

The Billboard

NOVEMBER 22, 1952 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

New Show Plans Portend Theater-TV Coming of Age

Ike Inaugural To Be Gala, But Dignified

Entertainment Quiet; Convention's Codes To Guide Sponsors

WASHINGTON, Nov. 15.—Professional showbiz talent will be borrowed on a major scale for festivities celebrating the presidential inaugural of Gen. Dwight Eisenhower (The Billboard, November 15). Joseph C. McGarraghy, chairman of the newly created inaugural committee, stressed that simplicity will be a by-word in inaugural arrangements, but he added that interest in the celebration is so great that it would be impractical to stint on preparations. McGarraghy said that "quality rather than quantity" will be given emphasis. Professional entertainment will be planned for a three-day period starting January 18. Expectations are that events will be topped by a pro affair Sunday night (18), a concert at the big National Guard Armory the following night (19), and an inaugural ball Tuesday night (20). The traditional Inaugural Parade will be staged earlier Tuesday subsequent to the oath-taking ceremonies at the Capitol Plaza.

TV-radio coverage, which will be on an unprecedented scale, appears to be an unprecedented scale, appears to be an unprecedented scale, appears to be an unprecedented scale.

(Continued on page 52)

Chlorophyll & Price Rises For Popcorn

By CHARLES BYRNES

CHICAGO, Nov. 15.—Popcorn, long a profitable ally of indoor and outdoor show business, probably will be slightly less profitable in '53. Prices of both corn and seasoning oil are tilting upward as the result of shortages.

Newest wrinkle in popcorn may be a green chlorophyll-flavored product that was introduced for the first time here and may be placed on the market by spring.

These were the principal disclosures at the annual convention of Popcorn Manufacturers this week. Curtained supply of ingredients and the new "breathless corn" were the chief topics discussed by about 2,000 popcorn

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PLEASE BUY ME, MISTER!

I have four furry dancing feet and I'm fit for sale with a big 27-key, 46-tube Italian hand organ in this week's Billboard classified section.

Sure, I'm a monkey, but there are lots of other interesting, profitable and useful buys in all three Billboard classified departments, too.

Or maybe you have something to sell. The truth is that a fast-action Billboard classified ad costs you as little as 13¢ a week. Why not check these helpful sections right now?

What Would You Like to Buy or Sell?

See page 43, 64, 83.

'FEATHERBEDDING'

U. S. Supreme Court To Hear AFM Case

By BEN ATLAS

WASHINGTON, Nov. 15.—The Supreme Court Wednesday (19) will hear arguments on the so-called "featherbedding" case prior to determining once and for all whether it is an unfair labor practice, under the Taft-Hartley Act, for the American Federation of Musicians to require use of supplementary ork players. The union's contention that it was not violating the act by demanding pay for actual work proposed was approved by the National Labor

Relations Board, but later reversed by the Sixth Circuit Court of Appeals, which ruled that it was "an exaction" to "force the theater to pay for services not needed, and comes to the Supreme Court on petition of the NLRB. AFM is filing an amicus curiae brief.

The controversy began at the Palace Theater, Akron, in 1940. The union asked to be permitted to provide musical accompaniments for vaudeville acts, overtures, intermission music and "chasers" (music played while the audience leaves the theater) at minimum union wages for a period equal to at least one-half of the time which the name band required for its show. When the management, Gamble Enterprises, rejected the offer, the union refused to consent to the appearance of any name band and Gamble took the fight to the NLRB.

In a brief filed this week with the Supreme Court, Henry Kaiser, of Arkel, Grossman & Kriger, attorneys for the union, called the court's attention to the fact that "more than any other craftsman in our economy, musicians are subject to loss of jobs as a result of competition by machine and by less expensive labor." The brief contends that "the rapid growth of sound movies, the juke box and record music has aggravated the dismal outlook for professional musicians," and adds, "it is folly to assume that organized workers will do other than attempt to defend themselves against abiding threats of unemployment."

"Certialy," states the brief, "a

(Continued on page 17)

Loesser Now Kiddie Artist

NEW YORK, Nov. 15.—Frank Loesser, whose songs from the movie "Hans Christian Andersen" have pulled a large number of pop and kiddie waxings, bows as a moppet artist with his wife, Lynn, this week on MGM Records. The two combine on "The Ugly Duckling" and "The Inchworm" on one disk, and the composer sings and narrates his tune "The King's New Clothes" on both sides of a second 10-inch disk. The LeRoy Holmes ork backs on both records. The disks ship this week.

As an artist, Loesser will be competing for the kiddie sales plum on his tunes against such kiddie artists as Danny Kaye on Decca and Ann Lloyd on Golden Records.

Trade Reacts Favorably To Billboard 'Best Buys'

NEW YORK, Nov. 15.—The dramatic changes in The Billboard Music Popularity Charts (kicked off last week) featuring "This Week's Best Buys," the new guide for dealers, juke box operators and radio stations, have provoked an overwhelmingly favorable reaction among the various segments of the trade.

"This Week's Best Buys" will spotlight each week those records, in all categories, which in

the first few weeks on the market have stirred up action in a few key sections of the country and have every indication of being solid items for other parts of the country.

"This Week's Best Buys" replaces and expands the former "Billboard Picks." The latter was designed simply to predict the coming hits. "Best Buys" will continue to spotlight the coming big hits, but, in addition, this feature will list records which may never become smashes but nevertheless have sufficient sales potential to warrant confident backing by dealers, operators and disk jockeys. With the exception of a few records which from the start have all the earmarks of becoming big hits all selections are based on careful weekly analysis of the early activity newly released records are receiving in the field. A network of information has been set up in key sections of the country to enable The Billboard to receive an accurate estimate of a record's sales potential in the first few weeks after its release. Disks which show early

A DOG'S LIFE! CAN'T PLACE A SONG NOHOW

NEW YORK, Nov. 15.—A songwriter, accompanied by his dog, a Great Dane, dropped into the Brill Building to peddle a tune to a well-known, tho somewhat cynical, publisher. He was busy, said the secretary, and asked the writer to wait. Not properly humble, the gentleman ordered his well-trained pough into the publisher's office. The publisher, "finishing a telephone conversation, turned around and looked the mutt full in the eye.

We're not taking tunes from outside writers," he calmly said.

Skelton, P&G Stew Boiling

NEW YORK, Nov. 15.—Things are coming to a boil in the Red Skelton-Fructer & Gamble situation over the comic's current series. With both the client and the star unhappy over the film efforts to date, this may prove to be the week of decision concerning the future of the show.

Veepee Walter Craig of Benton & Bowles flew to Cincinnati, P&G headquarters, for huddles with the bankroller. Altho Skelton has maintained a firm position against going back to live airings, it is believed that P&G is pressuring him to do at least some live outings in the next cycle, with the present stalemate over the situation due to be exploded momentarily. A format change to situation comedy is almost a foregone conclusion.

Met, Henie Ice Lend Impetus To Film Houses

More to Equip After FCC's Decision on TV Channels Is Set

NEW YORK, Nov. 15.—The deal signed this week for a Metropolitan Opera Society theater-TV performance of "Carmen" and the current negotiations nearing completion for a similar showing of the Sonja Henie ice show (see story below) underline several dramatic developments which indicate that theater television finally is on the way past its toughest roadblocks. As a result, hundreds of film houses which have been awaiting just such a sign now are likely to prepare to equip for theater-TV, with a great number of additional houses sure to follow suit if the Federal Communications Commission decides favorably on allocation of TV channels for theaters early next year.

The biggest problem to date has been encouraging the exhibi-

(Continued on page 14)

Fabian Chain, AGVA Locked On Icer Test

NEW YORK, Nov. 15.—Negotiations for permits from the American Guild of Variety Artists to do a closed circuit theater-television of the Sonja Henie ice show were started last week by the William Morris office in conjunction with the Fabian Theaters and promptly ran afoul an AGVA board that saw all sorts of gold and wasn't going to let any of it get away.

Leo Rowen, lawyer for Fabian, and Nat Lefkowitz and Howard Houseman, of the Morris office, proposed a plan to AGVA's board on an experimental basis to cover one week's showing of an ice show on theater-TV. Among the points covered in the proposal were that the rates would set no precedent, but should cover up to eight performances in one week's work. All members of the cast are to be AGVA people.

The plan further proposed that

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Joni James' Yr.: \$12 to \$1,000

NEW YORK, Nov. 15.—A year ago Joni James entered a talent contest at the Copa in Pittsburgh. The finalists each received \$12.50 for their efforts, with a week's work going to the winner. She lost. In another week, the songstress, on the wings of her hit disk, "Why Don't You Believe Me," plays the same spot for \$1,000 a week.

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Billboard Backstage

By JOE CSIDA

With my old friend, Frank Burke, editor of Radio Daily, snoring gently in the somewhat sumptuous twin bedroom at the Beverly Hills Hotel in the California hamlet of the same name, I sit in the adjoining dressing room, pecking at my trusty Royal, it is 1 a.m., Saturday, November 15, Pacific Standard Time, and there is little doubt that all the guests on the second floor of this hostelry are cursing the character who is shattering the peace and quiet of a balmy night, hammering on typewriter keys. I sympathize with them, for if they are only a fraction as weary as I, they must crave mightily the shuteye of which I deprive them.

But there is no alternative. It is the eve of the day of the dedication ceremonies of the Columbia Broadcasting System's fabulous Television City. At 9:30 this morning a fleet of automobiles will pull up at the door to cart the members of the press and more important personages to the city. There will be a parade, which will be televised over the local CBS station, KNXT. Mayor Fletcher Bowron will cut the ceremonial ribbon, speeches will be perpetrated. A luncheon at the famed Farmer's Market, with Earl Gilmore as guest of honor, will follow.

At 2 p.m. the press will see a preview of the full hour dedication program, which will be telecast at 6 p.m., and will feature a cast of about 100, including 25 of the brightest stars in show business. Jack Benny, Lucille Ball, Desi Arnaz, Eve Arden, George Burns and Grace Allen are among these. But I'll be covering the show, and the highlight review on the opposite page will give you a fuller rundown on the

show. (My deadline for the review is obviously later than my deadline for Backstage.)

The balance of the day, evening and, I presume, night, will be spent drinking cocktails, eating dinner, conversing with CBS and other friends. Without having seen the parade, the show or the other trimmings, I think it's safe to say that this elaborate dedication stunt of the Paley-Stanton broadcasting empire is symbolic in more ways than meets the tired eye.

It's symbolical in a rather obvious way of the almost incredible strides made by television in its short commercial lifetime. It's symbolical to be sure, of the bright, exciting future of this newest member of the show business family. It's symbolical from the standpoint that a broadcasting network, right here in the city which the motion picture industry put on the world map, is executing one of the most spectacular press and promotion coups seen around here in some time. Dave Jacobson, Mike Foster and their public relations and press counterparts have outclassacted the film folk right in the latter's backyard.

I got in Hollywood Monday night, and thru the good graces and excellent industry standing of our Lee Zhitto, had the pleasure of spending about 16 hours out of each 24 of these last five days, visiting with film producers. Such erstwhile motion picture men as Roland Reed, Hal Roach, Leon Fromkess, Billy Brody, Jack Gross, Phil Drasne, Rudy Abel, Guy Thayer, Paul McNamara, Mart Scott, is Lindenbaum and a dozen others whom I must be graceless enough to overlook in my fatigued state of mind. All these talk with the most intense

enthusiasm about the pictures they're making. And those pictures are all television film.

Television has done many wondrous things to every phase of show business; indeed, to many phases of all our very lives. Among the more wondrous is what it's done to this little town named Hollywood. There's a new spirit of excitement in the city these days. There are a thousand and two ideas being thrashed out every hour of every day. The air's abuzz with old film masters trying to find the answers in a new form of their art and business. And the town's jumping with bright young guys like Lee Savin at Interstate and Harry McMahon at Five Star, trying to carve their own niches.

You can spend five years here, let alone five days, and never tire (mentally, at least) of hearing the theories and counter-theories of what the TV-film business is and isn't going to be. You can watch five years, and never tire of watching the organized chaos on the lots where they're turning out many a good half-hour show in two and three days, and striving to figure out ways to get it down to one.

You hear the tales of the tribulations of a most interesting pair of newlyweds, the film producer and the agency-sponsor. You know that in spite of the expected bickering, this young couple is going to live happily ever after.

Of all this, and much more than a tired reporter can set down here, the CBS Television City is symbolical.

Excuse me while I go see if that's the house detective knocking at the door. I don't want to wake Burke.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Nov. 15.—Supreme Court may pull a surprise and hand down a verdict before Christmas in the celebrated American Federation of Musicians "featherbedding" case. This would be near-record time inasmuch as the court won't start deliberating until briefs are filed next week (for details, see news story this issue). The verdict will determine the validity of the AFM's requirement for use of "stand-by" ork players.

RADIO-TV MORALS REPORT DUE

Harris Subcommittee investigating TV-radio morals will file its report to Congress after Thanksgiving Day, but the findings may do little besides producing some scattered headlines. The subcommittee, headed by Rep. Oren Harris (D. Ark.), will praise some aspects of TV programming and will criticize others. No matter whether the subcommittee recommends legislation, the report is likely to be forgotten in the shuffle of GOP reorganization next session. This won't completely wipe out threat of TV censorship in forthcoming Congress nor will it deter the customary flow of bills to ban telecast and broadcasts of liquor ads. "Drys" are even boasting more strength than usual because of GOP House gains, especially from teetotaler Midwest constituencies.

TREATY PROPOSALS ON AGENDA

Don't expect quick action in the Senate Foreign Relations Committee on two important treaty proposals affecting the amusement world. One of the proposals is the North American Regional Broadcasting Agreement pact, which would cut the power of stations in U. S. This has been in committee more than a year, and it's likely to stay shelved several months more. Favored to get priority over the clear channel pact is the new model copyright treaty which will be formally submitted to the Senate in January. This pact was adopted by United Nations Educational, Scientific and Cultural Organization at

Geneva in September. No major opposition to the copyright pact has yet appeared. The new treaty, which would unify basic copyright requirements for all signatory nations, has the backing of the bulk of the music world. Key figures among its drafters at Geneva were representatives of American Society of Composers, Authors and Publishers, Broadcast Music, Inc. and Authors' League of America, Dr. Luther Evans, Librarian of Congress, who headed the U. S. delegation at the UNESCO confab, and Dr. Arthur Fisher, register of copyrights, are expected to push for early ratification. Chief stumbling-block currently to early discharge of the pact to the Senate floor is heavy agenda already being lined up for the new Senate Foreign Relations Committee. Also, there's a slim threat of delay from isolationist wing in GOP. It'll be up to incoming President Dwight Eisenhower and his Secretary of State to give the pact the push it'll need on Capitol Hill.

COMMITTEE PROBS AWAIT LINGER

Fate of a Senate Judiciary Subcommittee's investigation of subversive infiltration in entertainment industry will await the new Congress when Sen. William Langer (R. N. D.) will replace Sen. Pat McCarran (D. Nev.) as chairman. The sub-committee investigating the entertainment industry was created by a Senate resolution which expires January 31. It will be up to Chairman Langer to determine whether he wants to recommend a new resolution extending the subcommittee's life. With the GOP having pledged itself to intensifying the fight against Communism, it's certain that the inquiry will continue, but what remains to be decided is whether the new exploration will stick to the agenda already outlined by the McCarran subcommittee. That agenda called for widening the inquiry to cover the Federal Communications Commission, the State Department's "Voice of America" and numerous groups in the theatrical fields (The Billboard, August 30). The McCarran subcommittee so far has centered on entertainment talent unions.

Legit Line-Up

The New York City Center has dropped its play season for this fall. The drama company has earned \$125,000 in seven seasons for the Center, that profit has been eaten up by the ballet and opera programs. And the Center now doesn't have the \$175,000 necessary to operate a three-play, six-week season. "An Evening with Will Shakespeare," sponsored by the American Shakespeare Festival Foundation, opens November 28-29 at the New Parsons Theater, Hartford, Conn., with key city dates to follow. The Raina, Margaret Webster, Eva Le Gallienne and Leueen McGrath, and profits will go to raise funds for the Festival Theater, Fairfield County, Connecticut.

Walking papers: Hiram Sherman is quitting. Beate Davis "Two's Company" November 29. Harry Delmar has withdrawn as supervising director of "Take It Easy" and David Folke has dropped co-sponsorship of "The Throatin' Horses." Mary Martin is considering joining Charles Boyer in "Kind Sir," by Borman Krasna, with Joshua Logan producing and directing. Diana Green is planning a popular revival of "Gentlemen Prefer Blondes," with Dagmar as Lorelei Lee. The American Theater Wing will have its junk sale (some rare antiques included) next Wednesday and Thursday at an auto showroom at Broadway and 68th Street. A portrait will

be done of the person winning the door prize.

NEW ARENA CIRK IS ORGANIZED

The Arena Guild of America has been established by Irving Strouse to offer unlimited services to member theaters throughout the country. Invitations for membership will be sent out next week. Its first member, the Memphis Theater, will open an 18-week season with stars on November 11. Other theaters are planned for Washington and Miami, with a three-week season outlined for New York's Sutton Hotel. Sam McCullough and Tom Fitzsimmons are the Memphis and Announcers Equity held a meeting last week, petitioned by members, to discuss the quota system of overseas artists employed there. The present agreement, now considered by many unsatisfactory, calls for 25 per cent foreign players, with all ballets and choruses local. "Kiss Me, Kate" has just split another 19G melon to backers. That makes \$1,098,000 above initial cost the show has earned. The Dobbs Ferry (N. Y.) Playhouse will feature Jeanne Bolan in "Peg o' My Heart," opening November 19, with Hazel Strayer directing. The new edition of Daniel Blum's "Theater World" is on the stands. The Manhattan College Players will premiere James Hadley Chase's "The Last Page" December 4 and 5. Ballet Theater will open in Naples, Italy, May 4 as the start of a seven-month season.

REX-LILLI SET FOR 4 COLONELS

Rex Harrison and Lilli Palmer will star next on Broadway in "The Love of Four Colonels" and follow up with "Bell, Book and Candle" in London. Alfred Drake and William De Lys have come to a tentative agreement for Drake to direct "Sodom, Tennessee" and appear in Pirandello's "Man, Beast and Virtue." The deal hinges on Drake's screen test of "Kiss Me, Kate." Margaret O'Brien and Eddie Dowling will star in Edw. Bronner's "The Intruder." Ken Parker is holding auditions at Steinway Hall every Tuesday evening for the next two months for his forthcoming club production of "Three in One." Robert Rounseville is hospitalized for examination and possible surgery. He may rejoin the S. M. Chartock company in three or four weeks. Angus Duncan has been officially appointed secretary of Actors Equity. Nancy Walker will supplant Helen Gallagher in "Pal Joey" next Monday (17). Lenore Lonergan has been signed by Paul Crabtree and Frank J. Hale for their production of "Lily," with Geraldine Page in the title role. Cheryl Crawford next week on "Camino Real." Philip Barry Jr. has quit the Palm Beach (Fla.) Playhouse to concentrate on Lorenzo Semple Jr.'s "The Seacoast of Bohemia" for Broadway in January. Herman A. Yaskoff's Yiddish "Uncle Sam in Israel" converts to English November 27.

BROADWAY SHOWLOG

Performances thru November 15, 1952

DRAMAS	
Berengaria (Playhouse)	10-16, '52 36
Dial "M" for Murder (Plymouth)	10-29, '52 21
Mrs. McTear (220)	2-20, '52 252
Point of No Return (Albany)	12-13, '51 349
Renard-Barnault Company (Theatre)	11-12, '52 9
The Climate of Eden (Martin Beck)	11-6, '52 12
The Deep Blue Sea (Theatre)	11-5, '52 13
The Fearcaster (Barrymore)	10-24, '51 447
The Male Animal (44th St.)	4-30, '52 228
The Millwreck (Shubert)	10-17, '52 25
The Moon Is Blue (Minsky Biltmore)	3-8, '51 699
The Time for the Cuckoo (Empire)	10-15, '52 37
MUSICALS	
An Evening With Beatrice Lillie (Booth)	10-2, '52 52
Cups and Dolls (46th St.)	12-15, '50 900
Isabelle (Herald)	11-10, '52 8
My Darling Aida (Winter Garden)	10-27, '52 24
New Faces of 1952 (Herald)	5-16, '52 212
Pal Joey (Broadway)	3-3, '51 365
South Pacific (Majestic)	4-7, '49 1484
The King and I (St. James)	3-19, '51 683
'Tilk You Were Here (Times)	8-25, '52 165
COMING UP	
Electra (Herald)	10-19, '51
The Seven-Year Itch (Fulton)	11-20, '52
CLOSED	
Mr. Pickwick (Golden)	11-8, '52 62
Pinocchio & Trial By Jury (Herald)	11-8, '52 8
Dancers of Bali (Fulton)	11-8, '52 50
Is Any Language (Cort)	11-25, '52 45
	(Opened 10-8, '52)

Autry to Invade Britain in Spring

HOLLYWOOD, Nov. 15.—Gene Autry will become the second Western warbler to invade the British Isles when he takes off for England some time late next spring for a three-month tour. Mitch Hamillburg, Autry's promoter, has just returned here from England, where he set a tentative tour plan and finalized 20 commercial tie-ins for Britain.

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Picture Business

By LEE ZHITO

HOLLYWOOD, Nov. 15.—This is a switch. Normally, there's so much happening on the picture boat, it becomes a problem trying to hit the highlights in this limited space. This week is different, not because of a lack of activity in the industry deserving coverage, but because this reporter has been unable to keep up with developments. The fault, of course, is not mine, but lies squarely on the shoulders of Joe Csida, The Billboard's editor in chief. The past week has been devoted to accompanying Joe on a whirlwind swing around all facets of the Hollywood show business scene. This left no time at all for

the usual routine contacting of the motion picture studios, and little opportunity, if any, to attend the previews of the new releases. Since these sources have served as the basis for nearly all these columns in the past, there's little left to talk about in this week's column that would be directly concerned with the motion picture industry. Most noteworthy member of the Hollywood show business family, at least as far as this reporter is concerned, still remains the TV film industry. Activity in this field continues to follow its meteoric course to the good fortune of Hollywood as a whole. As one

surveys the local scene, it becomes apparent that the TV film industry came into being at a most opportune time for the film colony. The three-year-old lusty offspring of the marriage between television and motion picture industries is answering the need of both of its parents. A few years ago, television faced an acute need for program material. As air time increased on stations and networks, it became obvious that live performances alone couldn't possibly supply sufficient program material of a suitable level of quality. The television medium

(Continued on page 52)

Paris Peek

By ANNE MICHAELS

PARIS, Nov. 15.—This town is jumping with characters plotting ways and means to get into the American television production market. About every other person has some sort of project on the fire. Little by little, these deals seem to be getting out of the talking stage, and getting themselves before the cameras.

John ("Holiday in Paris") Nash brought his Berlin unit into Paris and has finished the second of the "Orient Express" series. This one, written by Peter Bernies, is a romantic yarn starting Cotte Marchand. Next on Nash's Paris agenda is a mystery scripted by Gerald Kersh, with Erich Von Stroheim in the lead role. Nash's series calls for 39 films, being handled thru P. S. I. Television, Inc., which Paul White heads.

Sheldon Reynolds wound up the Paris series of his "Foreign Intrigue," which continues in production in Sweden. Reynolds, however, is having customs trouble with one of the French-made pix because of certain portions unacceptable for foreign export.

Also on TV are a lot of groups scouting about for old French films to be dubbed into English, cut down to TV running time, and put on the networks. Two, notably, are Stew Schulberg and Lansing Bally.

NITERIES UNDERGO NUMEROUS CHANGES . . .

The No. 1 night club, "Lido," on November 27 launches a four-day offensive to invade North Africa when the troupe takes off to open a series of cabaret spots all thru Morocco. Manager Guirin, who loves to shroud his actions under a cloak of secrecy, refuses to say what type spectacle the club will take to Africa, but claims it's to be extra special. Only news out is that, in accordance with Moslem feelings, the "nudes" will be veiled.

On the former site of Suzy Sordor's "La Vie en Rose" night club is a strictly South American cabaret, the "Macumba." Decorated by Solange Lecomte in Bahia style, the show features Renati's ork and stars singer-dancer Ais-sata, who includes 15 minutes of rumba lessons to any client who wants to try it.

There are new shows all over town, with "Zimbo" bringing in Mouloudji, Beni Gener, Andre Darsau and Suzy Deidr. At "Moulin Rouge," Charles Trenet heads the bill, supported by Shivers, Murio and Mane, and Colette Mars. Another new show goes into the "Crazy Horse Saloon," the club that guarantees to be 100 per cent pure Texas. Sketches boast such names as "Dallas Circus" and "Sheriff's School."

GRAND GUIGNOL CHANGES POLICY . . .

The Grand Guignol, France's horror house, has changed management, and the new management says they're changing policy. New owners, the Maurey Brothers, are mingling in with the usual gruesome bill a majority of short plays either comedies or musicals. Beside this, the Maureys are trying to set up tours thruout France, probably starting around the first of the year. . . . Jean Paul Sartre has started on a new play that Theater Antoine owner Simone Berrau will bring in when completed. . . . Irwin Shaw's "Adventurers" debuts at the Company Genter Hussonot with a Maurice Duhamel translation. . . . The State-sponsored Theater Nationale Populaire goes back into the Palais de Chaillot this week. The company, headed by Jean Vilar, opens with Brecht's "Mother Courage," from last year's repertory. New plays on schedule include "F. S. Eliot's "Murder in the Cathedral" as a Christmas presentation, and the debut performance of Honeggar's "King David," and "Music for Phedre." In line with last year's policy, the company will take off to the suburbs for special theater weekends and, as a new attraction, add to some of their Paris weekend productions special goings-on such as cocktails, lunches and dinners served either before or after the play presentations.

Tokyo Moshi, Moshi

By RALPH KRZYZAK

TOKYO, Nov. 15.—In commemoration of its 25th anniversary, Japan Victor is releasing this month a special set of four 12-inch recordings of "Yuzuru" (means "Twilight Crane"), the first Japanese opera ever written in Western style. The music for "Yuzuru" was composed by a young songwriter, Ikuma Dan, with the libretto by Junji Kinoshita based on an old Japanese fairy tale. As a recording, "Yuzuru" has little in the way of opera to offer, since all available reproductions of Western products have many moments of aural inspiration which are entirely lacking in the Japanese composer's attempt, fascinating as it is.

HANKO HITS TOP AS SINGER . . .

A "Cinderella" singer has emerged out of the geisha community in Japan. Tomako Suzuki, 21, better known by her geisha name of "Hanko," has eclipsed thousands of concert songstresses and other girl singers of more lofty origin. The new queen of Japan's Tin Pan Alley is a humble girl of humble origin. She is still registered as a geisha just as she was six months ago, when she made her debut on phonograph records. Hanko still sings "I Can't Believe It's Me," the title of the song which has catapulted her to celebrity status almost overnight. Hanko is now one of the busiest singers in Japan, sought and chased by scores of managers and promoters offering \$100-an-hour guarantees for stage or screen performances. Her first song was cut last April. About 200,000 copies have already been sold. It stood at the top of Japan's hit parade for four consecutive months and still remains within the first five.

VON STERNBERG TO MAKE PIC . . .

Josef Von Sternberg, American movie director, announced last night that the shooting of the film "Anatahan" will be made in Kyo-ro, with a new starlet as the heroine, beginning December 10. Von Sternberg said that the heroine will be Akemi Negishi, 18-year-old member of the Nichigeki dancing team, whom he spotted on the stage of the Nihon Theater. Von Sternberg said that he decided to select "Anatahan" as his long-cherished film to shoot in Japan when he read a short report of 20 Japanese refugees' surrender seven years after the end of the war. He continues that he had been looking for a film to shoot in Japan for 16 years. Von Sternberg said that he has no idea how long the film will be or how much it will cost.

209,500 PINBALL GAMES INSTALLED . . .

Pinball Pachinko games have become a great fad among the Japanese. As of the end of September this year, the peak month for this fashionable craze, there were in all 5,678 houses equipped with pinball machines in Tokyo alone, of which 133 were intended for children only. The machines installed totaled 209,500, or an average of 36.9 machines per house. Taking Tokyo's population to be over 6,000,000, there was at the time one pinball machine for every 31.8 persons. . . . November last year saw the birth of 1,200 pinball houses, a postwar new high in Tokyo. The rate of monthly increase this year has been about 200 on an average. But today there are many houses where more than 100 machines are installed, so there has been actually no rapid decrease in the number of machines. In May, for example, there was an increase of 14,988 machines over the previous month.

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Highlight Reviews

TV DRESS REHEARSAL

Hilarious 'Stars in the Eye' Sells CBS, Video to the Hilt

By JOE GSIDA

The planners and producers of "Stars in the Eye," the Columbia Broadcasting System full-hour TV show dedicating the network's mammoth Television City in Hollywood, deserve deep bows for avoiding the pitfalls into which programmers faced with turning in similar spots usually plummet. Certainly the vast new CBS structure, the millions of dollars worth of incredible electronic equipment and facilities it houses, must have presented to Bill Paley, Frank Stanton, Jack Van Volkenburg, Hubbell Robinson, Harry Ackerman and other CBS brass an almost irresistible temptation to present with pompous pride their multi-million dollar baby. That they resisted this temptation and permitted their producers and writers to put on a show in which they never for a moment took themselves seriously—indeed Paley, Ackerman and Robinson were good naturedly ribbed thruout—must rebound to their everlasting credit.

It could only have had the effect of selling the viewing public, which caught the show over the CBS-TV network, 6 to 7 p.m. Pacific Standard Time, Saturday (15), the idea that CBS is big league television at its best.

CBS-TV Impact

Not only must the show inevitably have achieved this for the network, but it served also to remind the viewer, with tremendous impact, that on the CBS-TV network may be found many of the finest entertainers, biggest stars and best shows, particularly situation comedy, in video. Wise, too, was the decision to present the show in dress rehearsal to the 50 or more radio-TV editors and columnists from newspapers, magazines and trade papers from all over the nation at 2:30 p.m. PST, on dedication day. If there remains a critic in the country who is not reasonably well sold on the vast intricacies, the staggering problems of timing, cueing,

direction; the tremendous utilization of skilled and creative manpower for sets, lights and a hundred odd additional chores involved in presenting a 60-minute video stanza, it is certainly not CBS' fault. And it may be hoped that this will be reflected in more knowledgeable, sympathetic and intelligent critical comment on the medium than has been forthcoming to date. For this the entire industry owes CBS a debt.

The story line, with which the web tied together its big bundle of stars and shows, got across its TV City dedication message and withal presented an always entertaining, fast-paced, smooth-as-glass show that was a truly inspired one. Jack Benny, probably the best known senior of a dollar in America (to radio-video audiences) had loaned CBS the seven million dollars required to build the fabulous Television City. At 9 per cent interest, of course, and in two-dollar bills. And having

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NIGHT CLUB

Chez Paree's 20th Anniversary, Sophie Tucker Draw Trade's Elite

By MAYNARD REUTER

It's a toss-up whether Friday (14) was Chez Day or Sophie's Day in Chicago. Both are institutions there, and the 20th anniversary of the Chez Paree served well as the occasion for welcoming the return of Sophie Tucker to the spot where she broke a bottle of cubbie water over the nameplate two decades ago with the blessing, "Let fun reign here."

In the passing years Sophie has been back there 10 times. Never before has she or any other artist returned with such fanfare.

For the past week, under the guidance of Aaron Cushman, Chez press agent, a steady stream of publicity has been breaking in Chicago and suburban papers. Columnists have been averaging an item daily with The Daily News going all out in its Saturday (15) edition with a full page of nostalgic pictures and story by Gene Morgan, night club editor. Nightly, too, Jack Eigen has been plugging the event on his 75-minute stint over WMAQ, NBC's out-

let here, that originates from the Chez Lounge. In addition 15,000 copies of The Billboard 12-page special section commemorating the Chez's 20th anniversary (November 8 issue) wrapped within an invitation to the anniversary show from Dave Halper hit the mails to Chez patrons here this week. An additional 10,000 were to be given to patrons who attend during the show's run. . . . But all the drum-beating was the preamble to the big events which began at noon Friday (14) with a parade thru Chicago's Loop and was followed by a two-hour reception at the Chez itself for friends, former employees, etc., at which the champagne corks popped in barrage fashion and the tables groaned with food.

On horseback, Johnny Martin, featured vocalist at the Chez, and George Tobias, starring here in "Stalag 17," headed the parade with a group of 10 ho-sen-men. Three floats—one carrying the present Adorables line, one the

Adorables of former years and the other, Brian Farnon's band, followed with 15 convertibles sporting banners saluting Sophie's return in the name of the celeb who was in the car. Among those in the parade were Wini Shaw, Russell Nype, Sunny King, Joe Howard, Danny O'Neil, Dorsey Connors, Professor Backwards, Ray Pearl, Harry Mimmo and Jimmy Spitalny. Theme of the floats both plugged Sophie's return and the Chez's 20th anni. Hitting State Street and the Loop at high noon on a balmy day with a full police escort, the group stopped traffic and brought pedestrians by the thousands to the curb along the two-mile route.

When the parade ended at the Chez canopy, guests were already waiting for Sophie's arrival. Frankie Layne, Joan Blondell—in short, everyone of consequence in show business in Chicago—were on deck to partake of the food and drinks which Dave Halper

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TELEVISION

Ford 'Omnibus' Off to Stylish Start As Free-Wheeling Pleasure Vehicle

By GENE PLOTNIK

In a recent article, Robert Saudek, director of the Ford Foundation's TV - Radio Workshop, said, "By giving public exposure to new program ideas, it ("Omnibus") would become a fertile seed bed from which some of these ideas might be transplanted into their own time periods elsewhere in television."

Whether or not "Omnibus" will ever fulfill this experimental function remains to be seen. But even if it never does, the show has already made one notable achievement. The format (or lack of format, if you prefer) of the new show is itself an innovation in TV, and it is a producer's dream.

Ninety consecutive minutes a week, money and freedom! This is certainly an opportunity to present the type of entertainment in TV that the reader finds in the "upper-middle-brow" magazines, namely pieces of any type and any length, but always of quality.

Fine Material

The material offered in the first program, including two short

plays by name playwrights, a slice of Gilbert and Sullivan, a dance film and a scientific curiosity, was quite interesting, if not standardly commercial. The Saroyan piece was Saroyan all over again, full of the cock-eyed, wonderful people that delighted so many readers and playgoers 15 or 20 years ago. The Maxwell Anderson contribution was a reworking of material from his hit "Anne of the Thousand Days." Lilli Palmer has a charming accent, which was quite out of place in the role of an English Queen. But Miss Palmer has been miscast thus before, and she is usually able to make the viewer forget the inept accent by the very intensity of her performance as she was this time. Rex Harrison brought the same rasping flamboyance to this performance as he had in the same role in the Broadway play. The Anderson piece was exciting and of poetic proportions the TV viewer does not find very often.

The selection from "The Mikado" was all Martyn Green, who did everything, including walk

up the flats. The dance film was an interpretation of a Haitian voodoo ritual by Jean Leon Destine. It has been previously shown in a New York art theater. The scientific film, moving X-ray shots, turned out to be a rather weird novelty, since, after showing a beating heart, it offered such shots as a woman putting on lipstick and a man shaving.

The over-all show received a mark of refinement from the suave emceeing of Alistair Cooke, who gave his intro while walking thru a dark, museum-like set. The opening was marred by a great deal of extraneous noise and a couple of mis-cues, which, it is to be assumed, will be cleaned up in future programs.

Sales Potential

In this vast and varied melange of elegant entertainment there must be more sales potential than the single sponsorship so far would indicate. Some of the class advertisers who regularly make expensive insertions in certain medium - circulation magazines

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New Show Plans Portend Theater-TV Coming of Age

Met, Icer, TNT Deals Encourage Film Houses; FCC May Tip Scale

• Continued from page 1

tors to equip in sufficient numbers to make economically practical the showing of big-scale entertainment programs on theater-TV. However, many exhibitors have hung back awaiting evidence that such programs can be obtained. The pacting of the Met and the imminent signing of the Henie show, marking the first and second non-sports or public service use of the medium, should carry tremendous weight with

such houses. In addition, the recent pacting by Theater Network Television of Lees Carpets to stage its forthcoming dealer meeting via the medium points an additional profitable use of the medium.

Perhaps the most significant development in the Met and Henie situations is the co-operative attitudes of the labor unions involved. Unwillingness of some of the unions to cut their demands to levels considered practical for the medium at this stage has been a major stumbling block to earlier presentation of entertainment programs. In the Met deal, agreement has been reached with the American Guild of Musical Artists, the American Federation of Musicians, the stage hands and other guilds. In the Henie deal, okays already have been reportedly forthcoming from the stage hands and musicians, with the American Guild of Variety Artists the last union still to approve the pact.

Significance
Future significance of the Met and Henie deals is considerable. The Met is known to feel that it

can't make the grade on admissions alone and must reap additional revenue. Should the initial theater-TV date pan out successfully, it's almost a sure bet that a comparatively regular schedule of such performances will be set. The Henie deal, if it goes thru as anticipated, will mark the first time it has proved possible to get AGVA co-operation for the medium. Future AGVA approval on other theater-TV programs then would be far easier to get, and would make available a host of talent for other entertainment bills.

WOR-TV Names Reiner to Berth

NEW YORK, Nov. 15.—Ivan Reiner, former program manager of WNET, has been named production manager of WOR-TV, local indie. He replaces Harvey Marlowe who has resigned.

Marlowe was instrumental in developing many of the mystery shows which are now programmed by the station.

Stolkin's Mt. Hood Exit Cues New Ore. Fight

WASHINGTON, Nov. 15.—On the eve of a Federal Communications Commission examiner's hearing next week on a three-way fight for Channel 6 in Portland, Ore., the FCC already was re-sounding this week to a controversy among two of the applicants over Ralph Stolkin, recently resigned president of RKO Pictures Corporation. The battle involves Pioneer Broadcasters, Inc., Mount Hood Radio & Television Corporation, and KXL Broadcasters, all in Portland. Pioneer Broadcasters told the commission this week that Mount Hood's original application for the Portland channel should no longer be considered by the FCC. Pioneer argued that the status of Mount Hood's TV application has been substantially altered by the recent withdrawal of 34-year-old millionaire Stolkin, who with Edward G. Burke and Sherrill Corwin owned 43.5 per cent of the Mount Hood stock.

Pioneer, represented by D. C. legalist Ben Fisher, of Fisher, Wayland, Duvall & Southmayd, contended that Theodore R. Gamble who holds 43.5 per cent of the Mount Hood stock is the sole major stockholder left from among original group of seven. Pioneer stated that since the withdrawal of Stolkin, Burke and Corwin, Mount Hood's stockholders have increased in number to 31, constituting a major change in financial set-up.

Mount Hood, in a petition to amend its application, explained that the withdrawal of Stolkin, Burke and Corwin reflected a "minor change." Pioneer countered, declaring that Mount Hood's petition for amendment "amounted to a new application." Mount Hood, in a reply, charged that Pioneer was "exaggerating" the change. Pioneer countered yesterday (14) insisting again that the amendment was "substantial," which had come too late. Pioneer added that "The public interest in orderly procedure and fairness to the other applicants demands that there be an end to such amendments as these."

NBC Names Michael Dann

NEW YORK, Nov. 15.—Michael Dann this week was officially named manager of planning for program operations of the National Broadcasting Company. Dann actually had assumed the functions of the position before the current NBC unification drive, as Dick Pinkham, who had held the post as assistant to Pat Weaver, NBC's TV vicepres, had become more engrossed with his work on "Today."

Pinkham now is executive producer of that show. As a result, Dann has officially taken over the title as well as the functions of his office.

NBC Finalizes Sales Division Shake-Up

NEW YORK, Nov. 18.—The National Broadcasting Company today (Tuesday) finally completed the re-shaping of its sales department, bringing the radio and TV segments into unified operation under sales vicepres John Herbert. Besides the Eastern, Central and Western sales divisions, NBC Sales Department will now have a Merchandising Division and a new feature, a Sales Development and Services Division.

George Frey, formerly director of TV sales, now takes the position of sales director for both radio and television. He will head up the operations of all divisions and report directly to Herbert. Walter D. Scott, who has up to now been sales manager of NBC's radio network, becomes administrative sales manager, and also reports to Herbert.

Fred N. Dodge continues as director of the Merchandising Division and George MacGovern, formerly administrative assistant to Herbert, becomes director of the Sales Development and Services Division, both of them reporting to Frey. Frank Reed becomes manager of Sales Services, with the radio section headed by Sackett Miles and the TV part remaining under Reed's command until a manager is appointed. Howard Gardner has been made manager of sales development and training.

The Western sales section will be headed by John T. Williams, who up to now has been a sales rep in the West. As previously reported by The Billboard, John Lanigan is coming over from the American Broadcasting Company to head up NBC's Eastern sales division, and Edward Hitz will manage the Central sales division.

WPIX Offers Bonus For Heavy Sponsors

NEW YORK, Nov. 15.—A move which, in effect, would slash rates in half was made this week by WPIX, local indie in this hotly competitive seven-station market.

The plan involves giving an equal weekly bonus in free time to sponsors who invest \$500 per week or more for four successive weeks on a selected number of programs.

The money must be spent for participations or announcements in any of a list of 14 programs that the station has drawn up. Advertisers who buy into the scheme get rate protection for a minimum of 26 weeks. Insiders believe that the move has been

WTOP SKIDS ON 'TOP BANANA'

WASHINGTON, Nov. 15.—WTOP's efforts to tie in with promotion here for the legitimate show, "Top Banana," ran into a snag this week. The station trundled a full-size mock-up TV camera backstage to substitute it for the production's WJZ-TV-labeled prop camera. But the stage manager rejected the Columbia Broadcasting System affiliate camera. The reason: American Broadcasting Company has a financial hand in the show.

PUBSERV

NBC Flags to Set Up Own Charity Drive

NEW YORK, Nov. 15.—In a move to set up and administer its own charity drives, while continuing to support community efforts, the National Broadcasting Company's flagships here, WNBC and WNET, are setting up a non-profit Music Foundation, which will be administered by Jackie Robinson, director of community activities for WNBC-WNET.

The plan, formulated by General Manager Ted Cott, calls for the Music Foundation to operate on a year-round basis. Its first project is to equip all city hospital wards with record players and a library of recordings, with the latter tailored to meet the needs of each ward—children's records for kid patients, etc. The records and players will be purchased from contributions at dealers' cost, and the disks will be selected by a panel of record experts.

Another project on the Music Foundation agenda will be to supply every near-by Army and Navy base, and all local recreational clubs for youngsters, with radios, phonographs, records and TV sets. A circulating record library service for ships will also be set up.

Abe Burrows, Karen Morley In Red Probe

WASHINGTON, Nov. 15.—Two Hollywood figures—screenwriter Abe Burrows and actress Karen Morley—reacted differently here this week to a common question advanced by the House Un-American Activities Committee. The question, "Were you ever a Communist?" elicited from Burrows the response that he "associated with Communists and all my acts would have indicated I was one of them," but, he emphasized, "I never went thru the ritualistic process of joining." Miss Morley, on the other hand, firmly but pleasantly invoked her privilege under the Fifth Amendment not to testify against herself on all questions seeking to link her with the Communist party.

Burrows told the committee that he had paid no dues, either as flat assessments or as deductions from his salary, to any Communist organization, and had not carried a party card. His association with Communists, he said, arose primarily from his fondness for parties, attended by alleged Hollywood Reds, at which he invariably performed at the piano. "I never got along with Marxism, dictatorship, violence or revolution," he declared, adding, "when you kill people to make a better world you end up with no people and no world."

The period under investigation was from 1943 to 1945, during which time the witness was writing and directing the radio show, "Duffy's Tavern" and "doctoring" other shows for a salary ranging from \$40,000 and \$50,000 annually.

Miss Morley, who was represented by former Rep. Vito Marcantonio of New York, told newsmen that she had not been in pictures for several years, explaining that Hollywood "is well controlled by blacklists."

Inaugural Sets Back FCC Study Of Theater TV

WASHINGTON, Nov. 15.—Crowded out by the forthcoming presidential Inaugural, Federal Communications Commission theater TV hearing has been postponed from January 12 to January 26. The FCC announced this week that the deferment is necessary because out-of-town witnesses are having difficulty reserving hotel accommodations. A big influx of visitors is expected in D.C. for the inauguration ceremony of President-Elect Dwight Eisenhower for the three-day period starting January 18 (for inaugural details see separate story).

The upcoming phase of the theater TV hearings will provide the main bout in the prolonged controversy on the question of providing spectrum space for theater television service. A clash between American Telephone & Telegraph Company and movie-theater interests is expected on the question of costs for transmission. Also the broadcast and other interests are expected to line up against plans submitted by the National Theater Exhibitors' Television Committee and the Motion Picture Association of America, Inc., for possible location of theater-TV service in the spectrum. Major alternative proposals filed at the recent technical hearing on theater TV included: Allocating theater-TV to frequencies from 5.925mc. to 6.285mc., and classified theater-TV as an industrial radio service on a frequency sharing basis on the band between 6.425-6.575mc.

ANNOUNCING . . . THE BILLBOARD

Successor to the famous Billboard TV Film Quarterlies, this new monthly service has been inaugurated to further serve the special, fast-paced needs of the expanding TV Film Industry. New features, directories and statistical survey data of practical value to all elements of the industry will mark the initial edition of The Billboard Monthly TV Film Program Guide and Market Report . . .

MONTHLY TV FILM PROGRAM GUIDE AND MARKET REPORT

OUT DECEMBER 9TH

Western TV film always draw big, and with top-rank stars they draw even bigger audiences. This TV film library offers an always-fresh selection of the best in Westerns, both feature and serial, with leading stars. You'll find more information about this and every type of TV film and film service in the TV Film Market Place, a regular weekly feature on another page in this section.

CHI ROW

WBKB Deal Centers on Channel 2

WASHINGTON, Nov. 15.—A controversy over Chicago's TV Channel 2 is destined to further intensify as an aftermath of Federal Communications Commission hearing examiner Leo Resnick's initial decision in the United Paramount Theaters, Inc.-American Broadcasting Company merger. Among provisions in the merger plan is the transfer of UPT's TV station, WBKB, Chicago, operated by UPT subsidiary, Balaban & Katz, to Columbia Broadcasting System for \$6 million. Under FCC rules, a company cannot own more than five TV stations, and so UPT-ABC is forced to unload WBKB.

But WBKB, which is on Channel 4, has been hoping to move to Channel 2 because of the withdrawal of Channel 4 under the FCC's allocations plan. However, Zenith Corporation has a pending application for Channel 2. From Resnick's decision, it appears that the \$6 million sale of the station contained no stipulation that the transfer would be contingent on the outcome of a channel fight or, for that matter, the merger proceedings. Incidentally, Resnick gave a nod to the transfer, but the transfer is stalemated by the channel fight.

Pontiac, Dodge, Serutan Seek Video Shows

NEW YORK, Nov. 15.—Three sponsors—Pontiac, Dodge and Serutan—this week were looking for TV shows. Pontiac has done well with its Herman Hickman football scoreboard. Since Hickman's contractual commitment with Robert Burns precludes his use after the season, Pontiac wants a replacement.

Serutan, which just canceled "Battle of the Ages," wants a stanza that would appeal to the old folks. And Dodge has stepped up its search for a video property because many of its competitors are making hay in the medium.

Clorets Buys 1/2 of 'Date With Judy'

NEW YORK, Nov. 15.—Clorets this week bought half of the "Date With Judy" video series, via the American Broadcasting Company. The sponsor will pick up 15 minutes of each week's show in the 7:30-8 p.m. Wednesday slot, starting in January.

Big Educational TV Net Hope of Walker

WASHINGTON, Nov. 15.—A national educational television network boasting "300 or more" non-commercial member stations, and international television linking American campus stations with TV stations around the world are envisioned by Chairman Paul Walker, of the Federal Communications Commission. However, Walker warned that this is possible only if the educators step on the gas lest they lose the channels reserved for them. Speaking before the Association of Land-Grant Colleges and Universities, Walker urged educators to set a goal of "Statewide networks in every one of our 48 States, and added, "If you do not now have sufficient reservations for such a statewide network in your State, then you should move promptly to make an engineering survey and arrange to obtain additional channels—if you are not already too late."

A national educational network, he said, "could exchange or relay programs by coaxial cable, microwave relay, direct pick up, motion

PIX, TV DRIVE HIM TO LEGIT?

WASHINGTON, Nov. 15.—Having worked 16 hours a day for months in deliberations on the United Paramount Theaters - American Broadcasting Company merger proposal which won his approval in a 140-page initial decision this week, Federal Communications Commission Hearing Examiner Leo Resnick quietly packed his bags for a week in New York. The soft-spoken hearing examiner, whose concisely written decision marked a complete departure from the circumlocution of most government documents, said he intended to relax in New York and "see some shows."

"You mean movies?" he was asked.

"Nope," said Resnick. "I mean legit shows—but don't draw any conclusions about that. I like movie theaters, too. And naturally home TV."

NY AFTRA to Vote on Strike

NEW YORK, Nov. 15.—Local membership of the American Federation of Television and Radio Artists will meet Monday (17) to consider a request from the national board that a strike be authorized. AFTRA has been negotiating with the radio and TV industry for individual contracts to cover its members in both mediums. Memberships in Chicago and Los Angeles will meet later in the month to consider the same request.

Economy Is MBS Policy as Net Contracts 10 New Segs

NEW YORK, Nov. 15.—The move to less expensive radio shows with corner-cutting methods used to keep the price down, the feature of the current season, this week was pointed up by the Mutual Broadcasting System in contracting for 10 new shows to replace the MGM platter series in the 8-9 p.m. slot across the board, starting December 29.

The outstanding feature of the new MBS line-up is the stress on economy, with 16 stanzas selling for over a \$1,000-weekly commercial price, and the vast majority going for under \$750 per week, commercial.

The trend toward economies is underlined by the methods being pursued on some of the MBS shows. These involve the doubling of producer-director or director-writer. Further, some of the shows are using scripts which had been used earlier, which in-

volves script payment of about one-third as much.

Eight of the 10 new shows are whodunits. The other two are quiz stanzas. Nearly all have track records with MBS. As with the MGM packages, shows in the 8 to 8:30 slot, when sold, will have all proceeds go to the network, while the affiliates are free

to make local deals on the shows in the 8:30-9 slot and keep the take for themselves.

Also, as per the MGM deal, a profit-sharing deal results, with the packagers bringing the shows in at minimum cost, but participating in the profits. One reason for the collapse of the MGM deal is that the latter outfit put out a considerable sum in producing its wax shows, but the profits coming in were insufficient to pay the costs.

Sponsors currently on the MGM shows are receiving pitches from MBS to ride along with the incoming stanzas, but no definite commitments have been received to date. Bankrollers include General Mills and R. J. Reynolds.

The new program line-up follows: Monday, 8 p.m., Bernard Schubert's "The Falcon"; 8:30 "Hall of Fantasy," produced and written by Dick Thorne; Tuesday, 8 p.m., "That Hammer Guy," produced-directed by Dick Lewis, featuring Micky Spillane characters; 8:30, "High Adventure," produced-written by Robert Monroe; Wednesday, 8 p.m., "Crime Files of Flanmond"; 8:30, "Crime Fighters," produced-directed by Wynn Wright; Thursday, 8 p.m., "Official Detective," produced-directed by Wynn Wright; 8:30, "John Steele, Adventurer," produced-directed by Robert Monroe; Fridays, 8 p.m., "Movie Quiz," produced by Wilbur Stark with Johnny Olsen as emcee, and 8:30, "True or False."

representing all but two of the 48 States, participated, and they, plus 1,000 spectators, each paid \$1.50 at the International Amphitheater, so that when the tab was picked up, it was found that WLS not only had registered big, public service-wise, but had broken even. It was the first time the event proved a self-sustainer, financially.

Intent was to hypo square dancing and with it country music, in which WLS has a sizable following. The program consisted of a combination school and show. Actual broadcasting, however, was confined to advance plugging, including many interviews with early-arriving participants. John Drake, WLS staffer in charge of the event, said school and show actually do not lend themselves to broadcasting but the station figured it reaps a harvest on the promotion of square dancing and country music.

In preparation for the school-show, WLS recruited regional or State chairmen who picked dance groups that participate. These came with the idea of uncovering dance steps currently popular in their respective areas, and they gave these demonstrations at the night show.

Beginning at 9 a.m. and continuing all day, a three-man faculty taught dancing and calling to all-comers, whether beginners or experts. The faculty, drawn from New England, Texas and California, pointed out geographic differences in dancing. Drake said this year's event drew the highest number of participants since the start of the program.

Night appearances were by State and city groups.

Expect FCC Okay of Resnick ABC-UPT Merger Decision

WASHINGTON, Nov. 15.—Federal Communications Commission Examiner Leo Resnick's long-anticipated initial decision this week giving the green light to the historic merger of American Broadcasting Company and United Paramount Theaters, Inc., is expected to be allowed by FCC to stand as the final verdict. That is the outlook even if FCC's Broadcast Bureau files exceptions to the Resnick ruling. As matters now stand, it is held certain that the verdict will formally acquire final status before Christmas. If no exceptions are taken to Examiner Resnick's findings, it will be a matter of considerably less time.

The development is among the most important in the TV industry's dramatic history, a major milestone in the relations between theaters and TV. It brings a powerful new combination into operation, welding ABC, which owns five TV stations and a pack of radio outlets, with UPT, which owns approximately 600 movie houses and a TV station. Under the new company, now called United Paramount Theaters, American Broadcasting Company, the 3,260,228 shares of UPT common stock issued and outstanding will automatically become shares of UPT-ABC (UPT has no preferred stock). The new combination will be authorized to have five million shares of common stock of \$1 per and 608,047 shares of 5 per cent non-voting \$20 par preferred stock which will ultimately be retired from a sinking fund to be established. ABC stockholders will get for each share of ABC stock \$7.50 in common stock of UPT-ABC measured at its par value of \$20. Holders of the

1,689,017 shares of ABC stock outstanding will be entitled fully to the entire authorized preferred stock of UPT-ABC and to about 18 per cent of all the ABC-UPT common stock. Largest single stockholder will be Edward J. Noble, who presently owns 53.38 per cent of ABC; he with his family and the Edward J. Noble Foundation will hold about 55 per cent of the preferred stock in the merged company and nearly 10 per cent of the common stock.

Hearing Examiner Resnick, besides endorsing the UPT-ABC amalgamation, recommended that the FCC rule a divorcement of Paramount Pictures Corporation and Allen B. Du Mont Laboratories. Resnick also recommended that TV Station KLTA in Los Angeles, now owned by Paramount Pictures, stay under Paramount's operation.

Only a surprise development could upset the UPT-ABC merger. Legally, the FCC has until next June 1 to give its approval; the proposed merger would be voided unless the commission acts by that date. The commission's final action is figured to take place long before that in conformity with policy exercised in previous merger cases. The commission has always shown willingness to expedite merger proceedings because of the heavy financial risks of the applicants. First, which the commission regard as a matter of public interest. Technically, the FCC could sit out a 40-day period from the time of Examiner Resnick's filing on Thursday (13). Commission procedure allows 20 days for parties in the case to file exceptions and an additional 20 days

for the commission to deliberate. The commission could even call for oral arguments, if the exceptions were considered warranting such a course. Commission procedure also gives the FCC the power to render a final verdict within as little as 10 days. The commission, for that matter, could give an okay to all but any contested portions of the Resnick ruling. Frederick Ford, head of the hearing division of the FCC Broadcast Bureau, who had opposed the ABC-UPT merger, said yesterday (14) that he has not determined whether he will take exception to any part of the Resnick findings. Ford and his assistants are studying the 140-page initial decision which is viewed as one of the most epochal documents of its kind, spelling out as it does a possible FCC policy toward the relationship between the movie industry, theaters and television broadcasting.

The Resnick decision views theaters and TV as able to live side by side (see separate story) and figures that the amalgamated web and theater company will render important new competition in the broadcast industry. The decision also sees the fast-growing independent TV film industry as getting on its own feet, and the hearing examiner voiced some doubt as to whether the movie producer "majors" would be able to compete on an equal footing in this field (details also in separate story). Resnick found no cause for fear that the new combination would be a monopoly threat, and he considered the divorcement of UPT from Paramount Pictures as legally completed.

CBS May Get LS Radio Seg

NEW YORK, Nov. 15.—The Columbia Broadcasting System's radio network this week was on the verge of wrapping up another half hour of Lucky Strike radio business. CBS expects to win out over the National Broadcasting Company because it has the Thursday night, 10-10:30 slot, following Bing Crosby, to sell. The program will feature Horace Heidt in his youth opportunity format, but the deal with CBS has not been concluded because the advertiser has not signed Heidt. When and if he does, the stanza will go on CBS early next year.

Also at CBS radio, Procter & Gamble replaced its "Big Sister" strip with another soap opera, "Road to Life" which will also continue to be programmed on the NBC radio web. Philip Morris this week decided to replace "What's My Line," which has already been bought by Stoptette, with a radio version of its TV film property, "My Little Margie."

Beginning November 30, "Margie" moves into Sundays, 8:30-9 p.m., and the Philip Morris "Playhouse" moves to Wednesdays, 9 p.m., the old "What's My Line" slot.

Stage and screen star Lili Palmer does the interviewing on a new 15-week TV film series just released by NBC. Check on this and other top-flight availabilities offered by leading producers, distributors and suppliers in the TV Film Market. Place your weekly guide to better TV films and reliable film services.

Station Boosts Square Dance

Continued from page 1

representing all but two of the 48 States, participated, and they, plus 1,000 spectators, each paid \$1.50 at the International Amphitheater, so that when the tab was picked up, it was found that WLS not only had registered big, public service-wise, but had broken even. It was the first time the event proved a self-sustainer, financially.

Intent was to hypo square dancing and with it country music, in which WLS has a sizable following. The program consisted of a combination school and show. Actual broadcasting, however, was confined to advance plugging, including many interviews with early-arriving participants. John Drake, WLS staffer in charge of the event, said school and show actually do not lend themselves to broadcasting but the station figured it reaps a harvest on the promotion of square dancing and country music.

In preparation for the school-show, WLS recruited regional or State chairmen who picked dance groups that participate. These came with the idea of uncovering dance steps currently popular in their respective areas, and they gave these demonstrations at the night show.

Beginning at 9 a.m. and continuing all day, a three-man faculty taught dancing and calling to all-comers, whether beginners or experts. The faculty, drawn from New England, Texas and California, pointed out geographic differences in dancing. Drake said this year's event drew the highest number of participants since the start of the program.

Night appearances were by State and city groups.

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

WDEL TOPS all stations in this AM • FM • TV richest market.

Write for information. Let it sell your product effectively, economically.

ROBERT MEEKER ASSOCIATES

New York Chicago Los Angeles San Francisco



FCC Taken to Court Over Logansp't TV

WASHINGTON, Nov. 15.—The fourth court challenge of the Federal Communication TV allocation plan emerged this week when the Logansport Broadcasting Company, Logansport, Ind., in a strongly worded petition filed in the United States Court of Appeals for the District of Columbia circuit charged the FCC with taking "arbitrary and capricious" action in turning down its bid for VHF Channel 10 and asked the court to declare "invalid and unlawful" and set aside the FCC's assignment of the channel to Terre Haute, Ind.

Should the court find that the FCC did have legal authority for these actions, the Logansport broadcasters as an alternative asked the court to set aside "in the public interest" FCC's assignment of Channel 10 to Terre Haute and the FCC's order denying rehearing. The station, licensee of radio station WSAJ-Logansport, further requested that the FCC's assignment of TV channels to Carbondale, Ill., Bloomington, Ind.; Indianapolis, Terre Haute, Ind., and Louisville be set aside.

The controversy began when the FCC assigned a UHF channel to Logansport and another to Owensboro, Ky., while assigning a VHF channel to Terre Haute. Since VHF channels service wider areas than UHF channels, Logansport hired a consulting radio engineer to determine if, from an allocations and engineering standpoint, it would be feasible to urge the commission to assign a VHF channel to Logansport. By coincidence, Owensboro on the Air, Inc., licensee of Station WWSJ AM and FM, Owensboro, Ky., had retained the same engineer to make a similar survey. When the engineer found that it was practical to as-

sign VHF Channel 10 to both Logansport and Owensboro if the channel was not assigned to Terre Haute, Logansport and Owensboro jointly sought FCC assignment of this channel to both petitioners.

At this time, Southern Illinois University at Carbondale, Ill., also requested FCC to assign Channel 10 to Carbondale by substituting VHF Channel 8 for 10 at Terre Haute, VHF Channel 11 for 4 at Bloomington, VHF Channel 4 for 6 at Indianapolis and VHF Channel 10 for 11 at Louisville.

At the same time, Paul M. Segal, who filed court action several months ago on behalf of Station WWSW, Pittsburgh, asked the FCC to stay its order effective December 4, assigning VHF Channel 4 to Irwin, Pa., until the U. S. Court of Appeals has finally disposed of WWSW petition for review. WWSW also is an applicant for the channel.

Educational AM-TV Probe Set By RTMA

WASHINGTON, Nov. 15.—A proposal that the radio-television industry sponsor a program for helping development of educational TV will be on the agenda of a meeting of the board of directors of the Radio-Television Manufacturers' Association in Chicago next Friday (21). Board chairman A. D. Plamondon Jr. will lead the educational TV discussion, after the matter has been initially probed by RTMA's Special Educational Television Committee, under the leadership of Benjamin Abrams. Educational TV is also among industry problems which will be taken up by more than a score of meetings scheduled for November 19-21 at the Palmer House, Chicago and at the Roosevelt Hotel, New York.

Establishment of an experimental educational clinic for service technicians at a New York trade school will be considered by RTMA's TV Division, under Chairman John W. Craig. The division will also review recommendations for better informing consumers on TV set servicing requirements. RTMA's Paris Division, Matt Little presiding, will review progress made by the organization in persuading the Office of Price Stabilization to reverse its recent action reimposing ceiling on all radio-TV components.

ATTENTION 1920 AUTO OWNERS

HARTFORD, Conn., Nov. 15.—Bob Steele, sports commentator on WTIC, the local National Broadcasting Company 50,000-watt affiliate, has an interest in a new auto wash location, called Quick Auto Laundry.

For days, advertising offered free washings on opening day for these makes of cars: Franklin, Hupmobile, Briscoe, Velie, Apperson Jack Rabbit, Stutz Bear Cat, Dori and Pierce-Arrow.

In smaller type at the bottom of the offer: "1920 Models Only." (Ain't we generous?)

Experts See AM Surviving Video Threat

BOSTON, Nov. 14.—Communications experts in radio, TV, the press, and motion pictures gathered for a series of panels at Boston University today and agreed that radio has an excellent chance of surviving the threat of television.

Robert Saudak, director of the TV-Radio Workshop for the Ford Foundation, however, pointed out: "If I owned a radio station I'd feel like the buggy-whip manufacturer when the automobile came in."

Launching the forum on "Why Will Radio Continue as a Major Communication Medium?", Harold Fellows, president of the National Association of Radio and Television Broadcasters, pointed out that all but 2 per cent of the mass audience listens to radio as well as TV. Harvey Struthers, manager of Hub Station WEEI, stressed that radio offers the advertiser advantages other mediums cannot match. All agreed that radio had neglected its educational potential.

In a second forum "Developments in the Use of Film in TV," Robert W. Sarnoff, vice-president of NBC, predicted that the major television centers of the future will be New York, Hollywood and Chicago, and that live TV could not be eliminated by film. Advances in technical matters will soon result in better defined pictures, he said. "There is no question that if 8,000 theaters were filled to capacity nightly with theater-TV the audience of

Commercial Tests To Be Inaugurated

NEW YORK, Nov. 15.—The National Broadcasting Company next week inaugurates a service that will enable the network's advertisers to pre-test the effectiveness of their TV commercials.

NBC has made arrangements with the Schwerin Research Corporation to do the studies, and the web will provide production facilities for making the test versions.

NBC next week will also begin showing agencies and advertisers a slide presentation digesting the results of Schwerin studies of several thousand TV commercials. Entitled "How to Increase the Effectiveness of Television Commercials," the presentation sets forth five basic principles for the best presentation of televised sales messages.

NBC has put a price of \$800 minimum each on the Test Commercial Service. This price includes the cost of the Schwerin study. It is pointed out that at least four different versions are

necessary for a decisive test. An order for less than four test commercials will require the approval of the Schwerin outfit. NBC will schedule production of the test plugs whenever they have orders for at least 10. The minimum charge covers one camera and cameraman, one announcer or performer, a director, and a skeleton technical crew. NBC is also making its film library available at cost for this service. Test commercials must be at least one minute long.

Kinescope recordings of the tests will be shown by Schwerin to audiences of about 350 persons at the Avon Theater here. The kines will not be for actual broadcasting. In the tests, brand names will not be revealed, since only the presentation is under consideration.

The five commercials arrived by Schwerin and NBC are: 1) Correlate the audio and visual elements of the plug for double emphasis; 2) Demonstrate the product, whenever possible; 3) Keep it simple, which means avoid novel effects unless really applicable, keep down the number of scenes, and make the plug as short as possible; 4) Use the right presenter, a principle which puts the finger on cheesecake as distracting attention away from the product; 5) Use the right setting.

NBC AM Sale, Bundle of TV Renewals Set

CHICAGO, Nov. 15.—Orders for three television network renewals and one network radio sale were placed thru the National Broadcasting Company Central Division this week.

The TV renewals were Kraft Cheese Company for Kraft Television Theater, thru J. Walter Thompson; Hall Bros. Inc. for Hallmark Theater thru Foote, Cone & Belding, and Quaker Oats Company for two days a week of the Gabby Hayes show thru Sherman Marquette. The first two were for 52 weeks; Quaker Oats for 26 weeks.

Wine Corporation of America for Mogen David Wine thru Weiss & Geller, bought the Monday, Wednesday and Friday broadcasts of John Cameron Swayze's Side-lights on the News for November 24 thru January 2.

Three further renewals of NBC-TV network shows were made in New York this week. Procter & Gamble, thru Compton Advertising, renewed the "Fireside Theater" for 52 weeks, as of January 8. Revere Copper and Brass, thru St. George and Keyes, renewed "Meet the Press" for another 13 weeks, beginning January 4. And P. Lorillard, thru Lennen and Newell, renewed "Club Embassy," starring Bob and Ray, for another 13 weeks, effective December 30. "Club Embassy" on Tuesdays, 10:30-10:45 p.m., plugs Lorillard's Embassy Cigarettes.

Indie Video Service for UK By ABDC

WASHINGTON, Nov. 15.—An independent national television service will be established by the Associated Broadcasting Development Company in the United Kingdom as soon as a license is granted, it was reported this week by the Commerce Department in a global TV events round-up. Five low-powered TV stations still are needed, Commerce reported, and it is hoped abroad that at least one will be completed in time for Queen Elizabeth's coronation.

At the same time, Commerce reported that the French TV industry is considering construction of stations at Strasbourg, Lyon and Marseille during 1953, and extension of the TV broadcast schedule to 12 hours a day. Telecasts originate only from Paris and Lille currently. The French TV industry considers that real progress has been made in 1952, despite the inadequate programming, which should be overcome in large part during 1953 by the government's budget allocation of 450,000,000 francs for entertainment costs, according to the Commerce Department. Approximately 6,000 TV sets were sold at the second French Television Exhibition held in Paris October 3-12, compared to 2,000 sales at the 1951 display. A total of 29 firms, including 10 TV set manufacturers, participated in the exhibition.

NEWS CAPSULES—COAST TO COAST

UHF Station Reaches 88 Per Cent Of Audience Potential in Oregon

PORTLAND, Ore., Nov. 15.—Tests made on the reception of KPTV here are proving the effectiveness of UHF transmission. RCA Victor is next week releasing a report that KPTV is reaching 88 per cent of the population of this four-county area, which compares favorably with the estimated 94 per cent that would be reached by comparable VHF coverage. The RCA study shows that KPTV is delivering Class A coverage about 20 miles in all directions and Class B coverage to 30

or 40 miles over favorable terrain. The Zenith Radio Corporation also recently made a study that shows that more than 98 per cent of the 3,000-odd channel strips for Channel 27 installed in this area have proved satisfactory.

CBS TO AIR D.C.'S 'NEW FACES' . . .

NEW YORK — Westinghouse this week agreed to buy a 17-week political program on the Columbia Broadcasting System's TV network to be programed 3:30-4:30 one day a week beginning in January. To be titled "New Faces in Washington," the program will expose new politicians to the TV public. The deal was engineered by Ketchum, McLeod and Grove, of Pittsburgh.

LEVER BROTHERS DROP 'BETSY' . . .

NEW YORK — Lever Brothers this week canceled "Heaven for Betsy" and dropped the two 15-minute time periods on the Columbia Broadcasting System's video network. Show is programed on Tuesdays and Thursdays 7:45-8 p.m. Evidently it never caught the fancy of the viewing public. McCann-Erickson is the agency.

NBC REVISES RETIREMENT PLAN . . .

NEW YORK — The National Broadcasting Company will double its retirement payments for its employees under a new plan. Joseph McConnel, NBC

60 million set owners would hardly be affected," he added.

The occasion marked the fifth anniversary of the B. U. School of Public Relations.

Profitable TV Audience exclusive with

WGAL-TV

LANCASTER, PENNA.

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

Clear R. McCallough, Pres.

Represented by

ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles

WWJ

NBC AFFILIATE in DETROIT

Owned and Operated by THE DETROIT NEWS

National Representative THE GEORGE B. HOLLINGSBERRY COMPANY

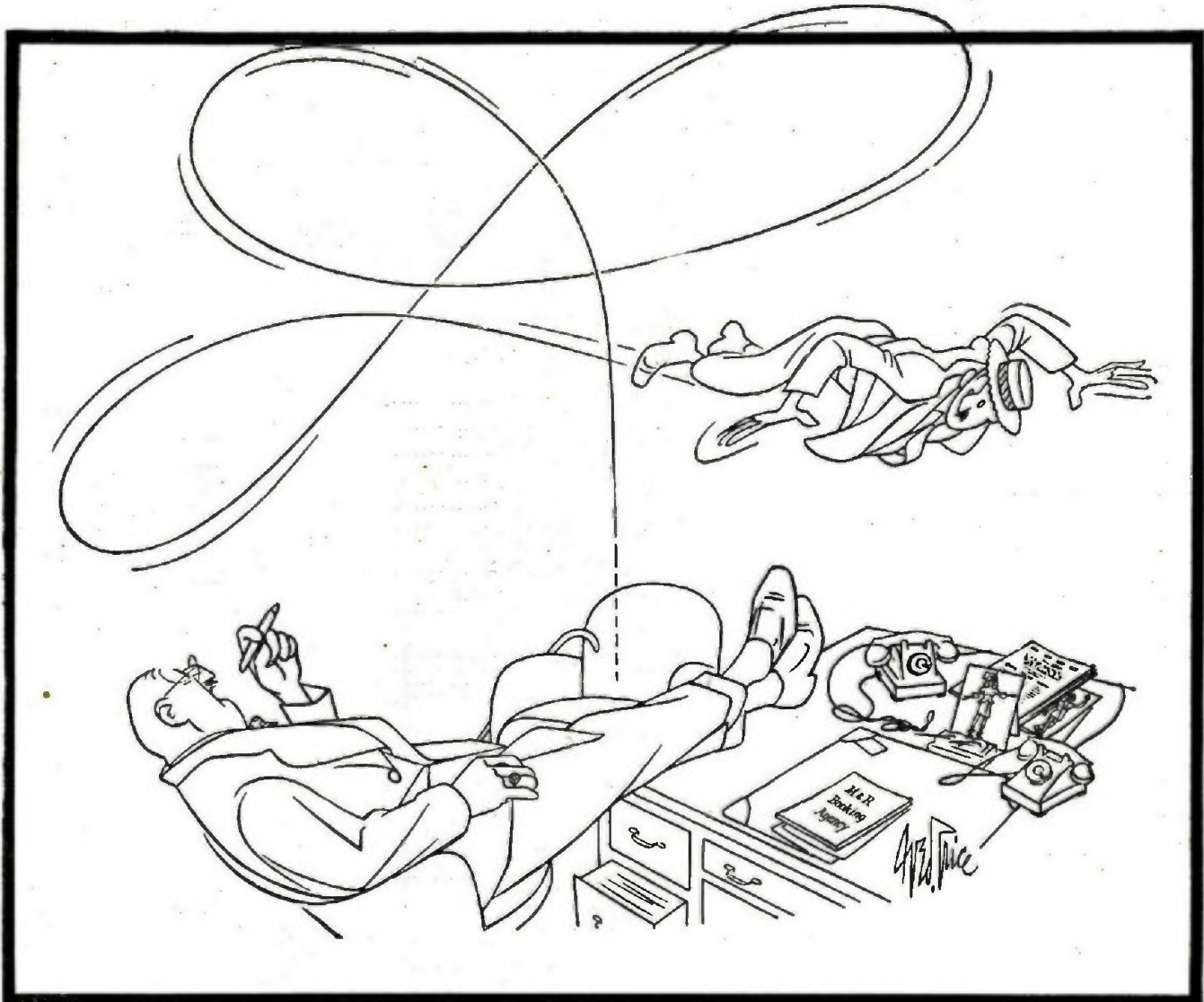
Looney

over Puny Picks!

Retain your sanity, your sponsor and your audience by choosing the TV film fare from the outstanding offerings of leading producers, distributors and suppliers listed in The Billboard's TV Film Market Place—entirely up-to-date on all types of advertising TV films—series, feature of commercial—and film services.

The Billboard Weekly TV FILM MARKET PLACE

(Continued on page 30)



"Bird imitations...that's all you can do?"

Oddly enough, some people take extraordinary things for granted.

Like radio, for instance.

Today radio entertains, informs and sells more people in more places at lower cost than any other medium in the entire history of advertising.

Today there are 105,300,000 radio sets in the U. S. A. Virtually every home is a radio home—and over half of them have two or more sets.

The average American now spends more time with radio than with magazines, TV and newspapers combined.

No wonder advertisers invested even more money in radio last year than ever before!



Broadcast
Advertising
Bureau, Inc.
BAB is an
organization supported
by independent
broadcasters, networks
and station
representatives all
over America

270 PARK AVENUE, NEW YORK CITY

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 ATLANTA

(211,000 TV Sets)* Panel Size, 350

... According to Videodex Reports

Table with columns for station (WAGA-TV, WLTV, WSB-TV) and network (CBS, Du, M, ABC, NBC).

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

Table for SUNDAY shows with columns: Pos, Rtg, Show Name, Network, Time, Station, Rating.

Table for MONDAY shows with columns: Pos, Rtg, Show Name, Network, Time, Station, Rating.

Table for TUESDAY shows with columns: Pos, Rtg, Show Name, Network, Time, Station, Rating.

Table for WEDNESDAY shows with columns: Pos, Rtg, Show Name, Network, Time, Station, Rating.

Table for THURSDAY shows with columns: Pos, Rtg, Show Name, Network, Time, Station, Rating.

Table for FRIDAY shows with columns: Pos, Rtg, Show Name, Network, Time, Station, Rating.

Table for SATURDAY shows with columns: Pos, Rtg, Show Name, Network, Time, Station, Rating.

* NBC estimate for October, 1952.

Share of Total Audience Radio vs. TV in BOSTON

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

Table for 7 P.M. to Midnight showing Audience % of Total and Radio % of Total.

Table for 6 A.M. to 6 P.M. showing Audience % of Total and Radio % of Total.

NEXT WEEK

Top 5 Radio Shows Each Day in ATLANTA

... According to Pulse

Top 10 TV Shows Each Day in BOSTON

... According to Videodex

Share of Total Audience Radio vs. TV in ATLANTA

... According to Pulse

FOR FULL INFORMATION

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

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

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

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

'STAR TIME'

Bruno Mulls Shifting Seg To WJZ-TV

NEW YORK, Nov. 15.—Bruno, local distributor of RCA products, this week was on the verge of shifting its TV stanza from WNBT, the RCA-owned outlet, to WJZ-TV.

If the deal is set, it would go to 9 p.m., Thursdays via WJZ-TV. The latter time slot is considered more desirable by the sponsor.

'The Armchair Detective' is a thrilling TV film mystery just released by Atlantic TV Corporation. You'll want to check this and other excellent TV films of all types—feature, series and commercial—currently listed in the TV Film Market Place, your guide to better film buys.

Top 5 Radio Shows Each Day of the Week in BOSTON

(877,670 Radio Families)*

... According to Pulse Reports

Table with columns for station (WBZ, WBZA, WJOP, WVEE, WNDH) and network (NBC, CBS, MBS, ABC).

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

Table for 7 P.M. TO MIDNIGHT SUNDAY with columns: Pos, Rtg, Show Name, Network, Time, Station, Rating.

Table for MONDAY shows with columns: Pos, Rtg, Show Name, Network, Time, Station, Rating.

Table for TUESDAY shows with columns: Pos, Rtg, Show Name, Network, Time, Station, Rating.

Table for WEDNESDAY shows with columns: Pos, Rtg, Show Name, Network, Time, Station, Rating.

Table for THURSDAY shows with columns: Pos, Rtg, Show Name, Network, Time, Station, Rating.

Table for FRIDAY shows with columns: Pos, Rtg, Show Name, Network, Time, Station, Rating.

Table for SATURDAY shows with columns: Pos, Rtg, Show Name, Network, Time, Station, Rating.

Table for SUNDAY shows with columns: Pos, Rtg, Show Name, Network, Time, Station, Rating.

Table for MONDAY-FRIDAY shows with columns: Pos, Rtg, Show Name, Network, Time, Station, Rating.

Table for SATURDAY shows with columns: Pos, Rtg, Show Name, Network, Time, Station, Rating.

Table for SUNDAY shows with columns: Pos, Rtg, Show Name, Network, Time, Station, Rating.

Table for MONDAY-FRIDAY shows with columns: Pos, Rtg, Show Name, Network, Time, Station, Rating.

Table for SATURDAY shows with columns: Pos, Rtg, Show Name, Network, Time, Station, Rating.

Table for SUNDAY shows with columns: Pos, Rtg, Show Name, Network, Time, Station, Rating.

Table for MONDAY-FRIDAY shows with columns: Pos, Rtg, Show Name, Network, Time, Station, Rating.

* Based on U. S. Census Radio Ownership of 1950 and Sales Management 1952 estimate of families in the Boston metropolitan area, including Suffolk, Essex, Middlesex, Norfolk and Plymouth counties.

Marathon TV Ends Shooting Of Rail Film

NEW YORK, Nov. 15.—Marathon TV Newsreel, Inc. here has finished its cross-country shooting job on "Clear Iron," the story of the rail Diesel car, and is readying the film for release to TV stations next month. The 15-minute flicker, made in co-operation with American railroads, will be offered to stations on a gratis basis, in line with Marathon's recent TV distribution of two other public relation films, "Power to Fly" and "The Screen Story."

Marathon prexy, Konstantin Kalscr, may also make the film available to movie theaters for regular rentals. "Power to Fly," which Marathon made in co-operation with United Aircraft, recently concluded four-week runs at the Romy and Translux theaters here. "Clear Iron," a railroad term meaning "clear tracks," was shot on moving locations, enroute from here to Hollywood, via camel as mounted on the new R. D. car, and special shots from a helicopter.

Marathon Eyes Stock Library, Hires Baldwin

NEW YORK, Nov. 15.—Kenneth Baldwin, one of the National Broadcasting Company's TV news editors, has resigned from the web to join Marathon TV Newsreel, Inc. here as supervisor of production.

In line with its new staff expansion plans, Marathon will shortly branch out into the TV stock film library field. The firm has more than 100,000 feet of stock film on hand, including exclusive footage on aviation, railroads and other industrial fields, plus an extensive backlog of foreign news coverage.

RKO-Pathé in TV-Film Move

NEW YORK, Nov. 15.—RKO-Pathé, a wholly-owned subsidiary of RKO Films, this week was getting ready to go into the production of film for TV. The company is now preparing to go after a distributor for its product.

The two properties that RKO-Pathé has on hand are shorts: "This Is America" (a 20-minute film) and a six-minute sports feature which can be packaged into a 12-minute TV film stanza. RKO-Pathé will undoubtedly reach into its library of film to put together other film TV shows. After it has utilized this aspect of its operation, it will then consider the production of a new series for the medium. The RKO-Pathé move, insiders believe, can be attributed to the success of Screen Gems, the Columbia Pictures subsidiary, in TV.

RKO Feature Film May Be Available for Video

NEW YORK, Nov. 15.—Speculation was again rife in the trade this week on the possibility of feature film in the vaults of RKO Pictures Company becoming available for TV showing. The talk was based on the fact that Matty Fox, head of Motion Pictures for Television, Inc., a leading distributor of feature films to TV stations, was this week in negotiations for the purchase of the controlling stock of RKO presently held by a syndicate headed by Ralph Stolkin.

Officials at MPTV would make no comment up to press time as to whether or not it is their intention to sell any of the RKO product to TV. In the Fox-Stolkin negotiations materialize.

Their reticence was due to their reluctance to affect in any way, the delicate state of the negotiations, which, it was understood, were involved in a complicated financial entanglement.

The group headed by Fox is gunning for the 29 per cent of the

HANS ANDERSEN AIDS TV SERIES

NEW YORK, Nov. 15.—The Samuel Goldwyn production, "Hans Christian Andersen," starring Danny Kaye, will unwittingly serve as promotion for a TV-film series that has just been completed in Denmark. The new series is entitled "Tales of Hans Christian Andersen," and it was produced by Karl Mosby, a Norwegian. Mel Wald, who scripted the 13 half-hour shows, returned to New York this week. Interstate Television Corporation, a subsidiary of Monogram Pictures, will distribute the new series. Current plans call for putting four of the segments together into a feature-length movie for theatrical showing. Wald, who spent 11 months in Europe, also supervised the scripting of a still untitled detective film series being produced by Anthony Beauchamp. Shooting on that one will begin in London shortly.

'STORY OF WEEK'

Movietone Offers Deal On Re-Runs

NEW YORK, Nov. 15.—Movietone (20th Century-Fox, Inc.) here is readying a special 34-minute TV film news package, "The Story of the Week," culled from the 48,000 feet of film shot each week by Movietone cameramen, plus supplementary background material from Movietone's film library.

The series, which will be sold on a regional or national basis, will be offered to sponsors on a special discount deal, with advertisers receiving a 25 per cent discount will apply to each successive re-run, which means that after the first few showings, a sponsor will be paying next to nothing for re-run rights.

British Camera Ideal For Video Production

NEW YORK, Nov. 15.—Foreign TV film technicians could teach American TV staffers a thing or two about efficient production work, according to Adolph Menjou, who arrived here this week from Europe enroute to his home in Hollywood.

The veteran film star, who last month filmed four half-hour episodes for his new Ziv TV film series, "Favorite Story," in London is also enthusiastic about an English camera, the Neumann, which proved so effective on the London films that Ziv's veepee, John Sann, is contemplating importing the model.

The Neumann, said Menjou, is

Resnick Sees Tele Film Biz Muscling Out Movie Majors

WASHINGTON, Nov. 15.—Hearing examiner Leo Resnick, of the Federal Communications Commission, in his historic American Broadcasting Company-United Paramount Theaters, Inc. merger findings this week not only voiced confidence in the ability of home TV and theater TV to live congenially, but he also foresaw the film TV industry as capable of gaining prosperity completely independent of the Hollywood film majors. In fact, he viewed the Hollywood "majors" as likely to get "only a minor part" in the TV film market.

"Motion picture feature films do not have value for networks," stated Resnick, "whereas the use of television films is of value and is increasing. Television films are being made by independent companies and three of the networks are either actually engaged in making them or, as in the case of ABC, preparing to do so. The

"majors" may find that their high costs of production, high standards of technical perfection and late start in making television films will give them only a minor part in the television film market."

Resnick's assertion was the most important utterance on the subject by any FCC'er thus far. He said that the advantages of films made especially for TV, as compared with films provided for both theaters and TV, are that the TV films are unlimited by facilities for production, they can be used by stations at times when live programs are cleared, they are technically designed for TV receivers, they are often made in series and thereby "build up and retain audience."

As for competition between home and theater TV, Resnick declared that such competition exists. "Television competes for people's leisure time with other home activities; theaters compete

with other away-from-home activities," he stated. The degree of competition depends upon the nature of the programming offered. He asserted that while the hearing record doesn't permit precise findings on the effect of TV on movie theaters, "it is clear that a number of marginal theaters have closed in the last few years." "The extent to which this is due to television and the extent to which it is due to a more selective public and to other factors cannot be determined here. It does appear that first-class theaters showing high-quality pictures continue to experience good attendance."

NBC to Film Carson Series

HOLLYWOOD, Nov. 15.—National Broadcasting Company will film a pilot reel of a telepix series starring Jack Carson. Film will be lensed December 13 following Carson's return from a theatrical tour into Canada.

No production assignment was made by NBC at press time. Indications are that the net will farm out the production chores to a Hollywood TV film firm.

NLRB Rules on TV Film Worker Repts

WASHINGTON, Nov. 15.—National Labor Relations Board jurisdiction in film studio labor disputes got a new wrinkle this week in an NLRB board decision. The board ruled that carpenters and set erectors at Jerry Fairbanks' Los Angeles motion picture studio, who were employed there at any time during the past 120 days, are eligible to elect within the next 30 days "whether or not they desire to be represented for the purposes of collective bargaining" by Studio Carpenters, Local 946, United Brotherhood of Carpenters and Joiners of America, AFL, or by International Alliance of Theatrical Stage Employees of the United States and Canada. AFL or by neither.

"Employees entitled to vote include those who did not work during the four-month period because of illness, vacation leave, temporary layoff or military service. The NLRB substituted the 120-day eligibility rule for its usual 90-day stipulation "in view of the relatively brief periods of employment afforded the employees involved."

Toni May Replace Secret With Squad

NEW YORK, Nov. 15.—Toni is expected to replace "I've Got a Secret," which it sponsors alternately with Carter Products, with its newly acquired TV film series, "Rocket Squad." Carter will continue to program "Secret" on alternate weeks in the Thursday night, 10:30-11 time period, owned by both clients on the Columbia Broadcasting System. Foote, Cone & Belding is the agency.

Antoine Luotto Sails for Italy

NEW YORK, Nov. 15.—Antoine Luotto this week was getting set to travel to Italy where he will make a half-hour series of films which are to be syndicated. Luotto owns an advertising agency here, but is being financed by Italian-American capital for this venture. He is expected to be back in January with enough pilot films to begin selling the package.

The FIRST name in outstanding television production



ZIV TELEVISION PROGRAMS INC.
1529 Madison Road
Cincinnati 6, Ohio
New York Hollywood

Read about ZIV PROGRAMS in "Market Place" on Page 11

United Seeks Top Snader TV Films

NEW YORK, Nov. 15.—With litigation still underway on the Coast over the disposition of the Snader catalog of syndicated films, United TV Programs this week put in a bid for some of the top Snader products still to be disposed of. United TV Programs is primarily interested in the package of Alexander Korda feature films and the "Dick Tracy" series which Snader has.

It will acquire the library of 750 telecriptions which Snader produced, should Alexander Bisno and Sam Markovitch win out in their legal tangle with Lou Snader. Snader tossed an injunction at them in an effort to prevent Bisno and Markovitch from peddling the property to Ben Frye for \$600,000. Frye, the producer of 379 music films for Stu-

dio Films, has given United TV the Snader telecriptions to distribute, in addition to his own catalog.

Should United TV Programs get all this film for distribution, plus several new packages it has taken in, it will emerge as one of the top independent distributors of syndicated film. It recently added "Washington Spotlight," the 15-minute political chatter stanza starring Marquis Childs, the nationally syndicated columnist. The program formerly was distributed by Snader and is now on 14 stations. Two other new packages in the house are "Thrill of a Lifetime," with Quentin Reynolds as narrator, and "Bringing Up Parents," a 15-minute series aimed at young families.

United TV Programs is also expanding in another direction—sales. It added three more salesmen to its Midwestern staff which operates out of Chicago. One man will be added this week to the East to cover New England. And, after some of the new Southern stations get on the air, another salesman will be hired to service them. Sometime next month the firm will hold a sales meeting in Chicago to have its staff meet the producers of the product being distributed. Aaron Beckwith is national sales director of United TV Programs. Milton Blink and Gerry King head the organization.

Gresham Takes Over Peerless Job

NEW YORK, Nov. 15.—Maurice (Maurie) Gresham this week was named to replace George Shupert as sales manager of Peerless TV Film Productions, Inc. Shupert, who resigned, has not as yet made any new connection.

Gresham will headquarter in Hollywood, but the local office will be maintained as a servicing operation. He was formerly sales manager of KLAC-TV, Los Angeles, and of Major TV Productions. Peerless distributes the old Edward Small films.

'3 Guesses' Sells In Two Markets

NEW YORK, Nov. 15.—"Three Guesses," 20th Century-Fox's new TV film series, has been sold to sponsors in two markets. Hachmeister, Inc., a floor covering outfit, is picking up the tab over WDTV, Pittsburgh, while General Tire is buying show nn WFBM-TV, Indianapolis.

Lever Mulls Filming Seg

NEW YORK, Nov. 15.—Lever Brothers this week was considering the filming of its "Lux Video Theater" by Gross-Krasne Productions, Inc. The program is on the Columbia Broadcasting System's TV network, Monday nights, 8-8:30 p.m.

The success of "Big Town," another Lever Brothers property on film, has undoubtedly set the wheels in motion for "Lux Video Theater" to be handled in a similar way. Gross-Krasne films "Big Town" for Lever Brothers. J. Walter Thompson is the agency.

PSI Plans Expansion Of Seg Pilot Policy

NEW YORK, Nov. 15. — With its rapidly expanding production schedule, PSI-TV, Inc., is going further along with its policy of using segments of current TV-film series as pilots for new series.

Paul White, PSI's president, returned last week-end from a 12-day trip to Europe, where he concluded deals with four production outfits. While it has not yet been decided just what shows these producers will make, the intention is to build the forthcoming series on segments of "Orient Express," which is currently being shot thruout Europe under the supervision of John Nasht.

Shooting on three shows in the "Orient Express" series has already been completed. The films are expected to arrive at PSI's New York office around December 5. PSI will then begin pushing the series itself, and the several segments of it as bases of new series.

Pilot Policy

PSI's pilot policy is already operative in its new "Janis Smith" series, which is sold in 17 markets. This show is derived from one of the segments of the Schlitz sponsored "Playhouse of Stars." PSI is now putting films in the

Wright Tele Film Subject By NBC

CHICAGO, Nov. 15.—Frank Lloyd Wright, 83, famed architect, was in Chicago Friday to make a half-hour filmed interview for use on the National Broadcasting Company's series of interviews with world intellectual leaders.

Kling Studios is making the films for NBC, with Ben Park, of NBC, and Fred Niles, of Kling, as producers. Kling crews went to the Wright headquarters at Spring Green, Wis., to take shots that will be interspersed with Hugh Downs' interview with the architect.

QUICK TAKES

Bernard Schulman, formerly of Sterling Television, Inc., has joined Lakeside Television Company as exec veepee in charge of sales. . . John Lipsky, manager of the New York TV exchange of Modern Talking Picture Service, is transferring to the position of manager of the firm's Los Angeles TV exchange. Alex Leslie, who just returned to MTPS from service with the armed forces, is taking over as manager of the New York exchange. . . Presto-tel Manufacturing Corporation, makers of the rapid film splicer, has opened its new headquarters at 37-27 33d Street, Long Island City. . . Jules Weill has acquired "Jigsaw," a feature film starring Franchot Tone and Myron McCormick, for TV distribution via his Specialty Pictures Corporation. . . Mikhail Rasumny, Hollywood character actor, is in New York prior to leaving for Rome for appearance in the "Great Loves" series. . . Harry S. Goodman is taking over syndication of "Night Editor," the 15-minute one-man film with Hal Burdick, which is already showing in a number of markets for Kaiser-Fraser dealers.

Hollywood

Mitchell Hamblburg arrived from New York Wednesday (12) after two months in Europe, where he investigated merchandising and production potentials for Gene Autry's Flying A Pictures. . . Robert Guggenheim, formerly of KNB here, has become manager of Major Television Productions offices there, succeeding Robert DeSousa, who moves to the firm's New York office. Major is the TV-film outfit of Sol and Irv Lesser. . . Robert Lord has joined Screen Televideo Productions as a writer-producer for "Your Jeweler's Showcase." . . Hamilton Warren, formerly with Jerry Fairbanks Productions, will head up distribution for Filmerart Productions. . . Margaret Buell Wilder, formerly of Frank Wisbar Productions has joined Screen Gems here as story editor.

"Playhouse" series up for repeat showing under the title "Play of the Week."

The four European producers with whom White completed contracts are Pathe Cinema, one of the largest filmiers in France; Production Paul Wagner, also a French firm; Thetis Film, an Italian outfit, and Victor Pahlen. Thetis and Pahlen will co-produce one series. Total budget earmarked for this production activity is \$2,300,000.

B-M May Quit 'Break Bank' For 'Showbiz'

NEW YORK, Nov. 15.—Bristol Myers this week was taking a dim view of the future of "Break the Bank," the Bert Parks-emceed TV quizzer which airs Sundays, 9:30-10 p.m., via the Columbia Broadcasting System. The sponsor has feellers out for a new show to replace "Bank." Among others, B-M is looking at "This is Show Business," which Lucky Strike cigarettes is dropping.

B-M had hopes of salvaging the show by shifting it to a different time slot, and had held discussions with other webs. No suitable period turned up, however, and the sponsor feels that a stronger show is necessary for the present slot.

TV FILM PURCHASES

The first sale of the 26 Lilli Palmer, 15-minute films was made by the National Broadcasting Company film division this week to the Katz Drug Company for showing on WDAF-TV, Kansas City, Mo.

NBC-TV also sold its "Daily News Report" to KTSM, upcoming station in El Paso, Tex.

NBC's "Dangerous Assignment" has been renewed for another 13-week run by KPHO,

Phoenix, Ariz., where it is sponsored by the Clark Smith Auto Dealers.

WHUM-TV, upcoming UHF station in Reading, Pa., has taken the "King Calico" kiddie-puppet series from Harry Goodman Productions.

WHUM-TV and KTSM-TV have also signed for "The March of Time" series, as has KFEL, Denver, and KPTV, Portland, Ore.

United Artists Television this week concluded the deal with the

Purity Bakers Corporation, makers of Tastee Bread, for sponsorship of the "Cowboy G-Men" series starring Russell Hayden and Jackie Coogan in 24 markets, nine of which have not yet begun TV service.

The Certina Watch Division and the Elgin American Division of the Illinois Watch Case Company, Elgin, Ill., have signed to sponsor "Hollywood Guess Stars" in 20 major markets. The 30-minute charade show is produced by Mike Stokey Productions, Hollywood, and features Stokey himself as emcee, with a regular panel consisting of Corinne Calvet, Hans Conreid and Charles Corvin, plus guest panelists.

ANNOUNCING . . .

Successor to the famous Billboard TV Film Quarterlies, this new monthly service has been inaugurated to further serve the special, fast-paced needs of the expanding TV Film Industry. New features, directories and statistical survey data of practical value to all elements of the industry will mark the initial edition of The Billboard Monthly TV Film Program Guide and Market Report . . .

OUT DECEMBER 9TH

THE BILLBOARD MONTHLY TV FILM PROGRAM GUIDE AND MARKET REPORT

THE MARKET PLACE for the TELEVISION FILM INDUSTRY

The National Weekly Exchange for Films Suitable for TV Programming

CLASSIFIED ADVERTISING

Adventure

TV and AM's best combination offer—"This is the Story" priced right. Morton Productions, 360 N. Michigan Ave., Chicago.

13 half-hour shows, "Renfrew of the Royal Mounted," James Newell as Sergeant Renfrew, Wm. M. and A. Alexander, 6040 Sunset Blvd., Hollywood, Calif.

Adventure-Mystery

TV's greatest combination super-sleuth, super-salesman

"BOSTON BLACKIE" starring Kent Taylor, Lois Collier, Frank Orth as "Blackie" and "Mary" as "Farraday" and an all-star supporting cast! Each half-hour program a complete episode planned for 3 full-length commercials.

ZIV TELEVISION PROGRAMS, INC. 1529 Madison Road, Cincinnati 6, Ohio Hollywood

The TV series that will keep your audience SPELL-BOUND AND "SELL" BOUND.

"THE UNEXPECTED"

Each half-hour program a complete original story where FATE writes the "Unexpected" ending! Every week a new cast of top Hollywood actors. 5 sponsor identifications including 3 full-length commercials.

ZIV TELEVISION PROGRAMS, INC. 1529 Madison Road Cincinnati 6, Ohio Hollywood

Children's

"Betsey and the Magic Key" featuring the famous Sue Hastings Marionettes. Fully and neatly available for several markets. Write or wire Children's Television Films, Inc., 2405 San Jacinto or Phone FA-7463, Houston, Tex.

Now Available — 26 episode, top rated Marshall Field "Uncle Kistler" puppet show. Kling Studios, Chicago, Hollywood, New York.

Commercials

Five Star Productions features "You Set the Budget" TV commercials. Write for brochure. Five Star Productions, 6530 Sunset Blvd., Hollywood, Calif.

One sure test of a TV commercial is whether it can be repeated without becoming tiresome. Spots made by Sara for Lucky Strikes, Per Milk, ACP and others are fresh and effective. Hear they're still going strong in their third year. See a Sara representative before you plan your next commercial. Sara, Inc., 200 E. 56th St., New York; 16 E. Ontario St., Chicago.

Drama

For the big "Little Theatre" TV Show—39 in the can. Contact Teevee Co., 211 So. Beverly Drive, Beverly Hills, Calif.

LILLI PALMER STARS and interviews in a brilliant new 26-week series just released by NBC Film Programs. The Katz Drug Co. will sponsor this exciting series, starting November 25th on WDAF-TV, Kansas City. Check us now for other availabilities for this and other top-flight shows.

NBC FILM PROGRAMS

30 Rockefeller Plaza New York 20, N. Y.

Feature Films

Alexander Korda Features—18 new feature length films, finest British product. Snader Telescription Sales, Inc., 528 So. Beverly Dr., Beverly Hills, Calif.

Exclusive Masterpiece Pictures available. Write Masterpiece Productions, Inc., 45 W. 45th St., New York, N. Y.

Exclusive—39 British-produced International Features. Rating up to 37.7. Also selected American films. Atlas, 15 West 44th St., N.Y.C. 36.

Film Processing

Don't Throw Old Films Away! "Comprehensive Rejuvenation" cleans, removes scratches, treats against recurrence of damage. Tried and tested methods! Fearless, 165 W. 46th, N.Y.C. 36.

What Kind of TV Film Do You Produce?

Commercials—Kinescopes—Productions of all types, from 20-second jingles to hour-long dramas. Our 14 years of experience, our latest methods and equipment assure quality and speed in all processing assignments.

PRECISION FILM Laboratories 21 West 46th St. New York 19, N. Y.

Miscellaneous

BERNARD GIRARD RICHARD J. DORSO New York—Beverly Hills—Nice

ADDITION PRINTS Available for Lewis Carroll's "Danny and the Snark," "Ghost Towns of the West," "Isles of Mystery and Romance" and "Yesterday's World Today." Write

SIMMEL-MESERVEY 321 So. Beverly Dr. Beverly Hills, Calif.

"FAMOUS PLAYHOUSE" GREAT STARS ORIGINAL STORIES Over 140 audiences building half-hour shows in all categories. Revue Productions, Hollywood, Calif.

MCA—TV LTD. Distributors of America's finest TV shows for local advertisers!

598 Madison Ave. New York City And offices in Beverly Hills, Chicago, Cleveland, Dallas, Boston, Detroit, Minneapolis, San Francisco

News

For Washington Coverage Sound or Silent BYRON MOTION PICTURES 1226 Wisconsin Avenue DU 1800 Washington, D. C.

TELENEWS DAILY

A minimum of 12½ minutes of action-packed news, authentic, up-to-the-minute—5 days a week, filmed exclusively for TV. The #1 TV news film. Robert M. Reid, 217 National News Service, 235 E. 45th St., N.Y.C. 17. MU 7-8800.

THE MARCH OF TIME

Marches on. Four important new sales in four big markets. . . Now to be seen 26 weeks each on KFEL-TV, Denver; KPTV, Portland; KTSM-TV, El Paso, and WHUM-TV, Reading. Other spots still open. Check for details today on March of Time and other outstanding TV film productions.

MARCH OF TIME 369 Leasington Ave. New York 17, N. Y.

Services

EMI Television Sketch Book. Working scripts for song presentation available every month. Producers & Directors. Write Bill, 580 5th Ave., N. Y. C.

TV Film Editing Service—16 or 35MM.; specialty, 16MM. negative opticals and invisible splices; complete service; work print thru release print; guaranteed bid. Westwood 5-3591-N, New Jersey.

Sports

How Was Sportsman's Club? One big Eastern station sales manager says, "Terrific" and he's sorry only 52 weeks of series is now available. Find out about availabilities in your area. Syndicated Films, 1022 Forbes St., Pittsburgh, Penna.

Theatrical

Grab this today—13 English features never released theatrically—Action, Adventure, Drama, Mystery, Musical, Comedy, Romance. This package is slated for budget programming and sponsorship. . . it may pay you to look into this immediately. Atlantic TV Corp., 130 W. 46th St., N.Y.C. 36.

Western

America's greatest salesman . . . with a sensational record sales.

"THE CISCO KID"

"O. Henry's Famous Robin Hood of the Range!" starring Duncan Renaldo as "Cisco" and Leo Carrillo as "Pancho." . . supported by a top-notch Hollywood cast. 3 full-length commercials on each half-hour weekly program.

ZIV TELEVISION PROGRAMS, INC. 1529 Madison Road Cincinnati 6, Ohio Hollywood

STILL RIDIN' HIGH!

Westerns never die. In fact, they're more popular than ever. And Unity's library offers a choice selection of both Western features and star-studded serials.

UNITY TELEVISION CORP. 1501 Broadway, N.Y.C. 18 LO 4-8234

all the news of your industry every week in The Billboard . . .

SUBSCRIBE TODAY . . . see page 3 for rates

ADVERTISING RATES

REGULAR CLASSIFIED
Usual word-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.
per word \$ 30
3 or more CONSECUTIVE or 26 insertions, per word 18
52 CONSECUTIVE insertions, per word 16
Minimum \$3.

DISPLAY CLASSIFIED
Any advertisement using display make-out of rules, 1 pt. rule borders permitted only on ads of 28 lines or more.
Per space line \$1.00
3 or more CONSECUTIVE or 35 insertions, per space line55
52 CONSECUTIVE insertions, per space line50
1 inch equals 14 space lines.

ALL ORDERS AND INQUIRIES TO TV-FILM MARKET PLACE, THE BILLBOARD, 1364 BROADWAY, NEW YORK 36, N. Y.

Toast of the Town

TELEVISION - Reviewed Sunday (9), 8-9 p.m., EST. Sponsored by Lincoln-Mercury Division, Ford Motor Company, thru Kenyon & Eckhardt via Columbia Broadcasting System TV. Producer, Marlo Lewis and Ed Sullivan. Director, John Wray. Host, Ed Sullivan. Guests: Bert Lahr, Harry Minto, the Delta Rhythm Boys, Barry Fitzgerald, Pat Harrington, Mimi Benzell.

Since Bert Lahr's antics always knock this reviewer out of his seat, "Town's" first installment of "The Bert Lahr Story" was a particularly happy hour. The seg's highlights were three of the comic's hilarious sketches, two from his most recent "Two on the Aisle" stint, and his "Woodchopper Song," which he has made practically timeless. All of them were natural for TV adaptation. Lahr has seldom been funnier than as that mug ballplayer fouting up a sports announcer's radio-TV interview, and his Central Park paper-sparing skit offered an opportunity for polishing all facets of Lahr clowning. "The Woodchopper," of course, is a perennial delight to any Lahr fan.

Good Hosting Host Sullivan did an exceptionally good job of getting "The Lahr Story" off to a good background introduction, also very little seemed necessary even for a new generation. Likewise, he built a solid hour of good supporting entertainment via contributions from such performing notables as pantomimist Harry Minto (a fourth-time actor on the seg), songbird Mimi Benzell (also a "Toast" veteran), Barry Fitzgerald, Pat Harrington and the Delta Rhythm Boys.

Lincoln - Mercury commercials were particularly well spotted in this edition. Marjorie Gatenon was featured at the midway mark in a good film plugging the new Lincoln's visibility, and an amusing, novel wind-up touch had a couple of well-bred pooches expressing their preference for riding in a Mercury. Sunday (9) over all had "Toast" hefting its best brand of vintage. With all the material that has accumulated in the Lahr stockpile over the years, this reporter wonders why some enterprising sponsor doesn't set him up in his own variety show. Bob Francis.

Omnibus

TELEVISION - Reviewed Sunday (9), 4:30-5 p.m., EST. Sponsor, Willys - Overland Motors, Inc., thru Canaday, Ewell & Thurber, Inc., via Columbia Broadcasting System TV. Produced by TV-Radio Workshop of the Ford Foundation. Executive producer, Robert Saudek. Administration, John C. Turner. Producer, William Spier. Director, Andrew McCullough. Production director, Paul Feigay. Film director, Boris Kaplan. Sets, Henry May. Emcee - writer, Alistair Cooke.

"The Mikado"—Cast: Martyn Green, Ella Halman. Conductor, Lehman Engel.

"The Bad Men"—Script, William Saroyan. Cast: Russell Collins, Joshua Shelley, Harry Bellaver, Malcolm Broderick, James Westfield, Mary Stuart, Sidney Potter, Sharon Porter.

"Witch Doctor"—Produced by Ritter - Lerner - Young Associates and Unity Films. Cast: Jean Leon, Destine, Jeanne Ramon, Alphonse Cimber.

"The Trial of Anne Boleyn"—Script, Maxwell Anderson. Producer, Alan Anderson. Director, Alex Segal. Music, Susanne Bloch. Cast: Lilli Plamer, Rex Harrison, Edwin Jerome, Johnathan Harris, Richard Kyllie, Robert Pastene.

Continued from page 3

certainly are prospects to try television via such a show as this.

Aside from the merits of the program as is, it must be said that there was nothing seriously experimental within the 90 minutes. Saroyan has been done on TV before. His own reaction to his play was rather novel, but good for one shot only. Alex Segal has dotted legit material on TV before. Musical-comedy and operatic selections have previously been seen in whole or part. And a sort of curious scientific phenomena have been put on the megascreen.

The one possible suggestion in the first Omnibus may be the dance film. There's a neat idea of dancing and jazz that is visually fascinating and taps more film of this kind. It has a promising potential.

Mindy Carson Show

RADIO - Reviewed Thursday (6) 7:30-7:45 p.m., EST. Sustaining Tuesdays and Thursdays via Columbia Broadcasting System. Producer, Lou Melamed. Director, Bruno Zirato Jr. Writer, Charles S. Monroe. Announcer, Olin Tice. Mindy Carson. Guest, Tony Bennett. Music, Russ Case ork.

The Columbia Broadcasting System may have come up with a strong radio personality in the "new" Mindy Carson, if the tee-off show in the thrush's new twice-weekly series is any criterion. Tho the musical offerings did not show the gal off at her best, due to an unimaginative selection of material for her, the singer's charming and effusive personality, in the style of Dinah Shore, came thru engagingly in her short comments preceding each song, her wide-eyed comments on her recent Columbia Records contract, and her current high stand in the Persian Room.

Mindy Carson started off the show with a good rendition of "Swing Along," and then turned in a smooth reading of the current hit "My Favorite Song." However, she didn't really hit her stride until she sang the Gershwin evergreen "Wonderful," which gave her a chance to show off with some fine vocalizing that really registered. On the latter tune, she had some help from guest star Tony Bennett. The latter, who warbled his latest recorded ditty "Stay Where You Are," in nice style, sounded a bit out of it in his comments and dueting with the thrush.

Musically speaking, Mindy Carson will probably come thru more powerfully when she foregoes singing current hits and selects material more suited to her, such as a few tunes she has recently waxed for Columbia Records, or some of the specific items she uses on her club engagements. But as far as charm and warmth are concerned, she showed she had it aplenty on the opening stanza, indicated that she can be built into an important radio artist.

Ork leader Russ Case contributed some fine musical backings for the singer, and the continuity throught most of the show was bright, slowing up a bit only when the thrush chatted with guest Tony Bennett. Olin Tice was effective with his slight announcing chores at the beginning and end of the stanza.

Bob Rolontz.

The Bob Hope Show

RADIO - Reviewed Tuesday (11), 9:30-9:45 a.m., EST. Presented by the Jello division of General Foods thru Young & Rubicam via the National Broadcasting Company. Producer-director, Bill Lawrence. Writers, Howard Blake, and Freddie Fox. Announcer, Ed Goodwin. Guest, Zsa Zsa Gabor. Star, Bob Hope.

Bob Hope should help make the early morning a more pleasant part of the day for radio-listening housewives. His new daytime strip contains a large amount of the bounce and the banter that is the hallmark of Hope. It should get a large audience.

Rapid-fire Robert, of course, is a gagster par excellence, whose radio comedy technique consists of mounting an offensive of considerable gagpower. Many of the jokes turn out to be duds, but enough hit the target to make the offensive a success. He also interviews a lady "editor" for the week, Zsa Zsa Gabor, who occupies this position, chatted with him about their recent individual visits to Paris. She seemed so overwhelmed by Hope's humor that she could do little but giggle like a bobby-soxer. Hope also relates newspaper items which prove that "truth is funnier than fiction" and offers funny names submitted by listeners. His choice for this broadcast was someone named Semi-Colon.

Smoothly delivered by Bill Goodwin, the Jello commercials were built around a holiday pitch. Goodwin wants housewives to buy the Jello six-package unit.

Leon Morse.

CAPSULE COMMENT

Toast of the Town (TV), CBS-TV, Sunday (9), 8-9 p.m., EST.

First installment of "Bert Lahr Story," featuring the comic in several of his sketches, added up to the best vintage "Toast" has hefted in some time. Host Ed Sullivan gave proceedings a particularly good assist and built a solid entertainment hour via fine supporting talent. (See full review this issue.)

Omnibus (TV), CBS, Sunday (9), 4:30-5 p.m., EST.

The opener of this Ford Foundation series was a bulging grab bag of refined, elegant and always interesting entertainment. Commercially it is an opportunity for the class advertiser to get into TV. The format is a producer's dream, but there was nothing daringly experimental in the first shot. (See full review this issue.)

Mindy Carson Show (Radio), CBS, Thursday (6), 7:30-7:45 p.m., EST.

The Columbia Broadcasting System may have come up with a strong radio personality in the "new" Mindy Carson, if the thrush's tee-off show in her new series is a criterion. Tho the gal did not show off at her best in her musical offerings, due to unimaginative selection of material, her charm and effusive warmth, a la Dinah Shore, came thru very engagingly in her short chatter before and after each selection. (See full review this issue.)

Bob Hope Show (Radio), NBC, Tuesday (11), 9:30-9:45 a.m., EST.

Bob Hope should help make the early morning a more pleasant part of the day for radio-listening housewives. Strictly a rapid-fire gagman, the comedian offers a sufficient quantity of material to create laughter, even if some of his humor is on a low level. Hope also chooses a lady "editor" for the week to be interviewed, Zsa Zsa Gabor, the guest of the week, seemed overwhelmed by him and giggled like a school-girl. He also related newspaper items which prove that "truth is funnier than fiction," which were moderately amusing. The commercials, handled by Bill Goodwin, sold the Jello six-package unit. (See full review this issue.)

Jeweler's Showcase (TV), 10:30-11 p.m., EST.

The first show in this new film series which was titled "Like the Rich People" had some cute moments. It failed to satisfy, however, because tho it was dealing with a serious problem, its resolution was far from adequate. The comedy was about a lowbrow couple who manage to bring a man and wife, about to be divorced, together again thru an accident they have while motorcycling. The quality of the film was good. The two commercials for International Silver and Hamilton watches were top notch. (See full review this issue.)

Author Meets the Critics (TV), Du Mont, Thursday (13), 10:30-11 p.m., EST.

The ever-present subject of Communism was once again given a thoro kicking around on "Author Meets the Critics" as Leo Cherne and Louis Budenz did battle over "Report on the American Communist." The book was written by Morris Ernst and David Loth. With Cherne defending the tome and Budenz hitting out against it, the discussion was spirited and seemingly settled nothing except the beliefs of

Jeweler's Showcase

TELEVISION - Reviewed Tuesday (11), 10:30-11 p.m., EST. Sponsored by International Silver and Hamilton Watches thru Young & Rubicam and Batton, Barlon, Durstine & Osborn, respectively via WCBS-TV, New York. Producer, Gill Ralston. Director, Arthur Ripley. Script, Frank Moss. Photography, Benjamin Kline. Cast: Barbara Whiting, Robert Sweeney, Ruth Warwick, Damian O'Flynn and others.

The first show in this new film series, which was titled "Like the Rich People," had some cute moments. It failed to satisfy, however, because tho it was dealing with a serious problem, its resolution was far from adequate.

The comedy was about a lowbrow couple from New York City. On a motorcycle trip to the country, they admired an expensive house. When they subsequently started off again, they had an accident which necessitated the girl's staying at the house until she had recuperated. This, however, turned out to be a dodge conceived by the family doctor who was trying to prevent the lady of the house from getting a divorce. She was supposed to care for the sick girl and forget about going to Reno. She did and soon was back in the arms of the husband.

The point, however, is that there must have been a reason for this confused wife to contemplate the divorce. Ostensibly her husband's success had driven them apart. But when the naive city girl went into tears about the impending divorce, that presumably was enough to bring them together. This kind of superficial thinking is bad for any of the audience foolish enough to feel real problems can be dealt with in such a manner.

Some Patronizing

Then again, a patronizing note crept into the script in dealing with the lowbrows. They were pictured as naive, childlike types, but the implication was there, that because of their lack of education, manners and general deportment, they were to be tolerated and humored for their entertaining qualities. It worked out to a "see how magnanimous we are" routine. In other words, we're democratic because we can stand these oafs. But patriots don't need to cry patriotism and democrats don't need to prove their democracy, except to themselves if they aren't democratic.

The Players

Barbara Whiting and Robert Sweeney got a maximum of humor from their playing of the lowbrows. Ruth Warwick interpreted the bitchy wife who changed her colors faster than a rainbow.

The quality of the film was good.

The program is alternately sponsored by International Silver, which took the major commercial on this show, and Hamilton Watches. The International Silver commercial was effective. It showed the generations of master craftsmanship that go into the making of the product. The shorter Hamilton commercial was also good.

Leon Morse.

the participants on the subject. The program was excellently moderated by Virgilia Peterson. (See full review this issue.)

Frontiers of Faith (TV), NBC-TV, Sunday (9), 1:30-2 p.m., EST.

Experiment in dramatic reading of excerpts from Maurice Samuel's book "The World of Sholem Aleichem" was considerably improved via adaptation. Religious significance, to which the program is dedicated, came thru clearly enough, but dramatic impact was confused via script switches to frequent descriptive exposition from actual character building. (See full review this issue.)

Frontiers of Faith

TELEVISION - Reviewed Sunday (9), 1:30-2 p.m., EST. Sustaining via National Broadcasting Company TV in association with the Jewish Theological Seminary of America. Producer, Doris Ann Director, Martin Hoode. Writer, Morton Wishegrad. Cast: Aline McMahon, Sam Levene, Ezra Stone and Joseph Wiseman.

For its "Television Religious Hour" Sunday (9), NBC put on what could have been a notable experiment. Taking a leaf out of the Drama Quartet's successful reading of "Don Juan," "Frontiers of Faith" posted four good actors at a similar number of lectures at a dramatic reading of excerpts from Maurice Samuel's book, "The World of Sholem Aleichem," as adapted by Morton Wishegrad.

For purposes of religious exposition, to which the program is dedicated, it may be reported that there were moments when this bringing to life of several of Sholem (Aleichem) Rabinovich's folk characters drew a wonderful combination of pathos and humor. But dramatically, the quartet, comprising Aline McMahon, Sam Levene, Joseph Wiseman and Ezra Stone, was a far cry from the stonky ingenuous projection achieved by Charles Laughton and company. Nor did Wishegrad's scripting help them too much, since it called for frequent switches from actual characterizations to expository background reading. The general tone of its message was clear enough, but its detailing hardly easy to follow.

Chiefly Miss McMahon

The burden of the effort fell chiefly to Miss McMahon and Levene, with the former forced to alternate narrative dignity with a not too convincing shrewishness as Aleichem's perennial Goldie. Oddly enough, Levene elected to make Tevye; the dryman, sound like an escapist from "Guys and Dolls" but did manage a really golden moment or two with a description of what the Sabbath meant to a man who lived his religion under the czars. Both Wiseman and Stone contributed lesser assignments competently as a young rabbi and student respectively.

As indicated, Sunday's seg managed to underscore Aleichem's gift of understanding for the poor and oppressed who had nothing to sustain them but faith and a leavening sense of humor. But as substance for a dramatic reading, it seemed neither too well integrated, nor, for that matter directed. Bob Francis.

Author Meets the Critics

TELEVISION - Reviewed Thursday (13), 10:30-11 p.m., EST. Sustaining via the Du Mont network. Producer, Martin Stone. Director, Harry Coyle. Moderator, Virgilia Peterson. Participants: Morris Ernst, Louis Budenz and Leo Cherne.

The ever-present subject of Communism was once again given a thoro kicking around on "Author Meets the Critics." Defending the book under consideration, "Report on the American Communist" by Morris Ernst and David Loth, was Leo Cherne. Vociferously critical was Louis Budenz, ex-Daily Worker editor. Ernst was also on hand.

The book purports to be a report on 300 ex-Communists and what makes them tick. It advises society that it should be more willing to forgive radicals if it is to woo Communies away from the movement. Budenz called the book an "essay in utter confusion." He seemed to feel that in some way it impugned the forthrightness of those Reds who have testified before Congressional committees.

Cherne pointed out that the book was no more than a sociological study of the disease. Budenz even maintained that bodies of private citizens had a right to condemn individuals, if they found they had Communist ties. This led to perhaps the most dramatic moment of the show when Cherne said he had himself been warned by friends he would be labeled a Communist because of his opposition to Budenz on the program.

Now moderated by Virgilia Peterson, the stanza has improved considerably under her guidance. Leon Morse.

TV-Film Reviews

Secret File USA

TV FILM—Reviewed at special screening. Running time 30 minutes. Produced by DNS Television Productions. Producer-director, Arthur Dreifuss. Story and military supervision, Donald Robinson. Editor, Eugene Burr. Research chief, Bernard F. Herzig. Narrator, Frank Gallagher. Cast: Robert Alda, Kurt Katch, Biff Elliot, Theodore Goetz, Werner Klemperer, Eric Fleming, Gabby Rodgers, E. A. Krumschmidt, Robert Bilder, Otto Semmlich. Distributor: Official Films, Inc., 25 West 45 Street, New York.

"Secret File USA" contains a good, solid twist in an essentially standard type cloak-and-dagger story. The twist is that the natives speak their native language. The pilot shot is laid in Germany during World War II, and has Robert Alda as an American intelligence officer posing as a German Army captain. He is trying to locate a bacteriological bomb factory. When Alda converses with the German characters he runs into, he speaks to them in German, in keeping with the requirements of realism. The sense of what they are saying is for the most part clearly indicated by the context of the situation as depicted visually. Details are filled in by Alda's simultaneous narration above frame.

The contribution that this arrangement makes to the credibility of the show is enormous. In fact, realism is the hallmark of "Secret File." Each yarn is based on actual cases in the files of the various Intelligence Service, and among the show's production credits are writer-researchers experienced in the ways of military sleuthing.

Good Suspense

The show caught, while rather typical as cloak-and-dagger sto-

ries go, provided more than adequate suspense. Alda gets his message back via a portable typewriter-like gadget, while holding an intruder at gunpoint. Just as the Gestapo is breaking down the door to the hotel room, he flicks a switch on the machine, which blows it up, and jumps out the window and off to his rendezvous point.

It is understood that one of the advertisers interested in the series wants future segments to be placed in Iron Curtain countries during more recent years. The series is to be shot in Europe. On the basis of the show caught, it will have broad and solid appeal for the adventure hungry public.

Gene Plotnik.

Impulse!

TV FILM—Reviewed at special screening. Running time 30 minutes. Producer, Don Sharpe. Director, Alfred E. Green. Writer, Larry Marcus. Cast: King Donovan, Paul McVey, Christine Larson, Tol Avery. Distributor: Official Films, Inc., 25 West 45th Street, New York 36, N. Y.

As the title indicates, this new dramatic series is pegged on the preposterous, irrational and sometimes ridiculous things that ordinary people are often impelled to do for no apparent reason. The 30 minute plays will run the gamut from comedy to tragedy. The kick-off film was on the morbid side, and strictly for adults.

It was about a Milquetoast character who works as a stock clerk in the warehouse of a hardware company. The packing cases there are stacked up in such a way that there are tunnels between them thru which someone can crawl to get to the old stock in filling the nut-and-bolt orders. And of course it's the poor little fellow's job to crawl down into these rabbit holes, which puts a lot of stress and strain on his meager ego. During his sojourns below, the sound track is stepped up and a lot of echo chamber used to emphasize the effect of the laughter of his co-workers on little Mr. Pips' psyche.

The poor man goes along with the routine until a pretty glib clerk comes to work in the warehouse. Then the humiliation of it gets the better of him and his id begins to break thru. He summons all his co-workers to the warehouse one night and then gets himself a gun and forces his supervisor to get down into the tunnel and crawl. And with a wave of the gun he gets the others to laugh.

It was certainly not a pleasant tale. But, in its starkness and its psychological proings, it was certainly a gripping one. King Donovan gave the role of the persecuted Pips all the perspiration and timidity it needed. The warehouse set was vast and dreary. Official Films is offering this series for national sponsorship, and it is clearly a good late-evening vehicle for the advertiser trying to reach the adult audience.

Gene Plotnik.

Madeleine Renaud, Jean-Louis Barrault and Company in LES FAUSSES CONFIDENCES and BAPTISTE

(Opened Wednesday, November 12) Ziegfeld Theater

"Les Fausse Confidences," a comedy by Marivaux, staged by Jean-Louis Barrault. Decor and costumes by Maurice Branchon. "Baptiste," pantomime by Jacques Prevert. Decor by Mayo Music by Kosma. Choreography by Jean-Louis Barrault. Manager, E. Leonard. Stage manager, Roger Guillin. Press representative, Martin Feinstein. Presented by S. Hurok in association with the Ministry of Foreign Affairs of the French government.

"Les Fausse Confidences"

Armande	Madeleine Renaud
Dorante	Jean Desailly
Le Remi	Pierre Berthin
Madame Argante	Mario-Renee Dasse
Arlequin	Jean-Pierre Granel
Dubouché	Jean-Louis Barrault
Martion	Simon Grynauz
Le Comte	Regis Oudin
L'Orfèvre	Jean-Francois Calve
La Valet	Jean-Jacques Olland

"Baptiste"

Baptiste	Jean-Louis Barrault
La Statue	Serge Fraitout
Le Chanteur	Jeck Desailly
La Petite Fille	Elna Lanourdet
Arlequin	Simon Grynauz
Le Jardin de Square	Jean Julliard
La Lavandière	Simone Valere
Le Bijoutier	Jean-Louis Barrault
La Duchesse	Madeleine Renaud
Le Laquais	Jacques Olland
M. Le Marchand d'Epaves	Beauchamp
Les Invités	Simone Valere
Elna LaBourette	Anne Carriere
Les Invités	Jean-Pierre Granel
Jean-Francois Calve	Jean Julliard

Elegance and charm are the keynotes of the Madeleine Renaud-Jean Louis Barrault troupe, which tees off on a pleasant wave of international good feeling at the Ziegfeld. The colorful and man-and-wife team and their 23 associates have been imported by Sol Hurok, with some backing from the French government, for a rep stand of six weeks. How much of an audience, other than our local Gallic colony and students of the language, can be counted upon is a question. But from a first night's gala enthusiasm, it may be expected there will be enough devotees to keep the box office pot boiling merrily.

The opening bill comprises "Les Fausse Confidences" ("False Secrets") by Marivaux and a Jacques Prevert ballet-pantomime, "Baptiste," the latter previously included in the movie, "Children of Paradise."

18th Century

The Marivaux drawing room piece is built on the prescribed lines of 18th Century French comedies, and combines a definite nod to commedia del arte. Plotwise, it has to do with the pursuit of a wealthy young widow by a personable but impecunious young lawyer. After three acts of courtly, artificial badinage, complicated by intrigues, misunderstandings engendered by interchanged letters and Gallychly shrewd double-dealings, it is pleasant to report that all ends on a happy marital note.

Madeleine Renaud injects her subtle charm to create a piquante and believable widow, a lady who in less competent hands could emerge as merely stilted. She is past mistress of the delicately stylized gesture, as well as of poise and timing. However, in a house the size of the Ziegfeld, it must be recorded that both she and M. Barrault should speak up louder. This reviewer missed many lines, particularly since the "aside" technique was much in evidence.

Co-star Barrault's bounce and gusto as a conspiratory valet provided her with a fine foil, and Jean Desailly as the lover and as her confidently added excellent contributions.

"Baptiste"

The pantomime "Baptiste," has an agreeable little ballet pattern, a series of six tableaux against gaily painted backgrounds by Mayo, set to a tinkling score. Its format is simple—a sad clown falls in love with a statue. She comes to life. He will commit folly to win her. When punishment finally overtakes him, he awakes to find it all a dream. The choreography is Barrault's own, as is the inventive quality of his pantomime. Certain touches are delicate and outstanding, such as the sewing of his coat, but the over-all is rather slight, and

I'VE GOT SIXPENCE

(Opened Wednesday, November 12) New Haven, Conn. Shubert Theater,

A play written by John Van Druten and directed by the author. Settings by Boris Aronson. Costumes by Burton J. Miller. Press representative, Barry Hyams. Stage manager, John Sola. Presented by Gertrude Macy and Walter Blackie.

Ines Cabral	Vivica Lindfors
Doreen	Vicki Cummings
Dr. Osmundian	Paul Lipson
Peter Tyndall	Edmond O'Brien
Mrs. Enghel	Patricia Collinge
Carolyn	Lola Holmes
Robert Gallagher	Bert Thorn

From all indications, John Van Druten can shrug this one off with the old adage that "You can't win 'em all." To be blunt: "Sixpence" isn't worth half that. The extremely long and very wordy play that Van Druten has loosened from his typewriter expands on God, religion and sex in a manner that is wandering, undramatic and confused.

His characters are never real, and what little they do is unbelievable even to the most credulous. Talk, and rather elementary talk at that, dominates the dialog from first to last of numerous scenes as Van Druten attempts to explore a group of people who are floundering badly with no working philosophies of life.

The author starts it off as a comedy, but it soon resolves itself into what can only be called an unclassified hodgepodge of preaching.

Edmund O'Brien does a remarkable job with an impossible part, and any credence he gives his role can only be attributed to his talents as an actor. Vivica Lindfors, making her American stage debut, is to be congratulated for a very capable performance under most trying circumstances. Her acceptance by American theater audiences is virtually assured.

The rest of the cast does very well by the play, with a special bow to Bert Thorn, who plays a young man who isn't certain what religion is about, but is willing to accept it any way.

The play is directed by the author. Boris Aronson has made use of a divided stage that permits continuous flow of the all-too-many scenes.

In sum, neither capable acting nor fine production can make this acceptable fare for a Sten audience. "Sixpence" should be packaged and marked: "Do Not Open—Not Even for Christmas." Sid Golly.

seems slim fare with which to introduce his powers as a mime to a new audience.

Aside from the likely easily corrected fault that it is difficult to hear them in a big theater and allowing for a language barrier calling for a thoro command of French, the distinguished Parisians put on a lively and ebullient brand of theater. The decor of their production is wonderfully imaginative, and the costuming—particularly that of the women—is magnificent.

A. D. Moore.

IOLANTHE

(Opened Monday, November 18) Mark Hellinger Theater

An opera by W. S. Gilbert and Arthur Sullivan. Staged by S. M. Chartock. Settings by Ralph Allsop. Costumes by Peggy Morrison. Conductor, Lehman Engel. Production consultant, Marilyn Green. General manager, Ben Boyar. Stage manager, Lewis Pierce. Press representatives, Nat and Irvin Dorfman. Presented by S. M. Chartock.

Lella	Mary Roche
Celia	Audrey Dearden
Ellen Moran	Ellen Moran
The Fairy Queen	Bila Halman
Iolanthe	Glynn Hill
Strephon	Frank Roger
Phyllis	Lillian Murphy
Lord Chancellor	Martyn Green
Earl of Tollot	Earl of Tollot
Earl of Mount Ararat	Joseph Macaulay
Private Willis	Robert Eckles

PAIRES: Mary Louise Hewitt, Dolores DeFuria, Helen Dodge, Grace Lang, Sheila Matheson, Shirley Pringle, Rita Schoen, Catherine Grant, Vincent Henry, Don LaMon, Ray Morrison, Michael Rich, Ken Smith, Pedore Tedick, John Dorris, Herbert, Brian, Fred, Roger Franklin, Izzy Mowery, Bill Nuss, Stanley Propper, Chas Willard, Robert Driscoll.

S. M. Chartock's Gilbert and Sullivan rep winds up its four-week stand at the Hellinger with "Iolanthe." While this amiable jibe at the idiosyncrasies of turn-of-the-century British peevage has never been a particular favorite with this pew, it is invariably a must for dyed-in-the-wool Savoyards, and the current version begets the Chartockian's another fine reception. This, despite a few ribald spirits in a first night audience who willfully misconstrued Gilbert's lyrical references to faeries.

At all events, the troupe gave Gilbert's stily little fable about the love life of the semi-elfin gentleman, who was mortal only from the waist down, a fine, rollicking production, doing full justice as usual to Sullivan's elegant, familiar melodies. Martyn Green kicked up his heels with all his inimitable fervor. Savoyard gusto as the absurd Lord Chancellor who puts the usual G.&S. stumbling block in the way of true love, and his patter song about wards in chancery panicked the customers for a 'steenth time. Ella Halman was once more the throatily statuesque fairy queen with the yen for Robert Eckles' sentry-box guardman.

Rogier as Hero

Presumably, Robert Rouseville would have been in the young hero slot, but his illness has forced his temporary withdrawal from the troupe. Strephon is currently sung by Frank Rogier, who lives up to his considerable reputation as an operatic tenor. Lillian Murphy is his Phyllis, another vocal asset to the company who, while new to the Savoyard tradition, does better each time out. The title role is sung by Glynn Hill, still another newcomer to the G.&S. school, and there are additional stalwart contributions from Joseph Macaulay and Earl William as a couple of particularly ridiculous reps of British nobility.

Just Existence

It has been this reporter's opinion for some years that Chartock knows as much as anybody about (continued on page 50)

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Gemex Close On 'Stork' Seg

NEW YORK, Nov. 15.—Gemex watchbands this week was close to buying alternate weeks of "The Stork Club" on the Columbia Broadcasting System's TV network.

The Saturday, 7-7:30 p.m. program will be sustained by the network, which owns the package, until another client appears. Batten, Barton, Durstine & Osborn is the agency.

ABC Is SRO Sat. Morning

NEW YORK, Nov. 15.—The American Broadcasting Company this week hung out the SRO sign on the Saturday morning line-up, with the sale of alternate weeks of the 11:30-noon slot to Chuckles Candy.

The bankroller will air "Hall the Champ" on an alternate basis with Dervy Foods' "Sky King."

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The Boulevard, Long Island (Sunday, November 9)

Capacity, 750. Price policy, \$2.50-\$3.50 minimum. Operator, Arturo Cano. Show policy, 9 and 12. Booking policy, non-exclusive. Estimated talent budget, \$1,200.

This huge nabe spot on a heavily traveled main highway to Manhattan (Queens Boulevard) has changed its layout when it acquired its new owner. It now has a large oval bar out front, and some of the garish decor has been tuned down.

The new show spotlights Harry Belafonte, Sheila Barrett and a Latin trio (out of the band) that has possibilities.

Belafonte has seldom worked better, appeared to better advantage or worked to a more enthusiastic audience than he has here. From a poor start as a boy singer some years ago, the tall, slim Belafonte is rapidly becoming the top folk singer in the business. As he went into familiar items now on RCA Victor, the huge mood rocked with him with such zest that it took on an almost hysterical frenzy more often associated with a Johnnie Ray audience. Belafonte can't sing there, no doubt that. He has a glandular delivery, a warm personality and projects like a headliner. If there's one fault it is his comparatively short stay onstage. It's very nice to get off when you're ahead, but considering Belafonte's stature, he could do five songs before off and a return. On the night caught he did three songs and got off, coming back for two more.

Same Sheila

Sheila Barrett's been caught too often to need any detailed description. The crowd yocked it up for her take-off, and she worked as she can when she's in the mood.

The club pulled the pianist and the maraca wielder out of the band for a two-man show, and then used the Latin band vocalist, Sylvana DeGrasse, to hype it. The gal is a luscious, stacked brunette with a voice somewhat like Yma Sumac. The management intends to make an act out of the trio, with the gal up front. On looks and voice it has a chance. The routine, however, will have to be changed to make it more commercial.

Ned Harvey's band cut the show and played for dancing. Damron's Latin band did the off-beat sessions. Bill Smith.

Radio City Music Hall, New York (Thursday, Nov. 13)

Capacity, 5,886. Price range, 80 cents-\$2.40. Four shows daily. Producer and booker, Leon Leonidoff. Show played by Raymond Feige house ork.

The circus is the central theme for the new stage show backing the new flick, "Plymouth Adventure." Subject lends itself to a lot of flash and excitement that Leonidoff and the rest of the house production staff used to the utmost. After a filmed series of fireworks shots on a scrim, show opened with a circus wagon parade against a midway backdrop. It then segued to a rotary stage disclosing an iron-fenced animal ring with trainer. The "tigers" were the ballet and the trainer, Patricia Drylie. The subsequent ballet was a highly commercial bit of terps with precision effects plus excitement. Gloria Gilbert's work in this number helped build the all-over effect. Her one-legged point spins drew wallowing mits.

The clowns made up of the entire male glee club kept the central theme moving with light comedy bits and singing of "Be a Clown." Boys used some ingenious props, sashes which became comedy "hairs" and white ruffs that became skirts and later became "pianos." Hal Norman, soloist, did a fine job in this one.

The Los Gatos, three-man acro and hand-to-hand act, were excellent in timing their tricks as they worked to beat their final trick, a three-man high and a topple was as good as always for a solid audience reaction.

Sharkey the Seal, with his standard act, is ideal entertainment for the kids, but the oldesters at the show caught were equally entranced. His bell-ringing finale pulled a tremendous hand.

Night Club-Vaude Reviews

Cotillion Room, Hotel Pierre, New York (Tuesday, November 11)

Capacity, 265. Price policy, \$1.50-\$2 cover. Owners, Pierre Hotel. Shows at 9:30 and 12:15. Booking, non-exclusive with Stanley Melba, room manager-band leader, buying. Publicity, Kurt Hofmann. Estimated talent budget this show, \$2,500.

If the hotel could only put its turnaway biz on ice and use it on off nights, its grosses would be tremendous. Opening night (only one show) the room had one of those nights where every table was jammed. Music Corporation of America brass and minor sergeants were all over the place. The reason? Margaret Phelan plus the Szonys. What MCA was interested in Miss Phelan wasn't kept a secret by Miss Phelan who, after announcing the credits for a flock of people, added "... plus my quarterbacks, MCA, without whose help I couldn't carry the ball. ... That explained why one MCA'er kept leaving his table to meet Miss Phelan as she left the floor after each number to whisper things to her. "That must have been the water boy giving instructions," was one cynic's observation.

Good Material

Miss Phelan looked wonderful in her first Pierre date and showed a flock of material by Gerald Marks and Milton Pascal for laughs and hands. Some of the new stuff was blue at the edges, but her wide-eyed delivery and general innocence took the sting out of it. Backed by Jack Kelly's always expert pianists, the gal singer ran thru a series of items, mostly Szonys, mixing them up with straight melodies to display her really fine voice. But voice wasn't what Miss Phelan was selling; it was material that ran the gamut of specially arranged parodies, the experiences of various females in the throes of basic emotions, etc., staying on for almost 40 minutes.

The Szonys, who opened, were superb. Their classic ballroom-style was seldom better. Giselle and Francis even outdid themselves in a routine that included their wonderful piroettes, cork-screw spins and just plain sensational dancing. In fact, the team was so good that Miss Phelan didn't have an easy time following them.

Stanley Melba's outfit played the show in tip-top fashion. Chico Relli's rhumba band relieved. Bill Smith.

St. Regis Maisonette, New York (Thursday, November 13)

Capacity, 170. Shows at 9:30 and 12:15. Price policy, \$1.50-\$2 cover. Owners, St. Regis Hotel. Manager and talent buyer, Pierre Bultnick. Booking, non-exclusive. Publicity, Timmie Richards. Estimated talent budget, \$750.

Fernanda Montel's return here drew an overflow crowd that greeted her with an ovation, or pretty close to it. In fact, her greeting was so big, she could have walked off right there and then, because nothing she did in the voice department subsequently got her the same results. On appearance alone the French Mlle. Montel drew buzzing. She's a dramatic, tall, silver-haired, exciting looking gal with smart enough to highlight her physical attributes with an equally dramatic costume, a long-sleeved, high-collared top that made her more striking than ever.

The singer's routine was a combo of French pops, with one Charles Trenet item; an American pop, "Somebody Loves Me"; and a few songs from the Gallie tunes, and finally a medley. Miss Montel's throaty delivery is interesting at the start, but her lack of phrasing gives her voice a monotony that grows as she continues. Oddly enough it is the gal's ease, demonstrated by a strong ballad during which she joshed with ringsiders, that showed the most potential. Even her lack of English gave her malaprops a charm that was noticeable in this bit. Milt Shaw's ork gave the bit remarkable backing. Howard and Draz's group relieved. Bill Smith.

Flamingo Room, Hotel Flamingo, Las Vegas, Nev. (Friday, October 31)

Capacity, 300. Price policy, no cover or minimum. Shows at 8:30 and 11:30. Operator, Gus Greenbaum. Booking, non-exclusive. Publicity, Abe Schiller. Estimated talent budget, \$2,500.

Two distinct shows here, each 45 minutes, are billed as the "Sans Souci Revue."

The show opened with a Brazilian dance ballet. Following were Rocio and Antonio in their "Afternoon of the Bulls," working with the ballet chorus to "Carmen."

Olga Chaviano, billed as a Mexican movie personality, an olive-skinned looker, sang and danced a mambo, getting a fine hand for both vocal and terp. Nancy and Rudy, two good-looking kids, twisted thru a mambo fantasy, which showed them off to good advantage and cooled things down for the finale.

Voodoo Number

A Cuban voodoo number took the spot for the final quarter hour, as the Sans Souci ballet whirled thru what they call "Sun Sun Dambae." This, billed as an abridgement of an authentic voodoo ceremony, show-cased the Bata Drummers, who provide the beat. It also included a blonde from Detroit, Evelyn (Skippy) Hetzer, star of the show, and the only American in the unit. Depicting a mesmerized onlooker from the audience, she suddenly burst onstage and writes to the beat, seguing into a fast adagio. Awaking from her trance, she screamed and dashed for the wings, setting the pace for a fast climax of the dance.

During the finale, the voices of the chorus and soloists with native Cuban chants served as background. Such a frenzy is generated on the stage that when the curtain lowered the customers sat anchored to their chairs before leaving, whereas the usual custom is to go for the casino once the show breaks.

The second show utilized the same talent, but headlined Miguelito Valdes, whose ork backstopped the entire show. Valdes handled a vocal medley, and then hit his best-known waxing, "Babalú," to a fine mitt. Rocio and Antonio, using "Andalucia" and "Malaguena" as background music, weave in and out among the members of the ballet, working well in both chorus and solo spots, and winding up with clever use of the castanets.

Muscular Control

Miss Chaviano was then featured in a muscular control dance. The finale, which is not as physically tiring as the first show, is staged from the audience and is called Mardi Gras in Havana. It builds to a great hand. Bob Baker.

Cocoanut Grove, Ambassador Hotel, Los Angeles (Wednesday, November 12)

Capacity, 950. Price policy, \$1.50 cover. Shows at 10:15. Publicity, Jean Stinchfield. Booking policy, non-exclusive. Estimated talent budget this show, \$3,800. Estimated budget last show, \$6,000.

Blossom Seeley and Benny Fields, due to the flicker, "Somebody Loves Me," based on their careers in show business, are tending off a comeback together here. Fields, who has been working as a single, has gained greater stature with a partner of old, Miss Seeley. He'll a strong song salaried with Fields, should put a real wallop in boites that eat up a trade that's given to nostalgia. Both of them do wonderful pieces of the 20 to 30-year vintage work which this act will be famous. All of their try sets are pieces that a good singer can do. Fields and Dance Man" and others indicate that an act. He might wisely spend some time diggins these two if just to put up some good oldies that yet can't be done. Doesn't get enough spotlight for the spends about 75 per cent of the time back. (Continued on page 49)

Palace Theater, New York (Friday, November 14)

Capacity, 1,850. Price range, 55 cents to \$1.50. Four shows daily. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Jo Lombardi's ork.

The best news about the current bill is the return of Roy Benson to repeat the sold customer elick that he made last summer. Even if Benson wasn't the helluva good magician that he obviously is, he would still be a good comic. The combination of the two is irresistible. Why he has been spotted in fourth place in a generally weak line-up is something to wonder at. Next-to-closing would seem his logical billing in this week's show.

However, Slapsie Maxie Rosenbloom has apparently been tabbed the seventh slot draw. As far as this pew is concerned, the Rosenbloom tired antics, which are the notion of the ubiquitous Slapsie burlesquing a bit of "Romeo and Juliet" may be raucous on a club floor, but vaude-wise it leaves the customers as tired as the dull material. It would take a Bobby Clark or a Bert Lahr to wring laughs out of what Slapsie has to work with, and no one has ever accused Rosenbloom of competing in their league.

Sharp Start

The bill gets off to sharp start via a trio (two men and a good-looking gal) of French trapeze experts. The combo works fast and clean with excellent salesmanship. Vic Spaddy, show impressionist, follows. Spaddy has a good stock of imitations, but could leave 'em wanting a little rather than push to give too much. His act gets progressively top-heavy. McFarland and Brown provide a sufficiently amusing knockabout acro turn for the third slot. The accent is strictly on low comedy, with the male half of act talking most of the prat falls. The latter has a really excellent gorilla imitation for a wind-up.

Otherwise, the bill features the excellent tapping of a Negro combo, Tip, Tap and Toe, whose act doesn't seem to vary by a single beat. The boys, as usual, are top-bracket in foot-work, but are also inclined to overdo the sales pitch. Gloria Villar contributes soprano chanting. The gal has a good voice, but turns on power enough to blast the mike. She's got plenty vocally to fill the Palace without amplification. It might be a smart idea to try it. The Ming Sing Troupe (man and three items) offer up a competent brand of acro for the closer.

The pic is "Something for the Birds." Bob Francis.

Empire Room, Waldorf Astoria, (Wednesday, November 12)

Capacity, 440. Price policy, \$1.52 cover. Shows at 9:30 and 12:15. Owners, Hilton chain. Exclusive booker, Meriel Abbott. Publicity, Paul Stewart. Estimated talent budget current show, \$3,500.

"This act doesn't get much laughs," was Victor Borge's opening announcement, after playing a few bars of music. "I was at Carnegie Hall to listen to a Horowitz recital, and believe me Horowitz didn't get any laughs either; not a single laugh." And then (Continued on page 49)

Bar of Music, Hollywood

Capacity, 400. Price policy, \$2 minimum. Saturdays. Shows continuous from 9 p.m. Operators: Albert and Regina Villaudy. Manager, Jack Villaudy. Publicity, Jerry Riley. Estimated budget this show, \$3,500. Estimated budget last show, \$2,700.

Arthur Blake has added a tremendous new adjunct to his standard mimicry in bringing back the quick-change artistry of yore. Blake is now doing a 40-minute series of historical monologs, captured in \$15,000 worth of authentic costumes, copied with the permission of the director of Mme. Toussaud's Wax Works, London, from its celebrated figures. Working against a wonderful silk screen backdrop, depicting London, Blake goes thru Henry VII and his six wives, Queen Elizabeth, Louis XVI and Marie Antoinette, Napoleon, Queen Victoria and George Washington. The presentation is the closest thing to a concert ever staged in a nitery. With only 30 seconds between each new character, Blake, with the help of two assistants, puts on a new costume, complete from headress of wig to shoes in the blackened nitery. Each new costume got amazed "oahs" and "ahs" from a packed opening night house.

Outside of a wonderfully seri- (Continued on page 49)

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The Billboard—Nov. 15, 1952

Ka-See's, Toledo

(Monday, November 3)

If walls of this boite weren't made of asbestos, entire joint would now be pile of ashes, so hot was reception given Robert Q. Lewis for one of the most fabulously funny acts seen here in many a moon.

Before making another statement let it be said for the record that this act is a superior example of what can be accomplished with brilliant material, lots of work, and sparkling delivery.

Needing little else to lure them in other than Lewis' top drawing power, operator wisely kept rest of show down to bare minimum of Jerry Gerard, husky tenor; Frederic and Tanya, adagio team; plus house line of Pauline Parks and Dancers (5).

The owlish Lewis charm and startling resemblance in looks and delivery to Harold Lloyd, put mob in his hip-pocket with their first throwaway, kept them more and made them howl for more.

Robert Q's a fortunate guy in having Freddy Elton, accompanist surely one of this era. Lad directs house ork from piano with all aplomb and finesse of a Ted Shapiro, which he could one day turn out to be.

Act starts with a bit of kidding stuff on the famed Lewis glasses, interspersed with slick wonderful and more of those wonderful yock-producing throwaways that seem to make all the difference in the world with top-flighters.

A tasteful bit on his association with Godfrey leads Lewis into a thing called "Substitute for Love" that rolled all present right into aisles.

His tie-ups of local gossip bits and familiar names won him hosts of ringside friends. Stand-out was his nostalgic bit on the early vaude Blackbird routine like "Eye-Bye Blackbird" routine like Elton. From here it looks like RQL had best stick to his present formula of mixing old with ultra-new and avoiding all questionable material. He'll go right to the top... and fast. If he keeps it up Customers were rocked solidly with the Lewis bit on his TV show, "What's My Name?" Pleasant note is that Lewis doesn't take unfair advantage in his material to cast plugs for his TV-er or for his Godfrey tie-up. Stuff just seems to flow naturally. After two callbacks he ended his 45-minute stint with a pleasing tagger: "Thanks ever so much, but I've always been told to quit if you think you're a bit ahead." It was the right tagger, for customers had laughed so long and loud that they were limp and could not have stood another moment of lad's magnetic personality. Show was expertly cut, as usual, by Jimmy Harry ork (6). Jack Ellis.

Another fine public service effort is being made thru the medium of TV film in a series of shows entitled "Anywhere You Are" They are presented by the Information Foundation, a profit organization which, for the beer try, spread health.

The Toledo Blade—Monday, Nov. 10, 1952

Mitch Woodbury Reports

Famed Michigan Alumnus Returns To The Campus



There is nothing so dear to a college man's heart, next to his wife and youngsters, of course, as returning after a span of years to the campus of his old alma mater. We made such a pilgrimage on Saturday with a now famed alumnus of the University of Michigan.

He is Robert Q. Lewis, the celebrated radio and television personality, who was in Toledo for a night club engagement in Kasee's.

Bob, a member of the Michigan class of 1942, returned to Ann Arbor under the auspices of the Mimes, the undergraduate thespic group responsible for the annual U. of M. "opera."

Seems Robert Q. is a former Mimeo. He appeared in the organization's 1941 footlight production, a musical show called "Take a Number." It was presented only in Ann Arbor as a road tour was taboo that year.

Robert Q. Lewis had a big day back on the campus he knew so well for three years (he left Michigan at the end of 1941 to take a job with a Troy, radio station).

He first attended a comedy of "No Cover Charge" coming...

Robert Q. Lewis gave Kasee's its biggest week in its history. And this despite the fact he was in New York Wednesday for his TV show and that many persons remained home. Tuesday evening to listen to the election...

Now Kasee is making a strenuous effort to book Harry Mimeo, the little dancing comedian seen so frequently on the Ed Sullivan show. In the meantime Harry Jarkey, a funny fellow and favorite hereabouts, is for a two-week run.

Ernie Fodor and Bob P. Russell, the likable local comedians, have teamed again and are holding forth in Rialto Town Club, where the comedy...

Hey - thank so much!
Robert Q. Lewis

EXCLUSIVE REPRESENTATION
Ted Ashley Associates

NIGHT CLUBS—THEATRES
Baum-Newborn

PUBLIC RELATIONS
Sollers-O'Rourke

Fabian Chain Hits AGVA Snag in Test Of Icer Theater-TV

Other Unions Give Experiment Okay; Board's Plan Now 'Impractical'

• Continued from page 1

the rate of pay should be one and a half times the performer's regular weekly rate whether scale or over scale. Straight TV rates, the petition asked, are not to be applied. Those rates were set for regular broadcast audiences of millions. The theater-TV show would be for paid audiences only and no such showing can at present reach "even 100,000."

The petition went on to show the advantages to AGVA members and argued that theater-TV was the "best way to bring live shows back to theaters." If entertainment shows do not go into theater-TV, sports events will. The only big theater-TV shows have been prize fights. (The Metropolitan Opera will be telecast December 11, tho this will be in the nature of a benefit, with the major portion of the box office going to the Met to keep it alive.)

According to the proponents of commercial theater-TV, only that medium can make possible large-scale employment for variety artists. Regular small screen TV, for example, cannot use large choruses or spectacles to advantage. Large screen theater-TV can.

Theater Advantages

Only theaters carrying live name entertainment can win mass audiences away from TV, said the petition. By hooking a chain of theaters together, admission prices can be kept at mass levels. Theaters not having such policies, or equipment, will be forced to use live attractions in order to compete, or else set up their own theater-TV policy. This could lead to several theater-TV chains with live shows surrounding name attractions, and both different each week.

This is additional employment, said the petition, since very few theaters today use live talent. AGVA could guarantee protection of the few remaining theater dates by setting up the condition that theater-TV not go into any theater regularly using live acts.

All other unions involved, the petition said, have already okayed the project. These include the American Federation of Musicians and the stage hands' International Alliance of Theatrical Stage Employees.

AGVA Action

The AGVA board kicked this around for a couple of days. At first nobody knew what to do about it, except that it "ought to do something." The administration urged that whatever was decided, moderation be followed. Dewey Barfo, former administrator and now a board member, however, carried the day. He made one of his typical "actor's talk" speeches which is a combo of high-falutin' phrases and breast beating, with the result that the board unanimously passed a resolution.

The resolution set the temporary trial rate for the Sonja

THIS IS GREASY IF NOT SLICK

HOLLYWOOD, Nov. 15.—Henry Youngman, recently out here to go on the Spade Cooley show on the Columbia Broadcasting System, ran over to the National Broadcasting Company to say hello to Jimmy Durante who also was on TV that night. While waiting in Durante's dressing room, a make-up man came in and asked Youngman (and Youngman's brother who was along for the ride) if they were on the show. When Youngman said, "Yes," the make-up guy proceeded to put grease on their faces. When Youngman rushed back to CBS to do his show, he told that network's make-up department, "I'm gonna look good. I got NBC make-up on."

Henie Ice Show of a period of three consecutive days with a maximum of two shows a day to be performed during January, 1953. It also ruled that the minimum compensation shall be equal to actor's contracted full week's salary for the current Henie show and that be for the live performance only. In addition, "each artist shall receive 10 per cent of his contracted salary for each theater in which the show is exhibited via a closed circuit."

Resolution

The National Administrative Secretary was then empowered to consult with the Sonja Henie cast to determine what additional recommendations be brought before it. The resolution further resolved that no theater be permitted to exhibit this show on closed circuit in any town where there will, at the same time or within a period of four weeks thereafter, be shown any live ice show in a theater or arena, and that said show not be exhibited in any theater where there is now a policy of live entertainment.

The Morris office flatly said they couldn't sell the plan to Fabian or anybody else. The Fabian attorney, Leo Rowen, wasn't available for comment.

Jack Irving indicated that the board might reconsider its resolution if a better deal was offered. It is understood that AGVA might go along on a deal which

(Continued on page 32)

Chez Paree's 20th Anniversary, Sophie Tucker Draw Chi's Elite

• Continued from page 3

Jay Schatz, Al Kaiser and Don Medlevine provided.

Special tables front and center were set up for all employees who had been with the club for 20 years. Another was graced by graduates of the Adorables line. Reporters, columnists, photographers, booking agents and friends of the management filled practically every remaining table.

Lou Breese, a six-year man at the Chez, then took over as emcee to introduce the celebs on hand, to award gold watches to the 30-year men and to introduce Abba Smith, captain of the Chez line, who presented a gift on behalf of the line girls to Lila Brown, wardrobe mistress. Breese also read off the donors of some 20 or more plaques which were given to the Chez management on behalf of their anniversary by various charitable and show business

Robt. Bell, Hawaiian Unit Producer, Dies

SOUTHGATE, Ky., Nov. 15.—Robert Bell, 62, whose Bell's Hawaiian Revue toured the major night club and theater circuits, including Shubert's and Pantages' for many years, died in Booth Hospital, Dayton, Ky., Tuesday (11). Bell, who produced and owned various theater troupes for over 40 years, formed the Hawaiians at Atlantic City Pier when he was 21 years old and later took the group on a coast-to-coast one-night tour under the direction of Bob Hicks Page.

At one time in his lengthy career, Bell, who was a native of Hawaii, had the House of Wax Band, of which he was co-owner, and the Hawaiians touring the national circuits simultaneously. Later he and his widow, Margaret, organized Bell's Hawaiian Follies which played the major theaters and nightclubs until World War II when Bell retired. Requiem high mass was sung for him Thursday (13) in St. Teresa Church, with burial in Evergreen Cemetery, this city. (Details in Final Curtain.)

ARSENIC LEAVES A BAD TASTE!

MIAMI, Nov. 15.—Stormie Gale, who has appeared in many strip shows in this area during the past few years, recently started suit against a local hospital, alleging she was accidentally fed arsenic during hospitalization for an illness.

The Gaiety Club immediately booked her and billed her in newspaper advertising as "The Arsenic Girl." Lou Brooks, who owns an opposition pool palace, the Rainbow Inn, said the billing was in the height of bad taste—"or haven't you tasted arsenic lately?"

Latin Quarter Back to Talent

CINCINNATI, Nov. 15.—The Latin Quarter, prominent Newport, Ky., night club, which has been dark for the past five months because of liquor and gaming entanglements, resumed a full-scale talent policy Thursday night (13). George Gebhart, manager, set Buddy Clayton, Helen Almee, Franklin and Astrid, the Starlettes line (6) and Bob Snyder's ork for the opening show.

Snyder held the podium at the Lookout House, Covington, Ky., for over five years and until the death of J. H. (Jimmy) Brink, who was killed in a plane crash several months ago when the Lookout House was closed.

The Latin Quarter also is offering intermission music in its cocktail lounge. Tommy Claire, widely known in Northern Kentucky night circles, continues as maitre d', the post he held at the club for a number of years before its recent shuttering.

Accident Insurance Plan for AGVA Set For Nov. 21 Preem

Agents, Bookers, Ops Hint They May Resist Payment Without Negotiations

NEW YORK, Nov. 15.—The new form of accident insurance covering all members of the American Guild of Variety Artists will go into effect November 21 under a Welfare Plan set-up, and there are already complaints from two sources.

The chief complaint for the time being is from the agents, bookers and operators who have already received form letters advising them that starting November 21 they will be required to pay AGVA enough insurance dough to cover all the acts they book or use. The basis will be \$1 per person per club date; \$2.50 a week from cafe ops for each individual member of AGVA on the show, and \$3.50 a week per performer for all circus and outdoor shows.

Cafe ops interviewed said they would resist payment without negotiations. Pittsburgh ops plan a meeting early next week to discuss what their action will be.

Will Cross Bridge

Theater men said they'd "cross the bridge when they came to it," but hinted insurance wasn't covered by any of their minimum agreements with AGVA and saw no reason why they should obey any edict without first discussing it.

Midwestern agents, many in the club date booking field, are particularly irate about the insurance. They charge that first of all they have a contract which does

not expire for another year, and that contract binds AGVA to charge only for insurance. If the insurance premium is reduced, the reduction be passed on to them.

Under the new Lloyds of London plan, AGVA will be charged 40 cents on club dates and \$2.40 a week on theater, cafe and circus jobs. AGVA will continue charging the old rate of \$1, \$2.50 and \$3.50, and using the difference to deposit in its Welfare Fund. AGVA will be responsible for the payment of premiums.

Efforts have already been made that many Midwestern club date bookers will not only refuse to pay the buck, but will resign from the Artists Representatives Association, which has given tacit approval to the insurance plan, and will set up their own organization.

Ultimatum

Jack Irving said that anybody who refuses to pay the insurance premium, "will not get acts." He indicated that, if necessary, he would pull shows where operators haven't paid.

Rank and file AGVA members are enthusiastic about the insurance coverage but are irate about the mechanics set up to run the Welfare Fund which will be the beneficiary of the monies collected. Under the plan, the head of the Welfare Department, Margie Coate, will have the authority to okay all accident claims up to \$1,000. They charge that Miss Coate is unqualified and incompetent to run any plan that may bring AGVA an income of as much as \$1,000,000 a year.

It is expected that the union will eventually set up a plan, supervised by competent and proper personnel. But, to date, no move has been made, members charge.

Must Be Hired

Jack Irving agreed that the people necessary to make the Welfare Plan work properly must be hired. But, inasmuch as the new insurance plan takes effect November 21, the present personnel will have to do the job until further study.

The attorneys for Lloyd's of London, which is issuing the policy, admit that the AGVA welfare set-up is not ideal. They envision personnel in charge experienced in social service, case work and insurance.

Move Afoot to Stiffen DJ Rule

NEW YORK, Nov. 15.—Any relief for disk jockeys from the rule that actors are not permitted to go on shows originating from restaurants or cafes is further away than ever, according to the latest deliberations of the American Guild of Variety Artists.

The talent union's executive board met last week and took up the deejay rule among other subjects. It was expected that the ban would either be lifted or eased. Instead, a move, joined almost unanimously by the board, was started to strengthen the rule and appeal to the Associated Actors and Artists of America, to ask all other talent unions to order their members to stay off such shows unless they get paid.

The present rule calls for payment of \$100 per shot for AGVA members who get on with a platter spinner doing a remote deejay show. The rule doesn't apply where such shows originate from studios.

Palace to Up Box for Kaye

NEW YORK, Nov. 15.—Danny Kaye who will start a run at the Palace, January 19, will probably go into a house scaled higher than any time since the theater went in for two-day shows. It is expected that top for week-ends will be \$6. The Judy Garland show top was \$3.60, while the Betty Hutton top figure was \$4.80.

So far, the Dunhills are the only act set with Kaye. There're negotiations now going on to bring in Darvas and Julia, but so far nothing has been set.

Tucker for President" and left 'em wanting more.

For timing, diction and bits of business that sell, few can match Sophie. Her bow-off, stressing her desire to celebrate her 50th anniversary in two years by returning to Chi with the picture of her life now being cast with Betty Hutton as Sophie, and her pitch for her albums and book which she sells in the foyer for charity between shows wrapped this gang up for her. As usual, Ted Shapiro adds much to the turn with his accompaniment and chatter.

Sonny King, tenor, and Harry Mimmo, comic impressionist, round out the show with two routines by the Adorables. Both acts are new to midnight audiences. King showed powerful pipes and range with "Wish You Were Here," "Donkey Serenade" and "Vesta La Juba." He sells well, but his material needs better organizing. Could have quieted the noisy house quicker by using his commercial "Melancholy Baby" earlier instead of as a second encore.

Judging by the hand he pulled, Harry Mimmo should have no trouble with Midwestern audiences. His brash Italian accent with which he introduces his bits, his ability to mimic as his Chaplin take-off proves; his dancing prowess and feeling for satire which his Fred Astaire number demonstrates, stamp him as a performer the public will want to see more of. In fact, he had the orchestra watching him so intently that it blew several musical cues.

The Adorables open the show in a fast-moving routine to Johnny Martin's warbling of "Walking My Baby Back Home." Came back before La Tucker with special anniversary number that didn't jell.

Any way you look at it, however, 20 years as one of the nation's top supper clubs is quite an event. The Chez Paree celebrated it in memorable fashion. At the conclusion of the show December 4, the Chez shutters for four weeks as a \$10,000 refurbishing job gets under way.

MUSIC

Juke Box, ASCAP Near Peace Table

Battle Over Royalties May Reach Point Of Amicable Compromise Conferences

NEW YORK, Nov. 15.—The bitter battle between the juke box industry and the American Society of Composers, Authors and Publishers over the question of royalty payments by operators to copyright holders may soon be resolved to the point where representatives of the two groups may actually sit down together and try to work out a compromise solution acceptable to both.

Should this amicable course, now still in the very preliminary stages, be taken, it would mark the end of the long history of acrimony, toe-to-toe slugging and name-calling that has characterized the hassle thus far.

Last year, the most recent at-

tempt to bring coin phonographs under the royalty provisions of the Copyright Act (the Bryson-Kefauver Bill) failed to be reported out of a Congressional subcommittee by a small margin. It is known that a new version of the measure will be introduced at the next session of Congress, although it is not expected to meet with great favor on the part of GOP legislators (The Billboard, November 15).

Letter

The move toward pacification so far has taken the form of a letter from Herman Finkelstein, ASCAP general counsel, to the Music Operators of America suggesting a meeting to explore the possibilities of compromise. Although this letter has been in the hands of Sidney Levine, MOA's national counsel, for several weeks, it has yet to be bounced back to ASCAP. Following a meeting here this week between George A.

(Continued on page 77)

Sept. Music Store Sales 32% Over Aug.

WASHINGTON, Nov. 15.—Department store sales of radios, phonographs and TV sets in September fell 21 per cent below September, 1951, sales, while sales for the first nine months of 1952 dropped 24 per cent below the record set during the corresponding period last year, the Federal Reserve Board reported this week. Stocks of this type merchandise at the close of September were 40 per cent under last year's, 174 stores reported. For the same periods, sales of records, sheet music and instruments slumped 20 per cent, 10 per cent and 24 per cent, respectively, a spot check of 123 department stores revealed.

At the same time, the nation's music stores reported September sales a record 32 per cent higher than in August and 4 per cent higher than in September, 1951, although cumulative sales for the first nine months of the year were down 4 per cent below the 1951 level, according to the Census Bureau.

RE, KWTO Buy Slice of Rancho

HOLLYWOOD, Nov. 15.—Radiozark Enterprises and KWTO, Springfield, Mo., station, both of which have been growing in stature as far as country music is concerned, this week purchased a half interest in the Smiley Burnette BMI affiliate, Rancho Music, for a reported \$35,000. The Burnette catalog contains over 300 songs. Deal was completed between Burnette and E. E. Siman, Jr. and John B. Mahaffey of the RE firm. Siman and Mahaffey also operate Earl Barton Music, a new BMI affiliate.

At the present time RE and KWTO are keeping a staff of approximately 100 live musicians and country entertainers busy with live and et work in the Springfield area. The firm put its first artist with a major firm when Porter Wagoner signed with Victor.

Siman and Mahaffey are currently in Hollywood studying the possibility of a series of TV films, which would be done by Burnette, who has a successful et. radio series with the firm.

Dorsey Picks Jack Leonard

NEW YORK, Nov. 15.—Jack Leonard, singer with the Tommy Dorsey orchestra a decade ago, became the professional manager of the Dorsey-owned music firms, Embassy and Dorsey Brothers Music, this week. Leonard, who did the (Continued on page 22)

U. S. Supreme Court to Hear AFM 'Featherbedding' Case

NLRB, Circuit Court Differ on Union Stand of No Taft-Hartley Violation

Continued from page 1

bona fide request by a labor union that additional men be employed—even if the employer does not want or need those men—does not fall within the accepted meaning of language which merely outlaws any attempt to cause an employer to pay any money, in the nature of an exaction, for services which are not performed or not to be performed.

The brief concludes: "Hardly a day goes by but that some union does not make a request which calls for or necessarily requires the employment of additional employees and which is not resisted by employers on grounds of efficiency, economy, benefit or utility. Where statements develop, parties are free to resort to peaceful, economic measures in defense of their positions."

Kaiser, of the union's counsel, told The Billboard that "this is not a stand-by case." He pointed out that the lower court did not argue with the contention that actual work was not in violation of the Taft-Hartley featherbedding provisions, and said that renewed attempts would be made to prove that the union desire to work was bona fide and did not, therefore, constitute featherbedding.

A brief filed simultaneously for Gamble by the Cleveland law firm of Jones, Day, Cockley & Leirvin, charged that the NLRB "seeks to

viscerate" a "coherent" Congressional policy on the subject of featherbedding.

"If this case is reversed, there will be no future borderline cases, for this record raises the prototype case," the brief warns.

NLRB, in a 68-page brief, reiterated its earlier findings that "the union attempted to secure the employment of its members for performance of actual work and that the union at no time relevant to this case attempted to obtain payment for work which was not actually to be performed." The board asked the high court to reverse the lower court's decision, affirm the NLRB order, and deny the petition to review.

The board further declared that "Congress deliberately withheld all regulation of featherbedding" so that labor unions might remain free "to press for make-work devices and to oppose the introduction of labor-saving machinery," while at the same time refraining from "stand-by arrangements." The board quotes Sen. Robert Taft, co-author of the act, who declared at the time of the House-Senate conference on the legislation, "The Senate conferees, while not approving of featherbedding practices, felt that it was impracticable to give to a board or a court the power to say that so many men are all right and so many

men are too many. It would require a practical application of the law by the courts in hundreds of different industries and a determination of facts which it seemed... would be almost impossible."

The Senate conferees, under the guidance of Taft, said the NLRB, were willing to go no further than to make it "an unlawful labor practice for a union to accept money for people who do not work."

As a result of the Taft-Hartley Act, the musician's union abandoned its earlier practice of securing the payment of employees although no work was done by them," NLRB maintained, adding, "the union now seeks payment only in exchange for actual work done."

Merc Re-Inks Hill, Daniels; Signs 2 More

CHICAGO, Nov. 15.—Art Talmadge, vice-president of Mercury Records, announced the reinking of two stand-bys on the label and the pacting of two newcomers. Tiny Hill and Billy Daniels have renewed. Bernice Parks and Johnny Denatolia are the additions.

Firm reports demand for Daniels' disks has been reflecting the rising popularity of his network TV show. Parks moved over from the Seeger label. Denatolia is reportedly a protégé of Perry Como. Next move on diskery's part is to come up with a new inkeeper for the singer.

Cavallaro Gets Brazilian Dates

HOLLYWOOD, Nov. 15.—A new South American booking opportunity was unveiled this week when MCA set Carmen Cavallaro and his quartet to play four weeks in Brazil, starting November 17, at a reported \$4,000 per week plus round-trip air transportation for the quartet, an interpreter and a secretary. Cavallaro will play two weeks at the Night and Day Club, Rio de Janeiro, and two weeks at the Boite Lord Club, Sao Paulo. In addition to these dates, appearances, he will make a daily appearance on National Radio De Brazil.

In addition, the Brazilian combine has made a definite purchase of Ada Leonard and her eight-gal band for a month, starting May 2 at \$5,000. She will work the same shed. They also have a bid in for Benny Goodman and his sextet at \$15,000 per week for March, but Goodman has not okayed the deal. If BG refuses, Miss Leonard will go in March. There's also a strong possibility that Betty McGuire's all-gal foursome will play Brazil for the same group around the first of the year.

The group is also bidding for Louis Armstrong to play the circuit as soon as possible, after Armstrong completes his current European swing.

FRANK LUTHER SELLS 5-MIL

NEW YORK, Nov. 15.—Frank Luther, top kiddie artist on Decca since 1934, has sold a cumulative total of more than 5,000,000 records on the label, a recent tabulation by the firm disclosed. His biggest platters have been the two 12-inch 78 r.p.m. disks of "Mother Goose Rhymes" and "Nursery Rhymes."

Decca Ups Push as Hillbillies Pay Off

NEW YORK, Nov. 15.—Decca Records stepped up push in the hillbilly field over the past year has paid off handsomely for the diskery, with current sales of folk wax triple what they were a year ago. The drive has been sparked by a healthy padding of its artist roster during this period. Several of the newcomers, notably Webb Pierce and Kitty Wells, moving solidly into the top categories.

To spur further development in the market, Decca has recently

doubled its release schedule of oostune etchings. It now issues two platters a week in the category and, under a &r. exec Paul Cohen, is spacing releases by individual artists according to a pre-set, but flexible, schedule. This, it is hoped, will enable each disk to realize its full potential before being crowded by a new entry by the same artist.

Top Sellers

Among the diskery's top folk and sacred sellers in the past year (Continued on page 22)

Columbia Plans 6 Kiddie Items On EP 45's

NEW YORK, Nov. 15.—Columbia Records will issue six of its kiddie items on EP 45 disks next week, marking the first kiddie releases on the new platters. Sets to be released on EP are "Peter Pan," with Jean Arthur and Boris Karloff; "Nursery Songs," with Gene Kelly; "Gene Autry at the Rodeo"; "Goldilocks," and "Clammy," the record playmate. Platters will retail at the pop EP price, \$1.47 each.

The diskery will also issue a new 78 r.p.m. series, the Play Color Record Book sets. The sets consist of two six-inch disks in a book, with pictures for youngsters to color, and the complete story in cartoon form on the back of the book. Columbia Play Color Books will retail for \$1.00 each. Titles of the 12 releases include "Little Red Riding Hood" and "Rumpelstiltskin."

Trade Reacts Favorably To Billboard 'Best Buys'

Diskeries, A&R Men, Indies Laud Move; More Comments Coming Up

Continued from page 1

pop record territorials, the box "Territorial Favorites to Watch" spotlights disks which have shown up for the first time in any of the territories listed. These and all the other changes have been designed to make the charts more readable and more valuable to all segments of the trade.

Diskery Exec Reactions
Initial reactions by diskery execs to the new charts are overwhelmingly in favor of the changes and additions. (The reactions by members of other segments of the record industry will be reported in succeeding issues.)

Typical of these favorable impressions was a statement from Paul Barkmeier, RCA Victor Records head, who said, "I believe the new method of presenting 'Best Buy' records is a distinct improvement for a number of reasons," citing among them the fact that "Best Buys" will be based on actual reaction." He also praised the extension of the new charts to all classifications of records, thus "serving as a compact and convenient buying guide for dealers and operators in every segment of the record market."

James Conkling, President of Columbia Records, said, "The completely new format in last

week's Billboard certainly represents a basic reconstruction that I feel certain will do much in giving all of us a more concrete and better picture of our industry."

A&R Reactions
On the a.&r. level, Dave Kapp, of Victor, described the changes as "a most intelligent, informative and helpful approach." This was echoed by Mercury vice-president Art Talmadge in these words, "Great improvement. This Week's Best Buys" should help a lot to stabilize buying in the trade and eliminate confusion as to what records are the best buys." Joe Carlton, another Mercury v.p., noted that the new charts "extend Billboard's thro and invaluable service to the record companies." MGM's Harry Meyerson described the changes as "wonderful."

In Hollywood, Lloyd Dunn, v.p. of Capitol Records, said, "The pulse of the entire record industry is reflected in The Billboard's coverage and its charts, especially. This newest addition to the charts will accelerate the dissemination of vital early sales information to the trade." Columbia sales vice-president, Paul Wexler, said he is "most pleased to see The Billboard, which is ably

qualified, emphasize in its new charts the importance of new releases."

The suddenness and magnitude of the changes created some confusion among diskery execs. General sales manager Syd Goldberg of Decca said the following: "It's a great departure from the former set-up. It's too soon to tell how valuable. It may be two to three weeks before I'm in a position to judge." Lee Hartstone, sales v.p. for London, described the changes as "very ambitious" and commented, "As it's conceived it should be of great aid to dealers, operators and radio stations." Also on the wait and see side was Hal Cook, v.p. of Capitol Distributing Corporation, who cited the charts as a "step in the right direction" and added, "unless the information received is valid, it's possible to come up with a lot of hypes which would not be at all helpful."

Indie Labels' Applause

The same over-all favorable reaction was received from owners of smaller independent labels. From the West Coast came the following comments. Saul Bihari, of Modern and RPM, said, "We need something like this to center (Continued on page 17)

Music Men Hear Universal Copyright Proposal Details

MPA to Poll Members on Confab Adoption Before Taking DC Action

NEW YORK, Nov. 15.—About 100 music men, representing more than 50 publishing firms and allied interests, heard a detailed account of the contents of the proposed Universal Copyright Convention here Wednesday (12) at a meeting called by the Music Publishers' Association.

While most present seemed to favor adoption of the convention by the United States, no formal stand was taken at the confab. This may come later, after the MPA polls its membership by mail. Should the majority of the publishers back adoption of the international code, as expected, the MPA will use whatever influence it can bring to bear to urge favorable Congressional action. At such time it will probably co-ordinate its efforts with other groups supporting the convention.

Altho the original agenda of the meeting called for a broader discussion of the copyright problem, notably a revamping of relevant United States laws to bring them more in accordance with modern practice (The Billboard, October 28), the entire two-hour meet at the Warwick Hotel was given over to consideration of the international pact. Problems such as extension of the life of domestic copyrights and changes in the automatic licensing of mechanical rights will probably be taken up at subsequent meetings according to Leonard Feist, MPA president.

Attorneys Talk

Attorneys who addressed the meeting were Benjamin Pepper, of MPA; Horace Eisenstein, of the American Society of Composers, Authors and Publishers,

and John Schulman, of the Songwriters' Protective Association. The latter two were members of the Geneva confab last September where 36 nations inked the proposed pact.

The main advantage of the pact would be to insure automatic copyright protection for American works in all signatory countries, the legalists stressed. Under the present often contradictory laws it is occasionally difficult to determine the extent of coverage in many countries.

In one respect, however, it was pointed out that adoption of the convention would reduce copyright duration of American works in certain countries. To secure foreign protection, American firms now publish simultaneously in those nations where the protection is desired. Such works then come under the laws of those countries, in accordance with the Berne Convention, and protection

is extended until 50 years after the death of the composer.

But under the proposed Geneva Pact, the copyright laws of the nation of origin would obtain with American compositions then protected overseas for 28 years, plus renewal.

This, however, was considered by the attorneys a minor factor far outweighed by the other advantages of the pact.

Should the MPA, following its membership poll, back adoption of the convention, it would also push to effect certain changes in domestic law to make the international agreement workable. These changes are minor and include a different method of marking copyrighted material, foregoing the present requirement that foreigners deposit copies of protected material with the United States Register of Copyrights, and no longer requiring material printed in English (British works, for instance) also be printed in the United States.

ASCAP Writers In New Imbroglia

NEW YORK, Nov. 15.—The augmented writers' classification committee of the American Society of Composers, Authors and Publishers ran into a hassle this week in its attempts to further refine the new writers' distribution plan. When the smoke had cleared after a Tuesday (11) meeting, a new wrinkle for averaging performances according to classification had been passed by the committee, and Hans Lengsfelder, Sammy Gallop and Jimmy Eaton had resigned in protest against the new formula. Lengsfelder, one of the pioneer proponents of the revised writers' plan, intends to call a meeting of his original committee next week to work out effective measures to fight this new formula, even to taking the matter to the membership.

The augmented writers' classification committee, including Stanley Adams, Pinky Herman, L. Wolfe Gilbert, Hank Lengsfelder, Mack Davis, Sammy Gallop and others, has been working over the past few months on an additional safeguard for writers under the new classification plan, which became effective with the October distribution. Object was to set up an "artificial" performance average that would run concurrently with the "natural" performance average, and even out any inequalities that might arise under the new plan.

Last week the augmented committee agreed to a figure of 40 as the number of performances a writer in any classification must have to get one performance point. However, after last week's meeting, a number of the committee members decided the figure of 40 per performance point for the "artificial" average was inequitable when applied to all classifications. They called the new meeting. At this noisy clam-

or, a new formula was evolved with a sliding scale for the "artificial" performance figure, with a higher number of performances necessary for the top classification, a lower number for the middle groups, and a higher figure again for the lowest classification.

At this meeting the dispute between Lengsfelder and members who desired the sliding scale became heated, particularly when Lengsfelder refused to change his stand that the same figure should be used for all classifications. One member stated that Lengsfelder had not been around more than a few years. The offer rejoined that he had been around the Brill Building for 12 years. The member then said, "I meant up here (ASCAP)." To this Lengsfelder (Continued on page 24)

CLEATING ON WAX

\$50 Granz Album Features Astaire, Top Jazz Group

HOLLYWOOD, Nov. 15.—Norman Granz, who broke precedent with a \$25 "Jazz Scene" collectors' item album two years ago, this week announced the most ambitious effort yet in the pop album field. Granz is currently preparing for pre-Christmas release a \$50 album, made up of 30 tunes by Fred Astaire. Titled "The Astaire Story," the four 12-inch LP package consists of 24 vocals by the top cleater, six improvised instrumentals by a quintet of top jazz men, including Oscar Peterson, Al Stoller, Barney Kessel, Ray Brown and Flip Phillips, backing Astaire's tapping, and a finale jam session by the quintet. The music runs two hours.

The expansive Granz disk production is an art as well as a musical form. Bound in imported buckram cloth, the cover is stamped in 24-karat gold. The album, bound in a concealed spiral binding, contains 18/glon mill color and black and white photographic studies of Astaire, along with a dozen pages of David Martin's impressionistic drawings and poehors of the veteran klieg cleater. The album contains an autobiography as part of the text material.

The 35 tunes in the album are primarily ditties such as "The Caroco," "The Continental," "Night and Day," "Dancing in the Dark" and "Lady Be Good," written for Astaire as nucleus for his pit work. He plays piano on one tune, which he composed: "Not My Girl." The entire album carries a running comment by Astaire, tracing his career from 1926 to 1944.

The album, which will probably go on sale early in December, will

MAKE DISKERY HISTORY

Joint Use of Artists In Decca-4 Star Deal

HOLLYWOOD, Nov. 15.—For the first time in the history of the record business, two diskeries will be working concurrently on a disk artist whose services are jointly being shared by both firms. After 15 months of preparation, Bill McCall and Don Pierce of 4 Star, the Pasadena country and western waxery, this week inked an agreement with Paul Cohen of Decca, whereby both firms will press and release disks by a trio of 4 Star artists. Under terms of the one-year agreement with four one-year options, Decca and 4 Star will jointly work on disks by Hank Locklin, T. Tex Tyler and the Maddox Brothers and Rose.

The joint pact calls for one disk by an artist to be released every six weeks by both firms. Each disk will carry different tunes on either label. Under terms of the paper, Decca can release any of the masters previously cut on the three artists by 4 Star. The deal gave Decca access to any of over 140 masters by Tyler, including such releases as "Deck of Cards," "Remember Me," "Daddy Gave My Dog Away" and "Memories of France"; 190 by the Maddox Brothers and Rose, including "Tramp on the Street," "Philadelphia Lawyer" and "Honky Tonkin"; and 45 by Locklin, including "Send Me Your Pillow to Dream On" and "Same Sweet Girl." Of the approximately 375 masters involved in the deal, 20 per cent have been previously released by 4 Star.

In addition, the pact provides that disk sessions can be cut by the artists, with tunes for both firms being cut at any session. Cohen is cutting the first session this week-end in Nashville with Hank Locklin. The Maddox Bros. and Rose currently have "Silent Night" and "Jingle Bells" out on Decca. Tyler's first release is due soon.

The contract calls for Decca to release any of the 4 Star disk horde by the trio of artists on Decca in the U. S. and on any selected label abroad, except in Canada and New Zealand and Australia, where 4 Star has representation. The Pasadena firm may continue to press any record which it previously released by any of the artists. When a record involved in the deal is dropped from the active catalog by Decca, the master or tape is returned to 4 Star. Decca reps will huddle with 4 Star reps frequently, with

any disks selected by Decca from the platter cache to be turned over to Decca within a two-week period.

The 4 Star-Decca deal in no manner halts the negotiations, currently being carried on between 4 Star and E. H. (Buddy) Morris, the Gotham publisher. In fact, it's understood that Morris and his attorney, Lee Eastman, were aware that the deal was being negotiated between Cohen and 4 Star, while the publisher and McCall and Pierce were carrying on the negotiations for the sale of the 4 Star record firm and 4 Star Music Sales, the diskery's B. I. pubbery. At last report, the 4 Star-Morris negotiation was temporarily stalemated, with both parties agreeing to a December 31 deadline (The Billboard, November 15).

The 4 Star-Decca tie-up behind these three artists may be the start of a firm system, wherein other major publishers might take over joint promotion and sales of indie firm artists.

JOINT EFFORT

Decca, RCA Tie in Bally On 'Andersen'

NEW YORK, Nov. 15.—Decca Records, the Sam Goldwyn office and RKO are prepping a joint campaign to promote the upcoming film "Hans Christian Andersen" and songs from the Frank Loesser score waxed by the diskery. The drive kicks off here November 24 with the premiere of the movie and elsewhere in the country a month later when general distribution is skeddied.

Decca has already cut and released four ditties from the flicker, featuring Danny Kaye in "No Two People" and "Anywhere I Wander" on one disk, and "Wonderful Copenhagen" and "Thumbelina" on the other. These will be supplemented by four new sides and will be issued together as albums in all three speeds, as well as singles on 45 and 78 r.p.m. The new sides, will include "Inchworm" and "I'm Hans Christian Andersen" on one platter, and "The Ugly Duckling" and "The King's New Clothes" on another, will also be separately packaged as two kiddie sets.

The promotion calls for Decca dealer hangers which will plug the film as well as the disks. Several hundred of the moppet sets will be passed out at a special screening, and a party is being set for children of critics and movie columnists here. RKO exchanges will work closely with Decca branches under the plan, holding special screenings for deejays and dealers and playing the disks in theater lobbies.

Wolpin Off For Coast

NEW YORK, Nov. 15.—Ed Wolpin, general professional manager for Famous-Paramount, leaves for the Coast next week to attend meetings at the Paramount Studios. Plans will be laid for the exploitation of the tunes in next year's musical films. Scheduled for release during the first half of 1953 are "Road to Bali," with Bing Crosby and Bob Hope; "The Stars Are Singing," starring Rosemary Clooney; and Marilyn Monroe and Bob Hope in "Girls Are Here to Stay."

Decca Quarter Par With 2d

NEW YORK, Nov. 15.—Decca Records sales for the quarter ended September 30 exceeded the preceding quarter but was 7 per cent below the corresponding quarter of 1951, according to royalty returns to publishers. The percentages include Coral, Decca's subsidiary label.

I COMPOSER

Single Artist Works Are On Increase

NEW YORK, Nov. 15.—Diskery releases of complete sets of a composer's works performed by a single artist or group are on the increase. The latest ambitious effort of this kind is the offering by Columbia of the complete set of Beethoven Quartets on 12 LP records, assembled in three albums.

It follows successful experiences by the same diskery with a \$75-seller limited edition of the Perpignan Festival waxes, and Decca's quick sell-out of a limited edition of the complete Beethoven.

(Continued on page 22)

ANY OLD DISKS? HE'LL PAY \$16

NEW YORK, Nov. 15.—Bill Simon, one-time recording director for obscure labels, artist of note and currently Ben Selvin's aid at Southern Music, has cuffed many records in his day. But last week he paid a juicy sum for one seratchy 78 r.p.m. shellac side. A Victor disk, issued thru the Latin-American department, had been sent to his old address last July. Railway Express finally routed the package to Simon's country estate. The squire, who reviews disks for the Saturday Review of Literature, was annoyed to find that Victor had sent the package collect—with a charge of \$1.61. To this, however, Railway Express added a charge of \$15 for six months "storage." Simon's initial impulse was to refuse the disk. But curiosity got the better of him. "What rare item could it be?" he asked himself. And would it be fair to Victor and the artist to disregard the disk? He paid for it, got it out of hook, at a total cost of \$16.61.

The record? A re-issue of Abe Lyman's "Cantrovidas." P.S. At least it's a Peer tune.

Music Depts. Set for Mags

NEW YORK, Nov. 15.—Two important consumer home-making magazines, House and Garden and House Beautiful, will feature music sections in coming issues. Both are establishing ties with members of the National Association of Music Merchants, as well as other music dealers to help merchandise the issues.

House and Garden will feature music in the home in the December issue, while House Beautiful will use the theme "Music is Changing Your Home." Both magazines will encompass the whole field of music—pianos, records, radio-TV and musical instruments. Each will provide key dealers with promotions.

THE GREATEST CHRISTMAS NOVELTY SINCE "TWO FRONT TEETH"

SPIKE JONES

'I SAW MOMMY KISSING SANTA CLAUS'

RCA VICTOR 20/47-5067

This week's

New Releases



Peak Sales Activity Marks **3rd WEEK** of POP DRIVE!

... on **RCA Victor**

Release 82-17

Ships Coast to Coast November 21

POPULAR

PERRY COMO

Don't Let the Stars Get in Your Eyes
Lies 20-5061—(47-5061)*

SAUTER-FINNEGAN ORCH.

Nina Never Knew
Love Is a Simple Thing 20-5063—(47-5063)*

ROBERT CLARY

I'm in Love With Mike Logan
Lucky Pliers 20-5066—(47-5066)*

JOE COSA

Midnight
Hey, Little Girl 20-5068—(47-5068)*

FRANK HERMANEK and his Band

Come Over
Homecoming Walls 20-5069—(47-5069)*

COUNTRY—WESTERN

BOBBY WILLIAMSON

Keep on Lovin'
I Remember 20-5035—(47-5035)*

COUNTRY ALL-STARS

It Goes Like This (That Funny
Midway) 20-5036—(47-5036)*

WILLIE BROTHERS

Flyin' Saucer Baby
I May Be Lonesome 20-5037—(47-5037)*

RHYTHM-BLUES

MELVIN SMITH

Search Kelly
Call Me Darling, Call Me Sweet-
heart, Call Me Dear 20-5038—(47-5038)*

ERSKINE HAWKINS and Orch.

Wray Blues
Midnight Serail 20-5039—(47-5039)*

SACRED

THE JORDANAIREs

Low Down the Chariot
He's So Wonderful 20-5041—(47-5041)*
45 rpm ext. nos.

POP SINGLES

Because You're Mine • The Songs Angels Sing
MARIO LANZA 10/49-3914

Wish You Were Here • The Hand of Fate
EDDIE FISHER 20/47-4830

Blues in Advance • Bella Musica
DINAH SHORE 20/47-4926

Lady of Spain • Outside of Heaven
EDDIE FISHER 20/47-4953

To Know You Is To Love You • My Lady
Loves To Dance
PERRY COMO 20/47-4959

Keep It a Secret • Hi Lilli, Hi Lo
DINAH SHORE 20/47-4992

Blue Violins • Fandango
HUGO WINTERWALTER 20/47-4997

Dance of Destiny • Sleepy Time Gal
TONY MARTIN 20/47-5008

Shoulder To Weep On • Why Don't You
Believe Me!
JUNE VALLI 20/47-5017

I'd Do It Again • I Don't Care
DAMITA JO 20/47-5022

Christmas Day • That's What Christmas Means
to Me
EDDIE FISHER 20/47-5038

Greyhound • Stairway to the Stars
BUDDY MORROW 20/47-5041

Coming Up Fast!

Jump Back, Honey • So-So
VAUGHN MONROE & SUNNY GALE 20/47-5028

ORDER	BLANK
45	78

ALBUMS

I'm in the Mood for Love
EDDIE FISHER P-EPB-LPM-3058 (78 45-33 1/3)

Christmas With Eddie Fisher
EDDIE FISHER P-EPB-LPM-3065 (78 45-33 1/3)

78	45	33 1/4

COUNTRY • WESTERN

I Went to Your Wedding • The Boogie
Woogie Flying Cloud
HANK SNOW 20/47-4909

Older and Bolder • I'd Trade All of
My Tomorrows
EDDY ARNOLD 20/47-4954

The Crazy Waltz • Tennessee Tango
PEE WEE KING 20/47-5009

A Fool Such as I • The Gal Who Invented Kissin'
HANK SNOW 20/47-5034

Don't Let the Stars Get in Your Eyes • The
Only One I Ever Loved I Lost
JOHNNIE & JACK 20/47-5040

45	78

RHYTHM AND BLUES

I Went to Your Wedding • Wait
DAMITA JO 20/47-4835

We're Gonna Rock This Joint • I'm the
Biggest Fool
JACKSON BROS. ORCH. 20/47-5004

Since You Went Away From Me • I'm the Fat Man
JOHN GREEN 20/47-5037

Why Don't You Love Me • Truthfully
STEVE GIBSON 20/47-5013

Tears Came Rollin' Down • You Make My
World So Bright
WALTER DAVIS 20/47-5012

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- ★ **KEEP IT A SECRET**
Dinah Shore 20-5028—(47-4992)*
Disk Jockeys Pick, Billboard, Nov. 19th issue.
- ★ **BLUE VIOLINS**
Hugo Winterhalter and His Orchestra 20-4997—(47-4997)*
Singles Pick, Billboard, Nov. 19th issue.
- ★ **TENNESSEE TANGO**
Pee Wee King 20-5009—(47-5009)*
Disk Jockeys Pick, Billboard, Nov. 19th issue.

TIPS I SAW MOMMY KISSING SANTA CLAUS
Spike Jones and the City Slickers
20-5067—(47-5067)*



RCA VICTOR RECORDS



Seeks New Terms With ET Companies

Harry Fox Asks Publishers to Consider Working Out New Royalty Arrangements

NEW YORK, Nov. 15.—Harry Fox, publisher's agent and trustee, has apprised publishers of changing conditions in the transcription library business (The Billboard, October 25), and has asked that they give careful consideration to the matter of working out a new royalty arrangement with companies which continue to produce transcription libraries. Transcription libraries have come upon rough times, owing to the fact that records have largely taken the place of the old-fashioned E.T.'s. Those library firms which are surviving are those which are offering a merchandising program service rather than musical alone.

Fox, in a letter to publishers, points out that competition of diskeries has made it virtually impossible for the transcription library firms to continue to lease their libraries as in the past.

Standard Radio Transcription Services, Inc., it is pointed out, is now attempting to sell its library

outright to stations—alho previously this library was available only under a one-year leasing arrangement.

Present licensing agreements covering tunes on library service calls for payment of a \$10 per year fee to the copyright owner. At the end of the year, the transcription company either renews or deletes the licensed composition. If renewed, another \$10 fee is paid to the publisher, giving the library the right to the tune for another year.

"Standard Radio Transcription Services, Inc." Fox points out, "do not intend to supply their subscribing stations with any new compositions and recordings, but will offer their library on an outright purchase basis only. The complete catalog will, however, include all of the compositions heretofore deleted, as well as those retained in the leased library up to this time."

Standard intends to discontinue the annual \$10 per tune per year fee and substitute a payment based on a percentage of their gross income resulting from the outright sales of the library. Standard suggests that the payment be one and one-half per cent of all monies received. Fox points out to the publishers that at this time it cannot be estimated what the actual income to the publishers will be under these terms.

Standard has advised Fox that some 250 stations are interested in the purchase of the library. Fox, in notifying the publishers of the situation, has appended a list showing each publisher which of his tunes are included in the library. Fox asks that publishers consider the matter and convey their thoughts to him. "It seems probable," he adds, "that the few remaining transcription (library) companies . . . will request that

(Continued on page 24)

MUSICIAN AGAIN IN MINN. HOUSE

MINNEAPOLIS, Nov. 15.—George E. Murk, local president of the Minneapolis American Federation of Musicians Tuesday (4) was re-elected to his fifth two-year term as a member of the Minneapolis House of Representatives.

Murk, native of Minneapolis where he was born in 1884, was named representative from the 28th legislative district, heading a field of four. He aligns himself with the liberal minority of the House.

Check Trouble On Air Checks

NEW YORK, Nov. 15.—The vogue for releasing disks made from air checks has created a problem for Local 802, American Federation of Musicians. The local is holding money for many men on those dates. Diskeries have been releasing such records made from air performances of the late Glenn Miller, Benny Goodman, Charley Ventura, Arturo Toscanini, Woody Herman and others. Diskeries turn over the Local checks which are payable to the men who were in those orchestras when the performances were made over the air. The Local cannot find a flock of the men.

Among the missing — and for whom the Local is holding money — are Boots Mussilli, Roy Kral, Sonny Herman, Irving Lewis, Mickey Pettis, Shorty Rogers, Joe (Flip) Phillips, Ed Kiefer and others. There's even a check for Ray Anthony, for a date he played as a member of the Glenn Miller band.

The legalities of the problem are proving troublesome in some instances. Some of the men have died; some heirs are not readily available. In some instances, the performances were under the jurisdiction of Local 47, Los Angeles, and both locals are co-operating in tracing the proper recipients of the money. Some of the men to whom money is owed have apparently quit the music business.

Robeson Stirs Fuss in Conn.

HARTFORD, Nov. 15.—A scheduled concert by singer Paul Robeson at a People's Party rally in Weaver High School Auditorium tonight (15) caused a major controversy here this week.

The use of the auditorium, it developed, had been authorized by the Hartford Board of Education before it was known that Robeson would sing. Objections by veterans groups and City Councilman John F. Mahon Jr. brought the question before the Board of Education, with the latter voting six to three to permit the singer to appear. Robeson lives in Norwalk, Conn., about 60 miles from Hartford.

Chair's Views
Lewis Fox, Board of Education chairman, summed up his views this way:

"Freedom of speech and freedom of assembly are two of the most cherished rights granted by the American Constitution." Fox voted with the majority group. Mrs. Eleanor B. Kennedy, one of the minority, claims that authority for use of the school hall should be withdrawn, "because we are allowing Paul Robeson to come in more or less by subterfuge. When we gave permission to the People's Party we didn't know that they were bringing him here."

Parks to Quit Seger For Mercury Pact

NEW YORK, Nov. 15.—Thrush Bernice Parks is about ready to move from the Seger label to Mercury Records. A term contract between the singer and Mercury has been drawn and is due for early signing.

On Seger, Miss Parks raked up healthy sales recently on the Latin-styled ditty, "You Intrigue Me." Her latest waxing for the label, "So-So," is reported catching on.

Pressure AFM To Clarify 5% Royalty Ruling

NEW YORK, Nov. 15.—Pressure is being brought to bear upon the American Federation of Musicians for a further clarification of the 5 per cent royalty ruling as applied to educational and documentary TV films. As the ruling is currently interpreted, such films are definitely subject to the levy.

Musicians, however, squawk that they are losing employment inasmuch as many firms balk at the levy. Many firms, for instance, would like to produce films for initial use in factories, schools, etc. These firms, however, ask for television rights, by which they mean permission to subsequently use the film over TV stations without payment of the 5 per cent levy. When such permission is not forthcoming, organizations sometimes drop the idea of producing the film.

The AFM several months ago lifted the 5 per cent levy as applicable to TV film lengths of one-minute length. A flat fee system of payment was substituted, in the belief that the use of musicians on single production would be encouraged.

AFM, when it lifted the 5 per cent as applied to jingles, indicated it intended to maintain the policy with regard to TV films generally.

Thesaurus on '7 in 1' Drive

NEW YORK, Nov. 15.—RCA Thesaurus is shipping to its subscriber stations this week a special "Seven in One" Christmas package, which according to RCA's Recorded Program Services Sales, is designed for effective local sponsorship thru Christmas. This move points up the changing character of the transcription business which has been covered in detail in recent issues of The Billboard: the order to perpetuate a business that has steadily been losing ground in recent years, transcription companies are beginning to think in terms of merchandising rather than solely recording musical programs.

The new Thesaurus series consists of seven separate programs involving well-known show business names. Included are dramatic and musical shows such as "The Story of the Nativity," starring Walter Hampden; the program "Santa Claus Rides Again," with the music of Allen Roth and dramatizations of "A Visit From St. Nicholas," and the famous editorial "Is There a Santa Claus?"

Dayton Has Slack BO's

DAYTON, O., Nov. 15.—Attractions the past week had lower attendances than previous entertainments recently. Tommy Dorsey stopped off election night to play for dancing in the Carousel, downtown dance hall, and drew 137 customers.

The packaged Woody Herman band, Mills Brothers and Dinah Washington, drew about 75 in the afternoon and about 500 in the evening (November 3) in 2,700-seat Memorial hall. The REC club, local sponsors, lost about \$3,500.

Thompson Booked Coast-to-Coast

CINCINNATI, Nov. 15.—Sonny Thompson, King Records r.&b. artist who recently broke a house record at Danceland, Milwaukee, has booked of a tour in Philadelphia that will take him to the Coast.

Following Philadelphia, Thompson's dates, all of a week or more, will include Columbus, O., November 17; Dayton, O., December 4; Cleveland (15) and Denver, January 4. By the end of January, Thompson will hit California, where he is booked solid for two months. A recent addition to the band is vocalist Lula Reed.

YEAH-BUT CAN THE GUYS SING?

DALLAS, Nov. 15.—From the State of bigger and better oil wells, beautiful gals and tall tales comes the following news of the week. Fred Dobbs, the local MGM record distributor, has just hired two new salesmen. Their names are Roy Rogers and Bob Crosby.

HIZONNER

Name Csida Judge in VA Song Contest

WASHINGTON, Nov. 15.—Joseph Csida, editor in chief of The Billboard, is among 11 renowned entertainment world personalities named this week by the Veterans' Administration and Broadcast Music, Inc. as judges of a popular song writing contest currently under way for veteran patients at all VA hospitals. The contest, which closes this month, is being conducted by a group of music publishers affiliated with BMI in co-operation with VA's special services. Entries will be judged by the 11-man panel of experts sometime after the closing date. The judges will listen to the songs as performed by top popular singers. The three winning selections written by patients will be published by members of BMI and first 25 prize winners will share a total of \$1,325 in U.S. Savings Bonds.

Named as judges besides Csida are Hal Webman, editor of Downbeat magazine, and former member of The Billboard staff in New York; June Valli, TV-radio singer and disk artist; Arnold Shaw, vice-president of Decca Music Company; Robert Sour, composer and assistant vice-president of BMI; Bernie Wayne, songwriter; Ralph Flanagan, orchestra leader and disk star; Hugo Winterhalter, RCA Victor conductor and arranger; Milton Gabler, Coral artists and repertoire director; Mitch Miller, Columbia artists and repertoire director, and Jimmy Hilliard, Decca artist and repertoire director.

Martino Hits England Top

NEW YORK, Nov. 15.—Al Martino, of the full throated warble, has caught on quickly in England. To date the diskery has released three of his waxings in the Isle, including "Here in My Heart," "Take My Heart" and "Say You'll Wait for Me."

"Here in My Heart," which did quite well here for the singer, has led all of his diskings in England as well, moving over the 300,000 mark in a short time. The tune "Here in My Heart" is first this week on the English top tune listing.

Longhair and Jazz Strong in Scandia

COPENHAGEN, Denmark, Nov. 15.—Following a successful appearance at the Concert House, in Stockholm, Sweden, Lillian Winsor, American lyric soprano, drew a good house here, in the Old Fellows Palace on Saturday (8). Todd Duncan, singer of classic and spirituals, gives a concert in the same hall on Tuesday (18), followed by a concert in the Gymnastic Hall, in Herlev, Denmark, on Friday (21).

I. Blicher-Hansen, who mopped up with his presentations of the Louis Armstrong unit at the big K. B. Hall, is putting on another big jazz session at that hall tonight (15). Featured in the show will be L.H. Armstrong, American pianist-vocalist; Fats Edwards, blues singer, and Diana Miller, English jazz singer and accordionist. Also taking part will be five popular Danish jazz combos: Arben Ulrich, ork, the Ramblers, Max Bruel's Sextet, Niels Hornmann's ork and Otto Holm's ork. Henry Blichman's 30-piece jazz band will play for dancing after the show.

MILLS MUSIC Presents

A BEST SELLER -

HOLD ME,
THRILL ME,
KISS ME

AS SUNG BY

KAREN CHANDLER

CORAL RECORD 60831

Hugo Winterhalter's

Exciting Rendition Of

FANDANGO

R.C.A. VICTOR 20-4997

Leroy Anderson's WINTER CLASSIC

SLEIGH RIDE

100% Recorded On All Major Labels

MUSIC FROM THE GREAT CATALOG OF

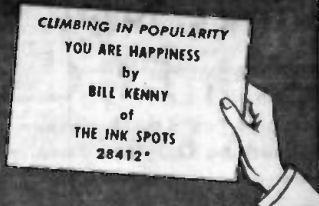
MILLS



SWEET WORDS
and
CHINA BOY
by
GLORIA HART
28445*

DECCA DATA

YOUR WEEKLY GUIDE
TO
AMERICA'S FASTEST SELLING RECORDS



CLIMBING IN POPULARITY
YOU ARE HAPPINESS
by
BILL KENNY
of
THE INK SPOTS
28412*

TO BUILD SALES



Published in the Interests of Decca Dealers and Music Operators



TO BUILD PROFITS

NEW RELEASES—SINGLES AND ALBUMS

SLEIGH RIDE Bing Crosby 28463*
LITTLE JACK FROST GET LOST Bing Crosby and Peggy Lee 28492*
YOU BLEW ME A KISS Patty Andrews with Vic Schoen 28493*
NO DEPOSIT NO RETURN Andrews Sisters with Vic Schoen
THE NIGHT BEFORE CHRISTMAS SONG 28493*
WILLY CLAUS (Little Son of Santa Claus) Ross Morgan

QUERIDA 28464*
DANCING ON THE CEILING (He Dances On My Ceiling) Jari Southern
A CHRISTMAS FESTIVAL (Two Parts) 16041* Leroy Anderson
SIoux CITY SUE 28497*
SEPTEMBER SONG Greedy Martin

TENNESSEE TANGO 28467*
DON'T MAKE LOVE IN A BUGGY (Cause Horses Carry Tails) Jack and Daniel and The Sourwood Mt. Boy
I SAW MOMMY KISSING SANTA CLAUS 28504*
SNOWY WHITE SNOW AND JINGLE BELLS Mervin Shiner
ME WITHOUT YOU 28466*
LANDSLIDE OF LOVE Mervin Shiner

SILENT NIGHT 28478*
JINGLE BELLS Maddox Brothers and Rose
ALBUM
Now available on 78 rpm
HYMNS TO THE BLESSED VIRGIN MARY
Sung by JAMES SWITTEL
With Organ Accompaniment
DL 5420 • 9-354 • A-923
*Also available in 45 rpm (add prefix '9' to record number)

BEST SELLERS

... based on this week's actual sales

WEEKS ON LIST

COUNTRY

3	A WEDDING BING A GO I HEARD THE JUKE BOX PLAYING	28432*
	Kitty Wells	
9	BACK STREET AFFAIR I'LL ALWAYS TAKE CARE OF YOU	28369*
	Webb Pierce	
20	IT WASN'T GOD WHO MADE HONKY TONK ANGELS I Don't Want Your Money, I Want Your Time	28232*
	Kitty Wells	
3	MY GOD IS REAL THE MOCKING BIRD	28447*
	Red Foley	
14	FORTUNES IN MEMORIES So Many Times	28310*
	Ernest Tubb	
1	BOW THY HEAD COUNTRY CHURCH	28431*
	Webb Pierce	
74	There'll Be PEACE IN THE VALLEY For Me 14573* Where Could I Go But To The Lord	28474*
	Red Foley	
12	JAMBALAYA (On The Bayou) Two-Faced Clock	28341*
	Ben Allan with Nashville Dixielanders	
28	THAT HEART BELONGS TO ME So Used To Loving You	28091*
	Webb Pierce	
4	FOOTPRINTS IN THE SNOW IN THE PINES	28416*
	Bill Monroe	

BEST SELLING CHRISTMAS SINGLES

WHITE CHRISTMAS God Rest Ye Merry, Gentlemen	Bing Crosby	23778*
SILVER BELLS	Bing Crosby and Carol Richards with John Scott Trotter	27729*
THAT CHRISTMAS FEELING	Bing Crosby with Jeff Alexander Chorus and John Scott Trotter	28443*
WHITE CHRISTMAS WINTER WONDERLAND	Louis Armstrong and Gordon Jenkins	23777*
SILENT NIGHT ADESTE FIDELES	Bing Crosby	23281*
JINGLE BELLS SANTA CLAUS IS COMIN' TO TOWN	Bing Crosby and Andrews Sisters	28408*
JINGLE BELLS SANTA CLAUS IS COMIN' TO TOWN	Guy Lombardo	28272*
WINTER WONDERLAND CHRISTMAS ISLAND	Andrews Sisters and Guy Lombardo	23642*
'T WAS THE NIGHT BEFORE CHRISTMAS (Two Parts)	Fred Waring	24766*
BLUE CHRISTMAS The Mistletoe Kiss	Russ Morgan	27139*
RUOOOHPH THE RED-NOSED REINDEER	Bing Crosby with Jud Conlon's Rhythmairs and John Scott Trotter	28408*
THE TEDDY BEAR'S PICNIC	Bing Crosby with Jud Conlon's Rhythmairs and Victor Young	

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

DANNY KAYE

Sings Selections from Samuel Goldwyn Technicolor Production

HANS CHRISTIAN ANDERSEN

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
Accompanied by GORDON JENKINS and His Chorus and Orchestra and JANE WYMAN
DL 5433 • 9-364 • A-919



DANNY KAYE Sings **INCHWORM** and **I'M HANS CHRISTIAN ANDERSEN**
Accompanied by GORDON JENKINS and His Chorus and Orchestra
K-81 • 1-297

CHILDREN'S SETS
DANNY KAYE Sings **THE UGLY DUCKLING** and **THE KING'S NEW CLOTHES**
Accompanied by GORDON JENKINS and His Chorus and Orchestra
K-80 • 1-206

BEST BETS

Stock these fast-moving Decca Records now ... the coming hits as indicated by actual sales.

POSITION THIS WEEK

1.	LA ROSITA TAKE ME IN YOUR ARMS	Four Aces	28393*
3.	SOMEBODY LOVES YOU DON'T TRIFLE ON YOUR SWEETHEART	Ernest Tubb	28448*
3.	LAZY RIVER (I TI YI YI) WISH ME GOOD LUCK, AMIGO	Mills Brothers	28458*
4.	CLEMENTINE TRUE LOVE	The Weavers	28434*
5.	OUTSIDE OF HEAVEN HIGH NOON (Do Not Forsake Me)	Fred Waring	28449*
6.	SOMEONE LOVED SOMEONE A SHOULDER TO WEEP ON	Mills Brothers and Sy Oliver	28459*
7.	TOURS (Quiereme Mucha) ALWAYS IN MY HEART	Jimmy Dorsey	28457*
8.	BLUES IN THE NIGHT Part 2 (Instrumental) Part 2 (Vocal)	Jimmie Lunceford	28441*
9.	MEET MISTER CALLAGHAN CONGRATULATIONS TO YOU	Guy Lombardo	28456*
10.	VERADERO BRIEF INTERLUDE	Music by Camarata	28376*
11.	TWILIGHT TIME DON'T SAY GOODBYE	Bill Snyder	28428*
12.	BEER AND PRETZELS POLKA STARLIGHT WALTZ	"Whoopie" John Wilfahrt	28427*
13.	JUMP BACK HONEY I WILL STILL LOVE YOU	Dorothy Collins and Snooky Lanson	28461*
14.	DAMP RAG FAT MAMA BLUES	Stamp Gordon	48287*
15.	TELL HIM YOU SAW ME WHEN I FIRST SOUGHT THE LORD	Sister Rosetta Tharpe	28417*

*Also available in 45 RPM (add prefix '9' to record number)

BEST SELLERS

... based on this week's actual sales

WEEKS ON LIST

POPULAR

9	THE GLOW WORM After All	Mills Brothers and Mal McIntyre	28384*
5	HEART AND SOUL JUST SQUEEZE ME	Four Aces	28390*
1	DON'T LET THE STARS GET IN YOUR EYES Solly (What A Pal—What A Gal)	Red Foley	28460*
1	SLEIGH RIDE SARABAND	Leroy Anderson	28429*
4	MIDNIGHT DEEP BLUES	Red Foley	28420*
7	TAKES TWO TO TANGO I LAUGHED AT LOVE	Luella Armstrong	28394*
9	TRYING My Bonnie Lies Over The Ocean	Ella Fitzgerald and Ella Fitzgerald and Bobby Orran's Teen-Aces	28375*
3	SOUTH RAMPART STREET PARADE COOL WATER	Bing Crosby and Andrews Sisters	28419*
1	GIVE ME THE RIGHT EVERYTHING I HAVE IS YOURS	Roger Coleman	28418*
17	ZING A LITTLE ZONG The Maiden Of Guadalupe	Bing Crosby and Jane Wyman	28255*
42	BLUE TANGO Belle Of The Ball	Leroy Anderson	27873*
20	AUF WIEDERSEH'N SWEETHEART HALF AS MUCH	Guy Lombardo	28271*
2	YOU ARE HAPPINESS MOONLIGHT MYSTERY	Bill Kenny of The Ink Spots	28412*
2	MY FAVORITE SONG WALKIN' BY THE RIVER	Ella Fitzgerald	28433*
11	WALKIN' TO MISSOURI Absence Makes The Heart Grow Fonder (For Somebody Else)	Russ Morgan	28351*
5	HIDE-AWAY HARBOR My Heart's In The Ring	Guy Lombardo	28385*

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



ONE OF THE GREATEST CHRISTMAS INSTRUMENTALS EVER RECORDED!

LEROY ANDERSON

and His "Pops" Concert Orchestra



A CHRISTMAS FESTIVAL

Selections include: Joy To The World—Deck The Halls—God Rest Ye Merry, Gentlemen—Good King Wenceslas—March The Merald Angels Sing—The First Noel—Silent Night—Jingle Bells—Adeste Fideles

Decca 16041 (78 rpm) and 9-16041 (45 rpm)

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

"SINNIN' AGAIN"
DOROTHY LOUON VICTOR
"COOL WATER"
BING CROSBY—ANDREWS SISTERS DECCA

AMERICAN MUSIC, INC.
1576 Park Ave. N. Y. • 2107 Sunset Blvd. Hollywood, Calif. • 7880

One Composer
• Continued from page 18
thoven violin and piano sonatas, at \$25 each.
Such releases are enabling dealers, in many cases, to rack up package sales they would probably not equal if they promoted individual disks of a set. There are apparently enough record collectors with a passion for completeness to absorb a goodly number of the jumbos.
Performances of the works by the Budapest Quartet are up to the high standard the group has long maintained. Virtuosity for its own sake is consistently bypassed in favor of sound musicianship. Yet, where the former is called for, it is supplied in abundance. Their readings can be lived with and savored again and again.
Volume No. 2 of the set, containing the Rasoumovsky Quartets (four disks), should move the fastest. Next in order of sales will probably be Vol. 1, the set of early quartets, Op. 18 (three disks). The five disks that contain the late quartets (Vol. 3) should bring up the rear. The

latter are more difficult to grasp by the average music lover and, of course, the set is the most expensive of the three. The set is also available as singles.
Is Horowitz.
The Complete String Quartets of Beethoven. Budapest String Quartet. Columbia (33). Vol. 1 (SL 172), Vol. 2 (SL 173), Vol. 3 (SL 174).
To Sell Allegro
• Continued from page 18
have appointed Ben Selvin, general manager of Southern Music and for many years a figure in the disk business, as appraiser. The referee in bankruptcy is Irwin Kurtz. The latter, years ago, operated a number of record shops and was president of The New York Talking Machine Men's Association, a trade organization.

Dorsey Picks
• Continued from page 17
vocalizing on many hit Tommy Dorsey waxings, such as "Marie," was recently doing advance work for the Dorsey ork on the road.
The Dorsey crew, now on an extended one-nighter tour thru the South, will play four weeks at the Roosevelt Hotel in New Orleans starting December 11. Dorsey will celebrate his 17th year as an ork leader next week, and a number of deejays thruout the country have arranged programs of Dorsey disks to honor the orkster's anniversary.

5 GREAT SONGS!
• TAKE A CHANCE
• YOU'LL NEVER GET AWAY
• YOU DARLIN'
• ROSANNE
• THE AGNES WALTZ
ABC MUSIC CORP.
BOURNE, INC.
799 7th Ave. N. Y. 19, N. Y.

Two Great Sides by
MINDY CARSON
★
"Barrels 'n' Barrels Of Roses"
and
"All the Time And Ev'rywhere"
Columbia #39859

Another BMI Pin-Up Hit!
BE FAIR
Published by Wells & Barry
Recorded by
Billy Eckstine (MGM)
Don Cornell (Coral)
Non-Exclusively Licensed by
BROADCAST MUSIC, INC.

The Perennial Favorite
Santa Claus Is Comin' To Town
LOEWS, INC.

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

Music Publishers' Record Scoreboard
Sides in Current Release
... for Week Ending November 15

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

PUBLISHERS	TUNE	ARTIST & LABEL
Acuff-Rose Group	When I Went Lovin', Baby, I Want You	Amber Sisters, Cap (7)
Acuff-Rose	Lonesome Road Blues	Amber Sisters, Cap (7)
	Be Sure You Know	Titus Turner, Col (6)
	Midnight Train	Country All-Stars, RCA (6)
Bourne	I'm Not Afraid	Champ Butler, Col (6)
	Without My Lover	Mitch Miller, Col (6)
Brandom	Why Don't You Believe Me	Margaret Whiting, Cap (6)
Central	Dirty Dishes	Chiffie Stone, Cap (7)
	Everyone's Sweetheart & Nobody's Gal	Chiffie Stone, Cap (7)
	Blackberry Boogie	Four Lads, Col (6)
Chappell Group	September Song	Sue Foot Five, Dec (7)
—Crawford	Christmas Morning	Titus Turner, Col (7)
Creswood	Landslide of Love	Mervin Shiner, Dec (7)
Dawes	Rain Down Rain	Big Maybelle, Col (7)
Decker	Recipe For Love	Bobby Williamson, RCA (6)
Eagle	Nina Never Knew	Sauter-Finegan, RCA (6)
Redd Evans Group	Lady of Spades	Ben Light, Cap (6)
—Jefferson	Snowy White Snow & Jingle Bells	Mervin Shiner, Dec (7)
Fox	Cake Walk Rag	Champ Butler, Col (6)
Goldens	Look-A My See	Jeanne Gayle, Cap (6)
Hill & Kanze	Joe Dreaming	Mervin Shiner, Col (6)
	I Remember	Robby Williamson, RCA (6)
Hollis Group	The Girl on the Shore	Four Lads, Col (6)
—Dartmouth	Do, Baby, Do	Jeanne Gayle, Cap (6)
Hollybrook	You Laughed When I Cried Over You	
—Plickwick	Achoo	Joey Faye-Ralph Young, Dec (6)
		Joey Faye, Dec (6)
Mellie Group	Sara Kelly (From Plumnelly)	Melvin Smith, RCA (7)
—Algonquin	Stormy Weather	Four Freshmen, Cap (6)
Mills	Sleigh Ride	Bing Crosby, Dec (6)
	Ecstasy	Otto Cesana, Col (6)
	Starlight	Otto Cesana, Col (6)
Moderns	Wearry Blues	Erskine Hawkins, RCA (7)
E. H. Morris Group	Don't Let the Stars Get in Your Eyes	Perry Como, RCA (6)
—Melrose	Stout City Sue	Sue Foot Five, Dec (7)
—Meridian		
—F. H. Morris		
Music Publishers'		
Holdings Group		
—Harms		
—Remick		
Northern Music		
Old Charter		
Paxton Group		
—Chatworth		
Peer International		
Red River Songs		
Regent Group		
—Harman		
Ridgeway		
Robbins Group		
—Felt		
—Miller		
Rush		
Santly-Joy		
Shapiro-Bernstein		
Sheldon		
DECCA		
Sunbeam		
Tunnes		
Tryway		
	I Guess I'll Have to Change My Plans	Voices of Walter Schumann, Cap (6)
	Dancing on the Ceiling	Jeri Southern, Dec (6)
	When Your Lover Has Gone	Voices of Walter Schumann, Cap (6)
	Quirida	Jeri Southern, Dec (6)
	Me Without You	Mervin Shiner, Dec (6)
	Don't Make Love in a Buggy	Jack & Daniel, Dec (6)
	Come Back to Me, Johnny	Margaret Whiting, Cap (6)
	I'm Gonna Settle Down	Earl Scruggs-Lester Flatt, Col (6)
	I'm Lonesome and Blue	Lester Flatt-Earl Scruggs, Col (6)
	Southbound Passenger Train	Masters Family, Col (6)
	My Heart's Like a Beggar	Masters Family, Col (6)
	Born to Be Bad	Johnny Bond, Col (6)
	Number Nine Blues	Johnny Bond, Col (6)
	I Saw Mommy Kissing Santa Claus	Molly Bee, Cap (6)
	I Saw Mommy Kissing Santa Claus	Mervin Shiner, Dec (7)
	Tennessee Tango	Jack & Daniel, Dec (6)
	It Goes Like This	Country All-Stars, RCA (6)
	Whispering	Ben Light, Cap (6)
	Gabbin' Blues	Big Maybelle, Col (6)
	Call Me Darling, Call Me Sweetheart, Call Me Dear	
	Love Is a Simple Thing	Melvin Smith, RCA (7)
	I'm in Love With Miss Logan	Sauter-Finegan, RCA (6)
	Lucky Pierre	Robert Clark, RCA (6)
	Lies	Robert Clark, RCA (6)
	Willy Claus	Perry Como, RCA (6)
	Little Jack Frost Get Lost	Molly Bee, Cap (6)
	Hey Little Girl	Bing Crosby-Peggy Lee, Dec (6)
	Midnight	Joe Costa, RCA (6)
	The Day Isn't Long Enough	Four Freshmen, Cap (6)

Sides Released by Label
For Week Ending Nov. 15, 1952
These totals do not include Public Domain and unpublished tunes

LABEL	POPULAR	FOLK	R&B
CAPITOL	12	4	—
COLUMBIA	8	—	4
DECCA	6	6	—
MERCURY	NO RELEASES THIS WEEK	NO RELEASES THIS WEEK	—
MGM	NO RELEASES THIS WEEK	NO RELEASES THIS WEEK	—
RCA	8	4	3

TOTAL NUMBER OF SIDES RELEASED BY EACH LABEL January 1, 1952 To Date

Total Sides Released by Label
January 1, 1952, to Date
These totals do not include Public Domain and unpublished tunes

LABEL	POPULAR	FOLK	R&B
CAPITOL	582	163	—
COLUMBIA	311	199	113
DECCA	569	352	68
MERCURY	287	85	73
MGM	348	118	12
RCA	311	191	142

Decca Ups Push
• Continued from page 17
have been Red Foley's "Peace in the Valley," over 500,000; Pierce's "Wondering," 300,000; Miss Wells' "It Wasn't God Who Made Honky Tonk Angels," still riding at 280,000; Pierce's "Back Street Affair," now at 225,000, and Burl Ives' "Wild Side of Life," 175,000.
The number of country artists on Decca now tops 20, twice the number a year ago. New to the firm are T. Texas Tyler, Hank Loughlin, the Maddox Brothers and Rose, J. Logsdon, Red Taylor and Tommy Hill. Signed during the past year were Pierce, Miss Wells, Grady Martin, Goldie Hill, Autrey Inman and Jim Barnes. Oldtime folk Decca-ties include Ernest Tubb, Foley, Jimmie Davis, Orval Prophet, Bill Monroe, Spade Cooley, Hard Rock Gunther, Mervin Shiner, Lonzo and Oscar, Rex Allen and Charlie Monroe.

A Pair of Great Songs for the Holiday Season!
There'll always be a
WINTER WONDERLAND
Recorded by
LOUIS ARMSTRONG—GORDON JENKINS (Decca)
THE VOICES OF WALTER SCHUMANN (Capitol)
GUY LOMBARDO—ANDREWS SISTERS (Decca)
PERRY COMO (Victor)
SAMMY KAYE (Columbia)
TOMMY SOSEBEE (Coroll)
FRED WARING (Decca)
THE AMES BROTHERS (Coroll)
JOHNNY MERCER (Capitol)
JAN AUGUST (Mercury)
THE THREE SUNS (Victor)
BUDDY CLARK (Columbia)
JAN GARBER (Capitol)
JOHNNY LONG (Coroll)
FRAN McKENNA (Cordinol)

The Merry New Christmas Hit—
SANTA CLAUS' PARTY
Recorded by
LES BAXTER, HIS CHORUS AND ORCHESTRA (Capitol)

BREGMAN, VOCCO and CONN, Inc.
NEW YORK • CHICAGO • HOLLYWOOD

The Most Exciting NEW Band in America

* the SAUTER-FINEGAN

Orchestra

... Once every five years or so, something happens in the dance band field that results in completely unmitigated raves in this department. I can remember when I first heard Benny Goodman back in 1935, Glenn Miller a few years later, Claude Thornhill around 1940, and finally in 1945 when I first heard the second Herman Herd. Those were the few times when dance bands sent me completely off my trolley (in print, that is).

Well, it's happened again, and the occasion this time is the music that's being blown by the new **Eddie Sauter-Bill Finegan band**. So far as I'm concerned, their records (which arrive too late for inclusion in the regular review section) are the greatest things to come along in years!

George T. Simon, Editor—Metronome Magazine

Record of the Week—"Midnight Sleighride" and "When Hearts Are Young" by the Sauter-Finegan orchestra (RCA Victor). The first is an adaptation from Prokofiev's "Lieutenant Kijé Suite" and the latter is the ever-green by Sigmund Romberg. Both are given expert and interesting interpretations by this superbly musical aggregation.

Fred Reynolds—Chicago Daily Tribune

... An exciting big band, especially created by a major label, has been formed by the arrangers, Eddie Sauter and Bill Finegan, with startling departures in rhythmic and harmonic concepts.

John Hammond—New York Times

... The new orchestra with the hyphenated name: "Sauter-Finegan", sounds big timey just on the basis of two records we finished before release. Real smart—modern and exciting.

Jack O'Brien—New York Journal-American

... We listened to several pressings made by a new aggregation, the Sauter-Finegan Orchestra and were thrilled.

Pinky Herman—Motion Picture Daily

... With more original ideas like those of Sauter and Finegan, perhaps the bands will really come back to the place of eminence now monopolized by the singers.

Leonard Feather—Modern Screen

... The work of the Sauter-Finegan orchestra just making its debut for Victor is enough to take you back to the days of the late '30s and early '40s when a top band was something to set even the long-hairs thumping.

No trick effects of technical gimmicks—but something here definitely new in sound combinations. Cascading trombone slides, muted trumpets for crisp detail ... and even the seldom heard recorder.

Frank Carliel—Chicago News

... Although it is as yet solely a recording outfit, the Sauter-Finegan band is the most interesting popular orchestra to come along since Claude Thornhill's.

Douglas Wren—New York News

... The Sauter-Finegan orchestra, moving into great favor since its Victor dc cut, does wonderful things with its wide variety of instruments and the two arranger's modern scorings of "April in Paris" and "Moonlight on the Ganges."

Charles Meneses—St. Louis Post-Dispatch

... Considering the number of agreeable sounds they put together for Messrs. Goodman and Miller—There is every reason to believe that Eddie Sauter and Bill Finegan will give a fresh color to dance music that America can use.

Irving Kolodin—The Saturday Review

Sauter-Finegan Create Band With "New Look"

NEW YORK—Eddie Sauter and Bill Finegan are optimists. In the light of what they've seen happening to the music business, and of the rebuffs they have encountered, this in itself is remarkable.

But fortunately they have a couple of other optimists on their side who are pretty powerful, and who between them may transform the Sauter-Finegan orchestra idea from a one-session record experiment into a living, lasting thing. One of these men is Willard Alexander, the booking agent who, more than anyone else in his field, made swing music what it is and was through his launching of the Goodman and Basie band.

The other optimist is Dave Kapp of RCA Victor, a record business pioneer who dares to believe as so few a & r men seem to want to believe nowadays, that it's a good idea to make records you may be proud to have in your catalog 15 years hence; records you will be able to sell during the next decade or two, as well as right now.

Piquant Preview

Through the concerted planning and thinking of these four men, the first Sauter-Finegan sides were cut recently—two at one session, two more at another, because it took time and rehearsal and patience. We heard a preview of the results up at Willard's office a couple of weeks ago, and were delighted with what we heard.

As Sauter explained to us over lunch afterward, "There are so many sounds, natural sounds, that still haven't been utilized in popular music. This outfit is designed to present the sounds, and to use them with all kinds of material."

"We have a whole library in our minds—some of it is sketched out in half-ready scores already," added Finegan, who returned here last year after his long sojourn of study in France. "For instance, we have a certain idea for a whole series of numbers based on folk songs."

"We're not drawing any lines," Eddie inserted intensely, "because this is the most logical combination for a flexible dance band that we can figure out. Musicians who've listened to the sides we made can't figure out how we got some of the tonal combinations, some of the percussion effects. Don't you think we should keep the pictures of the date from being printed? There are certain sounds we'd like to keep as our identification."

Souplex Sounds

We told Eddie that if the sounds were commercially successful everyone would find a way to copy them, and if they weren't, the need for keeping the methods secret would be eliminated. The main point is that the records do sound different, and without any synthetic recording-studio effects. As Sauter and Finegan pointed out (and Kapp and Alexander agreed), you can soup up five clarinets or a dozen harps or six flutes in seven echo chambers, but how are you going to take it on the road? This band recorded without any technical tricks or gimmicks, and came up with something that can be presented identically in theatres and dance halls.

Sauter and Finegan, who are old friends, should make a great partnership. As Willard commented, "There will never be any arguments about 'Whose band is this, yours or mine, anyway?' because they work closely together on everything, and have the same objectives in mind. Eventually, when they organize to go on the road, we'll get a personality, a third man, to front the band. In the meanwhile, maybe we'll call it Finegan-Sauter's New Yorkers; we haven't definitely decided on a name yet."

Dream House

Both Finegan and Sauter have kept their outside work to a minimum while concentrating on the building of their musical dreamhouse. Bill still does an occasional score for Tommy Dorsey (*Keel Row* was a fine example), and Eddie wrote and conducted for a couple of Mercury sessions with Richard Hayes and others. For Eddie, whose career has been kicked around for years by a combination of serious illness and cries of "He ain't commercial!" the new venture has a very special significance. For Bill, too, it will mean that if things work out, the combination of idealism and realism will have achieved one of its all-too-rare victories.

Personally, we've been excited about this project since the moment we heard the records. Now all you have to do is run out and ask for them, and it's 10 to one you'll be in their corner too.

• THE DISK JOCKEYS PICK

1. DOODLETOWN FIFERS Victor 20-4856
Sauter-Finegan Ork The Billboard - August 16, 1952

• THE RETAILERS PICK

2. MOONLIGHT ON THE GANGES Victor 20-4927
Sauter-Finegan Ork The Billboard - September 27, 1952

• THE DISK JOCKEYS PICK

2. MIDNIGHT SLEIGH-RIDE Victor 20-4993
Sauter-Finegan Ork The Billboard - October 25, 1952

... The newly-formed Sauter-Finegan band have the combined musical knack that could revive the dance band craze of the 1930s.

Quick Magazine

... Sparked by New York's independent radio station WNEW, world's largest popular music outlet, the big swing bands are due for a revival. Out of favor since the exuberant Miller, Dorsey, Goodman days, the bands have taken a back seat to name singers. With WNEW plugging the slogan *Brink Back the Bands*, interest in swing-band sound is on the upsurge. First outfit to bring real excitement to the revival: the Sauter-Finegan Band.

People Today

... Disc connoisseurs have something new to look forward to. Eddie Sauter and Bill Finegan, two of the best arrangers in the business, have put together a hand-picked band with the aim of producing the unexpected and unusual.

Degree Hammond—Chicago Herald-American

... The (Ed) Sauter-(Bill) Finegan orch gets off to an auspicious start with its first four sides. Orch brings a new and imaginative sound to wax that's sure to cause plenty of talk in the trade and bolster the public's interest in band etchings.

Variety

CURRENT SMASH RELEASE

"NINA NEVER KNEW"

VOCAL BY JOE MOONEY

and

"LOVE IS A SIMPLE THING"

VOCAL BY JOE MOONEY

RCA Victor 20-5063 (47-5065)

*... OUR SINCEREST THANKS TO THE VERY WONDERFUL RECEPTION GIVEN OUR RECORDINGS BY THE DISK JOCKEYS OF AMERICA

AN EXCLUSIVE RCA VICTOR ARTIST

EXCLUSIVE MANAGEMENT

Willard Alexander

INC.

30 ROCKEFELLER PLAZA NEW YORK, N. Y. 333 N. MICHIGAN AVE. CHICAGO, ILL.

DECCA
RECORDS

One of the Greatest
Christmas records ever made

Christmas Chopsticks

('Twas the Night Before Christmas)

and

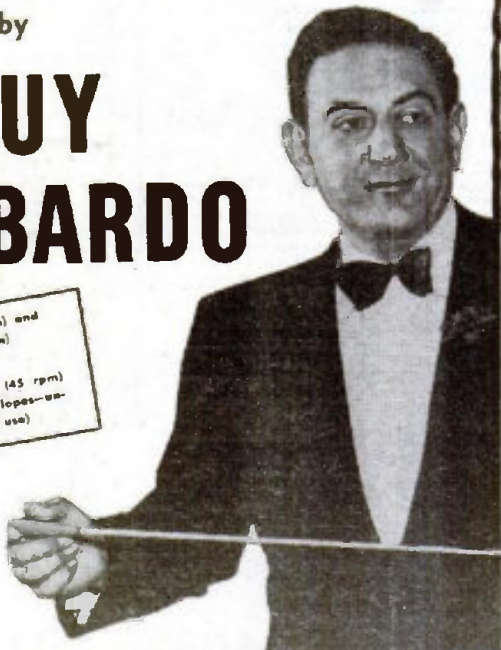
He'll Be Coming Down the Chimney

by

**GUY
LOMBARDO**

Decca 27802 (78 rpm) and
6-27802 (45 rpm)
CHILDREN'S SET
K-39 (78 rpm) and 1-363 (45 rpm)
(Both in Decorative Envelopes—
breakable under normal use)

DECCA
RECORDS



LEFT FIELDER

'Happy Day' Causes Stir In Trade

NEW YORK, Nov. 15.—The latest left field tune to stir up some excitement in the trade, "Oh Happy Day," originally recorded on the Triple A label by writer-singer Don Howard of Cleveland, was taken over this week by Dave Miller's Essex label. The tune, which is published by Bregman, Vocco & Conn, has already been covered by Coral Records, and a few other diskeries prepping slicings of the ditty.

The Triple A waxing of the tune, which was made a few weeks ago by Howard, a 17-year-old student and clefter, received a solid reaction in Cleveland when spun by deejay Phil McClain of WERE, a few weeks ago. Al Diamond, of the Grossman Music Company in the city, called BVC about the tune when customers came into the store to ask for copies, and the publishing firm flew business manager Ira Wegard out to Cleveland to hand it a listen. BVC took over the song last week, beating out a number of other publishers who had heard about the tune.

The tune spread from Cleveland to Boston, via deejay plays from Bob Clayton of WHDH. The ditty is now one of the top 10 in Boston according to the current Billboard regional charts.

Det. Amusement Spending Drops

DETROIT, Nov. 15.—General amusement spending was down proportionately more than retail spending in general, but showed signs of an encouraging pick-up, according to an analysis of retail sales in the Wayne County (Detroit) area just compiled and released by The Detroit News, based upon sales tax returns. Amusement spending for the first six months of the year was 6.1 per cent down from the same period of 1951, while general spending was down 3.6 per cent, an encouragingly slight difference when the depressed state of the local movie business is taken into consideration.

In the general classification of radio and music supply, sales were down 12 per cent for the first half, but only 3.9 per cent in the second quarter, indicating a very satisfactory pick-up in that period over the first quarter. By comparison, other non-necessity lines suffered badly. Package liquor sales dropped 20 per cent in the first half of the year, for instance, over three times as much as amusement returns indicated.

MGM, 20th-Fox Set \$350 Window Contest

NEW YORK, Nov. 15.—Along with their usual methods of exploiting soundtrack albums, MGM Records has combined with 20th Century-Fox, producer of the film "Stars and Stripes Forever" in setting up a dealer-exhibitor window display contest for the movie album. A total of \$350 has been set aside as national prizes for the three best windows. Record dealers and movie theater exhibitors will combine in planning the window displays, which according to rules, must promote both the movie and the album. The contest closes next March 31. "Stars and Stripes Forever" marks the first time that MGM has released a soundtrack album from a rival film producer.

Seeks New Terms

• Continued from page 20

we enter into a similar arrangement with them."

Years ago, and up to the early 1940's, the going royalty rate on tunes in library service was \$15 per year per tune. In the early 1940's transcription firms, already feeling competition of the diskeries, had cut the fee to \$10. This type of mechanical license now seems ready for a new evaluation. Initial reaction of publishers to the proposal of Standard has not been enthusiastic. Publishers are most anxious to maintain the value of the different types of mechanical uses.

MUSIC GROUPS EYE FRATERNITY

NEW YORK, Nov. 15.—A voluntary committee representing segments of the music business convened Thursday (13) to discuss the founding of a fraternal organization. The org would be similar to the Lambs or Friars. At the confab several committees were formed to outline more fully the nature and aims of the org. It is intended to present this outline at an organizational meeting to be held some time during the first week in December at an as yet undesignated place.

4 Xmas EP's By Mercury

CHICAGO, Nov. 15.—Four EP's for the Christmas trade were released this week by Mercury Records. All are remakes of standard albums in the firm's current inventory. Two volumes of "Christmas with Patti Page" head the list.

"Music for Christmastime" by the Rome Vatican Choir and "Christmas Favorites" by Frankie Laine, Vic Damone and Eddy Howard comprise the other two.

Bibletone Readies Kidisk Series

NEW YORK, Nov. 15.—Bibletone Records, indie diskery, is releasing a series of kiddie platters featuring well-known radio and stage personalities narrating stories for the younger set. First diskling in the series is "Little Lost Sheep," with Jack Berch of the Prudential Hour. Other sets will be narrated by Celeste Holm and Joe E. Brown.

Bibletone's kiddie series are being produced by Larry Dorn, free-lance radio producer of the "Bands for Bonds" show. "Little Lost Sheep" contains four parables penned by Mary Gunn. The forthcoming Celeste Holm album will be written by Alida Malkus, kid story author.

ASCAP Writers

• Continued from page 18

guipped. "That's to my advantage."

After the new formula was passed over Lengsfelder's, Gallops and Eaton's objections, Lengsfelder and the other two resigned from the committee. Lengsfelder said that he would not allow his name to be used with the new formula. According to Lengsfelder the new formula is inequitable and does not aid the writer on the way up, nor the one on the way down.

However, Pinky Herman, one of the proponents of the new formula, claimed that the further refinement of the plan was a most equitable one, that it—the new "artificial ladder"—was aimed at eventually correcting the "natural" performance average over a period of years. The Lengsfelder plan, according to Herman, was out of line and out of proportion for the majority of writers.

A refinement of the writers' plan had been promised by the committee to the membership when the writers' plan was voted on last summer. At that time the committee stated that any inequities in the new plan will be ironed out if and when they come up in the future.

Battle-Lewis Case to Go Before N. Y. Court

NEW YORK, Nov. 15.—A suit filed in 1949 by songwriter Edgar Battle against the Lewis Music Publishing Company finally came to New York Supreme Court this week. Battle is trying to get 22 contracts on the same number of songs, made since 1938, rescinded.

He charges that the publisher failed to promote or exploit the songs, thus breaching the contracts. He asks that the songs be returned to him.

Justice Rabin this week granted Battle his motion to add three party plaintiffs to the action and amend the complaint. The three additional plaintiffs were collaborators on several of the songs. The judge also denied the defendant's motion to dismiss the suit for failure to prosecute.



GORDON JENKINS PRESENTS HIS
NEWEST SINGING DISCOVERY



Blackie Jordann



Decca 28450 (78 rpm)
and
9-28450 (45 rpm)

SINGING TWO GREAT SONGS

Handwritten musical notes and stars are scattered around the circles.

**'I'LL
KNOW
MY
LOVE'**

and

**'LEAVE
ME JUST
A LITTLE
BIT OF
YOU'**

Publicity:
FRANCES KAYE

BLACKIE JORDANN
with GORDON JENKINS
and his orchestra

Bookings:
GENERAL
ARTISTS CORP.

Record
Promotion:
KAPPY JORDAN

America's Fastest Selling Records



D. J.'s AND OPERATORS
SOMETHING REFRESHINGLY DIFFERENT...

Her Nibs

Miss
**Georgia
Gibbs**

at her best . . .
singing



**THE
PHOTOGRAPH
ON THE
PIANO**

and

"THE MOTH AND THE FLAME"

Mercury #70034



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

The Billboard Music Popularity Charts
HONOR ROLL OF HITS



The Nation's Ten Top Tunes

... for Week Ending November 15

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 light musical.

This Week Last Week's Chart

- 1. You Belong to Me** 1 15
By Pee Wee King, Redd Stewart and Milton Price—Published by RodeWay (BMI)
BEST SELLING RECORDS: J. Stafford, Col 7881; P. Page, Mercury 5899. **OTHER RECORDS:** G. Auld, Coral; B. Carter, V 20-5005; H. Foster and Rovers, Republic 7013; J. Barber, Cap 2198; Ken Griffin, Col 79857; T. Hayes, V 20-4943; Joni James, MGM 11298; M. Katz, Cap 2267; A. Laine, Oak 4915; E. Lacey, E. McGriff-Sonny Till, Jubilee 5094; D. Martin, Cap 2165; F. Martin, V 20-4493; G. Martin, Dec 2838; T. Smith, United 131; J. Stanton, Top 340; S. Thompson, Mercury 4407. **TRANSCRIPTIONS AVAILABLE:** Dolly Dawn, Theaurs; Henry Jerome, Lang-Worth; Earl Sheldon, Associated.
- 2. I Went to Your Wedding** 2 12
By Jesse Robinson—Published by St. Louis (BMI)
BEST SELLING RECORDS: P. Page, Mercury 5999. **OTHER RECORDS:** K. Bass, Coral 60847; J. Bond-H. Carter, Col 21007; L. Brooks, Oak 6919; S. Gibson and Red Caps, V 20-4835; S. Kaye, Col 39956; Little Sylvia, Jubilee 5093; G. Lombardo, Dec 28411; G. Martin, Dec 2838; J. Selph, Rosemary; H. Snow, V 20-4906; P. Starr, Top 199; J. Wackay, Cap 2221; F. Walsh, Savoy 860. **TRANSCRIPTIONS AVAILABLE:** Dolly Dawn, Theaurs; Earl Sheldon, Associated.
- 3. Glow Worm** 3 9
By Paul Lincke, Lilla Cayley Robinson and Johnny Mercer—Published by E. B. Marks (BMI)
BEST SELLING RECORDS: Mills Brothers, Dec 28384. **OTHER RECORDS:** F. Carle, Col 37567; G. Carter, MacOrator 310; Homer & Jethro, King 15203; S. Jones, V 20-1893; H. Luse, Imperial 1044; J. Mercer, Cap 2248; Paulette Goddard, Col 39940; H. Singer, King 15203; C. Ramsey, Old Times Records 8204; C. Ryan, Cap 1092; E. Sack, Mercury 10099; Three Suns, V 20-3702; H. Winterhalter, Col 38704. **TRANSCRIPTIONS AVAILABLE:** Dick Jurgens, Charles Maganant, Associated; Frankie Carle, Lew White, Al Trace, Milton Charles, Cavalcade Oak, D'Artes, Modern Moderne, Lang-Worth.
- 4. Jambalaya** 4 13
By Hank Williams—Published by Acuff-Rose (BMI)
BEST SELLING RECORDS: J. Stafford, Col 39818. **OTHER RECORDS:** R. Allen, Dec 28431; Camarata Oak-S. Lanson, Dec 28367; N. Heft-P. Wayne, Coral 6816; Moon Mulligan, King 1106; J. Selph, Rosemary; J. Stanton, Top 340; T. Turner, Oak 6907; T. Tyre, V 20-4847; Hank Williams, MGM 11293. **TRANSCRIPTIONS AVAILABLE:** Leon Payne, Lang-Worth; Dave Terry, Associated.
- 5. Why Don't You Believe Me** 9 2
By Douglas, Laney, Roddes—Published by Brandom (ASCAP)
BEST SELLING RECORDS: J. James, MGM 11333. **OTHER RECORDS:** P. Page, Mercury 70025; J. Valli, V 20-5017.
- 6. It's in the Book** 6 6
By Johnny Standley-Art Thoresen—Published by Magnolia (BMI)
BEST SELLING RECORDS: J. Standley-Thorace Heidt, Cap 2249. **OTHER RECORDS:** A. Bernie, Mercury 5911.
- 7. Because You're Mine** 7 9
By Nicholas Brodsky-Sammy Cahn—Published by Feist (ASCAP) (F)
BEST SELLING RECORDS: M. Lamm, V 10-3914; Nat (King) Cole, Cap 2212. **OTHER RECORDS:** B. Eckstine, MGM 1301; J. Raitt, Dec 28337; B. Wayne, Mercury 5897. **TRANSCRIPTIONS AVAILABLE:** E. T. Terry, Associated.
- 7. Wish You Were Here** 5 18
By Harold Rome—Published by Chappell (ASCAP)
BEST SELLING RECORDS: E. Fisher-H. Winterhalter, V 20-4830. **OTHER RECORDS:** N. Brooks, Top 337; F. Carle, V 20-4920; J. Cassidy, V 140017; J. Froman, Cap 2154; Harmonica, Mercury 5900; G. Lombardo, Dec 28308; B. Roman, Top 337; F. Warren, MGM 11270. **TRANSCRIPTIONS AVAILABLE:** Lenny Herman, Lang-Worth; Earl Sheldon, Associated.
- 9. Lady of Spain** 9 7
By Erell Reader and Tolchard Evans—Published by Sam Fox (ASCAP)
BEST SELLING RECORDS: E. Fisher-H. Winterhalter, V 20-4915; L. Paul, Cap 2265. **OTHER RECORDS:** K. Griffin, Rondo 198; B. Light, Cap 2288; E. (Piano) Miller, Rainbow 70044; B. Noble, V 20-3302; H. Oda Trio, Dec Gee 901; L. Paul, Cap 2265; Pathharmonic Trio, Cap 15346; A. Smith, MGM 10180. **TRANSCRIPTIONS AVAILABLE:** Airiane Trio, Lang-Worth; Ambassadors, Lang-Worth; Cavalcade Oak & Chorus, Lang-Worth; Wayne King-Alton Roth Osk., Theaurs; Joe Sodia, Lang-Worth.
- 10. Outside of Heaven** — 1
By Chester Conn-Sammy Gallop—Published by Bregman, Vocco & Conn (ASCAP)
BEST SELLING RECORDS: E. Fisher-H. Winterhalter, V 20-4933. **OTHER RECORDS:** F. Warting, Dec 28469; M. Whiting, Cap 2217.

Second Ten

- | | |
|--|-------|
| 11. TRYING (R) | 12 13 |
| Published by Randy Smith (ASCAP) | |
| 12. YOURS (R) | — 1 |
| Published by E. B. Marks (BMI) | |
| 13. TAKES TWO TO TANGO (R) | 14 5 |
| Published by Harman (ASCAP) | |
| 14. SOMEWHERE ALONG THE WAY (R) | 16 21 |
| Published by United (ASCAP) | |
| 15. MEET MR. CALLAGHAN (R) | 10 12 |
| Published by Leeds (ASCAP) | |
| 16. KEEP IT A SECRET (R) | — 1 |
| Published by Shapiro-Bernstein (ASCAP) | |
| 17. HALF AS MUCH (R) | 10 25 |
| Published by Acuff-Rose (BMI) | |
| 18. HIGH NOON (R) (F) | 15 15 |
| Published by Feist (ASCAP) | |
| 19. I (R) | 20 2 |
| Published by Sherwin Music (ASCAP) | |
| 20. AUF WIEDERSEHN SWEETHEART (R) | 17 23 |
| Published by Hill & Range (BMI) | |

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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. Slandley 2249
2. MY BABY'S COMING HOME LADY OF SPAIN	L. Paul & M. Ford 2265
3. MEET MISTER CALLAGHAN TAKE ME IN YOUR ARMS AND HOLD ME	L. Paul & M. Ford 2193
4. WATER CAN'T QUENCH THE FIRE OF LOVE A CRAZY WALTZ	G. MacKenzie & H. O'Connell 2266
5. COMES A-LONG A-LOVE THREE LETTERS	R. Starr 2213
6. BECAUSE YOU'RE MINE I'M NEVER SATISFIED	N. Cole 2212
7. THE RUBY AND THE PEARL FAITH CAN MOVE MOUNTAINS	N. Cole 2230
8. TENNESSEE TANGO THE KIDS WHO PAY	M. Bee 2258
9. DON'T LET THE STARS GET IN YOUR EYES MY FAVORITE SONG	G. MacKenzie 2256
10. SOMEWHERE ALONG THE WAY WHAT DOES IT TAKE	N. Cole 2069
11. GREYHOUND RUMP BACK, HONEY	E. M. Morse 2276
12. HIGH NOON DO YOU EVER THINK OF ME?	B. May 2284
13. STORMY WEATHER THE DAY ISN'T LONG ENOUGH	Four Freshmen 2286
14. NOW IN ALL THIS WORLD	A. Martine 2260
15. I SAW MOMMY KISSING SANTA CLAUS WILLY CLAUS (Little Son of Santa Claus)	M. Bee 2285

BEST SELLING POPULAR ALBUMS

Based on Actual Capitol Sales Reports

	Alb. No.
1. DYE BYE BLUES	Les Paul & Mary Ford 356
2. WITH A SONG IN MY HEART	Jane Froman 309
3. PENTHOUSE SERENADE	Nat (King) Cole 332
4. BIG BAND BASH!	Billy May 329
5. UNFORGETTABLE	Nat (King) Cole 357
6. CITY OF GLASS	Stan Kenton 353
7. STAN KENTON CLASSICS	Stan Kenton 358
8. ROUGHHOUSE PIANO	Joe (Fingers) Carr 345
9. YOGI YORGESSON'S FAMILY ALBUM	Yogi Yorgesson 316
10. GORDON MACRAE SINGS	Gordon MacRae 231
11. 8 TOP POPS	Nat (King) Cole 9110
12. MUSIC FOR LOVERS ONLY	Jackie Gleason 352
13. TODAY'S TOP HITS, VOLUME VI	8 Top Artists 9108

..... a big follow-up for the

FOUR FRESHMEN!

"STORMY WEATHER"

"The Day Isn't Long Enough"

on Capitol Records No. 2286

TOP COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

	Record No.
1. THE NEW WEARS OFF TOO FAST YOU'RE WALKING ON MY HEART	H. Thompson 2269
2. DON'T LET THE STARS GET IN YOUR EYES BIG FAMILY TROUBLE	S. McDonald 2216
3. RAINBOW AT MIDNIGHT WHEN IT'S HARVEST TIME, SWEET ANGELINE	J. Wakely 2272
4. HIGH NOON GO ON! GET OUT!	T. Rifter 2120
5. I AIM'T GOT TIME I SAW YOUR FACE IN THE CROWD	J. Skinner 2231
6. DON'T BREAK THE SIXTH COMMANDMENT OUR LOVE ISN'T LEGAL	M. & W. Tuttle 2242
7. FEAR NOT CRYN' HOLY UNTO THE LORD	M. Carson 2252
8. COOL, COLD, AND COLDER THAT'S ME WITHOUT YOU	S. James 2259
9. BLACKBERRY BOOGIE TENNESSEE LOCAL	T. Ernie 2170
10. I'LL SEE YOU IN MY DREAMS CANNON BALL RAG	M. Travis 2245

LATEST CAPITOL RELEASES

No. 345

	Record No.
1. GONE NOW AND THEN	T. Preston 2290
2. GOIN' STEADY JUST OUT OF REACH (O! My Two Open Arms)	F. Young 2299

BEST SELLING CAPITOL CHILDREN'S ALBUMS

Based on Actual Capitol Sales Reports

1. BOZO HAS A PARTY
Capitol 3133 (45)CBPF-3133
2. THE MOIST EATER
Capitol 3120 (45)CBPF-3120
3. ROBIN HOOD
Capitol 3140 (45)CBPF-3140
4. NURSERY RHYMES, VOL. I
Capitol 3126 (45)CBPF-3126
5. TWEET, TWEET, TWEETY
Capitol 3118 (45)CBPF-3118
6. SPARKY'S MAGIC ECHO
Capitol 3134 (45)CBPF-3134
7. WOODY WOODPECKER AND THE SCARECROW
Capitol 3148 (45)CBPF-3148
8. HENRY HAWK'S CHICKEN HUNT
Capitol 3137 (45)CBPF-3137
9. BOZO AT THE CIRCUS
Capitol 3114 (45)CBPF-3114
10. HOPALONG CASSIDY AND THE TWO-LEGGED WOLF
Capitol 3108 (45)CBPF-3108
11. I'M A LITTLE TEAPOT and THE TEDDY BEAR'S PICNIC
Capitol 3010 (45)CBPF-3010
12. HOPALONG CASSIDY AND THE STORY OF TOPPER
Capitol 3116 (45)CBPF-3116
13. COUNTRY COUSINS
Capitol 3135 (45)CBPF-3135

LES PAUL? NO!


MARY FORD? NO!

it's

FREBERG

(STAN, THAT IS)

WITH UMPTEN BANJOS
on



"THE WORLD IS WAITING FOR THE SUNRISE"

and

"THE BOOGIE-WOOGIE BANJO MAN from BIRMINGHAM"

CAPITOL RECORD NO. 2279

another hit

FROM THE JUKE BOX FAVORITE

BEN LIGHT

"LADY OF SPAIN"

and

"WHISPERING"

ON CAPITOL RECORD NO. 2288

Sailing up the "Lazy River
TO the TOP —

and his
LAZY RIVER
Orchestra
ART MOONEY

LAZY RIVER

B/W HONESTLY MCM 11347 (34) - K11347 (43)

JONI JAMES
WHY DON'T YOU BELIEVE ME

PURPLE SHADES MCM 11337 (78) - K11337 (45)

Billy Eckstine
BE FAIR

COME TO THE MARDI GRAS

MCM 11351 78 rpm
K11351 45 rpm

Fran Warren
I WORRY 'BOUT YOU
and
ANYWHERE I WANDER

MCM 11352 78 rpm
K11352 45 rpm

Buddy DeFranco & His Orchestra
KAMASUTRA
and
STREET SCENE

MCM 11358 78 rpm
K11358 45 rpm

Woody Herman
I CRIED FOR YOU
and
LIVIN' ON LOVE

MCM 11357 78 rpm
K11357 45 rpm

Hank Williams
JAMBALAYA
and
WINDOW SHOPPING

MCM 11283 78 rpm
K11283 45 rpm

David Rose
and
His Orchestra

MAGIC MUSIC BOX
and
FLAVIA

MCM 30667 78 rpm
H30667 45 rpm

Alan Dean
GIVE ME YOUR LIPS
and
HALF A HEART

MCM 11365 78 rpm
K11365 45 rpm

Tommy Edwards
YOU WIN AGAIN
and
SINNER OR SAINT

MCM 11326 78 rpm
K11326 45 rpm

Danny Winchell
CAROLINA IN THE MORNING
and
THERE GOES MY HEART

MCM 11335 78 rpm
K11335 45 rpm

Iffie & Miffie
(Debbie Reynolds & Barbara Ruick)
OVER THE RAINBOW
and
NO DEPOSIT, NO RETURN

MCM 11364 78 rpm
K11364 45 rpm

M-G-M
MEANS
Mighty Good Music

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 36, N. Y.

The Billboard Music Popularity Charts

Favorite Tunes
... for Week Ending November 15

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.

This Week	Rank	Weekly Last on Chart
1. YOU BELONG TO ME (R)—Ridgeway.....	1	13
2. I WENT TO YOUR WEDDING (R)—St. Louis.....	2	31
3. JAMBALAYA (R)—Acuff-Rose.....	3	10
4. GLOW WORM (R)—E. B. Marks.....	5	5
5. BECAUSE YOU'RE MINE (R) (F)—Feist.....	4	8
6. HALF AS MUCH (R)—Acuff-Rose.....	8	23
7. WISH YOU WERE HERE (R) (F)—Chappell.....	5	17
8. OUTSIDE OF HEAVEN (R)—Bregman, Vocco & Conn.....	10	3
9. TRYING (R)—Randy Smith.....	12	8
10. SOMEWHERE ALONG THE WAY (R)—United.....	7	21
11. TAKES TWO TO TANGO (R)—Harman.....	14	2
12. LADY OF SPAIN (R)—Sam Fox.....	—	3
13. WALKIN' TO MISSOURI (R)—Hawthorne.....	15	10
14. AUF WIEDERSEH'N, SWEETHEART—Hill & Range... 7	21	—
15. MY FAVORITE SONG (R)—Gold.....	—	1

Tunes with Greatest Radio and Television Audiences

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

Top 31 in Radio

Because You're Mine (R) (F)—Feist—ASCAP	Once in a While (R)—Miller—ASCAP
Early Autumn (R)—Cromwell—ASCAP	Outside of Heaven (R)—Bregman-Vocco-Conn—ASCAP
Everything I Have Is Yours (R)—Robbins—ASCAP	Ruby and the Pearl (R)—Famous—ASCAP
Forgetting You (R)—DeSylva, Brown & Henderson—ASCAP	Sleepy Time Gal (R)—Miller—ASCAP
Frisky, the Snowman (R)—Hill & Range—BMI	Somebody Along the Way (R)—United—ASCAP
Glow Worm (R)—Marks—BMI	Stay Where You Are (R)—Broadcast—BMI
High Noon (R) (F)—Feist—ASCAP	Takes Two to Tango (R)—Harman—ASCAP
I Went to Your Wedding (R)—St. Louis—BMI	To Know You Is to Love You (R)—Roucom—ASCAP
Jambalaya (R)—Acuff-Rose—BMI	When I Fall in Love (R)—Young—ASCAP
Keep It a Secret (R)—Shapiro-Bernstein—ASCAP	White Christmas (R)—Berlin—ASCAP
Lady of Spain (R)—Sam Fox—ASCAP	With You Were Here (R) (M)—Chappell—ASCAP
Lazy River (R)—Southern—ASCAP	Why Don't You Believe Me (R)—Brandon—ASCAP
Love of My Life (R)—Chappell—ASCAP	You Belong to Me (R)—Ridgeway—BMI
Meet Mr. Callaghan (R)—Leeds—ASCAP	You'll Never Get Away (R)—Bourne—ASCAP
My Favorite Song (R)—Gold—ASCAP	Yours (R)—Marks—BMI

Top 10 in Television

Amotada (R)—Cromwell—ASCAP	Trying (R)—Randy Smith—ASCAP
Blue Tango (R)—Mills—ASCAP	Why Don't You Believe Me (R)—Brandon—ASCAP
Fool, Fool, Fool (R)—Progressive—BMI	You Belong to Me (R)—Ridgeway—BMI
Glow Worm (R)—Marks—BMI	Yours (R)—E. B. Marks—BMI
Here in My Heart (R)—Mellin—BMI	
Jambalaya (R)—Acuff-Rose—BMI	

England's Top Twenty

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

1. Here in My Heart—Robert Mellin, Ltd. (Mellin)	12. High Noon—Robbins (Feist)
2. Isle of Innisfree—Peter Maurice (Leeds)	13. Walking My Baby Back Home—Victoria (De Sylva, Brown & Henderson)
3. Half as Much—Robbins, Ltd. (Acuff-Rose)	14. Auf Wiederseh'n, Sweetheart—Maurice (Hill & Range)
4. Homing Waltz—Reine (Miller)	15. Meet Mr. Callaghan—Toll (Leeds)
5. Forget Me Not—Chappell (Chappell)	16. Walkin' to Missouri—Dash (Hawthorne)
6. You Belong to Me—Chappell (Ridgeway)	17. I'm Yours—Mellin (Algonquin)
7. Sugarbush—Chappell (G. Shirnes)	18. Faith—Hit Songs, Ltd. (J. J. Robbins)
8. Somewhere Along the Way—Magna (United)	19. Rock of Gibraltar—Connelly (Montclair)
9. Blue Tango—Mills (Mills)	20. Faith Can Move Mountains—Dash (Hill & Range)
10. Zing a Little Zong—Maddox (Burvan)	
11. Feet (Put Him on the Po-Po)—Climphonic (Hawthorne)	

Capitol's first again!

with 2 sure-fire Juke Box hits!

**TERRY
PRESTON**



"GONE"

and

"NOW AND THEN"

NO. 2298

**FARON
YOUNG**



**"GOIN'
STEADY"**

and

"JUST OUT OF REACH"

NO. 2299



The Billboard Music Popularity Chart

... for Week Ending November 15

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

JO STAFFORD-FRANKIE LAINE-PAUL WESTON ORK Christmas Cheer... 87

DOIRA DAY-JOHNIE RAY Ma Says, Pa Says... 86

COLUMBIA 1989H-Here is one of the latest novelty efforts by a long time, and the Doors Day-Johnie Ray team...

SPICE JONES ORK I Saw Mommy Kissing Santa Claus... 85

DON CORNELL Let's Have an Old Fashioned Christmas... 83

DORIS DAY-JOHNIE RAY Ma Says, Pa Says... 82

EILEEN BARTON The Night Before Christmas Song... 82

THE CHECKERS Let Me Come Back... 80

VIC DANONE Greyhound... 81

JOHN GREER The Best Man... 79

CIVIANE GREENE The Thrush... 77

JIMMY DORSEY ORK Jump Back Home... 80

Love Came Out of the Night... 75

STAN FREDERG The World Is Waiting for the Sunrise... 80

New Records to Watch

Popular

DON CORNELL Let's Have an Old Fashioned Christmas... 83

SPICE JONES ORK I Saw Mommy Kissing Santa Claus... 85

PERRY COMO Don't Let the Stars Get in Your Eyes... 84

STAN FREDERG The World Is Waiting for the Sunrise... 80

EILEEN BARTON The Night Before Christmas Song... 82

HARRY BELLAFONTE Shenandoah... 81

DORIS DAY-JOHNIE RAY Ma Says, Pa Says... 82

Rhythm & Blues

THE CHECKERS Let Me Come Back... 80

THE FOUR FRESHMEN Stormy Weather... 75

JOHN GREER The Best Man... 79

LINDA HAYES Ma City... 75

FORD NELSON QUINTET Little Annie... 73

CIVIANE GREENE The Thrush... 77

Share You Went Away From Me... 75

Share You Went Away From Me... 75

In the opinion of the Music staff the following new records that were reviewed this week merit the special attention of dealers, operators and/or disk jockeys.

ROSEMARY CLOONEY If I Had a Penny... 82

THE HILLTOPPERS Must I Cry Again... 81

MOON MULLICAN A Thousand and One Sleepless Nights... 79

ERNEST TUBB Merry Texas Christmas, You All... 78

THE CHECKERS Let Me Come Back... 81

THE SWAN SILVERTONE SINGERS My Rock... 83

Country & Western

ROSEMARY CLOONEY If I Had a Penny... 82

THE HILLTOPPERS Must I Cry Again... 81

MOON MULLICAN A Thousand and One Sleepless Nights... 79

ERNEST TUBB Merry Texas Christmas, You All... 78

THE CHECKERS Let Me Come Back... 81

THE SWAN SILVERTONE SINGERS My Rock... 83

Rhythm & Blues

THE CHECKERS Let Me Come Back... 81

THE SWAN SILVERTONE SINGERS My Rock... 83

Spiritual

THE SWAN SILVERTONE SINGERS My Rock... 83

Spiritual

THE SWAN SILVERTONE SINGERS My Rock... 83

THE SWAN SILVERTONE SINGERS My Rock... 83

THE SWAN SILVERTONE SINGERS My Rock... 83

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THE SWAN SILVERTONE SINGERS My Rock... 83

THE SWAN SILVERTONE SINGERS My Rock... 83

THE SWAN SILVERTONE SINGERS My Rock... 83

THE SWAN SILVERTONE SINGERS My Rock... 83

Country & Western

HANK THOMPSON The New Years On My Feet... 84

ERNEST TUBB Merry Texas Christmas, You All... 78

MOON MULLICAN A Thousand and One Sleepless Nights... 79

ERNEST TUBB Merry Texas Christmas, You All... 78

MOON MULLICAN A Thousand and One Sleepless Nights... 79

ERNEST TUBB Merry Texas Christmas, You All... 78

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MOON MULLICAN A Thousand and One Sleepless Nights... 79

ERNEST TUBB Merry Texas Christmas, You All... 78

MOON MULLICAN A Thousand and One Sleepless Nights... 79

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

HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basis of six different categories...

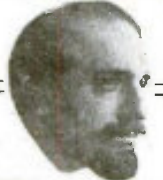
THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories...

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

(Continued on page 43)

(Continued on page 42)

COLUMBIA COUNTER-POINTS



**The Pitch
From Mitch**

Here I am back again, with a blast about what's going on this week. Well, what with one thing and another, yours truly leads the list off with a new tune that really has what it takes. It's "Without My Lover (Bolero Gaucha)" as it really hits you where you live. I promise you. Listen to this one. Stan Freeman helps out on the harpsichord with the haunting theme. Backing is "Just Dreaming," with Buddy Weed taking over for Stan, and it's a real pretty tune. I think I've got a hit with this one. It's my turn around here. Percy's had his, and so has Paul Weston, and this one sure looks like mine.

The Four Lads are back again with a beat, rocking number named "Blackberry Boogie," accompanied by The Four Lads. Girl in the Bridgeport office thought this was a mistake, but it's right that way; the boys help out with their own vocal background. They're getting plenty of response to their first release now, and this should help consolidate them. Overide is a contrasting number called "The Girl on the Shore." These boys know how to sell a number not only on records but in person, and if you work along with them, you'll find extra sales coming in fast.

Ordinarily we don't like pulling a record out of an album and issuing it as a single, but every once in a while you have to. That old impponderable, public demand, does it. We have two examples this week: one, Otto Cesana's lush and lovely title tune from his collection called "Ecstasy," backed with a pretty nocturne called "Starlight." This is music for romance, kids. The other example is something cooked up by Rosemary Clooney and Harry James for "Hollywood's Best." This is their collection of Academy Award-winning movie songs, and so many people responded so well to their work on "You'll Never Know" that it's now out as a single. Rosie sings this one in that great way of hers, with Harry supplying a trumpet obbligato all the way through. Seems we have a hit here we didn't plan on.

Mitch

together!

**DORIS DAY
and
JOHNNIE RAY**

A FULL TIME JOB
Ma Says, Pa Says 39898 • 4-39898

Folk Music Releases

- JOHNNY BOND
BORN TO BE BAD
NUMBER NINE BLUES
21042 • 4-21042
- THE MASTERS FAMILY
SOUTHBOUND PASSENGER TRAIN
MY HEART'S LIKE A BEGGAR
21044 • 4-21044
- LESTER FLATT and EARL SCRUGGS
I'M GONNA SETTLE DOWN
I'M LONESOME AND BLUE
21043 • 4-21043

Okeh Releases

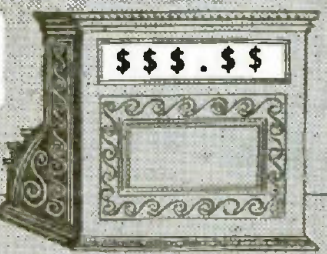
- TITUS TURNER
CHRISTMAS MORNING
BE SURE YOU KNOW
Okeh 6929 • 4-6929
- BIG MAYBELLE
RAIN DOWN RAIN
GABBIN' BLUES
Okeh 6931 • 4-6931

Popular Releases

- MITCH MILLER
WITHOUT MY LOVER (Bolero Gaucha)
with Stan Freeman (Harpsichord)
JUST DREAMING
with Buddy Weed (Harpsichord)
39901 • 4-39901
- OTTO CESANA
ECSTASY
STARLIGHT
Piano Solo by Bernie Leighton
99-G • 4-99-G
- THE FOUR LADS
BLACKBERRY BOOGIE
THE GIRL ON THE SHORE
39902 • 4-39902

PAUL TRIPP as MR. I. MAGINATION
SPACE SHIP TO MARS
(With Mr. I. Magination)
with Paul Tripp and Donny Marril
Incidental Music by Ray Carter
78 Ser MJV-146 • 45 Ser MJV 4-146

- ROSEMARY CLOONEY does it again
IF I HAD A PENNY
YOU'RE AFTER MY OWN HEART
39892 • 4-39892



New Album Releases

- GUY MITCHELL
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 • Lost Highway • The Green Pine Tree • Build My Galloway High
"Lp" CL 6231 • 45 Ser 8-322
- PAUL WESTON
WHISPER 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
"Lp" CL 6232 • 45 Ser 8-323
- QUIET MUSIC—Vol. 7
including When I Grow Too Old to Dream • Serenade • A Perfect Day • Missouri Waltz, etc.
"Lp" GL 517
- QUIET MUSIC—Vol. 8
including One Alone • Time On My Hands • Estudiantina • Waltz Dream • Merry Widow, etc.
"Lp" GL 518
- QUIET MUSIC—Vol. 9
including Roses of Picardy • Beautiful Ohio • Salut D'Amour • One Kiss • My Hero, etc.
"Lp" GL 519

Best Sellers
based on actual sales reports for week ending November 14

JO STAFFORD KEEP IT A SECRET ONCE TO EVERY HEART 39891 • 4-39891	JIMMY BOYD I SAW MOMMY KISS- ING SANTA CLAUS THUMBELINA 39871 • 4-39871	FRANKIE LAINE HIGH NOON ROCK OF GIBRALTAR 39770 • 4-39770
JO STAFFORD JAMBALAYA EARLY AUTUMN 39838 • 4-39838	ROSEMARY CLOONEY HALF AS MUCH POOR WHIP-POOR WILL 39710 • 4-39710	FRANK SINATRA THE BIRTH OF THE BLUES WHY TRY TO CHANGE ME NOW 39882 • 4-39882
LES COMPAGNONS DE LA CHANSON THE THREE BELLS WHIRLWIND 39657 • 4-39657	LEFTY FRIZZELL I'M AN OLD, OLD MAN YOU'RE JUST MINE 21034 • 4-21034	RAY PRICE DON'T LET THE STARS GET IN YOUR EYES I LOST THE ONLY LOVE I KNEW 21025 • 4-21025
SAMMY KAYE WALKIN' TO MISSOURI ONE FOR THE WONDER 39769 • 4-39769	JO STAFFORD YOU BELONG TO ME PRETTY BOY 39811 • 4-39811	DORIS DAY THE CHERRIES APRIL IN PARIS 39881 • 4-39881

COLUMBIA RECORDS

"Columbia", "Masterworks", "Hot", "LP" and "Scale Music Reg. U. S. Pat. Off. Design Register"

The Billboard Music Popularity Charts... for Week Ending November 15

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 Records

HOLD ME

EVERYTHING I HAVE IS YOURS—Eddie Fisher—RCA Victor 20-4841

Taken from Fisher's fast selling new album "I'm in the Mood for Love," this disk has started to get strong action from juke box operators in the East. Preference for side differs by area.

HELLO BLUEBIRD

TILL I WALTZ AGAIN WITH YOU—Teresa Brewer—Coral 60873

Two good sides by Miss Brewer. Early activity is on "Till I Waltz Again With You." Number eight in Detroit this week, up from 10th position. Tops among reorders on label's recent records.

A FULL-TIME JOB

MA SAYS, PA SAYS—Doris Day—Johannie Ray—Columbia 39898

Newly released, operator reaction in quarters that have received the disk has been immediate. "Full-Time Job" is the current Arnold country hit. "Ma Says" is a Josef Marais tune. Initial interest on East Coast is on the Marais tune while Los Angeles is favoring "Full-Time Job."

SOMEONE LOVED SOMEONE

A SHOULDER TO WEEP ON—Mills Brothers—Sy Oliver Ork—Decca 28459

Group's follow-up to "Glow Worm" has started off fast with favorable early reports throughout the country. Label's initial heavy shipment has been absorbed, and disk tops reorders among Decca's recently-released records.

Sacred Records

MY GOD IS REAL

THE MOCKING BIRD—Red Foley—Decca 28447

A powerful sacred coupling by Foley has already started stirring sales in the South. "My God Is Real" has started as the top side. Selected previously as "New Record to Watch."

Country & Western Records

THE GAL WHO INVENTED KISSING

A FOOL SUCH AS I—Hank Snow—RCA Victor 20-5034

Picked as a "New Record to Watch" last week, disk has started taking off. Action thus far is on "Kissing" side. It's strong in upper New England, good around Chicago and Cincinnati and starting nicely in the South.

THE NEW WEARS OFF TOO FAST

YOU'RE WALKING ON MY HEART—Hank Thompson—Capitol 2269

It has started strongly among operators in the Northeast, Eastern Pennsylvania and Chicago. Nice early action on West Coast. A "New Records to Watch" selection. Side appears to be "New Wears Off Too Fast."

Rhythm & Blues Records

HOW LONG

Fats Domino—Imperial 5209
Selling strongly in Los Angeles area. Dealer action starting in South. Picked by dealers in "Coming Up in the Trade."

I'M GONE

Shirley and Lee—Aladdin 3153
Tops with label in reorders. Good action started with operators in the Middle Atlantic area.

HEY, MISS JONES

Jimmy Forrest—United
Growing dealer and operator action in Los Angeles.

Spiritual Records

LORD JESUS

Spirit of Memphis Quartet—King 4576
Picked last week as "New Record to Watch." Strong sales on this powerful reading by group have started in South.

Late Reports on Recent "Best Buys"

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

Popular

MY BABY'S COMING HOME

Les Paul-Mary Ford—Capitol 2265
Number 18 on national juke box chart. Number 7 in Boston dealer sales.

BIRTH OF THE BLUES

Frank Sinatra — Columbia 39882
Number 19 on national disk jockey chart. Number 8 in dealer sales in both St. Louis and Los Angeles. Strong in Cincinnati and Western New York State.

CONQUEST WHY DON'T YOU BELIEVE ME

Patti Page—Mercury 70025
Joni James continues to have the field to herself in most of the metropolitan centers. But the Page disk is continuing to up sales charts via growing strength in other areas. Strong in Los Angeles. Side preference swinging to "Conquest."

IT'S WORTH ANY PRICE YOU PAY

Eddy Howard—Mercury 70015
Number 2 among Mercury reorders. Good to strong action in Cincinnati. Reported as strong by Chicago dealers. Operator interest starting in New York City. Top pick by deejays in "Coming Up in the Trade."

I SAW MOMMY KISSING SANTA CLAUS

Jimmy Boyd—Columbia 39871
Growing action at retail and operator levels in St. Louis, Boston, Chicago and Philadelphia. Picked by dealers this week.

LAZY RIVER

Art Mooney Ork—MGM 11347
Good to fair in Cincinnati. Strong in Buffalo. Operator buying tapering in Philadelphia.

LA ROSITA

Four Aces—Decca 28393
Good reports in Southern Ohio. Growing action in New York City. Good reorders with label.

GREYHOUND

Buddy Morrow Ork—RCA Victor 20-5041
Southern California reports range from fair to strong. Strong in Western New York State.

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

- CONQUEST**
Patti Page—Mercury 70025
- WHY DON'T YOU BELIEVE ME**
Patti Page—Mercury 70025
- SLEEPY TIME GAL**
Tony Martin—RCA Victor 20-5008
- WATER CAN'T QUENCH THE FIRE OF LOVE**
Helen O'Connell-Giselle MacKenzie—Capitol 2266
- FORGETTING YOU**
Richard Hayes—Mercury 5910
- I SAW MOMMY KISSING SANTA CLAUS**
Jimmy Boyd—Columbia 39871

Country & Western

- I'M AN OLD, OLD MAN**
Ledy Frizzell—Columbia 21034
- WEDDING RING AGO**
Kitty Wells—Decca 28432
- TENNESSEE TANGO**
Pee Wee King—RCA Victor 20-5009
- THE NEW WEARS OFF TOO FAST**
Hank Thompson—Capitol 2269
- KEEP IT A SECRET**
Slim Whitman—Imperial 8169
- SING HER A SONG**
Carl Smith—Columbia 21008

Rhythm & Blues

- HOW LONG**
Fats Domino—Imperial 5204
- RESTLESS HEART**
Lloyd Price—Specialty 440

The Disk Jockeys Pick

Popular

- IT'S WORTH ANY PRICE YOU PAY**
Eddy Howard—Mercury 70015
- WHY DON'T YOU BELIEVE ME**
Patti Page—Mercury 70025
- GREYHOUND**
Buddy Morrow Ork—RCA Victor 20-5041
- SUMMER LOVE**
Ralph Marterie Ork—Mercury 70006
- KEEP IT A SECRET**
Dinah Shore—RCA Victor 20-4992
- HEAVENLY, HEAVENLY**
Art and Doty Todd—RCA Victor 20-5029
- CHERRIES**
Doris Day—Columbia 39881
- HOLD ME, THRILL ME, KISS ME**
Karen Chandler—Coral 60831

Country & Western

- KEEP IT A SECRET**
Slim Whitman—Imperial 8169
- TENNESSEE TANGO**
Pee Wee King—RCA Victor 20-5009
- THE GAL WHO INVENTED KISSING**
Hank Snow—RCA Victor 20-5034
- I'M AN OLD, OLD MAN**
Ledy Frizzell—Columbia 21034
- I'LL GO ON ALONE**
Marty Robbins—Columbia 21022
- THE NEW WEARS OFF TOO FAST**
Hank Thompson—Capitol 2269
- COOL, COLD AND COLDER**
Sonny James—Capitol 2239
- MY HEART IS BROKEN IN THREE**
Slim Whitman—Imperial 8169

The Operators Pick

Popular

- CHERRIES**
Doris Day—Columbia 39881
- LAZY RIVER**
Art Mooney Ork—MGM 11347
- SLEEPY TIME GAL**
Tony Martin—RCA Victor 20-5008
- WATER CAN'T QUENCH THE FIRE OF LOVE**
Helen O'Connell-Giselle MacKenzie—Capitol 2266
- I SAW MOMMY KISSING SANTA CLAUS**
Jimmy Boyd—Columbia 39871

Country & Western

- KEEP IT A SECRET**
Slim Whitman—Imperial 8169
- I HEARD A JUKE BOX PLAYING**
Kitty Wells—Decca 28432
- TENNESSEE TANGO**
Pee Wee King—RCA Victor 20-5009
- CHILD'S SIDE OF LIFE**
Johnny Horton—Mercury 7429
- IT'S THE KIDS WHO PAY**
Molly Bee—Capitol 2258

Rhythm & Blues

- MAKE BELIEVE DREAMS**
Dinah Washington—Mercury 5906

Country & Western

KEEP IT A SECRET MY HEART IS BROKEN IN THREE

Slim Whitman—Imperial 8169
All indications point to this as being a very big record. Strong action started in sections of the South, Los Angeles, Chicago, St. Louis and Western New York State. "Secret" is key side.

IT'S THE KIDS WHO PAY

Molly Bee—Capitol 2258
Second best in label's reorders on recent records. Picked by country operators in "Coming Ups." Good in Chicago and Western New York. Some action in upper New England on flip side "Tennessee Tango."

A WEDDING RING AGO I HEARD A JUKE BOX PLAYING

Kitty Wells—Decca 28432
Dealer preference continues for "Wedding Ring" while ops prefer other side.

SOMEbody LOVES ME

Ernest Tubb—Decca 28448
Strong reorders with label.

R&B — R&B — R&B

LYING WOMAN

Little Caesar—Hollywood 236
Initial reaction strong in Western New York. Good in St. Louis. Strong op sales in Cincinnati.

NOVEMBER 15, 1952

THE BILLBOARD

MUSIC

The Billboard Music Popularity Charts ... for Week Ending November 8

Coming Up in the Trade

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

The Dealers Pick

Popular

- 1. CONQUEST
Patti Page—Mercury 70025
- 2. BLUE VIOLINS
Hugo Winterhalter Ork—Victor 20-4997
- 3. BIRTH OF THE BLUES
Frank Sinatra—Columbia 3982
- 4. WHY DON'T YOU BELIEVE ME?
Patti Page—Mercury 70025
- 5. MY BABY'S COMING HOME
Les Paul-Mary Ford—Capitol 2265

The Disk Jockeys Pick

Popular

- 1. WHY DON'T YOU BELIEVE ME?
Patti Page—Mercury 70025
- 2. CONQUEST
Patti Page—Mercury 70025
- 3. BIRTH OF THE BLUES
Frank Sinatra—Columbia 3982
- 4. SUMMER LOVE
Ralph Marterie Ork—Mercury 70006
- 5. MY BABY'S COMING HOME
Les Paul-Mary Ford—Capitol 2265
- 6. IT'S WORTH ANY PRICE YOU PAY
Eddie Howard—Mercury 70015
- 7. KEEP THE FIRE
Dinah Shore—Victor 20-4992

The Operators Pick

Popular

- 1. MY BABY'S COMING HOME
Les Paul-Mary Ford—Capitol 2265
- 2. FORGETTING YOU
Richard Hayes—Mercury 5910
- 3. LIKE
Art Mooney Ork—MGM 11347
- 4. SLEEPY TIME GAL
Tony Martin—Victor 20-5008

44% OF THE NEW HITS ARE ON MERCURY RECORDS

SPECIAL!

THE BILLBOARD

NOVEMBER 15, 1952

New Records to Watch

Popular

GEORGIA GIBBS

A Moth and a Flame

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



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

The Billboard Music Popularity Charts

... for Week Ending November 15

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 3 columns: This Week, Last on Week Chart, Weeks on Chart. Top entries include 'IT'S IN THE BOOK' by J. Standley and 'GLOW WORM' by Mills Brothers.

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 3 columns: This Week, Last on Week Chart, Weeks on Chart. Top entries include 'I WENT TO YOUR WEDDING' by P. Page and 'YOU BELONG TO ME' by J. Stafford.

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 3 columns: This Week, Last on Week Chart, Weeks on Chart. Top entries include 'YOU BELONG TO ME' by J. Stafford and 'GLOW WORM' by Mills Brothers.

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.

33 1/3 R.P.M.

Table with 3 columns: This Week, Last on Week Chart, Weeks on Chart. Top entries include 'BECAUSE YOU'RE MINE' by M. Lanza and 'LIBERACE AT THE PIANO' by Liberace.

45 R.P.M.

Table with 3 columns: This Week, Last on Week Chart, Weeks on Chart. Top entries include 'I'M IN THE MOOD FOR LOVE' by E. Fisher and 'BECAUSE YOU'RE MINE' by M. Lanza.

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 3 columns: This Week, Last on Week Chart, Weeks on Chart. Top entries include 'ROBIN HOOD (3)' by B. May and 'BOZO HAS A PARTY (3)' by B. May.

you asked for it — here it is!



the big hit
from their
"Hollywood's
Best"
album!



Rosemary
CLOONEY

and

Harry
JAMES

with Harry James' Orchestra in

**"YOU'LL
NEVER KNOW"**

from "Hello, Frisco, Hello"

b/w "The Continental"

now available on 78 rpm 39905 or 45 rpm 4-39905
(and of course in "Lp" CL 6224 and 45 Set B-319)

COLUMBIA  **RECORDS**

Trade Marks "Columbia," "Masterworks," ®, ® Reg. U. S. Pat. Off. Marca Registrada

A GREAT FOLLOW-UP
TO "GLOW WORM"

DECCA
RECORDS

a
SHOULDER
to
WEEP ON

and SOMEONE LOVED SOMEONE

by
**The
MILLS
BROTHERS**

and Sy Oliver



DECCA

28459 (78 rpm)

and

9-28459 (45 rpm)

*America's Fastest
Selling Records*

DECCA
RECORDS

The Billboard Music Popularity Charts

Territorial Best

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

New York	Los Angeles
<ol style="list-style-type: none"> 1. WHY DON'T YOU BELIEVE ME? J. James, MGM 2. I WENT TO YOUR WEDDING P. Page, Mercury 3. WISH YOU WERE HERE E. Fisher-H. Winterhalter, Victor 4. YOU BELONG TO ME J. Stafford, Columbia 5. BECAUSE YOU'RE MINE M. Lanza, Victor 6. GLOW WORM Mills Brothers, Decca 7. YOURS V. Lynn, Decca 8. TAKES TWO TO TANGO P. Bailey, Coral 	<ol style="list-style-type: none"> 1. I WENT TO YOUR WEDDING P. Page, Mercury 2. GLOW WORM Mills Brothers, Decca 3. YOU BELONG TO ME P. Page, Mercury 4. LADY OF SPAIN Paul, Capitol 5. HOLD ME, THRILL ME, KISS ME K. Chandler, Coral 6. OUTSIDE OF HEAVEN E. Fisher-H. Winterhalter, Victor 7. YOU BELONG TO ME J. Stafford, Columbia 8. BIRTH OF THE BLUES F. Sinatra, Columbia 9. RUBY AND THE PEARL Nat (King) Cole, Capitol 10. IT'S IN THE BOOK J. Standley, Capitol
Chicago	Dallas-Ft. Worth
<ol style="list-style-type: none"> 1. WHY DON'T YOU BELIEVE ME? J. James, MGM 2. BECAUSE YOU'RE MINE M. Lanza, Victor 3. GLOW WORM Mills Brothers, Decca 4. YOURS V. Lynn, London 5. TAKES TWO TO TANGO P. Bailey, Coral 6. I WENT TO YOUR WEDDING P. Page, Mercury 7. IT'S IN THE BOOK J. Standley, Capitol 8. ADIOS G. MacKenzie, Capitol 9. KEEP IT A SECRET J. Stafford, Columbia 10. TRYING Hilltoppers, Dot 	<ol style="list-style-type: none"> 1. YOU WIN AGAIN T. Edwards, MGM 2. IT'S IN THE BOOK J. Standley, Capitol 3. WHY DON'T YOU BELIEVE ME? J. James, MGM 4. I WENT TO YOUR WEDDING P. Page, Mercury 5. WISH YOU WERE HERE E. Fisher-H. Winterhalter, Victor 6. YOU BELONG TO ME J. Stafford, Columbia 7. LADY OF SPAIN L. Paul, Capitol 8. KEEP IT A SECRET J. Stafford, Columbia
Seattle	Denver
<ol style="list-style-type: none"> 1. IT'S IN THE BOOK J. Standley, Capitol 2. GLOW WORM Mills Brothers, Decca 3. I WENT TO YOUR WEDDING P. Page, Mercury 4. WISH YOU WERE HERE E. Fisher-H. Winterhalter, Victor 5. HEART AND SOUL Four Aces, Decca 6. LADY OF SPAIN E. Fisher-H. Winterhalter, Victor 7. TAKES TWO TO TANGO P. Bailey, Coral 8. YOU BELONG TO ME J. Stafford, Columbia 9. LADY OF SPAIN L. Paul, Capitol 	<ol style="list-style-type: none"> 1. I WENT TO YOUR WEDDING P. Page, Mercury 2. JAMBALAYA J. Stafford, Columbia 3. IT'S IN THE BOOK J. Standley, Capitol 4. YOU BELONG TO ME J. Stafford, Columbia 5. BECAUSE YOU'RE MINE M. Lanza, Victor 6. YOU BELONG TO ME P. Page, Mercury 7. WISH YOU WERE HERE E. Fisher-H. Winterhalter, Victor 8. GLOW WORM Mills Brothers, Decca
Washington, D. C.	Atlanta
<ol style="list-style-type: none"> 1. IT'S IN THE BOOK J. Standley, Capitol 2. I WENT TO YOUR WEDDING P. Page, Mercury 3. GLOW WORM Mills Brothers, Decca 4. YOU BELONG TO ME J. Stafford, Columbia 5. TAKES TWO TO TANGO P. Bailey, Coral 6. YOU BELONG TO ME P. Page, Mercury 7. MEET MR. CALLAGHAN L. Paul, Capitol 8. LADY OF SPAIN E. Fisher-H. Winterhalter, Victor 	<ol style="list-style-type: none"> 1. IT'S IN THE BOOK J. Standley, Capitol 2. JAMBALAYA J. Stafford, Columbia 3. YOU BELONG TO ME J. Stafford, Columbia 4. I WENT TO YOUR WEDDING P. Page, Mercury 5. TAKES TWO TO TANGO P. Bailey, Coral 6. BECAUSE YOU'RE MINE M. Lanza, Victor 7. BLUES IN ADVANCE D. Snore, Columbia 8. RUBY AND THE PEARL Nat (King) Cole, Capitol 9. WISH YOU WERE HERE E. Fisher-H. Winterhalter, Victor 10. GLOW WORM Mills Brothers, Decca
Pittsburgh	New Orleans
<ol style="list-style-type: none"> 1. IT'S IN THE BOOK J. Standley, Capitol 2. WHY DON'T YOU BELIEVE ME? J. James, MGM 3. HEART AND SOUL Four Aces, Decca 4. GLOW WORM Mills Brothers, Decca 5. YOU BELONG TO ME J. Stafford, Columbia 6. BLUE VIOLINS E. Winterhalter, Victor 7. I D. Cornell, Coral 8. TAKES TWO TO TANGO P. Bailey, Coral 9. BECAUSE YOU'RE MINE M. Lanza, Victor 10. YOURS V. Lynn, London 	<ol style="list-style-type: none"> 1. WHY DON'T YOU BELIEVE ME? J. James, MGM 2. IT'S IN THE BOOK J. Standley, Capitol 3. GLOW WORM Mills Brothers, Decca 4. OUTSIDE OF HEAVEN E. Fisher-H. Winterhalter, Victor 5. YOU BELONG TO ME J. Stafford, Columbia 6. I SAW MOMMY KISSING SANTA CLAUS J. Boyd, Columbia 7. KEEP IT A SECRET J. Stafford, Columbia

... for Week Ending November 15

Sellers (Popular)

This Week's Territorial Best Sellers to Watch

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

- Boston... OH HAPPY DAY** Don Howard—Triple A 311
New Orleans... I SAW MOMMY KISSING SANTA CLAUS J. Boyd—Columbia 39871
Dallas-Ft. Worth... YOU WIN AGAIN Tommy Edwards—MGM 11326

St. Louis

1. WHY DON'T YOU BELIEVE ME? J. James, MGM
2. GLOW WORM Mills Brothers, Decca
3. YOURS V. Lynn, London
4. IT'S IN THE BOOK J. Standley, Capitol
5. KEEP IT A SECRET J. Stafford, Columbia
6. BECAUSE YOU'RE MINE M. Lanza, Victor
7. OUTSIDE OF HEAVEN E. Fisher-H. Winterhalter, Victor
8. BIRTH OF THE BLUES F. Sinatra, Columbia
9. TRYING Hilltoppers, Dot
10. I D. Cornell, Coral

Boston

1. WHY DON'T YOU BELIEVE ME J. James, MGM
2. TRYING Hilltoppers, Dot
3. BECAUSE YOU'RE MINE M. Lanza, Victor
4. JAMBALAYA J. Stafford, Columbia
5. OH HAPPY DAY D. Howard, Triple-A
6. TAKES TWO TO TANGO P. Bailey, Coral
7. MY BABY'S COMING HOME L. Paul, Capitol
8. KEEP IT A SECRET J. Stafford, Columbia
9. IT'S IN THE BOOK J. Standley, Capitol
10. I WENT TO YOUR WEDDING P. Page, Mercury

Philadelphia

1. WHY DON'T YOU BELIEVE ME? J. James, MGM
2. GLOW WORM Mills Brothers, Decca



One reason why advertisers in the BILLBOARD get all they pay for.



"... 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 Gole Barker
Barker Music Center
McLellan's Store
Tucson, Arizona.

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 City _____ Zone _____ State _____
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We're not keeping it a Secret!!



BING CROSBY

delivers a smash rendition of



Coupled with

"Sleigh Bells Serenade"

with Jud Conlon's Rhythmaires and orch. directed by John Scott Trotter

DECCA #28511 78 rpm
and 9-28511 45 rpm

America's Fastest Selling Records





MGM's
NEWEST
RECORDING
ARTIST

TONY ALAMO

Singing

"MERRY
CHRISTMAS,
DARLING"

NORMAN GREENE'S ORCHESTRA

and

MGM
11380 (78rpm)
K-11380 (45rpm)

"IT'S MERRY
CHRISTMAS
TIME"

with the
MARLIN SISTERS

VERONIQUE PUB. CO., INC.

120 West 58th St., N. Y., N. Y.

M-G-M RECORDS

THE QUALITY NAME IN ENTERTAINMENT

VOX JOX

By GENE PLOTNIK

Chatter

Jimmy Nelson and his "Dummy" pals took over Sid Dickler's WMCK, McKeesport, Pa., show one day last week and had the station's phones, and those in Dickler's office in the Century Building, Pittsburgh, all tied up. Dickler didn't say "boo" during the whole show... Dick Smith, WORC, Worcester, Mass., was honeymooning in New York last week... Most recent migrant from the hinterlands to Milwaukee is Blaine Walsh,

Harry Tobias on for an interview... Henry Goldman resumes his morning chores on WANN, Annapolis, Md., after 16 months with the Navy... Jack Davis, deejay at WORD, Spartanburg, S. C., would like band bookers to contact him for future dates at the new million-dollar memorial auditorium there.

Sounds Off

Oscar Neider, WAGM Presque Isle, Me., How about the diskeries putting the recording date on the label. The jock putting together a program of old favorites would thus be saved a lot of research... Bob Clausen, KGLO, Mason City, Ia.: The new Ralph Flanagan "Ox Road" album is terrific... Clarence Hamann, WMJR, New Orleans: Thanks to the many publishers and diskeries for making my "Advance Releases" show a success... Mal MacLachy, KCRA, Sacramento, would like to know how to get any records from Columbia. His station buys them and then tries to be fair with air time... Ted Booth, WJVB, Jacksonville Beach, Fla., wonders if other deejays have found audience objection to "It's in the Book" because of its religious tone... Leo McDevitt, WBSM, New Bedford, Mass., thinks Stan Kenton's "Taboo" is too advanced for the average music lover, but finds it picking up in popularity locally... Dave Teig, KORC, Mineral Wells, Tex., thinks the record industry owes a lot of gratitude to promotion men like Jim McCarthy, Mal Shapiro and Kappy Jordan... Ernie Roth, WCMW, Canton, O.: "Anywhere I Wander" and "Casually" are Mel Torme at his best. Both sides will be hits.

YESTERYEARS' TOPS

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

NOVEMBER 22, 1947

1. White Christmas
2. Praise the Lord
3. Serenade in Blue
4. My Devotion
5. When the Lights Go on Again
6. Kalamazoo
7. Der Fuehrer's Face
8. There Are Such Things
9. Strip Polka

NOVEMBER 21, 1942

1. Near You
2. You Do
3. I Wish I Didn't Love You So
4. How Soon
5. Ballerina
6. The Whiffenpoof Song
7. An Apple Blossom Wedding
8. -And Mimi!
9. Feedin' and Fightin'
10. I Wonder Who's Kissing Her Now

Joining WTMJ... Doug Cramer, KGIL, San Fernando, Calif., recently had songwriter

DEALER DOINGS

By BOB FRANCIS

Recalling the Tune

Referring to this column (The Billboard, November 1) wherein the Music Box, Oak Ridge, Tenn., took issue with the deejay practice of not identifying records after playing same on programs, we are in receipt of a hot defense from Frank Harmon, production manager of radio station WRFC, Athens, Ga. Says Harmon, "We're not on the air as a courtesy to dealers, not to sell their records—else they pay to be sold like all other advertisers. There is nothing corner to us than a hodgepodge show of musical hash, wherein we play some pet platter and then in tones of genius announce to bated-breath listeners that 'Joe Blow was playing Fooey'. If dealers want that type of show, let them buy the time. At WRFC we pride ourselves on running an integrated disk show, where one platter follows another for a reason—subject matter, instrumentation, tempo, type music, vocalist, band or a combination of these ideas. We're not showcasing individual numbers, but running music in 10 and 15-minute segs. The music speaks for itself, and talk is confined to commercials, time, show identification and occasional comment." Harmon, in turn, blames dealers for lack of co-operation (withholding a fave disk to sell one rather than selling several by getting it played). He says deejays don't get half enough platters from dealers and distributors, and of what they do get, half are already worn around and about the country, with big hits arriving too late or not at all. Dealers, he says, can stop the time-wasting practice requiring that jock releases thru diskeries be first channeled thru dealers, "and presented as a favor, while the deejay gets a panhandler look." So everybody beats in his own corner, but the sum up is that everybody wants to plug music, whatever the point of view.

Here and There

Alma Kay, Haines-Griffin Record Shop, New York City, says that the opening of the Metopera season has hyped a spurt in local opera album sales. The Record Bar, South Philadelphia, reports bigger biz on small, local label hits during the past six months than on major label hits... Mary Rutledge, manager of Des Moines Music House, Des Moines, nudged a good sales hype during the recent local "Jazz at the Philharmonic" concert, via window displays featuring available albums and artists. She says Gene Krupa and Charlie Shavers stopped in for a look. She got satisfactory results, but thinks it would take an atom bomb to wake localities to a real appreciation of jazz projection. Anyway, it helped sales, "which are not what they should be this time of year."... Altone Music Shop, West Allis, Wis., offers a pitch for selling Capitol kid records and albums. The notion is to offer a balloon or mask with each platter and a Bozo hand puppet with each Bozo approved album. Additionally, the outlet includes a Bozo doll with each Bozo phonograph. Items are inexpensive sales promotion and tie in excellently. Also, Altone notes that Columbia's premium of an LP record with each three-speed player is working well, and that an extra fall bonus of five 45 albums with each Victor 45 player is likewise paying off... Grandma Dean of Dean's Record Shop, Hyannis, Mass., beats the drum for talent of singer Ruth Brown. She heard her locally last month with the Willis Jackson ork, and tabs her the most promising fem jump singer in many a year. The gal, says Grandma, is definitely on her way to the top... Penn State Music Company, Connelville, Pa., reports a good pick-up in record and player sales, since the fall college term opened. The outlet thinks, however, that too many releases make it impossible to plug one good hit. Thereby, the hit only lasts a few weeks.

The Billboard Music Popularity Charts

Classical Records

... for Week Ending November 15

Best Selling Classics

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers throughout the country with a high sales volume in classical records. Separate charts are listed for 33 1/3 and 45 r.p.m. records.

This Week	33 1/3 R.P.M.	Last Week	Chart
1.	BEETHOVEN SYMPHONY NO. 9 —E. Farrell, N. Merriman, J. Pearce, N. Scott, R. Shaw, Chorale, NBC Symphony Ork., A. Toscanini, conductor. V(33)IM-6009	1	8
2.	SHAW: DON JUAN IN HELL —Sir Cedrick Hardwick, Charles Laughton, Agnes Moorehead, Charler Boyer. Col(33)SL-166	4	7
3.	BERLIOZ: HAROLD IN ITALY —M. Primrose, Sir Thomas Beecham, conductor, Royal Philharmonic Ork. Col(33)ML-4542	2	11
4.	RACHMANINOFF: CONCERTO FOR PIANO & ORK NO. 2 A. Rubinstein, Piano; NBC Symphony Ork., V. Golschmann. V(33)LM-1005	3	12
5.	RIMSKY-KORSAKOV: SCHEHERAZADE —San Francisco Symphony Ork., P. Monteux, conductor. V(33)LM-1002	5	13
45 R.P.M.			
1.	RIMSKY KORSAKOV—SCHEHERAZADE —San Francisco Symphony Ork., P. Monteux, conductor. V(45)WDM-920	3	96
2.	RACHMANINOFF: CONCERTO FOR PIANO NO. 2—A 1 Rubinstein, NBC Symphony Ork. V(45)WDM-1075	1	63
2.	TCHAIKOVSKY: NUTCRACKER SUITE —E. Ormandy, 2 conductor, Philadelphia Ork. V(45)WDM-1020	2	69
3.	OFFENBACH: GAITE PARISIENNE —Boston Pops Ork., A. Fiedler, conductor. V(45)WDM-1147	4	13
3.	TCHAIKOVSKY: SWAN LAKE BALLET —St. Louis Symphony Ork., V. Golschmann, conductor. V(45)WDM-1028	5	46

Reviews of the Current Classical Releases

MUSIC BY STRAUSS—Philadelphia Orchestra, Eugene Ormandy, Cond. (1-12") 80
Columbia (33) ML 4589
And yet another album of Strauss' stuff. But the market for this bright and tuneful music seems endless. This one, too, performed with elegance and sparkle by the Philadelphia ork under Ormandy should sell many copies. The set contains works by the famous Johann Jr. and his equally prolific brothers, Josef and Eduard. From the former we have the "Acceleration," "Emperor" and "Wine, Women and Song" waltzes, the "One Night in Venice" overture and "Perpetual Motion." Josef is represented by the "Fireworks" polka, and Eduard by a short galop. No dealer problem here.

LISZT: CONCERTO NO. 2 IN A; WEBER: CONCERTSTUCK IN F MINOR—Robert Casadesus; Cleveland Orchestra; George Szell, Cond. (1-12") 78
Columbia (33) ML 4588
Here's a coupling of two piano works well designed to show off the considerable Casadesus technique. Both are primarily display pieces, altho they contain many passages of lyrical beauty. The pianist is more than equal to the musical demands put, and in the flashier passages shows a rare virtuosity. The Liszt Concerto makes for a good follow-up item for those already in possession of the composer's more popular Concerto in E-Flat. Both the Liszt and the Weber, the latter also a concerto except in name, have been sparsely waxed on LP. They've been cut brilliantly here, in sound as well as rendition. Disk should enjoy a healthy sale.

MUSIC FOR DEMOCRACY—Howard Hanson, Cond.; The Eastman-Rochester Symphony Orchestra; Eastman School of Music Chorus; David Meyers, Baritone (1-12") 73
Mercury (33) MG 40000
Mercury has launched its American Music Festival Series with an album of more than passing interest. Here are two musical settings, one of prose and the other of poetry, that should find wide circulation over the years. Certainly the material is of the sort that can be moved with relative ease to schools and libraries. And the wise dealer will quickly explore his local potential in this respect. One side of the disk contains Randall Thompson's "The Testament of Freedom," a score built around four passages from the writings of Thomas Jefferson. Flip holds Howard Hanson's "Songs From 'Drum Taps,'" set to several martial poems by Walt Whitman. The music is inspirational, in the best sense, and expertly wrought to highlight the textual messages. Performance is good thruout.

AMERICAN MUSIC FOR STRING ORCHESTRA—Eastman-Rochester Symphony Orchestra; Howard Hanson, Cond. 72
Mercury (33) MG 40001
This second effort by Mercury's current program of waxing American works is distinguished largely by the Arthur Foote "Suite in E." It's a charming work, ably performed by the Eastman-Rochester ork here. No one who shuns modern music for its excesses need shy away from this score. It rests easy in the ears. So also with Thomas Canning's "Fantasy on a Hymn by Justin Morgan" and Louis Menner's "Arioso," which round out the set. All are LP firsts and should find ready acceptance among the growing group of disk collectors who seek to increase their familiarity with American music. Dealers will probably do well to stress the Foote opus in over-the-counter confabs.

RATINGS: 90-100 Top; 80-89 Excellent; 70-79 Good; 60-69 Satisfactory; 50-59 Poor.
HOW RATINGS ARE DETERMINED: Each record is reviewed and rated according to factors which affect its commercial potential. The following factors are considered: artist's name; nature, 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.

The TOP man on the Boxes Comes thru with Another Hit



Guy Lombardo

plays

Congratulations to You

DECCA 28456

Coupled with ...
MEET MR. CALLAGHAN



America's Fastest Selling Records

The Billboard Music Popularity Charts

... for Week Ending November 15

TOP COUNTRY & WESTERN RECORDS

GET ON THE
IMPERIAL
FOLK RECORD
WAGON



BILL MACK
"AIN'T IT A SHAME"
"WHEN THE SUN GOES DOWN"
IMPERIAL 28167

BILLY STARR
"IF ONLY I HAD YOUR HEART
AND DARLIN' YOU HAD MINE"
"I'M GONNA PLAY THE FIELD"
IMPERIAL 28170

SLIM WHITMAN
(Billboard's BEST BUY)
"KEEP IT A SECRET"
"MY HEART IS BROKEN
IN THREE"
IMPERIAL 8169

**IMPERIAL
RECORDS**

6425 Hollywood Blvd.
Hollywood 28, Calif.

COMPARE!

THE ORIGINAL RECORD
FARON YOUNG
"I HEARD THE JUKE
BOX PLAYING"



G 423

"Off With a Bang"
"I'll Keep on Crying"
"Take a Trip With Me"
NUCRAFT RECORDS
2019 Shepherd Dr. Houston, Texas

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
1. JAMBALAYA—Hank Williams Window Shopping—MGM(78)11283; (45)K-11283—BMI	1	14
2. DON'T LET THE STARS GET IN YOUR EYES— S. McDonald Big Family Trouble—Cap(78)2216; (45)F-2216—BMI	4	4
3. INDIAN LOVE CALL—Slim Whitman China Doll—Imperial(78)8156; (45)ASX8156—ASCAP	2	17
3. BACK STREET AFFAIR—W. Pierce I'll Always Take Care of You—Decca(78)28369; (45)D-28369—BMI	3	8
5. OLDER AND BOLDER—E. Arnold You Win Again—Mercury(78)21008; (45)M-21008—ASCAP	5	5
6. SETTIN' THE WOODS ON FIRE—Hank Williams You Win Again—Mercury(78)11318; (45)K-11318—ASCAP	6	7
7. MIDNIGHT—Red Foley Deep Night—Decca(78)28420; (45)D-28420—BMI	9	2
8. DON'T LET THE STARS GET IN YOUR EYES— Slim Willet Haddock Corners—Four Star(78)1614; (45)S-1614—BMI	7	3
9. OUR HONEYMOON—Carl Smith Sing Her a Little Song—Cap(78)21008; (45)M-21008—BMI	8	5
10. I WENT TO YOUR WEDDING—Hank Snow Boogie Woogie Flying Cloud—V(78)20-4909; (45)V-4909—BMI	10	1

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
1. JAMBALAYA—H. Williams MGM(78)11283; (45)K-11283—BMI	1	12
2. BACK STREET AFFAIR—W. Pierce Decca(78)28369; (45)D-28369—BMI	2	8
3. INDIAN LOVE CALL—Slim Whitman Imperial(78)8156; (45)ASX8156—ASCAP	3	14
4. SETTIN' THE WOODS ON FIRE—Hank Williams MGM(78)11318; (45)K-11318—ASCAP	5	5
5. I WENT TO YOUR WEDDING—Hank Snow V(78)20-4909; (45)V-4909—BMI	5	9
6. OLDER AND BOLDER—E. Arnold V(78)20-4954; (45)V-4954—ASCAP	4	5
7. DON'T LET THE STARS GET IN YOUR EYES— R. Price Cap(78)21015; (45)F-21015—BMI	10	2
8. IT WASN'T GOD WHO MADE HONKY TONK ANGELS—K. Wells Decca(78)28252; (45)D-28252—BMI	5	16
9. DON'T LET THE STARS GET IN YOUR EYES— S. McDonald Cap(78)2216; (45)F-2216—BMI	8	4
10. OUR HONEYMOON—Carl Smith Cap(78)21008; (45)M-21008—BMI	8	4

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throughout 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
1. JAMBALAYA—Hank Williams MGM(78)11283; (45)K-11283—BMI	1	15
2. DON'T LET THE STARS GET IN YOUR EYES— S. Willet Four Star 1614—BMI	3	9
3. DON'T LET THE STARS GET IN YOUR EYES— S. McDonald Cap(78)2216; (45)F-2216—BMI	8	4
4. SETTIN' THE WOODS ON FIRE—Hank Williams MGM(78)11318; (45)K-11318—ASCAP	2	5
5. BACK STREET AFFAIR—W. Pierce Decca(78)28369; (45)D-28369—BMI	5	7
6. I WENT TO YOUR WEDDING—Hank Snow V(78)20-4909; (45)V-4909—BMI	4	8
7. INDIAN LOVE CALL—Slim Whitman Imperial(78)8156; (45)ASX8156—ASCAP	8	16
8. OLDER AND BOLDER—E. Arnold V(78)20-4954; (45)V-4954—ASCAP	1	1
9. OUR HONEYMOON—Carl Smith Cap(78)21008; (45)M-21008—BMI	2	2
10. DON'T LET THE STARS GET IN YOUR EYES— R. Price Cap(78)21015; (45)F-21015—BMI	1	1

Territorial Best Sellers to Watch

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

Dallas-Fort Worth	CHILD'S SIDE OF LIFE Johnny Horton—Mercury 7429
Memphis	IT'S THE KIDS WHO PAY Molly Bee—Capitol 2258
Memphis	GAL WHO INVENTED KISSING Hank Snow—Victor 20-5034
Houston	YOU'RE WALKING ON MY HEART Hank Thompson—Capitol 2269
Cincinnati	DON'T TRIFLE ON YOUR SWEETHEART Ernest Tubb—Decca 28448

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.

Dallas-Ft. Worth

- Jambalaya
H. Williams, MGM
- Back Street Affair
W. Pierce, Decca
- Midnight
Red Foley, Decca
- Wedding Ring Ago
K. Wells, Decca
- You Win Again
H. Williams, MGM
- Don't Let the Stars Get In Your Eyes
R. Price, Columbia
- Don't Let the Stars Get In Your Eyes
S. Willet, Four Star
- Amateur In Love
S. Whitman, Imperial
- Child's Side of Life
J. Horton, Mercury
- I Went to Your Wedding
Hank Snow, Victor

Memphis

- Midnight
R. Foley, Decca
- Back Street Affair
W. Pierce, Decca
- Don't Let the Stars Get In Your Eyes
S. Willet, Four Star
- It's the Kids Who Pay
M. Bee, Capitol
- Full Time Job
E. Arnold, Victor
- I Went to Your Wedding
Hank Snow, Victor
- Gal Who Invented Kissing
Hank Snow, Victor
- Midnight
Red Foley, Decca
- Two Timing Blues
Johnnie & Jack, Victor
- Don't Let the Stars Get In Your Eyes
S. McDonald, Capitol

Houston

- Don't Let the Stars Get In Your Eyes
S. McDonald, Capitol
- Wedding Ring Ago
K. Wells, Decca
- Back Street Affair
W. Pierce, Decca
- Keep It a Secret
S. Whitman, Imperial
- Settin' the Woods on Fire
Hank Williams, MGM
- You're Walking on My Heart
Hank Thompson, Capitol
- Amateur In Love
S. Whitman, Imperial
- Jambalaya
Hank Williams, MGM
- You Win Again
Hank Williams, MGM
- Don't Let the Stars Get In Your Eyes
S. McDonald, Capitol

FOLK TALENT AND TUNES

Communications in care The Billboard, 6000 Sunset Blvd., Hollywood 46.

By Johnny Sippel

Artists' Activities

Carl Smith and his wife, June Carter, have purchased a small farm in Madison, Tenn. Smith made his Coast junkie hit for Marty Landau with his five-piece band. Duda Martin and Sue Thompson will probably marry early in December. Miss Thompson is scheduled to cut a Mercury session with Eddy Howard in Chicago soon. Dee Kilpatrick, Mercury's h.b. and western a&r chief, is also interested in the TV film business. He is doing TV work for a Memphis firm. Gene Autry has set up another corporation, Melody Ranch Enterprises, which will have charge of booking his cast's personal appearances and may book outside packages. Herb Green, his veteran tour mentor, is in charge of the new firm.

Molly Bee, the 13-year-old chanter with Cliffie Stone, is (Continued on page 42)

Nashville

- Back Street Affair
W. Pierce, Decca
- Don't Let the Stars Get In Your Eyes
R. Price, Columbia
- I'm An Old, Old Man
Lefly Frizzell, Columbia
- Our Love Isn't Legal
J. Bond, Columbia
- It Wasn't God Who Made Honky Tonk Angels
K. Wells, Decca
- I Heard a Juke Box Playing
K. Wells, Decca
- Midnight
Red Foley, Decca
- Indian Love Call
S. Whitman, Imperial
- Our Honeymoon
Carl Smith, Columbia
- Settin' the Woods on Fire
Hank Williams, MGM

Cincinnati

- Back Street Affair
W. Pierce, Decca
- Don't Let the Stars Get In Your Eyes
S. Willet, Four Star
- Don't Let the Stars Get In Your Eyes
S. McDonald, Capitol
- Jambalaya
Hank Williams, MGM
- Indian Love Call
S. Whitman, Imperial
- It's the Kids Who Pay
M. Bee, Capitol
- Don't Trifle on Your Sweetheart
E. Tubb, Decca
- I'd Trade All of My Tommorrow
E. Arnold, Victor
- Older and Bolder
E. Arnold, Victor
- Wedding Ring Ago
K. Wells, Decca

New Orleans

- Older and Bolder
E. Arnold, Victor
- Boogie Woogie Flying Cloud
Hank Snow, Victor
- Two Timing Blues
Johnnie & Jack, Victor
- Jambalaya
Hank Williams, MGM
- Midnight
Red Foley, Decca
- Our Honeymoon
Carl Smith, Columbia
- I Went to Your Wedding
Hank Snow, Victor
- Settin' the Woods on Fire
Hank Williams, MGM
- Back Street Affair
W. Pierce, Decca
- Indian Love Call
S. Whitman, Imperial

Going Great!
"EVERYBODY WANTS
ME BUT YOU"
"DON'T TALK ABOUT
LOVE"
by BIFF COLLIE
701 2709-45
Specialty
6528 Sunset Blvd., Hollywood 46, Calif.

BLUE SNOWFLAKES

ERNEST TUBB
with the Beasley Sisters
Decca 28453
R. F. D. MUSIC, INC.
146 W. 54th St., N. Y. C.

The Billboard Music Popularity Charts

... for Week Ending November 15

TOP RHYTHM & BLUES RECORDS

National Best Sellers

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

This Week		Weeks Last on Chart
1.	MY SONG—J. Ace Follow the Rules—Duke 102—BMI	1 15
2.	JUKE—Little Walter Can't Hold on Much Longer—Checker 754—BMI	2 9
3.	FIVE LONG YEARS—E. Boyd Bluecoat Man—Job 1007—BMI	4 8
4.	YOU KNOW I LOVE YOU—B. B. King You Didn't Want Me—RPM 363—BMI	2 11
5.	OOOH, OOOH, OOOH—Lloyd Price Restless Heart—Specialty 440—BMI	7 5
5.	MY STORY—Chuck Willis Caldonia—Okeh(78)9905; (45)9-9905—BMI	— 2
7.	HEY, MISS FANNIE—Clovers I Played the Fool—Atlantic(78)977; (45)45-977—BMI	5 3
8.	GOODBYE, BABY—Little Caesar If I Could See My Baby—Recorded in Hollywood 214—BMI	6 7
9.	LAWDY, MISS CLAWDY—Lloyd Price Mallman Blues—Specialty 422—BMI	8 26
10.	ROCK ME ALL NIGHT LONG—Ravens One Sweet Letter—Mercury(78)8291; (45)8291X45—BMI	8 5

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of rhythm and blues records.

This Week		Weeks Last on Chart
1.	FIVE LONG YEARS—E. Boyd Job 1007—BMI	1 7
2.	JUKE—Little Walter Checker 754—BMI	2 12
3.	YOU KNOW I LOVE YOU—B. B. King RPM 363—BMI	3 8
4.	MY SONG—J. Ace Duke 102—BMI	6 10
5.	PORT OF RICO—I. Jacquet Mercury(78)89001; (45)89001X45	5 5
6.	HEY, MISS FANNIE—Clovers Atlantic(78)977; (45)45-977—BMI	6 3
7.	ROCK ME ALL NIGHT LONG—Ravens Mercury(78)8291; (45)8291X45—BMI	4 9
8.	OOOH, OOOH, OOOH—Lloyd Price Specialty 440—BMI	8 6
8.	EVERY DAY I HAVE THE BLUES—J. Williams Checker 762	— 3
10.	I'D BE SATISFIED—Dominoes Federal 12105—BMI	8 2

3 NEW DUKE RELEASES 3



ROSCOE GORDON
does it again!

"TOO MANY WOMEN"
"WISE TO YOU, BABY"

Roscoe Gordon

DUKE #109

EARL FORREST

"PRETTY BESSIE"

"WHOOPI'N' AND HOLLERIN'

DUKE #108



Earl Forrest

BOBBIE BLUE BLAND

sings

"I.O.U. BLUES"

"LOVIN' BLUES"

Watch for New **JOHNNY ACE!**

Coming Soon

DUKE RECORDS
4104 Lyons Ave. Houston, Texas

Terrific

Territorial Best Sellers

Figures are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

New York

- Ooh Ooh Ooh
L. Price, Specialty
- Rock Me All Night Long
Ravens, Mercury
- My Song
J. Ace, Duke
- Lawdy, Miss Clawdy
L. Price, Specialty
- Port of Rico
I. Jacquet, Mercury
- You Know I Love You
B. B. King PPM
- I'd Be Satisfied
Dominoes, Federal
- Have Mercy, Baby
Dominoes, Federal
- Five Long Years
E. Boyd, Job
- Goin' Home
Fats Domino, Federal

Chicago

- Rock Me All Night Long
Ravens, Mercury
- I Don't Know
Little Mahon, Chess
- Sad Hour
Little Walter, Checker
- Port of Rico
I. Jacquet, Mercury
- You Know I Love You
B. B. King, RPM
- Juke
Little Walter, Checker
- I'd Be Satisfied
Dominoes, Federal
- Sittin' Here Drinkin'
C. Kittle, Tennessee
- Let's Talk It Over
J. Lee, Modern
- Five Long Years
E. Boyd, Job

Los Angeles

- Five Long Years
E. Boyd, Job
- Hey, Miss Fannie
Clovers, Atlantic
- Ooh, Ooh, Ooh
L. Price, Specialty
- Juke
Little Walter, Checker
- My Story
C. Willis, Okeh

- Goodbye Baby
Little Caesar, Recorded in Hollywood
- My Song
J. Ace, Duke
- Daddy, Daddy
Ruth Brown, Atlantic
- Good
E. McGuff, Jubilee
- Mary Jo
Four Blazers, Atlantic

Detroit

- My Story
C. Willis, Okeh
- Rock Me All Night Long
Ravens, Mercury
- I'd Be Satisfied
Dominoes, Federal
- My Song
J. Ace, Duke
- Juke
Little Walter, Checker
- Ooh, Ooh, Ooh
L. Price, Specialty
- Daddy, Daddy
Ruth Brown, Atlantic
- Hey, Mrs. Jones
J. Forrest, United
- Hey, Miss Fannie
Clovers, Atlantic
- Rock Me All Night Long
Ravens, Mercury

Philadelphia

- Port of Rico
I. Jacquet, Mercury
- Five Long Years
E. Boyd, Job
- You Know I Love You
B. B. King, RPM
- Hey, Miss Fannie
Clovers, Atlantic
- Moorise
Royals, King
- I Played the Fool
Clovers, Atlantic
- Rock Me All Night Long
Ravens, Mercury
- My Song
J. Ace, Duke
- My Heart Belongs to Only You
B. McLaurin, Derby
- Ooh, Ooh, Ooh
L. Price, Specialty

(Continued on page 42)

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 convenience of dealers and operators in other markets.

- Detroit... **HEY, MRS. JONES**
Jimmy Forrest, United 130
- Philadelphia... **I PLAYED THE FOOL**
Clovers—Atlantic 977
- Chicago... **SAD HOUR**
Little Walter—Checker 764
- Chicago... **I DON'T KNOW**
Little Mahon—Chess 1531

RHYTHM AND BLUES NOTES

By BOB ROLONTZ

Songwriter Lincoln Chase has two new tunes coming out next week, both on Okeh Records. One is "Rain Down Rain," sung by Big Maybelle, a new Okeh disk find and a real blues shouter, and the other "Salty Tears," by the Chuck Willis ork on Okeh. The clefter works for the Raleigh Music Firm as a contract writer. Wafela Dillard's new waxing on the Savoy label, "I Cried and Cried," was written by the prolific Rudy Tombs.

Illinois Jacquet and his ork, now on Mercury, and Bette McLaurin, of Derby Records, will be at the Apollo, New York, for a week, starting November 21...

(Continued on page 42)

RED HOT IMPERIAL R & B RECORDS



FATS DOMINO
"HOW LONG"
"DREAMING"
IMPERIAL #5204

SMILEY LEWIS
"GUMBO BLUES"
"IT'S SO PEACEFUL"
IMPERIAL #5208

LIL' SON JACKSON
"ROCKIN' AND ROLLIN' #2"
"JOURNEY BACK HOME"
IMPERIAL #5204

IMPERIAL RECORDS

6425 Hollywood Blvd.
Hollywood 28, Calif.

IT'S FLYIN'!

A Billboard Pick...

JACKSON BROS.
ORCHESTRA

'WE'RE GONNA ROCK THIS JOINT'

VICTOR 20-5004

MALABAR MUSIC

6365 Selma Ave.
Hollywood 28, California

Folk Record Reviews

Continued from page 30

BOB ATCHER
The Laughing Record No. 1 77
OHREN 6925—Reissue of 1946 old waxing should bring newly as many winks from listeners as it did when originally released some years back. It's nothing more than a fragmentary trombone solo with a gal and a guy laughing and giggling unrestrainedly. Their laughter is infectious. Few will keep straight faces while spinning. Jinks can use this one with good effect.

I'm Thinkin' Tonight 6
Item makes for a cute coupling with flip. Tune is the folkie, recently way up there via the ditty, "It Wasn't God Who Made Honky Tonk Angels." Billed as a vocal with sobbing, the side features a delicious reading by Atcher who wails his way into the lyrics in rag style.

WAYNE RANEY
The Cubes Side of Life 75
KING 1148—Obvious twist on the Hank Thompson club should catch on with the country crowd. A real tear-jerker. This.

If You Never Slip Around 69
Spirky routine, albeit good reading of a standard-type country ballad. The chanter's face should go for it.

BENNY ROBERTS
How the EZ 77
FEDERAL 4094—Bobby's bandy shares a pleasurable ditty about a suckling of Santa's. Fine tune and good performance are neatly mated here for a side youngster will like. Pure delects can make good use of this one.

Marshall Peck 75
Effort, tho slight, has appeal as holiday wax. It moves over all in happy bounce. Kidder should appreciate.

JIMMIE OSBORNE
This E-Z Life Don't Pat 74
KING 1144—Osborne's nasal voice uses a good job on a revitalizer well suited to the market.

Don't Slam the Door 74
More good chanting from Osborne. This time on a nice ballad.

JESSE ROGERS
Red, White and Blue Christmas 72
MEM 1160—Rogers gives out with a wish for the return of all the best from overseas so it will be the best of all Christmases.

An Old Fashioned Christmas 68
Warbler sings brightly about Christmas of yesteryear.

ARF KIRKREE
New Release 72
KING 1146—The Mind singer has a warm voiced style. Fine first disk by him.

You're Not the Same Sweetheart 72
More of the same on a slick new ballad.

JIMMY BALLARD
The Creeks Gone Madly 70
(and the Fish Won't Bite)
KING 1143—Ordinary country rag-time ditty could draw some coin in the right localities.

Oh the End 70
Ballad delivers the ballad (no pun intended) with a medium of feeling. Okay val.

MERMANOS MARTINEZ GIL
Little 72
V 233970—The small group runs thru a Mexican bolero which should appeal to the Tex-Mex buyers and some of the Latin up north.

Quiza Mas Pronto 72
Another bolero done in the same fashion.

MERMANOS MONTOYA
Bombone No 72
V 233869—The ten vocal group reads off the Spanish lyrics to a fast guitar-backed by the Luis Arcaez (ok). Appeal limited to the Spanish speaking.

Ove me Me Baby 72
The Arcaez ok should get the top billing here for its fine instrumental background supplied for the folk as they chant an American sounding lullaby. The lyrics are in Spanish.

RAMON MARQUEZ ORK
Jamay 70
FIESTA 20401—An instrumental mambo is parveyed by a big, beautiful ok which sounds like it's had plenty of experience in big city ballrooms. Good wax.

Boogie Mambo 70
More good dance music here.

RAMON MARQUEZ ORK
Mambo O.K. 70
FIESTA 20402—Instrumental mambo should please the Manhattan Latin dance set. The ok pounds it out with verve and at a fine strip tempo.

Yo Quiera Un Mambo 70
Ditto on another jazz mambo.

Territorial Best Sellers

Continued from page 41

St. Louis

1. Hey, Mrs. Jones
J. Forrest, United
2. Everyday I Have the Blues
J. Williams, Checker
3. Port of Rico
I. Jaquet, Mercury
4. You Know I Love You
B. B. King, RPM
5. Rock Me All Night Long
Ravens, Mercury
6. Juke
Little Walter, Checker
7. Daddy, Daddy
Ruth Brown, Atlantic
8. Hey, Miss Fannie
Clovers, Atlantic
9. Five Long Years
E. Boyd, Job
10. Lawdy, Miss Claudy
L. Price, Specialty

Washington D. C.

1. Ooh, Ooh, Ooh
L. Price, Specialty
2. You Know I Love You
B. B. King, RPM
3. My Song
J. Ace, Duke
4. My Story
C. Willis, Okeh
5. Juke
Little Walter, Checker

Hot Jazz

Continued from page 30

NICK ESPPOSITO ORK
Love Is Just Around the Corner 75
MERCURY 49010—Exposon on rhythm. Jay Brown on bass. Great Peckham on piano. J. C. Heard on drums. Bernie Green on trombone and Hipp Phillips on tenor comprise a first rate combo for any kind of jazz.

Happy Ballroom Blues 75
More of the same, this time on an Ellington-Williams oddie.

SLIM GAILLARD
For You 75
MERCURY 49012—It's hard to classify this one. Gaillard, when he's nervous, has fine pair of ballad pipes. He does this in a cross between an Exaltine waxing and the original Casa Loma version of the ditty. At times, his attempt to put the wax over the reading is foolish.

The Lady Be Good 75
Not much Gaillard in evidence here as a quartet sells the ditty in jam session style and a tenor backs them a single chorus. Group is billed as the "Whisper Trackmen."

ANITA O'DAY ORK
No Soap, No More Blues 72
MERCURY 49012—The standard but infrequently recorded blues item makes fine material for the chip. She does a fine job too, with a slick assist from pianist Roy Kral who originally made some noise with the Charlie Ventura big crew.

The Lady Is a Tramp 70
The Rodgers and Hammerstein jazz reading from Miss O'Day which will be most appreciated by the many who've been waiting for some new wax by the gal.

GERRY MULLIGAN QUARTET
Carline 60
FANTASY 522—Sax, trumpet, drums and bass get together for a pleasant small combo go at the evergreen.

Time for Lovers 65
The four combine quietly on this tune but very little happens.

THE BARONS
Ezzelup Sign de Wood 65
EPHRAIM 1014—The group does nicely by the rhythm spiritual to a beat that moves along with spirit.

This World Is 60
In a Band Condition 60
Another okay effort by the Barons, but not as strong as flip. Organ provides the good backing on both sides.

BROTHER RODNEY
Rock of Ages 60
Rock 4923—Here's a slow reading of the classic hymn many should like for its simplicity and warmth.

Jesus, Lover of My Soul 66
Another religious evergreen is sung by Brother Rodney with much tenderness.

THE ORIOLES
You Belong to Me 60
"I Don't Want to Take a Chance"

RHYTHM & BLUES NOTES
By BOB ROLONTZ
Continued from page 41

Erroll Garner goes into the Playhouse, New York, next week. . . .

Bull Moose Jackson and his ork open at Uncle Tom's Plantation in Detroit for a week on November 21. . . . Austin Powell and the James Boys Quartet will be at the Ebony Club, Cleveland, for two weeks starting November 17.

Azt Tatum opens at the Rossonian Lounge, Denver, next week.

Rose Murphy will play a week at the Glass Bar, Edwardsville, Pa., beginning November 24.

The Eddie Heywood Trio on November 21 starts at Angelo's, in Omaha. . . . The Fiva Keys, whose waxing of "Serve Another Round" is creating a stir, will return to

Charlotte

1. Rock Me All Night Long
Ravens, Mercury
2. You Know I Love You
B. B. King, RPM
3. I'd Be Satisfied
Dinnoes, Federal
4. Lawdy, Miss Claudy
L. Price, Specialty
5. My Song
J. Ace, Duke
6. Five Long Years
E. Boyd, Job
7. Ooh, Ooh, Ooh
L. Price, Specialty
8. My Story
C. Willis, Okeh
9. Hey, Miss Fannie
Clovers, Atlantic
10. Goodbye, Baby
Little Caesar, Recorded in Hollywood

Rhythm & Blues

Continued from page 30

THE ORIOLES
You Belong to Me 60
JUBILEE 5102—The group works over the pop hit in a ballad style. Not their best effort, tho their fans will probably like it.

I Don't Want to Take a Chance 60
Resonant vocalizing and a flexible beat mark this reading of the ballad. An okay effort.

LITTLE LATHER
FEDERAL 12108—Little Lather and Little Willie team up on a routine blues tune. The note notably strong about the disk is Little Lather's laughing sing-off.

Heeb, Blood and Bone 75
A rhythm rocker is sold well by the young trio as the title of her desire for a real live waddy. Ok backing is good.

LITTLE RICHARD
Please Hate Me on Me 72
V 204628—The warbler turns in a good vocal on this blues-waxer, as he asks his gal to show him a little mercy. Ok backs him in bluesy style.

I Bought It All on Myself 60
Little Richard explains that his troubles are his own fault with the ok singing a hefty song by a strong beat. It's a father routine, tho.

Spiritual

Continued from page 30

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THE ORIOLES
You Belong to Me 60
"I Don't Want to Take a Chance"

FOLK TALENT AND TUNES

Continued from page 40

showing promise with her first Capitol disk of "Tennessee Tango." . . . Charley Adams. Pee Wee King and Redd Stewart bought 31 songs for their Ridge-way catalog from Intro Music, the Fleming Allen-Merger brothers firm here. . . . Mrs. Joe Frank, widow of the veteran country music promoter from Nashville, who died last year, is visiting in Los Angeles. . . . The "Western Varieties" over KTLA, Los Angeles, features Doye O'Dell, who is back working after a virus infection, and Eddie Cleto's band (Larry) Show is a Saturday evening feature. . . . Bob Roberts, veteran (Continued on page 43)

IT'S NEW IT'S DIFFERENT!

"GOING DOWN SLOW" 8/10
Savoy 4870

"IF I DIDN'T LOVE YOU SO"
By BILLY WRIGHT

IT'S BIG COAST TO COAST!
Savoy 4857

"BACK-BITER"
By T. J. FOWLER

Watch for our New Hit!
"I CRIED & CRIED"
By Varetta Dillard

SAVOY RECORD CO., INC.
58 Market St., Newark, N. J.

A New Money-maker!

WINE-WOOGIE
by MARVIN PHILLIPS
4445 4445-45

Specialty

8508 Surver Blvd. Hollywood 46, Cal.

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(All Speeds)

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Write for 12 page FREE CATALOGUE

VEDEX COMPANY
PLEASE NOTE NEW ADDRESS
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Climbing to the TOP!

CHECK YOUR STOCK
5094 EDNA McGRUFF & SONNY TIL
"Let's A-Dilly"
"Good"

5093 LITTLE SYLVIA
"I Found Somebody to Love"
"Drive, Dance, Drive"
5098 THE RAY-O-VACS
"Start Lovin' Me"

Just Released
5102—THE ORIOLES
"You Belong to Me"
"I Don't Want to Take a Chance"

JUBILEE RECORD CO., Inc.
315 W. 47th St., N. Y., N. Y.

BIGGER THAN EVER!
Their 5th Straight Smash!

THE CLOVERS
"HEY MISS FANNIE"
Atlantic 977

Atlantic RECORDING CORP.

HAVING RECORD TROUBLES? GET THE HITS NOW USE **ONE STOP SERVICE** OPERATORS & DEALERS

Buy From One Source—Save Freight Charges. We Ship Same Day Order Is Received. Special Requests Promptly Handled.

COMPLETE STOCKS VICTOR—DECCA—COLUMBIA—CAPITOL AND ALL OTHER LABELS. 78's & 45's

RECORDS 5c Over Regular Wholesale

Albums—LP's, Etc.—10% Over

Write or Telephone for Further Information

ONE STOP RECORD SERVICE
2626 OLIVE, ST. LOUIS, MO.
(Phone: LUCAS 4172)
Order From Billboard Hit Parades

FOLK TALENT AND TUNES

Continued from page 42

flack in the country music field who was with Capitol and more recently had his own Hollywood Bradbury. He is leaving the rustic field to take over saleswork in the medical field. Bradbury will continue the office.

Peo Wee King and his band, featuring Redd Stewart, do two weeks at the important Shamrock Hotel, Houston, starting early in February. . . . Jesse Rogers, the Philadelphia TV personality, and his wife, Sally Starr, the WJMJ, Philadelphia, Pa., led a party of 200 persons to Nashville October 25 where they witnessed the Grand Ole Opry. . . . Les (Carrot Top) Anderson is now warbling daily on the Jack McElroy show over KNBH, Hollywood. McElroy formerly was road manager with Bob Willis and is now one of the Coast's top TV personalities.

George L. Featherstone, the well-known country music promoter at Wonderland Ranch, Dunnville, Ont., reports that he is working the winter season with week-end and holiday dates at the Ranch and indoor dates in the city auditorium. He has Grandpa Jones and a Grand Ole Opry business looks good. He has started his own band. He has handles the drums, in which he Allen had her tonsils removed last week. Allen is on tour with one of his fickers for Republic.

Disk Jockey Doings

Bert Coyle, formerly at KCRJ, Trinidad, Colo., has taken over Bob Andrews, post at WHBO, Tampa. . . . Carl Shook, WKYW, Louisville, wants taped one-minute greetings from artists. . . .

Potato Peis Hunter, KRCT, Baytown, Tex., needs Decca releases. . . . Chester Smith, KTRB, Modesto, Calif., reports Carl Smith did capacity biz at Riverbank Clubhouse. Slim Whitman is hottest artist in his area.

Bob Edwards, WFBC, Greenville, S. C., reports Jimmy Dickson sold out at a theater appearance there October 14. . . . Jim Wilson, WOPZ, Orlando, Fla., celebrated his son's first birthday recently by doing his show before a live audience and barbering the curls from the one-year-old. Curls were auctioned to the audience and brought over \$100 for a local crippled kiddies' school.

John Sooten, WIRK, West Palm Beach, has rebuilt his dance barn and did 2,000 opening night. Station carries one hour show from the barn Saturday nights. . . . John Hathcock, KAMQ, Amarillo, Tex., reports that traveling names who play local niteries work a half-hour show daily over the station. Red Jones, KVET, Austin, Tex., reports that Tommie and Goldie Hill (Decca) are back in San Antonio organizing their own band. They had been working at KWKH, Shreveport, with Slim Whitman and Billy Walker.

R. D. Herndon is now doing a three-hour afternoon show daily over KREI, Baytown, Tex. Station also has two-and-a-half-hour morning country show. . . . Jody Rainwater, WSVS, Crewe, Va., has some comedy h.b. songs that he wants published. . . . Smokey Smith, KRN, Des Moines, likes Hawkshaw Hawkins' King disk of "I'm a Lone Wolf". . . . Paul Entress, WTXL, Springfield, Mass., wants Imperial releases for his many daily shows. . . . Mickie Evans, WTTM, Trenton, N. J., is vacationing in Orlando, Fla. till mid-November. . . . Erich Aberbach, the Hill & Range plugger, back from a recent swing thru the Southwest and along the Coast, reports that the following d.j.'s have much airtime: Jim Hamlett, KUTA, Salt Lake City; Bill Jones, KLZ, Denver, and Jolly Joe Nixon, KCUL, Forth Worth.

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5 YEARS AGO THIS WEEK

Dude Martin, KYA, San Francisco, signed his first recording pact with Victor. . . . Delmore Brothers, Alton and Rabon, went to work at WMC, Memphis. . . . Nancy Lee and the Hilltoppers signed with Vitacoustic Records. . . . Tex Ritter cut a Texas tour short to come to Hollywood to cut Capitol sides before the Petrillo work-stoppage order on disks set in. . . . Stony Cooper and Wilma Lee were new additions at WWVA. Wheeling. . . . Clyde Moody was out of danger in a Washington hospital following an emergency appendectomy. . . . The old Dominion Barn Dance, WRVA, Richmond, Va., celebrated its first anniversary. Cast included Joe Memphis, Mother Maybelle and the Carter Sisters and Fiddlin' Curley Collins. . . . Billy Starr was the emcee of Uncle Dick Stack's Old Fashioned Barn Dance, KMOX, St. Louis. . . . The John Daniels Quartet, Jam-Up and Honey and Merl Lindsay's band signed with Bullet Records. . . . Al Rogers moved from WJAZ, Pittsburgh, to WSAB, Huntington, W. Va.

Uncle Tom George, the one-time biggie from Wheeling, W. Va. is back at the mike for WJKB Detroit. . . . Murray Nash, of Acuff-Rose, reports two hours daily over KXOC, Chicago. . . . Cuzzin Don McGraw has taken over Sam Workman's all-night show over WRVA, Richmond, Va. . . . Lee Sutton, who recently switched to KFH, Wichita, Kan., is no longer doing country music spinning. . . . Ed DeJulio, KUBC, Montrose, Colo. reports that Slim Whitman and his band played two nights at the Arcadia Ballroom, Montrose, for manager Andy Rasmussen, when on his opening night, November 2, he did so well he was held over for an additional night. . . . Lute Williamson, WHTN, Holyoke, Mass., is using The Billboard charts for his "Top Ten" show on Saturday nights. Williamson wants to know of artists who will work in his vicinity. He will exchange plugs if the artist appears on his show.

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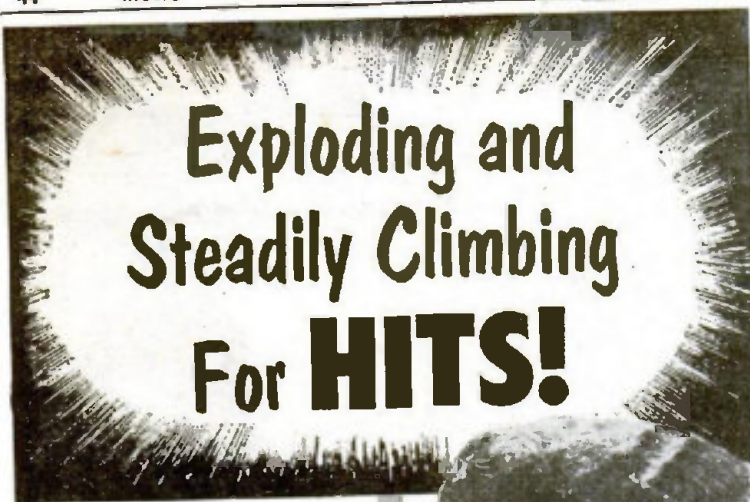
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MERCURY 70031
-70031X45



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WITH

RALPH MARGERIE'S ORCHESTRA

'I DON'T CARE'

AND

"GREYHOUND"

MERCURY 5910
-5910X45



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Music—As Written

EMBLEM RECORDS BOWS IN DET...

A new independent label, Emblem Records, Inc., is making its bow in Detroit, with first platters now ready for release. The company's offices are at 14840 Grand River Avenue. Principals are Peter Uruga, orchestra leader and composer who will continue as a partner in the independent Sweet Tone Record Company, Henry J. Ross and Daniel C. Trombley, both lyric writers.

"BYE BLUES" IS CAP SINGLE...

Capitol Records will release one record from the new Les Paul-Mary Ford album "Bye Bye Blues," for operators only. The platter, "Bye Bye Blues," backed with "Mammy's Boogie," will be issued for juke box use only next week. The diskery is also issuing a large quantity of title strips for the platter, with each one mentioning that the disk is from the album set.

AJEMIANS SLATED FOR TOWN HALL...

The sister violin and piano team of Maro and Anshid Ajemian will be featured in three chamber music recitals at New York's Town Hall late this month and in December. Anshid is the wife of George Avakian, Columbia Records pop album and jazz chief.

GILBERT JOINS JEFF. MUSIC...
George Gilbert has joined Redd Evans and Jefferson Music as general professional manager of the firms. Gilbert was formerly with Chappell Music, in charge of the standard catalog. He will handle exploitation on the publishing firms' current tunes, "Nina Never Knew" and "Someone Loves Someone."

"BIGGEST SHOW" DRAWS 11,000 AT CINCY DATE...

CINCINNATI—"Biggest Show of '52," featuring Nat (King) Cole, Sarah Vaughan and the Stan Kenton ork, played to 11,000 Friday night (31) in a concert at Cincinnati Garden. Prices were scaled \$1.50 to \$3. Also offered was comedy by George Kirby and Stumpy and Stumpy and dancing by the Congarros.

MOLLY BEE SET FOR GUEST SPOT...

Molly Bee, Capitol kid-singer, will appear on the Jackie Gleason Show, Saturday (23). After that, the thrush will visit deejays in New York, Philadelphia and Bos.

(Continued on page 45)

Duke Scores At Carnegie

NEW YORK, Nov. 15.—The Duke Ellington Jazz Concert at Carnegie Hall here Friday (14), sponsored by Patricia Music, racked up a gross of \$21,000 for the evening and midnight shows. The evening show was almost sold out, and the late seg had the SRO sign up early. Besides Ellington, Billie Holiday, Stan Getz, Charlie Parker, and the Ahmad Jamal combo were on the bill.

Patricia Music, a firm run by Morris and Pat Levy, has set another Duke Ellington Jazz Concert for Pittsburgh, November 27. In addition to the Duke, the show will feature Stan Getz, Charlie Parker, Dizzy Gillespie and others. Concerts will be presented twice, at an evening and midnight show.

The Pittsburgh stand will be a test case for Patricia Music. If it is successful, the firm will send the jazz unit out on one-nighters thru the country, the package to be called "Jazz at the Birdland." Deejay Bob Garrity, of WJZ here, will emcee the unit. Oscar Cochet, formerly with Joe Glaser, recently joined Patricia Music as a veepee.

'YOURS' DITTY BMI LICENSED

NEW YORK, Nov. 15.—A recent listing of "Yours," which has been moving up the charts steadily via the Vera Lynn London disk, incorrectly credited the American Society of Composers, Authors and Publishers as the licensing society. Tune, which is published by E. B. Marks, is licensed by Broadcast Music, Inc. The Billboard regrets this error.

LADDER OF Best Sellers FROM King AND Federal RECORDS

Popular

THE DOMINOES
I'D BE SATISFIED
NO ROOM
12105 and 45-12105
HAVE MERCY, BABY
DEEP SEA BLUES
12068 and 45-12068

NOMER AND JETHRO
GLOW WORM
OVER THE RAINBOW
15203 and 45-15203

Folk/Western

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

MOON MULLICAN
PIPE LINER BLUES
SUGARBEE
1137 and 45-1137

COWBOY COPAS
I'VE GROWN SO USED TO YOU
IT'S NO SIN TO LOVE YOU
1136 and 45-1136

HAWKSHAW HAWKINS
I HOPE YOU'RE CRYING
TOO
I'M A LONE WOLF
1134 and 45-1134

Rhythm/Blues

EARL BOSTIC
FOR YOU
SMOKE GETS IN YOUR EYES
4570 and 45-4570

SONNY THOMPSON
I'LL DROWN IN MY TEARS
CLANG-CLANG-CLANG
4527 and 45-4527
LET'S CALL IT A DAY
BLUES MAMEO
4541 and 45-4541

THE SWALLOWS
BESIDE YOU
YOU LEFT ME
4525 and 45-4525

TODD RHODES
ROCKET 69
POSSESSED
4528 and 45-4528

TRAYING
SNUFF DIPPER
4554 and 45-4554

LULA REED
MY STORY
LET ME BE YOUR LOVE
4578 and 45-4578

Federal

THE DOMINOES
I'D BE SATISFIED
NO ROOM
12105 and 45-12105
HAVE MERCY, BABY
DEEP SEA BLUES
12068 and 45-12068

THE ROYALS
MOONBIRD
FIFTH STREET BLUES
12088 and 45-12088

LITTLE ESTHER
SATURDAY NIGHT DADDY
MAINLINER
12100 and 45-12100

THE FOUR INTERNES
COUNT YOUR MANY
BLESSINGS
GOING BACK TO JESUS
12097 and 45-12097



Record Reviews

Continued from page 39

Popular

FERRY COMO

Don't Let the Stars Get in Your Eyes...76
V 20 5164—Como has a potent item here which may help the big country tune bust thru in the pop market. He finds it a good vocal with the help of the quartet, and an exciting arrangement by the orchestra. With enough exploitation this could bust thru.

Les... 76
The oldie receives an effective Como vocal, with chorus backing, and an old-fashioned shuffle beat from the orchestra. Flip side is stronger but this side will catch spins too.

JEANNE GAYLE

De, Baby, De... 76
CAPITOL 2287—A good rhythm effort in rendered in strong fashion by the French. Ork backed by the brass ork is fine rate. Side could move out a bit if exposed, and looks slated for some juke coin.

Look-A My See... 76
An Italian styled ditty, on the order of "Where Do You Work-a John," receives a sometimes interesting vocal from Jeanne Gayle, over an unimpressive ork arrangement. The singer's accent is effective.

DON CHERRY

I Want My Rives... 76
From Your Lips Only... 76
DECCA 2452—A highly attractive ballad is handed a big-voiced reading backed by a lush vocal group and string ork. This is Cherry's best effort in some time.

I Don't Want to Set the World on Fire... 77
Once again Cherry delivers a fine performance on a fine tune. The potential is here.

TOMMY DORSEY

GORDON JENKINS ORK
This Love of Mine... 76
DECCA 2451—This a fine disk by Tommy and the Jenkins ork. Tune, of course, was hit for T.D. in the Sinatra days. Jenkins ork and choral group handle the lyrics with feeling. Should grab spins.

Yours Is My Heart Alone... 77
This is the Lehar ballad. Good listening.

MILLS BROTHERS

Lazy River... 76
DECCA 2448—The dicky dup into the catalogue to come up with this one. It's a fine dinking issued while the

group is hot and the tune is being revived. Could happen.
With Me Good Luck Amen... 77
What with "Glow Worm" heading for greater heights, this uptempo reading of the familiar Mexican ditty "Ay Ay Ay" could add up to some coin for ops and dealers both.

RUSS-MORGAN ORK

Look Out the Window... 76
DECCA 2449—New winter song is played and sung in happy style. Sparkling arrangement helps it move along for a pleasant vocal by the ork.

A Fine Cover... 76
A fine cover waltz of the tune now a hit via Don Cornell. The ork gives a restrained play. Vocal by Morgan and the Morgantees also on the quiet side.

JOHNNY DESMOND

April in Paris... 76
MGM 11370—The upcoming flick, "April in Paris," has caused MGM to release this platter, cut quite a while ago. Desmond gives the tune a good warble over a nice ork backing, and if the song makes it again this version will catch some of the coin.

M Petite... 76
Another attractive vocal by Desmond on a pretty ballad. The singer handles it tenderly and the ork supports him in like fashion.

CHAMP HETLER-BUDDY COLE QUINTET

I'm Not Afraid... 76
COLUMBIA 3699—Hetler comes across effectively in this slightly hokey waltz. It has plenty of spirit and should register with juke and ops.

Cakewalk Rag... 76
Rhythm is infectious here and chanter and ork sell the beam strongly. Jukes can use.

BEN LIGHT

Lady of Spats... 76
CAPITOL 2284—A bright, light and sparkling performance of the newly-revised oldie by Ben Light, backed by a rhythm section. Disk should pick up juke plays. A good side.

Whispering... 76
Another listenable side by the light-fingered pianist that should also receive deejay and especially juke action.

GUY LOMBARDO ORK

Became Your's Mine... 76
DECCA 2447—The movie tune is covered nicely by Lombardo with typically fine and identifiable styling. Vocal by Kenny Mason, is a good one.

Why Don't You Believe Me... 76
Another good cover effort of a big tune. Vocal this time is by Kenny Gardner. Both sides are very danceable, played just as he does in the ballroom.

AMES BROTHERS

Walter's Here Again... 76
CORAL 6046—The seasonal ditty awarded a sparkling rendition by the Ames Brothers, with the stress on rhythm and movement. Side should do well on the boxes, with welcome action in the other categories as well.

Sing a Song of Santa Claus... 74
The lyrics are new, but the tune is the nursery rhyme, "Sing a Song of Sixpence." This familiarity, then, should help the side get started and it will bring plenty of cheer to listeners. Kids, especially, will appreciate.

THE THREE SUNS

Mamma's Little Angel... 77
V 20 5053—Sentimental ditty is sung with great charm and warmth by Gogi Grant to elegant backing by the Suns. Many will enjoy this one.

My Troubled Heart... 73
The familiar oldie is given a fresh-sounding revival in this listenable interpretation by the instrumental combo.

GORDON JENKINS ORK-BLACKIE JORDAN

I'll Know My Love... 77
DECCA 2450—Rewrite of old tune is set to a glowing arrangement by Jenkins that is lush with strings. Haunting quality of the tune is captured nicely by Jordan. Should get a good send-off by the jockeys.

Leave Me Just a Little Bit of You... 73
Lovely opening has the mike on the piano with the strings in the background. Jordan's husky voice misses the standard he set on the flip side.

HARRY BELLAFONTE

Silencelash... 77
V 20 4051—This is a gorgeous record. It's Bellafonte all the way as he gives out on this old American ballad. The singer's voice has a warmth and lyric quality that are a joy to listen to. Millard Thomas on the guitar and a humming male chorus add a simple but effective accompaniment. Watch this one.

Scarlet Ribbons... 76
Another sparkling effort by Bellafonte on this ballad. A listen to both of these sides is a refreshing experience. Deejays ought to expose Bellafonte.

MARGARET WHITING

Why Don't You Believe Me... 77
CAPITOL 2292—The hit ditty receives a warm reading on this cover waltz by Margaret Whiting. With the Joni James version already a big

seller and the Patii Page cutting moping up fast, this disk will face a hard time grabbing much loot.
Come Back to Me, Johnny... 75
A ballad of sadness and tears, with a pleasant melody, is sung attractively by the French over a smooth arrangement by the Lou Hush ork.

SAMMY KAYE ORK

All Around the Christmas Tree... 76
COLUMBIA 3664—The bright new

Christmas tune receives a strong performance from the chorus and ork. Tune has a strong beat and with enough exposure this side could be important for the holidays. Kids will enjoy it.
Santa, Santa Claus... 74
New Christmas ditty, based on an old nursery rhyme, is given a large-scale production by the Sammy Kaye ork, featuring the big chorus. Disk should catch spins during the season.
(Continued on page 48)



Pat Terry


sings

'APRIL FOOL'

(Pub. by Hartley Music Co., Inc. ASCAP)

Derby Record #813

Promotion: Morris Diamond



written especially for

WESLEY TUTTLE


by STUART HAMBLÉN

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Record No. 2271

NEW SONGS! NEW HITS! NEW WRITERS!

LOVER'S LANE WALTZ

Slowly

Words and Music
By Albert DiMarino

Ask your sweet heart if she will dance to the beaut-i-ful
 LOVER'S LANE WALTZ Hold her tight-ly
 while you dance to the beaut-i-ful LOVER'S LANE WALTZ
 Ask her if she'll come to lov-er's lane, and her
 answer will be as true as rain She'll give you her
 heart: she's un-der the spell of the beaut-i-ful LOVER'S LANE
 waltz She'll give you her heart: she's un-der the
 spell of the beaut-i-ful LOVER'S LANE WALTZ

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 Chicago 12, Ill.

Continued from page 44

ton to push her waxing of "Willie Claus"
FISHER TELLS GI'S ELECTION NEWS
 ... Pfc. Eddie Fisher did a 2 1/2-hour deejay show over the Armed Forces Radio in Germany, giving the recent election results.

New York

Songwriter Sonny Clapp and Mrs. Clapp are in town for a few days to celebrate their 25th wedding anniversary. Pine Ridge Music, the Big Three's new country firm, has taken two of his latest efforts, "When It's Time for Me to Go," and "The Bar Room Song." Clapp's other recent compositions include "Sally," waxed by Red Foley on Decca

Mill Gabler, Coral a.&r. chief, will be back at diskery headquarters next week after three weeks on the West Coast... **Norman Weinstein**, Coral sales manager, is off for a week-long junket with stop-offs skedded in Chicago, Minneapolis and Cincinnati... Use of Leroy Anderson's "Sara-band" as a theme for WPIX's "First Show" has spurred local demand for the artist-clefber's diskings of the opus.

Joe Tauss, general manager for Parade Records, has returned from a country-wide jaunt of the label's distributors... **Milton Karle** is handling record promotion and publicity for Jerry Gray's ork in the East... **Nat (King) Cole** will go into the Chicago Theater for two weeks, beginning tomorrow... **Johnny Desmond** guests on "This Is Show Business" TV show Sunday (23).

Billy May's ork opens at the Hotel Staller on March 23... **Dewey Berman**, r.&r. topper for King, left yesterday for a five-day trip to the Midwest. From there he'll head for a Bermuda vacation... **Randy Wood**, owner of Dot Records, is in town from Galitan, Tenn... **Larry Kanaga**, RCA Victor sales manager, spent several days in Chicago last week... **Henri Rene** returned from several weeks on the Coast.

Johnstone-Montel Music has renewed its contract with Broadcast Music, Inc. Firm has been with BMI since 1948... **The Crusaders**, Bible-tone Records artists, have been pacted by J. Walter Thompson Agency for a transcription series to run over 17 Southern stations... **Pyramid Records** has cut thrush **Meg O'Shaughnessy** with the Joe Reisman ork on a new ditty "Who Bothers 'Bout the Bad When the Good Is So Good"... **Johnny Perry's** ork, now waxing for Rich-R-Tone and Rondo Records, will leave on a one-nighter tour thru Pennsylvania, Ohio and Virginia next week... **Hal Korman**, WWRL deejay, and **Delores Conlia** became engaged last week-end... **Singer Frank Campana**, of Jubilee Records, appeared on the Bob Smith show over WAED here Friday (14). Former light heavyweight champ **Gus Lesnevich** was also on the show... **MGM Records** will release a platter by singer **Tony Alamo** do-

Music as Written

ing two Christmas items next week... **Vaughn Monroe's** ork will play the Endicott Recreation Center, Johnson City, N. Y., on November 28, and the Albany Armory in Albany, N. Y., on November 29... **Joni James** will be at Blnstrubs, Boston, November 17 to 23.

Al Berman, of the office of Harry Fox, publisher's agent and trustee, and Mrs. Berman, have a new baby girl, born Tuesday (11) at Yonkers General Hospital. It's their second girl... **Perry Como** is expected to start Pittsburgh's Christmas Seal Campaign at City Hall Monday (17) with a rendition of "One Little Candle," the official Christmas Seal tune this year... **Renato Cellini**, who conducted RCA Victor's full length albums of "Rigoletto" and "Il Trovatore," has been made associate conductor at the Metropolitan Opera Association, in charge of Italian repertoire. **Masaru Cellini** has been an assistant conductor at the Met since 1948.

Chicago

Henry Busse has renewed his management contract with McConkey Artists Corporation for another year... **Delia Rhythm Boys** booked for a week at the Coliseum, Sioux Falls, S. D., beginning November 25. Two-weeker at Chicago's Blue Note follows opening December 5... **Betty McGuire's** four-piece group into the Prince George, Toronto, for six weeks beginning January 25... **Duke Ellington** set for the Regal Theater, Chicago, week of January 18... Associated has **Ken Griffin's** new ork set solidly on one-nighters for two weeks beginning December 19... **Ralph Marterie** opens February 17 at the Hotel Staller, Detroit... **Henry Brandon** signed contract with Pat Lombard, of General Artists Corporation, last week. Ork was booked past year by MCA... **RCA** distrib here driving **Snake Jones'** diskings of "I Saw Mommy Kissing Santa Claus"... **Lyon & Healy** broadcasting of Toscanini's new Beethoven 9th on Victor a week ago resulted in 1,700 sales of the big-ticket platter to date.

Detroit

The Rega record label, local independent, has been dropped with the dissolution of the Grand Central Music Publishing Company, according to **Bob Calder**, who was treasurer of the company... **Jack Ledingham** became acting musical director of WJR, following the resignation of **Paul LaVoile**.

Here and There

Following a lengthy stand at the Stark Club, Newport, Ky., **Eileen Carroll**, canary with the **Emil Dobos Trio**, joins **Johnny Bruce's** ork for the band's date at Wesleyan University, Bloomington, Ill., November 21. **Bob Gary** and **Bill McInerney**, other members of the combo, are set for nitery dates in Miami.

'Tomorrow' Suit Is Settled Out of Court

NEW YORK, Nov. 15. — An infringement suit on the song "Tomorrow," published by the Edwin Morris Music Company, was settled before going to trial in New York Supreme Court this week. The plaintiff was **Edward Lindner**, a former O. S. S. officer, who charged that the tune was pirated from a song he wrote and copyrighted in 1947, "Das Neue Deutschland," based on a German military song.

3D GOLD DISK FOR PATTI PAGE

CHICAGO, Nov. 15. — With Mercury's "I Went to Your Wedding" climbing over the coveted million mark, **Patti Page's** third gold platter is now being cast. Her first was when "Tennessee Waltz" hit the million mark. Her second when "Waltz" passed two million.

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LP Reviews Album and

Popular

UNFORGETTABLE—Nat (King) Cole (1-10") **80**

Capitol (33) M 357
This collection of eight songs by Nat Cole, features the warmer on some of his biggest hits of a year or so ago. Included are such new sides as "Too Young," "Mona Lisa," "Unforgettable," "Portrait of Jerry," "Red Sails in the Sunset" and "Lull April." Each of the tunes is handed a smooth interpretation, and together they set us to a powerful package. With Cole riding on a new, big wave of popularity this set should rack up good sales.

RODGERS AND HAMMERSTEIN: OKLAHOMA—Mercury (33) M 25155 **79**

Mercury (33) M 25155
This new set is another in the lengthening list of Columbia musical re-creations. Where other Columbia sets of this type were reissued, however, there was rarely another album of the musical on the market, as with "Oklahoma." In this case, the set will inevitably be compared with the Decca "Oklahoma," using the original Broadway cast. The Columbia diskings in one of the best releases by the diskery to date. Nelson Eddy does a fine job as Curly; Virginia Henning makes a fine Laurey; Kay Ballard as Ade Amie, and Lew Cabot does well as Jack. The rest of the cast turns in an excellent performance, and the disk and chorus under Lehman Engel are excellent. Goodard Lieberson who produced the set, has linked the selections together via dialogue at the start of many of the songs. Thus producing a unified musical play on wax. Of all the singers in the cast, Nelson Eddy makes the strongest impression with one of his best performances on wax in a long time. However, when this is said, the question is still whether this set will have a stronger appeal than the original cast recording on Decca. Tho' the Columbia set has three more tunes from the show than the Decca album, the Decca set, the not as much as believed to this one, has an enthusiasm and brightness that this diskings has not quite captured.

SOUTH AFRICAN FOLK SONGS—Mercury (33) M 25156 **78**

Mercury (33) M 25156
Every now and then something comes down the pipe that is considerably different from the normal fare. This collection of folk songs from South Africa is in this category. There have been past albums by Maris and Miranda, but the release of this one appears to capitalize on a sudden surge in the top as a new songwriter. Joel Maris has made in the past year. All the tunes included have been written by Maris. Except for the big hit "Sogard" which all of the tunes will be new except to those who have followed this team's past. All are done

in sparkling manner by the duo just as they perform them on their disks. Particularly noteworthy are "Pity the Poor Pirate," which is extremely humorous, and "Ma Says, Pa Says," a ditty that's rarer than a hula. Those who are already fans of the duo will want to latch on to this first. For others it can be a new and extremely pleasant musical experience.

STARDUST—Andre Kostelanetz Orchestra (1-10") **77**

Columbia (33) ML 4947
The hosts of Andre Kostelanetz followers will be mighty happy with this latest set in his long list of Columbia releases. He leads his multi-stringed orchestra in a richly varied and highly standard tunes, including many smooth sounds around each and every melody. Songs include the agiles "Stardust," Vernon Duke's "Autumn in New York," the sentimental "My Boy Next Door" from "Meet Me in St. Louis" and the exciting "Lullaby" from one of the more recent "Ziegfeld Follies." The same may object to the ornate and often sticky arrangements, this LP should be a commercial success. Cover is attractive.

PETE HANDEY (1-10") **74**

Mercury (33) MG 25155
Pete Handey tunes out some exciting, very listenable 88-lp on this bright new platter, on a fine group of standard tunes. Playing away as tho' he was out to replace all the late greats. He turns in some top-flight stylings (usual, performing every selection with a driving beat and husky abandon. Best sides on this re-releasing platter are "Stumbling," "Odeonville," "Hood Wimp." Sides should also do well if released as singles.

RICHARD HAYES (1-10") **71**

Mercury (33) MG 25152
The Old Master Painter's The Flying Dutchman; Truly; Tamborine; Too Young; Out in the Cold Again; Charismatic; River Stay Away From My Door. Again, on this set were originally issued as singles, and they feature Richard Hayes on a group of his hit disks of the past year. Of the eight sides, "The Old Master Painter," "The Flying Dutchman" and "River Stay Away From My Door" stand out. The singer's fans should be pleased with this release.

SPOTLIGHT SONGS—The Four Knights (1-10") **70**

Capitol (33) M 346
The Four Knights, a fine vocal group, are known for their smooth interpretations of popular songs, via their night club and radio-TV appearances and their Capitol record releases. This first album set features the warm, sincere style of the group on a group of favorite standards, such as "Misty Street," "I Ain't Got Nobody," "Georgia on My Mind," "Sleepy Time Gal" and "When My Baby Smiles at Me." Their compelling rhythmic duos

Other Records Released This Week

Records released up to deadline time, but not reviewed. are listed here according to record title.

Popular

See Down to Washington (Parts 1 & 2) More Hoagy Oak—Lester 1452
Don't Blame Me—Candy Wayne (I'm in the Mood for Love) Listen 1450
I'm in the Mood for Love—Candy Wayne (Don't Blame Me) Listen 1450

Latin American

April Me Tienes—Maria Victoria (I) V 23-5864
Confession—Jose Morand Oak (Janay) V 26-5014
El Choucho—Carmelo Manuel Jimenez (La Pulguita) V 23-5871
El Palenque—Memo Quintero (Viv a Tiarra) V 23-5868
Georgia—Conjunta Tipico Lodi (Sonora) V 23-5865
Janay—Jose Morand Oak (Confesion) V 26-5014
La Pulguita—Carmelo Manuel Jimenez (El Choucho) V 23-5871

Some to win the Four Knights a host of new friends as well as to please their fans.

YOU'RE DRIVING ME CRAZY—Steve Gibson and the Red Caps (1-10") **69**

Mercury (33) MG 25115
Steve Gibson and the Red Caps have become well known via their RCA Victor material with Darnita Jo a few months ago of "I Went to Your Wedding." This set features the group when they were on the Mercury label. The set contains a strange mixture of pop and r&b arrangements showing off the group in a variety of styles. For those who had seen the Red Caps in night club, this set might have appeal; the platter does not show off the group all its best. Most interesting sides are "Sentimental Me," "I Don't Want to Set the World on Fire," "Little White Lies" and "Let the Rest of the World Go By." Cover should attract many.

WERRY CHRISTMAS (1-10") **60**

MGM (33) E-169
Do this disk yourself greetings are delivered by seven past and present MGM artists. In total they sing and play 30 standard Christmas songs and classic artists line up ranges from Jimmy Durante to Lubitz Melchior with such names as David Rose, Blue Barrow, Judy Garland, Art Mooney and Tommy Tucker sandwiched in. Not much to get excited about here.

(Continued on page 88)

Die Me Tienes — Lola Flores con Orquesta V 23-5866
Sprende — Conjunta Tipico Lodi (Georgina) V 23-5865
To — Maria Victoria (April Me Tienes) V 23-5864
Voy a Tiarra — Memo Quintero (El Palenque) V 23-5867

Sacred

Alleluia — Walter Schumann (Edward Christian Soliers) Capitol DAS-342
Edward Christian Soliers — Walter Schumann (Alleluia) Capitol DAS-342

International

Auf Zur Kiemen — Herman Schiltzenhoff (Auf Zur Kiemen) V 25-4181
Belle of the Ball — Kurt Burling's Becca Oak (Steering Beauty) V 25-4123
Dance Me Vallee — Roger Milon (Dance Me Vallee) V 21-7135
Frische Dorelein — Herman Schiltzenhoff (Auf Zur Kiemen) V 25-4181
Gipsyette — Giuseppe Lodi (Allegro (Viva Colombia) V 25-7215
Il Tempo Delle Caspiere — Luciano Virgili (Vigore) V 25-7210
Muzeta (Parts 1 & 2) Jari Gilyarenebara V 25-6103
Sleeping Beauty — Kurt Burling's Becca Oak (Belle of the Ball) V 25-4123
Sonniger Sudea (Parts 1 & 2) — Pierre Blaachard Oak — V 25-4182
Temp. Enlaine — Roger Milon (Dance Me Vallee) V 26-7113
Una Donna Praga — Giuseppe Lodi (Allegro (Viva Gaudalier) V 25-7214
Viva Gaudalier — Giuseppe Lodi (Allegro (Una Donna Praga) V 25-7214
Vivara — Luciano Virgili (Il Tempo Delle Caspiere) V 25-7210
Viva Colombia — Giuseppe Lodi (Allegro (Gipsyette) V 25-7215

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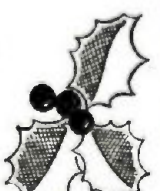
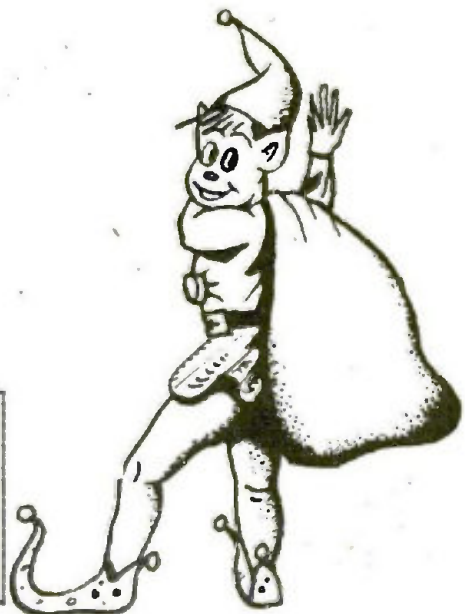
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<i>Capitol 2198</i> | TAB SMITH
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<i>Capitol 2267</i> |
| TAMARA HAYES
<i>Victor 20-4943</i> | BENNY CARTER
<i>Victor 20-5005</i> |
| GRADY MARTIN
<i>Decca 28388</i> | GEORGIE AULD
<i>Coral 60845</i> |
| BUDDY LUCAS
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<i>Victor 20-5043</i> |

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Record Reviews

Continued from page 45

Popular

TONY BAYAR
Shoes of Happiness . . . 77
V 20-5050—The singer leads the chorus and ork in a rousing performance of a rollicking happy tune. It's a hand-clapping side that should keep locations jumping.

Suddenly . . . 75
Bayar's pipes project tenderness as he warbles this sentimental ditty. Ork and mixed quartet under Norman Leyden adds flavor.

SKEETS YANEY
Sweet Talk . . . 77
MGM 11367—Jumpy rhythm tune has clever lyrics which Yaney punches across in his pleasant relaxed style.

Throwing Our Love to the Four Winds . . . 76
Yaney has some sound advice for gals who get "stomach" He delivers in quiet but effective manner. String backing is pleasant.

JOHNNY LONG ORK
Jingle Bells . . . 76
CORAL 60846—This was taken from the Signature catalog acquired by the label some time ago. Should do some yuletide business as a good standard reading of an annual favorite. Ork should take a listen to this one.

Water Wonderland . . . 76
More of the same on another standard. Good coupling makes this a good buy for both machines.

VOICES OF WALTER SCHUMANN
When Your Lover Has Gone . . . 76
CAPITOL 2290—This oldie is given an ethereal reading by the Voices with Marie Greene soloing. Haunting soprano and effort by Nathan Scott adds flavor. It's a lovely side which is taken from the group's "Romance in the Air" album.

I Guess I'll Have to Change My Plan . . . 72
Another tune from the album has Bobby Doyle carrying the solo chorus. Voices and ork add rhythmic backing.

DICK BROWN
Wild Swirls . . . 76
KING 1520—Pleasant new ballad with a Western flavor, is handled in good reading by Dick Brown over an attractive ork arrangement.

What I Don't Know Won't Hurt Me . . . 72
Another nice job by the warbler, on a slight weeper-ballad. He sings it with sincerity and the ork backs him in okay style.

JOHNNY DEMOND
Christmas is a Time That Will Never Change . . . 76
CORAL 60862—Demond, with the help of the chorus does a good job with this new Christmas ballad, over a lovely ork arrangement. Disk is listenable and danceable and should catch spins.

(You Can Just Feel) Christmas in the Air . . . 76
Another new Christmas tune, also a slight one, receives a strong vocal from the warbler, with the ork backing him tastefully.

ACQUAVIVA ORK
Holiday in Rio . . . 75
MGM 30703—The samba beat and his-sounding ork combine for a dramatic type of instrumental dishing which should make good material for the deejays. Could catch on with some of the buyests of "classical" music.

Her Tears . . . 70
The lush ork turns in another smooth job on a new instrumental item. This one was penned by charter Bob Haymes. Impressive music and production, but not destined to break any sales records.

RAY BLOCH ORK
Santa Claus is Comin' to Town . . . 75
CORAL 60864—Disk was originally issued on the Signature label. The standard is handled the typical lush treatment expected from Grandpa Bloch. Vocal group handles the lyrics.

Let It Snow, Let It Snow, Let It Snow . . . 75
Same comment.

JUDY LYNN
Lover Be Careful . . . 75
CORAL 60876—Miss Lynn duets with herself on this country-flavored tune. Ray Bloch arrangement gives it a big stab.

Baby Come Home . . . 73
Thrust gets a lot of personality into her earnest plea. Bloch leads the ork in a very quiet and tasteful backing.

LAWRENCE WELK
12th Street Rag . . . 75
CORAL 60878—A very bright arrangement of the old favorite. It sways in the typical danceable fashion of the Welk ork. Welk and Myron Floren combine on their accordions nicely.

The Happy Waltz . . . 72
Miscellaneous dance music by the maestro of the champagne rhythms.

JOHN TILMAN'S TRIO
Dynamite . . . 73
MGM 11373—The harmonica maestro leads his trio with some first-class blowing. Operators should give it a listen. Side really moves.

I'll Be Yours . . . 71
Pace quiet for a smooth performance by Tilman. For those who like harmonica, this artist is great.

DENNY VAUGHAN
JIMMY CARROLL'S ORK
Carriants . . . 73
MRT 778—Vaughan (the stranger, conductor, composer, singer) sticks in chanting here with the Jimmy Carroll ork and choral group backing him on a his-sounding new ballad. Needs plenty of exploitation, but may not disappoint after the effort.

Two Other People . . . 72
A smartly-penned ballad is handed a smooth and effective reading. A good record.

MARALIS & MIRANDA
Old Johanna Gonnable . . . 73
DECCA 3466—The disk was originally released in an album a few years back, and has been re-released as a single due to the recent Columbia dishing of the tune. Maralis and Miranda sing the ditty brightly. Since the tune has yet to set off the ground, this disk probably won't create too much action, except with the A-list.

The Zulu Warrior . . . 70
Same comment.

ROYE GOODRICH-THE HOLIDAYS
Serogee . . . 74
KING 15211—Ditty inspired by Dickens' "Christmas Carol" is sung brightly by the singer and the Holidays. Colorful ork arrangement adds interest.

Home for the Holidays . . . 70
Christmas tune is given a warm reading by Goodrich with okay backing by the quartet and ork.

LIONEL HAMPTON ORK
Getta Steps Out . . . 73
MGM 11371—Hampton crew pounds out another rocker built on a familiar sounding riff. From the opening vibes chorus into the solo it builds all the way with a driving beat.

A Kiss Was Just a Kiss . . . 70
Coming from the Hamp, this is quite a swifter. It's a nice ballad item with chip Irma Curry handling the lyrics and Eva Lynn the recitation. Good listening, but from Hampton?

NANCY REED-JIMMY CARROLL'S ORK
You're Not for Me . . . 73
MRT 799—Miss Reed, a former band chip, does a fine job in handling the lyrics of this attractive ballad item.

Don't Disturb . . . 73
Tempo picks up here in a bright and airy rendition which is particularly well recorded. An impressive disk.

CHARLES NELSON
The Things I Must Have Been . . . 73
COLUMBIA 39897—Nelson sings himself an okay chanter here in this pleasant dishing of the love ditty.

The Commandments of Love . . . 67
Song has interesting theme, but it is indifferently brought out in this wailing.

MONICA LEWIS
White Christmas . . . 72
CORAL 60863—Miss Lewis is heard in a warm reading of the Berlin classic. Altho she tastefully stresses the ditty's tender qualities, competition the entry will face in tough to meet. Good wail, tho.

The Christmas Song . . . 68
Attractive holiday opus is just as attractively sung here by the actress through. Both sides are reissues from the Signature catalog.

MARION MORGAN
Winged Blues . . . 73
MGM 11372—Miss Morgan sings tenderly of memories of yesteryear. Nelson Riddle ork accompanies tastefully.

Where in the World is Love . . . 68
A production-type number is given an okay reading by the songstress. Ork fills in with a heavily-arranged backing.

LAURINDO ALMEIDA
Veradero . . . 72
CORAL 60883—The familiar Latin-American styled item is neatly done by Almeida's guitars for a smooth-sounding disk with some of the Lat Paul sound—but not quite enough.

Samba Sida . . . 70
The ex-Sian Ketchik sideman continues to turn out some interesting disks for the label. This, a smart samba instrumental from the pen of Brazilian Sidney Torch, is done Latin-American rhythmic section backing the guitarist.

VICTOR MARCHESI
Paedango . . . 70
MGM 30702—MGM will try to come up with the proper material for the warbler, but this isn't it yet. Marchesi gives the song a good try, but the diskline doesn't impress.

When You Look At Me . . . 65
A pleasant, relaxed effort by Marchese on an adequate ballad.

RAY BLOCH ORK
Jingle Bells . . . 69
CORAL 60865—Version of the ever-green is one of the peppiest about. Beat is rapid, except for a short mid-dle variation in the blue genre. Competition is tough, but platter might earn some spins.

Widdie
The Red Nosed Reindeer . . . 65
Art Gentry is the vocalist in this smooth reading of the cute ditty. Disk is a re-issue by the label from masters acquired from Signature Records.

(Continued on page 88)

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Hocus-Pocus

By BILL SACRES

RUSSELL SWANN arrived back in New York on the United States last Tuesday (11) after an extended holiday in England and on the Continent. He and his partner, June Wolden, are slated to begin their new hotel and nitery season in about two weeks.

John Slems, comedy trixster, will appear with an indoor circus at Will Rogers Memorial Auditorium, Fort Worth, November 20-30. . . . Members of the International Brotherhood of Magicians on the sick list are Olaf Hoffmann, 2428 Jerome Boulevard, Racine, Wis.; Howard Finney, Allentown Hospital, Allentown, Pa.; Harley Beers, 823 N. Maxwell Street, Allentown, Pa.; Harry Willard, WOW Hospital, San Antonio, and Fred Hirsch, 158 Cedarhill Avenue, New Haven, Conn. Friends are urged to drop them a cheery note.

The Amazing Dr. Maurice (Morris Cohen) is currently showing his wares in the Shellmar Room of the Saxony Hotel, Miami Beach, Fla. . . . Walter Gibson, authority on things magic and prolific writer of pulp-mag yarns, is penning Racket Squad in Action, a new comic book that will carry spirit exposes under Bill Neff's name, and gambling info by Sid Radner. . . . Lou Tennen has moved his New York magic shop to larger quarters in the same building. . . . John Gambling is the new president of the British Ring of the International Brotherhood of Magicians. . . . Harrison Canadian conjurer, was a recent visitor to New York. . . . Anita Marian Tarbell, daughter of Dr. Marlan E. Tarbell, eminent lecturer-nagician, was married Saturday (15) to Julius P. Eulberg at Immaculate Conception Church, Elmhurst, Ill. . . . International Brotherhood of Ventriloquists will soon publish a directory of ven-

triloquists. The directory will be issued free to members. Ventriloquists are requested to send their name and permanent address to the association's president, W. S. Berger, 33 West Maple Avenue, Fort Mitchell, Covington, Ky. A postcard will suffice.

MILBOURNE CHRISTOPHER cracks the November 19 issue of People Today as the subject of the People and Fun feature. Headed "The Hand Is Quicker," the opening paragraph gives the gist of the piece. It reads: "Magician Milbourne Christopher is easily the most dexterous man of mystery since the late, great Harry Houdini." . . . So much favorable comment has been made about the magic turn presented by Jackie Flosso and Frank Garcia on the recent Society of American Magicians' Family Night show in New York, that the lads are working on it for professional appearances. . . . Jay Palmer and Doreen arrived back in New York Saturday (15) after an extended tour thru Europe for USO Camp Shows. Before sailing from the other side, they visited old magic friends in England, and stopped off in Paris to see a few shows. They will rest in the Big Town for several weeks before resuming work. Writing from London yesterday, Jay Palmer says: "Thanks for the nice piece in your recent column about the trip to the moon. I was pleased that it made October 18 issue of The Billboard, as the same week Collier's carried a story on the same subject called 'Man on the Moon.'" Otherwise people may again accuse me of stealing my copy from the story in Collier's, as they accused me of copying "The Night of Hoffman's act. As a matter of fact, I was doing my own version of my Magic Kettle, a drink act, long before Hoffman ever presented such a turn." . . . W. LeRoy (Scrubboard) Wallace, magician and novelty performer of Indianapolis, typewrites that he will be married at the Methodist Church, Greenwood, Ind., November 27, to Bernice M. Frasier, of that town. They will honeymoon in Chicago visiting friends and relatives. Wallace has been off the road the last several seasons.

Extra Added

New York:

Phil Irving, former singer now in the novelty biz, Gimcrack Unlimited, claims to be the only guy in the country with a supply of the Marilyn Monroe calendars. . . . Memorial services for former agent Nat Metzger will be held at the Actors Synagogue Wednesday (19) at 5 p.m. . . . The Matt Shelvey suit against the Associated Actors and Artists of America's Dave Fox, Derwis Barlow, Sam Silverstone and others will start rolling again next week. . . . Jackie Miles goes into the Copa November 27 on the Billy Daniels show.

La Vie en Rose will enlarge capacity by 200 when it breaks thru a wall. . . . The Martin and Lewis date for Copa City, Miami, is postponed until March because of pic commitments. . . . Mike Gold is thinking of taking the Palace eight-act policy to his Holiday Theater when the Palace goes into its two-show-a-day plan with Danny Kaye. . . . Jim (Howard Lanin office) Grady is booking the British Colonial. . . . Ezio Pinza and Mary Martin were offered 20G for a club date. Pinza okayed, but Miss Martin nixed it. The result is no date. . . . Paul Gray is set for the Desert Inn Las Vegas, Nev., November 25.

Harry Seimann, now a personal manager, has Jackie Kannon and Eddie Davis (the writer) in his stable. . . . Arturo Cano, op of the Boulevard, is related to the President of Bolivia. . . . Herbert (Blue Angel) Jacoby is now managing a painter, Jean Paul Bruzic, who will exhibit his paintings at the Hugo Galleries, November 18-19. The same exhibit will then move to the Museum Palace of the Legion of Honor, San Francisco.

Kurt Hofmann will manage and do publicity for Jess Harvey and Dick Haymes. . . . Mademoiselle have been added to the Bon Soir show. . . . Archie Robbins writes from Munich, Germany, ". . . Had a depressing experience in Dachau where we entertained for G.I.'s. The crematoriums and gas chambers are still here. Our dressing room had iron bars over the windows. It took the guts out of me. I had to cut my act in half. I felt so sick." . . . Murray Lane is now working for Armed Forces Entertainment through Germany, and writes that money is very bad.

Tirza, the Wine Bath Girl, starts at the Club 500 November 18 and will stay there until February 15. Besides her bath, the gal will bring in Charazan, fan dancer; The Orchid Girl; Dan Healy; Eddie Chester, and Judy Manners.

Burlesque Bits

By UNO

Dolly Dawson has been added to the stock cast at the Holiday, New York, principally to do straight for comics Jack Diamond and Mandy Kaye, now in their 12th week and hold over indefinitely. Another change is the producer switch from Carlisle to Natalie Cartier, the latter coming from Newark, N. J. Law Hollar is the new stage manager. . . . Abe Gora, comic, is in stock at the Empress, Detroit, together with Kitty Harris, a new burly strip. . . . Mally Norman, script writer for TV and other channels, is mourning the loss of his mother, 83, Dora Newman, who died November 3 in New York. . . . Mazie and Jackie McSween, comedy team, closed at the State, Vancouver, B. C., and moved to the Ambassador Club, Anchorage, Alaska, thru Harry Russel, Chicago agent. The same bill has Ben Victor, Pat King and Betty White. . . . Raven and her Bubble Bath started a Hirst circuit tour as feature attraction November 17 at the Troc, Philadelphia, thru Jack Fauer, whose other circuit bookings include Sam Brown, comic; Sam Ross, Eddie Rector and Will Wright, specialty acts, and Kyra and Sunda, international strips. Also Fauer booked Elaine Jewell at the Gayety Norfolk, November 10. . . . Cindy Hale, burly principal, is and has been a patient the last three months at the Mt. Alto Sanitarium, South Mountain, Pa. . . . Fred Lewis, comic, left a Hirst unit November 8 to join the Frankie Fontaine TV program. . . . Olive Haynes, of the Haynes and (Fred) Beck vaude team, died November 8 in Boston at the age of 57. . . . Ethel Paul, vocalist, playing a return date at Murray's Inn, Albany, N. Y., for two weeks starting November 14 thru Harry Dell.

Two heated contests are being waged this week, one inside the Hudson Union City, N. J., to pick a chorus girl-stripease, winner and one outside for the Mayor of 38th Street, where the Hudson is located. Manager Harry Oakene is chairman of the election committee board in the local race, the contestants of which are Dave Mack, owner of the Red Robin nitery; Tony (T. S. Count) the Acardi, candy store proprietor, and Angelo De Carlo, a barber boss. Voting dates are November 13, 14 and 15. . . . Red Doolin, comic, at the Empress, Detroit, is under medical treatment for eye trouble. . . . Paul Cardinal's Roxy, Montreal, to be razed soon to allow for street widening, continues to remain open thru a court injunction brought against the city to keep hands off until civic authorities would need to take over the building. New principals are Sen Lee Fu, Debra Dante, Dorothy Warner and Ruth Swank. . . . Jack and Larry Dawn, whistlers, are now playing New England tours arranged by the International Harvesters org. in the unit which co-features Walter Walters Sr. ventriloquist.

Helen (Shake) Drake suffered leg and head injuries in an auto accident on her way to her dentist in New York but returned to her Hirst unit after prompt medical treatment. . . . Circuit feature Peggy Bond's final divorce decree became effective November 1 in Providence. . . . Jimmy Hewitt is in his 26th week and Nita Louise, feature, in her seventh in stock at the Liberty, Stockton, Calif. . . . Mrs. Pearl Irons has recovered after a lengthy illness that had her a patient in Wesley Memorial Hospital, Chicago, and is now convalescing at her brother's home, 328 East Lewis Street, Fort Wayne, Ind., and expects to return to theater operation after January 1. While in the hospital, Mrs. Irons received many callers, also mail from well-wishers, about which she writes, "I never knew so many people who are not in show business were reading your column in Billboard." . . . Ida Ross, number producer now in Buffalo, has left burly for niteries. . . . Best Yorks, of the former vaude teams of Yorke and Lord, and Yorke and Tracy, is a new comic at the Hirst wheel. . . . Virginia Callahan, former chorine at the Grand, St. Louis, is now a strip principal.

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Bar of Music
Continued from page 14

Empire Room
Continued from page 14

Cocoanut Grove
Continued from page 14

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ous Queen Bess and George Washington, the characterizations are scathing satires, done as a noted celeb might do them. For instance, Clifton Webb is mimicked doing Washington, while Elizabeth is aped doing Queen Elizabeth. Blake is therefore holding onto his established impresos and is injecting the new, powerful presentation and costuming. At present the act needs only stronger lines, for in some of the characterizations the laughs were lagging, but this will be remedied during Blake's fourth-month stay here.

The costumes have been in preparation by a London costumer since April, 1951, and show authenticity. The choice of brilliant fabrics adds to the show-stopping quality of this endeavor. As a finale, Blake comes back in satin tux to do his standard Eleanor Roosevelt. A concert promoter looking for a novel 40 minutes to pace an arena-2ud package should consider this new Blake series.

The lapses during costume changes are admirably filled by Irving Cohen, who does a backstage cokeney walkways guide introducing each character.

Faye Dewitt, a cute redhead, is excess baggage on this show. Gal has some fine novelty material, based on her impresos of foreign singers. Material is all original and songs are well written and get good attention thrust, but diners didn't let up on their talking until Blake came on.

Johnny Sippel.

Patti Page, Laine To St. Louis Chase
ST. LOUIS, Nov. 15.—Patti Page will headline the show opening at the Chase Hotel here January 30 for one week with Frankie Laine coming in February 6 for a two-week stand. Hal McIntyre and his orchestra will occupy the bandstand for both engagements.

Borge proceeded to get the laughs with his non sequitur sentences, incongruous asides and sotto voce observations on musicians, politicians and hotel rooms while at the keyboard.

The piano-playing comedian is a master in both branches. His piano technique is masterful. It is his sly comedy and self-effacing mannerisms as he throws deadly observations that make him the attraction he is. An announcement like, "Ladies and gentlemen, the management has asked me to please put the shower curtain in front of your tub when taking showers," may not sound particularly funny in cold print. But put it in the middle of a serious piece of music, a Grieg concerto, for example, and deliver it dead-pan, and its effect can be paralyzing funny. At least it was here.

Borge has added a few things to his familiar act, an ork-leading routine on some serious numbers that has him giving arpeggios or suddenly switching the duo while the side men frantically search for the new music. The exasperation on the musicians' faces made the routine seem ad lib, even tho it was probably rehearsed. The end result, however, was a funny piece of business.

Borge's radio-listening routine, a running bit used thru most of his act, is now a classic. It was just as hilarious the time as it was when first caught.

Alex Alstone's band played the music behind Borge. Mischa Boor's outfit relieved.

Bill Smith.

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No Comment On Henie Loan Report

Sonja Cancels Future Stands; Mulls Stage, TV Possibilities

DENVER, Nov. 15.—Arthur M. Wirtz, owner of Hollywood Ice Revue, declined comment here Friday (14) on reports that he had loaned Sonja Henie \$100,000 at the time Miss Henie closed her own ice rink in Washington Sunday (9).

The Sonja show canceled dates in Detroit, New York and Miami, blaming financial troubles. Her show had played in opposition to other ice rinks at each stand this season, and she complained that she had been unable to get large-capacity arenas. She also was faced with damage suits arising out of a seal accident at Baltimore a year ago.

Pittera Slates World Motor Sports Show

NEW YORK, Nov. 15.—Fred Pittera, co-producer and managing director of the International Sports Show, staged in Grand Central Palace here last spring, has announced plans for the 1953 World Motor Sports Show to be held in Madison Square Garden from February 21-March 1.

Wirtz said a misunderstanding over production policy had split up his 15-year partnership with Miss Henie two seasons ago but that he had never released anything to hurt her show. He said he had gone out of his way to avoid conflicts in booking.

Pittera, who is now in Europe where he is arranging for foreign exhibits, staged the Dallas Industrial Exposition, International Exposition of New Inventions, the New England Homes Show and the New England Exposition of Progress, among others.

He also stated that "if he could ever help" Miss Henie without injuring his own interests he would do so as a matter of general policy. Upon closing her show, Miss Henie said that she might turn to TV or to theater dates. Reports this week indicated she might play the Roxy Theater, New York, while Wirtz' ice rink is at Madison Square Garden and that she might appear in Boston.

NEWS NUGGETS

Jazz Packages Register At Long Beach, Milwaukee

LONG BEACH, Calif., Nov. 15.—"Jazz at the Philharmonic," produced by Norman Granz, played to its third packed house at the Municipal Auditorium here Sunday (9). It was announced by John T. Webb, building business manager. Advance sale was better than that of the Eckstein-Shearing package on September 13, but "Jazz" had to be delayed a half hour to allow time for seating the large crowd that turned out.

"BIGGEST" MILWAUKEE'S 3RD IN MONTH, SCORES . . .

MILWAUKEE—Third jazz concert show to play the Milwaukee Auditorium within a month. "The Biggest Show of '52" with Nat (King) Cole, Sarah Vaughan and Stan Kenton, played to a near-capacity crowd of 5,000 Saturday (8). Earlier, "Jazz at the Philharmonic," the season's opener, pulled a sellout while the Shearing-Eckstein-Basic package resulted in a poor draw of less than 2,000 customers.

ARENA GOING UP AT MALVERN, ARK. . . .

MALVERN, Ark.—Vance Jernigan, who produces a horse act, reports that he and associates are constructing a rodeo arena and fairgrounds here. The arena is being built of steel, concrete, pipe and treated lumber. Seating capacity will be 6,000, including grandstand and box seats. The arena will be available for specialty acts, ice shows and carnivals. Ample parking space is provided.

"CARAVAN OF STARS" SCORES AT CANTON . . .

CANTON, O.—"Caravan of Stars," with Woody Herman, the Mills Brothers and Dinah Washington, attracted 3,400 persons to the Memorial Auditorium under LCL Productions promotion Building Manager Ralph Smith

Auditorium Managers:

As you build a list of promoters who are capable of properly promoting and underwriting attractions, you should also include the increased availability of large attractions and the quality of local promoters. That is why it will be to your advantage to aid in the consolidation of an active list of promoter-promoters in your area. Send us the names of the promoters to your nearest Write-Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Illinois.

announced the Roller Derby would start a 10-day run November 26.

VANCOUVER SELLS OUT FOR McDONALD CONCERT . . .

VANCOUVER, B. C.—Jeanette McDonald drew a packed house at Georgia Auditorium here Tuesday (4), but Norman Granz' "Jazz at the Philharmonic" grossed about half the net the next night (5). Argrim and Baker Productions, Inc., bring their Totem Theater, arena style repertoire, in December 29 for their first Christmas pantomime. Cast will include Wayne and Shuster, top Canadian radio comedians, and Barney Potts, comedian.

OPERA COMPANY FILLS DETROIT TEMPLE . . .

DETROIT — New York City Grand Opera Company drew full houses almost consistently for seven performances at Masonic Temple here November 4-9. Seale was \$4.80 to \$1.20. Danish National Orchestra drew 4,000 Wednesday (12), Building Manager C. W. Valokki reported.

JOHNNIE RAY GROSSES 4G AT PORTLAND . . .

PORTLAND, Ore.—The Johnnie Ray show grossed \$4,200 at Public Auditorium here Saturday (8) with a \$3.60-\$1.80 scale. Tenor Jan Pierce grossed \$2,000 at the Auditorium Thursday (6), said Frank Andrews, of the Ellison-White Bureau. The Ray show included about 30 people.

Iolanthe

Continued from page 13

producing Gilbert and Sullivan in this country. Now that he has the advice and experience of Martyr Green, let O'Fly Carter who knows the Savoy operas inside out, to draw upon, plus an evidently competent, all-round troupe, there seems no reason why G&S. fans will continue to wait with bated breath for spasmodic visits from the British experts. It appears there is always a faithful audience for the fare. All that they require is a sticking to its traditional pattern. Charlock should have no difficulty now in supplying the demand. Bob Francis.

Los Angeles Aud Plans Revived By Private Org

Insurance Firms May Underwrite 20,000-Seater

LOS ANGELES, Nov. 15.—Plans for a 20,000-seat civic auditorium, which bogged down two years ago when a bond issue to provide such a building fell thru, were resurrected this week. Oscar A. Trippet, presy. of the Greater Los Angeles Plans, Inc., told a convention here Monday (10) that the financing would be supplied by private business interests. He said that 10 leading insurance firms would probably underwrite the non-profit venture.

The downtown auditorium, according to present plans, would be ready by 1956 and would put Los Angeles in the running for bidding for major national conventions, sporting events and would also provide a larger house for major concert events. At the present time, the Pan-Pacific Auditorium, the Shrine Auditorium and the Philharmonic, all of which seat under 8,500, are the only large capacity houses available in the area.

Wildwood Mulls Convention Hall

WILDWOOD, N. J., Nov. 15.—The support of civic, veteran and fraternal groups is being sought in an effort to secure a new convention hall for this resort.

The planned structure, as visualized by Jack Kay, director of the Bureau of Public Relations and sparkplug of the drive, would be located on the Boardwalk and have a summer seating capacity of 2,000. Temporary partitions would scale the house down to 1,000 seats and an area that could be heated for local doings in the winter months. It would also be used to house the public relations office, comfort stations and a beach hospital.

Dramatic & Musical Routes

- Anonymous Letters (Her Majesty's) Montreal
- Ballet and Yac (American St. Louis)
- Ballet Theater (Colonial) Akron, O. 19
- Bellevue (Hawthorne) 20 (Kringler) Buffalo
- Bell, Hook and Candler (Robinson Memorial) 20 (Rock) Ark. 19-20
- Call Me Madam (Shubert) Detroit
- Constant Wife (with Katharine Cornell) 20 (Albion) Toronto
- Country Girl (Davidson) Milwaukee
- Don Juan in Hell (Shubert) New Haven, Conn. 21
- Faerie Follies (Biltmore) Los Angeles
- Four Poster (Biltmore) Chicago
- Gilbert & Sullivan (Shubert) Philadelphia
- John Night, Ladies (Majestic) Boston
- Gypsy and Zouls (Lyceum) Minneapolis
- I Am a Camera (Paramount) Omaha 19
- IKENT (Hedley) Des Moines 20 (Capital) Salt Lake City 20
- The Dot Supper (Walnut Philadelphia)
- Jane (Elianger) Buffalo 19-19 (Hartman) Columbus, O. 20-22
- Maid of the Oaks (Piazza) Reading, Pa. 19-20 (Auditorium) Rochester, N. Y. 21-22
- Milva, Irvin G. Brown-Skin Modas (Vineyard) Roanoke, Va. 19 (Lincoln) Virginia-Salem, N. C. 21 (Lincoln) Charlotte 22 (Hedley) Washington, D. C. 21 (Hedley) Springfield 24 (Luberty) Greenville 24
- Mr. Roberts (Ochsman) Green Bay, Wis. 19 (Capital) Manitowish 20 (Parkway) Madison 21-22
- Manhattan (Grand) Calgary, Alta. Can
- Paint Your Wagon (Nixon) Pittsburgh
- See the Jaguar (Forester) Philadelphia
- Strike the Nation (Washington, D. C.)
- Skinner, Corneille Ode, St. Paris 20
- Civilian New Orleans, Houston, Tex. 24
- Sea and Sun (Hedley) Austin 19; Fort Worth 21; Dallas 21-22
- South Pacific (Ochsman) Kansas City, Mo.
- Stage 17 (Kringler) Chicago
- Top Banana (Tate Auditorium) Chicago
- Concise (The National) Washington, D. C.
- Tree Grows in Brooklyn (Shubert) Chicago
- The Is Company (Shubert) Boston
- Time Out for Ginger (Shubert) Washington

Skating Shows

- Hollywood Ice Revue: Denver 17-22; Milwaukee 27-Dec. 7
- Ice Capades of 1953: (The Forum) Montreal, Can. 17-23; (Coliseum) Springfield, Mass. 17-23
- Ice Follies of 1953: (Dine Arena) Washington 18-24; (Sports Arena) Berkeley, Cal. 22-Dec. 8
- Skating Vanities-Olsen & Johnson: (Municipal Auditorium) Oklahoma City 18-23; (Coliseum) Houston, Tex. 25-28

Board's Okay Seen For Des Moines Aud

Bids Indicate Enough Cash to Start 14,000-Seater; Foresee 1954 Opening

DES MOINES, Nov. 15.—Plans for a Veterans Memorial Auditorium, which would seat 14,000, moved forward here this week when bids received indicated sufficient funds are available to go ahead with the long awaited project.

Apparent low bidders included Arthur H. Neumann, Des Moines, general construction, \$3,339,000; Amreco, Inc., Minneapolis, ice rink and equipment, \$174,408; plumbing and heating, \$328,250; electrical installations, \$263,124, and ventilating, \$164,670.

The Veterans Memorial Commission is expected to decide in favor of starting construction. If it should do so, the auditorium would be ready in about two years.

El Paso Houses Circus, Icer

EL PASO, Tex., Nov. 15.—The Coliseum here recently ended its first Shrine-sponsored circus, a six-day affair which drew good business for an initial run. Show was produced by John Andrew of Houston, who also handles the Fort Worth circus.

Bids were opened nearly seven years after the first bond issue of \$2,750,000 for the auditorium was approved in a special election. Another \$2,500,000 in bonds was authorized in 1950.

"Ice Vogues" drew 34,211 people in six shows recently and George Tyson, show owner, has booked the spot for 1953. Building Manager C. W. (Chuck) Swan said future attractions this season include Spike Jones, "Grand Ole Opry" and Olson and Johnson, "Skating Vanities."

The site will be four blocks from the main business district. Allen Whitfield, chairman of the commission, estimated that the total cost of the auditorium

Swan recently fell in his office and suffered a compound fracture of the shoulder. He is in a cast from the waist up.

Ferne Arena Opens

FERNIE, B. C., Nov. 15.—Ferne's new \$100,000 arena has been completed and the city has assumed responsibility for its operation. Funds were raised over several years by private donations, service club work, pay roll deductions authorized by mining company employees, and a \$25,000 city bylaw. About \$25,000 is yet to be raised.

NEWS CAPSULES

Ore. UHF Outlet Hits 88% of Eye Potential

Continued from page 6

Rayburn promotion inserts in copies of newspapers distributed in the agency-exec-infested Westchester County area, fell thru when the New York Times and Herald Tribune heard of the stunt and refused to sell them the required 100 papers.

cap for Judith Waller, NBC public affairs director in Chicago, and George Heinemann, WNBC program director, who created the show. It's produced and directed by Reinald Werrenfrath Jr., and fensed by Dr. Francis Horwich of the Department of Education of Roosevelt College.

WOR MAY SKED 'MAMA WEISS' . . .

NEW YORK — WOR-TV this week decided to kine "Mama Weiss" a West Coast TV success story, and see whether the program would do as well locally. The program is on almost an hour across-the-board over KTLA-TV, the Los Angeles station which is owned by General Teleradio. WOR-TV is also a General Tele-radio property.

THE RESTLESS PEOPLE AND THE REVOLVING DOOR . . .

Movie producer Robert L. Welch, under contract to Paramount Pictures for the past seven years, will join NBC January 1. Exec will create new TV properties, both live and film, and will function as producer-director of his programs and supervise their scripting. Assistant time-buyer Adlene Koch upped to full time-buyer status on the Procter & Gamble account at Benton & Bowles. . . . WNEW's Lonny Starr, begins his third year as emcee on "Wrestling From Ridgewood" on WOR-TV. . . . Robert E. Lyall appointed director of field merchandising of the Crosley Broadcasting Corporation, Cincinnati. . . . Ex-WNBC-WNET publicity gal Gretchen La Fleur (formerly Gretchen Groff) has joined WIP, Philadelphia, press department. . . . WMCA deejay Bob Callen celebrates 18th year in broadcasting this month. . . . Leon Tokstaryn, WNBC radio director, turns actor November 24 on Robert Montgomery's TV show. . . . The National Association of Radio News Directors will hold its seventh annual convention in Cleveland, December 1, 2 and 3. . . . National Association of Radio Farm Directors will hold its annual meeting at the Hotel Conrad Hilton, Chicago, November 29 and 30. . . . NBC veepee Ed Madden off on a 10-day Joint Civilian Orientation Conference called by the Department of Defense.

WLIB INITIATES PROMOTION TIE-UP . . .

NEW YORK — In a move to apply WNET's "Chain Linking" merchandising technique to the Negro market, WLIB here has made a tie-up with the Associated Grocers of Harlem. Deal calls for the chain to plug WLIB talent and food sponsors with special posters and displays in all 180 AGH stores. In return, WLIB is scheduling a special 15-minute show "Meet Your AGH Grocer" on Friday mornings. Program will be spotted somewhere in the middle of WLIB's block of Negro shows.

NEW TEXAS TVER GOES ON AIR

LUBBOCK, Tex. — The first new television station in Texas since the lifting of the ban went on the air here Thursday night (13). Station is KDUB-TV, owned and operated by Texas Telecasting, Inc. The station established some sort of a record in going on the air 36 days after receiving its permit from the FCC.

"DING DONG SCHOOL" TO GO NETWORK . . .

CHICAGO — "Ding Dong School," the educational show for pre-school children which has been on WNBQ here since October, will go on the TV network of the National Broadcasting Company (except WNBQ) beginning next Monday (24). It will be on 10-10-30 a.m. across the board. The networking is a feather in the

PROMOTERS

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

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 Box 44, Nov. 28, 1952.

Roadshow Rep

HARLEY SADLER, formerly one of the nation's leading tent showmen, was elected, without opponent, to the Texas State Senate from the 24th District November 4 after eight years of service in the House of Representatives. The 24th District comprises 13 counties in Central West Texas. Sadler says that the State Legislature convenes in Austin next January. He adds that Texas went Republican in a big way in the national elections, marking the second time in the history of the State that it went GOP. Francis and Klink Lemmon, who closed with L. Verne Slout Players recently, visited Mr. and Mrs. Billy Terrell in Roseland, La., while en route to Tampa, where Klink will work one of the city's bigger lounges this winter. Klink trouped with Terrell's Comedians for the 1919-'20 season and speaks highly of the Slout Players, who have regular territory they have been making for years. Terrell says, "Billy says that he'd love to float a real rep show again but his health won't permit it."

(CHARLES (KID) KOSTER, in answer to a recent query here, comes thru with the roster of the Hi Henry Minstrels during the time that he helped advance the show. Line-up included: John Knapp, general agent; Koster, second agent; Clayton Mix, head programmer; Mr. Kettelwood, second programmer; Mr. Kerry, company manager; J. Albert Gaits, interlocutor; Bill Clark, featured end man; John King, Tim McMahon, Raymond Teal, Charlie Whallen; Bobby St. Clair, tenor; Bill Proalim, baritone, and Corlaine Brothers, acrobats. During the time Henry had his show on the road he also owned the Enterprise Show Print Company, Cleveland, and did all his litho and lock printing, says Koster, who also advanced Lew Dockstader's and Honey Boy Evans' minstrels. "I noted in a recent issue where someone asked for information concerning jugglers who were famous with minstrel shows and in vaude," pens H. F. Miles from Albany, N. Y. "Here are a few and I hope they will remind readers of these old-timers who were good in their line. John Zimmer did a straight juggling turn and played good spots. Morris Cronin was considered by many as being the best of the single club jugglers. He was as big a success in England as he was in this country. Other greats

Included Owsley and Randall; Harrigan, tramp juggler; Allaire and Guerdrau, Mr. and Mrs. Pelot; Sparrow, clown juggler, who was a big hit in England and the first to do the plate-breaking comedy; Fred Mardo, Charles Hammond, Charles DeCarne, Paul Cinquevalli, Ollie Young and W. C. Fields."

ALLEN DeCOURCEY, stroller player, is mapping a new single bill to take into small towns. He has been active with his outdoor show in Central Arizona the past summer. Harvey Demoss has been promoting hobby shows around Muskegon, Mich. to good returns. George E. Brice is promoting amateur shows around Springfield, Mo. Arthur Stickney writes from Pueblo, Colo., that he had a good summer in Northern Colorado with a solo merchandise show. Stickney adds that he likes the notes here concerning the old-time roadshows and adds that his brother, Wilfred Stickney, was a leading man with Noble Bros. Rep Show, a high-grade unit. Art plans to do some school work in addition to presenting his winter style show. His wife will assist him. Butler's Show, which has been showing spots in West Kansas of late, is en route to Tampa where it puts up for the winter. Carl Griffin is reported to be doing well with his hobby shows in New England where he has been operating for the past two months.

E. L. MURPHY reports from Erie, Pa., that he is promoting school and adult amateur shows in that area. Ariadne Dumaine writes from New Bedford, Mass., seeking information on the old-time Nellie Gill Players, an outstanding rep show. Miss Dumaine's father was with the show in his youth. The troupe played Northern New England stands. H. G. Morris advises from Waco, Tex., that he did well the past summer with an outdoor platform show. He's currently making school and sponsored hall dates with his small animal and vaude attraction. Guy Gorman is promoting amateur shows around Indiana, Pa. Clarence Fallers, high-powered candy salesman, during a recent visit with Mr. and Mrs. Billy Terrell at their home in Roseland, La., confided that some of his rep shows under canvas have been doing nicely.

Drivin' 'Round the Drive-Ins

SAN PEDRO Drive-In, San Antonio, offered a giant movie-tent, a dusk-to-dawn show, with nothing repeated during the night. There were five features offered and five color cartoons as well as a series of comedies. Free coffee and doughnuts were served at dawn. Ralph Langston has been named manager of the new Delwood Drive-In Theater, which was opened recently at Austin, Tex., by Eddie Joseph. It has a 650-car capacity. The Garden Drive-In at Hunlock Creek, Pa., has been completed by N. Cragie. Alrho the owner operated the new open-air for business, regular operations will be started with the new season next spring.

O. O. CUMMINGS has sold the 500-car-capacity Don Drive-In Theater at Port Arthur, Tex., to Jefferson Amusement Company, with headquarters at Beaumont, Tex. C. C. Hamm, owner, announces that a second screen has been added to the Cactus Drive-In at Vernon, Tex. Statewide Drive-In Theaters in San Antonio, where they own and operate the Alamo, Kelly, Mission, Rigby and South Loop 13, are making special greeting cards to parents of newly arrived babies in the

city. Each card includes a free admission ticket for the parents and a map showing the location of each of the drive-ins. The copy also calls attention to the many advantages the drive-in has to offer the parents of the baby and the infant.

WALTER MATNEY, of Decatur, Tex., has been granted approval by the National Production Authority to construct a new drive-in which will cost and estimated \$10,480. The Fredericksburg Road Drive-In, San Antonio, operated by the Claude Ezell & Associates Circuit, has a new mural on the wall of the screen which was executed by H. R. McBride, Dallas. The mural has a circus motif complete with clown face, animals and a girl on a tight wire. The Red River Drive-In has been opened by Engelbrecht & Wolfe and Theater Enterprises at Clarksville, Tex. The drive-in has a 300-car capacity. Bert Holster is in charge of the drive-in, while J. T. Roberts is manager. The Brandywine Drive-In, Wilmington, Del., operated by Mel Gellers and Sam Taustin, has closed for the season. The Elkton (Md.) Drive-In will remain open Fridays, Saturdays and Sundays thruout the winter.

Beaumont Spot Reopens
BEAUMONT, Tex., Nov. 15.—Playground Roller Rink has reopened here for the winter season. The rink operates from 7 to 10 p.m. with matinees at 2:30 to 4:30 p.m.

Hakim Returns From Journey To Near East

DETROIT, Nov. 15.—Shaw D. Hakim, owner of Fairview Gardens Roller Rink here, was expected to return this week from a three-month visit to Southern Iraq, where his mother lives, taking in Southern Europe and Egypt en route.

Joseph Hakim, his son, who has been managing the rink in his absence, has turned professional and has become coach of the rink speed team as well. He is crowing over the fact that his team took first place in the opening Michigan Speed Derby events at this rink, winning 250 points toward the season championship.

Fairview Gardens were host to some 500 Brownies (Junior Girl Scouts) the past two Saturday matinees, arranged in co-operation with the Northeast District of that organization. Northeast District Campfire Girls will be guests at a party on November 28. Reduced admission rates and special skating exhibitions are planned for these events.

Third Rollyery Slated to Bow In Denmark

COPENHAGEN, Nov. 15.—The roller skating vogue is gaining ground rapidly in Denmark, with a third rink skedded to open this month in the large city of Aarhus.

Due to stringent restrictions on construction of non-priority-rated structures, this new rink, like the preceding two in Odense and Copenhagen, will be installed temporarily in a large hall generally used for exhibition purposes.

The Aarhus rink, promoted by the speed-skating duo, Chris Lind and Ellen Buttenshon, is being installed in the large hall of the Gardeners' Association, and will cater to paying spectators and skaters, with public skating, speed matches, dance exhibitions and shows. Rink will open before the end of the month.

Paterson Leading AOW Speed League

ELIZABETH, N. J., Nov. 15.—Latest standings in the America on Wheels racing league, Northern division, show the Paterson (N. J.) Arena well out in front with a total of 209 points.

In second place is the Reading (Pa.) Rink with 81 points, followed by Mount Vernon (N. Y.) Arena, 70; Boulevard Arena, Bayonne, N. J., 68; Twin City Arena, Elizabeth, 64; Capitol Arena, Trenton, N. J., 34; Florham Park (N. J.) Rink, 30, and Peekskill (N. Y.) Arena, 13.

Twin City Arena hosts the next speed meet, scheduled for Saturday (22).

San Antone Iceland Reopens for Season

SAN ANTONIO, Nov. 15.—San Pedro Park Iceland opened here Friday (14) for the season. The rink will be open afternoons from 3:30 to 5:30 and nights from 8 to 10 p.m.

There will be special sessions Sunday mornings from 10 to 12 for ladies. There will also be special sessions each Saturday morning for the Iceland Junior Skating Club.

Philly Negroes Skate Tuesdays at Elmwood

PHILADELPHIA, Nov. 15.—Sepia Skating Club, a local Negro group, is using the facilities of Elmwood Roller Rink here on Tuesday nights only, and not nightly as reported in the November 8 issue of The Billboard, according to the management. At all other times the rink may be used only by members of Elmwood Skating Club, which at present has no Negro members.

Pallomar Up 12%; Party Dates Heavy

MILWAUKEE, Nov. 15.—According to Phil Hays, manager of Pallomar Roller Rink here, business is showing a gratifying amount of life. Statistics reveal that attendance is holding at about 12 per cent above last year's totals, with the busiest part of the season yet to come.

Party bookings for the Pallomar are the heaviest this season of any thus far on the books, says Hays. Monday nights, set aside for high school sponsorships, are completely inked until March of next year. Most interesting aspect of the picture, says Hays, is that the bulk of the bookings being lined up via schools, clubs, churches and factories, are repeats, necessitating a minimum of sales pitching.

Toughest parties to crack, adds Hays, are the factory groups, although these generally turn out to be the most profitable dates from the concession standpoint in many instances. Bulk of the parties come from the ranks of parochial schools, churches, Scout troops and clubs, such as Job's Daughters.

Other activities at the Pallomar find the new pro, young Ted Rosdahl, busy rehearsing his changes for the forthcoming gala Christ-

mas show usually held sometime during the school vacation period between Christmas and New Year's Eve. Extravaganza this year is expected to feature approximately 120 skaters and will mark Rosdahl's debut as show director in his new post.

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The Final Curtain

Dignified Ike Inaugural

Continued from page 1

REKER—Charles.
36, theater owner and operator at Brady, Tex. October 26. He first played the Palace Theater, later the Lyric, now called the Brady. He retired several years ago. Surviving are his wife, three daughters and a sister.

BELL—Robert.
63, producer and owner of theater groups for over 40 years. He died at Hospital, Newport, Ky., November 14. A native of St. Louis, Mo., he began his theatrical career at 21 when he formed the Bell's Hawaiian at Atlantic City Pier. During the next 30 years he produced shows which played the Chubasco and featured their circuits and night clubs throughout the United States. He was owner of the House of David Band. Bell kept that unit along with Bell's Hawaiian Revue going simultaneously on national circuits. Following that Bell and his wife organized Bell's Hawaiian Pops, which played theaters through the country until World War II when Bell retired. In addition to his widow, Margaret, three sisters and four brothers survive. Burial in Greenway Cemetery, Boultinge, Ky., November 13.

BLONDEL—Pierre.
French and radio booking agent in Paris October 23. He was a son-in-law of Gaston Dupres, former operator of the Cirque d'Winter, Paris, with whom he was associated.

CRAPMAN—Sydney.
65, former motion picture film salesman, in Coldwater, Mich., November 11. He was with Warner Bros. in the Detroit area from 1924 to 1941 and later with Paramount Pictures, retaining some time ago to go in his own business. Interment at Coldwater, Mich.

DARLINGTON—James J.
83, former producer and stage director, November 9. He had been professionally associated with the York Casino in the early days and was stage manager for the late George W. Lederer's production in 1927 of "The Belle of New York." Darlington later was associated with comedian Richard Carle and was again connected with Lederer on "Mascare Sherry." In more recent years he worked with the late Florence Ziegfeld as stage manager for "Sally," "Red Shoes" and many other New York and London productions, remaining with Lederer until his retirement 21 years ago. His wife, son and a daughter survive. Burial was in Greenwood Cemetery, Brooklyn.

DICKINSON—John E.
57, former grand opera singer, November 8 in Detroit. He retired professionally from music many years ago but continued to sing in clubs and similar engagements. Survived by his widow, Jessie, and a daughter, Mrs. J. E. Aldridge. Interment in Woodmere Cemetery, Detroit.

GREY—Oliver Smith.
83, former member of the dance troupe of Anna Pavlova, November 11 at his home in Oxford, Ohio. He was the uncle of Andre Oltorf, he toured the world with the Pavlova troupe from 1918 to 1922. Grey was in collaboration with the poet John Gals, he wrote a story of Pavlova's life entitled "Flight of the Swan."

HARRIS—Paul Jr.
41, musician, in Dallas November 3. He had played the bass violin with the Palace Theater Orchestra and with several name bands on the radio. He was the son of the late Paul Harris, well-known Dallas band leader. Survived by his wife and children.

JANSLEY—Joseph.
member of the Jansley's Riley act, November 5 in New York. He was with the troupe's last Broadway appearance in the Ziegfeld "Polka," after which he retired from active show work and entered the personal management of his advertising acts for fairs. His wife and a brother survive.

KANN—Mrs. Jack.
78, who was known on the Broadway stage as "The Girl in the Red Dress" and "The Girl in the Blue Dress" at the New York Esplanade Hotel. Born in Wayne, Mich., she began her stage career at 16 and in 1906 appearing with Sarah Bernhardt, Maurice Barrymore and Madjeska. Later, for five years, she married and was leading lady for her own repertory company, housed in the New Century Theater, Newark, N. J. She played more than 1,000 roles for another five years, with Rose Paton, at the Leg Avenue Theater, Brooklyn. Two daughters survive.

KELLY—Daniel T.
73, a Side Show taller years ago with the Bella & Dolan and Muffie Bailey circuits, November 10 of influenza in a fire believed started in his Cincinnati apartment by a cigarette he dropped while sitting in a chair. For the past 20 years he had been a resident in Cincinnati. Body was taken to Hamilton County Morgue, Cincinnati, pending contact of relatives.

LONG—Dora.
86, one of Minnesota's best known musicians, November 2 in St. Mary's.

Marriages

REUBEN—TARBELL.
Julius Phillip Reuben to Anita Marian Tarbell, daughter of Dr. Harrison E. Tarbell, eminent medical lecturer, at Immaculate Conception Church, Zimburial, Ill., November 15.

ROSTROM—KELLY.
Rex Rostrom, drummer with Polack Bros. Circus, and Kitty Kelly, organist, formerly with Barnes-Carruthers unit, at Calva, Ill., November 18.

SMITH—BROWN.
Dick Smith, disk jockey and program director of WORC, Worcester, Mass., and Virginia M. Brown, November 1 in Worcester.

VAN KLE—MCGUIRE.
Wesley Van Klee, program manager for Crasley Broadcasting Company's WLW-D, Dayton, O., and Phyllis McGuire, former vocalist on the same station, in Dayton recently. They are a member of the McGuire Girls Trio.

YOUNG—FOUNTAIN.
Collier Young, movie producer, and Joan Fountain, film actress, in Saratoga, Calif., November 12.

ZIEMAN-SULLIVAN.
Vera Ziemann and Blanche Sullivan, companions with the Royal American Shows, recently in Tupelo, Miss.

Hospital, Minneapolis, of a heart attack. Veteran member of the Minneapolis Musical Union, Detroit, last May 30 marked 20 longevity records—20 years of continuous playing music for luncheon in the Dayton Company, the city's largest department store, and 25 years of playing dinner music in the Curtis Hotel. In addition, he was in the House of Orchestra at the Lyceum Theater, directing the unit the last four years. Survivors are his wife, four sons, three daughters, five brothers and two sisters.

WALMSTEIN—Fridrich.
77, director of important Swedish Folk Parks and tours, in Stockholm November 11.

MARX—R. M.
November 7 in Huron Road Hospital, Cleveland. Marx had been a carnival concessionaire for years. Services and burial November 10 in Greenboro, Ky.

IN FOND MEMORY OF
Mrs. Bertha R. Melville
Who passed away October 28, 1950
Mary & Eddie Panterez & family

MORTER—Feldner.
A Ringling-Barnum circus performer for 25 years at Winston-Salem, N. C., Thursday 181, probably of pneumonia. He was a native of Belgium. Burial in Sarasota, Fla. (Details in "Ladies section").

MYERS—William Franklin.
81, who died at Winston-Salem, N. C., Thursday, October 30 at his home in Cambridge, D. after an illness of one year. He was widely known in magic circles. In his stage appearances he had been assisted by his widow, (ex Noit Myers), and by his "Child," a magician who had toured the United States and several foreign countries, gave him many of his best tricks. Services, November 3 and burial in Norwood Cemetery, Cambridge.

NEUBERG—Josephine.
82, mother of Earl Neuberger (Karin the Clown), recently. Burial in Port Madison.

PACH—Haskell.
55, head of the Talmus booking agency, in Copenhagen November 7.

POULSEN—Arnald.
61, internationally known pioneer in the laboratory and engineering fields of sound films and a director of Danish and Swedish film companies, in Copenhagen November 1.

POULSEN—Valberg.
Baritone, in Copenhagen November 6. Miss Poulsen was widely known and was a member of the Danish Royal Opera Orchestra from 1908 until 1914.

RHODIN—Carl (Brass) Park.
former owner-operator of the Zoo Circus, in Malmo, Sweden, November 1.

ROSE—Dr. Bernard.
82, October 27 of a heart attack in Detroit. He was formerly associated with Jacob Schreiber, Detroit theater owner, in distribution of roadshow films. He was a brother of Archie and John Rose, Detroit, who operate the two offices of Rose Roadshows. Survived by his widow and two children. Interment in Macpherson Cemetery, Detroit.

ROSENSTEIN—Sophie.
65, drama coach and wife of actor Cliz Young, November 11 in Hollywood. She was a member of a stockbook, "Modern Acting," and had coached such stars as Tony Curtis, Piper Laurie, Rock Hudson, Jeff Chandler and Julie Adams.

IN LOVING MEMORY
Of My Dear Brother
GUS STANLEY
Who died November 16, 1952
EMILY STANLEY

RUMNEY—Joseph S.
81, musician, in Dallas November 7. He played in the Dallas Symphony and in orchestras performed at the Fair Park and at stock shows and rodeos. He also played in bands of the Air Corps, American Legion and National Guard. Survivors include his wife, a son and a sister.

RUSSELL—Katharine.
84, soprano concessionaire, November 9 following a heart attack. She had been with the Down River Amusement Company for 25 years. Her first career was and at stock shows and rodeos. He also played in bands of the Air Corps, American Legion and National Guard. Survivors include his wife, a son and a sister.

BECK—A daughter, Deborah Anne, to Mr. and Mrs. James Beck October 17. Father is boxer for Clark Theater Service, Detroit.

LABREY—A daughter, Joyce Janette, September 14 in New Albany, Ind. to Mr. and Mrs. Billy Labrey. Father is photo alley operator on the Mighty Hooper State Shows.

MILLER—A son to Mr. and Mrs. Peter Miller, October 22 in Atlantic City Hospital. Father is an orchestra leader currently appearing at the 500 Club in that city.

VALENTINE—A son, Gerald Ray, October 18 in Hethers High, Boston, to Mr. and Mrs. Wil-

ST. GROUPE—Marie.
Her father, the Merry Co. Band, November 14 at New York's Grand Concourse of the James E. Strates Show, November 7 in Jacksonville, Fla. Her husband, John, who works on the main floor of the show, and a son, Robert, survive.

SALAMACK—Ethel.
59, wife of Anthony (Tony) Salamack, former orchestra leader, at her home in Southgate, Ky., Wednesday 112. In addition to her husband she leaves two brothers, Frank and Howard Slakamp, and two sisters. Burial in St. Stephen Cemetery, Fort Thomas, Ky., Saturday 144.

STEINHARDT—William.
No concessionaire with Crafts and West Coast Shows and more recently with Imperial Exposition Shows at his home in Los Angeles, November 6. His widow survives. Burial in Pacific Coast Showmen's Rest, Los Angeles.

VALL—George W.
81, builder of theatrical settings and scenery, November 14 at New York's Polyclinic Hospital after an illness of several months. Among others, he built the stage sets for such plays as "George White's Scandals," "Ziegfeld Polka," "Oklahoma!" and "Kiss Me, Kate." He was head of the Vall Service Construction Company from 1910 until two years ago when he joined the Chester Ratemann Service Studios, which has lately been building sets for the Columbia Broadcasting System. He was survived by his widow and a son, Daniel.

VETTEL—Edward A.
67, veteran builder of roller coasters for the past 47 years general superintendent at West View Park, Pittsburgh, Saturday 11. In Pittsburgh. (Details in "Ladies section").

WILLIAMS—W. (Helen).
29 for many years an elephant trainer with the Hagenbeck-Wallace and Mugivan and Bowers circuses, November 8 in Sarasota, Fla. Survived by his widow. Burial in San Antonio.

TV Dress Rehearsal

Continued from page 3

thus made it possible for Paley to erect this edifice, he (Benny) had now taken over the entire dedication show. He was producing, writing, directing, and acting in the extravaganza. This had the natural result of thoroughly lousing up the proceedings and a stimulating ulcerous growths inside Harry Ackerman and Hub Robinson (played by a couple of actors).

Smooth Presentation
Within this framework, and departing from it to a minimum number of occasions (wherein departures seemed advisable), success was presented in old-movie, successful manner. Andy and Kingfish; Cass Daley, Allan Young, Benny and Rochester, Millie (of "Meet Millie"), Art Linkletter (with Eve Arden's little daughter and Bobby Crosby's lot, Stevie), George Burns, Margaret Whiting, the Sportsmen's Quartet, Cathy Lewis (Jane) and Marie Wilson (Irmal), Eve Arden, Bob Crosby, J. Carroll Naish (Luigi) with Pasquale and Rosie, and Gracie Allen. Each show (Irma, Luigi, Millie, Amos 'n' Andy, etc.) was sold to the hilt in a short skit, which brought out beautifully the characteristics and qualities for which these stars are already a novelty to millions of viewers. Each performer was utilized in intelligent fashion, spotlighting his or her talents at their best. And just consistently enough to keep the main theme in line, TV City and the dedication formed the basis of the skit.

The web achieved the thoroly delightful and not inconsiderably good of making two of California's play straight men for two of the web's comedies. Gov. Earl Warren played straight for Gracie Allen, and if George Burns doesn't behave himself, Gracie can dump him any day and get along with the Guy. The handsome head of California sported himself like a veteran, following many a line. At the dress rehearsal, as a matter of fact, at which this reporter caught the show, Gracie didn't know a couple of her lines, and even this failed to throw Warren. Anytime he wants to quit governing he can get himself a job in show business. Mayor Fischer Boyron played it straight for Jack Benny in a bit with Rochester, Eve Arden and one of the greatest props in the business, the old Maxwell. The mayor was not quite as smooth as Warren in his performance, but did a creditable job nevertheless. In these two scenes the high

extent of CBS' great decision to treat the TV City deal lightly was most graphically illustrated. Warren and Boyron, in the course of their respective bits, got across the significance of the CBS seven million-dollar expression of faith in television—its meaning as a contribution to the advancement of video—in a most informal and entertaining manner. This gave the messages far greater impact than a hundred cliché-clotted speeches ever could.

Pace and balance of the show were excellent with just enough dance segments and vocal routines to make the consistent comedy of the comedy routines, in turn, achieved additional impact from the fine producing, direction and writing in the various comedy styles and techniques presented. Benny has never been better on television, and Alan Young's routines were tailor-made for his talents. In one bit, which found Harry Ackerman and Hub Robinson desperate over the plight of a probably non-existent CBS man in which it approached this show. The actor Ackerman and Hub were frantically pacing the floor of an office trying to figure out how to straighten out the mess made by Benny's impromptu, when Alan Young, playing a prop man, came into the office. Arose a discussion of his coveralls, which fitted him baggy pants style.

"I got it," said Young, turning around, "from NBC." And on the back of the coveralls, in 10-inch letters were the initials of the rival web.

"Egad," said the pseudo-Ackerman. "First they stuck us with their old comedies and now with their old uniforms."

As long as the brass which guide the destinies of a major television web can hold on to this kind of a sense of humor, while allowing many a line. At the dress rehearsal, as a matter of fact, at which this reporter caught the show, Gracie didn't know a couple of her lines, and even this failed to throw Warren. Anytime he wants to quit governing he can get himself a job in show business. Mayor Fischer Boyron played it straight for Jack Benny in a bit with Rochester, Eve Arden and one of the greatest props in the business, the old Maxwell. The mayor was not quite as smooth as Warren in his performance, but did a creditable job nevertheless. In these two scenes the high

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Fabian Chain
Continued from page 16

would permit a rising scale of percentages for each house on a theater-TV chain, with the greater percentage going to the smaller houses.

An emergency AGVA board meeting will probably be called in the immediate future to explore any new terms.

owners, who have already made for commercial shows an exhausting hotel space here.

In keeping with the simplicity theme, the word "gala" will be avoided characterizing the upcoming January 18 and 19 entertainment shows at the army. This is in contrast with the 1948 "gala concert" which was built on a national scale, but which was generally conceded to run too long and was bogged down by a plethora of "firedlight mugging." The forthcoming inaugural committee is expected to seek the best possible talent but hopes to keep the shows within dignified bounds. Virtually certain to be tapped is Fred Waring and his band, which was closely associated with Eisenhower rallies during the campaign. Chairman McGarraghy has completed his first week of planning with his newly named vice-chairmen: Mrs. Howard A. Coffin, D.C., GOP national committeewoman; Clyde D. Garrett, D.C., GOP national committeeman; L. Corrin Strong and Mrs. Montgomery Blair, McGarraghy, a D.C. native, is the former president of the D.C. Board of Trade and head of the executive committee of the National Capital Sesquicentennial Commission. He has had considerable experience at big receptions for dignitaries. He was chairman of a citizens' luncheon honoring General Eisenhower on his return to the U. S. in June, 1945, and he served in a similar capacity for the welcomes of Gen. Douglas MacArthur in 1951 and Adm. Chester W. Nimitz in 1945. Partner in one of D.C.'s major law firms, McGarraghy has had a long political career highlighted by the campaign here for Wendell Willkie in 1940 and the Thomas Dewey campaigns for the presidency in 1944 and 1948. He has been GOP chairman here since 1949.

Meanwhile the Paekard Motor Company this week picks up the tabs for the inauguration on the Columbia Broadcasting System's radio and TV network. General Motors has already bought the same package on the National Broadcasting System's radio and TV network. The total cost for radio and TV at CBS and CBS-TV is \$235,625. For CBS-TV it runs to \$180,641 and for radio to \$55,985.

Picture Business

Continued from page 2

was new and its cupboard was bare.

At this time, the motion picture industry was facing its worst economic crisis since the depression. Each time the iron curtain engulfed a new country, Hollywood was denied potential markets. The foreign powers that escaped the fatal Red embrace were lost to Hollywood for other reasons. These nations were critically pinched for dollars. What they did on hand, and probably diverted from the luxuries of Hollywood movies to national necessities. To keep their theaters going these countries fostered the expansion of their own movie industries. Import quotas were set up in these lands, which when combined with the once vital foreign market for Hollywood's product.

Here at home, the motion picture industry was locked in a fight for its life with television. TV, the still mediocre in its program offerings, was keeping people away from the theater box office. The studios, engaged in a two-front war, started to tighten their belts. Valuable people with years of seniority were laid off. Hollywood was faced with a serious unemployment problem.

And then, as if following Divine direction, the bitter rivals, television and motion pictures, stopped fighting each other long enough to find a solution to their respective problems. The answer is today's TV film industry. TV film is furnishing the television medium with vitally needed program material. While achieving this end, it is absorbing the manpower surplus created by retrenching within the movie ranks.

Today, the TV film industry is responsible for a sizable share of employment here. Some estimates credit TV film with 40 per cent of the film colony employment. When a three-year-old fledgling can make such rapid strides in comparison to the half-century-old motion picture industry, one is tempted to believe predictions that the day is not far off when TV film production will far outdistance Hollywood's movie industry.

LOWER PROFITS LOOM

Shortage of Popcorn, Oils May Tilt Prices

• Continued from page 1

biggies and representatives of allied industries.

Chief shortage will be in popcorn itself, with curtailed supply stemming from this summer's drought. Secondly, and no less important, is a cut-back in the supply of oils, both coconut and peanut.

J. A. Ryan, vice-president of C. F. Simonini & Sons, Philadelphia manufacturer of Popcorn Plus, and a recognized authority in the trade, said the oil shortage was due to a combination of reasons.

For the first time in more than a decade, Ryan said, European buyers this year invaded the important Philippine coconut oil market and, by outbidding U. S. interests, bought large quantities that would normally go to this country. In addition, recent typhoons reportedly damaged many palm groves in the Far East to further cut down the supply.

Peanut Scarcity

Faced with this shortage, domestic users turned to peanut oil only to find this product anything but abundant due to Federal curtailment of oil-grade peanut planting.

C. P. George, of the Blanton Company, St. Louis, and W. L. Byrum, of Capital City Products Company, Columbus, O., both big seasoning producers, agreed with Ryan that higher prices and some shortages loomed.

A brighter side was reflected by some popcorn machinery manufacturers, almost all of whom reported that poppers would be easy to get at prices generally holding to current levels.

Dave Evans, president of Gold Medal Products, Cincinnati, said the metal shortage has been overcome and he did not anticipate any appreciable increase in equipment prices in the near future. This sentiment was echoed by M. L. Lyons of Manley, Inc., Kansas City, Mo., and H. E. Chrisman Jr., sales director of Cretors Corporation, Nashville.

New Model

Cretors introduced a new model popcorn machine at the show, designed primarily for drive-in theaters and outdoor amusement locations and, according to Chrisman, it was well received. The new model, as yet unnamed, is of stainless steel, has two elevator compartments, one for filled cartons and the other to keep the supply of popped corn at counter level. The popper is equipped with a new, improved seasoning pump.

Most talked about development at the show was the chlorophyll popcorn, introduced here by Carl DeWeese, president of Deli Food Specialties Company, Beloit, Wis., pioneers in cheese, chocolate, flavored corn and bacon-flavored potato chips.

DeWeese said the chlorophyll product had been developed as a tie-in with the big boom on "breath sweeteners" but that he wasn't taking orders here. As a result of interest in the green popcorn, DeWeese disclosed he plans to further develop flavoring and indicated he may place chlorophyll popcorn on the market before next spring.

Another novelty introduced here, which drew considerable interest, was popcorn molded into figures, such as kewpies, Santa Claus, turkeys, etc. These were shown by the J. A. Joffe Company, Mount Vernon, N. Y., which manufactures the molds and also sells candy decorations. Roland D. Joffe, representing the firm here, said interest and orders were more than satisfactory.

Association-wide, the biggest development to come out of the four-day confab was a resolution to merge all segments of the popcorn industry into one association. The present 350-member association includes popcorn manufacturers only as full members with others as associate members. William H. Beaudot, president of the association, estimated that 2,500 popcorn people would become eligible for full membership under the new plan. Other segments of the industry include machinery manufacturers, theater and concession operators, proces-

sors and growers, retail poppers, vending machine operators and allied suppliers.

Nine members of the executive board of NAPM were elected or re-elected. Holdovers include Beaudot, president of ABC Popcorn Company, Chicago; Oliver Koeneman, Old Vienna Products, St. Louis; Syd Spiegel, Super Fuffit Popcorn, Ltd., Toronto, and Van Myers, Wometco Theaters, Miami.

Elected to fill unexpired terms were Martin B. Cooperman, The Marjack Company, Washington, and Harlan Fairbanks, Harlan Fairbanks Company, Seattle. New members are Charles Seyfert, Seyfert Foods, Fort Wayne, Ind.; Morris Dollin, Saratoga Popcorn, Beverly, Mass., and Harry T. McNamara, Blue Star Foods, Rockford, Ill., who was general chairman of the convention.

Social events during the week included the usual round of breakfasts, luncheons and cocktail parties with the annual NAPM dinner dance at the Chez Paree climaxing the entertainment portion of the meeting.

AREA Banquet Plan Set; James Mangan to Speak

BOSTON, Nov. 15.—James T. Mangan, of Mangan & Eckland, Chicago industrial design and public relations firm, will be the principal speaker at the annual Chicago meeting December 1 of the American Recreational Equipment Association.

AREA President Russell G. Jones also announced here this week that the meeting this year would be in the Louis XVI Room at the Hotel Sherman. Previously, he had announced that the session would be on Monday (1) instead of on the usual Sunday schedule.

Mangan was sales manager of the Mills Novelty Company for 20 years and public relations man for the Coin Machine Institute for two years. He is the author of several books including "Sell by Giving," "Knack of Selling," "You Can Do Anything," and "Design

Polidor Mortier, Ringling Clown, Dies on Train

WINSTON-SALEM, Nov. 15.—Polidor (Chesty) Mortier, veteran Ringling Bros. and Barnum & Bailey performer and clown, died here Thursday (8). In three weeks he would have completed his 42d circus season and reportedly planned to retire.

Mortier was a native of Belgium and a performer in Europe. He came to this country in 1910 as a member of a hand-balancing act. In 1927 he switched to clowning and appeared in a clown boxing match with Ringling-Barnum.

He had been out of the show for three days because of a cold. Death probably was caused by pneumonia, according to the coroner. Mortier was found dead in his berth when the show train arrived here. There are no known relatives in this country. The body was taken to Sarasota, Fla., for burial.

NAAPPB Announces Convention Program

Speakers, Round Tables Scheduled For Park Men's Annual Sessions

CHICAGO, Nov. 15.—Full details of the program for the 34th annual convention of the National Association of Amusement Parks, Pools and Beaches were announced by Dr. L. H. Firestone, Flint, Mich., program chairman, and the NAAPPB office here this week.

The conclave will start Sunday (30), with general business and program sessions opening on Monday (December 1). The ses-

sions will continue thru Wednesday (December 3) at the Hotel Sherman.

A highlight of the schedule will be the annual NAAPPB banquet on Tuesday (2) in the hotel's grand ballroom. J. R. Singhiser, of Louisville, is banquet chairman.

Firestone said this year's program sessions would be limited to two hours daily. Business sessions will be in addition to this.

Monday's opening session will get underway in the afternoon with NAAPPB President Edward J. Carroll presenting his annual message. This will be followed by reports from insurance, music, legislative and other committees and statements from representatives of the New England Association of Amusement Parks & Beaches, Pennsylvania Amusement Parks Association and the American Recreation Equipment Association.

An executive session of (Continued on page 54)

NO JAMBOREE

World of Mirth Gift to NSA Is \$2,500

NEW YORK, Nov. 15.—Acknowledgment of a \$2,500 donation from World of Mirth Shows was made at the regular meeting of the National Showmen's Association Wednesday night (12). Money was presented to the club by Frank Bergen, World of Mirth general manager, and Bernard (Bucky) Allen, concession manager. Allen is retiring as club president.

Showers did not stage a large jamboree this year, as in the past. The normal site for the annual big doings, the South Carolina State Fair, Columbia, was ruled out this year when fire wiped out one of the concession lines a couple of hours before the scheduled opening of the event.

Seek Legalization Of Concessions

WILMINGTON, Del., Nov. 15.—A constitutional amendment to legalize bingo and other games of chance, conducted by volunteer fire companies, churches and other organizations has been prepared by the Delaware Volunteer Firemen's Association for presentation to the 1953 General Assembly.

The bill provides for a State-wide referendum on the question of whether such games should be permitted for charitable purposes.

Samuel Handloff, chairman of the association's law and legislation committee, said that the bill has been worded to permit games of chance conducted by organizations exempt from the payment of federal income taxes. Making eligibility for federal tax exemption the test for eligibility under the proposed law would rule out fake organizations, he said.

If the referendum, pledged by the platforms of both parties, is enacted and the public votes favorably, the Legislature will then be asked to adopt a constitutional amendment. This would have to be approved by two successive sessions of the general assembly and therefore could not be effective until 1955 at the earliest.

Blaze Damages Hrubetz Ride Plant in Ore.

SALEM, Ore., Nov. 15.—Fire in the plant of Frank Hrubetz & Company, manufacturer of adult and kiddie rides, caused damage which may prevent the firm from handling spring business, it was reported this week by Frank Hrubetz.

Because of the blaze, he canceled exhibit space at the trade show of the National Association of Amusement Parks, Pools and Beaches in Chicago November 30-December 3. In Chicago, it was announced by NAAPPB that the space would be occupied instead by Carl Ramagosa, Inc., of Wildwood, N. J., manufacturer of the Toonsville Trolley ride.

Report Has A. Sturmak Buying Hagan-Wallace

DE LAND, Fla., Nov. 15.—It was reliably reported today that Arthur Sturmak, who operated Biller Bros. Circus until the organization went bankrupt last year, has purchased the Hagan-Wallace Circus.

Sturmak could not be reached for comment, but his brother, Hyman Sturmak, a New York attorney, admitted that his brother had been negotiating for the circus for several weeks. He would neither confirm nor deny the reported sale, however.

According to sources near Sturmak, the price is about \$50,000.

Frank Martin, Richmond, Ind., is said to be a principal in the deal.

Hagan-Wallace has 12 trucks and one elephant. The owner had been Dub Duggan, who built it up from his father's Pan-American Animal Exhibit. Dugan, who has other interests, was reported firing of the circus business for 1952 was reported just fair.

Sturmak, who had been considering a berth on the Tony Diano show, has been in the circus business for 27 years. Before his connection with Biller Bros., he had been with King Bros., Cole Bros., Hagenbeck-Wallace and John Robinson.

Holman in Deal For Sunshine Shop, Title

TAMPA, Nov. 15.—Sam N. Holman, owner of the Sunshine Manufacturing Company here and operator of the Sunshine Shows, has signed contracts with E. H. Britt and Gus Esiner whereby Britt and Esiner will operate the local factory under the name of Tampa Manufacturing Company, using Holman's patents in the manufacture of rides under the Sunshine title. Holman, who will act as sales representative for duo, retains ownership of the factory and Sunshine title.

Under the new set-up Britt and Esiner will build Sunshine Whirlwind, Boat, Choo Choo Train, Baby Ferris Wheel and Bucking Horse rides, and will also conduct a general repair and experimental shop.

Britt, who has been a carnival ride operator for many years, will act as the firm buyer and secretary-treasurer. Esiner, who has been a builder of rides and show equipment, will manage the shop.

San Antonio Rodeo Names Ward Chrm.

SAN ANTONIO, Nov. 15.—Lafayette Ward has been appointed ticket chairman of the San Antonio Livestock Exposition and Rodeo. The show will run February 20-March 1.

Uzzell Company Quits Business, Wife Announces

JAMAICA, N. Y., Nov. 15.—It was announced here this week that the R. S. Uzzell Corp., ride manufacturing concern, was being dissolved because of the health of its president, R. S. Uzzell. The announcement was made by Mrs. Mary B. Uzzell, who said she was handling the business of the company.

Uzzell suffered paralysis of the right side and his speech has been affected.

His company has built Swing, Boat and kiddie rides.

France Inks Winston-Salem Race Plant

WINSTON-SALEM, N. C., Nov. 15.—Bowman Gray Stadium here has again been leased to Bill France Enterprises, Inc. for an additional two years of stock car races, meets, executives of the structure announced.

France and Alvin Hawkins, veteran race operators, have been running weekly stock car meets at the quarter-mile oval for the past three years. Under terms of the new contract, the organization will have an opportunity to stage rained-out events on the Tuesday nights after the regular Saturday night schedule.

According to the stadium committee, the city received \$19,289.67 from the races held during the '52 season, although seven events were rained out.

Beers-Barnes Buys Elephant

MIAMI, Nov. 15.—The Beers-Barnes Circus has purchased a young elephant from the G. Kelly & Miller Bros. Circus. The bull, Hazel, was owned by Frank Ketrow, animal show operator, until last winter. Beers-Barnes also has Alice, a large elephant purchased some years ago from the Ray Rogers estate.

Several members of the Beers and Barnes families, which winter here, were in Hugo, Okla., at the time of the purchase. Among them were Roger Barnes and Harold Barnes, wire walker.

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Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Lee Barton Evans presented another one of his one-man concert engagements Tuesday (11) at Scranton, Pa., under the auspices of the Keyser Valley Community Center.

Thelma Craig's chimp act, which is wintering in California, recently made appearances on the Ina Rae Hutton "Peanut Circus" and the "Dixie Showboat." The show, The act opens December 15 at the Rare Bird Farm, Kendall, Fla.

Lou Nelson and wife, Mile. Gabrielle, equestrian performers, have signed with Wilson Storey of Pan American Booking Agency, Cleveland, for an extended tour with Santos and Artizay Circus in Cuba. Gabrielle will be a feature on her high school stalion Silhouette.

Ross Collins, Canadian high diving champ who swam with Sam Howard's water show this past season, was guest of honor at a recent farewell party given him by members of the Howard troupe in Coral Gables, Fla., upon his enlistment in the U. S. Army. Collins reported to Fort Jackson for preliminary training after which he will join the paratroopers.

Miss Luxam, sway pole performer, is setting some kind of lung-

distance commuting record this month in Cuba. After playing Coney Island Park, Havana, for 31 days, officials prevailed upon Luxam to stay for week-ends during the month. As a result, she is living in Miami, flying back to Havana for the week-ends. Harvey Earlin, husband of Miss Luxam and manager of the act, recently flew to Kansas City, Mo., to take his 32d degree in Free Masonry, spent a few days and headed back for the southern climes.

Coleman-Valerie, web and double trapeze, have been signed to play ABC's Super Circus television show Sunday (30), Vic Brown, show's booker reports. Also in the line-up will be Hugo Schmitt, chimps; Les Rosettis, revolving ladders and Iron jaw, and Franklin and Astrid, hand balancing. The following Sunday's program will include Ullaine Matloy, trapeze; Nelson's pigs; Saady's trampoline, and Jacques Gordon, unicycle. Jack Gwynne, magician will perform as the Side Show attraction on the latter program.

The 3 Cathalas, acro and rolling globe, closed a three-day stint at the Palace Theater, Rockford, Ill., Sunday (16).

NAAPPB Sets Program

Continued from page 23

NAAPPB is scheduled Monday. The afternoon's program will include the presentation of citations to the Dumont Television Network; Irving Rosenthal of Palisades Park, Palisades, N. J., and Arnold B. Gurtler and sons of Elitch's Gardens, Denver.

Pictures of the NAAPPB summer session at Elitch's Gardens and movies of the Botor ride in operation will be shown at the end of the Monday session.

Problems of Small Parks Tuesday's program will open with a panel discussion concerning problems that confront small park operations. Roman M. Spangler of Sunbury, Pa., will be the leader. Harry DeH. Stoner, Mechanicsburg, Pa.; Robert L. Plarr, Allentown, Pa. and Donald Colvin, Canandaigua, N. Y., will take part.

M. A. Warnes of the Koppers Company, Inc., Pittsburgh, will speak on the pressure treatment of wood for park structures. J. W. Thomas of the Duxey Corning Corporation Chicago, will discuss

silicones, engineering materials, and their application to park maintenance.

A forum looking into the problem of whether to lease or operate the rides, games and concessions in a park will be under the direction of Lawrence Stone, Paragon Park, Nantasket Beach, Mass. In this, Russell Jones, Boston, will tell advantages of self-operation of refreshments, and J. F. Gorski, of the Charles E. Hires Company, Philadelphia, will tell the advantages of outside operation of refreshment concessions. Fred Pearce Jr., of Detroit, will speak on the advantages of self-operation of games and rides.

New officers of NAAPPB will be elected at the board meeting scheduled for Tuesday morning, and will be introduced by William B. Schmidt, nominating chairman, during the afternoon.

To Outline Promotions Park men will describe promotions they staged this year during the Tuesday afternoon program, and on the basis of these presentations, a committee will determine winners of the promotions award.

Henry Bowen, Whalom Park, Fitchburg, Mass., will discuss federal tax developments and John C. Ray, Toronto, will speak about "Showmanship in Line, Form and Color as Applied to Modern Park Planning."

Wednesday's program will include a report by William J. Tarr, Connetquot Lake Park, Connetquot Lake, Pa., on a survey on prices of food, beverages and rides in parks. Robert E. Freed, Lagoon Park, Salt Lake City, will lead a panel discussion regarding newspaper advertising for parks. Robert F. Shappell, amusement editor of the Flint Journal, Flint, Mich., will follow up with a talk entitled, "Proper Publicity—Passport to Profits."

Kiddielands will come in for discussion when John M. Gurtler of Elitch's Gardens, Denver, speaks on Kiddieland sections of parks and Arthur E. Fritz, owner of Kiddieland, Melrose Park, Ill., discusses independent Kiddielands. Relationship of television to parks will be the topic of Edward L. Schott, Coney Island, Cincinnati, and Robert A. Guenther, Olympic Park, Irvington, N. J. George A. Hamid Sr., will direct a question and answer period. Mrs. Minnie Dixon will give the report of the service award committee.

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1,000 Small Thin "Bronze" Bingo Sheets, 5 columns, 10 rows, 100 pads, size 4 1/2x7... \$1.50
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Sealed Edge, Green only, 100... \$2.00
Smaller Size, 1/2 inch diameter, Red or Green Plastic, 100... \$2.00
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Out in the Open

I. Blicher-Hansen, director, Scandinavian Concert Bureau, Copenhagen, spent last week in New York lining up name talent and seeking a tie-up for the exploitation of a 73-foot whale which has been touring Europe for the past year. Altho out of his normal realm of activity, Hansen has hopes of setting a goal before returning to England by air Saturday (15). While here he had the help of band leader Benny Goodman, who has several concert dates for him on several occasions.

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

Routes are for current week when no date are shown. In some instances, possible mailing dates are listed:

American Midway, Fair, Raymondville, Tex. 12-26; Bloomville 22-26
Burdick's Orator, La Orange, Tex. Florida Expo, Augusta, Ga., 20-23
Burdick, Bob, Fair, Holmdel, Tex. Harrison Orator, Marina, S. C. Hoffman United, St. Martinville, La. B. W. H. Spaulding, B. C.
Big State, Ataxas, Tex. 7-15
Keston, Expo, Yemassee, S. C.; Yorkville 24-25
Lamp Star, Main St., Mautric, Ga. Martin Orator, Fair, Allen, S. C. 18-23
Miller, Ralph H., Thibodaux, La.; Golden Meadows 24-Dec.
Orange Star, Colored Fair, Jacksonville, Fla.
Royal Fair, Belle Glade, Fla. 21-25
Sullivan, C. A., Fair, Palm City, Fla. 21-25
Tammill, Baxton, Cleburn, Fla.

Circus Routes

Send to
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King Best, Christian, Brandon, Fla. 18; Lakeland 18; Daytona Beach 20; St. Petersburg 21; Palatka 22; Seale, Ga. 23; Palm Bay, Fla. 24; Seale, La. 11-18; New Orleans 21-30
Piper Bros., Columbia, Ky. 18; Elizabethton, Tenn. 19; Harrodsburg 20; Richmond 21; Powell Bros., Woodstock, Va. 22; Springfield 18; 20-23; (Picard House) Youngstown, O. 24-25
Ringling Bros. and Barnum & Bailey, Orlando, Fla. 18; West Palm Beach 19; Fort Lauderdale 20; Miami 21-23; St. Petersburg 22; Manter 24
Nuttman, Don, Kapor, Ok. 18; Stratfordville 18; Stockton 20; Durant 21; Cowell 22; Manter 24

Viola McLeod, of Polack's Chicago office, and Nellie Vaughn, of Theoric-Duffield Fireworks, Inc., known affectionately in the trade as the "Dead-End Kids," returned to their respective desks, last week after an extended sunning sojourn in the Bahamas. Sam J. Levy, Sr., top man in Barnes-Carruthers Theatrical Enterprises, is back in his Chicago office following a talent scouting trip in New York.

State Fair of Texas, Dallas, is being displayed in current national advertising in the Strathmore Paper Company, West Springfield, Mass. In addition to a story describing the fair and its operations, a photo of the fairgrounds is included in the ads.

Larry Gote associates have been appointed to handle public relations for the Motor Sports Shows which will be held in Madison Square Garden, February 22 thru March 1. Fred Putera is managing director. Charles Kyle, Kyle's Productions, New Haven, Conn., is in the final weeks of touring his Flying Circus. The show will close in Virginia Thanksgiving week after playing a number of towns in West Virginia, Pennsylvania, New Jersey, Massachusetts and Maine.

Still wondering who and what hit him, Emmett W. Sims is winding up

Cuban Funspot Plans Carnival

HAVANA, Nov. 15.—Operators of Coney Island Park here will launch a carnival as a branch of their organization. The show will carry the same title as the park and will open December 15 at Cienfuegos, Cuba, 250 miles from Havana.

Jose Martinez, U. S. representative for the park, said the carnival will carry seven major rides, bingo and a free act.

Advance sale of tickets has started for a charity benefit at the Havana funspot to be sponsored December 1-5 by Mrs. Marta Fernandez Batista, wife of the president of Cuba. New shows and free acts will be on hand at the park for the occasion. Verano, Modarre is president of the park company.

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Straws, Capacities Continue in South For King-Cristiani

Tallahassee Business Smaller; Show Extends Season By One Day

TALLAHASSEE, Fla., Nov. 15.—King Bros. & Cristiani Circus played to generally strong business this week, with the low spot being Tallahassee, with half an three-quarter houses on Wednesday (12).

The circus was a week behind the fair here and a day behind an Armistice Day show. Breakdown of a truck delayed the street parade slightly. Crash of two circus trucks after the stand here killed a pony and caused \$2,000 damage. Elephants and other animals in the trucks escaped injury and the drivers were unhurt.

Loyal to Use Train, Plane On Cuba Trek

SARASOTA, Fla., Nov. 15.—Circus Loyal Repensky will open in Havana some time in December and will make a four months' tour of Cuba aboard 10 railroad cars and three trucks. O. Pedrero Jr., manager, announced the plans here this week.

He said that the show's equipment had been shipped from Puerto Rico to Havana and that a crew was working there to put it in shape for the opening. Other equipment, animals and personnel will leave from Sarasota within a month, he said.

The show will feature the Loyal Repensky Family acts, and special paper now is being printed for them in Cuba.

Pedrero said the show also would have an airplane with it for the entire tour. The show's title will be painted on the wings and the plane will be used for downtown bally.

3 KM Chimps Attack; Rooks Hospitalized

HUGO, Okla., Nov. 15.—Harry Rooks was hospitalized this week for treatment of leg injuries received at Al G. Kelly & Miller Bros.' winter quarters here Saturday (8) after three chimpanzees escaped from their cage and attacked him.

Rooks, who works chimpas, ponies and other animals in the show's performance, was preparing to feed the animals when they broke out. Four men, including Obert Miller, general manager of the show, came to Rooks' aid. Two of them were bitten on the hand.

One chimp was shot and the others were recaptured.

C. P. Fox Book On Show Parades Due in December

WATKINS GLEN, N. Y., Nov. 15.—A new book on circus parades has been written by Charles Fox, Oconomowoc, Wis. fan, and it will be published early next month by Century House here. It will include an introduction by Henry Ringling North, vice-president of Ringling Bros. and Barnum & Bailey.

Fox has been working on the book for several years. He also prepared the picture book, "Circus

Both houses at Chipley, Fla., Tuesday (11) were near-full. The holiday and fact that no comparable show had visited the town in about 20 years were boosting factors. Parade was on time despite a 125-mile jump. Visitors included members of the Beers and Barnes families, who were en route from Hugo, Okla., to Miami, and Jim Robinson, Mobile, Ala., truck dealer who now has the former Howe's Famous Hippodrome equipment.

At Brewton, Ala., Monday (10), the King-Cristiani show scored a near-capacity matinee and a straw night crowd. Hagan Wallace was in on October 24. Drizzle stopped at parade time.

On Friday (7) at Hattiesburg, Miss., the show had two three-quarter houses despite high school football competition.

Bogalusa, La., (6) gave a near-full matinee and overflow night crowd, as well as a big turnout for the parade. McComb, Miss., (5) had two straw houses.

One more day has been added to the show's season, making the new closing date November 25. Hawkinsville, Ga., was added when it was learned that the advance sale already had been started by auspices there.

MILLS ENDS TREK; HEADS FOR BARN

Makes Greensboro-Greenville Hop; General Marshall Catches Performance

GREENSBORO, N. C., Nov. 15.—Mills Bros. Circus closed its season here Monday (10) and left Tuesday on the 500-mile home run to its Greenville, O., winter quarters.

Jack and Jake Mills, co-owners, termed the season satisfactory. They gave 354 performances in 170 cities. The route covered 9,212 miles in 15 States and lasted for 29 weeks and two days.

Mills broke away from its tradition to play four two-day stands. Others were one-day stands and all were under local auspices.

Show again will use the four major buildings of the Darke County Fair at Greenville for quarters. Free week-end training shows will be given during the winter. Charles Brady, general superintendent, will be in charge of quarters. The Mills brothers will go to their Cleveland homes after accompanying the show to Greenville.

A building program is scheduled to get underway as soon as equipment is stored. Fred Stafford, Mills' staffer, said details of expansion plans would be revealed soon.

GOP Welcomes Burma
Chamber of Commerce and Greenville city officials were planning a welcome-home ceremony for the show, including a Republican event honoring Burma. Mills elephant which was appointed national GOP mascot early this fall.

Show will launch its 14th tour at Greenville next April, Jack Mills said. He will attend the outdoor conventions in Chicago. Before leaving Greenville, he will

Trains published in Milwaukee several years ago.

The new book will have chapters dealing with bandwagons, big teams and their drivers, wagon builders, musical attractions, special features, tableau wagons, cages, elephants and calliopes. Eight color plates and a number of comments from early issues of The Billboard are to be included.

RINGLING

Havana Set; Venezuela Out for '52

BIRMINGHAM, Nov. 15.—Ringling Bros. and Barnum & Bailey will open its Havana, Cuba, run on December 19, it was learned this week. The engagement is scheduled to run thru January 11.

Possibility that the show would go to South America after the Cuban run was declared off for this year. The show had been negotiating a possible trek to Venezuela and other countries.

No comment was available on the show here Tuesday (11) on a report from Rome that John Ringling North, circus president, had hinted that the show might go to Europe next summer. North is scheduled to arrive in New York Thursday (20) aboard the S. S. Liberté after his annual European talent scouting tour. Three new acts signed by North will be in the Cuban unit.

Bary at N. Vancouver

NORTH VANCOUVER, B. C., Nov. 15.—Bary's African Railroad Zoo Train, spotted on a sign, opened Monday (10) under the auspices of Gish Temple's North Shore Shrine Club for a week's showing. A coupon in the dailies entitled kids to a 30-cent admission to the walk-thru, which was open daily from 10 a.m. until 10 p.m.

confer with General Agent H. W. Ahrlart Jr., on 1953 booking plans.

The show's annual end-of-season party for personnel was given in the managerie tent Sunday (9).

At Southern Pines, N. C., Friday (7), the show had a full matinee and three-quarter matinee under Lions auspices. Gen. George C. Marshall, former Army chief of staff, Secretary of Defense and Secretary of State, together with his daughter-in-law and grandchildren, caught the show at Southern Pines.

Orrin Davenport Unit Wins Wichita Throngs

WICHITA, Kan., Nov. 15.—Orrin Davenport's second unit opened its 14th annual Shrine show here Sunday (9) to the largest first-day crowd in the date's history. It scored a turnaway Wednesday (12) and was an advance sell-out for the remainder of the run, which closes tonight.

Davenport commuted between Wichita and Houston, where his other unit closed Tuesday (11). Norman Carroll was equestrian director here. Ezy Cervone had the band and Charles Marine had props and transportation.

Program included Grover O'Day, Jimmy Roy, Grace McIntosh, Jane Meredith, Four Maeks, Royal Rocketts, Zavatta's dogs, Henry's dogs, Hodgins' dogs, Noble Trio, Johnson-Owens Jorgen Christiansen's mixed animals, the Sidneys, Irma and Rae, Hawthorne-Melody bears, the Adamsons, the Ericksons, Cole Bros. Liberty horses with Paul Nelson, Les Idalys, Doris and Alex, Kayot, Hauer, Castle, Cole Bros. elephants and Josephine Berostini.

Visitors included Howard Suesz and family, Bobo Barnett, the Berostini family, the McDonalds; Jack Turner and members of the Betty Leonard Tent. CFA, including Mr. and Mrs. Brace Heltrich, Mr. and Mrs. Herman Quinius, Mr. and Mrs. Leo McKenzie, Betty

Mud Forces Ringling To Blow Ala. Stand

Decatur Performances Canceled; Crowds Dip But Greenville's Okay

SELMA, Ala., Nov. 15.—Ringling Bros. and Barnum & Bailey canceled both performances at Decatur, Ala., Monday (10) because of a muddy lot resulting from rains the day before. Tents were up and reportedly all was in readiness for the matinee when the cancellation order was given. Date was under Shrine Club auspices, and advance sale money was being refunded.

Business at most other spots was only fair this week, altho

Andrews Unit Wins in First El Paso Effort

EL PASO, Tex., Nov. 15.—The Shrine circus at the Coliseum here completed a six-day run to good takes considering it was the sponsor's initial try. Producer of the show was John Andrews, whose Fort Worth date is coming up.

Acts making the El Paso stand were Pat Anthony's wild animals; Leon de Russeau, high diver, who closed recently with Sonja Henie's ice show; Dolly Jacobs' elephants; Baudy's Greyhound dogs; Liberty horses, ponies, camels and llama; Lalage, serial; the LaMar Troupe, the Dobritches, the DeWayne Troupe, the Tong Brothers, the Four Mandarins, Torina and Eric, the Chapmans, the Dunn Troupe, the Craig Duo and Kinko with his midgeet car, "Candyland" spec and fireworks closed the show.

R-B Biz OK at Montgomery

MONTGOMERY, Ala., Nov. 15.—Matinee and night shows produced two-thirds houses in ideal weather here Thursday (13) for Ringling Bros. and Barnum & Bailey Circus.

William Roddy, press representative, was making preparations to close his season Saturday (15). He will winter at the Lambs Club, New York.

Royal Unit Leaves Hugo

HUGO, Okla., Nov. 15.—Royale Bros. Circus, indoor unit, left here Sunday (9) for Parsons, Kan., where it opened Monday (10). It is booked thru December 5.

Personnel includes the Skating Carillons, Morris Troupe, teeter-board; Murillos, bar-casting; three Kelly-Miller elephants, with Freddie and Shirley Logan, Tommy Bentley dog act; Charles Raimor, Frankie Lou Woods, Flo MacIntosh, Charlie Cuthbert and five-piece band, and Billy Griffin, Cuthbert and Griffin are managers. Ione Stevens has the concessions. Syd Stevenson has returned to Hugo after contracting the show, and Jimmy Crabtree is billing it. Almost all of the stands are for one day.

Another Davenport show opens Monday (17) at Kansas City for a seven-day run under Shrine auspices.

Polack Eastern Unit Scores Baltimore Attendance Mark

BALTIMORE, Nov. 15.—Polack Bros. Eastern unit closed its season with a record-breaking first-day stand at the Fifth Regiment Armory here. The engagement ending Saturday (8), drew 75,000 in 16 performances it was reported.

Attendance was steady thru Election Day (4), when a surprisingly good turnout was on hand at night. Matinee on Thursday (6) drew 8,300 and that on Friday had 8,100. The attendance figure was the highest of the five years Polack has played the date.

weather was generally satisfactory.

At Greensboro, N. C., on Wednesday (5) the show drew half and three-quarter houses. Fact that stand came the day after the election was considered a factor. Mills Bros. played the same lot five days later as a season's closer and had similar turnouts.

Winston-Salem, the Thursday (6) stop, also gave a half house for the matinee and a three-quarters at night. Neither Greensboro nor Winston-Salem was sponsored.

On Saturday (8), Greenville, S. C., came up with the best business of the series. Matinee pulled about 7,000 persons and at night there was a near-capacity house of 7,500. Jaycees were the auspices.

Seima on Wednesday (12), gave a half house for the afternoon and a three-quarters score at night. It was the show's first time here in 16 years. Matinee was on time, although trains were delayed two hours.

Clyde Bros.' Cedar Rapids Business Okay

CEDAR RAPIDS, Ia., Nov. 15.—Clyde Bros. Circus played to satisfactory business at Memorial Coliseum here Sunday and Monday (9-10) under veterans' auspices. Sunday matinee pulled a full house of youngsters. Night shows were about half filled.

Advance sale of children's tickets totaled about \$3,000, and the auspices had a 50-50 arrangement after expenses. This date has been sponsored by the Shrine in the past but probably will be repeated under Disabled Veterans' auspices next year.

Personnel includes Harry Allen, manager; the Harrison Duo, Jack and Medea Bank, Eddie Frisco, George and Pauline Pennay, Henderson Duo, the Barths, Eddie Akins, John Toy, Billy Irwin, Lee Virtue, Raymond Duke, Fanchon Pierce, Carl Nelson, Helen Hartley and William Ward.

Royale Unit Leaves Hugo

HUGO, Okla., Nov. 15.—Royale Bros. Circus, indoor unit, left here Sunday (9) for Parsons, Kan., where it opened Monday (10). It is booked thru December 5.

Personnel includes the Skating Carillons, Morris Troupe, teeter-board; Murillos, bar-casting; three Kelly-Miller elephants, with Freddie and Shirley Logan, Tommy Bentley dog act; Charles Raimor, Frankie Lou Woods, Flo MacIntosh, Charlie Cuthbert and five-piece band, and Billy Griffin, Cuthbert and Griffin are managers. Ione Stevens has the concessions. Syd Stevenson has returned to Hugo after contracting the show, and Jimmy Crabtree is billing it. Almost all of the stands are for one day.

Promotion was directed by Jimmy Rison, on loan from the Western unit. He left for Charleston, W. Va., and Youngstown, O., Western assignments. Jim Mullins handled press for Baltimore only. He said the four metropolitan papers, 10 radio stations and three TV outlets co-operated to give the show its heaviest press locally.

A new act, the Rivero Troupe, of Argentina, appeared in the program. The members perform on motorcycles inside an 18-foot steel mesh globe.

Dressing Room Gossip

Orrin Davenport

A number of the troupe were guests at the Houston home of Mr. and Mrs. Roxy Hansen including Harry Haag, Ruby Haag, Neoma Haag, Helen Haag, Buster Hayes, Fritz and Betty Kay, Mr. and Mrs. Jack Cervone, Bert and Corinne Dearo, Mr. and Mrs. Earl Shipley, Mr. and Mrs. Ernie Wiswell and Jo Jo Lewis.

Roy Barrett left clown alley to work an Oklahoma City department store for the Christmas holidays. Tommy Hanneford took his masters' degree in Masonry in Houston with Harold Volve, Malco, George Hanneford Sr. and Jr., Johnny Gibson and Joe Lewis in attendance.

Nini Unus is the proud possessor of a new car which she will drive back to their Sarasota home. Irving Romig and Jack Le Clair will play Evansville, Ind. Preston Lambert served as equestrian director during the absence of Orrin Davenport and did a good job.

Johnny Gibson recently celebrated a birthday. All the show-folk were saddened by the death of Gualtero (Walkmir) Ambrose. Recent visitors included Mr. and Mrs. W. M. Moore, Gene Milton, Mr. and Mrs. Earl Lindsay and Bobby Peck. —JO JO LEWIS.

Ringling-Barnum

We were all saddened this week by the sudden death of Polydor Mortier, known to all of us as Chesty the Clown. He passed away while we were in Winston-Salem, and burial was in Sarasota. We had a dukie run on Sunday into Decatur, arriving about 6 p.m. There was quite a bit of excitement when Inge Gunther was taken off the train at Scottsboro and soon afterwards gave birth to an eight-pound girl. Congratulations to Inge and Helmut Gunther.

Congratulations also to Ila Kreischen and Glenn Cox, who were married when we played Greenville, S. C. Pinito Del Oro had a big double celebration and party this week when she celebrated her birthday and also the fourth wedding anniversary of her and Juan.

Bill Antes is still at Mayo Clinic and getting along well. Charley Geiger and Joe Menchen, circus fans, toured with us a number of days. Wilson Simon was kept busy in Charlotte with visitors. His sister, Lucille, visited friends at her home after the night show.

Other visitors included Mitzie and Murray Fein; Bob Kinsey, Dummy Robinson's brother and family, Genevieve McCarthy's brother and family, Count Nicholas's wife, Margot; Bill O'Brien, Paul Lang.

Things are back to normal after the election excitement with many wagers made. Micky misses Paul Wenzel's pet duck which died recently. Paul Jerome is faithful in all kinds of weather with the weekly editions of The Billboard. Show folks anxiously wait for Florida and the good old sunshine.—MARY JANE MILLER.

Polack Eastern

Baltimore was our last stand for 1952 and one of the biggest. Mr. and Mrs. Jim Mullens handled publicity for the date, and Henry Kyes, the Clausses, George J. Keller, Ed Raymond, Bob Lorraine, the Gonzales sisters and others were kept busy with radio and TV appearances. Silvers and Jo Madison go on a month's vacation after closing, before starting their new three-year contract with the Tom Pecks organization. Phil Phillips Jr., CFA, trained over from Spencer, W. Va., to visit his friends on the show.

Henry Kyes has signed for his fifth season as bandleader with the Polack organization and has left for Sarasota. He is waiting for "Fish-Fry Exponise," who will take over the Pompano Banquet being tendered Lucio and June Cristiani at the conclusion of the King Bros. & Cristiani season. Loh Dobritch and the Gotschi brothers also have gone to Sarasota.

Sonny Moore, who had the misfortune to tangle with Sally, the elephant, is recovering. He hopes to be back at work soon.

Eddie Andrews and his wife, Wendy, leave for their home in Corpus Christi, Tex., for a short visit before he joins the Army. Wendy and their two children have just returned from England where they visited her parents for the past several months. Bob Lorraine was serenaded by the clowns and Henry Kyes' band on his birthday. Alberto Zoppe received a head injury when, at the conclusion of his act, he stepped on a loose board outside the ring.

Dippy Diers worked the date with clown alley. Recent visitors included Wimpy the Clown, Agent Hans Lederer, Boze Andy Thumser, the Rudy Rudyoff family, Joe Collins, Mr. and Mrs. Eddie Howe, and Mr. and Mrs. Leo Kerns, formerly with the Orrin Davenport riding act, and Al Ackerman's Six Tip-Tops.

Winter plans have been made for most of us. Bessie Polack visits the Western unit, Chicago, then her home in Glendale, Calif. Kris Krenkel also is going to Chicago, and Fred and Betty Proper will go to Chicago and New Orleans.

Alberto Zoppe and his troupe, including Nini Unus, Bea Konnyat, Ruggera and Ciccio will play winter dates. Don Dorsey will play winter dates and go to

(Continued on page 59)

Mills Bros.

Highlighting closing week were a visit from Gen. George C. Marshall at Southern Pines and high-jinks staged by personnel in comedy entertainment at the annual farewell party.

Announcer Don Campbell emceed and Joe Rossi's band accompanied and played for dancing at the party in the menagerie tent on our final Sunday in Greensboro. Little Geoff Dewsbury, teaming with Campbell in a take-off on Erle's one-finger stand, drew top laughs, closely followed by the butchers' burlesque of Schmitt's chimps aping the candy butchers, and other stunts by Ed Carlton, Rita Stroud and Harry Ruster, the Schmitts and Whimpy Walker, the Droguetts and kid clowns Johnny Pugh, Freddy Schmitt, Gerhard Wang and Oscar and Valinin Antonett.

Refreshments and a farewell speech by Walker capped the party. On hand were W. C. Burdette of the Greensboro News, CFA, Joe Minchin, Mr. and Mrs. Bob Mills of Winston-Salem, Rex Rossi and his bride, Armida.

Erle purchased a new car, Jeannette Wallace, Don Campbell and Tex Miner celebrated birthdays. GOP mascot Burma really put on the mascot salute A-1 style at Raleigh when the election returns piled in. Herman Josephs, Mr. and Mrs. Jethro Almond, Bob Fulton and the Kelly brothers, were visitors. Jack LaPearl edged Whimpy Walker for the cookhouse flag, and it will be presented to the Walter L. Main Tent, CFA, Urichville, Ohio.

As this is written, performers are injecting unscheduled comic bits and trick wardrobe into the closing performance. Joe Rossi's band will play "Auld Lang Syne" and then goodbys will be in order.

The Mills families go to quarters and then Cleveland. Headed for winter quarters are Mr. and Mrs. Charley Brady, Mayme Ward, Bert and Jeanette Wallace, Sheila Pugh, Mr. and Mrs. Felix (Fats) Brazon, Charles Ryan, George Sweeney, W. Williams, William Lindsey, Buddy Billings, Ed Erwin, Jim Lewis, Bill Brandt, Rufus Allen, Blackie Wilson, L. W. Sherman, Jim Spencer, John Schmitt, Yo Yo Bradley, Bruce Downey, Yo Yo Kuiser, Mr. and Mrs. Kirk Taylor, John Donahue, Amos White, Slim Tilinski, O. Little, Junior Richards, Steve King, Clarence Lusby, and Bill O'Day.

Florida will be the winter home for several: Ted Girard, Tampa; Roy Short, Petersburg; Mr. and Mrs. Freney, I. Bouc, St. Myrtle, Tampa; W. B. Scott, St. Petersburg; Arthur (Hard Times) Leonard, Tampa; Ray Freehand, St. Petersburg; George Riddle, Orlando; Charles Evans, Tampa; (Continued on page 59)

Page Bros.

Show pulled good crowds Monday (10) at Ashland City, Tenn. Running time is an hour and one-half, and Mrs. W. E. Page is handling the front door.

Program includes Harter's dogs and ponies with Buck Leahy; Smiley Daley and Joe Duncan, clowns; Millie Black and Eunice Wells, cloud swing and web; Buck Leahy and T. J. Poole, contortion; Smiley Daley, comedy bicycle; Hooper and Dixie, buck Bonnal, comedy acro; Hoot Black whips and knives, and Frank Hunter, elephant act. W. E. Page serves as equestrian director.—BUCK LEAHY.

Polack Western

One of Billy Theron's spider monkeys is sporting a winter wardrobe. Dennis Stevens has added a new character and lighting effects to his television gag. Helen Wallenda is again working the top mounter spot in the high wire act.

Rex Ronstrom, drummer, announced his forthcoming marriage to Kitty Kelly, organist, formerly with Barnes-Carruthers. The wedding will be November 18 at Galva, Ill., the bride's home town.

Recent visitors were Bill and Mary Moore; the Skating Millers; the Glen Henry family; Howard Suedz and family; Bess, Gale and Randy Turner.—HARRY DANN.

Under the Marquee

Roy Romas, who is taking out the Royal Bros. Circus and Hippodrome Thrill Show, reports that he has closed negotiation with the George A. Hamid office in New York for purchase of the movie horses, Thunderhead, Smokey and Flicka. ... Joe Short and Company are working at Hudson's department store, Detroit, as Santa's helpers.

Art LaRue and Karlo the Clown recently completed a string of fair dates and have been set by Mrs. Michel John for two weeks of work in a Paramount picture to begin rolling December 2. ... About 47 troupers en route to Hot Springs, have visited with Thomas Arenz at Whispering Pines, Benton, Ark., in recent weeks. They included Pete and Lillian Sadovsky, Walter and Mary Rogers, Ellis Phifer, Lawrence Cross, of the Poleak show, and Harry Fisher, of Kelly Miller. Arenz recently bought some big snakes.

Clown line-up on the Orrin Davenport Shrine Circus in Wichita, Kan., included Hubert Dyer, Carl Marx, Bern Miller, Kenneth Waite, Bill Benziger, Grover O'Day and Henry Boers. ... Royal Bros. Circus and Thrill Hippodrome Show, owned and piloted by Roy Romas, has chalked up good business at all of its Southern Shrine dates. Romas reports, following the stand at the South Carolina State Fair, Columbia, the org. played Shrine dates in Macon, Ga., and Atlanta. In addition to Romas personnel includes Mary Valentine, secretary; Ralph Ozselt, arena director; Jim Curry, maintenance department; Mary Y. Romas, aerial and wardrobe department; Billy Barton, featured single aerialist; Pat Parrish, webs and ladders; Mary Atterbury, aerialist; Capt. James Curry, motorcycle and auto thrill show; Tex and Ross Romas, Western ropers and riders, and the Flying Romas Troupe.

Cal Tompson was a Chicago visitor this week. Wyatt Davles, clown with Rogers Bros. this season, appeared in the King-Cristiani program at Bogalusa, La., and will make the Tom Pecks date at New Orleans. ... John Conrath, Detroit billposter, is in the Herman Kiefer Hospital there for an extended stay.

Paul M. Conaway, Macon, Ga., has returned after a four-day visit on Ringling-Barnum show, where he was with Noyelles Burkhardt, Walter Rairden, Art Concello, Theo Forestall, Merie Evans, Allen Lester, Willie Carr, Mick Nicholas, Bobby DeLochte, Ray Marlowe, Red Sonnenberg, and Walter Guice. He reports Curley Stewart is in a Richmond, Va., hospital.

Dory Miller and Wayne Sanguita, Hugo, Okla., hopped to South Bend, Ind., Saturday (8) for the Oklahoma-Notre Dame football game. ... Art Miller and (Continued on page 59)

ATTENTION ACTS

Am now contracting for Feature Acts for my 1953 Fairs and Celebrations

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CIRCUS ACTS FOR 1953

LONG SEASON OPENS EARLY JANUARY

Can use outstanding Features. Family Acts doing two or more. Clowns Advise if you have transportation and state what you do and lowest salary. Musicians for Big Show, contract Skinny Cox.

Can place immediately Contracting Agent with car capable looking sponsored circus dates under contract. Good Promotional Men and Telephone Men, contract me; winner's work now in Florida.

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WANTED

Two groups for Liberty horses. Prefer ones who drive. All winter's work. Curly Booth, contact at once. Can use you.

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The bus used in the rigging with special racks and housing facilities is also for sale. There are in existence 10 weeks of signed contracts for this attraction opening December 23rd, plus options for 1953. Contact

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Christmas deal. Ads and U.P.C. tickets. 25% per cent pay every night. Work starts Monday, November 24. No drawings offered. Only workers wanted.

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In care of Western Union, Peoria, Ill. Your wire will be answered immediately.

GIVE TO THE RUNYON CANCER FUND

Oregon Association Moves to Classify Fairs for State Aid

Proposed Grouping System Seen by Delegates as Way to Retain Subsidy

PORTLAND, Ore., Nov. 15.—Delegates to the 25th annual convention of the Oregon Fairs Association, which opened at the Multnomah Hotel here Wednesday (12), tackled the tough nut of classification of fairs, which threatens to affect the revenue of every fair in the State.

The classification issue arises from a move, said to emanate from a legislative interim committee, to dump into the State General Fund all revenue now going to fairs from a 1-20th mill tax and a specified share of pari-mutuel returns. The Legislature would have to indicate a basis for apportionment to the fairs and the State convention is studying a basis for allocation thru classification of the events.

With President Leon Davis of Hillsboro in the chair, floor discussion indicated some dissatisfaction with State aid allotments to counties that either do not conduct fairs and do not hold junior exhibitions. Some delegates felt that State money not being used wisely in smaller counties might better be diverted to fairs with full-scale operations.

Discuss Policies

Other delegates, however, counseled against policies that would disturb the system of specified allocations to fairs on the ground that, while some counties might receive less in State funds, few were likely to receive more.

On the ground that fairs might be forced into classification by legislative action, President Davis was directed by the delegates to appoint a committee to work out a basis for classification to be recommended to the Legislature.

An optimistic picture for 1953 operations was presented in reports to the convention by officials of county fairs and other exhibitions. Nearly all told of 1952 attendance equalling or surpassing that of 1951—several reporting record gates—and indicated plans for expansion for next year. The 1952 account was one of heavy investment in remodeling and improvement in plants and facilities.

Gate Factor

The entertainment factor loomed large in these reports of attendance gains. Typical was the case of the Deschutes County Fair, which set attendance records with a new policy of using a stage show. An attraction from San Francisco with a \$3,650 nut. Another record-breaker was Josephine County, where shows were staged in front of the grandstand.

The experience of Union County was notable for having drawn one of its smallest crowds in its history. Vernon De Long said the fair dispensed with a carnival this year, which brought considerable criticism from patrons.

Some reported success experimenting with amateur rather than professional talent. Lane County was an example, the fair using a Wild West Circus and chalking up a record profit for the season.

PNE Elects '53 Officers

VANCOUVER, B. C., Nov. 15.—J. S. C. Moffitt was elected president of the Pacific National Exhibition at a recent meeting of the board of directors here. He succeeds G. Mori Ferguson.

Other officers include Dr. J. C. Berry and T. R. Fyfe, vice-presidents, and W. J. Borrie, honorary treasurer. V. Ben Williams is general manager of the big annual.

The new slate of officers will be officially installed at the annual meeting on December 11.

TEXANS CRAVE MIDWAY FOOD

DALLAS, Nov. 15.—Visitors to the State Fair of Texas this year apparently liked midway food so well they want to eat it at home too.

The Lone Star Gas Company features a giant-size recipe book at which home economists passed out both standard and personalized recipes to fair visitors in the Natural Gas Building.

Of the 20,000 recipes handed out on special request, they reported that the most requested recipe was for that old midway favorite, the "corny dog," the dressed-up hot dog on a stick.

Running the canine a close second was pizza pie, which was also featured on the midway this year.

Bernert Ends Long Career at Eastern States

Seeks New Fair Post After 31-Yr. Springfield Term

NEW YORK, Nov. 15.—George Bernert, who recently resigned as superintendent of concessions and indoor machinery at Eastern States Exposition, Springfield, Mass. after 31 years of service, this week announced that he planned to continue active in the fair or entertainment fields.

In addition to his long tenure at Eastern States, Bernert was active in the operation of two area fun-fests, having served as manager of Riverside Park in 1928 and Joyland Park in 1932 and 1933. He was the first Red Cross life-saving examiner in New England, having served as a life guard at Joyland in 1915. He was also a well-known figure at Atlantic City where he was active for a number of years.

Jack Reynolds, exposition general manager, wrote Bernert: "Your faithful service and untiring efforts during the past 31 years contributed greatly to the Exposition's growth and success. Letters of appreciation were also received from other fair officers, including R. DeWitt Mallory, vice-chairman of the executive board, J. Loring Brooks, Jr., vice president and co-chairman of the executive committee, and Wallace V. Camp, a director.

Bernert served under three exposition general managers—John Simanson, Charles Nash and Reynolds.

Bernert, who served in both world wars, attended Springfield College and at one time served as president of the alumni association of that institution.

Federation Assn. Outlines Program For Dec. 1 Meet

STAFFORD, Kan., Nov. 15.—The Federation of State and Provincial Associations of Fairs will discuss problems pertinent to the operation of fair associations at its regular meeting in Chicago December 1. Everett E. Erhart, president, announced.

The organization, which is part of the International Association of Fairs and Expositions, will devote one morning to a business session.

The meeting will take place in clubroom No. 4 of the Hotel Sherman and will include an address by Rollo Singleton, Jefferson City, Mo., titled "Selling Your State Convention." "County Fair Operations" will be discussed by H. C. McClellan, Arlington, Neb., while William H. Clark, Franklin, Ind., will speak on "State Association" Obligations to Their Membership." Clifford C. Hunter, Taylorville, Ill., secretary of the Illinois association, will speak under the title of "What's Your Problem?"

Joseph C. Bartlett, North Haven, Conn., is secretary of the organization.

Concessions and Exhibits Highlight WFA Confab

SACRAMENTO, Nov. 15.—Fair policy toward concessions and commercial and industrial exhibits at State, county and district annuals will be examined by a committee of leading fairmen from throughout the West and Canada at the annual Western Fairs Association meeting in San Francisco. The three-day session opens Tuesday (18) at the Palace Hotel.

The panel, appointed by Russell E. Pettit, WFA president, is headed by Theodore Rosequist, assistant manager of the California State Fair, and includes V. Ben Williams, manager of the Pacific National Exhibition, Vancouver, B. C.; John H. McMurray, manager of the Western Washington Fair, Puyallup; George W. Blake, manager of the Arizona State Fair, Phoenix; A. E. Snider, chief of the California State Division of Fairs and Expositions, Nic Huddleston, manager of the Placer County Fair, Roseville; A. G. Marquardt, manager of the Antelope Valley Fair, Lancaster; George McCann, assistant manager of the 25th District Fair, Napa; Carl T. Mills, manager of the Calaveras County Fair, Angels Camp; Allen Milnes, assistant manager of the Fresno District Fair, Fresno; Walter T. Rodman, manager of the Modoc County Fair, Cedarville; Norman Sundborg, manager of the Contra Costa County Fair, Antioch; Alex Thorburn Jr., in charge of commercial exhibits at the Los Angeles County Fair, Pomona; Larry Ver Husem, manager of the Ventura County Fair, and Roy L. Welch, manager of the Yuba Sutter Fair.

Subjects to be discussed include the desirability of girl shows in carnivals; playing fairs; policy of donation shows; the ways and means of attracting high type commercial exhibitors, and possible regulation of booth decorating companies.

The session will tee-off with fairmen lampooning themselves in a series of short plays called "character cases." With the fair executives turning actor such skits as "Duration of Foolish Experiments," "The Land of Nod and Nabs," and others are scheduled.

Principal speakers will include Jordan J. Crouch, vice-president in charge of public relations for the First National Bank of New York, and Dr. Alonzo L. Baker, faculty member at the College of the Pacific, Stockton.

"Service Associates Night," a membership category including showowners, concessionaires, and supply firms, is set for Tuesday (18).

N. H. Events Receive 116G In State Aid

CONCORD, N. H., Nov. 15.—New Hampshire fairs are receiving in State subsidies \$1.35 for every dollar spent on premiums this fall.

The subsidy, a percentage of the revenue from pari-mutuel racing, has been given in two installments. A total of \$56,500 was distributed following the summer meet at Rockingham Park, and an additional \$60,200 is being paroled out from State tax on the fall meet.

Largest amount apportioned went to the Plymouth Fair, which received \$10,625. Other checks, in the order of their size, went to the Lancaster Fair, \$9,644; Rochester Fair, \$9,301; Deerfield Fair, \$7,856; Cheshire Fair, \$5,273; Canaan Fair, \$3,208; Contoocook Fair (Hopkinton), \$4,078; Sandwich Fair, \$3,774; Northwood Fair, \$2,293; Madbury Grange Fair, \$1,090; Lake Grant Fair (Sunapee), \$505; and Pink Granite Grange Fair (Haverhill), \$554.

IAFE Ladies Sked Meeting

CHICAGO, Nov. 15.—The Ladies' Affiliate Association of the International Association of Fairs and Expositions, will again hold its annual luncheon meeting during the convention here. The event is set for December 1 in the Jade Room of the Hotel Sherman.

Mrs. Edwin Schultz, Lincoln, Neb., president of the auxiliary, will preside. Mrs. J. A. Theobald, Salt Lake City, is secretary of the group. Plans are being made for entertainment and tours for the women while their fair exec husbands are attending business sessions.

FAIR ASSN. MEETINGS

Western Fairs Association, Palace Hotel, San Francisco, November 18-20. Rose E. Linka, 1015 24th Street, Sacramento, secretary.

International Association of Fairs & Expositions, Hotel Sherman, Chicago, December 1-3. Frank L. Kingman, Brockton, Mass., secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 8-10. E. W. (Deak) Williams, Manchester, secretary.

Washington Fairs Association, Olympian Hotel, Olympia, December 12-13. Wendell W. Prater, Route 1, Ellensburg, Wash., secretary.

Minnesota Federation of County Fairs and the Minnesota State Agricultural Society, Radisson Hotel, Minneapolis, January 5-6. Harold C. Pederson, 3531 22d Avenue, South, Minneapolis, secretary.

Indiana Association of County & District Fairs, Hotel Severin, Indianapolis, January 5-7. William H. Clark, 360 Walnut Street, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 5-7. W. H. Eldridge, P. O. Box 266, Plymouth, secretary.

Kentucky Association of Fairs & Horse Shows, Brown Hotel, Louisville, January 8-9. Ray P. Weller, Shelbyville, secretary.

Georgia Association of Agricultural Fairs, Piedmont Hotel, Atlanta, January 12. E. Ross Jor-

dan, 149 Rogers Avenue, Macon, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 13-14. Everett E. Erhart, Stafford, secretary.

Maine Association of Agricultural Fairs, Falmouth Hotel, Portland, January 14-15. Roy E. Symons, Skowhegan, secretary.

Ohio Fair Managers Association, Deshler-Wallick Hotel, Columbus, January 14-15. Goldie V. Scheible, 709-710 Rebold Building, Dayton, executive secretary.

North Carolina Association of Fairs, Sir Walter Hotel, Raleigh, January 15-16. 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, Fort Shelby Hotel, Detroit, January 18-20. Harry B. Kelley, Hulsdale, 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, (Continued on page 59)

Ionia, Mich., Net Drops, Expenses Up

IONIA, Mich., Nov. 15.—Ionia Free Fair, due to increased expenses and a drop in grandstand receipts wound up its '52 edition with a pared net income, Rose Sarlow, secretary, announced. Net profits this year totaled \$4,066.12, against last year's \$16,992.43.

Miss Sarlow pointed out that expenses this year totaled \$149,259.40 compared with \$136,457.51 in '51 and grandstand grosses were off about \$7,000, due to bad weather. Total receipts were similar with income of \$153,668.32 from the '52 fair and \$153,449.94 in '51.

Major improvements during the year included the construction of a new Youth Building at a cost of \$35,000. The structure is equipped with kitchen facilities and sleeping accommodations for 150 youngsters and is used by the 4-H Clubs during the fair and by all youth organizations during the off-season. Other plant improvements were additional lighting and a concrete wall on the inside of the race track.

All officers and directors of the association were re-elected. They are Allan Williams, president; George H. Coe Sr., vice-president; Miss Sarlow, secretary, and Leo McAlary, treasurer. Directors are Howard Lawrence, Nels Strand, Harry Gemuend, John Todd, Clarence Johnson, Fred Post, Fred Barnes and Anthony Balice.

Re-Elected to Board

INDIANAPOLIS, Nov. 15.—Phares L. White, Oxford, has been re-elected to the Indiana State Fair Board, according to Carl Elyner, secretary-manager of the fair. White served as director of the swine department at the '52 fair.

Dallas Fair Inks Kaye For Bowl Cele

DALLAS, Nov. 15. — State Fair of Texas will present a two-and-a-half-hour variety show starring Danny Kaye as a feature of Cotton Bowl Week in Dallas.

Eleven performances of the show will be presented in State Fair Auditorium with ticket prices ranging from \$1.20 to \$4.80. Show will open on Christmas Eve, December 24 and run thru New Year's Night, January 1. Matinees will be presented on Saturday and Sunday, December 27-28. A special midnight show will be given New Year's Eve.

Cotton Bowl show the past two years has been "Kiss Me Kate" in 1950 and " Gentlemen Prefer Blondes" in 1951.

The griddon classic in the Cotton Bowl on New Year's Day, already a sellout, will pit the Southwest Conference champion against an outstanding football team from another section of the country. Southwest Conference pre-season basketball tournament also is skedded during Cotton Bowl Week in the fair's Automobile and Recreation Building.

Fair Meetings

Continued from page 58

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, 822 Court Street, Reading, secretary.

North Dakota Association of Fairs, Graver Hotel, Fargo, January 22-24. G. A. Ottinger, Jamestown, secretary.

Louisiana Fair and Festival Association, Heidelberg Hotel, Baton Rouge, January 25-26. Adolph Netter, Donaldsonville, secretary.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 25-26. Vera McQuinn, P. O. Box 174 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 & Exhibitions, Baker Hotel, Dallas, January 29-31. Ted Overbey, Texas - Oklahoma Fair, Iowa Park, Tex., secretary.

Western New York State Fairs Association, Hotel Lafayette, Buffalo, January 31. Carlton J. Larson, P. O. Box 170, Dunkirk, secretary.

Arkansas Fair Managers Association, Hotel Marion, Little Rock, February 2-3. Sen Clyde E. Byrd, 2601 Howard Street, Little Rock, secretary.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 2-3. James A. Carey, State Office Building, Albany, executive secretary.

Mills Bros.

Continued from page 57

Inice Smith, Orlando; Tony Vendetta, Jacksonville; Floyd Bruce, Miami; Dick Choquette, Jacksonville.

Whimsical Walker goes to Manchester, England, while Harry Ruster, Mr. and Mrs. Don Campbell, Eddie Carlton, Geoff Dewsbury and the Wallabies will all be in London. Going to Mexico City are Maria Louisa Gonzales, Amelia and Martha Ortiz and Maria Louisa Nigues. Jack (Peanuts) Robinson and Ed (Red) Maynard will play indoor dates.

Other destinations include: Hugo Schmitt and family, quarters then Camden, N. J.; Eric, Camden; Four Kentons, Wang Hong Schu troupe, George Allen with all New York; Bill Maack, St. Louis; Antonettes, Atlantic City; Margie Butcher, Cleveland; Rosetta, Chicago; Droguettes, Chicago and Mexico; Billy Hammond, Hollywood; Mr. and Mrs. Marshall Tharp, Cedar Rapids, Ia.; Myrna Karsey, El Paso, Tex.; Frank Bruck, Hollywood, Chief Red Hawk, Chicago.

Also, Virgil (K. Y.) Seagraves, Ashland, Ky.; Frank Tonar, Leavenworth, Kan.; Felix Gambone, Cincinnati; Grant Trumbull, Detroit; Lou Shaw, Atlanta; Alfred DePascalis, Gonzales, Tex.; Joe Rossi, Huntington, W. Va.; then Gonzales; John Lower, Chambersburg, Pa.; Oliver (John) Kibbey, Baltimore; Dick Funk, Hastings, Mich.; Russ Butler, Pittsburgh; Charles Stayon, Culver, Ind.; Henry Deming, Marion, Ill.

Lenzie Burgess, Richmond, Va.; Don Tatlock, Indianapolis; Frank Gust, Bluefield, Mich.; Ron McKeon, Flint, Mich.; Jack McGee, Fall River, Mass.; George Wright, Richmond, Va.; Ernest Fowler, Asbury Park, N. J.; Bob Anderson, Sault St. Marie, Mich.; Bill Jennings, Fall River, Mass.; Red Haddix, quarters and Springfield, Ky.; Charles Murray, South Bend, Ind.

Arthur Wallis, Lynn, Mass.; John Mankison, Evansville, Ind.; Bob Heasley, Asheville, N. C.; Ed W. Johnson, Zanesville, O.; Bill Lollis, Texarkana, Tex.; John Lewis, Lexington; A. L. McNeil, Kansas City; John Felicita, Waverly, N. Y.; Tex Miner, Philadelphia; Bill Lee, Detroit.

Mr. and Mrs. Jack LaPearl, South Webster, O.; Max Gross Paul Hudson, Los Angeles; Jim Oiler, Bloomingdale, O.; John Strongman, Morris Plains, N. J.; Fred Stafford, Bristol, Conn.

JACK LAPEARL

Under the Marquee

Continued from page 57

Dick Scatterday, of Kelly-Miller, have been conferring on 1953 plans in Hugo. Mrs. L. D. (Doc) Hall has returned to Sarasota, Fla., after summering with her daughter, Betty Kimball, of Boston, and her son, Lorin D. Hall Jr., of Weymouth, Mass. Her husband is 24-hour man with Ringling.

George L. Myers and Allen Shrader, last season with Wallace Bros.' Circus, will be on the advance of Bob Stevens' Bailey Bros.' Circus in 1953. Myers will

handle press, radio and schools, while Shrader takes care of the lithographing. . . Kathy Willard Flanagan, wife of J. W. (Pat) Flanagan and who has handled advance chores for Polack, Hamid-Morton and Mills Bros' circuses, is seriously ill in St. Mary's Hospital, Huntington, W. Va. She expects to be hospitalized for several months and would like to read letters from friends. Pat, who was in advance of Mills Bros' Circus the past season, is with Jewel City Booking Agency Huntington.

Fred Stafford, Mills press chief, reports he and Jack Mills, show owner, continued the tradition established by the late Doc Waddell and closed the Mills season with prayer. They dedicated all Mills performances to the memory of Waddell, who died during the season.

Jimmy Watts and J. C. Admire will open an indoor unit November 27 in Indiana. Personnel will include the Jimmy Watts Family, Eddie Doyle, and other acts still to be contracted. Show will be called Harris & Rowe and will play schools. Admire reports, A Wallace & Clark elephant, Palm, died in winter quarters at Cherravalle, Kan. The bull probably was the oldest with a circus.

Connersville Elects Hackleman Prexy

CONNERSVILLE, Ind., Nov. 15.—Chester Hackleman was elected president of Fayette County Free Fair Association November 7, succeeding Leo Henry, and Earl Branson was named vice-president. Secretary Ross Dorsett and Treasurer Clyde Berry were re-elected. Guy Schell was named a director, succeeding John Lee.

Officials will meet December 4 when plans will be outlined for construction of a new hog barn on 14 acres owned by the association adjacent to Roberts Park. Changes in the premium book and plans for the fair's golden-anniversary also will be discussed.

ACTS WANTED
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Charter Speedway Org

JACKSONVILLE, N. C., Nov. 15.—Onslow Speedway, Inc., has obtained a charter here from the secretary of state. Authorized stock was listed at \$100,000. W. H. Walton, R. M. Walton and L. G. Walton, all of Maysville, and L. G. Aman, this city, were listed as incorporators.

Polack Eastern

Continued from page 57

Fall River, Mass. The Flying Hartzells and Willie and Anne Robbins will play TV and winter dates. Also headed for winter dates are the Klausers and Irish Donovans. Namedis and Linders and Dippy Diers will play dates and go to New York City. Al (Sunshine) Sherwin will be in New York. Frenchie Durant and Regis Wolf join Tom Packs.

Other destinations: George and Ruby Cutschall, Houston, Tex.; Whitey and Edith Boyd, St. Petersburg, Fla.; Ernest (English) Hitchcock, Baltimore; Robert and Rossie Harrison, Lansing, Mich.; Armand's Seals, Jacksonville Beach, Fla.; Roberts' Dogs, Rochelle Park, N. J.; Ed Raymond, Cleveland; Al Ackerman, Wayzata, Minn.; George and Victor Georgetown, City Island, N. Y.; Red Carter, Sioux City, Ia.; Bob Lorraine, Hollywood; Bob Courtney, Lansing, Mich.; Fred Smith, California; Nat and Harriet Lewis, California and Mexico.—BOB LORRAINE.

Miss BeBe Says . . .

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PARK ASSOCIATION PLANS NEW AWARDS

10 Ex-Presidents to Be Cited;
TV Net, Rosenthal to Be Honored

CHICAGO, Nov. 15.—Eight annual awards and 10 new awards will be presented during the November 30-December 3 convention of the National Association of Amusement Parks, Pools and Beaches here. Three special citations also will be given.

New this year will be Special Service Awards, which are to be presented to all past presidents of the association.

The DuMont Television network and Irving Rosenthal of Palisades Park, N. J., each will receive a plaque in recognition of their presentation of amusement parks to the public thru the medium of TV.

Arnold B. Gurlert, of Elitche's Garden, Denver, and his two sons, will be given a citation of appreciation for the manner in which NAAPPB members were entertained by the Gurlerts at the association's annual summer session.

Exhibit, Service Awards

In connection with exhibits at the NAAPPB trade show, four awards will be made. These formerly were called American Recreation Equipment Association awards. They are the John R. Davies award for the most meritorious exhibit, the Charles S.

Wilson Award for the most meritorious exhibit of supplies or equipment, the D. S. Humphrey Award for the most meritorious exhibit of a new device, and the Fred W. Pearce Award for the most meritorious exhibit of mechanical or manual games or Arcade equipment.

NAAPPB Service Awards will include the N. S. Alexander Award for the best program appearance concerning parks, the Andrew S. McSwigan Award for outstanding service to the industry, the Harry J. East Award for the most outstanding program appearance concerning a 1952 promotion and the A. R. Hodge Award for the best program appearance having to do with pools or beaches.

In each of the service and exhibit award classifications, a first place plaque and two honorable mention plaques will be presented.

Dr. L. H. Firestone, chairman of the general program committee, has urged all members to take part in the presentation of details on 1952 promotions. The promotions will be described during the general session and winners will be determined at that time.

ON THE JOB ALL THE TIME

NEW YORK, Nov. 15.—Manager Irving Rosenthal, of Palisades (N. J.) Amusement Park, never lets up. In or out or season it's a rare day when he can't be found in his office. When he does get away his mind is constantly wrapped up in his warm weather show place. The other day, for instance, he was on Broadway and stopped to watch the erection of a mock-up stainless steel space ship which was even bigger than the name of the picture it will be used to advertise: "Breaking Thru the Sound Barrier." Only a moment was needed for observation and decision and then Irving tapped the rigging foreman on the shoulder. "Take good care of that when it's coming down," he said, "because we'll want that at Palisades Park next year." And on that evidence alone, it is a safe bet he'll have it.

New Kidspot at Sarasota

SARASOTA, Fla., Nov. 15.—Sarasota Kiddieland, Inc., owned by Henry J. Lynch, is being built on a site midway between Sarasota and Bradenton. Lynch expects to open about December 1. He is installing 3,200 feet of track for the train ride purchased from Miniature Train Company, Rensselaer, Ind.

Platt, Hyatt Head Beach-Pool Program

SOMERTON SPRINGS, Pa., Nov. 15.—Vernon D. Platt, chairman of the Beach and Pool Session of the annual convention of the National Association of Amusement Parks, Pools and Beaches, this week announced details of the session's program for the Chicago meeting.

The meeting this year will be conducted in the penthouse at the Hotel Sherman. In previous years they were held in Louis XVI Room. Sessions will be conducted Monday, Tuesday and Wednesday afternoons (December 1-3).

On Monday, following registration and opening statements, the group will hear several members of the industry discuss highlights of the 1952 swimming pool season. Then Carl C. Lienau, inventor of the system, will speak on an electronic alarm for pool safety. Norman Buck, of the company bearing his name, will discuss aluminum diving boards. Platt will speak about taxation problems of pools and beaches. This session will be followed by a cocktail hour.

Tuesday's meeting will have Chauncey A. Hyatt, of Chicago, presiding, and the topics will include recent developments in filtration and disinfection and the complete story of St. Helen Island, Montreal. The annual pool and beach luncheon will be at noon Tuesday, with O. B. Jenkinson, of Point Pleasant, N. J., as toastmaster.

On the final morning, pool and

beach operators will hear Wesley Bantz, Lansing, Mich., describe new indoor-outdoor pools. A round-table discussion will follow. A committee and panel members will hear presentations of outstanding pool and beach promotions and developments for 1952. Platt will close the session with a discussion of 1953 plans.

NAAPPB Board Meet, Ladies' Tea Scheduled

CHICAGO, Nov. 15.—Annual convention of the National Association of Amusement Parks, Pools and Beaches will get underway Sunday (30) with a directors' meeting, ladies' tea and opening of the trade show. The business sessions and general program sessions of the convention will be Monday (1) thru Wednesday (3).

NAAPPB directors will meet at 2 p.m. Sunday in the Hotel Sherman's Club Room No. 1. The board also will meet there at 10 a.m. on Tuesday (2).

The annual Ladies' Tea of the NAAPPB will be in the hotel penthouse at 3 p.m. Sunday. Mrs. Ruby Singhiser of Louisville, will be hostess.

The trade show will be open from 10 a.m. to 7 p.m. on Sunday and the park association's Pent House Club will be open from 10 p.m. Sunday. The American Recreation Equipment Association meeting, formerly a Sunday event, will be on Monday this year.

Rockaways' Hit By Cold Spell

NEW YORK, Nov. 15.—The cold snap which hit the East last week-end cut attendance sharply at Rockaways' Playland, which is operating on a week-end basis thru the fall and winter.

Dick Geist reported a good Saturday (8), but said that Sunday (9) attendance was poor. However, Geist said that the Armistice Day (11) crowd was good. Plans are underway for a Thanksgiving promotion. The Santa Claus display was erected this week.

Meanwhile, Geist announced that all friction wheels on the Atom Smasher, Rockaways' Roller, have been replaced by wheels designed especially for the ride. Sixty wheels in all were replaced at a total cost of \$1,040.

NAAPPB to Delay Mailing Manuals

CHICAGO, Nov. 15.—National Association of Amusement Parks Pools and Beaches this year will postpone mailing its annual manual and guide to members until after the holiday postal rush, it was announced this week. The books will be mailed after January 1. In previous years some copies have been lost in the mail, presumably because of the Christmas rush.

Paul Huepedroh, secretary of NAAPPB, remained at his home this week for treatment of a back ailment. He expected to come to the office late in the week but was unable to do so.

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Please send the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Amusement Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Trade Exhibit To Follow '51 Time Schedule

CHICAGO, Nov. 15.—Exhibit hours for the trade show of the National Association of Amusement Parks, Pools and Beaches at the Hotel Sherman here November 30-December 3, will be the same as last year, it was reported by the NAAPPB office here this week.

The show remains a sellout, with additional requests for space being turned down daily. Hotel spokesmen said it was unlikely that remodeling of adjacent space would be completed in time to make part of that area available for additional booths.

The show will be open from 10 a.m. to 7 p.m. on Sunday (30), on Monday and Tuesday (1-2) the hours will be from 10 a.m. to 12:30 p.m. and from 3:30 p.m. until 7 p.m. Wednesday hours will be the same except for a 6:30 p.m. closing schedule.

Edward Vettel, Coaster Maker, Vet Supt., Dies

PITTSBURGH, Nov. 15.—Edward A. Vettel Sr., 67, general superintendent of West View Park for the past 47 years, died suddenly of a cerebral hemorrhage Saturday (1) at Bellevue Hospital here.

Vettel had been in park construction work all his life. He and his brother, Irwin, operated a Roller Coaster building company and later he did the same work with the T. M. Harton Company. Vettel had built about 80 Coasters in this country and Europe. Those built most recently were at Lakeside Park, Denver, in 1939, and at Pontchartrain Beach, New Orleans, in 1938.

His son, Edward A. Vettel Jr., has been named general superintendent at West View. The son was graduated from the University of Alabama in 1938 with a degree in mechanical engineering.

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Double-Deck Bus, 5th Avenue type, \$350.00.

LAKEVIEW AMUSEMENT PARK
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Greco Brothers Buy Into Royal Crown

Pair Will Operate Front End, Continue to Have Concession Row on Gem City Shows

SPRINGFIELD, Ill., Nov. 15.—Greco brothers, Don and Sam, of this city, have bought an interest in Dolly Young's Royal Crown Shows, they announced jointly here this week.

Under terms of the purchase, the Grecos will operate the front

end, with Don serving as the show's business manager and his wife, Lynn, as secretary.

Dolly Young will continue as manager. Other staffers will be G. L. Owens, general agent; John J. Cousins, advertising-publicity agent; R. T. Harvey, special agent, and H. Stokes, auditor.

Recently Dolly Young announced that the show had been signed to provide the midway attractions at the 1953 Florida Strawberry Festival, Plant City, February 23-28. Other Florida winter fairs signed include those at Winter Haven, Eustis and Fort Myers.

The Grecos' acquisition of an interest in the Royal Crown Shows will not affect their relationship with the Gem City Shows. The brothers, it was pointed out, will continue to have the front end with that unit, with Sam serving as concession manager.

Donald Dowis Buys Sky Wheels From Velaires

Colorado Ride Op Plans to Book Big Device Into Fairs

STERLING, Colo., Nov. 15.—Donald Dowis, co-owner of Forsythe's Dowis Rides, Inc., with headquarters here, has purchased the Sky Wheels from the Velaires Brothers, Elmer and Curtis. Dowis also acquired the trucks used to transport the huge ride, which has been the biggest sensation to hit the major fairs in recent years.

In announcing the purchase, Dowis said that he planned to book it at the larger State fairs, thus continuing the practice of the Velaires, who booked it into major annual expositions such as Toronto, Dallas, Springfield, Ill., Houston, Des Moines and Nashville.

The Velaires, who trouped with the Sky Wheels, disclosed recently that they planned to build another double-wheel in the near future.

Navy Cele Grosses 21G

LOS ANGELES, Nov. 15.—The four-day Navy Los Alamitos Welfare Carnival, directed by Monroe (Moe) Eisenman as civilian consultant, grossed \$21,000. The event, October 31-November 2, was plagued by cold, foggy weather.

Martin's United Shows rides were on the midway with 54 concessions, nine of which were committee operated. Among the concessionaires were Ruth Korte, Jerry Macey, Rex Boyd, Joe Blash, Jr., Sam Comas, Moe Levine, and Eisenman. Duggan's Concession in Santa Monica had the food stands.

WOM Pacts Major Show Units for '53

NEW YORK, Nov. 15.—Several new major back end attractions have been set for World of Mirth Shows for 1953, Frank Bergen, general manager, reported here this week after his return from Ottawa where he was a guest at the annual dinner of the Central Canada Exhibition.

Hermine's Midgets, this year with Royal American Shows, will return to World of Mirth after an absence of several years. The Hermine troupe first toured with the World of Mirth after their importation from Europe prior to the war.

Lash LaRue, cowboy personality who played the last three dates with World of Mirth after having toured this season with the Cetlin Wilson Shows, will return for a fourth season, Bergen said. The wavy and his Western troupe reportedly clicked solidly in the South and Bergen said that the Western garb and horses were excellent promotional aids. Gerold Snellens, promotional director, led the cowboy troupe parading

in several of the towns played and this, it was said, generated interest that paid off handsomely at the ticket boxes.

New Drome Unit

Zeke Shunway will present the Motordrome next season. Bergen said a new unit would be acquired, or constructed, and refurbishing would take place immediately after the opening of shows' winter quarters on the Richmond, Va., fairgrounds. Unit was operated by Flash White the past two seasons.

A notable change will be the presentation of an office-owned and operated Side Show next season. Bergen, who started as a 10 in 1 operator, said the show would present its own unit. The plan is for a massive presentation featuring a lengthy front and colorful lighting.

Bergen was accompanied by Bernard (Bucky) Allen, concessions manager. They will return here to participate in week-long festivities to be staged by the National Showmen's Association beginning Sunday (24).

FAIRS COME THRU

Eastern Units Count Season Good Despite Poor Start

NEW YORK, Nov. 15.—Having just concluded one of the most unlikeliest seasons in their experience, Eastern showmen are now happy in the knowledge that the mid-summer worries which plagued them were largely unnecessary.

As a matter of fact, the season was uncommonly good, considering the rain-soaked spring and summer, the steel strike and the uncertainties which were coincidental to the national political campaign.

A number of operators admit to

a "very good" season. Others shorten their response, omitting the "very" Test, if any, are shedding copious tears over the results of their tours.

Bad Beginning

After the first few weeks, indications were that a mass suicide effort was in the offing as the result of the weather. Some operators lost seven or more Fridays and Saturdays and many of these blanks ran on consecutive weeks. The losses were often vital and the fairs seemed to lengthen even though the weeks were slipping by.

Luckily, for nearly every organization in the East, the fairs proved good. The weather took on a semblance of normalcy and few working hours were lost. Patronage at the annuals was good and money was free.

It took most units longer to make up still date deficits this year, but only because the early grosses trailed so badly. Except for that the earnings at the season's end would have been much greater. For some, a good still date season would certainly have meant a record year.

However, those bemoaning the loss of their "biggest" season thru a bad start, don't date back far enough as owners of sizable units are regarded as a norm for the business.

Dixie Annuals Good

Generally speaking, the Southern fairs worked out better than the Northern annuals. Booming textile centers and the higher prices brought by drought-reduced crops seemed to make the difference. The surest of all signs of economic growing pains, the free spending of money, was much in evidence everywhere.

Another sign of the times was the manner in which the independent concessionaire bartered

Bill Cowan Named to Head Miami Group

MIAMI, Nov. 15.—William Cowan, well-known carnival-circus executive, was elected president on the regular ticket of the Miami Showmen's Association Tuesday night (11). He succeeds Leo Bistany.

Others named to officer posts are William B. Moore, business manager, Cetlin & Wilson Shows, first vice-president; Samuel E. Prell, owner, Prell's Broadway Shows, second vice-president; Oscar C. Buck, owner of the shows bearing his name, third vice-president; Cliff Wilson, secretary; Lloyd T. Thomas, assistant secretary, and Mel Dodson, treasurer.

Trustees are Robert K. Parker, Carl J. Sedlmayr, George A. Golden, Cliff Wilson and Leo M. Bistany.

Named to the board of directors were Irving Sherman, Raymond (Sheep) Blumberg, Isadore Beck, Martin M. Weiss, Harry (Buster) Westbrook, El. Glosser, Ray Marsh Brydon, Claude Sechrist, Sam Gordon, Clifford C. Groscurth, John Vivona, Jack Glick, Max Sharp, Carl Hanson, Alton Pierson, Ben Glassberg, Art Lewis, Harry Schreiber, Ralph Endy, William C. Bryant, H. William Jones, Mark (Curley) Graham, Louis A. Rice, Frank Miller and Jack Wilson.

S. Tommy Carson, Cortez Lorow, James E. Strates, John Appelbaum, Ben Weiss, J. D. (Eddie) Edwards, David E. Fineman, Roland Page, Max Goodman, William J. Tucker, Andy Markham, Danny Del Grosso, Lew L. Lange, Lloyd Serfass, Harry Weiss, Lyman Truesdale, C. J. Sedlmayr Jr., P. J. Finnerty, William (Bill) Page, William Tara, Mose (Rip) Weinkle, Michael Roman, John Marks, Al Rossman and Harry Modele.

Nominating committee included Isadore Beck, Michael Roman, Ben Glassberg, W. J. Tucker, Martin M. Weiss, R. (Sheep) Blumberg and Cliff Wilson.

Sam Prell Matches '51 Profitwise

VALDOSTA, Ga., Nov. 15.—Prell's Broadway Shows wound up its '52 season here today and once the books are closed net profit should compare favorably with last year, according to Sam Prell, org's president and general manager.

Spring and early summer dates were down sharply from a year ago due to inclement weather but all fairs played by the show were ahead of '51, Prell said.

General Agent Joseph Prell has already signed a number of fairs for next year and in addition, has the show booked for a 10-week winter route, which begins January 19 at the Sarasota fair.

Show will winter at Kissimmee, Fla. Sam E. Prell and his three sons, Joseph, Abe and Ben, plan to be in Chicago for the outdoor conventions.

for space at nearly every annual. At the larger events there were three or sometimes four operators anxious to take over every available space. It was a seller's market and the guy with his truck load of equipment on hand was in no position to bargain.

The independent space at a number of events could have been sold twice. Several carnival managers reported that the interest on the part of the independent concessionaire was the greatest in their experience. And it is also notable that this interest continued right thru the end of the season, including wind-up dates often shunned by the big majority in the past.

The interest of the free-lance operator was not dampened by the high fees asked. The wailing against excessive charges continued, as it always will, but the money went on the line and the results obviously justified the costs.

Oregon Fair Confab Pulls Good Turnout

PORTLAND, Ore., Nov. 15.—Carnival attractions and others providing services at fairs were well represented at the 15th annual convention of the Oregon Fairs Association at the Multnomah Hotel here this week.

Among those having representatives at the convention were: Christensen Bros., Eugene, Ore.; Rainier Shows, Tacoma, Wash.; Spotlight Talent Agency, Spokane; Spokane Aerial Fireworks Company, Spokane; Rosa City Sound, Portland, Ore.; McConkey Artists Corp., Hollywood; Evely Aircraft Company, Salem, Ore., and Douglas Greater Shows, Kent, Wash.

Also Davis Amusement Company, Portland, Ore.; George Klein, Goldendale, Wash.; Columbia Theatrical Agency, Portland, Ore.; Monte Brooks Attractions, Portland, Ore. and San Francisco; West Coast Shows, San Francisco; J. C. Blinkhorn, Oregon City, Ore.; Cecil Edwards, Salem, Ore.; Browning Bros. Amusement Company, Salem, Ore.; Browning Amusement, Salem, Ore.; Anderson & Walker, Portland, Ore.; Valley Sports, Salem, Ore.; Paul All, Portland, Ore., and Richards Fireworks Display, Portland, Ore.

Wade Signs La Porte Fair

DETROIT, Nov. 15.—W. G. Wade Shows have been signed to provide the midway attractions at the LaPorte (Ind.) County Fair, D. Wade, general representative, announced.

Dates for next year are August 17-23, one day longer than heretofore and the annual will close on Sunday instead of Saturday. A preview showing is scheduled for Monday night with a free outside note. In addition two children's days are planned.

Robert Morse, fair secretary, represented the annual in negotiations.

TO HONOR ALLEN

NSA Completes Gala Week Plans

NEW YORK, Nov. 15.—A festive week which, however, will start off on a sadder note Sunday (23) when memorial services are conducted for departed members, has been arranged by the National Showmen's Association.

A party honoring retiring President Bernard (Bucky) Allen, is scheduled for Leon & Eddie's 52d Street night club Monday night (24). At least 200 are expected to attend the shindig, first held in several years. Duets are priced at \$6 each and include dinner, the regular floor show and special features planned for the occasion.

Big event will be the 15th annual banquet which will be held in the grand ballroom of the Hotel Astor Thanksgiving eve, Wednesday (26). Co-chairman Jack McCormick reports a capacity audience is virtually assured. Guests are expected to number around 1,000.

Tickets are priced at \$10 and include the traditional holiday dinner and the promise of some of

the finest entertainment available. George A. Hamid, president emeritus, again is in charge of the gala arrangements. He reports that a large number of show world, political and business celebrities will be on hand.

Fred C. Murray, chaplain, reported arrangements for the memorial services completed after a hurried trip here from his Brookton, Mass., headquarters. The services will be held first at the Sharon Hotel, West 46th Street, at 1:30 p.m., and then be followed by services at the club's plot in Ferncliff Cemetery, Westchester County.

Open house and the awarding of prizes is set for Tuesday night (25). This event also will be staged at the Sharon Hotel, a large part of which the club soon may acquire as a permanent home.

Discussions involving the club's participation in the purchase of the Sharon Hotel were held this week. A final decision appears to be at least a couple of weeks away.

Lou Pease, girl revue operator, and Tina-Lou Gardiner, featured in his show, announce their engagement and tentative plans to be married in Augusta, Ga., within a month. They plan to work Florida clubs during the winter.

Lisa Del Mar reports from Mexico that after closing her Side Show on the Grand City Shows she motored in her new Dodge to New Orleans with Jan Lee, and then moved on to Texas for visits with Amber Ames, Eugene Mercer and Margo in Houston; Kitty Kelly and Millie Desmond, Corpus Christi, and Linda Lopez and Bonnie Bell, San Antonio.

After closing with the Cavalcade of Amusements at Mobile, Ala., A. (Red) Hutchinson visited the Peppers All-State Shows at Fort Walton, Fla.; jumped to Pensacola, Fla., where the Royal American Shows were playing, for visits with Carl Sedlmayr Sr., Frank Stubbelfeld, Spookie and Skeeter Lowry and Billy Turko, and then on to Elba, Ala., for visits with Interstate Shows personally. Later he went to Dothan, Ala., where two shows were playing. On the Gold Medal Shows he called on Cash and Gerlie Miller, Bertha-Bert, Johnny Denton and Jan Up and Honey. At Houston County Fair in Dothan, played by Gooding Amusement Company, Hutchinson visited with Doc and Betty Hartwick, Melvin Burkhardt and Mr. and Mrs. Art Converse. At Starke, Fla., played by the C. A. Stevens Shows, he met Mr. and Mrs. Tex Woods, Mr. and Mrs. Stevens and Tom Evans.

Hutchinson, who will go out with Converse's Side Show next year on a Gooding unit, spent Armistice Day in Tavares, Fla., with Converse.

Walter B. Fox writes from his Mobile, Ala., headquarters that he has contracted the annual Veterans of Foreign Wars Celebration in Bayou La Batre, Ala., for Frank Peppers' All-State Shows. Event is to be held November 18-23. Recent visitors to the Fox apartment included Eddie Young, Mack House, George Shipley, S. A. Ratliff and John Scott.

After closing the season with Hodges-Affiliated Amusements, Billy Logsdon visited Margaret Clark and Claude Bentley on the James E. Strates Shows and Mae Joe Arnold and John T. Hutchens and personnel on Alamo Exposition Shows. Logsdon also visited Jack Korica, Motoring westward, Logsdon visited Linda Lopez, Billy Bell and Robi Del Mar at San Antonio on American Midway Shows in San Antonio. During a stopover in Houston, Logsdon visited Minnie Meyers on Dixon's Midway. Logsdon will settle in Beaumont, Tex., for the winter where he threw a party for Anne Perri, of the "Follies Parisienne"

on Amusement Company of America. Logsdon gifted his attraction, Pinky Pepper, who will make wardrobe for the Hedge Attractions, with a Necchi sewing machine.

Charlie and Margaret Kausen's ill luck which dogged them the past season and saw them lose their house trailer in the tornado which hit the Missouri State Fair, Sedalia, has suddenly done an about face. They are in Harlingen, Tex., catching more fish than they and their friends can consume. They are wintering in the Rio Grande valley and plan to spend the season fishing in the gulf. P. L. Patterson reports.

Joseph Lehr, spot worker, reports that Frankie Rich, concessionaire, has returned to his home in Philadelphia following a successful season with Proll's Broadway Shows. Frankie closed with the shows in Columbia, S. C. He'll operate a toy and novelty shop in Philadelphia until Christmas and will return to the road in 1953, Lehr says.

D. Wade, general representative of W. G. Wade Shows, is back from a trip thru Indiana and on route to have dinner with Mr. and Mrs. Charles Hodges, Mr. and Mrs. Edwin Ingalls and Mr. and Mrs. Earl Ingalls at Coldwater, Mich. The Wade Shows are in winter quarters at both Coldwater and Mason, Mich.

Mrs. Clara Silber returned to her home in Detroit Friday (7) to convalesce following surgery at Henry Ford Hospital. Her husband, Fred Silber, veteran carnival supply man, as well as their 12-year old son, Dennis, have been under treatment intermittently at the same hospital.

W. S. Pasterczyk has wound up his '52 road season and is back at his Tampa home. Pasterczyk was with Snapp Greater Shows for its tour and spent three weeks with Sterling City Shows at the end of the season. Roy Vincent scribbles that he is working in a Gloversville, N.Y., toy factory after closing with King Reid's Side Show, which was managed by Carlos Miller.

Charles N. Payne, veteran midway electrician who this year was with the Congress of Canadian Daredevils thrill show, is back in St. John, N.B., where he is supervising installation of electrical equipment in a government hospital.

Charles Miller, head man in Miller Enterprises, Chicago and ride operator, has six of his kiddie rides operating in the six Wieboldt Department Stores in the Chicago area. The rides will be on location for a total of seven weeks thru the holiday. Gaby Delys, featured dancer on one of the gal shows on Cavalcade of Amusements this year, was in Chicago last week where she headed up a week-end show at the Great Lakes (Ill.) Naval Training Station.

Harry Etzels is still nursing a cold received when he played volunteer fireman during the big blaze on the independent concession midway at South Carolina State Fair, Columbia. Harry was in the thick of the fight, even though one of his own equipment was involved. He didn't quit until the Columbia firemen rolled up their hose. By that time he was pretty wet and the frigid night air that cooled the ruins also gave Harry the sniffles. Harry planned to spend a couple of days in New York before heading to his New England home.

Frank W. Babcock, owner of Babcock's United Shows, is expected to return to his home in Los Angeles soon from a trip to Europe. He sailed aboard the liner United States Upon completion of his tour overseas, he plans to fly back by way of Brazil. Al (Red) Cohn, veteran concessionaire, underwent surgery at St. Johns Hospital in Santa Monica, Calif., recently. He will be confined for another week before returning to his home in Los Angeles.

While on route to his home in Las Vegas, Nev., Ivan T. Lateska (The Great Merv) stopped overnight in Beaumont, Tex., for a visit with Billy Logsdon. They tramped together with the Rubin & Cherry Exposition. . . Mr. and

Mrs. Arthur Kelley and son, Tommy, who closed with their concessions on Johnny's United Shows in Andalusia, Ala., are wintering in Miami.

Mr. and Mrs. Arthur T. Brainerd, veteran outdoor showfolk, will celebrate their 50th wedding anniversary on Thanksgiving Day in the Commonwealth Hotel, Kansas City, Mo., with a family reunion and dinner for close relatives. The Brainerds were wed November 27, 1902, in Tuscaloosa, Ala. Art then was electrician on the Great Patterson Shows and his wife, Bird, was employed in the office. Brainerd is now semi-retired but keeps his hand in the business as maintenance man at Kansas City's Tower Theater. Scheduled to attend the celebration are Art's three sisters, Mrs. Fred (Helen Brainerd) Smith, Monterey Park, Calif.; Mrs. Harvey (Viola Shafter) Walls, Portland, Ore. and Mrs. Abner (Virginia) Kline of Salem, Ore.

Frank Bergen, general manager, and Bernard (Bucky) Allen, concession manager of the World of Mirth Shows, flew to Ottawa Wednesday (12) to attend the annual dinner of the Central Canada Exhibition and to receive formally the midway contract for the 1953 event. News of the awarding of the contract was forwarded to the show execs several weeks ago. Roy B. Jones, the Pepsi-Cola good will ambassador, is back in New York to help formulate 1953 budgets and for policy talks with Pepsi execs Don Kendall and Paul Little. Roy's wife, Ruby, is at their Texas home. Roy will remain in Gotham for the USA dealings and then go on to Chicago for the outdoor meetings before returning home.

Louis (Dada) King, World of Mirth concession secretary, made like a bull and bent the last couple of weeks of the season. A native with an ancient vehicle and no insurance practiced crash car maneuvers on Dada's auto while it was parked on the Columbia, S. C., fairgrounds. It took two weeks to locate and install a new door and straighten the fenders. On the way home to New York this week from Savannah, Ga., the last date, his driver kept going after the vehicle in front of him had braked to a stop. As a result, the winter bankroll is taking a licking, Dada reports.

Gerald Snellens, general representative of the World of Mirth Shows, is back in New York after a highly successful season. Deeked out in a tan suede hat, imported, matching Jaeger sweater and other haberdashery refinements and, incidentally, looking wonderfully fit after an arduous season, Gerald has been visiting his national advertising contracts on behalf of the National Showmen's Association. Gerald will again establish winter headquarters at the Astor Hotel.

Bunny Venus pens that after closing the season in New England with her crime shows, she headed for Southern climates, stopping off in South Carolina to visit friends on Proll's Broadway, Dumont and Vivona Bros.' shows.

Veteran showman Walter B. Fox calls attention to the misspelling of the name of a former owner of the Metropolitan Shows, a title revived two weeks ago by Shirley and Sam Levy, operators of the Lawrence Greater Shows, and their partner, R. C. McGee, who plan to go on rails under the old moniker. The Metropolitan title was purchased from Doc Barfield by A. M. Nasser. (The name was spelled Lasser in the original story) about 1919 or 1920, Fox reports. Nasser, a cookhouse operator, managed the shows until his death several years later when it was sold. Tom Alton, now in the advertising business in Omaha, was Barfield's general agent, but left when the unit was sold, according to Fox. After selling the Metropolitan Shows, Barfield started his Galveston Beach Amusement Park, Fox adds.

Showfolks continue to pile into Miami. While a large number plan to winter there, many are in for a quick visit and a measure of relaxation before returning to the North and winter activity. Seen recently on Flagler Street were

Mark Reilly, Hom Zolum, George Siegal, Jimmy Fine, C. H. Groder, Whitley, A. L. Rosenman, Edward (Tobey) Turbin, Rost Manning, Peter G. Wagner, Joe Lux, Mickey Timins, L. I. Thomas, David B. Endy, Maurice Levitt, Louis Condell, Richard Crawford, Amos W. Saltus, Edmund C. Burko, Sam Roth, Ben (Strings) John, Ed Paris, Tubbs Helman, Charles Gervais, Alford De Luca, William Von Dohren, William J. Sullivan, J. C. Weer, Mel Dodson, Jack Martin, Chuck Glasson, John Cohn, Gordon A. Knight, Danny Murphy, Fred Barrett, Eddis Walters, Jack Harsthorn, Hymie Stone, Buddy Anthony, Donald Murphy and Sparky Nissenbaum.

After closing recently with Eddie Young's Sterling Crown Shows, F. O. (Terras) Banks visited the Royal American Shows at Pensacola, Fla., and the James E. Strates Shows at Jacksonville, Fla. En route to Norfolk, he visited his mother and also spent some time at Kingstree, S. C. with Johnnie, Babe and Morris Vivona, who were putting their show in the barn. Banks reports that he and the Vivona got together on a super snake show on a semi which he will start building January 15. . . Rita Raye has been vacationing in Las Vegas, Nev., the guest of Billy Lyles at the Hotel Thunderbird. She will tour the Coast before returning to show business.

Gloria Jones, daughter of Mr. and Mrs. H. William Jones, Norfolk, bingo operator, was head of the scenery committee of "In the Red," a musical production recently written and presented by the junior class of Wellesley (Mass.) College. Miss Jones is majoring in sociology and is active in the college dramatic association.

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All concessions working for stock. Will book any show for small per cent. Already have five Fair booked, with several pending. If looking for clean Show that will make you money, with small money, write or call me. **FOR SALE—24 seat Gruner Chair-o-Plane, like model, A-1 condition, with fence, like new, and front canopy ready to go. WILL BUY—Biplane, must be in A-1 condition, late model, with transportation. Want to buy Meteor, must be in good condition. Write me or see me at the Sherman Hotel during convention in Chicago. William Riley, contact Kenneth Ritchie.**
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Va. Greater Goes to Barn A Winner

SUFFOLK, Va., Nov. 15.—Dime fairs played late in the season, including the closing date at Scotland Neck, N. C., gave the Virginia Greater Shows a profitable season. The organization is back in its winter quarters here and full-scale activity is scheduled to begin soon under the direction of W. C. (Bill) Murray, general representative.

Other annuals that clicked beside Scotland Neck were the Elizabeth City (N. C.) Seven-County Fair, and the Edenton and Louisburg, N. C., fairs.

After storing the show here at the old Four County Fairgrounds, Owner Rocco and Mrs. Masucci left for a seven-week vacation in Texas. Murray announced that a number of the show personnel would again reside in Suffolk during the winter months.

Masucci will return in time to make the Southern fair meetings.

Joe Green Signs As Gen. Agent For Don Franklin

BOERNE, Tex., Nov. 15.—Joe Green, who recently severed connections with Snapp Greater Shows after seven years as general agent, has signed to fill the general agent's post on the Don Franklin Shows.

Announcement of the signing was made this week by Owner Don Franklin at the show's winter quarters here. Green left immediately on a booking trip, saying that he would wind up the trip in time for the Chicago outdoor convention.

The Franklin shows last year invaded the North Central States for the first time, and the contracting of Green, who is widely known through the Midwest and North Central States, was seen as a move to strengthen the show's route in the North.

Sterling Crown Gets Okay Biz At Robertsdale

ROBERTSDALE, Ala., Nov. 15.—Despite a slow start caused by chilly weather, the first three days of the week, the fourth annual Baldwin County Fair, which ended its run here Saturday (8), turned out okay for Eddie Young's Sterling Crown Shows. With election interest subsided and much warmer weather Thursday (6) thru Saturday all departments registered satisfactory returns.

James A. Hendrix, fair secretary, said that the increase in attendance over last year probably was brought about by the fact that the carnival was much larger than the one that held down the midway in 1951. He said that all exhibit space in the buildings was sold out weeks in advance.

Since the stand was the last of the season for the shows, many of the concessionaires with the org left for the fair at Defunis Springs, Fla. The shows will winter in Tarpon Springs, Fla. Assistant Manager C. V. (Mack) and Mrs. House left for their home in Tallahassee, Fla. for the winter, while W. M. Breeze, general agent, went to Richmond, Va. Mr. and Mrs. Johnny Wetherick went to New Orleans where they will work lots with their popcorn wagon. Mac and Monroe Hoge left for Florida, and John Scott and Paul Foster will winter in Mobile, Ala.

From the Lots

Virginia Greater

SUFFOLK, Va., Nov. 15.—The show is again stored away in winter quarters here with W. C. (Bill) Murray, general representative, in charge. Bob Milliken, electrician, left for his home in Virginia. Jimmy Tomas, master

Brady's Org Rolls Up 25% Biz Increase

MTAMI, Nov. 15.—L. P. Brady's United States Shows, which closed their season with a successful stand in Newberry, S. C., November 1, rolled up a 25 per cent business increase over 1951, it was revealed in a report released from local quarters this week. Org opened early in April and carried 12 rides, 4 shows and 47 concessions.

Current plans call for the shows to take to the road in April, 1953, with an expanded ride line-up which will include a new Roller Coaster, Tilt-a-Whirl and three new kiddie rides.

Personnel this year included Mr. and Mrs. Arnold Capper, rides and concessions; Mr. and Mrs. Roy Dearduff, concessions; Mr. and Mrs. J. W. Watson, concessions; Mr. and Mrs. Fred Bell, cookhouse; C. D. Miller, C. L. (Hank) Krier, Jerry and Jennie Sherway, H. McGee, electrician; Howard (Shi-High) Shafer, free act; J. C. Pitts, lot foreman; Jimmie (Fat Boy) Bailes, ride foreman; Kermit Powley, Roller Coaster foreman; John Conrad, kiddie ride foreman, and E. E. Earnhardt, The Billboard sales agent and mail man.

Mr. and Mrs. Dearduff look delivery on two new cars and a half-ton truck during the season.

Dallas Fems Name '53 Slate

DALLAS, Nov. 15.—The Lone Star Show Women's Club of Texas nominated Hattie Longhart and Millie Hudspeth as presidential candidates at a special meeting here Monday (10). Two nominees also were named for the office of secretary with Margaret Sandell and Grace Tinder placed on the ballot.

The rest of the slate includes Edna Hacker, first vice-president; Bernice Fain, second vice-president, and Inez Carroll, third vice-president.

Election will take place December 1, with the installation dinner scheduled for January 28, during the annual convention of the Texas Association of Fairs & Expositions.

Canadian Showmen Hosts at Annual Banquet and Ball

MONTREAL, Nov. 15.—Members and guests of the Canadian Showmen's Association, Inc., taxed the capacity of the Spanish Hall of the Queen's Hotel here recently for the club's sixth annual banquet and ball. Charlie Lajoie emceed the floorshow and Mrs. H. (Peggy) Dubois, well-known Canadian concessionaire, was elected Miss Carnival of 1952. She received a trophy in recognition of her title.

W. P. Lynch, owner of the Bill Lynch Shows, and P. Marco and M. L. Ackman were elected to membership during the evening. Among guests were L. Lalonde, of Lalonde Enterprises; Mr. and Mrs. T. Green, owners, T. Green Amusements, Ltd.; Mr. and Mrs. Mitch Robinson and Charlie Lajoie, co-owners of the Congress of Canadian Dare Devils; Patrick Marco, Wallace Brock Shows of Montreal; Mr. and Mrs. T. A. Nugent, Belmont Park.

Mr. and Mrs. E. Rivard, owners of Elmer Park; M. A. Blain, Show Mart; Michael Normandin; A. A. Riendeau, O. Riendeau and A. Otis, Bosco Amusements; and T. Cloutier, owner, Broadway Shows.

mechanic, will remain here where he has a temporary job. Winter quarters will open in February and building activities will then keep him busy.

Others remaining in Suffolk include Russell Peek, Charlie Davis, Ronnie and Dot Prue, the Young family and Bill Penny. A. (Tony) Buzella, popcorn and candy apple concessionaire, has returned to his Miami home. Mr. and Mrs. Hap Arnold will winter in Tampa. Charles Drake has gone to his home in Beverly, N. J.; C. Young to Baltimore; Jack Chicarella to Elizabeth, N. J.; Ted Chubbuck, bingo operator, to Buffalo; Mr. and Mrs. Bill Provost, Wild Life show operators, to Florida.

Club Activities

Showmen's League of America

54 West Randolph Street, Chicago
CHICAGO, Nov. 15.—The Thursday (13) meeting was well attended with President S. T. Jessop presiding. Also on the rostrum were Treasurer Walter F. Driver, Secretary Joe Steirlich and Past President Lou Keller.

The Welfare committee reports that Wallace Waldron is well on the mend following a second operation. Frank Ehlencz is still in a serious condition and Lou Leonard has had a set-back. Still confined are Jack Benjamin, Herman Pluda and Frank Daniels.

Applications of John Campi, Bonnie Hirsch and Jay Ramdell were presented by Tom Sharkey, with additional membership applications submitted from Joseph Gaskell and Randolph Address. The annual audit is now in the making and will be presented at the December 4 meeting. That meeting and the November 29 meeting will be held in the Old Chicago Room of the Hotel Sherman.

Members attending the meeting included Al Dvorin, Ralph A. Anderson, Tom Sharkey, Irving Melitz, and Henry Polk. The number of visitors to the club-rooms is on the upward swing and those coming in this week included Dave Picard, Morris Brown, Mickey Blue, Louis Stern, James Lamont, Charles Zemaner Sr., Tom Sharkey, Louis J. Berger, S. T. Jessop, Vince McCabe, Fred H. Kressmann, Sam Ward, Al Kaufman, T. Dwight Pollock, William H. Green and Henry Pol.

George B. Flint has promised another issue of News Flashes before convention in December. A committee announced that the annual Thanksgiving Dinner will be at the Bamboo Inn this year. Al Sweeney is busy laying early plans for the Christmas party for underprivileged children. Buttons for 25 years continuous membership in the League will be presented by President Jessop at the President's Party on November 30.

National Showmen's Association

1564 Broadway, New York
NEW YORK, Nov. 15.—The closing of a number of shows accounted for a big audience at the Wednesday night (12) meeting. Session was conducted by Phil Isser, first vice-president, in the absence of President Bernard (Bucky) Allen who had to leave in mid-afternoon on a trip to Canada. Also on the dais were Joseph McKee, second vice-president; Harry Rosen, treasurer; John S. Weisman, assistant treasurer; Gerald Snellens, secretary; Fred C. Murray, chaplain; Dr. Jacob Cohen and Max Hoffman, attorney.

Chaplain Fred C. Murray reports that arrangements have been completed for holding memorial services for departed members Sunday (23). A party honoring retiring president Bernard (Bucky) Allen will be held at Leon and Eddie's night club Monday night (24). Tickets are priced at \$6. All award books should be returned immediately.

On the sick list are Samuel Finkel, Kingsbridge Veterans' Hospital, Bronx; John Krawitz, Sinai Hospital, Baltimore; Dan Thaler, St. Clair's Hospital Annex, New York; Jack Rose, Pratt General Hospital, Coral Gables, Fla.; Jack Lechter, at his New York home; George D. Hinsley, Plimpton State Hospital, West Brentwood, N. Y. Shul-ins are James Cox and Irving Udowitz.

Applications for membership have been received from Carl F. Swanson; Forrest Frederick, Paul Miller, Walter B. Cox, Elmer F. Olson, Arthur Boscarino and Edward G. Keck, all sponsored by George A. Hamid Jr. Applicants approved include Elbert G. Moore, Sam Stein, John A. Brooks, Morgan Hughes, Ben J. Murray and Charles F. Thorne.

Recent visitors included Harry Etles, Max Hummel, Edward Decker, Danish Tsukis, Sam Karp, Joseph Weissman, Frank Mickey, Edward McKoon, Abe Steinberg, Harry Sandler, Ben Hoff, Harry Nelson, Israel Nathan, Irving Berk, Maurice Spitkove, Aaron Katzen, George Regan, John J. Conway and Jack Harris.

Membership was given over the death of Saul Witten, who was killed in an auto accident.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16
Ladies' Auxiliary

Meeting was called to order by President Lucille Dolman. Roll call of officers was answered by Fay Prosser, second vice-president; Marce Rhodes, third vice-president; Grace Merkel, secretary, and Peggy Forstall, treasurer. President Dolman invited Regina Fink, Rose Rosard and Martha Reilly to sit on the rostrum.

Guest Lola Gonzales was introduced by Babe Gardner. Mail was read from Dorothy Stone, who is visiting the New England States; Ida Chase, Chicago; Betty Lipes, Mrs. Anthony Masseth, Mrs. Opal Clark, Fresno; Edna Bell, Cecilia Gulmer, Sunny Day, Edna Kas and Dorothy Scott. Bank night was won by Emily Friedenheim. Door prizes donated by Mickey Wexler, Fay Prosser, Grace Merkel, Liza Berry, Sally Flint and Lucille Dolman were won by Liza Berry, President Dolman, Norma Burke, Emily Friedenheim, Trudi DeSanti and Ruth Woods. Raffle of a mystery package for the benefit of the parcel post auction sale brought in \$13.70. It was won by Mabel Brown.

Space for the booster page of the annual book has brought in \$43 to date. Chairman Hopes Madison, of the house committee reported that the Halloween party was a big success. Chairman Mary Taylor, of the parcel post sale, announced that date for the auction is being changed from November 17 to the 24th due to the Phoenix Fair. President Dolman called on Peggy Steinberg, Martha Reilly, Rose Rosard, Regina Fink, Lydia Tripp, May Stewart, Edna Belle Carson, Lola Gonzales, Nancy Meyers, Emily Friedenheim and Barbara White for short talks. Board meeting for nomination of 1953 officers will be held November 17. All members are urged to attend. Out-of-town members are urged to send in any change of address.

Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, Nov. 15.—The first social of the season drew a large turnout of both officers and members. The ladies spent the evening playing bingo and canasta. Table prize was donated by Jeanette Hart. A buffet lunch was served by the International Association of Showmen.

Those reported on the sick list include Florence Cobb and Ruth Martone. Lila Graber is still confined to her home following injuries received in an automobile crash.

Plans are being made for a big Christmas party for the ladies which will be held in the club-rooms. Letter received from Madaline Regan who is in South Carolina.

On hand for the social were Jeanette Hart, Estelle Regan, Lotis Francis, Joan Lipsky, Nora Gydina, Clara Campbell, Sally Prevost, Louise Howe, Babe Weinstein, Edna Delaney, Daisy Davis, Fay Hinz, Verma Schantz, Peggy Grimm, Minnie Quillen, Rose Brown, Gertrude Donnelly, Beatrice Guilliain, who also had her daughter along, and Teresa and Arlene Sidenberg.

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Nov. 15.—The regular weekly meeting was presided over by President Ben Morrison. Also on the rostrum were Louis Rosenthal, treasurer; Jack Dickstein, acting secretary, and Irving (Slash) Rubin, acting chaplain.

Dr. Louis Firestone, operator of Flint Park, Flint, Mich., spoke briefly. George Harris was back after an absence of several weeks. Past presidents Harry Stahl and Bob Morrison addressed the group on the nomination and election of officers and directors for 1953.

Frank Blooming will donate a large Christmas tree for the underprivileged children's party. Doug Brown, chairman of the party, announced that plans are being made to handle the largest gathering of youngsters ever attempted by the club.

Leonard Gould was on hand after an absence of several weeks. Commander Paul Greeley, of the Michigan Showmen's Association, Joey Moss American Legion Post, also came out for the meeting. The meeting closed with a buffet lunch served by Sam Byrd and his house committee.

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Of all kinds will be used at our FRENCH CASINO at IDLE HOUR PARK, PHENIX CITY, ALA. Remember fair time is over, State winter salary. All replies in detail to

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Motorcycles complete with three extra good motors, rollers, panel front, loads on 30 ft. semi-used for bill, new top this season, perfect condition; 18 ft. Popcorn and Candy Apple Trailer, complete with Popcorn, Peanut Roaster, Apple and Caramel Corn equipment, bottle gas, fluorescent lights inside; Show Office Furniture Van; four Laughing Mirrors for Fun House.

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RALPH R. MILLER WANTS FOR LEGION CELEBRATION

Thibodaux, La., week Nov. 17; Golden Meadows, La., two weeks starting Nov. 24. Can place Kiddie Queen, Black Concessions, Ala. Cats, Diggers, Round Truck, Help us Concessions, Truck Drivers, Powell, can place you Country Store, no exclusives on black outfits \$15.00 week. For bills—No. 19 Ferris Wheel, 101' tractor Van Trailer, \$3,000.00.

FLORIDA EXPOSITION SHOWS

M-Bomb 2, Two Miles From Augusta, Ga., Nov. 20 to 25; Followed by Best Army Camp Day Show in Georgia.

Will book or lease Merry-Go-Round, all winter's work. Place Tilt, Cat, any Flat Ride, Pony Ride, Shows, Wheel, Snake Show, Slide Show, Colorful Girl Show, any Show with own equipment. Concessions—Place any and all Handy Panels, \$15.00 week. Come on, we will place you. Help—Want Girls for new framed panel set, no exclusives on black outfits, come on. Useful Carnival Help can always find place here. Address:

FLORIDA EXPOSITION SHOWS, Richmond Hotel, Augusta, Georgia.
P.S.: Place Bingo. Be out all winter.

BARNEY TASSELL UNIT SHOWS

WANT FOR MY ANNUAL CLERMONT, FLA., FAIR

Strictly legitimate Concessions of all kind. (No Cookhouse or Broom). We open Saturday, November 23. Available space 1st week of Fair, Nov. 24. Wire this week, c/o WESTERN UNION, CLERMONT, FLA.

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For Avon Park, Fla., Citrus Fair, Nov. 24-29; followed by Orange Fair at Cocoa, Fla. Concessions working for stock. Shows not conflicting.

C. A. STEPHENS SHOWS
Plant City, Fla., this week.

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With knife in beautiful box \$6.50 doz.

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Consisting of 3 piece pen set, knife and flashlight. \$13.50 doz.

Plastic Ball Pen with Metal Clips. Gr. \$7.50

RONSON TYPE LIGHTER



New Ronson Type fully automatic Pocket Lighter. Most favorably rated. \$8.75 Doz.

SCATTER PINS

\$4.00 dozen boxes 3 in a box.

FLOUORESCENT RED PLASTIC CHRISTMAS AND NEW YEAR SIGNS

\$3.00 Doz. \$33.00 Gross. Store-Keepers and Peddlers are cleaning up. Retail for 50c.

PLUSH TOYS

20" high Bears, assorted Animals, Majors, etc.

Dozen \$36.00 Samples \$3.50 Ea.

Cinderella Dolls and Bride Dolls

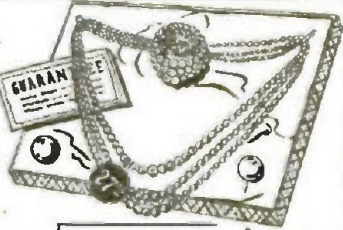
36" \$42.00 Ds.

108" Floor-Shirt Bed Dolls.

\$4.00 Each \$42.00 Per Dozen

HARRIS TOPS THE FIELD

with the most sensational pearl deal offered yet. 3-strand graduated, indestructible pearl bead necklace with brilliant rhinestone clasp... \$13.00 Doz. Minimum 4 Sets, \$46.00.



THE NEW SENSATIONAL FAST-SELLING PLASTIC WALLET



Consists of 4 card holders, secret pocket and Billfold all in one. \$3.75 doz. \$42.00 gr.

SELLING LIKE WILDFIRE



Smallest Lighter in the world. For Ladies and Men. Beautiful chrome finish. \$2.00 DOZ.

CHRISTMAS CORSAGES



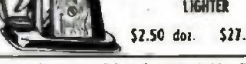
Beautiful-Assorted \$17.60 Per Gr.

THE NEW MIRACLE CROSS and CHAIN



With Magnified Lord's Prayer on Center of Cross. \$4.50 Dz.

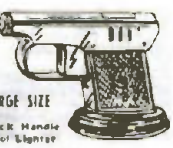
SPECIAL MIDGET PEARL PISTOL LIGHTER



\$2.50 doz. \$27.00 gr.

CHRISTMAS RED WAX DAHLIAS

Per 100, \$3.50 Per 1,000, \$30.00 All colors assorted.



LARGE SIZE Pearl Handle Lighter \$4.00 Dozen \$4.50 Doz.



KISS OF FIRE \$15.00 a Dozen \$4.00 for a temple order of the 4 styles.

HARRIS NOVELTY COMPANY

25% deposit required—Money order or cash. We ship same day as we receive orders—Ship all over the world. THIS IS OUR ONLY STORE 1102 ARCH ST. PHILADELPHIA 7, PA. PHONE: MAIN 7-9848—WA 2-6970

N. K. MORRIS MFG. COMPANY advertisement featuring a pocket knife and promotional text.

bingo SUPPLIES and EQUIPMENT advertisement listing various supplies and contact information for John A. Roberts Co.

ATTENTION!! STORES MUSTERS XMAS TREE LOTS JOBBERS advertisement for Santa Claus items.

ACME PREMIUM SUPPLY CORP. advertisement for various merchandise.

WOLF PACK ART MODEL PLAYING CARDS! advertisement for a unique card game.

SOMETHING NEW UNDER THE SUN advertisement for The Billboard Merchandise Section.

SALEMEN - DISTRIBUTORS advertisement for 'FLY-BYE' mosquito coils.

VENDING MACHINE OPERATORS! advertisement for plastic specialties.

COIN UNITS FEATURED

NAAPPB Program Keyed To Long Exhibit Hours

CHICAGO, Nov. 15.—Altho the opening of the trade show of the National Association of Amusement Parks, Pools and Beaches was still two weeks off, coinmen interest appeared to be approaching its peak. Approximately one third of the 75 exhibitors will show products and supplies of particular interest to the coin machine industry. The show opens

at the Hotel Sherman Sunday (30) and winds up with the Showmen's League of America banquet and ball on the night of December 3.

As in the past the exhibition hall will be open most of the day and early evening to give those in attendance ample time to study the many new items on display. On Sunday (30) the exhibition hall will be open from 10 a.m. thru 7 p.m. On the next two days, Monday and Tuesday (December 2-3) the display area will be open from 10 a.m. to 12:30 p.m. and from 3:30 p.m. to 7 p.m. On the last day, the morning schedule will be similar to the previous two days but the afternoon hours will be 3:30 to 6:30 p.m.

Coinmen visiting their first NAAPPB show will find the

social schedule an unusually heavy one. On the opening night there will be the NAAPPB President's Party at 7:30 in the grand ballroom. On Monday (1) night, the American Recreational Equipment Association will hold its annual banquet at 7:30 in the Louis XV room. The NAAPPB banquet follows on Tuesday (2) night in the Grand Ballroom and the Showmen's League affair will be held at 7:30 p.m. in the same room Wednesday (3) night.

Another touch to the over-all show which will make coinmen feel at home will be the appearance of James T. Mangan as featured speaker at the AREA banquet. He is the former head of the Coin Machine Institute's public relations bureau and was with the old Mills Novelty Company for 20 years.

FOUR CORNERS

Williams Reps Show In-Line, 5 Ball Game

CHICAGO, Nov. 15.—Four Corners, the new five ball game based on in-line scoring, was delivered by the Williams Manufacturing Company to its distributors this week for immediate showings.

Designed for speedy play, Four Corners requires an average playing time of a minute and 33 seconds, and offers players 33 opportunities to record replays. In addition, players by lining up three, four and five numbers in a line, can win five numbers in a bottom rowing on four top and bottom rollovers and also on three special bumpers when the four corners are illuminated.

Vice-President Sam Stern said that tests had indicated that Four Corners was a game which combined all the newest features of the traditional five ball with the rapidly developing in-line units, without detracting from play features.

New Firm Ups Interest In Shuffleboard

MIAMI, Nov. 15.—Shuffleboard interest has been stepped up noticeably since the formation of the Miami-American Shuffleboard Company here. The company is headed by Dave Friedman and Morris Marder and is the factory representative of the American Shuffleboard Company.

Before opening for business Friedman and Marder spent several days in America's factory at Union City, N. J., to study the latest methods in resurfacing shuffleboards and to purchase the most modern equipment.

Thus far the local distributor has not only attracted a lot of refurbishing business from local operators but also from taverns which have their own longboard installations.

Mars to Name Distribs Soon

LINDEN, N. J., Nov. 15.—Dave Braun, president of Mars Manufacturing Company here, this week said that a list of distributors for the new Mars Jet Saucer would be announced within 10 days. The ride has been in production for a month, with the first deliveries reaching operators 10 days ago.

The ride, which lists for \$1,095, comes in a plastic three-color finish, which the manufacturer says will not scratch. Unlike the conventional Rocket Ships, the Jet Saucer has an oval-shaped body which may be removed from the stand by taking out six

(Continued on page 87)

Lane Plant Making Kiddie Boat Ride

MIAMI, Nov. 15.—The first factory in Miami to manufacture coin-operated amusement equipment is working at capacity turning out the popular Miss America children's boat ride, first of a series of kiddie numbers it plans to produce. It will be exhibited at the NAAPPB show in Chicago, November 30 thru December 3.

Bert Lane, president of The Bert Lane Company, Inc., 372 NE 61st Street, says the colorful, compactly designed amusement ride is winning steady acceptance. Some 300 of the kiddie cruisers have already been shipped to various parts of the country, Lane adds, many of them going by air to fill urgent requests.

The Miss America is constructed of marine plywood and finished in high gloss enamel in bright red, white and blue. It is powered by a 1/4 h.p. heavy duty GE motor and has retractable casters, making it easy to move outdoors in good weather and inside in bad weather. Its 10 snap-light, flash red and green signals, providing strong eye appeal even when the ride is not in operation.

Real Boat Motion
A dime deposited in the coin chute starts the Miss America's real boat motion, even to the sound of swishing water. Another apparent kiddie pleaser is the steering wheel which turns, while a push button on the dashboard sounds a warning signal to open imaginary bridges.

The ride was well received by delegates to the convention of the National Association of Food Chains in Miami recently. During the conclave, both local papers (The Miami Herald and Miami Daily News) used pictures of the Miss America exhibit, complete with comely models. Lane reports that a number of the food chain executives inked contracts for the ride while in town. The

Finance Plan Set on Bally Space-Ship

CHICAGO, Nov. 15.—The Bally Manufacturing Company announced thru Jack Nelson, general sales manager, that its Space-Ship is now available on a finance plan.

Like its running mate, The Champion mechanical horse, the Space-Ship can be had thru Bally distributors on a small down payment with the balance payable in 12 months. The plan is that of the Walter Heller Company, industrial financiers.

The Space-Ship can dive, dip, roll and swing and its variable speeds are controlled by the pilot rider. It has twin ray guns which give off exciting sound effects.

business will be turned over to distributors in the respective territories.

Lane, 20 years in the industry as an operator, sales representative and distributor, pointed out that the Miss America, which he designed, was thoroughly location-tested before the assembly line was set up. Currently, Lane also is associated in New York with Lane Marvey Corporation and Rocket Associates, the latter one of the largest operators of kiddie rides in the country. Chain stores already featuring the new ride include W. T. Grant, McCrory, Kresge, McLellan, H. L. Green, the Rich Store in Atlanta, and Burdine's, Miami.

EASE RESTRICTIONS

NPA Change Seen Aid To Game, Vender Mfrs.

WASHINGTON, Nov. 15.—The National Production Authority eased its inventory restrictions on steel, copper and aluminum to permit greater flexibility by users but did not increase the stock on hand permissible totals. The new ruling was considered an aid to manufacturers of vendors using refrigeration, and also to game factories affected by seasonal high and low production periods.

Under the latest change, NPA authorized users of the controlled switch materials to go from an "item by item" basis to a "class by class" method of accounting for stock on hand. Under the new plan all carbon steel bars are listed in a single class whereas under the item method there

were several different listings—a lot of extra accounting for the manufacturer.

Manufacturers, NPA officials pointed out, may switch to the class method for all or part of their inventories of controlled metals, at their own option. When the manufacturer switches to the new method he must place a written statement in his corporate records and preserve it at least three years. He can not change back unless he receives written permission from NPA.

Another key point of the controls change is that it must be accomplished at the beginning of each calendar quarter.

KIDS RIDE HIGH AT TRADE SHOW

NEW YORK, Nov. 15.—The first display of coin-operated equipment at annual convention of the Boys' Apparel Manufacturers' Association proved a little rugged for the exhibitor but a howling success for youngsters. It was held at the New Yorker Hotel, November 9-13.

Exhibit Supply's coin-operated horse — Roy Rogers' Trigger — was shown in the booth of the Classy Products Corporation of New York, a holster manufacturing firm also licensed by Roy Rogers' Enterprises. The purpose was to acquaint apparel buyers with the promotional potential of the mechanical horse. Art Weinand, who represented Exhibit Supply, reported sustained buyer interest and riding interest at a new high.

HORSE INTEREST EVEN IN COMICS

CHICAGO, Nov. 15.—The growing interest in coin-operated horses has become so widespread that they have even galloped into comic strips.

In a recent panel of Barney Google and Snuffy Smith distributed thruout the U. S. and many foreign countries by King Features Syndicate, the action was built around a typical Penny Arcade. The key object in the Arcade was a mechanical horse.

Rosenberg's Match-Score Unit Is Set

NEW YORK, Nov. 15.—Hyman Rosenberg, a local manufacturer, announced that his conversion unit is ready for delivery. The unit, called Try 'N' Tie, is a match-your-score attachment which fits on all types of shuffleboard machines. Rosenberg has 50 on hand, and his current facilities enable him to produce 200 a week.

Try 'N' Tie has 210 number combinations, is powered by a standard coin machine motor and is lighted. It fits atop a machine with a one inch lip, and, with the live and stop mechanism, is adjusted to fit atop a machine with a half-inch lip.

Tentative list price is \$69.50 and it will be sold thru dealers with exclusive franchises. The machine will be shown to local dealers today. Each number in the three-number combination is two inches high.

Rosenberg is a former operator, jobber and distributor, and was Bally's New York distributor in 1948 and 1949.

Neb. Free Play Status Awaits Dec. Decision

LINCOLN, Neb., Nov. 15.—A case which will decide the status of free play amusement games in Nebraska was argued before the State Supreme Court here Thursday (6). The decision is expected in late December.

On file as the Badero vs Caldwell case, it is basically Badero against the State of Nebraska. Badero won a declaratory judgment nearly a year ago in the District Court of Omaha. At that time the court ruled that free play pin games did not violate Nebraska's anti-gambling laws. The attorney general's office carried the case to the Supreme Court.

Fred White, of the Lipp & White legal firm in Omaha argued the case for Badero and Dean Kratoch, assistant attorney general, represented the State.

Bob Black New Simon Staffer

NEW YORK, Nov. 15.—Dave Simon, head of Dave Simon, Inc., has announced the appointment of Bob Black as sales representative. The distributing firm covers several Eastern States for United Manufacturing Company. Prior to taking an active part in the Simon sales program last week, Black spent almost a month at the United factory studying game output, service and trouble shooting.

League Play Feature Aids Keeney Game

CHICAGO, Nov. 15.—A survey conducted by J. H. Keeney & Company thru its distributors revealed that the Team Bowler game had made considerable progress as a league play unit. Paul Huebsch, sales manager, announced this week. The Keeney shuffle game, the first to accommodate up to 10 players, has been getting heavy evening play from organized teams, Huebsch reported. These groups consist of five players. Huebsch explained that Team Bowler's scoring feature for team matches made it possible to complete contests in a relatively short time.

The new Keeney game has all the latest features of shuffle bowling, including easy to read dial scoring, extra shots for strikes and spares in the 10th frame and high score for the week boxes.

Nasco's Aqua Jet Set For Showing, Nov. 28

PHILADELPHIA, Nov. 15.—The new Aqua Jet ride, manufactured by Nasco here, will be shown at distributors thruout the nation November 28 and will be available for delivery soon thereafter.

The coin-operated ride is a Conat-Nasco engineered PT boat, precision molded of one-piece stainless steel. It comes in a multi-colored, mar-proof finish.

The cockpit is large enough to accommodate an adult—which is an aid to an operator while he is demonstrating the machine—and is made of vinyl plastic, with foam rubber cushions. The fog horn control is on the steering wheel.

Simulates Action

The motion simulates the action of a boat. The panel gauges are not painted on—the fuel gauge and speedometer actually operate. The windshield is plexi-glass and chrome plated. Running lights are

set around the deck, with additional lights on the stern.

The ride is 29 inches by 89 inches, and is strong enough for a child to mount without aid. Another feature is aluminum boarding handles. The ride comes on a metal base cabinet.

The national distributor will be Conat Sales, of New York, and Nat Conat, Conat presy, says the advance orders have been coming in strong, even tho the machine has had no formal showings. Price for the 300-pound ride has not yet been set, but will be in the Rocket Ride range.

Nasco officials said that floor space at the Philadelphia plant has been doubled to provide facilities for the new ride, and a separate assembly line has been set up. The ride will be exhibited at the Chicago convention of the National Association of Amusement Beach and Park Owners, November 30-December 4.

CIG OPS, DISTRIBUTOR CO-SPONSOR TV SHOW

DALLAS, Nov. 15.—An audience of approximately 825,000 television viewers in this area will have become more cigarette venter conscious than the 11-program series of TV shows, under the sponsorship of eight Dallas and Fort Worth operators and National Vendors' Southwestern representative, Ed Brown, Inc., ends Thursday (27).

The cost of the series, appearing Saturdays at 10 p.m. over WFAA-TV, is shared by the eight operators and the National distributor. A Dallas advertising agency was employed to design the program. Each of the eight operators lies in his equipment with the telecast by placing special program information stickers on his machines.

The program format is built around a seasonal sports theme, football. Beginning and ending with the football season, the show has to date proven successful with an estimated audience of 75,000 each week.

Edward Brown, head of Ed Brown, Inc., stated that similar program themes may be employed to capture public interest. He cited baseball thru the spring and summer, football again next fall, and weather and news programs.

I WOULD LIKE TO SEE

How Cig Mfrs. Could Step Up Operator Aid

CHICAGO, Nov. 15.—"If I were a cigarette manufacturer I would make these changes to aid the venter operator..."

The suggested changes, and the reason for the changes, most commonly advanced by respondents to a 1,000 cigarette operator survey by Vend. sister publication of The Billboard, are highlighted in a feature article in the November issue of Vend.

To best determine how cigarette manufacturers might work more closely with operators, the survey asked operators how manufacturers could help in (1) advertising their product, (2) packaging their product, and (3) providing point-of-sale promotion materials.

The answers (slightly better than 10 per cent of the operators surveyed replied) stressed one major change: redesigning of the carton and pack for ease of handling, penning and loading in venders.

Since suppliers are traditionally interested in the problems of their customers and have always worked closely with operators and other retailers, the survey was made as a possible aid to even closer working relationship between operator and manufacturer.

On the plus side of the promotional ledger, operators went on record as favoring the periodical, radio, TV and other consumer advertising. But this suggestion was made repeatedly, emphasize vending machine sales as well as sales by the carton.

One West Coast operator contended smaller operators should get part of the cigarette manufacturer's aid.

(Continued on page 75)

Wholesale Cig Cost Up in Ark.

LITTLE ROCK, Nov. 15.—A penny a carton increase in the wholesale cost was effected Monday (10) on all popular brand cigarettes in the State; retail prices were not changed.

There was no explanation for the increase by the State Revenue Department, which enforces the Unfair Cigarette Sales Law of 1951. The wholesale carton price was advanced to \$2.19 for "popular brands, \$2.20 for Pall Mall, Herbert Tareyton, \$2.81 for Marlboros and \$2.27 for Viceroy's."

The Revenue Department announced that the increase would apply only to wholesale "cash and carry" sales; there is no increase in the "holes-a-pace" prices charged by service jobbers.

Show Venders At Food Meet

LOS ANGELES, Nov. 15.—Three manufacturers of vending machines displayed their products at the sixth annual American School Food Service Show at the Ambassador Hotel here this week.

Tim Industries showed the Fruit-o-Matic fruit venter and its milk machine. R. M. Waggener directed the showing of the Frank-o-Mat as well as the refrigerator hot ham and cheese sandwich machine.

Dale E. McColium represented Vendo, which displayed the Dairy-Vend ice cream machine.

Lorillard Exec Predicts Boom in King-Size Cigs

NEW YORK, Nov. 15.—Robert M. Ganger, president of the P. Lorillard Company, Thursday (13) predicted that as much as 50 per cent of cigarette sales may be accounted for by king-size and filter types by 1960.

Speaking before the New York Society of Security Analysts here, Ganger pointed out that 17 per cent of the nation's cigarette volume is accounted for by vending sales, and that Lorillard is making a concerted drive to get its brands on a par with the Big Three in this field.

Chicago ColeSpa Robbed of \$3,600

CHICAGO, Nov. 15.—Chicago ColeSpa Dispenser Corporation was robbed of \$3,600 Thursday (13) night when burglars broke into the office.

Harry Sloan, head of the beverage operation, said the company safe was rolled thru the front door and taken away by the robbers.

not only gets the same vertical stacking position as other brands in many vending machines, but in addition, the machines of one leading manufacturer (Howe) today come equipped with an Old Gold exclusive sign which points to the Old Gold row.

Tough on Unknowns

He added that vending machines make it even more difficult for new and unknown brands to make headway in the cigarette business. Ganger explained that a manufacturer cannot get sales thru such distribution channels until he has volume demand. He guessed that 30 per cent of the potential distribution of a new brand is throttled this way, until its demand rises to a point where operators of vending machines will stock it.

Ganger declared that the cigarette business may be currently undergoing changes almost as drastic in certain respects as the change from Turkish cigarettes to domestic blends during World War I.

He cited Switzerland where (Continued on page 76)

Hot Drink Demand Continues Climb; Soup Growing Factor

Three-City Report Indicates New Impetus in Dime-Nickel Coffee

PHILADELPHIA, Nov. 15.—Hot beverage vending is a virgin field with unique potentialities, a survey of the Philadelphia market area indicates.

While there are practically no hot soup nor hot chocolate vendors on location, about 35 per cent of the beverage operations in this area include coffee machines.

There seems to be a growing trend locally of beverage venders (Continued on page 75)

CHICAGO, Nov. 15.—Of the four phases of hot beverage vending, here as in other population centers of the nation, coffee leads on an almost walk-away basis. Soup, a poor runner-up as second choice, nevertheless makes a better showing than either hot chocolate or tea.

A survey of leading beverage operators this week revealed the almost 100 per cent domination of coffee venders in the hot beverage equipment field. While many routes use the straight nickel or dime price, odd-cent prices (with 7-cent cups most common) are perhaps more prevalent in the Windy City area than elsewhere.

Soups and chocolate were given extensive trials by numbers of operators, but after good first month grosses, sales fell off to at or below break-even points. Hot chocolate, vended for a nickel, failed to hold volume acceptance after the novelty wore off; usual complaint was that "without milk, it was not a quality chocolate drink."

Hot soup vending, centering around tomato, bouillon and chicken broth flavors, was standardized at a dime. Like coffee and chocolate, it was delivered as a 6-ounce drink. In industrial spots especially, reception was good, holding up longer than that of chocolate.

Factors

The deciding factors on sales volume in the hot beverage field, operators point out, are the year-round demand and the suitability of the beverage as a multi-purchase item during one work shift or at least on a day-by-day basis. In this respect, coffee alone proved to meet both demands, they said.

(Continued on page 75)

Cole Products Sets Atlantic City Display

To Show Cup Unit During ABCB Meet; Coke, Pepsi Models

CHICAGO, Nov. 15.—Cole Products Corporation this week completed plans to display its ColeSpa venter in Atlantic City during the American Bottlers of Carbonated Beverages convention in that city (17-20). The cup venter line will be exhibited as a special display on the Boardwalk across from Convention Hall.

Since 1949, ABCB has banned cup drink venders from its annual exhibit. This year, the drink vending industry will be represented on the exhibit floor only by bottle equipment.

Richard Cole, vice-president, said that Cole would show, in addition to the standard three-selection model, its special red cabinet Coca-Cola unit, in selective and non-selective models, and the Pepsi-Cola model. The Cole display will open a day earlier than the ABCB meet.

Besides Cole, company personnel present will include Stan Gaines, William Berns, George Grubert. Staff members will include Bill Halliday, Harry Willis, Dennis Nagy and Dick Stern.

DRINK VENDER ROOTS: PENNY WATER MACHINE

CHICAGO, Nov. 15.—A coin-operated unit, devised in 1908 by the Public Cup Vender Company, New York, to vend a sanitary drink of water, could well be termed the starting point of the modern cup vending industry.

The common tin dipper and glass of that period were the sole means of supplying the traveling public with a drink of water. Health hazards inherent in such multiple-use containers, concerned doctors and public health officials. In an effort to provide an answer, Public Cup Vender Company developed a machine to vend an individual drink of water in a paper cup for a penny. The firm later became the Individual Drink Cup Company, still later the Dixie Cup Company.

A few years after the water venter's introduction, penny units dispensing a cup only began to appear. These were followed by free paper dispensers, which appeared mainly in railroad stations, on trains and in department stores.

An off-shoot of the original water venter, was Individual Drink Cup Company's development and sale of venders for packages of soap, towels and sanitary napkins.

MILWAUKEE, Nov. 15.—Hot beverage vending, paced by coffee, is definitely on the increase in the Milwaukee area. While most operators have a comparatively short history of experience in this field of vending, reported results were generally good, and most of the operators indicated intentions to step up their number of hot beverage vending units.

Milwaukee's preponderance of heavy industrial plants, not ordinarily subject to violent ups and downs in employment rolls, encourages operators to feel fairly safe in investing in equipment to serve the feeding needs of these establishments.

Kwik-Kafe, owned by Mrs. Ruth Bender, is almost completely set (Continued on page 76)

La. Drive Hits Cig Violations

NEW ORLEANS, Nov. 15.—The State Department of Revenue has started a drive against violators of the State's tobacco tax law after announcing that Louisiana is being deprived of \$1,250,000 in such collections annually.

The target is the purchase of out-of-State cigarettes. Persons buying such cigarettes are violating three State laws, stated collector Rufus Fontenot: importation of unstamped tobacco, failure to affix stamps to packs and importation by means other than by common carrier or by permission of the collector.

UNFREEZE ICE CREAM

N. Y. Subway Lifts Ban for Vender Tests

NEW YORK, Nov. 15.—The long-standing ban on ice cream vending machines on New York subways, imposed by the Board of Transportation, has been lifted to permit a test installation.

Board of Transportation authorities and the American Chicle Company, thru its operator, Interborough News, agreed to give 10 Colson machines trial runs of six months each.

The first three were installed in mid-October, and the results, according to Charles Malone, Interborough sales executive, have been satisfactory to date. Three others were installed Thursday (13). Maloney said that the contract allows him to install up to 10 machines, but Interborough has not determined when, if at all, it will install the other four.

Removal Unlikely

While Interborough has the option of removing the machines at any time during the test period, Malone emphasized it has never taken out a machine during a trial period in 18 years.

At the Board of Transportation, Fred Roth said that the first three months operation of a new machine usually cause a termed a novelty period. When the public becomes acquainted with the machine the true test gets underway.

According to local operators, much of the credit for the Board of Transportation's easing the ban on ice cream machines goes to drink venders. Subway authorities were apprehensive a few years back when the drink machines were first installed. They felt that cup litter, commotion and congestion would result. As the only litter, commotion or congestion on the Gotham subways remains the variety that has always existed, the authorities soon realized that no problem was caused by the drink machines. It was this that helped pave the way for the ice cream equipment.

Frozen Citrus Concentrates Sharper Demand Predicted

NEW YORK, Nov. 15.—Operators of routes which include citrus drink machines may be paying more for their concentrates this winter, but they'll be operating in a market with a sharper demand for their product.

At a meeting of the Eastern Frosted Foods Association here Monday (10), local distributors heard predictions of an increased demand for frozen citrus fruit concentrates during the new crop season, with a tight fruit supply tending to make prices firm.

Speakers included John Fox, president of the Minute Maid Corporation; Howard W. Thompson, sales manager of the products department of Sunkist Growers, Inc., and Robert Mairs, general manager of the Winter Garden (Fla.) Citrus Products Corporation.

Fox saw a good year ahead for the concentrate industry, with a total of 1,500,000 cans of orange juice concentrate coming from the new Florida pack. This figure is about 10 cans for every man, woman and child in the U. S.

Thompson predicted a year-round boom in the sale of frozen lemonade concentrate, comparable to that which occurred in the orange juice concentrate field over the last 10 years.

He said that last year 2,000,000 cases were sold, and that sales this year will amount to 4,000,000 cases.

NOW IN DELUXE STYLE

Featuring the **NEW**

**BABY
GRAND**



- PROJECT-O-VIEW WINDOW OF TRANSPARENT LUCITE
- DOUBLE LOCK
- DELUXE CAPACITY—
6½ Lbs.

TWO LOCKS—ONE FOR FAST, EASY, TOP FILLING OF MERCHANDISE . . . and ONE FOR MONEY COMPARTMENT.

Patent Pending

VENDS

Chloro Treats . . . 2 for 5c 250 count. Capacity 6½ pounds. Operators gross approximately \$6.25 per pound.

BABY GRAND DELUXE

Also vend CHLORO TREATS . . . 336 count or CHICLE TREATS, 6 colors . . . 6 flavors . . . 300 to the pound . . . both 2 for 1c . . . Capacity 6½ pounds.

Sold Exclusively by Authorized Victor Distributors. Contact Your Nearest Distributor or Write Today to

VICTOR VENDING CORP.

5707-13 W. GRAND AVE.
CHICAGO 39, ILLINOIS

SERVICE SPELLS SUCCESS

ABC Cites Top Factors In Beverage Operation

PITTSBURGH, Nov. 15.—One major point in successful drink vended operation, according to Daniel J. O'Neill, manager of ABC Vending Corporation, rests 100 per cent on the operator. It is his responsibility to adequately service his machines on location. And adequate, he emphasizes, applies to the frequency and thoroughness of such service to maintain venders in strictly top-notch sanitary condition. Manufacturers build good high-capacity drink vending machines, O'Neill points out, but no matter how good the machine or large its capacity, it must not be left standing unchecked too long in a high traffic spot. The location owner figures he is losing money every hour the machine stands idle, either for lack of product or mechanical failure. Theaters, for example, are busy on week-ends, industrial locations have busy hours, and the venders have to do business during those hours.

burgh contains a business offshoot of some business in Pittsburgh," O'Neill pointed out. "Thus you can go anywhere within 50 miles of the city and find an industry or manufacturing plant directly connected with an industry in the heart of Pittsburgh. You can see easily why in the suburbs, too, there are locations for operators who will keep their machines in shape. The employees of these industries get busy in these towns and remain with that industry as their lifetime work. In many instances their sons follow them in the work.

"In addition, the trend of Monday and Thursday night shopping is boosting business in outlying sections. This new trend in shopping has brought theaters in outlying areas to appreciate more fully the value of modern drink machines."

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 columns... wide selection, tab gum, candy coated gum, 10 chocolate bars, fruit bars, fruit charms... fast, easy, front load servicing... positive, simple, fool-proof delivery... tested and proved on location.

THE NORTHWESTERN CORPORATION 895 S. ARMSTRONG STREET MORRIS, ILLINOIS

SPECIAL SALE! Brand New

- Silver Kings, 12 or 24 \$13.95
Adams, 12 or 24 \$14.95
Victor Baby Grand \$19.00
Northwestern No. 49 \$17.85
2 Column Postage Stamp Machines \$28.50
3 Column Postage Stamp Machines \$32.50
Sherman Typewriter \$39.50
Acme Hot Nut, 34 \$39.50
Almond Venders, 24 \$49.95

- Reconditioned Specials
15 Silver King Bunkers, 12 \$22.50
10 A. B. T. Challengers, 12 \$22.50
10 Kicker Catchers, 12 \$23.95
5 Two Column Exhibit Postage Stamp \$13.50
12 Silver Kings, 12 or 24 \$7.95
25 Columbus Nuts, 24 \$7.95
25 Masters, 12 or 24 \$7.95
25 Colfax Nuts, 24 \$7.95
25 Northwestern Deluxe, 12 and 24 Combination \$12.95
10 Northwestern No. 33, 12 or 24 \$9.95

Brand New SILVER KING Nut and Ball Gum Machines IMMEDIATE \$13.95 DELIVERY. 1/3 Dep. With Order, Bal. C.O.D. To avoid C.O.D. charges remit in full. All machines shipped F.O.B. N. Y. CAMEO VENDING SERVICE 422 W. 42nd St., New York 18, N. Y. LOngacre 3-1134

NEWER CHARMS From the World's LARGEST MANUFACTURER OF CHARMS. PENNY KING CO. 2538 Mission Street Pittsburgh 3, Penna.

CHARMS DOMINOES Beautifully designed black plastic with clear white dots. \$7.50. WHISTLES, SIRENS, ETC. COMPLETE LINE OF CHARMS. PAUL A. PRICE CO. 220 Broadway, New York 7

Service, Not Promises. Busy locations want an operator that will do a good job of servicing. "One of our type of machines vends 2000 items and won't sell out in a day, yet we service it several times a week in the city and once or twice a week in locations outside the city to keep them clean," O'Neill said.

In some cases, revenue for the location is not the major factor in vended service. Competitive enterprise can cut into the location's own receipts, making that location super-conscious of the value of drink venders.

In some locations where we have a number of machines, we have men who stay in one building and service our equipment as a full-time job. They work the same hours as the building is open," O'Neill declared.

In Pittsburgh, ABC has a group of servicemen who clean and fill drink machines daily even though there is little refilling necessary; thru such service the units are kept clean and sparkling inside and out.

"One outstanding characteristic that local operators recognize is that any area surrounding Pitts-

Conn. Beverage Assn. Explores Sugar Picture

BRIDGEPORT, Conn., Nov. 15.—The 34th annual convention of the Connecticut Manufacturers of Carbonated Beverages was held last week at the Stratfield Hotel here. Chief speaker E. Robert Anderson, vice-president of the American Bottlers of Carbonated Beverages, told the group that Department of Agriculture policies had brought an actual shortage of sugar along the East Coast.

He outlined the procedure for estimating sugar consumption in this country as determined by the department, which he pointed out pegs the estimate at a conservative mark, thereby keeping the supply low. Anderson said at least 400,000 more tons of sugar were needed for domestic and industrial consumption.

Sugar Costs. The price of sugar in the world market is 2 1/2 cents a pound less than the U. S. consumer must pay, he stated. He estimated that this situation costs the United States \$150,000,000 based on a yearly sugar consumption of 7,700,000 tons.

A forum discussion on the problem of the steadily diminishing return of "empties" also was held.

Christopher H. Buckley, was re-elected president. Also re-elected were Charles Brooks, vice-president; F. Carl Schirmer, secretary; Harry Squires, treasurer. William Leader, of the Pepsi-Cola Bottling Company, Fairfield, was named a member of the board of directors.

Other speakers included O. R. Kerr, of the Aetna Insurance Company, and Sidney P. Nudd, of New York, who spoke on bottle returns.

Canada Dry Ad To Aid Venders

NEW YORK, Nov. 15.—Canada Dry's effort to make the public vended cup conscious got under way last week with the announcement that the firm would run a full-page, two-color advertisement in five trade papers, including The Billboard.

The advertisement is aimed at aiding operators by preparing the groundwork for new accounts and protecting old ones. The theme of the advertisement is "Protect Your Profits."

Cont'l Can Promotions

NEW YORK, Nov. 15.—Continental Can Company this week made three promotions in its Paper Container Division. John Jennings was named assistant to the vice-president; J. H. Taylor manager of manufacturing of the division, succeeding Jennings, while George Johnston was announced as the manager of the Newark plant.

SILVER QUARTER OPERATION—KING SIZE INCLUDED! SPECIAL! NEVER BEFORE OFFERED AT THIS PRICE! Every column can be used for King Size or standard size vending as desired. SPECIAL! ROWE TAB GUM, 5 Cols., 1c, 400 \$15.50 cap. Mounting Bracket, \$1.50 Extra. WRITE—WIRE—PHONE YOUR ORDER!

UNEDA VENDING SERVICE, INC. The Nation's Leading Distributor of Vending Machines. NEW... RECONDITIONED LIKE NEW. 166 Clymer Street, Brooklyn 11, N. Y. • EVergreen 7-4568

30 DAY MONEY BACK TRIAL Northwestern Model 49. 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. GUARANTEED USED MACHINES. DELUXE 12 and 24 Combination \$19.95. MODEL 23 BALL GUM, Porcelain, 12 7.45. MASTER 24 \$7.45. MERCHANDISE AND SUPPLIES. ZENOBIA PISTACHIO Jumbo Queen \$7.45. VIRGINIA PEANUTS 2 1/2 Lb. Western Pack \$3.50. BOSTON BARED \$2.50. LICORICE LOZENGES 24 \$2.50.

NORTHWESTERN SALES AND SERVICE COMPANY MOE MANDELL 440-442 WEST 42nd STREET, NEW YORK 36, N. Y. • LOngacre 4-6467

For the Finest Vending Machines Always Buy VICTOR. VICTOR'S Topper Deluxe Globe Style \$13.00 each. VICTOR'S Topper Deluxe Half Cabinet Style \$12.00 each. VICTOR'S BABY GRAND \$100 or more. PARKWAY MACHINE CORP. 715 Ensor Street Baltimore 2, Maryland

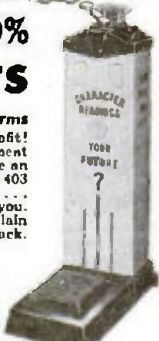
VEND—PUBLISHED BY THE BILLBOARD HUNDREDS OF MONEY-MAKING VENDING IDEAS. Cost you a fraction of a cent a piece—when you subscribe to VEND—the magazine of automatic merchandising! Fill in—tear out—mail today! VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio. Please sign me up for Vend for 1 year of \$4, 3 years of \$12, or 5 years of \$18. Name, Address, City, State, Occupation.

There's a **SMALL FORTUNE** in it... for You!

PAYS 50% TO 200% STEADY PROFITS

Outdraws, Outearns and Outperforms All Others! Be penny-wise... and profit! American Scales pull better in stores, amusement places, entrancos, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year... more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.

- ★ 2 Machines in 1... Fatigue and Weight
- ★ Fully Automatic & Patented
- ★ No Knobs, No Handles, No Trouble



Yours for Only **\$25** DEPOSIT

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$30.

AMERICAN SCALE MFG. CO.

3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:

- Attached Red check for \$25 payment on one model 403 scale. Ship at once.
- Please read further details immediately.

NAME _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____

Precision-Built for PROTECTION & PROFITS!



ACORN

The only completely die cast aluminum, precision built ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Tamperproof. Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

IMPROVED!

SILVER-STREAK

BUSH HOUSING & BALL OUM WHEEL



OAK MANUFACTURING CO., INC.

11411 Knightsbridge Ave., Culver City, Calif.

EST. & Mid-west
 M. J. Avelian, Gen. Sales Mgr.
 2033 Fifth Ave., Pittsburgh
 Phone AT 1-5472
 Pacific Coast Distributor:
 OPERATORS VENDING
 MACHINE SUPPLY
 1023 S. Grand Ave., Los Angeles

Cuba Cites Sugar Exports; Denies Price Charges

HAVANA, Nov. 15.—Cuban exports of sugar from January 1 to October 15 totaled 4,240,728 tons, the Cuban Stabilization Institute reported this week. Of this total, the United States received 2,329,787 tons.

Other large customers were the United Kingdom which imported 468,702 tons; Japan, 296,369; Holland, 253,877; Germany, 126,103; and French Morocco, 105,178 tons. The next crop will be restricted to five million long tons, it was announced.

Meanwhile, the Cuban Sugar Stabilization Institute has published a statement in which it denied a report citing Cuba as a destructive influence on U. S. sugar price policies.

The reply of the Cuban Sugar Institute follows:

"In accordance with established practice, Cuba released the necessary amount of indentify certificates so that Cuban producers could cover the quota increase granted to Cuba, amounting to 88,945 tons, by the American Agriculture Department, in accordance with the Sugar Act."

The statement added that "this has been properly explained to the Sugar Branch of the Department of Agriculture. In the future, allowances for excess in weights when the quota increases involve small quantities will be taken into account as much as possible. This will avoid any rush by Cuban producers to sell their sugar for fear they may not be allowed to do so in the United States because of exhaustion of the quota."

Sales Increase, But Net Is Same For Am. Tobacco

NEW YORK, Nov. 15.—An expansion of sales but little change in earnings seems to be the pattern of the American Tobacco Company during the last nine months.

In a report issued this week, net income for the first nine months of 1952, after \$33,025,000 in taxes, was estimated at \$24,074,000, or \$3.36 a share on 6,454,110 common shares outstanding. Net for the first nine months of 1951 was \$24,447,000, or \$3.43 a share. However, sales have increased to \$793,188,000 from \$691,468,000.

For the September quarter, net income after \$13,435,000 tax charges was \$9,592,000, or \$1.36 a common share on sales of \$288,136,000. Third quarter net last year was \$9,389,000, or \$1.33 a share on sales of \$246,502,000.

N. Y. Candy Club Sets Party Plans

NEW YORK, Nov. 15.—Members of the New York Candy Club will meet at the Park Sheraton Hotel here Thursday (20) to discuss plans for the organization's 29th Annual Beefsteak Party, to be held in the Grand Ballroom of the Hotel New Yorker, December 6.

Harry Pineus is chairman of the ticket and reservation committee, while Joseph F. Cornetti is committee secretary. Leading stage and video stars are expected to furnish the entertainment at the affair.

Speaker at the Thursday meeting will be Leo Gottesman, vice-president of the National Council of Salesmen Organizations. He will speak on Washington legislation as it affects the salesman.

Candy Sales Up

Manufacturers' sales of 5 and 10-cent candy specialties in September jumped 13 per cent in dollar value and 11 per cent in poundage over the previous September, the Census Bureau announced this week.

September sales of candy bars increased 1 per cent, both in poundage and dollar value, over September, 1951, compared to a 4 per cent increase in pounds and a 6 per cent increase in dollar value for all types of candy.

Canada Dry Sales To Venders Up

NEW YORK, Nov. 15.—Canada Dry's sirup sales to venders are running ahead of 1951 thruout the United States with the exception of Southern Ohio, Kentucky and Indiana, according to Al Glazebrook, sales exec. Glazebrook could give no reason for the sales lag in these areas, but suspected it is caused by the competitive situation.

Meanwhile Canada Dry's drive to promote vending sales thru trade publications continues. A full-page two-color advertisement is scheduled for military trade publications. The ad shows servicemen and women buying Canada Dry from vending machines.

A proof of the ad is being sent to cold drink operators with an accompanying sheet which explains how the campaign is helping the operators.

Owens Shifts Executives

TOLEDO Nov. 15.—Owens-Illinois Glass Company announced forthcoming changes among five executives of its glass container division. Smith Rairdon, vice-president and general sales manager, will become vice-president and director of marketing, a newly created post.

Occupying Rairdon's former position will be Sidney Davis. C. G. Bensinger, vice-president and general manager of the Pacific Coast Division, will be transferred to the offices here as general manager of the glass container division, succeeding Henry Wade, who becomes vice-president and general manager of the Pacific Coast Division.

Amer. Tobacco Net Off

NEW YORK, Nov. 15.—American Tobacco Company earned a net income of \$24,074,000 for the nine months ended September 30, compared with \$24,477,000 for the like 1951 period.

Net income for the third quarter this year was \$9,592,000, against \$9,338,000 for the comparable 1951 quarter.

Hershey Income Rises

HERSHEY, Pa., Nov. 15.—Hershey Chocolate Corporation earned a net income of \$6,942,945 for the first nine months of 1952, compared with \$6,504,539 for the like 1951 period.

Common share earnings increased from \$2.64 in 1951 to \$2.78 this year.

Malone New Dixie Canadian Manager

EASTON, Pa., Nov. 15.—Austin G. Malone has been appointed Canadian sales manager for the Dixie Cup Company. Malone, who will headquarter in Brampton, replaces Ralph Isaac, who was transferred to the main office here on a national sales management assignment.

Malone, who joined Dixie in 1934, started as a writer cup salesman, became manager of several territories and most recently manager of the West Central region.

SCHOENBACH STAMP VENDORS Folder Type

ATTRACTIVE OUTSTANDING Built to last for years. Perfect slug detection mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vendor (as illustrated) \$22.50 ea.
 3 Col. Vendor \$32.50 ea.
 Very Low Prices

STAMP HOLDERS 1/2 With Order, Balance C.O.D.
J. SCHOENBACH
 Distributors of Advance Vending Machines
 1647 Bedford Ave., Brooklyn 35, N. Y.

BABY GRAND, 1c or 5c

\$13.00 ea. Packed 6 to the Case
 \$12.00 ea. In Lots of 100

VENDS THE FOLLOWING MERCHANDISE:
 Chlorophyll Treats, 3 for 1c, count 300 to 1b.
 Chlorophyll Treats, 5 for 1c, count 325 to 1b.
 Chlorophyll Treats, 3 for 5c, count 325 to 1b.
 Chlorophyll Ball Gum, 1 for 1c, count 319 to 1b.

WE SELL THE ABOVE AT LOWEST MARKET PRICE.
CHAMPION NUT CO.
 3124 Tremont St. Boston, Mass.

VICTOR'S VICTOR'S VICTOR'S

TOPPER DELUXE
globe style



\$14.20 Each—Packed 4 to a Case. Less in Quantity Lots. Immediate Delivery on All Models. Time Payment Plan Available—Trade-Ins Accepted.

TOPPER DELUXE
half-cabinet style



BABY GRAND



Less than 25 cases... \$52.00 per case of 4 F.O.B.
 25 cases or more... 48.00 per case of 4 F.O.B.

BABY GRAND CHICLE TREETS

2 for 1c, 300 Count. Capacity: 5 1/2 Pounds.
 45c per lb., 25 lb. Cartons

CHLORO TREETS
 A Delicious... High Quality Chewing Gum... Featuring That Sensational Health-Giving CHLOROPHYLL.
 2 for 5c Operators \$6.25 Per
 250 Count Gross Pound
 Capacity: 5 1/2 Pounds Approx.
 70c per lb.—25 lb. cartons

CHLORO TREETS
 2 for 1c, 336 Count, Capacity 5 1/2 Pounds
 52c per lb.—25 lb. cartons

Write for Our Complete Charm List
 Price subject to change without notice.

PIONEER VENDING SERVICE

590 Albany Avenue Phone: PResident 4-5358 Brooklyn 3, N. Y.

INTRODUCTORY OFFER

- FOUR 1c BABY GRANDS plus 25 pounds of CHICLE TREETS—Total... \$63.25
- FOUR 1c BABY GRANDS plus 25 pounds of CHLORO TREETS—Total... \$65.00
- FOUR 5c BABY GRANDS plus 25 pounds of CHLORO TREETS—Total... \$69.50

Send for Your **FREE** Copy of **RAKE'S NEW 1952 CATALOG TODAY!**

A guide to efficient and economical operation of coin operated machines.

RAKE COIN MACHINE EXCHANGE
 487 Spring Garden St. Philadelphia 21, Pa.
 Lunched 2-2976

DO-ALL VENDORS
 for Nuts, Cakes, Chews, Chicle Treats, etc. or 5c items. \$12.95 each

DO-ALL MFG. CO.
 Valley St. Mon. Ky.

Buy **COLUMBUS VENDORS**
 and end your vending troubles

Columbus Vending Co.
 Columbus, Ohio

Canada Dry Sponsors New Tele Promotion

NEW YORK, Nov. 15.—Canada Dry announced a new television promotion drive following its recent cancellation of the "Super Circus" telecast.

The new program will be a half-hour film show built around the comic strip, "Terry and the Pirates." First in the series, broadcast on alternate weeks, will be carried during the week of November 23.

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard Index 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 readers, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with 4 columns: Issue of Nov. 15, Issue of Nov. 8, Issue of Nov. 1, Issue of Oct. 25. Lists various vending machine models and their prices.

Hot Drink Demand Continues

to expand their operations in the coffee field. One reason apparently is the realization of the potential in the field. As Albert M. Rodstein, president of Variety Corner, Inc. put it, "Drinking coffee is a habit and coffee vendors give promise of a large amount of repeat business."

The reason coffee vending has not "caught on" at a faster rate so far, according to Charles Ashley, vice-president of Cup Machine Service Corporation, is that while "nothing" has been wrong with the equipment, the coffee dispensed has not suited all tastes.

The firm has about 180 beverage machines on location, but only eight of these are coffee vendors, operating at both 5 and 10 cents.

K. Cyrus Melikian, Rudd-Melikian, Inc. reported 100 per cent of the Kwik-Kafe operation is coffee vending, at both 5 and 10 cents. The firm has 24 trucks to service its machines.

Edward Dinwiddie Retires From PM

NEW YORK, Nov. 15.—Edward W. Dinwiddie, vice-president of Philip Morris & Company, Ltd., Inc., retires this month after 50 years in the industry.

Coffee Leads

Hot chocolate and soup are not hot weather items. Soup concentrates used in the experimental installations, mainly hot units on cold beverage machines (and a number of special purposes Bert Mills' Soup Bars, now discontinued) made a good product. However, it was claimed that while above par in taste and quality, the vended soups did not prove able to hold steady repeat patronage.

Two factors make coffee the top hot beverage for venders: it is a "habit drink," adults take one per or two but often many cups per day; it is also a "social drink," which means that it will be purchased by groups of people at one time.

Several operators had this suggestion to make soup vending profitable on a sustained basis. Coffee machine manufacturers should design two-flavor models, with the second selection a lower capacity soup unit.

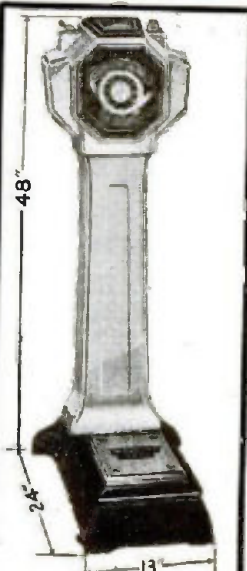
Operator Aid

turers' advertising allowance too, not just the big national operating firms.

Change method of cartoning packs from present stacking in rows of two, one on top of the other, to standing on end. This would facilitate penning, tax stamping.

Operators, using the endless chain type venders, would welcome the imprinting of brand names on the side as well as back and face of each pack.

Other comments indicated a need for cardboard mock-ups of cigarette packages, plastic package fronts for display dummies for column identification, work for column identification, work out display and advertising allowance with operators as is being done with over-the-counter dealers, and manufacturer consideration of setting up a central stamping warehouse for each State.



\$25 DOWN Balance \$10 Monthly ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON FOR CEILING ENAMELED FOR OUTSIDE LOCATIONS WRITE FOR PRICES

WATLING Manufacturing Company

4450 W. Fulton St., Chicago 44, Ill. Est. 189 - Telephone: Columbus 1-3772 Cable Address: WATLINGITS, Chicago

Advertisement for "DAV" RAZOR BLADES, featuring an image of the product and text describing its benefits.

TOPS IN VENDING VICTOR TOPPERS. We carry a complete stock of Victor Machines, Parts and Supplies on hand for immediate delivery.

IN STOCK VICTOR'S New BABY GRAND CHICLET TREETS VENDOR also JUMBO 100. ORDER TODAY VEEDCO SALES CO.

CANADIAN OPERATORS! We are the Canadian distributors for OAK'S ACORN VENDOR. The finest in the vending industry. LEAF BALL GUM.

CHARMS GALORE. MASTERS PLASTIC MIX, GIANT PLASTIC MIX, SPARKLING BEV. MIX, PLASTIC FOOTBALLS, COPPER BOOTS, MINIATURE PLAYING CARDS, NICKEL & SILVER REVOLVERS, PLASTIC TOPS.

READY FOR DELIVERY NOW! 1c or 5c ACORN ALL-PURPOSE BULK MERCHANDISER. Featuring the new Silver Streak BRUIN HOUSING. Empire COIN MACHINE EXCHANGE.

put PROFITS in your pocket with PICTURES. Auto Photo STUDIO develops 700% Gross Profit! Professional Pictures - sharp focus, clear finish - Produces in 2 minutes - fast and economical - All Automatic - easy servicing for operator - Attractive Easily Recognized Studio - suits any location. Write today, to Auto Photo, for your brochure.

'GOT TO BE LOVED'

De La Viez on What Makes P-R Program

WASHINGTON, Nov. 15.—"If you want to stay in business, you've got to be loved."

Thus the need for good public relations was spelled out this week by Hirsch de La Viez, president of Hirsch Coin Machine Corporation and third vice-president of Music Operators of America. More and more businesses, de La Viez said, have come to recognize that they need public relations to be successful.

Excerpts from de La Viez's public relations memo follow: "What is public relations? It means the way you get along, as an organization, with your various publics. These publics include: The stockholders whose money got you started; the employees whose output you sell; the customers whose dollars fill your till, the suppliers who could not exist without you, and the government which lately has assumed a semi-partnership with you.

"If you get along with these 'publics'—if they like you and

respect you—then your public relations are said to be good. And vice versa.

"Why is public relations important? Because more and more businesses now understand that they exist primarily for people. And if their attitude toward people is negative or 'who cares what people think?', these businesses just don't last. Sooner or later they go bust.

"There's no cut-and-dried method for evaluating the contribution that a good public relations program can make to your company's well-being. The results do not show up in recognizable form in the profit-and-loss columns. But the tremendous increase in formal public relations programs is strong evidence that most businesses are convinced they pay dividends.

"The thinking behind this conviction: If people like you, they will be more inclined to buy your product rather than that of a competitor about whom they know little or whom they actively dislike.

"Your public relations program should always offer information in terms of what it means to people, in terms of progress toward solutions of their problems, their hopes, their desires. Conduct the affairs of your organization so that people with whom you deal will say of you: That is my kind of company, going my way, taking leadership in the steady progress toward a better world for all of us.

"Never set up a public relations program with 'getting good publicity' as the main objective. The right kind of publicity is all to the good, but it is only a minor part of public relations.

"Never believe that your public relations operation can make you look better to the world than you really are. As an old public-relations hand puts it: 'The greatest mistake a businessman can make is to try to use public relations to turn horse manure into chrysanthemums.'"

Trade Reacts Favorably to BB Best Buys

Continued from page 17

attention earlier on the rising tunes." Lou Chudd, of Imperial, described the additions as "terrific" and amplified by saying, "This is the first time that any publication in the record business has legitimately brought this early sales response to the industry." Enthusiasm was also shown by Leo Meser, of Aladdin, who said, "I'm pleased with the objectivity which The Billboard has shown in its charts in the past. I feel this addition further widens the scope of reporting sales." He added that he'd like to see more charts listed on the territorial charts.

(Ed. Note: Present plans call for the extension of the hillbilly and r.&b. charts to 10 territories in each category.)

Specialty's Art Rupe noted that he has always "considered the Billboard charts as adequate," and that the new charts will spotlight the "new rising tunes... as a conscientious reader, I think there's too much information to digest."

Here in the East Randy Wood, of Dot Records, described the additions as "very helpful," specifying the extended Honor Roll, the "Territorial Favorites to Watch," "Best Buys" and the new territorial charts. Atlantic's Ahmet Ertegan said it will definitely help make it easier for r.&b. dealers and operators to spot what is happening to new records in other areas. Summing up the overall reactions, Jerry Blaine of Jubilee commented that the new changes "are an important step forward."

In succeeding issues the reactions of dealers, distributors, coin operators, disk jockeys and music publishers will be reported.

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:

JUKE-ASCAP HASSLE. The bitter battle between the juke box industry and the American Society of Composers, Authors and Publishers over royalty payments by operators to copyright holders may soon be resolved (Music Department).

JUKE BOX EXCLUSIVE. Capitol Records will release one record from the new Les Paul-Mary Ford album for operators only. The platter, "Bye Bye Blues," is backed with "Mammy's Boogie" (Music Department).

HANS CHRISTIAN ANDERSEN PROMOTION. Decca Records, the Sam Goldwyn office and RKO are preparing a joint campaign to promote songs from the upcoming film (Music Department).

DPCC & COFS HILLBILLY. Decca Records' stepped-up push in the hillbilly field over the past year has tripled current sales of folk waxings over what they were a year ago (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Survey Shows Associations Endorse Written Contracts

One-Third of Operators Replying To Survey Use Association Model

By DICK SCHREIBER

CHICAGO, Nov. 15.—Juke box operators who are association members are more likely to use written contracts with their locations, or at least obtain written receipts for their phonographs, a survey recently concluded by The Billboard disclosed.

SECOND IN SERIES

This is the second in a series of articles dealing with written contracts and agreements between music operators and their locations.

The mail survey of 600 music operators showed that only 17 per cent of the group now use written contracts, although the majority of operators believe written agreements should be used. Of the 17 per cent who said they use written contracts, 37.5 per cent reported they were using a contract furnished by their local trade association.

Significantly, the survey failed to uncover a single juke box operator in strong association territory who does not use a written agreement.

Association Attitude

A spot check by The Billboard's correspondents in major cities indicated Eastern trade groups were the strongest proponents of contracts between location management and operating firms. Typical are the Music Guild of New Jersey, the Automatic Music Operators' Association of New York and the Westchester Operators Guild.

Approximately 70 operators belong to the New Jersey group and all of them use written contracts with at least part of their shops. Music Guild officials estimate 90 per cent of the membership uses a contract patterned after an agreement recommended by the association, while the remaining 10 per cent had their personal attorneys draw up contract forms.

In the Music Guild's territory, contracts have been in fairly common use since 1948. Most are for a two-year period and are automatically renewable unless either party gives sufficient notice. The agreements are registered at the County Court House in much the same manner

as a conditional bill of sale agreement.

More Business-Like

For its part, the Music Guild feels that written contracts are superior to oral agreements and tend to afford some protection against chicanery and generally encourage a more business-like approach to location relations.

Most of the 30 members of the Westchester Guild likewise use contracts, especially where new equipment is involved. On some old equipment, operators feel oral agreements are sufficient.

(Continued on page 49)

Jukes, ASCAP Near Peace Table Talks

Royalty Battle May Reach Compromise Confab of Parties

Continued from page 17

Miller, MOA president; Albert Denver, vice-president, and Levine, it was learned that the ASCAP proposal is still being held under advisement by the operator organization. Just how much each group is prepared to give could not be determined.

While here, Miller also discussed several other matters of operator concern with his MOA lieutenants. He came here from a Washington conference with officials of the Office of Price Stabilization, where he argued the case of several operator groups for price control to make dime juke box play legal. The talks were inconclusive.

The New York meetings also took up the matter of associate MOA memberships for publishers. Such non-operator affiliations have been solicited by MOA, and the first publisher members, both ASCAP and Broadcast Music, Inc., are expected to be announced soon. A number of disaffiliations have such MOA status now, and the publishers will be invited in on the same basis, upon payment of the annual associate membership fee of \$250. Presumably, publishers who do join up will have to support the traditional MOA stand against juke royalties, at least until MOA and ASCAP can come thru with a workable compromise.

A skedded confab between Miller and John Griffin, executive secretary of the Record Industry Association of America, did not come off when Miller received word of the death of his father in California Wednesday (12), and left New York before completing his business here. The talks were to concern proposals that disaffiliates hold a national trade show in conjunction with the annual convention of the operators' organization.

Miller, Levine and Denver also took up organizational matters aimed at increasing the scope and effectiveness of MOA. Covered were proposals for holding regional confabs and collectively preparing to do battle against any legislation adversely affecting phonograph operation.

MOA Prexy's Father Dies

NEW YORK, Nov. 15.—George A. Miller, president of the Music Operators of America, cut short a business trip here this week on learning of the death of his father in California Wednesday (12). Miller was here to meet with other MOA officials (see separate story). The funeral of the deceased, Robert J. Miller, will be held Sunday (16).

Rock-Ola Appoints 11 Sales Outlets

CHICAGO, Nov. 15.—Rock-Ola Manufacturing Corporation this week appointed 11 additional sales outlets for the firm's Fireball, 120-selection phonograph. Nine of the appointments were in the States, two in Canada, giving the firm a total of 57 U. S. and foreign distributors and dealers.

Announcement of the new ap-

pointments was made by K. T. Kluever, assistant sales manager, following the return of J. Raymond Bacon, executive vice-president. Bacon had been on tour of the West and Canada confirming the sales deals.

In making the announcement, the company did not detail which of the new appointments were distributors and which were dealers.

All 11 of the new sales outlets will show the Fireball on the second International Rock-Ola Day, November 23. Showings will start at 10 a.m. and run until 6 p.m.

Following are the new distributors and dealers who will stage showings: Border Sunshine Novelty, 2919 North Fourth Street, Albuquerque, N. M.

Capitol Music Company, 135 East Amite Street, Jackson, Miss.

Dan Stewart Company, Inc., 2867 West Pico, Los Angeles.

Eastern Vending Sales Company, Inc., 940 Linden Avenue, Baltimore.

Frontier Amusement, 2020 Myrtle Avenue, El Paso, Tex.

Port Worth Amusement Company, 1210 South Main Street, Fort Worth.

Osborn Distributing Company, Crystal Ballroom, Whitecomb Tower, San Francisco.

Rutherford Enterprises, 608 Johnson Street, Amarillo, Tex.

Superior Sales Company, 1337 Second Avenue, Des Moines.

The Canadian firms appointed this week were Laniel Amusement, Inc., 1807 Notre Dame West, Montreal, and Sun Specialty Company, 10147 112th Street, Edmonton, Alberta.

LOCATION BAROMETER

Op Explains Pattern For Healthier Gross

MILWAUKEE, Nov. 15.—At what point does a location become detrimental to the profit and loss outlook of a music route?

When does it become good business for an operator to remove his equipment and start looking for a greener location pasture?

Fifteen years of experience in the coin machine industry has convinced Frank Bartnik, head of the Banaro Music Company, that he has a workable answer to one of the most important questions posed by the operator.

"When a location begins to show a definite pattern of low cash takes, then we begin to analyze the situation," he said. "Five dollars a week is the low limit we can stand in any location using old equipment. If that is all the machine will pull, we leave it ride if the location will agree to waive commission. On any receipts over five dollars we feel

the location should receive a fair share of the take."

The picture changes, however, Bartnik points out, when the equipment in question is a late model machine. On new equipment his firm has established a rigid policy of insisting on a guarantee off the top of from \$15 to \$20 and in one spot a

(Continued on page 80)

Dorothy Wolk To Quit NY Op Post on Jan. 1

NEW YORK, Nov. 15.—Dorothy Wolk will retire from her post as secretary of the New York Automatic Music Operators' Association January 1, 1953, to become a full-time housewife at her Kew Gardens, L. I., home.

Dorothy, who in private life is Mrs. Irvin Moser, has been associated with the NYAMOA for seven years, joining that organization at the same time that Al Denver was installed as president. At that time Charles Bernoff was vice-president and Harry Wasserman was treasurer of the organization.

During her tenure with NYAMOA, the membership increased from 95 to 175. She has been married for one year.

Al Denver commented that, "Much of the success enjoyed by our organization during the last seven years has been due to Dorothy Wolk. She has worked hard and performed her job efficiently. We will miss her."

Al Cohen Buys Benray Route

NEW YORK, Nov. 15.—Al Cohen, of Ajax Distributing, Newark, N. J., purchased a 56-machine local route from Benray Music. The deal is the first step of the firm to expand into New York. In Northern New Jersey, Ajax, which also acts as a distributor of bulk vending machines, operates about 200 juke boxes. The local firm will be known as the Ajax Music Company.

Cohen said he will embark upon a program of modernizing the local operation, thru replacing older equipment with new, high selection machines. His firm has become a member of the Automatic Music Operators' Association.



ROCK-OLA
FireBall
120 SELECTIONS

Model
1436



By Popular Demand!

Note Big Days FOR YOU

See the Only Phonograph with the Revolving Record Drum



NOV. 22

See the Only Phonograph with "Carrousel" Line-O-Selector

Attend 2nd International ROCK-OLA Days OPEN HOUSE

Nov. 22nd and 23rd 10 A.M. to 6 P.M.

See the Only Phonograph with SELECTOR

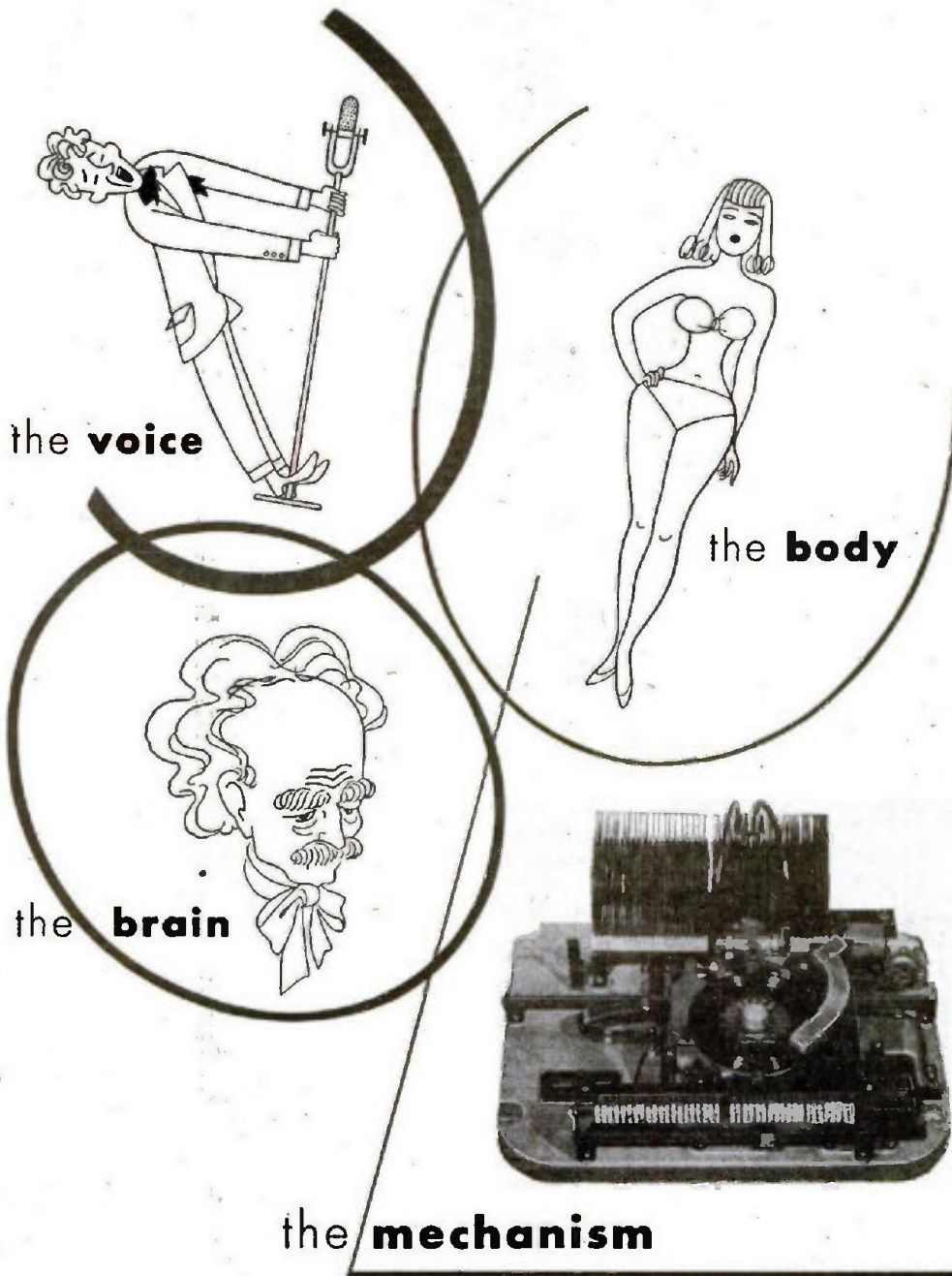
120

Discover **Carroll** for Yourself at any of these Showrooms . . .

- DOMESTIC ACCOUNTS PARTICIPATING IN SECOND INTERNATIONAL ROCK-OLA DAY, NOVEMBER 23, 1952**
- | | | | |
|---|---|---|--|
| <p>EASTERN</p> <p>MACOLA DISTRIBUTING CORP.
265 Franklin, Buffalo, New York</p> <p>MUSIC & TELEVISION CORP.
1319 Commonwealth Avenue
Boston 15, Massachusetts</p> <p>S & H DISTRIBUTING CO.
2014 Foxwood Avenue
Philadelphia 30, Pennsylvania</p> <p>SEACOAST DISTRIBUTORS, INC.
1200 North Ave., Elizabeth, New Jersey</p> <p>MIDWEST</p> <p>LEADER NOVELTY COMPANY
2346 North 30th Street, Milwaukee, Wis.</p> <p>BINCO MUSIC DISTRIBUTING CO.
1329 S. Calhoun St., Ft. Wayne, Indiana</p> <p>BALLIANT MUSIC COMPANY
18923 Liveland Ave., Detroit 21, Mich.</p> <p>CALDERON DISTRIBUTING
450 Massachusetts Ave., Indianapolis, Ind.</p> | <p>BAXON DISTRIBUTORS
1808 Southern Blvd., Youngstown, Ohio</p> <p>IDIAL NOVELTY COMPANY
2825 Lovell Street, St. Louis 3, Missouri</p> <p>LA BEAU NOVELTY EALAS CO.
1948 University Ave., St. Paul 4, Minn.</p> <p>LAKE CITY AMUSEMENT CO.
4533 Payne Avenue, Cleveland, Ohio</p> <p>B. D. LAZAR COMPANY
1625 Elm Avenue, Pittsburgh 19, Penn.</p> <p>SAVAGE NOVELTY COMPANY
Rout 1041, Okauch, Wisconsin</p> <p>UNI-CON DISTRIBUTING CO.
2410 Main Street, Kansas City 2, Missouri</p> <p>WORLD WIDE DISTRIBUTORS, INC.
2330 N. Western Ave., Chicago 47, Ill.</p> <p>NORTHWEST</p> <p>CUSSON DISTRIBUTING COMPANY
2121 S. E. Division St., Portland, Oregon</p> | <p>SOUTHERN</p> <p>A. M. & P. DISTRIBUTING CO.
3118 Tulane Ave., New Orleans, Louisiana</p> <p>N. M. BRANSON DISTRIBUTING CO.
811 E. Broadway, Louisville, Kentucky</p> <p>CAPROL MUSIC COMPANY
135 E. Main Street, Jackson, Mississippi</p> <p>EDIN AUTOMATIC MUSIC CO.
241 W. Main St., Johnson City, Tennessee</p> <p>FRANCO DISTRIBUTING CO.
24 North Perry, Montgomery, Alabama</p> <p>ROBINSON DISTRIBUTING CO.
301 Edgewood Ave., S. E. Atlanta, Ga.</p> <p>S & M SALES COMPANY, INC.
1074 Union Avenue, Memphis, Tennessee</p> <p>SOUTHERN MUSIC CORPORATION
2828 So. Blvd., Charlotte, North Carolina</p> <p>PUGIT SOUND NOVELTY CO.
114 Elliott Ave. West, Seattle, Wash.</p> <p>SOUTHERN MUSIC DIST. CO.
418 Main Street, Jacksonville 6, Florida</p> <p>FRANK SWARTZ SALES COMPANY
515 A North Ave., Sta. Nashville, Tenn.</p> <p>WEITZ MUSIC SUPPLY CO.
1019 E. Cary St., Richmond 20, Virginia</p> | <p>SOUTHWEST</p> <p>AUTOMATIC MUSIC CO.
1401 E. Fort Street, Tulsa, Oklahoma</p> <p>BORDE SUNSHINE NOVELTY
2917 N. Fourth Street
Albuquerque, New Mexico</p> <p>BOYLE AMUSEMENT COMPANY
527 North West Blvd.
Oklahoma City, Oklahoma</p> <p>FRONTIER AMUSEMENT
2020 Myrtle Avenue, El Paso, Texas</p> <p>PAUL W. MAWENS
329 East 9th Street, Tucson, Arizona</p> <p>MODERN DISTRIBUTING CO.
3222 Tejon Street, Denver 11, Colorado</p> <p>RUTHERFORD ENTERPRISES
608 Johnson Street, Amarillo, Texas</p> <p>DAN STEWART COMPANY, INC.
140 E. Second, South, Salt Lake City, Utah</p> <p>UNITED AMUSEMENT CO.
448 N. Main St., San Antonio, Texas</p> <p>PT. WORTH AMUSEMENT COMPANY
1210 S. Main Street, Ft. Worth, Texas</p> <p>WESTERN</p> <p>M. B. BRINK
825 1st Street, Butte, Montana</p> <p>OSBORN DISTRIBUTING COMPANY
Crystal Ballroom, Whitehall Hotel
San Francisco, California</p> <p>DAN STEWART COMPANY, INC.
2667 Wood Park, Los Angeles, California</p> <p>H. J. YENDIMO & SALES COMPANY
1203 Douglas Street, Omaha, Nebraska</p> |
|---|---|---|--|
- EXPORT ACCOUNTS THAT WILL PARTICIPATE IN SECOND INTERNATIONAL ROCK-OLA DAY, NOVEMBER 23, 1952**
- | | | |
|--|--|---|
| <p>LATIN AMERICAS</p> <p>ALAMAREN LAS AMERICAS
San Salvador, El Salvador</p> <p>BRAHNO AND BOCCHECIAMPE
Avenida No. 923, Morelia, Venezuela</p> <p>J. ROMERO HERNANDEZ
Paseo De Leon 1683, Santiago, Puerto Rico</p> <p>LA COMERCIAL PROSPER
Avenida 409, Piedad A Cardo 63
Caracas, Venezuela</p> <p>MIQUEL G. HERNANDEZ
3A Calle S. E., No. 504
Managua, Nicaragua</p> <p>VALERIANO MIRANDA
Apuatado 1828, San Jose, Costa Rica</p> | <p>DAVID L. ROMERO
Bojo California 5, Mexico D. F., Mexico</p> <p>ROBERTO BOSS
Apuatado 107, Santiago, Cuba</p> <p>AMALDO SANDOVAL DE NICOL
8A Avenida Sur #109
Guatemala City, Guatemala</p> | <p>CANADA</p> <p>JOSE SASSIRE
San Rafael 874, La Habana, Cuba</p> <p>CLIFF DAVID AMUSEMENT COMPANY
200 Bay Street, Oshawa, Ontario, Canada</p> <p>LARSEN AMUSEMENT INC.
1807 Nova Dome, West
Montreal 3, Quebec, Canada</p> <p>WILLIAM POUND AGENCIES
140 New Queen Street
St. John's, Newfoundland</p> <p>SUN SPECIALTY COMPANY
10147 172nd Street
Edmonton, Alberta, Canada</p> |
|--|--|---|



ROCK-OLA Manufacturing Corporation
800 North Kodzie Avenue • Chicago 51, Illinois

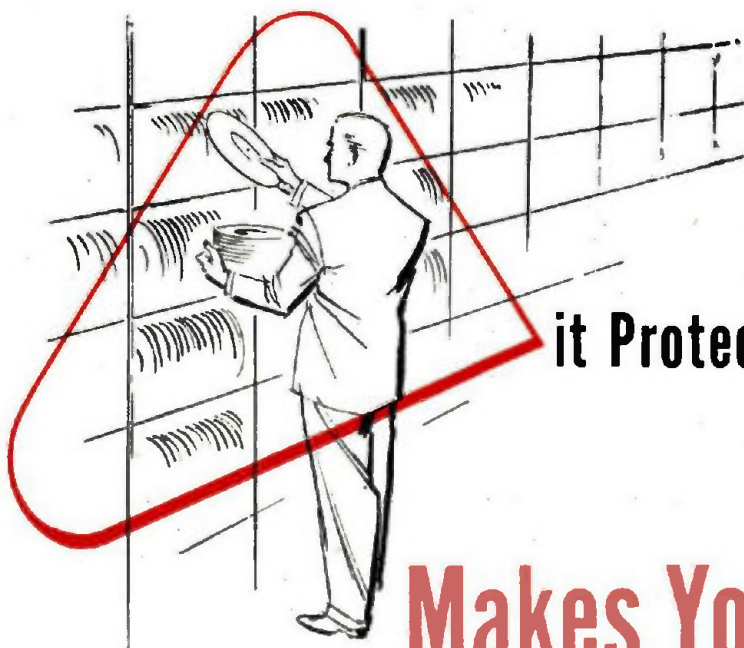


OUTSTANDING

AMI Incorporated

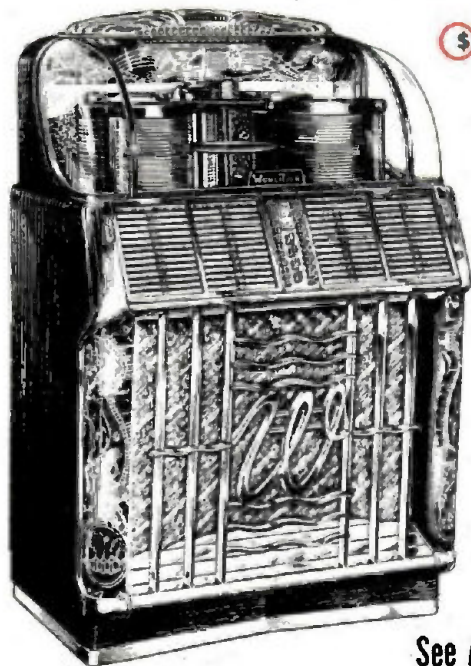
General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

THE "D" IS AVAILABLE IN 80 AND 40 SELECTION MODELS, BLOND OR MAHOGANY CABINETS



it Protects your record library

Makes You More Money



The Wurlitzer Fifteen Hundred plays *both* 78 and 45 RPM records for a reason. It enables you to continue using your 78 RPM inventory.

That means you continue to cash in on your investment.

At the same time it enables you to use the brilliant new 45 RPM records.

Both features add up to more money.

Both offer good reasons why operators who are in this business for all it's worth find it's worth a lot more to operate Wurlitzer Fifteen Hundreds.

See All These Cash Box-Filling Features at your Wurlitzer Distributors



with

Wurlitzer

Fifteen Hundreds

The Rudolph Wurlitzer Company • North Tonawanda, New York

Coinmen You Know

Continued from page 76

for Marvin Novak, Miami distributor of King and Federal records. Chief host was Dr. David Nathan, brother of Sydney Nathan, president of King Records. The doctor, who just returned from a European trip, is medical head of Mount Sinai Hospital, Miami Beach, Fla.

Phil Zimand, who with brother, Harry, operates Acme Music & Vending Company, Miami Beach, passed the State board exams as a pharmacist. Phil was a registered pharmacist in Maine and New York back in the 30's but hadn't bothered to seek a license in Florida. He plans to open a drugstore as a "side-line."

Morris Marder and David Friedman have launched their new shuffleboard refinishing and supply business to be known as Miami-American Shuffleboard Company. Joe Handelman has sold the 10 juke boxes, which he purchased from Sam Lano three months ago, to the Mangone & Mangone Company.

A 19-year-old veteran of the music box trade in Miami, V. D. Shively, Miami Automatic Music Company, believes business is holding up about as well as it was a year ago. The recent hurricane scare turned out to be a blessing in disguise, says Elmo Mangone of Mangone & Mangone. Anticipating the blow, the company propped up all its juke boxes. The hurricane failed to hit Miami, but more than six inches of rain pelted the city the following day before the company could get its juke boxes reduced to floor level. Result: no water damage.

Eddie Petrocine, North Dade Amusement Company, announced the sale of his games route, consisting of about 75 pin and shuffle pieces, to Mangone & Mangone. Petrocine continues to operate his extensive music route in Dade and Broward counties. Milton Adler, Lor-Roy Amusement Company, who recently purchased a route of some 60 shuffleboard pieces from Morry Harkins, Bishop Amusement Company, also acquired a friend in the process. A newcomer to the coin machine business, Adler occasionally turns to Horwitz for advice—and always with pleasant results, he says.

Stepped up convention tempo heretofore is lifting coin machine grosses. Three of the larger conclaves meeting here in the past few weeks were the National Association of Real Estate Boards, National Association of Food Chains, and the American

Society of Travel Agents. Looks like a big convention season—and ditto for tourists.

Harry Baron, who formerly operated a games route in Miami, is back again with cigarette machines... Harry Goldberg, H & G Vending Company, returned from a medical checkup at Johns Hopkins Hospital, Baltimore, happy in the knowledge there is nothing organically wrong with him... Doris Shapiro is the new secretary at the Amusement Machine Operators' Association business office, replacing Sadie Perin, who resigned to join her husband in Baltimore.

Jack Kaufman, Gene Lane and Rymia Darling journeyed to Nassau on a combination pleasure-business trip in the Bahamas. Besides golfing and fishing, the trio found time to inspect Darling's tomato plantation on Cat Island, which was in the path of last month's hurricane.

Miami - American Shuffleboard Company, new venture of Dave Friedman and Morris Marder, is drawing business from coin machine operators and local bar-keepers who own their equipment. Firm resurfaces all types of shuffleboards and is the American Shuffleboard Company representative in Florida for accessories and supplies. Friedman visited the factory before the company opened its quarters, in order to learn the latest techniques and to obtain the most modern equipment. Taran Distributing Company, American Operating Company, Lawrence Bros., Sammy Marino and William Levey started the new firm off with their accounts.

Bush Distributing Company is awaiting arrival of a sample of the new Chicago Coin Bowl-a-Ball 5 Player game... Ossie Truppman made a trip to Tampa.

Steel Output Hits New Top

NEW YORK, Nov. 15.—Continued improvement in the overall steel situation was indicated this week when the American Iron and Steel Institute announced a record high production for October. The total was 9,790,000 net tons. The previous monthly record was set in March, 1952, when 9,410,000 tons were turned-out.

Production in the first 10 months of this year was 74,010,497 tons. This was nearly 13 1/2 tons below the output in the same period in 1951. The October output was 728,000 tons higher than the September production of 9,062,105 tons.

Lose Bell Return Case

LOUISVILLE, Nov. 14.—Three judges sitting en banc in Federal Court here refused Monday (10) to order the return of 64 bell machines seized January 18. Three judges heard the case because a constitutional question was involved.

In seeking their return, the owners of the equipment attacked the constitutionality of the Johnson federal Law passed in January, 1951.

Meter Collection Set

CEDAR RAPIDS, Ia., Nov. 15.—Parking meter collections here have been greatly increased by the opening of new metered locations in recent months.

on business... Ken Willis returned from a swing thru central Florida where the Wurliizer 1500,

he says, is going great, especially in the Okeechobee district. Willis adds that the Chicago Coin Super Match Bowler is racking up sizable grosses.

Dave Shedd, Binkley Distributing Company, reports that juke box operators keep asking for "Why Don't You Believe Me?" on the MGM label, and "Yours" by Vera Lynn on London. Joe Mangone and Willie Blatt may

be seen scurrying thru the lobby of the Saxony Hotel these days, making feverish preparations for the upcoming second annual banquet and dance of the AMOA November 29. Advance reports say it will be an outstanding event. Blatt is president of the AMOA. Mangone chairman of the committee in charge of arrangements.

(Continued on page 84)

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machines Personal Products Services and Opportunities

Business Opportunities

Coin Radios and Televisions; buy direct from manufacturer and save; steel cabinet, modern design, coin rejector. Write for prices and full story. Coin Radio & Television Corp., 904 Duane St., New York City.

Help Wanted

Wanted—Coin Machine Operator for Pinballs and Phonographs, South Carolina route. Box 280, The Billboard, Chicago 1, Ill.

Wanted—Experienced Route Men and Mechanics for all types of phonographs and pin games; state experience in full. Southern Ohio, Box M-23, The Billboard, Cincinnati 22, O.

Wanted—Pin Ball Mechanic; top salary for 1 year ball man. C. G. & Novelty Co., 2900 St. Clair Ave., East St. Louis, Ill. Phone: Upton 3-6883.

Wanted—Salesman and Distributors. Don't wait, don't delay; coin-operated television is a new industry offering new profit to the energetic individual. Get in on the ground floor now. Write Box M-24, The Billboard, Cincinnati 22, O.

Parts, Supplies & Services

Charm Users—New proven; will peg up your sales; genuine foreign stimes, in bulk; tremendous recent sales volume; 1,000 units; \$5.75; free samples. E. O. Liskens, Frankfurt, Ky.

For best buys in ball vendors and supplies write for literature: Games Vending Service, 432-B W. 42nd St., New York 18, N. Y.

Stamp Folders, direct from manufacturer; unlimited quantities; immediate delivery; write for prices. Veeeco Sales Co., 2124 Market St., Philadelphia 3, Pa. LCum 7-1448.

Routes for Sale

Best Juke Box and Game Route in El Paso, Tex. must be sold at less than value; particulars given to inquirers. Consolidated Amusement Co., 4131 Wilson Rd., El Paso, Tex.

Rio Grande Valley, Texas—50 Phonographs, 25 Bowlers and Guns, about \$25,000; yearly take, \$10,000; will handle. Box 551, The Billboard, Chicago 1, Ill.

Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest price. What have you to sell? Mack Postel, 2932 Milwaukee Ave., Chicago, Ill.

Chicken Sam, Ill. near 860; Mercury 15-Way Athletic Scale, \$37.50; Gottlieb Camera, \$17.50; Whirl-A-Ball, \$10; Gottlieb Bowler, \$25; Williams Shoe Shoe, \$50; 1/2 deposit. Ark City Music Co., P. O. Box 74, Kansas City, Kans.

Cigarette Machines, quarter operation; Unesco, latest model, \$55; Counter Model, \$22.50; U Select-It, 7-1/2 bar candy vendor, \$27.50; 7-1/2 bar, \$37.50; Shipman like new Candy Bar Machine, \$22.50—cost \$69.50. 2717 N. Park Ave., Philadelphia, Pa.

For Sale—1 Williams Long Beach, \$385; 1 United Stars, \$395; both games like new. King's Pin Equipment Co., 826 Mills St., Kalamazoo, Mich.

For Sale—30 Duplex 16 and 56 Combination Nut and Nuts Vendors, \$15 each, cost \$49.50. J. W. Tierney, 2901 20th, Great Bend, Kan.

Photomatic, \$150. Chieftan Punchy, \$57.50; Pool Table, \$35; Muzocore Hockeys, \$35; Chieftan Pistol, \$25; Late Dates, \$45; Bartling Practice, \$27.50; Kicker-Catcher, \$15; Hit-A-Homers, \$10; ABI Target, \$10; up Vendors; 1/2 deposit. McLennan, 2149 Campbell, Detroit, Mich.

Pokerino Tables, natural finish, new airwood, new silver back glass, perfect condition, \$95 each. James Travis, 204 N. 3rd, Millville, N. J.

Real Bargains—Seaburg Bar Gun, \$265; Exhibit Street Bullets, \$125; Dale Gun, \$45; Bally Hi-Roll, \$45; Seaburg Year Drop Speaker, \$17; Bally Turf King, just like new, \$125. Write, wire, phone for list of many other bargains. Stanley Amusement Co., 5225 S. Tacoma Way, Tacoma 9, Wash.

Shoe Ball Alley, all mechanical, reasonable. 1 M. Seaburg, 741 E. 42nd St., Brooklyn 3, N. Y. Telephone: BUCKMINSTER 7-5434.

6 Silver King Vandy King Machines, slightly used; 1 Mills Selective Candy Machine, used; 1 Victory Stamp Machine, make offer for all or part. Crescent City Vending Service, 3914 Hollywood St., New Orleans, La.

Wanted to Buy

Wanted to Buy—like Pin Route in Kentucky. Box 582, The Billboard, Chicago 1, Ill.

Wanted—10 Seaburg 100 B and AMI Model D, used; also used Cigarette Machines. Ed Martell, Turners Falls, Mass.

Used 1c-5c Candy, Nut, Ball Gum Vendors

29 Like New Silver King 5c Hot Nut Vendors, \$10.75 and \$9 ea. 12 Very Good Conditioned 5c Asco Hot Nut Vendors, \$12.50 ea. 29 Like New Silver King 1c Ball Gum 6c Charm Vendors, \$10.95 ea. 25 Like New Northwestern Model 39's 1c 3/8c Ball Gum, \$9 ea. 20 Like New Cadillac Jr's 5c Nut Vendors, \$7.50 ea. 35 Slightly Used 5c Atlas Bonams, \$7.50 ea. 5 Used Hawk-eyes 1c Nut Vendors, \$5 ea. 5 Used Masters 1c or 5c Vendors, \$5.50 ea. 15 Like New 1c Columbus 3/8c Ball Gum Vendors, \$5.50 ea. All of the above prices F. O. B. Chicago. Northwestern Distributors, 2700 W. Lake St., Chicago 12, Ill. Our terms 1/2 deposit, balance C.O.D. Write for our price list of merchandise. Northwestern Vendors and parts.

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

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 line set in 6 pt. bold, balance 6 pt. light.
Per word \$.20
3 or more consecutive insertions, per word \$.12
22 consecutive insertions, per word minimum \$.10
DISPLAY CLASSIFIED: Any advertisement using display make-up or white space. Figure space between cut-off rules. 1/2 inch letters permitted only on ads of 25 lines or more.
Per ad line \$1.00
3 or more consecutive or 26 insertions, per ad line \$.60
22 consecutive insertions, per ad line minimum \$.40
1 inch equals 16 extra lines.

State Appeals Tex. Bell Case

GALVESTON, Tex., Nov. 15.—The State this week prepared to appeal a court ruling that 106 bell machines were not gambling devices.

The machines were seized by Texas Rangers last year in a raid on the Wiley & Nichols warehouse here. They had been stored there after the State Legislature passed a law banning the sale, possession or ownership of gambling devices.

Justice of the Peace James McKenna ruled the machines were not gambling devices because the payoff mechanism had been removed. This week the appellate court, in an opinion written by Chief Justice Walter E. Monteth, ruled a County Court must hear the case "on its merits."

Calendar for Coinmen

- November 17—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
November 25—Western Vending Machine Operators' Association, monthly meeting, Unique Cafe, Los Angeles.
November 29—Amusement Machine Operators' Association of Dade County, second annual banquet, Saxony Hotel, Miami.
November 30-December 3—National Association of Amusement Parks, Pools and Beaches annual trade show, Hotel Sherman, Chicago.
December 8—Wisconsin Phonograph Operators' Association, monthly meeting. Meeting place to be announced.
December 10—Music Operators of Northern Illinois, monthly meeting. Meeting place to be announced.

BETTER BUY FROM BANNER

BETTER BUY from BANNER

BINGO GAMES NEW UNITED CIRCUS

ARCADE EQUIPMENT NEW

Auto Photo... Write Spot Pool (Coin Operated) Pool Table... \$ 90 United Team Hockey... 90

USED Bat-A-Score... \$190 Bowl-O-Matic... 290 Grip Meter Deluxe... 140 Panoram Solo-Vac... 240 Pitch 'Em & Bat 'Em... 140 Quizzer... 110 Spot Pool... 60 Total Ball... 40 Whorl-Guy Recordograms... 120

Immediate Delivery All Items This Ad. Price F.O.B. Philadelphia.

1/3 Cash/Deposit, Balance C.O.D. or S/D. Full Payment Saves C.O.D. Charges.

PIN GAMES

Table listing various pin games and their prices, including Skill Pool, ABC (Bingo Type), Blue Stars, Caravan, etc.

NEW

Table listing new pin games like Gottlieb China Town, Vending, and Bradley Carbonated Drink Vender.

USED

Table listing used pin games like Keeney Chicago Venders, etc.

NEW UNITED Tenth Frame Super Six-Player. Immediate Delivery.. Write

NEW UNITED Tenth Frame Star Shuffle Alley. Immediate Delivery... Write

USED

Table listing used pin games like Banner's Original Match-A-Score, Chicago Coin Bowler, etc.

MUSIC DISTRIBUTOR WESTERN PENNSYLVANIA TERRITORY AMI

Record Reviews

Continued from page 48

Popular

BOB MORRIS... AMERICAN SONGS... RUBY WRIGHT... KING 15205... FRANK CAMPANA-DICK PRITTS ORK... JUBILEE 6013...

much better—but the song has been done by some of the masters of the disk world... ALLAN BAY-RUTH PAUL-ZIGGY ELMAN ORK... BOB HAYTON-SANDOR GOLD ORK...

Album and LP Reviews

Continued from page 47

Children's

THE LITTLE LOST SHEEP—Jack Brack... THE LITTLE LOST SHEEP... THE STORY OF THE FAIRY FURNACE...

Sacred

HYMN TIME—Bill Pearce... HYMN TIME... This new set should be a steady seller...

Hot Jazz

THELONIOUS MONK, VOLUME 2... THELONIOUS MONK... Blue Note 1533 LP 5009...

Classical

MUSIC BY STRAUSS—Philadelphia Or... MUSIC BY STRAUSS... Columbia 1333 ML 4588...

MARIAN ANDERSON SINGS: CHRISTMAS CAROLS—Frank Russ, Publisher... MARIAN ANDERSON SINGS...

LIZET: CONCERTO NO. 2 IN A MAJOR... LIZET: CONCERTO NO. 2 IN A MAJOR...

HERA'S COUPLING OF TWO PIANO WORKS... HERA'S COUPLING OF TWO PIANO WORKS...

BANNER SPECIALTY COMPANY

199 W. Girard Ave. Philadelphia 23, Pa. GARfield 3-2700 Branch: 1508 Fifth Avenue Pittsburgh 19 Pa. GRant 1-1373

CHINATOWN

SOLD OUT!

Another great Gottlieb game... and again more orders than production can accommodate!

We're sorry if you failed to get yours, but when it's a Gottlieb game, you can't wait until the last minute to buy!



D. Gottlieb & Co. 1140-30 N. KOSTNER AVE. CHICAGO 51, ILLINOIS



COVEN SPECIALS THIS WEEK! GOTTLIEB BALLY... Beryopac Bill... Gold Cup... Cindarella... Speed Bowler... Satchel's Card Sharpshooter... Baseball...

COVEN

distributing company 3187 Elston Chicago 18 R. Independence 2-2210

Exclusive Distributors of Wurlitzer Phonographs



NEW LOW PRICED BY GAMB... DANCER DAN... DANCER DAN—delicious new trade simulator...

Special! WURLITZER WALL BOXES 3020 5c - 10c - 25c Like New Only \$29.50 DAVID ROSEN

NOVEMBER SALE 300 WESS Seeburg 5c wireless Wall Boxes (complete)... 9 3.59 Spot Life... 975.00

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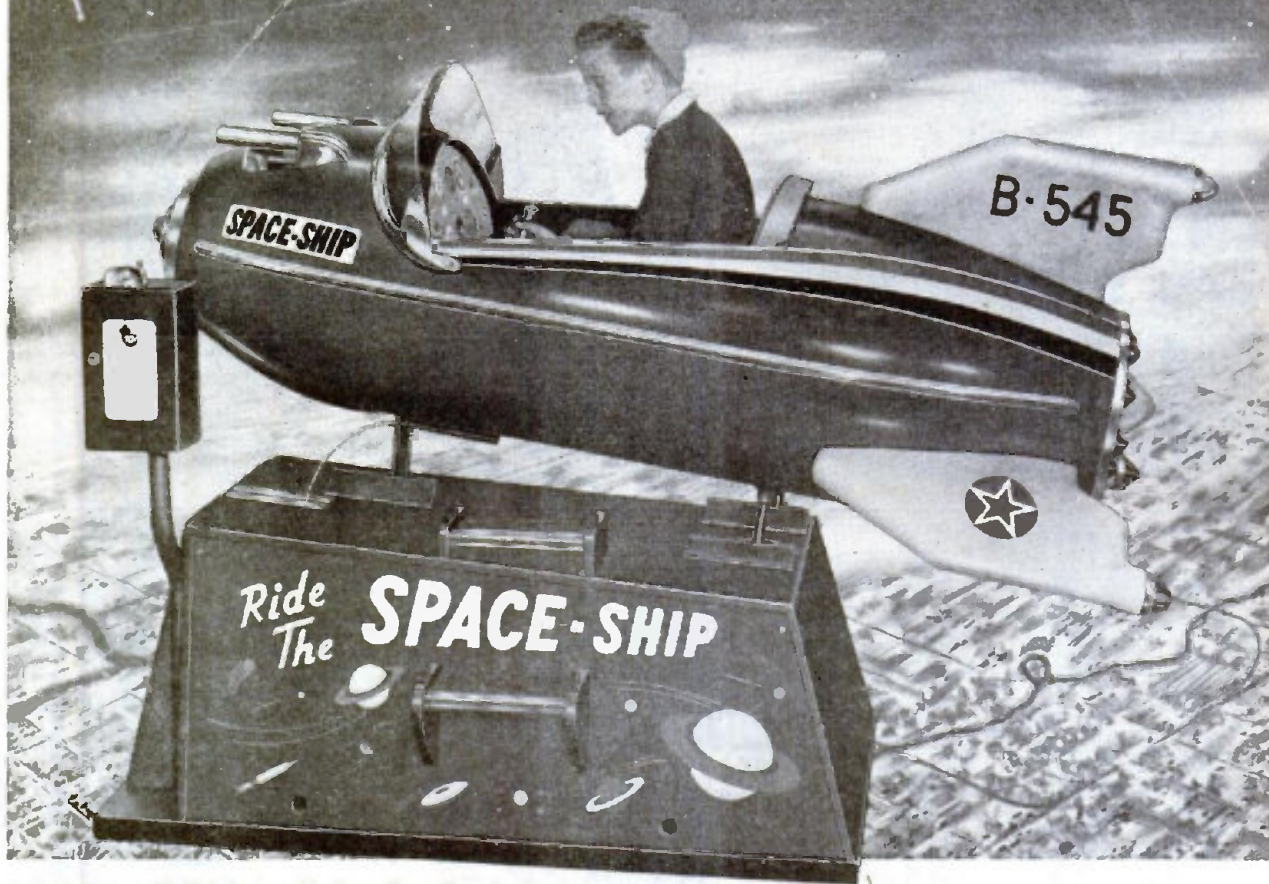
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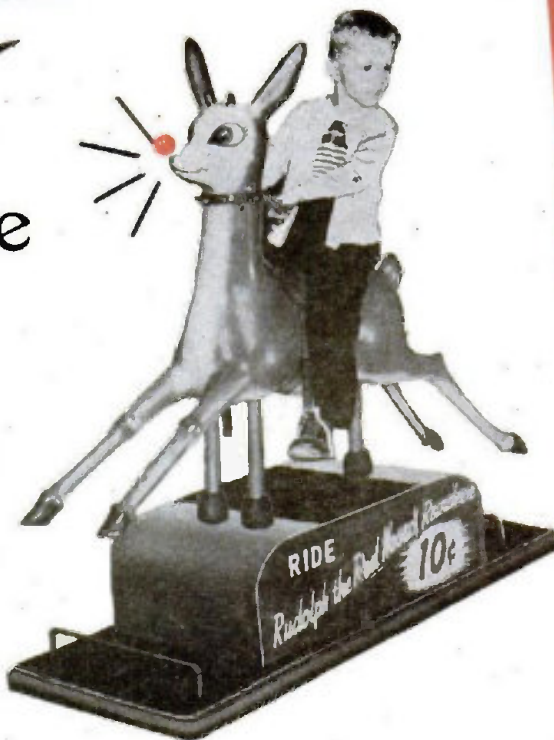
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