris' job of spinning the disks on "Platter Party," via WCBT, Roanoke Rapids, N. C. Clarence Hamann, WJMR, New Orleans, is trying to find out what ever became of radio personality John (Rick) Adams... Stan Richards, morning man at WORL, Boston, received a white convertible Cadillac as a Christmas present from a gal fan... Norm Prescott, WORL, is father of a boy, Christmas present from his wife... Jim Coy, newscaster with WNBC, New York, has turned disk jockey for "Music in a Sentimental Mood," Monday-Friday, 9:30-10 a.m... Curt Gibson, formerly of WPLH, Huntington, W. Va., is now spinning the late hour "Curt Comes Calling" on WORZ, Orlando, Fla.

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard JANUARY 3, 1948

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

JANUARY 2, 1943

- 1. White Christmas
2. There Are Such Things
3. Praise the Lord
4. I Had the Craziest Dream
5. Dearly Beloved
6. Mr. Five by Five
7. Juice Box Saturday Night
8. When the Lights Go On Again
9. Moonlight Becomes You

Comments

Jerry Kay, WVEZ, New Orleans, says keep an eye on the Mike Pettison Quartet, definitely on the road up... Perry Sullivan, WRDW, Augusta, Ga., is both pleased and amazed at the sales and requests on Jimmy Boyd's "I Saw Mommy Kissing Santa Claus"... Jerry Crocker, jock at DCUL, Fort Worth, has come up with a novelty in "What Am I Doing Here?" on Mercury. Jerry's brother-in-law, Phil McLean, deejay at WERE, Cleveland, predicts it's going to be a big thing in Cleveland... Charles Glass, WJDA, Quincy, Mass., says he would like to see more deejaying of Bill St. Clair's record. The tune was clefied by deejays Sherm Feller and Richard Hayman. St. Clair, formerly known as Hank Yerxa, is in good voice, according to Glass... Bob Woodrow, WWSO, Springfield, O., wishes orchids for Buddy Beach and Herb Hendler. Says Woodrow: "Now I know why Flanagan is as well liked as he is—he's got Hendler behind him..." John Coleman, Carbondale, Ill. says the best duet on pop this year is Doris Day and Johnnie Ray with "Ma Says, Pa Says... Mary Dee, WHO? Home-stead, Pa. says she could move more Atlantic Records if the label would press enough before sales reach the peak. She says she can't even buy the disk she wants from the distributor, and would like to see more co-operation on this in the future

The Billboard's Music Popularity Charts

Classical Records

for Week Ending December 27

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 3 1/3 and 45 r.p.m. records.

33 1/3 R.P.M.

Table with columns: This Week, Last Week, Weeks on Chart. Lists 5 classical records including Beethoven Symphony No. 8 and Berlioz Harold in Italy.

45 R.P.M.

Table with columns: This Week, Last Week, Weeks on Chart. Lists 5 classical records including Tchaikovsky Nutcracker Suite and Offenbach Gaité Parisienne.

DEALER DOINGS

By BOB FRANCIS

Inventory Time

The year 1952 is now all but wrapped up. The actual selling has just about come to an end, and now all that's left are the usual year-end headaches and chores: bills, taxes, working out return privileges, etc. Not the least among them is inventory adjustment for the coming year. Judging from early reports that have been received from the East, Christmas selling mushroomed fast after Thanksgiving and it was a rat-race from there on in. The strains and stresses that come along with the stepped-up business during the last month of the year can't help but upset any regular inventory plan or check. Records are sold; records are ordered. There's little time for anything else. Now that Christmas selling is over it's time to give a good look at the inventory position so that the new year can be entered with a healthy and active stock. There are undoubt-

edly holes left in the stocks of "runner" items, the "Bread and Butter" records. Alert dealers who kept a careful eye on going rates know that this is the safest part of their inventory. They know that making sure that these items are in stock means money in the bank. They know that by letting zeros show-up in the "in stock" column of an inventory control card means lost sales. This doesn't apply just to the classical dealer who has many "runner" items. Tho the "runner" records will vary by type of dealer, every dealer has them, whether they be spiritualists with an r.&b. dealer or an old Glenn Miller or Dorsey record with a pop dealer.

Suffice it to say, that the dealers who bring their stocks back into selling shape fast and set their sights on what they are going to shoot for in 1953 can't help but be the ones who will meet and beat their sales figures of 1952.

SAM GOODY Wishes ALL OF HIS FRIENDS SEASON'S GREETINGS and BEST WISHES for a HAPPY NEW YEAR

ATTENTION, DEALERS AND OPERATORS ONLY. SOLVE YOUR RECORD BUYING PROBLEMS BY USING OUR ONE-STOP SERVICE. Ordering and Getting Records is a Difficult and Trying Problem. Let Us Be Your Errand Boys! Let Us Do All the Hustling and Running Around to the Various Houses. GET ALL THE LATE HITS WHEN YOU WANT THEM WE CAN SUPPLY ALL SPEEDS. We Ship in 24 Hours—No Substitutes—No Back Orders. All for the Small Nominal Fee of 5c Over the Wholesale Price Per Record. You Will Get Faster Service Than Any Other Place Can Offer You. TRY OUR SERVICE AND YOU WON'T USE ANY OTHER UPTOWN MUSIC ONE-STOP RECORD SERVICE. 4956 DELMAR AVE. (Phone: FOrest 2402) ST. LOUIS, MO.

The Billboard Music Popularity Charts

... for Week Ending December 27

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 5 columns: This Week, Last Week, Weeks on Chart, Title, and Artist. Top entry: 1. I SAW MOMMY KISSING SANTA CLAUS—J. Boyd.

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 5 columns: This Week, Last Week, Weeks on Chart, Title, and Artist. Top entry: 1. WHY DON'T YOU BELIEVE ME?—J. James.

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 5 columns: This Week, Last Week, Weeks on Chart, Title, and Artist. Top entry: 1. WHY DON'T YOU BELIEVE ME?—J. James.

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 5 columns: This Week, Last Week, Weeks on Chart, Title, and Artist. Top entry: 1. BENNY GOODMAN 1937-1948 JAZZ CONCERT NO. 3—B. Goodman—Col SL 100.

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 5 columns: This Week, Last Week, Weeks on Chart, Title, and Artist. Top entry: 1. I SAW MOMMY KISSING SANTA CLAUS—J. Boyd—Col (78)MIV-152.

The Billboard's Music Popularity Charts

... for Week Ending December 27

# Territorial Best Sellers (Popular)

LADDER OF  
**Best Sellers**  
FROM  
**King**  
AND  
**Federal**  
**RECORDS**  
Popular

RUBY WRIGHT  
HOT DOG RAC  
LEAVE IT ALONE  
15210 and 45-15210

STEVE LAWRENCE  
TANGO OF ROSES  
HOW MANY STARS HAVE  
TO SHINE  
15208 and 45-15208

BILLY WARD AND HIS  
DOMINOES  
I'M LONELY  
YOURS FOREVER  
12106 and 45-12106

**Folk/Western**

MOON MULLICAN  
A CRUSHED RED ROSE  
(AND A FADED BLUE  
RIBBON)  
A THOUSAND AND ONE  
SLEEPLESS NIGHTS  
1152 and 45-1152  
PIPLINER BLUES  
SUGARBERRY  
1137 and 45-1137

YORK BROS.  
TENNESSEE TANGO  
RIVER OF TEARS  
1135 and 45-1135

WAYNE RANEY  
THE CHILD'S SIDE OF LIFE  
IF YOU NEVER FLIP  
AROUND  
1149 and 45-1149

DELMORE BROS.  
THAT OLD TRAIN  
I NEEDED YOU  
1141 and 45-1141

COWBOY COPAS  
LOVE ME NOW  
FEELIN' LOW  
1151 and 45-1151

**Rhythm/Blues**

TINY BRADSHAW  
SOFT  
STRANGE  
4577 and 45-4577

EARL BOSTIC  
YOU GO TO MY HEAD  
THE HOUR OF PARTING  
4586 and 45-4586

LULU REED  
MY STORY  
LET ME BUY YOUR LOVE  
4578 and 45-4578

THE 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  
12118 and 45-12118

IT'D BE SATISFIED  
NO ROOM  
12105 and 45-12105

THE ROYALS  
ARE YOU FORGETTING  
WHAT DID I DO  
12113 and 45-12113

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**RECORDS**  
INC.

## New York

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. Glow Worm  
Mills Brothers, Decca
5. Keep It a Secret  
J. Stafford, Columbia

## 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. Till I Waltz Again With You  
T. Brewer, Coral
5. Oh, Happy Day  
D. Howard, Essex
6. Pretend  
R. Marterie, Mercury
7. Why Don't You Believe Me?  
J. James, M-G-M
8. Glow Worm  
Mills Brothers, Decca
9. Have You Heard?  
J. James, M-G-M
10. Bye, Bye Blues  
L. Paul & M. Ford, Capitol

## Los Angeles

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

## Washington, D. C.

1. I Saw Mommy Kissing Santa Claus  
J. Boyd, Columbia
2. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
3. It's in the Book  
J. Standley, Capitol
4. Till I Waltz Again With You  
T. Brewer, Coral
5. Conquest  
P. Page, Mercury
6. Glow Worm  
Mills Brothers, Decca
7. Mister Tap Toe  
Doris Day, Columbia

## Detroit

1. I Saw Mommy Kissing Santa Claus  
J. Boyd, Columbia
2. Tell Me You're Mine  
Gaylords, Mercury
3. Till I Waltz Again With You  
T. Brewer, Coral
4. Why Don't You Believe Me?  
J. James, M-G-M
5. Hold Me, Thrill Me, Kiss Me  
K. Chandler, Coral
6. Strange  
Nat. King Cole, Capitol
7. Hot Toddy  
R. Flanagan, Victor
8. Oh, Happy Day  
D. Howard, Essex

## Philadelphia

1. I Saw Mommy Kissing Santa Claus  
J. Boyd, Columbia
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. Till I Waltz Again With You  
T. Brewer, Coral
5. Glow Worm  
Mills Brothers, Decca
6. It's in the Book  
J. Standley, Capitol
7. Wishing Ring  
J. James, M-G-M
8. Have You Heard?  
J. James, M-G-M
9. Tell Me You're Mine  
Gaylords, Mercury
10. 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. Till I Waltz Again With You  
T. Brewer, Coral
4. It's in the Book  
J. Standley, Capitol
5. Why Don't You Believe Me?  
J. James, M-G-M
6. Have You Heard?  
J. James, M-G-M
7. Bye, Bye Blues  
L. Paul, M. Ford, Capitol
8. Keep It a Secret  
J. Stafford, Columbia
9. Hold Me, Thrill Me, Kiss Me  
K. Chandler, Coral
10. Wishing Ring  
J. James, M-G-M

## Pittsburgh

1. I Saw Mommy Kissing Santa Claus  
J. Boyd, Columbia
2. Glow Worm  
Mills Brothers, Decca
3. Why Don't You Believe Me?  
J. James, M-G-M
4. Till I Waltz Again With You  
T. Brewer, Coral
5. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
6. Hold Me, Thrill Me, Kiss Me  
K. Chandler, Coral
7. My Baby's Coming Home  
L. Paul & M. Ford, Capitol
8. Have You Heard?  
J. James, M-G-M

## Atlanta

1. I Saw Mommy Kissing Santa Claus  
J. Boyd, Columbia
2. Keep It a Secret  
J. Stafford, Columbia
3. Why Don't You Believe Me?  
J. James, M-G-M
4. It's in the Book  
J. Standley, Capitol
5. Lady of Spain  
E. Fisher, H. Winterhalter, Victor
6. Because You're Mine  
M. Lanza, Victor
7. Outside of Heaven  
E. Fisher, H. Winterhalter, Victor
8. I'm Just a Fool Bachelor  
F. Laine, Columbia

## New Orleans

1. I Saw Mommy Kissing Santa Claus  
J. Boyd, Columbia
2. Why Don't You Believe Me?  
J. James, M-G-M
3. Glow Worm  
Mills Brothers, Decca
4. Keep It a Secret  
J. Stafford, Columbia
5. Hold Me, Thrill Me, Kiss Me  
K. Chandler, Coral
6. Wishing Ring  
J. James, M-G-M

## Denver

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. Jambalaya  
J. Stafford, Columbia
6. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
7. You Belong to Me  
J. Stafford, Columbia

## Cincinnati

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

## St. Louis

1. I Saw Mommy Kissing Santa Claus  
J. Boyd, Columbia
2. Keep It a Secret  
J. Stafford, Columbia
3. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
4. Say It With Your Heart  
B. Carroll, Derby

5. I Saw Mommy Kissing Santa Claus  
S. Jones, Victor
6. My Baby's Coming Home  
L. Paul-H. Ford, Capitol
7. Have You Heard?  
J. James, M-G-M
8. Oh, Happy Day  
D. Howard, Essex

## Seattle

1. Glow Worm  
Mills Brothers, Decca
2. Because You're Mine  
M. Lanza, Victor
3. Why Don't You Believe Me?  
J. James, M-G-M
4. I Saw Mommy Kissing Santa Claus  
J. Boyd, Columbia
5. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
6. Don't Let the Stars Get in Your Eyes  
G. MacKenzie, Capitol
7. Lady of Spain  
E. Fisher-H. Winterhalter, Victor
8. Keep It a Secret  
J. Stafford, Columbia
9. No Moon at All  
Ames Brothers, Coral

## Dallas-Ft. Worth

1. I Saw Mommy Kissing Santa Claus  
J. Boyd, Columbia
2. Don't Let the Stars Get in Your Eyes  
P. Como, Victor
3. Glow Worm  
Mills Brothers, Decca
4. I Went to Your Wedding  
P. Page, Mercury
5. Merry Texas Christmas  
G. Aultry, Columbia
6. Why Don't You Believe Me?  
J. James, M-G-M
7. You Win Again  
T. Edwards, M-G-M
8. Oh, Happy Day  
D. Howard, Essex
9. Till I Waltz Again With You  
T. Brewer, Coral
10. Keep It a Secret  
J. Stafford, Columbia

## 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.

- Detroit... STRANGE  
Nat (King) Cole—Capitol 2309
- Detroit... HOT TODDY  
Ralph Flanagan—Victor 20-5095
- Washington, D. C.... MISTER TAP TOE  
Doris Day—Paul Weston—Columbia 39906
- Seattle... NO MOON AT ALL  
Ames Brothers—Les Brown—Coral 60870
- St. Louis... SAY IT WITH YOUR HEART  
Bob Carroll—Derby 814

## Reviews of the Current Classical Releases

BRAMHMS: SYMPHONY NO. 1 — NBC Symphony Orchestra; Toscanini, Cond. (1-12") ..... 85  
V (33) LM 1702

Recordings of Brahms' "First" are plentiful and available at several price ranges. But the symphony is a staple of orchestral literature that can well stand quality duplication. And this latest entry by Toscanini and the NBC orchestra has quality in generous amount. The interpretation has all the compelling emotional drive that the Maestro brings to his readings, and his efforts have been superbly captured on wax by the Victor engineers. A great recording that should fast become a "must" addition to most LP libraries.

BETHOVEN: SYMPHONY NO. 4 IN B-FLAT, Op. 60; Schumann: SYMPHONY NO. 4 IN D MINOR, Op. 120—San Francisco Symphony Orchestra; Pierre Monteux, Cond. (1-12") .. 80  
V (33) LM 1714

This is a value-packed disk. It contains two complete symphonies, one on each side of the waxing, eliminating any breaks in the music except those called for by the composers. It is not only the amount of music contained on this disk that makes it a notable waxing, but also the outstanding performance of the two "fourth" symphonies, the Beethoven and the Schumann, by the San Francisco Symphony Orchestra, conducted by Pierre Monteux. The orchestra does a splendid job, and the recording is excellent. This album should be a steady seller.

(Continued on page 32)

# COLUMBIA COUNTER-POINTS



**The Pitch  
From Mitch**

Time to grab a quick breather and look over the list. This period during the holidays always knocks everybody out a little, and this is as good a time as any to check up on things. First, the new ones. Sammy Kaye has a wonderful new tune called "Hurry, Hurry, Hurry" this week. It's one of those things that you hear once and never forget—in other words, a natural. We've backed it up with a bright Kaye version of La Rapa, called "The Dance of Mexico." A toe-tapper, this one. Art Lowry's on deck with a rich, classy job called "Studio One Concerto." You may recognize the theme. Anyhow, we've built it up into a fine arrangement that sounds like Tchaikovsky and runs a nice two-and-a-half minutes. The flip is a sharp new Lowry bit that again features his piano. And for more piano, there's Erroll Garner with two fine oldies, "Am I Ditsy" and "I Never Knew." And that's the new stuff this week—all solid.

Meanwhile, to keep the tables spinning, I just want to remind you about Doris' "Mister Tap Toe," which is doing fine. Other discs to keep in mind—and at hand—are Percy's "Over the Mountain," a Josef Marais tune, and Frankie Laine doing "I'm Just a Poor Bachelor." Then there's Mandy Carous with a Continental ballad called "Tell Me You're Mine" and Felicia Sanders' two fine introductory sides, "Please Be Good While I'm Gone" and "People In Love Can Be Lonely," both spotted by reviewers and dj's everywhere. Finally, just a word for "Without My Lover," a pretty good side by one of our most interesting personalities. These are the new ones, but, if you'll note the best seller list below, you'll see more strong material. Check over your stock on these things and make sure you're in good shape. I think we are, which means you should be too. And a Happy New Year!

*Mitch*



**JOHNNIE RAY**

THE TOUCH OF GOD'S HAND  
I'M GONNA WALK AND TALK WITH MY LORD  
78 rpm 39908 • 45 rpm 4-39908

**New Folk Releases**

**STUART HAMBLÉN**  
A MILLION WILD HORSES  
MY MARY  
with Darol Rice and his Orchestra  
78 rpm 21061 • 45 rpm 4-21061

**DAVE JOHNSON**  
BLESSED REDEEMER  
LEAVE IT THERE  
Sacred Singing with Organ  
78 rpm 21057-s • 45 rpm 4-21057-s

**Mad! Crazy! Selling!  
on Entree records**

**FERRANTE AND TEICHER**  
SUSANNA'S LAST STAND  
CARAVAN  
78 rpm 101-E • 45 rpm 4-101-E

SWING AND SWAY with SAMMY KAYE  
HURRY, HURRY, HURRY (Darling, Come Home)  
Vocal by the Kaye Choir and Jeffrey Clay

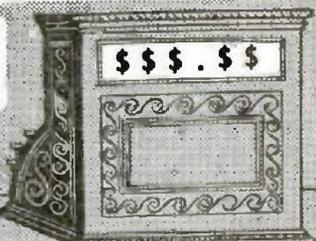
THE DANCE OF MEXICO  
Vocal by the Kaye Choir  
78 rpm 39917 • 45 rpm 4-39917

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ART LOWRY, his piano and orchestra  
STUDIO ONE CONCERTO (Adapted from Vic Oliver's "Prelude to the Stars")  
I'M USED TO YOU  
78 rpm 39912 • 45 rpm 4-39912

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ERROLL GARNER  
acc. by John Simmons, bass,  
and Shadow Wilson, drums  
AM I BLUE?  
I NEVER KNEW (I Could Love Anybody Like I'm Loving You)  
78 rpm 39918 • 45 rpm 4-39918



**Best Sellers**  
Based on actual sales reports for week ending December 15

IMMY BOYD I SAW MOMMY KISSING SANTA CLAUS THUMBELINA 39871, 4-39871	JO STAFFORD YOU BELONG TO ME PRETTY BOY 39811, 4-39811	RAY PRICE DON'T LET THE STARS GET IN YOUR EYES I LOST THE ONLY LOVE I KNEW 21025, 4-21025
JO STAFFORD KEEP IT A SECRET ONCE TO EVERY HEART 39897, 4-39891	ROSEMARY CLOONEY and HARRY JAMES YOU'LL NEVER KNOW THE CONTINENTAL 39905, 4-39905	ROSEMARY CLOONEY HALF AS MUCH POOR WHIP-POOR-WILL 39710, 4-39710
JO STAFFORD JAMBALAYA EARLY AUTUMN 39838, 4-39838	SAMMY KAYE WALKIN' TO MISSOURI! ONE FOR THE WONDER 39769, 4-39769	DORIS DAY and JOHNNIE RAY MA SAYS, PA SAYS A FULL TIME JOB 39898, 4-39898
LES COMPAGNONS DE LA CHANSON THE THREE BELLS WHIRLWIND 39657, 4-39657	FRANKIE LAINE I'M JUST A POOR BACHELOR TONIGHT YOU BELONG TO ME 39903, 4-39903	FRANKIE LAINE HIGH NOON ROCK OF GIBRALTAR 39770, 4-39770

**RECENT POPULAR ALBUM RELEASES**

**THE KINGDOM OF SWING—BENNY GOODMAN**  
Benny Goodman Carnegie Hall Jazz Concert (two volumes) • Benny Goodman 1937-'38 Jazz Concert No. 2 (two volumes) • Benny Goodman Cambos • Benny Goodman and his Orchestra  
Set 51-176—six 12-inch records

**BUNK JOHNSON and his Band**  
The Entertainer • Someday • Chloë • The Minstral Man • Till We Meet Again • You're Driving Me Crazy • Kinklets • Mario Elena • Some of These Days • Hilarity Rag • Out of Nowhere • That Teasin' Rag  
"lp" GL 520

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

**WHISPERS IN THE DARK**  
What Is There to Say • Why Was I Born? • Little Girl Blue • Long Ago • Day by Day • You Do Something to Me • Whispers in the Dark • Soon  
PAUL WESTON and his Orchestra  
"lp" CL 6232 • 45 Set B-323

**SONGS OF THE OPEN SPACES**  
Angels Cry • My Dog and Me • A House Without Love • I Will Love You Forever, My Love • Mail My Heart to the Dead Letter Office • East Highway • The Green Pine Tree • Build My Gollows High  
"lp" CL 6231 • 45 Set B-322

# COLUMBIA RECORDS

Columbia, "Masterworks," "Okeh," "Entree" (lp) and (45) Trade Mark Inc. U. S. Pat. Off. Union Register

The Billboard Music Popularity Chart

... for Week Ending December 27

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

EDDIE FISHER - HUGO WINTERHALTER ORK... V 20-5106-Lovely ballad is given a string reading by Fisher with stand-out support by the Winterhalter, chor-us and ork. Looks like another winner for the singer.

BUDDY MORROW ORK - I Don't Know... V 20-5117-Tune zoomed to the top of the r.&b. hit this last week. Morrow has covered it fast for the pop field and does an excellent job. Fine vocal by Lester follows the style of Willie Mabon's r.&b. original.

TOMMY EDWARDS - A Fool Such As I - M-G-M 11395-Tommy Edwards does a fine job on this new ditty, now coming up strongly in the country field. With his "You Win Again" still riding, this could easily break thru.

BILLY ECKSTINE - Until Eternity - M-G-M 11396 - Mr. B. sings his heart out on this one, a broad and soaring tune that's tailored neatly to his voice. The best from the chanter in some time. This platter can easily break thru.

TONY MARTIN-HENRI RENE ORK - The Ghnd of a Rose... V 20-5116-Sentimental ballad is sung dreamily by Martin with subdued choral backing. Orking by Rene featuring his muted violin adds flavor. It's a beautiful record.

SPINE JONES ORK - I Wish In Your Wedding... V 20-5107-The Jones ork plays the current hit straight, but Sgt. Frederic Cox parodies the original lyrics in what amounts to a laughing record. It should get a lot of spins from jukeboxes with a lusty boom and could take off as a fast breaking item.

JUNE HUTTON-ALEX STORDAHL ORK - I Had a Little Too Much to Drink Last Night... CAPITOL 2313 - Pleasant tune is given a dreamy interpretation by Miss Hutton and chorus. Stordahl ork support is good.

HENRI RENE ORK - Pretend... V 20-5119-Muted violin of the Rene ork back a haunting zither solo by Franz Dieckmann for a very tasteful record.

JOHNNY LONG ORK - The Light of My Life... MERCURY 70042 - New romantic opus is worked in swing fashion by Barbara Hammond and Rod Kinder. Ork backing by the Long group is rhythmic and bright. Side might pull juke coin.

CHARLIE BARNET ORK - Wanda... MERCURY 70043 - The new Barnet crew shows that it can change pace neatly as it performs this pretty after-hours blues stably. It's a quiet, danceable swing arrangement. Ork displays precise ensemble work, and Barnet sells pretty sounds. Jukes should hand this a bundle of spins.

NEW RECORDS TO WATCH

Popular

BUDDY MORROW ORK - I Don't Know... Hey Mrs. Jones-RCA Victor 20-5117-The sales of disks by the Morrow ork have trended up sharply since the band started recording r&b material. Here are two current hits from that field which get a solid play by the group. Frank Lester adds a strong vocal on "I Don't Know."

TOMMY EDWARDS - A Fool Such As I - M-G-M 11395-Tommy Edwards does a fine job on this new ditty, now coming up strongly in the country field. With his "You Win Again" still riding, this could easily break thru.

JOHNNY MADDOX - In the Mood... By the Light of the Silvery Moon-Dot 15045 Two fine piano interpretations of the oldies by Maddox who has been a strong juke box artist. Already released, disk is showing definite signs of life with strong reports received from Chicago and Los Angeles.

GUY MITCHELL - She Wears Red Feathers... Pretty Little Black-Eyed Susie-Columbia 38090-Two rollicking rhythm sides show-casing Mitchell at his best. Mitchell's past successes have all been on the rhythm kick. "Red Feathers" particularly impresses.

Country & Western

GEORGE MORGAN - Stranger in the Night - Columbia 21052-This lovely ballad, as warbled here by Morgan, is in the style of his previous big hit, "Almost." Morgan handles it skillfully and tenderly. Could be a big one.

Rhythm & Blues

ELMORE JAMES - I Believe - Meteor 5000 - Solid showing by James of a powerful blues effort, to strong ork support. This is a potent side and could crack thru as a big one for the warbler. A real coin-grabber.

BOOTS BROWN - Block Buster... V 20-5110-Here's a solid rocker by the new Victor group that really moves. It should be a winner on the boxes. A potent disk.

REF BROWN ORK - Round House Boogie... METEOR 5001-Instrumental has a strong and penetrating beat and it builds readily. Fans who like it hot and fast will go for this evening. Should do right well on the coin boxes.

HENRY HAYES ORK - Savage... SAVDY 178 - Backing hand-clapper is performed lustily by the Hayes ork, with Elmo Nixes contributing a teasing vocal. Jukes and jocks can use. Over Here. Pretty Bab... 77

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 disc 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.

Rhythm & Blues

BOOTS BROWN AND HIS BLOCKBUSTERS - Block Buster-RCA Victor 20-5110 - Boots Brown and His Blockbusters, a new group, deliver a driving instrumental that bullds powerfully. Could catch juke loot.

ELMORE JAMES - I Believe-Meteor 5000-Initial release by label stacks up very strongly. James comes thru with a fine shout blues vocal over powerful ork backing.

Spiritual

ORIGINAL FIVE BLIND BOYS - Will Jesus Be Waiting for Me-Pencock 1706 -The five Blind Boys do an outstanding job on this sincere religious opus, with the lead singers turning in an emotion-packed performance. A potent disk for the Southern market.

International

FRANK WOJNAROWSKI - I Don't Want You Any More-Dana 779 -Polks, with lyrics in English and Polish, is performed with great sparkle and brightness by Wojnarowski and his group. Disk could be a big one in the market.

Latin American

PEREZ PRADO - El Primer Suby-RCA Victor 23-5098 - A fine mambo rendition by the King of the Mambo which won't hurt his reputation a bit. The precision Prado achieves is tremendous.

Country & Western

CARL SMITH - I'm Looking For... COLUMBIA 2101-This looks like another in the long string of unash-dinglings enjoyed by the warbler over the past year. Tune is care and melodic and Smith sings it in happy, lively style. Platter should be a strong seller and should pull a handful of juke coins.

EDDY ARNOLD - Customized Without Traft... V 20-5108-The sad country ballad has a touch of the sacred about it. Eddy Arnold gives the weeper a fine performance, touching the emotions. Organ strain in backing adds to the effect.

GEORGE MORGAN - Stranger in the Night... COLUMBIA 21052-George Morgan turns in a warm, tender reading of lovely new ballad in the style of his soulful reading of "Almost" a while back. He pours his heart into the lyrics, telling the tune with deep feeling and much vocal skill. This is a potent disk and looks like a winner.

BOB NEWMAN - Sweet Ordeal Mine... KING 1155 - Lovely country item gets a zealous delivery. Bob Newman's winning vocal is relaxed and effective. Lyric has strong novelty appeal. A good side.

RAY PRADO - You're Under Arrest... COLUMBIA 21053-Price fan will go for this better-than-average waltz, sung by the warbler with a tear in his vocal. It's a good platter, and will catch juke action.

JIMMY BRYANT - Fakin' the Chicken... CAPITOL 2310 - Tantalous instrumental is taken at a break tempo by the ork, with Speedy West displaying great skill on the steel guitar. The down item has some eye effects that will bring smiles to many. A disk, delays should help on.

JOE (CANNONBALL) LEWIS - I'd Be Sweet Talkin' You... MERCURY 71003-Lewis sings this com-try weeper warmly putting a bit of heart into the joyful lyrics. An okay trade that should get spins.

(Continued on page 28)

Spiritual

SISTER JESSIE MAE REFRNO - No Room in the Hotel... PEACOCK 1707-Sister Jessie Mae Refrno comes thru with a solid per-formance on this bright, buoyant spiritual item about the birth of Jesus. Combo backing is lively and the drum solo is in standout style. A trade that could go on the boxes.

ORIGINAL FIVE BLIND BOYS - Will Jesus Be Waiting for Me... PEACOCK 1706 -The five Blind Boys do an outstanding job on this sincere religious opus, with the lead singers turning in an emotion-packed performance. A potent disk for the Southern market.

LULA REED - King... KING 6508 - A melodic religious opus is rendered a tasteful performance by Lula Reed with nice help from the combo. A good side for the market.

Hot Jazz

CHARLIE PARKER - Begin the Begonia... MERCURY 11094-Here's a spare, light arrangement of the Cole Porter evergreen, with a stand-out solo by the ork leader over a fine rhythm back-ing. Parker fans, and other jazz fans should enjoy.

JOHNNY DIBS ORK - Why Don't You Believe Me... MERCURY 70038-The current pop hit is played lustily by the Otis band. Vocal by Ada Wilson with her pen-etrating voice is a good one. The pop version has already gotten on a lot of r.&b. boxes, and it will be interesting to see whether a specific r.&b. version of the big pop hit will click. If it does, this should show in the take.

CHARLES BROWN - Aladdin... ALADDIN 1143-Brown's vocal has good r&b quality. Backing has considerable sophistication. An interesting side, that should catch a lot of juke spins.

CLARENCE WATKINSON - Dirty Work at the Roadside... PEACOCK 1607-Brown protests the blues shouter with great conviction to ork support that features a couple of interesting instrumental gimmicks. Many juke could program with profit.

PEREZ PRADO - El Primer Suby... V 23-5098-Mambo is given a great ride by the ork with some neat triple-tonalities by the trumpets. It's mostly instrumental with a short but good vocal take over. Real same for the L-A market plus any others who (Continued on page 30)

RATINGS: 90-100. Tops; 80-89, Excellent; 70-79, Good; 60-69, 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; overall exploitation potential, 20; song caliber, 20; artist's name value, 15; manufacturer's distribution power, 10; arrangement, 10.



GEORGE SHEARING (MGM LONDON DISCOVERY)

CHARLES BROWN (ALADDIN)

ORIOLES (JUBILEE)

JOHNNY HODGES (MERCURY)

FLOYD DIXON (ALADDIN)

AMOS MILBURN (ALADDIN)

ROSCO GORDON (R P M-DUKE)

LIL GREEN (VICTOR)

ROY ELDRIDGE (MERCURY)

LITTLE SYLVIA (JUBILEE)

BILLY FORD (VICTOR)

TEDDY WILSON (COLUMBIA)

LURIE TATE (ATLANTIC)

FATS DOMINO (IMPERIAL)

SONNY STITT (PRESTIGE)

T. J. FOWLER (SAVOY)

CHUBBY NEWSOME (REGENT)

SIDNEY BECHET (VICTOR)



GEORGE WILLIAMS (CAPITOL)

PAUL WILLIAMS (SAVOY)



FIVE KEYS (ALADDIN)

LITTLE WALTER (CHECKER)



SLIM GAILLARD (MGM MERCURY)



OSCAR PETERSON (MERCURY)



LOWELL FULSON (SWINGTIME)



EDNA McGRUFF (JUBILEE)



RUTH BROWN (ATLANTIC)

LIPS PAGE (KING)

MILT BUCKNER (MGM SAVOY)

FLIP PHILLIPS (MERCURY)

BILL DAVIS (OKEN)

BENNY CARTER (MERCURY-VICTOR)

RAY CHARLES (SWINGTIME-ATLANTIC)

CLOVERS (ATLANTIC)

RETA MOSS (MERCURY)

CECIL YOUNG (KING)

BUDDY LUCAS (JUBILEE)



GRIFFIN BROS. (DOT)



STAN GETZ (MERCURY)

ELAINE BRENT (ABBEY)



MARGIE DAY (DOT)



TOMMY BROWN (DOT)



CHARLIE PARKER (MERCURY-DIAL-SAVOY)



FIVE CROWNS (RAINBOW)



SHAW ARTISTS CORPORATION

BILLY SHAW, President

565 FIFTH AVENUE, NEW YORK 17, N. Y.

JACK ARCHER—One Nighters  
IRVING SIDERS—Locations and Theatres  
CHICAGO—BOB O'DONOR  
HOLLYWOOD—MILT DEUTSCH



CHRISTINE KITTRELL (REPUBLIC)



LYNN HOPE (ALADDIN-PREMIUM)



THREE FLAMES (COLUMBIA)



JOE MORRIS (ATLANTIC)



JOE TURNER (ATLANTIC)



SYMPHONY SID

'52... our greatest year  
in **SHAW**  
BUSINESS!

## The Billboard Music Popularity Charts . . . for Week Ending December 27

## 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

## STRANGE

HOW—Nat (King) Cole—Capitol 2309

Cole's latest effort is showing strong early movement. It's second in re-orders with Capitol, already on the Detroit territorial chart and also reported as beginning to move well in Philadelphia. "Strange" picked by dealers and operators this week. "How" is picked by r.&b. dealers this week.

PRETEND—Ralph Marterie—Mercury 70045

Disk is getting very strong acceptance with juke box operators in a number of areas. It's picked by the operators this week. Number two in label re-orders. Retailers list it as very strong in Chicago and as good in Cincinnati. Good initial activity with L. A. distributor. A "New Record to Watch" selection.

MR. TAP TOE—Doris Day—Columbia 39906

Very strong re-orders put record number one in new records with label. On Washington territorial chart. Coming up strongly on West Coast. A "New Record to Watch" selection.

THAT'S THE KIND OF LOVE I'M LOOKING FOR—Carl Smith—Columbia 21051

A very strong effort by Smith which has already hit the Nashville chart and has shown early activity elsewhere in the South. Listed previously as "New Record to Watch."

I'LL GO ON ALONE

THAT'S ME WITHOUT YOU—Webb Pierce—Decca 28534

Two strong sides by Pierce. Very active early reports received from Chicago, West Coast and Cincinnati. Strong label re-orders. Listed previously as "New Record to Watch."

## Rhythm &amp; Blues

GAMBLER'S BLUES

I CRY FOR YOU—Dinah Washington—Mercury 70046

Dinah's latest is starting to move. Strong start is being made in New York, Philadelphia and Chicago.

STREET OF DREAMS—Gene Ammond—United 137

Good strength in the Midwest with Chicago, Cincinnati and

## 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

BYE, BYE BLUES

Les Paul-Mary Ford—Capitol 2316

Disk broke open this week. It hit the best-seller chart in 16th position and is number 12 on the juke box list. Every area checked this week reported it as definitely on the way to being a big one. Also on deejay chart.

HAVE YOU HEARD

WISHING RING

Joni James—M-G-M 11390

This disk, too, broke during the week. It hit all three charts solidly. On the best-seller, it's all the way up to number 11 in the first week on the chart. On the juke box chart it's number 18. Jockeys placed it in 13th position. Both sides getting play.

TEARDROPS ON MY PILLOW  
STOLEN WALTZ

Sunny Gale—RCA Victor 20-5103

Number three on label's re-order list. Action is now strong in Philadelphia and building. Good start being made in Washington. New York is also starting off fast with the disk already tops in re-orders of recently released labels with the distributors. Reports from the Middle West show no action as yet. Activity is on "Teardrops" so far.

EVEN NOW

IF IT WERE UP TO YOU

Eddie Fisher—RCA Victor 20-5106

Already number two in re-orders with the label. Too early for too much action, but it has kicked off already in Philadelphia. Operators there are buying "Even Now."

MUST I CRY AGAIN?

Hilltoppers—Dot 15034

Disk appears to have held its own thru the Christmas rush and is now beginning to move. It has picked up considerably in Buffalo after a slack week or so. It's also reported as a strong record in St. Louis, Chicago, Cincinnati and the Carolinas.

IT'S WORTH ANY PRICE

YOU PAY

Eddy Howard—Mercury 70015

This disk, too, appears to have withstood the rigors of Christmas. It's now beginning to show good action in Philadelphia and Western New York State.

NO MOON AT ALL

Ames Brothers—Coral 60870

On Seattle chart.

## Country &amp; Western

I LET THE STARS GET IN MY EYES

Goldie Hill—Decca 28473

Building steadily according to all reports from the South. Again tops in re-orders of recently released records from the label. Again number one pick by dealers. Also number one with jockeys and number two pick by operators. Just off the national sales and juke box charts.

EDDY'S SONG

CONDEMNED WITHOUT TRIAL

Eddy Arnold—RCA Victor 20-5108

Distributors came back for

(Continued on page 32)

## 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. WISHING RING

Joni James—M-G-M 11390

2. MISTER TAP TOE

Doris Day—Columbia 39906

3. I'M JUST A POOR BACHELOR

Frankie Laine—Columbia 39903

4. HOT TODDY

Ralph Flanagan Ork—RCA Victor 20-5095

5. STRANGE

Nat (King) Cole—Capitol 2309

6. SAY IT WITH YOUR HEART

Bub Carroll—Deby 814

7. FULL TIME JOB

Doris Day-Johnnie Ray—Columbia 39908

8. YOU'LL NEVER KNOW

Rosemary Clooney-Harry James—Columbia 39852

9. NO MOON AT ALL

Ames Brothers—Coral 60870

## Country &amp; Western

1. I LET THE STARS GET IN MY EYES

Goldie Hill—Decca 28473

2. GOING STEADY

Faron Young—Capitol 2299

3. NO HELP WANTED

Capitales—Mercury 70039

4. YOU'RE WALKING ON MY HEART

Hank Thompson—Capitol 2289

5. THE NEW WEARS OFF TOO FAST

Hank Thompson—Capitol 2289

6. GONE

Tarty Preston—Capitol 2298

## Rhythm &amp; Blues

1. BELLS

Dominos—Federal 12114

2. HOW

Nat (King) Cole—Capitol 2309

## The Disk Jockeys Pick

## Popular

1. GONE

Onelle MacKenzie—Capitol 2307

2. MISTER TAP TOE

Doris Day—Columbia 39906

3. PRETEND

Ralph Marterie Ork—Mercury 70045

4. NINA NEVER KNEW

Sauter-Finegan Ork—RCA Victor 20-5065

5. MUST I CRY AGAIN?

Hilltoppers—Dot 15034

6. STRANGE

Nat (King) Cole—Capitol 2309

7. YOU'LL NEVER KNOW

Rosemary Clooney-Harry James—Columbia 39852

## Country &amp; Western

1. PHFFT! YOU WERE GONE

Bob Newman—King 1131

2. I LET THE STARS GET IN MY EYES

Goldie Hill—Decca 28473

3. THAT'S THE KIND OF LOVE I'M

LOOKING FOR

Carl Smith—Columbia 21051

4. GUITAR POLKA

Rosalee Allen-Chet Atkins—RCA Victor 20-5100

5. FEELING LOW

Conroy Copas—King 1151

6. COMING ON

Jimmy Bryant—Capitol 2510

7. AWAKE BUT DREAMING

Bob Wills—M-G-M 11377

8. DOES YOUR SWEETHEART SEEM

DIFFERENT LATELY?

Autry Tamm—Decca 28505

9. YOU CAN'T BE A BRIDE WITHOUT

A GROOM

Merle Taylor—Decca 28496

## The Operators Pick

## Popular

1. MA SAYS, PA SAYS

Doris Day-Johnnie Ray—Columbia 39894

2. FULL TIME JOB

Doris Day-Johnnie Ray—Columbia 39898

3. YOU'LL NEVER KNOW

Rosemary Clooney-Harry James—Columbia 39852

4. PRETEND

Ralph Marterie Ork—Mercury 70045

5. IF I HAD A PENNY

Rosemary Clooney—Columbia 39892

6. MUST I CRY AGAIN?

Hilltoppers—Dot 15034

7. KEEP IT A SECRET

Bing Crosby—Decca 28511

## Country &amp; Western

1. I LET THE STARS GET IN MY EYES

Goldie Hill—Decca 28473

2. I COULD NEVER BE ASHAMED OF

YOU

Hank Williams—M-G-M 11366

3. GOING STEADY

Faron Young—Capitol 2299

4. MY HEART IS BROKEN IN THREE

Slim Whitman—Imperial 8169

5. A WEDDING RING AGO

Kitty Wells—Decca 28432

## Rhythm &amp; Blues

1. DREAM GIRL

Jesse & Marvin—Specialty 447

2. LET'S TALK IT OVER, BABY

Tummy Lee—Modern 885

## RECORD DEALERS—

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

## JUKE BOX OPERATORS—

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

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# THE FIRST BIG HIT! OF '53

## Sunny Gale

*Sings*



### TEARDROPS ON MY PILLOW

### STOLEN WALTZ

21-5103 (47-5103)\*

## GOING STRONG

RCA VICTOR'S  
BEST SELLERS

Based on actual sales  
reports for week ending  
December 27.

### NEW YEAR GALE

The Gale who is taking the country by storm is Sunny, and her latest RCA Victor dinking is **STOLEN WALTZ/TEARDROPS ON MY PILLOW**. This Gale gal seems a sure bet for the New Year. In personal appearances she has shown the sensational qualities which are the trademark of a top-flight star.

Occasionally (or maybe it's every other day), you may hear people complain about the present state of the music business. Well, we happen to think that a year which has given RCA Victor a singer like Sunny Gale, a year which has established Eddie Fisher as a major name in the recording field, a year which has ended with the Perry Como dinking of **DON'T LET THE STARS GET IN YOUR EYES** zooming toward the million mark, is a year which proves that the music business is in good shape. And we'd like to wish everybody a Happy New Year.

<b>DON'T LET THE STARS GET IN YOUR EYES/LIES</b> Perry Como ..... 20-5064 (47-5064)*	78	45
<b>EVEN NOW/IF IT WERE UP TO ME</b> Eddie Fisher ..... 20-5106 (47-5106)*		
<b>TEARDROPS ON MY PILLOW/STOLEN WALTZ</b> Sunny Gale ..... 20-5103 (47-5103)*		
<b>LADY OF SPAIN/OUTSIDE OF HEAVEN</b> Eddie Fisher ..... 20-4953 (47-4953)*		
<b>BECAUSE YOU'RE MINE/THE SONG THE ANGELS SING</b> Mario Lanza 10-3914 (49-3914)*		
<b>I SAW MOMMY KISSING SANTA CLAUS/WINTER</b> Spike Jones ..... 20-5067 (47-5067)*		
<b>CONDEMNED WITHOUT TRIAL/EDDY'S SONG</b> Eddy Arnold ..... 20-5108 (47-5108)*		
<b>FANDANGO/BLUE VIOLINS</b> Hugo Winterhalter ..... 20-4997 (47-4997)*		

<b>I WENT TO YOUR WEDDING/I'LL NEVER WORK THERE ANY MORE</b> Spike Jones ..... 20-5107 (47-5107)*	78	45
<b>WISH YOU WERE HERE/THE HAND OF FATE</b> Eddie Fisher ..... 20-4830 (47-4830)*		
<b>BLOCK BUSTER/SHORN'IN BREAD</b> Boots Brown ..... 20-5110 (47-5110)*		
<b>JAM-BOWL-LIAR/YOU BELONG TO ME #2</b> Homer & Jerbo ..... 20-5048 (47-5048)*		
<b>THE THINGS I MIGHT HAVE BEEN/IT'S ALL YOUR FAULT</b> Wade Ray ..... 20-5091 (47-5091)*		
<b>THE GAL WHO INVENTED KISSIN'/A FOOL SUCH AS I</b> Hank Snow ..... 20-5034 (47-5034)*		
<b>APRIL IN PORTUGAL/PENNY WHISTLE BLUES</b> Freddy Martin ..... 20-5052 (47-5052)*		

## THIS WEEK'S NEW RELEASES

Release #53-1  
Ships Coast to Coast, Jan. 2

<b>POPULAR</b>	78	45
<b>YOU'RE SO DANGEROUS THE GHOST OF A ROSE</b> Tony Martin ..... 20-5116 (47-5116)*		
<b>HEY, MRS. JONES I DON'T KNOW</b> Buddy Morrow and his Orch. .... 20-5117 (47-5117)*		
<b>I MISS YOU SO CHANCE OF A LIFETIME</b> Tamara Hayes and Jackie Park ..... 20-5118 (47-5118)*		
<b>PRETEND MADALENA</b> Henri Rena and his Orch. .... 20-5119 (47-5119)*		

<b>LET ME SHARE YOUR NAME GO 'WAY FROM MY WINDOW</b> Darnita Jo ..... 20-5120 (47-5120)*	78	45
<b>GREEN MEADOW POLKA RAIN RAIN POLKA</b> Ted Tyle and his Orch. .... 20-5109 (47-5109)*		
<b>TWO EDDIES POLKA POLISHA-Mazurka</b> Lawrence Duchow and his Orch. .... 20-5115 (47-5115)*		
<b>SACRED</b>		
<b>I'M MOVING ON TO GLORY HE'LL UNDERSTAND AND SAY "WELL DONE"</b> Hank Snow and The Jordanaires ..... 20-5021 (47-5021)*		

<b>COUNTRY-WESTERN</b>	78	45
<b>YOU GET WHAT YOU PAY FOR (You Pay for What You Get) HOW'S THE WORLD TREATIN' YOU</b> The Beaver Valley Sweethearts ..... 20-5112 (47-5112)*		
<b>OLD RATTLER'S SON DEAR OLD SUNNY SOUTH BY THE SEA</b> Grandpa Jones ..... 20-5113 (47-5113)*		
<b>LET ME BE BEES IN MY BONNET</b> Johnnie Lee Willie ..... 20-5114 (47-5114)*		
<b>LET ME SHARE YOUR NAME HARD HEARTED WOMAN</b> Rosalie Allen ..... 20-5121 (47-5121)*		

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

**COMING UP**

**HOT TODDY**  
Ralph Flanagan ..... 20-5095 (47-5095)\*  
Disk Jockeys Pick, Billboard, December 27th.

**A SHOULDER TO WEEP ON**  
June Valli ..... 20-5017 (47-5017)\*  
Operators Pick, Billboard, December 27th.

**CONDEMNED WITHOUT TRIAL/EDDY'S SONG**  
Eddie Arnold ..... 20-5108 (47-5108)\*  
This Week's Best Buy, Billboard, December 27th.

**RCA VICTOR**  
FIRST IN RECORDED MUSIC



The Billboard Music Popularity Charts

... for Week Ending December 27

TOP COUNTRY & WESTERN RECORDS

**HERE IT IS!**  
**SLIM WILLET**  
Has Another Hot One on the Way  
"Again It's the Original  
by the Composer"  
**"LET ME KNOW"**  
**"MY LOVE SONG TO YOU"**

on  
FOUR STAR 1625 45-1625  
DJs—Your copy of "LET ME KNOW" is in the mail, watch for it. If you need more than one copy, write us.  
★ ★ ★ ★

Other New 4 STAR Releases for Jan. 1  
**"Golden Wristwatch"**  
**"Alone at a Table for Two"**

HANK LOCKLIN  
1624 45-1624  
★ ★ ★ ★

"I'D RATHER HAVE JESUS"  
"I JUST STEAL AWAY AND PRAY"  
MADDOX BROS. & ROSE  
1626  
★ ★ ★ ★

Keep Stocked Up on the ORIGINAL of the Smash Song HIT  
**"DON'T LET THE STARS GET IN YOUR EYES"**  
SLIM WILLET  
1616 45-1616  
★ ★ ★ ★

Other Strong Sellers on Four Star  
**"THE HOKEY POKEY"**  
By SUN VALLEY TRIO  
1505 45-1505  
**"BUMMING AROUND"**  
By JIMMIE DEAN  
1613 45-1613  
Watch this one, it's hot in Houston, Dallas and Washington, D. C.  
**"SNOW ON THE MOUNTAIN"**  
By Y. TEXAS TYLER  
1621 45-1621  
**"GEORGIA RAG"**  
By WEBB PIERCE  
1616

If These Releases Not Available in Your Territory Write—Wire—Phone  
**4 STAR RECORD CO.**  
305 S. Fair Oaks  
Pasadena, California  
RYan 10909

**BREAKING BIG!**  
**"JEALOUS LOVE"**  
#170  
**DAVIS SISTERS**  
with Roy Hall and His Cohutta Mountain Boys  
**FORTUNE RECORDS**  
11629 Linwood Detroit, Mich.

**TERRIFIC!**  
**"YOU DON'T HAVE LOVE AT ALL"**  
"LITTLE" JIMMY DICKENS  
Columbia 21038  
**TANNEN MUSIC, INC.**  
146 W. 54th St., New York, N. Y.

**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 country and western records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title	Artist
1		20	JAMBALAYA	Hank Williams
2		8	MIDNIGHT	Red Foley
3		10	DON'T LET THE STARS GET IN YOUR EYES	S. McDonald
4		2	FOOL SUCH AS I	Hank Snow
5		3	I'M AN OLD, OLD MAN	Lefty Frizzell
6		4	GAL WHO INVENTED KISSING	Hank Snow
7		9	DON'T LET THE STARS GET IN YOUR EYES	Slim Willet
8		23	INDIAN LOVE CALL	Slim Whitman
9		7	DON'T LET THE STARS GET IN YOUR EYES	R. Price
10		2	I'LL NEVER GET OUT OF THIS WORLD ALIVE	Hank Williams

**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	Last Week	Weeks on Chart	Title	Artist
1		9	DON'T LET THE STARS GET IN YOUR EYES	S. McDonald
2		18	JAMBALAYA	Hank Williams
3		5	MIDNIGHT	Red Foley
4		5	I'M AN OLD, OLD MAN	L. Frizzell
5		14	BACK STREET AFFAIR	W. Pierce
6		5	KEEP IT A SECRET	S. Whitman
7		3	I SAW MOMMY KISSING SANTA CLAUS	J. Boyd
8		7	DON'T LET THE STARS GET IN YOUR EYES	R. Price
9		6	SETTIN' THE WOODS ON FIRE	Hank Williams
10		2	I'LL NEVER GET OUT OF THIS WORLD ALIVE	Hank Williams

**Record Reviews**

Continued from page 24

**COUNTRY & WESTERN**

**WEBB PIERCE**  
That's Me Without You... 50  
Decca 28534—Pierce does a fine job with this tune, which is moving well with Marty Robbins on Columbia. This one could share some love, I'd like to see... 75  
Webb Pierce gives a forthright, serious vocal on a tune which is a beautiful, unobtrusive country weeper.

**DEDE MARTIN**  
On a Hill... 75  
Mercury 7084—A real sad weeper about a girl who has passed on is chanted tenderly by Martin. Sentiment expressed so pleasantly should appeal to many.  
Red Knees for Heartaches... 64  
Dirty is read in bouncy style. A slight effort, not up to the standard set in the flip.

**CARL SAUCEMAN**  
I'm Not Worth Your Tears... 74  
Capitol 2316—Country weeper is harmonized closely by the Green Valley Boys for a sentimental wailing that could move satisfactorily in the Southern territory.  
Goodbye, My Love... 69  
Orcadian style of Sauceman is wrenched by the vocal combo, but the string band plays with bounce and sparkle. Some rural action is anticipated.

**JESS WILLARD**  
Buy Me a Bottle of Beer... 74  
Capitol 2315—Cute ditty is sung brightly by Willard. Lyrics make the effort particularly suited to the country tavern and the platter should do well on the boxes.  
Saturday Night for Love... 71  
Romantic ballad is chanted in straightforward fashion by Willard to steady backing, mostly by piano.

**RED KIRK**  
You Put My Heart in Prison... 73  
Mercury 70044—Kirk handles this sad weeper in appropriate doleful style, selling the melodic effort with a nice touch. A good disk.  
Walkin' Round in Circles... 69  
A novelty bouncer receives an okay warble from Kirk, tho' the ditty is routine.

**ZENE CLEMENTS**  
There's Poison in Your Heart... 73  
M-G-M 11399—Clements does well with this pleasant weeper, singing it carefully over quiet rock backing. Okay for the market.  
Payday Saturday Night... 65  
A so-so novelty is sung brightly by Clements but the side is unexciting.

**HAWKSWAY JAWKINS**  
Betty Louvaine... 73  
King 1154—Hawshaw Hawkins delivers a rhythmic, tinny vocal. Tune has a good folk quality, highlighted by an uncluttered accompaniment.  
Tangled Heart... 72  
A doleful country ballad. Hawkins brings out every bit of pathos with his utter sincerity.

**SHIRLEY SCOTT**  
Rainbow in the Valley... 76  
M-G-M 11398—Shirley Scott, with the help of Roy Ward and some "duffins," is pleasant on this sweet ditty about a peaceful valley.  
Boom Boom Polka... 68  
A cute Western-style ditty receives a spirited reading from the thrush and the combo.

**Most Played by Jockeys**

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

This Week	Last Week	Weeks on Chart	Title	Artist
1		21	JAMBALAYA	Hank Williams
2		13	BACK STREET AFFAIR	W. Pierce
3		15	DON'T LET THE STARS GET IN YOUR EYES	S. Willet
4		5	KEEP IT A SECRET	Slim Whitman
5		3	I'LL GO ON ALONE	M. Robbins
6		5	DON'T LET THE STARS GET IN YOUR EYES	R. Price
7		1	FOOL SUCH AS I	H. Snow
8		2	I SAW MOMMY KISSING SANTA CLAUS	J. Boyd
9		10	SETTIN' THE WOODS ON FIRE	Hank Williams
10		5	MIDNIGHT	Red Foley

**FOLK TALENT AND TUNES**

By JOHNNY SIPPET

**Artists' Activities**

Tennessee Ernie, who just finished a stint at the Thunderbird, Las Vegas, Nev., has been set for a Palladium, London, stint this spring by GAC and Lew and Leslie Grade Ltd. ... Dude Martin married Sue Thompson December 15 in Las Vegas. Marty and Adeline Landau, of the Riverside Rancho here, were attendants at the ceremony. ... Uncle Art Satherly is on a three-week barnstorming trip to New York. He cut four sides with Polly Possum and Joe Wolverton before he left. The duo, who just finished in Fairbanks, Alaska, are set for a job in Eureka, Calif.

Spade Cooley is set for an untitled western to be produced by Nunes-Cooley Productions. Shooting will start in February. ... The Cass County Boys will do music for Sam Katzman's flicker, "48 Men." Bert Dodson of the trio is also appearing in the film. ... Bob and Wanda Wolfe, now at KGLF, Roswell, N. M., have a release on Republic records. ... Hillbilly Barton (Abbott), now-comer at KWKII, Shreveport, La., reports that Tommy Cutrer, has inked with Capitol. Cutrer is the d.j. at KCLJ, Shreveport. Barton will now be known as "Billy Barton."

Buddy Messner, the Chambersburg, Pa., entertainer had to cut his tour with Tim Holt 10 days short because of the death of his mother early in December. ... Slim Bryant and his Wildcats (M-G-M) are still working daily at KDKA, Pittsburgh, and will start a Saturday night TV'er over WDTV, Pittsburgh, soon. ... John J. Kochiss, manager of the Republic-Western Artists' Agency, Dallas, has booked a number of leading artists recently, including Tommie and Goldie Hill and Jimmy Heap, and also put out a junket headed by Webb Pierce. ... Smiley Burnette rates a full page feature in "Trail-R-News" December issue regarding his trailer acquisitions.

Eddy Arnold's "Purina Show" goes on 127 NBC outlets starting in January. ... Bill Boyd reports that in addition to his WRR, Dallas, d.j., says, he is heading up a new Saturday Night Burn Dance, which is held in the auditorium of the State Fairgrounds. Cast includes Fred Casares, the Lovess Sisters, Tooter Burgess, Zela Campbell, the Andrews Brothers, Pat Dunn, and his six-year old daughter, Sue. The Boys have moved into a new ranch home outside of Dallas. ... Rex Allen (Decca) has been upped from the six to eight-per-year film sked at Republic. Alberta Slim, Westminster, B. C., topper, reports that his circus tour of six provinces, including many fair dates, worked out so well that he intends to work up a larger circus for next year. He had an elephant, a wrestling bear, trained dogs, a chimp and his Bar X Boys, who work on Victor with him.

Rabon Delmore, of the Delmore Brothers (King), died December 4 at his home in Athens, Ala. ... Murray Nash, of Acuff-Rose, reports that Vic McAlpin, of Melody Trails tubbery, has been hospitalized recently by a rheumatic heart condition but is back again at work. ... Lee Bonds, of WGWD, Gadsden, Ala., has inked with Capitol. ... The Red Foley disk "Don't Let the Stars Get in Your Eyes" was cut in Ryman Auditorium, citadel of country music. Nashville. ... Tillman Frank, personal manager, now working out of KWKII, Shreveport, has inked the Carlises (Mercury). He reports that Ned Guibeseux, KVTM, New Iberia, La., is also promoting dates with Louisiana Hayride stars. Biff Collette, KNUZ, Houston, has set Billy Walker, the Carlises and Claude King to play the Plantation, Houston, December 24.

Lefty Frizzell, who has been doing most of his bookings thru Americana Corporation, will work many dates for the Steve Slebbins office next year. Lefty is planning to move to Los Angeles from Beaumont, Tex. Lum York has left the Frizzell troupe temporarily to return to his home to be at the bedside of his mother, who recently suffered a heart attack. ... Big Slim and Bebe Bernard, WWA-TV, will start for International-Harvester thru Pennsylvania in January. ... Merv and Mary McCullough has inked with King. He's a d.j. at KWNN, Fort Smith, Ark.

**Disc Jockey Doings:**  
Curt Gibson, ex-Indianapolis and WPLH, Huntington, W. Va., d.j., has joined WORZ, Orlando, Fla. ... Leon Sanders, KDET, (Continued on page 59)

The Billboard's Music Popularity Charts

for Week Ending December 27

# TOP RHYTHM & BLUES RECORDS

## National Best Sellers

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

This Week	Last Week	Chart	Weeks on Chart
1. I DON'T KNOW—W. Mabon	1	3	3
Worry Blues—Chess 1531—BMI			
2. FIVE LONG YEARS—E. Boyd	2	14	14
Bluecoat Man—Job 1007—BMI			
3. SAD HOURS—Little Walter	3	3	3
Mean Old World—Checker 764—BMI			
4. I PLAYED THE FOOL—Clovers	4	4	4
Hey, Miss Fannie—Atlantic 977—BMI			
5. I'M GONE—Shirley & Lee	5	3	3
Swanheart—Aladdin 7931153; (45)945-1153—BMI			
6. JUKE—Little Walter	6	15	15
Can't Hold On Much Longer—Checker 758—BMI			
7. OOH, OOH, OOH—Lloyd Price	7	9	9
Rustless Heart—Specialty 440—BMI			
8. I'D BE SATISFIED—Dominoes	8	1	1
No Room—Federal 12105—BMI			
9. MY STORY—Chuck Willis	9	8	8
Caldonia—Okeh 7836905; (45)9-6905—BMI			
10. MEAN OLD WORLD—Little Walter	10	1	1
Sad Hours—Checker 764—BMI			

## 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		Los Angeles	
1. I Don't Know	1. I Played the Fool	1. I Don't Know	1. I Don't Know
W. Mabon, Chess	Clovers, Atlantic	W. Mabon, Chess	W. Mabon, Chess
2. Ooh, Ooh, Ooh	2. I Don't Know	J. Ace, Duke	J. Ace, Duke
L. Price, Specialty	M. Song		
3. You Know I Love You	3. M. Song		
B. B. King, RPM	J. Ace, Duke		
4. Port of Rico	4. I'm Gone		
I. Jacquet, Mercury	Shirley & Lee, Aladdin		
5. Gabbin' Blues	5. Hey, Miss Fannie		
Big Maybelle, Okeh	Clovers, Atlantic		
6. Sad Hours	6. Five Long Years		
Little Walter, Checker	E. Boyd, Job		
7. Lawdy, Miss Clawdy	7. You Know I Love You		
L. Price, Specialty	B. B. King, RPM		
8. Rock, Rock, Rock	8. Port of Rico		
A. Milburn, Aladdin	I. Jacquet, Mercury		
9. Paradise Squat	9. Bells		
L. Jacquet, Mercury	Dominoes, Federal		
10. My Song	10. Smoke Gets in Your Eyes		
J. Ace, Duke	E. Bostic, King		
Chicago		Washington, D. C.	
1. I Don't Know	1. I Don't Know	1. I Don't Know	1. I Don't Know
W. Mabon, Chess	W. Mabon, Chess	W. Mabon, Chess	W. Mabon, Chess
2. Sad Hours	2. Sad Hours	2. Sad Hours	2. Sad Hours
Little Walter, Checker	Little Walter, Checker	Little Walter, Checker	Little Walter, Checker
3. Port of Rico	3. Soft	3. Soft	3. Soft
I. Jacquet, Mercury	T. Bradshaw, King	T. Bradshaw, King	T. Bradshaw, King
4. Soft	4. Wake Up, Fool	4. Wake Up, Fool	4. Wake Up, Fool
Tiny Bradshaw, King	O. Blackwell, Victor	O. Blackwell, Victor	O. Blackwell, Victor
5. Rock Me All Night Long	5. I Played the Fool	5. I Played the Fool	5. I Played the Fool
Ravens, Mercury	Clovers, Atlantic	Clovers, Atlantic	Clovers, Atlantic
6. Juke	6. I'm Gone	6. I'm Gone	6. I'm Gone
Little Walter, Checker	Shirley & Lee, Aladdin	Shirley & Lee, Aladdin	Shirley & Lee, Aladdin
7. Five Long Years	7. Story From My Heart and Soul	7. Story From My Heart and Soul	7. Story From My Heart and Soul
E. Boyd, Job	B. B. King, RPM	B. B. King, RPM	B. B. King, RPM
8. You Know I Love You	8. Hey, Miss Fannie	8. Hey, Miss Fannie	8. Hey, Miss Fannie
B. B. King, RPM	Clovers, Atlantic	Clovers, Atlantic	Clovers, Atlantic
9. Johnny, Johnny	9. My Song	9. My Song	9. My Song
M. Jones, Modern	J. Ace, Duke	J. Ace, Duke	J. Ace, Duke
10. Gabbin' Blues	10. My Story	10. My Story	10. My Story
Big Maybelle, Okeh	C. Willis, Okeh	C. Willis, Okeh	C. Willis, Okeh

## Philadelphia

1. I Don't Know
2. I'm Gone
3. I'd Be Satisfied
4. I Played the Fool
5. Ooh, Ooh, Ooh
6. I'd Be Satisfied
7. Restless Heart
8. My Heart Belongs to Only You
9. B. McLauren, Derby
10. Port of Rico

## Cincinnati

1. I Don't Know
2. Soft
3. I'm Gone
4. Five Long Years
5. Hey, Miss Fannie
6. I'd Be Satisfied
7. I Played the Fool
8. Please, Baby, Please
9. Juke
10. My Story

## Detroit

1. I Don't Know
  2. You Know I Love You
  3. I'm Gone
  4. I'd Be Satisfied
  5. Gabbin' Blues
  6. Rock Me All Night Long
- (Continued on page 30)

## 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	Last Week	Chart	Weeks on Chart
1. FIVE LONG YEARS—E. Boyd	1	13	13
Job 1007—BMI			
2. SAD HOURS—Little Walter	2	3	3
Checker 764—BMI			
3. YOU KNOW I LOVE YOU—B. B. King	3	14	14
RPM 363—BMI			
4. I DON'T KNOW—W. Mabon	4	4	4
Chess 1531—BMI			
5. PORT OF RICO—I. Jacquet	5	10	10
Mercury (18)99201; (45)89001X43			
6. GABBIN' BLUES—Big Maybelle	6	1	1
Okeh (78)6904; (45)94-904			
7. MY SONG—J. Ace	7	14	14
Duke 102—BMI			
8. I PLAYED THE FOOL—Clovers	8	1	1
Atlantic 977—BMI			
9. MY STORY—Chuck Willis	9	4	4
Okeh (78)6905; (45)9-6905—BMI			
10. JUKE—Little Walter	10	18	18
Checker 758—BMI			

## ANOTHER TERRIFIC HIT!

(Both Sides)

for

# JOHNNY ACE



DUKE #107

DUKE #107

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"I CAN'T FORGET ABOUT YOU"

Watch This One Go!

Peacock #1608



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with

"ECHOES FROM HEAVEN"  
"LEAK IN THIS OLD BUILDING"

Peacock #1708

## "LET'S TALK ABOUT JESUS"

Still Going Strong

See Your Distributor

**PEACOCK RECORDS, INC.**  
2104 Lyons Houston, Texas

Write, wire, phone  
ORchard 7861  
OSage 3-9461

# Territorial Best Sellers

Continued from page 29

**Detroit**

- Oooh, Oooh, Oooh  
L. Price, Specialty
- My Song  
W. Mabon, Chess
- Juke  
Little Walter, Checker
- Port of Rico  
I. Jacquet, Mercury

**Charlotte**

- I'd Be Satisfied  
Dominion, Federal
- My Story  
C. Willis, Okeh
- Port of Rico  
I. Jacquet, Mercury
- My Song  
J. Ace, Duke
- I Don't Know  
W. Mabon, Chess
- Five Long Years  
E. Boyd, Job
- Hey, Mrs. Jones  
J. Forrest, United

- How Long  
Fals Domino, Imperial
- Rock Me All Night Long  
Ravens, Mercury
- Hey, Miss Fannie  
Clovers, Atlantic

**St. Louis**

- I Don't Know  
W. Mabon, Chess
- Sad Hours  
Little Walter, Checker
- Gabbin' Blues  
Big Maybelle, Okeh
- I'm Gone  
Shirley & Lee, Aladdin
- My Story  
C. Willis, Okeh
- Goodbye, Baby  
Little Caesar, Recorded in Hollywood
- Beside You  
Swallows, King
- Five Long Years  
E. Boyd, Job
- Hey, Miss Fannie  
Clovers, Atlantic
- I Played the Fool  
Clovers, Atlantic

# 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.

- Cincinnati... PLEASE, BABY, PLEASE Swallows—King 4579
- Washington, D. C.... WAKE UP, FOOL Otis Blackwell—Victor 20-5069
- Washington, D. C.... STORY FROM MY HEART AND SOUL B. B. King—RPM 374

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A Definite HIT for 1953!

**GENE GILMORE**  
"Mable Bell"  
"I Want To Be With Her"  
Imperial Records  
6423 Hollywood Blvd., Hollywood 28, Calif.

First Hit of 1953!

**"AIN'T IT A SHAME!"**  
by LLOYD PRICE  
Specialty Records  
8506 Sunset Blvd., Hollywood 46, Cal.

# Record Reviews

Continued from page 24

## Rhythm & Blues

**LITTLE WILLIE LITTLEFIELD**  
K. C. Loving... 77  
FEDERAL 12110—A real rocker is handled in good style by the warbler, while the ork comes thru with a solid beat. It's good side and should grab some loot.

**THE TRENIERS**  
Fess-Tang!... 75  
OKEH 6932—Contrived ditty is jammed with, to stunt backward. Juke patron who place a different interpretation on the title than given in the lyrics might pump buckets in the boots.

**BILL DOGGETT ORK**  
Militarist... 75  
KING 4591—Bluesy item is piped convincingly by Mildred Anderson. She tells of her love for a guy who's toys in the romance department, altho lead of tough otherwise, to swingy backing by the Doggett ork.

**ARNETT COBB ORK**  
Linger While... 74  
OKEH 6928—The ballad oldie is awarded a distinctive reading by the ork, with a vocal combo taking a short cut at the lyrics. Should please Cobb fans.

**BASIL SPEARS**  
You Make Me Feel So Good... 72  
M-G-M 11406—A melodic ballad is handed an effective reading by the thrush over a tasteful ork backing. This side could go pop and should pull decent spins.

**BEVLY BOOKER**  
Why Do I Love You... 71  
MERCURY 70041—The Jerome Kern standard gets an interesting piano workout here. Not boppish, but progressive chords and harmonies around the melody.

**EDDIE CARTER QUARTET**  
Don't You Ever Leave Me... 70  
M-G-M 11405—Carter Quartet does a smooth, tho unoriginal, rendition of this ballad. Nice voices.

**IBENE REIDFIELD**  
Whistle Away... 69  
M-G-M 11400—The thrush handles this routine blues effort in adequate style, supported with a strong beat by the ork.

**AL GREY ORK**  
Trombone Intimacy... 69  
PEACOCK 1609—Grey has scored this one slow and sentimental and plays it with smooth elegance on the trombone to able support by his ork. Good mood wa.

**JACKIE DAVIS TRIO**  
Do, Baby, Do... 69  
V 20-5111—Lots of good work here by the lively trio with some fine organ by the leader. Davis' vocal is so-so.

**RAY VINCENT**  
You Let Me Down... 68  
RAVEN 12111—Music of a sweet and sentimental nature is heard on this side. Vincent projects the ballad pleasantly to simple and user's backing. Good wa for dimly-lit bistros.

**GABRIEL BROWN**  
Cold Mama... 68  
M-G-M 11407—Gabriel Brown, the latest in a long list of Southern blues singers, is unimpressive on this routine down-home blues item.

**GENARO SALINAS**  
Mi Decha Lejana... 79  
V 23-5891—Another fine side that is sparked by the singer's tender performance. A very good record.

**CHARRO AVILLA**  
Cubullo Muerdo... 76  
V 23-5900—Banchera is given a very sincere reading by Avilla who has a fine voice. Band lends good support.

**BEN LIGHT**  
of His Best  
"Benny's Boogie," "Love Tales," "I'm Confessin'," "Pretty Baby," "If I Had My Way," "I'm Yours," "Wagon Wheel," "Three Little Words" on His New 10" LP.  
MTT 2214

**TEMPO RECORD CO. OF AMERICA**  
5540 Sunset Blvd., Hollywood 46, California

# RHYTHM & BLUES NOTES

By BOB ROLONTZ

January 13. A group of deejays, columnists and other traders will honor the orkster that night. ... Duke Ellington's 25th Anniversary in show business was honored at The Blue Note Cafe, Chicago, where he opened on December 19. John Johnson, publisher of Ebony, Tan and Jet, presented the ork leader with a subscription to each magazine. New Year's Eve, Ellington will receive a scroll from the National University of Music in Chicago and an Ellington scholarship in piano will be set up.

Rosetta Davis, former singer with the Duke Ellington ork, has signed with Shaw Artists Corporation. ... Charles Brown will disband his trio at the end of the month and go out with a full ork next year. ... Johnny Ace's new disk, "Cross My Heart," will be released next week on Peacock. ... Matisse Adams, Peacock, will team up with Arthur Froycock and Edgar Blanchards' ork for a new package starting February 13 that will go out on a string of one-nighters. ... New talent signed by Joe Davis of Beacon Music for the M-G-M r.&b. department includes Mills Bosman, Beola Green, Teddy Williams, The Crickets, Al King, Paula Watson and Beulah Bryant.

Headed for the Top...  
**Shirley Lee**  
AI 3153  
**"I'M GONE"**  
Aladdin RECORDS

# International

**FRANK WYKAROWSKI ORK**  
Don't Want You Anymore... 80  
DANA 77—Lyrics are a mixture of Polish and English and are sung gaily by the mixed combo. Polka has great movement and the ork beats it across strongly.  
Cassia Polka... 75  
Fine playing of the Bohemian polka by the ork. A good side.

**JOHNNY SADRASH ORK**  
Sadrash... 78  
DANA 3116—The delicious waltz is greatly played by the Sadrahs ork. Good dance wa with an old-country appeal.  
Blue Bird Polka... 74  
The ork comes thru with a cheerful reading of the polka that should please many. Another fine instrumental.

**GEOR DANA**  
Pragmacy... 70  
DANA 72—Novelty ditty is a humorous take-off on "The Music Goes Round and Round." An entertaining wa and.

**HELENA ROSKIDLO**  
Polish Choral Version of "Blue Rhapsody" is listenable.

**"GOIN' HOME" IS IMPERIAL LABEL**  
NEW YORK, Dec. 27.—In last week's list of "1952's Top R.&B. Records," "Goin' Home" by Fats Domino was incorrectly credited to Federal. The disk was fourth on the sales list and No. 10 on the juke box listing.

**HAPPY NEW YEAR!**  
from  
**ATLANTIC**

**JOE TURNER**  
"STILL IN LOVE"  
and  
"BABY, I STILL WANT YOU"  
Atlantic 982

**THE TILTERS**  
"LA CUMBANCHERO"  
and  
"EE-TIL-YA-DEE"  
Atlantic 979  
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THE ORIOLES  
Jubilee 5102  
JUBILEE RECORD CO., Inc.  
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# Territorial Best Sellers

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

## Cincinnati

1. Back Street Affair  
W. Pierce, Decca
2. Don't Let the Stars Get in Your Eyes  
S. McDonald, Capitol
3. Don't Let the Stars Get in Your Eyes  
S. Willet, Four Star
4. Midnight  
R. Foley, Decca
5. I Let the Stars Get in My Eyes  
G. Hill, Decca
6. I'll Never Get Out of This World Alive  
H. Williams, M-G-M
7. Keep It a Secret  
S. Whitman, Imperial
8. I Saw Mommy Kissing Santa Claus  
J. Boyd, Columbia
9. Jambalaya  
Hank Williams, M-G-M
10. Indian Love Call  
S. Whitman, Imperial

## Dallas-Ft. Worth

1. Jambalaya  
Hank Williams, M-G-M
2. Don't Let the Stars Get in Your Eyes  
S. McDonald, Capitol
3. Fools Such as I  
Hank Snow, Victor
4. Midnight  
Red Foley, Decca
5. I'm an Old, Old Man  
Lefty Frizzell, Columbia
6. I Let the Stars Get in My Eyes  
G. Hill, Decca
7. Don't Let the Stars Get in Your Eyes  
R. Price, Columbia
8. Keep It a Secret  
Slim Whitman, Imperial
9. Going Steady  
F. Young, Capitol
10. Gone  
T. Preston, Capitol

## Houston

1. Don't Let the Stars Get in Your Eyes  
S. Willet, Four Star
2. Jambalaya  
Hank Williams, M-G-M
3. You Win Again  
Hank Williams, M-G-M
4. Back Street Affair  
W. Pierce, Decca
5. I'm an Old, Old Man  
Lefty Frizzell, Columbia
6. Humming Around  
J. Dean, Four Star
7. Midnight  
Red Foley, Decca
8. I'll Go On Alone  
M. Robbins, Columbia
9. Gone  
T. Preston, Capitol
10. Keep It a Secret  
S. Whitman, Imperial

## New Orleans

1. Deep Blues  
R. Foley, Decca
2. I'll Never Get Out of This World Alive  
Hank Williams
3. Don't Let the Stars Get in Your Eyes  
R. Price, Columbia
4. Blackberry Boogie  
Tennessee Ernie, Capitol
5. Jambalaya  
H. Williams, M-G-M
6. Keep It a Secret  
S. Whitman, Imperial
7. Gal Who Invented Kissing  
H. Snow, Victor
8. Sittin' in the Woods on Fire  
H. Williams, M-G-M
9. Our Honeymoon  
Carl Smith, Columbia
10. Almost  
G. Morgan, Columbia

## Nashville

1. Juke Joint Johnny  
L. Moore, Speed
2. I'll Never Get Out of This World Alive  
H. Williams, M-G-M
3. Don't Let the Stars Get in Your Eyes  
E. Price, Columbia
4. Midnight  
R. Foley, Decca
5. I Let the Stars Get in My Eyes  
G. Hill, Decca
6. I Heard a Juke Box Playing  
K. Wells, Decca
7. I Could Never Be Ashamed of  
H. Williams, M-G-M
8. That's the Kind of Love I'm Looking For  
C. Smith, Columbia
9. Please, Believe  
G. Morgan, Columbia
10. Fool Such as I  
Hank Snow, Victor

## Memphis

1. Fool Such as I  
Hank Snow, Victor
2. Midnight  
Red Foley, Decca
3. I'm an Old, Old Man  
Lefty Frizzell, Columbia
4. Wedding Ring Ago  
K. Wells, Decca
5. Don't Let the Stars Get in Your Eyes  
R. Price, Columbia
6. I'll Go on Alone  
M. Robbins, Columbia
7. Blue Snowflakes  
E. Tubb, Decca
8. Older and Bolder  
E. Arnold, Victor
9. I Saw Mommy Kissing Santa Claus  
J. Boyd, Columb
10. Why Talk to Your Heart  
G. Hill, Decca

# This Week's Territorial Best Sellers to Watch

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

Nashville... PLEASE BELIEVE  
George Morgan—Columbia 21052

Memphis... WHY TALK TO YOUR HEART  
Goldie Hill—Decca 28355

# Record Reviews

Continued from page 24

## Popular

rate sax and Charlie Sharkey gives out with a fine trumpet solo. The rock sound is clean and impressive, and the recording is tops. Side should catch deejay spins and will interest jazz fans.

**DAVID ROSE ORK**  
M-G-M 30724—The familiar melody is warmly sung by Beryl Davis, to lush backing by the Rose strings. Fine sounding wax.

**Beautiful Music to Love By**... 69  
Pleasant waltz is played masterfully by the Rose orch, with Beryl Davis warbling prettily. A listenable effort.

**GORDON MAC RAE**  
Straight and Narrow... 74  
**CAPITOL 2111**—Attractive ballad has religious overtones and it's sung with warmth and sincerity by MacRae. Many should like the effort and it might ease spins.

**Brotherly Love**... 73  
Another inspirational waltz is read pleasantly by the chanter. Should do okay in the Bible Belt.

**BILL HAYES**  
How Do You Speak to an Angel? ... 74  
M-G-M 11394—The video chanter poses the query in tender fashion. He's given big backing by chorus and orch. Deejays might spin.

**The Drunken Song**... 70  
Hayes sings the production-type opus with his expected charm. Side should be welcomed by his fans.

**CHARLIE BARNET ORK**  
Let's Blow the Blues ... 73  
**MERCURY 8015**—Here's another good diskling by the new Barnett crew on its initial waxings for Norman Grant on Mercury. Tune is a driving riff effort, and it features sharp sax work by the orchestra, plus sparkling trumpet and piano solos, over solid support from the orch. A good disk.

**Deerage**... 72  
A wild new city is handed a strong instrumental reading by the Barnett orch. Ork displays first-rate ensemble work and a fresh sound. Tune, penned by Eddie Sarrafian, has a haunting quality.

**ALAN DEAN**  
Say You Love Me ... 73  
M-G-M 11393—A smooth tangy Dean's vocal is full-bodied, but the song doesn't hold the listener.

**High on a Windy Hill**... 72  
Fair vocal by Dean on this standard. Ork does nice job here, with the arrangement lending color and mood.

**CLYDE MCCOY ORK**  
Mr. Wah Wah ... 73  
**CAPITOL 2321**—Bouncy tune showcases more McCoy trumpet. Vocal by unblinded thrash and trio sets in some interesting echo effects. A good disk.

**Round and Round**... 72  
McCoy turns loose his muted trumpet on the old presser to achieve his usual good results. Ork sets a good beat and group vocal is pleasant.

**ZIGGY EILMAN ORK**  
My Sweetie Went Away ... 72  
M-G-M 1401—The fetching novelty sets a biting delivery by Ziggy Eilman, with tasteful vocal by Virginia Macey. Stardust... 71

Ziggy Eilman ork does a nice instrumental of the great standard.

**HERB KENNY**  
I Miss You So ... 72  
M-G-M 11397—Kenny leads the

# Album and LP Reviews

## International

**HIT POLKAS, NO. 6** ... 78  
Gene Wisniewski Ork; Harmony Della Ork; Kay Henry Ork; Al Snjka Ork; Frank Wojnarowski Ork (1-107)  
Dana (3) 1503

This set, the fourth in a series of Hit Polkas, is from Dana should do well in all points markets from Pennsylvania to the Midwest and the Border States. The four orks play their top polka ditties, and the eight tunes came from the gay and strident "Smiley Polka" to the wild, peppy "Red Headed Tornado Polka" by the Al Snjka Ork. Other fine sides are the "American Parrot," "Flying Saccetti" and "Only for You," penned by ork leader Frank Wojnarowski. This should be a steady seller for the market.

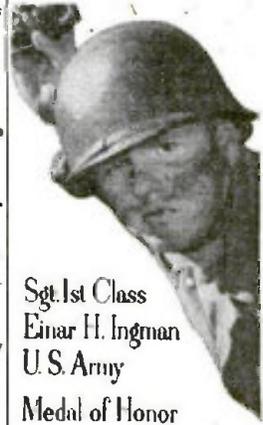
# Season's Greetings

MERCURY RECORDS

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WHY?

Flip to "Market Place" PAGE 32



**THE REDS IN AM-BUSH** on the ridge suddenly opened fire. The two squads were trapped. Their leaders were wounded; others were dropping.

Sergeant Ingman took command, encouraging the men to fight. A red machine gun opened fire. The sergeant charged it alone, neutralizing it with a grenade.

Tackling another gun, he was badly wounded. But he reached the gun, and dispatched the entire crew. When his squad reached him, they found Sergeant Ingman unconscious—and 100 of the enemy fleeing in panic.

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Name (please print) 890

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City Zone State

Occupation

# Late Reports on Recent "Best Buys"

Continued from page 26

## Country & Western

strong re-orders with the label on top of the heavy standing order shipped by the firm. Number four in reorders of new records of all categories. Initial reaction in South shows interest in "Eddy's

**LAWRENCE WELK**  
and his  
**72nd**  
Consecutive Week of the  
**ARAGON BALLROOM**  
Santa Monica, Calif.  
Exclusive Records  
Latest Release  
**"YOUR MOTHER A MINE"**  
Vocal, Roberto Linn  
**"OH HAPPY DAY"**  
Vocal, Larry Hooper  
KTLA-TV  
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Song" while Illinois and other Midwest points are favoring "Condemned."  
**YOU BELONG TO ME No. 2**  
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Record steadily growing. Very strong at the moment in Illinois with both sides moving. Also good in the South and Cincinnati. Reorders are good with the label.  
**ILL GO ON ALONE**  
Marty Robbins—Columbia 21022  
The record does not give indications of breaking for a smash, reports show that it's holding on nicely.

## Rhythm & Blues

**BABY DON'T DO IT**  
"5" Royales—Apollo 443  
Continued strength in areas reported last week.  
**THE BELLS**  
**PEDAL PUSH PAPA**  
Dominoes—Federal 12114  
Tops in reorders with label. Both sides are getting good action. It's "Bells" in L. A., Carolinas, and Cincinnati. Chicago is selling both sides. It's "Papa" in Philadelphia.  
**SOFT**  
Tiny Bradshaw—King 4577  
On Cincinnati, Chicago and Washington charts. Also very strong with operators in Philadelphia. Strong, too, retail-wise in the South. Top seller with the label.  
**GABBIN' BLUES**  
Big Maybelle—Okeh 6901  
Hit juke box chart this week.

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# Album and LP Reviews

## Hot Jazz

**FROM BARNELOUSHO TO BOP ... 75**  
John Mehegan, Pianist (1-10")  
Perspective (33) PK-1  
The first LP release by Perspective, a new label in the field, is an imaginative and delightful set that should prove of much interest to the jazz fans, especially those just starting their collections. Mehegan, who has been featured on jazz in New York University, and who plays a mean piano work, the paraphrasing such styles as Jelly Roll Morton, Punctop Smith, Fats Waller, Earl Hines, Art Tatum, Jess Stacy and others, is not merely a copy of their top diskings, but improvisations that could have been played by the man themselves. It's a good act.

On St. Louis, Detroit, Chicago and New York territorial charts.

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# Reviews of the Current Classical Releases

Continued from page 22

**TCHAIKOVSKY: 1812 OVERTURE, Op. 45; MARCH SLAV, Op. 31** — Stadium Concerts Symphony Orchestra of New York; Alexander Smallens, Cond. (1-10") ..... 76  
Decca (33) DL 4031

This all-Tchaikovsky diskings, another in the Decca "4000" series, is a first-rate set. The Stadium Concerts Symphony Orchestra, made up of members of the New York Philharmonic, does an excellent job with these well known selections, under the direction of Alexander Smallens. There are many waxings of these works on the market, but the quality of the waxing from both an artistic and recording standpoint (and the low price) should help sales here.

**TCHAIKOVSKY: WALTZ AND POLONAISE FROM EUGEN ONEGIN; ANDANTE CANTABILE FROM STRING QUARTET IN D MAJOR, Op. 11**—Stadium Concerts Symphony Orchestra of New York; Alexander Smallens, Cond. (1-10") ..... 76  
Decca (33) DL 4033

This is another fine coupling in the new Decca low price series. The familiar selections are brightly performed by the Stadium Concerts Symphony Orchestra under Alexander Smallens. The work, which is made up of members of the New York Philharmonic Symphony, is recorded with life and detail on this set. It should have a steady appeal among the many who enjoy Tchaikovsky's melodic works.

**SHOSTAKOVICH: BALLET SUITE NO. 1—State Orchestra of the U.S.S.R.; Alexander Gauk, Cond.**  
**PROKOFIEV: ROMEO AND JULIET**—Leningrad Philharmonic Orchestra; Eugene Mrvinaky, Cond (1-12") ..... 77  
Vanguard (33) VRS 6004

Shostakovich composed this ballet suite in 1950, and this is the first waxing of it to be released in the country. It is in the tradition of modern Russian humorous works like *Gavne, Masquerade*, etc., a lively, droll work that is really a delightful pastiche in the style of other ballet composers of the past. The composer kids himself as well as Tchaikovsky, Ravel, Offenbach, Delibes, Rossini and others. The bright music is played with gusto by the U.S.S.R. Orchestra. The other work in this set, "Romeo and Juliet" by Prokofiev, is performed effectively by the Leningrad Symphony. This album should appeal strongly to all ballet fans, and it should be looked over carefully by pop ork arrangers as well. Some of the selections in the Shostakovich musical satire could easily be transferred to the pop idiom as was Khachaturian's "Saber Dance" of a few years ago.

**CHOPIN: SONATA IN B-FLAT MINOR, Op. 35; ARTHUR RUBINSTEIN PLAYS DEBUSSY** — Arthur Rubinstein, Pianist. (1-12") ..... 75  
V (33) LM 9008

Chopin's second piano sonata has been tackled by many important pianists, and has been recorded on LP by such names as Casadesu, Beakhaus, Horowitz and Novace. Rubinstein originally waxed this platter in 1947, but it still stands as a fine interpretation of the well-known sonata, displaying Rubinstein's immaculate technique and sound musicianship. The Debussy selections, from the composer's "Preludes," are also beautifully performed by the pianist. The set will have tough competition, but it should prove attractive to many.

**MOZART: OVERTURES Vol. 1 & Vol. 2**—The Berlin Philharmonic Orchestra; Fritz Lehmann, Cond. (2-10") ..... 74  
Decca (33) DL 4035; DL 4036

Eight of Mozart's most popular overtures are offered on these two disks made available by Decca as singles. Tho they are meant as operatic curtain-lifters, most have become standard concert fare and are familiar indeed to the average concert-goer. They are excellently projected on these records, in full-bodied renditions that ably bring out their many-faceted charm. Here's solid LP merchandise that should earn good consumer response.

**BALLET AND BIZET**—Leopold Stokowski and His Symphony (1-12") ..... 72  
V (33) LM 1706

The title of this Bizet set is slightly tenuous. The only reason, even in the liner notes, as to why it should be called "Ballet and Bizet" is because a number of choreographers have recently used his music for the dance. The waxing contains Bizet's "L'Arlesienne Suites No. 1 and 2" and his First Symphony. The latter work has, over the past few years inspired three ballets: "Assembly Ball," "Le Palais de Cristal," and "Symphony in C." Both works are played capably here by Leopold Stokowski and His Symphony Ork. In spite of the title it is possible that symphonic fans will be more interested in this set than ballet lovers.

**PROKOFIEV: ORATORIO—ON GUARD FOR PEACE, Op. 124** —Zola Dolzhanova; E. Talanov; Choir and State Orchestra of the U.S.S.R.; Samuel Samosoud, Cond. (1-12") ..... 72  
Vanguard (33) VRS 6003

This is the first waxing to be released in the United States of the controversial Prokofiev oratorio "On Guard for Peace," which was written by the composer in 1950, and presented in Russia last year. Since it has never been performed here, and since Prokofiev is a major composer, this diskings is somewhat of an event. Reason for the controversy is the fact that lyrically the work projects the official Russian propaganda line, calling the U.S.S.R. the country that desires peace. The oratorio, which was made from Russian tapes, is sung in Russian, but the liner notes and the titles of the movements give some indication of the meaning of the lyrics. Musically it is not up to Prokofiev's best work, tho it is worth attention. At times plodding and bombastic, especially in the last movement, it contains many sections of lyric tenderness and haunting beauty, including "Lullaby," "To Those Who Are Ten Years Old," and "Doves of Peace." The work is a mixture of colorful effects, in which the composer uses the chorus as additional instrumental timbre, and speaking passages are used with the same effect. It is really a large tone poem with voices. The story tells of rebuilding Russia after the war, and the desire of the people for peace. Mezzo-soprano Zola Dolzhanova is superb as the lead singer, and boy alto, E. Talanov, does an effective job. The choirs are uniformly good, and the orchestra work is capable. Recording is also good.

**RATINGS:** 80-100 Top; 60-80 Excellent; 50-70 Good; 40-60 Satisfactory; 0-39 Poor. **HOW RATINGS ARE DETERMINED:** Each record is reviewed and rated according to factors which affect its commercial potential. The following factors are considered: artist's name value, quality of performance and recording; appeal of the composition; effectiveness of manufacturer's distribution; promotion accorded the recording; strength of the coupling; competitive entries and price.

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# Burlesque Bits

By UNO

Benita Francis has a new act consisting of a song and dance that winds up with a bubble bath and which was written and routine for her by Chuch Wolfe. . . . Pal Brandeaux, producer at the Empire, Newark, N. J., is in St. Michaels Hospital, Newark, and will be for the next five weeks with his leg in a cast as the result of a fall from a platform back stage. . . . Jack Hayes, after 14 months on the West Coast, moved into the Fox, Indianapolis, for two weeks. . . . Sedal Bennett's next door neighbors in Santa Monica, Calif., are the Doherty Sisters and Larry Clifford. all

## Para, New York

knockabout comedies rocked the jammed house. Their quickie take-offs plus a combo of Armstrong and Johnnie Ray were convulsing. The Four Tunes (four male voices plus a guitar) registered solidly all the way. Their choice of tunes ("I Went to Your Wedding" and "Cool Water") were melodic as well as eye filling, the latter coming from small sight comedy bits. Quartet almost stopped the show. Teddy Hale, diminutive hooper, opened with his combo taps, drawing oohs and ahs. That the boy can step has been long known. Still he'd have done better on the show caught if he'd pruned his act a little. The Illinois Jacquet bunch, 15 with Jacquet on sax solo rides, pulled ear-splitting whistles and tremendous hands. Latta's sax work was enthusiastically received. Bill Smith.



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familiar names to old-time burleskers. Another, Uda Chadwick, is a Dallas resident. . . . Comic Bob Collins started a stay of six weeks on December 22 at the N. Y. Cardiac Home, Hillburn, N. Y., a Harry Hirschfeld project, thru Dave Ferguson, exec of the Jewish Theatrical Guild. . . . Rose Griffin, former burly feature, is now the owner of a large furniture emporium and storage building in Bell Gardens, Calif. . . . Max R. Wilmar, one time operator of burly circuits and houses, is now selling real estate in New York near by the Follies Costume Shop, owned and supervised by his wife, Stella Wilmar. . . . With the closing of the Gayety, Toledo, most of the stock principals switched to the different circuits. Mary Lou Holloway has changed her name to Desira and followed Rose LaRose an Columbus, Ohio. Rhoda True and Matty Matthews appeared in the Thanksgiving Day cast. LuVesta (Vesta Vorhes) retired to her home town of Dayton to care for her four-year-old son recovering from a surgical operation. . . . Trudis, Hirst circuit feature, made her first appearance in six years at the Grand, St. Louis, last week.

## Thunderbird Hotel

a bit nervous, was great in this bit, and the opener got him off to a good start with the audience predominantly of localities. Back again in his "woodsman" skit for middle number, Lahr seemed to enjoy himself a little more and prodded the placid audience into belly shakers. He topped off his opening show with his famous "burlesque" number, using the pretty Thunderbird Kathryn Duffy Damsations as burlesquers. His famous bashful cop bit showed him as the fine performer he is. Irene Allerie, wearing little more than a bikini, was perfect foil for his gags, and they had the audience splitting for a solid five minutes. Lahr topped it off with "You Laugh Just Like a Mixmaster" that broke up the room. Known as a gentleman and humble performer, Lahr took the becalmed audience that awaited his premiere show and killed them, nervousness and all, rough spots and all. His message didn't get thru to some until after the second bit, but they walked away knowing they had seen the rare thing of a truly great comic. Backing up Lahr was Francine White, pert vocalist, who got solid hands with special material and a Betty Boopish-voice for in-between chatter. She opened with "I've Got My Eyes on You" and banged into "Hallelujah" for a solid intro. Special material, "Send Me a Man," was cute and enticed solid applause. Miss White spiced her offerings with cute chatter and segued into a Spanish thing called "Nothing Doing, Ricardo," which braked her climb with the audience, but regained momentum with "Revival Meeting" and "Sing, You Sinners." Topper was a bit with hand mike around the edge of the stage doing "I've Got a Crush on You," in which she joked with diners. Superfluous chatter held her back from being an all-out act, but she ended as a cute, solid act.

## Roxy, New York

plause. Evelyn Chandler, who came on last, drove a big hand with her exciting Act. Her wheels bit in her short stay on the ice. The gal came on unannounced for a bright dance routine as a "dancing poodle." The well received, she would have impressed more thru an intro build-up. It was the petite Jo Barnum who captured the crowd. Looking like an exquisite doll, she came thru, both in her solo and her pair with Tony Lemac, as a top-flight performer, treating the audience to some fine skating. Her routines were excellent and her split jumps and final lying canals were flawless. The crystal ballet sequence, with Tony Lemac and Jo Barnum as the pair, and the full chorus of 32 boy and girl skaters, was beautifully staged and drew the best hand of the entire show. Tony Lemac did a good job in his "spinning top" solo, with some vigorous one foot and sit spins.

Opening act, Patty Ross, long-limbed, sexy acro-dancer, had audience gawping at her anatomy and her combination of sex, somersaults, spins and splits. Treatment of a stimp-teaser with acrobatics was an eye-filler and entertaining. She scored terrific hand with patrons. Bob Gallagher as Bert Lahr's stooge, Johnny O'Brien as emcee and the Normandie Boys in production lent solid flavor to the show, backed by Al Jahn's ork and Kathryn Duffy Damsations. Productions were bright, especially an indescendent light number, which copped a big hand. Al Freeman.

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## Lou Collins Club, Miami Beach

(Thursday, December 11)  
Capacity, 275. Three shows nightly, 9:30, 12, 3. Price policy, \$2.50 beverage minimum. Owner-operator, Lou Collins. Booking non-exclusive. Publicity, Les Simmonds.

Big draw here (ex-Mother Kelly's) is Pat Morrissey, the buxom blonde who crouches low in front of her microphone and rubs her derriere against the piano. She "seeks" sex in her songs—and there are plenty of buyers.

Balance of show doesn't amount to much, despite Bobby Breen as an extra aided attraction. The Kopy Katz add up to Kokonamie Komedy in their record mimicry, but do a good job when they play it straight, handling the instrumentation for Miss Morrissey. Herb Rau.

## Olympia, Miami

(Wednesday, December 17)  
Capacity 2,170. Four shows daily. Price range, 83 cents to \$1.03. House booker, Harry Levine. Show played by Les Rohde's orchestra (11).

Two dozen Miami High School kids copped top honors in the bill here, chanting a selection of Christmas tunes in an able and effective manner.

On the pro side Artie Auerbach, "Mr. Kitzel" of the Jack Benny air shows, scored well with his dialect work. He's a humble and sincere guy, and after he wound up with his rousing and went into a fresh dialect approach, he won them.

Bob Hammonds' bird act was also a big milt winner. The Asia Boys acro turn, showed their fineness in accomplishing seemingly "impossible" feats of balance and agility.

Les Rohde's ork backed up the proceedings in his usual okay style. Pic, "Beware My Lovely." Herb Rau.

## Roxy, New York

Continued from page 11

plause. Evelyn Chandler, who came on last, drove a big hand with her exciting Act. Her wheels bit in her short stay on the ice. The gal came on unannounced for a bright dance routine as a "dancing poodle." The well received, she would have impressed more thru an intro build-up. It was the petite Jo Barnum who captured the crowd. Looking like an exquisite doll, she came thru, both in her solo and her pair with Tony Lemac, as a top-flight performer, treating the audience to some fine skating. Her routines were excellent and her split jumps and final lying canals were flawless. The crystal ballet sequence, with Tony Lemac and Jo Barnum as the pair, and the full chorus of 32 boy and girl skaters, was beautifully staged and drew the best hand of the entire show. Tony Lemac did a good job in his "spinning top" solo, with some vigorous one foot and sit spins.

The outstanding vaudeville act was the aerialist team of Les Orisk, a boy-girl duo. The team pleased the crowd with its dangerous aerial acros. Bobby Whaling, with the help of Yvette, a looker, showed off a lot of fancy cycling on the icy stage, riding in every trick position on one or two wheels, while balancing the girl on his shoulders. The Gaudsmith Evelyn, with their two poodles, ran downhill after their interesting opening bit. The act was on too long and ran too slowly.

The chorus was sloppy on the opening routine, its work in the crystal ballet routine was precise. The costumes by Michi were lovely and the lighting effects, from the shutter lighting in many routines to the stroblite finale, were excellent. Stage waits were long between some acts, but the clown bit to cover a stage change was cute. The Roxy chorus under Ray Porter was good, and the house ork cut the show brightly. Bob Rolantz.

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# Hocus-Pocus

By BILL SACHS

MAGIC in New York has taken a turn for the better in recent weeks, according to George Schindler, Brooklyn trixster who bills himself as the anemic jester. "Christmas shows were plentiful," Schindler typewrites, "and the busiest kiddie magicians, this season was Norman Jensen, of Mr. Magic fame. He did as many as four a day and turned down numerous bookings to boot. Bruce Elliott's new book, "Classics of Magic," was released Christmas week. I saw an advance copy, and it looks great. I did a great club date at the Waldorf-Astoria December 19. Along with me were Barry Nichols, who doubled from the Southshore Terrace, Ronald, Norma Krieger, and Al and Sherry DeLage. Received a letter from Pvt. Hal Greenberg, who is doing his magic in the wards at Fort Dix. Hal is doing it the hard way. He himself has been ill for several weeks. Tannen's Magic Shop, which recently moved to a larger loft in the same building, looks the same with the exception of a few modern touches in color and lighting. Missing is Jack Miller, who has been ailing recently. Nothing can keep him inactive too long." Glen Pope took his bag of nifties into the Savoy Cabaret, Montreal, after a week's stand at Brownsburg, Que. . . . Charles Carls on Christmas Day concluded a fortnight's stand at Montreal's Bellevue Casino. . . . In the same town, Trebor, Hindu mystic, has been holding forth at the Top Hat Cabaret, while Howard McLeod has just concluded a week's engagement at the Roxy Theater. . . . Dell O'Dell's lovely likeness graces the front cover of the December issue of Genii. . . . Dr. Howard Robinson, Bob Carver, Mayor Lewis B. Wilson, W. T. Harper and William Weaver, members of the Macon (Ga.) Magic Club, contributed the magical portion of the show presented by the Good-

fellows at the Macon YMCA recently to provide a happy Christmas for needy families.

## La Vie en Rose

Continued from page 11

from a husky but intriguing voice delivery to a thrilling tremolo, and then up and down again. It made for a great performance by one of showbiz' greats.

Carl Ravazza, seasoned performer, tho a Johnny - come - lately compared with Miss Waters, has seldom worked or looked to better advantage. Using a ballad around a framework of calypso and novellies, Ravazza won immediate attention. His walk-on opener and his thank-you singing walk-off were skillful pieces of business that sold all the way. His rich bary was unusually effective on "Wish You Were Here" and a Johnny Mercer number set in Paris, "When the World Was Young." His selling skill, however, was most sharply on the up-beat numbers, particularly his finale that built to almost explosive proportions. Van Smith's show cutting was strictly top drawer. Reginald Bean's piano backing of Miss Waters was almost inspired. Bill Smith.

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1 used "LITTLE GIANT" GRINDER..... 85.00  
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# Mineola Oldtimers' Jubilee in Works

MINEOLA, N. Y., Dec. 27.—Following the annual New Year's Eve party at Mineola Roller Rink, the next big event on the rink calendar is the annual Oldtimers' Jubilee, scheduled to be held February 28.

Last year's jubilee drew the greatest crowd in Mineola Rink history. More than 2,600 skaters attended the event which was sponsored by rink employees and operators Earl Van Horn, Harry Bickmeyer and Inez Van Horn.

# Sennes Xmas Show Packs Cincy Garden

CINCINNATI, Dec. 27.—The mammoth Christmas show staged at Cincinnati Garden last Saturday and Sunday by Frank Sennes and Barney Rapp, of the Frank Sennes Theatrical Agency here, under sponsorship of the Crosley Division of the Avco Manufacturing Company and the Cincinnati Milling Machine Company, attracted near-capacity crowds to the 11,500-seat arena. The Crosley firm guested its employees, their families and friends Saturday afternoon, and the milling machine company took over Sunday afternoon.

Committees from a number of industrial firms in the Cincinnati area witnessed the performance, and plans are under way to present a similar show next season for a week or longer, with a half dozen or more firms sponsoring. The show drew much favorable comment from the industrial leaders present.

On Saturday night the local B'nai B'rith sponsored the same show in a fund-raising effort, billed as "Holiday Varieties of 1953." Box-office returns were meager, probably due to lack of promotion and publicity.

Line-up of acts for the three performances included the Whirlwinds, the Royal Rockets, the Antaleks, the All-American Boys, George Hubler, LeBrac and Bernice, Bob Steele, Rudy Dockey, the LeBlonds, Troupe the Langs, Spiller's Seals, Harry Haag's Elephant, the Gretonas, Francisco and Dolores, Rudy Cardenas, the Lindsey Lovelies, and Daddy Longlegs, Frankie Little, Buck Steele and Rudy Dockey, clowns. Clem Boex, local insurance broker, served as Santa Claus.

The rink management spared no expense in staging the elaborate 1952 affair, running up a total of \$2,565 in expenses so that a small deficit resulted when final figures were checked. The profit motive was ignored in staging the event, the management believing that such an affair, after considering the value to the rink, to be an inexpensive and potent form of advertising.

Representing a small part of the expense were more than 3,000 invitations sent to former Mineola skaters. These skaters, now adults, are believed by some industry observers to represent the finest source of revenue for rink operators if they can be coaxed back into the rink for old patrons who will patronize a rink with some degree of regularity. In addition, since most of them may be assumed to be married and the heads of families now, the event serves to reintroduce to them a fine rink and implants in their minds the idea that if their kids are going to roller skate, Mineola Rink is the place in which it should be done.

Prizes valued at more than \$750 were awarded for various events during the night. These included a \$50 U. S. Savings Bond, awarded in a drawing, sold after the roller skates, for three winners in straight waltz and chicken scratch contests; six gold Bulova wrist watches, four to winners of a voo-doo fours competition and two as door prizes, and a 30-inch gold challenge trophy for a Chicago Hop contest donated by Victor J. Brown, operator of New Dreamland Arena, Newark, N. J. Winners of three legs on the cup will gain permanent possession of it.

# \$10 RSROA Fee For Unattached

DETROIT, Dec. 27.—The permissive registration fee which may be charged unattached skaters at meets, as approved by the Roller Skating Rink Operators' Association Board of Control at its recent Detroit meeting, will have a ceiling of \$10, not \$100, as indicated in the December 20 issue thru a typographical error.

This fee, equal for all unattached skaters at a given meet, may be applied at any State or regional or other meets except the American championships.

# Staff Benefit At Hartford

HARTFORD, Conn., Dec. 27.—Patrons contributed a holiday cheer to employees of the Hartford Skating Palace Wednesday night (17), with the evening's proceeds turned over by the rink management to employees.

"This is our annual Christmas present to the Palace staff," said Co-Manager Irv Richard. Doors opened at 7:30, with Jimmy Morgan providing organ music.

# Deuback Using New Floor Preparation

DALLAS, Dec. 27.—Deuback Skating Rink here is using a new "spray grip" on its skating surface, a revolutionary preparation that is said to give floors a clean, glossy, light brown color yet prevents floors from becoming slick. It is also said to eliminate the need of dusty floor powders.

The rink also has a commercial blower and vacuum machine which combine in helping to keep a clean floor and dustless atmosphere.

**Auditorium Managers:**

Help us build a list of promoters who are capable of properly promoting and underwriting attractions in your building. The increased availability of large attractions and increased arena hire rates, the quantity and quality of local promoters, that is why we wish to build a list of local promoters as complete as possible. List of local promoters in your area. Send us the name of the promoters in your territory. Write Arena-Auditorium Department, The Billboard, 148 W. Randolph St., Chicago 1, Illinois.

## NEWS NUGGETS

# Boston Arena Sold; IAAM Mulls Dates

BOSTON, Dec. 27.—The Boston Arena, one of the older indoor sports arenas in the country, has been sold and will be converted to factory use upon completion of its present schedule in March.

## McElravy Polls IAAM For Conclave Dates

KANSAS CITY, Mo.—Preliminary arrangements for the annual convention of the International Association of Auditorium Managers are being made, President Clarence Hoff said this week. Convention will be in Chicago and Secretary Charles McElravy, of Memphis, is conducting a poll to learn what dates are preferred by most members.

## Bobby Blue Planning Band-Act Packages

THULE, Greenland — Bobby Blue Enterprises will put out band-show units to play medium-sized auditoriums with talent coming from Hollywood and New York, it was announced here by Bobby Blue, bandleader.

## Ice Fantasy Opens New Canada Arena

BARRHEAD, Alta.—This town's new \$30,000 arena and agricultural building was officially opened by Mayor Charles Yuill recently. Program featured the skating show, "Ice Fantasy of 1953."

# Canada Lifts Limit on Steel; Toronto Builds

TORONTO, Dec. 27.—The Canadian federal government has announced the lifting of restrictions for non-essential construction. Builders of arenas, theaters and similar structures now will be permitted to buy steel if it is available.

Effect of the restrictions was minor for arenas. Most cities have one or more and cities without arenas obtained steel under a policy which termed arenas essential as recreational facilities.

Construction of an arena for the East Side in Toronto will begin soon. The city council approved a bid of \$179,150. Money for the arena was raised thru public subscription, with the city matching this fund dollar for dollar. When a preliminary canvass fell short of the goal, the city made up the difference. A renewed fund drive is planned.

The Melody Fair, musical "circus" operated by L. K. Brill and Ben Kamsler, is seeking a new location here. Four new sites are being considered, and the firm is expanding to include branches in Montreal and Calgary.

# Dramatic & Musical Routes

Bagels and Yoke (Majestic) Boston.  
By Your Side (Loyalist) Philadelphia.  
Call My Madam (Forest) Philadelphia.  
Constant Wife, with Katharine Cornell (Columbia) Chicago.  
Country Girl (Blackstone) Chicago.  
Cornelia Oils Skinner (Biltmore) Los Angeles.  
Dial M for Murder (Wilbur) Boston.  
Fifth Season (Walnut) Philadelphia.  
Girls (Chicago) Chicago.  
Gilbert and Sullivan (Shubert) Chicago.  
I Am a Camera (Curtain) San Francisco.  
Lure of Four Candles (North) Boston.  
Maid of the Oaks (Orange) Buffalo 27-31.  
Shirley (Bradford) Pa., Jan. 1-4.  
M. (Auditorium) Jacksonville, Fla., 29-30.  
Auditorium) Jackson, Miss., 29.  
Auditorium) Vicksburg 30; Civic New Orleans 31-Jan. 3.  
Oklahoma (Geary) San Francisco.  
Paint Your Wagon (Shubert) Boston.  
Pine of Four Candles (North) Detroit.  
Strike a Match (American) St. Louis.  
South Pacific (Auditorium) Houston.  
Boys of the Barracks Chicago.  
Top Banana (Great Northern) Chicago.

## Skating Shows

Hollywood Ice Revue of 1953: Chicago 28-Jan. 11.  
Ice Capades of 1953: (Boston Garden) Boston 29-Jan. 12.  
Ice Palace of 1953: (Arena) Philadelphia 29-Jan. 13.  
Skating VanDusen-Olsen & Johnson (City Auditorium) Denver 29-Jan. 13.  
Ice Circus Coliseum) Salt Lake City 3-6.

1953." Seating capacity is 2,000 but 3,000 packed in for the opener.

## LEDUC, ALTA., OPENS NEW 1,000-SEATER

LEDUC, Alta.—The new \$40,000 Leduc arena was opened recently by A. J. Hoque, provincial minister of economic affairs. Building is 208 by 102 feet and has an ice surface of 194 by 85 feet. Seating capacity now is 1,000 but can be increased. Opening program included an auto and cash giveaway, a dance, a broomball game, and a skating show.

# Shows Up Take, Pro Sports Off At Kansas City

KANSAS CITY, Mo., Dec. 27.—Municipal Auditorium here scored a 50 per cent increase in convention business and held its regular schedule of ice and roller shows, circus, auto dealer meetings and concerts, Manager Clarence Hoff said this week.

Hoff said he expected the second half of the season to be even better since arena shows are drawing bigger crowds and conventions also have been pulling.

Olsen and Johnson's "Skating Vanities" scored its best Kansas City business in years, Hoff said. Show was in for December 5-9. Basketball tournaments are drawing capacity.

In general, he said, all types of activities except professional boxing and wrestling are doing better this year.

# Outdoor Rink Is Mull'd for Boston

BOSTON, Dec. 27.—Water Brown, prexy of Boston Garden-Arena Corporation, owner of the 13,000-seat Boston Garden and the Boston Arena, is considering the erection of an outdoor rink within the city limits of the Hub.

Boston presently has no large ice rink of the kind proposed by Brown. It would be frozen by artificial means, and would accommodate four college or high school hockey teams at a time during daylight and would be utilized at night either professionally for ice shows, hockey or as a public skating center.

Reason for the proposed building of an additional enterprise to add to the Garden-Arena holdings is that high school and college hockey and ice shows are interfering with the Garden and Arena schedules for professional hockey games, ice extravaganzas, circuses, fairs, wrestling and roller derby and one-night stands.

# Corey's Waterbury Anniversary Party

WATERBURY, Conn., Dec. 27.—Albert E. Corey marked his 19th anniversary roller skating party at Hamilton Park, Waterbury, Wednesday night (17) with souveniers, door prizes and balloons, among the attractions.

Advance ads heralded the event: "Calling all our 'Old Timers' back to join the New Timers."

# Okleys to Servicemen

HARTFORD, Dec. 27.—As his annual holiday contribution to armed forces' morale, Irv Richard, of the Hartford Skating Palace, admitted servicemen in uniform free of charge on December 24 and 25.

# Roadshow Rep

**WILL T. SPAETH**, veteran minstrel great and for many years associated with top night rep and tent shows, recently celebrated his 82d birthday. He's making his home in the Hotel Morrison, Los Angeles, and advises that with the exception of being hampered with arthritis he's in the pink and probably will live to be 100 years old. . . . **W. J. McDonald** was sighted in Nashville recently on his east-to-west tour. He reports that business is under last season's take. . . . From Bruneau, Ida., **Arthur S. Johnson** pens that he has been playing school and indoor fair dates after a summer and fall of outdoor engagements. He says that since the school picking is light he's getting ready to try out a few indoor dates in the smaller towns in that area. He spent the holidays with relatives in Lewiston, Ida. . . . **N. N. (Nick) Foley**, who is playing the Baton Hotel, La., reports that he had a good fall tour with his museum show. He's turning his layout into an indoor hobby show and will go into Texas soon.

**H. J. GEARY**, formerly of the Geary Family Show, is doing a solo show in schools and for sponsors in Central Idaho. Illness kept the remainder of the family in Sacramento. Geary, who reports good business, is using a feature film for part of his show. . . . **Charles (Kid) Koster**, who was an advertising agent with the show, comes thru with the following roster of **Lew Dockstader's Minstrels**, of 1906. It includes: **Fred Beckman**, general agent; **Charles Wilson**, manager; **Neil O'Brien**, John King, Tommy Hyde, Matt Koef, Bill Cawley, Eddie Capira, musical director; **Gray Waller**, **B. H. Thompson**, **Harry Morris**, **Manuel Romay**, **Harry Ellis**. Koster says the show used two bands. . . . **Doc Dan Kirby** is showing **Manitoba**, Canada, with his solo cartoon, rag picture and illusion show. Kirby says that he had a good summer at fairs and celebrations in that area, and that he will move soon toward **British Columbia**, where he put in most of last winter on sponsored dates. Kirby says that he was grieved to learn of the illness of **George Spencer**.

**JOSEPH BELLEVEAU** comes thru with the following from **Montreal**: **W. J. Ruffler**, hypnotist, recently in a small Quebec town giving his show. He does an interesting evening of hyp-

# Drivin' Round The Drive-Ins

**FIRE** at the **Roxy Drive-In** Theater, San Antonio, recently caused an estimated \$15,000 in damages. Damage to the screen was placed at \$12,000, and to offices and storeroom underneath the screen at \$3,000. The fire broke out shortly after 3 p.m., and was believed to have been caused by a short in electrical wiring, according to **W. T. Yelits**, the owner. . . . **Sam Guthrie**, a student at **Texas A&M College**, is believed to have set a record when he brought 48 fellow students packed into a 1950 two-door Chevrolet to win first prize at a contest at the **College Station Drive-In**. . . . **E. W. Casp** has purchased the **Dennis Theater** at **Gauleyville, Tex.**, where he operates the town's only drive-in theater. The Dennis will be closed for remodeling and redecorating.

# Vagabonds, Miami

the serious work performed by **Carmen D'Antonio**, a weirdly exotic loper, violinist, **Mia Neglia**, and vocalist **Hal Winter**. However, the **Vagabonds** clowned with the latter pair in a brace of crowd-pleasing selections. Other than the **Vagabonds**, **Miss Neglia's** fiddling received the biggest applause. You hear the provocative pin drops when she bowed "Ave Maria" and her "Hot Canary" brought cheers. On the hand, **Winters'** warbling couldn't keep 'em quiet, although when he stooped for the **Vagabonds** he picked up a good haul. . . . **Frank Linal's** orchestral accompaniment in all cases was top-notch. **Herb Rau**.

nosis. I also saw **Dr. David Tracy** the past summer and he also is good at this specialty. Some years ago there were many of these hypnotic performers doing shows over the country and when I was about 18 years old I put in a summer with **Carpenter**, the Hypnotist, who worked thru New England. He also was among the top men in his line. I wonder if he is still active. Last summer **Carl DeLisle** did his hypnotism in Northern New York resort spots. . . . **George M. Clark**, writing from Hartford, Conn., asks that someone send thru information on the **Uncle Josh Spicueby** show. . . . **Y. J. Otto** advises from **Potsdam, N. Y.**, that he caught the **Grimaldi Players** in a Western Massachusetts city playing to fair business. He says that the group seemed to have very little song, dance and specialty stuff, although it presented a good dramatic show. **Otto**, who also caught **Doc Fred Edwards'** solo show, says that **Edwards** is making an east-to-west junket, having opened near **Boston** over a month ago.

# London Dispatch

Continued from page 2

the Queen herself. While the bureaucrats bumbled she announced she wanted as many people as possible to see the ceremony on TV. "But," and I quote "I hope there will still be some of them left in the streets."

Now viewers will see all but the few seconds of the ceremony when the Queen kneels in prayer. Also the route along which the Queen will drive to and from Westminster Abbey has been extended to take in more streets and therefore will be seen by more people.

The government announces a freeze on further extending TV's 77 per cent coverage of this country—an economy measure to keep steel and material from being diverted away from armaments. Set manufacturers have put in a strong protest to Parliament but it's doubtful if the government will change its mind for a year or so. Despite this, the British Broadcasting Corporation aims at 80-per cent coverage. At least 16 tele-cameras will be used, and radio coverage will be the biggest ever here, with 250 commentators for the various world networks.

**CHICAGO, Chicago**

Continued from page 10

ard-sized harp and then a medley of favorites on a miniature. His patter and playing gets a good reception.

**Chris Cross** produces a strong ventriloquist number, using a standard dummy, two small ones and a life-sized **Mao West**. His vent singing is a high point. With one of the small dummies and strobelight, **Cross** does an imitation of the **Ink Spots**, which earns applause.

**Opener** is the **Dolinoffs** and **Raya Sisters**, standard black magic act with strong appeal to holiday audiences that carry more youngsters than usual. . . . **TOM PARKINSON**.

# Driftwood Room

Continued from page 10

other **Miami Beach** spot before the season is over, it compares with special material is followed by "You Belong to Me" with a few gags thrown in. But he quickly dispenses with the talk spends the rest of his time singing, which is fine.

He does a big-hand rendition of "High Noon," caricatures of other singers doing "Blue Moon," a rollicking "Sally on the Henry Clay," and an audience-participation medley of "Pretty-Eyed Baby." All in all, he knocks out about eight songs, each for good m.m.tts.

**Luis Gomez** and **Beatrice**, dance team, opens the show, and **Freddy Calo's** orchestra does okay on the backgrounding. **Herb Rau**.

# The Final Curtain

**ABRAMSON**—Jack, 10, for many years a New York booking agent, December 7 of a heart attack at his home in Manhattan. He retired because of ill health in 1934. Survived by his widow, **Pauline**. Burial in Fern Park Cemetery, **Manhasset Neck**.

**ARNOLD**—Harry M., 58, father of **Murray Arnold**, program director of **Station WPT**, Philadelphia, December 11 in that city. Other survivors and his widow, **Sophie**, and a daughter. Burial in **Greenwood** in Philadelphia with burial in **Rosevelt Cemetery**, **Brooklyn**.

**BARNER**—Paul F., 70, founder and president of the National Production Company, Detroit novelty manufacturers, in that city December 24. Survived by two sons and a daughter. Interment in **Mount Olivet Cemetery**, **Detroit**.

**BOLLE**—Alice, 57, December 5 in Detroit. She was formerly conductor of a Belgian language radio program on **Radio Station WJBK**. Survived by her husband, **Pamphile**, a son, **Arthur**, and a daughter, **John**. Interment in **Mount Olivet Cemetery**, **Detroit**.

**BRIELE**—Agnieszka, 70, founder and music critic of **The Toronto Daily Star**, December 21 at a Toronto hospital of automobile accident. Survived by his wife, a daughter and two sons.

**BROVE**—Frank, 70, Detroit hotel manager, December 21 of a heart attack. He was formerly manager of theaters in **Cleveland**, later becoming proprietor of the **Edith Circuit**, operating the **Regal Colony** and **Empire** theaters in **Detroit**. For the past 10 years he had managed the **Empire**, a burlesque house. Survived by his widow, known professionally as **Helene Gray**, who is in the cast of the **Osney Theatre**, **Detroit**, and a daughter, **Rosemary**.

**CONRAD**—A daughter in **Mr. and Mrs. Mick Conrad**, December 3 in **Philadelphia**. Father plays sax with **Vince James** band at **Big Bill's** nightery in that city.

**EGOLI**—A son, **Kevin Lee**, December 5 to **Mr. and Mrs. Clem Egoli**. Mother is the former **Pat**, dancing, theater and night club dancer. Father is a former **National Broadcasting Company** TV production coordinator, was stage manager for the **Kansas City Starlight Theater** last season and is now production manager for the **Palmer** Playhouse, **Millburn, N. J.**

**EVARTY**—A son, **Charles Wright**, to **Mr. and Mrs. Robert Evarty** at **Posville, Pa.**, December 10. Mother is the former **Glenys Jo Anne James**, daughter of **Mr. and Mrs. Glenn James**, circus folk of **Posville**.

**FIELDS**—A son to **Mr. and Mrs. Jack Fields**, December 3 in **Philadelphia**. Father is owner-manager of the **Blue Note Cafe** in that city.

**FISHER**—A daughter to **Mr. and Mrs. Charles A. Fisher**, December 9 in **Philadelphia**. Father is on staff of **WPXZ-TV** station in that city and mother is the former **TV actress**, **Jean Ziegler**, featured on the **CBS-TV** **Andy Carnahan** show.

**HAMBELTON**—A son, **Raymond**, November 22 to **Mr. and Mrs. James Hambelton** in **San Francisco**. Mother is the former **Mary Ann Murgal**, dancer in the **Edith Circuit**. Father is **Michael** and the late **Michael McKeone** Sr., of the **McKeone** family of acrobats.

**MUNIE**—A son, **Gary**, to **Mr. and Mrs. Joe Munie**, December 1 in **San Antonio**. Father is assistant booker at the **Clara-Moore Film Exchange**.

**ORSHON**—A boy and a girl, December 8 to a stagehand at **WBK-TV**, **Detroit**. Mr. and Mrs. **Stuart Orshon**, father is a stagehand.

**ORSHON**—A son to **Mr. and Mrs. Fernando Orshon**, December 4 in **San Antonio**. Father is chief booker of the **Arctica Film Exchange**.

**PERLMAN**—A son, **Michael**, December 10 to **Mr. and Mrs. Sanford Perlman**, December 10 in **Cedarwood** hospital, **Hollywood**. Father was formerly with **Billboard's** Hollywood office as advertising salesman.

**RODRIGUEZ**—A son to **Mr. and Mrs. Rudy Rodriguez**, November 18 in **San Antonio**. Father is member of the advertising department of **Arctica Film Exchange**.

**ROGERS**—Twins, **Paul** and **Nancy**, to **Mr. and Mrs. Hank Rogers**, father is on the staff of **WJZ-TV**, **Detroit**. The mother was formerly on "Hottest Party."

**WETTER**—A son to **Mr. and Mrs. Lewis Wetter**, December 9 in **University Hospital**, **Philadelphia**. Mother is the daughter of band leader-booker **Marty Kramer** in that city.

**SKILES**—A son to **Mr. and Mrs. Duds Skiles** in **San Antonio**. Father is manager of the **San Antonio Municipal Auditorium** and former trumpet player with talk bands.

**SWANIKO**—A son, **William Thomas**, November 27 to **Mr. and Mrs. Charles Swanko**. Father is a hot man and a co-sponsorship on **Donna Lee Ward Show**. Mother is an artist, known professionally as **Irene**, but in the **Copods**.

**TOY**—A daughter, **Olga Jane**, to **Mr. and Mrs. Eugene Volz**, at **Polyclinic Hospital**, **New York**, December 9. Volz is general manager of the **Edith Circuit**. Mother is the former **Cloris Wright**, of **Los Angeles**.

**DAVID**—Wilford E., 82, who formerly appeared with **discuss** on a vaudeville and dramatic stock, December 13 in **Hollywood**. He was also a charter member of **Phil Squires' Local 11, IATSE**, and of the **Picture Pioneers**. He became an actor at 15 in the silent days of films and spent 42 years in the industry as actor, writer, film editor and director. His directorial credits included a 1931 version of "Alice in Wonderland," "Forgotten Men" and others.

**FOILLARD**—Bud, 88, pioneer film maker and first president of the **Bereng Directors' Guild**, December 13 in **Hollywood**. He was also a charter member of **Phil Squires' Local 11, IATSE**, and of the **Picture Pioneers**. He became an actor at 15 in the silent days of films and spent 42 years in the industry as actor, writer, film editor and director. His directorial credits included a 1931 version of "Alice in Wonderland," "Forgotten Men" and others.

**FITZGERALD**—Rab, 34, former film stock room for **Ringling-Barnum** circus at **Madison, Wis.**, December 13. His real name was **August Kapelle**. He was found lying in snow near his home and died a short time later. Burial at **Madison**.

**GREEN**—Ada, 67, former theatrical costumer, December 20 at **Harper Hospital**, **Detroit**, from coronary occlusion. She was formerly costumer for the **Colonial Theater**, **Detroit**, and wardrobe designer for the **Edith Circuit**. She was the mother of **William H. Green**, well-known press agent now with the **Owen and Johnson** **Edith Circuit**. She was associated with him in handling publicity for the **Black Sea**. Circus for several years. She was an active member of the **Mishkan Showmen's Association** auxiliary one daughter, **Gertrude**, and one stepdaughter, **Belle Scholla**, television and radio actress in **California**. Also survived by interment in **Maplewood Cemetery**, **Detroit**.

**GRIESEN**—Eva, 70, Danish dramatic and revue actress, in **Copenhagen**, December 11.

**HALEY**—Evan E., 84, manager of the **Dundas** and **Mayfair** theaters, **Dartmouth, N. B.**, suddenly died of a heart attack. Surviving are his widow, a son, a daughter and a brother. Interment at **Vermouth, N. B.**

**HARTY**—Thomas J., father of **Florence Casan**, of the magic team of **Ward and Casan**, December 17 in **Lockwood, Calif.**

**HOCOT**—Mrs. Ruth, 80, wife of **Edna Hocot**, musician formerly with **radio station WPCO**, **Chincinnati**, and now organist-banjo at the **La Normandie**, **Chincinnati**, December 21 at her home in that city. Also surviving are a daughter and a sister.

**JAMERSON**—Mrs. **Pauline**, 37, co-author of three Broadway plays and comedy actress, December 20 at **Emergency Hospital**, **Washington**. Her father was **Frank H. Lowrey**, actor in "Ole" and "Ole, Mr. Meadowsbrook," all of which had brief runs between 1912 and 1913. She was featured in **Authors' League** and a charter member in **Equity**. She leaves her husband, **H. C. Jamerson**, two children, **Robert** and **Peter**, **Jamerson**, and a niece.

**JENSEN**—"Daisy Dolly," 83, fat lady, December 11 of a heart attack at her home in **Los Angeles**. She weighed 555 pounds, she had reduced to 350 pounds at the time of her death. She had been publicity and made medical history in 1949 by giving birth by Caesarian section to a 9 pound 4 1/2 lb. baby. Also surviving are another son, **Richard**, **Birmingham**, and her husband, **Olaf**, a tation artist. Burial in the **Ladies Auxiliary** plot of the **Pacific Coast Showmen's Meet**, **Los Angeles**, December 22.

**JOURNISON**—**Lockwood A.**, 70, old-time fiddler featured on television and radio, November 24 at his home in **Conahocken, Pa.** He entered the entertainment field 25 years ago, leading a square dance orchestra made up of four sons, **Howard**, **Leon**, **Cecil** and **Lochwood**. He was featured on the "Rayford Hoedown" radio network show on **AIC** out of **WFL**, **Philadelphia**, and on the **ABC-TV** network "Ranger Joe" show, also out of **WFL-TV**. He won many top awards in old-time fiddler contests. Also surviving are his widow, **Rena**, and three daughters, three brothers and two sisters. Services **Reverend** and **Funeral** in **Guilf Cemetery**, **Duluth Mills, Pa.**

**LIERMAN**—August, 88, Danish actor renowned for his portrayal of aristocratic roles, in **Copenhagen**, December 12. He was formerly with the **Royal Theater Company** but also starred at the **Dagmar** and other theaters.

**MACHER**—**Frank V.**, 77, chairman of the aid and visitation committee of **Chicago Local 10, IATSE**, December 15 in **Berwyn, Ill.** Survived by his widow, **Antonia**, a son, **Dr. Frank A.**, and daughter, **Mrs. Blanche Kramer**.

**MASTERTON**—**V. C.**, 60, owner-manager of the **Harry Burke Show**, December 15 in **Baton Rouge, La.** He spent 50 years in the outdoor show business and was known as **Penny Pitch Bill**. Burial in **Reveland Cemetery**, **Baton Rouge**.

**MORAN**—**W. P. (Pat) J.**, 67, operator of the **Pioneer Drive-In** Theater, **Plainville, Tex.**, in an automobile accident. Burial in **Oklahoma City, Okla.**

**PIAYER**—**Cecil Arthur**, 65, former music editor of **The Detroit News**, December 10 in **Chatham, N. J.** Survived by his widow, **Margerie**, and a son, **William**. Interment in **Woodlawn Cemetery**, **Detroit**.

**ROBERTS**—**Emily Arthur**, 65, former music editor of **The Detroit News**, December 10 in **Chatham, N. J.** Survived by his widow, **Margerie**, and a son, **William**. Interment in **Woodlawn Cemetery**, **Detroit**.

**LEVINE**—**Emily**, 65, former music editor of **The Detroit News**, December 10 in **Chatham, N. J.** Survived by her husband, **Benjamin**, and a son, **William**. Interment in **Woodlawn Cemetery**, **Detroit**.

**COLINS**—**Marjorie**, 65, former music editor of **The Detroit News**, December 10 in **Chatham, N. J.** Survived by her husband, **Benjamin**, and a son, **William**. Interment in **Woodlawn Cemetery**, **Detroit**.

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In Loving Memory  
Of My Dear Husband  
**BENJAMIN H. PATRICK**  
Who Passed Away  
January 1, 1945  
"I miss you very much"  
**Bessie A. Patrick**

**PROCTOR**—Bermet, 70, musician and teacher, at his home in **Brighton, Mass.**, December 17. He was famed as a trombone soloist, starting at the age of 16 and playing in many famous orchestras. Among them were the **Boston Opera Company** and the **Patrol Band** with which he played throughout the **United States and Europe**. A daughter, **Frank**, and brother, **George**.

**SCHNEIDER**—**Frank A.**, 68, in **Milwaukee**, December 13 after a lengthy illness. He was a music operator, he ran the **Master Music Company** in **Milwaukee** from 1927 until 1942, when he retired. He was an avid sportsman. Survived by his widow, **Anabelle**, a daughter, **Mrs. Evelyn Bohde**; a son, **Conrad**, and two sisters.

**SPER**—**Livie A.**, 82, known professionally as the human frog, December 16 in **West Monroe, La.**, of a heart attack. He was born in **Concord, La.**, and had spent more than 20 years in vaudeville and with circuses with **Frank H. Webb**, musician. In the past he had appeared with **Camille**, **Brook**, **John Robinson**, **Colmar**, **Brook**, **Clyde**, **Beatty**, **King**, **Brook**, **Beal**, **Brook** and **Hughes**. He was a charter member of the **Edith Circuit**. Survived by a brother in **Dem Moines** and a sister in **Galatia, Neb.** Burial in **Des Moines**.

**TRIZANO**—**Frank Anthony**, infant son born October 29 to **Mr. and Mrs. Frank Trizano**, December 13 in **City Hospital**, **Philadelphia, Pa.** Burial in **Sarasota, Fla.**

**WEBER**—**Harry J.**, 65, former chief barber of the **Cincinnati Variety Club** and of **Cincinnati's** first motion picture delivery company, December 6 at his home in that city. He founded the **Edith Circuit** in **Cincinnati** in 1912. For many years he was chairman of the **Variety Club's** **Heart Committee**. He raised new recruits all over the work. Survived by three daughters and a son. Services December 9 in **St. Mary Church** and burial in **Spring Grove Cemetery**, **Cincinnati**.

# Marriages

**BALLAD**—**McKay**—**Ric** Ballad to **Alta McKay** in **Houston** December 8. Wife is a local actress.

**BRYAN**—**William**—**John** Bryann married to **son of the late noted actor and director** and **Cara Williams**, actress, December 27 in **Las Vegas, Nev.**

**BILL**—**Patterson**—**Carl** Bill, vocalist, with the **Hamiltonians**, instrumental-vocal unit and **Christine Patterson**, dancer, December 2 in **Philadelphia**.

**CLAWORTHY**—**Gordon**—**Robert** Claworthy and **Patmel Gordon**, daughter of the late **Gertrude Lawrence**, December 10 in **London**.

**CONLEY**—**Santa**—**Freddy** Conley, of the **Riding Comets**, and **Claudina Santa**, serialist, recently in **Cincinnati**.

**FISKE**—**Schmink**—**Cliff** Fiske, former general agent of **Clare and Wild West** shows, and **Mrs. Molly Schmink**, both of **Aurora, Ill.**, at **Edin, Ill.**, Saturday (10).

**FOLLY**—**Sweet**—**Clive** (fired) **Folly**, hillbilly name performer, and **Billy Sweet**, TV and radio entertainer, recently in **Jama, Miss.** Sweet is the former **Bill** of **Frank U. Kelton**, **Nashville** music publisher.

**KAY**—**Scott**—**Bill** Kay, promotional director of **Polka Irish**, **Clare**, and **Patricia Scott**, **Ringling-Barnum** and **Patric** circus performer, recently in **New York**.

**PEREZ**—**Wan**—**James J. Perez**, Jr., known as **Philip Jimmie**, show talker and operator, and **Bella Ryan**, model and girl show walker, December 1 in **Chicago**.

**TRACCA**—**Duilio**—**Philip** Tracca, orchestra leader, and **Tracy**, **Edin**, **Dulako** in **Bridgeport, Conn.**, recently.

**WALLACE**—**Prather**—**W. Lenny** (scrubboard) **Wallace**, entertainer and musician, and **Bertha M. Prather**, non-poet, November 27 in **Greenwood, Ind.**

# Divorces

**DONALD**—**John** James **Donald** from **Peter Donald**, radio and TV personality, December 22 in **Charlotte Amalie, Virgin Islands**.

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## JUNE DEADLINE

### Show Train Brakes Must Be Replaced

WASHINGTON, Dec. 27.—All show train cars must be equipped with power brakes by June 30, 1953, according to latest information from the Interstate Commerce Commission.

This means most railroad carnivals and both railroad circuses will have to install new brake systems prior to that date. In the case of Ringling Bros. and Barnum & Bailey Circus, the cost might be as much as \$1,000 per car.

The ICC ruled in 1945 that all cars in interchange service, being used on more than one line, must be equipped with the more powerful brake systems. Since that time, various railroads have obtained extensions on the deadline time.

However, the ICC now has declined further extensions. Requests by the Illinois Central and Rock Island railroads for more time were turned down, and the June 30 deadline apparently is final.

#### RAS Nearly Set

Royal American Shows re-equipped most of its cars about a year ago, but it was understood that about six cars still must be changed.

Ringling-Barnum sleepers are equipped with the new model brakes, but the 48 flats and stocks must be re-equipped.

It was believed that all cars of the Clyde Beatty Circus and most cars on other carnivals would have to be changed.

Power brakes provide better braking and permit greater train speeds. Braking also is more even, reducing damage to shipments. In addition to the brakes themselves, the air hose and tubing on the cars must be changed from light to heavy-duty to handle increased air pressure. Present systems use 60 pounds of pressure and the new system uses 90 pounds.

#### Spring Deadlines

All show cars come under the ruling, but railroads are not required to change their tanks cars.

Most of the required equipment is manufactured by Westinghouse Air Brake Company and the equipment is being doled out to the

railroads. Some railroads have been receiving enough material to re-equip 20 cars a month.

Since railroad shows will be on the road before June, the deadline for them, in effect, is much earlier. The work will have to be done before the spring openings in most cases. Royal American Shows did the job in its own quarters. It was not known immediately whether Ringling-Barnum would undertake the project in quarters or would farm it out to railroad-owned shops.

### Canora, Sask., Elects Fernets

CANORA, Sask., Dec. 27.—P. Fernets was elected president of the Canora Agricultural Society at its annual meeting. He succeeds N. W. Strehoff, who was named honorary president. P. Hoehn was elected first vice-president and R. D. Davis second vice-president. The fair will sponsor a two-week agricultural short-course for farm youth in February.

## ELECTRIC HIT

### George Havey Gets Patent on Range Target

NEW YORK, Dec. 27.—George H. Havey, Elmhurst, L. I., inventor, has been granted a patent for the Electric Hit Registering Target, designed for use in archery in rifle or archery ranges.

The rifle target is of the 12-inch regulation type, with an indicator case which registers what ring has been hit. It also shows whether the hit was at 12 o'clock, 1 o'clock, etc. The light goes on automatically when the target is hit, and stays on for a few seconds, giving the shooter time to see where his shot went.

The targets are made in various sizes, for 22 caliber shooting, as well as in larger bore shooting for law-enforcement agencies.

The archery target, the constructed differently than the rifle target, functions the same way. It allows the archer to use standard bows and arrows.

Havey has been a shooting range operator for several years.

### Dallas Fair Names Meeker Asst. Manager

Rename Thornton To Presidency; Re-Elect Veepees

DALLAS, Dec. 27.—R. L. (Bob) Thornton, president of the State Fair of Texas since 1945, was re-elected to that position at a recent meeting of the State Fair Board here. The directors also created a new post of vice-president and assistant general manager, naming Charles R. Meeker Jr., to fill the post.

Meeker will work with General Manager James A. Stewart, helping in managerial functions and will be on hand to take over in case of illness of Stewart.

All present officers were re-elected for the coming year. They will also serve as officers of the State Fair musicals with the exception of Meeker who will be vice-president and managing director of the musicals.

The office of first vice-president was vacated earlier this year by the death of Tom C. Gooch and a replacement will be appointed by Thornton early next year.

Other officers renamed include Stewart, who is executive vice-president as well as general manager; Hugo W. Schoelkopf, second vice-president; Fred F. Florent, treasurer; S. B. Cox, secretary; Arthur Hale, assistant secretary; and the following vice-presidents: Ben E. Cabell, John W. Carpenter, W. H. Hitzelberger, J. J. Kettle, Jordan C. Ownby, Julius Schepps, J. Glenn Turner and T. M. Watson.

## Talent Topics

By CHARLIE BYRNES and JIM McHUGH

**Beatrice Dante**, gal chimp trainer, pens from Havana that the competition between Ringling, Santos & Artigas, and the Hazore org is, as usual, stiff. Beatrice recently flew to the Cuban capital from Miami to join Santos & Artigas, after driving her truck across the country from Thousand Oaks, Calif.

While at the latter town, she broke her two new baby chimps with the help of Ruben Castang. Her big chimp, Susie, was recently sold to the Griffith Park Zoo.

Hawthorn Melody Bears, mixed act, played the Strand Theater, Brooklyn, for the Polack Christmas show and was then off to join Orrin Davenport's unit.

Jay Jason, ventriloquist and stilt walker, is busy playing holiday dates around St. Louis and is booked until mid-January.

The Novellos, ladders, info from Fort Lee, N. J., that they have again signed to play for the Music Corporation of America. . . . Betty Gorham, juggler billed as Queen of the Clubs, recently concluded a 13-week trek in Canada and is keeping busy working club dates in and around Chicago and Milwaukee.

The George Hanford riding troupe recently opened in Mexico with the Circo Atayde. They are scheduled for a 10-week stint there. The Hanfords are set for a busy winter and are booked thru May 16, the closing date for the Wimpelz circus. The family recently spent several weeks at the Kentucky State Fairgrounds, Louisville.

**Bert and Corinne Bearo** dropped a note from Henderson, Ky., that they are en route to vacation in the Southland but will be back up North early in January. Dates set for the duo includes a stint at the K.C. Circus in Indianapolis January 8-11 and several other indoor dates later in the month.

The Gretson Family is spending Christmas at their Rochester, Ind., home according to a memo from headman Otto. They have put off their Coast trip until next year at which time a screen test will be made.

Irah Watkins reports that he worked his chimps at Miami and Jacksonville, Fla., and Brunswick, Ga., recently. Act is booked for the Florida State Fair, Tampa, in February. Watkins says that he will work out of the Gus Sun booking office next year.

Lou Karns, head, hand and contortion balancing, is headed for Mason City, Ia., and five weeks with an International Harvester touring unit after appearing on the December 20 "Big Top" show, a Columbia Broadcasting System-TV seg. Leo Grund, of the George A. Hamid & Son agency, booked Karns for the video shot.

Joe Beach, Springfield, Mass., visited the Tien Tai Lin Troupe, which appeared with Sammy Kaye at the Valley Arena Gardens, Holyoke, Mass. Beach also visited the Fontaines, Bailey and Dalton, Roberts and Paul, Stan and Patty Parks, Bobby Winters, Ann York and the Annette Troupe at Holyoke.

### Ellensburg, Wash., Rodeo Board Offers \$6,600 in Prizes

ELLENSBURG, Wash., Dec. 27.—The Ellensburg rodeo board this week approved \$6,600 in cash prizes for the 1953 show. The prize list, unchanged from this year's rodeo, will be submitted to the Rodeo Cowboys Association convention in January. Purse money for bareback bronk riding, saddle bronk riding, calf roping, bulldogging and bull riding would be \$1,200 each; for wild cow milking, \$800.

Howard Thomas was elected to the board to fill out the unexpired term of E. E. Baker. Re-elected to the board were Joe McManamy, John Burkheimer, Art Driver, Fred Hanson and John Smithson.

### N. H. Sets Winter Cele

LITTLETON, N. H., Dec. 27.—A new promotion for winter business in New Hampshire, "Franconia Frolics," is planned for January 22-February 1. It was revealed here. Innkeepers and businessmen voiced their opinions thru Franconia Ski Associates, of which many are members, and the idea for a package winter vacation was born.

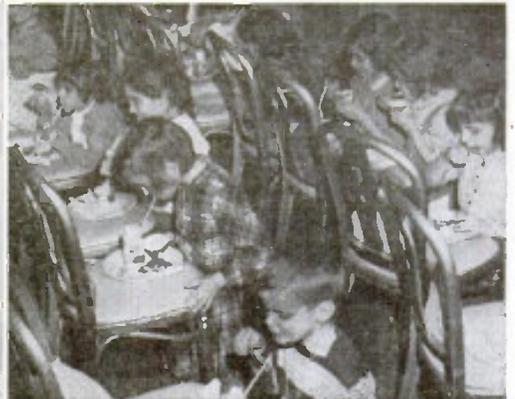
The vacations will range from \$22 to \$99 and will include transportation, meals, housing, the aerial tramway and Mittersill ski development, skiing and skating instructions, plus admission to dancing, jumpy racing, ice shows, chicken barbecue, and other festivities. A sight-seeing tour and class in winter photography will also be available.

An autumnal package, Festival of the Fairs, has met with success since it was started in 1951. The winter promotion will be publicized by 20,000 folders to be distributed, and by contacting travel agencies in metropolitan centers.

### Conn. Solons Will Again Stump for Okay on Games

HARTFORD, Conn., Dec. 27.—A number of legislators again will seek to legalize raffles for charitable, religious and veterans' organizations when the General Assembly goes into session in January. A bill to accomplish this purpose was vetoed after passing by the 1950 Legislature.

The new proposal will not permit games of chance to be conducted by professionals, but will require members of the sponsoring organizations to operate the games. Groups of volunteer firemen are strongly supporting the measure.



THE YOUNGSTERS, in addition to toys and favors, enjoyed a feast of cake, ice cream and milk served by the ladies of the SLA Auxiliary and Caravans, Inc.



AS A SPECIAL PROJECT of this year's yule party, the League played Santa Claus to Mrs. Opal Killough and her three youngsters from Madisonville, Ky. With Mrs. Killough and Saint Nick are Shirley, 14; J. P., 10, and Pauline, 8.



THE SHOWMEN'S LEAGUE OF AMERICA'S seventh annual Christmas Party Saturday (20) for underprivileged kids topped all previous editions for the standpoint of attendance and publicity. Above is a scene of toy corner with SLA members busy handing out playthings. (See story on page 43.)



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## Out in the Open

J. W. (Pat) Conklin, Canadian midway biggie, and his son, Jimmy, passed thru Chicago Monday (22) en route to join the rest of the family in New Orleans.

Frank and Verna Winkley, top folks in Auto Racing, Inc., have a new address in Minneapolis. They are now residing at 5804 Wooddale Avenue.

Walter Hale, widely known in outdoor show business, sailed from New York December 20 for a year's vacation in Europe. He'll also be on the lookout for new acts.

John G. Anderson has

the old showgrounds in Clarksburg, W. Va., under lease, he advises from that city. Anderson says that numerous circuses and carnivals used the grounds for many years while playing Clarksburg. A local radio station has erected an antenna on the grounds.

Bernie Mendelson, of the O. Henry Tent & Awning Company, Chicago, underwent surgery Monday (22) in Billings Hospital.

Fred Piffers, managing director of the World Motor Sports Shows, scheduled for Madison Square Garden, staged a cocktail party for the press at his Sutton Place apartment December 18. Larry Gore Associates are handling the public relations for the event.

Dick Sullivan, well-known Eastern publicist and manager of the Norwood (Mass.) Arena, missed the Chicago outdoor conclave when his physician insisted that he remain in bed to overcome a virus infection.

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Florida Expo: Albany, Ga.  
Gloria Am. Co.: LaBelle, Fla.; Port Myers 3-10  
Haywood: Leesville, La.  
Miller, Ralph R.: Galliano, La.  
Taswell, Barney: (Fair) Mont. Dom. Fla. 3-10

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Harris & Rowe: Henderson, Ky. 8-10  
Clarkston, Tenn. 12-17  
Maulding Bros. and Barnum & Bailey: Havana, Cuba, thru Jan. 11.

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## Gagsters May Share Laughs With Parkmen

NEW YORK, Dec. 27.—George A. Hamid, president of the National Association of Amusement Parks, Pools and Beaches, has been invited to tie in his group with the National Association of Gagwriters by George Lewis, head of the jokers' organization.

Pointing out that amusement parks do much to stimulate fun and laughter, Lewis suggests that chapters affiliated with the National Association of Gagwriters could arrange to hold their State conventions at the funspots. A meeting will be set up between Hamid and Lewis to work out the details.

Lewis also announced that Bill Treadwell has been selected as national chairman for the observance of the eight annual National Laugh Week, beginning April 1, 1953. Treadwell, public relations director of the Leo Burnett Advertising Agency, has been active in the comedy field for more than 20 years, having served as gagwriter with many top comedians. He has also authored five books on comedy.

## NAAPPB Reports On Sales of Book

CHICAGO, Dec. 27.—Office of the National Association of Amusement Parks, Pools and Beaches here has handled the sales of several hundred copies of "The Outdoor Amusement Industry" by W. F. Mangels, it was reported this week.

Orders for the book also are being received by the publisher, Vantage Press, New York, but there was no report as yet on how the sale there had been.

## Batts Return Home

NEW ORLEANS, Dec. 27.—Mr. and Mrs. Harry Batt, of Ponchartraine Beach here, returned to New Orleans for the holidays after a vacation at Hot Springs.

## SKEE-BALL

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In the MARCH DICES  
JANUARY 3, 1953



ADRIAN W. KETCHUM

## Ketchum Tells Plan to Retire At End of Year

ST. LOUIS, Dec. 27.—Adrian W. Ketchum, general manager of Forest Park Highlands since 1926, announced this week he would retire December 31. He has been with the amusement park for 41 years, starting his career as an office employee in 1912.

Ketchum said he planned a lengthy vacation in the South. He was seriously ill about a year ago and has been recuperating since. He was president of the National

## Skelton Movie Includes Scene Of Coney Spot

HOLLYWOOD, Dec. 20.—Coney Island's Steeplechase Park gets a neat break in the opening scenes of "The Clown," the MGM film starring and co-starring Red Skelton and Jane Greer. The movie was previewed in Westwood Village near here Wednesday (17).

Steeplechase comes in for its share as Skelton plays the part of Dodo Delwyn, a joy at the park. Story is built around a clown who is taking odd jobs after losing a spot in the Ziegfeld Follies because of his temper and drinking. Playing casuals for a meager wage, he continues to eke out a living. Television finds him and skyrockets him to a comeback.

Tim Considine plays the part of the clown's son and Loring Smith that of a booking agent. Robert Z. Leonard directed and William H. Wright produced the film, which runs 89 minutes.

al Association of Amusement Parks, Pools and Beaches in 1941 and 1942, one of the youngest men to hold that post. He is a director of NAAPPB.

The operating company has made no announcement about who would succeed Ketchum as manager of the park here.

## Circus Chronology

Year's Review as Presented From 1952 Billboard Files

Continued from page 37

of midjets moved from Ringling to King.

**HAMID-MORTON CIRCUS** signed contracts with the American Guild of Variety Artists after noisy negotiations that were climaxed at Kansas City.

**HAGAN-WALLACE** opened in Florida. Hagen Bros. opened in Texas.

**FRANK WALTER**, business associate of Clyde Beatty, died at Houston.

**YVONNE AND YVETTE**, the Jones Siamese Twins, were signed by Clyde Beatty for its Los Angeles date starting March 28. Beatty planned to play more auspicious stands than previously.

**CHEERFUL GARDNER**, dean of elephant superintendents, died at Los Angeles.

**GIL GRAY CIRCUS** opened at Sioux City, Ia., featuring a new spec and a camel-lama act.

### APRIL

**FERNANDEZ ALL-AMERICAN CIRCUS** personnel flew to Tokyo to open April 3.

**RINGLING'S** advance sale in New York set a new high record. **EXPANDED TITLE** of King Bros. & Cristiani Combined Circus was announced by Floyd King and Lucio Cristiani.

**ELEPHANT CENSUS** showed 264 pachyderms in this country, with more on the way, to put the total at a probable all-time high.

**RINGLING-BARNUM** opened at Madison Square Garden, New York. Other openings included those of King-Cristiani, Cole & Walters, Stevens Bros., Mills Bros., Howe's, Captain Eddy's, Wallace and Clyde Beatty.

**APPROVAL** for a 6 to 9 percent increase in rates for show train moves was given to railroads.

**NEW YORK** business was big for Ringling, but Los Angeles was off for Clyde Beatty and such shows as Hagan-Wallace and Capell Bros. reported spotty takes.

### MAY

**COLE BROS.' CIRCUS**, playing the Chicago Stadium only, was drawing weak business. A Cole unit, Barnes Bros., was contracted with the World of Mirrh Shows.

**WALLACE & CLARK** opened at Hot Springs.

**BAD WEATHER** struck shows in the Southwest and business was off. Kelly-Miller opened in rain and the third day out was lost to mud. Kelly-Morris, Hagen, Stevens, Cole & Walters, Wallace,

Tiger Bill all were in the same area and suffered from opposition as well as weather.

**TERRILL JACOBS**, whose circus unit was with the James L. Strates Shows, signed Bob Ensworth as business manager for future activities.

**RINGLING** added its New York run with a higher gross and lower attendance total than for the previous year.

**ROGERS BROS.**, scored good night business at Memphis. King-Cristiani did four shows in one day at Sharon, Pa. Burling Bros. opened to fair takes. Several shows in the South and Middle West were doing poor business.

**B. C. DAVENPORT** was indicted by a federal grand jury on charges stemming from a complaint by his former partner, Harry Hammil.

**BEERS-BARNES** weathered a South Carolina tornado.

**DR. J. Y. HENDERSON**, Ringling veterinarian, left the show for a position on a cattle and horse farm.

**RINGLING'S** first 66 road stands included 43 that had not been played by the show in several years. Show stayed longer than usual in the East.

**HUNT BROS.** opened its 80th season in rain and mud that cost some performances.

**MAXIMO**, famed wire walker, died in Chicago. Tom Gregory, former president of CFA, died at Lakewood, O.

**PAT VALDO**, Ringling personnel director, attended a White House conference on personnel relations and conferred with President Truman.

**BERT CHIPMAN**, long-time agent and Slide Show manager, died in Los Angeles.

**GIL GRAY**, Wallace Bros. and Kelly-Miller circuses were in opposition in Colorado.

**KING-CRISTIANI'S** street parade was credited with pulling big crowds to the show.

**RINGLING** began his road tour at Washington and unveiled his new entrance set-up and restroom wagons. The show began use of mail-away heralds. First such advertising the show had used since 1838. King-Cristiani, Kelly-Miller, Cole-Walters and Wallace-Clark continued as big users of heralds.

**SAM DOCK**, who began trouping in the 1880's, was staying home for the first time in 60 years.

**WALLACE BROS.** was sued for damages after a patron, a former

(Continued on page 42)

## Rocks' Spot Preps For Holiday Action

NEW YORK, Dec. 27.—A picture of Santa Claus riding the Boulder Coaster at Rockaways Playland appeared in The New York Daily News last Sunday. The photo of the jovial gentleman and the group of underprivileged children who accompanied him should have given the funspot a grand send-off for its holiday operations. But the weather interfered. It's been very wet and chilly.

The funspot, which has been operating week-ends thruout the winter, went into daily operations beginning Christmas Day for the holiday period. The park will be in full operation at 1 p.m. each day except Sunday when it opens at 10:30 a.m.

This will mark only the second time in its 24-year history that the funspot has remained open during the Christmas season. The regular week-end schedule will be resumed after the first of the year. In keeping with the season, a life-size mechanical Santa Claus

that talks and chuckles has been placed on display in the kiddie section of Playland. A 25-foot Christmas tree, covered with hundreds of multi-colored bulbs, has been added to the midway's seasonal decor by Herman Huseby, park art director.

**FOR SALE OR TRADE**  
1-Car 7 1/2-hp. purchased new 1951, used in park; side is like new. 1 Atlas electric motor purchased 1950, in very best condition. Both park-type rides, are absolutely clean.  
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In This ATOMIC AGE, PROGRESSIVE COMMITTEES Rank the Most Sensational and Unusual Acts  
**The "MAN FROM MARS"**  
Falls the bill. The Act out of this World. No attempt has ever been made to duplicate it. Undoubtedly this Act has been held over (when commitments permit) more than any other Act in Show Business. 2 weeks Bill Board's Hollywood Park, Venice, Calif.; 2 weeks Harry Batt's Playland, Ponchartraine Beach, New Orleans; 2 weeks Ed Palmer's Summer Beach Park, Akron, Ohio; 2 weeks Ed Engel's Agawan Park, Warren, Pa.; 2 weeks and NOW a repeat appearance on Sunset Big Top, Jan. 10th. Will be looking for YOU thru your TV screen. Now sensational than ever. For open time... William Snelling Theatrical Agency, 1540 Broadway, New York City, N. Y., or William Street, 218 E. 14th Ave., Cleveland, Ohio.  
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**SAY YOU SAW IT IN THE BILLBOARD!**

## Calgary Ex Reaps 257G Net on Year

Revenue Hits Record \$639,455; Gate, Grandstand Takes \$336,934

CALGARY, Alta., Dec. 27.—The Calgary Exhibition and Stampede, Ltd., recorded a profit of \$257,261 on operations for the year ended September 30, it was reported at the company's annual meeting. More than 200 shareholders, directors and associate directors attended the luncheon meeting.

The surplus compares with that of \$259,122 in 1951.

In line with company policy, all the profit went toward improvement carried out during the year as follows:

New part-mutual plant, \$137,642; new jockey house, offices and owners' room, \$25,703; paving, graveling and other additions to the buildings and plant, \$27,826; replacement of tractor, \$4,685; reserve for junior agricultural activities, \$5,322; reserve for capital expenditures, including capital cost of Stampede Corral, \$56,983.

The reports as presented by Maurice E. Hartnett, general manager, and F. C. Manning, finance committee chairman, mentioned the extent of the fair's activities during the year.

Revenue totaled \$639,455, the highest in history, while expenditures amounted to \$382,194. Largest single revenue was \$336,934, representing gate and grandstand receipts during exhibition week, an increase of over \$28,000 from the 1951 total.

**Midway S Up**  
Exhibition space, concessions and midway also hit a new high of \$93,641 against \$74,878 the previous year.

Racing revenue was up from \$74,878 in 1951 to \$90,180 and there was additional racing revenue of \$27,411, representing the company's share of the profits from the spring horse race meet.

There was a big decrease in the profit from the operation of the Corral and the Arena rink from the previous year, the 1952 figure being \$25,806 compared with \$61,764 in 1951.

The poor showing of last year's senior hockey team was said to be chiefly responsible for the decrease in Corral revenue.

**Costs**  
On the expenditure side, the cost of operating the stampede and the race meet, plus wages and all year-round administration were the largest items.

During the presentation of the report, his first as manager of the Calgary Exhibition and Stampede, Hartnett referred to future improvements now under consideration by the planning and development committee of the exhibition board as follows:

1. Extension and improvement of toilet facilities in the grandstand enclosure.
2. New exit gates at east and

## Palmyra, N. Y., Takes Family Theme for '53

PALMYRA, N. Y., Dec. 27.—The '53 edition of the Great Palmyra Fair here August 25-29, will be themed as "The Family Fair," W. R. Converse, secretary, announced.

Converse reported that the '52 fair was successful despite competition from other attractions during fair week. He complimented the various superintendents on the handling of their departments.

Staff superintendents during the past year included George Deland, horses; Hugh M. Hughes, cattle; Arthur F. Wilek, poultry; Prudence Warner, game; Janet Pierce, home bureau; Cyril Small, assisted by Mrs. Franklin Swart, fairs; Mrs. Louis Foster, flowers; Mrs. Earl Salem, domestic and food; and Merie C. Cunningham, 4-H clubs.

Directors of the '53 fair were Morton Adams, Vernon Cator, Charles McLouth Jr., James Benaway, John D. Meyers and Converse.

west end of grandstand to facilitate handling of crowds.

3. Extensive black topping program, improvement of drainage facilities and car parking areas.

4. Improved entrances on Second Street East and on 17th Avenue at Third Street East.

5. New roof for cattle barn.

6. Expansion of facilities for commercial, industrial and agricultural exhibits.

Hartnett also said that the board of directors felt that expansion of the company's junior activities was desirable and plans were being formulated to feature 4-H Club exhibits and competition on a more prominent scale.

He reported that a survey had verified a crowd bottleneck at the east end of the grandstand enclosure during stampede week which prevented full use of the new part-mutual plant. As a result, he said, directors had approved a plan to make the east bleachers a reserved section during stampede week. In this way, racing patrons will be able to do

(Continued on page 49)

## Mass. Confab To Open With Panel Talks

SPRINGFIELD, Mass., Dec. 27.—A panel discussion will open the 28th annual meeting of the Massachusetts Agricultural Fairs Association at Hotel Kimball here, January 20-21. Earle Carpenter will act as moderator at the Tuesday evening (20) session. Panel members will include Barbara Matthews, of Southwick, and Frederick Tirrell, of Plainfield. A Grange exhibit will be set up and two 4-H Club members will speak.

On Wednesday (21), the election of officers will be followed by the past president's luncheon with John L. Banner as chairman. The afternoon business session will include an address by Henry T. Broderick, commissioner of agriculture, and a report by Leo F. Doherty, director of fairs. William L. Putnam, treasurer of Springfield's new television station, will speak on "The Promotion of Fairs and Public Events Thru the Medium of TV."

Jack Reynolds, manager of Eastern States Exposition, will speak on "County Fairs in Wisconsin." Al Lombard, of Barrington, and Paul Corson, of Topshfield, will lead a discussion on "What Was New at Our Fairs in 1952." The New England Power Company also will show a movie on the Connecticut Valley.

President Edward J. Carroll, Barrington, will preside at the annual banquet. The George F. Hamid & Son talent agency will provide the floor show.

## Mercedes, Tex., Sets Expo

MERCEDES, Tex., Dec. 27.—The 14th annual Rio Grande Valley Livestock Show will be held here March 5-9. Carl A. Blasig, manager, announced.

Annual will include, in addition to attractions, hundreds of fat and breeding cattle, fat and breeding hogs, dairy cattle and fryers. American Midway Shows will provide the midway attractions. A grandstand show is also planned.

VERMILION, Alta., Dec. 27.—Officers of the Vermilion Agricultural Society, elected at the annual meeting, are: President, William Barry; vice-presidents, W. I. Robinson, Jack Bryden, E. M. Stewart, S. C. Heckert continues as secretary-manager. The year's operations were reported highly successful.

## Mass. Exec Okays New Fair Group

WEYMOUTH, Mass., Dec. 27.—Leo P. Doherty, director of the fairs division of the Massachusetts Department of Agriculture, gave encouragement and support to the newly formed Eastern Massachusetts Agricultural Fairs Association at that group's meeting in Weymouth Fair offices last month. Doherty was elected a member of the executive committee, pro-tem.

Henry F. Giguere, of South Weymouth, and Mrs. Augusta Kay, of Whitman, were elected president and secretary-treasurer, present, respectively. The executive committee also includes Wesley F. Pierce, Higham; E. M. Dwyer, Marshfield; Frank L. Davis, Walpole; and Joseph T. Brown, Brockton.

The annual meeting will be held at Weymouth Grange Hall, April 30, 1953, when a permanent slate of officers will be elected and new bylaws ratified.

The stated purpose of the new group is to advance, encourage and protect the interests of agricultural fairs and exhibitions in the area which roughly comprises about two-thirds of the population of the State. Besides carrying on an active educational program for the promotion of agriculture through agricultural exhibitions, the association contemplates taking an active part in matters pertaining to legislation, affecting agricultural institutions.

## Ind. State Renames Three

INDIANAPOLIS, Dec. 27.—Gov. Elmer Schuman this week reappointed Homer Schuman as a Columbia City; Mrs. Carolyn Hallows, Colfax, and John A. Craft, LaPorte, to two-year terms on the Indiana State Fair Board. During the '52 fair, Schuman served as director of the Agriculture and Pomology Building, Mrs. Holloway as director of the Women's Building and Craft was director of the Horse Department. William Earl Wilson, Greenfield, was named president of the Indiana Shorthorn Breeders Association at the State meeting held here on the State fair grounds last week.

## Nelson Named To S. D. Board

PIERRE, S. D., Dec. 27.—Gov. Sigurd Anderson this week appointed Adolph Nelson, 60, a retired Canton farmer to the board of the South Dakota State Fair, Huron.

The appointment was made effective immediately and runs until January 1, 1954. Nelson succeeds John F. White. Nelson served in the State Senate in 1941 and 1943 and has been active in raising Chester White hogs. He is a member of the board of county commissioner and for 16 years was president of the Canton Farmers Elevator Company.

## Placerville, Calif., Mulls Rule Changes

PLACERVILLE, Calif., Dec. 27.—The El Dorado County Fair Association set January 9 for a special meeting to consider by-laws approved by the directors. The proposal would increase the directorate from six to 14 members, with each heading a department. The membership fee would be reduced to \$1.50 per year.

Present directors have been assigned departments as follows: H. V. Jespersen, livestock; Carl Visman, horticulture; Wayne Tetraul, horse show; L. J. Anderson, entertainment; Mrs. Gene Donnell, home economics, and Mrs. James W. Sweeney, feature exhibits.

## FAIR ASSN. MEETINGS

Central New York Association of Agricultural Fair Associations, Syracuse Hotel, Syracuse, January 5. Robert S. Turner, Horseheads, secretary.

Minnesota Federation of County Fairs and the Minnesota State Agricultural Society, Radisson Hotel, Minneapolis, January 5-7. Harold C. Pederson, 3531 22d Avenue, South, Minneapolis, secretary.

Indiana Association of County & District Fairs, Hotel Severin, Indianapolis, January 5-7. William E. Clark, 360 Walnut Street, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 5-7. W. H. Eldridge, P. O. Box 368, Plymouth, secretary.

Kentucky Association of Fairs & Horse Shows, Brown Hotel, Louisville, January 8-9. Ray P. Weller, Shelbyville, secretary.

Georgia Association of Agricultural Fairs, Piedmont Hotel, Atlanta, January 12. E. Ross Jordan, 149 Rogers Avenue, Macon, secretary.

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, 709-710 Reibold Building, Dayton, executive secretary.

North Carolina Association of Fairs, Sir Walter Hotel, Raleigh, January 15-18. Mrs. Clyde Kendall, Greensboro, 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, Fox Shelby Hotel, Detroit, January 18-20. Harry B. Kelley, Hillsdale, secretary.

Virginia Association of Fairs, Richmond, January 18-20. C. B. Raiston, 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. Ottlinger, Jamestown, secretary.

Louisiana Fair and Festival Association, Heidelberg Hotel, Baton Rouge, January 25-28. Adolph Netter, Donaldsonville, secretary.

Oklahoma Association of Fairs, Billmore Hotel, Oklahoma City, January 25-28. 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. Lar-

son, P. O. Box 170, Dunkirk, secretary.

Arkansas Fair Managers' Association, Hotel Marion, Little Rock, February 2-3. Sen. Clyde E. Byrd, 2801 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.

## Monticello, Ia., Sets Plans For 100th Run

MONTICELLO, Ia., Dec. 27.—Great Jones County Fair will go all out on attraction-wise and plant-wise for its centennial fair here August 25-29, Harry Stuhler, president, announced.

K. H. Garman's Sunset Amusement Company will again provide the midway attractions with the night shows to be completely changed and evening Offices that will produce the one-nighters include Barnes-Carruthers, Boyle Woodfolk, Irving Grossman and Buck Steele's Western unit. Thearle Duffield Fireworks, Inc., will fire a pyro display four nights. Harness races are set for three afternoons.

As an added attraction, Neal Schaffer, balloon ascensionist, will be in for two performances, being brought in by Garman. The annual will again give away two automobiles and this year has added five ponies complete with saddles and bridles.

Most colorful addition to the plant will be a \$3,500 memorial fountain complete with colored lights. New restroom facilities for men will be added and the fair board is contemplating a new \$15,000 exhibit hall.

An interesting exhibit of old-time music boxes will be framed for the fair by R. C. (Buck) Lambert, board chairman, who collects these machines as a hobby. The exhibit will be a tie-in with the 100th anniversary. It will be set up in a 20 by 50-foot building and, in addition to a dozen or more music boxes, will have a theater where old-time movies will be shown.

From the livestock standpoint the fair will offer its richest prizes. The steer show boasts a top premium of \$1,000 and a total of \$3,450. Close to \$1,000 will be offered for the annual's barrow show.

Donnellson, Ia., Adds Night Show, Pares Matinees

DONNELLSON, Ia., Dec. 27.—Lee County Fair here will cut off two afternoon programs and will add one night show for its '53 run, Clifford J. Ward, president, announced. This latest move is part of a trend toward more after-dark activity due to the availability of adequate electrical power, he said.

Until recently, electricity was not available to run many nights but with this now corrected, the annual may become an all-night fair in a few years. Ward added. As part of the trend, the fair recently constructed lights around its half-mile race track at a cost of \$4,500.

The fair's board recently completed signing its attraction plans for the '53 fair, the 88th run.

First night's program will have the Jimmie Lynch Thrill show, which will also be the attraction on the final evening. Other events on the program include harness racing, 4-H demonstrations, horse pulling contests, running races and hot rod races.

The fair has booked two still dates for the coming season, hot rod races on and September 1, by the Central Iowa Racing Association.

### Cedar Rapids, Ia., Sets Attractions For 1953 Annual

CEDAR RAPIDS, Ia., Dec. 27.—The All-Iowa Fair has for the most part lined up its attraction program for '53, Andy Hanson, manager, announced.

In addition to Al Wagner's Cavalcade of Amusements on the midway, the fair has signed a Barnes Coruethers revue as the grandstand attraction for five nights. Two programs of auto racing are set, one a series of AAA sprints hooked thru Sam Nunis, the other a 100-mile stock classic, to be produced by Frank Winkley.

Aut Swenson's Thrillade will come in for two performances, one matinee and one night. Johnny Gerber will produce mid-gt races on Monday, August 17, which is also scheduled as Kid's Day. George Stichka's contest will hold forth on three days and one night. Final program of the week is the Tournament of Drums, which will again be held on the final Sunday night.

### Rename Reynolds At Medford, Sask.

MELFORT, Sask., Dec. 27.—James S. Reynolds was unanimously re-elected president at the 48th annual meeting of the Medford Agricultural Society. R. R. Dunbar and T. A. John are vice-presidents. Mrs. Dan Campbell was made an honorary life member and elected to the board of directors. The advisability of reducing the number of directors was debated but it was decided to retain the present number of 58 men and 34 women on the board.

### Imlay City, Mich., Elects Ken Ruby

IMLAY CITY, Mich., Dec. 27.—Kenneth Ruby has been elected president of the Eastern Michigan Fair here.

Other new officers are Elmer Perkins and C. Clair Cross, vice-presidents; Ralph Crego, secretary; Douglas Metcalf, treasurer, and John Sekely, Norman Brinker, Ralph Crego, Robert Churchhill and Douglas Metcalf, directors.

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### Four Elected To Ind. Board

INDIANAPOLIS, Dec. 27.—Four State fair board members have been elected by delegates representing agriculture organizations from the Fourth, Sixth Eighth and 10th districts. It was reported this week by Carl Tyner, secretary-manager of Indiana State Fair.

John Schermerhorn, Wakarusa, was elected by delegates from the Fourth District; Witter H. Wimmer, Rockville, was named by the Sixth District; W. E. Struckman, Huntington, was the choice of the Eighth District, and Gilman C. Stewart will represent the 10th District.

County agriculture groups that are organized and have duly elected officers are eligible to send one delegate to the district conference to select the person to represent them on the Indiana State Fair Board.

During the 1952 fair, Schermerhorn served as vice-president of the board and director of the grandstand. Wimmer directed the cattle department, Stewart headed the sheep department, and Struckman served as board treasurer and director of the Manufacturers' Building. They will serve for two years.

### Cardston, Alta., Renames Officers

CARDSTON, Alta., Dec. 27.—Officers of the Cardston Agricultural Society were re-elected as follows: President, C. B. Cheesman; vice-president, F. E. Bevans; secretary-treasurer, Bert Gibb.

The financial report showed a surplus of \$1,000 on the year's operations.

President Cheesman and Herman Lindor were authorized to make arrangements for stock for the 1952 rodeo and for special attractions. Dates will be July 14 and 15. The annual agricultural fair will be August 19. The society also will sponsor a seed and grain fair in February.

### Fredericton, N. B., Names Officers

FREDERICTON, N. B., Dec. 27.—W. O. Fenety was elected president and D. Malcolm Neill vice-president of the Fredericton Exhibition at the annual meeting here last month.

Fenety is owner-manager of the Gaiety and Capitol theaters here. Neill is owner-manager of station CFNB and currently is president of the Canadian Association of Broadcasters. Fenety is a board veteran and Neill has served during the past several years.

Ray Crewdson continues as secretary-manager.

### Cooper Again Heads Hamilton County Org

CINCINNATI, Dec. 27.—Former Gov. Myers V. Cooper was re-elected for his 30th term as president of Hamilton County Agricultural Society Monday (22) at the annual reorganization meeting of the board of directors.

Also re-elected were Lawrence P. Lakk, vice-president; Clarence A. Peters, secretary and general manager; and George K. Foster, treasurer.

### Red Deer, Alta., Elects Sharman As '53 President

RED DEER, Alta., Dec. 27.—H. B. Sharman was elected president of the Red Deer Agricultural Society at the organization's annual meeting. He succeeds Myles Pixley. Vice-presidents are J. D. Morton and J. P. McKinnon and D. W. Robertson continues as secretary-manager.

In his annual report, Pixley termed the 1952 fair the best yet and said it was a success financially. He was particularly pleased with the building up of junior activities, he said.

Secretary-Manager Robertson reported receipts up over 1951, tho expenses were higher. The sum of \$3,000 will be turned over to the city, as part of a promised \$10,000 by the fair board toward construction of the new arena.

James Cruikshank resigned from the board after many years' service and was made an honorary life member. He had served two years as president and was superintendent of livestock for many years.

Henry Johnson, former fairs consultant for the Massachusetts Department of Agriculture and employed part time by Brockton and Northampton fairs, has joined the latter event on a full-time basis.

### Program Set For 20th N. C. State Meeting

ROCKY MOUNT, N. C., Dec. 27.—Norman Y. Chambliss, chairman, this week announced the program for the 20th annual meeting of the North Carolina Association of Agricultural Fairs which will be held January 16 at the Sir Walter Hotel, Raleigh, N. C.

Chambliss, who was instrumental in reviving the banquet at last year's meeting, predicts that this year's fun session will attract about 350. It will be held in the hotel ballroom.

The group will continue its endeavors to obtain State aid. In recent years it has succeeded in obtaining legislation designed to protect bona fide agriculture events from the encroachment of promotional endeavors.

Speakers will include George A. Harnd Sr., whose topic is "The Front and the Back"; D. S. Weaver, "The Extension Service's Interest in County Fairs"; L. R. Herrill, "Our Interest in Fairs"; Ruth Current, "Home Demonstration at Fairs"; A. L. Teachey, "Vocational Agriculture at Fairs."

An open forum also is scheduled with Hobart Brentley, Willard T. Eysler and W. C. York as leaders.

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## CIRCUSES

## Circus Chronology

Year's Review as Presented From 1952 Billboard Files

Continued from page 39

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Good proposition for two capable Contracting Agents who can contract best of supplies. Wanted at One-to-two towns now open—Phone Managers with or without crews. We pay daily travel/expense per cent on U.P.C. Tickets. Banners, top per cent additional override to Phone Managers. Address all communications to HAGAN-WALLACE CIRCUS, 834 North Street, De Leon, Florida.

circus elephant girl, was thrown by a Wallace bull when she sought to ride it as part of the show's concert.

## JUNE

HAGAN-WALLACE and Wallace & Clark were in opposition in Pennsylvania.

BUSINESS was generally weak. Howe's Famous Hippodrome folded in Minnesota. Warner Bros. folded in Louisiana. But Montreal was big for Hamid-Morton.

RINGLING blew his final performance in Washington because of rain.

JAY-GOULD CIRCUS opened its 40-city route.

HUNT BROS. had six days of sunshine out of its first 32 on the road.

REPOSSESSED trucks of Howe's circus were moved to Mobile, Ala., by Jim Robinson, truck dealer.

RINGLING confirmed plans to play Cuba in 1952-53 and reported negotiations were continuing for a possible trip to South America.

WALLACE BROS. lost two days to hall storms in Colorado.

TOM PACKS CIRCUS began its longest route and was winning good business.

A SECOND unit of Barnes Bros' Circus was set to play still dates between fair engagements.

RINGLING business dipped seriously at several stands after it played Washington.

SYLVIA DOWNS, Ringling performer, lost an arm in a bus accident at Baltimore.

POLACK BROS. Western unit started its outdoor dates on the West Coast.

MILLS BROS. wardrobe was lost in a truck fire and show worked several days with makeshift costumes.

CLYDE BEATTY CIRCUS had four full houses in the final five days of its California route.

Rogers Bros. had improved business in the Chicago area. But business continued spotty for most shows.

BRITISH AFRICA Zoo Train, Howard Y. Bary's 3-car show, entered Canada.

BEERS-BARNES won the best day's business in its 20-year history at Floyd, Va.

COLE-WALTERS cancelled Minnesota because of bad business and headed for Montana.

SETTLEMENT of a strike on the Long Island Railroad calmed Ringling nerves. Show had been planning to move overland if necessary, but the strike ended just prior to the date.

## JULY

WALLACE-CLARK in a sudden route shift moved from Pennsylvania to Illinois and Wisconsin. Steel strike hurt all shows in Pennsylvania.

TONY DIANO bought some animals and equipment from Howe's Circus.

STEVENS BROS. folded in Missouri. Tiger Bill closed in Illinois.

AYRES DAVIES was named manager of Kelly-Morris and Bill Morris moved up to the advance.

TOM PACKS' CIRCUS was scheduling no matinees.

SAM GUMPERTZ, showman who once headed Ringling-Barnum, died at Sarasota.

CLYDE BEATTY was out of the show because of injuries received when a lion attacked him.

FINAL legal details following the Ringling fire in Hartford, Conn., in 1948 were being settled.

THREE GIRLS left Mills Bros.

Circus in a huff that got attention of newspapers throughout this country and England.

POLACK BROS. ordered five elephants for winter delivery.

KING-CRISTIANI topped its big 1951 grosses in the East.

RINGLING took delivery on eight baby elephants imported from India.

GLOWDOWN of Kelly-Miller tops in Minnesota caused little damage. An elephant frightened by a truck wreck bolted in South Dakota and was located later by the show's bally airplane.

DOC WADDELL, "the circus parson" and press agent, died at Columbus.

RINGLING-BARNUM business was weak in the East, with half houses the rule. Change in plans called for using auspices at only half of the towns in the final half of the season. Steel strike areas gave poor business.

KING-CRISTIANI was winning strong business in New England.

BEATTY's business was spotty, with some good takes but more weak ones. Some of the show's Canadian route was cancelled.

Show staffer predicted the season would be 35 per cent off.

## AUGUST

Dr. E. L. COOPER, Wichita, Kan., fan and horseman, died while visiting Kelly-Miller.

FERNANDEZ CIRCUS closed in Manila, P. I., where business was excellent, and headed back to the States.

COLE-WALTERS' business zoomed as it crossed the Rockies.

HOT WEATHER wilted business for Capell, Hagan-Wallace and others.

HAGEN BROS. fled Pennsylvania's strike-bound towns and jumped to Illinois in a quick change of route.

FLOYD KING and Lucio Cristiani said their street parade had proved highly successful in drawing crowds.

DUB DUGGAN offered to sell Hagan-Wallace Circus.

FERNANDEZ personnel was delayed at Los Angeles by confusion over payment of freight bills on animals and equipment.

STRIKES, polio and election campaigning were hurting business. Beatty business, as the show moved from Canada to the States, was poor because of these factors.

KELLY-MILLER's big top and Side Show tops were blown down.

MILLS, King-Cristiani, Rogers and Kelly-Morris reported fair to good business.

RINGLING-BARNUM business skyrocketed at Chicago, where it won straw houses during the shortest Chicago stand in the show's history. Show used a lot of away from the Lakeland for the first time. Business continued to be excellent as the show moved into Wisconsin.

## SEPTEMBER

HAGAN-WALLACE closed and sale of the show was rumored.

KELLY-MORRIS made the press wises when it took an elephant to a quick car-wash establishment.

TONY DIANO, Canton, O., announced plans for a 1953 circus.

BUSINESS continued poor for Clyde Beatty Circus, and Kelly-Miller grosses were about 25 per cent under last year's.

COLE-WALTERS' improved business dipped again as the show faced Wallace Bros. and Siebrand competition in Idaho.

ROGERS BROS. bucked King-Cristiani wait paper in North Carolina. Rogers blew Conway, S. C., because of hurricane warnings.

MORE STRAW houses and turnarounds were scored by Ringling as the show's run of exceptionally good business continued in Iowa.

BEERS-BARNES cancelled New York stands and hopped Southward.

KING-CRISTIANI drew more big crowds as it invaded the South.

RINGLING day-and-dated the Royal American carnival at Joplin, Mo., and both shows came off with top business. Only a few dates were being played with auspices, as Ringling takes continued high.

CLYDE BEATTY CIRCUS won a spurt of big business, the first in many weeks, as it moved across the Southwest. Beatty left the show to make a movie.

## BRITISH QUEEN ATTENDS CIRCUS

LONDON, Dec. 27.—Her Majesty Queen Elizabeth, accompanied by the Duke of Edinburgh, attended the Bertram Mills Circus at the Olympia here on the evening of December 18—the first time that a reigning British sovereign has ever attended a public performance of a circus.

Following the performance, Queen Elizabeth visited the circus stables, looking at ring horses, ponies and zebras.

She also walked along a line-up of 100 performers clad in ring costumes. London this season is well supplied with the traditional Christmas circuses.

In addition to the Bertram Mills unit at the Olympia, there are Tom Arnold's, at Harringay and Jack Hylton's at Eris Court, the latter running from December 22 thru January 24.

Jack Hylton established an international reputation as the famous wartime manager of His Majesty's Theater in London.

The current undertaking at Eris Court is his first circus venture.

KELLY-MILLER's cash registers got back in trim as the show ended a poor tour of Minnesota and moved to big business in Illinois and Missouri.

COLE-WALTERS shot an elephant that went on a rampage after it was startled by a second truck wreck.

CLYDE BEATTY CIRCUS closed after a quick trip west and good business for the final weeks.

ARUMI SINGH, Wallace Bros. animal trainer, was injured in his act and two Wallace employees were injured by elephants.

KELLY-MILLER lost its bally airplane in a crash in Missouri. The pilot was not injured and the show's business plane was put into use.

KING-CRISTIANI and Rogers Bros. were in opposition at Panama City, Fla., where their stands were on consecutive days.

GIL GRAY CIRCUS drew small crowds as an attraction at the State Fair of Texas.

TEXAS TOWNS gave Ringling-Barnum more big business.

NOVEMBER

MERLE EVANS and Nina Thomas, both of Ringling-Barnum, were married while the show was at Memphis.

BLUCH LANDOLF, famous clown, died at Springfield, Mass.

RINGLING's bug business spree tapered off in the South, but King-Cristiani, Kelly-Miller and others were doing well.

TOM PACKS' arrangement to book the Cisco Kid & Pancho Rodeo was announced.

BEN DAVENPORT was acquitted of federal charges against him in Texas.

BRISFOL, Tenn.-Va., gave Ringling its best day of the season. Bad weather closed on the show a short time later.

FOLIDOR MORTIER, Ringling clown, died on the show train.

MUD FORCED Ringling to blow its Decatur, Ala., stand.

HAGAN-WALLACE was sold to Frank Martin, Richmond, Ind.

SNAKE KING, animal dealer, died in Texas.

CLYDE BEATTY CIRCUS started a sales pitch to fairs and arenas.

FLORIDA BUSINESS was good for Ringling and King-Cristiani.

DECEMBER

MOST CIRCUSES were represented as showmen gathered in Chicago for the annual outdoor conventions.

TOM McLAUGHLIN, agent, sold his share in Cole & Walters.

SI RUBENS announced 1953 plans for Rogers Bros. and revealed his connection with the new Bill Bailey Minstrel Show.

JERRY COLONNA, movie comic, was signed for 1953 by the Hollywood Circus Corporation.

POLACK BROS., King-Cristiani and Ringling-Barnum were among those reporting successful seasons.

JACK MILLS departed for a talent-scouting junket thru Europe.

MILLS BROS. received the final okay for appearance of three of its elephants in the Eisenhower inauguration parade in January.

## 4 Shows Pitch For Christmas Trade in Cuba

Ringling, Repensky, Razzore, Artigas In Havana Race

HAVANA, Cuba, Dec. 27.—Four circuses were in hot competition for holiday business here this week as the annual Christmas show season moved into high gear.

Ringling Bros. and Barnum & Bailey Circus had its regular Cuban winter unit going strong, and it was scheduled to continue into the New Year. Package included acts from Ringling's 1952 American tour.

Circus Royal Repensky hopped to Havana this week to launch its engagement, which precedes a scheduled tour of the Cuban interior.

The Razzore Show, using American acts, including horses and animals from Rogers Bros., also was in the field. Completing the roster was the Santos & Artigas Circus, which was using several American acts as well as Latin-American talent.

Kelly Miller Builds New Truck Shop

HUGO, Okla., Dec. 27.—Construction of a new truck shop has been started at the winter quarters farm here of Al G. Kelly & Miller Bros. Circus. The concrete building, an addition to the elephant barn built last year, will have space for three semi-trailer trucks. A new loading chute for transferring animals between cages and winter barns has been built.

Carano Re-Elected

DETROIT, Dec. 27.—John Carano has been re-elected president of Local 94, International Alliance of Billposters, for his 16th term. Other officers are George Kapano, vice-president; Matt Kobe, secretary-treasurer; Michael Noch, business agent; Norman Miller, chairman of trustees, and William Noch and John St. Peter, trustees.

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## Anderson, S. C., Signs Cetlin & Wilson Unit

PETERSBURG, Va., Dec. 27.—Issy Cetlin announced this week that he had contracted the Anderson (S. C.) Fair for the Cetlin & Wilson Shows for 1953. The annual will run the week of October 5.

The winning of the Anderson midway contract is believed to virtually round out Cetlin & Wilson's Southern fair route. Last season C&W added the Southeast-

ern Fair-A-Ganza at Atlanta to its route, but had to refrain from contending for that event for next season because of a conflict in dates.

The leap year calendar changes which were in effect this year caused much shifting and ultimate conflict in fair dates in the South last season. Next year, most events will return to their usual dates and this will undoubtedly cause considerable reshuffling in carnival routes.

World of Mirh Shows have played the Anderson event for the past several years. Because of its late dates, the Anderson event is usually sought by all Eastern railroad shows which can fit it into their schedules.

Jack Wilson, a partner with Cetlin in the operation of the Cetlin & Wilson Shows, entered the Richmond (Va.) Eye Hospital last week with an eye ailment.

## Wade Pacts Sayres Drome, Sciortino Unit

DETROIT, Dec. 27.—W. G. Wade Shows, which recently contracted the Memphis Fair as well as recontracting the Michigan State Fair, has signed two key show attractions for the 1952 season. Curley Sayres, who was with the show last year, has recontracted his large Motor-drome, to open in Michigan in May and continue for the season. Joe Sciortino, revue operator in the railroad show field, is building a new front, tent, seats, and complete equipment to frame a new unit to play with the Wade organization.

Wade's winter quarters at Mason, Mich., were closed Thursday (18) and the crew of 12 men who had been repainting and doing general overhauling of the past seven weeks, were laid off for the winter.

Four Midwestern county fairs have been recontracted by the W. G. Wade Shows for 1952, according to D. Wade, general representative, who has just returned from booking trips into Indiana. These include Wells County 4-H Free Fair, Bluffton, Ind., August 11-15; Howard County 4-H Free Fair, Greentown, Ind., August 4-8; Ingham County Fair, Mason, Mich., August 17-22; and Kalamazoo County Fair, Kalamazoo, Mich., August 24-29.

Date for the Kalamazoo Fair is a radical change, with the fair board deciding to move ahead to two weeks before Labor Day, instead of the traditional last week of September, because of poor weather encountered in recent years.

## PCSA Party Looms Big

LOS ANGELES, Dec. 27.—A gala Hi Jinks and New Year's Party, sponsored jointly by the Pacific Coast Showmen's Association and Ladies Auxiliary, is set for the Embassy Auditorium here Wednesday night (31). Harry G. Seber is chairman of the festivities with Joe Steinberg serving as co-chairman.

Tickets for the event are \$2 with the money going into the cemetery and welfare fund. Seber said that the party would top everything given in previous years. There will be dancing to an eight-piece name band, floor show and favors and noisemakers. The chairman added that all PCSA and Auxiliary members are invited. A three colored brochure was mailed to increase the attendance at the event.

## Virginia Greater

SUFFOLK, Va., Dec. 27.—Construction of two new major show fronts will be started after the first of the year when Manager Rocco Massuci returns. W. C. (Bill) Murray, general agent, is lining up spring dates. Many showfolks are employed locally. Clyde (Slim) Thomas is with a trucking company. Mr. and Mrs. Dutch Kirchner, pony ride operators, also are working for a local concern. Bill Penny is building new concession frames.

## SLA Christmas Party Gladdens 225 Youngsters

### Showmen Host Underprivileged Kentucky Family

CHICAGO, Dec. 27.—Over 225 Chicago youngsters had a Merry Christmas here Saturday (20), thanks to the Showmen's League of America and the big assist by the SLA Ladies' Auxiliary and Caravans, Inc. And at the same time a Madisonville, Ky., family had its first real Christmas, thanks also to the show club.

For the seventh straight year, the Chicago organization played host to underprivileged youngsters from four different centers and the children went home after receiving gifts from Santa Claus, candy, ice cream, cake and toys and seeing a special kid show. Arthur Peets, an SLA member, again contributed his services as Santa Claus, assisted by Mrs. Peets who portrays the role of Mrs. Claus.

One of the high points of this year's celebration was the appearance of Mrs. Opal Brown Killough and her three children from Madisonville, Ky., Shirley, 14, J. P., 10, and Pauline, 8. A letter from Shirley to the Chicago Police Department some weeks ago related that the family had never celebrated Christmas or had a tree. The league immediately came to the rescue, brought the entire family to Chicago by rail, put them up in the Hotel Sherman, bought a complete outfit of clothing for all and hosted them at the annual party. The boy, J. P., was immediately nicknamed "Jackpot" by the showmen present and has been adopted as the unofficial mascot of the League.

As a result of this action by Al Sweeney, chairman of the party, and his aids, this year's party was one of the most publicized on record. Thru the efforts of Nat Green, who handled the publicity, the party made the front pages of three dailies here and had photos in all four gazettes. In addition, wire services spread the story all over the country and radio and television programs here gave the yarn a big play.

### Big Show

The big hour show, crammed with top talent, was rounded up by Charles Zemater Sr. and aided by George B. Flint. Acts included Larry Benner, Punch and Judy, Paul Mix, Western rope spinning; Norman Atwell, clown-magic; Jimmy Staunton, clown; Kent and Louise Moore, puppets, and the 20-piece Hollywood Accordion Band.

Each of the youngsters received no less than seven toys in addition to a bag of nuts, candy, a horn, Crackerjack and fruit. Over 2,000 packages of toys were passed out. The party meal consisted of ice cream, cake and milk, served by the SLA and Caravan ladies.

The party, considered to be the most successful in the past seven years, was aided considerably by generous cash donations by the membership, Chairman Sweeney said. Toys were given by Ned Torti, Bill Carsky, Silverman Jobbing Company and Mike Brody. Tommy Thomas sent in fruit for the kiddies. Sweets were donated by the Crackerjack Company, Ralph Glick and Bert Cina and Frank Kelly provided balloons.

League members who put in a busy time during the party included Mr. and Mrs. Louis J. Berger, who handled the check-room. Others included Tom Sharkey, Mrs. Brantman, Ed Wasserman, Jack Hawthorne, Bing Bernstein, Jack Kaplan, who was in charge of transportation, Sam Arenz, Andre Dumont, Paul Delaney, Hy Neitlick, Harold Barrows, Chick Bohdan, Leonard Sacks, and George Brooks.

## TEXAS SHOWFOLK FORM NEW CLUB

Junior Schaffer Elected President; MacGillivray, Longchart, McFarland Veeps

DALLAS, Dec. 27.—Formation of a new show organization, the Texas Showmen's Club, was announced here this week with W. A. (Junior) Schaffer as the group's first president.

Other officers include Stanley G. MacGillivray, first vice-president; Mattie Longchart, second vice-president; Tobe McFarland, third vice-president; Dr. E. J. Rasure, secretary; Margaret Sandell, corresponding secretary; Archie Hensley, treasurer; E. B. Fain, sergeant at arms; Jackie Huffhines, parliamentarian, and Helen Schaffer, chaplain.

According to the organizers, the object of the club is to provide, thru this club, a practical means to form enduring friendship and close sociability, requirements for membership being confined to those who are connected directly or indirectly with show business.

The organization is set up as a non-profit group under the laws of Texas and all dues will be used for the perpetuation of the club.

Annual dues of \$5 will be payable on or before February 1 each year. The first social event of the club will tie in with the meeting of the Texas Association of Fairs in the Baker Hotel here January 29-31. A free dance and reception is skedded for the night of January 29, with all conventioners invited. Org also will have an open house between 3 and 8 p.m., January 30.

The new club has adopted the song "There's No Business Like Show Business" as its official theme. Inquiries and other mail should be addressed to Margaret Sandell, corresponding secretary, at 4903 Parry Avenue, Dallas.

## NSA Switches Meeting Dates To Thursdays

NEW YORK, Dec. 27.—Regular meetings of the National Showmen's Association will be held on Thursdays instead of Wednesdays beginning with the January 15 session.

The board of governors okayed the switch because of the necessity of using the rooms occupied by the Ladies' Auxiliary. Since relinquishing its main hall and the failure of the plan to purchase a permanent home site, the association has maintained only its executive offices and a small room in addition to the quarters used by the ladies.

Meetings are scheduled for January 29, February 12 and 26. The meetings for March and April will be set at a later date.

The meeting scheduled for Christmas Eve was held Monday (22). Phil Isser, president, presided.

## Texas Fems To Install January 29

DALLAS, Dec. 27.—Lone Star Showmen's Club of Texas will install its new slate of officers during the annual Texas Fairs meeting at the Baker Hotel here in January, with the particular event set for January 29.

Officers who will take over at that time include Millie Hudspeth, president; Edna Hacker, first vice-president; Bernice Fain, second vice-president; Inez Carroll, third vice-president; Grace Tindler, secretary, and Pearl Vaught, treasurer.

In addition to the installation and the accompanying dinner, the club will hold continuous open house during the three-day fair confab. A dance will be held January 30 in the Crystal Ballroom, with Paul Caldwell's band providing the music.

Memorial services are scheduled for 2 p.m., January 29 in the hotel's Texas Room.

## Miami Auxiliary Fetes Mae Levine

MIAMI, Dec. 27.—Mae Levine, who retires as president of the Ladies' Auxiliary of the Miami Showmen's Association January 7, was tendered a testimonial dinner in Betty's Restaurant here Thursday (18) by 110 members of the club. Chafed lady Hilda Roman escorted Mrs. Levine to the place of honor at the banquet table and also gave the testimonial address.

Frances Deemer emceed and invocation was given by Edna Lockhart. Mae Nelson led the salute to the flag. Miss Levine was toastmistress. Following the dinner Frances Barnett, on behalf of those assembled, presented Mrs. Levine with a gift. Songs were offered by Winnie Edwards, Emma Rocco, Regina McLinden, Peggy Hyman and Kate Green, with Mrs. McLinden at the piano.

## Mo. Ladies Observe Yule With Party

ST. LOUIS, Dec. 27.—A good crowd was on hand for the Missouri Show Women's Club's annual Christmas party here Thursday night (18) following the organization's regular weekly meeting.

Each member received a gift and a buffet lunch consisting of ham and potato salad, pickles, cookies, coffee, egg-nog and candy was served. Joan Lipsky supervised the event which included games and group singing of Christmas carols.

In attendance in addition to Mrs. Lipsky, were Gerrie Donnelly, Peggy Grimm, Clara Campbell, Jeanette Hart, Edith Maxwell, Minnie Quilan, Edith Meyer, Joan Kohr, Jean Wolf, Mary Thompson, Elsie Wear, Estelle Regan, Rose Brown, Daisy Davis, June Scordian, Josephine Scorias, Helen Germain, Virginia Behren and daughter, Nora Hopfinger, Leah Graber, Betty Hufchinson, Fay Davis, Babe Weinstein, Mary Russo, Fay Henze, Margaret Lohmar and son, Mike; Nora Gdynia and Arlene and Teresa Sidenberg.

Letters were read from Jane Dunting, Madeline Ragan, Caravans, Inc., Ladies Auxiliary of the Showmen's League of America, the Jim Blinn family, Mr. and Mrs. Red McCoy, Betty Propper, Ladies' Auxiliary, Hot Springs Showmen's Association; Heart of America Showmen's Club and Miami Showmen's Association.

First prize, donated by Faye Davis, was won by Norma Lang. Eddie Myers took the second prize.

## SLA Plays Host At Yule Dinner

CHICAGO, Dec. 27.—The Showmen's League of America played host to a good turnout of members and their families at the club's annual Christmas Day dinner, held this year in the Ong Lok Yuen Restaurant. All SLA members and their families were invited. Mel Harris supervised the arrangements.

## World of Pleasure

MOUNT CLEMENS, Mich., Dec. 27.—Winter quarters will open about February 15. Booking activity has kept General Manager Postelwalter busy recent weeks. He has signed nine Michigan fairs and two celebrations to date. C. T. Lowery, special agent, will again handle publicity and special events in 1953.

Owner King had planned to cut the show to about 10 rides and four shows in 1953, but after having contacted several fair committees and heard a number of compliments on the 1952 operation, he has decided to enlarge it. Another major ride and Diesel plant with 100-kw. caterpillar have been bought.—C. T. LOWERY.

## Club Activities

### Miami Showmen's Association

233 W. Flagler St., Miami

MIAMI, Dec. 27.—At the Tuesday (16) meeting, which drew 200 members, Cliff Wilson, building committee chairman, was authorized to buy lots suitable for a clubhouse and to start erection of the building. Plan to buy the property at N. E. 21st Street and the Bay was abandoned.

Buster Westbrook, chairman of the ways and means committee, reported that the club has already received \$7,800 thru his committee. Maxie Sharp, chairman of the yearbook committee, said that the ad total is \$5,300.

Sammy Walsh will be toastmaster at the annual banquet and ball in the Beachcomber, Miami Beach, Fla., January 12. Only 400 tickets will be sold.

Visitors were E. P. (Rocky) Wilder, Bernard Stone, W. F. McMinn, John Kelly, Harry Rubin, Andy Zane, Buddy Lavigne, Harry Tilner, Sam Weimer, Harry Kerks, Lloyd Serfass, Vernon Korhn, Rowland Page, Benny Renn, Rudolph Geiger, Sam Crowell, Peasy Hoffman, Barney Tassel, Nathan Frank, Walter J. Pearl and Harold Hesch.

Elected to membership were Joseph Farley and Louis P. Ginsberg, proposed by Eddie Horwitz; Thomas Murray, by Sam Roth; Johnny Merritt, by Walter J. Pearl; Wallace E. Scott, by Patty Finnerty, and James Zingo, by Philip Cook.

On the sick list are Jack Rose. (Continued on page 42)

### Heart of America Showmen's Club

113A Broadway, Kansas City, Mo.

KANSAS CITY, Dec. 27.—The regular weekly meeting was called to order by President E. H. Hugo with Treasurer George W. Carpenter and Secretary Al C. Wilson on the rostrum.

The Saturday night jamborees are drawing good attendance and the banquet and ball looks like a sellout. Carl E. Davis and Ray Roney are new members. Dr. Van Hoak announced at the meeting that he would donate his services to any member in needy circumstances. His offer was accepted and he was named club physician.

### National Showmen's Association

1584 Broadway, New York

NEW YORK, Dec. 27.—Joseph A. McKee, first vice-president, and Mrs. McKee celebrated their 40th wedding anniversary Thursday (18). Holiday greetings were received from Ted Wolfgram, The Billboard staffer who makes his home in Copenhagen, Denmark. Past President Bucky Allen is here for a short visit.

Our hut-ins have been sent checks as Christmas presents. George A. Hamid, president emeritus, and Mrs. Hamid, president of the Ladies Auxiliary, have a new granddaughter. Sam Finkel has been discharged from the hospital. Max and Jane Tubis (Continued on page 42)

# THIS IS IT!

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MONDAY NIGHT, JANUARY 12, 1953

## 9th ANNUAL BANQUET AND BALL

of the MIAMI SHOWMEN'S ASSOCIATION at the BEACHCOMBER NIGHT CLUB MIAMI BEACH

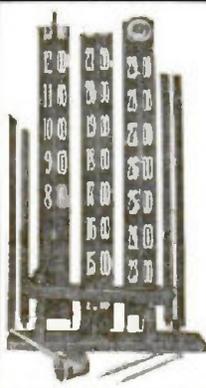
TICKETS \$10.00 per person

LEO BISTANY, President. PATRICK J. FINNERTY, Banquet Chairman. LEW LANGE, Co-Chairman

All Inquiries: Phil Cook, Executive Secretary

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## C. A. STEPHENS SHOWS

All those contracted, take notice, the Citrus County Fair at Inverness, Fla., dates have been changed to Jan. 27 to 31. Show will open at the Pasco County Fair at Dade City, Fla., Jan. 20 to 24; then Inverness. Now booking Shows and Concessions. Answer to Winter Quarters at Crystal River, Fla.



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DEL RAY BEACH, GLADIOLA FESTIVAL, FEB. 23-28 FORT LAUDERDALE, AMERICAN LEGION FAIR, MAR. 2-7 SANFORD, SEMINOLE COUNTY FAIR, MARCH 9-14 VERO BEACH, AMERICAN LEGION INDIAN RIVER COUNTY FAIR, MARCH 16-21 BELLE GLADE, EVERGLADES FAIR, MARCH 23-28

SAM E. PRELL

4344 S. W. 13th Street, Miami, Fla., or Winter Quarters, Kissimmee, Fla.

# Midway Confab

Frank W. Peppers writes from his Mobile, Ala., winter quarters that his season closed in Bayou La Batre, Ala., Thanksgiving week. Peppers will attend the Southern fair meetings after spending the holidays fishing in Northern Florida. He announces that Walter B. Fox again will represent him in Mobile. Ernest J. Kelly, Mobile, Ala., concessionaire, is selling merchants Christmas displays following a successful season with Johnny T. Tinsley Shows.

Larry Schaff, secretary of Frank W. Peppers' All-States Shows, is spending the holidays in Rogers town, Md., with his mother and sister. He will return to Mobile, Ala., for the Mardi Gras there. Rumors emanating from the South indicate that Ralph J. Lockett, general agent for the Cetlin & Wilson Shows the past season, will join Johnny J. Denton's Gold Medal Shows in 1953. Ralph, currently vacationing at his home in Petersburg, Va., spent the holidays with his mother in Ettrick, Va.

W. M. (Billy) Breese, general agent for Sterling Crown Shows the past season, is spending the winter promoting indoor bazaars and special events in and around Richmond, Va., his home town. Johnnie Adams cards from Mobile, Ala., that he's still managing the Hill Hotel there during the continued illness of Al P. Hill, owner of the spot and former concessionaire.

Ben Morrison, retiring president of the Michigan Showmen's Association, and Mrs. Morrison, are spending the Christmas holidays

with their son in Grand Rapids, and are looking forward to the arrival of a new grandchild. Marvin Keyes, concessionaire with various shows, has left for Miami where he will represent the Michigan group at the Miami Showmen's Ball early in January.

Pearl Weydt spent the holidays with her family in Wisconsin. Betty Bazinet left Hot Springs Sunday (27) for Miami where she will winter.

Billy Lawrence, magician and emcee, who closed with the John H. Marks Shows recently, is visiting friends in New Jersey. He plans to winter somewhere in Texas. Mr. and Mrs. S. K. Craden and Mr. and Mrs. F. E. (Red) Egan are settled in Houston for the winter following a trip to Mexico City.

Ralph and Mickie Ryder, who enjoyed a fair season hopscoating around of various carnivals with their own girlie unit, spent Christmas with Mr. and Mrs. W. E. Page, of the Page Bros. Shows, at Savannah, Ga. After the first of the year they plan to hit out for Miami to prep their attraction for the new season. They expect to make the West Coast the coming season, with four girls plus Mickie as feature, and Ralph, talker.

Virginia Kline cards that she is spending the Christmas holidays at her Salem, Ore., home but will head back to Los Angeles January 1 to make preparations for her trip to the Orient. Mr. and Mrs. Ross L. Sinderson and Mr. and Mrs. E. H. (Babe) Ehmann, are

operating a large Christmas store next to the Orpheum Theater, Des Moines.

Charles Hodges, Side Show operator, came to Detroit from his home in Coldwater, Mich., to supervise the four kiddie rides booked by Mr. and Mrs. Earl Ingalls in the Kern Department Store before Christmas. The Ingalls went to Buffalo to attend the funeral of Mrs. Ingalls' brother. Mrs. Fred A. Miller, executive of the W. G. Wade Shows, flew to New Orleans to spend the holiday season with her husband, Fred Miller, cookhouse operator, and Mrs. Gladys Schaub, show secretary.

Butch Parks is at her home in Austin, Tex., recuperating from injuries sustained in a truck-auto collision recently between Austin and Brenham. She'd like to read letters from friends.

Charley Kidder is convalescing at his Pilkinton (Va.) home after a long stretch in a Richmond, Va., hospital. His wife, Mabelle, writes that Charley is still confined to his bed but continues making plans for the construction of show properties once he is on his feet again. J. Raymond Morria stopped to visit his sister in Chattanooga before continuing to Florida where he plans to winter. Raymond has not yet resumed his billposting chores which were interrupted a couple of years ago when he was involved in an automobile accident.

Earl Parloe, operator of motor-dromes at Fallsades (N. J.) Amusement Park and with the Cetlin & Wilson Shows, has undergone one operation and is awaiting another at Retreat Hospital, Richmond, Va.

## WANT FOR MT. DORA, FLORIDA, FAIR WEEK JANUARY 5

Major Rides not conflicting and a few Kiddie Rides. Shows of merit, including Monkey Show. Strictly legitimate Concessions of all kinds. Can place Foremen for all rides and Help in all departments. Wire BARNEY TASSELL UNIT SHOWS 115 N.E. 71st St. Miami, Florida (After January 1, c/o Western Union, Mt. Dora, Fla.)

## LEGITIMATE CONCESSIONS—CLEAN SHOWS

Colored Block Party West Palm Beach, Jan. 7-17 FIESTA DEL SOL Lake Worth, Jan. 19-24 MAC'S FLORIDA BAZAAR SUPPLY 8. 1, Box 370, West Palm Beach, Fla. Tel. 5456 between 6 and 7 p.m.

## FOR SALE FOR SALE

One Smith & Smith Champagne (good condition), one Imperial ten-car Jeep (Kid Rides), one Smith & Smith Kid Airplane, one Remometer Gas Steamroller Train with 300 ft. of track. Will sell three Kid Rides as unit, with or without transportation. These Rides are A-1 and ready to operate. Will sell Train separately. Also 25 Portable Light Towers, wire used for night racing. Will book other Kid Rides if above Rides not sold by Feb. 1. Will be at the Minnesota Fair Meeting. ROSS L. SINDERSOIN INDIANOLA, IOWA 506 50 "E" STREET

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Wishing all our friends a Happy New Year

# Club Activities

## Hot Springs Showmen's Association

DeSoto Hotel, Hot Springs, Ark.  
Ladies Auxiliary

President Vivian Zimdars directed the December 23 meeting, with Caroline Holt, first vice-president; Lucille Donofrio, Lela Howey; Billie Owens, secretary, and Ethel Cutler, treasurer, also on the program. Correspondence was read from Pauline Ragland and reports from Elsie Power, chairman of the Christmas party, were heard.

Caroline Holt, ways and means committee chairman, announced that plans for the annual New Year's Eve party had been completed. Zoe McGuire was elected to membership. Jackie Wilcox, Rose Kahn and Lucille Donofrio were appointed to the board of directors. Sybil Lashbrook attended her first meeting. Night's award, donated by Martha Wagner, was won by Elsie Powell.

All officers were present at the December 18 meeting. Communications were read from Elsie Miller, Noble Fairly and Rebecca Castle. Gene Bennett was elected to membership. President Zimdars appointed her committees and arrangements for new stationery were made. Installation dinner at the Southern Club attracted 78 members. Violet Howe emceed and Walter Ebel was guest speaker. Clementine Moss was installing officer. Memorial services at the Elks Lodge Sunday (21) were well attended. Yorla Goldston, Charles Weaver and Grace and Charles Goss were in charge of the services.

## Miami Showmen

Continued from page 42

at Pratt General Hospital, Coral Gables, Fla.; Tommy Fox, Max Kimerer, Abe Rabinovic, George Burnett, Lou Leonard; Mose Weinstein, who left the hospital and is recuperating at home; John W. (Jack) Wilson, who is at the Richmond, Va., Eye, Ear, Nose and Throat Hospital, and Edward E. (Spot) Cooper, Rex Hospital, Raleigh, N. C.

### Ladies' Auxiliary

A social and egg-nog party replaced the scheduled December 22 meeting. Frances Deemer, entertainment chairman, emceed. Solo song numbers were offered by Regina McLinden, Dolly Kramer, Emma Rocco and Agnes Grosso. Quartet was made up of Kate Green, Babs Geffen, Agnes Grosso and Dolly Kramer.

Katherine Duchene and Regina McLinden presented piano solos. Ada Cowan won the donkey game. Other prize winners included Mother Lee, Kitty Glosser, Mac Russ, Billie Palitz, Sydney Thomas, Millie Finn, Mrs. Grossman, Bobby Hackett, Regina McLinden, Lucile Leonard and Elsie Kessler. Kitty Glosser, Billie Palitz, Lois Weiss and Pearl Schultz presided over the refreshment table.

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Circus or Carnival for two or three days. Must be possible. Contact:

### ALEX RATAJCZAK

Chamber of Commerce, Knoxville, Mich.

## Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, Dec. 27

The meeting of Showfolks of America was called to order Monday (15) by President Doris Monette. Officers present included Elsie Vice-President, Charlotte Porter Dalton, Treasurer and Corresponding Secretary, Al Roche and Acting Recording Secretary Bonnie Townsend.

The December 12 wedding of Charlotte Porter and Jack Dalton, club custodian, was announced. Birthday greetings were extended to Mrs. Alice Stone.

The pot of gold was won by Lola Kekos. Final plans were made for the dinner to be in the clubrooms on Christmas Day. Plans were reported nearly complete for the banquet and ball January 10.

The death of Harry (Shorty) Kocon was reported. He died as a result of an accident. Funeral was held Thursday (18). Burial was in Showfolks Rest in Olivet Memorial Park.

## Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, Dec. 27.—At the first meeting since the Chicago convention all officers were present except Social Secretary Babe Weinstein, who was on the sick list.

President Hart worked hard at the Chicago meetings and came back with dues from 15 members and five applications for membership. The new members are Dolly Snapp, Mae Taylor, Pearl McGlynn, Eva Leroy, Wanda Deppa and Margaret Filigrasso. Donations received from Mae Soepnar, Shirley Lawrence Levy and Marianna Pope. President Hart also returned with many novelties to be used at the installation party. These were donated by Charles Lenz and Ray Oakes.

The secretary would like to have dues of installments that will be held by other clubs.

Sick list includes Ann Roth, Miami; Edna Stenson, 129 N. Harvey, Oak Park, Ill.; Mae Oakes, 3114 Cleveland, Brookfield, Ill., and Nell Allen, Barnes Hospital, St. Louis.

## Michigan Showmen's Association

3153 Cass Ave., Detroit

### Ladies Auxiliary

President Grace Ziegler called the meeting to order. Others on the program were Peggy Cohen, first vice-president; Leona Bennett, second vice-president; Pat Crognale, third vice-president; Marion Diekstein, treasurer; Dottie Miller, secretary, and Memie Wade, chaplain.

The recent rummage sale netted 108.18. Frances Moran announced that proceeds would go to the cemetery fund.

Officers for the coming year will be unopposed. They are Dottie Miller, president; Clara Silber, first vice-president; Ann Stone, second vice-president; Carrie Dear, third vice-president; Revell G. O., treasurer, and Florence Williams, secretary.

## National Showmen

Continued from page 43

spent the holidays with their families. Stanley Stern, who has spent three months in California, has returned home.

Letters were received from Frank Bergen, Art Lewis, Oscar C. Buck, David B. Endy, Morris Vivona, Rocco Fanello, Martin Byrnes, Harry S. Nelson, Ralph N. Endy and Sam Housner.

Recent visitors included Igor Biscow, Arthur E. Campfield, Stanley W. Wathon, Joseph Weissman, Doc Charles Morris, Andrew Stryker, Joseph Amico, Sam S. Levy, Louis Heibe, Ward Graves, Murray Spitzer, David White, Sam Rothstein, Al Jinnop, George Rector, Louis Candee, Saul Wah-nish, Casper Sargent, Sam Weis-er, Jack Agree, Morris Glass, Saul Seligson, Mack Kassow, Emanuel Silver, Morris Black and Jack Stern. Bill Powell writes that he is now on his way to Japan.

ART LEWIS, General Mgr.

JOHN MARKS, Director

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RIDES: Will book Kiddie Rides (Finley, contact), Tilt, Roll-O-Plane or Cat.

WORKING HELP: Foreman for all rides: Ferris Wheels, Octopus, Spitfire, Dipper, Chair-plane, Kiddie Rides. Mechanic to handle fleet of trucks.

SHOWS: Wild Life, any Grind Shows; couple to handle new Fun House; Motor Drome. Le-Ola can place help for Side Show and Snake Show.

SHOWMEN: Manager to take over Girl Shows. Must have wardrobe and Talent. We have complete set-up. Want high-powered Press Agent, Bill Poster with own transportation.

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LEE COUNTY FAIR, FORT MYERS, FLA., WEEK OF FEB. 7  
FLORIDA CITRUS EXPOSITION, WINTER HAVEN, FLA., WEEK OF FEB. 16  
FLORIDA STRAWBERRY FESTIVAL, PLANT CITY, FLA., WEEK OF FEB. 23  
LAKE COUNTY FAIR AND FLORIDA SPORTSMEN'S EXPOSITION, EUSTIS, FLA., WEEK OF MARCH 9.

SHOWS—Want capable Manager and Producer for Girl Show. We have best equipment. Must have own sound and wardrobe and be able to produce a good revue. Manager for Minstrel Show. Must have sound set and wardrobe and be able to produce a show up to our standards. Any kind of a worth while Grind Show with own equipment.

RIDES—Can book any new major rides or Kiddie Rides.  
CONCESSIONS—Want Concessions that will operate for stock only, such as String Game, Ball Games, Basket Ball, Hoop-La, Pitch-Till-You-Win, Fish Pond, or any other good Grind Concessions.

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AGENTS WANTED — ANYONE with an embossed on metal. Has hundreds of designs. Includes: dog collars, dog tags, tool boxes, dog collars, etc. Write: 1907 Piquette, Detroit 10, Mich.

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COMIC BOOKS (COVERS)—REGULAR 10¢ sellers, assorted titles, \$10 (household). Philadelphia, 23, Pa.

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## NO SEASONAL SLUMP

# Amusement Mach. Producers Close Out '52 on \$ Note

CHICAGO, Dec. 27.—Manufacturers of amusement equipment here closed out the year on a rosy note and there was ample evidence that their expectations of steady business in the coming year was well founded. Not only was there no seasonal drop in trade in December but business increased over November activity.

## Distributors Get New Dividend On Fla. Trips

MIAMI, Dec. 27.—D. Gottlieb & Company distributors, who spend their winter vacations in Florida, can now look forward to being entertained aboard President Dave Gottlieb's new boat "Flipper."

No sooner had Gottlieb arrived here recently with his wife, Dorothy, than he went out and purchased a sleek 48-foot Chris Craft. He announced it would be at the disposal of his distributors who visit the area during the winter season. Summers the boat will be berthed in Lake Michigan.

Mr. and Mrs. Gottlieb plan to vacation here for three months. Joe Mangone, Florida distributor of the Gottlieb line, will assist in casing for and maintaining the craft. Mangone recently returned from Chicago where he joined other Gottlieb distributors in throwing a surprise testimonial dinner honoring Dave Gottlieb's 25 years in the coin machine industry (The Billboard, December 20).

## Genco Hikes Game Output

CHICAGO, Dec. 27.—Genco Manufacturing & Sales Company has increased its production on Jumpin' Jacks, owners Avron Gensburg and Sam Lewis announced this week.

The only upright amusement game in production, Jumpin' Jacks occupies an unusually small floor space on location—24 inches by 17 inches. It is 64 inches high and has both in-line and sequence scoring series. It offers up to 20 replays for three to six letter scoring combinations and has provisions for the purchase of six extra balls at the player's option.

## Mass. City Solon Starts Pin Drive

SOMERVILLE, Mass., Dec. 27.—A campaign to outlaw pinball machines in this city has been started by alderman-at-large, Thomas J. Burke, who has asked passage of an ordinance banning such games which are presently licensed thru the mayor's office. The city received \$3,500 in fees last year.

## Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

**LOW HIT PERCENTAGE.** For every pop hit turned out by the disk industry during 1952, 35 other tunes failed to make the grade (Music Department).

**OSKHE SET ON POPS.** Okeh Records will start shipping its pop releases on a regular schedule sometime next February (Music Department).

**ASCAP BREAKS RECORDS.** As predicted, the American Society of Composers, Authors and Publishers wound up 1952 with well over \$15,000,000 (Music Department).

**"MOMMY" PAYS.** Juke box operators in New York City and Northern New Jersey are raking in an estimated Christmas bonus of \$30,000 weekly on the heavy play on the holiday ditty (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Most of the distributors and operators agreed that the December sales were on the whole due to an increase in general business across the country which has led to a whole new series of locations. Other coinmen attributed the business gains to the arrival of improved new standard shuffle and pinball games and in particular the new kiddie rides.

The new shuffle and pin games have stepped up play in their respective divisions by offering new scoring principles which have found ready acceptance on location. In the shuffle field these have included United's Star Shuffle Alley, Keeney's Team Bowler, Chicago Coin's Special Bowler, Super Match Bowler and Bowl-A-Ball. In the five-ball field this same popularity was noted in William's Disk Jockey, Bally's Beauty and United's Circus. Still another favorite at the

year's end was Genco's Jumpin' Jacks, an upright cabinet unit using from 8 to 12 balls.

Turning to the coin ride division, the accent was on new type animal, boat and space ship and other air units. But the old standby, the mechanical horse continued to hold its established peak popularity. Actually, this part of the trade has already surpassed the prosperity predicted for it a few months ago. Now most old line coinmen believe this field has yet to reach its potential. In the past few weeks sales on these units have zoomed. Meanwhile, operators of the ride equipment reported unusually high grosses. In many instances locations which had taken on ride equipment on a trial basis have asked operators to increase their units—even if other lines of the location had to be curtailed or dropped.

## 400 Coinmen Attend N. Y. AAMO Banquet

NEW YORK, Dec. 27.—A crowd of 400 amusement machine operators, distributors and manufacturers jam-packed Alan Gale's Celebrity Club here Sunday night (21) at the third annual banquet of the Associated Amusement Machine Operators of New York. The program, devoid of speechmaking, consisted of the regular floorshow, dinner and drinks provided by the United Manufacturing Company and Dave Simon.

In a prepared statement, Barret Tannenbaum, AAMO president, mapped a 1953 program which included an office on 19th Avenue, where the board of directors would meet; an executive director, on a full-time basis; a bonding arrangement to insure ethical conduct on the part of all operators; an AAMO-owned-and-operated finance company, and an AAMO-sponsored annuity and retirement plan for operators.

He pointed out that during 1952 unsettled labor conditions have been eliminated with a union contract and that there are now few unaffiliated operators in New York.

**Highest Prices**  
Theodore Blatt, AAMO at-

## Promote Lock Exec.

STAMFORD, Conn., Dec. 27.—Leo J. Pantos, general manager of Yale & Towne, Stamford division, manufacturers of locks for coin machines, has been advanced to the post of manager of the newly created Yale Lock and Hardware division.

The new set-up will unify under one management the manufacture and sales in this country of the company's three plants located at Stamford and Salem, Va., and two new plants under construction at Gallatin, Tenn., and Lenoir City, Tenn.

Pantos has been with the company for 17 years, and previous to coming to Stamford, managed the Salem, Va., plant.

torney, said the recent route sales have brought the highest prices in coin machine history; that used equipment, when traded, brings almost as much as the original price, and that 1952 has brought stability and labor peace to the industry.

The organization now numbers more than 100 members. Emmet Alan Gale kept the crowd in good humor with his rapid fire gags, while singers Larry Foster and Fred Stuart and the dance team of Bobby and Joyce Agilia drew hearty applause.

## Coinmen You Know

### Miami

Coin row is filled with the holiday spirit. Taran Distributing tossed a party for its employees and the area's operators. Supreme Distributors' boss, Willie Blatt, hosted a Christmas party for his employees, at which he received a gift and then passed out bonus checks to his staff... Bush Distributing Company made up a long gift list this year, including its ever-expanding export clientele.

The winter tourist season is just about under way with out-of-town coinmen beginning to flock here. Harold Lieberman, Lieberman Music Company, Minneapolis, is here with his family... Leo Walzberger, Southern Automatic Company, Louisville, dropped in to see Ted Bush and Ossie Truppan, Bush Distributing Company, on his way to Puerto Rico for a vacation.

Eli Ross, sales manager at Taran Distributing, on the ailing list with bronchitis... Jean Guberman finds it convenient having her dad work in the same office. It enables Jean to drive the family car to work, since Hyman Guberman is a shop man at Taran Distributing... Betty Klein is back at her duties in the record department after a bout with bronchitis.

## Coin Machine Damage Increases in Halifax

HALIFAX, N. S., Dec. 27.—Condemning the higher officers in the Canadian Navy for the lack of discipline in the lower ranks, Magistrate R. E. Inglis imposed a two-year suspended sentence on a member of the local naval base. The sentence was meted out for alleged willful damage of a pinball and music machine in a Halifax restaurant.

The magistrate pointed out sailors in this area had caused more damage in the past six months than in the previous six years. Special targets have been coin machines.

## SLUG HAPPY

# Teen-Agers Accused of Vend Thefts

COPENHAGEN, Denmark, Dec. 27.—A teen-age gang of five boys ranging in age from 17 to 20 years, was nabbed by local police last week and held on charges of robbing coin venders cigarette machines.

According to the police, members of the gang confessed to missing at least 120 outdoor venders thru the use of slugs fabricated by one of the boys, a mechanic, who turned out the phony disks as a sideline.

Recent increase of the price of all brands of cigarettes to a price which necessitated the placing of approximately 10 cents change under the wrappers of most brands has proven an added incentive to pilfering from the vending machines. This situation is being overcome thru various methods, such as selling only packs of 10 cigarettes or installing theft-alarm systems which include surveillance by private police.

## Indpls. Ops Start Rush For Licenses

INDIANAPOLIS, Dec. 27.—The rush for pinball licenses here continued in high gear this week and the city controller's office reported the issuance of a total of 442.

Local operators started the blitz following a crackdown on unlicensed equipment.

Poor enforcement of the pinball ordinance had been blamed for the license laxity.

## Aussie Clubs to Fight Ban on Bell and Fruits

SYDNEY, Dec. 27.—A recent police ruling in New South Wales, banning the use of bell and fruit machines in social and sporting clubs even when tokens only can be used, is expected to meet with bitter resistance thru legislative effort of the affected clubs.

Many of the clubs depend on the machines as a major source of revenue. Members are protesting to their parliamentary representatives and to candidates for public office.

Thousands of trade union and social clubs have from four to a dozen machines in operation, with few of the clubs raising less than \$2,000 a year from the machines, and some of the clubs getting more than \$10,000 a year in coin machine revenue.

Club members expect to have the ban repealed after the February 14 elections.

## Mars Appoints 10 Distributors

LINDEN, N. J., Dec. 27.—Ten distributors, all on a non-exclusive basis, were announced last week by Sid Mittelman, of Mars Manufacturing Company here.

They are Bally Distributors, Sacramento; Empire Coin, Chicago; Joe Brilliant, Detroit; Runyon Sales, Mike Muaves, Dave Lowy and Al Simon, all of New York; Bush Distributors, Miami; Southern Music Corporation, Charlotte, N. C.; and Banner Specialties, Philadelphia.

Mars produces the Jet Sauter, and will have the ride's companion piece, the Venus Air Sled, ready for shipment by January 1 (The Billboard, December 20).

Meanwhile Mittelman said that he was interested in the possibility of Eastern ride manufacturers holding a show in New York, during February, in the event that no amusement ride show is held in Chicago during the winter. He said that he would probably discuss the venture with other manufacturers in the area.

## Shuffle Games In Toronto OK

TORONTO, Dec. 27.—Shuffle games have been ruled not gambling devices by the Toronto Police Commission. The machines became a major controversy in the recent municipal elections with the incumbent mayor's opponent charging that the chief executive was aiding illegal coin equipment in the city. The irony of the situation was that the opponent, a lawyer, had the year previously appeared before the police commission on behalf of an operator seeking to obtain a license.

Despite its decision, the board refused to go out on a limb and authorize the applicant to install the machines in bowling alleys and billiard halls.

## Veeder-Root Income

HARTFORD, Dec. 27.—Veeder-Root, Inc., manufacturers of counting and computing devices for coin machines, reported a consolidated net income for the 10 months ended November 2 of \$1,121,355 or equal to \$2.70 per share.

In the corresponding period in 1951 the net income was \$1,401,459 or \$3.81 a share.

## 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 27—Western Vending Machine Operators Association, monthly meeting, Unique Cafe, Los Angeles.



## CANDY TO THE FORE

### NCA Issues Year-End Statement, Forecast

CHICAGO, Dec. 27.—The increased recognition of candy as a food was a major milestone for the industry in 1952, Philip P. Gott, president of the National Confectioners' Association, said this week in releasing a year-end statement for the trade.

The \$1½ billion industry can be further expanded in 1953 if "it has the will," Gott declared.

In poundage and dollar value, the industry held its own during 1952, he said.

Looking forward to the coming year, Gott stated, the candy industry would be influenced by at least four factors:

1. National economy: The industry can never separate its particular business from the nation as a whole, its income being dependent upon, the national income. Current forecasts are that this income will undergo little change during the first half of 1953, but will be followed in the second half by a transition period marked by a reduced or a leveling off of military expenditures and a trend "toward more normal conditions."

2. Government relations: A change in administration will not be a panacea for the candy industry, "altho a helpful rather than a critical approach to problems is anticipated as a favorable omen." Activities in relation to government will be most prominent in connection with amendments to the Food and Drug Act, revision of the farm program as it affects the producing, processing and marketing of candy ingredients, and imports and exports.

3. Distribution: this will be tremendously important in 1953. Whether or not changes will take place in accustomed methods will depend upon how well established channels answer the need for efficiency, for rapidity of turnover and for aggressive merchandising.

4. Industry leadership: Americans are looking for leadership and industry can help. The 75,000 candy industry employees on the production end and the thousands of salesmen constitute a vital force in promoting the welfare of the candy industry.

## R-M Convention Set Jan. 15-17

PHILADELPHIA, Dec. 27.—Some 300 dealers representing 250 Rudd-Melikian outlets are expected to be on hand at the Bellevue-Stratford Hotel here, January 15-17, when R-M holds its fifth annual convention.

Sessions on engineering, merchandising and sanitation are on tap, with Dr. W. L. Mallmann, of Michigan State College, slated to conduct the last-named forum. Speakers on engineering and merchandising will be announced.

Major goal of the convention will be to launch a sales campaign on R-M's new Coffee Cup, which has been on test locations for 10 months, but which has not yet been pushed. An extensive advertising campaign in trade papers is planned.

Merits awards to dealers will be made, including a President's Cup and a Co-Founders Cup.

## Cont'l Can Appointment

NEW YORK, Dec. 27.—Continental Can Company appointed Raymond G. Fisher director of economic research. He will supervise commercial, research and sales analysis activities.

## Powdered Coffee Boom Seen Aid to Coffee Vending Trade

NEW YORK, Dec. 27.—The high price of coffee in bags and vacuum-packed tins, which has given powerful impetus to the sales of soluble coffees, may prove of considerable help to the automatic coffee vending trade, according to industry spokesmen here.

One by one major coffee roasters are going into the powdered coffee field, with the three major producers—Chase & Sanborn, Nestle and G. Washington—all selling to the vending trade.

Oddly enough, the makers of solubles have split into two camps—those producing "pure" coffee, or powders that contain nothing but coffee, and those which make the type with carbohydrates. The latter group points out that "pure" also applies to its product, which contains all pure ingredients, and that "100 per

cent" would be a better term to apply to the other type.

Most of the coffee sold in vending machines is of the powdered type, altho some is concentrated liquid.

In Linden, N. J., 10 roasters have joined forces to make as many 100 per cent solubles in a jointly owned plant. The plant, operated by Tenco, Inc., operates around the clock, except for six hours a week when it closes down for cleaning.

Each roaster provides his own raw materials, with the overhead kept down because the operating unit is cut 10 ways. At least one of these 10 roasters sells to the vending trade.

As public acceptance of powdered coffee increases, public acceptance of powdered coffee thru vending machines will increase, according to a leading manufacturer.

## Pransky Heads New S. Calif. Kwik-Kafe Assn.

LOS ANGELES, Dec. 27.—Myer Pransky has been named president of the newly formed Kwik-Kafe Distributors Association of Southern California. Following his election, Pransky opened combination offices and showrooms at 1637 South La Cienega Blvd.

The incorporation papers, filed in Sacramento, list the incorporators as Percy Drabin, Los Angeles; Pransky, this city; Edward Slack, Glendale, and Dan Leonard, Visalia.

Drabin, an attorney, said that the purpose of the association, which includes franchised Kwik-Kafe dealers, was for the exchange of ideas. The members will also keep themselves informed on laws pertaining to the operation of the machines.

Pransky heads the official slate which includes Slack, vice-president; Don Warren, secretary; Bart Morris, treasurer, and Leonard, sergeant at arms.

Kwik Kafe has been advertising on television here at the employer level. The campaign, discontinued during the holidays, is set to start again after January 1. A spokesman for the advertising agency handling the manufacturer-distributor financed programs said that KTTV, KECA-TV and KHJ-TV would carry the plugs.

## Falk Moving Charm Plant To New Site

NEW YORK, Dec. 27.—Bill Falk, head of the Plastic Process Corporation, announced this week that his firm is in the process of moving from its Manhattan headquarters to a new plant in Freeport, L. I.

The charm manufacturer said that operations will begin in the new plant soon after January 1 and that the equipment in the present plant will be moved in by the week-end.

The new factory contains 4,000 square feet of floor space on a 16,000 square foot lot. Another 1,600 square feet have been rented in an adjacent building for warehouse facilities.

To Make Molds  
Falk is currently having his dies and molds made by outside firms, but he has bought his own tool-making equipment for the new plant and will make his own molds.

Four more employees will be added to the staff, bringing the total to 14. Falk expects to increase his production facilities by 40 per cent.

In addition to charms, key chains, toys and chain stores. Items will be manufactured at the Freeport plant.

New charm items being manufactured by Plastic Process include a Bible, with a copy of the Lord's Prayer, the size of a pinhead, inside, and a horseshoe series, with a four-leaf clover and a birthstone symbol.

## Austin Forms Affiliate, Rolls on Two New Items

BALTIMORE, Dec. 27.—Austin Packing Company, Inc., in a triple announcement this week reported the formation of an affiliate firm, introduction of a new dime doughnut package and full-scale production on its nickel devilsfood item.

Ernest H. Fox, president, said the affiliate company, Foxbro Sales, Inc., also at 2930 Washington Boulevard, Baltimore, is a separate sales organization set up to facilitate the handling of certain items not manufactured exclusively in the parent firm's plant. Two such items are the doughnuts and devilsfood products. Other items to be handled by Foxbro will be announced as they come off production lines and have been sales-tested.

All products produced in Baltimore will continue to be sold by Austin only: Cheese Peanut Butter Sandwiches, Toasty Peanut Butter Sandwiches, Vanilla and Chocolate Creme Waffles, Vanilla, Chocolate and Duplex Creme-Filled Sandwiches. Two items now being manufactured in plants outside Baltimore, Austin's Devilsfood and Pure Chocolate Donut Gems, will be handled exclusively by Foxbro. The doughnut pack is produced in three separate plants, to facilitate distribution due to relatively short shelf-life. These are in Newark, Cincinnati and Baltimore, with Springfield, Mass., Indianapolis, Cleveland and Detroit plants to offer them next, followed later by other key cities as production facilities are expanded, Fox said.

## Dime Donuts

The dime doughnut package is shipped only to points within overnight service by truck or express delivery from the three plants, so the operator may have the full eight days of this item's shelf-life in which to turn it over. Each package contains three doughnuts, covered with chocolate. Donut Gems are available in 100-count, at per case cost

ranging from \$5.75 down to \$5.45 (latter for 20 cases or more).

Fox suggested operators volume in moderation until turnover volume has been determined.

Austin's nickel Devilsfood package also comes 100-count, at \$2.80 per case. It has a chocolate devilsfood center, coated with a layer of marshmallow and is covered with chocolate icing. Two cakes are included in each package. Fox stated that the devilsfood item's keeping qualities permit servicing all 48 States from existing shipping points.

The devilsfood pack will also shortly be offered in dime size, Fox indicated, and contain double the amount in the present pack.

## APCO Classes Aid Shipboard Installations

NEW YORK, Dec. 27.—APCO, Inc., new name of Automatic Products Company, is continuing to co-sponsor periodic instruction classes for military service men as part of a general training program set up by the parent Coca-Cola Company of Atlanta.

One such series is being conducted by Gerald L. Rosenthal, APCO divisional manager in Virginia, Maryland and Washington, at the U. S. Navy Operating Base in Norfolk. The one-day sessions cover the installation and servicing of SodaShopper drink venders on board ships. Morning and evening classes are held for different groups, and include maintenance and functional phases of venter operation.

APCO currently has its cup drink machines aboard over 150 Navy vessels.

## Pepsi Names 3 Veepees

NEW YORK, Dec. 27.—Herbert L. Barnet, vice-president in charge of domestic operations of the Pepsi-Cola Company here, this week announced the appointment of three vice-presidents to the firm. They are Stephen J. Gullo, Donald M. Kendall and Henry McGovern.

Kendall, in charge of national accounts and fountain sales, joined the company in 1947. Gullo, who joined the same year, is in charge of the product and quality control department. McGovern, a Pepsi employee since 1940, is in charge of the engineering department, recently formed by consolidating the fountain and bottle equipment departments.

## Plan New Delicia Plant

NEW YORK, Dec. 27.—Delicia Chocolate & Candy Manufacturing Company has completed plans for a three-story, 100,000-square-foot plant adjoining its present building.

The firm recently purchased property adjacent to its Bronx facilities.

## See Decreased Tax On Canadian Candy

TORONTO, Dec. 27.—The possibility of a decrease in taxes on all confectionery is seen in the 1953 budget of the Canadian government.

The saving thus effected will not be passed on to the consumer, according to spokesmen. Rather, confectioners might pass it on to the jobbers and retain some themselves to help write off recent increases in freight rates.

## Mars Bars to Receive More Promotion in '53

CHICAGO, Dec. 27.—Mars, Inc., will increase its advertising pace in 1953, augmenting present magazine, radio and television outlets by a campaign in youth and comic magazines. The entire line of bars will be given additional merchandising support.

The Mars ad in Colliers and Look will also be continued next year.

**VICTOR—For Trouble-Free Operation**

VICTOR'S  
Baby Grand Deluxe



\$14.25 EA.  
\$13.25 EA.  
100 or more

VICTOR'S  
Topper Deluxe  
Globe Style



1 to 23 ..... \$14.20  
24 to 47 ..... 14.00  
48 to 99 ..... 13.75  
100 or more ..... 13.20

VICTOR'S  
Topper Deluxe  
Half-Cabinet Style



**H. B. HUTCHINSON**  
800 North Ave., N. E. Atlanta, Ga.

**BABY GRAND, 1c or 5c**

\$13.00 Ea. Packed 4 to the Case

\$12.00 Ea. in Lots of 10

Now Offering Baby Grand Deluxe \$57.00

Case of 4 VENDS THE FOLLOWING MERCHANDISE:

Chicle Treats, 2 for 1¢ count 300 to 1 lb.

Chlorophyll Treats, 2 for 1¢, count 250 to 47

Chlorophyll Treats, 2 for 5¢, count 250 to 47

Chlorophyll Ball Gum, 1 for 1¢, count 270 to 1 lb.

WE SELL THEM ABOVE AT LOWEST MARKET PRICES.

3 Dep. Bul. C.O.D.

**CHAMPION NUT CO.**  
1194 Tremont St., Boston, Mass.

**For Beauty and Durability—It's Victor**

VICTOR'S  
Baby Grand Deluxe



14.25 EA.  
\$13.25 EA.  
100 or more

VICTOR'S  
Topper Deluxe  
Globe Style



VICTOR'S  
Topper Deluxe  
Half-Cabinet Style



1 to 23 ..... \$14.20  
24 to 47 ..... 14.00  
48 to 99 ..... 13.75  
100 or more ..... 13.20

**CHAMPION NUT & CHOCOLATE CO.**  
1194 Tremont St. Boston 20, Mass.

## CHARMS

New JET SERIES  
120 ASSORTED CHARMS

Includes crosses, shells, animals, etc. This is the largest assortment in the charm field!

Plastic ..... \$2.15 M  
Copper ..... 3.60 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

### Rickles Named Ad Head of Hedeman

GREAT NECK, N. Y., Dec. 27.—Ray Rickles has been named advertising manager of Hedeman Products, Inc. here, it was announced this week by President Robert M. Hedeman.

Rickles, formerly with John Karsh Associates, will direct Hedeman's accelerated 1953 advertising campaign on dispensing equipment for the beverage industry.

YOUR NAME ADDRESS

**CANCER**  
% YOUR LOCAL POST OFFICE

Give to the  
**AMERICAN CANCER SOCIETY**

### Full-Time Man Is Needed For Mitchel Field Location

NEW YORK, Dec. 27.—The Tri-Vendo Corporation, recently organized operating firm at Uniondale, N. Y. (The Billboard, November 8), is rapidly moving ahead in its jumbo location at Mitchel Field, L. I.

Joe Weinstein, partner with Lew Sloan and Mike Brocher in the venture, said that the firm already has placed on location at the field 50 Rowe candy machines, 50 Mills gum machines and 10 Spacarb soft drink machines. Another 20 candy machines and 15 drink machines are slated to come.

The Tri-Vendo has had the Mitchel Field location only since November 1. Weinstein said that the installation requires the full-time services of Donald Green to keep the machines supplied and functioning properly. He added that very little mechanical trou-

BRAND NEW

## LUCKY BOY VENDORS

**\$9.75**

Lots of 10  
17.50 E.A.  
Lots of 25  
EACH \$4.25 E.A.  
MODEL Lots of 25  
15 or 16 19.50 E.A.

Par 100-175-210 Gum and Charms, Nuts and Chicle Chews. Fully Guaranteed.  
1/3 Deposit, Balance C.O.D.

**BLOYD MFG. CO.**  
VALLEY STATION, KY.

### VICTOR . . . Tops in Bulk Vending

VICTOR'S Baby Grand Deluxe	VICTOR'S Topper Deluxe Globe Style	VICTOR'S Topper Deluxe Half-Cabinet Style
----------------------------	------------------------------------	-------------------------------------------

\$14.25 EA.  
\$13.25 EA.  
100 or more

1 to 23	\$14.20
24 to 47	14.00
48 to 99	13.75
100 or more	13.25

**PIONEER VENDING SERVICE**  
590 Albany Ave. Brooklyn 3, New York

### Canada Dry Sales Set New Record

NEW YORK, Dec. 27.—Record sales of \$66,503,941 for the fiscal year ending September 30 helped Canada Dry Ginger Ale, Inc. show a net income of \$2,301,091. Net income for the previous fiscal year was \$2,157,547.

The income is equivalent to \$1.10 a common share and compares with \$1.02 a common share the year before when sales totaled \$61,413,623. Earnings before taxes were \$6,818,131 against \$5,977,455.

### New Suchard 10c Item

LITITZ, Pa., Dec. 27.—Wilbur-Suchard Chocolate Company announced a new dime package, containing eight squares of milk chocolate.

John Wood, vice-president, said it would join other penny, nickel and dime Suchard items available for vending machines.

ATLAS makes

## MASTER VENDOR

1c & 5c combination

The only machine made which vends one for a penny or five for a nickel. Used and praised by operators for over 25 years . . . it's excellent for ball gum and charms. Complete portion control and large capacity. Vends any and all bulk items.

Master Vendor has everything you're looking for in a PROFITABLE machine. Cylinder locks on both cash and merchandise compartments protect you. And it's eye-catching . . . with a red enamel cabinet on a heavy steel black base. Made by Atlas . . . you have the assurance of over 25 years' experience in vending machines. **You're sure with Atlas!**

Salesmen and Distributors—  
**Write NOW**

**ATLAS**  
EST. 1925  
12220 TRISKET RD. DEPT. 13 CLEVELAND 11, OHIO

MANUFACTURING AND SALES CORP.

put PROFITS in your pocket with PICTURES

## Auto Photo STUDIO

develops 700% Gross Profit!

- Professional Pictures—sharp focus, clear finish
- Produced in 2 minutes—fast and economical
- All Automatic—easy servicing for operator
- Attractive Easily Recognized Studio—fits any location

Write today, to Auto-Photo, for your brochure—  
"Picture Yourself in the Money"  
Contact Auto Photo Co. for distributor nearest you

4 poses 25¢  
... less than 3¢ cost per strip!

**Auto Photo Company**  
DEPT. 103 • 1444 SOUTH SAN PEDRO STREET  
LOS ANGELES 15, CALIFORNIA

IF YOU ARE LOOKING FOR THE BIG MONEY . . . THIS IS IT!

Today's hottest money maker. OPS are amazed at the earnings which are two to three times greater than ever experienced in this field. Big capacity, ten coins over 500 pieces, ten columns . . . wide selection, tab gum, candy coated gum, 1c chocolate bars, fruit bars, fruit charms . . . fast, easy, front load servicing . . . positive, simple, fool-proof delivery . . . tested and proved on location.

**THE NORTHWESTERN CORPORATION**  
699 S. ARMSTRONG STREET  
MORRIS, ILLINOIS

### 30 DAY MONEY BACK TRIAL

## Northwestern Model 49

1c-5c-10c  
PRICE LESS THAN 25¢  
\$17.35  
LESS THAN 100¢  
\$17.15  
100 OR MORE  
\$16.95  
F.O.B. Factory

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	\$15.95	5c Candy Machine	\$12.50
MODEL 28 BALL GUM, Parcelon, 1c 7-4c	7.40	HUNTER, Line New	\$21.50
MASTER, 1c	7.40	ADVANCE MOD. D 1c BALL GUM	7.40

**MERCHANDISE AND SUPPLIES**

Per LB. VIRGINIA PEANUTS	34	Per LB. BALL GUM, All Sizes	1.00
Jumbo Queen	34	200 Lbs. Mini.	1.00
ZENOBIA PISTACHIO	34	SPANISH PEANUTS	38
Fancy Snack	34	ALMONDS, 600 Count	38
PISTACHIO STAR	34	ELB. Vac. Packet	65
PISTACHIO Vendors	34	ITALIAN CHOC	38
MIX	34	PEAS, Roasted and	38
PISTACHIO 2 Star	34	Salted	38
CASHW. Whole	47	BAINBOW PEANUTS	38
CASHW. Butts	40	BOSTON BAKED	38
PILBERTS	38	BEANS	38
MIXED NUTS	38	LIBORIC LOSSHOES	38
BILLY BEANS	38	M & M	40

Complete line of Parts, Supplies, Stands, Globes, Baskets, Charms, etc.  
TIME PAYMENT PLAN AVAILABLE—TRADES-INS ACCEPTED

**NORTHWESTERN** SALES AND SERVICE COMPANY  
MOE MANDELL  
440-482 WEST 42nd STREET, NEW YORK 36, N. Y. • LONgacre 4-8467

### VICTOR—For Trouble-Free Operation

VICTOR'S Baby Grand Deluxe	VICTOR'S Topper Deluxe Globe Style	VICTOR'S Topper Deluxe Half-Cabinet Style
----------------------------	------------------------------------	-------------------------------------------

\$14.25 EA.  
\$13.25 EA.  
100 or more

1 to 23	\$14.20
24 to 47	14.00
48 to 99	13.75
100 or more	13.20

**ACE VENDING & DISTRIBUTING CO.**  
2702 W. Pico Blvd. Los Angeles 6, Calif.

## NEWER CHARMS

From the World's LARGEST MANUFACTURER of CHARMS

Having  
Candy Compasses  
Silver Tipped Lockets  
Bullets Photo and Jewel Rings  
New Cameos

Ours is the finest and most complete line in the country. Immediate delivery! Send 35¢ for complete samples for low, low, low Prices.

**PENNY KING CO.**  
2538 Mission Street  
Pittsburgh 3, Penna.

### For the Finest in Bulk Vending . . . IT'S VICTOR

VICTOR'S Baby Grand Deluxe	VICTOR'S Topper Deluxe Globe Style	VICTOR'S Topper Deluxe Half-Cabinet Style
----------------------------	------------------------------------	-------------------------------------------

\$14.25 EA.  
\$13.25 EA.  
100 or more

1 to 23	\$14.20
24 to 47	14.00
48 to 99	13.75
100 or more	13.20

**BERNARD K. BITTERMAN**  
4709 E. 27th St. Kansas City 1, Mo.



**Tobacco Production Seen Ahead of 1951**

NEW YORK, Dec. 27.—American cigarette production for 1952 should hit 430 billion units, Alfred E. Lyon, board chairman of Philip Morris & Company, Ltd., Inc., announced this week. In 1951 the United States produced 417.6 billion cigarettes.

Lions said that consumers will have spent \$5,000,000,000 on tobacco products during the year.

**"Smokeshop Lo-Boy"**

THE NATION'S FINEST CIGARETTE VENDORS

486 PACK CAPACITY

TEAR OUT and Mail This Ad for Details

**AUTOMATIC PRODUCTS CO.**  
230 W. 57th St., New York 19, N.Y.  
Phone ND 1-12

**Supplies in Brief**

Here are the current trends in supplies and commodities which affect vending machine operators, direct from The Billboard's Washington Bureau.

**Peanut Supply Rises**

The commercial supply of peanuts October 31 totaled 666,000,000 pounds, about 30 per cent larger than holdings on this date last year, the Agriculture Department reported last week. Holdings of farmers' stock peanuts, reported at 584,000,000 pounds, are about 43 per cent larger than the 410 million pounds on hand last year, primarily due to large holdings of government-owned farmers' stock peanuts in the Virginia-Carolina area and favorable

harvesting conditions of the 1952 crop. Stocks of shelled edible grade peanuts and peanuts cleaned in the shell for roasting are 16 and 52 per cent, respectively, less than holdings on October 31, 1951, while 8 per cent less shelled peanuts were reported used in making candy.

A total of 104,476,000 pounds of shelled peanuts were used in (Continued on page 59)

**Flo. Cig Receipts Up**

TALLAHASSEE, Dec. 27.—Florida's nickel-per-pack cigarette tax returned \$1,428,600 during November, compared with \$1,300,474 for the corresponding month in 1951.

Of the month's returns, \$1,188,905 is distributed among cities representing the amount collected in their individual boundaries. The State will retain \$239,694 from taxes collected outside the city limits.

**Eppy Charm Line Ads Play-Money**

NEW YORK, Dec. 27.—Latest in the charm line being manufactured by Samuel Eppy & Company, Inc., Play-Money, is available for shipment to bulk vendors.

The Play-Money adds up to \$186 in \$1, \$5, \$10, \$20, \$50 and \$100-bill denominations. It is priced at \$10 per thousand, rolled and banded, and \$8.25 per thousand, unrolled, but with bands supplied.

**Cadbury Sales Bonus Plan; Ups Bar Weight**

NEW YORK, Dec. 27.—Cadbury-Fry America, Inc., is offering special cash bonuses to jobber salesmen in a promotion of both nickel and dime bars. H. H. Cummings, president, announced the bonus is 10 cents on each 24-count nickel and 20 cents on each 24-count dime box sold.

Cummings said the Fry bars, in newly designed wrappers, are now 30 per cent larger.

**Philip Morris' Gifts To Servicemen Cited**

NEW YORK, Dec. 27.—George Henn, vice-president of Philip Morris, was presented a citation by the 52 Association of New York, Inc., for PM's magnanimous contributions of "tons of thousands of packs of Philip Morris to our hospitalized servicemen and veterans."

The award was presented by Nathan Feist, president of the organization. The 52 Association is comprised of 2,500 men and women who carry on an active campaign of bringing gifts and entertainment to hospitalized servicemen.

**Concession Comm. Head**

BOSTON, Dec. 27.—Theater Owners of America has appointed Leon J. Levenson chairman of the concessions committee for the coming year. TOA represents approximately 8,000 member movie houses.

Levenson is the head of the candy department of American Theaters Corporation.

**\$25 DOWN**

**Balance \$10 Monthly**

ALL WEATHER SCALE  
COMPLETE CABINET AND BASE, CAST IRON FOR-CELAINE ENAMELED, FOR OUTSIDE LOCATIONS  
WRITE FOR PRICES  
Invented and Made Only by

**WATLING**

Manufacturing Company  
4650 W. Fulton St., Chicago 44, Ill.  
84, 1089—Tribune—Columbus 13775  
Cable Address: WATLINGITE, Chicago

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 zone 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 unassembled cards deduct \$1.50 per thousand.

Send for new price list and samples.

**Guggenheim**  
33 UNION SQUARE  
N. Y. C. N. Y. • AL. 5-8393

For the finest Vending Machines Always Buy **VICTOR**

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1 to 23 ..... \$14.20  
24 to 47 ..... 14.00  
48 to 99 ..... 13.75  
100 or more ..... 13.20

\$13.00 each  
\$12.00 each  
100 or more

**PARKWAY MACHINE CORP.**  
715 Ensor Street      Baltimore 2, Maryland

**VEND—PUBLISHED BY THE BILLBOARD**

**HUNDREDS OF MONEY-MAKING VENDING IDEAS**

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New Deluxe Model BABY GRAND CHICLET TREETTS VENDOR

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The only completely die-cast aluminum, precision built

**ALL-PURPOSE VENDOR**

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- Polished, easy-to-clean merchandise chute.
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NEW! **SILVER STREAK**  
BRUSH HOUSING & BALL GUM WHEEL

**DAK MANUFACTURING CO., INC.**  
11411 Knightsbridge Ave., Culver City, Calif.

East & Midwest: Al. J. Abelson, Gen. Sales Mgr., 2023 Fifth Ave., Pittsburgh, Phone: AT 1-6478  
Pacific Coast Distributors: OPERATORS VENDING MACHINE SUPPLY, 1022 S. Grand Ave., Los Angeles

For Most Profitable Operations—It's Victor

VICTOR'S Baby Grand Deluxe      VICTOR'S Topper Deluxe Globe Style      VICTOR'S Topper Deluxe Half-Cabinet Style

1 to 23 ..... \$14.20  
24 to 47 ..... 14.00  
48 to 99 ..... 13.75  
100 or more ..... 13.20

\$14.25 EA.  
\$13.25 EA.  
100 or more

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810 West 4th Ave.      Denver 19, Colo.

READY FOR DELIVERY NOW!

1c or 5c **ACORN** ALL-PURPOSE BULK MERCHANDISER

Featuring the new **Silver Streak** BRUSH HOUSING

**Empire COIN MACHINE EXCHANGE**  
1012 Milwaukee Ave. • Chicago 22, Ill.

What will **OPERATORS** Be Reading in **BELGIUM** Starting in January?

SEE PAGE **67**

For Most Profitable Operations—It's Victor

VICTOR'S Baby Grand Deluxe      VICTOR'S Topper Deluxe Globe Style      VICTOR'S Topper Deluxe Half-Cabinet Style

1 to 23 ..... \$14.20  
24 to 47 ..... 14.00  
48 to 99 ..... 13.75  
100 or more ..... 13.20

\$14.25 EA.  
\$13.25 EA.  
100 or more

**CLEVELAND COIN MACHINE EXCHANGE**  
2021 Prospect Ave.      Cleveland 15, Ohio

## Rock-Ola Expansion Nears Completion

CHICAGO, Dec. 27. — The \$250,000 expansion and improvement program instituted last May by the Rock-Ola Manufacturing Corporation, in preparation for the production of the new Rock-Ola Fireball 120-selection phonograph, will be completed in the near future.

Two buildings located in the rear of the plant, and formerly used for warehouse purposes,

have been razed and the property is now being used as the site for a huge parking lot to accommodate the needs of customers, visitors and personnel.

A freight elevator is being installed to provide additional material handling service for the entire building.

The shipping and receiving platforms are being expanded by the addition of 12 unit spaces protected by the latest type overhead rail doors recessed into the building. The solid concrete platforms and abutments are protected by the installation of a steel canopy.

The program, now nearing completion, started almost three years ago, following an analysis of the firm's physical layout. It was found that equipment and space was not being used to its full extent.

### HOLIDAY CHEER

## Chi Ops Hold Parties, Pass Out Checks

CHICAGO, Dec. 27.—Chicago area operators embraced the Christmas spirit of giving, if the following events are any criterion.

Western Automatic Music, states Paul Brown, gave a Christmas party for its employees at which they received gifts and a bonus check.

ABC Music Service held its party Saturday. Bob Gnarr stated that employees and their families attended and that bonus checks were passed out. Directors of the corporation also attended.

Walter Oomens' Sons planned the distribution of bonus checks. Andy Oomens said that he also was holding a New Year's party at his home for the employees. This party serves a twofold purpose. They have their fun, and they're all in one place in case the service calls come in during the night, Oomens pointed out.

Melody Music Shop, according to Frank Padula, held a Christmas party for employees and bonus checks were passed out.

A & M Music Company employees received bonus checks for Christmas. The company also donated records and equipment to hospitals for the holidays.

At the Christmas party of A A Swingtime Music bonus checks were presented to all employees.

## GOOD DEED BRINGS GOOD CHEER TO GIs

MIAMI, Dec. 27.—The good deeds which organizations do reflect credit upon the donors long afterward. This truism was pointed up this week by the Amusement Machine Operators' Association.

A case in point was the full page feature story in the Miami Herald titled "Welcome GIs." It dealt with the efforts of Dade County individuals and organizations to establish a recreation center for the thousands of personnel of the Armed Forces stationed here.

The AMOA had taken the lead some time ago in helping to set up the Miami Beach Servicemen's Information Center by donating a reconditioned juke box which plays without nickels. The story related how servicemen enjoyed the music.

A picture accompanying the story showed a group of GIs gathered at the juke box, their faces wreathed in smiles.

## Upward Trend At Year's End

CHICAGO, Dec. 27.—The year-end trend in the music machine industry has usually taken a downward turn during the Christmas season. Manufacturers have become accustomed to this slow-up.

However, this year proved to be different. Business not only didn't go down, it went up. A check was made of the larger manufacturers in the industry, and reports varied from "running normal" to "far better than usual."

In several instances the demand was much greater than the supply, and back ordering seemed to be the rule rather than the exception, the inquiries revealed.

One firm pointed out that both the domestic and export outlets were keeping business above normal.

## MORE SECURITY

## Model Juke Contract Has Long-Term Lease

OAKLAND, Calif., Dec. 27.—The California Music Guild this week released a sample of the contract used by members of that organization to secure a three-year lease from their locations.

The lease is one of the longest in effect in the entire business, and is heartily recommended to all members of the CMG by George Miller, president.

Here's what the operator agrees to do:

1. To supply records and replace damaged parts.

2. Set up a provision for the division of the gross proceeds resulting from weekly collections.

3. If the location proves undesirable from an operational standpoint, the operator may give the proprietor five days written notice and a payment of \$3—this being the cost to the proprietor of obtaining another piece of apparatus—and the lease is cancelled.

4. The contract is automatically renewed unless either party gives the other written notice of cancellation, by registered mail, within 30 days.

5. The operator has the right to assign the contract.

Here's what the proprietor agrees to:

1. To lease for a period of three years and to keep the machine connected to electric supply and ready for business.

2. To give the operator a minimum return for any one week during the period of the lease.

3. The equipment remains the property of the operator solely.

4. Proprietor is liable for loss.

injury or damage to the machine.

5. To be liable for damages resulting from the loss of use for a certain amount of money each week while the machine is not in operation.

6. To notify any prospective purchaser of his business, that he must assume the obligation of the agreement and that any fees, taxes, licenses, etc., are to be first deducted from the receipts.

This is another of the contracts being used throughout the country.

As much as written contracts are desirable for operators, it must be remembered, they should seek the advice of a local attorney. State laws governing contracts of this nature vary slightly, as does the nature of the operator's individual situation. Seeking legal counsel is always the safe way of proceeding.

Elsewhere on this page is a sample of the CMG contract.

## PISTOL PACKER JAILED; SHOTS JUKE ADDICT

JACKSON, Miss., Dec. 27.—"The Tennessee Waltz" played over and over on a juke box is no justification for shooting a man.

The State Supreme Court affirmed the conviction and 3-year prison sentence of Huddle Hall for wounding George Topps in an argument over the juke box tune in a dance hall.

## CMG OPS' THREE-YEAR JUKE LOCATION LEASE

OAKLAND, Calif., Dec. 27.—Here is another in the series of contracts being used by members of the juke box industry. This is a sample of the lease used by California Music Guild members. (See story elsewhere on this page.)

THIS AGREEMENT made and entered this \_\_\_\_\_ day of \_\_\_\_\_ 195\_ between \_\_\_\_\_ hereinafter referred to as OPERATOR of \_\_\_\_\_ No. \_\_\_\_\_ Street \_\_\_\_\_ City \_\_\_\_\_ hereinafter referred to as PROPRIETOR.

### WITNESSETH:

1. In consideration of the signing of this contract, OPERATOR agrees to install at the above address of PROPRIETOR \_\_\_\_\_

together with any instruments, wiring, and equipment necessary to operate the same, which said OPERATOR, by this agreement, leases to PROPRIETOR and PROPRIETOR rents from said OPERATOR for a period of 3 years from the date hereof, and for such term extends as hereinafter provided.

2. OPERATOR further agrees to supply records and replace parts damaged as a result of ordinary wear and tear without any cost to PROPRIETOR, and PROPRIETOR agrees to keep said phonograph connected to an electric supply in his premises and in readiness for operation during all business hours, and to furnish necessary electric current for the operation of the phonograph or other musical equipment, the gross proceeds resulting from weekly collections and all from the operation of said phonograph or other musical equipment shall be divided as follows: \_\_\_\_\_

3. PROPRIETOR hereby guarantees that the net return to the OPERATOR for the use of the aforesaid equipment, during the entire period of this lease, shall amount to not less than \$\_\_\_\_\_ in any one week. In the event the net return from the use of said machines shall be less than \$\_\_\_\_\_ for any one week, PROPRIETOR agrees to pay to OPERATOR the amount of such shortage at the end of the weekly period in which such shortage shall have been sustained.

4. It is agreed that the machine, equipment, and contents thereof are, and shall continue to be, the sole property of the OPERATOR.

5. PROPRIETOR agrees that during the term of this agreement, OPERATOR shall have the exclusive right to maintain automatic phonograph equipment in said premises, and that PROPRIETOR shall not permit anyone to install or maintain any phonograph or phonograph equipment or any other devices for the reproduction or transmission of music in any part of the premises.

6. PROPRIETOR shall be liable to OPERATOR for the loss, injury, or damage to said machine or equipment while in PROPRIETOR'S possession, or place of business other than usual wear and tear.

7. In the event of a breach of this agreement by PROPRIETOR that results in preventing the operation of said phonograph or equipment by OPERATOR, the parties hereto agree that OPERATOR shall be entitled to recover agreed damages, and not a penalty, the sum of \$\_\_\_\_\_ per week for each week said phonograph and equipment remains inoperative; in this connection, it is further agreed that if PROPRIETOR shall sell or transfer his business to any person or firm he will, before such sale or transfer, secure in writing from such buyer or transferee an assumption of all the obligations of this lease; in the event he shall neglect or fail to secure said assumption, PROPRIETOR shall pay to OPERATOR as and for liquidated damages, the sum of \$250.00, if being agreed that this is the amount if costs OPERATOR to establish and install a location; it is further agreed that if OPERATOR shall determine the location undesirable from an operational standpoint, he shall be able to terminate this lease by notifying PROPRIETOR of his intention so to do by a 5 day notice and by the payment to PROPRIETOR the sum of \$3.00. It being agreed that this sum is the cost to PROPRIETOR incident to acquiring other music apparatus. After such notice and payment by OPERATOR to PROPRIETOR, this lease shall wholly cease and terminate the same as though it had never been entered.

8. It is agreed that this agreement shall automatically renew itself for a like period of 3 years under the same terms and conditions, unless either party gives to the other its notice by registered mail of its intention to cancel this agreement within thirty days of the expiration of any renewal period thereof.

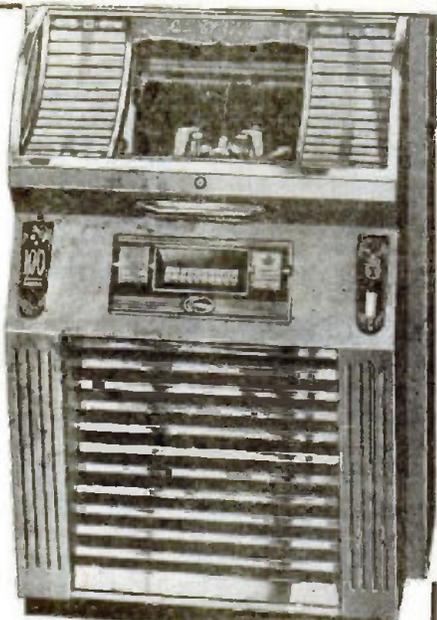
9. OPERATOR shall have the right to assign this contract and all benefits and rights herein shall extend to such assignee.

10. This agreement shall bind the parties and PROPRIETOR agrees to notify any prospective purchaser of the existence of this agreement and to provide for the assumption of this agreement by the new purchaser as provided above. Any fees, taxes, licenses or other charges on account of use or operation of said equipment shall be deducted first from the cash receipts from operation of the equipment.

The change of any term or terms of this contract shall not affect the other terms herein.

IN WITNESS WHEREOF, the parties have hereunto set their hands the day and year first above written.

Witness \_\_\_\_\_ PROPRIETOR  
 \_\_\_\_\_ Address  
 \_\_\_\_\_ OPERATOR  
 \_\_\_\_\_ Address



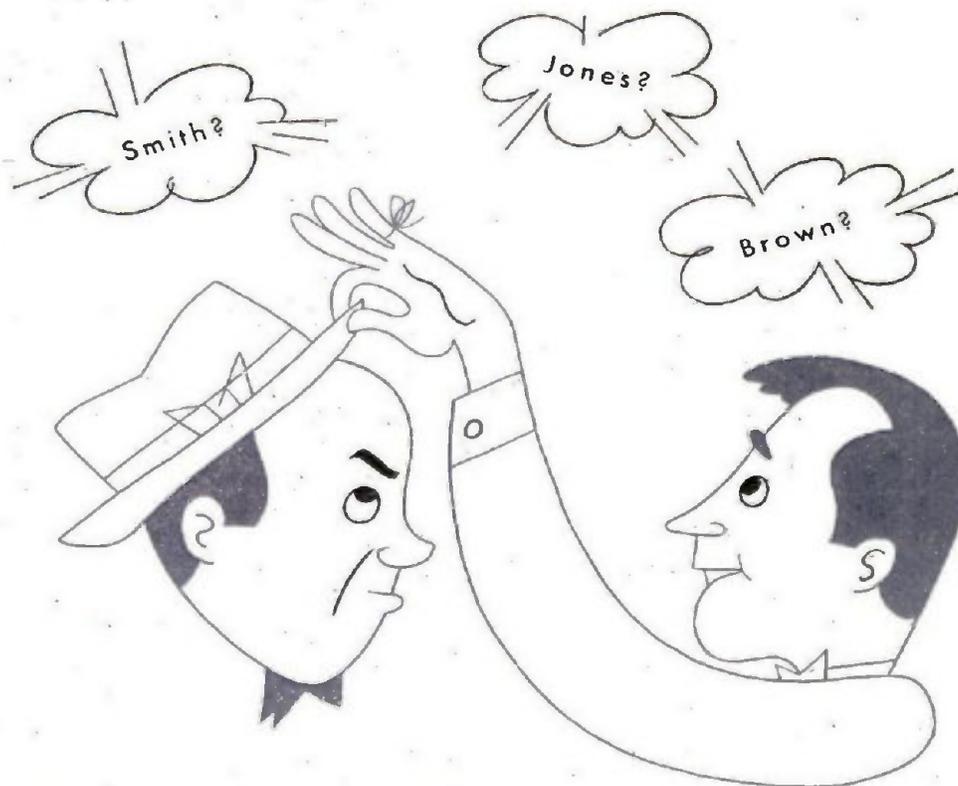
1953...  
 The "Happy Time"  
 for Operators of  
**EVANS' NEW CENTURY**  
 PHONOGRAPHS  
 100 Selections  
 50 Records 45 R.P.M.

All through the coming year you'll find it easier to get and hold NEW LOCATIONS with the many NEW and Improved FEATURES that assure dependable, profitable CENTURY performance!

**H. C. EVANS & CO.**  
 1556 W. Carroll Ave. Chicago 7, Illinois

**SEE IT NOW AT YOUR EVANS DISTRIBUTOR!**

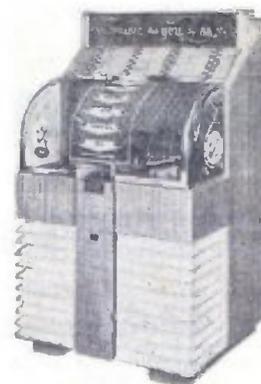
ALSO ON DISPLAY—EVANS' JUBILEES  
 40 SELECTIONS • 20 RECORDS  
 45 or 78 R.P.M.



**remember?**

*Can you call 'em by name?*

A good memory, yes a sensational memory, is simply a matter of care and attention. You astonish and delight your locations when you remember and use the names of the owner, his employees, and many of the customers. They're flattered, naturally, and remember you in turn as that thoughtful fellow who operates the model "D."



**AMI** *Incorporated*

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

THE "D" IS AVAILABLE IN 80 AND 40 SELECTION MODELS, BLOND OR MAHOGANY CABINETS

# Happy New Year

from  
**WURLITZER and its DISTRIBUTORS**  
 (We've got what it takes to make it both Happy and Prosperous for you)

**ACTIVE AMUSEMENT MACHINES CO.**  
666 N. Broad St., Philadelphia 30, Pa.  
**ANGOTT DISTRIBUTING CO., INC.**  
2616 Puritan Ave., Detroit, Mich.  
**BILOTTA DISTRIBUTING COMPANY**  
224 N. Main St., Newark, N. Y.  
**BILOTTA DISTRIBUTING CORP.**  
1120 Broadway, Albany 4, N. Y.  
**BRADY DISTRIBUTING COMPANY**  
522 E. Trade St., Charlotte 2, N. C.  
**BRANDT DISTRIBUTING CO., INC.**  
1809-11 Olive St., St. Louis 3, Mo.  
**BUSH DISTRIBUTING COMPANY**  
286 N. W. 29th St., Miami 37, Fla.  
**BUSH DISTRIBUTING COMPANY**  
60 Riverside Ave., Jacksonville, Fla.  
**CAIN-CAILLOUETTE, INC. OF KENTUCKY**  
122-24 S. Seventh St., Louisville, Ky.

**CAIN-CAILLOUETTE, INC.**  
1500 Broadway, Nashville 3, Tenn.  
**CENTRAL MUSIC DIST. CO., INC.**  
1523-25 Grand Ave., Kansas City 8, Mo.  
**CENTRAL MUSIC DIST. CO., INC.**  
2562-64 Herney St., Omaha 2, Neb.  
**CENTURY MUSIC DISTRIBUTORS**  
1221-23 Main St., Buffalo 9, N. Y.  
**COMMERCIAL MUSIC COMPANY, INC.**  
1501 Oregon St., Dallas, Texas  
**COMMERCIAL MUSIC COMPANY, INC.**  
901 E. Houston St., San Antonio, Texas  
**COVEN DISTRIBUTING CO., INC.**  
3181 N. Elston Ave., Chicago 18, Ill.  
**CRUZE DISTRIBUTING CO., INC.**  
105 Virginia St., W., Charleston, W. Va.  
**CULP DISTRIBUTING COMPANY**  
614-16 W. Grand Ave., Oklahoma City, Okla.  
**CULP DISTRIBUTING COMPANY**  
1405 E. First St., Tulsa, Okla.

**DRACO SALES COMPANY**  
2005 W. Alameda, Denver 9, Colo.  
**EMARCY DISTRIBUTING COMPANY**  
348 Sixth St., San Francisco 3, Calif.  
**F.A.B. DISTRIBUTING CO., INC.**  
1019 Baronne St., New Orleans 13, La.  
**F.A.B. DISTRIBUTING CO., INC.**  
911 Garrait St., Columbia 1, S. C.  
**F.A.B. DISTRIBUTING CO., INC.**  
304 Ivy St., N. E., Atlanta 3, Ga.  
**PAUL A. LAYMON, INC.**  
1429 W. Pico Blvd., Los Angeles 15, Calif.  
**LIEBERMAN MUSIC COMPANY**  
257 Plymouth Ave., N., Minneapolis 11, Minn.  
**MAESTRO MUSIC, INC.**  
121 E. Broadway, Tucson, Ariz.  
**MUSIC DISTRIBUTING COMPANY**  
2001 Fifth Ave., Pittsburgh 19, Pa.  
**NORTHWEST SALES CO.**  
2150 Elliott Ave., W., Seattle 1, Wash.

**NORTHERN MUSIC, INC.**  
8307 Euclid Ave., Cleveland 3, Ohio  
**O'CONNOR DISTRIBUTORS, INC.**  
2320 W. Main St., Richmond 20, Va.  
**POOLE DISTRIBUTORS, INC.**  
1022 Commonwealth Ave., Boston 15, Mass.  
**SANDLER DISTRIBUTING CO.**  
110 Eleventh St., Des Moines 9, Iowa  
**STEELE DISTRIBUTING COMPANY**  
3300 Louisiana St., Houston 6, Texas  
**T & L DISTRIBUTING COMPANY**  
2321-23 Central Pkwy., Cincinnati 14, Ohio  
**UNITED, INC.**  
4227 West Villet St., Milwaukee 8, Wis.  
**WILLIAMS DISTRIBUTING CO.**  
1117 Union Ave., Memphis 3, Tenn.  
**THE WINTERS DISTRIBUTING**  
4713-15 Harford Ave., Baltimore 1  
**YOUNG DISTRIBUTING, II**  
599 Tenth Ave., New York 36, N. Y.

## Supplies in Brief

Here are the current trends in supplies and commodities which affect vending machine operators, direct from The Billboard's Washington Bureau.

• Continued from page 58

September and October, of which 25,108,000 pounds were earmarked for salty peanuts and 24,300,000 pounds for peanut candy. Shelled peanuts for the 12 months ending August 31 totaled 538,861,000 pounds, including 119,330,000 pounds used in peanut candy and 139,838,000 pounds as salted peanuts.

### Hike Sugar Quota

Agriculture Department last week announced an increase of 100,000 short tons, raw value, in 1952 sugar quotas, bringing the new total to 7,900,000 tons. Of the additional quota, 98,840 tons is prorated to Cuba and 1,360 tons to "full duty" countries.

Distribution of sugar by refiners, importers and processors of sugar beets and mainland sugarcane for the year thru October has been 334,000 tons greater than in the same months of 1951. If distribution in November and December should equal that for the corresponding months last year, the total for the year would be about 8,100,000 tons, Agriculture said.

### Tobacco Profits Up

The tobacco industry enjoyed a comfortable profit during the second quarter of 1952, both before and after taxes, according to an estimate recently released by the Federal Trade Commission and the Securities and Exchange Commission jointly.

Tobacco corporations recorded a \$28,060,000 profit after taxes for the quarter compared to \$25,000,000 for the first quarter, a 12 per cent gain. Profits before taxes rose from \$61,000,000 during the first quarter to \$69,000,000 in the second quarter, a 13 per cent gain.

### Workers' Wage Hike

Puerto Rican sugar producers who apply for government payments in 1953 will be required to increase workers' basic minimum wage rates 2 per cent over the 1952 base, the Department of Agriculture announced this week.

A further 4 per cent increase in minimum wages is provided by an adjustment in the sugar wage-price escalator. The increases, authorized under the Sugar Act of 1948, have been ordered to help offset sugar workers' increased living costs, according to the Agriculture Department.

### Uphold Quota System

The Agriculture Department last week announced that the marketing quota program will be in effect on burley tobacco for the next three marketing years, beginning October 1, 1953, as a result of a recent marketing quota referendum in which over two-thirds of the tobacco growers voted to uphold the quota system. Official returns on the referendum held November 22 show that 98.3 per cent of the 179,493 growers voting favored marketing quotas. Agriculture reported, with 174,014 favoring quotas for the three marketing years. Some 2,344 voted for quotas for a one year period and 3,135, or 1.7 per cent, were opposed to quotas.

### Popcorn Production

Growers in 11 commercial popcorn-producing States produced 253,089,000 pounds of popcorn this year, topping by 23 per cent the 205,149,000 pounds harvested in 1951 and by 18 per cent the 10-year 213,624,000 pound average, the Agriculture Department announced this week. Popcorn production in the Corn Belt States generally was larger than in 1951, offsetting diminished crops in other areas adversely affected by the summer drought, with Oklahoma production down more than 50 per cent from the 1951 level.

Indiana with a production of 51,975,000 pounds led all other States in popcorn production during 1952, replacing Illinois which slipped to second place with a crop of 47,500,000 pounds.

Growers planted nearly 183,000 acres of popcorn in 1952, nearly a fifth more than the 154,000 acres planted the previous year. Almost 90 per cent of the crop had been harvested by November 1, growers reported. Seventy-nine per cent of the current production is of the yellow variety and 21 per cent, white.

### Banister Leaves Biz

INDIANAPOLIS, Dec. 27.—Frank Banister, Banister & Banister Distributing Company, one of the pioneers of the juke box business in Indiana, is leaving the business and plans to devote his time to other interests. The Calderon Distributing Company is taking over the juke box routes of Banister & Banister.

## Pitt. Ops Favor Phono Organization

PITTSBURGH, Dec. 27.—Renewed hope has been expressed here by operators that an effective association of coin phonograph operators might be organized here.

A need for an association has been felt for some time. It was stated that the general welfare of the manufacturer, distributor, and the operator was the reason behind such thinking.

Rising prices of equipment, higher wages and constantly rising other costs, it was pointed out, were becoming a mounting problem for some operators. Many, it was agreed, could not remain in business on the present nickel basis. Dime play, some operators feel, is the only alternative and the formation of an operators' association it was contended by many might remedy some of the industry's present headaches.

## FOLK TALENT AND TUNES

• Continued from page 31

Center, Tex., reports that A. D. Downer and Chuck Hancock, both d.j.'s at the station, are leaving the outlet January 1 to take over as members of the Texas House of Representatives. Sanders is taking over their shows after stint at KULP, El Campo. Wink Lewis, KRBA, Lufkin, Tex., has new releases on the Gold Star label. . . . Ted Kirby, WZOB, Ft. Payne, Ala., would like service from Victor and M-G-M diskeries.

Wayne Schram, WNDR, Syracuse, N. Y., is now doing five hours of country music daily. C. V. (Red) Jones reports that Ernest Tubbs' son, Wayne Justin, who is attending school at the University of Texas, is a mighty fine guitar picker himself.

WLOW, Norfolk, is promoting the Sheriff Tex Davis country shows on bus cards. . . . Elmer Snodgrass, WAKE, Greenville, S. C., reports that Tommy Warren, near Columbia, Ind., is bassman with Lonzo and Oscar. . . . Kermit Reid, WDUN, Gainsville, is doing two-and-a-half hours daily and needs new releases. . . . Aunt Louise, KAND, Corsicana, Tex., reports big response to Eddy Hazelwood's "Blue Shadows on a White Christmas Tree" on Intro.

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### FIVE YEARS AGO THIS WEEK

Grandpa Jones started at WSM, Nashville. Ernest Tubbs returned to WSM, Nashville, after personals with his fliker, "The Hollywood Barn Dance." . . . The Chuck Wagon Gang was working at WWVA, Wheeling, with Little Shirley Barker, Sleepy and Curly Jeffers. Frank Dudgeon and Curley Reynolds in the act. . . . Smiling Red Maxedon cut his first sides for Arcadia label. . . . Eddy Arnold had five hits on The Billboard charts simultaneously. . . . In a compilation of the five top hits of 1947, the rankings in order, were: "Smoke, Smoke, Smoke" by Tex Williams (Capitol); "It's a Sin" by Eddy Arnold (Victor); "So Round, So Firm, So Fully Packed" by Merle Travis (Capitol); "What Is Life Without Love" and "I'll Hold You in My Heart" by Eddy Arnold (Victor).

Ace Bach, formerly at KLVV, Levelland, Tex., has moved to KCLV, Clovis, N. M., where he is doing an afternoon show. He needs new releases. . . . Reggie Ward, who has been associated with various Louisiana outlets, has moved to KWEM, West Memphis, Ark. . . . George W. Stratton, KWRO, Coquille, Ore., needs releases for the station's 10 hours per day of music. Outlet has recently switched to heavy country music play. . . . Jolly Joe Nixon, five-hour-per-day d.j. at KCUL, Fort Worth, has joined the "Saturday Night Shindig," the WFAA, Dallas, Saturday night show. He also continues his KCUL mike duties. . . . Bill Martin reports that Joe Starr, former h.b. d.j., but more recently a TV actor in New York, has returned to WATL, Atlanta, as a country d.j.

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard. Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk 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.

Make	Issue of Dec. 27	Issue of Dec. 20	Issue of Dec. 13	Issue of Dec. 6
Model A	239.00 260.00	\$239.00 260.00	\$239.00 260.00	\$239.00 260.00
Model B	360.00	360.00 379.50	360.00 389.50	360.00 399.00
Model C	460.00	439.50 460.00	439.50 460.00	439.50 460.00
		475.00 495.00	460.00 475.00	460.00 475.00
			495.00	495.00
<b>CHICAGO COIN</b>				
Beard 500	125.00	125.00	125.00	
<b>EVANS</b>				
Constitution		425.00		425.00
<b>MILLS</b>				
Constitution		250.00		
<b>PACARD</b>				
Manhattan 76	89.00	79.50 89.00	89.00	89.00 135.00
Model 7	49.00	49.00	49.00	49.00 99.00
<b>ROCK-OLA</b>				
50-51	89.00	79.50 89.00	89.00 94.50	89.50 125.00
1422		125.00 150.00	150.00(2)	150.00
426		175.00	124.50 175.00	124.50 175.00
428		295.00	279.50	279.50
1428 Blonde	295.00			
432	419.00	419.00	419.00 445.00	419.00 445.00
			525.00	
<b>SEEBURG</b>				
Classic	49.00	49.00	49.00	49.00 60.00
Colonel		60.00		60.00
Commander	49.00	49.00	49.00	49.00
Empire	94.50	94.50 100.00	94.50	94.50
N-148 H. Hideaway	229.00	229.00	229.00	229.00
N-148 M. Hideaway	49.00	49.00	49.00	49.00
N-100-A 78 RPM	649.50	575.00 649.50	675.00 695.00	675.00 695.00
Wagon	49.00	49.00	49.00	49.00 59.50
146		150.00	150.00	150.00
146 Highway		150.00	150.00	150.00
146 M	129.00	129.00	99.50 129.00	99.50 129.00
146 S	129.00	129.00	129.00	129.00
147		125.00 175.00	175.00	175.00
147 M	149.00	149.00	99.50 149.00	99.50 149.50
148 M	195.00	195.00	195.00	195.00
148 Blonde		225.00 275.00	275.00	275.00
148 Highway		195.00	195.00	195.00
148 M	240.00	240.00	240.00(2)	240.00
148 M Blonde	245.00			
148 SL	219.00	219.00	219.00	219.00
1948 Highway	195.00	195.00		
1951 Highway	49.00	49.00	49.00	49.00
8800 RC				65.00
<b>WILLIAMS</b>				
Classic	99.50	99.50	99.50	99.50
<b>WURLITZER</b>				
51		39.50		
500 R		95.00	95.00	95.00
750		139.00	139.00	139.00
750C		139.00	139.00	139.00
1015	139.00 139.50		139.50(2)	139.50(2)
		150.00 170.00	175.00	175.00
1012 Highway		150.00	150.00	150.00
1080	125.00	125.00 150.00	125.00	125.00
			150.00(2)	150.00(2)
1100	300.00 315.00	289.50 299.50	299.50 315.00	289.50 315.00
		300.00 315.00	325.00(2)	325.00(2)
1200	395.00			
125C	399.00 449.50	395.00 399.00	399.00 400.00	399.00 439.50
		439.50 475.00	437.50 475.00	450.00 475.00
		499.50		

What will  
**OPERATORS**  
Be Reading  
in  
**CANADA**  
Starting in January?  
SEE  
PAGE **67**

## Only the SURE JUKE-BOX MONEY MAKERS

are issued on . . .



## YERMIE STERN'S TITLE STRIPS

o brand new money-making service for operators based on The Billboard's

### "THIS WEEK'S BEST BUYS"

Now you can be sure of top play on each and every record for which a strip is issued, and you get your supply of strips at exactly the right time! Never before has any juke box title strip programming service been based on such scientifically accurate forecasts of the coming top record hits.

Write today for complete details of this simple, money-saving, money-making plan!

**YERMIE STERN TITLE STRIP CO.**

2 East 45th St.

New York 17, N. Y.

Confidentially . . .  
**They're Tops!**  
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.

**SEEBURG** 148SL ..... \$219.00  
147M ..... 149.00  
146M or S ..... 129.00

**Hideaways**  
H148M ..... \$229.00  
H146M ..... 94.50

**AMI Model A** ..... \$239.00  
**WURLITZER 1015** ..... 139.00  
**PACARD Manhattan** 89.00  
**PACARD Model 7** ..... 49.00  
**ROCK-OLA 1422** ..... 89.00

**Wall Boxes**  
3W7-L56 ..... \$34.50  
(5-10-25¢ wire)  
3W2-L56 ..... 12.50  
(5¢ 3 wire)  
W1-L56 ..... 5.00  
(1¢ wire)  
W6-L56 ..... 29.50  
(5-10-25¢ wire)  
Wurlitzer Model 3020 ..... 22.50  
Packard Chrome Wall Boxes ..... 5.00

Expert Inquiries Invited.

**MUSIC SYSTEMS, INC.**  
DETROIT, MICH.—10217 LINWOOD  
CLEVELAND, OHIO—2600 BUKID  
LANSING, MICH.—1224 TURNER  
TOLEDO, OHIO—1302 JACKSON

Only the

ROCK-OLA  
FireBall

has 120  
SELECTIONS

See, Play, Hear—Order—Your ROCK-OLA FIREBALL at any of the following Showrooms:

#### EASTERN

**BAILIE DISTRIBUTING CO.**  
647 South West St., Syracuse, N. Y.

**EASTERN VENDING SALES CO., INC.**  
940-42 Linden Ave., Baltimore, Md.

**HACOLA DISTRIBUTING CORP.**  
265 Franklin, Buffalo, New York

**B. D. LAZAR COMPANY**  
1635 Fifth Avenue, Pittsburgh 19, Penn.

**MUSIC & TELEVISION CORP.**  
1119 Commonwealth Avenue  
Boston 15, Massachusetts

**S & K DISTRIBUTING CO.**  
2014 Fairmount Avenue  
Philadelphia 30, Pennsylvania

**SEACOAST DISTRIBUTORS, INC.**  
1200 North Ave., Elizabeth, New Jersey

#### MIDWEST

**BADGER NOVELTY COMPANY**  
2546 North 39th Street, Milwaukee, Wis.

**BINCO MUSIC DISTRIBUTING CO.**  
1329 S. Calhoun St., Ft. Wayne, Indiana

**BRILLIANT MUSIC COMPANY**  
19963 Livernois Ave., Detroit 21, Mich.

**CALDERON DISTRIBUTING**  
450 Massachusetts Ave., Indianapolis, Ind.

#### CENTRAL COIN MACHINE EXCHANGE

525 S. High St., Columbus, Ohio

**DAYTON MUSIC SALES**  
815 St. Paul Ave., Dayton 10, Ohio

**DIXON DISTRIBUTORS**  
3808 Southern Blvd., Youngstown, Ohio

**FABIANO AMUSEMENT CO.**  
208 E. Dewey Ave., Buchanan, Michigan

**IDEAL NOVELTY COMPANY**  
2823 Locust Street, St. Louis 3, Missouri

**LA BEAU NOVELTY SALES CO.**  
1946 University Ave., St. Paul 4, Minn.

**LAKE CITY AMUSEMENT CO.**  
4533 Payne Avenue, Cleveland, Ohio

**SAVAGE NOVELTY COMPANY**  
628 Third Street, Beloit, Wisconsin

**SUPERIOR SALES COMPANY**  
1337 Second Ave., Des Moines, Iowa

#### TOLEDO COIN MACHINE EXCHANGE

814 Summit St., Toledo, Ohio

**UNI-CON DISTRIBUTING CO.**  
3410 Main Street, Kansas City 2, Missouri

**WORLD WIDE DISTRIBUTORS, INC.**  
2330 N. Western Ave., Chicago 47, Ill.

#### NORTHWEST

**PUGET SOUND NOVELTY CO.**  
114 Elliott Ave., West, Seattle, Wash.

#### SOUTHERN

**A. M. & T. DISTRIBUTING CO.**  
3118 Tulane Ave., New Orleans, Louisiana

**H. M. BRANSON DISTRIBUTING CO.**  
817 E. Broadway, Louisville, Kentucky

**CAPITOL MUSIC COMPANY**  
135 E. Amite Street, Jackson, Mississippi

**COIN AUTOMATIC MUSIC CO.**  
241 W. Main St., Johnson City, Tennessee

**FRANCO DISTRIBUTING CO.**  
24 North Perry, Montgomery, Alabama

**ROBINSON DISTRIBUTING CO.**  
301 Edgewood Ave., S. E., Atlanta, Ga.

**S & M SALES COMPANY, INC.**  
1074 Union Avenue, Memphis, Tennessee

**SOUTHERN MUSIC CORPORATION**  
2828 So. Blvd., Charlotte, North Carolina

**SOUTHERN MUSIC DIST. CO.**  
418 Margaret St., Jacksonville 6, Florida

**SOUTHERN MUSIC DIST. CO.**  
503 W. Central Ave., Orlando, Florida

**FRANK SWARTZ SALES COMPANY**  
515-A Fourth Ave., So., Nashville, Tenn.

**WERTZ MUSIC SUPPLY CO.**  
1013 E. Cary St., Richmond 19, Virginia

**SOUTHWEST**  
**AUTOMATIC MUSIC CO.**  
1214 W. Archer, Tulsa, Oklahoma

#### BORDER SUNSHINE NOVELTY

2919 N. Fourth Street  
Albuquerque, New Mexico

**BOYLE AMUSEMENT COMPANY**  
522 North West Third  
Oklahoma City, Oklahoma

**FT. WORTH AMUSEMENT COMPANY**  
1210 S. Main Street, Ft. Worth, Texas

**FRONTIER AMUSEMENT**  
2020 Myrtle Avenue, El Paso, Texas

**PAUL W. HAWKINS**  
329 East 7th Street, Tucson, Arizona

**RUTHERFORD ENTERPRISES**  
608 Johnson Street, Amarillo, Texas

**UNITED AMUSEMENT CO.**  
446 N. Main St., San Antonio, Texas

#### WESTERN

**H. B. BRINCK**  
825 East Front Street, Butte, Montana

**DAN STEWART COMPANY, INC.**  
2667 West Pico, Los Angeles, California

**DAN STEWART COMPANY, INC.**  
140 E. Second, South, Salt Lake City, Utah

**MODERN DISTRIBUTING CO.**  
3222 Tejon Street, Denver 11, Colorado

**OSBORN DISTRIBUTING COMPANY**  
2647 Thirty-Eighth Avenue  
San Francisco, California

"The Industry's Greatest Phonograph Achievement" **ROCK-OLA MANUFACTURING CORPORATION**  
800 North Kedzie Avenue • Chicago 51, Illinois

# Coinmen You Know

Continued from page 51

city in the country. Operators of many of the bulk vendors and scales earmark a portion of the proceeds for worthy charities such as Kiwi clubs and the Shriners' rehabilitation and youth programs.

Coinmen are still talking about the wonderful time they had at the second annual banquet and dance held by the AMCA at the Saxony Hotel, Miami Beach. Everyone agreed it was an outstanding event. Surprise of Milton Berle was the crowning achievement of Joe Mangone's ar-

rangements committee. Mangone swears he knew months ago that Uncle Mittle would show up.

Al Casorla and X. Y. Zeverly, Radio Center Music, Inc., have expanded their operation by acquiring 20 new pieces in the past half year. They look for a big season ahead. Business is pretty good even now, says Casorla, who is ringing a January date on the Calendar. That's when he and his wife, Esther, expect their first child.

Taran Distributing Company expects to be in its new ab-

conditioned building in a few weeks, according to President Sam Taran, who added that his firm would become active in the export field coincident with the move.

Heading the newly established export department at Taran Distributing is Eduardo Arcenales, who came to the United States from Ecuador only 10 months ago. In his native Quito, Arcenales was secretary to the chief of the United States Air Force mission and was subsequently admitted to this country

through the help of his colonel-boss.

Marjorie Wron is the new receptionist at Taran Distributing. Sales Manager Eli Ross is recovering from a sore throat and cold. Also on the sick list is Betty Klein. Bill Lew, L. & L. Enterprises, has just become a pappy for the fifth time.

Willie Blatt and his pretty wife, Sydelia, plan to move into their new home on Normandy Isle any day. John Gruenwald, a student at the University of Miami, works parttime as shipping clerk at Pan American Distributing.

The warehouse crew at Bush Distributing Company is working overtime preparing shipments for export. Ken Willis called on the firm's customers in central Florida. Ozzie Trupman returned from a swing thru North Florida and Freddy Te Bush is back from a visit to the Jacksonville branch.

Dan Gould of Los Angeles, president of Dan Gould Enterprises, manufacturers of coin machine parts, was in town on a combination pleasure-business trip. Gould found time to go game fishing off the Keys with Robert Hutchins, the company's southern representative, and

for dependability, performance and steady profit... START OFF 1953 with EXHIBIT'S GAMES and RIDES

- Space Gun
- Stratagun
- Test Pilot
- Super Twin Rotation
- Roy Rogers' Trigger
- Big Bronco
- Rudolph the Red-Nosed Reindeer
- Space Patrol

For Prices on the Above and a Complete Line of Amusement and Arcade Machines, Send for FREE 1953 Catalog.

**MIKE MUNYV**  
577 Tenth Ave. (at 42nd St.)  
New York 18, N.Y. BYRON 9-6677  
40 YEARS SERVICE - EST. 1912

**THE MARKET PLACE** for the **COIN MACHINE INDUSTRY**

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

★ CLASSIFIED ADVERTISING ★

### Business Opportunities

Arcade for Sale—Going business, across from army bus station; long and short range galleries, 25 other pieces; all equipment in A-1 condition; have other business interests; reasonable. Write or see Richard Silver, Box 1470, Leesville, La.

Coin Radios and Televisions: Buy direct from manufacturer and save: steel cabinet, modern design, coin reactor. Write for prices and full story, "Coin Radio & Television Corp., 190A Duane St., New York City.

### Help Wanted

**SPECIAL NOTICE FOR ALL PROMOTIONAL SALESMEN** for the most complete line of vending machines; for the finest sales material and the highest commissions paid in this industry; write or phone us collect. Useful surprise sent free to all inquiries. Act now! **VENDOMATIC SALES & MFG. CO.**, 2808 Tampa St., Tampa, Fla.

### 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 cables each with rubber covered; all enclosed in tough plastic cover, 15¢ ea. H. J. 5007 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. Local 7-1448.

### Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

A-1 Steam-10 Scientific Ski-Bowl, complete; 3 season old, excellent condition, \$1395. Forman Enterprises, 8 Sutton St., Mattapan, Mass.

Cigarette Machine, King Size Conversions, 25¢ and 30¢ mechanisms, all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Park St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

Danish Wittenborg AB-Purpose Vendor, stainless steel construction, 192-Item capacity; sell or trade for what have you. Automatik, Inc., 1500 Hennepin Ave., Minneapolis, Minn.

For Sale—Constitutions, guaranteed perfect, \$395; Seaburg 78-100's, like new, \$595; Cyclone, \$100. Four Horsemen \$80 deposit required. Stapleton Music Co., Box 1444, Springfield, Mo.

For Sale—11 Ristaverst Midget Music Boxes; used 2 months; make offer. F. H. Terrell, 5336 Younce Dr., Snowcroft, La.

Horses, Three Thunderbolts, one Rocket Patrol; sell or trade. Want Ristaverst Stoner Candy, Superior Cigarette Machines. Arcade Equipment, Automatik, Inc., 1500 Hennepin Ave., Minneapolis, Minn.

Pokerino Tables—Rebuilt natural finish, new plywood, new silver back glass, perfect condition, \$95 each. James Travis, 204 N. 3rd, Millville, N. J.

Pokerino 29 Games for Sale—Part Textolite playing field, polished, stainless steel trim, lifetime nickel-plated contacts, push button shut-off; look and operate; better than new; a real buy. Alex Gowatz, 1923 Mermaid Ave., Brooklyn 24, N. Y.

Scales—Walling and Kirk Custer; used on inside locations; like new; \$100 each. Genco Sales, Box 835, Bluefield, W. Va.

### Wanted to Buy

Want ABC Bibles, will pay \$135. Pennsylvania Vending Corp., 1843 Carson St., Pittsburgh 3, Pa.

Wanted—Any type vending route in N. Y. City area. Write Edelstein, 163-26 17 Ave., Whitestone 5, N. Y.

Wanted to Buy—Pinos Peak; write, stating price and amount. Grand Sales and Service, 2600 Falmouth Ave., Dayton 6, O.

### WATCH THIS SPACE EVERY WEEK

1 This heading 12 pt. Metro Letter 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.

## Start the New Year with a BANG! 4th of July SPECIALS

**Deluxe United SIX PLAYER** Original Formula Bow, Junior Play, 7-10 Balls, High Score Feature, Like New ..... \$315

**Chicago Coin SIX PLAYER** Bowling Alley, Formula Top, High Score Feature, Like New ..... \$245

**Keeney's DELUXE LEAGUE BOWLER** Mystery Score ..... \$265

**Exhibit GUNS** JET GUN ..... \$195  
GUN PATROL ..... 175  
SIX SHOOTER ..... 165

**SHUFFLE GAMES**

- NEW Keeney's 10 Player TEAM BOWLER With dynamic new bonus play feature! "First-Conditioned" and Resurfaced
- KEENEY DE LUXE LEAGUE BOWLER ..... \$275
- LEAGUE BOWLER 135
- UNIVERSAL SUPER 6 PLAYER 575
- FLYER ..... 245
- SKED ALLEY ..... 195
- SHUFFLE SLUGGER 45
- DOUBLE SHUFFLE ..... 55
- ALLEY SHUFFLE 65
- CHICAGO COIN HORSESHOE ..... \$ 95
- BALLY SHUFFLE LINE 545
- SHUFFLE BOWLER 39
- UNIVERSAL SUPER TWIN BOWLER 5 45
- TWIN BOWLER 99
- GENCO SHUFFLE TARGET 595

**AMERICAN BANK SHOTS SPECIAL \$285**

**PRIZE BOARDS!** Let our experts make up your board with merchandise suited to your specifications. If desired, or you may order from our stock boards. \$125, \$200, \$250, \$350, \$450, \$500, etc. Satisfaction Guaranteed!

**FIRST DISTRIBUTORS**

Joe Kincaid & Wally Kincaid  
1750 W. North Avenue Chicago 22, Illinois Ochsens 2-0500

For better buys buy McGinnis

YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT

Triplets	94.90	Basketball	149.00
4-Player Base	59.50	Knockouts	79.00
Pinky	99.50	Winners	89.50
Nifty	109.00	Just 21	39.00
Punchy	97.50	Cartridges	39.00
Shooter	79.00	Rolling Champ	50.00
Champion (all)	65.00	Double Shuffle	18.00

Many Others, send for List.

We Shall Be Pleased to Demonstrate This New Equipment

KEENEY ELECTRIC CIGARETTE VENDOR  
KEENEY TEAM BOWLER (Player)  
KEENEY "7" TELEVISION

**ROY MCGINNIS CORP.**  
2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1008

Exhibit's **BIG BRONCO**

Write **Liebertson Music Co.**  
257 Plymouth Ave., N. Minneapolis, Minn.

**FOR SALE!** GOTTLIEB LATE PLY GAMES, MILLS, JENNINGS, PACE, WAT., LING, SELL, etc.

Write **KEENEY, BALLY CONSOLS.**

A-1 Condition **GENERAL COIN MACHINE CO.**  
225 N. 7th St. Philadelphia, Pa.  
Walnut 2-1100

## 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.

**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

**3:** Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives you message extra power and punch:

- Display Classified
- Regular Classified

**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 wanted style, one paragraph, no display. First insertion set in 6 pt. bold, balance at 10pt.

Per word	1.50
3 or more CONSECUTIVE or 14 insertions, per word	1.00
12 CONSECUTIVE insertions, per word	.75
Minimum	53

● DISPLAY CLASSIFIED  
Any advertisement using display make-up or white space. Figure space between cut-off lines. 1 pt. rule borders permitted only on ads of 28 lines or more.

Per square line	\$1.00
8 or more CONSECUTIVE or 14 insertions, per square line	.75
12 CONSECUTIVE insertions, per square line	.50
1 inch equals 14 equal lines.	

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 3, 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.

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. Grand Ave., Phila. 23, Pa. Branch 1508 Fifth Ave., Pittsburgh 19, Pa.

Season's Greetings To Our Many Friends and Customers

WRITE FOR OUR YEAR-END INVENTORY LIST

MONARCH COIN MACHINE, INC. 2827-31 N. Lincoln Ave., Chicago 14, Ill. Phone: Lincoln 9-3996-7-8

SAM SOLOMON'S BUYS

- Palm Beach \$500.00
United, ABC 275.00
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 6, Ohio Tel.: University 6900

HERE! HERE! ROCK-OLA FIREBALL 128 PHONO GRAPH IN CENTRAL OHIO

UNITED'S NEW 10TH FRAME STAR SHUFFLE ALLEY 10TH FRAME SUPER SHUFFLE ALLEY PROMPT DELIVERY

KENNY TEAM BOWLER-NEW WRITE BALLY REALITY-NEW WRITE UNITED STARS-Like New-WRITE

COBRA CARTRIDGES Rebuilt and Remanufactured. The only ORIGINAL PERFORMANCE QUALITY CARTRIDGE in Ohio Service Via Air Mail.

ELECTRONIC INDUSTRIES P. O. Box 2000 Mesa, Arizona

ELECTRIC SCOREBOARDS

Two-faced-adjustable for all boards. Chrome tube supports. For 5c or 10c play by simple plug switch-over. OVERHEAD MODELS: Horseshoe (15-21-50 pts.) Marvel Score (15-21 pts.) \$95.00 each

WALL MODELS: Horseshoe (15-21-50 pts.) Marvel Score (15-21 pts.) \$95.00 each Terms: 1/3 dep., bal. C.O.D. or S.D. 2845 W. FULLERTON, CHICAGO 47, ILL. (Tel.: Dickcote 2-2424)

Coinmen You Know

Continued from page 61

Sonny Lomborg, sales manager. The trio had just come South from a sales meeting in New York City attended by nine of the company's salesmen and two sales managers. Could also operate a music route in Los Angeles and is interested in acquiring suitable sites in Miami to build housing units.

Indianapolis Russell Hosmer, of Oakland Coin Company, Pontiac, is back with a buck he shot in the wilds of the Upper Peninsula. Neapolitan, jukebox operator, reports he got his buck the first day out with the aid of a new radar

device. B. C. Vending, operated by Peter Pascelenos, has installed a new Model 1500 Wurlitzer with wallboxes in a Battle Creek restaurant. Bill Dallas is receiving many compliments on the appearance and facilities of his new record lounge.

Timothy Conkis, who operated the Acropolis Music Company, has discontinued the business, to go with an industrial firm here. Ray Asar of Nu-Way Coffee Company is expanding his coffee route with a few juice bar vendors. Leo Fournier, Albert A. Weidman, and Gene James of the Strong Vending Company, all returned from the north woods empty-handed after trailing deer for a few days.

Ed Shaffer, president of Shaffer Music, and E. E. Shaffer, vice-president, visited the firm's local branch last week. They had made a business trip to Chicago and were en route to their Columbus, O., offices. Bayne Barlaty, Calderon Distributing, will be married after the holiday season. James C. Mall is now a full time accountant at Calderon. Previously he handled the books on a part-time basis. Al Calderon was back from a buying trip in Chicago.

Armstrong Automatic has made several changes in its salesmen. The firm is taking part in a big drive to aid needy children as well as other charitable work. Henry Windl, who operated the Hoosier Simplex Music Company, is on the sick list. There has been an unusual demand for juke box rentals here this year by stores, firms and clubs.

Washington

Mike Miguel, secretary to Leonard Abrams, president of the Washington Music Guild, is back from vacation. Miguel says the Guild will soon announce its plans for the coming year. Jack A. Spitzer, who operates in nearby Virginia, says business is running along in a steady vein.

Mrs. G. L. Sinclair, Northern Virginia Music, has been busy for the past few months. First a key member of the firm was hospitalized, and now late vacations have popped up. With business as good as it is, Mrs. Sinclair just doesn't have time to relax.

George Cervantes, Southern wholesalers, local Victor records distributor, attended a cocktail party given in Perry County's honor here recently. Perry was awarded a plaque by the Variety Club as an outstanding personality in the entertainment field. Max (Waxie Maxie) Sliverman, owner of the Quality Music Company, says his Christmas business is exceptionally good.

Pittsburgh

Herbert Cohen, Confection Specialties, believes manufacturers' samples afford an excellent opportunity to operators to get a new variety into the machines. M. J. Abelson, of Oak Manufacturing, reports there are "more Acorn vending machines operating in Canada than all other makes combined."

Elmer Willett believes there would be additional juke box play if location owners would put in accommodation nickels at intervals. William F. Hamel, Cole Products, Inc., has been so busy of late with new operators he has had no time for hunting.

Raymond Watts, Mills Automatic Merchandising Corporation, reports business is good. Harry Dennis, manager of Automatic Canteen Company, reports the company is starting to branch out. Harry Rosen, president, Automatic Food & Refreshment, believes in 1953 there will be continued improvement in standards.

Jim Thompson, Thompson Music, has bagged four geese and seven ducks for his deep freezer. Glen Mowry, Gem Vending, has

purchased a new Jeep station wagon in which to carry his equipment. Harry Rosenthal, manager, Banner Specialty, recovering from a serious illness, recently took a short three-day trip in his West Virginia territory. Looks for a better year in '53.

A number of industrial plants in this area need automatic merchandise but still depend on concessions, reports William F. Hamel, district sales manager, Cole Products, Inc. Switch to dime play can be effected in two minutes for operators owning AMI boxes that came out since 1948.

Harry Dennis, sales manager, Automatic Canteen Company, stresses that adequate service is the greatest factor in keeping locations and making money once one has put good machines into locations. Joseph McGleena, in eying 1953, believes maintenance of equipment will be the keynote.

Detroit:

Richard Bisbee, of Bisbee Coffeematic Service, Ann Arbor, and Joe Mitchell, Ypsilanti operator, were in town to buy coffee supplies for their routes. Ray Asar, of Nu-Way Coffee Company, has sold his building on Schaeffer Road and is moving to the Eight Mile Road.

Ban Rosen, Detroit manager for the Confection Cabinet Corporation, has been elected "Dough Guy" or treasurer of Detroit Tent No. 5 of the Variety Club. Henry C. Lemke, Lemke Coin Machine Company, is planning his annual New Year's Eve party at his home. Frank Berani, partner in the Woodward Amusement Company, operating one of the few year-round arcades in this area, reports business spotty.

Irving Ackerman, of Detroit Tradeo Company, back from a trip to Montreal with his family. Lou Nemeth, of Music Systems, is distributing attractive large size personally-imprinted desk calendars to his friends and associates in the business. Ivan Hunter, of Hunter Music Company, who operates in the Thumb Area around Port Huron, suffered a \$2,500 loss in a restaurant fire, where he had a new phonograph and an extensive wallbox installation. The equipment was not covered by insurance.

Ted Parker, sales manager of Angott Sales Company, back from a trip around the State calling on the trade, chiefly in the South-eastern area. James A. Passanale, head of Gaycon Distributors, was host to the entire staff and their families at the annual Christmas and Bonus Party, following dinner at the Hotel Whittier.

Los Angeles

Badger Sales Company remained open until 9 p.m. to permit operators to shop in the premium department. Business was up with Bea Cooper and Dorothy Leonard helping out Jack Leonard, the department's manager, and Fred Valle. Clyde Denlinger, in town with Mrs. Denlinger, who did much of her Christmas shopping.

G. F. Cooper, of Riverside, also a visitor in the city with Jack Neel to whom he recently sold his music route in that city. Ernest Bryant, of Glendale, is reported recuperating from a recent operation. His friends are glad to know that he is on the mend. S. L. Griffin and Mrs. Griffin in from Pomona for coin row and general holiday shopping. Mel Texeira, of Santa Maria, came down early from that city so that he could avoid the Christmas traffic here.

Pop Burris, Montebello operator who underwent an operation, is reported up and around at his home. He expects to be out soon and will be coin rowing his many friends along with him. Henry

What will OPERATORS Be Reading in VENEZUELA Starting in January? SEE PAGE 67

4 OUT 5 NEED AND GET HELP ALL 5 BENEFIT MARCH OF DIMES

Van Stelten, of Whittier, is reported doing a good business with Space Ships in that section. . . Lloyd Dendinger, of Ocean-side, in the city for parts and equipment. . . H. D. McClure down from his headquarters in San Luis Obispo. . . Ed Wilkes, of the Paul Layton Company, has bought a home in Long Beach and the Wilkeses have been busy getting it into shape for occupancy.

**Hartford**

Most of the indicators used to measure Connecticut business activity were on the plus side for the first three quarters of 1952. That's the conclusion of the Connecticut State Development Commission, which added: "Connecticut business looks strong enough to continue soaring in the final quarter."

A Hartford man had something to chew over the other morning. Police, who arrested him, told a City Court Judge that when they inspected a parking meter the man was using, they found a piece of gum wadded into the

money slot. The police explained this was a device frequently used by parkers to retrieve the coin after it had been used to set the meter in operation. The man, police testified, had used the gum on a nickel meter. The court fined him \$10—representing the fee for 200 lawful uses of the nickel meter.

The Connecticut State Coin Association has embarked upon an intensive public relations program, according to James Tollano, president, and Abe Fish, honorary president. Serving on the new committee are Paul Rechtschafer, chairman; Frank Marks, Pat Montano, Lou Nacario and Duke Pandolfi. Abe also reports: "The Western Massachusetts Music Guild is meeting weekly and gaining members right along. Columnists interested are urged to contact Ralph Ridgway, Springfield, Mass."

Manny Leibert, formerly with Vending Machines, Inc., has resumed wrestling and boxing programs at Foot Guard Auditorium. . . A smashed rear window pane and toppled pile of

boxes showed how thieves gained entrance to the General Merchandising Company. The thieves took \$22 from a cash register.

Some lunch hour burglar took a \$297 payroll from the J. Rosenblatt Company office while five employees were eating. Jess Rosenblatt, company head, told police he had the payroll in a blue envelope in a desk drawer, but when the loss was discovered, somebody had awed away with it.

Allan Stewart, formerly with Cole Products Corporation, Chicago, multiple drink vendors, has been named general manager of the New Parsons Theater, Hartford. He left the Chicago firm in 1950 to go into business at Fort Leonard Wood, Mo., later coming East to go into the theater field.

Mac Perlman of the Atlantic-New York Corporation's Hartford branch was in New York for the company's annual holiday get-together. . . Manny Leibert, the vending machine ex-executive, now in promotion of wrestling and boxing shows, decided to cancel ring presentations until after the first of the year. He had booked an all-star wrestling show, but the principals were unable to participate.

**New York**

Mr. and Mrs. Morris Hood, Runyon Sales, celebrated their 11th wedding anniversary Sunday (21) at Alan Gale's Celebrity Club at the Associated Amusement Machine Operators' banquet.

Abe Green celebrated his birthday Christmas Day. . . Don Dendall, of Pepsi-Cola, won't forget last week. One day he was named a vice-president of his firm and the following day his wife gave birth to a boy.

**Shuffle Games**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised sets machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk 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.

	Issue of Dec. 27	Issue of Dec. 20	Issue of Dec. 13	Issue of Dec. 6
Bowler, 4 player (Keweenaw) . . .			\$225.00(2)	24.50 27.50
Bowling (Gottlieb) . . .		45.00	49.50	49.50 55.00
Bowling Alley (Chicago Coin) . . .		265.00	265.00	285.00 295.00
Bowling Alley, 6 player (Chicago Coin) . . .	\$295.00/p 319.50	295.00/p 319.50	295.00/p 319.50	319.50
Bowling Champ, 2 Player (Keweenaw) . . .		99.50	50.00 99.50	
Bowling Classic (Chicago Coin) . . .	109.50	59.50 109.50	64.50 109.50	69.50 109.50
Bowling League (Genco) . . .			24.50	24.50
De Lamp League Bowler (Keweenaw) . . .	275.00 295.00	195.00 275.00(2)	195.00 275.00(2)	275.00 295.00 329.50
Deluxe Bowler (Williams) . . .	39.00		39.00	39.00 49.50
Deluxe 6 Player (Chicago Coin) . . .	265.00/p 99.50	265.00/p 75.00 79.50	295.00 99.50	325.00
Double Bowler (Keweenaw) . . .			99.50	99.50
Dovely Header (Williams) . . .	45.00 49.50	29.50 45.00(2)	29.50 45.00(2)	29.50 45.00 49.50 55.00
Double Shuffle Alley (United) . . .	55.00	45.00 55.00	55.00	55.00
Double Shuffle Alley Express Rebound (United) . . .	139.50	139.50	139.50	139.50
8 Player Rebound (United) . . .	125.00	125.00	125.00	125.00
Five Player Shuffle Alley (United) . . .	199.50 215.00	210.00 215.00	210.00 215.00	225.00
Four Player (Keweenaw) . . .	195.00 295.00	195.00	115.00	
Four Player Shuffle Alley (United) . . .	220.00	220.00	220.00	220.00
Globe (Genco) . . .	125.00 149.50	125.00 149.50	145.00 149.50	145.00 175.00
King Pin (Keweenaw) . . .			50.00	50.00
League Bowler (Keweenaw) . . .	115.00 155.00	115.00 125.00 139.50 145.00 150.00 155.00	115.00 125.00 145.00 155.00(2)	115.00 125.00 145.00 155.00(2)
League Bowler, 4 Player (Keweenaw) . . .	139.50 195.00	139.50 195.00	139.50 195.00	139.50 195.00
League Bowler Super Deluxe (Keweenaw) . . .		295.00	295.00	295.00 325.00
Match-A-Score (United) . . .		45.00		
Official Shuffle Alley (United) . . .	355.00 359.50	355.00 379.50	379.50	379.50
Pin Bow (Keweenaw) . . .		24.50	24.50	24.50
Shuffle Alley (United) . . .		29.00	24.50 29.00	24.50 29.00
Shuffle Alley Deluxe 6 Player (United) . . .	325.00 335.00	325.00 335.00	325.00 335.00	325.00 335.00
Shuffle Alley Express (United) . . .	35.00 49.00	35.00 45.00	35.00 45.00	35.00 45.00
Shuffle Alley R Player (United) . . .	60.00	60.00	60.00	60.00
Shuffle Alley Express 2 Player (United) . . .	139.50	139.50	139.50	139.50
Shuffle Alley, 6 player (Keweenaw) . . .	250.00	250.00	250.00	250.00
Shuffle Alley, 6 Player (United) . . .	240.00	240.00	240.00	240.00
Shuffle Alley Express (United) . . .	265.00(2) w/p 315.00 375.00	265.00(2) w/p 315.00 375.00	265.00(2) w/p 315.00 375.00	275.00 w/p
Shuffle Baseball (Chicago Coin) . . .	29.00	45.00	45.00	45.00
Shuffle Bowler (Ball) . . .		24.50 29.50	24.50 29.50	24.50 29.50
Shuffle Champ (Ball) . . .		55.00	55.00	55.00
Shuffle Marathon (Chicago Coin) . . .	75.00 95.00	75.00 95.00	75.00 95.00	75.00 129.50
Shuffle Law (Rock-Ola) . . .		29.00	24.50 29.00	24.50
Shuffle Line (Ball) . . .	105.00 125.00	105.00	105.00	105.00
Shuffle Slinger (United) . . .	65.00	65.00 79.50	65.00 79.50	65.00 79.50
Shuffle Turret (Genco) . . .	69.50 95.00	69.50 95.00	69.50 95.00	69.50 95.00
Shuffle Tournament, 4 player (Universal) . . .		145.00	145.00	145.00
Single Shuffle Alley Rebound (United) . . .	50.00 89.50	50.00 89.50	50.00 89.50	50.00 89.50
Save Alley (United) . . .	79.00	79.00	79.00	79.00
Speed Bowler (Ball) . . .	250.00 435.00	250.00 435.00	250.00 435.00	250.00 435.00
Star Jimmy, 2 Player (Chicago Coin) . . .		89.50	89.50	89.50
Super Six Shuffle Alley (United) . . .	350.00 375.00	350.00 375.00	375.00(2)	
Super Twin Bowler (Universal) . . .	59.50 69.00	59.50 69.00(2)	59.50 69.00(2)	59.50 69.00(2)
Ten Pins (Keweenaw) . . .		24.50	24.50	24.50
Trophy Bowl (Chicago Coin) . . .	119.50	89.50 119.50	89.50 119.50	89.50 119.50
Twin Bowler (Universal) . . .	49.00	45.00 49.00	49.00 49.50	49.00 49.50
Twin Shuffle Alley Rebound (United) . . .	165.00	145.00 165.00	145.00 165.00	145.00(2) 165.00
Twin Shuffle (Williams) . . .		24.50	24.50	24.50
Twin Shuffle Code (United) . . .	195.00	195.00	195.00	175.00 195.00

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1	2	3
4	5	6
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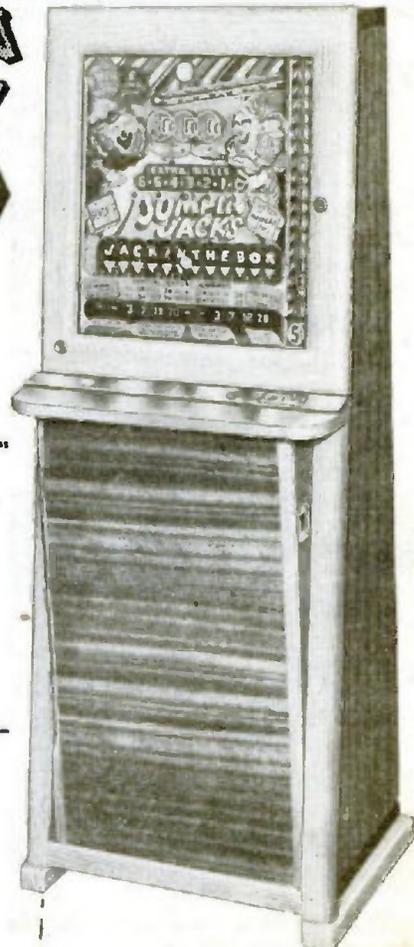
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SEE PAGE 68

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  - Wurlitzer Baseball 150.00
  - Western Baseball 95.00

**NEW-RECONDITIONED METAL TYPER MACHINES**

We Carry a Complete Line of Parts in Stock

**WRITE FOR PRICES NOW!**  
Buy Your Aluminum Disc in Rolls of 100

**STANDARD METAL TYPER CO.**  
1318 N. Western Ave. Chicago 22, Ill.

**Get 1953 Off to a Flying Start!**  
**Buy LONDON for GOOD Games, BETTER Service, BEST Values!**

**NEW SELECTION—FIVE BALLS—NEW PRICES!**

Trade Winds 529.50	St. Louis 544.50	Carnival 549.50
Mardi Gras 29.50	El Paso 39.50	Hit Parade 29.50
Merry Widow 29.50	Calles 44.50	One-Two-Three 34.50
Puddin' Head 39.50	Maryland 49.50	Aquacade 39.50
Three Feathers 64.50	Screwball 34.50	Tampico 64.50
Big Top 64.50	Black Gold 59.50	Playland 69.50
Wiscasin 34.50	Sharpshooter 49.50	Floating Power 44.50
Summer Time 34.50	Base Game 34.50	Serenade 34.50
Oklahoma 64.50	Cinderella 29.50	Tennessee 39.50
Dew-Wa-Ditty 34.50	All Baba 34.50	Super Hockey 59.50
Saratoga 39.50	Double Skuffle 49.50	Thrill 29.50
Tucson 44.50		

**USED SPECIALS**

<b>KEENEY</b>	<b>CHICAGO COIN</b>
LEAGUE BOWLER 519.50	TROPHY BOWL 559.50
DOUBLE BOWLER 79.50	ROLLING CLASSIC 59.50

**PHONOGRAPH SPECIAL!**  
Packard Manhattan \$79.50

**WALL BOX SPECIALS!**  
Seeburg Packard \$9.95  
50 Wire—Wireless \$9.95  
Packard Boxes \$7.50

Exclusive Distributors SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan

All mechanical factory reconditioning  
Terms: 1/2 deposit with all orders, balance C.O.D.

**AMI** Distributors for Northern Ohio  
**NOW DELIVERING MODEL D**

**Cleveland Coin MACHINE EXCHANGE, INC.**  
M. S. GISSER Sales Manager  
2021-2025 Prospect Ave., Cleveland 15, Ohio  
All Phones: Tower 1-6715

**LATE GAMES THOROUGHLY RECONDITIONED**

- ★ GENCO "400" \$250
- ★ GOTTLIEB SKILLPOOL 225
- ★ WILLIAMS HONG KONG 225

1/2 cash with order, balance C.O.D.  
Write for complete bulletin.

**GENERAL VENDING SALES CORPORATION**  
239-245 West Middle St. Baltimore 1, Md.

**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

Cliffy Clet Says:

**A Prosperous New Year To All From The Gang at Coven**

**COVEN** distributing company  
3181 Elston Chicago 18, Ill. Independence 3-2210

Exclusive Distributors of Wurlitzer Phonographs

What will **OPERATORS** Be Reading in **CUBA** Starting in January?

SEE PAGE 67

**NATIONAL GUARANTEED VALUES!**

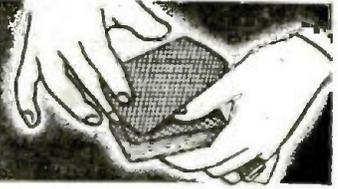
**RECONDITIONED 5-BALLS**

HAYBURNER 5165	SPOT BOWLER 1355
COLLEGE DAZE 75	K. C. JONES 95
GOTTLIEB HIT 'N' RUN 175	OLD FAITHFUL 110
GENCO HIT 'N' RUN 65	MINSTREL MAN 150
DOUBLE FEATURE 120	JOKER 110
HAPPY GO LUCKY 135	MERMAID 150
SHARPSHOOTER 65	CYCLONE 150
FOUR HORSEMEN 110	SHOO-SHOO 90
ROCKETTES 115	DOUBLE ACTION 70
TRIPLETTES 115	THREE MUSKETEERS 75
BUTTON & BOWZ 55	KING ARTHUR 90
CONTROL TOWER 110	ROSE BOWL 150
DREAMY 85	NIAGARA 165
KNOCKOUT 75	MADISON SQ. GARDEN 110

**NATIONAL COIN MACHINE EXCHANGE**  
1421-13 DIVERSITY BLVD. (Phone BU) Birmingham 1-6-406 CHICAGO 14



**GOTTLIEB DEALS YOU ANOTHER WINNING HAND!**



**Queen of Hearts**  
WITH  
**5 BRAND NEW**

**"DROP-THRU" BALL TRAP HOLES**  
**... TEN-JACK-QUEEN-KING-ACE**

REPLAYS FOR:  
**NEW "4-SUIT" ROLL-OVERS,**  
WHEN LIT... **NEW "ROLL-UNDER"**  
GATES, WHEN LIT BY NOS. 1 TO 6 IN ROTATION...  
POINTS... **HIGH SCORE.**

EXHILARATING, ACCELERATED ACTION with  
3 "POP" BUMPERS, SUPER-ACTION CYCLONIC  
KICKERS, SUPER-POWER FLIPPERS!

"SIT IN" ON THE GAME THAT GIVES YOU  
MORE ACTION—BIGGER EARNINGS BY  
ACTUAL TEST!

**BE SURE...**  
**ORDER AT ONCE**  
FROM YOUR  
DISTRIBUTOR!

REPLAYS FOR:

STRAIGHT!

FULL HOUSE!

4 OF A KIND!

5 OF A KIND!



**D. Gottlieb & Co.**  
1140-50 N. KOSTNER AVE.  
CHICAGO ST. ILLINOIS  
"There is no substitute for Quality!"

**COINMEN EVERYWHERE**



Read, Check and Buy  
from The Billboard



**WINTER COIN MACHINE EXPORT QUARTERLY**

January 17, 1953, Issue

**IT SELLS BOTH**

... the \$5,000,000 Coin Machine Export Market (special distribution to more than 5,000 extra foreign operators)

... the Complete U. S. Coin Machine Market

AT THE SAME TIME AND AT NO EXTRA COST!

Final Advertising Deadline—January 7

**WIRE, PHONE, AIRMAIL YOUR ADVERTISING SPACE RESERVATION TODAY!**

**LAST CALL**

**NEW YORK**  
1564 Broadway  
Plaza 7-2800

**CHICAGO**  
188 N. Randolph St.  
Central 6-8761

**CINCINNATI**  
2160 Patterson St.  
DUnbar 6-450

**ST. LOUIS**  
390 Arcade Bldg.  
CHestnut 0-443

**HOLLYWOOD**  
6000 Sunset Blvd.  
HOLlywood 9-5831

**"LITTLE CHOO-CHOO"**



Designed by  
World Famous Manufacturer of  
Amusement Rides

Sensational new coin-operated  
Kiddie Ride for Dimc Store and  
Super Market locations. Train  
goes thru all of the motions of a  
real locomotive. Foot accelerator  
operates variable speed control.  
Device has seven flashing lights  
and realistic bell. Terms: Pay-  
ments arranged for established  
operators. Write today for com-  
plete information.

**KING AMUSEMENT CO.**  
Mt. Clemens, Mich.

For  
**REAL BUYS**  
from the nation's  
**LARGEST**  
coin-machine  
**STOCK**

Send Today for Our  
Complete Price Lists

**DAVID ROSEN**  
Exclusive A.M.I. Dist. Ea. Pa.  
455 N. BRAD STREET PHILADELPHIA, 23, PA.  
PHONE: STEVENSON 2-2503

**DAVIS Guarantee**

- ✓ Mechanism overhauled
- ✓ Worn parts replaced
- ✓ Amplifier reconditioned
- ✓ Speaker inspected
- ✓ Tonehead renewed
- ✓ Cabinet professionally refinished

**SEEBURG M-100-A**  
Reconditioned, Refinished  
Like New  
**\$669**

Photographs listed below  
are complete and in good  
working order at the low  
prices listed. They may  
also be purchased recondi-  
tioned and refinished with  
Davis 6 Point Guarantee  
for \$35 additional per  
machine.

**HAPPY NEW YEAR TO ALL FROM DAVIS**

SEEBURG		WURLITZER	
148 M1	\$240	1250	\$390
148 M	193	1100	215
147 M or S	140	1080	125
1051 Hideaway	49		
Envy, Major, Classic,			
Hightone	49		
ROCK-OLA		AMI	
1432, 30 Record	\$419	A	\$32.0
		B	260
		C	6-0

**WALL BOX**

AMI 30, 100, Reconditioned	\$28.50
Wurlitzer 4820, Sr, 100, 250, Like New	39.90
Wurlitzer 4820, Sr, 100, 250, Like New	34.90
Wurlitzer 4820, Sr, 100, 250, Converted	49.90
Wurlitzer 3025, Sr, 100, 250, Reconditioned	26.50
Wurlitzer 3025, Sr, Reconditioned	9.90
Wurlitzer 218 Stepper	5.90
Wurlitzer 748 Stepper	13.50
Seeburg W.L.36, Sr, 100, 250, Wirelets, Reconditioned, Refinished	26.50
Seeburg 3081-L36, Sr, 100, 250, 3-Wire, Reconditioned, Refinished	24.50
Seeburg 3081-L36, Sr, 3-Wire, Reconditioned, Refinished	11.90
Seeburg W.L.36, Sr, Wirelets, Reconditioned, Refinished	7.90

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

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



Window-posters, 22 in. by 11 in., shipped with each Bally Kiddy-Ride, bring customers into your locations.

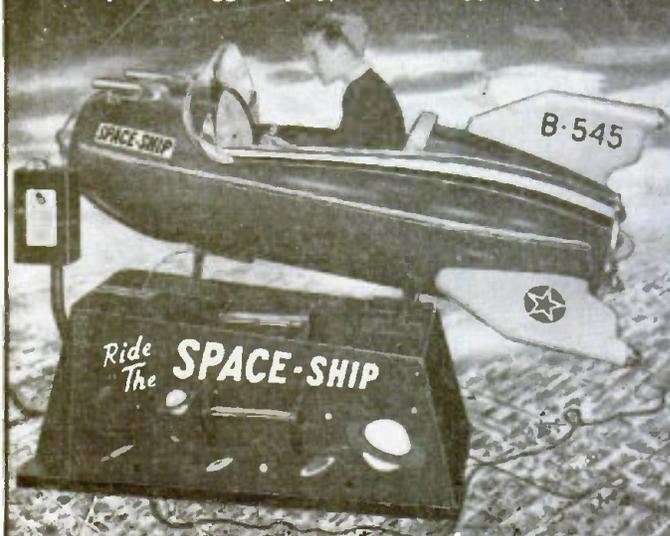
## MORE FUN for youngsters means MORE PROFIT for you!

AMAZING 4-in-1 dive-dip-roll-and-swing action built into Bally SPACE-SHIP... and the realistic trot-gallop gait of THE CHAMPION Ballyhorse gives kids the biggest dime's worth of fun. And they know it, too! That's why kids

seek out the stores with Bally Kiddy-Rides... coax their parents into Bally-equipped stores... keep the dimes coming your way. Bally Kiddy-Rides are more fun for kids... earn more money for you.

### Bally SPACE-SHIP

new exclusive DIVE-DIP-ROLL-SWING action captures biggest play, insures biggest profit



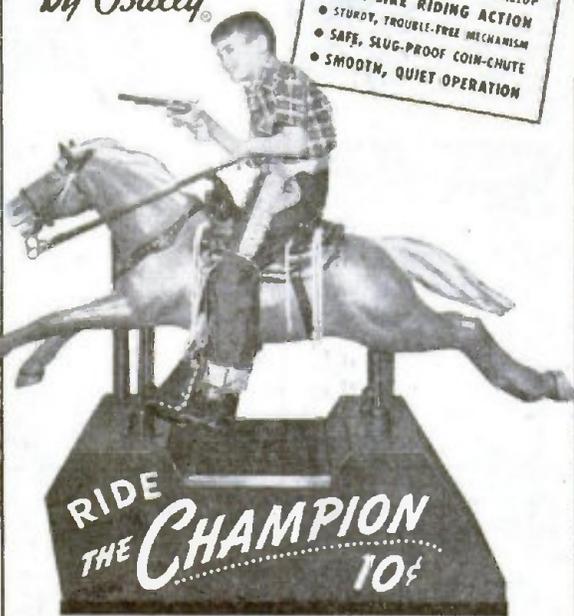
- ★ Variable speed controlled by pilot
- ★ Colorful Eye-Appeal attracts attention on location
- ★ Colored lights flash in nose, tail, wings and dials of realistic instrument panel
- ★ Twin Ray-Guns with exciting sound-effects
- ★ Airblast blows from blower
- ★ Safe, sturdy construction
- ★ Simple mechanism
- ★ National Rejector

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 Bally Distributor for details of the Bally Kiddy-Ride Finance Plan.

### Ride THE CHAMPION

by Bally

- REALISTIC WESTERN HORSE
- GENUINE PONY SADDLE
- SAFE, SLOW-SPEED START  
PULL REINS TO TROT OR GALLOP
- LIFE-LIKE RIDING ACTION
- STURDY, TROUBLE-FREE MECHANISM
- SAFE, SLUG-PROOF COIN-CHUTE
- SMOOTH, QUIET OPERATION



WALTER E. HELLER CO.  
**FINANCE PLAN**  
NOW AVAILABLE THROUGH BALLY DISTRIBUTORS

Operators find THE CHAMPION a profitable 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.

**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BEEMONT AVENUE, CHICAGO 18, ILLINOIS

# Now! **chicago coin's NEWEST 6 PLAYER 10th FRAME SPECIAL BOWLER**

10th FRAME *plus* 5th FRAME "DOUBLE SCORE FEATURE"

- 1. SCORES MADE IN 5th FRAME DOUBLED!
- 2. 10th FRAME FEATURE!
- 3. HIGH SCORE OF THE WEEK!
- 4. 7-10 SPLIT PICK-UP!

- REBOUND ACTION, 20-30 SCORING
- JUMBO "FLY-AWAY" PINS
- PUCK GLIDES SMOOTHLY OVER FORMICA PLAYFIELD
- EASY TO READ INDIVIDUAL SCORE DIALS



### NOTE!

AT YOUR REQUEST CHICAGO COIN IS AGAIN FURNISHING THEIR PROVEN SLIDE COIN SHUTE IN THIS MACHINE

## MATCH BOWLER or 10th FRAME FEATURE 6 PLAYER **BOWL-A-BALL**

- PLAYERS ACTUALLY BOWL WITH A BALL—not a Puck!
- BALL REBOUND FOR FASTER PLAY
- MATCH BOWLER—USING CHICAGO COINS
  - ① MATCH A NUMBER ② MATCH A STAR FEATURE!
- ADDED NEW FEATURE! THE BEER FRAME—SCORES MADE IN FIFTH FRAME DOUBLED!

NEW! AS SECOND SCORING

## *Super* 6 PLAYER MATCH BOWLER

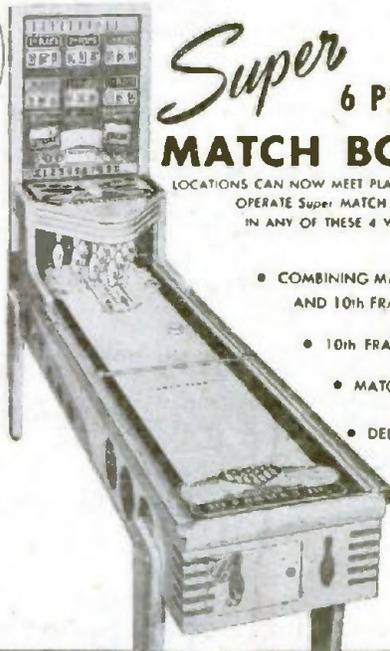
LOCATIONS CAN NOW MEET PLAYERS' DEMANDS OPERATE *Super* MATCH BOWLER IN ANY OF THESE 4 WAYS!

- COMBINING MATCH BOWLER AND 10th FRAME BOWLER!
- 10th FRAME BOWLER ONLY!
- MATCH BOWLER ONLY!
- DELUXE BOWLER ONLY!

**chicago coin**

MACHINE COMPANY

1725 DIVERSEY BOULEVARD  
CHICAGO 14, ILLINOIS



### KIDDIE RIDES for REDD-HOT PROFITS!

All Guaranteed—All Money Makers

- |                                         |                                  |
|-----------------------------------------|----------------------------------|
| EXHIBIT BIG BRONCO..... Write or Call   | METEOR ROCKET..... Write or Call |
| BALLY CHAMPION HORSE..... Write or Call | Space Ships..... Write or Call   |
| ..... Write or Call                     | ROCKET PATROL..... Write or Call |
| ATOMIC JET..... Write or Call           | Space Ships..... Write or Call   |
| MIDGET MOVIES..... Write or Call        | METALTYPERS..... Write or Call   |
|                                         | 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**

### COIN MACHINE SALESMAN

A man who has Ability and Experience as a Coin Machine Salesman in the Delaware, Maryland, Virginia, D. C. area to associate himself with a distributing house with future prospects only limited by own ability and performance. MUST have a long and successful record in the coin machine field. For this he can get a progressively greater stock interest in the business with each succeeding year.

BOX #D-266

c/o THE BILLBOARD CINCINNATI 22, O.

To All Our Customers & Friends **Happy New Year!**

**PURVEYOR** Shuffleboard Co.

4322-24 N. WESTERN AVE. PHONE: JUNIPER 8-1004 CHICAGO 18, ILL.

we will do all we can to make 1953...

a very happy and profitable NEW YEAR for you

ABE WITSEN

SAL GROENTEMAN

**INTERNATIONAL AMUSEMENT CO.**

1423 SPRING GARDEN STREET

Elmhurst 6-7712

PHILADELPHIA 30, PA.

Branch: 900 Copouse Avenue, Scranton, Pa.

**SCOTT-CROSSE COMPANY**

- TURF KING, Ea..... \$100.00
- FUTURITY, Ea..... 225.00
- CITATIONS, Ea..... 25.00
- AMERICAN SHUFFLEBOARDS, 12-FT. SIDE CUSHION BANK, Ea. 174.50

Send one-half deposit

**W. H. ADAMS**  
Box 264 Killeen, Texas



**Brand New!**  
**Buckley CRISS-CROSS JACKPOT BELLS**

5c-10c-25c-50c-\$1.00

Also made for many foreign coins

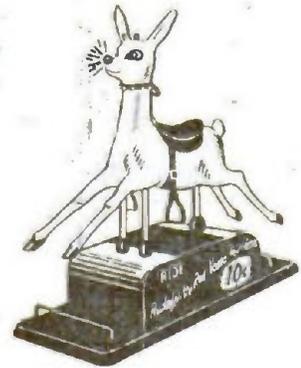
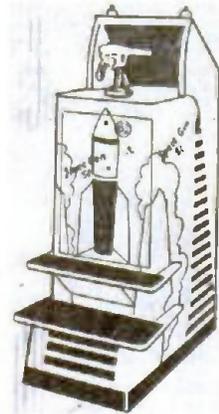
BUCKLEY WALL AND BAR MUSIC BOXES..... 5c or 10c Play

**Buckley Manufacturing Co.**  
4233 W. Lake St. Chicago 26, Ill.

**SAVE MORE MONEY—MAKE MORE MONEY**

Subscribe in The Billboard TODAY!  
... see page 3 for rates

**Start the New Year  
Right.....**



# Resolved:

To help myself to increased Profits in '53 by buying and operating **PROVEN EXHIBIT** Equipment all year 'round ...

**Sign Here** \_\_\_\_\_

**Mr. Operator:** Sign yourself up for steady earnings in '53. Keep this page as a reminder to yourself that when you buy Exhibit ... you buy the best.

Look for This Sign of Quality on All Equipment You Buy ...



Established 1901

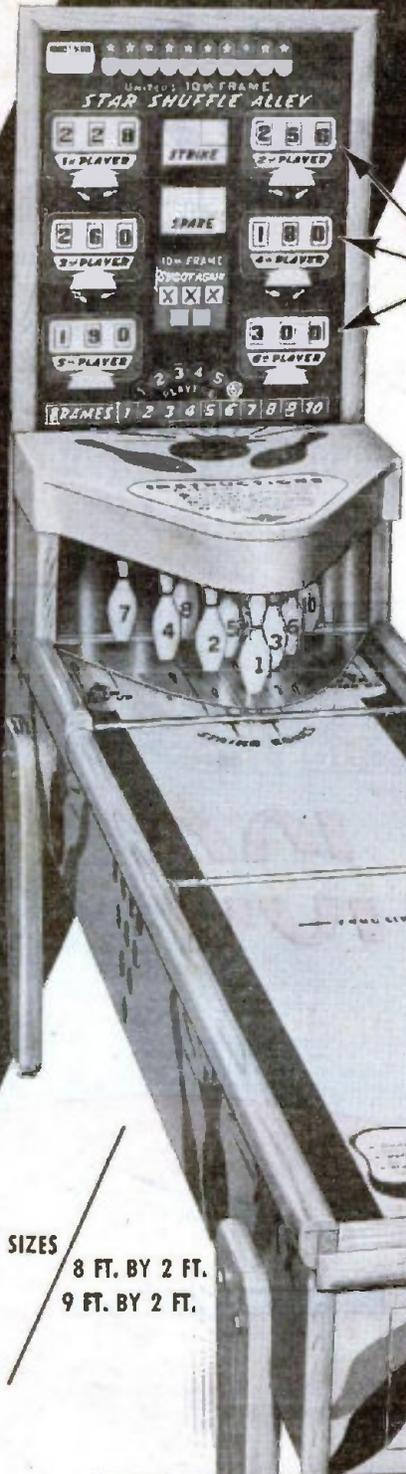
**EXHIBIT SUPPLY • 4218-30 W. LAKE STREET CHICAGO 24, ILLINOIS**

UNITED'S **10<sup>TH</sup> FRAME**

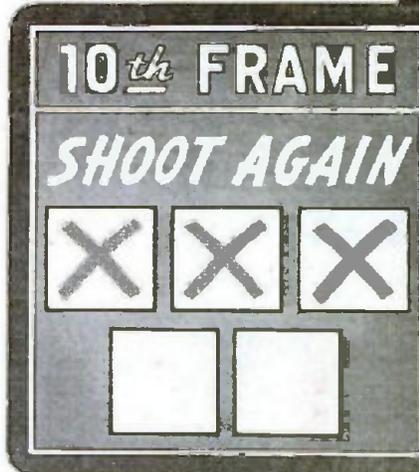
# Star Shuffle-Alley

WITH  
MATCH A SCORE  0-9  ★ MATCH A STAR  
**TWIN SPOT FEATURE**

**NEW, EXTRA-FAST SCORING**



plus



**STRIKE  
OR SPARE  
FLASHER  
LIGHTS**

**CAN  
PICK UP  
7-10  
SPLIT**

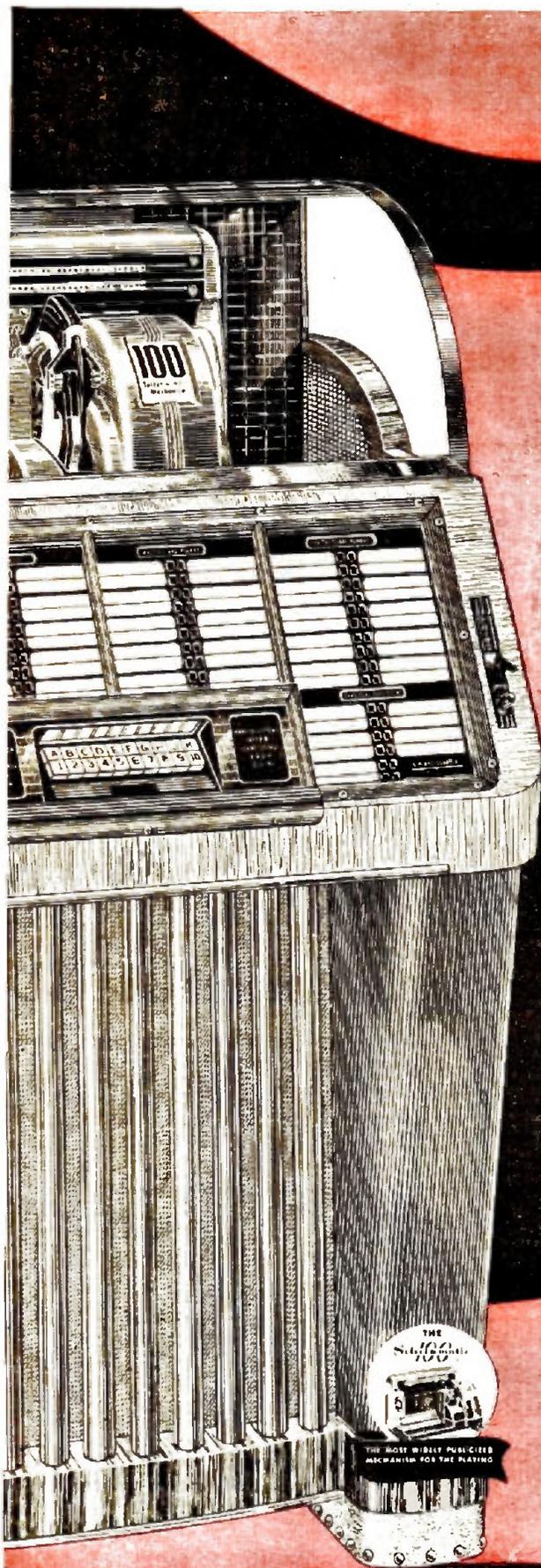
**FORMICA  
PLAYBOARD**

**SEE  
YOUR  
DISTRIBUTOR**

**SIZES**  
8 FT. BY 2 FT.  
9 FT. BY 2 FT.



**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



the **Select-o-matic**  
**100**

mechanism... the most  
revolutionary development  
for the playing of  
recorded music since  
the invention of the  
phonograph!

and only Seeburg  
has the

**Select-o-matic**  
**100**  
mechanism



**50th ANNIVERSARY**  
**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902

*America's finest and most complete*

*MUSIC SYSTEMS*