

The Billboard

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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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Web Radio Boom Shapes Up; New Show Sales, Spots Zoom

ABC, CBS, NBC And Mutual All On the Upbeat

Pepsi, Norwich, Uncle Sam Among New Bankrollers

NEW YORK, Jan. 6.—The anticipated boom in network radio began in material form this week. On the heels of National Broadcasting Company's (NBC) announcement that its AM rates will not be cut, that web rang up a cluster of sales with Columbia Broadcasting System (CBS), American Broadcasting Company (ABC) and Mutual Broadcasting System (MBS). Similarly scoring with AM sales. In addition, spot radio, which had its biggest year of all time in 1950, is showing signs of doing even better in 1951.

Among the bankrollers lined up by NBC were Pepsi-Cola, Scripps, Norwich Pharmaceutical, Doubleday, and the U. S. Army and Air Force Recruiting Service, with earlier tentative orders firmed up with American Trucking Association, Mutual Life of Omaha and Trans-World Airlines. Army Recruiting also has bought time on the other

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Laine Switch To Columbia Near Wrap-Up

NEW YORK, Jan. 6.—Frankie Laine's switch from Mercury to Columbia is about ready for wrap-up. Columbia Prexy E. H. Wallerstein did not deny that the warbler had joined the diskery.

Laine's Mercury paper expires in March. His Columbia contract is reportedly for five years with guarantees of \$50,000 a year, the payments to be spread over a 10-year period.

FIFTH ANNUAL RECORD RECAP

In the Music Department, this issue, *The Billboard* presents its fifth annual recapitulation of record and artist popularity based on retail record sales and juke box plays for the year just past. This yearly recap is based on literally hundreds of thousands of reports from dealers and juke box operators which reach *The Billboard* each week, and which go to make up the retail and juke box features in *The Billboard's* Music Popularity Charts.

NY State Plans Crisis Network Sans Land Lines

All Stations To Carry Special Defense Shows

By JERRY FRANKEN

NEW YORK, Jan. 6.—A new plan for providing emergency radio broadcast service to New York State without networking via telephone lines will be tried out beginning January 24. Starting on that date and weekly thereafter, the majority of radio stations in the State is expected to carry a new once-a-week, 15-minute defense show. Daytime sessions, off the air at the time of original broadcast, will probably carry the show the next day via off-the-air platters.

Work on the defense network started last September. Originally, it was to be a metropolitan, New York City area operation only. But since then the New York State Defense Organization, headed by Gen. Lucius Clay, has become

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Cantor 1-Man Show to RKO

NEW YORK, Jan. 6.—Eddie Cantor will do two one-nighters at the RKO, White Plains, N. Y., February 8 and 9 which may lead to similar shows in other RKO houses in and around New York and possibly spreading to all the chain's houses throughout the country. Deal was engineered by Sol Shapiro, of the William Morris office, thru Bill Howard, RKO topper, and will call for one show a night at upped prices.

Format will be similar to that used by Cantor in his recent Carnegie Hall concerts and his college shows. He will be accompanied by two pianos, Arthur Siegel and Henry Tobias.

Ideas jells RKO may make a bid for other names capable of working a full show interspersed with comedy and bits.

Any of You Male Cats Want a Job?

NEW YORK, Jan. 6.—CBS-TV is looking for a new male black cat to replace Thanatopsis, the incumbent on its filmed mystery series, *Tales of the Black Cat*.

Reason: The present Thanatopsis wears the web a curve and is having kittens.

JUKE BOXES LAST 5c BUY

NEW YORK, Jan. 6.—For a nickel, Bud, all you can buy in this town anymore is a play in a juke box.

The New York Telephone Company has joined the dime parade, already including such old-time nickel buys as the Automat's cup of coffee and the Dixie Cup.

In justifying the hike, the phone company pointed out that the nickel call has been set at that price since 1906, adding: "A nickel bought a lot more in the Gibson Girl era than it does today... and, like everything else, the costs of providing service have increased sharply."

Said the juke operators, mourning the higher costs of records, "Ya ain't kiddin'." But the pitney stays in the jukes.

Rose Goes NBC, Shuttles 'Shoe

NEW YORK, Jan. 6.—Showman Billy Rose this week seemed set for a major shift in activity. He signed a two-year contract with the National Broadcasting Company (NBC) as program consultant, starting February 1, and also announced shuttering of his Diamond Horseshoe night. Latter closes its doors January 20 after running successfully for about 12 years.

Rose's deal with NBC permits him to work on both AM and TV shows, and to continue any additional activities he may care to undertake. However, it is pointed out the entrepreneur recently dropped his syndicated column, *Pitching Horseshoes*, on the advice of his doctor. This, followed by the Horseshoe folding and switch to NBC, is taken as an indication

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ASCAP Storm Brews Re TV Plug Ratings

NEW YORK, Jan. 6.—The publisher inuigals in the American Society of Composers, Authors and Publishers (ASCAP) have been exploring the possibilities of giving TV song plugs a 2-to-1 ratio over AM radio plugs. Their thesis is that the per-plug income from TV is considerably larger than that from radio and should be recognized, with increased point values in the pay-off.

There is special significance in this suggestion in that it would be tantamount to a form of segregation of income, with disbursement based on such segregation. The ASCAP guardians have traditionally opposed segregation of all incomes, diverting moneys from all sources into one pot, and paying out the yardstick of radio performance.

What would happen if the 2-to-1 value were established is simply that the value of the performance point would be diluted and that

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Proser Back As Club Op With 2 Spots

NEW YORK, Jan. 6.—Monte Proser is going back into night club operation with a bang, opening two places at once. Lawyers are now wrapping up the loose ends.

The big spot will be the now shuttered Paradise (reported d. in *The Billboard*, December 16). The second room will be on the site of the old Monte Carlo, formerly the 1-2-3 Club, the pollices in

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HURREE, HURREE FOR DISK PLUGS

NASHVILLE, Jan. 6.—Artists' managers, music publishers, record companies and independent disk exploiters leave few rocks unturned in their efforts to plug their platters. But Tom Parker, personal manager for RCA Victor folk singer Eddy Arnold, has branched out into a disk plug medium few, if any, have touched. He has several amusement parks and carnivals (such as Long Beach Pier, in Long Beach, Calif., operated by Elmer and Curtis Velaire, and Nate Eagle's midget extravaganza on the James E. Strales Shows) using Arnold etchings exclusively on their ballies. Parker, it is conceded, has a small edge over the competition in this respect, inasmuch as he was once a carnival man himself.

R. & B. Jockeys Ride Payola

By JERRY WEXLER

(Editor's Note: The following story, devoted to the payola situation among disk jockeys specializing in rhythm and blues records, is the sequel to an article which appeared in *The Billboard* of December 23, 1950, which chronicled the activities of payola disk jockeys in the pop field.)

NEW YORK, Jan. 6.—By universal agreement in the music trade, the payola situation is at its worst among the rhythm and blues spinners. A canvass of leading r. and b. manufacturers, distributors, disk promotion men, publishers and even one of the country's top r. and b. spinners, shows that payola has permeated the field to the core. With few dis-

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1951 Football, Basketball and Baseball TVCast Hit in Head

NEW YORK, Jan. 6.—Telecasting of sports events received a blow from three directions this week, involving football, baseball and basketball. Probably the most far-reaching was the decision of the Pacific Coast Conference (PCC) to ban taping of college grid games next season. The PCC has been regarded as the outstanding defender of TV among the big school leagues. With its defection, it is possible that the forthcoming National Collegiate

Athletic Association (NCAA) meeting in Dallas may follow suit. The other losses suffered by TV were the banning of all future pro basketball pick-ups in Montreal by the National Basketball Association (NBA), leaving New York the only city picking up pro cage hits and the slashing to 21 of the number of baseball games to be staged in Washington. Commissioner Victor O. Schmidt, of the PCC, said the universities involved were "deeply concerned"

with the slump in football attendance this season. In which 30 games were televised. Games were sponsored by Hoffman Radio & Television, which guaranteed to make up gate losses to the limit of 20 per cent of expected receipts. Although admitting it had lost \$300,000 on its pick-ups, Hoffman stressed that the schools suffered no loss and pleaded for continuation of the agreement. Schmidt replied that the Conference is "not

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PROOF!

More people now read *The Billboard* than ever before in its 56-year history!!!

See Pages 48 and 49

Billboard Backstage

By JOE CSIDA

To The Billboard's newer readers, it may be interesting to know that in the early days of the motion picture business, this publication was that industry's leading trade journal. Came the day, however, when a group of film producers stormed into the office of the late W. H. Donaldson, founder and, at the time, editor and publisher of The Billboard. The spokesman for the group informed Mr. Donaldson that they did not approve of the unsympathetic attitude of The Billboard's motion picture reviewers toward their product. Furthermore, said the producers, unless said attitude promptly took on an air of extreme tolerance, they (the producers) would yank every line of their advertising from the paper.

Since the paper's firm advertising accounted for a not insubstantial amount of the annual gross revenue, Mr. Donaldson pondered the ultimatum for a full second and a half. Then he told the delegation that they couldn't yank their advertising from the paper, because as of that moment he wouldn't permit them to tout their wares in The Billboard's pages.

An Early Divorcement

Mr. D was an independent man and a stubborn one. That move divorced the till-then side-by-side progress of the motion picture industry and this newspaper. Each in its own way, needless to say, prospered. For many reasons too dull and irrelevant to take up at this meeting, The Billboard never since that day got back into the picture business. Also for many reasons, similarly dull, The Billboard proclaims no intention at this moment of getting back into the picture business in any large way.

We do announce, however, a new, regular feature called Picture Business, which we hope is an adequately self-explanatory title. First Picture Business column is right down below. It's written, and will continue to be written, by Lee Zhitto, a guy we consider one of the best trade-newspapermen in this or any other industry.

Lee is the reporter who originally broke the G. A. Richards story in The Billboard several years back, among literally scores of other first-rate show business "beats." We know you'll find his Picture Business reports interesting, informative and often stimulating. Lights, Lee, camera in action.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Jan. 6.—Congress is ready to wield the ax on non-defense activities of federal agencies affecting show business. The blow will probably be the heaviest in a decade. A strengthened economy bloc is warming up to swing against practically every dollar that does not produce a plane or a tank.

Due for a sizable cut is the National Labor Relations Board (NLRB), which has assumed jurisdiction over almost all showbiz union disputes with employers. The agency will be shifting most of its energy to labor disagreements in defense plants, and future show business cases will probably experience long delays.

Agriculture Department, which always suffers cuts when defense spending is high, is sure to have its radio-TV budget whittled, and the Federal Communications Commission (FCC) will have a hard time justifying another \$6,000,000-plus budget. Even the Voice of America is expected to get less money for fiscal '52, although most of that reduction will be due to the large amounts given this year for building transmitters. Programming funds are likely to equal those available in '51.

It's a safe bet that the economy blow will wipe out the Federal Trade Commission's (FTC) radio and medical advertising division. This division is supposed to track down misleading ads that violate the Federal Trade Act. In a report to Congress this week, the House Small Business Committee sized up the division's work as worse than useless.

Skepticism

The House committee is particularly skeptical of the ad division's claim that it examined 800,000 radio and TV continuities and over 300,000 magazine and newspaper ads in the 1950 fiscal year. Quipped one committee member: "The whole FTC couldn't have read that much stuff." What galled the committee was the fact that out of all that sowed reading, the ad division earmarked 30,000 items as "possibly illegal" and nothing more was done about the matter. Concluded the committee: "Although the ad division and let FTC's investigating staff absorb the duties.

Some hefty budget increases are in store for most defense agencies directly or indirectly affecting the entertainment world. The Federal Reserve Board, which handles credit Regulation W, is headed for a boost, and so is Justice Department, which will need more probers for ferreting out subversives. The ad budget for the armed forces is expected to be increased heavily. The Defense Production Administration (DPA), which came into being this week and which will

(Continued on page 50)

Picture Business

By LEE ZHITTO

HOLLYWOOD, Jan. 6.—Movie industry is rolling up its sleeves to tackle some of the toughest problems in its history during the coming year.

Of prime consideration in 1951 will be the industry's all-out participation in the national emergency, its squaring off with television and an almost certain labor flare-up within its ranks.

The industry has staggered under the weight of each of these problems in the past, but then it shouldered only one at a time. This year, the industry will have to concern itself simultaneously with the three issues. Here is how they stack up:

NATIONAL EMERGENCY. As in the last war, industry leaders have offered the government the fullest co-operation in aiding the emergency effort. To what extent Hollywood will be called upon within the next 12 months is still unknown, and therefore, the effect the current crisis will have on the industry cannot be determined. In the meantime, movie makers are standing by ready to give Washington top priority on their talent, facilities, and product. Hollywood is expected to resume the threefold role it handled so well during World War II. This consisted of producing thousands of training films for the rapid education of men in modern warfare; furnishing 16mm. prints of new features for exhibition at battle area theaters; supplying screen stars for camp show tours in this country and overseas.

TELEVISION. Motion picture industry, faced with TV's ever deepening inroads, will not longer be able to turn a blind eye to the new medium. The new year will see less TV flitters and more action. According to present indications, the movie industry will fight TV with one hand and embrace it with the other. To combat television, Hollywood's major studios will emphasize Class A productions and cut their B picture schedules. Box office figures show patrons still throng theaters despite TV whenever top product is offered. You will see the screen ablaze with color more than ever before. Studios, seeking to cash in on TV's color hotbed, will

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QUICK THINKER PULLS CLINKER

NEW YORK, Jan. 6.—A small calendar was to have been used on the Paul Winchell-Jerry Mahoney TV show the other night (31). A guest was asked to poke in Mahoney's pocket, fish out the calendar, tear it into halves, quarters, etc., and then Mahoney was to ask the guests to throw the pieces into the air, whereupon he would yell, "Happy New Year."

When the guest started to poke in Mahoney's pockets there was no calendar. Ted Brown, who just joined the show as its announcer, spotted the error and rushed on with a white card. "Here, Jerry—here's the calendar."

After the show Brown was congratulated for his quick thinking but, looking disconsolate, was asked what was the matter. He explained it was the check for his parked car.

"I can't even prove it's my car," he said.

P. S.: Brown was forced to wait until 3 a.m. until every car was out of the lot before he could get his back.

Hamid, Sour on Union Bite, Nixes A. C. Vaude

ATLANTIC CITY, Jan. 6.—George A. Hamid, operator of the Steel Pier here and long identified with all branches of outdoor show business, said that prohibitive demands by stagehands and musicians would nix the possibility of his using vaudeville in the four theaters he acquired this week from Harry J. Waxmann for a reported \$750,000.

Hamid, who also operates one of the nation's biggest fair booking offices and has always been primarily interested in flesh, said that minimum union demands call for five stagehands and nine musicians whose week-end scale now equals the full week prewar cost.

With a \$75,000 city-operated-sponsored ad campaign already underway to lure winter patronage from New York, Philadelphia and Baltimore, Hamid said he is seriously considering opening one of his Pier theaters on week-ends. He indicated that he would like to include vaudeville, but intimated that presentation of flesh hinged on lesser demands on the part of the stagehands and mu-

sicians. He said lower fixed costs are necessary because it would be rash to attempt to raise prices at this time.

The theater deal gives Hamid the Hollywood and the Cinema, plus lease-hold interests in the Shore and Astor, for a chain total of six, counting the two on the Steel Pier. All four houses involved in the deal are off the Boardwalk.

Not Worried Over TV

While acknowledging the inroads that television has made in the motion picture theater field, Hamid said he regarded the acquisition of the theater properties as a good investment. Also influencing his decision to buy was the need for first-run flickers for the Steel Pier. In the past it has been necessary to package second-run pictures with top name bands and performers.

One of the theaters will definitely be made available for legit troupes, Hamid said. He described

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Bing & Gang Bang Away for Soldiers

HOLLYWOOD, Jan. 6.—Bing Crosby will take a group of entertainers to Fort Ord (Calif.) January 13 to put on an all-star show for the servicemen at the army base. With Crosby will be Tom Arden, Bob Crosby, Firehouse Five Plus Two, Eddie Rio, Bill Thompson, Fred Sanborn, the Rhythmaires, Crystal White and John Scott Trotter's Ork.

On January 14 the same group will cut capers at the Pebble Beach (Calif.) golf tourney.

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Editors
Joseph G. Cuda, Editor in Chief, New York
C. R. Schweitzer, Gen. Mgr., Chicago
Herb Dotten, Asst. Editor, Chicago
Wm. J. Sachs, Engr. News Editor, Cincinnati
Ben Arlin, Editor, Washington Bureau

Managers and Divisions
E. W. Evans, Gen. Mgr. Cincinnati
Main Office & Printing Division
2100 Patterson St., Cincinnati 22, Ohio
Phone: 590-6600

W. D. Littleford, Gen. Mgr. Western Division
1564 Broadway, New York 19, N. Y.
Phone: LU 5-7200

M. L. Roster, Gen. Mgr. Western Division
138 W. Randolph, Chicago 1, Ill.
Phone: CH 3-8701

Sam Abbott, Gen. Mgr. West Coast Division
6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 3-5821

P. B. Joering, Gen. Mgr. South-west Division
790 Avenue B, St. Louis 1, Mo.
Phone: CL 5-8443

C. J. Lancha, Advertising Mgr., New York
K. Kramer, Advertising Mgr., New York
M. L. Roster, Advertising Mgr., Chicago
B. A. Burns, Circulation Mgr.
Main Advertising and Circulation Office
2100 Patterson St., Cincinnati 22, Ohio
Phone: D 3-6450

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YES, NO BERLE IN PAREE

French Take TV Seriously; Film a Problem There, Too

PARIS, Jan. 6.—Neat but not gaudy. That's the description of TV as maintained by Radiodiffusion-Television Francaise. At a standstill during the war and Nazi occupation, the industry has developed since 1948 its widely heralded

819-line sequential. Before that time, a line sequential of 441 was transmitted. Under government direction, French TV has been able to put over the new transmission without alienating set owners who invested in the old model. The government set a 10-year period 1948-1958, during which TV must continue dual transmission to service those with the dated sets. Thus, most transmissions have cameras for both sequentials picking up action.

Those who wonder why the Eiffel Tower was ever built, might find an answer in TV. The tallest structure in Paris, it now houses two transmitters; one on the ground for the 441-345, and another on the top for the higher (Continued on page 50)

NOW WE BOW

Paris Has First B.B. Lunch Club

PARIS, Jan. 6.—Jack Denton, director of Publications Francis Day (largest music publication house in France), had a private dinner this week at the Chez Weiss, for his closest friends. Guests included Jack's wife and daughter, Mr. and Mrs. Geoffrey Capstick and daughter (the heads of the Pathe-Marconi disk outfit here); Georges Lourier, who is affiliated with Radio Diffusion-Francaise; Fred J. Watt and family (he is secretary of the Francis Day Org.) and Art Rosati.

Outcrop of the dinner was a decision to organize the world's first Billboard Club. Members will comprise leaders of the entertainment industry of France. Present plans call for a kick-off luncheon during the middle of January, with bi-monthly luncheons thereafter. Purpose of club will be to exchange ideas for improving the industry.

Legalites in New Moves on Richards Case

WASHINGTON, Jan. 6.—The Richards case shifts to a new phase as the result of two legal developments here this week.

General Counsel Benedict Colton, of the Federal Communications Commission (FCC), filed with the Commission a carefully worded response to the recent application by Hugh Fulton, counsel for G. A. Richards, for withdrawal of Richards' proposal of many months ago to transfer to a trustee-ship his control of his three stations—KMPC, Los Angeles; WJR, Detroit; and WGAI, Cleveland. (Continued on page 50)

Pluggers Act, AGVA Tells at 'Em To Kick In

NEW YORK, Jan. 6.—The American Guild of Variety Artists (AGVA) filed a formal letter of complaint with the Music Publishers' Contact Employees (MPCE) claiming that gratis TV appearances of song pluggers and song-writers are increasing and, in effect, are depriving variety acts of TV work.

AGVA topper Henry Dunn informed the pluggers' union that contact men and clefters must take out AGVA cards or quit the TV route.

Dunn claims that he will instruct actors to stay off shows which make use of non-member writers and/or pluggers. AGVA officials maintain that a writer and/or plugger demonstration of a song on TV constitutes an act and therefore is subject to AGVA jurisdiction.

MPCE reps have skedded the matter for discussion and appropriate action on the union's Tuesday (9) council meeting.

Navy "Invites" Band En Masse

CHICAGO, Jan. 6.—The armed services may be renewing a World War II practice of attempting to lure entire bands into military service, according to word received here this week by Elliot Lawrence, the college orkster who just completed a two-weeker at the Blue Note. Lawrence was approached by the Navy Department with a deal, whereby he would receive a commission and other members of his ork-lower navy ratings. During the last war Glenn Miller fronted an ork for the army, while Sam Donahue and Artie Shaw headed navy dance crews. Lawrence has not made a decision on the offer.

Lawrence opens a four-weeker at the Meadowbrook, Cedar Grove, N. J., January 9. Following this, his plans call for a spring swing thru Midwestern and Eastern colleges.

Burlesque	44
Carnival	61
Circus	50
Classified Ads	60
Coin Machines	50
Fairs & Expos	50
Final Curtain	50
General Outdoor	50
Honor Roll of Hits	27
Legitimate	50
Letter List	60
Magic	60
Merchandise	60
Music	60
Music Charts	60
Music Machines	60
Night Clubs	60
Parks and Pools	60
Pipes for Pitchmen	60
Rinks-Arenas	60
Roadshow-Rep	60
Routes	60
Salesboards	60
TV-Radio	60
Vaudeville	60
Vending Machines	60

New Seg, Spot Sales Booming Web AM Takes

Hefty Bankrollers Lined Up by NBC, ABC, CBS, Mutual

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three webs, while CBS made additional sales to Ferry-Morse Seed Company and Campana.

The Army's recruiting drive, placed thru the Grant agency, Chicago, shows signs of reaching tremendous proportions. Already it is believed to be well over the million-dollar mark in billings and it is likely to increase in magnitude.

Business has been placed with NBC on the tandem plan and with ABC-TV for the Roller Derby. The Army also has bought Ralph Finnagan's band on ABC, starting January 22, The Shedow, on CBS, starting Sunday (7), and seven outings on CBS, including two Hal Peary shows and five of The Lineup, starting late in February.

NBC's sales include Squibb's pacting for the NBC Symphony, with Arturo Toscanini on the podium. The orchestra will shift from Mondays to the 6:30 to 7:30 p.m. Saturday period, starting January 27, with the Boston Pops replacing and going in the tandem list.

Pepsi-Cola will air a band show, originating from army camps, with Phil Rogan featured. The show gets the 5 to 5:25 p.m. period Sundays, starting February 4. Blow is the agency.

Trout and Hill

Immediately following the Pepsi show, Norwich will sponsor five minutes of news, with Bob Trout gabbing. This, too, will tee off February 4. Benton & Bowles placed the business. Doubleday has bought NBC's 11:15 to 11:30 a.m. time Sundays, in which it will sponsor Edwin C. Hill. Huber is the agency.

Other confirmed NBC orders include American Trucking Association with American Forum of the Air, Trans-World Airlines with the Cary Grant Mr. Blandings series, and Mutual of Omaha for the Bob Considine AM and TV shows. NBC renews this week included Chesterfield and RCA Victor on tandem, Schlitz on Halls

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"Howdy" Sold In Capital Gains Deal

NEW YORK, Jan. 6.—Purchase of rights to Howdy Doodly by newly formed Kagan Corporation from Co-Owners, Bob Smith and Martin Stone represents major capital gains deal, it was learned this week.

Under the Kagan pact, TV packager Stone, as general manager, will continue to handle licensing activities and supervisory chores on the popular puppet's ABC-TV show. Smith, under contract to NBC and Kagan both, of course, do the show.

The Kagan outfit, which is backed by a Wall Street group, has signed a long-term contract with NBC, granting the web exclusive TV rights to the Howdy body name and character.

In addition to merchandising the puppet and other characters associated with it, Stone owns radio and licensing rights for Jackie Johnson, Gabby Hayes and, his recent acquisition, John Robert Power's Models.

As part of Stone's expansion under the Kagan deal, the packager enlarged his staff. Lolla Haddock flex for Al Capp, has succeeded Joe Claire as publicity promotion director. Dana Camp has joined the writing staff, Edward Kean, Howdy Doodly producer, has moved into agency on a full-time basis in charge of programming. Claire will concentrate on the Gabby Hayes series exclusive to NBC. The deal is believed to be the largest of its kind on record involving puppet character.

SIX WBBM STAFFERS GET MOUTH WASH

CHICAGO, Jan. 6.—Three engineers and three announcers at WBBM were fired by CBS v.p. H. Leslie Atlas Tuesday (2) after profanity went on the air during a station break preceding the Rose Bowl football game.

Two announcers were in a small studio waiting for the station break, and discussing having to work on New Year's Day. The signal came from master control in another part of the building, and wasn't seen by the announcers. One of the men's personal conversation went onto the air. The exact quote wasn't recorded, but it was approximately: "In a 23(?)? he will. Who the 22(?)? 21(?) & does he think he is, the navy?"

WBBM aired public apologies the following day, and late in the afternoon Atlas fired the announcer whose voice was heard, the man to whom he was talking, the supervising announcer who was in the building at the time, the engineer monitoring the broadcast, and the senior engineer and his assistant who were in master control at the time. CBS said: "The negligence of the individuals involved was inexcusable."

Atlas was reported particularly angered because the incident was not properly logged. The log entry referred to the cuss words as extemporaneous background remarks.

"People" Folds Long AM Run

NEW YORK, Jan. 6.—After a career of nearly 20 years the radio version of We, The People this week came to the end of the trail when Gulf Oil decided to cancel at the conclusion of the current cycle.

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N. Y. Plans Crisis Network For Special Defense Shows

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a participant, Former Police Commissioner Arthur Wallender is New York City Civil Defense head. A number of broadcasters, representing stations in various sections of the State, are working on the series, via committees assigned to organization, engineering and program phases.

The New York State plan calls for two networks, one to cover up-State regions, and one down-State (near New York City). To permit networking without land lines, pick-ups will be made directly from the originating station, with transmissions in both AM and FM tentatively scheduled for the relaying. The FM relaying is expected to be okayed for up-State use, some of it thru the

Rural Radio Network (RRN) but may not apply to down-State, since military authorities are concerned that both TV and FM frequencies would assist an enemy by providing homing beams for guided missiles.

The down-State network is already reported to total 34 stations. There is also a strong possibility that the recently implemented New Jersey defense network—an all-FM relay system—may participate in carrying the New York series. This represents certainly no problem, however, because of different requirements for the two States, and individual State defense authorities.

Marking one of the rare occasions in which N. Y. stations have

carried the same show—other than for political campaign broadcasts—the 15-minute series as presently planned will devote about three quarters of its time to State defense aspects. The rest of the time will then be devoted to factors concerning New York City itself and other specific regions. In effect, this will constitute networking within a network.

In all likelihood various New York City stations will alternate at originating the program, so as to enable engineering and monitoring tests for the most efficient pick-ups.

CBS Plans Rotating 4 Comedy Shows

HOLLYWOOD, Jan. 6.—CBS will convert four of its top AM situation comedy shows to TV, with the quartet to be lumped together into a weekly series tagged *Four for the Family*. Kick-off is scheduled for fall. Alternating sked will bring a different show's video treatment each week, with each returning every four weeks similar to NBC's staggered comedy lineup. Series will add to net's Hollywood TV origination.

Shows to be included in the *Four for the Family* series include *My Friend and Life With Luigi*, *Our Miss Brooks* and *My Favorite Husband*. With the exception of the last named, all shows will use their original AM show casts. Reason for recasting *Favorite Husband* is the fact that CBS is currently building a TV Mr. and Mrs. show for Lucille Ball and Desi Arnaz. Ball-Arnaz TV show will get its kine audition in early February.

Four for the Family is currently a prime project of both CBS program toppers Hub Robinson and Harry Ackerman. Some in the series will be kined while others will be filmed. Series will up net's Hollywood originating line-up. In addition to Family, others emanating here will include Alan Young, Burns and Allen, and Jack Benny. Later, who previously feared kine quality, is reportedly set on staying here for next fall's TV shows.

Bogart Aired Costs 600G

NEW YORK, Jan. 6.—Bold Venture, the new Fred Ziv transcribed mystery adventure series starring Humphrey Bogart and Lauren Bacall (Mrs. Bogart), will cost \$600,000 for the first year's production and talent.

The Bogarts will collect \$5,000 weekly, and Mori Fine and Dave Friedkin, the individual scribes, will receive \$1,000 for each original story, said to be another record for a transcribed show.

The program is available only to sponsors on a 52-week basis. The price range of the package ranges from \$13 weekly in small markets to \$750 in big cities. Music will be handled by David Rose and ork. In order to sign the co-starring couple Ziv bettered the offer of Columbia Broadcasting System for the services of the acting team.

Petry Plans TV Film Sales

NEW YORK, Jan. 6.—The Edward Petry Company this week was negotiating with a film company to buy a video film series to be peddled to sponsors on a spot basis. If the deal were to be concluded, it would be the second time that station representatives have projected themselves into the programming field as competition for networks and packagers.

The triumvirate of Joseph Katz, Blair and Free & Peters already are peddling two TV film series—*Sherlock Holmes* and a Western seg. So far there have been no takers.

Educators Monitor NY TV for FCC Report

NEW YORK, Jan. 6.—Some commercial telecasters were reported seriously concerned this week when it was learned that a group of educators had begun monitoring one full week's programs on the seven New York City TV stations. The monitoring began Thursday (4) and will conclude Wednesday (10).

The non-commercial group, representing the joint committee on educational television, including land grant colleges, the National Association of Educational Broadcasters (NAEB) and the National Education Association (NEA), plans to present a detailed report on the programming to the Federal Communications Commission (FCC) either January 15 or January 22, depending on when the FCC reopens its hearings on educational TV. It will be the first time a comprehensive study of one city's video service will have been made.

The monitoring and the report to be based on the week's screening, is being directed by Dr. Dallas W. Smythe, NAEB consultant, formerly chief FCC economist and now a faculty member at the University of Illinois. Commercial telecasters claim their programming now includes sufficient public service and educational features, but the educators say that only a full week's monitoring can show the FCC how New York TV actually operates.

The report will list all program details; type of commercials and time devoted to commercials; program breakdown and content and hours of service. Photos of programs, taken off the screens, also will be used. No previous announcement was made of the plan, but some stations, after learning what was going on, were said to be changing program plans to increase the pubserv quota.

entries

In the

THIRTEENTH ANNUAL RADIO & TELEVISION PROMOTION COMPETITION

are due at The Billboard's New York office January 31. Has your entry been mailed yet?

Queries and entries should be directed to RADIO-TV EDITOR, THE BILLBOARD 1564 Broadway, New York 19, N. Y.

SPONSORS' PANEL

- RICHARD RETTIG
Vice-President, Whitehall Pharmaceutical Co.
- JOHN R. GILMAN
Vice-President, Colgate-Palmolive-Peet Co.
- ALBERT S. DEMPEWOLFF
Dir. of Advertising, Celanese Corp. of America
- GEORGE E. POTTER
Vice-President, The Prudential Insurance Company of America
- J. N. ALLEN
Vice-President, Bristol-Myers Co.
- J. WARD MAURER
Dir. of Advertising, Wildroot Co.
- M. J. ROCHE
Lever Brothers Co.
- LEE COOLEY
Producer of Perry Como Show, Conningham & Walsh
- W. H. RAMSEY
Procter & Gamble

ADVERTISING AGENCY PANEL

- WICKLIFFE CRIDER
Benton, Barton, Durstine & Osborn, Inc.
- TOM REVERE
The Blum Company
- STANLEY PULVER
Banner-Fitzgerald-Sampit, Inc.
- ROGER PRYOR
Foot, Cone & Beeding
- CHESTER MACCRACKEN
Doherty, Gilford & Sheinfeld, Inc.
- WALTER CRAIG
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- TOM SLATER
Ruthraff & Ryan, Inc.
- TOM HARRINGTON
Ted Bates & Co.
- G. D. CUDDEBROD
N. W. Ayer & Son, Inc.
- ADRIAN SAMISH
Dancer-Fitzgerald-Sampit, Inc.

Ad Agency TV Scoreboard; 1949 and 1950

ATLLEN KYNETT
1949: 'Easy Aces' (Phillips Pack.) Du Mont
1950: 'Lucky Pup' (Phillips Pack.) CBS

R. H. ALDER
1949: none
1950: 'Old Fashioned Revival' (Oospel Bldg.) ABC

ANDERSON, DAVIS & PLATTE
1949: 'At Home' (C. H. Mastrand) CBS
1950: 'At Home' (C. H. Mastrand) CBS

H. W. AYER
1949: 'Kukla, Fran & Ollie' (Sealtest) NBC
1950: 'Football' (Atlantic Refining) NBC
1950: 'Kukla, Fran & Ollie' (Sealtest) NBC

BASCOM & BONFIGLI
1949: none
1950: 'Capt. Video' (Rosefield) Du Mont

TED BATES
1949: 'Howdy Dooddy' (Colgate) NBC
1950: 'Home Makers Exch.' (Amer. Home Prod.) CBS
1950: 'Howdy Dooddy' (Colgate) NBC
1950: 'Kate Smith (Minute Maid) NBC

BATTEN, BARTON, DURSTINE & OSBORN
1949: 'Celebrity Time' (Goodrich) ABC
1950: 'Celebrity Time' (Goodrich) CBS
1950: 'Circulo Marx (De Soto) NBC
1950: 'Roller Derby' (Amer. Tob.) ABC
1950: 'Lucky Strike Thea.' (Amer. Tob.) NBC
1950: 'Circle Thea.' (Armstrong Cork) NBC
1950: 'Sid Caesar (Minnesota Mining) NBC
1950: 'Jack Carter (Whitcomb) NBC
1950: 'This is Show Bus.' (Amer. Tob.) CBS
1950: 'Homemakers Exchange' (Du Fruit) CBS

ADRIAN BAUER
1949: none
1950: 'Lucky Pup' (Quaker City Choc.) CBS

BENTON & BOWLES
1949: 'This is B'way' (Arco) CBS
1950: 'Mama' (Gen. Foods) CBS
1950: 'Small Fry' (Gen. Foods) Du Mont
1950: 'Who Said That?' (Arco) NBC
1950: 'Life Begins at 80' (Arnold Bakers) ABC
1950: 'Sid Caesar (Arco) NBC
1950: 'Robert Q. Lewis (Arnold Bakers) CBS
1950: 'Mama' (Gen. Foods) CBS

BHOW
1949: 'Candid Camera' (Phil. Morris) CBS
1950: 'Futhe' (Phil. Morris) CBS
1950: 'Paye Emerson (Pepal Cola) CBS
1950: 'Horse Held' (Phil. Morris) CBS
1950: 'Truth Cons.' (Phil. Morris) CBS

EARL BOTWELL
1949: none
1950: 'Kate Smith (Amer. Home Prod.) NBC

BRANDFORD
1949: none
1950: 'Robbins Neat' (Exquisite Form Bra) ABC

BROOKE, SMITH, FRONCH, DORRANCE
1949: none
1950: 'Leave To Girls' (Riglio Tob.) NBC
1950: 'Ewd. Screen Test' (Iron Bite) ABC
1950: 'Billy Rose (Hudson) ABC

D. P. BROTHER
1949: 'CBS News' (Oldsmobile) CBS
1950: 'CBS News' (Oldsmobile) CBS

FRANKLIN BRUCK
1949: none
1950: 'Captain Video' (Johnson) Du Mont
1950: 'Star Time' (Food Store Programs) Du Mont

BUCHANAN
1949: 'Merey Amsterdam (Du Mont Revue) Du Mont
1950: 'Joe DiMaggio (Lionel) NBC

LEO BURNETT
1949: none
1950: 'Arthur Godfrey (Phillips) CBS
1950: 'Howdy Dooddy' (Mars) NBC
1950: 'Howdy Dooddy' (Kellogg) NBC
1950: 'Ed McConnell (Brown Shoe) NBC
1950: 'Art Linkletter (Green Giant) ABC

CALKINS, HOLDEN, CARLOCK, MCCLINTON
1949: none
1950: 'Little Show' (Van Camp) NBC
1950: 'Frustrated Playhouse' (Prudential) CBS

J. M. CAMP
1949: 'Youth on March' (Church of Air) ABC
1950: 'Youth on March' (Church of Air) ABC

CAMPBELL-EWALD
1949: 'Roller Derby' (Chevrolet) ABC
1950: 'Inside USA' (Gen. Motors) CBS
1950: 'Chevrolet on B'way' (Chevrolet) NBC
1950: 'Notre Dame Football' (Chevrolet) Du Mont
1950: 'Notre Dame Football' (Chevrolet) Du Mont
1950: 'Merey Amsterdam' (Du Mont Revue) Du Mont

CAMPBELL-MITHUM
1949: none
1950: 'Whiteman Teen Club' (Amer. Dairy) ABC

CAYTON
1949: 'Fights of Century' (Cheesebrough) NBC
1950: 'Fights of Century' (Cheesebrough) NBC
1950: 'Mad. Sq. Garden' (Cheesebrough) Du Mont

CECIL PRESNEY
1949: 'Ed Wynn (Speldel) CBS
1950: 'Take A Chance' (Nestle) NBC
1950: 'T. B. A.' (Bymark) CBS
1950: 'Dixie' (Block Drug) CBS
1950: 'Suspense' (Auto-Lite) CBS
1950: 'Mr. I. Magination' (Nestle) CBS
1950: 'Best Clock' (Sylvania) CBS

COMPTON
1949: 'P. & G. Thea.' (Procter & Gamble) NBC
1950: 'P. & G. Thea.' (Procter & Gamble) NBC

CUNNINGHAM & WALSH
1949: 'Supper Club' (Liggett & Myers) NBC
1950: 'Arthur Godfrey (Liggett & Myers) CBS
1950: 'Columbia Football' (Liggett & Myers) CBS
1950: 'Suspense' (Auto-Lite) CBS
1950: 'Arthur Godfrey (Liggett & Myers) CBS
1950: 'Perry Como (Liggett & Myers) CBS

DANCE-FITZGERALD-SAMPLE
1949: 'Lone Ranger' (Gen. Mills) ABC
1950: 'Lone Ranger' (Gen. Mills) ABC
1950: 'Trouble With Father' (Gen. Mills) ABC
1950: 'Beulah' (Procter & Gamble) ABC
1950: 'Sing It Again' (Sterling Drug) NBC
1950: 'Okay Mother' (Sterling Drug) Du Mont

D'ARCY
1949: none
1950: 'Ken Murray (Anheuser Busch) CBS
1950: 'Katie Couric' (Bristol-Myers) CBS
1950: 'Break Bank' (Bristol-Myers) NBC
1950: 'Break Bank' (Bristol-Myers) NBC
1950: 'Lucky Pup' (Bristol-Myers) CBS

DUANE JONES
1949: none
1950: 'One Man's Family' (Manhattan Soap) NBC

DUBIN
1949: none
1950: 'Wendy Barrie (Alaco) NBC

EARL LUDGIN
1949: none
1950: 'What's My Line?' (J. Montelone) CBS
1950: 'Penthouse Party' (Best Foods) NBC

ELLINGTON
1949: none
1950: 'Small Fry' (Cadbury Fry Amer.) Du Mont

ERWIN, WASEY
1949: 'Week in Review' (Barbaol) ABC
1950: 'Flannelman' (Cons. Cigar) Du Mont
1950: 'Burns & Allen (Carnation) CBS

ESTY
1949: 'Man Against Crime' (Reynolds) NBC
1950: 'Colgate Theater' (Colgate) NBC
1950: 'Camel News' (Reynolds) NBC
1950: 'Camel Caravan of Sports' (Reynolds) Du Mont
1950: 'Super Circus' (M&M Choc.) ABC
1950: 'Camel News Caravan' (Reynolds) NBC
1950: 'Man Against Crime' (Reynolds) CBS
1950: 'Vaughn Monroe (Reynolds) CBS

EWELL & THURBER
1949: none
1950: 'Football' (Wilson Sport.) Du Mont

FEDERAL
1949: none
1950: 'Most Important People' (Oerberg) Du Mont
1950: 'Look Your Best' (Int. Latex) CBS
1950: 'Club Roma' (Roma Wines) NBC
1950: 'Comedy Hour' (Frigidaire) NBC
1950: 'The Clock' (Emerson) NBC
1950: 'Star Over Hwd.' (Armour) NBC

FULLER, SMITH, ROSS
1949: none
1950: 'Homemakers Exchange' (Olney & Carpenter) CBS
1950: 'Homemakers Exchange' (Alum. Cooking) CBS

NEW YORK, Jan. 6.—A survey comparing network TV this season as against one year ago shows a dramatic increase in the number of sponsored periods and points up the sharp upturn in the amount of business handled by some ad agencies. There were 91 different sponsored network periods during the month of October, as against only 95 in October of 1949, and this surge has meant greatly increased billings at a number of agencies.

Ruthrauff & Ryan, for example, had no network business on record last year, but this year had eight slanzas going. McCann-Erickson, in the same stretch, jumped from four to 10 periods. Foote, Cone & Belding increased from one to six, as did Cecil & Presbey, while Batten, Barton, Durstine & Osborn went from one to nine.

A breakdown on all agency business, sponsored programs and networks in October, 1949, and October, 1950, follows:

GEYER, NEWELL & GANGER
1949: none
1950: 'Morton Downey' (Nash) CBS
1950: 'Airtlyte Thea.' (Nash) CBS
1950: 'Homemakers Exch.' (Nash) CBS
1950: 'Web' (Embassy Cig.) CBS

GIBRALTAR
1949: 'Varieties' (Bonafide Mills) NBC
1950: 'Varieties' (Bonafide Mills) NBC

GORDON BEST
1949: none
1950: 'Red Grange' (Florsheim) ABC

GRANT
1949: 'Howdy Dooddy' (Unique Art) NBC
1950: 'Howdy Dooddy' (Mars) NBC
1950: 'Howdy Dooddy' (Wander) NBC

GREY
1949: none
1950: 'Tanda Mystery' (Bond) Du Mont
1950: '20 Questions' (Ronson) ABC

HENRI, HURST & McDONALD
1949: 'Howdy Dooddy' (International Shoe) NBC
1950: 'Super Circus' (Peters Show) ABC
1950: 'Howdy Dooddy' (International Shoe) NBC

HEWITT, OGRVY, BENSON & MATHER
1949: 'Football' (Sun Oil) ABC
1950: none

HICKS & GREIST
1949: none
1950: 'Homemakers Exchange' (Lewyt) CBS

HOAG & PROVANDIE
1949: none
1950: 'Lucky Pup' (Bundial Shoe) CBS

CHAS. W. HOYT
1949: 'Roar of Rails' (A. C. Gilbert) CBS
1950: 'Homemakers Exch.' (Knoa) CBS
1950: 'Boys R. R. Club' (A. C. Gilbert) CBS

HUBER HOGE
1949: none
1950: 'Wrestling Scene' (Homcraft Publ.) Du Mont
1950: 'Wrestling Inters.' (Homcraft Publ.) Du Mont

HUTCHINS
1949: 'Playhouse' (Philo) NBC
1950: 'Playhouse' (Philo) NBC
1950: 'Don McNeill' (Philo) ABC

RALPH H. JONES
1949: none
1950: 'Alan Young (Kroger) CBS

KASTON, FARRILL, CHESELY, CLIFFORD
1949: 'Roller Derby' (Blatz) ABC
1950: 'Roller Derby' (Blatz) ABC

JOSEPH KATZ
1949: 'Navy-Notre Dame Football' (Amer. Oil) CBS
1950: none

KERVON & ECKHARDT
1949: 'Toast of Town' (Lincoln-Mercury) CBS
1950: 'Theater' (Ford) CBS
1950: 'Toast of Town' (Lincoln-Mercury) CBS
1950: 'Theater' (Ford) CBS
1950: 'Theater' (Marquav) CBS
1950: 'Tom Corbett' (Kellogg) CBS

KNOX REEVES
1949: none
1950: 'Football' (Gen. Mills) Du Mont

KUDNER
1949: 'Stop Music' (Admiral) ABC
1950: 'Alan Young' (Kroger) CBS
1950: 'Milton Berle' (Texas) NBC
1950: 'Martin Kane' (U. S. Tob.) NBC
1950: 'B'way Revue' (Admiral) Du Mont
1950: 'Stop Music' (Admiral) ABC
1950: 'Milton Berle' (Texas) NBC
1950: 'Martin Kane' (U. S. Tob.) NBC
1950: 'Light Out' (Admiral) NBC

AL PAUL LEPTON
1949: 'Pal Headliner' (Pal Blade) ABC
1950: none

LEWEN & MITCHELL
1949: 'Amateur Hour' (P. Lorillard) ABC
1950: 'Amateur Hour' (P. Lorillard) ABC
1950: 'Stop Music' (P. Lorillard) ABC
1950: 'Amateur Hour' (P. Lorillard) NBC
1950: 'Stop Music' (P. Lorillard) ABC

Dennis James (P. Lorillard)
Du Mont
'B'way to Hwd.' (Tidewater Oil) Du Mont

LEVALLY
1949: 'People's Platform' (Household Fin.) CBS
1950: 'People's Platform' (Household Fin.) CBS

LONG
1949: none
1950: 'Homemakers Exch.' (Callif. Fruit & Apricot Growers) CBS

MARSHALL & PRATT
1949: 'Tonight on B'way' (Esso) CBS
1950: 'Alan Young' (Esso) CBS

J. M. MATHEIS
1949: 'Super Circus' (Canada Dry) ABC
1950: 'Super Circus' (Canada Dry) ABC
1950: 'Sing It Again' (Ludens) CBS

MAXON
1949: 'Boxing' (Gillette) NBC
1950: 'Cavalcade of Sports' (Gillette) NBC
1950: 'Hank McCune' (Peter Paul) NBC
1950: 'Sid Caesar' (Show Crop) NBC
1950: 'Magic Cottage' (Peter Paul) Du Mont

McCANN ERICKSON
1949: Wayne King (Standard Oil) NBC
1950: 'Studio One' (Westinghouse) CBS
1950: 'Roller Derby' (Cheesebrough) ABC
1950: 'Action Autographs' (Bell & Howell) ABC
1950: 'Treaty Men in Action' (Chrysler) ABC
1950: 'Dave Garroway' (Congolium Naira) NBC
1950: 'Sid Caesar' (SOS) NBC
1950: 'Wayne King (Standard Oil) NBC
1950: 'Show Goes On' (Amer. Safety Razor) CBS
1950: 'Homemakers Exch.' (Callif. Walnut Growers) CBS
1950: 'Howdy Dooddy' (Columbia Records) CBS
1950: 'Homemakers Exch.' (SOS) CBS
1950: 'Studio One' (Westinghouse) CBS

MARSHMAN, JOHN & ADAMS
1949: none
1950: 'Game of Week' (Pontiac) ABC

McKEE ALDRIGHT
1949: none
1950: 'Homemakers Exch.' (Reusalt) CBS

EMIL MOGUL
1949: none
1950: 'Hold That Camera' (Esquire) Du Mont

NEEDHAM, LOUIS & BROSBY
1949: 'Super Circus' (Derby Foods) ABC
1950: 'Jack Carter' (S. O. Johnson) NBC

GEORGE R. NELSON
1949: 'Showroom' (Mohawk) NBC
1950: 'Showroom' (Mohawk) NBC

PEDLAR & RYAN
1949: none
1950: 'Musical Comedy Time' (P. & G.) NBC

PRODUCT ADVERTISING
1949: none
1950: 'Cavalcade Stars-Bands' (Drug Store TV Prod.) Du Mont

FRED M. RANDALL
1949: none
1950: 'Homemakers Exch.' (Ex-Cell-O) CBS

FLETCHER D. RICHARDS
1949: 'Lucky Pup' (U. S. Rubber) CBS
1950: none

RUTHRAUFF & RYAN
1949: none
1950: 'Acrobat Ranch' (Gen. Shoe) ABC
1950: 'Arthur Murray' (Arthur Murray) Du Mont
1950: 'Showtime U. S. A.' (Dodge Div.) ABC
1950: 'College Bowl' (Amer. Safety Razor) ABC
1950: 'College Bowl' (Pharma Craft) ABC
1950: 'Zoo Parade' (Quaker) NBC
1950: 'Big Town' (Lever) CBS
1950: 'Gene Autry' (Whigley) CBS

ST. GEORGE & REYES
1949: none
1950: 'Meet Press' (Revere) CBS

RUSSEL M. SEEDS
1949: 'Week in Sports' (Shaeffer) CBS
1950: none

SHERMAN & MARQUETTE
1949: none
1950: 'Howdy Dooddy' (Colgate) NBC
1950: 'Comedy Hour' (Colgate) NBC
1950: 'Gabby Hayes' (Quaker) NBC

STOCK WEST BURNHART, INC.
1949: none
1950: 'Blind Date' (Oruen) ABC
1950: 'Sullivan, Stauffer, Conwell, Bayles' (Small Fry Club) (Whitehall) Du Mont
1950: 'Big Story' (Amer. Cig.) NBC
1950: 'Big Story' (Amer. Cig.) NBC
1950: 'Sing It Again' (Carter) CBS
1950: 'Speldel Show' (Speldel) NBC

SWEENEY & JAMES
1949: 'Voice of Firestone' (Firestone) NBC
1950: 'Voice of Firestone' (Firestone) NBC

J. D. TARKER
1949: none
1950: 'Sid Caesar' (Beaus) NBC

TATHAM-LAIRD
1949: none
1950: 'Chance of Lifetime' (Bendix) ABC

WARD WHERLOCK
1949: none
1950: 'Jack Carter' (Stephen F. Whitman) NBC
1950: 'Jack Carter' (Campbell) NBC

J. WALTER THOMPSON
1949: 'The Clock' (Lever) NBC
1950: 'Kukla, Fran & Ollie' (RCA) NBC
1950: 'Television Theater' (Kraft) NBC
1950: 'Dione Lucas' (Wine Adv. Board) CBS
1950: 'Tournament Champions' (Ballantine) CBS
1950: 'The Scott' (Scott) CBS
1950: 'Auction-Are' (Libby, McNeill & Libby) ABC

1950: Homemakers Exch.' (Swift) CBS
1950: 'Video Theater' (Lever) (RCA) NBC
1950: 'Kukla, Fran & Ollie' (RCA) NBC
1950: 'Television Theater' (Kraft) NBC
1950: 'Kukla, Fran & Ollie' (Ford) NBC
1950: 'Kay Kyser' (Ford) NBC

TURNER, LEACH
1949: none
1950: 'Chester Pup' (Mason, Au & Magenthaler) ABC

TUCKER WAYNE
1949: 'Lone Ranger' (American Bakeries) ABC
1950: 'Lone Ranger' (Amer. Bakeries) ABC

WADE
1949: 'Quiz Kids' (Miles) NBC
1950: 'Quiz Kids' (Miles) NBC

WALKER & DOWNING
1949: 'Fishing & Hunting Club' (Mail Pouch Tob.) Du Mont
1950: 'Fishing & Hunting Club' (Mail Pouch Tob.) Du Mont

WARWICK & LEGGER
1949: 'Life of Riley' (Pabst) NBC
1950: 'Blue Ribbon Bouts' (Pabst) CBS

WM. WEINTRAUB
1949: 'Polgar' (Trimount Cloth) CBS
1950: 'E'way Open House' (Anchor Hocking) NBC
1950: 'Elery Queen' (Kaiser Fraser) Du Mont

WESLEY ASSOCIATES
1949: none
1950: 'Curt Gowdy' (Shalton) CBS

WEISS & GELLER
1949: none
1950: 'Can Top This' (Wine Corp. of Amer.) ABC

YOUNG & RUBICAM
1949: 'Aldrich Family' (Gen. Foods) NBC
1950: 'Talent Scouts' (Lipton) CBS
1950: 'Silver Theater' (International Silver) CBS
1950: 'We People' (Gulf Oil) CBS
1950: 'Aldrich' (Gen. Foods) CBS
1950: 'Fred Waring' (Gen. Electric) CBS
1950: 'Duninger & Winchell' (Bigelow Sanford) CBS
1950: 'Crusade in Europe' (Time) ABC
1950: 'Godfrey's Talent Scouts' (Lipton) CBS
1950: 'Goldbergs' (Gen. Foods) CBS
1950: 'Fred Waring' (Gen. Electric) CBS
1950: 'We People' (Gulf) NBC
1950: 'Hopalong Cassidy' (Gen. Foods) NBC
1950: 'Aldrich Family' (Gen. Foods) NBC
1950: 'Pulitzer Prize Playhouse' (Schlitz) ABC
1950: 'Holiday Hotel' (Packard) NBC
1950: 'Pal Whitman' (Goodyear) ABC

Ducovy Ankle K. & E. for Wolf

NEW YORK, Jan. 6.—Allen Ducovy this week resigned from the radio-TV production staff at Kenyon & Eckhardt (K. & E.) He will join Stanley Wolf's Rockhill Radio Production office as executive producer. January 15, Ducovy is reported to have acquired an interest in Rockhill as well. Ducovy's last K. & E. assignment was producing the Peter Lind Hayes show for Borden's Instant Coffee, with Danny Davis now handling that job. Rockhill's productions include *Space Cadet* and *Mark Trill* on TV and *AM for Kellogg's* via K. & E., and *Share the Wealth* for Kroger of AM.

De Mott Joins Esty On AM-TV Plugs

NEW YORK, Jan. 6.—John De Mott this week joined William Esty as supervisory producer of radio and TV commercials, a newly created position in the agency. He leaves the Columbia Broadcast System TV where he was supervisor of special effects for the *Life of Riley* and *Our Gang* Comedies, but since then has had extensive experience in the production of film. His successor at CBS will be Charles Jenicki.

Looks like somebody needs a new calendar . . .

1951

S	M	T	W	T	F	S
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30	31					

CBS prints this calendar for the benefit of those people in radio who are obliged to reach back into 1948 and 1949 to find figures that will support their claims for circulation, audience, billings, cost-per-thousand, or whatever.

Fellows, while your backs were turned, it became 1950. And after a while, even 1951. And as of 1951, it's like this:

CBS starts 1951 with the highest average ratings in network radio: 26% higher than the second-place network.¹

CBS starts 1951 with the highest billings in network radio: 11% above 1949, 13% above the second-place network.²

CBS starts 1951 with the lowest cost-per-thousand homes reached in network radio: 33% lower than the second thriftiest network.³

CBS starts 1951 with the largest circulation in network radio: 895,000 more homes than the second-place network.⁴

¹January-November, 1950. NRI. ²January-September, 1950, PIB. ³January-October, 1950, NRI. ⁴February-March '50, NRI (all right, this is our least up-to-date figure, but it's nearly two years more up-to-date than the latest figures quoted by some broadcasters.)



Columbia Broadcasting System

CBS Finds New Gimmick for Tele Drama Stock at Fewer \$\$ Per

NEW YORK, Jan. 6.—The Columbia Broadcasting System-TV has developed a new plan to build itself a catalog of dramatic material for future use whereby any writer whose brief outline of an idea, even less than a page, is considered worthwhile is paid \$100 to work on building it up. When and if the longer treatment, around 10 pages, meets with network approval, the scripster receives an additional \$150. As a final payment the writer is then assigned to put together the final draft of the show for about a \$600 fee. This means that CBS-TV is getting material it owns outright—material that can be repeated indefinitely—for about a total cost of \$850.

Because TV, more than any other medium, consumes dramatic properties at an astonishing rate, CBS-TV finds itself constantly searching for material. But

since practically all of the properties are leased for one telecast, whether they be originals or adaptations, the search must be continued. In contrast, the films buy material, or under dire necessity where it can't be purchased, lease it for seven years. During that time, several versions can be made and the original film reshown until there is no more demand for it. The web, according to a CBS-TV exec, is gambling. But the payoff is more than worth the gamble because of the fees that may be saved if the script is repeated. The

first script on *Starlight Theater*, titled *Welcome Home*, was created in this way by Manya Starr. Sure as Fate, another CBS-TV package, will have two scripts put together—*Brand for Sweeney* by Charles O'Neill, and *One in a Million* by Julia Bridgeman—from such nebulous beginnings. Undoubtedly, if the idea continues to click, the other video networks will do the same thing.

LA Kicks at Kines; Cancel Kraft Show

NEW YORK, Jan. 6.—Because of its belief that Los Angeles viewers are sour on kinescopes, J. Walter Thompson this week canceled the televising of the *Kraft TV Theater* over KNBH there. The agency bought instead *The Ruggles* over KECA-TV. Altho Kraft has been on KNBH for several years, the agency and sponsor have been getting more and more dissatisfied with its rating.

Ransom Sherman's TV Slot to Soap Operas

NEW YORK, Jan. 6.—Ransom Sherman winds up his sustaining TV run on the National Broadcasting Company (NBC) next Friday (12). Current plans are to replace with two soap operas. Altho not set this week-end, chances are that one of them will be *Hawkins Falls*, click Chicago-originated series which ran on NBC-TV last year. The other 15-minute series has not been chosen yet.

NBC has also reconsidered and is continuing *NBC Telecomedies* for a while. The program, slated for cancellation recently, has been gaining in ratings.

WLW
700 ON YOUR DIAL
THE NATION'S
MOST
MERCHANDISE-ABLE
STATION

RYAN SHIFT TO BRING MORE NAB STREAMLINING

WASHINGTON, Jan. 6.—Naming of General Manager William B. Ryan, of the National Association of Broadcasters (NAB), this week as president of Broadcast Advertising Bureau (BAB), has touched off a strong move among board members to bring about perhaps the most drastic streamlining in the trade association's history. The issue is virtually certain to head the agenda of the upcoming board meeting January 31-February 2 in Clearwater, Fla.

Ryan's shift hikes his \$25,000-a-year NAB salary to \$36,000 as BAB president. Altho the popular NAB general manager nominally will continue in a supervisory capacity there for a while, he will devote virtually all of his time as BAB prexy in New York after February 1, and NAB President Justin Miller will name an acting general manager.

The Ryan shift has led some board members to conclude that this is the logical time to further redefine NAB's organizational aims, not so much because of the transfer of Ryan but because the transfer has served as a sharp re-

minder of the drastic financial retrenchment which the NAB must adjust to after April 1. That date marks the start of the new-fiscal year in which the NAB will lose 30 per cent of its revenue under arrangements previously agreed upon for individual NAB members to exercise the alternative of having 30 per cent of their dues allotted to BAB or having 30 per cent of their dues refunded to them if they don't want to join BAB.

A year from April the retrenchment will be crystallized further when NAB members will have the privilege of having all their dues go exclusively to BAB if they choose to belong only to BAB.

NAB TO DIVERGE TV
Significant to this financial and structural change is the step now under way to separate TV service functions from NAB, with the board likely to give its blessings to development of an autonomous TV body. Just what will happen to the NAB structure when the BAB and TV steps are fulfilled is uncertain, but board members figure that now is the time to face the problem. NAB's budget is running currently at \$720,000, and the membership drive will not offset declines from transferred dues.

Ryan's return to NAB is not anticipated. The board at its upcoming meeting will consider designation of an acting permanent successor. In connection with the vacancy, at least two board members already have mentioned Robert Richards, head of NAB's public affairs department. Richards is viewed as a logical choice because of his lengthy experience, talent and energy and wide popularity among members.

Campbell's Asks Artist Sign Non-Commie Loyalty Oath?

NEW YORK, Jan. 6.—Campbell's Soup this week was reported asking a performer involved in a new TV program the soup firm is to sponsor to sign a non-Communist oath. Ward Wheelock, head of the agency representing the account, declared yesterday he "knew nothing about it." If true, it is believed Campbell's would be the first radio-TV advertiser to take such a step.

The Columbia Broadcasting System (CBS) two weeks ago announced a plan whereby it was requesting all employees to sign loyalty oaths. This has not been implemented on all employee levels yet, in the light of protests made by talent unions that the CBS moves threatened civil liberties. The network and the Authors League, major union involved, are continuing to meet on the problem and are said to be close to an amicable agreement.

Altho Television Authority (TVA) has taken no stand on the

IT'S FUN GALORE BUT NO LIKKER

CHICAGO, Jan. 6.—What Admiral Corporation sees as the complete home entertainment unit of the future was unveiled this week. It is a 21-inch TV set with radio, phono and a built-in bar.

The bar, on the right side of the cabinet, contains a mixing tray, a shelf for serving buffet suppers, racks holding 8 martinis, 8 old-fashion, 8 shot and 8 highball glasses, and storage space for 30 bottles and an ice bowl. But no liquor.

U. S. To Probe Ball-AM Rules

WASHINGTON, Jan. 6.—On the eve of renewed confabs between broadcast and baseball representatives on radio-TV airing of pro baseball, word leaked out of the Justice Department this week that the department's anti-trust division stepped up its investigation of baseball club rules on radio broadcasting and telecasting.

Justice, which went into the subject a couple of years ago, dropped it and then resumed it last fall, is now reportedly seeking a conclusive determination on whether co-ordinated action by major or minor leagues in dealing with radio-TV constitutes violation of the anti-trust statutes.

In the shadow of this investigation, baseball representatives appear ready to talk across the table with radio-TV spokesmen. At the major leagues' conference in Florida last month, the subject was sidetracked by the upheaval over the ouster of Commissioner Albert D. Chandler. William Ryan, general manager of the National Association of Broadcasters (NAB), was on hand for the confab but had to take a rain check. National League baseball owners are slated to talk over the radio and TV problem in New York Thursday (11).

George Trautman, president of the National Association of Professional Baseball Leagues, also has invited NAB and Radio-Television Manufacturers Association (RTMA) to meet with him and associates in Columbus, O., January 15. Main topic is slated to be the question of effects of radio-TV on baseball attendance. Ryan has been insisting that any gate drop-off cannot be attributed to radio or TV, at least not without intensive research.

Bona Fide Angles For CBS-TV Slot

NEW YORK, Jan. 6.—Bona Fide Mills, the former sponsor of *Versatile Varieties* on the National Broadcasting Company (NBC)-TV, this week was dickering with the Columbia Broadcasting System (CBS)-TV for the 9 a.m. Sunday spot on the network to program a kid's show. The presentation is expected to be the first Sunday morning network program.

The sole obstacle to the deal's consummation is station clearance.

Campbell's Asks Artist Sign Non-Commie Loyalty Oath?

CBS loyalty oath, it is believed it might be moved to take an official stand were its members to ask for clarification along the lines raised by the writers.

Campbell's now sponsors *Club 10* on CBS-AM. Walter O'Keefe on NBC-AM and Jack Carter on NBC-TV. It has bought the 9 p.m. Friday spot on NBC-TV for a new reverse twist talent show featuring Henry Morgan and would-be performers.

Insofar as CBS and the Authors League are concerned, Joseph Ream, the network executive vice-president, this week answered a League letter in which the writers asked the web to assure them that civil liberties would be protected and questionnaires kept confidential. Ream declared CBS would maintain all "rights under law" and kept all data confidential, except as obligated to make it available to federal agencies. CBS and the League are scheduled to meet again Tuesday (9).

Pitt Movie Will Install 30G TV Screen

PITTSBURGH, Jan. 6.—John D. Walsh Jr., manager of the Fulton Theater here, revealed this week that his house would install television programs on his movie screen. The Fulton is a Shea house and will be the first in the circuit to install this equipment, to cost around \$30,000. It will also be the first house in Pittsburgh to present TV on its screen.

"We intend to use TV as a business stimulant, much in the same manner as we used vaudeville or even bank night," Walsh said.

When asked how the theater intended to beat the advantages of shows in the home with all its attendant conveniences, Walsh said: "With the seats we will have we will have a tremendous buying power and will bid for every available attraction and especially the big sports events."

Since Pittsburgh is a one-channel city, Walsh added the hope that he might be able to use network shows that do not come here provided he could get a special license from the FCC. He said he would take them, commercials and all, if the sponsor wanted a Pittsburgh outlet, altho the audience would be limited to the Fulton's seating capacity of 1,700.

With the new equipment the Fulton will be able to take any show that comes in on the coaxial cable if legal obstacles are hurdled.

Grauer To Read Roosevelts' Plugs

NEW YORK, Jan. 6.—Mrs. Eleanor Roosevelt this week picked Ben Grauer to handle all local commercials on her transcribed radio series over WNBC, a job heretofore filled by her son Elliott. The switch, according to a station exec, was made to keep the local airing on the same policy level of other stations carrying the series, which spot local commercial inserts read by their own staff announcers.

The move comes as something of a surprise to the trade since Mrs. Roosevelt's sponsors were supposedly pacted on the strength of Elliott Roosevelt's promise to do all the pitches himself. However, he will still appear on the show, but will confine his talents to interview chatter on future airers. Mrs. Roosevelt's local program is now rated No. 1 fem daytime show in New York.

CBS-TV has cleared 25 stations as of the moment, but the client would like 38, the number used of the former NBC-TV show. Charles Basch will produce the package.

Burbelles
PRESS CLIPPINGS
News items, advertisements from U.S. newspapers and magazines.
BURRELLES PRESS CLIPPING BUREAU
163 Church St.,
New York 7

ONLY 2c EACH FOR PHOTO POST CARDS IN SMALL QUANTITIES

1000 Kier Brilliantone Photo Post Cards now only 2c! Real photos, finest quality. Satisfaction guaranteed. Immediate service. No fan photo over packed more punch at so low a cost! Order quick before we change our mind!

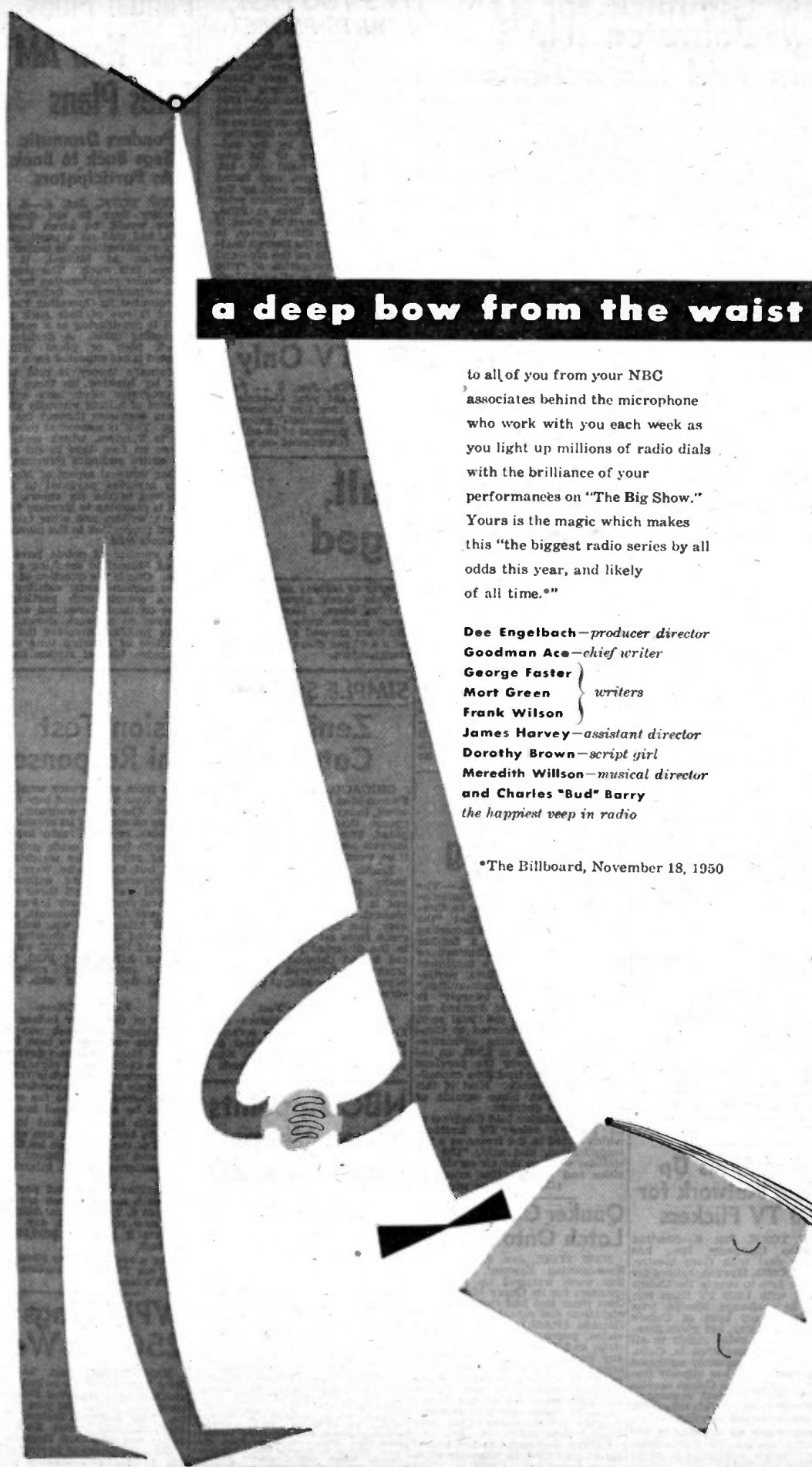
KIER PHOTO SERVICE
1265 W. 2d St., Dept. B, Cleveland 13, O.

FLYING TIGERS (AVG) Incorporated

Is the sole owner of the name "Flying Tigers" and any insignia or emblems using such name or license to use said name or insignia has been granted except to Gen Genovese. Inquires with respect to the use of the name and insignia should be addressed to

FLYING TIGERS (AVG), INCORPORATED
c/o Mr. George L. Paxton
2050 Palm Street, Abilene, Texas

NEW! NEW! NEW!
8x10 PRINTS
4 1/2¢ (\$5,000 Lots)
6 1/2¢ (1,000 Lots)
5x7 PRINTS, 4¢ (\$5,000 LOTS); 6¢ (1,000 LOTS)
A perfect likeness of Tex Atchison as drawn by Vic Ford, famous illustrator. Vic Ford guarantees a perfect likeness of you when you buy personality drawings. Better than photos... costs less than photos. Dramatize your life history. All art work completely original. No duplications. Ideal publicity material for all talent for gift, sale, fan clubs and sponsor or station promotion. Why be satisfied with ordinary photos? Personality drawings cost no more. Order today. Send photo and background information with order. Quick service. Satisfaction Guaranteed.
TALENT SERVICE, 743 E. Willow, Long Beach, Calif.



a deep bow from the waist

to all of you from your NBC associates behind the microphone who work with you each week as you light up millions of radio dials with the brilliance of your performances on "The Big Show." Yours is the magic which makes this "the biggest radio series by all odds this year, and likely of all time.*"

- Dee Engelbach**—producer director
- Goodman Ace**—chief writer
- George FASTER** } writers
- Mort Green** }
- Frank Wilson** }
- James Harvey**—assistant director
- Dorothy Brown**—script girl
- Meredith Willson**—musical director
- and **Charles "Bud" Barry**
the happiest veep in radio

*The Billboard, November 18, 1950

first of all, darlings,
Tallulah Bankhead

- John Agar
- Fred Allen
- Louis Armstrong
- Eddy Arnold
- Charles Boyer
- David Brian
- Fannie Brice
- Joe Bushkin
- Eddie Cantor
- Jack Carson
- Mindy Carson
- Imogene Coca
- Perry Como
- Joan Davis
- Jimmy Durante
- Douglas Fairbanks, Jr.
- Jose Ferrer
- Ed Gardner
- Phil Harris
- Ed Herlihy
- Portland Hoffa
- Bob Hope
- Deborah Kerr
- Bert Lahr
- Frankie Laine
- Frank Lovejoy
- Paul Lukas
- Dean Martin & Jerry Lewis
- Groucho Marx
- Dorothy McGuire
- Lauritz Melchior
- Ethel Merman
- Robert Merrill
- Ray Middleton
- Russell Nype
- Margaret O'Brien
- Edith Piaf
- Ezio Pinza
- Jane Powell
- Phil Silvers
- Sons of The Pioneers
- Hanley Stafford
- Danny Thomas
- Margaret Truman
- Evelyn Varden
- Jimmy Wallington
- Fran Warren
- Clifton Webb
- Ed Wynn

Ladies & Gentlemen of
The Big Show
Arranging Staffs,
Orchestra and Chorus.
The AFRA Members.
The technical crews and
Guest Relations staffs
of The NBC Center Theater,
New York, and
Studio A in Hollywood.

TRIPLE-DOSE TABOOS

CBS-TV Follows Johnston, NAB Codes; Sponsors Add Limitations

NEW YORK, Jan. 6.—The Columbia Broadcasting System (CBS-TV) is now using a combination of Hollywood's Johnston code and the National Association of Broadcasters (NAB) code of standards as the censorship yardstick for its video shows. The combined regulations are believed to be as stringent—if not more so—than any code used by any other end of show business.

According to a CBS-TV spokesman, since "TV goes into the home," it therefore follows that material must be sifted even more carefully than in films. "We have a responsibility to the public," he claimed, "that can not be overlooked unless we want to run afoul of either the various pressure groups or the authorities."

The combination of the film producer's code with the NAB's (ironically enough, resigned in 1950 from the NAB) was necessitated by TV's marriage of sight and sound. The Johnston code covers such points as morals and cleavage, but omits time limits for commercials, unacceptable kinds of advertising and other considerations, which are covered by the broadcasters' code. For example, CBS-TV was considering

programming a strip which featured a handwriting analyst. The Johnston code does not deal with this kind of enterprise, but the NAB code specifically states that no

Siragusa Wants TV Control of FM

CHICAGO, Jan. 6.—Ross D. Siragusa, president of Admiral Corporation, said Thursday (4) that the FCC should turn over to television the FM radio channels. Such a move could provide space for an increase of about 25 per cent in TV stations, and would make TV available to 3,000,000 more families, Siragusa said.

Siragusa also rapped the FCC for the freeze, and said if freeze in VHF band alone were lifted, over 100 new stations could be added without overlapping interference.

He predicted a sharp curtailment in production of TV and appliances within a few months, but said the first quarter will equal the rate of the last half year.

fortune tellers, palmists or others of the same genre are to be used on radio. The show, therefore, was dropped.

CBS-TV several months ago invoked its hybrid code when a script dealing with marriage was about to be presented on the Ford Theater. The script told about the child of divorced parents who was constantly being shifted between them. Presumably the script did not uphold the marital state and thus it was killed on short notice.

Sponsors Taboo

But beyond both these codes the sponsors have a few taboos of their own they invoke. On Westinghouse's Studio One a script usually never has an electrical appliance malfunction. Auto-Lite, the bankroller of Suspense, makes certain that batteries or even automobiles are never used in the plot of the dramatic program in a manner to show the weaknesses of these products. On a General Foods TV program food becomes the totem. Jokes about food are not considered funny by the sponsor.

TV'S TOO FAST, STARTS PROBE

DETROIT, Jan. 6.—Video can do too good a selling job, a Detroit auto dealer learned. He advertised a new Chevrolet for sale, among other cars, showing the new 1951 model which was delivered still in wrappings as put on at the factory. The manufacturer, disturbed by the sudden appearance of its new model on a used car lot, tracked it down, and found the car had been sold by the first buyer at a premium price to a used car firm at Flint, where the Chevrolet plant is located. The Flint dealer, in turn, sold it to the Detroit dealer, who put it on the air—and a State investigation of "title jumping" and an alleged black market in cars is under way.

Mutual Mulls Four New AM Sales Plans

Ponders Dramatic Segs Back to Back As Participants

NEW YORK, Jan. 6.—A plan whereby four to six dramatic shows would be aired back to back, and sold on a participating basis to advertisers, is under consideration at Mutual, it was learned this week. The step has been under consideration for some time—considerably before NBC inaugurated its Operation Tandem—and is one of four such plans MBS is considering as a means of increasing sales. A decision on which plan or plans will be adopted is not expected for a while.

Mutual's theory is said to be that by backing up three hours of programs advertisers will be assured of hitting virtually all audience segments thruout the evening. This is somewhat comparable to Tandem, which spots five shows on five days to cut across the entire audience structure.

One unusual aspect of Mutual's plan involves payment to talent involved in the six shows. Mutual is planning to increase fees to actors, writers and other talent in direct proportion to the number of accounts sold.

A number of points have hindered Mutual in reaching a decision. One is the question of union scale requirements; existing contracts permit such participation sales on local shows but are ambiguous on network shows. Another problem involves the complexities of clearing time on the extensive Mutual station line-up.

Video Hurts A. C. Concert Series

ATLANTIC CITY, Jan. 6.—Television is affecting paid audience entertainments here, it was charged by Louis M. Mallin, chairman of the All-Star Music Series. The series, sponsored by the Jewish Community Center, got off to a bad start when the first concert (Continued on page 51)

1951 Football, Basketball, Baseball TV Casts Slugged

Continued from page 1

so disturbed over financial losses as in the fact of half-filled stadiums.

Marjorie Podoloff, NBA proxy, in ordering the TV ban on Minneapolis Lakers basketball games, said that at the start of the season

the pick-ups were okayed on an "experimental basis," but that attendance at home games thus far during the past year was disappointing. Local high school officials now are considering possibility of having the prep tilts televised.

Limit of 21 TV pick-ups by the Washington Senators was attributed by Prexy Clark Griffith to a drop of 70,000 in attendance compared with 1949, despite a fifth-place finish by the team which was in the cellar the year before. The new program will show no

Sunday or holiday games, and will include three games with each visiting team. Last summer all home games were televised, and the team showed a "small profit," with a \$2 per share dividend voted stockholders.

P'burgh's WDTV Cracks Down; Poor Kines To Get the Hook!

PITTSBURGH, Jan. 6.—WDTV, Pittsburgh's only TV station, this week took decisive action to answer viewer complaints about the quality of films and kinescopes it has been airing. Effective immediately, Larry Israel, operations director, said, "Kinescopes will have to be brought up to high standards or we'll drop them. We intend to get rid of bad films."

WNEW Readies Show Spotting Songs by Staffers

NEW YORK, Jan. 6.—New York indie WNEW is readying a new live musical show, designed to showcase songs written by staffers at the station.

The weekly 15-minute airtel Staff Time, will feature Roy Ross's staff band and tunes clefted by leader Ross, with Billy Muir, guitarist; Teddy Wilson, pianist; Hal Hackady, writer; Vin Russo, sales; Steve Grantz, writer; Alan Brandt, publicity director, and platter spinners Martin Block and Gene Rayburn. All nine men have penned words or music for professionally published tunes, according to Dick Pack, WNEW's program director.

Is dropping the Arthur Murray show, which airs on DuMont, and is replacing it with its NBC-TV opposition, Philco Playhouse. Both shows air Sunday at 9 p.m. Philco previously had aired via kines Thursday at 11 p.m. The Groucho Marx show will take over the Thursday time. This program is filmed.

DeSoto dealers, who sponsor the Marx show, will also have a local program starting January 14 in the Bob Post production of Sho-Biz-Quiz. This show was a long time AM favorite here and features the critics of the three Pittsburgh papers as members of a panel dealing with showbiz questions.

WDTV, sold out, will not peddle any more commercial time, but will devote all available time as it comes up to public service. Station Manager Donald A. Stewart said this is in line with the station's new policy and is especially appropriate now due to the national emergency. He said the first of these shows would start Jan. 14 with a public service forum called "The Pittsburgh Story and dealing with social and civic issues."

Sterling Signs Up Cuban Network for 1,000 TV Flickers

NEW YORK, Jan. 6.—Sterling Television Company, Inc., has closed a deal with Goer Mestre, proxy of CMQ, Havana, calling for the U. S. firm to supply the Cuban network with 1,000 TV films this year. In exchange, Mestre, who controls 75 per cent of Cuba's radio-TV industry, has given Sterling exclusive video rights to all his own films produced in Cuba. Mestre has a completely equipped movie studio and has already finished 36 films. The Cuban movies include many musical sequences, which will keep English title work at a minimum for Sterling.

Sterling has set up similar exclusive deals for TV rights with 16-mm. movie producers in other countries, including 700 flickers from the National Film Board of Canada, British Information Services and the Australian News and Information Bureau.

FCC Discovers TV Is Growing

WASHINGTON, Jan. 6.—The Federal Communications Commission today declared that "the broadcast year witnessed mounting interest in television, a further slackening of FM authorizations and applications, but a continued growth of AM facilities, particularly in the smaller communities."

Citing "continued interest" in AM broadcasting and demand for new outlets during the fiscal year, the commission reported to Congress that outstanding authorizations had climbed to 2,303, an increase of 124 over the previous year and for the first time exceeding the 2,000-mark. Most of this expansion took place outside of metropolitan districts.

The commission told Congress of its lengthy color TV hearings which added to the freeze as a TV complication, and said, "108 TV stations were on the air serving 64 cities and metropolitan areas as (Continued on page 51)

Quaker Oats, P.&G. Latch Onto Moore

NEW YORK, Jan. 6.—Columbia Broadcasting System (CBS)-TV this week wrapped up two new sponsors for its Garry Moore daytime show and had one 15-minute daytime time slot canceled. Procter & Gamble (P.&G.), for its Dixy dillstrip, and Quaker Oats the Tuesday and Thursday 2:15-2:30 p.m. segments. Since Cavalier Cigarettes is already sponsoring the Monday, Wednesday and Friday 2:15-2:30 segments of the Moore show, the two new clients mean that the 2-2:30 section of the hour show is sold out.

Gibson Refrigerators has bowed out of its 7:30-7:45 Saturday night commitment on CBS-TV. The shortages. The Compton agency will handle the Moore program for P.&G.

SIMPLE SCRAMBLE

Zenith Phonevision Test Catches Big Chi Response

CHICAGO, Jan. 6.—The Zenith Phonevision test wound up its first week today with far greater response than even Zenith anticipated. The test has created more interest among Chicago set owners than even the color battle.

Zenith didn't announce how many of the 300 test families watched the first week's movies, but it is known that they were pleased with the response. However, the unexpected enthusiasm came from set owners who tuned in the distorted picture on Channel 2 and listened to the sound track and followed the story by occasionally looking at the jiggling screen.

Scramble Test

The movie distributors asked Zenith to put a simple scramble on during the 90-day test as a teaser to all set owners. Zenith said they received hundreds of

calls from set owners wanting to know how they could buy Phonevision. The phone company, which makes no secret of its opposition to the idea, reported many inquiries.

Zenith has not made public the list of 300 families watching the test, but those who were found by reporters were enthusiastic. Several watched all three movies the first day, January 1. Paul Galvin, president of Motorola, and H. Leslie Atlas, CBS v.p., both complimented the first showing. Galvin said he hoped FCC approves it, but Atlas said FCC turned down subscription radio and should do likewise with Phonevision.

Evasion Efforts

One of the major indoor sports in Chicago this week was trying to figure out how to beat Phonevision. Most ingenious device was from a radio station manager who synchronized an electric fan with the jiggle in the phonevision picture, looked thru the fan and reported he saw a good image.

Zenith isn't bothered by such reports, because they can vary the speed of the distortion by the second, and have 11 different scramble patterns to use interchangeably.

Families in the test pay \$1 to see each movie. There are showings, at 4, 7 and 9 p.m. daily, with one new movie each day. Zenith reports it has put \$600,000 into the test.

For a review of the Phonevision test, see TV review section of this week's issue.

WPIX Rings Up 250G in Week

NEW YORK, Jan. 5.—WPIX, New York Daily News station, has chalked up a reported \$250,000 in new sales within the past week or so. New accounts include Robert Hall, Melville Shoes, Kool Cigarettes and Standard Brands. Melville Shoes is paying \$48,500 for 21 Madison Square Garden events, recently dropped by Chevrolet dealers. Robert Hall has bought 43 film Golden Glow ad (Continued on page 51)

PHOTO BLOW-UPS
8x10 Glossies, photo post cards in quantity. The same studio that has faithfully served you for years with glossy reproductions as good or better than the original now offers large blowups mounted on heavy cardboard at very low prices. Send today for complete price list, free samples, etc. MULSON STUDIO, P. O. Box 191, Bridgeport 1, Conn.

PHOTOS in MILLIONS
QUALITY PHOTOS in QUANTITY
8 x 10 - 2 1/2, 4x6, 5x7, 8x10
Blowups, 20c-30c, 32c, 40c-53c
NEW NATURAL COLOR PHOTOS
Postcard - 1c, 10c in quantity, all other sizes.
With the FREE camera & lens kit
MOSS PHOTO SERVICE 152 W. 46, N.Y. 19

HOOPER-SCHMOOPER

—it's his empathy we're wild about!

Some like Arthur for his ratings. We at Leo Burnett find no flies on that, either. But that's not the big reason why this Chicago agency is in the Godfrey camp in such an important way.

If there hadn't been an Arthur Godfrey, we would have tried to invent one.

For we believe that the "empathy" Time Magazine says Godfrey has, is what advertising is all about. It consists of getting with the prospect instead of talking at him.

And how do you do that, Mr. Godfrey?

By taking the hokum out of selling. And the phoniness out of advertising.

By talking to people as people. Not dopes.

By telling them the truth. Because, by telling people the truth, you make friends. And friends are people who believe what you have to say.

And isn't that, we repeat, what advertising is all about? If the work this agency is doing for its clients seems to have some of that same quality of believability, Arthur — it has not been unintentional.



LEO BURNETT COMPANY, Inc.
Chicago

Currently handling 20 Network
radio and television programs



Television—Radio Reviews

Stork Club

Reviewed Tuesday (12) over CBS-TV network. Sponsor, Liggett & Myers; agency, Cunningham & Walsh; producer, Myron Dutton; director, Alex Thurm-Takis. Cast: Sherman Billingsley, Virginia Peine, guests.

The new sponsors, Liggett & Myers for Fatima Cigarettes, must have viewed their new acquisition with mingled feelings. Their Fatimas for which the show was bought, were sluffed off in favor of their more highly publicized Chesterfield brand, which the theoretically having nothing to do with the show, came off better.

In an atmosphere of luxury typified by black tie and dinner gown, with groups at tables pouring champagne, show started with a group of diners hosted by Sherman Billingsley, the Stork Club op. Group consisted of Arthur Godfrey and Mayor and Mrs. Impelleri.

"Here," announced Billingsley, offering a freshly opened pack to Godfrey. "Here, let me offer you a Fatima—"

"Over my dead body," replied the redhead, holding up a pack of Chesterfields. "These are my cigarettes."

Then let me offer the Mayor these mild smooth smoking," interrupted Billingsley. "No, thanks," said the his honor pointing to a cigar "I smoke these."

Then developed some chit-chat between salesman Billingsley and salesman Godfrey as to the relative merits of the two brands. "Small these," offered Mr. B. "No, small these," countered Mr. G. They finally agreed that both brands smelled pretty, the Fatimas were "extra mild and had a prettier package."

But the smell of Fatimas and Chesterfields weren't the only things discussed. No siree! Mr. B. asked the mayor about the possible effects of the atom bomb on New York. "I have a place in Bedford Village," said the boniface. "I want to move my family up there, but they won't go. Now, Mr. Mayor, you're an authority, so tell us what would you do."

His Honor, cognizant of his elevation as an authority on nuclear bombs, took it in stride. "We'll stick it out here," he replied. "We can't move 8,000,000 people out of the City of New York."

Miss Virginia Peine then took over asking other less celebrated people what they thought about Fatimas. The last thing heard was that Mrs. Anthony Bliss (Jo Ann Sayers), there with her husband, said she would recommend that her 7-year-old daughter smoke Fatimas when she grew up. Why wait?

There's plenty of meat in a telecast from the Stork Club, even a prop Stork Club. But to get at it the boys will have to get together, write some kind of a show and rehearse it to hold an audience.

Bill Smith.

Let's Live

Reviewed Sunday (11), 12:30-12:45 p.m. over WCBS-TV, New York. Sponsor: Macmillan Company. Produced by Paul Associates. Director, Paul Dafur. Cast: Bill Leonard and family, guests.

For this video day and age, this is a shockingly bad program, completely dissipating the warmth and intimacy of a Bill Leonard could bring to a show of this sort. In his year of doing his AM show on WCBS, New York, Leonard had demonstrated a faculty for effective interviews, coupled with a punchy style. These are absent on his TV show, which is a dull and stative affair, produced with no imagination. Poor film projection or poor film quality, resulting in washed out quality, was no help, either.

Program is located in Leonard's home, and subject matter is tied up with the use of leisure time. This is a field with infinite opportunities, the large majority of them highly visual, but you'd never think so from this show. Subject matter was photography and the program was no more than an interview with an Eastman Kodak official, aided by the display of a few odd cameras. One of Leonard's sons, David, 9, participated, too, briefly.

The program is devoid of animation, when it could be loaded with it. This may stem in part from its location, which seems an unnecessary stricture. It may also stem in part from this particular subject matter, which just shouldn't have been used if foot-

Lilli Palmer Show

Reviewed Thursday (4), 6:45-7 p.m. EST. Sponsored by Pond's Extract Company, thru J. Walter Thompson, via WCBS-TV, New York. Producer, Charles Kebbe; director, Bruce Anderson; emcee, Lilli Palmer. Guest: Pamela Brown.

Lilli Palmer is one of the most delightful additions to television since Faye Emerson. Not that there is any similarity in style or temperament between the two actresses, but both possess an amazing amount of personal magnetism and individuality on video. Miss Palmer's serene European beauty and continental charm are wholly her own, and this originality is particularly refreshing when contrasted with TV's long line of would-be-Emersons, complete with earrings and chignon.

Miss Palmer is currently co-starring with her husband, Rex Harrison, in one of Broadway's biggest hits, *Bell, Book and Candle*, which should certainly be a plus factor in building a listening audience. However, aside from her legit reputation, the Viennese beauty is a natural for television anyway you measure it.

Mature Chatter

Dispensing with the usual "girl" talk, Miss Palmer leans toward a more mature line of chatter, with emphasis on her own cosmopolitan associations and European background. Her slight accent lends an exotic touch, which is enhanced by an indefinable blend of simplicity and sophistication of delivery.

The preem opened with Miss Palmer warbling Auf Wiedersehen, a somewhat contrived bit, but the fem's spontaneous-sounding gab about her personal impression of the late George Bernard Shaw was thoroughly engrossing. The pace of this patter was stepped up via a recording of Shaw's voice, and Miss Palmer's ability to glide around the set with nary a stumble, vocal or visual.

Weak Spot

The show's only weak spot was a guest interview with legit actress Pamela Brown, star of *The Lady's Not for Burning*. The idea of pairing Broadway's two "witches" was a good one, altho the enchantment didn't come off on camera. Both gals snared juicy plugs for their current plays, but interest-wise, their dulcet dialog didn't strike any sparks. If Miss Brown does possess any magical powers, she'd do well to put a hex on the cameraman, who lensed her at a frightful angle thruout.

Pond's commercials for Angel Face make-up base found Miss Palmer spinning a dignified personal pitch and a standard-type demonstration plug, via a blond model patting the stuff on her television pan. June Bundy.

The Children's Corner

Reviewed Friday (5), 5:30-6 p.m. EST. Sustaining via WABF (FM), New York. Writer-Producers, Joan Moisseiff ad Hubert Doris.

This is a charming longhair deejay show for the kids. The selections were, of course, all program music, concerning such articles as toys, trains and flutes. Among the numbers on the first show were Hayden's *Toy Symphony*, parts of the *Fuzacker Suite* and *A Doll's Lullabye*. The chatter consisted of cute poems or stories about the music's subject matter or about how the composer came to write it. Some of the comments were directed right at the kids, such as telling them it's time to put their dolls to sleep. Details on titles, opus number and composer's full name for the most part were wisely overlooked.

But if the show wants to hold its audience after it has switched from swaddling clothes to Hopalong Cassidy costumes, it will have to include among its selections some stirring prelos and marches. Gene Plotnik.

age couldn't be shot outside the home. Hobbies and leisure time activities are endlessly fascinating, but not when presented in this fashion. Leonard does the brief Macmillan commercials, which are instructional rather than aimed at specific kids. Jerry Franken.

Ford Stor Theater

Reviewed Thursday (4), 9-10 p.m. EST. Sponsored by Ford dealers thru J. Walter Thompson via NBC-TV. Producer, Robert Gordon; director, Buzz Kulik; writers, Ed Simmons and Norman Lear; music, Carl Hoff; choreography, Ted Adolphus; sets and costumes, Stewart Chaney. Cast: Jack Haley, Lauritz Melchior, Morey Amsterdam, Jackie Gleason, Henry Youngman, Ed Wynn, Jack Silbertson, Lee Willis Jr., Harold Lang, Helen Gallagher, Mindy Carson, Dr. Roy K. Marshall.

Jack Haley, after a stint as Kay Kysler's replacement on the Ford show last summer, has returned as permanent occupant of the slot. Costing a good 7G less than Kysler's tab of about \$22,000, the Haley show nevertheless seemed like a good bet to cop off a sizeable chunk of audience, based on the initial outing.

Not that it will all peaches and cream, by any means. There were a few rough spots and a skit which didn't come off. But the show averaged out as good-humored entertainment with a plenteity of name guests. If the succeeding shows maintain the guest policy at the same level and the sketch-writing is sharpened up, Haley may wind up with a hit. Other wise it will be just another variety show.

Haley was buttressed by guest comics Jackie Gleason, Morey Amsterdam, Henry Youngman and Ed Wynn. Lauritz Melchior sang and swapped gags. Harold Lang and Helen Gallagher danced. Mindy Carson supplied the fem warbling, as she will on all future editions.

Gleason Scores

Of the guest comics Gleason scored best, while Youngman drew almost a complete blank. Henry's gag was hatched jointly by poor gags out of a mumbled delivery. Amsterdam was strictly Morey, with the cello routine and his trade-mark, "Wadhesay?" Ed Wynn turned up only for the tag line on an up-and-down skit on a nursery school for comics, which abounded in head-smacking.

Melchior is the kind of showman who would be a hit in any medium. After unlimbering his pipes on a concert number, he made funnies with Haley, even indulging in a yock shtick gag, an imitation of Esther Williams, based on his observations in making pictures with her: shaking water out of his ear. He and Haley wound up the routing with a funny duet on *The Thing*, with lyrics switched around a bit to fit into some operative music.

Harold Lang and Helen Gallagher did a dance bit interpolated to the melody of *Manhattan Serenade*. The routines showed little originality or sparkle, but Lang remains one of the better young hoofers around.

Mindy Carson was lensed just right in her solo, *Thinking of You*, with the camera working strictly close up for facial expressions. Miss Carson peddles a mean tune and did a high-powered job on the number. While Miss Carson's appearance generally may be considered on the wholesome-type beauty side for torchy songs, her facial expressions were tellingly mobile and scored. A duet with Haley on *Just the Way You Are*, later in the show, was only so-so, however, mostly because the number is no ball of fire.

Haley Is Personable

Haley himself proved highly personable. His own major contribution was the wrap-up number, a song based on the vast number of showbiz folk from Ireland who now inhabit Hollywood, and was done with good humor and charm.

Commercials consisted of a film plug for the new Fords, a spiel on Ford trucks delivered in a monotone by the firm's chief engineer of commercial vehicles, and an explanation by Dr. Roy K. Marshall of how a carburetor works, with pitch tied in for the Ford system. The latter was more involved than this less interesting than Dr. Marshall's humanized science spiels usually are.

Production generally was good, but there was an annoying tendency to let some performers slide out of the picture at times. Staging should be somewhat tighter for future shows. Sam Chase.

Zenith Phoneyvision Test

Reviewed Monday (11), 4 p.m. CST, via KS2X85, Chicago.

April Showers, Warner Bros. release, with Jack Carson and Ann Sothern, opened the Zenith Phoneyvision test. Zenith moved its experimental station to the Field building in the Loop for the test. The picture quality was excellent. The signal sent out over phone wires succeeded perfectly in removing the distortion for Phoneyvision subscribers.

The sound track also came in with far better quality than viewers are accustomed to getting in old TV movies. The program opened with an explanation of the Phoneyvision experiment by an unseen announcer. He emphasized the experimental nature of the show in strict accordance with FCC instructions. He told of years of experimenting and expenditure of millions by Zenith. He likened the moment to Edison's discovery of the light bulb and Henry Ford's development of the horseless carriage.

No Commercials

Picture was a routine song and dance Hollywood product. To one accustomed to regular TV movies, the most impressive aspect, aside from the relative newness of the film, was the absence of interruptions for commercials. It gave an entirely new feeling toward watching the movie. Of course, a viewer's reaction toward Phoneyvision isn't complete or accurate until you include receiving a bill for 5, 10, or \$15 at the end of the month.

The movie for the second week of the test are Katharine Hepburn, Paul Henreid, Robert Walker in *Song of Love*; Burt Lancaster, Elizabeth Scott in *I Walk Alone*; William Holden, Joan Caulfield in *Dear Ruth*; Ronald Reagan, Eleanor Parker in *Voice of the Turtle*; Dorothy McGuire, Robert Young in *Enchanted Cottage*; Margaret O'Brien in *10th Avenue Angel*; Dick Powell, Claire Trevor, Anne Shirley in *Murder, My Sweet*; Marlene Dietrich, Ray Milland in *Golden Earrings*; and Myrna Loy, William Powell in *Song of the Thin Man*. Jack Mabley.

Meadow's Beauty Forum

Reviewed Thursday (28), 4-4:30 p.m. EST. Monday thru Thursday, Sustaining via WOR-TV, New York. Director, Roger Bower. Consultant, V. E. Meadows.

V. E. Meadows was one of the biggest beauty expert names in midwest radio a few years ago, but you'd never suspect it by his TV show, which is neither good looking nor good listening thruout from inept production and camera work; and Meadows, a Clifton Webb type, is just plain dull. He opened with a lengthy, dry dissertation on large pores, complete with scientific explanations and detailed blackboard diagrams of blackheads.

Then, utilizing a sort of dignified pitchman delivery, he demonstrated proper make-up on a fem member of the audience, while answering questions from another fem viewer. His astute business attire struck an incongruous note with the paint and powder dabbling. If Meadows's pitch is on a strictly scientific slant, then he would certainly look more convincing in the sterile garb of the field.

In view of the beauty expert's humdrum style, it was pointless for the cameraman to train his lens on him thruout, instead of spotting his pretty assistant or the apprehensive looking ladies of the audience. The gal who was being made up was nowhere near finished at the half hour, but what you could see was scarcely an improvement. The other gal was shadowed thruout by a determined-looking announcer, who thrust a hair mike in her face whenever she opened her mouth.

Since Meadows didn't finish the face job, it's really no fair to draw any conclusions as to his professional ability, but he'll have to tidy up his emcee technique if he expects to repeat his radio success in video. June Bundy.

Success Story

Reviewed Tuesday (2), 2:15-2:30 p.m. EST, Tuesday and Thursday. Sponsored by International Silver Company, thru Young & Rubicam, via ABC, New York. Producer, Lester Lewis; emcee, Betty Furness. Guest: Mary Benjamin.

The preem performance of *Success Story* was far from auspicious of its title. The 15-minute airer was over-burdened with commercials and too much of the action centered on or around the dinner table.

The program would have more visual appeal, and Betty Furness certainly be more comfortable in her hostess-emcee role if the camera moved into the living room occasionally.

The telegenic blond actress displayed little of her usual ease and charm. In addition to the ever-present table, she had to contend with a stiffly self-conscious guest, cliché-styled lines and the aforementioned multi-commercials. The series revolves around the rather presumptuous premise that video listeners are as one with Sammy—or, as Miss Furness reiterated three times in 15 minutes, it's "designed to help you become a success. This is your show."

Success Is Yours

In line with this ambitious aim, the series will feature an interview with a "successful man or woman" each day, along with helpful hints on how they got that way and how you, too, can get in the swim. In spite of its obvious age, there's plenty of life left in the old gimmick, provided it's packaged with fresh scripting and relaxed guest material.

Mary Benjamin, a collector of old autographs and letters, was an unfortunate choice for the preem. What may have been sheer camera fright came over on TV as disdain and affectation. The show would have generated more warmth if the lens had been trained more often on Miss Benjamin's fascinating collection instead of the lady herself.

In all fairness to Miss Benjamin, tho, it's quite possible that she was incensed by Miss Furness's insistence on a rating and her sponsor into the conversation at every opportunity. At one point Miss Benjamin was forced into a minute examination of the table's cutlery, complete with price, style and sundry details about the butter knife. June Bundy.

King's Crossroads

Reviewed Wednesday, 11:15-12 m. Sustaining over WOR-TV, New York. Produced by Saul Turell. Directed by Lewis Freedman. Cast: Carl King.

This is the simplest sort of show, yet it is unusually effective. Essentially it's a film program—short subjects—but because of a combination of Carl King's personality and an easy, ingratiating style, it assumes much larger proportions. King gives it an air of intimacy and warmth that's quite surprising.

Another helpful element is that producer Saul Turell picks the short subject thematically. For example, a film about Manolete, the spotlight matador, was followed by one featuring excerpts from *Carmen*. This sort of sequencing gives the program more continuity than straightforward, unadorned presentation would do. Nevertheless, the principal ingredient is still King. He just sits on a chair, talks away and all in all, does a regal job. Jerry Franken.

Victor Borge Show

Reviewed Friday (5), 5:55 p.m. Sponsored by Michigan Company of Battle Creek, Mich., thru Kenyon & Eckhardt. Produced by Perry Lafferty. Aired via e.t. op WOR New York.

Victor Borge can be a very funny guy. He's proved it time and again in some of the classic rooms in the country—and many of the major theaters. On this show, a five-minute seg, he apparently fractures the studio audience, tho he means little to the tuner-inner.

Basic reasons for non-registry is inability to see him, and the brevity of the program. On show caught he did his familiar punctuation routine. It got tremendous studio yocks, but even to this reviewer who is familiar with the routine, it failed to elicit. Borge's vocal sound effects are hilarious when seen as heard. When only one is available, the result, at best, is just a stand-off. Bill Smith.

Another Look

Brief criticism and comment re tv shows previously reviewed in detail

Arthur Godfrey and His Friends

CBS-TV, Wednesday, 8:30 p.m.

If the NBC Wednesday night comic line-up hasn't done anything else, it's at least apparently got Mr. G. up off his big, fat chair and put him to work. Godfrey, slitting, jawing along and every once in a while introducing a "friend," satisfied many viewers as the ratings testify. But Godfrey, stuffed, made up to look like a hill-country sheriff, and moving around with the production, is bound to be far more satisfying. This hour, well-produced and integrated, with all action and acts revolving around the mountain folk theme (mostly burlesque, but a little straight) was the fastest-moving 60 minutes Arthur has delivered in quite a spell.

The Godfrey standbys, Janette Davis, Bill Lawrence, The Mariners, The Chordettes, even the Archie Bleyer band and the Cherry Sisters (three band guys) and all guests were all rigged up as hill folk. The hillbilly backdrop and set, too, were well done. Even the material was solidly in the hominy and grits groove, with Miss Davis, sexily attired as Daisy Mae, contributing *I Didn't Know the Gun Was Loaded* (one of her best); the Mariners' *Monie* (which segued into a neat Chesterfield plug party); the full company *Let Abner's Wedding Day*, guest Frank Parker, abetted by the Chordettes *Tennessee Waltz*, etc. Parker still warbles lots of tenor, but his Indian attire gave him an appearance which can only be described as incredible.

The show seemed overloaded with the antics of one Billy Bentley, who utilized a bicycle pump, a balloon, a musical saw and other gadgets to make horrible noises roughly approximating in note structure such tunes as *Home on the Range*, *Red River Valley* and *My Wild Irish Rose*. Contrasted somewhat weirdly with Bentley was the completely legit folk singing of Eddy Arnold, who guitaried and sang three of his four latest RCA Victor sides. Arnold, who has been guesting frequently of late on both radio and TV, projects sincerely and sells a country band as few other performers do. A little more rehearsal would have helped, tho, since some of his more softly sung lines were all but lost.

A seemingly comical in the impersonation school is Walter Edmiston, Godfrey Talent Scout show winner, who did *Bary Fitzgerald*, *Peter Lorre*, *Colman*, *Gary Cooper*, *Boris Karloff* and Godfrey to solid effect. Given an even break with material, Edmiston could develop into a good comic.

Godfrey himself was better than he's been in a long time in the new format. His mastery at the visual as well as the verbal ad lib was neatly demonstrated when the telephone operator could deliver no customers for the Toni contest in the first half. Godfrey calmly suggested to the Toni models that they dance—and Tony Marvin, Frank Parker and Archie Bleyer leaped in to partner them. Godfrey's continual readings for Toni and Chesterfield were as persuasive as ever. Bill Lawrence, who looked like he's put on weight in large quantities, didn't get to do anything for a few bars in the company opener, *Do-in' What Comes Naturally*. Joe Csida.

Manhattan Spotlight

Monday (7:45 p.m.) DuMont
The title of this show, which features Chuck Tranium, in no way indicates its contents. Actually, the show is an interview in depth, each program being devoted to one interviewee and his particular specialty. This stanza featured Robert Marx, of Marxman pipes, with a collection of smoking gear dating back several centuries.

The display of smudge pots—ranging from an Eskimo's whale bone item (on which the Eskimos carve out virtually their entire life stories) to ancient stone pipes—was quite interesting, affording good visual variety. This was capped, however, by a demonstration of how modern pipe makers carve out special bowls, with an artisan operating a power tool to inscribe a floral design on the briar. It was good stuff, and did a great deal to increase the program's sight component. Tranium handles the interviews well, with an easy and informal manner. Jerry Franken.

Tom Corbett, Space Cadet

ABC-TV, Monday, Wednesday & Friday, 6:30-6:45 p.m.

Starting a new adventure with its switchover from CBS, the show had trouble adapting its tried and true formula to video. A mixture of Jack Armstrong and Buck Rogers, Space Cadet has neither the imagination of the former nor the imagination of the later. And even if Cadet Corbett ever does get into a real jam, tension would be broken by the placing of the two plugs, which break the 15-minute segment into three parts.

In two stanzas this week, Corbett (played by Frankie Thomas) hits two pals and their co. rocket in year 2450 A.D. tour from earth to stellar regions around Mars and head for one of the moons of Saturn. But for all their travels, viewers only see them sitting around the barn room representing the interior of their ship. Most of the action is depicted via dialog, which, while sounding scientific, is burdened with a lot of phony futuristic vernacular. Expressions like "what a bag of space gas" ring true for neither young nor old.

Yet, if Rockhill Productions can cook up some real trouble for Corbett and company, deck them out in 25th-century-looking headgear, arm them with devastating new weapons, stick in more film clips showing interplanetary travel and move the commercials out of the middle of the show, Space Cadet ought to hit the kids as hard as this type of thing always has in other media.

Kellogg's commercials lead in with the outlining of a flexed bicep in the sky to the accompaniment of a lewd whistle. The outline fades into the pic on the Pep package. Gene Plotnik.

Garry Moore Show

(CBS-TV Thursday, January 4)

The brass effervescent show that is by now a format for Garry Moore and his group, hasn't changed since it acquired its first sponsor, Cavalier Cigarettes, which now buys three 15-minute segs weekly. Its pacing is skillful in a kind of deliberately disorganized fashion and has a studied quality that is almost ad lib in style.

The fuzzy-haired Moore tosses in his *fa* mail, drops into character parts for acting, and in general gives the daytime viewers an amusing hour. The wonder of it is that the show hasn't acquired a flock of sponsors; its homey appeal to the stay-at-homes during the daylight hours seems a natural. Some of the gags are funny, others are outrageous. It opened my Murphy bed—and Murphy wasn't in it. But judging from the live audience, it gets howls.

Durward Kirby, announcer who doubles as second comic, is an effective young man when he doesn't simper. But even that seemed amusing to the studio audience. Singers Denise Lor and Ken Carson are excellent and get real production and fine musical backing by the Howard Smith combo. Bill Smith.

Clifton Utley and the News

WNBQ, Chicago, Wednesday (3)
Here is a news show (10:15 to 10:30 p.m.) with a minimum of window dressing, which grabs a high rating because of the authority of the newscaster. Program reviewed with a map of Korea at desk, with a map of Korea behind him. He told the day's news developments. Slides of headlines of each story, plus still pix, relieved head-on shots of Utley. He also used the map briefly to locate Korean action.

He concluded with his nightly three-minute commentary, this time on why we continue to fight in Korea. Utley knows the news and background so well that he can give late stories for 15 minutes without referring to notes, and gives the impression of wanting to tell as much news as possible as fast as possible and as clear as it can be made. Because of this he has built a first-rate news show without use of newscasters.

Commercials were excellent. They were films showing operation of different phases of Rock Island railroad, and contained an absolute minimum of sales pressure. Jack Mabley.

Chicago Boys' Club Benefit

Reviewed Saturday (16), 10:30-12 p.m. CST, via WMBQ, Chicago. Production by the WNBQ staff. Emcee, Ann Marsters, Joe Gallichio's orchestra. Cast: Jimmy Durante, Eddie Jackson, Frances Langford, Art Van Damme's Quintet, Mike Wallace, Buff Cobb, Myron Cohen, Dave Garraway, Jimmy Russell, Bill Snyder, Eddie Dowling, and Burr Tillstrom and Fran Allison and troupe.

This show was unusual, at least in these parts, in that some effort was made in production. It was a pitch for contributions to the Chicago Boys' Club, and with the help of a radio show with the same stars that followed it on WMBQ, raised over \$100,000.

The show was done in NBC's Studebaker Theater before an audience, with a full orchestra. Special sets and lighting were used for the Langford songs and for a very effective *Dance of a Lonely Boy*, created by Edith Barstow for Jimmy Russell of Garraway's cast. Durante and Jackson came on first and, of course, were tremendous in straight routine which included Bill Bailey, which hasn't worn itself out on TV yet. Other stars did their strongest routines, and all clicked. Garraway scored with an interview with the mother of a boy in a reform school. Viewer saw only back of the mother's head. Most impressive act was the Boys' Club Choir of 45 youngsters.

Stars helped with usual phone pitch. Ann Marsters, *Herald-American* movie writer, was emcee on the phone and again proved that amateurs should tend their jobs and leave TV to the pros. Jack Mabley.

Richard Diamond, Detective

Reviewed Friday (5) 8-8:30 EST. over ABC-AM network. Sponsor: R. Reynolds thru William Esty Agency. Director: Jaime Del Valle. Script: Blake Edwards. Music: Frank Worth. Cast: Dick Powell, Helen Glett, Sheldon Leonard.

The appeal of the hard-boiled gumshoe type of whodunit by now, is wearing thin, except to die-hard fans. This show does nothing to help the formula retain its impact. Several years ago it was novel, but now? The radio equivalents of the Petty girls found in the program can't be met anywhere except in a script writer's imagination. The plot twists, strains and turns; the dialogue is a continual endeavor to wisecrack every moment.

The story dealt with a shyster lawyer who tried to double-cross hero Richard Diamond (Dick Powell) by throwing suspicion of a murder on an equally vicious gangster. He didn't get away with it. Well, now!

Camels stresses the standard 30-day test and the "how mild can a cigarette be" jingle. Leon Morse.

TV Talent and Show Tips

Cleffer Honor Roll

Human-interest tales re top pop tunes, and the people who write them have always been sold show material. Interest in *The Billboard's* Honor Roll of Popular Songwriters again demonstrated this fact. Comes now a book by Jack Burton, the author of *The Billboard* series, which gives warm, rich, human-interest biogs of over 200 top popular cleffers with full lists of their works. The book itself, *Jack Burton's Blue Book of Tin Pan Alley*, would make the basis of a long-run show with amply demonstrated appeal, and Burton, a fine-looking agent with an interesting background, would make an excellent guest on the *Elton* sets, *Stars, Tex* and *Jinx* and other shows of that type. J. C.

James Denos Trio

A comedy adagio act, two boys and a girl. Showed a refreshing routine that would be ideal for TV production. Two husky boys are good looking and smartly dressed; girl is a tiny brunette. Act's approach to comedy is subtle rather than brash. Change of tempo makes for solid yocks. Caught at the Palace, New York. B. S.

Short Scannings

Brief but important video news

TV Film Whodunits To Cost \$40-\$75 Each . . .

Sterling Television, New York, is readying a series of 15-minute mystery films "Meet the Victim," which will be peddled to stations at about one-third of the average cost for similar film series. The lower price, which will range from \$40 to \$75 per movie, was facilitated by shaving production costs and the fact that Sterling handles its own distribution, according to Sterling Prexy Saul J. Turell. The shooting budget itself was cut by utilizing New York streets for sets and augmenting a small professional cast with non-pro bystanders. Sterling handles distribution for about 2,000 16mm. features, and services 103 TV stations across the country.

Arthur Murray Turkey

Trots Off Du Mont . . . "Arthur Murray's Party Time" winds up its 13-week cycle on DuMont this Sunday (7), and it's expected that the hour ailer will continue on a week-to-week basis from here on. Murray has been scouting other webs for time.

Campbell's Mixes Carter, Plans Morgan TV . . .

Campbell's Soup is pulling out of its sponsorship of half of the Jack Carter National Broadcasting Company (NBC)-TV show, it was authoritatively reported last week. The departure is to be effective in about a month, with Campbell's slated to air a new show on NBC-TV featuring Henry Morgan.

Shoes To Foot La Betz Bills on ABC-TV . . .

The Edgewood Shoe division of the General Shoe Corporation last week set its teen-age TV show, "Betty Betz," into the 7:15 p.m. Tuesday slot on American Broadcasting Company ABC-TV. The starting date is February 20, on behalf of Friendly Shoes. The

offer was placed thru Anderson & Cairns Agency.

Of Changes, Goings, Renewals, New Biz . . .

Richard Redmond, director of the Columbia Broadcasting System's TV operations, and three other executive brass—Henry Grossman, King Tyler and Dick O'Brien—plane to the Coast for consultation on the web's new Hollywood TV city. . . Two tunes inspired by Kenyon & Eckhardt shows are making the rounds. One "Your Wonderland" written by Garth Montgomery, producer of "Ford Theater" and Ben Ludlow, its musical director. The other is "The Green Hills of Earth," a ballad dealing with space men by CBS scribe Draper Lewis, which received its initial hearing on "Tom Corbett, Space Cadet." . . . The "Jimmy Powers Shows," now on WPIX, New York, sponsored by Howard Clothes, will be seen on kine in Philadelphia, Syracuse, Boston, Chicago and later in Providence.

Fred Wiley, National Broadcasting Company TV production supervisor, went to the Coast last week. . . Byron H. McKinney has joined Calkins & Holden, Carlock, McClinton & Smith as a radio-TV producer-director. . . Tom Knoda, director of the NBC station relations department, is taking a month's vacation in the Virgin Islands. . . Henry Tobias has been added to the production and writing staff of the Eddie Cantor Show. . . Fred Thrower, ABC-TV sales veep, out several days with a bad cold.

Now under one roof at 501 Madison Avenue, the CBS-TV story department, headed by Jerry Horwin, has been aligned in this manner: all material is screened thru Janet Wood, then cleared for rights by Janice O'Connell and finally, when written, edited by Arthur Heinemann. Script editor, Elizabeth Bullock is Horwin's assistant. Jake Buchholz has joined the radio-TV commercial department of William Warren, Jackson and Delaney. (Continued on page 51)

Air Checks

Brief but important radio news

Mutual Signs 5-Yr. Excl. Pact for "Yukon" . . .

Mutual Broadcasting System last week signed a five-year contract with Trendle-Campbell Enterprises, Detroit, for exclusive broadcasting rights to "Challenge of the Yukon." The series was dropped from the web last fall, when Quaker Oats canceled. Under its new sustainer tag, the half-hour series will air over Mutual every Saturday at 5 p.m. and Sunday at 3 p.m., beginning January 20. The show currently aired at 5 p.m. Saturday, "True or False," will replace the "Limerick Show" at 9 p.m. Thursday, effective February 15. The web is dropping the latter ailer.

Crosley Opens Wash. Lines to WINS, WLW . . .

Stepped-up interest in radio news has prompted the Crosley Broadcasting Corporation to re-open its Washington lines both to WINS, New York, and WLW, Cincinnati. Beginning Tuesday (9), WINS will originate a series of broadcasts tagged "Washington Speaks" from the capital, with Crosley's Washington correspondent Gil Kingsbury as moderator and prominent Washingtonians as guest speakers.

Philip Morris Juggles Sked on ABC . . .

Philip Morris Cigarettes last week did a bit of juggling with its radio sked on ABC. It moved to cut its sponsorship of the Johnny Olsen "Rumpus Room" down from 25 minutes to 15, while picking up a revised 15-minute version of "Modern Romances." Walter Kiernan, is being continued in the 8:55 to 9 a.m. slot. Olsen will be trimmed to occupy the 12 to 12:15 period, while "Modern Romances" will be cut from a 30-minute show to fill the

11 to 11:15 a.m. slot. It also will be switched in format from a different yarn daily to a single story spread out over five episodes. The 11:15 to 11:30 a.m. time will be occupied by "David Amity," which formerly went under the title, "Peace of Mind."

Eisenhower Names Mueller to PR Post . . .

Merrill (Red) Mueller has been chosen as director of public relations by Gen. Dwight D. Eisenhower, newly named chief of the Western armies, with headquarters in Rheims, France. Mueller is now a newscaster in San Francisco for NBC. He assumed this post recently after having served as a war and European correspondent for the network.

Cash Tops NBC's AM Station Relations . . .

Norman (Pete) Cash last week became head of the AM station relations department at NBC. He succeeds Easton Woolley, who resigned recently to become veep of KDYL and KDYL-TV, Salt Lake City. Over-all station relations head for NBC is Carleton Smith.

New Dunlap Almanac Published by Harper . . .

"Dunlap's Radio and Television Almanac," by RCA-veep Orrin E. Dunlap Jr., was published by Harper Brothers last week. The volume includes a cross-indexed file of historical dates in radio and TV.

Kasper-Gordon E.T. Wraps Moppel Serial . . .

Kasper-Gordon, Boston, has completed 78 15-minute segs of its new juvenile transcribed series. (Continued on page 51)

Dinah Shore Voted America's Favorite Vocalist in Nation- Wide Gallup Poll*



*Dinah Shore Tops Poll on Popularity

By **GEORGE GALLUP**
Director, American Institute of
Public Opinion.

"Dinah Shore, star of screen, stage
and radio, is voted America's favorite
female vocalist in a nationwide survey
by the American Institute of Public
Opinion.

"Besides being singled out as the top
favorite of the U.S.A., Miss Shore also
enjoys wide popularity in England
where she went recently to sing at a
command performance before the King
and Queen."

New York World Telegram and Sun, Jan. 2, 1951



Exclusive RCA Victor Recording Artist



Radio for Procter and Gamble

EDITORIAL

How the Honest Weep

Are radio stations aware of the operating procedures of some of their employees? This question was raised in an editorial in these columns in the December 23 issue under the heading, "Bow Ties and Blankets." The author of the quoted missives forwarded an answer to *The Billboard* on that same stationery of Station WALL, the Community Broadcasting Corporation, 62 North Street, Middletown, N. Y.

The letter follows:
"To whom it may concern:

"The age of honesty is passed. No longer can anyone tell the truth openly without it being publicized as chicanery, etc. The above article (Note: "Bow Ties and Blankets," he means) with its Truman-like letters, means me and only me. Next time someone does you a favor, don't you dare reward him with anything tangible.

"Unfortunately, I have only about 80,000 listeners compared to other d.j.'s' hundreds of thousands—even millions. I'd rather have it that way. I do not demand. If someone is kind enough to help me in some way, shall I refuse where others have accepted 10-fold? I'm honest, but not foolish.

"With war almost imminent, co-operation becomes more and more the only way to accomplishment. Incidentally, speaking of the emergency, any gifts sent me from now on should be checks made out to the Salvation Army.

"Sad World"

"Is there anyone left in this sad old world who believes that honesty is the best policy?"

"P. S.: Please send me a bill for above. Please don't make it as large in size as your editorial. My salary's nothing like Husing's or Block's."

(Editor's Note: No charges.)

On the heels of the heroic defense of the Middletown citizen's methods, a major diskery's promotion department this week received an open invitation on the stationery of Station WARC, Inc., basic ABC network, Sheraton Hotel, Rochester 4, N. Y. Said the missive:

A Proposition

"Gentlemen:

"For the past few months I have been conducting the . . . (time and name of show mentioned) . . . here at WARC, and as a disk jockey have increased the listening audience to a point where I now receive almost 125 paid telegrams in a single night requesting various records to be played.

"I feel that the enviable position that . . . (this show) . . . is now taking should be of considerable interest to you. I have entire freedom of choice in selection of records to be played and would be in a position to publicize and advance the sales of all your releases.

"If you are interested in such a proposition and have an offer to make I would be most interested in concentrating on the promotion of your records."

1950'S TOP FRENCH TUNES

"Forever and Ever" Is First; December Hits Are Named

PARIS, Jan. 6.—A poll of publishers disclosed that the 13 leading tunes in France for the year of 1950 were: (1) *Etoile Des Neiges* (Forever and Ever)—Francis-Melodie; (2) *Guy and Bows*—Juppone (Buttons and Bows)—Chappell; (3) *Cerisier Rose and Pommeier Blanc*—Hortensia; (4) *Argentine*—Beuscher; (5) *Serenade Argentine*—Andorra; (6) *Troiseme Homme* (Third Man)—Chappell; (7) *La Mi-Aout*—Imperia; (8) *Bal a Doudou*—France-Melodie; (9) *Morie Chappelaine*—Francis-Day; (10) *Impossible*—De Clercq; (11) *Capitiers Du Ciel* (Riders of the Sky)—Chappell; (12) *D'Ou Viens Tu?*—Beuscher; (13) *Les Feuilles Mortes*—Enoch.

The following are the 10 leading tunes in France today: (1) *Cerisier Rose et Pommeier Blanc*—Hortensia; (2) *Gigi*—Paris Melodies; (3) *Maria Chappelaine*—Francis-Day; (4) *Etoile Des Neiges*—France Melodies; (5) *Les Feuilles Mortes*—Enoch; (6) *Serenade Argentine*—Andorra; (7) *La Petite Diligence*—Beuscher; (8) *Monsieur Le Consul*—Breton;

La Vaughan Gets Col. Bally

NEW YORK, Jan. 6. — Thrush Sarah Vaughan, thru her attorney, Andy Feinman, last week filed a letter of complaint with Columbia Records which claimed that the diskery's recently inaugurated all-out decay promotion plan (*The Billboard*, December 30) for four top artists (Doris Day, Jo Stafford, Sammy Kaye and Frank Sinatra)

(Continued on page 40)

FOUL FISH: CHAPTER II

R. & B. Flapjack Turners Get Malodorous Moola Aplenty

• Continued from page 1

senters, the consensus of the investigation is: "We have to pay, period."

It is not the intention of this story to imply that every spinner of r. and b. records is on the take; doubtless there must be some who are legit either because of integrity, naivete, or because they aren't important to the disk and tune purveyors.

It should also be noted that the jockeys themselves did not start the practice; they were, in large measure, conditioned to take by some of the publishers and diskeries. In the beginning, an r. and b. spinner who got free records considered that he had arrived. The free list was definitely the first form of gratuity to the jockey. The gifts and the cash came next. Since then, the forms of graft have multiplied marvelously.

Distributors' Burden

Who pays whom, and how? The distributor is in the main the one who carries the brunt. In the home area, the manufacturer pays the local jockeys direct, either in the form of regular monthly stipends—usually \$25 or \$50—or flat

payments for drives on single records. In the hinterlands, where an active diskery may have 30 or more distributors, the distributors do the dirty work. They may pay off in a royalty on each record sold in the area, in regular "sal-

Decca Net Up 20% in '50; Over 1 Million

NEW YORK, Jan. 6.—Decca Records accumulated approximately a 20 per cent greater net profit for 1950 as against 1949 and did a gross business which will exceed 1949's take by between 7 and 10 per cent. This amounts to the diskery's best year since 1947. The estimated net income for the year will be slightly over \$1,000,000. The gross income, after excise tax and return privilege deductions, will run between \$21,000,000 and \$22,000,000.

The diskery's net income for 1949 was \$803,870.10, which was earned from a gross of \$20,667,285.93, of which \$19,820,987.48 was picked up from the firm's record sales. The remainder of the gross was drawn from royalties, publishing and other interest of the diskery.

MGM Signs Up Herman, Beneke

NEW YORK, Jan. 6.—MGM Records, to meet the growing interest in dance bands and recordings for terping, this week inked veteran orksters Woody Herman and Tex Beneke to term pacts. The addition of Herman and Beneke gives the diskery a fairly well-rounded dance band line-up, since the firm already boasts such orks as Blue Barron, Art Mooney, Ziggy Elman and Jack Fina.

Herman recently obtained his release from his Capitol Records contract to make the switchover to MGM. To give him a strong send-off on the MGM label, Herman was coupled with the diskery's top pop artist, Billy Eckstine, to do a quartet of rhythm and novelty tunes. The date was skedded in Hollywood late this week. Her-

(Continued on page 40)

ASCAP Storms as Pubbers Weigh Separate TV Plug Rates

• Continued from page 1

those pubbers whose tunes got heavy TV play would benefit proportionately over those who got only radio play.

In a recent survey in *The Billboard* it was figured that standard tunes prevail in video 80 to 20 over pops. Obviously, then, it would be to the distinct advantage of the heavyweight catalog firms to institute such a ratio, because of the frequent TV play their standards get. It is common knowledge that pubber affairs in ASCAP are dominated by a small nucleus of big-catalog pubbers who are in a perfect position to introduce such a concept.

It is also reported that these pubber execs of ASCAP have been sounding out writers on the projected new point values, with an eye to having them adopt the same scheme in the interest of uniformity of logging and book-keeping. Some of the top bracket writers are reported perfectly amenable, because they have standard tunes to their credit. But some are in opposition, seeing the maneuver as an impediment to the younger pubbers and writers

and an extra helping of what one board member called the "vested capital" side of ASCAP.

That the proposed reevaluation is regarded as an ultra-delicate question by ASCAP execs was underlined by their more than ordinarily shy late this week, admitting that there had been some "desultory" talk about the matter, but nothing at all special at this time. Herman Starr, reported as a prime mover for this change, stated that he did not care to discuss the society's business.

Meanwhile another situation is brewing in ASCAP concerning the point valuation set-up—the matter of how to handle composers of screen background music. Leonard Zissu, attorney for the Screen Composers' Association (SCA), has been meeting with ASCAP counsel, Herman Finkelstein, at long recent weeks to work out a basis for performance payments for the background clefters.

The prospect of increased use of film on TV means that movie music will be getting a new

medium of performance. Under discussion is a basis of payment by time segments. It is bruited that there is a backstage difference of opinion about how much payment background music rates; The studio-owned pubbers who carry so much weight in ASCAP are said to favor mollifying the screen composers in order to avoid hassles on the lots in Hollywood.

The screen writers have been threatening to form a guild or union, which is the last thing the producers would want. It costs the pubbers of ASCAP nothing to let them get a sizable chunk of the writer pool, but the song-writers not connected with the movies feel quite differently.

Everything additional the background writers take out of ASCAP means so much less for the writers of songs to cut up. The non-movie tunesmiths argue that background music has very limited use and should be paid only on the basis of where and when it appears—on a soundtrack. Tunes, on the other hand, they say, are available to all users of ASCAP music and deserve better payment.

ries," or, in case where the local jockey is also in the retail record business, in boxes of platters. The home office usually has to pay a good part of this expense, either in free records, a better discount to the distributor, or sometimes in cash.

Diskery's Analysis

One r. and b. manufacturer estimates his payola cost as follows: He pays two New York spinners monthly \$25 each, and one \$15. A Newark spinner gets \$25. In Philadelphia, two jocks get \$15 per, a third gets \$25. In Pittsburgh, one (Continued on page 40)

Cap Classics Get New Cover

HOLLYWOOD, Jan. 6.—Capitol is redesigning its classical (Telefunken) packages in a radical departure from its present gold-lettered maroon form. Coast major will commission top American artists to pattern their cover sketches to the style and mood of the music. Modern releases will be accompanied by cover art of the Picasso school, while the classic masters will be treated with sketches in the style of their day. Various colors will also be used on album covers.

Reason for cover change is to hype albums sales. Diskery felt the change was necessary when it abandoned 78 and 45 r.p.m. releases of its classical wares.

KRUSE HEADS UP LONDON'S SALES

Delaney Takes Artist-Disk Chores; Hartstone Administration, Finance

NEW YORK, Jan. 6.—The reorganization of London Records' executive staff, started several months ago, was completed this week when Harry Kruse was named executive vice-president in

charge of sales. Meanwhile, Joe Delaney was relieved of his sales duties and named a vice-president in charge of artists and recording, while Leon Hartstone became vice-president in charge of administration, production and finance. The changes were effective Tuesday (2). Both Kruse and Delaney are scheduled to leave for confab with E. R. Lewis. D. H. Toller-Bond remains as general manager of the diskery.

Kruse, formerly sales manager for Decca, resigned as district manager for Columbia to take the (Continued on page 39)

Weston Asks Duty Revamp

HOLLYWOOD, Jan. 6. — Paul Weston this week asked Columbia Records to relieve him of his artist-repertoire duties and permit him to continue as a recording artist for the label. Weston last summer resigned his musical director's post at Capitol Records to become Columbia's Coast a. and r. rep. Weston's only explanation for his unusual move was that he wanted more time for creative work.

Batonner-arranger will continue in an artist's capacity in his own right as well as back sides by vocalists Jo Stafford and Toni Arden. He will aid Columbia's artist-repertoire topper Mitch Miller in picking a successor. A strong seller while with Capitol, Weston continued his sales streak in moving over to Columbia. His initial Columbia release, *Nevertheless*, developed into one of the label's best sellers.

PROOF!

More people now read *The Billboard* than ever before in its 56-year history!!!

See Pages 48 and 49

13 Song Writers To Whack Up 6G

Traubner Settlement of Back Fees Suit Held by Some as Hardly Worth Effort

NEW YORK, Jan. 6.—Songwriters' Agent Edward Traubner last week collected in excess of \$6,000 from the Santly-Joy music pubbery in an out-of-court settlement of a suit he brought for revenues deriving from reprints in song lyric magazines over an eight-year period, from 1942-1949. The following writers will divvy up the Santly-Joy check: Mann Curtis, Marty Symes, Pinky Tomlin, Jack Manus, Sammy Mysels, Jack Brooks, the teams of Vic Mizzy and Mary Small, Sam Cahn and Saul Chaplin, Sylvia Dee and

Sid Lipman, and the estate of Eddie DeLange.

The new (1947) Songwriters' Protective Association (SPA) contract defines payment for cleffers, but the 1939 contract did not, at least not in adequate detail. In the older contracts there is a clause calling for \$25 to the writer for each use in a "folio." Many pubbers construed song book uses under this clause. Traubner maintained that writers were entitled to 30 per cent of song lyric income, under an "all other royalties" clause.

According to Santly spokesmen, the out-of-court settlement can hardly be construed as a great coup for Traubner and his clients, because a breakdown of the amount involved shows that the payment covers an eight-year period for some dozen songwriters. Of these, two, Vic Mizzy and Mann Curtis, received some \$4,500 between them, leaving a little over \$1,000 for the remaining 10. Mizzy's payment averages to about \$350 a year and Curtis's to about \$250. (Continued on page 41)

AGAIN

'Irene' Pubber Has New Hit In 'So Long'

NEW YORK, Jan. 6.—So Long, the fast-breaking folk tune recorded by Decca by Gordon Jenkins and the Weavers, shows signs of becoming another smash for pubber Howard S. Richmond, whose Goodnight, Irene; Music Music, Music, etc., made music business history the past year.

Now in its third week, the new tune has sold 150,000 copies and has been covered two ways by Columbia, by Mercury and Coral. MGM and other diskeries are assigning it.

This week the Decca disk bounced into The Billboard best selling retail chart in 10th place. O. sheet music the pace is also rapid, with the first press run scheduled at 25,000 copies. Analysis of Jobbers' orders indicated seven had placed an initial order totaling 7,000, whereas 13 others had placed initial orders varying between 500 and 650 copies.

Interestingly enough, the tune is a waltz—the tempo of Cruising Down the River, the British tune which several years ago developed into the biggest sheet music seller of recent years; Tennessee Waltz, perhaps the greatest disk Mercury ever had and, of course, Irene.

Victor Shifts Execs' Duties

NEW YORK, Jan. 6.—Functions of several execs of the RCA Victor division of the Radio Corporation of America (RCA) have been reassigned, according to Walter A. Buck, RCA vicepres and general manager of the division. Buck also announced the formation of a mobilization planning department to meet the requirements of the government and armed forces in the national emergency.

Reassignment includes the appointment of Robert A. Seidel. (Continued on page 41)

Herb Jeffries Goes to Coral

NEW YORK, Jan. 6.—Herb Jeffries this week inked a term pact with Coral Records, the wholly owned affiliate of Decca Records. The inkling of Jeffries is part of a drive to pick up name talent. Diskery also is closing the completion of a deal with Les Brown (The Billboard, January 6).

Jeffries, until recently, has recorded for Columbia Records and prior to that was associated with a number of popular waxings done on the now defunct Exclusive label. He has been skidded for a part in a movie, Disc Jockey, which is to be produced by his manager, Maurice Duke.

NO SPACE—SO... NO 'HONOR ROLL'

Owing to lack of space, The Billboard feature, the Honor Roll of Popular Songwriters, is omitted from this issue. The series will be resumed next week.

"LA VIE" TOP PARIS PLATTER

PARIS, Jan. 6.—Top selling jazz disk of the week is Louis Armstrong's La Vie en Rose. Yvette Giraud's Avril au Portugal, and Andre Claveau's Cerisiers Roses and Pommes Blancs are still pop tunes. Classical scorer is Kirsten Flagstad's Finale from Wagner's Gotterdammerung.

Music Local To Try Unity Ticket Group

Campaign Leaflet On Vote Machines Basis of Charges

NEW YORK, Jan. 6.—The Unity ticket candidates in last month's Local 802 elections have been summoned to appear before the local's trial board Tuesday (9) to answer for a campaign leaflet which accused the administration of spending needless thousands of dollars on special voting machines.

Charges have been preferred by the 802 exec board, which is Blue ticket with the exception of Max Arons, one of two Unity candidates elected to local office. Along with Arons, Willie Feinberg, Henry Maccaro and 19 other Unity candidates, including Cal Fleisig, trial board member, will be asked to answer charges of unfair practice and conduct redounding to the discredit of the profession.

A Unity spokesman hinted that, before the trial board proceedings are over, the accusers may have to answer some questions themselves. The pamphlet charged that the Blue ticket had hired special voting machines costing \$50 each more than the automatic machines used in city and State elections.

WAX "PARADE"

Victor Preps Album Series By Top Stars

NEW YORK, Jan. 6.—RCA Victor is readying an album series for its vocalist roster which will serve as follow-up project to the diskery's highly successful Here Comes the Dance Bands campaign of last year. The new project, tentatively tagged Victor Vocal Parade, is being prepared for release during the month of March.

Each singer will do a series of songs by a single writer. The new series numbers nine albums. The mating of talent and cleffers is as follows: Perry Como does Billy Rose, Mindy Carson does Brown-DeSylva-Henderson, Eddie Fisher does Walter Donaldson, Tony Martin does Arthur Freed, Don Cornell does Sammy Fain, Dennis Day does Sigmund Romberg, Lisa Kirk does Jimmy McHugh and Dinah Shore does Gus Kahn.

Weavers Decca Hits Pull Clubs

NEW YORK, Jan. 6.—The Weavers, as an aftermath of the group's singular string of Decca wax hits, have developed as a hot class spot and concert property. The group, which is being booked thru the Associated Booking Corporation (ABC), has been set for a series of top location jobs and is in heavy demand on the concert circuit.

The quartet is skedded to kick off the location work with a two-weeker at the Thunderbird in Las Vegas, Nev., January 18. This date is followed with a one-month engagement in Ciro's in Hollywood beginning February 1. The group is also being sought by the Palmer House, Chicago, and may also work the Waldorf Astoria Roof during this summer.

Pete Kameron, the Weav-'s manager, will take to the road to work on deejay exploitation of the unit's diskings and will accompany the group during its Las Vegas and Hollywood bookings.

CAPAC Settles Suit Vs. City of London

TORONTO, Jan. 6.—An out-of-court settlement was made by Canadian Authors, Publishers and Composers (CAPAC) and the City of London. CAPAC claimed seven of its tunes were performed without permission at band concerts. An injunction was sought to prevent further performances.

The association said that the city paid damages, and would not play CAPAC music in future without first obtaining a license.

DISTRIB FIRMS UNITE

Bruce-Douglas Merger Signposts Trend for Large Scale Operation

NEW YORK, Jan. 6.—The merger this week of the Bruce and Douglas distributing firms here further pointed up the trend toward large scale distributor operations based on handling two or three strong indie labels and as many as 20 specialty lines. Under present business conditions, traders see the ultimate demise of many smaller indie distributing firms as competition from the major labels and combined independents grows stronger.

While both Douglas and Bruce were considered to be financially successful operations, owners of both firms decided to consolidate their lines and manpower in order to service dealers on a level with the major labels. Called the Douglas-Bruce Distributing Corporation, the new firm will cover the metropolitan New York City area,

Northern New Jersey and up-State New York territories for most of the lines handled. Louis Boorstein's firm was the Coral and Brunswick distributor in the area.

Bruce Additions

Bruce, headed by Harry Sultan, will add the Varsity LP, Discovery, Westminster, Copley, Lincoln, Magnolia, Rondo, Broadcast, Caramo, Gilt Edge and Aabey lines to the distriberry. Boorstein is president and Sultan secretary-treasurer of the company, which will open a Buffalo branch in addition to the local headquarters. Other record business interests of both execs are not affected by the merger.

The Douglas-Bruce operation is seen as typical of the top indie distributors who either operate labels of their own or stay in the whole-

TV-Phono Merchandising

NEW YORK, Jan. 6.—Altho most top video set manufacturers had revealed details of their 1951 lines, trade talk this week was on the topic of shortages. Latest worry was probability that National Production Agency (NPA) would limit the use of barium carbonate—used in the manufacture of cathode ray tubes. Previously, NPA restricted the use of copper and cobalt. While it is expected that set makers will continue to turn out a goodly number of receivers during the next few months, it is also expected that there will be severe cut-backs all along the line.

Manufacturers of speakers are considering the use of larger magnets, requiring less cobalt. Such a change would probably create a need for changes in cabinet design or of placement of components inside the cabinet. Some traders feel that the speaker firms would try first to sell inferior merchandise using less cobalt.

Round-Up of New Lines Being Introduced . . .

Added to the TV lines already announced are the 1951 models being shown next week by Admiral, Motorola, Westinghouse, Hallicrafters, Jewel and Bendix. The Admiral group includes 35 models. Line ranges in price from \$199.95 for a 14-inch plastic table model to \$895 for a 21-inch console combination which includes a bar repeater with glasses. Motorola will show 18 new sets in 14, 17 and 20-inch sizes. Top model is a 20-inch console combination for \$700. Lowest priced set is a 14-inch plastic table model for \$210.95. Westinghouse will hold two sets from its current line and add seven models ranging from a 17-inch table model at \$259.95 to a 20-inch console at (Continued on page 41)

Tootlers' Pay Boost Burns Hwd. Club Ops

HOLLYWOOD, Jan. 6.—Majority of nitery ops here are burning but good over the American Federation of Musicians (AFM), Local 47, 20 per cent scale hike of nitery musicians. Raise is effective January 22. Edict includes all night clubs in Los Angeles County and Catalina Island, but excludes Long Beach. This is the first raise by the local since 1947, when scale was upped 25 per cent. About three months ago San Diego's AFM local hiked scale 10 per cent.

Many of the smaller club ops said that such a raise would necessitate doing away with bands and combos and relying solely on singles. Abe Bush, of the Royal Room on Hollywood Boulevard, summed up the ops' thinking: "Such a raise will put men out of work. Maybe the larger spots can afford it but we can't, and I doubt if any small spot can. Why didn't they consult us and find out how business is before they made such a move. It will practically kill business—it won't work."

The 20 per cent boost will mean from \$125-\$600 more a month for (Continued on page 41)

MPPA Prez Post Open

NEW YORK, Jan. 6.—Lester Santly, who last week sold his interest in the Santly-Joy pubbery to George Joy (The Billboard, January 6), resigned this week both as president of Music Publishers Protective Association (MPPA) and as director of the American Society of Composers, Authors and Publishers (ASCAP).

At least one of the more active younger pubbers is known to aspire to the ASCAP board slot, but signs point to the appointment of George Joy, whose name will be submitted by one of the pubber directors. As to the MPPA presidency, that will probably be filled at the association's next meeting, when the several vacationing pubbers return to New York.

Mercury Sets 3d Company Owned Branch

CHICAGO, Jan. 6.—Following a nine-week experiment in Atlanta, where Hank Pollock, assistant to Sales Manager Morry Price, set up a company-owned distributorship, Mercury Records this week initiated another firm-owned distributorship in the Ohio territory, replacing indie distributorship, Robins Distributors of Cleveland and Columbus.

Price initiated the Atlanta set-up originally in a test move trying to determine if a distributorship could function by solely handling Mercury wax. Previous indie distributors, who covered the territory now handled by the Mercury branch in Atlanta, maintained that other lines were necessary to handle these Southern regions. The Atlanta branch services the territory previously covered by indie distribs in Nashville, New Orleans, Charlotte and Atlanta.

Price emphasized that the setting up of the third company-operated branch in Cleveland does not augur a Mercury switch to factory-owned branches. Only one other territory, Buffalo, is company-owned, while the other 25 branches are indies. Pollock temporarily will head Mercury Distributors of Cleveland.

40c Rack Now Near Complete

NEW YORK, Jan. 6.—The movement to a 40-cent rack is now virtually complete, with no pop tunes now selling at the old 35-cent rate.

In addition to the 40-cent retail rate on pops, the new rack has another price innovation. Revivals of production numbers will be sold at 50 cents per copy, which is the generally established rate. Under the old rack price schedule, such revivals were sold on the rack for 35 cents, altho they were not reduced for the general trade.

JUST FRIENDS MEMORANDUM

NEW YORK, Jan. 6.—Lou Lewy, president of Leeds Music and affiliated enterprises, has been a friendly thorn in publisher Jack Robbins' hide for many years. Robbins was always somewhat under the impression that Lewy made a habit of lifting some of the former's best ideas. Last week Lewy offered Jack's son, Marshall, a job. When Jack called Lewy to discuss the proposal, Lewy wound up the conversation by saying: "Well, all right, Jack, if it won't aggravate you, I won't do it."

(Continued on page 41)

DECCA RECORDS

America's Fastest Selling Records

DECCA SALUTES BING

On His 20th Anniversary as America's MR. MUSIC

THE LARGEST CROSBY RECORD RELEASE EVER



BING CROSBY COLLECTORS' CLASSICS

VOLUME 1 Songs from

HERE IS MY HEART • MISSISSIPPI... Selections include: JUNE IN JANUARY—LOVE IS JUST AROUND THE CORNER—WITH EVERY BREATH I TAKE—I WISHED ON THE MOON—SOON—DOWN BY THE RIVER—IT'S EASY TO REMEMBER—SWANEE RIVER... DECCA ALBUM 9-194—Four 45 RPM Unbreakable Records—Price \$4.15 • DL 6008—10-inch Long Play Microgroove Unbreakable Record—Price \$3.35

VOLUME 2 Songs from

TWO FOR TONIGHT • ANYTHING GOES... Selections include: WITHOUT A WORD OF WARNING—TAKES TWO TO MAKE A BARGAIN—I WISH I WERE ALADDIN—FROM THE TOP OF YOUR HEAD TO THE TIP OF YOUR TOES—MOONBURN—TWO FOR TONIGHT—MY HEART AND I—SAILOR BEWARE... DECCA ALBUM 9-195—Four 45 RPM Unbreakable Records—Price \$4.15 • DL 6009—10-inch Long Play Microgroove Unbreakable Record—Price \$3.35

VOLUME 3 Songs from

RYTHM ON THE RANGE • PENNIES FROM HEAVEN... Selections include: I'M AN OLD COWHAND—EMPTY SADDLES—I CAN'T ESCAPE FROM YOU—THE HOUSE THAT JACK BUILT FOR JILL—PENNIES FROM HEAVEN—LET'S CALL A HEART A HEART—ONE, TWO, BUTTON YOUR SHOE—SO DO I... DECCA ALBUM 9-196—Four 45 RPM Unbreakable Records—Price \$4.15 • DL 6010—10-inch Long Play Microgroove Unbreakable Record—Price \$3.35

VOLUME 4 Songs from

WAIKIKI WEDDING • DOUBLE OF NOTHING... Selections include: SWEET LILIANI—BLUE HAWAII—IN A LITTLE HULA HEAVEN—SWEET IS THE WORD—FOR YOU—THE MOON GOT IN MY EYES—YOU KNOW I'LL ALWAYS—IT'S THE NATURAL THING TO DO—ALL YOU WANT TO DO IS DANCE... DECCA ALBUM 9-197—Four 45 RPM Unbreakable Records—Price \$4.15 • DL 6011—10-inch Long Play Microgroove Unbreakable Record—Price \$3.35

VOLUME 5 Songs from

SING YOU SINNERS • PARIS MONEYMOON... Selections include: SMALL FRY—LAUGH AND CALL IT LOVE—I'VE GOT A POCRETFUL OF DREAMS—DON'T LET THAT MOON GET AWAY—YOU'RE A SWEET LITTLE HEADACHE—JOOBALAI—I HAVE EYES—THE FUNNY OLD HILLS... DECCA ALBUM 9-198—Four 45 RPM Unbreakable Records—Price \$4.15 • DL 6012—10-inch Long Play Microgroove Unbreakable Record—Price \$3.35

VOLUME 6 Songs from

DOCTOR RHYTHM • STAR MAKER... Selections include: ON THE SENTIMENTAL SIDE—MY HEART IS TAKING LESSONS—MEDLEY OF GUS EDWARDS SONG HITS (1) School Days (2) Sun-Don't See (3) Jimmy Valentine (4) If I Was A Millionaire—THIS IS MY NIGHT TO DREAM—AN APPLE FOR THE TEACHER—STILL THE BLUEBIRD SINGS—A MAN AND HIS DREAM—GO FLY A KITE... DECCA ALBUM 9-199—Four 45 RPM Unbreakable Records—Price \$4.15 • DL 6013—10-inch Long Play Microgroove Unbreakable Record—Price \$3.35

VOLUME 7 Songs from

EAST SIDE OF HEAVEN • RHYTHM ON THE RIVER... Selections include: EAST SIDE OF HEAVEN—SING A SONG OF SINGERS—THAT SIX OLD GENTLEMAN—HANG YOUR HAT ON A HICKORY LIMB—ONLY FOREVER—WHEN THE MOON COMES OVER MADISON SQUARE—THAT'S FOR ME—RHYTHM ON THE RIVER... DECCA ALBUM 9-200—Four 45 RPM Unbreakable Records—Price \$4.15 • DL 6014—10-inch Long Play Microgroove Unbreakable Record—Price \$3.35

VOLUME 8 Songs from

IF I HAD MY WAY • ROAD TO SINGAPORE... Selections include: I HAVEN'T TIME TO BE A HILLBILLY—EMPTY SADDLES—A ROUND-WELL REST AT THE END OF THE TRAIL—CLEMENTINE—THE OLD OAKEN BUCKET—MEET THE SUN IN MY WAY—IF I HAD MY WAY—SWEET POTATO PIPER—TOD ROMANTIC—THE MOON AND THE WILLOW TREE... DECCA ALBUM 9-201—Four 45 RPM Unbreakable Records—Price \$4.15 • DL 6015—10-inch Long Play Microgroove Unbreakable Record—Price \$3.35

All selections from albums available as singles. See Special Decca Bing Crosby Release card. Mailed Coast-to-Coast Friday, Dec. 29, 1950

Songs from the Paramount Picture

MR. MUSIC

BING CROSBY with the ANDREWS SISTERS and DOROTHY KIRSTEN

Music by James Van Heusen Lyrics by Johnny Burke

Selections include: HIGH ON THE LIST—LIFE IS SO PECULIAR—ACCIDENTS WILL HAPPEN—AND YOU'LL BE HOME—WOULDN'T IT BE FUNNY—ONCE MORE THE BLUE AND WHITE—MILADY... DECCA ALBUM A-790—Four 10-inch 78 RPM Records—Price \$4.15 • DECCA ALBUM 9-101—Four 45 RPM Unbreakable Records—Price \$3.75 • DL 5284—10-inch Long Play Microgroove Unbreakable Record—Price \$3.00

NEW CROSBY ALBUMS JUST RELEASED IN 78 RPM, 45 RPM AND LONG PLAY

GO WEST YOUNG MAN

BING CROSBY • ANDREWS SISTERS with VIC SCHOEN and His Orchestra

Selections include: GO WEST, YOUNG MAN!—ALONG THE NAVAJO TRAIL—HAVE I TOLD YOU LATELY THAT I LOVE YOU?—QUICKSILVER—AT THE FLYING "W"—A HUNDRED AND SIXTY ACRES—ASK ME NO QUESTIONS (And I'll Tell You No Lies)—LOCK, STOCK AND BARREL

DECCA ALBUM A-811—Four 10-inch 78 RPM Records—Price \$4.15 • DECCA ALBUM 9-152—Four 45 RPM Unbreakable Records—Price \$3.75 • DL 5202—10-inch Long Play Microgroove Unbreakable Record—Price \$3.00

BING CROSBY SINGS

The Song Hits from GUYE AND DOLLS • CALL ME MADAM TEXAS, L'I DARLIN' • LOST IN THE STARS

Selections include: MARRYING FOR LOVE—THE BEST THING FOR YOU (Both from "Call Me Madam")—IF I WERE A BELL (with PATTY ANDREWS)—I'VE NEVER BEEN IN LOVE BEFORE (Both from "Guys and Dolls")—THE LITTLE GRAY HOUSE—STAY WEL (Both from "Lost in the Stars")—THE VODEL BLUES—THE BIG MOVIE SHOW IN THE SKY (Both from "Texas, L'I Darlin'")... DECCA ALBUM A-805—Four 10-inch 78 RPM Records—Price \$4.15 • DECCA ALBUM 9-144—Four 45 RPM Unbreakable Records—Price \$3.75 • DL 5298—10-inch Long Play Microgroove Unbreakable Record—Price \$3.00

NEW CROSBY ALBUMS JUST RELEASED IN 45 RPM

COWBOY SONGS • Volume 3

BING CROSBY

Selections include: TAKE ME BACK TO MY BOOTS AND SADDLE—MY LITTLE BUCKAROO—CLEMENTINE—THE OLD OAKEN BUCKET—SIERRA, SUE—ALONG THE SANTA FE TRAIL

DECCA ALBUM 9-145—Three 45 RPM Unbreakable Records—Price \$7.90

WHEN IRISH EYES ARE SMILING

A Collection of Old and New Songs of Erin

Selections include: WHEN IRISH EYES ARE SMILING—THE ROSE OF TRALEE—GALWAY BAY—MY GIRL'S AN IRISH GIRL—HOW CAN YOU GET KILKERRANEY—EILEEN... DECCA ALBUM 9-89—Three 45 RPM Unbreakable Records—Price \$3.90

OTHER GREAT CROSBY ALBUMS JUST RELEASED IN 45 RPM ALSO AVAILABLE IN 78 RPM AND LONG PLAY

DON'T FENCE ME IN... Selections include: DON'T FENCE ME IN—PISTOL PACKIN' MAMA—NEW SAN ANTONIO ROSE—IT SUNSHINE—RIDIN' DOWN THE CANYON—WALK-BUT MINE... DECCA ALBUM A-559—Four 10-inch 78 RPM Records—Price \$4.15 • DECCA ALBUM 9-112—Four 45 RPM Unbreakable Records—Price \$3.75 • DL 5063—10-inch Long Play Microgroove Unbreakable Record—Price \$3.00

DRIFTING AND DREAMING • BING CROSBY... Selections include: DRIFTING—BING CROSBY IT'S BEEN A LONG LONG TIME—WHERE THE BLUE OF THE WALTZ YOU SAVED FOR ME—A LONG, LONG WAY FROM HOME—WHEN I LOST SINGING SANDS OF ALABAMA... DECCA ALBUM A-578—Four 10-inch 78 RPM Records—Price \$4.15 • DECCA ALBUM 9-113—Four 45 RPM Unbreakable Records—Price \$3.75 • DL 5119—10-inch Long Play Microgroove Unbreakable Record—Price \$3.00

COWBOY SONGS • BING CROSBY... Selections include: TUMBLING TUMBLEWEEDS—THE SINGING HILLS—EMPTY SADDLES—A ROUND-WELL REST AT THE END OF THE TRAIL—CLEMENTINE—THE OLD OAKEN BUCKET... DECCA ALBUM A-558—Four 10-inch 78 RPM Records—Price \$4.15 • DECCA ALBUM 9-110—Four 45 RPM Unbreakable Records—Price \$3.75 • DL 5129—10-inch Long Play Microgroove Unbreakable Record—Price \$3.00

AULD LANG SYNE • BING CROSBY... Selections include: ANNIVERSARY SONG—WHIFFENPOOF SONG—KENTUCKY BAE—NOW IS THE HOUR—SILVER THREADS AMONG THE GOLD—HOME SWEET HOME—DARLING NELLIE GRAY... DECCA ALBUM A-603—Four 10-inch 78 RPM Records—Price \$4.15 • DECCA ALBUM 9-117—Four 45 RPM Unbreakable Records—Price \$3.75 • DL 5028—10-inch Long Play Microgroove Unbreakable Record—Price \$3.00

BING CROSBY... Selections include: EMBRACE ME YOU—THEY CAN'T TAKE THAT AWAY FROM ME—LOVE WALKED IN—SUMMER TIME—IT AIN'T NECESSARILY SO—I GOT PLENTY O' NUTTIN'—SOME-BODY LOVES ME—MAE... DECCA ALBUM A-702—Four 10-inch 78 RPM Records—Price \$4.15 • DECCA ALBUM 9-122—Four 45 RPM Unbreakable Records—Price \$3.75 • DL 5081—10-inch Long Play Microgroove Unbreakable Record—Price \$3.00

FAVORITE HAWAIIAN SONGS... Selections include: SONG OF THE ISLANDS—ALOHA OE—HAWAIIAN PARADISE—SOUTH SEA ISLAND MAGIC—SWEET LILIANI—BLUE HAWAII—DANCING UNDER THE STARS—PALACE IN PARADISE—PARADISE ISLE—ALOHA KUU IPO ALOHA... DECCA ALBUM A-460—Five 10-inch 78 RPM Records—Price \$5.00 • DECCA ALBUM 9-141—Four 45 RPM Unbreakable Records—Price \$3.75 (Does not include: PARADISE ISLE—ALOHA KUU IPO ALOHA) • DL 5127—10-inch Long Play Microgroove Unbreakable Record—Price \$3.00

FAVORITE HAWAIIAN SONGS... Selections include: WHEN YOU DREAM ABOUT HAWAII—SAIL ALONG, SILVER MOON—SWEET HAWAIIAN CHIMES—LITTLE ANGEL—MY ISLE OF GOLDEN DREAMS—TO YOU, SWEETHEART ALONE—A SONG OF OLD HAWAII—TRADE WINDS—SING ME A SONG OF THE ISLANDS—REMEMBER HAWAII... DECCA ALBUM A-461—Five 10-inch 78 RPM Records—Price \$5.00 • DECCA ALBUM 9-143—Four 45 RPM Unbreakable Records—Price \$3.75 (Does not include: SING ME A SONG OF THE ISLANDS—REMEMBER HAWAII) • DL 5299—10-inch Long Play Microgroove Unbreakable Record—Price \$3.00

MR. DEALER

YOU CAN CASH IN ON THE CROSBY ANNIVERSARY PROMOTION—STOCK UP NOW USE THIS SPACE TO ORDER—MAIL TO YOUR DECCA BRANCH OR DISTRIBUTOR

Table with columns: NUMBER, QUAN., NUMBER, QUAN. Includes fields for Name, Address, City, State.

PAYING OFF

Easy Reach Spells Sales At Tex. Shop

DALLAS, Jan. 6.—The Record Shop here makes its main stem location work for it by using front windows and an attractive store interior to supreme advantage.

Employees, many of them serving steadily since the war, have upped record sales thru knowledge of the tunes, and also knowledge of every customer and his problems.

Main stem location has made it necessary for store to cut down a little on the big variety of classical songs carried at one time, in favor of better stock turn, but classical customers are still served with a wide variety of music.

Store also owns a branch in a suburban shopping center.

Sambrook Up in RCA E.T. Roster

NEW YORK, Jan. 6.—A. B. Sambrook has been named manager of RCA Recorded Program Services Sales, succeeding Donald J. Mercer, according to James P. Davis, manager of the RCA Victor Custom Record Sales division.

Sambrook had been field sales manager of RCA's Thesaurus and syndicated programs for the past five months.

Advertisement for Katy the Kangaroo by George Paxton Inc. featuring a kangaroo illustration and text: 'HOPPIN' ALONG FAST WILL BE HERE SOON! KATY THE KANGAROO GEORGE PAXTON INC. 1619 Broadway, New York 19, N.Y.'

Advertisement for 'So Long' by The Weavers, Ralph Marterie, and Ken Griffin. Text: 'Another BMI Pin-Up Hit! SO LONG Published by Folkways Recorded by... (Decca) The Weavers... (Mercury) Ralph Marterie... (Columbia) Ken Griffin... Exclusively licensed by BROADCAST MUSIC, INC.'

Advertisement for 'The Little White Duck' by General Music. Text: 'THE LITTLE GENERAL Says: THE LITTLE WHITE DUCK "WILL BE IN SEASON ALL THE WAY THROUGH EASTER" GENERAL MUSIC 400 Madison Ave., N. Y. C., PL 3-7342'

Advertisement for 'Bluetail the Red Fox' by General Music. Text: 'BLUETAILED THE RED FOX "His tail would shine like a neon sign" GENERAL MUSIC 400 Madison Ave., N. Y. C., PL 3-7342'

Music as Written

Anne Shelton Plans

6-Mo. U. S. Tour . . . Anne Shelton, England's No. 1 pop thrush, will return to New York in March for a personal appearance tour scheduled to last for six months.

Freyer Quits Remick

For P.M., Pub Biz . . . Nat Freyer last week left the staff of Remick Music, New York, to go into the personal management and publishing business.

Vega To Release First

45 Disk for 79¢ . . . Vega Records, West Coast low-priced LP diskery subsidiary of Trumpis-Collar Associates, will release its first 45-r.p.m. records by the end of this month.

Dick Contino Set

For Orpheum, H'w'd . . . Dick Contino, who closed last week at Ciro's Hollywood, goes into the Orpheum Theater there January 18.

Avodon Ballroom

Closes Doors . . . The Avodon Ballroom, at one time a garage, is being torn down and will shortly revert to its original form.

Mad Dance Stirred by

Spike Jones 'Waltz' . . . 'Tennessee Waltz' stirred a minor tempest last week. Publisher of hit waltz, Acuff-Rose, contacted the diskery to protest that the record was damaging to the copyright, but diskery reps explain that Jones' rendition did not alter the lyric or melody.

Ethel Smith Corp.

To Publish Sambas . . . A series of Latin-American sambas and mambos waxed by the Edmundo Ros ork for London Records will get a disk-publication treatment by the Ethel Smith Music Corporation, which will publish the orchestrations arranged and recorded by Ros.

New York:

A boy, Sidney Howard, was born to Mr. and Mrs. Bernie Kalban. Dad is manager of Ethel Smith Music. Matty Meyers, London Records sales staff, was married last week to Edith Chiat. Coral Records' sales manager Norman Weinstroer took off last week for a two-week tour of the diskery's Midwestern distrib points along with newly appointed Midwestern division manager Bob Morgan. . . . Thrush Evelyn Knight opens January 12 for nine days at the Brown Palace Hotel in Denver. . . . Billy Eckstine, following a one-month vacation, resumes with a couple of weeks date at the Desert Inn, Las Vegas, Nev., beginning Thursday (9). . . . Famous-Para-

mount general professional manager Eddie Wolpin is off for a two-week vacation in Cuba.

Duke Ellington's Metopera House concert January 21 will feature at least three new long works especially written for the evening by Ellington. One is a suite whose movements are titled "Monologue," "Duet" and "Trio"; a second is a pair of descriptive jazz pieces tagged "Pre-Roaring Twenties" and "Moderne"; and the third is a special arrangement of "Harlem."

Decca Records a. and r. exec Paul Cohen is due back in the saddle next week after a couple of weeks in the Manhasset Hospital. . . . Billy Daniels was skedded to slice his first Mercury date on the Coast last week.

Pluggie Mack Cooper last week joined the staff of Remick Music. . . . Attorney Ben Star is recuperating from an ulcer operation at University Hospital here. . . . Lou Camito left the staff of St. Nicholas Music. . . . Frankie Carle's arranger, Al Avola, in town. . . . Famed Dixieland clarinetist Pee-wee Russell is ill in a San Francisco hospital. . . . Harmonica specialist Eddy Manson has been linked to do an album for Columbia Records. . . . Corp. Jerome S. Herman, son of Pinky Herman, was married December 31 to Barbara Rothfeld; Corp. Herman is stationed at Camp Gordon, Augusta, Ga. . . . Johnny Murphy, former clemmer for Raymond Scott and Johnny Long, will free lance beginning January 2; he has been with BMI since 1947 where he was working in the copyright and logging department. . . . Herb Leventhal, of the Lewis Music pubbery, has formed a BMI affiliate, Shealy Music. . . . Deanna Bartlett, partner in the Ryvotone-Cheriff pubbery combine, was married January 2 to Sigmund H. Eskind, topper of Tennessee Music Sales of Nashville.

Chicago: Illinois music buyers will not be asked to start paying the State unemployment compensation for musicians they use following dechis last week by attorneys for the Edgewater Beach Hotel to file an appeal with the Illinois Supreme Court regarding the Judge Harry Fisher ruling December 21 (The Billboard, December 30). Fisher ruled that under the Illinois statute, the ork buyer is the employer. Because of the appeal being filed, the compensation collectors will not press demands until a Supreme Court dechis is received. It is believed that a ruling will not be forthcoming from that legal body for at least six months.

The Chess brothers, who operate Chess diskery, rhythm and blues scg here, are putting out their first 45 r.p.m. release next week, with a Gene Ammons pressing the initial cutting. They are dropping their original Aristocrat label to concentrate on Chess. Certain catalog items on Aristocrat will be released shortly on Chess.

Sterling Deyers, manager of the Mercury distributorship in Atlanta will marry Ann Frizani, non-pro, in Philadelphia January 27. . . . Tommy Reed, orkster last with GAC, has been inked by MCA here. . . . Sid Nathans, inked by King diskery, is profiled in the January issue of "Saga," the true adventure mag, under the heading "The Man Who Is King." . . . GAC has inked the Larry Faith band out of Pittsburgh to a management pact. . . . Mercury Records presented Pat Page with a gold medal and gold record of "Tennessee Waltz" last week after the disk hit the million mark.

Hollywood: Cowboy singer Redd Harper was pacted by International Sacred Records and will cut religious sides for release soon. . . . Arrival of Louis Armstrong at the Oasis has brought many top jazz and blues artists to the city. Among those renewing acquaintances with Satchmo were Benny Pollack, Kid Ory and Charles Brown. . . . Robert Walker makes his singing debut in Warner's "Strangers on a Train. . . . Twelve tunes will be used in the musical, "Rhythm Inn." . . . Flick co-stars Jane Frazee, Kirby Grant and Charles Smith. . . . No less than 20 Gus Kahn songs are featured in WB's "Nobody's Sweetheart Now," Kahn's life story. . . . Crooner Jack Smith

has been signed for a top role in "On Moonlight Bay," with Doris Day and Gordon MacRae. . . . Thrush June Barton will open at Oakland's Mardi Gras January 19.

Associated Booking Corporation (ABC) threw a press party for Discovery's Red Norvo Trio prior to the latter's opening at the Encore Room, here. Turnout included Louis Armstrong, Les Brown, Dick Contino, Benny Goodman, Russ Morgan, Helen O'Connell and Muggsy Spanier. Group has Charles Mingus on bass and Tal Farlow on guitar. . . . Curt Massey cut an album of folk tunes for London Records, backed by Country Washburn's ork. . . . Mercury Prexy Irving Green and Joe Carlton, a and r. topper, here on a biz trip. . . . Jerry Gray and ork take over the Palladium for a six-week stand, April 2. . . . Harry Wilcox, singer at the Barbary Coast olio spot here, will be featured with the Marvin Wright combo on the Orbit label.

Max Steiner, assigned to create the music for Warner's "Strangers on a Train," the Ruth Roman, Robert Walker, Farley Granger starrer. . . . Helen Wallace newly appointed sales head of Universal Recorders, Hollywood. Her duties will consist mainly with the expansion of national biz. . . . An original background score by Mario Tedesco was cut for Columbia's "The Brave Bulls." . . . Ike Carpenter and crew played El Paso Country Club New Year's Eve. . . . King Cole, Toni Arden and Jimmy McHugh's Songbook skedded for Snader Telescriptions.

Detroit: Edward Kiely, owner of the Melloway label, is reviving recording schedules, hosted radio station disk jockeys and newspaper amusement editors at a luncheon at Frank's Restaurant last week in conjunction with Big Crosby's 20th year in show business.

Charles White, appliance manager for Radio Distributing Company, has taken over direction of the MGM distributorship as well, with Bill Strand as assistant, following departure of Paul Seibert, former manager, for the army. . . . James Syracuse, owner of United Records, has teamed up with Meredith McAlpine and Norman Dufor, of Trenton, Mich., both active in the hydraulic equipment field, to revive the American Record Pressing Company, established three years ago by Maestro Glenn Moore. They plan to equip a new pressing plant in this area. . . . Mike Falk is returning to the independent agent field with a new office in the Book Building. Falk had been with Music Corporation of America.

Philadelphia: White Varallo, after a spell as operator of a musical lounge, is building another unit around his drummers for a stand at the Round-the-World Room at the Hotel President, Atlantic City. Booked by Joe Stern. . . . Al Bozacco, managing The Click for the original owners, continues the name band parade with Ray Anthony booked in for the February 12 week. . . . Duke Ellington returns to town January 25 for a concert at the Academy of Music, where, on his last appearance, he did a \$6,000 gross. . . . Aqua label here will wax "Who's Cryin?" new tune by Frank Capano, Morty Berk, Dr. Herman Parris and Lenny Ross, son of local record distributor, Harry Rosen. . . . Frank Jule, the Earle Theater and dance band maestro, goes to South America later in the month to conduct ice show productions for Gladys Lamb-Rube Yocum. He will take drummer boy Pete Vespe along with him.

Hartford, Conn.:

Sam Kaplan, musical director of the State Theater vaude-film house, and musical contractor for the Bushnell Memorial, legit theater, has formed Musicorp, a hand-book organization, in association with Otto Neubauer, James Wilson and Joe Romeo. . . . Paul Clement's Trio is marking its third year at the Parisian Room, old Town Hall, East Hartford. . . . Johnny Long's orchestra has recorded a new tune on King Records, "Sociability," with Sy Quinto, organist with Landerman Brothers orchestra at the Bond Hotel. . . . Bill Prutting and James Hogan,

London Adds Fourth "Bat," "Meist'singer"

NEW YORK, Jan. 6.—Success of London Records' recording of the complete Die Fledermaus, top-selling classical LP on retail charts, has caused the firm to issue an excerpted version of the Strauss opera. The new diskling will sell for \$5.95. The two-record set retails for \$11.90. The added London recording brings the number of Fledermaus recordings to four. RCA Victor has an excerpts version in English, both London versions are in German, and Columbia is in the process of recording the English version, presented by the Metropolitan Opera Company.

London label's January LP release also includes the complete second act of Die Meistersinger Von Nurnburg sung in German by the Vienna State Opera backed by the Vienna Philharmonic Orchestra. The diskery will complete the entire opera, issuing one act at a time. The second-act diskling takes long-playing records. Also on the London release is a single LP recording of Scenes From Parsifal with tenor Gunther Treptow and the Vienna State Opera Chorus and Philharmonic.

The remainder of the January list includes a single Music of the 20th Century LP featuring Aaron Copland performing his own composition, Four Piano Blues; Ernest Bloch accompanying Zara Nelsova in three of his own works, and the Boyd Neeb orchestra playing Samuel Barber's Adagio for Strings. Additional Barber works, conducted by the composer, are scheduled for early release by the label.

of Post & Lester, Hartford distributors of Decca Records, hosted radio station disk jockeys and newspaper amusement editors at a luncheon at Frank's Restaurant last week in conjunction with Big Crosby's 20th year in show business.

Advertisement for 'When You Return' by Santly-Joy, Inc. Text: 'The New Benjamin and Weiss Hit! "WHEN YOU RETURN" SANTLY-JOY, INC. 1619 Broadway, New York 19, N. Y.'

Advertisement for 'Music Bourne to Live' by Decca. Text: 'MUSIC BOURNE TO LIVE "A FRIEND OF JOHNNY'S" INK SPOTS DECCA 27391 BOURNE, Inc. 709 Broadway, N. Y. 19, N. Y.'

Advertisement for 'The Night is Young' by Vaughn Monroe. Text: 'THE NIGHT IS YOUNG (AND YOU'RE SO BEAUTIFUL) Recorded by VAUGHN MONROE VICTOR WORDS & MUSIC, Inc.'

Advertisement for 'The Winter Waltz' by Mitch Miller's. Text: 'MITCH MILLER'S FIRST HIT OF 1951 THE WINTER WALTZ COLUMBIA 30111 Gale and Gayles Incorporated 1619 Broadway, New York 19, N. Y.'

**The
Billboard
FIFTH ANNUAL
MUSIC-RECORD
RECAPITULATIONS**

THE BILLBOARD this week presents for the fifth successive year its recapitulation of its weekly music popularity charts, thus tabbing the year's top tunes, records and performers.

Just as those weekly charts represent the most exhaustive and definitive evaluations of the music scene for any given week, so does this year-end summation of those weekly charts represent the most exhaustive and definitive picture of the music scene for the entire year. All told, over 225,000 votes (cumulated from weekly dealer and operator reports thruout the year) have been machine-tabulated to make up this summary of favorites for 1950.

It must be borne in mind that this summary is based on votes received during the calendar year only—the tallies used here include only those received between January 1 and December 15, 1950. Obviously the full popularity of records which "broke" in recent weeks cannot be reflected in the recapitulations, which are in process of compilation during the early ascendancy of such records. Similarly, a top disk or tune which reached full popularity prior to January 1, 1950, but maintained its popularity well into the year will obviously not compare in these recaps to tunes or disks whose full cycle occurred within the calendar year.

It should also be noted that, in the recapitulation of artists' popularity, some performers appear on the basis of one or two "hot" records, whereas some consistent performers who might not have had that one "powerhouse" disk do not appear at all. This is not to imply that the "one-shot" artists necessarily outsold in total volume for the year all others below them on the charts, or even others whose names do not appear.

Another factor that should be noted is that some artists appear in these recaps by virtue of having teamed on a record or series of records. The Billboard has given equal credit to all artists who have co-billing on such records. Thus, a record or records on which two performers are co-billed might place both these artists on the recap charts. The Billboard has not attempted to evaluate which of a team may actually have "sold" the record but has merely followed label credits.

These necessary limitations aside, The Billboard presents these recapitulations with every confidence that they are the most accurate measure of music-record popularity available anywhere in the world.

**THE YEAR'S
TOP TUNES**

A recap of over 150,000 mentions of songs by America's record dealers when filling pop chart questionnaires thruout 1950. This tabulation was made without regard to the artist recording songs. In other words each time a dealer listed a song title to identify a best selling record, it counted in this tabulation for that particular song title.

POSITION	RECORD	PUBLISHER	POINTS
1	Goodnight, Irene	Spencer	9085
2	Mona Lisa	Famous	7618
3	Third Man Theme	Chappell	6889
4	It Isn't Fair	Words and Music	4342
5	Harbor Lights	Chappell	4267
6	Sam's Song	Sam Weiss	4157
7	Simple Melody	Irving Berlin	4017
8	Bewitched	Chappell	3711
9	Music, Music, Music	Cromwell	3504
10	Chattanooga Shoe Shine Boy	Acuff-Rose	3131
11	My Foolish Heart	Santly-Joy	2944
12	All My Love	Mills	2917
13	Tzena, Tzena, Tzena		2591
14	If I Knew You Were Coming I'd've Baked a Cake	Robert	2448
15	I Wanna Be Loved	Supreme	2385
16	Sentimental Me	Knickerbocker	2383
17	Bonaparte's Retreat	Acuff-Rose	2318
18	Rag Mop	Hill & Range Songs	2217
19	There's No Tomorrow	Paxton	1907
20	Dear Hearts and Gentle People	E. H. Morris	1762
21	Hoop Dee Doo	E. H. Morris	1737
22	The Thing	Hollis	1706
23	Nevertheless	Chappell	1658
24	Tennessee Waltz	Acuff-Rose	1595
25	I Can Dream, Can't I?	Chappell	1580
26	I'll Never Be Free	Laurel	1493
27	Can Anyone Explain?	Valando	1433
28	La Vie En Rose	Harms, Inc.	1416
29	Thinking of You	Remick	1390
30	Our Lady of Fatima	Robbins	1313

The Billboard's Fifth Annual Recapitulation of 1950's Top Tunes, Records and Artists

THE YEAR'S TOP POPULAR ARTISTS

... according to
RETAIL SALES

ARTIST & RECORD POINTS

Gordon Jenkins (Decca).....18765
Goodnight, Irene (8488) • Tzena, Tzena, Tzena (1892) • I Wanna Be Loved (1819) • I Can Dream Can't I (1465) • My Foolish Heart (1461) • Bewitched (1142) • Tim Forever Blowing Bubbles (258) • Don't Cry Joe (164) • You're Mine You (122) • Can't We Talk It Over? (60) • Songs Not Listed (84)

Bing Crosby (Decca).....11098
Sam's Song (3810) • Simple Melody (3801) • Dear Hearts and Gentle People (1014) • Quicksilver (524) • Chattanooga Shoe Shine Boy (413) • All My Love (374) • Harbor Lights (238) • La Vie En Rose (229) • Mule Train (219) • Crosby Christmas (67) • Songs Not Listed (408)

The Weavers (Decca).....10384
Goodnight, Irene (8488) • Tzena, Tzena, Tzena (1892) • The Rowing Kind (4)

Gary Crosby (Decca).....7678
Sam's Song (3810) • Simple Melody (3801) • Crosby Christmas (67)

King Cole Trio (Capitol).....7089
Mona Lisa (6445) • Orange Colored Sky (516) • I Almost Lost My Mind (52) • Home (52) • Time Out for Tears (121) • Frosty the Snowman (9) • Little Bit Independent (7) • Baby Won't You Say You Love Me (8) • Per You My Love (14) • Chattanooga Shoe Shine Boy (3) • Songs Not Listed (8)

Sammy Kaye (Victor-Columbia).....5404
Harbor Lights (2318) • It Isn't Fair (2101) • Wanderin' (338) • Roses (286) • Piano Roll Blues (118) • Echoes (73) • I Thought She (164) • The Object of My Affection (27) • Strangers (14) • Careless Kisses (13) • Songs Not Listed (63)

Guy Lombardo (Decca).....5332
Third Man Theme (2538) • Harbor Lights (2318) • Enjoy Yourself (584) • All My Love (448) • Dearie (266) • Petite Waltz (168) • Our Little Ranch House (49) • Nola (40) • Stars Are the Windows of Heaven (31) • La Vie En Rose (29) • Songs Not Listed (263)

Ames Brothers (Coral).....4456
Sentimental Me (1627) • Rag Mop (1407) • Can Anyone Explain (1022) • Music, Music, Music (86) • Thirsty For Your Kisses (81) • Stars Are the Windows of Heaven (31) • Oh Babe (46) • Hoop Dee Doo (38) • To Think You've Chosen Me (27) • Songs Not Listed (37)

Andrews Sisters (Decca).....4202
I Wanna Be Loved (1819) • I Can Dream Can't I (1465) • Quickilver (524) • Wedding Samba (111) • Charlie My Boy (97) • Can't We Talk It Over (50) • Have I Told You Lately That I Love You (41) • Open Door, Open Arms (37) • She Wore a Yellow Ribbon (28) • Piano Roll Blues (35) • Songs Not Listed (167)

Kay Starr (Capitol).....4076
Bonaparte's Retreat (1968) • I'll Never Be Free (1484) • Hoop Dee Doo (267) • Oh Babe (236) • Mississippi (42) • Ain't Nobody's Business But My Own (40) • Ome of Broken Hearts (14) • Tell Me How Long the Train's Been Gone (7) • Everybody's Somebody's Fool (6) • Nobody's Sweetheart (6) • Songs Not Listed (3)

... according to
JUKE BOX PLAYS

ARTIST & RECORD POINTS

Gordon Jenkins (Decca).....6421
Goodnight, Irene (2616) • I Can Dream Can't I (1240) • I Wanna Be Loved (869) • Bewitched (448) • Tzena, Tzena, Tzena (418) • My Foolish Heart (334) • Don't Cry Joe (252) • I'm Forever Blowing Bubbles (131) • Can't We Talk It Over (26) • Blue Balls (24) • A Dreamer's Holiday (20) • Songs Not Listed (46)

Bing Crosby (Decca).....4819
Simple Melody (1239) • Dear Hearts and Gentle People (1018) • Sam's Song (918) • Quickilver (398) • Chattanooga Shoe Shine Boy (262) • All My Love (200) • Mule Train (182) • Harbor Lights (143) • La Vie En Rose (108) • Have I Told You Lately That I Love You (72) • Crosby Christmas (2) • Songs Not Listed (262)

Guy Lombardo (Decca).....3433
Third Man Theme (2067) • Sam's Song (918) • Quickilver (398) • Chattanooga Shoe Shine Boy (262) • All My Love (170) • Petite Waltz (42) • Our Little Ranch House (37) • Wedding Samba (27) • The Answer She Is Yes, No (18) • Tennessee Waltz (18) • Song Not Listed (164)

The Weavers (Decca).....3036
Goodnight, Irene (2616) • Tzena, Tzena, Tzena (418) • The Rowing Kind (5)

Andrews Sisters (Decca).....2893
I Can Dream Can't I (1240) • I Wanna Be Loved (869) • Quickilver (398) • Have I Told You Lately That I Love You (72) • Charlie My Boy (67) • She Wore a Yellow Ribbon (58) • Open Door, Open Arms (27) • Can't We Talk It Over (26) • Bushel and a Peck (18) • Songs Not Listed (122)

King Cole (Capitol).....2548
Mona Lisa (2314) • Orange Colored Sky (178) • I Almost Lost My Mind (41) • Home (11) • Time Out for Tears (21) • Calypso Blues (1) • A Little Bit Independent (1)

Ames Brothers (Coral).....2530
Sentimental Me (946) • Rag Mop (780) • Can Anyone Explain? (455) • Music, Music, Music (86) • Oh Babe (88) • Stars Are the Windows of Heaven (57) • Thirsty for Your Kisses (51) • Hoop Dee Doo (46) • I Don't Mind Being All Alone (22) • To Think You've Chosen Me (15) • Songs Not Listed (20)

Sammy Kaye (Victor-Columbia).....2391
It Isn't Fair (1039) • Harbor Lights (867) • Roses (200) • Wanderin' (118) • Piano Roll Blues (37) • Echoes (30) • Careless Hands (17) • I Thought She Was a Local (10) • My Lily and My Rose (8) • Strangers (6) • Songs Not Listed (27)

Red Foley (Decca).....2319
Chattanooga Shoe Shine Boy (1834) • Cincinnati Dancing Pig (1833) • Goodnight, Irene (109) • Birmingham Bounce (78) • Mississippi (62) • Sugarfoot Rag (39) • Chocolate Ice Cream Cone (24) • Our Lady of Fatima (15) • Tennessee Border #2 (8) • Sunday Down in Tennessee (3) • Songs Not Listed (46)

Gary Crosby (Decca).....2159
Simple Melody (1239) • Sam's Song (918) • Crosby Christmas (2)

THE YEAR'S TOP POPULAR RECORDS

(Specific Recordings)

... according to
RETAIL SALES

RECORD, ARTIST & LABEL POINTS

Goodnight, Irene.....8488
(Gordon Jenkins-Weavers-Decca)

Mona Lisa.....6445
(King Cole Trio-Capitol)

Third Man Theme.....3967
(Anton Karas-London)

Sam's Song.....3810
(Gary & Bing Crosby-Decca)

Simple Melody.....3801
(Gary & Bing Crosby-Decca)

Music, Music, Music.....2933
(Teresa Brewer-London)

Third Man Theme.....2538
(Guy Lombardo-Decca)

Chattanooga Shoe Shine Boy.....2470
(Red Foley-Decca)

Harbor Lights.....2315
(Sammy Kaye-Columbia)

It Isn't Fair.....2101
(Sammy Kaye-Don Cornell-Victor)

If I Knew You Were Coming I'd've Baked a Cake.....2076
(Eileen Barton-Mercury-National)

Bonaparte's Retreat.....1968
(Kay Starr-Capitol)

Tzena, Tzena, Tzena.....1892
(Gordon Jenkins-Weavers-Decca)

There's No Tomorrow.....1883
(Tony Martin-Victor)

The Thing.....1647
(Phil Harris-Victor)

Sentimental Me.....1627
(Ames Brothers-Coral)

I Wanna Be Loved.....1619
(Andrews Sisters-Gordon Jenkins-Decca)

Tennessee Waltz.....1512
(Patti Page-Mercury)

I Can Dream Can't I.....1485
(Andrews Sisters-Gordon Jenkins-Decca)

I'll Never Be Free.....1484
(Tennessee Ernie-Kay Starr-Capitol)

All My Love.....1470
(Patti Page-Mercury)

My Foolish Heart.....1461
(Gordon Jenkins-Decca)

Rag Mop.....1407
(Ames Brothers-Coral)

Bewitched.....1380
(Bill Snyder-Towar)

Hoop Dee Doo.....1158
(Perry Como-Victor)

Bewitched.....1142
(Gordon Jenkins-Decca)

Can Anyone Explain?.....1022
(Ames Brothers-Coral)

My Foolish Heart.....1020
(Billy Eckstine-MGM)

Dear Hearts & Gentle People.....1014
(Bing Crosby-Decca)

Cry of the Wild Goose.....984
(Frankie Laine-Mercury)

... according to
JUKE BOX PLAYS

RECORD, ARTIST & LABEL POINTS

Goodnight, Irene.....261
(Gordon Jenkins-Weavers-Decca)

Mona Lisa.....231
(King Cole Trio-Capitol)

Third Man Theme.....208
(Guy Lombardo-Decca)

Chattanooga Shoe Shine Boy.....183
(Red Foley-Decca)

If I Knew You Were Coming I'd've Baked a Cake.....132
(Eileen Barton-Mercury-National)

Music, Music, Music.....130
(Teresa Brewer-London)

I Can Dream, Can't I?.....124
(Andrew Sisters-Gordon Jenkins-Decca)

Simple Melody.....123
(Gary & Bing Crosby-Decca)

It Isn't Fair.....103
(Sammy Kaye-Don Cornell-Victor)

Dear Hearts & Gentle People.....101
(Bing Crosby-Decca)

Sentimental Me.....94
(Ames Brothers-Coral)

Sam's Song.....91
(Gary & Bing Crosby-Decca)

I Wanna Be Loved.....88
(Andrews Sisters-Gordon Jenkins-Decca)

Harbor Lights.....86
(Sammy Kaye-Columbia)

Mule Train.....86
(Frankie Laine-Mercury)

There's No Tomorrow.....77
(Tony Martin-Victor)

Rag Mop.....76
(Ames Brothers-Coral)

Slipping Around.....72
(Margaret Whiting-Jimmy Wakely-Capitol)

Bonaparte's Retreat.....65
(Kay Starr-Capitol)

All My Love.....53
(Patti Page-Mercury)

The Old Master Painter.....50
(Dick Haymes-Decca)

Third Man Theme.....49
(Anton Karas-London)

Hoop Dee Doo.....48
(Perry Como-Victor)

Tennessee Waltz.....47
(Patti Page-Mercury)

Cry of the Wild Goose.....46
(Frankie Laine-Mercury)

The Thing.....46
(Phil Harris-Victor)

Can Anyone Explain?.....45
(Ames Brothers-Coral)

Bewitched.....44
(Gordon Jenkins-Decca)

Tzena, Tzena, Tzena.....41
(Gordon Jenkins-Weavers-Decca)

I'll Never Be Free.....41
(Tennessee Ernie-Kay Starr-Capitol)

The Billboard's Fifth Annual Recapitulation of 1950's Top Tunes, Records and Artists

THE YEAR'S TOP COUNTRY & WESTERN ARTISTS

... according to
RETAIL SALES

... according to
JUKE BOX PLAYS

ARTIST & RECORD POINTS

1 Red Foley (Decca).....11942
Chattanooga Shoe Shine Boy (3198) • Goodnight, Irene (1736) • Birmingham Bounce (1231) • Mississippi (1181) • Cincinnati Dancing Pig (1033) • Just a Closer Walk With Thee (505) • Tennessee Border #2 (561) • Our Lady of Fatima (411) • Chocolate Ice Cream Cone (375) • Steal Away (325) • Songs Not Listed (1278)

2 Ernest Tubb (Decca).....6907
Goodnight, Irene (1736) • Throw Your Love My Way (1156) • I Love You Because (1071) • Letters Have No Arms (831) • Tennessee Border #2 (561) • Remember Me I'm the One Who Loves You (356) • G-I-R-L Spells Trouble (1358) • You Don't Have To Be A Baby To Cry (299) • Give Me a Little Old Fashioned Love (219) • Hillbilly Fave #2 (148) • Songs Not Listed (532)

3 Hank Williams (MGM).....6869
Why Don't You Love Me (2315) • Long Gone Lonesome Blues (2114) • Mornin' the Blues (440) • Why Should We Try Anymore (180) • My Bucket's Got a Hole in It (303) • I Just Don't Like This Kind of Livin' (209) • Lonesome Blues (208) • My Son Calls Another Man Daddy (165) • May You Never Be Alone (135) • Songs Not Listed (203)

4 Eddy Arnold (Victor).....6580
Cuddle Buggin' Baby (1548) • Lovebug Itch (1202) • Enclosed One Broken Heart (835) • Little Angel With the Dirty Face (808) • Why Should I Cry Over You? (797) • Take Me in Your Arms and Hold Me (317) • There's No Wings on My Angel (233) • Prison Without Walls (230) • You Know How Talk Gets Around (75) • Songs Not Listed (130)

5 Hank Snow (Victor).....4447
I'm Movin' On (3518) • Golden Rocket (125) • Marriage Vow (249) • With This Ring I Thee Wed (158) • I Cried But My Tears Were Too Late (101) • Drunkard's Son (28) • Nobody's Child (27) • The Night I Stole Old Sanny Morgan's Gin (25) • I'm Paving the Highway With Tears (12) • Wonder Where You Are Tonight (4)

6 Moon Mullican (King).....4294
I'll Sail My Ship Alone (3043) • Mona Lisa (320) • Goodnight, Irene (411) • You Don't Have To Be a Baby To Cry (167) • Nine Tenths of the Tennessee River (71) • Southern Hospitality (28) • Well, Oh Well (24)

7 Jimmy Wakely (Capitol).....3384
Let's Go to Church (842) • Slipping Around (739) • Broken Down Merry-Go-Round (663) • The Gods Were Angry With Me (425) • I'll Never Slip Around Again (138) • Mona Lisa (117) • Oat (115) • Fool's Paradise (98) • Why Do You Say Those Things? (48) • Peter Cottontail (38) • Songs Not Listed (161)

8 Margaret Whiting (with Jimmy Wakely) (Capitol).....2995
Let's Go to Church (842) • Slipping Around (739) • Broken Down Merry-Go-Round (663) • The Gods Were Angry With Me (425) • I'll Never Slip Around Again (138) • Fool's Paradise (98) • Why Do You Say Those Things? (48) • Silver Bells (12) • Close Your Pretty Eyes (11) • Wedding Bells (9) • Songs Not Listed (10)

9 Tennessee Ernie (Capitol).....2342
I'll Never Be Free (933) • The Cry of the Wild Goose (418) • Anticipation Blues (281) • Ain't Nobody's Business But My Own (184) • Mule Train (173) • Shotgun Boogie (100) • My Bobby (61) • Bright Lights and Blonde Haired Women (54) • Chattanooga Shoe Shine Boy (50) • I've Got the Feed 'Em in the Mornin' Blues (31) • Songs Not Listed (37)

10 Stuart Hamblen (Columbia).....1681
(Remember Me) I'm the One Who Loves You (1348) • But I'm the Chasin' Woman (153) • It's No Secret (82) • Good Mornin' T'all (20) • Three Little Dwarfs (24) • I'll Find You (11) • I Whisper Your Name (4)

ARTIST & RECORD POINTS

1 Red Foley (Decca).....4210
Chattanooga Shoe Shine Boy (1427) • Birmingham Bounce (530) • Mississippi (426) • Goodnight, Irene (282) • Tennessee Border #2 (284) • Sugarfoot Rag (273) • Cincinnati Dancing Pig (190) • Sunday Down in Tennessee (133) • Just a Closer Walk With Thee (106) • Chocolate Ice Cream Cone (91) • Songs Not Listed (387)

2 Ernest Tubb (Decca).....2417
I Love You Because (459) • Goodnight, Irene (383) • Throw Your Love My Way (328) • Tennessee Border #2 (284) • Letters Have No Arms (247) • Give Me a Little Old Fashioned Love (139) • (Remember Me) I'm the One Who Loves You (101) • You Don't Have To Be a Baby to Cry (77) • Don't Be Ashamed of Your Age (74) • Unfaithful One (67) • Songs Not Listed (287)

3 Hank Williams (MGM).....1986
Why Don't You Love Me? (583) • Long Gone Lonesome Blues (592) • My Bucket's Got a Hole in It (180) • I Just Don't Like This Kind of Livin' (128) • Mornin' the Blues (85) • They'll Never Take Her Love From Me (60) • Why Should We Try Anymore? (58) • My Son Calls Another Man Daddy (48) • Wedding Bells (32) • Nobody's Lonesome for Me (24) • Songs Not Listed (84)

4 Eddy Arnold (Victor).....1967
Take Me in Your Arms (487) • Cuddle Buggin' Baby (304) • Why Should I Cry Over You? (362) • Lovebug Itch (231) • Enclosed One Broken Heart (209) • Mama and Daddy Broke My Heart (153) • Little Angel With Dirty Face (103) • There's No Wings on My Angel (98) • Prison Without Walls (50) • You Know How Talk Gets Around (30) • Songs Not Listed (19)

5 Moon Mullican (King).....1407
I'll Sail My Ship Alone (1004) • Mona Lisa (179) • Goodnight, Irene (147) • You Don't Have To Be a Baby To Cry (40) • Nine Tenths of the Tennessee River (37) • Southern Hospitality (6) • Well, Oh Well (4)

6 Jimmy Wakely (Capitol).....1068
Slipping Around (848) • Let's Go to Church (163) • The Gods Were Angry With Me (160) • Broken Down Merry-Go-Round (148) • I'll Never Slip Around Again (75) • Bushel and a Peck (54) • Fool's Paradise (48) • Why Do You Say Those Things? (39) • Beyond the Reef (20) • Songs Not Listed (80)

7 Margaret Whiting (with Jimmy Wakely) (Capitol).....969
Slipping Around (249) • Let's Go to Church (163) • The Gods Were Angry With Me (160) • Broken Down Merry-Go-Round (148) • I'll Never Slip Around Again (75) • Bushel and a Peck (54) • Fool's Paradise (48) • Why Do You Say Those Things? (39) • Beyond the Reef (20) • Close Your Pretty Eyes (11) • Songs Not Listed (9)

8 Hank Snow (Victor).....755
I'm Movin' On (553) • Golden Rocket (165) • With This Ring I Thee Wed (35) • Marriage Vows (27) • I Wonder Where You Are Tonight (8) • Drunkard's Son (4) • I Cried But the Tears Were Too Late (2) • Paving the Highway With Tears (2)

9 Tennessee Ernie (Capitol).....562
I'll Never Be Free (239) • Anticipation Blues (77) • Ain't Nobody's Business But My Own (67) • Cry of the Wild Goose (52) • Blues Stay Away From Me (36) • Mule Train (25) • Shotgun Boogie (21) • Bright Lights and Blonde Haired Women (18) • Cincinnati Dancing Pig (9) • I've Got the Feed 'Em in the Mornin' Blues (4) • Songs Not Listed (3)

10 Johnnie Lee Wills (Decca and Bullet).....376
Rag Mop (333) • Peter Cottontail (30) • Coyote Blues (8)

THE YEAR'S TOP COUNTRY & WESTERN RECORDS

... according to
RETAIL SALES

... according to
JUKE BOX PLAYS

RECORD, ARTIST & LABEL POINTS

1 I'm Movin' On.....3518
(Hank Snow—Victor)

2 Chattanooga Shoe Shine Boy.....3196
(Red Foley—Decca)

3 I'll Sail My Ship Alone.....3043
(Moon Mullican—King)

4 Why Don't You Love Me?.....2315
(Hank Williams—MGM)

5 Long Gone Lonesome Blues.....2114
(Hank Williams—MGM)

6 Goodnight, Irene.....1736
(Red Foley—Ernest Tubb—Decca)

7 Cuddle Buggin' Baby.....1588
(Eddy Arnold—Victor)

8 (Remember Me) I'm the One Who Loves You.....1348
(Stuart Hamblen—Columbia)

9 Birmingham Bounce.....1231
(Red Foley—Decca)

10 Lovebug Itch.....1202
(Eddy Arnold—Victor)

11 Mississippi.....1191
(Red Foley—Decca)

12 Throw Your Love My Way.....1156
(Ernest Tubb—Decca)

13 I Love You Because.....1071
(Ernest Tubb—Decca)

14 Cincinnati Dancing Pig.....1033
(Red Foley—Decca)

15 I'll Never Be Free.....953
(Tennessee Ernie—Kay Starr—Capitol)

16 Let's Go to Church (Next Sunday Morning).....842
(Margaret Whiting—Jimmy Wakely—Capitol)

17 Enclosed One Broken Heart.....835
(Eddy Arnold—Victor)

18 Little Angel With the Dirty Face.....808
(Eddy Arnold—Victor)

19 Why Should I Cry Over You?.....797
(Eddy Arnold—Victor)

20 Slipping Around.....739
(Margaret Whiting—Jimmy Wakely—Capitol)

21 I Love You Because.....675
(Leon Payne—Capitol)

22 Broken Down Merry-Go-Round.....663
(Margaret Whiting—Jimmy Wakely—Capitol)

23 Letters Have No Arms.....631
(Ernest Tubb—Decca)

24 Hillbilly Fave.....623
(Little Jimmy Dickens—Columbia)

25 Just a Closer Walk With Thee.....605
(Red Foley—Decca)

26 Tennessee Border #2.....561
(Red Foley—Ernest Tubb—Decca)

27 If You've Got the Money I've Got the Time.....561
(Lefty Frizzell—Columbia)

28 Mona Lisa.....530
(Moon Mullican—King)

29 Bonaparte's Retreat.....442
(Poe Wee King—Victor)

30 Moaning the Blues.....440
(Hank Williams—MGM)

RECORD, ARTIST & LABEL POINTS

1 Chattanooga Shoe Shine Boy.....1427
(Red Foley—Decca)

2 I'll Sail My Ship Alone.....1004
(Moon Mullican—King)

3 Why Don't You Love Me?.....683
(Hank Williams—MGM)

4 I'm Movin' On.....633
(Hank Snow—Victor)

5 Long Gone Lonesome Blues.....592
(Hank Williams—MGM)

6 Birmingham Bounce.....530
(Red Foley—Decca)

7 Take Me in Your Arms.....487
(Eddy Arnold—Victor)

8 I Love You Because.....459
(Ernest Tubb—Decca)

9 Mississippi.....428
(Red Foley—Decca)

10 Goodnight, Irene.....363
(Red Foley—Ernest Tubb—Decca)

11 Rag Mop.....333
(Johnny Lee Wills—Bullet)

12 Throw Your Love My Way.....329
(Ernest Tubb—Decca)

13 Cuddle Buggin' Baby.....304
(Eddy Arnold—Victor)

14 Tennessee Border #2.....284
(Red Foley—Ernest Tubb—Decca)

15 Sugarfoot Rag.....273
(Red Foley—Decca)

16 Why Should I Cry Over You?.....262
(Eddy Arnold—Victor)

17 Lovebug Itch.....254
(Eddy Arnold—Victor)

18 Bloodshot Eyes.....250
(Hank Penny—King)

19 Slipping Around.....249
(Margaret Whiting—Jimmy Wakely—Capitol)

20 Letters Have No Arms.....247
(Ernest Tubb—Decca)

21 I'll Never Be Free.....239
(Tennessee Ernie—Kay Starr—Capitol)

22 Blues Stay Away From Me.....228
(Delmore Brothers—King)

23 Enclosed One Broken Heart.....209
(Eddy Arnold—Victor)

24 (Remember Me) I'm the One Who Loves You.....204
(Stuart Hamblen—Columbia)

25 My Bucket's Got a Hole in It.....196
(Hank Williams—MGM)

26 Cincinnati Dancing Pig.....190
(Red Foley—Decca)

27 Mona Lisa.....179
(Moon Mullican—King)

28 Let's Go to Church (Next Sunday Morning).....163
(Margaret Whiting—Jimmy Wakely—Capitol)

29 The Gods Were Angry With Me.....160
(Margaret Whiting—Jimmy Wakely—Capitol)

30 Mama and Daddy Broke My Heart.....153
(Eddy Arnold—Victor)

● The Billboard's Fifth Annual Recapitulation of 1950's Top Tunes, Records and Artists ●

THE YEAR'S TOP RHYTHM & BLUES ARTISTS

... according to
RETAIL SALES

ARTISTS & RECORD POINTS

Johnny Otis (Savoy, Regal. Modern) 5934
Double Crossing Blues (1891) • Cupid's Boogie (1476) • Mistrustin' Blues (1331) • Deceivin' Blues (268) • Cry Baby (224) • Dreaming Blues (193) • Misery (107) • Wedding Boogie (97) • Freight Train Boogie (64) • Turkey Hop (57) • Blues Nocturne (48) • Songs Not Listed (172)

Mel Walker (Modern, Regal. Savoy) 5572
Double Crossing Blues (1891) • Cupid's Boogie (1476) • Mistrustin' Blues (1331) • Deceivin' Blues (268) • Cry Baby (224) • Dreaming Blues (193) • Wedding Boogie (97) • Far Away Christmas Blues (28) • Lost Dream Blues (21) • Lonely Blues (13) • Songs Not Listed (24)

Little Esther (Modern, Savoy. Regal) 5243
Double Crossing Blues (1891) • Cupid's Boogie (1476) • Mistrustin' Blues (1331) • Deceivin' Blues (268) • Misery (107) • Wedding Boogie (97) • Far Away Christmas Blues (28) • Lost Dream Blues (21) • Just Can't Get Free (19) • Mean Ole Gal (5)

Ivory Joe Hunter (MGM. King) 3665
I Need You So (1878) • I Almost Lost My Mind (1824) • I Quit My Pretty Mama (184) • Let Me Dream (136) • Guess Who (133) • S P Blues (96) • Clinging Blues (39) • It's a Sin (39) • Livin' & Luv (27) • Landlord's Blues (7) • Jealous Heart (5) • Please Come Back Home (3)

Joe Higgins (Specialty) 3000
Pink Champagne (2171) • Rag Mop (103) • Rhythm in the Barnyard (81) • Answer To Teardrops (53) • Saturday Night Boogie Woogie Man (28) • I've Got a Right To Cry (24) • Don't Put Me Down (13)

Larry Darnell (Regal) 2320
For You My Love (1333) • I Love My Baby (507) • I'll Get Along Somehow (273) • Oh, Babe (82) • My Kind of Baby (43) • Sundown (41) • Your Bags and Go (32) • Lost My Baby (9)

Louis Jordan (Decca) 2267
Blue Light Boogie (1382) • Saturday Night Fish Fry (565) • School Days (117) • Tamburitz Boogie (94) • Show Me How (47) • I'll Never Be Free (47) • You Rascal You (16) • Hungry Man (13) • Need My Warning (10) • I Want a Roof Over My Head (10) • Songs Not Listed (28)

Roy Brown (De Luxe) 2176
Hard Luck Blues (1534) • Love Don't Love Nobody (409) • Boogie at Midnight (109) • Cadillac Baby (101) • Long About Sundown (35) • Long About Midnight (1)

Tiny Bradshaw (King) 1892
Well, Oh Well (1429) • Boogie Oteen (158) • I'm Gonna Have Myself a Ball (58) • Gravy Train (39)

Lowell Fulson (Swingtime) 1634
Everyday I Have the Blues (674) • Blue Shadows (732) • Low Society Blues (46) • Sinners Prayer (30) • Come Back, Baby (2)

Dinah Washington (Mercury) 1385
I Wanna Be Loved (184) • It Isn't Fair (289) • I Only Know (244) • I'll Never Be Free (176) • Harbor Lights (43) • Journey's End (29) • Good Daddy Blues (12) • Lost John Blues (3) • Time Out for Tears (3) • Baby, Get Lost (2)

King Cole Trio (Capitol) 895
Mona Lisa (643) • I Almost Lost My Mind (101) • For You My Love (54) • My Mother Told Me (23) • Home (5) • Exactly Like You (4)

Amos Milburn (Aladdin) 735
Bad Bad Whiskey (370) • Walkin' Blues (208) • Remember (67) • I'm Just a Fool in Love (55) • Real Pretty Mama Blues (46) • Anybody's Blues (43) • Six Shack Boogie (43) • Have You Got the Gumption (31) • Let's Make Christmas Merry, Baby (13) • Empty Arms Blues (9) • Songs Not Listed (9)

Joe Morris (Atlantic) 731
Anytime, Anyplace, Anywhere (731)

Roy Hawkins (Modern) 687
Why Do Things Happen To Me? (687)

... according to
JUKE BOX PLAYS

ARTISTS & RECORD POINTS

1 Johnny Otis (Modern, Regal. Savoy) 1062
Double Crossing Blues (428) • Cupid's Boogie (263) • Mistrustin' Blues (165) • Cry Baby (46) • Deceivin' Blues (39) • Wedding Boogie (24) • Misery (18) • Turkey Hop (18) • Blues Nocturne (11) • Freight Train Boogie (11) • Songs Not Listed (37)

2 Mel Walker (Modern, Regal. Savoy) 1003
Double Crossing Blues (428) • Cupid's Boogie (263) • Mistrustin' Blues (165) • Cry Baby (46) • Deceivin' Blues (39) • Wedding Boogie (24) • Dreaming Blues (11) • Lonely Blues (7) • Lost Dream Blues (5) • Far Away Christmas Blues (5) • Songs Not Listed (7)

3 Ivory Joe Hunter (MGM. King) 982
I Almost Lost My Mind (607) • I Need You So (238) • I Quit My Pretty Mama (84) • Guess Who (47) • S P Blues (28) • Jealous Heart (23) • It's a Sin (19) • Let Me Dream (19) • Living a Lie (5) • Clinging Blues (2)

4 Little Esther (Modern, Regal. Savoy) 952
Double Crossing Blues (428) • Cupid's Boogie (263) • Mistrustin' Blues (165) • Deceivin' Blues (39) • Wedding Boogie (24) • Misery (18) • Lost Dream Blues (6) • Far Away Christmas Blues (5) • Just Can't Get Free (1) • Mean Ole Gal (1)

5 Larry Darnell (Regal) 717
For You My Love (453) • I'll Get Along Somehow (129) • I Love My Baby (40) • Oh Babe (36) • Pack Your Bags and Go (22) • If You Were Only Mine (14) • My Kind of Baby (11) • Lost My Baby (8) • Sundown (4)

6 Lowell Fulson (Swingtime) 661
Everyday I Have the Blues (297) • Blue Shadows (283) • Old Time Shuffle Blues (50) • Low Society Blues (28) • Sinners Prayer (3) • Come Back, Baby (2)

7 Joe Higgins (Specialty) 580
Pink Champagne (498) • Rag Mop (99) • Don't Put Me Down (18) • Saturday Night Boogie Woogie Man (15) • Rhythm in the Barnyard (8) • Answer to Teardrops (8)

8 Louis Jordan (Decca) 501
Blue Light Boogie (248) • Saturday Night Fish Fry (124) • School Days (78) • I'll Never Be Free (34) • Need My Warning (6) • Tamburitz Boogie (5) • Baby's Gonna Go Bye Bye (4) • Push Ka Pee Shoe Pie (2)

9 Tiny Bradshaw (King) 336
Well, Oh Well (236) • I'm Gonna Have Myself a Ball (47) • Boogie Oteen (21) • Gravy Train (11) • Breaking Up the House (1)

10 Roy Brown (De Luxe) 320
Hard Luck Blues (137) • Love Don't Love Nobody (104) • Boogie at Midnight (58) • Long About Sundown (10) • Please Don't Go (1) • Cadillac Baby (4) • Long About Midnight (1)

11 King Cole Trio (Capitol) 290
Mona Lisa (269) • For You My Love (10) • I Almost Lost My Mind (8) • Home (2) • Exactly Like You (1)

12 Dinah Washington (Mercury) 258
It Isn't Fair (77) • I Wanna Be Loved (63) • I Only Know (55) • I'll Never Be Free (27) • Harbor Lights (13) • Time Out for Tears (9) • Journey's End (6) • Long John Blues (5) • Good Daddy Blues (2)

13 Roy Milton (Specialty) 251
Information Blues (161) • Where There Is No Love (27) • Oh Babe (23) • Bad Feeling (21) • Junior Jive (20) • Play Boy Blues (8) • Walkin' Up Baby (4)

14 Lionel Hampton (Decca) 218
Rag Mop (133) • Everybody's Somebody's Poni (52) • Birmingham Bounce (8) • Turkey Hop (5)

15 Fats Domino (Imperial) 213
The Fat Man (155) • Everynight About This Time (51) • Little Be (7)

THE YEAR'S TOP RHYTHM & BLUES RECORDS

... according to
RETAIL SALES

RECORD, ARTIST & LABEL POINTS

Pink Champagne 2717
(Joe Higgins—Specialty)

Double Crossing Blues 1891
(Johnny Otis, Little Esther, Mel Walker—Savoy)

I Need You So 1578
(Ivory Joe Hunter—MGM)

Hard Luck Blues 1534
(Roy Brown—De Luxe)

Cupid's Boogie 1476
(Little Esther, Johnny Otis, Mel Walker—Savoy)

I Almost Lost My Mind 1434
(Ivory Joe Hunter—MGM)

Well, Oh, Well 1429
(Tiny Bradshaw—King)

Blue Light Boogie 1382
(Louis Jordan—Decca)

For You My Love 1333
(Larry Darnell—Regal)

Mistrustin' Blues 1331
(Johnny Otis, Little Esther, Mel Walker—Savoy)

Everyday I Have the Blues 824
(Lowell Fulson—Swingtime)

Blue Shadows 732
(Lowell Fulson—Swingtime)

Anytime, Anyplace, Anywhere 731
(Joe Morris—Atlantic)

Why Do Things Happen to Me? 687
(Roy Hawkins—Modern)

Mona Lisa 645
(King Cole Trio—Capitol)

I Wanna Be Loved 584
(Dinah Washington—Mercury)

Please Send Me Someone To Love 536
(Percy Mayfield—Specialty)

I Love My Baby 507
(Larry Darnell—Regal)

Saturday Night Fish Fry 505
(Louis Jordan—Decca)

Cry, Cry, Baby 440
(Ed Wiley—Sittin' In)

Teardrops From My Eyes 431
(Ruth Brown—Atlantic)

Love Don't Love Nobody 402
(Roy Brown—De Luxe)

The Fat Man 320
(Fats Domino—Imperial)

My Baby's Gone 300
(Charles Brown—Aladdin)

Information Blues 295
(Roy Milton—Specialty)

I'm Yours To Keep 289
(Herb Fisher—Modern)

It Isn't Fair 289
(Dinah Washington—Mercury)

I'll Get Along Somehow 273
(Larry Darnell—Regal)

Bad, Bad Whiskey 270
(Amos Milburn—Aladdin)

Deceivin' Blues 268
(Johnny Otis, Little Esther, Mel Walker—Savoy)

... according to
JUKE BOX PLAYS

RECORD, ARTIST & LABEL POINTS

1 I Almost Lost My Mind 507
(Ivory Joe Hunter—MGM)

2 Pink Champagne 494
(Joe Higgins—Specialty)

3 For You My Love 453
(Larry Darnell—Regal)

4 Double Crossing Blues 428
(Johnny Otis, Little Esther, Mel Walker—Savoy)

5 Everyday I Have the Blues 297
(Lowell Fulson—Swingtime)

6 Blue Shadows 283
(Lowell Fulson—Swingtime)

7 Mona Lisa 269
(King Cole Trio—Capitol)

8 Cupid's Boogie 265
(Little Esther, Johnny Otis, Mel Walker—Savoy)

9 Blue Light Boogie 248
(Louis Jordan—Decca)

10 I Need You So 238
(Ivory Joe Hunter—MGM)

11 Well, Oh, Well 236
(Tiny Bradshaw—King)

12 Please Send Me Someone To Love 199
(Percy Mayfield—Specialty)

13 Anytime, Anyplace, Anywhere 198
(Joe Morris—Atlantic)

14 Why Do Things Happen to Me? 177
(Roy Hawkins—Modern)

15 Mistrustin' Blues 165
(Johnny Otis, Little Esther, Mel Walker—Savoy)

16 The Fat Man 155
(Fats Domino—Imperial)

17 Rag Mop 153
(Lionel Hampton—Decca)

18 Information Blues 151
(Roy Milton—Specialty)

19 I'll Never Be Free 138
(Paul Gayten and Angie Laurie—Regal)

20 Hard Luck Blues 137
(Roy Brown—Atlantic)

21 Three Times Seven 131
(Jewel King—Imperial)

22 I'll Get Along Somehow 129
(Larry Darnell—Regal)

23 Saturday Night Fish Fry 124
(Louis Jordan—Decca)

24 Teardrops From My Eyes 120
(Ruth Brown—Atlantic)

25 Love Don't Love Nobody 104
(Roy Brown—De Luxe)

26 I Quit My Pretty Mama 94
(Ivory Joe Hunter—King)

27 Rag Mop 88
(Doc Sausage—Regal)

28 School Days 78
(Louis Jordan—Decca)

29 It Isn't Fair 77
(Dinah Washington—Mercury)

30 Sittin' On It All the Time 75
(Wynonie Harris—King)

IT'S NEW!

**IT'S YOU-
NO ONE BUT
YOU**

Phil

vocal by EDDIE FISHER

SPITALNY

and the Hour of Charm All Girl Orchestra and Choir...

IT'S DIFFERENT!

**Galloping
Comedians**



RCA VICTOR RECORDS



45 rpm—47-4020

78 rpm—20-4020

IT'S A CORAL HIT • IT'S A CORAL HIT



PRESENTING THE NEW SMASH HIT AS FEATURED ON JERRY LESTER'S TV SHOW!

THE BEANBAG SONG

SUNG BY THE INIMITABLE

Jerry Lester

WITH THE BEANBAGGERS

and

"YOUR SISTER KNOCKS ME OUT!"

CORAL 60342 (78 rpm)
and
9-60342 (45 rpm)

Price 85¢



BEST SELLERS

SPECIALS

May The Good Lord Bless And Keep You
My Twilight Hour
LYN MURRAY and His Orchestra And Choir Coral 60359 and *9-60359

Little Small Town Girl (With The Big Terra Dreams)
I Give You My Love
OWEN BRADLEY And His Sextet Coral 60360 and *9-60360

May The Good Lord Bless And Keep You
Wide Is The Gate
KENNY ROBERTS Coral 60073 and *9-60073

BEST SELLERS

I Still Feel The Same About You
Get Out Those Old Records
"RED HIBS" Sleeps With GEORGIA GIBBS
with OWEN BRADLEY SEXTET Coral 60353 and *9-60353

Music By The Angels
Loving Is Believing
AMES BROTHERS Coral 60352 and *9-60352

Skippin' And A Hoppin'
Tennessee Waltz
LESLIE HAWKINS Coral 60313 and *9-60313

AMES BROTHERS Coral 60380 and *9-60380

Possibilities
Make Me Love You (Like I Never Loved Before)
BILL DARNEL with DENNY VAUGHAN Coral 60354 and *9-60354

If
Wait For Me
DENNY VAUGHAN Coral 60555 and *9-60555

Nobody's Chasing Me (From Musical Production "Out Of This World")
That's A Man, Ev'rytime
CONNIE BAINES and MARTHA TILTON Coral 60346 and *9-60346

Mockin' Bird Hill
Big Parade Polka
THE FINETOPPERS Coral 64061 and *9-64061

Cry Baby Blues
One Way Ticket
KENNY ROBERTS Coral 64070 and *9-64070

*Indicates 45 rpm Version

IT'S A CORAL HIT

"A LITTLE RAG DOLL"

and

"SAY IT WITH YOUR KISSES"

SUNG BY

MARTHA TILTON



with The Mellowmen and Orchestra Directed by George Cates
Price 85¢

CORAL 60356 (78 rpm)
and
9-60356 (45 rpm)

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THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received January 3, 4, 5.

Last Week | This Week

1. 1. Tennessee Waltz

By Pee Wee King and Red Stewart—Published by Acuff-Rose (BMI)
RECORDS AVAILABLE: Big Top, Capitol 20518; (332-156) Cowboy Copas, King and Fontaine Sisters, V 20-3979; E. Hawkins, Decca 60315; Wayne King, V 70-3434; Pee Wee King, V 20-2660; Anita (7-Day), London 6079; P. Page, Mer 5554; Jimmy and Leon Short, Decca 46122; Jo Stafford-P. Weston, Ori. Col 39065; G. Lombardo, Decca 29336; Les Paul, Cap 1321; J. J. Javorski-G. Baker, Decca 712; T. Taylor, Ori. Col 39112; Spade Jones, V 20-6011; Jo Stafford, Col 39126; Royal 3303; S. Kaye, Col 39112; Spade Jones, V 20-6011; Jo Stafford, Col 39126.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Duchow and Red Raven Ori.-L. Hoban, Theatrical Soada Cooley, Standard; Leon Payne, Lang-Worth; Alan Holmes, Associated.

2. 2. The Thing

By Charlie Green—Published by Healy (BMI)
RECORDS AVAILABLE: Anna Brothers-R. Ross, Ori. Col 60553; A. Godfrey-A. Beyer, Ori. Col 39068; T. Brewer-H. Jerome, Ori. Col 39067; Phil Harris, V 20-3960; Tom Tom Baker-D. Le Winter, Ori. Mer 5548; Steve Gibson's Red Caps, V 20-5986; Danny Kaye, Decca 27350; S. Javorski, Dana 717; S. Reichert, Banner 585; T. Taylor, Ori. Col 39112; Spade Jones, V 20-6011; Jo Stafford, Col 39126.
(No information on electrical transcription libraries available as the Billboard goes to press.)

3. 3. My Heart Cries for You

By Carl Sigman and Percy Faith—Published by Masey Music (ASCAP)
RECORDS AVAILABLE: G. Mitchell-M. Miller, Col 39067; Al Morgan, London 672; D. Shaw-H. Ross, Ori. V 20-3978; J. Marley, Cap 1328; V. Young, Ori. Col 27333; B. Farrell, MGM 10284; V. Damon, Mer 5563; E. Knight-Red Foley, Decca 27378; J. Stafford, G. Aury, Col 39068.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lenny Herman, Lang-Worth.

4. 4. Harbor Lights

By Harry Kennedy and Hugh Williams—Published by Chappell (ASCAP)
RECORDS AVAILABLE: R. Anthony, Ori. Cap 1190; J. Byrd-J. Merad, Mer 5461; R. Flanagan, Ori. V 20-3911; K. Griffin, Col 38863; S. Kaye, Col 38963; (4516-784, 0311-784); B. Crosby-L. Murray, Ori. Decca 27219; G. Lombardo, Decca 29208; E. Rame-C. Parman, Ori. London 741; D. Washington, J. Carroll, Ori. Mer 5489; T. Paul, Ori. Tower 3488; Skip Pickett, Ori. MGM 10621; J. Clay-S. Fisher, Hi-Fi 115; S. Javorski-G. Baker, Dana 718.
ELECTRICAL TRANSCRIPTION LIBRARIES: Teddy Powell, Lang-Worth; Phil Brito, Associated; Johnny Desjardis-Hugh Winterhalter, Ori. Theatrical; Kay Starr-Bob Crosby, Standard.

5. 5. Nevertheless

By Harry Ruby and Bert Kalman—Published by Chappell (ASCAP)
From the MGM film, "Three Little Words"
RECORDS AVAILABLE: R. Anthony, Cap 1190; R. Flanagan, Ori. V17810-3904, 165147-3904; F. Lafer, Mer 5395; M. Lewis-H. Mooney, Ori. MGM 10772; Mills Brothers, Decca 27253; P. Weston, Ori. Col 38892; F. Sinatra, Col 39044; The Emmines Trio, Brunswick 75-100-1; Anita Ellis, MGM 30740.
ELECTRICAL TRANSCRIPTION LIBRARIES: Claude Gordon, Ori. Capitol; Teddy Powell, Lang-Worth; Phil Brito, Associated; Johnny Desjardis-Hugh Winterhalter, Ori. Theatrical; Kay Starr-Bob Crosby, Standard.

6. 6. A Bushel and a Peck

By Frank Loesser—Published by Swan (ASCAP)
From the musical "Marry and I"
RECORDS AVAILABLE: P. Cane-B. Huston-M. Ayres, Ori. V 20-3910; D. Day, Col 39060; J. Desmond-T. Molloy, Ori. MGM 10800; E. Haines, Ori. Col 60109; Kitty Kallen-R. Hayes, Mer 5801; M. Whiting-J. Wabney, Col 1234; Andrews Sisters-V. Schwan, Ori. Decca 27252; J. & H. Walcott, Dana 718.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Weln, Standard; Johnny Desjardis-Hugh Winterhalter, Ori. Theatrical; Harry Jerome, Lang-Worth.

7. 7. Thinking of You

By Harry Ruby and Bert Kalman—Published by Remick (ASCAP)
From the MGM film, "Three Little Words"
RECORDS AVAILABLE: Bobby Byrne, Ori. Coral 60206; D. Cherry, Decca 27126; A. Weston-P. Weston, Ori. Capitol 1104; M. Tilton, Coral 60279, 165149-60279; S. Vaughan, Col 38935; E. Fisher, V 20-3901; M. Pheasant Terry, King 35689.
ELECTRICAL TRANSCRIPTION LIBRARIES: The Sinfonia, Associated; Richard Libert, Theatrical; Bob Chester, Ori. Standard.

8. 8. Be My Love

By Sammy Cahn and Nicholas Brokenshire—Published by Robbins (ASCAP)
From the MGM film, "Toots of New Orleans"
RECORDS AVAILABLE: B. Edstone-R. Case, Ori. MGM 10799; M. Lanza, V. (45149-1353, 178110-1351); V. Young, Decca 27346; Ray Anthony, Capitol 1352.
(No information on electrical transcription libraries available as the Billboard goes to press.)

8. 9. All My Love

By Paul Durand, Mitchell Parish and Hezel Cantel—Published by Mills (ASCAP)
RECORDS AVAILABLE: M. Bennett, Coral 60270; B. Crosby-J. Alexander-Cherry-V. Young, Ori. Decca 27177; K. Debat, Ori. Col 38913; D. Day-C. Day, Decca 29270, (45147-2870, P. Faith, Col 38916; E. Grant, Cap 1183; G. Lombardo, Decca 27116; P. Page-H. Geller, Ori. Mer 5453; R. Case, Ori. MGM 10799; J. Smith, Col 39060; J. Freeman, Polygram-Vox 540-075.
ELECTRICAL TRANSCRIPTION LIBRARIES: Allan Holmes-Johnny Corvo, Associated; Buster Chappell, Theatrical; Joe Reichman, Standard; Guy Lombardo, Ziegler Ralph Norman, Mazzy; Harry Jerome, Lang-Worth.

10. 10. You're Just in Love

By Irving Berlin—Published by Berlin (ASCAP)
From the musical, "Call Me Madam"
RECORDS AVAILABLE: R. Case Ori.-J. Carroll-C. Blake, MGM 10849; B. Chappell-D. LeWinter, Ori. Mer 5545; P. Cornell-Fontaine Sisters, Vix 20-3945; M. Martin & Son, Larry, Col 39115; E. Merriam-Dick Mayman-G. Jordan, Ori. Decca 27391; G. Mitchell-R. Clooney-P. Faith, Ori. Col 39052; R. Stevens-R. Merrin, V145M6-3108; M. Tilton-H. Bennett, Coral 60335.

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**DEALERS!
OPERATORS!
DISC JOCKEYS!**

Capitol Buyers's Guide

COMING UP FAST!

- | | | |
|---|-----------|-----------|
| | 78 | 45 |
| | rpm | rpm |
| "IF," "I LOVE THE WAY YOU SAY GOODNIGHT" | 1342 | F1342 |
| Dean Martin | | |
| "OVER & OVER & OVER," "THE MOON WAS YELLOW" | 1343 | F1343 |
| Margaret Whiting | | |
| "BE MY LOVE," "I WONDER WHAT'S BECOME OF SALLY" | 1352 | F1352 |
| Ray Anthony | | |

HOT SELLERS!

POPULAR

- | | | |
|--|-----------|-----------|
| | 78 | 45 |
| | rpm | rpm |
| "LITTLE ROCK GETAWAY," "TENNESSEE WALTZ" | 1316 | F1316 |
| Les Paul | | |
| "MY HEART CRIES FOR YOU," "MUSIC BY THE ANGELS" | 1328 | F1328 |
| Jimmy Wakely | | |
| "A BUSHEL AND A PECK," "BEYOND THE BEEF" | 1234 | F1234 |
| Margaret Whiting-Jimmy Wakely | | |
| "HARBOR LIGHTS," "NEVERTHELESS" | 1190 | F1190 |
| Ray Anthony | | |
| "IF," "I LOVE THE WAY YOU SAY GOODNIGHT" | 1342 | F1342 |
| Dean Martin | | |
| "I'LL NEVER BE FREE" | 1124 | F1124 |
| Kay Starr-Tennessee Ernie | | |
| "THINKING OF YOU," | 1106 | F1106 |
| Art Morton-Paul Weston | | |
| "TEARDROPS FROM MY EYES," "IT'S A LONESOME OLD TOWN" | 1340 | F1340 |
| Frank DeVol | | |
| "ORANGE COLORED SKY" | 1184 | F1184 |
| Nat "King" Cole-Slan Kenton | | |
| "PAGLIACCI," "SANTA LUCIA" | 7-1306 | 6F-1306 |
| Stan Kenyon-Vido Musso | | |
| "JUST THE WAY YOU ARE" | 1193 | F1193 |
| Gordon MacRae | | |
| "I'LL ALWAYS LOVE YOU" | 1028 | F1028 |
| Dean Martin | | |
| "OH, BABE" | 1278 | F1278 |
| Kay Starr | | |

WESTERN & FOLK

- | | | |
|--------------------------------------|------|-------|
| TENNESSEE ERNIE | | |
| "The Shot Gun Boogie" | 1295 | F1295 |
| RAMBLIN' JIMMIE DOLAN | | |
| "Hot Rod Race" | 1322 | F1322 |
| LEON PAYNE | | |
| "Because You Love Me" | 1321 | F1321 |
| TEX WILLIAMS | | |
| "Don't Make Love to Mary" | 1345 | F1345 |
| "Cheaters Never Prosper" | | |
| CARL BUTLER | | |
| "White Rose" | 1335 | F1335 |
| TEX RITTER | | |
| "Stay Away From My Heart" | 1334 | F1334 |
| HANK THOMPSON | | |
| "A Broken Heart and a Glass of Beer" | 1327 | F1327 |
| GENE O'QUIN | | |
| "Butane Blues" | 1346 | F1346 |



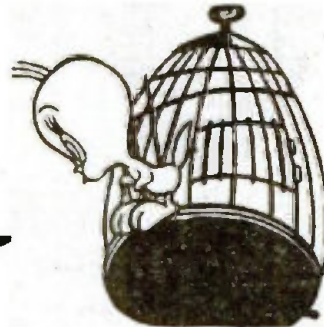
Week ending
JAN. 13, 1951

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

Best Selling Pop Record in England!

**I TAUT I
TAW A
PUDDY TAT**



© Warner Bros. Cartoons, Inc.

This hilarious record features the lispng canary, Tweety Pie, and the hungry pussy-cat, Sylvester



© Warner Bros. Cartoons, Inc.
78 rpm No. 1360

coupled with

"YOSEMITE SAM"

All parts are sung by MEL BLANC with music by BILLY MAY

45 rpm No. F1360

NEW RELEASES ON Capitol



**ARTHUR
DANCE**

"Personally Recommended by Arthur Murray"

See a Murray album, Fall 1950. Includes: Satchel, Madras, Whiffles, Taps (Each album contains eight different selections)



**MURRAY
ALBUMS**

Available in all sizes:
rpm 4 \$3.99 each
rpm CD \$3.75 each
rpm CD \$4.95 each



		78 rpm	45 rpm
STAN FREBERG <i>Playing music in a language</i>	JOHN AND MARSHA <i>coupled with</i>	RAGTIME DAN	1356 F1356
KAY STARR <i>with DeWanna accompanied by Leo Bush</i>	LOVESICK BLUES EVENIN'! <i>with DeWanna Conducted by Frank DeVol</i>		1357 F1357
DEAN MARTIN <i>with DeWanna conducted by Leo Bush</i>	YOU AND YOUR BEAUTIFUL EYES TONDA WANDA HOY <i>from an album to show the best of DeWanna - in "You With the Day"</i>		1358 F1358
FRANK DeVOL <i>and the Music of the Century</i>	SEVEN WONDERS OF THE WORLD LULLABY OF BROADWAY <i>from Warner Bros. Lullaby CD (Warner) sung by Helen & Carolyn</i>		1359 F1359
DOTTIE O'BRIEN <i>with DeWanna Conducted by Leo Bush</i>	FOUR OR FIVE TIMES THE ACE IN THE HOLE		1361 F1361
EDDIE DEAN <i>with DeWanna Conducted by Leo Bush</i>	MY LIFE WITH YOU WILL THEY OPEN UP THAT DOOR		1363 F1363
THE JORDANAIRENS <i>with DeWanna Conducted by Leo Bush</i>	DAVID AND GOLIATH MY JOURNEY TO THE SKY		1363 F1363
BOB ATCHER <i>with DeWanna Conducted by Leo Bush</i>	CHAIN AROUND MY HEART PEEK-A-BOO		1364 F1364

The usual prices, indicated above, do not include Federal, State or local taxes.

A NEW Year... A NEW Voice



Champ BUTLER

COLUMBIA® RECORDS



FRAN WARREN *sings...*

"HANDS OFF MY HEART"

RCA VICTOR RECORDS 45rpm 47-3995
78rpm 20-3995

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

based on reports received January 3, 4 and 5

Table with columns: POSITION, Weeks (Last This to date/Weeks/Week), Record Title, Artist, and Record Label. Top entries include 'TENNESSEE WALTZ' by P. Page and 'THE THING' by P. Harris.

Songs With Most TV Performances (RH Tele-Log)

The Richard Himber (RH) Tele-Log is based on the monitoring of all programs telecast by the American Broadcasting Company, Columbia Broadcasting System, DuMont and National Broadcasting Company network stations in New York and Chicago.

Table with columns: Rank, Song Title, Artist, and Points. Top entries include 'The Thing' by Hollis and 'I'll Weave a Reel' by Morris.

VOX JOX

Preems

Stan Burns, ex-WMCA and WINS, New York, is spinning over WPAT, Paterson, N. J., on 'Cavalcade of Music'...

Grab and Grips

Bob Fulton, KELP, El Paso, Tex., writes, 'I have a show called "Winner Take All"...

Pete Williams, WAGC, Chattanooga, likes 'to give listeners a listen to the old classics by Artie Shaw, early Stan Kenton and some of Jimmie Dorsey's blue-label Decca sides...

Ad Lib Cuttings

Dick Martin, WWL, New Orleans, believes "Mercury is short on good instrumentals—too much Eddy Howard..."

Best Selling Sheet Music

based on reports received January 3, 4 and 5

Tunes listed are the national best selling sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales...

Table with columns: POSITION, Weeks (Last This to date/Weeks/Week), Record Title, Artist, and Publisher. Top entries include 'TENNESSEE WALTZ' by P. Page and 'THE THING' by P. Harris.

England's Top Twenty

Table with columns: POSITION, Weeks (Last This to date/Weeks/Week), Record Title, Artist, and American Publisher. Top entries include 'RUDDIPH, THE RED-ROSED REINDEER' and 'TAUT I TAW A PUDDY TAT'.

Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Preston's Audience Coverage Index.

Table with columns: Rank, Song Title, Artist, and Audience. Top entries include 'All My Love' by Morris and 'And You'll Be Home' by Burke-Van Heusen.

◆◆◆◆ **A GREAT COMBINATION!**

FLANAGAN

**"I Remember
The Cornfields"**

FLANAGAN

VOCAL BY HARRY PRIME

  **RCA VICTOR Records** 45 rpm—47—4008
78 rpm—20—4008

NOTE: THE COUPLING SPEAKS FOR ITSELF . . . THE
TITLE . . . **"BEAUTIFUL"**

THE BILLBOARD Music Popularity Charts

Best Selling Pop Singles

... based on reports received January 3, 4 and 5

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers...

Table with 3 columns: POSITION (Weeks Last This), Title, Artist, and Record Label. Includes songs like 'TENNESSEE WALTZ', 'THING THE', 'MY HEART CRIES FOR YOU', etc.

Best Selling Classical Titles

... based on reports received January 3, 4 and 5

Table with 3 columns: Weeks Last This, Title, Artist. Includes 'Sonata No. 7 in C Minor for Violin and Piano', 'The Philadelphia Orchestra', etc.

Best Selling 45 R.P.M.

Table with 3 columns: Weeks Last This, Title, Artist. Includes 'Toot of New Orleans', 'The Philadelphia Orchestra', etc.

DEALER DOINGS

Square Dance Disks
Disk department of Milwaukee Midwest Radio has had terrific success in promoting the sale of square dance records and albums.

Trade Talk & Tips

"Why don't all the record companies use the sleeve type of cellophane jacket on 45 albums? This would enable the customer to look at the records without ripping the cellophane jacket now being used on most albums..."

Philly String Bands

With Philadelphians being regaled by string band music during the annual New Year's Day Mummers' Parade, one of the city's promotion-minded dealers jumped on the bandwagon...

News and Chatter

Lyons and Healy, Chicago, staged a personal appearance of Burr Tilstrom and Fran Allison to promote sales of the Kukla, Fran and Ollie album "Happy Mother Goose..."

Best Selling Children's Records

... based on reports received January 3, 4 and 5

Records listed are those records selling best in the nation's retail record stores generally, according to The Billboard's weekly dealer survey.

Table with 3 columns: POSITION (Weeks Last This), Title, Artist, and Record Label. Includes 'RUDOLPH THE RED-NOSED REINDEER', 'THE SNOWMAN AND WHEN SANTA CLAUS GETS YOUR LETTER', etc.

Best Selling Pop Albums

Because all labels are not listed on all issues, it is difficult to conduct a pop album survey that is statistically accurate. Furthermore, separate systems make it almost impossible for the average record dealer to list out The Billboard's pop chart subsidiaries...

Best Selling 33 1/3 R.P.M.

Table with 3 columns: Weeks Last This, Title, Artist, and Record Label. Includes 'SOUTH PACIFIC', 'MERRY CHRISTMAS', 'THREE LITTLE WORDS', etc.

Best Selling 45 R.P.M.

Table with 3 columns: Weeks Last This, Title, Artist, and Record Label. Includes 'MERRY CHRISTMAS (Four Records)', 'SOUTH PACIFIC (Seven Records)', etc.

Advance Classical Releases

Bestross: Sonata No. 7 in C Minor for Violin and Piano, Op. 30, No. 2; Album—E. Stravinsky, Op. 32, No. 5; Zakin (Boskovsky): Concerto (1-12) Col (33) ML 4350.



"SEVEN WONDERS OF THE WORLD"

backed with

"across the wide missouri"

20-4017 (78 rpm)
47-4017 (45 rpm)

This week's
New Releases
... on **RCA Victor**

Release 51-9

Ship! Coast to Coast, Week of January 14.

POPULAR

- DINAH SHORE and TONY MARTIN** with Heart Rana's Orchestra and Chorus
In Your Arms
A Penny a Kiss 20-4019—(47-4019)*
- PHIL SPITALNY** and His Hour of Charm All-Girl Orchestra and Choir with **EDDIE FISHER**
It's You—No One But You
Galloping Comedians 20-4020—(47-4020)*
- THE THREE SUMS and THE SONS OF THE PIONEERS**
The Hokey Pokey
I Still Feel the Same About You 20-4021—(47-4021)*
- POLLY BERGEN** with The Hellowmen
Tonda Wanda Hoy
Out of Sight, Out of Mind 20-4022—(47-4022)*

COUNTRY

- EDDY ARNOLD**, the Tennessee Plowboy, and His Guitar
May the Good Lord Bless and Keep You
I'm Writing a Letter to the Lord 21-0425—(48-0425)*
- AMITA CARTER** with Orchestra
Someone Else, Not Me
Freight Train Blues 21-0426—(48-0426)*

BLUES

- ARTHUR "Big Boy" CRUDUP**
Anytime Is the Right Time
My Baby Left Me 22-0109—(59-0109)*

* 45 rpm cat. nos.



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

- \$ The Thing**
Phil Harris and His Orchestra 20-3968—(47-3968)*
- \$ Be My Love**
Mario Lanza 10-1561—(49-1553)*
- \$ My Heart Cries for You / Nobody's Chasing Me**
Dinah Shore 20-3978—(47-3978)*
- \$ A Bushel and a Peck**
Perry Como and Betty Hutton 20-3930—(47-3930)*
- \$ Thinking of You**
Eddie Fisher with Hugo Winterhalter's Ork 20-3901—(47-3901)*
- \$ I'm Moving On**
Hank Snow and His Rainbow Ranch Boys 21-0328—(48-0328)*
- \$ There's Been a Change in Me**
Eddy Arnold 21-0412—(48-0412)*
- \$ Zing Zing—Zoom Zoom / IF**
Perry Como 20-3997—(47-3997)*
- \$ Mommy, Won't You Buy a Baby Brother? Rudolph, the Red-Nosed Reindeer**
Spike Jones and His City Slickers 20-3934—(47-3934)*
- \$ The Golden Rocket**
Hank Snow and His Rainbow Ranch Boys 21-0400—(48-0400)*
- \$ Patricia**
Perry Como 20-3905—(47-3905)*
- \$ You're Just in Love**
Perry Como 20-3945—(47-3945)*
- \$ Tennessee Waltz**
The Fontaine Sisters 20-3979—(47-3979)*
- \$ Our Lady of Fatima**
Phil Spitalny, Hour of Charm All-Girl Ork 20-3920—(47-3920)*



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

- ★ All My Love**
Dennis Day 20-3870—(47-3870)*
Best Selling Pop Single, No. 30, Billboard, December 23.
- ★ It Is No Secret**
The Three Suns 20-3976—(47-3976)*
Operators Pick, No. 5, Billboard, December 30; Disc Jockey Pick, No. 5, Billboard, December 23.
- ★ Nevertheless**
Ralph Flanagan 20-3904—(47-3904)*
No. 18, Most Played Juke Box Records, January 6, Billboard; No. 28, Records Most Played by Disc Jockeys, Billboard, January 6.
- ★ Tell Me Tonight**
Sea of the Moon
Tony Martin 20-3987—(47-3987)*
Both sides Retailers Pick, Billboard, December 30. TELL ME TONIGHT also Disc Jockey Pick, Billboard, December 30.

TIPS **IN YOUR ARMS A PENNY AND A KISS**
Dinah Shore and Tony Martin 20-4019—(47-4019)*

In Your Arms

TONY MARTIN
and
DINAH SHORE

In Your Arms

DINAH SHORE
and
TONY MARTIN

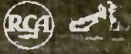
In Your Arms

20-4019
47-4019*

The stars who make the hits are on

RCA VICTOR Records

RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



THE BILLBOARD

Music Popularity Charts

Advance Folk (Country & Western) Record Releases

Table listing record releases with columns for artist, title, label, and chart position. Includes entries like 'Behind the Iron Curtain' by Reggie Ward and 'Kissin' at the Door' by Clay Ramsey.

FOLK TALENT AND TUNES

By JOHNNY SIPP

DISK JOCKEY DOINGS

Ted Jones, spinner at KNUZ, Houston, became pappy of a daughter, June Eleanor, Dec. 5. It's the Jones's second daughter. . . Cussin' Don, WOPI, Bristol, Tenn., did five days of pater direct from his hospital bed in Kings Mountain Hospital, Bristol, recently, when he was injured in a fall that bedded him for 10 days. . . Ramblin' Lou is working a heavy sked of one-nighters with the WJL, Niagara Falls, N. Y. station troupe. . . Carl (Squeakin' Deacon) Moore, KXLA, Pasadena, Calif., is packing in on his Sunday afternoon amateur programs at McDonald's Party House, Compton, Calif., according to George Sanders, KFVD, Los Angeles. . . Wade Ray, ex-Capitol artist, is starting his own dinkery and is slated to release an album next month. . . Eddie Dean, ex-Mercury, and Zake Manners, ex-Victor, have gone with Capitol. Doye O'Dell is reportedly going to Decca from Mercury. . . Irv Victor, WGN, Chicago, and his frau and assistant, Irene, just returned from a week in New Orleans. He reports heavy requests for "Hot Rod Race," by Tiny Hill, but the number is banned by the station. . . Bob Edwards, WAKE, Greenville, S. C., and his Blue Ridge Rangers, have opened the Star Radio and Record Shop in Greenville. . . Lee Sutton, WONE, Dayton, O., reports that he is working the Saturday night jamboree, which the station sponsors. . . Chuck McKasson, WGBF, Evansville, Ind., is making several sides for Mar-Val, a new Chicago label. He will probably cut two of his own ditties. . . Lee Sutton, KMA, Shenandoah, Ia., reports that Buddy Morris, former fiddler (Continued on page 83)

Country & Western (Folk) Record Reviews

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

Table of record reviews with columns for Artist Label and No., Tunes Comment, and chart positions. Includes reviews for Redd Stewart's 'I've Decided', Rex Allen's 'I Ain't Gonna Cry No More', and Happy Wilson's 'Haunted House Boogie'.



CAPITOL'S COIN CATCHERS!!!!

"BECAUSE YOU LOVE ME" Written by Leon Payne (BMI)

and "MY DADDY" Written by Walter Colvin (BMI) CAPITOL 1321

"GREAT AMERICAN EAGLE" Written by Leon Payne (with narration by Tex Ritter)

and "FATAL LETTER" Written by Leon Payne CAPITOL 1338

"IT'S MY WORLD" and "THERE'S NOTHING ABOUT YOU SPECIAL" Written by Jimmie Skinner (BMI) CAPITOL 1339

"HEARTBREAK EXPRESS" Written by Speedy Krize (BMI)

and "WHITE ROSE" Written by Carl Butler (BMI) CAPITOL 1335

WE DO NOT SELL RECORDS . . . SHEET MUSIC AVAILABLE 2510 Franklin Road Nashville 4, Tennessee



THE BILLBOARD Music Popularity Charts

Country & Western Records Most Played by Folk Disk Jockeys

based on reports received January 3, 4 and 5

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on results from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

POSITION	Weeks (Last) This To date/Week/Week	Record	Artist	Label
29	5	1. I'M MOVIN' ON	H. Snow	V78121-0328; (45)48-0328—BMI
10	3	2. IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	Lefty Frizzell	Cap78120739; (45)8-770—BMI
9	2	3. MOANIN' THE BLUES	H. Williams	MGM78110832; (45)K10832—BMI
11	1	4. I LOVE YOU A THOUSAND WAYS	Lefty Frizzell	Cap78120739; (33)2-770; (45)8-770
8	3	5. GOLDEN ROCKET	Hank Snow	V178121-0400; (45)48-0400—BMI
15	—	6. LOVEBUG ITCH	E. Arnold	V178121-0382; (45)48-0382—BMI
3	—	7. SHOTGUN BOOGIE	Tennessee Ernie	Cap7811295; (45)F1295
24	7	8. (REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hamblen	Cap78120714; (33)2-692; (45)9-602—BMI
2	—	9. HOT ROD RACE	A. Shibley	Gill Edge 5021—BMI
1	—	10. THERE'S BEEN A CHANGE IN ME	E. Arnold	V78121-0412; (45)48-0412—ASCAP

Most Played Juke Box Folk (Country & Western) Records

based on reports received January 3, 4 and 5

Records listed are Country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require Country and Western records.

POSITION	Weeks (Last) This To date/Week/Week	Record	Artist	Label
4	2	1. SHOTGUN BOOGIE	Tennessee Ernie	Cap7811295; (45)F1295
10	1	2. IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	Lefty Frizzell	Cap78120739; (33)2-770; (45)8-770—BMI
7	3	3. GOLDEN ROCKET	H. Snow	V178121-0400; (45)48-0400—BMI
5	—	4. I LOVE YOU A THOUSAND WAYS	Lefty Frizzell	Cap78120739; (33)2-770; (45)8-770
3	6	5. TENNESSEE WALTZ	P. Page	Mercury 17815534; (45)9-5534K45—BMI
1	—	6. HOT ROD RACE	A. Shibley	Gill Edge 5021—BMI
15	5	7. LOVEBUG ITCH	E. Arnold	V78121-0382; (45)48-0382—BMI
26	6	8. I'M MOVIN' ON	Hank Snow	V178121-0328; (45)48-0328—BMI
8	4	9. MOANIN' THE BLUES	H. Williams	MGM78110832; (45)K10832—BMI
13	—	10. I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap7811124; (45)F1124—ASCAP

Best Selling Retail Folk (Country & Western) Records

based on reports received January 3, 4 and 5

Records listed are Country and Western records that sold best to stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

POSITION	Weeks (Last) This To date/Week/Week	Record	Artist	Label
7	1	1. GOLDEN ROCKET	H. Snow	V178121-0400; (45)48-0400—BMI
5	5	2. SHOTGUN BOOGIE	Tennessee Ernie	Cap7811295; (45)F1295
28	2	3. I'M MOVIN' ON	H. Snow	V78121-0328; (45)48-0328—BMI
7	—	4. MOANIN' THE BLUES	H. Williams	MGM78110832; (45)K10832—BMI
1	—	5. TENNESSEE WALTZ	P. Page	Mercury 17815534; (45)5534K45—BMI
12	2	6. IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	L. Frizzell	Cap78120739; (33)2-770;(45)8-770—BMI
15	—	7. LOVEBUG ITCH	E. Arnold	V78121-0382; (45)48-0382—BMI
15	—	8. I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap7811124; (45)F1124—ASCAP
19	—	8. (REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hamblen	Cap78120714; (33)2-692; (45)9-602—BMI
1	—	10. THERE'S BEEN A CHANGE IN ME	E. Arnold	V78121-0412; (45)48-0412—ASCAP
9	—	10. (REMEMBER ME) I'M THE ONE WHO LOVES YOU	E. Tubbs	Dee78146269; (45)9-46269—BMI

THANKS TO OUR WRITERS, ARTISTS, RECORDING COMPANIES and DISK JOCKEYS FOR A FLYING START IN 1951... and FOR YOUR HELP THIS PAST YEAR!



"ONE AND ONE IS TWO BABY"

Recorded by

BOB NEWMAN King 916
ROSALIE ALLEN Victor 21-043



"CRY BABY BLUES"

Recorded by

KENNY ROBERTS Coral 64070
BOB NEWMAN King 916



"WHEN THE GOLDEN LEAVES BEGIN TO FALL"

Recorded by

BILL MONROE Decca 46283



"EV'RYTHING THAT'S GOOD"

Recorded by

DAVE LANDERS MGM 10872



'WINKIN' and a BLINKIN'

Recorded by

JUNE CARTER Victor 21-0411



'THERE'LL BE NO WARS IN HEAVEN' and 'DON'T TELL MY MOMMY' (SHE WILL CRY)

Recorded by

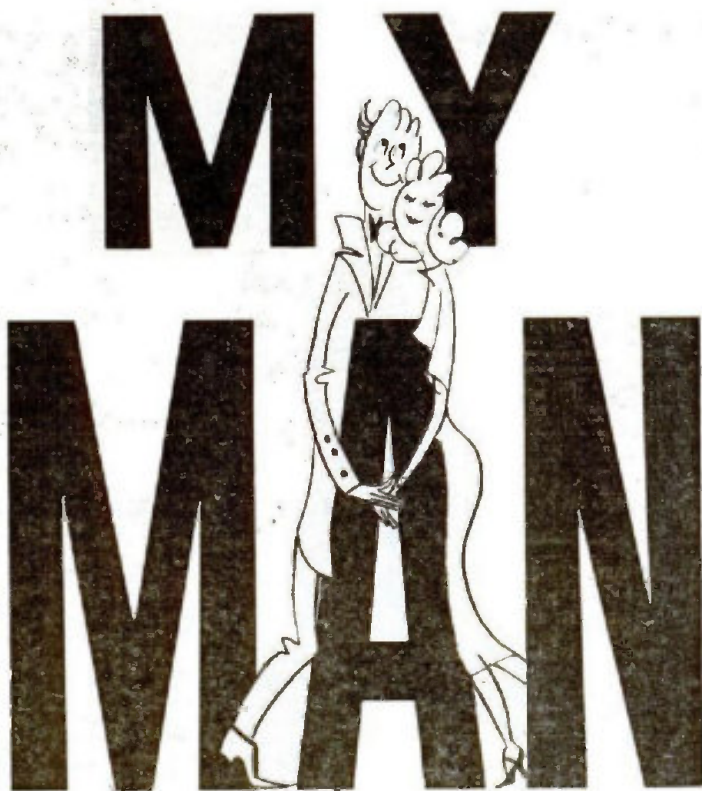
SHORTY LONG King 906

Many More To Come . . . Watch for Our New Releases

TANNEN MUSIC, INC.

146 West 54th Street New York 19, N. Y.
Nashville, Tenn., Rep. — BOUDLEAUX BRYANT — 2311 Dickerson Rd.

Your
girl
**Toni
Arden**
singing



and **"THEY'RE PLAYING OUR SONG"**
with Paul Weston and his Orchestra

78 rpm 39117

33 1/3 rpm 3-39117

45 rpm 4-39117

Columbia  **Records**

First, Finest and Foremost in Recorded Music

THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

... based on reports received January 3, 4 and 5

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,548 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Major Roll of Hits Music Popularity Chart, Part 1.

Weeks Listed This to date/Week/Week	Rank	Title	Artist	Label
8 1	1.	TENNESSEE WALTZ	P. Page	Mercury (78) 2534; (45) 1534A48-BMI
8 2	2.	THING, THE	P. Harris	V78120-3948; (45) 47-3968-BMI
5 4	3.	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Cap (78) 3907; (33) 1-918 (45) 6-912-ASCAP
19 3	4.	HARBOR LIGHTS	S. Kaye	Cap (78) 38963; (33) 1-784; (45) 6-784-ASCAP
10 5	5.	NEVERTHELESS	Mills Brothers	Dec (78) 27231; (45) 19-2723-ASCAP
1 -	6.	MY HEART CRIES FOR YOU	V. Damone	Mercury (78) 5563; (45) 56-545-ASCAP
4 6	7.	RUDOLPH, THE RED-NOSED REINDEER	G. Aulry	Cap (78) 39610; (33) 1-575-ASCAP
				(M. Bennett, Cap 48273; E. Cook, Mercury 1509; "Sage" Choir, Rdman, Cap CAS-3095; P. Scala, Keynotes, London 748; E. Howard, Mer 5360; K. Griffin, Cap 18781; S. Burnette-F. Scott, Cap 30133; B. Crosby, Dec 86050; E. Howard, Dec, Mer M4P-67; R. Foley, Dec 46267; A. Gentry-Napay, Tonet, Hit-Tone 313; Montana Slim, V 71-0142; Spivey Jones-City Slickers, V 20-3934)
10 10	7.	BUSHEL AND A PECK	B. Hutton-P. Como	V78120-3930; (45) 47-3930-ASCAP
4 17	9.	MY HEART CRIES FOR YOU	D. Shore	V78120-3978; (45) 47-3978-ASCAP
5 8	10.	TENNESSEE WALTZ	G. Lombardo	Dec (78) 27336; (45) 19-27336-BMI
14 7	11.	HARBOR LIGHTS	G. Lombardo	Dec (78) 27208; (45) 19-27208-ASCAP
11 13	12.	BUSHEL AND A PECK	M. Whiting-J. Wakely	Cap (78) 1234; (45) 1F-1234-ASCAP
20 10	13.	ALL MY LOVE	P. Page	Mercury (78) 5455; (45) 5455K45-ASCAP
1 -	13.	SO LONG	G. Jenkins-Weavers	Dec (78) 27376; (45) 19-27376-BMI
12 9	15.	THINKING OF YOU	D. Cherry	Dec (78) 27128; (45) 19-27128-ASCAP
10 12	16.	TO THINK YOU'VE CHOSEN ME	E. Howard	Mercury (78) 5517; (45) 5517K45-ASCAP
				(S. Kaye, Cap 39036; M. Money, Ori-B. Manning-Skyline, MGM 10839; S. Oliver, Ori-B. Young, Dec 87282; J. Stafford-Garden Mac-Rac, Cap 1307; These Sun, V 20-3978)
12 25	16.	NEVERTHELESS	P. Weston	Cap (78) 39062; (33) 1-815-ASCAP
9 30	16.	THINKING OF YOU	H. Winterhalter-E. Fisher	V78120-3901; (45) 47-3901-ASCAP
2 21	19.	TENNESSEE WALTZ	J. Stafford	Cap (78) 39065; (45) 6-916; (33) 1-916-BMI
11 15	20.	HARBOR LIGHTS	B. Crosby	Dec (78) 27219; (45) 19-27219-ASCAP
7 -	20.	OH, BABE	L. Prima	Robin Hood 101-ASCAP
7 -	20.	OH, BABE	K. Starr	Cap (78) 1278; (45) 1F-1278-ASCAP
				(H. Brand, Mer 5558; B. Flanagan, V 20-3954; Leroy Holmes, MGM 10850; B. Goodman, Cap 39045; Homer & Jethro, V 21-040; L. Hampton, Ori, Dec 27385; Jack Hardy, Tennessee 728; W. Harris-L. Millster, Ori, Cap 4418; J. Preston-B. Evans, Derby 748; K. Starnes-F. Deval, Ori, Cap 32737; M. Milton, Specialty 381; Louis Ima, Mer 6293; D. Williams, Rainbow 30933)
1 -	20.	ROYAL KIND	Weavers	Dec (78) 27332; (45) 19-27332-BMI
				(D. Brand, Crest CR-85002-1; G. Mitchell-M. Miller, Cap 39077; Moledeon, MGM 10678)
4 15	24.	WHITE CHRISTMAS	B. Crosby	Dec (78) 27378-ASCAP
				(P. Brito, MGM 10278; E. Arnold, V 21-0390; Ravens, National 1062; H. Brown, Tru, Modern 20-787; A. Katsilantzis, Ori, Cap 7466; M. A. Shaw, Ori, Dec 27288; E. King, Ori, Cap 39077; H. Winterhalter, Ori & Cherry, V 20-3937)
1 -	24.	MY HEART CRIES FOR YOU	A. Morgan	London 877-ASCAP
15 14	26.	HARBOR LIGHTS	K. Griffin	Cap (78) 38884; (33) 1-710; (45) 6-710-ASCAP
17 25	26.	ALL MY LOVE	G. Lombardo	Dec (78) 27118; (45) 19-27118-ASCAP
7 -	26.	NEVERTHELESS	F. Laine	Mercury (78) 5495; (45) 5495K45-ASCAP
1 -	26.	ZING ZING-ZOOM ZOOM	P. Como	V78120-3997; (45) 47-3997-ASCAP
3 20	30.	BE MY LOVE	M. Lanza	V78110-1561; (45) 48-1559-ASCAP
4 21	30.	BUSHEL AND A PECK	Doris Day	Cap (78) 39008; (33) 1-836; (45) 6-836-ASCAP
2 21	30.	RUDOLPH, THE RED-NOSED REINDEER	S. Jones	V78120-3934; (45) 47-3934-ASCAP
1 -	30.	I' STILL FEEL THE SAME ABOUT YOU	Her Nibs & Georgina Gibbs	Cap (78) 60353
				(Dick & Ben, Rainbow 4444; E. Young, London 874)
1 -	30.	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	J. Stafford	Cap (78) 39065; (45) 6-916; (33) 1-916-BMI
				(June Maitlin-Lee Gordon Singers, Dec 87332; H. Dalton-Melody Boys, London 16030; L. Frizzell, Cap 20739; Joan Shaw, MGM 10834; P. Gayten, Regal 3302; K. Roberts, Cap 4064; E. Lee, Mer 6280; Wayne Rorer, King 914; Texas Jim Robertson, V 21-0196; M. Shiner, Dec 48224; John Talley, Jamboone 516; Statemen Quartet, Cap (78) 40288; (45) 1F-40288)
1 -	30.	ROYAL KIND	G. Mitchell-M. Miller	Cap (78) 39067; (45) 6-918; (33) 1-918-BMI

A NEW HIT BY THE FABULOUS

Patti Page



"WOULD I LOVE YOU"

(LOVE YOU, LOVE YOU)

AND

"SENTIMENTAL MUSIC"

Orchestra Conducted by Harry Geller

MERCURY 5571 • 5571X45



"May The Good Lord Bless and Keep You"

FLIP SIDE

"DEAR, DEAR, DEAR"

FRANKIE LAINE'S LATEST

MERCURY 5580 • 5580X45

...and watch these new releases ...they're great!

BREAKING BIG FROM COAST TO COAST



"SO LONG"

Ralph Marterie

AND HIS ORCHESTRA

VOCALS BY SKIP FARRELL AND ANN ANDREWS WITH CHORUS

FLIP SIDE IS GREAT TOO "HERE'S TO HAPPINESS"

MERCURY 5570 • 5570X45

2 GREAT RECORDS

BY A WONDERFUL NEW VOICE

Tony Fontaine



"TO LOVE YOU IS MADNESS"

"A FRIEND OF JOHNNY'S"

MERCURY 5574 • 5574X45

AND

"BRING BACK THE THRILL"

"VISION OF BERNADETTE"

MERCURY 5575 • 5575X45



Dinah Washington

TWO REAL GREAT SIDES

"MY HEART CRIES FOR YOU"

"I APOLOGIZE"

MERCURY 8209 • 8209X45

"IF"

A GREAT SONG BY A GREAT ARTIST

Vic Damone



FLIP SIDE

"YOU AND YOUR BEAUTIFUL EYES"

MERCURY 5565 • 5565X45



Rex Allen

HAS A WINNER

"WRECK OF THE JOHN B"

"ROVING KIND"

MERCURY 5573

COUNTRY AND WESTERN

"YOU DRIFTED"

"I AIN'T GONNA CRY NO MORE"

REX ALLEN . . . MERCURY 6297

"IF YOU WANT SOME LOVIN' "

VOCAL BY SUE THOMPSON

"IT WOULDN'T BE THE SAME"

DUDE MARTIN . . . MERCURY 6290 • 6290X45

"GAMBLING FOOL"

"TENNESSEE ROSEBUD"

BUZ BUTLER . . . MERCURY 6301

"CORA IS GONE"

"LITTLE OLD COUNTRY CHURCH"

LESTER FLATT and EARL SCRUGGS . . . MERCURY 6302

HARLEM HIT

"ONCE THERE LIVED A FOOL"

"NO CRYING BLUES"

ALLEN GREENE . . . MERCURY 8213



ONLY

HAS THE HITS ON NON-BREAKABLE RECORDS

MERCURY RECORDS,



CHICAGO, ILLINOIS



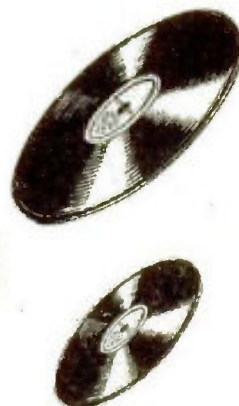
MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA



**Romberg
wrote it!
Como
sings it!
RCA Victor
delivers it!**

ZING ZING ZOOM ZOOM

sung by **PERRY COMO**
Orchestra under direction of the composer . . .
SIGMUND ROMBERG



"IF"

And there's no

"**IF**"

about the
coupling

RCA VICTOR 20-3997 (78 rpm)
47-3997 (45 rpm)



 **RCA VICTOR** Records 

THE BILLBOARD Music Popularity Charts

• The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

- COLUMBIA, THE GEM OF THE OCEAN**..... Ray Anthony Ork..... Capitol 1367
Anthony could hit the juke and jack jacket with this incisive, imaginative swing instrumental version of the patriotic psalm.
- DOWN IN NASHVILLE, TENNESSEE**..... Dinah Shore..... Victor 20-4015
Dinah delivers a delightful warble of a cleverly patterned rhythm novelty with an infectious catch phrase.
- IF**..... Billy Eckstine..... MGM 10896
Eckstine hands the warm treatment to this fast-steering rock ballad. Should hold in rhythm and blues pick-ups in addition to the pop potential.
- WOULD I LOVE YOU (LOVE YOU, LOVE YOU) SENTIMENTAL MUSIC**..... Patti Page..... Mercury 5571
The "Tennessee Waltz" thrush appears ready to continue her hot was stretch with a high-powered coupling. "Love You" traces as a canco. It's a strong virtuosic warble by the thrush, while "Music," a beat ballad with highly creative qualities. Is sold potently with accent on melody and dance tempo.
- WOULD I LOVE YOU (LOVE YOU, LOVE YOU)**..... Doris Day/Harry James Ork..... Columbia 39159
Bliss Day does a delicate, sweet interpretation, backed by the Horn and crew in beguiling tempo.
- TELL ME YOU LOVE ME**..... Sammy Kaye Ork..... Columbia 39140
Warbler Tony Alamo does a moving, dramatic reading of an adaptation of the familiar "Pajamas" melody.
- LITTLE SMALL TOWN GIRL**..... Ella Fitzgerald-Ink Spots..... Decca 27419
A fine blend of diverse talents tells this aching ballad with charm and heart.

• The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

1. SO LONG..... Gordon Jenkins Ork-The Weavers..... Decca 27376
2. ZING ZING-ZOOM ZOOM..... Perry Como..... Victor 20-3997
3. GET OUT THOSE OLD RECORDS..... Mary Martin and Son..... Columbia 39115
4. TEARDROPS FROM MY EYES..... Frank Devol Ork..... Capitol 1340
5. TENNESSEE WALTZ..... Spike Jones Ork..... Victor 20-4011
6. IT WAS SO BEAUTIFUL..... Jo Stafford..... Capitol 1312
7. TEARDROPS FROM MY EYES..... Fran Warren..... Victor 3995
8. GET OUT THOSE OLD RECORDS..... Guy Lombardo Ork..... Decca 27336
9. ONE FINGER MELODY..... Frank Devol Ork..... Capitol 1297
10. GET OUT THOSE OLD RECORDS..... Richard Hayes-Kitty Kalien..... Mercury 5564

• The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1. ZING ZING-ZOOM ZOOM..... Perry Como..... Victor 20-3997
2. IF..... Jo Stafford..... Columbia 30-382
3. YOU'RE JUST IN LOVE..... Mary Martin and Son..... Columbia 39115
4. I STILL FEEL THE SAME ABOUT YOU..... Georgia Gibbs..... Coral 60353
5. NOBODY'S CHASING ME..... Dinah Shore..... Victor 20-3978
6. TENNESSEE WALTZ..... Spike Jones..... Victor 20-4011
7. ROSES OF PICARDY..... George Shearing..... MGM 10859
8. MY HEART CRIES FOR YOU..... Jimmy Walter..... Capitol 1328
9. SEA OF THE MOON..... Tony Martin..... Victor 20-3962

• The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

1. IF..... Jo Stafford..... Columbia 39082
2. IT IS NO SECRET..... Richard Hayes-Kitty Kalien..... Mercury 5564
3. IF..... Perry Como..... Victor 20-3997
4. HOT ROD RACE..... Tony Hill..... Mercury 5547
5. THE NIGHT IS YOUNG AND YOU'RE SO BEAUTIFUL..... Ray Anthony Ork..... Capitol 1310
6. NOBODY'S CHASING ME..... Dinah Shore..... Victor 20-3978
7. SEA OF THE MOON..... Tony Martin..... Victor 20-3962
8. THREE HANDED WOMAN..... Benny Martin Ork..... Capitol 1326

• The Country and Western Disk Jockeys Pick

PICKS that appear for three consecutive weeks or three times within a six-week period will not be repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. YOU DRIFTED..... Rex Allen..... Mercury 6297
2. MY HEART CRIES FOR YOU..... Red Foley-Evelyn Knight..... Decca 27376
3. LEAVES BRISTLY FALL..... Mavis McLean..... King 617
4. DON'T MAKE LOVE TO MARY..... Tex Williams..... Capitol 1345
5. HOT ROD RACE..... Red Foley..... Decca 4626

BILLY'S FIRST NEW YEAR HIT

BILLY ECKSTINE

IF and WHEN YOU RETURN

78 RPM—MGM 10896 • 45 RPM—MGM K10896

ONE WITH A ROSY FUTURE

DAVID ROSE

and his Orchestra

FIDDLIN' FOR FUN

and ZING ZING-ZOOM ZOOM

78 RPM—MGM 10897 • 45 RPM—MGM K10897

LEO'S LIVE ONES... TEN BEST SELLERS!

ABA DABA HONEYMOON ROW, ROW, ROW	DEBBIE REYNOLDS and CARLETON CARPENTER	MGM 3028*
ROSES OF PICARDY PICK YOURSELF UP	GEORGE SHEARING Quintet	MGM 10859*
MOONIN' THE BLUES NOBODY'S LONGER FOR ME	HANK WILLIAMS	MGM 10832*
MY HEART CRIES FOR YOU YOU LOVE ME	BILL FARRELL	MGM 10868*
MY SUNNY TENNESSEE I WANNA BE LOVED BY YOU	FRED ASTAIRE, RED SKELTON HELEN RAME	MGM 30241*
IT'S A SIN DON'T YOU BELIEVE HER	IVORY JOE HUNTER	MGM 10818
SORTA NEED YOU YOU THRILL ME	IVORY JOE HUNTER	MGM 10361*
BE MY LOVE ONLY A MOMENT AGO	BILLY ECKSTINE	MGM 10799*
SERENATA BY THE KISSING ROCK	ART LUND	MGM 10860*
FADED LOVE BOOT HEEL DRAG	BOB WILLS	MGM 10786*

*Also Available on MGM 45 RPM Records.

M-G-M RECORDS

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701 SEVENTH AVE., NEW YORK 19, N.Y.

THE BILLBOARD Music Popularity Charts

Most Played Juke Box Rhythm & Blues Records

Table with columns for chart position, record title, and artist. Top entries include 'BAD, BAD, WHISKEY' by A. Milburn.

Best Selling Retail Rhythm & Blues Records

Table with columns for chart position, record title, and artist. Top entries include 'TEARDROPS FROM MY EYES' by Ruth Brown.

Advance Rythm & Blues Record Releases

Table listing upcoming record releases with columns for artist, title, and release date.

Promotional box for Aladdin Records featuring Amos Milburn, Floyd Dixon, and Charles Brown.

RHYTHM AND BLUES NOTES

Modern Records' etchings of Jimmy Witherspoon and Bobby Nunn out early this month...

Peppy Prince and Charles Norris last week were added to Mercury's talent roster...

Ella Fitzgerald provides the Powellton Cafe, Philadelphia, with another name splash for the week of January 15...

Sarah Vaughan is skedded for a two-week engagement at the Blue Note nitery, Chicago, beginning January 19...

Proceeds of the Duke Ellington Metropolitan Opera House concert January 21 will be donated to the National Association for the Advancement of the Colored People...

Mama 'Die Wine—Billy Wright (Keep You) Savoy 774... One More Time—John Lee Hooker (Let You) Modern 20-790...

SOON #1 SAVOY #766 featuring ROCKIN' BLUES, MY HEART TELLS ME, and Johnny Otis Ork with Mel Walker. SAVOY RECORD CO., Inc. 58 Market Street, Newark 1, N. J.

Rhythm & Blues Record Reviews

based on reports received January 3, 4 and 5

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

Main record review table with columns: LABEL AND NO., ARTIST, COMMENT/TUNES, and chart positions. Reviews include Johnny Otis (Redd Lyte), Paul Williams and His Hucklegeuckers, and others.

Materiale protetto da copyright

THE BILLBOARD Music Popularity Charts

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
0-39 POOR

How Ratings Are Determined

Records are rated four ways: (1) over-all, (2) as to their value for disk jockeys, (3) for retailers, and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. N. S. indicates record is not suitable for a specific usage.

The Categories

Following are the maximum points that may be earned by a record in each of the nine categories considered: Song writer, 15; interpretation, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; evaluation (record artist's—promotional film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

ARTIST LABEL AND NO.	TUNES COMMENT	DISK JOCKEY	RETAILER	OPERATOR	
POPULAR					
LUCK FINA ORK (Percy Dove) Song of the Bayou MGM 1069—This is a sort of aid Paul Whiteman symphonic jazz item. Tina's Ruby Bloom number from way back. Treatment is just and pretentious.		57	60	58	53
Baltimore Rag Fine solo spotlight on the piano, with lively orchestra backing.		74	74	74	74
NATURE BOY End of Despie MERCURY 5555—Even arbez conducts the orchestra in a sultry, wind ballad of his own. Bobby Pierce chants the colorful lyric in a breathy, soft style that's like nothing else around.		75	78	75	72
California This one's an up-tempo saucer with dashes of boogie in spirit of Dixie's strange and effective vocal. Will appeal to the hipsters and the Blue-Note crowd.		78	78	78	78
TINY HILL ORK Handcuffed to Love MERCURY 5946—Hill's pop weeper item gets an indifferent reading.		50	50	50	50
I Can't Give You Anything But Love Baby They open the standard straight at a nice tempo. Nothing special, but Tina's piano good for the juke boxes.		68	67	65	73
RALPH MARTIERE ORK (Richard Pace) Christmas in Killarney MERCURY 5556—The new Christmas item is none here as a slow, stately ballad, with chorus hollers, etc. It's different, alright, but out of sympathy—and late.		61	61	62	60
Rainbow Guy (LARRY CHASE) The smooth-singing thrush from the Gateway show sings with much charm and presence, backed by a fine arrangement. Tina's "Rainbow Guy" filled with Dixieland lyrics.		81	81	81	81
BENNY STRONG As Time Goes By CAPITOL 1344—Unpretentious, tepid treatment of this lovely spot a straightforward Strong vocal. Good casing item.		71	72	70	71
Dear, Dear, Dear They're strong of sprightly bit of R&B could entice some Midwestern call.		73	74	70	74
DELORES HAWKINS (Bluestones-Chris Griffin) Ork Sing You Sinners SIGNATURE 13246—Emulative canary swings the stuffing out of the stage, backed by a smart vocal group and hard-punching combo. An exciting side with possible sleeper potential.		85	85	84	86
I'm in the Mood for Love Change it soon for a real ballad effort. Good coupling.		75	75	75	75
JANE HARVEY (Russ Case Ork) All I Do Is Dream of You MGM 10070—Jane, currently in "Dress You All" and recently a TV talent of exclaiming, Miss Miss one in a warm bounce reading with a easy Case backing.		72	75	70	70
You're a Sweetheart The duet is at her most expressive in a heartiest reading of this lyric.		73	77	73	70
MELODAYS The Roving Kind MGM 10079—Rather ordinary coverage of this folk item. Disking lacks extra-credit to his own clearly enough.		58	60	55	60
Missus O'Malley and Mister Malone A more derived novelty has hardly a thing to offer for was except a lot of silliness and words.		40	40	40	40

ARTIST LABEL AND NO.	TUNES COMMENT	DISK JOCKEY	RETAILER	OPERATOR	
POPULAR					
STAN KENTON ORK (Vido Musso) Santa Lucia CAPITOL 7-1306—Four de force for the tender eye work of Vido Musso trying for another "Sorrento." Should certainly prove sold fare in and around campuses and with Kentonians.		78	80	75	79
Pagliacci "Well La Giubba" converted into a Mussa sat solo comes off surprisingly well. Strides as a likely side to please the less-informed hipsters, of whom there are many more than there are informed ones.		82	84	80	82
MARGARET WHITING (Frank DeVol Ork) Over and Over and Over MGM 10079—As a vocal, Whiting's production enhances a rather unusual minor item. Maude sings it excellently, DeVol's backing sparkling, recording is sharp. Comes under the heading of "arty" but could surprise.		79	81	78	78
The Moon Was Yellow Another splendid mounting of a beautiful side. Coupling should delight Whiting fans.		82	85	82	80
DICK BROWN (Sid Bass Ork) Sentimental Music JURILEE 4016—A fun, easy bounce ballad with a repetitive refrain is treated pleasantly by Brown with a skillful assist from Bass' orchestra backing. Could develop as a sleeper mainly on strength of the muscular material.		62	82	82	82
With These Hands Another touchy piece of material, this one is a well-matched dramatic ballad, is worked ably by Brown. Just as likely to stop. Makes a potent coupling which with strong promotion could have exciting.		81	82	81	81
TINY HILL ORK Country Wedding Day MERCURY 5957—Lack of unity keeps this overladen production number from registering. There's a descriptive picture of a country wedding, done by Hill, chorus and orchestra, but the treatment's over-ambitious.		65	68	65	62
Melange in F A pleasing instrumental on a tune that sounds like one of those Casa Loma or Fischer-Henmans arrangements of the early '50s.		40	45	35	40
MEL TORME A Peggy Day MGM 10074—Rescue from the Mediator catalog of a persuasive chant by Torne of one of the earlier sides.		72	75	70	70
Until the Real Thing Comes Along Another duet, another concealing by Torne, another re-run. Mainly for fans.		72	75	70	70
JO STAFFORD (Paul Weston Ork) If COLUMBIA 37682—This beautiful duet ballad is sung ambitiously by Miss Stafford, with a gorgeous backing from Weston. If time takes hold, this disc will do very well.		89	89	89	89
It Is No Secret The soulful singer gets a soft, emotional interpretation that seeks right home. Group and orchestra are most effective behind her job by torch.		87	87	87	87
WAYNE KING ORK The Midnight Walks VEEVA 2019—A vocalization from "Waits Blue" done in the typical King manner, with a wireless chorus chanting. Placid, almost sleepy stuff.		64	66	64	68
So Goes My Heart Prettily pop waltz is done with a flip chorus sings the lyrics.		72	72	72	72
BILL DARNEL (Danny Vaughan Ork) Possibilities CORAL 40354—Rowdy rhythm material piece is done neatly by Darnel with a skillfully designed backdrop by the Vaughan orchestra and vocal group.		70	72	68	70
Make Me Love You Darnel, supported by an admirable Vaughan orchestra, comes up with an effectively stylized ballad effort on an older.		73	76	72	72
THE BLENDERS Little Small Town Girl DECCA 27403—This R & B group debuts as a pop entity with a neatly turned reading of a warm, sentimental philosophical ballad. Strong song could attract buyers.		82	83	80	82
The Masquerade Is Over The group turns in a fairly unimaginative and almost dull reading of this fine old standard. If anything, the song will have to carry the disk.		60	60	60	60
HOAGY CARMICHAEL (Perry Botkin String Band) Somebody Stole My Horse and Wagon DECCA 27317—Carmichael's written material comes off as one of a grand "Horse King River" in this excellent Carmichael performance. Fine job could attract listener attention and subsequent sleeper potential.		82	84	79	82
Cindy Carmichael, with vocal group aid, delivers a crisp etching of this popular old folk item. Good Western market item.		70	72	69	69

(Continued on page 38)

A NATIONAL HIT!
"IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME"
by **DUSTY FLETCHER**
National 9143
NATIONAL RECORDS
1841 Broadway New York, N. Y.

THE PEAK OF MUSICAL DISCOVERY
"THE HALLS OF IVY"
Flip
"DRINK, DRINK, DRINK"
by
HENRY RUSSELL and HIS COLLEGE CHOIR
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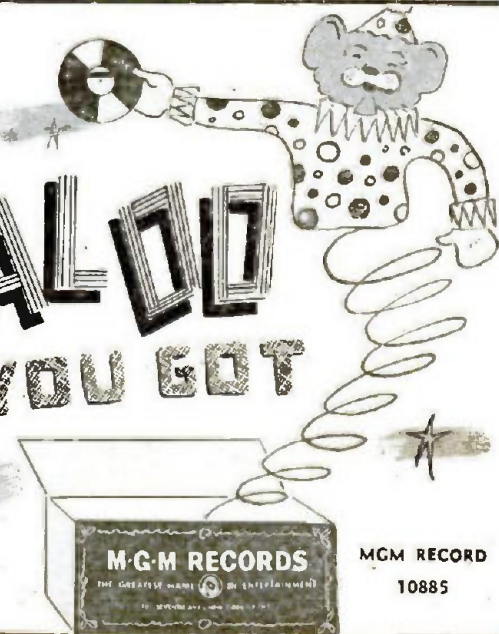
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HULLABALOO
and
WHAT'VE YOU GOT



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MGM RECORD
10885



BEST SELLERS

POPULAR

- ★ MARGARET PHELAN
15089 HALF AS MUCH FLIRTIN'
THINKING OF YOU
- ★ JOHNNY LONG
15081 ONCE YOU FIND YOUR
GUY
I DON'T CARE

- ★ GENE WILLIAMS
15090 MARGOT
FROM THIS MOMENT ON
TIME
- ★ BOB HAYMES
15088 DON'T EVER LEAVE ME
COULD BE
15087 SHE'S JUST THE GIRL I
LOVE
I'VE NEVER BEEN IN
LOVE BEFORE

FOLK-WESTERN

- ★ MOON MULLICAN
917 THE LEAVES MUSTN'T
FALL
I WAS SORTA WONDERIN'
- ★ HAWKSHAW HAWKINS
918 TEARDROPS FROM MY
EYES
I LOVE YOU A THOUSAND
WAYS
- ★ BOB NEWMAN
916 ONE AND ONE IS TWO,
BABY
CRY BABY BLUES
- ★ AL DEXTER
913 DIDDY WAM BOOGIE
YOU'VE BEEN CHEATING,
BABY

- ★ WAYNE RANEY
914 IF YOU'VE GOT THE
MONEY, I'VE GOT THE
TIME
REAL HOT BOOGIE
910 PARDON MY WHISKERS
OLD FASHIONED MASTRI-
MONY IN MIND
- ★ DELMORE BROTHERS
911 BLUES YOU NEVER LOSE
LIFE'S TOO SHORT
- ★ COWBOY COPAS and
BUSY WRIGHT
919 TENNESSEE WALTZ
- ★ COWBOY COPAS
919 I'LL NEVER MORE BE
SHACKLED IN A FOOL'S
PARADISE

SEPIA-BLUES


- ★ LONNIE JOHNSON
4423 WHEN I'M GONE (WILL
IT STILL BE ME)
LITTLE ROCKIN' CHAIR
- ★ IVORY JOE HUNTER
4424 FALSE FRIEND BLUES
SEND ME, PRETTY MAMA
- ★ THY BRADSHAW
4417 BREAKING UP THE HOUSE
IF YOU DON'T LOVE ME,
TELL ME SO
- ★ WYONIE HARRIS and
LUCKY MILLINDER
4418 OH BABE
SILENT GEORGE
4419 TEARDROPS FROM MY
EYES
PLEASE OPEN YOUR
HEART

Federal

- ★ THE DOMINOES
12001 DO SOMETHING FOR ME
CHICKEN BLUES

DELUXE

- ★ ROY BROWN
3371 DOUBLE CROSSIN'
WOMAN
TEEN AGE JAMBOREE
DREAMING BLUES
LOVE DON'T LOVE
NOBODY



RECORDS, INC.

1540 BREWSTER AVE., CINCINNATI 7, OHIO

THE BILLBOARD Music Popularity Charts

Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT
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Continued from page 37

ARTIST LABEL AND NO.	TUNES COMMENT				
POPULAR					
BETTY HUTTON Who Kicked the Light Plug? VICTOR 20-4008—Hutton does a pleasant, zany novelty with her special verve, but for some reason uses a stammering gag which detracts	65--67--65--63				
He's a Demon—He's a Devil—He's a Doll Medium tempo blues ballad makes so-so material for the brilliant throat.	58--58--58--58				
SAMMY KAYE (Kaydet-Tony Alamo-Roy Roberts) Get Out These Old Records COLUMBIA 39313—Bright cover job on this Carmen Lombardo novelty item. Diddling should help hype the tune and should give up sizable cash if it succeeds in outwitting the axis.	85--86--85--85				
Tennessee Waltz This reading of the "smash is too fast." Even if it weren't, it's a deliberately paced, almost dull rendition.	68--70--65--70				
VIC DAMONE (George Siroco Ork) If MERCURY 5565—Damone applies shading effectively in the warbling of this high new ballad. The rendition should capture a sizable chunk of the song catches.	86--86--86--86				
You and Your Beautiful Eyes Delightful rhythm evoking of a new beat tune with an infectious lil. Damone sings it strong with a big hand from the Siroco group. Big- sized and jazzy waltz interlude may prove commercially harmful.	84--86--82--84				
PERRY COMO (Sigmund Romberg) Zing Zing—Zoom Zoom VICTOR 20-3997—Romberg's first pop tune, a lulling waltz, gets a big selling job from Como, chorus and big Romberg ork. A happy dishing with strong potential.	89--89--89--89				
If PERRY COMO (Mitchell Ayres) Rich belted being heavily weared by all discies gets a stirring reading from Como. Could be a leader if the song moves. Solid double-deck but here.	89--89--89--89				
THE MARINERS (Archie Broyer Ork) My Little Grass Shack COLUMBIA 39201—The Godfrey show's fine mixed vocal group does a forthright job with the standard Hawaiian novelty. Pleasant but nothing special.	73--75--70--75				
An Old Friend Is the Best Friend A soulful air with an alma mater flavor is handed a warm touch in this inspiring performance. Broyer supplies his usual skillful orchestra.	74--78--72--72				

(Continued on page 82)

2 HIT RECORDS! TATTOOED LADY (#145)

by Skeets McDonald
and a Double-Sided Hit—
OKEE DOAKS
(#126)

Backed with
DIRTY BOOGIE
by Roy Hall and His Cohetta
Mountain Boys
FORTUNE RECORDS
11629 Linwood, Detroit 6, Mich.

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Lusty, Shouting, Racking
Blues!
"HOW ABOUT ROCKING WITH ME"
backed by
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"Streamlined Blues"
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Breaks Into the POP FIELD! . . .

"IT'S A SIN"

by JAN GARBER and his Orchestra
Vocal by Roy Cordell
CAPITOL—1329

THE BILLBOARD Music Popularity Charts

Album and LP Reviews

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 40-69 SATISFACTORY 0-39 POOR

POPULAR

MARY MARTIN IN EVERYTHING GOES—80

Lebanon Engel Chorus & Ork (1-10*) Col (33) ML 2159 You're the Top, All This the Night, Anything Goes, I Got a Kick Out of You, Blue, Gabriel, Blow, Finale... One of the most material of Cole Porter's scores is recreated here in show album conditions...

JUKES Not suitable Top-flight show-tune matter for pop spinners.

HONEY TOUR (Smiley Hawkins) (1-10*) 50

Top (33) VLP 272 I See I See, Waking My Baby Back Home, Louisiana Lullaby, You Can Dance With Any Girl, Let's a Bore... On single discs, the player piano with mechanical attachment could find few more than a long playing record containing six legitimate standards...

JUKES Not suitable Excellent show matter splendid material

MARY MARTIN—BANDWAGON—Lebanon 80

Engel Chorus & Ork (1-10*) Col (33) ML 2160 Overture It Better Be Good! Hoops, High & Low, Confession, New Year in the Stars, Dancing in the Dark, I Love Louisa, Where Can We Be? Finale... One of the first of a series designed to recapture the spirit and flavor of past Broadway musical hits, this is a well produced distillate of some of the classics of our pop song literature...

JUKES Not suitable Excellent show matter splendid material

GUYS AND DOLLS—Original Cast (1-12*) 92

Decca has done an admirably accurate job of recording the real, live old Broadway charm of Broadway's newest smash musical. The recording emphasizes the high quality of the Frank Loesser words and music. Especially effective in the record form are some of the material pieces such as "Adelaide's Lament" and "Sue Me." Removed from the book, the score stands up as an entertainment in itself in the auditory form... For those who have seen or will see the show, this album will provide an accurate reminder of a superb evening's entertainment as has never been made available in this form...

JUKES Not suitable A must for all. "Sue Me" are strong bits—Also sampling of ballads "Marry" and "Never Been in Love"

PIANO MOODS—Jazz Stacy (1-10*) 70

Columbia (33) CL 8748 Lullaby of the Leaves, Cherry, Under a Palm, I'm Gonna Sit Right Down and Write Myself a Letter, Under a Blanket of Blue, I Can't Believe That You're in Love With Me, In a Mellow Mood, Keepin' Out of Mischief... This addition to the discography's "Piano Moods" series should find a sizable market with both jazz and pop music buyers. Backed by George Van Eps on guitar, Nick Fatool on drums and Marty Carol on bass, Stacy strikes the perfect chord in a relaxed mood that both sides of the LP. Available for the most part, this isn't the sparkling Stacy of Goodman and Crowley band days, his interpretations of "I'm Gonna Sit Right Down" and "Keepin' Out of Mischief" bring back memories of days of yore...

JUKES Not suitable For those spinners with time for medleys.

MARY ANN McCALL SINGS—Jr. A. McCall-Phil Moore Ork (1-10*) 60

Discovery (33) DL 3013 You're My Man, You're My Man, You're My Man, I'm Yours, Sunday, You're My Thrill, I Hadn't Anyone 'Til You... While there's not much doubt that ex-band chimp McCall is an accomplished and musically singer, she has never been able to break thru as a single star. Therefore, the market for this disc is probably limited to the fans who recall her work with the Herman and others. Of added interest is the fine Phil Moore backing tracks that help her work with Jerry Rice, who plays the fine old standards and Miss McCall backs each a near-tempting reading...

JUKES Not suitable Good stuff for jazz whippers. Pop may can inject as well.

SMILIN' THRU—Jane Cowell-Fritz Block, Dir. (1-10*) 50

Top (33) DL 7011 This sampling of the series Decca calls "Classical Moments in the Theater" needs only a few interpolated soap commercials to be a perfect specimen of the genre soap opera. The play itself, a long thing by the '20s, is pure camp. It is more here with organ music and a narrator explaining things between scenes. The acting is strictly on the level of daytime radio, even the late Miss Cowell is not impressive. She must have been quite elderly when the disc was cut, the part's very credible in the role of young heroine. Hard to see the market for this item.

SHANGHAI GESTURE (1-10*) 56

Florence Rec-Fritz Block, Dir. (33) DL 7010 This dramatic recollection is a much better work than Decca's companion release, "Smilin' Thru." First, it does very nicely without a narrator, second, the organ is employed far better, third, the scoring is in perfect keeping with the dramatic style of the story. Miss Reed does a grand job in the grand tradition. While the work itself is camp, it plays perfectly well today, the ingredients of adventure, mysterious orientation, English nobleman and betrayed Chinese princess, costumes, etc. still work as an absorbing tale.

CHILDREN'S

LET'S LISTEN TO HAYDN (1-10*) 85

Coronet Music-John Tillman-Vienna State Opera Ork Haydn Society (33) NSC 1 This is one of the finest educational children's records here in a long time. Haydn Society has taken selections from Haydn's works, previously released on the label in their entirety and woven them into an excellent long-playing libretto. Corneille Meyer, an educator and author of children's books, reads the material narrated by announcer John Tillman. A striking four-color cover by Arno is a decided asset. Too. Narration, which tells of Haydn's life and times, is neither high brow nor condescending. While the music selected is laudably appropriate for young folks, the Haydn story does not describe well, even these discs are unillustrated in Haydn. Portions of Haydn's symphonies 39, 31, 82, 6, 85 and German Dances are used to illustrate the composer's works. Primarily for older children and mopelet geniuses.

JUKES Not suitable A must for important hours that reach the older kids.

GRAMM'S QUINTET IN F MINOR, OP. 34 77

Clifford Curzon-The Budapest (1-12*) Sterling Quartet, Columbia (33) ML 8336 The widely acknowledged competence of both Curzon and the Budapest Quartet is evident through their sensitive interpretation of this work. The combination of name power and a fresh slant of the popular makes for a disk that will find a ready market among chamber music buyers.

BACH: ST. MATTHEW PASSION (1-12*) 67

Mandel Oratorio Society Key (33) LS-501 This is a digest of the complete work, with the Handel Society giving the massive religious opera a strong and balanced reading. Among the soloists, bass J. Alden Edkins takes top honors for his heartfelt and reverent singing of the "Death and Descent From The Cross." For those who can't afford the excellent complete four LP record set issued by Vox, this sampling will fill the bill. The choir's sing in English and Italian is superb. Packaging is the most striking element with the single disk in a box with a cover that's both commercially and artistically top-flight.

PETER PAN—Jean Arthur-Boris Karloff 86

Top (33) ML 2159 92 This is an adaptation of Columbia's original cast disc of Peter Pan show now playing on Broadway. Little of the story line is affected by the cuts, while the addition of a band-in picture story has made the late excellent fare for the moppets. To carry the story, Miriam White narrates an "Aunt" the dog. In all, an excellent kid's package, the not for the very young.

JUKES Not suitable Top for kid shows.

CLASSICAL

MOZART: SONATA IN B-FLAT—Ampara 65

Victor (AS)MOZ 1472 The vibrantly Mozart work is played with clarity and deference to the composer by the credit Miss Luoro. As material for 45 r.p.m., the work is excellent. The two-record album should find a market in collector of piano works as well as with local Mozartists.

PROKOFIEFF: SONATA FOR TWO VIOLINS, OP. 56—Louis Persinger-Arvid 60

Edwin MOZART: DUO FOR VIOLIN AND VIOLA, Louis Persinger-Hof Persinger (1-10*) Stradivari (33) SLP 1001 Sweet, feelingful musicianship is demonstrated in visible quantity in these recordings of a pair of rare chamber pieces. The Prokofiev, seemingly limited because of the commitment to two violins, is a remarkably well integrated piece rich in melodic texture and searching in the investigation of the instrumentation. Persinger and Edus play the piece with sympathetic understanding and brilliant technique. Prof of his Persinger round out the disk with a superlative performance of a not oft heard but thoroughly charming Mozart chamber piece. This is top drawer playing which should be attractive meat for the deeper-thinking top-tier collectors.

WINS, 802 Talks Stymie

NEW YORK, Jan. 6.—Local 802 reps met this week with the management of Station WINS for the first time since the outlet dispensed with live musicians last April, but the confab ended in a stalemate.

The union asked for the restoration of an eight-man staff at the old scale, plus a 3 per cent welfare fund to be paid by the station. The station reps indicated a willingness to go back on a live staff basis, perhaps with eight men, but balked at the other conditions.

A further meeting will be held next week. The local has been picketing the station since the first week in October, when an anti-picketing injunction was lifted by court order.

Kruse Heads Up

Continued from page 13

London post. Merle Weiss, formerly manager of the London branch distribber in Pittsburgh, will take over Kruse's duties at Columbia and cover the Cleveland and Cincinnati territories.

Dinker Strengthened? Traders see the Kruse appointment as a continuation of a business relationship started years ago when E. R. Lewis, London topper, was chairman of the board of American Decca. Lewis formed the London label after severing all connections between his English Decca firm and the American label. Ever since London disks were first marketed in this country there was much speculation that the Kruse-Lewis association would be reactivated. Two years ago Kruse flew to England for a lengthy series of conferences with Lewis, but the deal was not consummated.

Naming Kruse as executive vicepres scotches rumors that Lewis would turn over distribution of his classical catalog to an American major. It is seen as a sign that he intends to build the company to major label proportions.

SALESMEN WANTED To Sell Classical and International Records \$100.00 DRAWING ACCOUNT Against liberal commissions plus expenses Only top experienced men considered Submit complete details—replies held confidential Various territories open REMINGTON & CONTINENTAL RECORDS 243 WEST 54 STREET NEW YORK CITY

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Started in Boston... NOW BUSTIN' WIDE OPEN EVERYWHERE! 1951's First Big Standard Hit! The Aba Daba Honeymoon Featured in the M-G-M Musical Smash "TWO WEEKS WITH LOVE" Recorded by CARLETON CARPENTER and DEBBIE REYNOLDS on M-G-M Record #30282 For Artist Copies and Arrangements FRED E. AHLERT, JR., THE BIG 3 STANDARD EXPLOITATION DEPARTMENT 799 Seventh Avenue • New York 19, N. Y. • Luxembourg 2-3700

R. & B. JOCKS RIDE PAYOLA

Continued from page 13

gets \$15. His distributor in Wash- ington gets 150 free copies of each record. In return for which he buys local air time. In Detroit he pays \$10 for a specified drive on a given record.

If value were always received, the diskers point but, the payola could be construed as fruitful promotion. But, they say, the law of diminishing returns sets in, and they don't always get the spins they contract for. Further, the play-for-pay system gives birth to abuses such as the following:

Pressure One very well-known jockey has been specializing in top disks, with only occasional blues sides thrown in. He is interested in a night club, and has been known to bring pressure to bear on various artists to work the spot below their usual price. The threat is "come in at my price or I cut out your records." The same pressure gets top artists to appear at what spinner's jazz concerts for what amounts to carfare for them. Recently, a tenor sax star refused to play the spot unless he got a certain price. One of the other owners of the club promptly removed all

of the tenorman's records from the spinner's library. The jockey regretfully told the performer's manager, until then a good friend, "What can I do—he's the owner."

Another jock, now broadcasting remote, had a big prin out at all times when he emanated from a studio. One of his gimmicks was to bring large parties to openings—until he was barred from at least one spot for overloading the freebie. He collected from diskeries and artists. One thrush paid him \$200 to plug her engagement at a local club. Two days after he received payment, he shifted to a new station, whence, because he was operating from a restaurant, he couldn't deliver plugs as before. He didn't refund any of the moo, natch.

Dog-Eat-Dog One jock, on a small salary, runs a TV talent show, and several contracts a year. He gets the TV talent for free, or nearly free, and the concert performers for coffee and cake. Another deejay, outspokenly on the take, has an assistant who answers the phones for requests and who makes out the lists of disks to be played. The assistant is now in business in competition

with the boss. He spends his days circulating among diskers and pubbers, advising them that he was the one to see, not his boss, since he had direct control of programming, so how about a sawaki, please?

Several jocks were on the payroll of jazz joints until recently. They got paid for delivering distinguished commercials—the station got nothing. Also in New York, one spinner gets 5 per cent of the gross of a certain well-known promoter's jazz concerts. Another gets 3 per cent—less powerful.

"Honest" Taker One jockey admits to being on the take, but puts it this way: "You don't necessarily have to pay to get on my show. I'll play any records my listeners want. Further, I don't charge anybody in front. If they come to me after I've helped them with a record and want to thank me with cash, I accept it. Also, I declare every dime on my tax return. In my best year the whole deal amounted to \$2,200 in payola. I don't need it—I get a percentage of all spot announcements. I'd be happy to see them all cut out."

However, disk manufacturers closely questioned about the operation of this particular spinner insist that they pay him a regular monthly stipend—average, \$25.

Also on the disbursing line is a well-known manager of an r. and b. talent stable. Some of his attractions are with an indie, some with a major company. This major is making a determined effort to get a foothold in the r. and b. field, and the practical-minded a. and r. head is trying to get okayed a regular disbursement to the talent manager, to be spent by him for "promotion"—the promotion undefined.

A large city is in the tight clutch of a leading r. and b. jock. He owns several retail disk stores. Is programmed on several stations, is on the payroll of every r. and b. distrib in the city. He gets 200 copies of every record he spins, thereby stocking his shops very, very cheaply.

The wrinkles are endless. The jocks write tunes, angle for record contracts, publish, manage talent, promote dances, and effect bookings, with or without licenses. There's little prospect for a cure.

La Vaughan Bally

Continued from page 13

was in conflict with the terms of the singer's contract with the waxery, that the pact calls for the firm to hand La Vaughan a top artist promotion skeed.

Columbia, in its reply to the attorney's plaint, agreed that the thrush contractually was entitled to the A-B-C deejay list treatment, and that appropriate arrangements will be made for Miss Vaughan to receive the top star spinner exploitation.

Herman, Benke

Continued from page 13

man is due to fly back here to make his first date with his own band Tuesday (9).

Benke, who ultimately gained his release from his RCA Victor contract after some months of conflict with the diskery, will be used at MGM to turn out coverage dance diskings on current tunes as well as for special material things suited to Benke's vocal style. Benke recently split with Personal Manager Don Haynes and Mrs. Helen Miller. His band, however, will remain in the neo-Miller style.

Famous Music Corp. Cited in Stop Act'n

NEW YORK, Jan. 6.—An Injunction and accounting of profits action was filed in Federal Court here against Famous Music Corporation and coffer Mack David by Charles O'Flynn.

According to the allegations, O'Flynn's tune, Early in the Morning When We Say Goodnight, was infringed upon by Famous's I Don't Care If the Sun Don't Shine, written by David.

O'Flynn and Freddy Martin, says the complaint, wrote Early in 1932 and assigned it to Harms, Inc. Tune reverted to the writers in 1940.

THE BILLBOARD Music Popularity Charts

Advance Record Releases

POPULAR

- Act in the Hole, The—Dorothy O'Brien (Four) Cap 1361
Across the Wide Missouri—M. Waterhater Ork and Chorus (The Seven) V 20-4017
Me My Love—Ray Anthony (I Wonder) Cap 1352
Boundaries—M. Carson (Vocal) V 20-4018
Bring Back the Thrill—E. Fisher (I'd V) 20-4016
Columbia the Gen of the Ocean—Ray Anthony (More) Cap 1367
Dear Deal Deal—C. Butler (Dy) Cap 39123
Dear Deal Deal—Jerry Gray (Music) Dec 27397
Down in Nashville, Tennessee—D. Shore (Walk) V 20-4015
Dry Land—C. Butler (Dy) Cap 39123
Ever—Ray Starr (Lowell) Cap 1357
Four or Five Times—Dorothy O'Brien (The Ace) Cap 1361
Heart as Much Firkin—M. Preston-Dave Terry (Timing) King 15009
Hello, Hi, Hello—S. Lamm (A Penny) London 878
I Remember the Carols—Ray Ross (Vocal) Coral 60357
Wonder What's Become of Sally—Ray Anthony (He My) Cap 1352
I—Vic Damone (Vocal) Mv 5365
I—Denny Vaughn (Walk) Coral 60355
If It Hadn't Been for You—E. Fisher (Sings) London 4016
I'm Always Calling in Love—Glad Stewart (Lowell) Coral 60358
Lick Check Maker—Frank Follen (Hel) Celtic CL 1039
Let—Nat King Cole (Magic) Cap 1365
May Be in Mind—Miss Miller (The Winter) Cap 39111
Keep Your Eyes on the Road—Four Hits and a Miss—Nevy Phumb (Mr. Babalontoff) Rhythm RM 1001
Let Him Go, Let Him Go—Tommy Malone (Irish) Celtic CL 1039
Little Boy Doll, A—(Soy) Coral 60356
Lovers' Blues—Ray Starr (Eve) Cap 1357
Loverly Come Back—Glad Stewart (I'm Always) Coral 60358
Lullaby of Broadway—Frank DeVol (Sewel) Cap 1359
Magic Tree—Nat King Cole (Hel) Cap 1365
Majority, The—Navy Percell (Whirling) Gypsy (45) F 101
May the Good Lord Bless and Keep You—Bing Crosby (A Perfect) Dec 27404
Say It With Your Kisses—M. Viton (A Little) Coral 60356
Sea Rock' Cowboy—Terry Shand (Walking) King 15009
Serenade—R. Giff (The Tool) London 810
Seven Wonders of the World, The—Frank DeVol (Lullaby) Cap 1359
Seven Wonders of the World, The—M. Waterhater's Ork and Chorus (Vocal) V 20-4017
Thirteen of You—M. Preston-Dave Terry (He) King 15009
Toys to Happiness, A—Bernie Mann (When) Tower 1493
Tomb Raider—Dino Martin (Vocal) Cap 1358
Tomb Raider—L. Love, The—Stargazers-S. Black (Hel) London 903

- The Ace: High School Cadet; King Cotton; Sawyer; Helin March, Stars and Stripes; Ever; The Thunder; Washington Post March; Voice of Martha Raye Album—Martha Raye Discography (33)OL 3010; Lotus Land; De; O. King; Let's Get Lost; The Bay Street Door; After You've Gone; Miss Dix Regress
Paul Smith Quartet Album—Discography (33)OL 3009; Over the Rainbow; S. Wonderful; The Great Lie; Out of Nowhere; The Way Van Lied; Taming; By the Fireside; Could You Be for a Kiss; Wandering

- Adios Pampa Mia—Francisco Canara (Inspiration) Dec 21329
Arouched—M. T. Adams-R. Diaz Ork (De Maje) V17823-5302, (45)51-5303
Bambino—R. Serrano-G. Valdes Ork (Capitol) V 78-23-5302, (45)51-5302
Castaño Negro—P. Prado Ork (Sinfonico) V178 23-5301, (45)51-5301
Cifra Lindo—R. Serrano-G Valdes Ork (Babbal) V17823-5302, (45)51-5302
De Maje, A Maje—M. T. Adams-R Diaz Ork (Inspiration) V17823-5303, (45)51-5303
El Guapito—Tro Calderon (El Parnavel) V178 23-5301, (45)51-5301
El Lirio—S. Jimenez y Son Valdes Ork (V178) 23-5306, (45)51-5306
El Parnavel—Tro Calderon (El) V17823-5305, (45)51-5305
El Qui No Vale No Vale—A. Rodriguez (Galán) V17823-5304, (45)51-5304
Latinísimo—Francisco Canara (Adios) Dec 21329
Las Miropilas, Del Cambaló—S. Jimenez y Son Valdes Ork (V) V17823-5306, (45)51-5306
Molina Moolah—Nave Parcell (Ball) Gypsy (45) F 102
M. Viton—L. Arcaiz Ork (Mae) V17823-5302, (45)51-5302
Mona Lisa—L. Arcaiz Ork (M) V17823-5302, (45)51-5302
Orn—Grupo Odiana (Tress) Dec 21331
Quira, Co. Nel Negro—A. Rodriguez (El) V178 23-5304, (45)51-5304
Roll Out Old Missouri—Nave Parcell (Mellow) Gypsy (45) F 102
Siempre Siempre—P. Prado Ork (Casual) V178 23-5301, (45)51-5301
Tres Gotitas—Grupo Odiana (Oye) Dec 21331

LATIN AMERICAN

- Adios Pampa Mia—Francisco Canara (Inspiration) Dec 21329
Arouched—M. T. Adams-R. Diaz Ork (De Maje) V17823-5302, (45)51-5303
Bambino—R. Serrano-G. Valdes Ork (Capitol) V 78-23-5302, (45)51-5302
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"ONCE THERE LIVED A FOOL"
Lagan 958 (78 rpm) and
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What a beautiful world this would be if...

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The integrity and experience of
A SOLID NAME
plus
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are
BEHIND YOUR LABEL!
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Your idea... Your market... Your product... RCA's facilities... experience... dependability
A complete service in the manufacture of every type (and speed) of record
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... PRESSING
... PROCESSING
... SHIPPING & HANDLING
RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION
NEW YORK Dept. 23-A
120 East 23rd St.
ORopps 7-8000
CHICAGO Dept. 25-A
445 N. Lake Shore Dr.
WHitchell 4-3215
HOLLYWOOD Dept. 26-A
1916 N. Sycamore Ave.
HILlside 5171

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We Now Have
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13 Songwriters Whack Up Pot

Continued from page 14

The rest of the group would average less than \$10 a year each.

No Dishonesty Intended

In addition to pointing out the comparative smallness of the sums involved, the pubby spokesmen scouted the idea that anyone had attempted to do the songwriters out of their due. He made note of the bookkeeping complexities involved in keeping track of song lyric royalties, where each of hundreds of lyrics reprinted yearly had to be isolated and credited to the proper source. He said further that payment had been offered, and that the writers could have got what was owed them without hiring an agent or going to court. He admitted that there might have been an honest difference of opinion on interpretation of monies due, owing to the latitude of the contracts and the great number of tunes involved.

Traubner, on the other hand, said that the amounts offered by the pubby before he brought suit did differ considerably in some instances from the final settlement. Traubner, a West Coast personal and business manager, first became interested in the possibilities of collecting royalties due clieffers in 1944, when he tackled Santly-Joy for song lyric royalties as the representative of writer Irving Taylor. Last year he collected some \$1,400 for Taylor.

Mad Effort To Pay

Here again the pubby spokesmen say that they had made legit efforts to pay Taylor, but that he had consistently returned all the checks sent him. But Traubner again counters with the assertion that what Taylor finally received was more than the pubby's best offer.

Since acquiring representation for Taylor, Traubner has received authorization from over 100 clieffers to collect song lyric royalties for them. His clients include such writers as Paul Webster, Harry Warren, Carl Sigman, George Meyer and Edgar Leslie.

Wanted: One Town (Or Plug) Named "Chimney Corner"

NEW YORK, Jan. 6. — This week *The New York Times* carried in its classified columns the ad: "LOST: One Town, or village, commonly called 'Chimney Corner' somewhere in U. S. A. Anyone knowing location please notify Howard S. Richmond."

This poignant development is the result of the fused thoughts of Richmond and his associate, Al Brackman. It indicates that even successful pubbers never rid themselves of the taint and charm of the hype, at which both are admitted masters.

The Census Bureau and Postal Guide failed to reveal this latter day deserted village. Next week 200 jockeys will ask their listeners the whereabouts of such a community.

The search is now so hot that the existence of such a town in Richmond's Cromwell Music firm is considered only coincidental. In fact, should all else fail, Brackman will hit the road to find a suitable crossroads, tumble-down farmhouse and gas station where, with the aid of signs and photography, he'll create Chimney Corner, U. S. A.

Big Bally Set For Flanagan

HOLLYWOOD, Jan. 6. — A lavish promotional campaign will herald Ralph Flanagan's invasion of the Coast when the orkster opens at the Palladium January 23. Campaign gets under way Monday (6) as a premier press preview at the Palladium for over 400 press, trade press and disk jockeys. This will be Flanagan's first stand west of the Rockies. The preview will be carried simultaneously by KLAC-TV The Orpheum Theater and large TV screen (RCA equipment) set up inside the Palladium.

Campaign will include billboard, radio, TV and newspaper advertising. Video tie-in with the Palladium was set by Phil Wood and Lou Haugh, field reps for Leo J. Meyberg, RCA Victor distributors; Victor's Bill Bullock and Earl E. Vollmer, general manager of the Palladium.

Working strictly on spec, for a 25 per cent of the gross, Traubner is way behind on the deal, what with the expenses of legal fees, research, fees for two accountants, office costs, etc.

Foreign Field Eyed

Traubner, apparently bent on becoming a sort of Harry Fox for songwriters, says that he is prepared to tackle another firm for song lyric money. He also believes that there are considerable foreign royalties coming to clieffers, and he may begin operating in this area.

At any rate there is considerable division of trade opinion as to whether Traubner has struck a signal blow for songwriters in the Santly-Joy settlement, thereby opening new collection vistas for them, or whether he merely ground out a pittance in eight years of labor and expense, collecting a few more dollars than might have been vouchsafed the writers under the publishers' own bookkeeping standards.

One thing is agreed on by writers and pubbers alike: The lush days when the song lyric books paid as high as \$750,000 yearly to the music publishing industry are over and done with. Only one lyric book publisher of substance is left—Charlton—and while it does pay fair fees for repertoires, current payments pale to insignificance by comparison with the fees of six years ago.

Toronto Spots Pitch Names

TORONTO, Jan. 6.—Continuing the pitch for more customers in the local salons, the booking of names continues. Booked for Monday (8) at the Edison Hotel is Valaida Snow, booked by Phil Napoleon who stays two weeks. Returning for a second visit in six months is June Christy and the Pee Wee Hunt group. Al Dubin, who books the house, also has the Page Cavanaugh Trio signed.

Dubin says name policy is being adopted for the Main Street Colonial which has scheduled Mildred Bailey, George Aull, Lee Wylie, Ivory Joe Hunter and band, Jimmie McPartland (who comes in for third visit), and Count Basie, all in that order.

Basie recently played the Casino Theater here, which also has adopted a name policy, with Art Tatum tickling the ivories this week. Dixie Gillespie and orchestra sit out the next session.

Freddy Martin To Cafe Rouge

NEW YORK, Jan. 6.—For the first time in his recent history, Freddy Martin will work in the Cafe Rouge of the Hotel Statler instead of his customary East Side locations on his next turn thru this city.

Martin has been booked to work at least six weeks and two says at the Statler beginning February 23. He will follow Frankie Carle's ork into the room: Carle is due into the room December 29 for an eight-week stay.

Current plans for the Cafe Rouge, being drawn by the Statler's General Manager James McCall, call for Martin to be followed with a return engagement by veteran orkster Jan Garber. Garber tentatively is set to open in the room April 9 and will stay on indefinitely. Garber played a successful five-week stand in the hotel during the past summer.

Hwd. Spot Into 2-Band Billing

HOLLYWOOD, Jan. 6.—Harry James and Hal Derwin will jointly share the Trianon Ballroom podium here for the next two week-ends. Name bands will play Fridays (12-19); while Derwin takes over Saturdays (13-20). Both orks will go in on a guarantee-plus-percentage basis.

Local danceery hasn't used the two-band billing since 1947 when it featured Les Brown, Charlie Barnet and James, staggering pair on consecutive week-ends. Should the double-barreled offering prove good b.o., Les Brown and Derwin will do a similar stand in February.

Terperly is open only on week-ends, a policy they have maintained for the past three years.

CONFUSION

Three-Speed Educational Plan Sought

PHILADELPHIA, Jan. 6.—Considering all the money that has been spent in advertising and promotion on the part of the major record companies to introduce the various phonograph record speeds, it seems to Ed Cohen, head of Lesco Distributors here, that the industry would do well to do an educational job to acquaint the public with the various speeds and what's involved.

That many are still very much confused over the disk speeds was brought home to Cohen when he started studying over 1,000 orders he received from a holiday advertiser in *The New York Times*, offering a record of "choo choo train noises" for which his firm is the sole distributor. The record was offered at the 78 and 45 speeds, those ordering to indicate the desired speed.

Returns, from virtually every State in the country, showed that only 15 per cent specifically asked for the 45 speed. Of the remaining 85 per cent ordering by mail without indicating the desired speed, over half didn't know what was meant by a 45 or 78 r.p.m., according to the remarks entered with their order.

That confusion still exists in the mind of the record purchaser is underscored by the nature of the letters attending the order, plus the complaints that followed when Cohen attempted to fill the orders.

One person sent back the 45-speed platter, complaining that the hole in the center is too large and enclosed a regular 78 waxing "so you can see for yourself how ridiculous your record is." Some ordered both speeds to make sure they got one to fit their machines. Others ordered with such specifications as: "I have to put it in a nickelodeon," or "I have a 1942 Mag-A-Vox," or "send me the kind of record that will fit."

While the advertisement specified only 45's and 78's, one person wrote in for a 33-speed. Also in the wake of the aftermath resulting from the attempt to fill the orders was this biting attack: "Are you one of those people who sell thru the papers and customers get stung."

Naughty Waltz Basis for Suit

NEW YORK, Jan. 6.—A \$25,000 suit over the song, *That Naughty Waltz*, was filed in Federal Court recently by Minerva Stanley as executrix of the estate of her husband, Edwin Stanley, who wrote the lyrics to the tune. Named as defendants were Belwin, Inc., publisher; Max Winkler, its chief, and Pauline Levy as administratrix of the estate of Saul P. Levy, who composed the song.

Mrs. Stanley charges the defendants with conspiring to prevent her from collecting royalties due her on behalf of her late husband from a 1919 contract between him and Belwin, to whom he had assigned the rights.

She alleges that Stanley, in about 1930, turned his 1919 agreement with Belwin over to Mrs. Levy. He did this allegedly for the purpose of a suit Mrs. Levy was then pressing against Winkler in Surrogate's Court.

The complaint alleges that, although Stanley received part of his royalties before his death in 1944, Belwin has refused to make an accounting to the plaintiff. She claims that over 25G is due her.

That Naughty Waltz was published by Forster, Inc., a Chicago pubby, under an agreement with Belwin.

Tootlers' Pay

Continued from page 14

the smaller operators to pay out and much more for the larger clubs. Owners and managers alike told *The Billboard* that what they will have to do is cut down their groups, such as utilizing a trio instead of a five or six-piece combo. No overt or undercover acts were being planned by the ops at press time. Some were waiting for further results in Chicago, where the union has decreed a similar scale hike.

TV-Phono Merchandising

Continued from page 14

\$495. Hereafter will introduce 17 and 20-inch sets. Jewel will show its first radio-phonograph combination and Bendix will up prices about \$20 on two models while announcing a line ranging from a 17-inch plastic table set at \$239.95 to a 20-inch console at \$479.95.

Trade Notes on People, Products and Prices . . .

The Lincoln Radio & Television Corporation has been formed in Chicago to handle the distribution of Webster-Chicago products. . . . Jensen needles has a new display card for the firm's Symphonette line of steel phono needles. . . . Packard-Bell increased prices by \$10 to \$20, while Hoffman announced a price increase of from 1 to 2 per cent. . . . Magnavox concluded its most successful year, racking up sales of \$40,000,000. . . . DuMont set up a distributor panel to have an indirect voice in company plans. . . . Bendix named N. G. Henry as manager of TV and radio distribution. . . . Philco named John A. Kuneau as director of public relations. . . . Philco had its biggest year, with total sales reaching \$335,000,000.

Spina To Set Spinlan Pub

NEW YORK, Jan. 6. — Jack Spina this week resigned as professional manager of Disney Music to set up his own pubby, Spinlan Music Company. It is understood that Spina has considerable financial backing from a source outside the business.

Spina will operate with a full professional staff, with representation here and outside New York. His first plug tune will be *What Did I Do?*, waxed by the Fontane Sisters for Victor.

Spina had been with Disney since the music firm was organized in October, 1949, under General Manager Fred Raphael. Prior to that he had spent eight years with the G. Schirmer Company in Boston.

It is not known at this time who Spina's replacement will be; Raphael is expected here shortly from the Coast to make the selection. During Spina's tenure the firm had Milt Train, Bibbidi Bobbidi Boo, Go To Sleep and others.

Victor Shifts

Continued from page 14

veepee in charge of RCA Victor distribution, to a newly created post as veepee and special assistant to the vice-president and general manager. Responsibility for supervision and administration of Victor distribution, heretofore under Seidel, has been laid out as follows: Harold M. Winters becomes director of consumer products distribution and H. F. Somerville director of technical products distribution. Charles M. Oderizzi, operating veepee for the Victor division, will administer the regional offices.

L. W. Teegarden, veepee in charge of technical products for the Victor division, appointed Julius Haber as director of advertising and sales promotion for RCA technical products. Ralston H. Coffin has been assigned to the staff of Veepees Joe Ellett as director of consumer products advertising and sales promotion. Coffin will have charge of Victor's radio and TV programs and the division's institutional advertising.

Distributors Unite

Continued from page 14

Mercury, for example, changed distributors some months ago. A number of those dropped at that time also carried London. The London firm, on the other hand, is now handled in a large number of cities by distributors who represent Coral Records.

In general, however, it is agreed that the small independent distributor is having an increasingly difficult time in keeping his head above water, and many mergers or business failures are expected to crop up before the end of 1951.



... to celebrate

BING CROSBY'S

20th Anniversary as Mr. Music



Bing thanks you all—disc jockeys, networks, fellow vocalists! Keep sending those Crosby hits over the airwaves—keep sending those greetings to Bing... addressed to "Mr. Music," Hollywood, California.

SEE BING'S NEW 16-STAR HIT

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A PARAMOUNT PICTURE
 Bing Crosby • Nancy Olson • Charles Coburn
 Bill Grayson in "MR. MUSIC" with Robert Stack
 Tom Ewell • Charles Kemper and Margie and Gower
 Champion • Guest Stars: Brochu Marx • Dorothy
 Rice • Peggy Lee • The Harry Macs • Produced
 by Robert L. Welch • Directed by Richard Haydon
 Screenplay by Play by Samson Raphaelson • Written
 for the Screen by Arthur Sheekman • Lyrics by
 Johnny Burke • Music by Jerome Kern

Winners of Hollywood Trips will be announced on BING'S CBS BROADCAST, JAN. 31

Celeb. wind-up of the Send-A-Greeting-To-Bing S stunt (described in press book available at Paramount Exchange). Listen in as Bing announces the winning fan and disc jockey, editor or exhibitor.

Crying Towels in Order as Holiday Profits Stay Low

Grosses Big But Returns Small Due to Hiked Costs, Labor Bills

NEW YORK, Jan. 6.—The cafe business was a big this New Year's Eve in previous years, the net income didn't approach last New Year's Eve, according to the consensus among nitery ops. Stem spots were jammed right after they opened for biz. Capacity was the rule rather than the exception. "Our costs have gone up between 35 and 50 per cent, so even if we did bigger business this year, the net was lower," said one cafe man.

Lou Walter's Latin Quarter, the Copa, Diamond Horseshoe, Versailles, Blue Angel, Leon and Eddie's and La Martinique were all asked about the New Year biz. They all agreed that no matter how big the takes were that night they couldn't overcome the losses of the two weeks ahead of Christmas and the two weeks after.

In some cases new shows (Copa, Martinique) are expected to lift grosses from their customary post-new year downturn. But by and large the results for the New Year's Eve of 1950-'51 were nothing to boast of.

Same All Over

The New York picture was duplicated all over the country, with some spots doing no business at all because of State laws. Pennsylvania, Ohio and Michigan have blue laws which call for Sunday shutoffs. In Philadelphia, however, clubs got around it when shows were turned over to private parties. Some gimmicks were used in Pittsburgh.

General procedure for a New Year's Eve is to sell out the room for so much a head, to include a supper and a limited number of drinks plus favors. This means one crowd a night; there's no turnover, and the only extra dough that is made is from additional drinks.

"This year the drinkers were mighty slow in ordering. Most of the people stayed within the pre-arranged price" was the round-robin opinion.

Some of the rooms operating on an "open house" policy fared a little better, but hardly enough to make up for the overtime due kitchen help and bartenders. Band costs went up after a certain hour, and practically no New York spot with an all-night license kept music going beyond the usual hours.

Festivities Hike Combos In Grosses

Higher Top Helps Stem Spots Reach To Total of 494G

NEW YORK, Jan. 6.—A fairly good New Year's Eve biz with hiked box-office prices, some up to 52, plus steady to strong holiday attendance, brought the overall takes last week to \$494,000 for the six combo houses.

Radio City Music Hall (6,200 seats; average \$136,000) climbed to \$171,000 for its third week of the *Nativity*, annual Christmas show, plus Kim Bill started with \$143,000 and went to \$161,000.

Roxy (6,000 seats; average \$71,000) saw a cool \$90,000 for its third and final week with Elsa and Waldo and ice show, plus *For Heaven's Sake*. New show will have *Halls of Montecucua*, Al Bernie, Robert Maxwell and Hollace Shaw.

Capitol (4,827 seats; average \$25,000) climbed up to \$72,000 for its big week for *Shep Fields* and *Ink Spots*, Marilyn Maxwell and *Pagan Love Song*.

Paramount (3,654 seats; average \$63,000) came home with \$94,000 for its second week with *Jan Murray*, *Louis Prima* and *Mr. Music*. It opened with \$73,000.

Strand (2,700 seats; average \$40,000) did \$45,000 for its second week with *Jackie Miles*, *Don Cornell* and *West Point Story* after a tee-off of \$50,000.

1,700 seats; average \$15,000) climbed to \$22,000 for bill *Wassail*, *Wille West* and *McGinty*, six other acts and *Prehistoric Women*. Previous bill did \$15,000. New bill has *West* and *Lexing*, Al Gordon, six other acts and *Killer That Stalked New York*.

AGVA Wants 'Medrano' Nixed

HOLLYWOOD, Jan. 6.—American Guild of Variety Artists (AGVA) office here has recommended to national headquarters in New York that the forthcoming production *Le Cirque Medrano* be stopped from opening. Cirque is set to open in Paris late this month. Show's producer, Jerome Medrano, nixed posting of a bond to cover week's salaries for the troupe. AGVA this week had asked a total of \$6,000 from the producer. Hollywood Theatrical Agency is show's agent.

Irwin Mazel, of the local AGVA office, told *The Billboard* he had stepped production locally when he learned the show was signing chorus girls with promises of \$50 a week, \$35 under scale. It is believed that a line will be recruited in Paris where chorines can be paid for about \$40 per week, including room and board.

PA. JOB OFFICE ADDS CHORINES

PHILADELPHIA, Jan. 6.—The Pennsylvania State Employment Service has in the past filled all sorts of job opportunities—but goes theatrical now. For the first time in its history, the government-owned employment service will hold auditions and interviews for chorus girl jobs. Call for gals came from Lee Henderson nitery line producer, who has set up a cafe-TV-theaters production firm here.

Proser Plans Return With 2-Club Preem

One To Be Comedy Tob Nitery, Other On French Kick

Continued from page 1

both places will be completely different.

The Paradise, which will be renamed Monte Proser Theater-Restaurant, will run with musical comedy tab shows nightly. The first two shows will be the same, the third one will be different. The third show may even be a variety format with black-outs.

The Monte Carlo will be called La Vie En Rose and will run as a French restaurant up to midnight. Thereafter it will be a supper club using ch-chl acts on the same policy as used at the Blue Angel.

Opening dates haven't been set, pending application approval of liquor permits and the working out of final details. The preem, however is tentatively set for the beginning of February.

Fire Destroys Columbus Club

COLUMBUS, O., Jan. 6.—Fire of undetermined origin destroyed the swank Grandview Inn here early Wednesday (3), with the loss to Mike Flesh, owner, estimated at \$250,000. The fire was the second to hit the supper club in less than three years and the third in 10 years. Flesh said the loss was covered by insurance and that he planned to rebuild.

Salvatore Morello, night watchman, detected the fire at 8 a.m. and saved \$1,500 in cash, while firemen salvaged 75 cases of Scotch whisky. A 500,000 fire virtually destroyed the club in 1940, and a second fire, which resulted in damage estimated at \$60,000, swept it in 1946.

Perokos Drops Voude

HARTFORD, Conn., Jan. 6.—The Perokos Theater Circuit has dropped the Friday-Saturday combination vaude-pic policy at its 1,000-seat Palace Theater, New Britain, Conn. House is now playing films exclusively seven days a week.

ROSE GOES NBC, SHUTTERS 'SHOE'

Nitery Closing Ousts 200 People; Grossed \$20,000,000 in 12 Years

Continued from page 1

that Rose does not wish to overburden himself.

He currently has a dramatic series on American Broadcasting Company (ABC)-TV, sponsored by Hudson cars. The show was recently renewed, but should it fail to continue under sponsorship in the future it is likely to switch to NBC.

Appropos the Horseshoe shuttering, Rose said: "The critics liked my show—the public didn't. I never quarrel with public opinion. Perhaps the nostalgia formula is played out."

There's a possibility that the folding may be temporary. Rose, who owns the title, "Billy Rose's Diamond Horseshoe," has no intention of dropping the lucrative tag. Darryl Zanuck once paid Rose \$75,000 for the four words.

Another possibility for some continuation lies in the fact that the hotel wherein the club is located has offered to run the spot with a name band and small act policy. There's also a chance that the room will be used as a broadcast studio. Finally, there's the real possibility that Rose will come up with some formula whereby he will remain top dog. The latter development would hinge upon

whether Rose develops a new, revolutionary idea.

The Horseshoe has been one of the top money-makers in cafe business ever since it opened. During its 12 years it played to about 5,000,000 people and made \$20,000,000 for Rose. This money paid for the Ziegfeld Theater.

When the spot closes, about 200 people, including talent, will be out of work.

AGVA TO BE OP?

Brandt Offers Profit-Share Deal on House

NEW YORK, Jan. 6.—A deal leading to the putting of vaude into one Brandt house, the Gotham, which has been on the fire for some time, is now waiting a decision by the American Guild of Variety Artists (AGVA). The deal would tend to put the union into the business of running a theater.

The plan, as proposed to AGVA by Harry Brandt, calls for the op to take 5 per cent of the box office, out of which the house staff would be paid. The rest of the dough would be turned over to the talent union.

In exchange for this, AGVA would agree to get some solid names who would do a week each for special salaries. The rest of the bill would get regular dough. If the plan is acceptable and succeeds, Brandt would then undertake to convert his subway circuit houses to vaude.

Henry Dunn, AGVA topper, said he had the plan under consideration and had arranged talks with the stagehands' and musicians' unions to see what their reaction would be.

Det. '509' Sold; Policy Same

DETROIT, Jan. 6.—Club 509, only downtown spot with an extended floorshow policy, changed hands this week for the first time in 21 years, with Benny Resh, veteran orchestra leader, and his son-in-law, Morton Miller, former dragstore owner, taking over. Ernest Stein, who has run it for over two decades, is retiring from active operation, but owns the reality.

Resh, who has had his own band in the spot for years, will be active manager, with his wife, Ethel, acting as hostess. Miller will manage the bar.

Policy will continue to feature semi-name shows with long show-bills, leading off with Charlie Carole, currently in as enscue.

20-11 Club Set For Feb. 8 Bow

NEW YORK, Jan. 6.—A new spot, the 20-11 Club, will preem at the Dunbar Hotel, Washington, February 8. Club, operated by Harry Warwick, will start off with George Shearing for 10 days, followed by Louis Jordan, Nat Cole and Ruth Brown.

Spot will run on an admission basis and, with its 300 seats, figures to make a buck. Gimmick behind the operation is that room will stay shuttered if an attraction isn't available. It will open again whenever something can be bought.

When spot hasn't a show an effort will be made to run it as a ballroom, using name bands for one-nighters.

Eckstine 30G At Orpheum

HOLLYWOOD, Jan. 6.—Billy Eckstine grossed about \$30,000 during his eight-day stint at the Orpheum Theater, which ended Monday (1). Amount is considered one of the highest paid by the theater in postwar years. The singer went in on a guarantee plus percentage deal. At the conclusion of Eckstine's final performance he was honored by several newspapers, MGM Records and the Metropolitan Theaters, owners of the Orpheum. Eckstine opens Tuesday (8) at Wilbur Clark's Desert Inn (Las Vegas), returning here January 30 for his first strip date at the Mocambo.

Earl Carroll Spot Reopens

HOLLYWOOD, Jan. 6.—Earl Carroll's Million-Dollar Theater Restaurant, shuttered following the death of Earl Carroll over two years ago, will reopen February 14 with an ice-act extravaganza. Show, lagged *Thief of Ice-Archie*, is a musical comedy on ice starring Sabu and a cast of 48. Act will also feature a 24-voice male chorus, male line (6) and two fem lines of 12.

Carroll's will have a \$2-\$3 admission, excluding food and drink, which makes the night spot the most expensive in the area.

Producer-director George Cornell expects the show to budget at \$11,000, almost twice the outlay of any nitery here.

Cornell leased the theater for a year (with option) from Frank S. Hofus who purchased the property last year from the Carroll estate for \$1,025,000. Hofus operates the Del Mar and Deauville Beach clubs here and hotels in Dallas and Wichita Falls, Tex.

Grades Buy Brit. Lyon Org; To Call for More Yank Acts

NEW YORK, Jan. 6.—The Montague Lyon Agency, a British talent office and major theater owner of houses in London and the British Provinces, has been bought by Lew and Leslie Grade.

The deal calls for the Grades taking over about 50 standard acts plus a few English headliners for the term of their contracts.

The theater deal involves approximately 20 houses located all over the British Isles. Included in the sale is the Granada chain (about 10 houses), using spot shows

and big pictures. It is a kind of a Dow Time with variations.

The big deal calls for the Grades to take over nine theaters, all playing full-week stands of vaude. The houses are the Winter Garden, Moreambe; Opera House, Belfast; Theater Royal, Dublin; Ritz Cinema, Birkenhead; Hippodrome, Lewisham; Empire, Crofton; Embassy, Peterborough; Hippodrome, Dudley, and the Plaza, West Bromwich.

This latest addition to the Grade interests will make them one of the

most important talent bookers in England and a major factor in the buying of American talent for British markets.

Eddie Elkort, the Grade brothers' vicepres, and head of the American branch of the agency, has been the buyer for the Grades in deals involving American performers. With new additions to Grade interests, he'll be called upon to buy larger numbers of Yank acts.

The present space occupied by Elkort's office has already outgrown its usefulness and the agency is looking for new quarters.

Fire Damages Calif. Curtain Call Club

HOLLYWOOD, Jan. 6.—Fire swept the Curtain Call Club, Sherman Oaks, Calif. Extra co-owned by actor Dan Dailey, early Monday (1). Damage was estimated at several thousand dollars. Defective wiring was blamed for the blaze which demolished the back bar and scorched the interior. Spot will reopen in a few weeks.

The Three Dons were appearing at the nitery. Slim Bergman and Marty Singers are partners with Dailey. This is the second local night spot hit by fire in the past month, the other being the Sirocco Room on the Strip (*The Billboard*, December 23).

Hocus-Pocus

of Magic and Magi
By BILL SACHS

AL SHARPE is currently plying his magical wares at Club M...

ing from an illness which knocked him off the road more than a year ago.

WALTER GIBSON, author of numerous magic books, expert on things magical and creator of the Shadow, famed figure of fiction and radio, has been signed by Al Grossman to create a television package centered about a new character.

Copacabana, N.Y.

tional ballroomology. They differ in that their spins are actually sensational while remaining graceful at the same time.

Marilyn Murray, working in the middle, came out to a big welcome hand from old friends who remembered her as Mae Williams.

Entire New Production
The productions and music were all new. The first, Farmer's Daughter...

Show has three new production principals. A young brunette dancer, Patricia Muller; Sonny Caillelo and Regina Price, production singers.

Miss Muller, out of lewd musicals, works with Harrison, the boy dancer, in some thrilling routines.

Mike Dursio's music was on the button, and Fernando Alvarez' Latin ork was in there for the hip-swivel sessions.

Bill Smith, Johnny Sippel.

Burlesque Bits

By UNO

GLORIA MARLOWE, after two weeks at the Casino, Boston, began a fortnight's engagement at Frank Bryan's other house, the Gayety, Baltimore.

Hudson, Union City, N. J., make their bow January 12 at the Rocky, Cleveland, for a tour of the circuits thru Lou Miller.

TONEY TWINS, a new strip act produced by Jack Montgomery out of the chorus ranks at the

Empire Room, Chi

Continued from page 43

off smartly, with a supercharged exhibition of tumbling. Boys inject plenty of enthusiasm and speed into their work.

Only new production number was a routine thing with no theme during one of Bonano's numbers.

Johnny Sippel.

SELAN'S World's Largest Creators of Hair Styled Pieces
FREE CATALOG Our Hair Goods are all expertly made of the finest materials.

DANCE BAG Non-Transferable
FIT THROUGH THE BUTTON HOLE - IF IT DOESN'T, IT'S NOT SECURELY.

NOTICE to all AGVA MEMBERS
Delegates to the Annual Convention to be held in Los Angeles on June 7, 8, 9 and 10, 1951, will be nominated at the membership meetings...

Minsirels' Costumes & Accessories
CIRCULARS FREE
Dance-COSTUMES-CLOWNS

Extra Added

Brief but important night club-vaudeville news

New York:

Patti Moore and Ben Lesay will do their first New York date in years when they open at the Latin Quarter January 12.

Paris:

Announcement that Gen Dwight D. Eisenhower, new supreme commander of the Atlantic Pact Armies, will headquarter at Fontainebleau was received with delight here.

Philadelphia:

Frank O. Ackley, manager of the Carman Theater, Philadelphia, since the house opened 23 years ago, resigned following the dropping of the stage policy.

CLINTON HOTEL

10th below Spruce
200 outside rooms from \$2. Special weekly rates. Housekeeping apartments. Newly renovated. New bath's. Beautiful air conditioned cocktail lounge. Walking distance of all theatres.

WANTED EXOTIC DANCERS

BOOKING IN WEEKS IN FLORIDA
SAMMY CLARK AGENCY
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GIRL SINGERS, EXOTIC AND STRIP DANCERS

Wanted for Florida, Texas, Cuba and South America.
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WANTED ALL MUSICIANS AND ACTS FOR

BILLY PURL #2 UNIT
Musicians must read Doublie and specialties preferred. Steady work.
T. J. CRAMBLETT
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WANTED EXOTIC DANCERS AND STRIPS

Be a booker for MILTON SCHUSTER
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CAN PLACE

Normis, Acts of All Types, Dancers-Exotics, Acrobats, For Clubs and Theatres. Send Photos and Data.
MIKE RIAFF
Suite 1207 St. Louis, Mo.

JANUARY 13, 1951

Drop 17 From Cast of Paris State Theater

PARIS, Jan. 6. — Comedie-Francaise, national theater of France, has been given a slash of six million francs in its budget necessitating the retirement of 17 from its roster. The Comedie goal of most French actors, dismissed several members who are making commercial successes on other stages. One of these is Mlle. Claude Nolier, currently starring in the dramatic-opera Jeanne Au Bueher. The only person elected to the company in 1950 was Lise Delamare. Her appointment was made known about the same time as the wholesale dismissals.

LNVT Ratifies Ticket Code

NEW YORK, Jan. 6. — The League of New York Theaters (LNVT) Thursday (4) by a vote of 21 to 2 ratified the proposals of the Committee of Theatrical Producers (CTP) for a fairer distribution of tickets. How far the agreement will carry is still a question, since the League's full membership is 90 and individual acceptance appears to be more or less voluntary.

Only three sections of the agreement will be submitted to the Code Enforcement Authority for approval. If these receive the Authority's blessing, they will be included in the ticket code.

Brokers, thereby, will be permitted to buy outright up to 25 per cent of orchestra seats in advance of a Stem opening, provided they have bona fide orders. After an opening, their total allotment, when necessary, will be up to only 50 per cent, instead of the current 75. The third item is the curbing of theater club abuses and bringing party agents under the code's jurisdiction with a standard contract between producer and agent.

What the code authority will say remains to be heard. There have been more than rumors that Actors' Equity viewpoint is for lasting reforms with teeth in them. The brokers, likewise, may have a substantial beef over the reduction of their post-preem allotments.

Sides and Asides

'Pardon Our French' Cancels Chicago Run . . .

Olsen and Johnson will not, despite previous reports, take their musical, "Pardon Our French," to Chicago when they close at the Broadway Theater January 8. Ole's injured leg still is in no shape to let him take an active part in the show, so the closing is final. Meanwhile, the partners are shaping up another of their madhouse extravaganzas, called "Everything Goes." The new trolle will be ready for the road in about three months, which will give Ole ample time to be ready for another personal excursion into anyism.

Theater Guild Sets

"Learn" as Bonus Play . . . The Theater Guild has made a deal with Robert Joseph and Alex Cohen, producers of "King Lear," to offer the Louis Calhern starring vehicle to Guild subscribers as a "bonus play." This is a move likely to give Shakespearean b. o. at the National Theater a considerable hypo.

'Pan' Pipes Record.

321 Perfs in N. Y. . . . When "Peter Pan" finally closes up shop at the St. James Theater Saturday (27), its final performance tally, 321, will break every continuous-performance record for the show. This includes the

BREAK-IN SCORES

PHILADELPHIA Four Testes Are 48 (Opened Locust Theater, Monday, January 7) Yes 2 No 1 Per Cent 66 2/3

"Consul" Ends Tour in Philly; Set for London

PHILADELPHIA, Jan. 6.—The Consul winds up its American tour tonight at Shubert Theater here. Company takes a 10-day lay-off and then heads directly for London where a theater was made available to it over the week-end. Gian-Carlo Minotti will meet the company in London, coming in from Italy, where he conducts the La Scala Opera this week. Troupe carries to Europe three Magda Sorels. The originator of the role, Patricia Neway, sings it at six performances each week, and if for any reason she can't go on, alternate Brand Falcon, who is regularly scheduled for two performances weekly, fills in. If both are indisposed simultaneously—a situation which has yet to develop—an understudy, Heidi Krall, is ready and waiting in the wings.

ANTA IN '51 FUND DRIVE; \$211,600 IS EARLY YIELD

NEW YORK, Jan. 6. — With \$211,600 already in the till, the American National Theater and Academy (ANTA), at a luncheon session at the Hotel Plaza yesterday (5), kicked off its first public fund-raising campaign. The drive will be opened formally by the ANTA Theater ball at the Plaza January 15.

ANTA's objectives are to retire its playhouse mortgage and put the building in working order (at a cost of \$780,000); establish a

Equity Wrangles Over 7 Pts.; Settles 1, Recesses 30 Days

NEW YORK, Jan. 6.—A general membership meeting of Actors' Equity, held at the Hotel Astor Friday (5), recessed for recall within 30 days leaving practically its entire agenda status quo.

Matters in hand primarily concerned the consideration of seven amendments to the union's constitution which were submitted to Equity council last summer by a constitutional review committee, headed by Howard Wierum, and which were subsequently unanimously vetoed by council.

The council had approved re-submission of an amendment, tabled from the September 22 meeting, to permit membership to override the governing board's resolution of any resolution by membership via a subsequent two-thirds vote by senior resident members out of a quorum of 750 senior resident members present at such a meeting. The council, however, is empowered to submit such a reversal to a referendum vote. Council rejected the remaining

seven proposals on the ground that the changes "were radical and were intended to transfer a good part of the council's authority over membership to the New York meetings of the membership; to eliminate the present prohibition of Communists, Nazis and Fascists from being officers or members of the council, or from being employed by Equity, and to cut down further the requirements for qualification . . . Junior members' senior membership." (Equity magazine, October 1950.)

Proposals Outlined In brief, the seven proposals submitted by the committee included: (1) An interpolation in the first paragraph of the Agreement: "We will not tolerate within the Association, or in our dealings with employers, any denial of work, segregation, or discrimination on grounds of color, religion or political creed." (2) A specified time of employment for junior members of two years' standing to qualify for senior membership

is eliminated in favor of a record of two standard engagements plus a course of instruction. At the same time, it is recommended that junior members leaving a play to enter military service shall no longer be given employment credit toward seniority for the time the production shall run after they leave it. (3) The provision that no member of a political party or group declared by council to be inimical to the interests and legitimate purposes of Equity shall hold office, sit on the council or be employed by the union, is to be eliminated. (4) Practically does away with nominating committee procedure in union elections. (5) The quorum (currently 750) necessary for consideration of constitutional amendments to be reduced to 400. (6) A resolution receiving a two-

(Continued on page 46)

Shuberts Cut Matinee Tix for "Blossom" Bow

PHILADELPHIA, Jan. 6.—In an effort to keep interest in the legitimate theater alive, the Shubert interests have announced what appears on the surface to be a drastic cut in the box-office scale for the forthcoming return of Blossom Time at the Shubert Theater next Monday (8). Taking advantage of the large seating capacity of the

playhouse, Lee and J. J. Shubert announce the "bargain prices" are "inaugurating a new policy." The newspaper ads herald the bargain prices at \$2.50 for best seats in the evening and \$1.50 for the matinees—plus tax. With 30 per cent added for local and federal taxes, it brings the top figure up to the standard \$3.25 asking price. Moreover, the Saturday top, with taxes, still remains at \$3.50. Only substantial cut is in the matinees with the \$1.95 (tax included) figure a neat slice from the general \$2.60 matinee high.

While the first week of the new year finds four of the five legit temples lit, prospects for the remaining weeks of the current season still are slim, with only a half dozen attractions on the expected list. Blossom Time follows The Consul at the Shubert, with nothing definite as yet to follow the Romberg perennial. The Walnut Street Theater, which has Maurice Schwartz in Riverside Drive for the first week of 1951, goes dark after tonight (6) until January 29 when Come Back, Little Sheba comes in with Shirley Booth and Sidney Blackmer to make for a Theater Guild subscription offering. The Locust Street Theater has another week for Four Twelves Are 48, but nothing else is in sight, while the Erlanger Theater doesn't even have a prospective booking in the offing.

The Forest Theater, which darkens tonight (6) after Darkness at Noon and has Sylvia Sidney in The Innocents for a fortnight starting January 15, will keep lit with the pre-Broadway visit February 5 of In the Still Small Hours, new comedy by George S. Kaufman and his wife, Leueen MacGrath, with Dorothy in the lead.

While these four offerings are sure, the other two of the expected half-dozen are still in the "maybe" class.

La Cummings To Bow-In New Houston Arena

NEW YORK, Jan. 6.—Joanna Albus and William Rozan have signed Vicki Cummings as guest star for the first production of their new arena-style playhouse in Houston. The new theater-in-the-round will unveil February 21 with a three-week revival of Candlelight. John O'Shaughnessy will direct.

The Albus-Rozan firm is currently in New York lining up its resident company and guest directors for future projects. Harry Ellerbe has already agreed to go to Houston to stage three shows for the playhouse in the late spring.

Hedgerow Bows Winter Series

PHILADELPHIA, Jan. 6.—The Hedgerow Theater, well-known summer playhouse in suburban Moylan-Ridge Valley, Pa., launched a winter season tonight (6), with the stock troupe, directed by Jasper DeWier, offering a series of six Saturday night performances. It begins with "The Sea Gull," with Thiander on the Left, dramatized by Jean Ferguson Black from the Morley novel, playing on January 13 and 20.

Goldsmith's She Stoops to Conquer will be offered on the 27th and Mollere's The Imaginary Invalid February 3 and 10 to wind up the season.

Dramatic & Musical Routes

- Ansel in the Parnassus (Harris) Chicago. Ance of His Eye (Shubert-Lafayette) D. (Trot) As You Like It, with Katharine Hepburn (Curtain) San Francisco. Ballet de Paris (Fox Arlington) Santa Barbara, Calif. 9. (Calif. Aud.) San Bernardino, Calif. 10. (Memorial Aud.) Sacramento 12. (New Aud.) Berkeley, 11. Blossom Time (Aud.) Worcester, Mass. Broadway Aud. Joseph, Mo. 8. (Forum) Wichita, Kan. 11-12. (Orchestrums) Kansas City, Mo. 12-13. Carrie, Broadway, Queens, C. (Hastings) Chicago. Come Back Little Sheba (Curtain) Buffalo, N. Y. 12. (Aud.) Rochester, N. Y. 12-13. Death of a Salesman (Court Square) Springfield, Mass. 8-10. (Hoyace Bushnell Aud.) Aud. Joseph, Mo. 11. (Metropolitan) Providence 12-13. Diamond Lil, with Mae West (American) Chicago. Four Times Twelve Are 48 (Locust St.) Philadelphia. I Know My Love, with the Lunts (Erivry) Chicago. Innocents, The (Plymouth) Boston. King Me (Harris) Pueblo, Colo. 10. (Capitol) Salt Lake City 12-13. Mr. Roberts (Fonda Company) (Bartman) Columbus. Mr. Roberts (Road Company) (Erie) Schenectady, N. Y., 10-13. Cabotomb (Stuart) Lincoln, Neb. 8-9. (Aud.) St. Paul 11-13. Rose Tattoo, The (Erlanger) Chicago. South Pacific (Shubert) Chicago. Street Car Named Desire (Cos) Cincinnati. Where's Charlie, with Ray Bolger (Shubert) Boston.

80,000 Vie for 11,300 Seats

TORONTO, Jan. 6.—The Sadler's Wells Ballet booking into the Royal Alexander has snowed the theater's b-o. force under an avalanche of mail. The British tapers open a five-day, eight performance, stand Monday 15.

An announcement to a mailing list of 12,000 and subsequent newspaper ads have resulted in 90,000 bids for tickets to date. Since the theater's total capacity for all performances is 11,300, there already is much waiting and gnashing of teeth by thousands of local balletomanes.

Theater management estimates that about 150,000 will have to be returned to would-be subscribers. Top gross for the booking can only run to about \$46,000.

Leatrice Joy in Musical Try-Out . . .

A new play, "Alexander," by Lex Richards, skeds a testing in Albany Monday (15). By Gael Geither, Leatrice Joy, retired silent film star, will have a leading role. Also set for a part is Nicholas Joy (no relation). Donald Murphy, Grace Kelly and Gloria Hoyo round out a cast of five. Geither will do his own staging and expects to bring the play to Broadway—contingent, of course, on the result of the tryout.

Drake To Stage

"Courtin' Time" . . . It is now definitely set for Alfred Drake to take over the staging chores for "Courtin' Time," for James Russo and Michael Ellis. Lyrics and music are by Don Walker and Jack Lawrence. William Roos has supplied the book. Last year, Drake took over the direction of "The Liar." "Courtin'," however, will be the first time he has staged a musical completely his own. Rehearsals are sked to start February 22.

fellowship fund for postgraduate students at the academy, and provide initial support for special services in the national and international field.

The drive has been organized along many lines. Besides the cash gifts amounting to the 211G, donations of jewelry have been made and are continuing to be received for an ANTA auction. Special ANTA pins have been designed for sale, and a sticker campaign for shop windows, theaters, etc., will get underway. Further plans call for a benefit ticket campaign, similar to those used in the Damon Runyon and other fund-raising drives.

Chairman Robert W. Dowling's statement that ANTA is a "positive active organization," was borne out in honorary President Vinton Freedley's resume of past achievements. Freedley summed up the organization's work in both the national and international fields as aid to resident theaters; the placing of new scripts, speakers and guest stars; its association with the United Nations Educational, Social and Cultural Organization, and its current work on Broadway.

Other Achievements Cited

Other achievements which have helped put the group on the road to greater national prominence include its series of ANTA album performances; a radio program last year, Theater USA; a television program this year, Showtime USA, and its current record album. The purchase this year of the old Guild Theater marked a big stride forward, and top agenda on current plans are raising its mortgage and the renovation—the latter to be achieved in memorial donations. All portions of the building, including theater seats, dressing rooms, offices, et al., have been apportioned to specific end uses. The purchase of the building for \$1,050 for a seat to \$801,000 for an entire first floor.

The scholarship fund is divided into three groups—\$3,000 for a one-year fellowship, \$12,000 for a four-year fellowship and a permanent endowment of academy chair for \$102,000. Howard S. Gillman, principal speaker at the luncheon and head of the corporation gifts committee, wound up the meeting with the

(Continued on page 46)

ARENAS AND AUDITORIA

Canton, O., Half-Roofed; Finish by Fall Is Hope

CANTON, O., Jan. 6.—Latest word on the new Memorial Auditorium under construction here is that half the roof is on but that nothing has been completed inside.

ERIE, Pa.—Gannon College Auditorium, managed by Louis Tullio, seats 2,500 on permanent bleachers along the sides of a 120 by 70-foot floor.

FLINT, Mich.—Paul Rewey, manager of the IMA Auditorium here, has solid bookings thru late spring and early summer in 1951.

Holland, Mich., Rollarena Opens

DETROIT, Jan. 6.—The Rollarena has been formally opened on U. S. Route 31, three-quarters of a mile south of Holland, Mich.

The skating floor is 80 by 200 feet and multi-colored fluorescent lights provide indirect illumination.

La Martinique

far since first caught at Leon and Eddie's. He works with assurance, sells easily and makes a good all around impression.

The Whitpoorwills (four boys and a girl), just off the Frank Sinatra TV show, also impressed.

The rest of the cast included a four-girl line headed by Roberta Lee, a tall, slim brunette.

Sid Fields, a straightman for Blue, did a magnificent job of feeding. His erudite chatter was an excellent foil for Blue's takes and talk.

Val Olman's band did a fine show-cutting job. Ralph Font's rumbas kept the floor jammed.

CURVECREST RINK "COTE" THE PLASTIC RINK SURFACE

Going to Army—Must Make Fast Sale

KENNETH BATHGE FOR SALE

Balcony seats are permanent and 500 bleacher seats are set on the first floor for open floorshows, while 2,000 chairs are placed on the floor for stage shows.

SOUTH BEND, Ind.—Talk of plans for a new municipal building here has been stilled by the international situation.

NEW HAVEN, Conn.—Biz for hockey at the Arena here has been so bad that the building recently eliminated the events.

Ice Capades In Sell-Out At Hub Debut

BOSTON, Jan. 6.—Ice Capades of 1951 opened a 17-day stand in the 13,000-seat arena here with a sellout December 28.

The 11th edition of Ice Capades has 10 production numbers, largest of which is the operetta, Student Prince, featuring Donna Atwood and Bobby Speech and a 50-voice chorus.

Next ice show for the Garden is Shipstad & Johnson's Ice Follies, due in mid-February.

Stanley, Pitts.

Gilbert is on stage to take him off. For example, Bill Lawrence does two fast numbers and goes off.

Show opens with John Gergly doing a standard banjo routine and making with the two-banjo sound on Bye Bye Blues.

Marshall Izen does a rib-tickling, sharp routine on German opera that should be a natural for East Side intimacies but, just when the people figured out what he was doing, he was off and away.

Feature of the opening was a show of exhibition skating, televised by WBAP-TV.

M. H. Aranson Points Up Solid Industry Footing

PITTSBURGH, Jan. 6.—Milton H. Aranson, of Johnny Jones Jr. Company, founded an optimistic note for the roller-skating field as his company closed the books on 1950 and faced the year ahead.

"The roller-skating industry was never on a more solid footing," he stated. Aranson said that there is a definite trend among children toward the great roller recreation.

"Events like this," he said, "are important because they stimulate interest among the rink patrons of tomorrow, our future bread and butter."

His own company, according to Aranson, sold 1,500 pairs more than in 1949 of kiddies' outfits which range from sizes seven to two.

Stark Directs Syracuse Aud

SYRACUSE, Jan. 6.—William B. Stark has been named director of the Onondaga County War Memorial Auditorium, which is still under construction here.

New arena, which Stark was instrumental in planning, will seat 10,000 and be equipped to handle legit, concerts, conventions, sports events and ice shows.

Gilash Firm Opens Warehouse in N. Y.

NEW YORK, Jan. 6.—In order to adequately handle its expanding New York market, Gilash Shoe Company, of Fitchburg, Mass., has opened a warehouse in Brooklyn.

The Gilash Company, Gilis reported, took pride in the fact that this city's Park Department when it opened its new \$700,000 combination ice and roller rink specified Chicago-Gilash outfits in its request for bids.

Remodeled Cotton Bowl Reopened December 22

DALLAS, Jan. 6.—Sammy Bert's Cotton Bowl Rink on the fairgrounds here reopened December 22 following a complete remodeling since the October closing of the State Fair of Texas.

Feature of the opening was a show of exhibition skating, televised by WBAP-TV.

Roller Derby Bows In Syracuse Army

SYRACUSE, Jan. 6.—The Roller Derby opened at the State Army here December 27 for a 14-day run. Initial audiences were considerably under capacity.

ing distribution feat of his company is the same day delivery policy. Despite a snowstorm, U. S. mail embargo and some of the worst winter weather in years, the firm was never more than three days behind in its deliveries.

The Jones Company represents the Chicago Roller Skate Company in Western New York, Pennsylvania, Ohio, Maryland, West Virginia and the District of Columbia.

Use Promotion To Revive Biz, Says Richland

HARTFORD, Conn., Jan. 6.—Take it from Irving Richland. "1951 can be made to pay off handsomely for the average roller-rink operator if he continues to promote new trade consistently."

Richland, partner with Harry Neekes in the Hartford Roller Skating Palace and president of the New England Roller Skating Rink Operators' Association, holds that the rink business "needs greater promotion, on a steady basis, to keep roller skating grossing better on a steady basis."

"I've seen too many roller rinks become poor businesses because the operators themselves refused to be shaken out of a virtual lethargy," he said.

"This year," Richland continued, "I'd like to see more rink operators show more of an aggressive attitude in going after business. We have one of the best relaxing entertainments in the world, and if we're not going out to promote, I wonder who will?"

Richland specifically suggests the following matters for serious consideration for better trade by large and small rinks:

- 1. Promotion of more school and college skating parties. "This field can always be more extensively developed," he said.
2. More newspaper advertising. "I don't go for those one-inch ad insertions every six months or so. Let's do some advertising, and do it right by plenty of plugging!"
3. Cleanliness of rink and courtesy on the part of rink staff.
4. More contests, competitions, awards for "cutest looking girl of the evening," etc.

Richland and Neekes held a New Year's Eve skating party December 31, with a grand march at midnight. Regular admission was charged.

Their rink got mention in Allen M. Widem's daily amusement column in The Hartford Times on the fact that numerous 43d Infantry Division soldiers, on furlough from Camp Pickett, Va., were among Christmas week patrons at the rink.

OUR RINK CLOSED JANUARY 1 Offering For Sale, All or Any Part
1,000 PAIRS CHICAGO RINK SKATES
Very Good Condition. All Sizes. \$2.00 Pair.
500 PAIRS USED HYDE RENTALS ON CHICAGO SKATES
Ladies' & Men's. Good Condition. All Sizes. \$4.75 Pair.

SAVE ON RINK SUPPLIES
Metal Skate Cases, 6x7 1/2, 10" x 14"
All Aluminum Skate Cases, 39.00
"Streamliner" Skate Cases, 36.45

FOR SALE
New portable Meker steel building, all sectional sides, oil burner, wiring, size 50x110. Price \$6,250.00 Owner.

RALPHAE COTTON HOFFMAN
Rink & Roller Skate Co.
Building located at Fairgrounds, Bensville, Ind.

WANTED AT ONCE
Experienced Portable Rink Man and Wife who can manage and operate rink. Must have portable skates and furnish food reference. Probably make bond.

FOR SALE
Portable Test Skating Rink, size 80x110, custom built, 1/2" roller, 1/2" floor, hard wood, maple sectional floor, Chicago skates, P.A. system music. Price \$4,600.00 Owner.

FOR SALE
New portable building, Skating Rink, size 80x110, located at Bensville Fair grounds, Bensville, Indiana. Meker steel building, all sectional sides and floor, heating system, oil burner, skates, music. Price \$3,950.00, Owner.

WE BUY AND SELL
New and Used Rink Roller Skates
Advice, make, size, condition and quantity.

COMPLETE PORTABLE RINKS
SECTIONAL RINK FLOORS
Oldest Manufacturer of Rink Equipment

THE USERS of "CHICAGO" SKATES
Are Successful
There is a reason. Service and PROMPT DELIVERIES.
CHICAGO ROLLER SKATE CO.
4427 W. Lake St. Chicago, Ill.

RINK OPERATORS
Have you any surplus CLAMP SKATES... now is the time to have them converted to SHOE OUTFITS for RENTAL or RE-SALE purposes... write for full particulars.
HYDE ATHLETIC SHOE CO.
CAMBRIDGE 41, MASS.

ACCEPT

A Summary of new newspaper format is meeting

FACT 1.

✓ **NEW YORK CITY** newsstand sales increased **30.06%** for November 4 and 11 issues (first new format issues) compared to October 21 and 28 issues (last old format issues). **CHICAGO** newsstand sales increased **20.25%**. **LOS ANGELES'** went up a whopping **50.00%**.

FACT 2.

✓ Since the November 4 issue, over **2100** newsdealers have requested their orders be increased.

FACT 3.

✓ Direct Mail subscription effort in connection with new format resulted in **5263 NEW** subscribers.

T A N C E

**FACTS PROVING that The Billboard's
with unprecedented ACCEPTANCE**

FACT 4.

✓ Subscription Department's own advertisements in second issue of new format (November 11) broke all records for response—**695** cash orders received direct from readers of November 11 issue.

FACT 5.

✓ Subscription orders received from post-cards inserted in sample copies to **10,000** reader prospects each week for three successive weeks indicate increasing acceptance:

- 219 subs received from Nov. 4 issue
- 256 received from November 11 issue
- 281 received from November 18 issue

FACT 6.

✓ An average of **50** long term unsolicited subscriptions being received every day—highest receipts from unclassified subscription sources on record.

**Since the first issue of its NEW FORMAT (November 4) more
people have been reading Billboard every week than ever
before in its 56 year history!**

Washington Once-Over

Continued from page 2

absorb the National Production Authority along with several lesser agencies. will come in for some of the biggest revenue among the civilian agencies. DPA has the top job of administering controls.

Over a score of bills directly dealing with the entertainment world went into the congressional hopper before the new session was a week old, but few of the measures are being taken seriously. All of the bills are "repeals" from last session, and there's nothing so far to indicate that the committees will take them off the shelf. Among the bills is the oldie to create a national theater sponsored by American National Theater and Academy. Others include a revival of Rep. Harry R. Sheppard's (D., Calif.) proposal to separate networks from station ownership. On the way to the hopper is Sen. Edwin C. Johnson's (D., Colo.) bill to crack down on clear channels.

Movie Consent Decree Hits Warners AM-TV . . .

Warner Bros. will spill up radio-TV holdings from movie distribution-exhibit under plan similar to one used by Paramount. Spill-up is mandated by consent decree accepted this week by Justice Department as part of its anti-trust action against the "big eight" of the movie industry. The judgment completely separates Warner's domestic theater business from its production and distribution; also, it divests Warner's exhibition business of over 55 theaters.

TV Hearings To Resume At FCC on Jan. 22 . . .

FCC's TV allocations hearings will resume Jan. 22 in one of the Commission's compact hearing chambers instead of the spacious Commerce Department auditorium (attendance had dropped to less than a dozen when the proceedings recessed last month). Hearing resumes two weeks later than scheduled as result of two postponements, latest of which was granted by FCC this week at request of

Joint Committee on Educational Broadcasters. Latter committee's witnesses will continue on the stand. The educators will unleash results of a nationwide TV survey they've taken. They say the results will prove their claim that ample channels can be allocated to them without hindering commercial TV. National Association of Broadcasters (NAB), which will be on hand for the first time at these hearings, is preparing a counter-offensive.

Short Talks Garnered 'Round Capitol Hill . . .

This week's creation of Defense Production Administration (DPA) is considered best step yet toward smashing the bottle-neck on defense contracts. The new centralized agency has been given a green light by the White House not only to accelerate controls, but also to determine defense requirements so that specific contracts can be negotiated. . . . Sun Oil Company has cut down commercials on its Washington-originated news shows to one minute (previously minute and three-quarters) so that more time can be given to airing the global news. . . . Bob Richards, National Association of Broadcasters (NAB) public affairs chief, is being suggested by some NAB board members as logical choice to succeed William Ryan as general manager when Ryan moves to Broadcast Advertising Bureau presidency February 1. . . . House Select Committee on Lobbying formally recommended to Congress this week that radio-TV be exempted from lobby registration.

The Left Hand Cut by Network's Right . . .

NBC's Washington outlet, WRC, is involved in an ironic aspect of the network's rates cut talk. WRC's local AM shows have been gaining fast in listener-interest. News of rate cuts hit Washington just as talk was beginning to be heard at WRC about possible rate rises. Latest of which would be justified by program popularity.

Drivin' Round The Drive-Ins

MICHIGAN NOTES: Paul Remaley is reported abandoning plans for the projected unnamed drive-in at Albion. . . . Other casualties of the freeze on construction are drive-ins at Bad Axe and Brighton planned by the Schultz Circuit. . . . Charles A. Anderson, of Lakes Theater Corporation, is going ahead with plans for the Brighton Drive-In. . . . Leo Stallard and Louis Warrenton plan to open the new 23 Highway Drive-In in May. . . . William Frank has abandoned plans for the Shore Drive-In at Greenbush. . . . Jim Olson plans to have the long-planned Olson Drive-In at 11011 Lake Heights ready about May 1. . . . M. J. Blackburn has taken over the Family Drive-In at St. Johns from its first owner, Leon Robbe. . . . Burlington Drive-In Theater at Greensboro, N. C., last week announced the appointment of J. C. White Jr. as manager, effective January 1. White is current manager of the State Theater there. . . . FINISHING touches are being completed at the E. M. Loew Circuit's newest 750-seat capacity Bristol Drive-In at suburban Farmington, Conn. Opening is slated for early spring, according to George E. Landers, firm's Hartford division manager. Meanwhile, no replacement has been named as yet for the management of Loew's Hartford Drive-In, Newington, Conn., a position left vacant by George Ramadalla's recent resignation. . . . Closed for the winter, the Reading Drive-In, Reading, Pa., presses its huge marquee sign into useful service. The sign now serves as an armed forces recruiting booster, directing attention to the importance to "Enlist Now" in the U. S. Army and Air Force. Sign also gives the recruiting address of the recruiting station in the Hartford Drive-In on Route 29 between Flemington and Lambertville, N. J., announced it will continue operations during the winter.

J. M. CARNEY reports good business with his religious pix in Northern New York. . . . W. W. Reilly has been showing travel pix around Gettysburg, Pa., and good returns. . . . McManus Family Show has been playing to good business with its fish trick around Lakeview, Ore. . . . Howard Dixon, who had a platform show last summer, is working a spook show in Alabama. . . .

JOHN W. VOGEL, once known as America's Minstrel King (through his activities as owner-operator of Vogel's Big City Minstrels, died at Sunridge Rest Home, Columbus, O., New Year's Day. He had been confined there since December 22 when he sustained a broken leg in a fall. Funeral services for the 88-year-old showman were held in Chillicothe, O., where he was born, Wednesday (3). In 1882 Vogel left his birthplace when he was 19 years old to become an advance agent with Sells Bros. Circus. He later organized his minstrel show and it toured the country. His success was such that at one time he was reputed to have amassed \$1,000,000. Most of this was lost in the stock market crash of 1929, but Vogel is said to have garnered enough money later to carry him comfortably thru his later years. Following his retirement from the field 23 years ago Vogel made his home in Columbus. Until recently he worked as a grandstand and gate attendant at Beulah Park Race Track, Grove City, O. Vogel was the oldest living member of the Elks Lodge, Chicago. He also was a member of the Columbus Lodge No. 30, F&AM, Scottish Rite, Aladdin Temple and Shrine. He was an honorary member of the national Burnt Corkers.

BURTON, hypnotist, is doing well at Michigan spots. He reports, however, that results have not been as good as those obtained in some Ontario towns which he made on the way from opening in New England. Burton plans to move hastily from Michigan and will make a number of long jumps to get into Far West territory. Show is solo and agent by Burton's nephew, Alan Burton. . . . Moulton Players, who have been playing dates in Northern and Central New Hampshire, have some January dates scheduled in Vermont. . . . Walter E. O'Brien will open a three-act flesh trick in New England and move west via Canadian via Ontario. O'Brien will make many towns which he has played the past three years. He was with the Chris Tate Show for many years. . . . Galen Whitney reports good business with a feature pic show in Central Nevada. Whitney is an old-time 10-30-30 agent and manager. . . . L. L. Bailey writes from Gonzales, Tex., that he "can't" see one-day stand showbiz falling down. Anyone who can perform decently and who will take to the

road can make more money than ever. You can't get money by just wishing for it and hanging around the cities. I had a good summer with platform shows and plan to go into balls after New Year's Day.

J. C. ADMIRE, with his brother, Frank P. Admire, who for several winters has had acts in schools under the Mid-States and Dixie Assemblies banners, will handle bookings for George B. Huble and Eddy Kuhn's recently organized indoor circus, J. C., currently in the South arranging high school dates, announces from Bambridge, Ga. Frank will remain at the Admires' Earl Park, Ind., headquarters and will continue the Mid-States assembly bookings. The Huber-Kuhn show is set to open its season January 15 and present plans call for it to play from two to three different high schools daily. Management will operate its own concessions and the show will be titled Martin Bros. & Captain Eddy's Combine Wild Animal Circus. Roster includes Captain Eddy's animals, to be handled by Mr. and Mrs. Eddy Kuhn; Glen Martin and Company Joyce and Gen Kuh, aerialists and Hubler Brothers & Company, horizontal bars.

ARTHUR B. LOCKE comes thru with the following from Portland, Me.: "I read with interest the item about Beach & Bowley's Minstrels which appeared in a recent issue. The Kanno-LaBarre Trio was with the unit one season. I wrote to Eddie LaBarre, who spent his last days at Gloucester, Mass., but the letter was returned, and then Edward Carpenter, of the Gloucester Lodge of Elks, wrote me that Eddie had passed away sometime ago. Eddie also was with Haverly, Vogel-Doming and Lucier's minstrels and managed several shows such as I. W. Marshall's, LaBarre Bros. and Milbank Bros.' minstrels. In his youth Eddie was with Al Maritz's Comedians, out of Camden, Me., and later managed Prescott's Great Eastern Wagon Show out of Rockland, Me. For a number of years LaBarre managed a theater in Wellfleet, Ont., and prior to his death was in charge of reserved seats with the Ringling-Barnum circus."

Richards Case

Continued from page 2

Cottone, while taking "no position" on the Fulton motion, nevertheless left the door ajar for future legal strategy and went on record as raising a question of "good faith."

Fulton followed up by asking the Commission for "an opportunity" for oral argument on a motion he introduced November 20 for renewal grants for the three Richards stations without further hearing.

The trusteeship issue appears sure to be in the fore of the wrangle. Cottone, in his reply, cited the hearing record as showing that Richards' counsel had repeatedly stated that the "sole reason" for filing the applications for trusteeship control in the first place was the desire to avoid a hearing and remove the issue of Richards' remaining principal stock holder. Cottone said that Richards' previous applications cited Richards' "poor health" and "his desire to retire from active control of the stations when he reached the age of 60." Cottone said the applicants' statements "cast serious doubt upon the good faith of the applicants in filing said applications (for withdrawing the trusteeship proposal)."

Picture Business

Continued from page 2

be churning out more tinted product than ever before. Supercolor, recently perfected hue process, will move in for a stronger share of the film tinting business.

Flicks To Take Hair From Dog That Bit . . .

At the same time, movies will seek to harness TV's terrific sales powers on its own behalf with the increased use of trailers. Spot market tests made by various studios credit TV trailers with substantially boosting the box office. Columbia Pictures following its successful trial run of the 711 Ocean Drive trailers, is now blanketing TV screens with its Born Yesterday film ads. Furthermore, studios have been softening their TV bans, and you can expect a complete reversal on their stand against permitting contracted people to appear on TV. As was the case with radio, studios now are beginning to realize the value of TV as a promotional medium.

The new year will find independent producer ranks dwindling while some of the remaining independents will straddle the production fence to make product for both theatrical and TV release. Independents derive their income from B pictures, have been hardest hit by TV. About 1,000 theaters using this product have closed and more houses are continuing to fold. With the independents' theatrical market disappearing, some producers will have to either move into TV film production or face financial ruin.

LABOR: Major motion picture producers recently turned down film craft unions' plea for a cost of living raise. Unions contend that employers in other industries have granted voluntary pay boosts. With the imminence of a possible wage freeze, unions fought hard for reopening of negotiations. Producers' contracts expire in October, 1951, and studios are standing on their contractual rights of refusing to discuss possible red underlines.

Hollywood AFL film council has argued that existing contracts were made in 1947 when film industry's outlook was grim. In

those days, producers predicted they would be operating in the red. Film council claims unions agreed to co-operate with the studios by not pressing for higher wages. Since then, the film council points out, major studio earnings have hit all-time peaks and producers can afford a pay boost. Furthermore, the unions argue, the Korean crisis has sent living costs skyrocketing and a voluntary pay boost is in order, especially since film workers have gone without raises for four years.

Unions were baited by producers' refusal to grant pay hikes and this can be expected to add fuel to contract renewal negotiations in October. If unions continue to feel that their members didn't get a fair break during the past four years and try to make up for the alleged loss by demanding hefty increases, situation can spill over into a walk-out. Negotiations on insurance and retirement plans currently under way between the film council's Roy Brewer and the Association of Motion Picture Producers' (AMPP) Charles Buren may help ease matters.

Fidelity, Eagle-Lion In 10-Picture Deal . . .

Ten picture production-distribution deal was closed this week between Fidelity Pictures and Eagle-Lion. According to the agreement, Fidelity will produce 10 top budget films during the next 18 months. Eagle-Lion will handle both domestic and world distribution for the Fidelity films. Joseph H. Seidman, ex-U-I veepee, is a Fidelity stockholder and joined its management panel January 1. Other top-level Fidelity men include A. P. Blumenthal, Executive Producer Howard Welsh and Greg Bautzer.

Production Briefs, Personnel Notes . . .

Monogram will go ahead with its production of Hiawatha after studio earlier decided to shelve it because of possible red underlines. However, Monogram's prexy, Steve Brody, said the avalanche of editorial opinion favoring resumption of production plans is

Yes, No Berle in Paree

Continued from page 2

sequential, in operation just one year. French video was started before the war and in 1938 the public was investing in sets. Stopped by the Germans, TV and its technicians continued to work underground.

At present, the TV building on Rue Cognac-Jay is a scene of great bustle and construction. Two studios bear the traffic of most shows, three more are under construction, one for open-air transmission, another devoted to filmed programs. Nearly finished is a large studio with automatically controlled lighting from suspended catwalks, a high control room overlooking the floor, and a large scenery dock.

Relay System

Another development since 1945 has been the building of relay stations carrying transmission from the tower to Lille, via Villers-Cotteret and Sully-Salimieu. The system will be completed in 1951. At present, the old standard transmission can be picked up within a radius of from 80 to 100 miles from the tower, while the new system has been beamed as far as Brussels.

responsible for studio's action. . . . MGM has suspended production of *Kind Lady* until Ethel Barrymore recovers from virus infection. . . . Sol Lesser next week will unveil Achille Dufour's vintages, process said to substitute slide projections for sets. Bankers say system can save movie industry fortunes by speeding up production and avoiding costly sets. . . . Gotham Gold will finance production of *The Jimmy Braddock Story*, humor-comedy inter-film yarn dealing with the greats of sports and showbiz. Richard Zigner is making the studio rounds with the property.

Dwelling side by side with radio under the State, TV is allotted the same amount of money as the older medium. Thus, it is claimed that no conflict exists between the media. However, a recent plan advanced whereby TV could get further financing by use of commercials on one of Radiodiffusion's nets, seems to indicate that all is not so brotherly as claimed.

At any rate, the admitted conflict at this time is between video and the French film industry. Cinema moguls are reluctant to allow their product to compete with itself. Nevertheless, a few films are available and a few more are shot especially by the video industry, an expensive indulgence as far as French TV is concerned. Many oldies of U. S. origin are presently used by French TV.

25 Hrs. Wkly.

Transmissions average between 20 and 25 hours a week. One popular program is *Journal Treize*, semi-show of films which were beamed the evening of their occurrence. On Sunday, football, rugby, and other sporting events are telecast.

Talent is paid from the allotment given to the program service. An American dancer here who has performed on TV said she received 7,000 francs for a one-minute roucoulerine. (There are 350 francs to the dollar).

License for a video set costs the owner 3,000 francs a year, unless the set is to be used in a public place. Then he pays 9,000 francs.

It is estimated that there are between 10,000 and 20,000 sets of the old line sequential in use in Paris. Correct figures will be determined at the end of the year. Sets cost between 80,000 and 100,000 francs, with the 411-series still available for 10,000 francs less.

"Lend me a hand"

JOIN "MARCH OF DIMES"

Paved Midway, More Shuttle Buses Plan Of Ind. State Fair

President Blackwell Tells Hoosier Confab of Projected Improvements

By HERB DOTTEN

INDIANAPOLIS, Jan. 6.—Midway area of Indiana State Fair here may be paved in time for the 1951 event. Kenneth Blackwell, president, told the annual convention of Indiana Association of County and District Fairs here this week.

"We believe such a step will increase our share because the paved surface will enable fair visitors to patronize the various midway attractions immediately after every shower without getting their shoes wet and muddy," Blackwell said. "It has been our experience that a heavy rain often cuts into the

carnival receipts for as long as 24 hours after the downpour stops—simply because of the mud."

Lauds Shuttle Buses

Asserting the introduction of shuttle buses inside the grounds at the 1950 fair here "attracted more attention than anything we have done in former years," Blackwell disclosed that the fair has placed orders for 10 additional buses.

Recounting the success of the buses in 1950, Blackwell said: "We had four of the vehicles built to our order and arranged for them to be pulled around the grounds by small tractors. We set the fare at 5 cents, with the hope of breaking even on our investment, and more than 70,000 people rode the buses during the fair. That 5-cent ride was about the only thing anyone could buy for a nickel and the people appreciated it."

In briefing the success of 1950 fair attractions, Blackwell said: "Our experiences provided additional testimony in support of the old saying in the entertainment business that 'you have to spend money in order to make money.'"

Cites Outlays

He pointed out that the one-week grand circuit harness horse racing program was the most expensive ever presented anywhere and that Bob Hope was given the largest guarantee in the fair's history. "The result of these and other entertainment outlays speak for themselves," Blackwell said. "Without counting our share of the receipts from the Celin & Wilson Shows, which also did a record business our special attractions grossed over \$30,000 more than they did in 1949, in spite of bad weather. In 1949 we were able to present every scheduled performance of every scheduled attraction. In 1950 we lost two afternoons of harness racing and one night of thrill show, but our receipts were still up \$30,000."

Miami Assn. Set To Build New Club House

To Break Ground Soon at Recently Purchased Site

MIAMI, Jan. 6.—Plans for immediate construction of a new clubhouse by the Miami Showmen's Association were announced here Wednesday (3) at the organization's annual banquet and ball in the Copia City, which was attended by several hundred wintering showfolk.

The building will be erected on a lot recently purchased at 72d Street and Biscayne Boulevard, with construction set to begin within a few weeks, outgoing President Carl J. Sedlmayr announced. Sedlmayr also presided in the presentation of desk pens sets to 20 members for valuable services rendered the club during the year.

Also at the speakers' table were George A. Golden, incoming president; Leo Bistany, first vice-president; William Cowan, second vice-president; Carl H. Hanson, secretary; William Bryant's chaplain, and H. E. Stahler, executive secretary.

Guests included William Wolfrath, Miami's mayor; State Representative Robert L. Floyd; S. T. Jessop, Showmen's League of America; Phil Cook, National Showmen's Association; Carl J. Sedlmayr Jr., Greater Tampa Showmen's Association; Sam Solomon, International Association of Showmen; Marvin Keys, Michigan Showmen's Association; Robert K. Parker, Oscar Buck, David B. Endy, Harry Schretler, and P. J. Finerty. Don Lanning served as toastmaster.

Endy, first president of the association, presented outgoing President Sedlmayr with a gold lifetime membership card.

Falmouth Fairgrounds To Breeze for \$40,000

LOUISVILLE, Jan. 8.—Purchase by Nelson Breeze, veteran Narwood, O., ride operator, of the Falmouth (Ky.) Fairgrounds for a reported \$40,000 was revealed here during the January 4-5 convention of the Kentucky Association of Fairs and Horse Shows.

Breeze will operate the fair and use the plant as a winter quarters for his rides. The plant contains three buildings. Breeze has joined the fairmen's association and was named an association director in the Friday (5) election.

PEDDLE PIZZAS AT HUB ARENA

BOSTON, Jan. 6.—Pizza, an Italian pie, is in ever-increasing demand at the Boston Garden, and it is believed that it is the first time the food has been vended in a house comparable in size to the 13,000-seat Garden.

Bill Burns, Garden concession chief, saw the possibilities of pizza at the Sport-man's Show in Mechanics' Hall here last season. He secured Larry Gallo and Tony Masucci to peddle the hot pie in the Garden, and an ever-increasing demand for the dough, tomato paste and cheese combination has been noted.

The pizza is dispensed near the Garden's beer concession and hockey, basketball and ice show fans are ranked in that order as pizza consumers.

Biller Cuts N. Y. Stand By Six Days

Acts Wait on \$5; Show Will Play Providence, R. I.

NEW YORK, Jan. 6.—Billier Bros.' Circus' initial attempt at making a two-week stand under the auspices of the Christmas-New Year's holiday period pay off came a cropper Monday (1) when the show shuttered after the night performance. The date started at a local armory with a December 26 matinee.

Arthur Sturmak, co-owner of the circus, said all salaries except those of the performers had been paid and that arrangements between management and American Guild of Variety Artists (AGVA) would take care of the omission. Sturmak claimed Tuesday (2) that the talent would stick with the show for a Providence date to begin Sunday (7) under sponsorship of the State Knights of Columbus organization. A check by telephone with the Rhode Island committee preparing for the stand revealed an advance ticket sale that practically guaranteed making the nut, according to Sturmak.

Reportedly, AGVA will have a tight financial rein on the Providence operation. The Knights of Columbus have guaranteed to pay

(Continued on page 36)

Conn. Solon Seeks Change In Game Laws

BRIDGEPORT, Conn., Jan. 6.—State Sen. Milton J. Herman this week filed with the Secretary of State a bill to revise State gaming laws to permit games of chance at benefit carnivals operated on a non-profit basis.

The bill, which comes before the 1951 Legislative session, provides for a permit system to regulate "merchandise awards by means of chance" by charitable, civic, educational, religious, fraternal, vest

(Continued on page 55)

Chi Pushing Use Of Exhibit Halls At Soldier Field

CHICAGO, Jan. 6.—Chicago Park District this year will push use of the 160,000-square-foot exhibition halls in Soldier Field, according to Erwin Weiner, new director of special services. Weiner succeeds Evan Kelly, brother of the late mayor of Chicago.

Weiner said that a number of exhibitions and trade shows have been signed for the halls, which are under the stands of the large stadium. Bookings also are being made for the stadium, he said.

OTTAWA MAY ADD TWO MIDWAY DAYS

Only Price Agreement Holds Up Extra Sessions Set for World of Mirth

OTTAWA, Jan. 6.—Midway operations at the 1951 Central Canada Exhibition are likely to be increased two days for a total of eight, it was indicated here this week after a meeting of the board of directors. Although approving the extended midway run, as proposed by Frank Bergen, general manager of the World of Mirth Shows, midway contractor, the directors reserved decision until the terms of payment could be agreed upon.

While the price quoted to Bergen in a letter for the added days was not revealed, it is understood to be the same as the percentages involved during the regular run of the Exhibition. Nearly all directors were reported in favor of the extra midway operation.

Plan Free Gate

If the plan holds, the World of Mirth will operate Friday and Saturday preceding the regular Monday opening. There is possibility of operating Sunday. If the midway is open on the two days prior to the official opening, a free gate will prevail.

Altho it was pointed out that two days of midway operation with a free gate might result in

lesser patronage at the full-scale event, it was agreed that the potential revenue resulting from the added operations of the World of Mirth would justify all risks involved.

Exhibition midway grosses on a day-to-day basis, are among the highest on the continent. All midway units, shows rides and concessions will operate if the plan is adopted. Bergen will have to forego a still date to run the extra days here.

Ind. State Fair Adds Day; C&W Signed Again

Barnes-Carruthers Gets Grandstand; Horan Unit Signed

INDIANAPOLIS, Jan. 6.—Indiana State Fair here this year will run 10 days, one more than in recent years. It was announced this week during the annual convention of the Indiana Association of County and District Fairs. Dates set are August 29-September 7, with the first day, a Wednesday, to be 4-H Day, as the new addition.

Cetin & Wilson Shows again were awarded the midway contract during the convention. The vote in favor of C & W was unanimous. Org was repaid here by Co-Owners Jack Wilson and Izzy Cetin and General Agent R. C. McCarter.

While here, Wilson and Cetin joined in pointing out that Raynell again will have three shows, Revue, Posing and Minstrel, with the org this season.

Other Contracts

Other contracts awarded by the Indiana State fair this week were the grandstand show, given again to Barnes-Carruthers Theatrical Agency, Chicago, represented by Sam J. Levy, and the Thrill Show contract to Irish Horan, of the show bearing his name. Later unit was signed for three performances. Levy, while here, was honored by the fair board, which presented him with a plaque in testimonial of his co-operation with the fair over a period of years. The presentation was made by Lt. Gov. Watkins on behalf of the fair board.

Ed A. Kennedy, Veteran Agent, Dies in New York

NEW YORK, Jan. 6.—John Arthur Kennedy, circus and carnival contracting agent, better known as Edward A. Kennedy, died in Welfare Island (N. Y.) Hospital December 27 of a complication of diseases.

Born in Quebec, Kennedy had spent most of his life in show business until his retirement 15 years ago. He was with the Ringling circus the first year it went out on rails and had also been with the Dan R. Robinson, Gollmar Bros. and original Cole Bros. circuses. His first carnival connections were with the Gaskill & Mundy Shows. He was with the Johnny J. Jones Shows for 12 years and had trouped with the World at Home and George L. Dobyans Shows and Rubin & Cherry Exposition.

After his retirement Kennedy made his home with his sister, Mrs. Katharine Dollard, in Astoria, L. I., N. Y.

Burial in Astoria Cemetery December 30.

Unions' Scales Sour Hamid's Vaude at A. C.

Continued from page 7

The Hollywood as admirably suited for all types of stage presentations. Hamid said the principal changes in the operation of the theater chain as foreseen now, would involve the rotation of pictures and an accelerated advertising-exploitation campaign utilizing the outlets maintained for the Steel Pier.

Waxmann will be retained in an advisory position and will handle the picture bookings, Hamid said. Richard Endicott, manager of the Steel Pier, will also manage the new theater interests, assisted by Hamid's son, George Jr.

Brydon Opens Permanent Spot Near Ft. Dragg

FAYETTEVILLE, N. C., Jan. 6.—Ray Murah Brydon, midway show up, this week opened a permanent amusement center on a main highway a few miles from Fort Dragg, one of the country's largest military installations. Spot is operating as the Fayetteville Free Fun Fair.

Brydon is supplying the shows, with Thad Work booking on his Merry-Go-Round, Caterpillar and Little Dipper, and Harry Beach, his Scooter ride. P. Venor has the bingo and Chuck Magid has 10 concessions.

Saginaw Vote Endorses C. H. Harnden's Policy

SAGINAW, Mich., Jan. 6.—Recent election of Saginaw Fair board members here constituted an endorsement of the policy of Clarence H. Harnden as secretary. Elected to the board were Frank Dewick, William Oite, Jan. Day, William Popp, Leo Dorr, John Marthey, Elmer Frahm and Elmer Muehlenbeck.

More people now read The Billboard than ever before in its 56-year history!!!

See Pages 48 and 49



Close-Up: Ed Vollmann

Veteran Blazed Trail For West Coast Fairs

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

BY SAM ABBOTT

WHEN he was only 13 years old, Ed Vollmann learned first hand that material things are not lasting. For it was in 1893 that one of those panics struck and his parents' holdings, including a prosperous meat packing business, were wiped out. He came out of it with a better understanding of values—especially that of the dollar. During the half century since then, Ed Vollmann has learned that while meat is sustaining to life, purveying entertainment can be more sustaining to the bank account and, above all, mutual loyalty among friends and associates pays the best dividends in a man's life. For in his 70 years, and more particularly during the long time that he has served as secretary-manager of San Joaquin County Fair, Stockton, Calif., Ed Vollmann has held human valuations in high esteem. These include pioneering, for he has steadfastly fought for those who backed the fair in its early days. Holding that they were the backbone of the fair's foundation, Vollmann, on occasion, has stubbornly supported the old-timers.



ED VOLLMANN

Admires Pioneers

Vollmann's admiration for pioneers might, to a large part, be attributed to the fact that he is one. At the Stockton annual he has seen waning increase from \$28,000 to nearly \$1,000,000, and premium awards, not counting racing money, rise to third place in the State. He was one of the leaders in the formation of the Fair Managers' Association (FMA) in the days when there were only seven or eight events in California. The FMA evolved about 1929 into the present Western Fairs Association, which Vollmann served as president for Joaquin County Fair, goes back to the original grounds where the State event was moved around to different towns before it was permanently located in Sacramento. When the

Western Fairs Association, which began in 1860's. In the early days of California State Fair. The State event was moved around to different towns before it was permanently located in Sacramento. When the grounds were in bad condition. Despite this, tents were rented for exhibits. There were no barns for the livestock and visitors viewed cattle tied to trees.

The fair was operated on a contract with the Second District Agricultural Association. The grounds were in bad condition. Despite this, tents were rented for exhibits. There were no barns for the livestock and visitors viewed cattle tied to trees.

The set-up in those days was nothing to brag about. Vollmann tells. "However, the fair had one important factor on its side—community support. It was accepted as a public project, with the local merchants backing it financially. When we set in to build in earnest about 1926, there was a little surplus money on hand to partly defray the cost of improvements."

Heads Fair

Vollmann had been sort of semi-officially guiding the fair during the interim period and that year (1928) he was installed on an official basis as secretary-manager. The State had been lending some support to the fairs under the Slater Bill. However, about 1927 the financial aid was withdrawn with fairs going on their own. State backing later was restored to some degree and the annuals continued independently until the gubernatorial bill, legalizing race-track betting, was enacted in 1933. Vollmann played an important part in having this bill passed.

When part of the money wavered at race tracks was assigned to support fairs, San Joaquin was in pretty fair shape and the added revenue fixed it even better. For the three years starting in 1930, the events, despite the depression, had been successful and there was a sizable surplus in the treasury. The continued success of the project along with the help secured from the bettors has been instrumental in establishing new, modern structures and increasing premium awards. In 1949 the awards to exhibitors was \$50,000 over the master premium list. Gratified by its present success, Vollmann has a warm spot in his

(Continued on page 53)

URGES HOSTING CRIPPLED KIDS

INDIANAPOLIS, Jan. 6.—Delegates to the convention of the Indiana Association of County and District Fairs here this week were urged to make special efforts to entertain underprivileged and crippled children. Floyd E. Gooding, of the Gooding Amusement Company, Columbus, O., made the plea.

"I am sure if you contact the owner of the show on your midway that he will cooperate," he told the fairmen. "There's nothing showmen enjoy more than entertaining such youngsters. It is a satisfying experience, and it also is a great thing for the fair and the midway."

Gooding also suggested that thought be given by some fairs to improving the site of the midway saying some midways should be made wider and their surfaces smoother. He also urged that night grandstand shows break sufficiently early to visit patrons in ample time to free the midway.

Tampa Org Chartered

TAMPA, Jan. 6.—Tampa Auto Racing Association has obtained a charter from the secretary of state, listing authorized capital stock at 100 shares, no par value. Directors are Jacob and Willie Mae Kedenburg and Georgia and Stuart Donaldson.

New Orleans Mardi Gras Events Nixed

NEW ORLEANS, Jan. 6.—Cancellation of 20 of the annual Carnival balls held here because of the national emergency opens the way for possible bookings at Municipal Auditorium theaters which have been restricted by the program of pre-Mardi Gras dances.

While all cancellations have not been made in writing, William Coker, auditorium manager, said that February 3, 5 and 6 are available. The balls usually book the two theaters of the auditorium solidly from mid-December to Mardi Gras or Carnival Day. In mid-February or early March. The balls of Rex and three major krewe dances have been cancelled along with lesser events, clearing the way for bands, plays and other attractions, Coker said.

Dispute over whether the New Orleans Carnival will go on as usual continues as a major controversy here. The Rex, Comus, Momus and Proteus parades, climactic events of the season, also are out. Ordinarily 15 to 20 parades are held during the season, with each event employing three to 10 bands.



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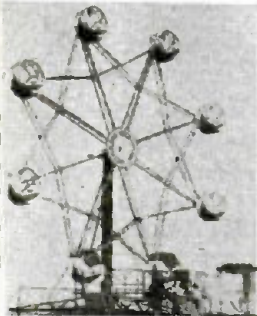
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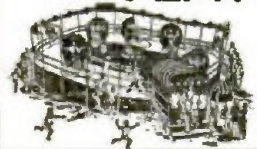


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Talent Topics

Billie Kemp is in his second month at the My-O-My Club, New Orleans. Others in the show include Gene Lamarr, Jimmy Caloway, Terri Lane and Louis Hayden.

Lonny Branch, formerly with the Fred Waring ork, will return to the James E. Strates Shows in 1951 as featured singer and emcee with Jack Norman's Broadway to Hollywood Revue.

The George Hanseford Troupe closed at the Circo Razzore, Havana, January 1 to join Orna Davanport's indoor circus in Toledo, January 13. The troupe has not signed an exclusive contract with Frank Wirth, as reported here two weeks ago, but will play some 1951 fair dates for the agency.

Francis and Lottie Brun, whose juggling act has been a centering feature on Ringling-Barnum for three seasons, appeared on Milton Berle's TV show Tuesday night (2). The Bruns have been filling club dates in Montreal since closing with the Big Show.

Howard Nichols, hoop juggler, is playing a week at the Empire Theater, Newark, N. J.

Mandos Sisters, novelty aerialists who appeared for two seasons with Ringling-Barnum, have terminated a 20-week tour of British vaude houses and are returning to the U. S. to join Polack Bros.' Western Unit. . . . Leon De Rousseau, novelty leaper with Ringling-Barnum last season, had his living trailer badly damaged by fire December 18, in the parking lot of the Harringay Arena, London, where he is appearing in Tom Arnold's Mammoth Circus.

Joe Siegrist, of Joe and Bebe Siegrist, writes from Gainesville, Tex., that he recently completed a new 97-foot-high rigging for the act. The rigging has steps at the back but they cannot be seen from a grandstand, Siegrist advises. Joe also info he is supervising the building of a double flying-return act rigging for the Gainesville Community Circus. This act will have two pedestals, one on either end of the rigging, making it possible to go all the way across the rigging on both sides," he explains. "This long rigging has not been used since we did it with my father's act, the Charles Siegrist Troupe, on the Lexington show from 1922 to 1927." Plans of the Gainesville circus is to use eight people in the act and to have the rigging run lengthwise of the top. The Flying Eldons, Joe's daughter's act, is practicing daily at Gainesville, Joe writes, with Francis Reiner a recent addition to the act. Other acts wintering in Gainesville are the Hartleys, who worked some holiday shows in and around Dallas; the Bum Henry and Glen Henry families. Joe and Bebe, who are signed up with J. C. Michaels Attractions for the 1951 fair season, will start their route of indoor shows in February.

Eugene Snyder, of the Aerial Snyders, holidayed in Rochester, Ind., as guest of Irma and Rio. The entire show population of that town, with the exception of the Grelonas, who are wintering in New Orleans, were guests at a Christmas party given by Mrs. Selzman. Guests included Rio and Irma, Mr. and Mrs. Mel Hall and family, Ervin and Carmen, Mr. and Mrs. Diltmar and daughter, Mr. and Mrs. Harvey Earlin, Mr. and Mrs. Johnny Laddie and children, Mrs. Smathona, and Mr. and Mrs. Lambert, Louis Nimois did the Santa Claus and Johnny Lanke. . . . Following the distribution of presents, Mrs. Clara Lambert served a buffet supper. Flowers were wired to Mrs. Grelona, who is recovering in New Orleans from a recent operation.

. . . Gene Lewis, clown, spent the holidays at his home in Akron.

Roy Barrett, clown, will vacation in the south during January. Barrett is skedded to open the outdoor season with the Art E. Thomas Bombshell Shows in May and in September will rejoin the E. R. Braly Attractions for his fifth straight season. . . . Princess Whitecloud, organist, recently took delivery on a new Dodge truck to carry her instruments. . . . Harry Mills info from Bay City, Mich., that he has signed '51 contracts for fairs at Harrison, Eagle and Ewart, Mich.

Don Dorsey, high act, finished a three-week stint in the Alpine Village, Cleveland, New Year's Eve. . . . Gloria, daughter of LeBrac and Bernice, unicyclists, is attending school in Chicago the winter following two years of study in Europe. The cycle duo are wintering at the Park Ridge, Ill., trailer camp. . . . Herb Banke, vocalist with the Bonnie Baker unit on Royal American Shows last season, is employed in the toy section of Marshall Field & Company, Chicago department store. . . . The Pooles Hanseford Troupe and the Cyclomaniacs, bicyclists, have signed with the Charles Zemeter Agency, Chicago, for the '51 fair season. . . . Joe Maddern, clown, is in the cast of the Chicago company of "Diamond Lil," starring Mae West. . . . Rob Simso and Company, motorcycle trap-eze, have cut their act from five to four. . . . The Gary Trio, ropes, have changed their billing to the Four Garys.

The McIntosh Monkeys, under direction of George McIntosh, are playing school dates in established territory in Georgia, Florida and Alabama. Ray Audette, trainer, was forced to return to his home in Battle Creek, Mich., because of illness and he is now hospitalized there. . . . Hanny Shyretto, of the Shyrettos, cycling act, and E. H. (Dixie) Hebert, of the promotional staff of Polack Bros.' Circus, were married December 15 in the home of James Risom, Louisville. Guests included Art Hanson; Alfred Shyretto, who gave the bride away; Ben Martin, Louisville photographer, and Dixie Risom. Rev. Joseph Knight officiated.

Duncan Renaldo, the Cisco Kid, and his horse, Diablo, will be offered for fairs and celebrations during 1951. John W. Greeno, his personal manager, said Renaldo recently completed 35 films for video and is scheduled to make 26 more for Cisco Kid TV Productions. The traveling schedule of Renaldo will be governed by his film shooting plans, now set for the first part of the year.

Marzell and Mignon, four-people adagio, closed a week's engagement Thursday (28) at the Oriental Theater, Chicago. . . . Kenny Lamb, ice skater in the Voorhees-Fleekles Icer at the '50 Chicago Fair, is featured in the Travench Hotel ice revue in the Windy City. "Eloosa Baggage, of dogs and The Adaros, acro, are working club dates in and around Chicago. . . . Ala Ming, tight-wire and the Four Angels, acro and perch, have signed with the Boyle Woolfolk Agency, Chicago, for next year's outdoor tour.

Mrs. Margaret Grelona, of the Grelona Family, who underwent a spinal operation at Southern Baptist Hospital, New Orleans, is making good progress. According to her doctor, she will be able to leave in six to eight weeks and will be well in six months. She was injured some years ago while performing on the high wire. Mrs. Grelona is the mother of Shirley and Gloria, high-wire walkers.

Dave Malcolm, clown juggler, last week finished seven weeks in the toy department Christmas show at the V. Snellenburg Company, Philadelphia. Dave says he will not go on the road this winter.

Joe Lemke and his chimp were featured in a full-page layout in a recent rotogravure section of the Milwaukee Journal. Joe will head south following completion of Christmas dates for the Hunter Artists Bureau, Milwaukee. . . . Lueker and Johnny Lanke, known professionally as the Larabes, whip act, left for further bookings in Florida following their close at the Ford Motor Company show in New Orleans.

Davies Track Mgr. For Speers Corp.

REGINA, Sask., Jan. 6. — Lou Davies has been named operating manager of race tracks under the jurisdiction of R. James Speers Corporation, Ltd., succeeding the late Charles F. Roe. Announcement was made in Winnipeg by R. James Speers, general manager.

Davies has published the past performance program used on Western tracks and has been publicity director for the Speers Corporation.

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Out in the Open

Patrick J. McCarthy, a section manager at Rockaways' Playland, departed for Ireland recently where he plans to be married. While abroad, McCarthy will investigate a new mechanical elephant ride for park project. A Joseph Grist and also visit key amusement spots in England, Ireland and France. . . . Among showfolks Florida bound from New York were Irving Rosenthal, of Palisades Park, and Frank Wirth, talent agency head. Irving plans a week's stay while Frank will remain at his Miami home until the middle of January.

George A. Hamid, booker turned author, has already encountered some of the trials and tribulations of the publishing field. Friends, after reading reviews in The Billboard and daily newspapers throughout the land, have taken to mailing him a check of money order with a request that he forward the biographical effort. The requests for free ones have mounted, including a num-

ber from veterans hospitals. These latter he will gladly take care of, George says, indicating that he and the publisher might both be out of business if he tries to keep up with the others.

Edward J. Carroll, new president of the National Association of Amusement Parks, Pools and Beaches (NAAPB) and operator of Riverside Park at Agawam, Mass., and his park promotion chief, Harry Stortin, were in New York last week, where they visited riderman W. F. Mangels of Coney Island. Elwood A. Hughes, manager of the Canadian National Exhibition (CNE) at Toronto, was in New York last week but said as yet he had no definite plans to announce for this year's edition of the event.

Charlie Campbell, general agent and former circus owner, recently visited Paul Lewis in Jackson, Mich., where he purchased a calliope for the Lions Club in near-by Capac, Mich.

Veteran Blazed Trail For West Coast Fairs

Continued from page 53

heart for the men who were among the first to become part of the fair. He feels that they took a gamble and were willing to make sacrifices by which the annual has gained. Foley & Burk Showns have played the event each year during fair time without interruption for approximately 30 years. Pat Treanor has been on the fair midway with an exclusive on novelties for 28 years. Others with long records of service include Fred Weidmann with his specially made soap and Ed Kennedy, who has 23 years to his credit as a scale man here.

Edward Gustave Vollmann was born in Chicago in 1880. When he was nine years old, his family moved to Washington, where the elder Vollmann continued his meat packing business in Spokane. It was while the family resided there that the panic wiped out the bank-

of bringing 60 people to California. The troupe played the Oregon State and Western Washington fairs and others in the West. To play in front of the Vollmann grandstand, Snyder brought his aqua show to San Joaquin from Nova Scotia.

Thru the years Vollmann has learned to assess values on friendship, talent and the dollar, and has found that only the latter can be considered inflated. The others are sound.

Federal Ban
 Continued from page 52

definite revised plans after the first of next year.

25,000 Capacity
 Colliseum was to have occupied the two-block area between 58th and 60th streets, Columbus Circle and 16th Avenue, and to have a seating capacity of 25,000, compared to the Garden's 18,500. Last Spring differences were settled between the Authority, the Madison Square Garden Corporation and city officials. A completed project was expected to result by the end of 1951.

The garage was to have occupied the basement, ground and first floors of the structure. Above the garage would be the exposition and convention halls.

Conn. Solon
 Continued from page 52

erans or other non-profit groups. It also offers local option. Under the measure, the governing authority of any community would be authorized to permit games of chance at benefit affairs on written permission of 5 per cent of the electors. Rejection of such a petition by the governing body would bar such games in the community.

Earnings earmarked
 To qualify for permits, the bill would require that sponsoring groups be organized for two years. Promotion and operation of raffles or bazaars under the act would be limited to "duly qualified" members of the sponsoring group. Funds raised would be used exclusively for the purpose for which the group was instituted.

Permits would be issued by the chief of police in communities having a police department and by first selectmen in other towns. Bazaar permits would provide for 10-day operation during a 120-day period and be limited to one a year for each organization unless the aggregate value of prizes was below \$350. Fees would be taxed for the permits with the income going to the local communities.

Under the bill, awards would be limited to "merchandise or other personal property." Sponsoring orgs violating regulations of the measure would suffer a suspension of permit rights for a year, and operators would receive a \$200 fine, a jail sentence of 60 days or both.

E. J. Warner, Show Printer, Dies in N. Y.

NEW YORK, Jan. 6.—E. J. Warner, head of the E. J. Warner Poster Printing Company, died at his home here Thursday morning (4) after a short illness. He was 72. Funerals services were held at the Chapel of the Intercession here this morning, with interment at Sleepy Hollow Cemetery, Tarrytown, N. Y.

His widow, Grace A., and a daughter, Mrs. James C. Rice Jr., both of New York, survive.

Warner had a wide acquaintance in all branches of the entertainment world, having been active in the furnishing of billing materials for over 40 years. His firm did not cater exclusively to show business. Some of its biggest accounts were in the political and other fields.

Many major outdoor show business enterprises in the East were serviced by the firm. Warner annually attended the eastern fair meetings and the outdoor conventions in Chicago.

Altho his eyesight had been poor for a number of years and his hearing had been impaired, he appeared physically fit after the Chicago meetings and was planning to attend the fair meetings which start next week. Firm will continue to operate under management of his partner, L. E. Luagar.

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Polack Units Set Talent Line-Ups; Open Jan. 21, 22

Western Org Stresses Animals; Eastern Gets French Flying Act

CHICAGO, Jan. 8.—Line-up of acts for both Polack Bros.' Circus units was announced this week. At the same time it was revealed that the units open their 1951 seasons within a day of each other.

The Eastern unit bows January 21 at Flint, Mich., and the Western unit starts January 22 at Hammond, Ind. Both will have new programs scouted and booked by Ethel Robinson, Chicago.

In the animal line on the Western unit will be Jack Joyce and four camels performing with a pony. The camels are part of a herd which Joyce brought back from Australia, where he spent 18 months with the Wirth Circus. Joyce also will work the Ostermaier dressage horses in the absence of Albert Ostermaier, who is in the armed forces.

Other animal acts on the Western show will be new to the unit.

Duggan Frames 15-Truck Org

DE LAND, Fla., Jan. 6.—Plans continue unchanged, despite the recent death of W. F. Duggan, for operation of the new Hagan-Wallace Circus. It was stated this week by his son, Dub Duggan, last season manager of the Pan-American Animal Exhibit.

Eight new pieces of rolling equipment have been purchased and are going thru the paint shop at winter quarters at the navy air base two miles north of here. A 15-truck circus is planned.

An order for new canvas has been placed with the Central Canvas Company, Kansas City, Mo., Duggan stated. The spread will include a 40 by 80 Side Show top and an 80-foot big top with one 40 and two 30s. Central Show Printing Company, Mason City, Ia., will supply most of the paper.

The pre-holiday winter quarters crew of 11 persons is being increased and the cookhouse will be in operation soon. George Usher, who has been with the Duggans three years, is painting the show.

The Duggans operated the Pan-American show five seasons.

German Theater Bills Circus Acts

HAMBURG, Jan. 6.—Hansa Theater here presented a holiday bill largely made up of standard circus acts. Hansa sticks to its postwar formula of straight variety bills, with programs changed monthly.

Acts in the holiday line-up included M. Holzmuller, with his elephant; Two Silvus, novelty equilibrist; Seven Hungarians, teeterboard; Six Olanders, roller skaters; Two Gattis, shadowgraphs; Mabel and Four Chesters, acro-adagio; Two Luyas, aerialists; Allegro Trio, slapstick comics, and the Three Bramsans, hoop jugglers.

2 NEW TITLES NEARLY ALIKE

CHICAGO, Jan. 8.—Two shows have announced nearly identical titles for 1951. From Oklahoma City, Manager Harry Allen stated that Howard Suesz's Hagen Bros.' Circus henceforth would be called Hagen-Wallace Circus. Harry Wallace has joined the staff, Allen said.

At De Land, Fla., Dub Duggan, manager last season of the Pan-American Animal Exhibit, stated that his new circus would be tagged Hagan-Wallace 3-Ring Circus.

RINGLING ADDS WEEK TO CUBAN RUN; BIZ GOOD

SARASOTA, Fla., Jan. 6.—Arthur M. Concolio, general manager of Ringling Bros. and Barnum & Bailey, said here this week that the show's Havana engagement has been extended a week. Business, he said, has been good, but off somewhat from last year's.

The extension makes the new closing date January 14 and will give the show a five-week run. Last winter the show opened for three weeks and extended the engagement to four. This year it held an option for the week's extension.

Beatty Plans Major Changes In Personnel

WQ Work Starts; Mid-March Opener Planned for Show

LOS ANGELES, Jan. 8.—Clyde Beatty, owner-star of the Clyde Beatty Circus, said here this week that he is planning a "complete renovation of program and personnel" for his show in 1951. However, he gave no indication as to what changes would be made.

At the same time he said work would start this week in his winter quarters at the State Fairgrounds, Shreveport, La., to ready the show for a mid-March opening there.

Beatty has been here recently for motion picture work and for conferences with members of his circus staff. He was expected to return to Shreveport soon.

Meanwhile, sponsorship of the Clyde Beatty Show, Mutual Broadcasting System's Monday-Wednesday-Friday serial, has been taken by the Kellogg Company, Battle Creek, Mich. Previously the radio program was a sustainer. Its script is built around the names of Beatty and the late Harriet Beatty, Mexico has been the setting for recent radio episodes.

Stevens Org In Hugo WQ

HUGO, Okla., Jan. 6.—Stevens Bros.' Circus is quartered here for the winter following its closing at Kaufman, Tex., December 8.

The show's three elephants, acquired after the mid-season closing of the Dale Circus, are housed in the Kelly-Miller elephant barn.

Included will be Tom Packs' baby elephants (5) presented by Mack and Peggy MacDonald; Klausens' bears, billed as Goldlocks and the Three Bears; Armand Guerre's seals, and the dog act of Claude (Jake) Crumley and Jeanne McConnell, billed as Arwood's Acro K-9 Antics.

Only holdover from last year on the Western unit will be Melitta and Wilsons, perch, who also do a teeth-suspension act as the Sikorskas, and the Ward-Bell Flyers.

The Ward-Bell troupe will be expanded to nine people and will feature a triple passing leap. The show's opening number will be a fast acrobatic act by 12 people, including members of the Ward-Bell troupe and Jake Crumley, who was a member of an earlier Ward-Bell teeterboard act.

Braun to Western

New headlines on the Western show will be Francis Brunn, juggler, who was with Ringling last season; the Ibarra Brothers, highly touted horizontal bar act from Mexico; the Sing Lee Sings, Chinese trio; the Mandos Sisters, aerialists, and the Goetschis, Swiss unicyclists.

Don Dorsey, aerialist whose tour with Polack in 1948 was cut short by a fall, will be back. Coming from the Eastern unit will be Ernie (Count Ernesto) Wiswell and his Funny Ford, and Natal, monkey man. Both were formerly with the Western unit.

Closing on the Western unit will be produced by Gene Randow. Most of the clowns will be (Continued on page 70)

Cole-Walters Adds Animals

HUGO, Okla., Jan. 6.—Cole & Walters Circus acquired a young elephant, a llama and two horses from the Kelly-Miller Circus, Herb Walters, C-W manager, reported.

Cole & Walters elephants are housed in the Kelly-Miller barn while the remainder of the show has set up quarters at the fairgrounds here. Work has started on reserved seats.

Frank Ellis, formerly a partner of Mrs. Laura Anderson in operating Cole & Walters concessions, has obtained full operation of the concessions for next season. He left recently for Emporia, Kan.

Sixteen persons are working at the Cole & Walters quarters.

HUNT LOOKS FOR ROSY '51 WITH 14 SELLOUTS BOOKED

Full-Fledged Side Show Planned; Big-Top Capacity Increased 25%

NEW YORK, Jan. 6.—With 14 sellouts already assured, the 1951 outlook for Hunt Bros.' Circus is a rosy one. Charles T. Hunt, senior member of the operating clan, and his son, Harry, who has handled the principal booking chores for the past several seasons, said here this week that they hoped to cement more than 35 of the sponsored dates which assure automatic sellouts. Solid organizations, such as women's clubs, are the backers. Tickets for these promotions, a proven formula which the Hunt organization has used for a number of years, will be in circulation within a month or so.

The Hunts also revealed that they will use a full-fledged Side Show next season. Leon Bennett, widely experienced operator, will handle the unit. In the past the Hunts have presented an animal

Side Show. Change is being worked to provide a new format for full season. The show which annually plays a static route.

Seating capacity of the big top is being increased 25 per cent. This is being accomplished by adding three rows to each section to make a total of 12 high all around. It is hoped that the additional capacity will eliminate the rather frequent necessity in the past of presenting three shows to handle the crowds. Limiting presentations whenever possible to two shows will save considerable effort with the working crews and performers benefiting.

The nation's defense effort will cause manpower shortages in the circus field, the Hunts said. As a result the owners are concentrating on hiring men beyond the age for military service to fill out the personnel which they estimate

Scant Crowds Cut Biller's N. Y. Run

Arthur Sturmak Claims 50G Fiasco As Talent Waits To Get Paid Off

Continued from page 37

enough cash to cover performers' salaries both for the Providence date and the local stand to Biller Bros., according to the report. In turn, the money will pass to AGVA and thence to the talent. Also a possibility is the application of pressure by the union on the national Knights of Pythias group to pay the acts a week's wages for the New York run on the grounds of "moral obligation."

SM: Bloomer

Sturmak charged that the Knights of Pythias failed to provide the show management with the necessary operating capital called for in the contract between show and society. Show owner said he delivered an ultimatum New Year's Eve to the committee here that he would yank the show unless money was forthcoming and received no action on the demand. The closing was the result. He claimed that the circus was out \$50,000 due in the fiasco, of which sum \$20,000 was blown on advertising.

Sturmak beefed that the pact between the Knights and the show assured the org of \$5,000 daily for the show itself and \$2,000 daily for advertising, making a total of \$91,000 for the 13-day run. He said the committee claimed a ticket sale of \$40,000, but business for the aborted run was below par, with the bulk of patronage coming in the afternoons. Only 20 per cent of the admissions were accounted for by the box office sale, Sturmak

Rock Hill Bank To Sell Wallace, Barnett Titles

ROCK HILL, S. C., Jan. 6.—In an effort to make final settlement of the estate of Ray W. Rogers, widely known circus owner who died here early in 1946, the trust department of People's National Bank is offering for sale the two best known Rogers circus titles, Wallace Bros.' Circus and Barnett Bros.' Circus.

Rogers founded the Barnett show in Halifax, N. S., in 1926 and operated it exclusively in Eastern Canada for several years. He came to the U. S. in 1929, establishing winter quarters in York, S. C.

Two South Carolina automobile men named Wallace incorporated the Wallace Bros.' Circus, which Rogers acquired in 1936 when he built it into a 60-truck show.

Wallace Bros.' Circus was operated for nine years but has not been on the road since the last (Continued on page 65)

Hopes To Return

Despite the inauspicious local start, Sturmak said he hoped to bring the show back to New York but definitely not with the same sponsor. He furnished no information as to possible auspices or dates but said the intended stand would not be a repeat in the Christmas season. The run taught him there was too much outside activity for the circus to draw well during the end-of-the-year holidays.

A spokesman for the Knights also said Tuesday that the pact between the Knights and the circus made the society liable only for renting the armory and defraying ticket printing expenses. He claimed that the agreement stipulated the proceeds from the stand would be split evenly between the show and the society. Rental on the armory was \$5,700, and \$4,800 of that figure already has been paid, according to the spokesman. He indicated that the Knights might have to go into their own pockets in cover part of the ticket printing cost.

Kelly-Miller Readies New Animal Acts

HUGO, Okla., Jan. 6.—New animals have been added to the Al G. Kelly & Miller Bros.' menagerie and are being broken at winter quarters here, Oberl Miller, general manager, announced.

E. W. Clark is training four young bears. Harry Rooks will break two new chimps and a pony act. Four lion cubs also have been added.

An extension has been built on the K-M animal barn to house the additions. The new elephant barn will accommodate 29 animals. The 21 there now include 14 from Kelly-Miller, four from Cole & Walters and three from Stevens Bros. Circus.

There are 39 persons on the Kelly-Miller quarters crew.

Selles-Jones Season Okay

EATON, O., Jan. 6.—Activity for Selles Bros.' Circus & Al Jones Rodeo 1951 season is under way at quarters on the fairgrounds here. Show closed its 1950 tour following the fair season and with the exception of Sandyville, W. Va., all stands grossed up to 25 per cent more than during the 1949 season. It was reported.

Org opened at Pataskala, O., for a pre-fair route of one and two-day stands as a Wild West circus and played under auspices. Buckling stock was added for its string of eight Ohio and West Virginia dates. (Continued on page 65)

Bus Drivers' Strike Hits Fernandez Show

HONOLULU, Jan. 6.—A bus drivers' strike here crippled business of the Holiday Fiesta, brought in by E. K. Fernandez for a two weeks' run at the Music Box near Waikiki Beach.

On the bill were Dorothy Donagan, pianist; Black Brothers, comics; George West, emcee; McIntyre, acro-balancers; K. Takeyama, top spinner; Joe Barry, singer, and Sylvia June, acrobat.

Pete Kortis' Side Show and Bob Matthews' Chimp Show were other attractions.

Under the Marquee

The Kreisels, after closing with the Cole & Walters Circus, went to their home in Iowa City, Ia. They will be with the Kelly-Miller Circus in 1951...

Critic advises that a Side Show layout would be perfect at touring booths.

Joe Hodgins, former bareback rider of Peru, Ind., and his new dog act were the subject of the story in The Chicago Tribune recently.

Norman A. Hill, known professionally as Whitey Jackson, formerly in a bar act on Cole Bros., was drafted recently...

Swinging ladder act, who owns globe of circus frenzy, but little street wear, claims when it comes to beauty and style, wardrobe's the thing.

Clarence Auskings reports he closed as general agent with the Howard Ingram American Congo Expedition at New Port Richey, Fla., December 16, the show departing for Sarasota, Fla., home of Ingram, and Auskings goes to Plant City, Fla., to visit friends.

Parents of the retarded boy shouldn't despair. He can always become a baller and start a billings act as quickly as they now do.

Mickey Blue, of the Polack Bros. promotional staff, took in the Shrine East-West football game New Year's Day at San Francisco...

Ted Edlin, general agent of Rogers Bros. Circus, was recently in Daytona Beach, Fla. to sign the Grotto for the third consecutive year for a March showing.

Tables & Chart Circuses 1951 work... contracts will be printed on gold text to make them worth the stuff they're printed on.

Mimi Darling is still in Conway Memorial Hospital, Conway, Ark., recovering from injuries sustained in an auto accident last September...

Talia Trivell, with King Bros. Circus the past season, closed recently at the Club Ambassador, San Antonio, and is now dancing at the Ballerina Club, Houston.

Trouper is beginning to be somebody when he's privileged to sit in an easy chair under a marquee instead of a hard oak pole on a stake-as-chain wagon.

Laurette Lues, film actress on a good-will tour for the flicker, "Kim," in which she appears, stopped off in Bridgeport, Conn., recently and was the luncheon guest of Matt Saunders, Loew Circuit manager there and former Buffalo Bill press agent.

With Paramount Pictures already rulling on a circus film, Columbia Pictures plans to star Mickey Rooney as a clown in a sawdust epic... Tommy Alquist, former circus publicist and now in the insurance business in Hartford, Conn., emceed a number of shows presented by the Insurance Clubs Entertainment Bureau there.

Side Show folks of the old-school feels his age when a conwoman calls him a "mister" and practically sends when a ballet girl addresses him as "Sir."

Karl Webkes recently completed a four-week engagement at Sears Roebuck, Westwood, Calif. He also worked four Christmas parties. Webkes, Rene Texan, Charles McDonald and Rubin Casiano joined the Pacific Coast Showmen's Association, Los Angeles, December 28...

Dave Fineman's zoo has been located at Orangeburg, S. C. Mr. and Mrs. Micky Dale returned recently after a visit to Tampa. Several days were lost to bad weather... Eddie Harris, clown, is wintering at the Kay Hotel, Kansas City, Mo. He expects to be with King Bros. Circus next season after a year's absence.

Napoleon Reed, steward with King Bros., spent the holidays at Jackson, Miss., and Greenville, S. C. He has trouped for 52 consecutive seasons. He first was with King Bros. in 1921... Gladys Fox, last season with Biller Bros., spent a few weeks at Sara-

SOUTH OF THE BORDER

Latin American Orgs Take More U. S. Acts

HAVANA, Jan. 6.—Business for Circo Razzore continues good here despite opposition from Ringling-Barnum the past month.

Line-up of acts included the George Hanneford Family, bareback, thru January 1; the Adriani, juggling; Coral and Adriana, acrobats; Madison Brothers, flying return; Capt. Armand Guerre, seals; Doal Brothers, teeterboard; Miss Carroll, lions; the Great Arturo Family, high wire, and the Arriola Family.

Emilio R. Razzore is director general and his top staffers are Alfonso Gonsse and Jose M. Fuen-terria.

Santos & Artigas Circus, which this year omitted its Havana stand during the holidays, opened January 4 at Mantanzas. Acts are contracted for from 12 to 16 weeks. Show moves on 12 cars.

Heading the Santos & Artigas bill are the Dutton Family, bareback, and Gladys Gillam, lions. The Duttons carry four horses and supply five acts.

Dressing Room Gossip King Bros. MAcon, Ga., Jan. 6.—The cookhouse was the scene of a sumptuous Christmas dinner prepared by Chef Jack Kline.

Recent visitors: O. C. Cox, Youngstown, O.; Enoch Braddock; Willie White, clown; Ernie White; James M. Salter and Charles Underwood.

Zahra Kader, formerly with Cole Bros., was with the Biller org in New York... Floyd and Vicki King, of King Bros. Circus, adopted a three-week-old baby girl, Sharon Jean, recently.

Ronald Hopkins, circus bandman and bugger, was critically injured in an automobile accident in Los Angeles in August and remains in serious condition in a hospital there.

Considering how things were during the season, options is divided over his reports on whether the shows or their press agents were hitting the stride.

Several antique theater and circus lithographs from the collection of Sam Stratton were reproduced in The Philadelphia Enquirer recently.

Don't miss the show. It's troublemaking with one-thing shows here to keep the "public" from reaching out to twist the fingers' tails.

Other American acts on the program are Josephine Berosini, wire, and Alex Kovot and his horse. The circus gives four performances on week-ends and holidays.

Gladys Gillam, John Wahl and Frank Williams.

Mabel Stark in Bogata

BOGATA, Columbia, Jan. 6.—It's troublemaking with one-thing shows here to keep the "public" from reaching out to twist the fingers' tails.

Business has been fair for the American Circus, she states, although cold weather, rain and opposition from bull fights and other shows have had effect.

Other American acts on the program are Josephine Berosini, wire, and Alex Kovot and his horse.

Opens in Montevideo

MONTEVIDEO, Uruguay, Jan. 6.—Circos Americano returned here from Argentina recently for a two-month run.

Opened in Montevideo

MONTEVIDEO, Uruguay, Jan. 6.—Circos Americano returned here from Argentina recently for a two-month run.

QUEBEC, Jan. 6.—Capt. William Schulz, of Schulz-Vallee Circus, Canada's single outdoor circus, is breaking animals for the show here and opens quarters to the public daily.

Last year the ark toured Quebec in a two-month season, which closed September 28. Opening was delayed a month, awaiting arrival of a young elephant purchased in the United States.

Two Performers Hurt in London

LONDON, Jan. 6.—Bertram Mills Circus and Fun Fair, which opened a six-week holiday run at the big Olympia Exhibition Hall December 13, has chalked up two accidents to performers.

La Tosca, well-known fern performer on the bounding rope, suffered a she-up in a split in the ring Monday (18) but was not seriously hurt.

Clyde Beatty Circus Side Show

WANTS FOR EARLY OPENING—LONG SEASON BEST OF ACCOMMODATIONS SIDE SHOW ACTS AND OUTSTANDING FREAKS

Want to hear from good Fat Girl or Boy, Giant Lady Edward Swallow, good entertaining Midcat, Bally Acts and any other Acts in keeping with the high standards of the Beatty Circus.

EXPERIENCED PHONE SALESMEN 2-WANTED-2 Starting January 15th, an unusually attractive deal that will appeal to those with tact, tenacity, sobriety.

ACTS WANTED FOR MY 1951 FAIRS & CIRCUSES ERNIE YOUNG 203 N. WABASH. CHICAGO 1, ILL.

FLASH! This Beautiful 2-Color 3-Scene Men's Ring! FOR \$5 SEND RING SIZE, NAME & ADDRESS! Don't Delay—Mail in Today!

Kelly & Morris Circus WANTS PROMOTIONAL DIRECTORS Capable of handling good towns and good managers.

PHONE MEN SHRINE CIRCUS Four months or year. No drunks. SHRINE CIRCUS OFFICE 27 East Bowery Street AKRON, OHIO

PHONE MEN Mills Bros. Circus Crew. Pay every day. Deal just starting at Columbus.

CALL—CALL MANTON BROS. CAPT. EDDY'S CIRCUS Wants Circus Working Boys, Acrobats, Rope Climb, Animal O'Donnell, Tester, Peetle, Mink, answer, line jobs.

AT LIBERTY CLOWN Not the best—but as good as the rest! Call for BERMI "JUST A TRAMP" MILLER 276 The Billboard Bldg., Co. 188 W. Randolph Chicago 4, Ill.

WANTED 5 PHONE MEN For D.A. U. Circus, War, Tex. Book and U.P. Tickets. Deal opens January 9. Contact ALLEN TOBELL, Room 407, Reichen Hotel, Waco, Texas

PHONEMEN And WOMEN 30 WEEKS WANTS experienced Phonemen and Women to sell records and advertising in Year Book for Policy and Grotto Show.

KELLY & MORRIS CIRCUS WANTS Bone Carvers, capable. Acts for Big Show. Want to hear from good comedians.

FOR SALE OUTSTANDING TOP FEATURE HIGH SCHOOL HORSE GALVIN STABLES Route 1, Bay Lake, Fla. Fort Lauderdale, Florida.

PHONE MEN WANTED Specially experienced workers U.P.C. program banners. Last of good business a boom town. Pay your own. Drunks, save your stamp, write.

GENE STAPLETON OF LEE BOUNDS 289 General Delivery, Topeka, Kansas. Three more like this, following.

2 PHONEMEN STRAIGHT SALARY NO PERCENTAGE ROOM 30 HAYES HOTEL WARSAW, INDIANA

PHONE MEN AND WOMEN 3 men for Evanson, Ill. 3 women for Chemo, Ill. Tickets only. Usual commission. Special show for Lantier season with best of shows. BOX 416, The Billboard Chicago 3, Ill. 141 W. Randolph St.

Active Participation Urged as Means of Upping Attendance

Reynolds Tells Wis. Convention Of 1950 State Fair's Findings

By CHARLES BYRNES

MILWAUKEE, Jan. 6.—Snow and ice-covered highways failed to cut into attendance at the annual convention of the Wisconsin Association of Fairs here this week.

participation in fair planning and operation Reynolds cited the findings of a 1950 State Fair survey, which showed that 30 per cent attended because a relative or friend was a participant.

Urges Glamorizing

In an address on 'Lighting Effects for Your Fairgrounds,' G. M. Kammerer, Wisconsin Public Service Company, warned that fairs must glamorize their plants to compete successfully with vacation spots, night baseball, outdoor theaters and other competitive entertainments and attractions.

'Fairgrounds lighting is often the difference between the success and failure of the fair, and most fairs are pitifully lighted,' Kammerer said.

In outlining a program for fairs to follow, Kammerer listed lighting of the entrance or gate as the first step. Following this, he said, with improved lighting to grandstands, restrooms, exhibitions,

(Continued on page 71)

Canada Pays St. John 110G For Fire Loss

65G Insurance Payment Boosts Total to 175G

SAINT JOHN, N. B., Jan. 6.—Execs of Saint John Exhibition Association recently accepted an offer by the Dominion government to reimburse the annual to the amount of \$110,000.

Committee appointed to negotiate the matter was empowered to draw up necessary documents for completion of the agreement.

Previously, \$65,000 was paid by insurance companies to the city, owners with the association of the buildings, and later given to the association.

Negotiations for a settlement with the government have been in progress for three years. The \$65,000 was paid the city under protest, with the insurance firms claiming that the government was liable for the loss because it had

(Continued on page 71)

Batavia Ousts Glenn Grinnell

BATAVIA, N. Y., Jan. 6.—A new group of officers was named by Genesee County Fair Society at a recent meeting of the board of directors.

Jacob Klotzbach was elected president, succeeding Ralph J. Yager who died last September.

The meeting was secretive in nature and plans to unseat the incumbents had apparently been set for some time.

The customary notice of the annual meeting was not given. No official statement was issued by the new group.

NO SPLIT WITH IAFE SEEN

Federation To Bolster It, Turner Tells Texas Assn.

DALLAS, Jan. 8.—The recently organized Federation of State and Provincial Associations of Fairs definitely was not designed to split the International Association of Fairs and Expositions (IAFE), but will try to strengthen the IAFE and make it more useful to fair executives.

Maurice Turner, of Huntsville, secretary of association, said the federation will fill a void which the international association is unable to fill.

Exchange of Ideas Federation's idea, said Turner, is to plan a program so that the interchange of ideas will be stimulated to a point where fair and ex-

Wyoming Annuals May Form Assn. At Casper Confab

CASPER, Wyo., Jan. 6.—Possible formation of a Wyoming fair and rodeo association was seen here with the announcement that a meeting of State annuals will be held in the Hotel Henning here January 22.

R. S. (Bob) Latta, manager of the Central Wyoming Fair here, is acting as secretary and is working with Dusty Farnsworth, manager of the Wyoming State Fair, Douglas, in arranging a suitable program.

Speakers already set include Howard Shaver, of the Wyoming Commerce and Industry Commission, who will speak on advertising fairs and rodeos at travel shows; Bob Hanesworth, manager of Cheyenne Frontier Days, who will discuss rodeos; and Dusty Farnsworth, who will lead an open forum on the relationship of county fairs to the State Fair.

Winter Fairs

ARIZONA

Mesa—Maricopa Co. Fair, Feb. 22-March 4. Maricopa Del Rio. Phoenix. Ariz.

CALIFORNIA

Imperial—California Mid-Winter Fair, Feb. 24-March 4. D. V. Stewart. Fontana—Riverside Co. Fair & Mid-Winter Festival, Feb. 16-23. R. M. C. Pullen. San Bernardino—National Orange Show, March 9-15. R. Z. Smith.

FLORIDA

Bowling Green—Bordeo Co. Strawberry Festival, Jan. 19-20. J. A. Albritton Jr. Cocoa—Indian River Orange Jubilee, March 6-12. Mrs. Marion Oxford. Dade City—Pamco Co. Fair Assn. Jan. 11-13. J. P. Higgins.

Daytona Beach—Balfanz Fair, First week in March. Turner Scott. Delray Beach—South Fla. Oldfolks Festival, Feb. 18-24. Mike Marek. Eustis—Florida Sportsmen's Expo-Lake Co. Fair, March 15-24. Karl Lehmann. Tallahassee—Citrus Co. Fair, Feb. 12-March 3. Lee Duncan.

Fort Myers—Southwest Fla. Fair, Feb. 9-18. W. J. Lee. Fort Pierce—Polk Co. Fair Assn. Jan. 15-20. Quentin Meelin.

Largo—Pinellas Co. Fair, Jan. 21-27. J. H. Loren.

Miami—Dade Co. Fair, March 8-17. Robert C. Quinn.

Orlando—Central Fla. Expo, Feb. 19-24. Crawford T. Blackford.

Punta Gorda—Hawthornberry Festival, March 9-18. G. R. Patten.

Punta Gorda—Charlotte Co. Fair, Jan. 18-24. Harry H. Jack.

Sarasota—Sarasota Co. Fair Assn. Jan. 22-27. Cal Razar.

Tampa—Florida State Fair, Jan. 30-Feb. 10. P. S. Strider.

West Palm Beach—Palm Beach Co. Expo, Feb. 18-25. W. Karl Linton.

Winter Haven—Polk County Expo, Feb. 12-17. Phil E. Lucey.

LOUISIANA

Lafayette—South La. Mid-Winter Fair, Jan. 20-21. Dean T. J. Arceaux.

St. Francisville—St. Francis Fair, Feb. 22-24. C. L. Flowers.

TEXAS

Houston—Houston Pat Stock Show & Livestock Expo, Jan. 31-Feb. 11. Herman Engel.

STATE AID LOOMS FOR KY. ANNUALS

Blue Grass Delegates Name Shaw Prexy; Group Bolts From IAFE

By AL F. SCHNEIDER

LOUISVILLE, Jan. 6.—Prospects for State aid to Kentucky's county fairs have never been brighter despite a setback the campaign received in the 1950 Legislature at Frankfort, members of the Kentucky Association of Fairs and Horse Shows were told at their third annual convention in the Roof Garden of the Brown Hotel here, January 4 and 5.

Only a last-minute log jam of "must" legislation prevented passage of House Bill 392, which would have appropriated \$75,000 annually for State aid and a maximum of \$2,000 per fair, association Secretary L. (Doc) Cassidy, Louisville, reported. Association representatives made an all-out pitch for passage of the bill, said Cassidy, and he declared that chances are good for passage if the bill is re-introduced in the next Legislature.

So important was the matter considered that J. W. Shaw, Alexandria, who was elected 1951 as-

sociation president, appointed all officers and directors to the new legislative committee, which will push for early action on the bill.

New Officers

Shaw, former vice-president, succeeds Clyde W. Peel, Paducah. He will be flanked this year by Calvin Shewmaker, Harrodsburg, vice-president, and Cassidy and Treasurer Ray P. Weller, Shelby.

(Continued on page 68)

Wis. Circuit Inks Zemater For 2d Year

MILWAUKEE, Jan. 6.—For the second straight year, the night grandstand contract for the Northwestern Wisconsin Fair Circuit was awarded the Charles Zemater Agency, Chicago, at the annual convention of the Wisconsin Association of Fairs here this week.

The Jole Chitwood Auto Dare—(Continued on page 70)

Ira Goodell Elected Prez Of Wis. Assn.

MILWAUKEE, Jan. 6.—Ira Goodell, secretary of the Langlade County 4-H Club Fair, Antigo, Wis., was elected president of the Wisconsin Association of Fairs at the organization's annual convention here this week in the Schroeder Hotel. P. M. L. Nelson, of Rice Lake, was named vice-president.

Win Eldridge, of Plymouth, was elected secretary-treasurer, succeeding Douglas Curran, Black River Falls, who tendered his resignation after holding the post for five years.

Goodell was also named director of District 1, F. J. Vannoy, Ladysmith, District 2, Joseph Frisch, La Crosse, District 3, and Eldridge was appointed a director from District 4. Directors at large include Curran, Nelson and Taylor G. Brown, Oshkosh.

Robert Morse Named Hoosier Assn. Prexy

INDIANAPOLIS, Jan. 6.—Robert M. Morse, of the La Porte County Fair, La Porte, was elected president of the Indiana Association of County and District Fairs at the annual convention of that organization here this week.

Morse, a convention speaker, urged fairs to push efforts this year to sustain daytime attendance. He pointed out that with the stepped-up defense program more people will be engaged in jobs during the daytime and said the way to offset that is bolstering the daylight hours program and backing that program with stronger advertising.

Other convention speakers and their subjects included Leonard Haag, Lawrenceburg, who reported on the annual convention of the International Association of Fairs and Expositions; L. L. Wilson, secretary of the Indiana Implement Dealers' Association, who discussed commercial exhibits; and Robert L. Terry, of the Hoosier and Fair World, who spoke on Hoosier Horse Racing in Indiana.

Also Eva L. Goble, Purdue University, Women's Departments at County Fairs; C. L. Spuller, Rush County fairs; C. L. Spuller, Rush County fairs; Al Bloemker, publicity chief, Indiana State Fair, County Fair Publicity; and Roy C. Sutherland, Greencastle, Building Up Community Interest.

Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 5-6. James A. Carcy, State Office Building, Albany, executive secretary.

Ontario Association of Agricultural Societies, King Edward Hotel, Toronto, February 7-9. J. A. Carroll, Parliament Building, Toronto, secretary.

Louisiana Association of Fairs, Washington Yucree Hotel, Shreveport, January 21-23.



Meetings of Fair Assns.

Ohio Fair Managers, Association, Deshler Wallick Hotel, Columbus, January 10-11. Mrs. Don A. Detrick, Bellefontaine, secretary.

Missouri Association of Fairs and Agricultural Exhibits, Governor Hotel, Jefferson City, January 11-12. Rollo S. Singleton, Jefferson City, secretary.

Georgia Association of Agricultural Fairs, Piedmont Hotel, Atlanta, January 12. Mrs. Bernie Shapiro, Box 32, Atlanta, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 14-16. Harry B. Kelley, Hillsdale, secretary.

Minnesota State Fair and Minnesota Federation of County Fairs, Hotel St. Paul, St. Paul, January 15-17. George W. Gleixner, North St. Paul.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 17. Tom Moore Craig, Spartanburg, secretary.

Oregon Fairs Association, Multnomah Hotel, Portland, January 18-20. H. G. Smith, secretary, Tillamook.

North Carolina Association of Fairs, Sir Walter Hotel, Raleigh, January 19. Mrs. Clyde Kendall, Greensboro, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 21-23. Cliff G. Hunter, Taylorville, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 21-23. Charles B. Ralston, Staunton, secretary.

Massachusetts Agricultural Fair's Association, Hotel Northampton, Northampton, January 23-24. A. W. Lombard, 21 Jason St. Arlington, Mass., secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 23-24. H. C. McClellan, Arlington, secretary.

Nebraska Board of Agriculture, Hotel Cornhusker, Lincoln, January 23-24. Edwin Schultz, secretary.

Western Canada Association of Exhibitions, Fort Garry Hotel, Winnipeg, January 23-24. Mrs. Letta Walsh, Saskatoon, secretary.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 24-26. Charles W. Swoyer, 522 Court St., Reading, secretary.

North Dakota Association of Fairs, Clarence Parker Hotel, Minot, January 25-27. R. G. Finke, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 28-30. Clifford D. Coover, Shelby, Mont., secretary.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 29. Robert S. Turner, Horseheads, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, January 30-31. Clyde E. Byrd, 2601 Howard St., Little Rock.

Association of Utah Fairs and Livestock Shows, Newhouse Hotel, Salt Lake City, February 2. J. A. Theobald, secretary.

New York State Association of

Defense Theme To Highlight Camden Annual

CAMDEN, N. J., Jan. 6.—Plans for the South Jersey State Fair and Exposition to be held here May 24-June 2 are progressing and executive officials have been moved to larger quarters in the Broadway-Stevens Building. Walter D. Nealand, press and publicity chief, said this week.

Lt. Comdr. John H. Mohrfield III, commanding officer of the Fourth Division, U. S. Naval Reserve, and fair proxy, has called upon 80 of the city's businessmen, industrialists, labor leaders, heads of civic and fraternal organizations and veterans groups to form an advisory committee.

At a meeting held last week of the Board of Directors and incorporation officials it was decided that the exposition part of the fair be dedicated to the national defense emergency program. Officers and directors of the Corp. Mathews Purnell, VFW Post No. 518, were instructed to contact every department of the government, State and county offices asking for their support in building the defense program.

Samuel Burgdorf, secretary, was instructed by board members to contact Gov. Alfred Driscoll and congressmen and senators, offering the fair's facilities to them in working out the details of this part of the program. Burgdorf, vel showman, general agent and fair manager, is in charge of the new executive offices here. He also is producing and managing the event, as well as being secretary of Mount Holly, N. J., Garden State Fair, which was revived last year, after a 23-year hiatus to an attendance of 68,000. This year's Mount Holly dates are September 3-8. Burgdorf's third fair will be Bucks County Fair, Doylestown, Pa., August 20-25.

Lafayette Annual Schedules Rodeo

LAFAYETTE, La., Jan. 8.—South Louisiana Mid-Winter Fair has scheduled rodeo competition for Saturday (13) and Sunday (14), with the dates set to allow performance of riders after appearance at the Denver round-up.

Among those who have indicated they probably will show here are Hans McCann, top roper and dogger; T. V. Porter, roping contest winner at the Madison Square Garden event; Eugene Johnson, calf roper; Cyril LeBlanc, bareback and bull rider, and Billy Keen, clown and trick rider and roper.

Nic Huddleston Again Secretary

ROSEVILLE, Calif., Jan. 8.—With the re-election of the officers of the Placer County Fair Association here the contract of Nic Huddleston as secretary-manager was renewed for 1951.

Officers of the fair are M. J. Royer, president; H. G. Asminger, first vice-president; Charles W. Lauppe, second vice-president; Tom J. Pugh, secretary, and Al B. Broeyer, secretary and legal adviser.

Tipton, Ia., To Double Capitalization to 20G

TIPTON, Ia., Jan. 6.—The Cedar County Fair Association voted to re-incorporate and double its capitalization to \$20,000. Secretary Eugene Moore said the move is intended to encourage younger citizens to become interested in the organization. Several new younger directors are expected to be admitted to the board at the association's next annual meeting.

Earl Eischer, Tipton, was re-elected president. Other officers are Kenneth Smith, Mechanicville, vice-president; Moore, secretary, and LaVerne Suchomef, treasurer.

Tallahassee Re-Elects Stoutamire President

TALLAHASSEE, Fla., Jan. 8.—Frank Stoutamire, sheriff of Leon County, has been re-elected president of the North Florida Fair Association for 1951.

Edmonton, Alta., Proposes Addition Of \$3,000,000 Aud

EDMONTON, Alta., Jan. 8.—Proposal that a \$3,000,000 multi-purpose auditorium to seat 3,500 be built on the fairgrounds was made by Manager James Paul at a meeting of directors of Edmonton Exhibition Association. Matter was held over for detailed study at this year's first meeting.

Eunice Nets 4G; Clark Re-Elected

EUNICE, La., Jan. 6.—John W. Clark was re-elected president of the Southwest Louisiana Fair Association at the org's regular meeting here December 28. Clark has held the post for the past two years. Mrs. J. P. (Wilma) Bedell was reappointed secretary, while Eli Ardoin retained his post as manager. The 1951 annual will be held October 10-14.

Wetaskiwin, Alta., Names Whiteside

WETASKIWIN, Alta., Jan. 6.—W. H. Whiteside was re-elected president of Wetaskiwin Agricultural Society. Mrs. William Nelles and Dan Enman were named vice-presidents; Mrs. R. Kirkwood, secretary, and A. Paterson was re-elected treasurer.

Melville Sec'y Named President

MELVILLE, Sask., Jan. 6.—Hector Lovelidge, secretary of Melville and District Agricultural Society here for the past two years, has been elected president of the board to succeed Rowland Williams, resigned.

Niemela Elected Prexy Of Benlto Exhibition

BENALTO, Alta., Jan. 6.—Ray Niemela was elected president of Benalto Agricultural Society, succeeding Lloyd McNeil. Vice-presidents are McNeil and G. R. Sterling, with James Fink, secretary-treasurer; L. Kothel, stampede manager, and Harry Drumward, stampeed secretary.

Canadian "C" Circuit Re-Elects W. H. Miller

EDMONTON, Alta., Jan. 6.—W. H. Miller, of Olds, Alta., was re-elected president of the Agricultural Societies Association, Class "C" fairs org which has changed its title from Alberta Agricultural Fairs Association. Clyde Stoffer, of Benalto, was named vice-president, and J. N. Briegel, Olds, secretary-treasurer.

Long Run Cuts Into Hoosier Biz Sessions

INDIANAPOLIS, Jan. 6.—Eye-opener of the year among annual fair conventions, the meeting of the Indiana Association of County and District Fairs here this week was stretched over too many days and as a result the audience at some of the formal sessions dipped to as low as a dozen persons.

Actually the meeting was scheduled for Tuesday and Wednesday (2-3), but the association also skeddled an open house for the night of New Year's Day. Not a few of the carnival reps, attraction suppliers, etc., checked into the Claypool, convention hotel, New Year's Eve just as they would be on hand to buttonhole possible early-bird fairmen.

Some were on hand, but the long-drawn-out stay was too much for most fairmen, and the Tuesday sessions drew sparsely and provoked showmen to question why the convention and its accompanying doings were not boiled down into one or at most two days.

Heavy Rep Attendance
There was an unusually heavy attendance of carnival reps. Booking agents, show reps and suppliers noted, including:

Jack Wilson, Izzy Collins and R. C. McCarter, Celine & Wilson Shows; Morris Linky and Harold Shandy, Padstock, Johnny Jones Exposition Shows; Gene Cavalcade of Amusements; Bob Mack, Royal Crown Shows; Johnny Quinn and Charles Woods of State Shows; Mr. and Mrs. J. H. Drew Jr., and Jimmie and Maudie Drew, James H. Drew Shows; Paul T. Robertson, Reisterman Rides; Mr. and Mrs. James Chicklett, Mr. and Mrs. Ross Reed, and Mr. and Mrs. Buck Sanders, Thomas Jayland Shows; F. E. Hooding, Mr. and Mrs. Gerald Fraute, Mr. and Mrs. William Leasure and Map Herbshire, Gooding Amusements; Hanson, Paul Capital City Amusements; C. B. Peck, Robert Peck and Cecil Cornthwaite, Peck Amusements; W. R. Orren, Mr. H. Lambert and Howard Souver, Mighty Hoosier Shows; Speer Circus and W. E. Mill Snyder, Blue Grass Shows; Johnson Shows; Louis Berger, Denton Shows; Tom L. Baker, C. C. Leasure and Chester Pierce, Haky United Shows; D. Murray, Royal Wade, W. O. Wade Shows, and Paul Drago, Drago Amusements.

Kleinert Prexy At Shelby, Mont.

SHELBY, Mont., Jan. 6.—Amil Kleinert was elected president of Marius Fair and Rodeo at the annual meeting of the board here. Clifford D. Cooney was re-elected secretary-manager and A. E. Allison was named vice-president.

Inverness, Fla., Switches Dates

INVERNESS, Fla., Jan. 6.—Citrus County Fair will be held here January 18-20 instead of on the originally skeddled dates of January 9-13, Quentin Melvin, secretary, announced.

Nome Smith Prexy At Fredericton, N. B.

FREDERICTON, N. B., Jan. 6.—Henry A. Smith was elected president and W. W. Foley, vice-president, of the Fredericton Exhibition at the annual meeting here recently. Smith succeeds C. Hedley Forbes. Both newcomers are veteran members of the board of directors.

RUNS 'EM, DOESN'T SEE 'EM

Vet Allentown Stage Mgr. Has Yet To Eye Full Show

ALLENTOWN, Pa., Jan. 8.—Altho he has been a main cog in keeping grandstand shows at Allentown Fair running smoothly since 1920, De Witt C. Steedle, stage manager, has never seen a complete performance at the event.

Steedle's fairgrounds headquarters is a small, cell-like room adjacent to performers' dressing rooms under the stage. He directs his force of stagehands from that location.

His base of operations also approximates a Who's Who of outdoor showbiz. Steedle has neatly lined the walls of his concrete cubicle with grandstand programs from every year since 1922.

On a small table at which he sits rests a 223-page scrapbook containing autographed photos from performers, bookers and fair officials. This is the stage manager's pride and joy.

Hired on the Spot
Steedle, who is 78, moved to Allentown from Shenandoah, Pa., where he had been a theater stagehand in 1917. It was not until 1920 that Steedle, while on the fairgrounds, saw performers and stagehands milling about and inquired at the front office whether a stage manager was needed.

Doc A. H. Balleut was president, Harry B. Schall, secretary, and A. S. Weible, treasurer, when Steedle asked for the job and was hired on the spot.

Stage Expandable
The permanent stage is 45 by 80-feet. This space is expanded by the addition of a 40 by 60-foot portable platform at show time. Most of Steedle's stagehands have been with him long enough to know how to perform their duties

with a minimum of instruction and overseeing.

Steedle says his work starts about a week before fair time, when he begins a general cleaning and readying of the stage and performers' facilities. He claims this is the toughest part of the work, because he gets little rest until his crew makes an appearance at show time. He says that he had always worked with an open stage at Allentown until this year, when canvas was placed overhead for weatherproofing.

Recalls Acts
Of all the performers Steedle has seen at the fair, he says the Hellenano family impressed him the most. The only serious accidents he can recall during the fair runs occurred in 1930, when Rarsana, who did a 'turnover act, fell into the grandstand and in 1948, when Sylvia Zachlinski broke her leg.

Steedle holds showtork in high esteem. He says that on occasion he has had disagreements with them but that these are quickly forgotten.

Steedle has kept a record of the days lost at the fair because of weather and puts the number at two up to this year. He and his wife make their home here.

Orlando, Fla., Sets Officials

ORLANDO, Fla., Jan. 6.—Central Florida Exposition, scheduled here February 19-24, has named 10 operating committees to handle details.

Advertising and publicity will be headed by Walton McJordon, Roy Brewton and C. H. Stanton; county exhibits by Harry P. Lev and S. P. H. Harrison; community exhibits, H. Stuart Johnson, Ben Carpenter and Henry Land; children's day, Jake Zorian, Burton Thornal, A. C. Slaughter and Brantley Buchanan, and visitors' day will be in charge of Johnston, R. L. Williams and Robert E. Carrigan.

Name John Clark Eunice, La., Prexy

EUNICE, La., Jan. 6.—John W. Clark was elected president of the Southwest Louisiana Fair, comprising three counties, at the annual's association meeting here. He already has served two years as prexy. Net profit for the past season was given as \$4,140. Eli Ardoin was reappointed fair manager.

Other officers elected were Josien Ardoin, vice-president; Ferdinand Quirk, treasurer; and R. S. Parrot Sr., Charles Handel, and Dr. J. J. Stagg as board members.

Yorkton Exhibition Re-Elects Officers

YORKTON, Sask., Jan. 6.—Directors of the Yorkton Agricultural and Industrial Exhibition Association here re-appointed its 1950 officers to serve in 1951. C. R. Bull is honorary president; W. H. Wilkinson, president, Norman Roesbeck and E. E. Lamson, vice-presidents, and Antoinette Draftenza, secretary.

ATTENTION! FAIR SECRETARIES CONTACT ERNIE YOUNG AGENCY FOR YOUR 1951 GRAND STAND SHOW 203 N. Wabash Chicago, Ill.

sensational! slide for life elder THE STRONG MAN CLAIMS HIS ACT WITH THIS FEAT THAT LEAVES GRANDSTAND PATRONS WITH HEART-IN-MOUTH! SEE THE BILLBOARD (CHECKOVER 2)

FAIR ACTS WANTED ALL KINDS OF ANIMAL, HIGH POLE, NOVELTY AND COMEDY ACTS Send Photos, Description of Acts and List of Spots Played. NOW BOOKING FOR 1951 CONSUELO THEATRICAL AGENCY 609 Broadway Bldg. Portland, Ore.

ACTS WANTED For Our 1951 Fairs SINGERS, DUBLERS, TROUPES, MAIL PHOTOS, FULL DESCRIPTIONS. Williams & Lee 444 Halfway Ave. St. Paul, Minn.

PRESIDENT'S MESSAGE:

Carroll Urges "If" Plans To Meet Uncertain Future

By EDWARD J. CARROLL
President of NAAPPB

My New Year's message to the members and friends of the National Association of Amusement Parks, Pools and Beaches is one of hope, faith, co-operation and trust.

At this time when it is difficult to predict what may happen in any given 24 hours, I can only hope the frightening international picture may brighten by the time the outdoor season of 1951 rolls around. I have no crystal ball that brings the future pattern to view at this time.

However, I know that most of us have gone thru the trials and tribulations of war years before and have an experience rating of some sort to draw on, come what may. Most of those experiences are still fresh in our minds. This is not a statement of high-sounding phraseology. I speak from hard, personal experience and that

of many others in our business. The rank and file of our members-operators came thru the last world struggle without business casualties, and my hope is that they can do it again if necessary.

My observation of the membership down thru the years in my travels throughout the country and at our national and regional conventions and meetings is reassuring at this time. I know we have men and women of strong faith and sound reasoning plus genuine courage.

Those qualities have been sharpened thru the recent problem years we have witnessed and will carry this industry thru any catastrophe. We have survived wars, fires, floods and other disasters before. We shall do it again.

Like other industries we have heard the call to roll up our sleeves, to prepare to do more than we thought was necessary at this time. Our President has already called on us for sacrifices

outside the routine of normal operation. Abnormal times are upon us and co-operation is the call of the day. I know I speak for our entire industry when I say we all stand with him and our government in matters of civilian defense and the safeguarding of our freedom's heritage.

The pattern of civil defense is not clear at this writing for all communities. When it is, I know our industry will assist in every way possible. Wherever we have organizations at the community or State level I recommend strongly that operators, owners and managers know in every detail what the plans are and that we form our own C.D. units within our own operations. It is not for us to let others organize for us. We know what our own job is. Let's do it within our own sphere of influence.

Under the heading of co-operation there are many other matters that call for voluntary participation. During the last struggle we originated many ways to work with the USO, Red Cross, bond drives, local camps, etc., in providing for the federal, State and local war and defense units. These we will repeat and augment.

Manpower may be in short supply in many areas and it is up to us to co-operate with possible regulations in that field wherever we can. From an operational point of view, with longer hours and longer work weeks in industry, it may be necessary for us to give study to park and beach operation schedules which will be far from normal. Recreation for industrial workers, unformed personnel of government and others is a vital spark to morale.

Co-operate with your works managers, personnel directors, manpower commissions and others
(Continued on page 68)

N. Y. KID SPOTS GET EARLY BREAK

Balmy New Year's Week-End Keeps Junior Units Operating

NEW YORK, Jan. 6. — New Year's week-end gave this area's kiddie ride operators a good break, with sunny skies and mild weather Sunday (31) and Monday (1) bringing crowds of moppets to Coney Island and other Long Island funspots.

Coney drew a good crowd Sunday (31), with arcades along the Boardwalk doing brisk business. Along Surf Avenue all Merry-Go-

Rounds and kiddie rides, with the exception of those in Feltman's big establishment, operated thru-out the afternoon and did okay. Feltman's has shuttered for the winter.

All rides, including the Roller Coaster, were operated Sunday (31) and Monday (1) at the new Fairyland Park on Queens Boulevard. Spot has drawn big turn-outs on all week-ends when weather was favorable.

Another spot reporting good biz was Max Gruberg's new Kiddie Park in the Fresh Meadows apartment colony on Long Island. Adequate parking space at Gruberg's spot and at Fairyland Park are major factors in the good post-season draw.

City Sets Rent For Park Grounds

AUGUSTA, Ga., Jan. 6.—Benjamin Braunstein, operator of Lakeview Park on Lake Okechobee here, will pay \$25 per month for six winter months and \$50 per month for six summer months as rent for the city-owned site. Rates were approved by the city council recreation committee.

Braunstein opened the park about a month ago and is adding attractions. His contract with the city will include liability agreements.

CHICAGO ZOO'S BIG GORILLA, BUSHMAN, DIES

CHICAGO, Jan. 6.—Bushman, 22-year-old gorilla at Lincoln Park Zoo here, died Monday (1) of a heart ailment. The animal had been declared by the American Association of Zoological Parks and Aquariums four years ago to be the "most outstanding animal of any zoo in the world and the most valuable." He had been at the zoo since 1930.

The gorilla collapsed last June, and an estimated 120,000 persons visited the zoo in a single day to see him. The attendance set a new record for Lincoln Park Zoo. On October 1 Bushman escaped from his cage and was loose for three hours. In recent weeks the ailing animal had lost about 100 of his 550 pounds.

Bushman had been described as the largest of his kind in captivity. His rival for public attention was Gargantua, the Ringling-Barnum circus's gorilla which died in 1949. Lincoln Park has four young gorillas, including three males. Bushman's body is to be stuffed and displayed at the Natural History Museum here.

Week-End Play Set March 25 At Rockaways

NEW YORK, Jan. 6.—Rockaways' Playland here plans a generally tight wartime program of operation for the coming season, President A. Joseph Geist announced this week. Geist's stockpile of material has been replenished to the level of June, 1950, and all equipment is receiving tender care in view of impending scarcity of replacement parts.

Geist said that a five-year task of installing all wiring in pipes has been completed. The park starts week-end operations March 25. Beginning May 4, night and week-end operations will be the rule, while daily business starts May 26 and extends thru September 23. At that time the main section will shutter, while the spot's kid adjunct and Merry-Go-Round will go into week-end operation thru the winter, weather permitting.

Kiddie Park Ops Launch National Membership Drive

500 Kid Spots on Mailing List; All Tax Appeal Funds Assured

CHICAGO, Jan. 6. — Letters offering membership in the Kiddieland Operators' Association (KOA) will be mailed next week to approximately 500 kiddieland operators throughout the nation, KOA President Arthur Fritz said Friday (5).

Directors of the organization, which now is comprised largely of Chicago-area operators, have cleared the way for expansion on a nationwide scale, Fritz stated.

Meanwhile he said that adequate funds to take his admission tax case to the United States Supreme Court, if necessary, have been assured. Fritz explained that about 85 per cent of the money has been subscribed by kiddieland operators and that 15 per cent has come from park ops ride manufacturers were not asked to participate, he added.

Fritz said he remained confident that his tax case would not go beyond the Circuit Court of Appeals, where it is scheduled to be heard in the spring. In Federal District Court Fritz won a ruling that amusement riding devices were not subject to the 20 per cent federal admission tax. The government has appealed.

Directors of the KOA decided at a December meeting, Fritz stated, that honorary memberships would be given to ride manufacturers and that amusement park operators whose parks include kiddielands also would be eligible for membership.

Fritz said that the KOA planned to inform members on tax matters, manufacturers' developments and other activities pertaining to kiddieland operations. Considerable interest, he said, has been shown in the org by operators in other parts of the country.

DERBY RACE GAMES
A few Original Units available in 1951.
Gently Improved
FOR SALE or LEASE
Write—Wire—Phone

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1010 9TH AVE., LOS ANGELES 10, CALIF.

FOR SALE
30 Skee Ball Alleys
14' long. All in first class condition.
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AND YOU WILL KNOW WHY LEADING OPERATORS CHOSE THE MINIATURE TRAIN... THE ONLY TRAIN ENGINEERED TO BIG TRAIN PERFECTION

WRITE FOR OUR 1951 CATALOG

High Quality KIDDIE RIDES
ROTO WHIP—SPEED BOATS—PONY CARTS
CALLOPING HORSE CARROUSEL
Illustrated Circulars Free
W. F. MANGELS CO., Coney Island 24, N. Y.

Carroll Sells Gas Co. Land

AGAWAM, Mass., Jan. 6.—Riverside Park here, operated by Edward J. Carroll, gained an unexpected source of off-season revenue when two and a half acres of property at the southeast end of the spot were sold to the Northeastern Gas Transmission Company.

The firm will use the land to construct a pipeline for the supplying of natural gas to Springfield, Mass. The plot sold is well off the park's midway area.

A. C. Starts 75G Ad Pitch for Winter Biz

ATLANTIC CITY, Jan. 6.—A \$75,000 promotional campaign to bring more visitors here in the off-season got under way this week with a series of newspaper advertisements in Philadelphia, New York and Baltimore. Publication of the ads is the initial phase of the drive, which will be stepped up at the end of the month with radio and TV spot announcements, according to Mall Dodson, resort's promotion and ad director.

He said that instead of having a single ad in the papers it was decided to carry four or five small ones on different pages of the same editions. Each ad carries the slogan, "For Your Health and Happiness," and informs the reader that Atlantic City is a year-round spot.

City Contributes
Drive is being conducted by the Atlantic City Co-Operative, Promotional Campaign Committee, which plans to spend a minimum of \$75,000 in January and part of February to attract more visitors in the next two months. Dodson explained that the papers in the three cities were chosen because 90 per cent of the resort's business comes from those areas. The city will

contribute from its advertising budget the cost of the radio and TV plugs, while the remainder will be furnished by resort business and amusement interests.

As an inducement for quick action, video viewers are invited to call a telephone number thru which they are put in contact with Atlantic City, without charge, to make hotel reservations.

Dodson said the committee is considering making the drive an annual affair, starting after New Year's Day, to fix in the minds of the people that Atlantic City is doing business in the winter as well as the summer. He said the extent of the campaign will depend on the amount of additional money the committee can secure from private resort interests beyond the \$75,000 already pledged to be spent at this time.

A. C. Landmark Razed

ATLANTIC CITY, Jan. 6.—Columbia Baths on the Boardwalk, resort landmark, is being torn down to make way for a row of stores and a parking lot. Wooden structure was built in 1894.

WANTED
Seeking Bank, Home Range Shooting Call, etc. Kidding in park or any Commission, you would like to put in good established park located on the lake highway, U. S. 31, State Line Corser, between Indiana and Michigan. Park has drawing made from population of 500,000. Lease on percentage basis. For further information, write:
R. C. Gruberg, Owner
6000S STATE LINE KIDIE PARK
1821 Western Ave., South Bend, Ind.
Phone 2-1222

WANT LEGITIMATE CONCESSIONS
Gruberg Amusement Park
Located on the Boardwalk, Long Beach, Cal. I, 15 miles from New York City—showing to millions of people seven days a week. CAN YOU afford to miss this? Will work for stock and coupons. Must be well flushed and framed on fringes. Will consider blowers, Fish Tilt-Up Wins, Holdovers or any other high-class Concessions. Questions on a terrific business here. Will book on percentage basis only—no flat rate. Open Easter Sunday and weekends until May 15th—regular season. Address: **MAX GRUBERG**, 1015 1/2 Broadway, Long Beach, L. I., N. Y.

WANT TO BOOK
In established park, Midget Auto Racing Game, mounted on aluminum trailer.
J. BLASH
1235 S. Hope St., Los Angeles 15, Cal.
Miniature Golf Courses
Designers and builders of most scientific courses in the country. Engineered for unlimited capacity. No bottlenecks, yet interesting. No drainage problems. Full Counter top (with hole). Reference and photographs readily furnished.
HOLMES COOK COMPANY
Room 2300, 392 State St., New London, Conn.

PCSA Installs Execs, Names Committees

Clubroom Indebtedness Reduced; May Burn Mortgage in One Year

LOS ANGELES, Jan. 6.—"We owe \$11,000 on this building and will burn the mortgage at the end of this year if all of the members will give their support," Michael J. Doolan, who was installed as president of the Pacific Coast Showmen's Association here Tuesday night (3), told the club. The property at 1235 South Hope Street was purchased for approximately \$75,000.

Dave Friedenheim, president of Associated Regular Troupers, pledged the co-operation of his membership and himself in "any shape or form."

Doolan's committees named to date include: Finance—Bob Downie, chairman; Joe Glacy, Edwin E. Tait, Harry Sucker, Joe Steinberg, George Lauerman, Mike Krekos, House—Ben Beno, chairman; Joe Mead, Harry Merkel, Harry Phillips, E. K. Rose, C. E. Moore, Earl Stolze, Welfare—James J. Dunt, chairman; Fred Donnelly, James D. Smith, Sam Brown, Harry Rawlings, Public Relations—Joe Glacy, chairman; Edwin E. Tait, M. H. Ellison, Ted Levitt, Legislative—Harry Fink, chairman; Harry Hargrave, O. N. Crafts, Earl O. Douglas, William Kindel, S. L. Cronin, Membership—Sam Dolman, chairman; Joe Steinberg, Earl Stolze, Richard Schoonover, Everett W. (George) Coe.

Ways and Means—Moe Levine, chairman; Charles Paige, Joe Moss, H. E. Ewart, Ted LeFors, Bill Hobday, C. F. Zeiger. Entertainment (Continued on page 64)

Wade Mapping Invasion of Minn., Wis.

DETROIT, Jan. 6.—W. G. Wade Shows, which confined their operations to Michigan, Ohio and Indiana for several years, this season will invade Wisconsin and Minnesota. Owner W. G. Wade announced. Contracts to play fairs at Wausau, Wis., and Rochester, Minn., have been signed, Wade said.

Org also has signed to provide the midway at Upper Peninsula State Fair, Escanaba, Mich. Jumps into Minnesota and Wisconsin will be made from here. Shows then return to Escanaba and then across the Straits of Mackinac to resume their usual fair route in lower Michigan. Wade's No. 1 unit will make the four while the No. 2 unit plays its usual route.

Mighty Hoosier Adds 8 New Rides

INDIANAPOLIS, Jan. 6.—Mighty Hoosier State Shows will go out this season with eight new rides, plus one used ride. W. R. Geren, owner, disclosed during the convention of the Indiana Association of County and District Fairs here this week.

Rides ordered and already delivered or scheduled for early delivery are a No. 5 Ferris Wheel, an Allan Herschell 36-foot wheel-abreast Merry-Go-Round, an Allan Herschell 10-car Kiddie Auto Ride, an Eyerly Octopus, Miniature Train, Roll-o-Whirl, Rolloplane and a Mangel's Kiddie Boat. Two-year-old Flying Scooter will round out the ride line-up.

Besides Geren, the show was repped at the convention here by W. H. Lambert, agent, and Howard Snyder, chief electrician. Org will play Kentucky, Indiana and Ohio, its customary territory.

New Gladstone Org Signs 5 Ky. Fairs

LOUISVILLE, Jan. 6.—Forest Poole Sr., operator of the Gladstone Exposition Shows, a new carnival slated to open in West Kentucky in April, announced the signing of five Kentucky fair contracts during the January 4 and 5 convention of the Kentucky Association of Fairs and Horse Shows here.

The annuals signed are Adair County Fair and Horse Show, Columbia; Taylor County Fair, Campbellsville; Louie County Fair, Hodgenville; Blue Grass Fair and Horse Show, Harrodsburg, and Logan County American Legion Fair, Russellville.

Poole, his son, Forest Jr., and Jack Olliver handled negotiations. Show quarters are maintained in Jackson, Miss.

Tampa Club Hosts 350 Kids At Yule Party

TAMPA, Jan. 6.—Greater Tampa Showmen's Association played host to 350 orphans and underprivileged children at a Christmas party on the club grounds here December 23. Kiddie rides, donated for the day by Sam Holman, and a Roller Coaster from C. J. Sedlmayr Jr., were set up on the club's spacious parking lot.

In addition to refreshments, each child received toys, candy, fruit, nuts and comic books. Entertainment included clown acts, organization June Thompson, vent acts, Punch and Judy show, and elephant and camel acts presented by Frank Peters.

Club members chartered special buses to transport the children to and from the party. The Ladies' Auxiliary raised \$200 from its fun bazaar and turned it over to the showmen for the yule affair.

Irish Gaughn headed the Christmas tree committee, which included Eddie Young, Gene Barni, Pete Burkhardt, Eddie Lowe, Sammy Smith, Eddie Pasterczyk, Pop Daley, Charlie Cohen, Bill Clain, Paul Kleider and Harry Rubin. Earl Maddox emceed. A huge tree was donated by Nat Rodgers, while toys came from Wisconsin DeLuxe Company and other carnival supply houses.

Gooding Signs Ky. State Fair

LOUISVILLE, Jan. 6.—Gooding Amusement Company was awarded the midway contract for 1951 Kentucky State Fair here September 9-15. General Agent Hal F. Elford signed for the Gooding firm.

Fair officials held negotiations January 4 and 5 in the Brown Hotel here, during concurrent dates of the Kentucky Association of Fairs and Horse Shows convention and awarded the contract Friday (5).

Principal competition for the Gooding company came from the W. G. Wade Shows, represented by W. G. and Doug Wade, Charles H. Hodges, and Ray Marsh Brydon, Morris Lipsky and Buddy Paddock, owners of the Johnny Jones Exposition, also were in on the bidding. They reportedly made their bid and left when it became apparent that they could not come to terms with fair officials.

BOYD PAYS CALL ON SHOW FOLKS

Visit Stops Proceedings at Fourth Annual Ball; 2 More Events To Go

SAN FRANCISCO, Jan. 6.—Appearance of William Boyd (Hopalong Cassidy), stopped the festivities at the fourth annual banquet and ball of the Show Folks of America Friday (9) in the Gold Room of the Fairmont Hotel here. Boyd made his entrance during the introductions and was deluged with requests for autographs. After a few words over the mike, Boyd left to keep other appointments. Gala affair was staged by William (Bill) Kindel, chairman, and Fred Weidmann, co-chairman.

Program for the evening was gauged to allow ample time for dancing to the music of Phil Sapriro's orchestra. Al St. John, manager of the Solano County Fair, Vallejo, served as emcee.

Honored Guests

Honored guests were Mike Krekos, SFA president, and Mrs. Krekos; Eddie Burke, chairman of

the board of directors and a past president; Marie Burke, first vice-president; Bill Coles, second vice-president, and Mrs. Coles; Council Ralford, chairman of the house committee, and Mrs. Edna Ralford, SFA secretary; Judge and Mrs. Carl Allen, San Francisco jurist; Paul Huedepohl, executive secretary. (Continued on page 64)

Model Shows Invade Wis.; Ink 3 Fairs

Robinson-Owned Org Also Pacts Midway At Mason City, Ia.

MILWAUKEE, Jan. 6.—Invading Wisconsin for the first time, Model Shows, owned and operated by John L. Robinson, signed to provide the midway attractions at three of the State's annuals at the Wisconsin Association of Fairs convention in the Schroeder Hotel here this week. Fairs signed included Madison, Janesville, and Galveston. Robinson also closed by telephone with the Mason City, Ia. Fair.

Tip-Top Shows, represented here by M. and E. G. Larkee, added two new fairs to its route with the signing of Cedarburgh and St. Croix Falls. Charles (Chuck) Larkee, ride superintendent, and son of the org's owner, left recently for the army and is stationed at Camp McCoy, Wis.

Mickey Stark, owner of Gold Bond Shows, added Plymouth, Wis. Fair and also announced inking two Minnesota fairs, Hibbing and Grand Rapids. While here Stark took delivery on a new Kaiser. Ed Breckenridge, assistant manager, also repped the show here.

Other carnival representatives here included:

W. C. Dobson, B. E. Patterson and Dorothy Pickering, Dobson United Shows; William T. (Bill) Collins, William T. Collins Shows; Joe O'Brien, Snapp; Greater Shows; Fred Ward, Ward Amusement Company; Mr. and Mrs. Jack Vomberg and Arnold, George and Mary Vomberg, Bader State Shows; Mr. and Mrs. Harry Bodart, Mr. and Mrs. Lynn Lewis and Mr. and Mrs. Reginald Bodart, Bodart Shows; Jack Downs, Wallace Bros. Shows; Mrs. A. McKenna and Herman McKenna, McKenna Rides; and M. T. Gordens, M. T. Gordens Enterprises.

Paul Robertson Frames New Org

INDIANAPOLIS, Jan. 6.—Paul T. Robertson, veteran of 37 years in the carnival business, this week disclosed plans for a show he will bring out this season under the title of Robertson's Rides.

The unit will have 6 rides, 3 shows and about 30 concessions. Winter quarters have been set up at Valdosta, Ga., and the route will take the show from Georgia thru Tennessee into Indiana, where the show will play from May thru part of September before returning South.

Robertson, who makes his home in this city, was with the Mighty Hoosier State Shows in 1950 and Peak Amusement in '49.

Royal Crown Signs Rome

INDIANAPOLIS, Jan. 6.—Eddie Young's Royal Crown Shows have contracted the Northwest Georgia District Fair, Rome, Ga. Bob Mack, org's general agent, announced here this week during the convention of the Indiana Association of County and District Fairs.

Rocco Adds 3 Rides; Preps For '51 Trek

ST. PAUL, Jan. 6.—Rocco Shows, under management of Rocco Schiavone, this week announced the purchase of a Fly-o-Plane, Rolloplane and a Smith & Smith Aeroplane, which brings the line-up to a total of seven major and three kiddie rides for the 1951 tour. Rocco Schiavone Jr., who returned to quarters here from a recent trip to Florida, made the purchases.

Three new tractor-trucks have been added to transport the Fly-o-Plane and Tilt-a-Whirl, it was announced. Shows' execs said that the org will move on 15 office-owned trucks and carry 10 rides, 3 office-owned shows, 6 neon towers, searchlights, power truck and front.

Painting and repair work is under way and a new entrance front is to be completed in time for shows' opening. Recent visitors included William T. Collins, owner of the shows bearing his name. (Continued on page 64)

EASTERN BOOKING WARS INVOLVE LESSER DATES

Rail Units, Some Truck Orgs Are Set Prior to Fair Meetings

NEW YORK, Jan. 6.—Carnival reps heading for the first of the Eastern fair meetings next week will be scrounging mainly for lesser dates unless their route cards are already well filled. With few exceptions, the top-money dates, which usually attract competitive bidding among railroad units can be considered tied up. If not already contracted, many of the top-notch truck show dates are also contracted and the booking picture generally is one that promises little spirited action except among units reduced to scuffling in a desperate effort to round out a route.

It is the desperation factor that will undoubtedly again spur the payment of record sums for contracts when competition is keen. Despite the falling off in grosses in many instances, contract payments have continued to rise since the boom 1947 season. Operators have been particularly anxious to coral as many wind-up dates as possible in the South and fabulous payments, which at times have even approximated the gross potential, have been rumored.

Consensus has it that the 1951 season will be a banner one because of the already slated government defense spending. It is reasoned that it will take some months for the government-primed industry boom to fill workers' pockets, but it is expected that the resultant dollars will be in circulation on the consumer level come fair time. Since this line of reasoning represents the pot of gold at the end of the rainbow, the reward potential might well result in even higher bidding than has been recorded in the past.

Generally, the railroad orgs are embarking on a happy new year. World of Mirth Shows closed their season with their route of annuals intact and added another, Savannah, Ga., for a total of 14. James E. Strates Shows, lacking railroad competition at many of their spots, are regarded as virtually set. Cettin & Wilson Shows also are regarded as well set, insofar as their Eastern dates are concerned.

Only unknown quantity among the train units is Endy Bros. Shows which, to date, have not announced the signing of any an-

nuals. A number of bad breaks last season kept Endy from putting together a profitable season, but when he shuttered he announced that he would be back on the road in 1951.

More Competition

As usual, and in keeping with the postwar trend, the toughest competition is likely to again be centered in the South with a more conservative approach in the Northeast. Once again there are more than enough shows to go around, and the group seeking Southern dates will be augmented by at least two, Ross Manning and Vivona Bros.' shows.

Showing the best truck show route to date is Lawrence Greater which has an almost complete line-up, including several spots formerly regarded as railroad dates. Stalwarts who even now are credited with knowing where they'll be most any week in the coming season include O. C. Buck, Coleman Bros., Lagasse, John H. Marks, Penn Premier and Prell's Broadway shows, practically a year-round operation.

PROOF!

More people now read The Billboard than ever before in its 56-year history!!!

See Pages 48 and 49

It's the Original!
EVANS'
JUMBO
DICE WHEEL
 THE FINEST EVER MADE



Here's Chuck Luck in its most popular form. Richly ornamented and trimmed. Evans' Original Jumbo Dice Wheel has the extra brilliant, irresistible flash that wins top takes every season anywhere! A jewel for dependable performance. 60" and 32" diameters for prompt delivery at reasonable prices. Write NOW for catalog.

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MIGHTY HAMMONTREE MIDWAY
 10 RIDES 8 SHOWS 40 CONCESSIONS
 Dixielight Light Towers Search Light

NOW BOOKING FOR 1951 SEASON
 Opening Saturday, March 31st, in South Georgia. Playing 30 weeks of green Fairs, Celebrations and 5th Dimes in Georgia, Tennessee and Kentucky.

FAIR SECRETARIES and CELEBRATION COMMITTEES, Contact Our Representatives Before Signing Your Midway Attractions

CONCESSIONS—Want Stock Concessions of all kinds. Everything open except Cook House, Pop Corn, Diggers, Snow Balls, Floss Candy, Custard and Photos. Want Long and Short Range Shooting Galleries, Novelties, Jewelry, Hit Striker, Grab, Ball Games, Penny Pitch, Glass Pitch, Darts, Balloons, Fish Ponds and Duck Ponds, Age and Scales. RIDES—Will book lease or buy #12 Ell Wheel to form Twin Wheels. Also will book on small percentage. Tilt, Caterpillar, Spitter, Kiddie Boat or Train or any Ride not conflicting. SPONSORS—Will book on small percentage. Motor Shows, Mechanical City, Glass House, Fun House, Illusion, Mechanical City or Snake Show. HELP—Want Foremen and Second Men on all Rides. Top salary to sober men who drive semi-trucks. Truck Mechanics with own tools. Men for Front Gate Light Towers and Search Light. Following men write: Earl Lane, Bob Moffet, Fred Roberts and Grant Miller. FOR SALE—Fun House built on 45-ft. Army Semi-Trailer. 2 Male Canadian Black Bears 45 yrs. old. 2 Canadian Snags Deer 15 yrs. old. 7 1/2 KVA Gasoline Light Plant (Wisconsin motor). All wires and reels to

WILLIAM O. HAMMONTREE, General Manager
 1213 E. 30TH STREET CHATTANOOGA, TENN.

WANTED for
CITRUS COUNTY FAIR and LIVE STOCK SHOW
 At Inverness, Fla., January 16 to 20

Concessions working for stock, Eat and Drink Stand, Novelties, Hot Bands, Jewelry, Popcorn, Peanuts, Floss, French Fries, Pronto, Pops, and all games working for stock and a prize, Short and Long Range Galleries. No camps. Shows—Any worthwhile Show with own equipment: Monkey, Girl, Side Show, Big Snake, Mechanical City. Rides not conflicting. Can place a couple of Kid Rides for this spot. For Sale—Mirror Maze, Marks-Fuller Photos, Lucan Boat Ride with transportation. We will play a few more Florida Fairs in February and will open March 19 to 24 at Esprit, Fla., Lake County Fair for the 1951 season. All replies to

C. A. STEPHENS
 CRYSTAL RIVER TILL JANUARY 15; THEN INVERNESS.

JOYLAND MIDWAY ATTRACTIONS
 1951—NOW BOOKING FOR SEASON—1951
 OPENING MAY 1ST, SUBURB OF DETROIT

WANT—Neatly Framed Movie Making Shows: Snake, Girl Show, 5-in-1, Motor Drama, Monkey Circus. With or without own outfits. Also Sound Truck, Useful Show People in all lines. Can raise—Ball Games, Glass Pitch, Fish Pond, Balloon Darts, Penny Pitch, Cigarette Gallery or any Game working for a dime. Will sell equipment on Long and Short Range Lead Galleries, Age and Scales, Photos, Ice Cream and Novelties, Bingo, Cookhouse, Popcorn stand. Will book—Spitter, Octopus, Looper or any Ride not conflicting with office owned. Reasonable rates, good treatment. Long season. Good route of Still Dates, Fairs and Celebrations. We will be at Michigan Fair Meeting. Write or phone:

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WANT CONCESSIONS—Hanky Parks of all kinds, Novelties, Jewelry and French Figs. SHOWS—10-in-1, Grand Shows or all kinds, Penny Arcade, Glass House. Have good proposition to take back end. RIDES—Foremen on all Rides. Wheel Merry, Chairplane, Whip, Kiddie Rides; all must have license and drive Semi Trailers. Top salary and paid every week.

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 NOW BOOKING FOR 1951 TOUR

WANT General Agents also Business Managers. Those who know their business and take orders. CONCESSIONS—Diggers and Bingo for the season, Hanky Parks of all kinds. What have you? SHOWS—Side Show, Snake, Funhouse, Monkey Show (30), contact me and a clean Girl Show. I have a few tops on hand. RIDES—Octopus, Tilt, Caterpillar, any Ride not conflicting. HELP—Foremen on all Rides, Wheel Merry, Chairplane, Whip, Kiddie Rides; all must have license and drive Semi Trailers. Top salary and paid every week.

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Midway Confab

Showfolk operating Christmas tree lots in Denver during the holidays included Lewis Burton, Frank Swartz, Jim Williams, Ted Kimpel and Alex Rissold. Scott and Marie Lamb are spending the winter in Texas. Fred Haliburton is wintering in Denver where he's employed at the Colorado National Bank. Christ and Bobbie are in Dallas General Hospital recovering from recent operations. Ralph Smith is employed at the Ross Cigar Store, Denver, for the winter. Hattie Longchart is celebrating the arrival of a grandson born to her daughter, Billie Marie, recently. T. O. (Tiny) Oliver is operating a cafe in Denver for the winter.

Mr. and Mrs. Lloyd D. Serfass were holiday guests of Mr. and Mrs. Eddie LeMay at their Gibsons, Fla., home. The Serfasses headed north New Year's Day on business.

Joe Banham and Ray and Frances Garrison spent the holidays at the latter's home in Owensboro, Ky. Guests at Christmas dinner included Mr. and Mrs. Earnest Connor, Margaret Garrison, Shirley Garrison, Guy Romsprans, John Best and Mildred King.

Since closing with the John T. Hutchens museum on the Alamo Show November 15, Max Joe Arnold has been playing Mexican border dates with the L. M. Nelson and Mary Webb Side Show on the All-Valley Shows. Bill and Dottie Burke expect to head south soon from their home in Newton, Mass. Bill is framing two concessions. Dorothy and Patricia Burke are at school in Miami. E. A. (Hoppy) Chapman, legal adjuster, is wintering in Macon, Ga. William Barry, secretary of the Lone Star Shows, and wife, Torchy, left the org's winter quarters in Macon to spend the holidays with relatives in Indiana.

Edgar (Red) Hart, with King Bros. Circus the past season, was in St. Louis with his family for the holidays. He plans on going to Mexico for part of the winter, while his wife and baby remain in St. Louis.

Mrs. Lottie F. Ganote, of Kansas City, Mo., owner of the Jay Hawk Amusement Company and her sister-in-law, Mrs. Ralph Lee Gray, Des Moines, are spending the winter in California. Mrs. Ganote reports the Jay Hawk org had a successful season.

The Great Nahala magician, with the Cavalcade of Amusements the latter part of the 1950 season, is wintering in Houston, where he has been paying benefit shows under auspices of service clubs and veterans organizations. Nahala info that he is building a midway unit, a combination Illusion-Girl Show, which he plans to place on a railroad show the coming season. P. T. (Pat) Downey, of the Downey Supply Company, St. Louis, is vacationing in Miami. Pat reported brisk sales for the Downey Telescopic Lights Towers before he took off for Miami.

Mickey Reinlin was on hand at the Claypool Hotel, Indianapolis, during the Hoosier convention merely to renew friendships. Up from Knoxville for the same meeting, John Galligan, bingo op, looked the picture of health. John Enright, of the Gooding org, had his clothes rifled to the extent of \$220 during the Indiana meeting, and latest advices are the police had apprehended the thief, said to be a up at hotel jobs. Enright was asleep in another room of the Gooding suite when the money was taken.

Tom L. Baker, of Baker United Shows, returned to Ponpano, Fla., for a 15-week stay after attending the Indiana Fair convention. He had been at Ponpano for seven weeks before making the Hoosier confab. Red (Novelties) Luxemburg checked into the Indianapolis meeting from Miami, where he had the novelties New Year's Day at the Orange Bowl game.

Al C. Wilson, secretary of the Heart of America Showmen's Club, Kansas City, Mo., fell shortly after the club's New Year's Eve banquet and ball and sustained a fractured arm. Frank Gaskins,

general agent of the 20th Century Shows, is in Veterans' Hospital, Jackson, Miss., and writes that he would appreciate hearing from friends and acquaintances.

Jack Gallagher, owner of the Playland Shows, who had been confined to a Detroit hotel since sustaining a serious back injury last summer, moved back Tuesday (2) to his Pontiac, Mich apartment. He was guest of honor at a holiday party given by a group of the Michigan Showmen's Association, and at another given by Jim Gordon, owner of Showmen's Rest, Pontiac.

Howard Charles Amron has been appointed head of the legal department of Rockaways (N. Y.) Playland by President A. Joseph Geist. Amron joined the park staff in 1940. Geist and his wife left on a 23-day vacation and business trip to Puerto Rico January 4.

Fred and Nellie Baker Ramsey, of San Francisco, attended the Show Folk of America President's Night in that city December 28 and then drove to Los Angeles to attend the New Year's Eve party (31) and the annual banquet and ball of the Regular Associated Troupers January 9. After the banquet they leave for a visit with friends in Phoenix, Ariz., before returning to their home.

Mr. and Mrs. Art Graner, San Francisco, spent the holidays as the guests of relatives in the Portland, Ore., area. Christmas Day they attended a dinner party at the home of Mr. and Mrs. W. L. Conaughy and daughter, Margaret, at McConaughy Acres in Beaverton, a Portland suburb. Also attending the affair were Mr. and Mrs. Sam Kendall, Coos Bay, Ore., Kendall is a former Yakima, Wash., theater operator.

Paul H. LaCross, owner of the LaCross Amusements, with winter quarters at St. Albans, Ga., was chairman of the highly successful New Year's celebration for the Loyal Order of Moose in that city. Feature of the cele was a five-act show obtained from the Adams & Soper Agency, Boston.

Marion (Paul) Boyette, general agent of Magic Empire Shows and president of Covington County Fair, Andalusia, Ala., and his wife are rejoicing over the recent arrival of their third child. A girl, she has been named Marion.

Forrest C. Swisher, who was wintering in San Antonio, spent the Christmas holidays in Mexico. His trip also will take him to Houston and New Orleans. Verne Wolf, scaleman, underwent major abdominal surgery recently in Baylor Hospital, Dallas.

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NOW BOOKING 1951 SEASON
 Concessions of All kinds
OPENING MARCH 10
 Contact Winter Quarters
Magic Empire Shows
 Andalusia, Ala.

HERMAN PARRISH WANTS
 Musicians and Chorus Girls. Girls, send your recent photo. Only season people apply. No drinks. Opening Feb. 27th. All salaries no P. O. Write **EDDIE CLUB BEVUE**, Royal Crown Shows, Tarpon Springs, Fla. 1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626.

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Want all types of Hanky Park Grid Concessions and Photos at \$20.00 per week. Want good Rings for season at 75% of gross, with no minimum. Will give exclusive on three Kiddie Rides for Kiddieland and a 30% of gross including 100.000 insurance coverage. Want one major ride on same percentage. Can use good Girl Show Manager with own outfit. Dancers, 50¢ per hour. Will book Penny Arcade at reasonable rate. Will book Wheel and Count Store, 1.2 reliable party, must do own. In Want one Mrs. Camp of \$20.00, must be small family and book two Hanky Parks, Jim Lightfield, please contact at once. Want Agent to book Parks. Want good Girl Show Manager, Barnum, Fair, etc. Will book Octopus for year. Will give cream of New England. We enter six Rides, three Shows, Events Concessions and feature Free Attraction Kidie Stationer. Get the cream of the Midwest entertainment in the East. All answer to: PAUL R. LA CROSS, 610 CA CROSS AMUSEMENTS, 159 Lake St., St. Albans, Vermont, Tel. 1385

Camden Progressive Club, Inc.
 Will receive offers Jan. 24, 1951, from Carnival to furnish Rides, Shows and Concessions for the 19th Annual
CAMDEN, OHIO, HOME-COMING
 On Club Showgrounds
 LARGEST CELEBRATION OF ITS KIND IN AMERICA
 Want first or second week in July
 Write Robert West, Secy., Camden, Ohio, or come to Camden Wednesday night, Jan. 24th.

FLOYD O. KILL SHOWS
NOW BOOKING FOR 1951
 7th Annual Tour—Playing Louisiana, Arkansas and Mississippi—Opening in April. Fair Committees: Contact us at your annual meeting, have 3 weeks open. Carrying 5 Rides, 3 Shows, 20 Concessions, 500 piece Ringo Show, 2000 piece Ringo Show, 1000 piece Ringo Show, 1000 piece Ringo Show, 1000 piece Ringo Show, 1000 piece Ringo Show. Cookhouse that can and will enter. Good Irving House, excellent opening for season, and Ringo Show, 1000 piece Ringo Show, 1000 piece Ringo Show, 1000 piece Ringo Show, 1000 piece Ringo Show. Will book Octopus for year. Will give cream of New England. We enter six Rides, three Shows, Events Concessions and feature Free Attraction Kidie Stationer. Get the cream of the Midwest entertainment in the East. All answer to: PAUL R. LA CROSS, 610 CA CROSS AMUSEMENTS, 159 Lake St., St. Albans, Vermont, Tel. 1385

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CONCESSIONS—Grab, Photo, String, Plain Tilt, You Win, Bowling, Cork Gallery, Hit Striker, Glass Pitch, Runner, Long or Short Gallery, Cat Back, Mile Bottles, Cake Bitter, etc. Will book, Ten in One, Hit Striker, and Hit Striker. HELP—Foremen Allan Hirschell, No. 5 231, Chairplane and Kiddie Ride; must be able to drive trucks and semi. Playing West Virginia, Ohio, Pennsylvania. Bookers and chasers not wanted. No frills.

CEO. BRAD, G. & B. RIDES, 487 30TH ST., PARKERSBURG, W. VA.

Serfass Acquires Gibsonton Home

GIBSONTOWN, Fla., Jan. 6.—Mrs. Lloyd D. Serfass, wife of the manager of Penn Premier Shows...

The six-room house and garage was owned by Mr. and Mrs. Harry Boyles...

Magic Empire Gets Andalusia Midway

ANDALUSIA, Ala., Jan. 6.—Magic Empire Shows, general agent by Marion Paul Boyette...

The 1950 annual, Boyette said, was a five-day event, while this year's fair will run six days.

Kansas City Club Honors Deceased

KANSAS CITY, Mo., Jan. 6.—A sizable number of showfolk attended Heart of America Showmen's Club memorial services...

Services included solos by Rose and Homer Stoltzfus, invocation by Nellie Weber...

Winter Quarters

Page Bros.

SPRINGFIELD, Tenn., Jan. 6.—Five men are in quarters overhauling equipment.

Recent visitors included W. J. Williams, Pete Hendrix, W. O. Hammon-tree and Gladys Gilliam.

Peerless Celebration

GREENWOOD, S. C., Jan. 6.—For the third time in five years the show is wintering on the fairgrounds here...

October 28 marked the close of a season that was not too good, and most of the personnel and concessionaires went home...

Magic Empire

ANDALUSIA, Ala., Jan. 6.—Shows have moved into quarters here, where work begins January 9.

Owner Spheris has spent the last two weeks deer hunting and has his trailer well loaded with venison.

Club Activities

Showmen's League of America

400 S. State St., Chicago

CHICAGO, Jan. 6.—If present plans go thru club will move to smaller quarters on the fourth floor of its present building under a one-year lease.

Jack Duffield was elected to fill a vacancy on the board of governors.

Final report of the banquet committee shows a profit of \$2,300. The finance committee is studying the advisability of investing additional funds...

Vice-President S. T. Jessup will represent the League at meetings of the Miami and Tampa associations while in Florida on business and vacation.

Among callers at the clubrooms were Joe Murphy, Joe Haus, Henry F. Thode, William Meyers, Max Hirsch, Ginger Nye, Sam Solomon, John Courney, Pete Norman...

Marcelle LeVoy has been on the sick list. John Ray, a new member, was a recent caller.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Jan. 6.—Capt. E. H. Hugo was installed as president for 1951 at the regular weekly meeting.

Frank Capp got a front-page spread in The Kansas City Star reviewing his 42 years as Santa Claus...

The Ladies' Auxiliary held a tacky party in the clubrooms December 30.

Memorial services were conducted December 31 with Al C. Wilson, chaplain, in charge.

Ladies' Auxiliary Club ended its long list of holiday social activities with the annual Tacky Party in the clubrooms December 31.

Club also made its annual Christmas donations to Father Flanagan's Boys Town.

Over 40 members attended the annual luncheon in the Weiss Cafe at the Conant House.

National Showmen's Association

1564 Broadway, New York

NEW YORK, Jan. 6.—We regret to announce the death of two members Ernest J. Warner, of the Warner Foster Company...

Al Horowitz, who spent the past several weeks in Miami, flew back here for a few days but expects to return to the South...

Membership applications have been received from Charles McIsaac, sponsored by William Lish; George F. Hoar, sponsored by Frank Rappaport...

William (Bibs) Malang is undergoing an eye operation at the Kingsbridge Veterans Hospital, Bronx, N. Y.

Michigan Showmen's Association

3153 Cam Ave., Detroit

On the rostrum for the regular meeting were Rose Lewiston, president; Peggy Cohen, second vice-president; Charlotte Richard, secretary...

A thank-you letter was received from the men's club for help in wrapping gifts and with the kiddies' Christmas party.

Donations to the gift shop were received from Ann Borher and Mrs. Larry Fallon, of Akron.

Miami Showmen's Association

236 W. Flagler St., Miami

Outgoing President Martha Weiss was tendered a testimonial dinner at Betty's on Biscayne Boulevard December 28.

Leona Parker sent flowers for the party and Blanche Lytton wired regrets over being unable to attend because of illness.

Nelly Sully Logue, Loretta Ryan and Ruth Martone. In attendance were Margaret Ansher, Rosa Lee Elliott, Pearl Strong, Ruby Combs, Dorothy Hugo...

James Drew Org Gets 2 New Rides

INDIANAPOLIS, Jan. 6.—James H. Drew Shows has taken delivery on two new rides, a Looper and Kid Buggy Ride...

Drew announced that his show, which will be in its third season this year, has been signed to return to the Valparaiso (Ind.) Fair for the third time...

Other fairs signed include Pensboro, W. Va.; Greenup, Ky., and Swainsboro, Ga. Also contracted is the Hammond (Ind.) V.F.W. Celebration.

Mr. and Mrs. John Willander have booked on two shows, and Bill Hughes will have his concessions on for the season...

Rocky Mountain Showmen's Club

1421 Arapahoe, Denver 2, Colo.

DENVER, Jan. 6.—Larry Nolan, club's first president, was named to that post for 1951 at the annual election of officers here.

President Nolan has set the date for the new officers complimentary dinner as January 27.

Lone Star Show Women's Club of Texas

Campbell Hotel, Dallas

DALLAS, Jan. 6.—About 50 guests attended the New Year's Day dinner held in the clubrooms, with Mr. and Mrs. Joe Murphy, Mr. and Mrs. Chuck Moss, Mr. and Mrs. Bob Harris and Margaret Pugh...

Inez Carroll, club's third vice-president, is visiting Margaret Pugh and Grace Tinder...

INSURANCE - IDA E. COHEN, 175 W. JACKSON BLVD., CHICAGO, ILLINOIS

W. G. WADE SHOWS - New Contracting GRIND & BALLY SHOWS. For 1951 Season. G. P. O. BOX 1488, DETROIT 31

WANTED - Experienced Neon Man with own equipment to move into our part for several weeks' work. G. D. KINCAID, President JOYLAND PARK

MIDWAY OF BIRTH SHOWS - Opening Last of March, 80. Louis Area West Coast Clean Cookhouse. Catering to the Ride Boys and Show People.

S. B. WEINTROUB WANTS - The following Agents: Bowling Alley, Wards-Up, 2 Agents, Set, Restaurant, Agents, Bull Game, Penny Pitch, P.C., 5 Agents, Cribble Fish-3 Agents, 8 Truck Drivers, Will play Northwest, Will play 10 Celebrations and 25 Pairs...

AT LIBERTY FOR SEASON 1951 - Experienced Carnival Secretary (Lady). 18 women secretary J. J. Pazzo Show Season 1949 secretary Hoop's Greater Shows, Season 1950 rented from officers when in residing state length of season and low salary.

FOR SALE CATERPILLAR 1948 MODEL - Excellent condition, with or without trailers. Contact A. SPHERIS, MAGIC EMPIRE SHOWS, ANDALUSIA, ALABAMA

FAYETTEVILLE FREE FUN FAIR - NOW Open Nitely, With Day Play Saturday and Sunday. All Winter's Work Indoors NOW! WELLEN'S WAREHOUSE - New \$500,000.00 Modern Building, Route 301, Heart of Town. MORE RIDES WANTED (Have Three a-Breast Merry-Go-Round, Little Dipper, Auto, Scooter, Caterpillar.)

ROLL TICKETS PRINTED TO YOUR ORDER - Keystone Ticket Co., SHAMOKIN, PA. 100,000 \$29.00

BALLYHOO BROS.

Crystal Ball Steers Agent-Seer to Route

By Starr Dr-Belle
ALEXANDRIA, Ky., Jan. 6.—We have been trying to bring the shows South, but clairvoyance has guided us hither.

It is known that crystal balls are the guiding spirits of midways. In the hands of a good reader one will often guide somebody right, and, since general agents are guides for midways, a good one should be a seer of the ball.

The proper method of booking a town thru the transparent quartz is to first glue a map of the world on a crystal ball, which will make it a globe of the world with far-reaching territory at your command.

KC Showmen Stage 31st Annual Ball New Year's Eve

KANSAS CITY, Mo., Jan. 6.—Heart of America Showmen's Club conducted its 31st annual banquet and ball New Year's Eve at the Hotel Continental.

At the speakers' table were Capt. E. H. Hugo, newly installed president; L. K. Carter, retiring president; Noble Fairly, toastmaster; Al C. Wilson, secretary.

Telegrams were received from Joe and Wanda Ganote, Mary and Woodie Gaither, Mr. and Mrs. W. L. Brunk, Mrs. Edward (Slim) Johnson and daughter, Patty Ann; Elmer and Ruby Velaine; Johnny J. Kline, Doc and Clara Zeigler, J. W. (Patty) Conklin, Bill and Jackie Wilcox and John R. Conner.

Those attending included: E. D. McCree and Albert Martin, co-owners of the 36th Century Shows; Mrs. Rosalia Mitchell, Mrs. Albert Martin, Mrs. Bevilacqua, Mr. and Mrs. Leroy Jones, Mrs. Noble C. Fairly, Mr. and Mrs. Emil Winkler, Mrs. Mary Johnson, Mr. and Mrs. Ted Doy, Mr. and Mrs. Ray C. Long, Reid T. Harter, James Person, Mr. and Mrs. Owen Ford, Mrs. Nell T. Harter and Noble C. Fairly, all of 36th Century Shows.

Mrs. Wayne Hale, Lyle Hale, W. T. Hair, Mr. and Mrs. J. A. Clayton, Delbert M. Singer, Jada Fay, Marilee, Ted Brunington, James F. Smith, Marjorie Smith, Mrs. Ted Brunington, Mr. and Mrs. L. K. Carter, concession operators; Fern Hall, George W. Champion, Mr. and Mrs. H. W. Scott, all of Rex's Showmen of Tomorrow.

George Mapp, Mr. and Mrs. Ray Clapp, concession operators; Sue Mays, Charles Wainwright, Dick and North, Mr. and Mrs. William Pliker, Straband Shows, Mr. and Mrs. Frank Warfield, Mr. and Mrs. Sammie Ansher, Straband Shows, Charles Coleman.

North and South Poles, which you won't want to play, especially during the winter. Then mount the crystal globe on the same type of swivel that is used in mounting map globes.

Now comes the gamble attached to such booking. Place an indicator, the same type as used on concession wheels and which are available on midways, on the side of the globe.

Let the ball revolve slowly and uncontrolled. Concession agents are not to be in the play. If your bankroll man is skeptical about such booking, invite him to turn it for you so he'll know it's on the up and up.

Then look thru the ball thru the open space, from the top to the bottom, to see if another show is on the lot. Don't let continents or countries bewilder you.

However, before sending your agent to the indicated town, call a meeting of your jinx hunters to learn if the natives there whistle in dressing rooms, own black cats or walk under ladders.

P.S.—This is merely our mail address. We're out 15 miles on Route 99.

Meadows To Pilot No. 2 Page Show

LOUISVILLE, Jan. 6. — W. E. Page, owner of Page Bros.' Shows, announced Friday (5) at the Kentucky Association of Fairs and Horse Shows convention here the signing of Theodore Meadows as 1951 manager of Page's No. 2 unit, the Volunteer Shows.

Manning Awarded Jacksonville, N. C.

JACKSONVILLE, N. C., Jan. 6. —Ross Manning, owner-operator of the shows bearing his name, was awarded the 1951 contract for the Jacksonville Fair Thursday (4). Annual, sponsored by the Chamber of Commerce, will be held August 8-13.

Rocco Adds Rides

Roy Barinet, owner, France United Shows, and Ervin and Ann Skile, of Lennox, S. D., former owners of the Atomic Shows.

Lamays Stage New Year's Cele At Gibsonton, Fla.

GIBSONTONT, Fla., Jan. 6.—With Grace and Eddie Lamay again at the helm after leasing their Hut for a year, the annual New Year's Eve party held at the spot was successful.

A floorshow, with music provided by the Gibsonton Huteneers, was presented. Among those attending were Mr. and Mrs. Buddy Buzbee, Mr. and Mrs. Haines Summers, Mr. and Mrs. Tommy Blackhall, Mr. and Mrs. Harry E. Wilson, Mr. and Mrs. Serge Ehrling, Frank and Maggie Martilla, Mr. and Mrs. Art Converse, Mr. and Mrs. Ermit Bejano, Mr. and Mrs. Edwards, Mr. and Mrs. Curly Rose, Mr. and Mrs. Bill Warren, Doc and Betty Hartwick, Nancy and Rodger Young, Mr. and Mrs. Snip Wyatt, Mr. and Mrs. Peacock and son, Mr. and Mrs. Red Rankin and Mr. and Mrs. Charles Fielding.

Mr. and Mrs. Lloyd Serfass, Mr. and Mrs. Zeke Shumway, Mr. and Mrs. Tommy Allen, Mr. and Mrs. Jack Norman, Mr. and Mrs. Joe Alexander, Mr. and Mrs. Irving Kay, Mr. and Mrs. Gabe Novak, Mr. and Mrs. Whitey Hewitt, Mr. and Mrs. Al Stempin, Mr. and Mrs. Whitey Sultun and their daughters, Mr. and Mrs. Jimmy Harrington, Mr. and Mrs. Eddie Stralen and Mr. and Mrs. Rex Walker.

Kenneth Peck, Larry Ackerman, Dave Hill, Clyde Burr, M. F. Shoemaker, Jimmie Shunk, A. R. Maxwell, Bobbie Aughtman, Stronny Peacock, M. Paul, Lee Erdman, Stanley Barb, W. M. Wilson, Carl Holzappel, Stelli Manning, Don Boyd, Barney Williams, Shorty Engle, Slim Anderson, Doc Lamar, Joe Peacock, Walter (Jersey) Sawyer, Edie Summers, Ray Mallard and Harvey Wilson.

Inland Empire Org Set for '51 Tour

LEWISTON, Idaho, Jan. 6.—Inland Empire Shows, according to manager, Ray Barber, will open its third annual spring playing Eastern Washington and Northern Idaho. Organization plays two spots a week.

51 COMMITTEES NAMED BY SHOWMEN'S LEAGUE

CHICAGO, Jan. 6.—The Showmen's League of America announced its complete list of committee chairman and members for 1951 here this week.

Robert Seery was named chairman of ways and means with John M. Duffield, co-chairman. Ernie Young was named chairman of the 39th annual banquet and ball. Other committees follow:

Finance—S. T. Jessop, chairman; George W. Johnson, co-chairman; Arnold Maley, Al Sweeney, Jack Hawthorne, Harry Mansch, Max Goodman, Edward Murphy, George A. Golden, Robert Seery, Edward Sopenar and Max Brantman.

Funeral—Rev. Marcel Lavoy, chairman; James Campbell, Hyman Eszman, William Hellich, Newman Hellich, Joseph Shapiro and H. A. Lehrter.

Welfare—Joseph Shapiro, chairman; Irving Maltz, Walter F. Driver, Robert Hughes, Ernest (Rube) Liehman, James Campbell, H. A. Lehrter and Jack Hawthorne.

Entertainment—Charles Zemanter, chairman; Charles Zemanter, co-chairman; Al Wagner, Arthur F. Briese, Sunny Bernet, George B. Flint, Ben E. Young, John M. Duffield, Jimmy Stanton, Max Brantman, Al Sweeney, William H. Green, Andre Dumont, Arthur G. Peels, Mickey Blue, Dwight Pepple, Sam J. Levy Jr., Ray Oakes Jr., William Carsky, Bernie Mendelson, Dave Malcolin, C. J. Sedlmayr Jr., Robert Seery, Ralph Pope and Joe Coyle.

Press—Herb Doten, chairman; Herbert Pickard, Pat Purcell, Andre Dumont, Robert E. Hickey, Harry Beri, William H. (Bill) Green, Al Sweeney, James A. Timiney, Sam L. Ward, Leonard Tubbe, Johnny J. Kline, Gaylon White, Nat Green and Eugene Whitmore.

House—Melvin L. Harris, chair-

Bill Boyd Visits Show Folks

Continued from page 61

lary, National Association Amusement Parks, Pools and Beaches. Fred Weidmann, president-elect; Bill Kindel, first vice-president elect; Harry G. Seber, past president and Alton J. Seber, past president. Harold Warwick, chaplain of San Quentin Prison, and Mrs. Warwick; M. J. Doonan, president-elect of Pacific Coast Showmen's Association; J. Ed Brown, past president, PCSA, and Mayor of the Gayway, representing the Showmen's League of America; Clarence H. Allton, past president, Regular Associated Troupers; Mrs. Lillian Schue, president, Ladies' Auxiliary, PCSA; Mrs. Virginia Kline representing the show people of the Great Northwest, and Lou Leonard, Greater Tampa Showmen's Association.

Floorshow
The floorshow, booked by Eddie Burke Attractions, featured Michael Foster, emcee; Les and Poppy LaMar, comedy dancers; Frankie Manning, tight wire; Johnny Molinari, accordionist; Thick and Thin, pantomimists; Tiny Dolita, vocalists, and Adrini Bros. vocalists.

The Enormous event was the second of four events staged by the club since Monday (25). The affair opened with the Christmas Day Dinner at which nearly 200 were entertained. Jimmy Lynch of the Gay-Lynch Enterprises, caterers, was in charge of the food preparation.

The night before the banquet and ball, Krekos was honored at the annual President's Night in the clubrooms. At the business session held prior to the festivities, membership cards were presented to Fred and Nellie Baker Ramsey, Don Louis Fisher, Fred Weidmann, Lee Hahn and Basil (Hap) Young. A show, included BBB, emcee; Owen, Topsy and Todd, knockabout, and Warner and Leigh, vocalists.

New Year's Party
The final event of the year was the New Year's Eve party staged in the clubrooms.

Committees for the banquet and ball included Harry G. Seber, chairman; Council Ralford, Harry (Polish) Fisher, Sammy Coetzoon, M. (Whitey) Monette, Eddie Burke, Charles Albright, Tony Maseth, Bill Coles, Charles Walpert and Ted Levitt. Ladies' reception committee included Lola Krekos, chairlady; Doris Monette, vice-chairlady; Frances Weidmann, Mary Texlera, Reiley

Burgion, Frances Monette, Euenna Mack Hanna, Edna Ralford, Marie Burke and Nellie Baker, Press committee; Art Craner, Sam Abbott, entertainment, Eddie Burke, Fred Weidmann, Al Rodin, Sam Dolman, program, Seber, Adam McBride; finance, Krekos, Dwight Kane, McBride; tickets, Weidmann, Bill Coles, Pat Treanor and McBride.

La Cross To Show Near Army Camps, Defense Plants

ST. ALBANS, Vt., Jan. 6.—The La Cross Amusements' route this year will consist largely of stands near defense areas and army camps, owner Paul R. La Cross announced this week. Current plans call for the org to open April 6.

Personnel will be practically the same as last season, according to La Cross, who points out that some of the concessionaires have been with the shows since their debut in 1947. La Cross is now preparing to leave winter quarters here to complete bookings for the season.

PCSA Auxiliary Installs Officers

LOS ANGELES, Jan. 6.—Installation of officers for the Ladies' Auxiliary of the Pacific Coast Showmen's Association was conducted at a dinner here Tuesday (2).

Opal Manley succeeded Lillian Schue as president. Other new officers include Gladys Mackey, first vice-president; Esther Carter, second vice-president; Florence Weber, third vice-president; Vivian Gorman, secretary, and Peggy Forsfall, treasurer. The 1950 roster of officers included Opal Manley, first vice-president; Midge Holding, second vice-president; Lucille Dorman, third vice-president; Morosa Herman, secretary, and Peggy Forsfall, treasurer.

Ann Doolan directed the installation. Members lit candles in a ceremony honoring other clubs in the country.

Past presidents who attended included Maybell Craft, Martha Levine, Ethel Krug, Peggy Forsfall, Nina Rogers, Margaret Farmer, Edith Walpert, Arle Tait, Betty G. Coe, Jessie Loomis, Madge Buckley and Mary Taylor.

PCSA Installs

Continued from page 61

—Charles Walpert, chairman; Walter Trask, M. H. Ellison, Publicity —Sam Abbott, Al Flint, Year Book—Jerry Mackey, chairman; Frank Warren, co-chairman; C. H. Allton, Bud Douglas, C. E. Moore, Al (Moxie) Miller; Charles Walpert, Hunter Farmer, Sam Dolman, Moe Levine, Norman (Dutch) Schue, Louis and Joe Blah Jr., Ted Levitt, Tommy Reed, Ross Davis, E. K. Rose, Ed Kennedy, Charles Albright, Earl V. Stolze, Richard Schoonover, David E. Bradley Jr., James L. Lucas, J. Ed Brown and Dave Friedenhen.

Louis Baelgajl Jr. is sergeant at arms; William A. Sherwin, counselor; Dr. Ralph E. Smith, physician; E. J. Kennedy, tyler; Harry LaMack, greeter, and Jack Hughes, chaplain.

Plaque Award

Doolan told the year-book group that he is awarding a gold plaque to the showman who \$100 watch to the showman doing the best job. Taking their official posts for the coming year along with Doolan were G. D. (Jerry) Mackey, first vice-president; Charles Walpert, second vice-president; Frank Warren, third vice-president; Al (Moxie) Miller, fourth vice-president; Lou Manly, secretary, and Al Weber, treasurer. Manly is serving his second term and Weber his fourth. J. Ed Brown was installed as a member of the building managers and James Dunn to the cemetery board.

Retiring Prexy J. R. Krug was presented by Fink with a diamond Shrine pin as a token of appreciation from the membership.

Applications for membership filed by Ed W. Butler and Carl Wuebkes were approved.

Ed Leitter from W. (Patty) Conklin, expressing his appreciation for courtesies extended him during his recent visit, was read.

1951 All-Industry Show Canceled by ACMMA Board

CHICAGO, Jan. 6.—The board of directors of the American Coin Machine Manufacturers' Association (ACMMA), in mid-winter session at the Hotel Sherman here Thursday (4), voted not to hold the 1951 All-Industry Show.

The board decided to cancel the show in view of the current inter-

national situation which has already brought about restrictions on many key materials used in private industry, thereby making it a problem to determine which type of products will be made in the months ahead. The show was scheduled tentatively for May.

Firm Repts Attend

Attending the session were D.

W. MacClay, O. D. Jennings & Company; Rex Shriver, H. C. Evans & Company; Jerry Haley, Buckley Manufacturing Company; Vince Shay, Bell-o-Matic Corporation; Bill Ryan, Universal Industries, and Herb Jones, Bally Manufacturing Company.

The directors stressed two key points: The output uncertainties will be an important factor this year. ACMMA member firms will continue to develop and produce equipment as long as required materials are available, and, secondly, the association will continue to serve and promote the industry for the benefit of operators, distributors and manufacturers.

Coin Exporter Moves; Handles William's Juke

NEWARK, N. J., Jan. 6.—International Amusement Company has completed the move of its coin machine department to new headquarters here at 5 Parkhurst Street, Sal Gronetman, president, announced this week. Old offices at 33 West 46th Street, New York, are being retained to handle other phases of the firm's business.

Gronetman also announced that International has been appointed distributor of the new William's 45 r.p.m. phonograph in Belgium, Holland and Luxembourg. He said first shipments of the 10-record

(Continued on page 84)

Bow Tri Score 5-Ball Game

CHICAGO, Jan. 6.—Distributors of Genco products last week began showing Tri Score, a new five-ball game featuring double and triple scoring on key plays of balls guided down the middle of the playfield.

Tri Score is equipped with two special flippers and two power bumpers and accents the use of side rollover switches and center rollover buttons.

LEGAL ROUND-UP

Mass. Legislature Studies 7 CM Bills

SPRINGFIELD, Mass., Jan. 6.—Opening day of the Massachusetts Legislature saw seven bills relating to the taxation or regulation of coin-operated equipment dropped in the hopper. Six of the bills were introduced in the House, one—a proposal to redefine the term "cigarette vending machine operator"—was placed before the Senate.

A summary of each of the bills introduced Wednesday (3) follows:

House 1500. A general coin machine tax bill. Text of bill with specific fees not available at press-time. Referred to the Committee on Taxation.

House 858. Making it illegal to transport, deliver, ship, store, display, manufacture, recondition, repair, sell, dispose of gaming devices and their essential parts and further providing for the seizure of such equipment and parts.

Follows Johnson Act

Wording of the definition of gaming device in this bill closely follows the definition used in the recently enacted federal legislation to prohibit the interstate shipment of bell machines and parts (see separate story for the text of that act). Measure was referred to the Mercantile Affairs Committee.

House 1111. A bill to ban gaming devices. Text not available at press-time. Referred to Mercantile Affairs Committee.

House 1894. A broad license proposal which would, among other things, hike the tax on games from \$20 to \$50. This bill has the backing of the Massachusetts Selectmen's Association. It was re-

ferred to the Municipal Finance Committee.

Juke Tax Measure

House 1982. Proposes an excise tax of \$10 annually on juke boxes and every musical device used in hotels, inns, taverns, restaurants or in any place of amusement open to the public. Referred to the Taxation Committee.

House 1499. General coin ma-

(Continued on page 77)

TEXT OF BELL SHIPMENT LAW

Defines Types Covered, Outlines Procedure Sellers Must Follow

WASHINGTON, Jan. 6.—For the information of its readers, The Billboard publishes here the complete text of Senate Bill 3357, commonly known as the Johnson Bill to prohibit the interstate shipment of gaming devices. President Truman signed the bill into law Tuesday (2).

The complete text of the law follows:

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That as used in this Act the term "gaming device" means:

What Is Covered

(1) any so-called "slot machine" or any other machine or mechanical device an essential part of which is a drum or reel with in-

terlocking mechanism, and (a) which when operated may deliver, as the result of the application of an element of chance, any money or property; or (b) by the operation of which a person may become entitled to receive, as the result of the application of an element of chance, any money or property; or (2) any machine or mechanical device designed and manufactured to operate by means of insertion of a coin, token, or similar object and designed and manufactured so that when operated it may deliver, as the result of the application of an element of chance, any money or property; or

Sub-Assemblies, Parts

(3) any sub-assembly or essential part intended to be used in connection with any such machine

FRIENDLY LOCATIONS?

Conn. Op Cites Easy Way: Be One of Them

HARTFORD, Conn., Jan. 6.—Charlie Cataldo, of the Torrington Amusement Machine Company, Torrington, Conn., currently observing his sixth wedding anniversary and second year in the coin industry, says the best way to get along in the trade is to "talk on the level of your location owner, not down or up."

"I've gotten my share of respect from restaurant and grill owners, for example," he said, "because I've met their talk and thinking on the same level as theirs. I think that a location likes to have you put a proposition on a coin machine fairly and squarely, with no eyewash talk about this proposal or that proposal. Put your cards on the table, get along with

the location, and see your profits improve."

"There is no room in the coin operation field," says Cataldo, "for the guy who thinks he can make a fortune by talking like a wise-guy to a coin location. You just can't try to line up some coin trade and expect the owner to listen to you if you go into his spot with a chip on your shoulder. You're just barking up the wrong tree."

Cataldo has been using Seeburg M-100 Select-o-Matic in his coin route and he says "they can't be beat. I've gotten plenty of complaints from my locations not only for the attractiveness of the machine, but also for the smooth playing."

NYC Game Ops Fear Bill in Council Hopper

NEW YORK, Jan. 6.—Operators of location games here showed concern this week over a bill before the city council which, they feel, can legislate them out of business. Sponsored by arcade interests, the measure seeks to refine the definition of "common show" by barring games so designated from establishments principally engaged in the "sale of merchandise, drinks or foodstuffs," operators pointed out.

The bill, introduced by Councilman Hugh Quinn, proposes that following definitions of permissible common shows be added to the present law under which coin games are licensed:

"Any machine, apparatus, paraphernalia or amusement device other than the type . . . commonly known as pin ball or bagatelle; provided that if a coin slot forms a part of such machine . . . such slot, by the insertion of a coin therein . . . release a ball or balls for direct manual use thereof . . . and provided further that such amusement device is maintained . . . in a business place principally devoted to amusement or entertainment purposes . . . and located . . . in any of the outdoor summer amusement areas adjacent to a surf bathing beach . . . and which business place is not principally an establishment for the sale of merchandise, drinks or foodstuffs."

The measure also proposes that "it is not intended to include . . . any machine . . . upon the playing surface of which exist any bumpers, obstructions or obstacles other than the holes or receptacles for which the propelled object is ultimately directed . . ."

New York City Council members on general welfare, the measure specifically approves Poker Roll, Pokerino, Fascination, Five-Star Final, Tic-Tac-Toe and Races.

TRUMAN SIGNS JOHNSON BILL

Becomes Effective Immediately; Service Clubs Drop Equipment

WASHINGTON, Jan. 6.—The Justice Department said this week that machinery is being set up for registration of gaming machines, manufacturers and distributors under provisions of the Johnson Bill which President Truman signed Tuesday (2). A department spokesman emphasized that the law is "already operative" even though this registration machinery has not yet been completed. Under the law, gaming machines cannot be shipped across State lines except to States which hereafter pass laws admitting them.

Almost simultaneous with the president's signing of the bill, the Defense Department issued an order for removal of gaming machines from military reservations, officers clubs and all other installations under the department's jurisdiction.

Machines Barred

Act bans machines from federal installations and from the federal District of Columbia. Officers clubs in D. C. already have removed the machines, although officers at some of the installations voiced regret over the loss of revenue from them. There was some

talk of closing up some of the clubs because of this revenue loss which apparently had been a major source of support. However, there also was talk of an increase in dues to offset this loss. In fact, a club at nearby Fort Meyers, which had 10 machines, already has announced that dues will be upped from the present \$3 a month to \$5.

Most clubs in the capital area moved the machines out last week in anticipation of the President's signing of the measure which had been on his desk since December 21. At Andrews Air Force Base, it was reported that the club had 21 machines which had brought an income of \$5,000 to \$6,000 a month. Clubs at Fort Lesley McNair and the army medical center had 12 and 10 machines, respectively.

According to current Justice Department interpretation of the new law, Nevada, where gaming machines have been legal by statute, now will have to pass new legislation to permit enterprises to receive inter-state shipments. Similar action will be required in States where the local option has been maintained by communities. This affects Maryland.

Miami Beach Ops Seek Lower Taxes

MIAMI, Jan. 6.—With Miami coin machine operators and distributors hailing the recent reduction of license fees by the city other coinmen across the bay in Miami Beach are hopeful of achieving some measure of tax relief in their bailiwick. The

Beach for years has been reported as having the highest music box and pinball license fees in the country.

Passed on second reading December 20, the Miami ordinance becomes effective January 20. The new law cuts the master license from \$1,250 to \$250; pin machines will carry a \$12.50 levy instead of the present \$37.50, and music boxes will be taxed \$12.50 instead of the present \$26.50. The master license for music box operators, however, jumps from \$167 to \$250.

Combine Taxes

The Beach now levies a \$77.63 tax on music boxes, the county and State combine for another \$7.50 per box fee, and the federal government steps in for \$10 additional. The Beach imposes a master license fee of \$2,000 (for a maximum operation of 40 machines) on pin operators, with each machine above 40 subject to an additional \$45.

The Miami action is regarded by coinmen here as a wise move on the part of the city since it is believed the slash will actually yield hundreds of extra dollars from the additional pieces to be put out on location. Beach operators likewise say that a scaled-down of the present excessive taxes on coin-operated equipment would at least double the number of music boxes currently subject to tax and substantially increase the number of other types of devices placed in locations.

(Continued on page 83)

NAMA Group Insurance Plan Now in Effect

Costs, Benefits Detailed; Will Op Independent of Org

CHICAGO, Jan. 6.—Details of the National Automatic Merchandise Association's (NAMA) group insurance plan for members were released this week, at which time members and their employees were eligible for broad, low-cost coverage.

NAMA advised its members that the group insurance program was launched since many members "have too few employees to qualify for a group insurance plan on an individual basis." The association has set up the non-profit NAMA group insurance trust to operate financially independent of the association and to administer the insurance program.

The group insurance plan is being offered association members at the following monthly rates: Active owners, officers, administrative personnel and supervisors, \$8.78; employees earning \$35 per month. (Continued on page 76)

Bottler Price Hikes Spread

NASHVILLE, Dec. 30.—A general price increase has been adopted by soft drink bottlers here after "holding out as long as possible against spiraling costs," officials announced. Increase follows earlier hikes in other parts of the country with St. Louis and New York Coca-Cola bottlers heading the trend.

The local increase was 10 cents per 24-case at the wholesale level, bringing the former 80-cent peg up to 90 cents. A spokesman for the bottlers said it was the first major price-break in over a decade.

Move puts a strong squeeze on the nickel vending machine price, with operators seeing the hike as the "straw" breaking the jinxed tradition.

WASHINGTON SPACARB BUYS VEND MART CORP.

WASHINGTON, Jan. 6.—The outright purchase of the Vend Mart Corporation by Spacarb of Washington, Inc., was announced this week by Bayne E. Phipps, president of Spacarb. Date of the deal was December 22.

The acquisition included the machines and locations of Vend Mart, which had operated offices here and in Baltimore, as well as the exclusive franchise for Minute Maid products. Spacarb now holds the exclusive Minute Maid rights for Washington, Baltimore and the surrounding counties of both cities.

Most of the Vend Mart personnel joined the Spacarb firm, and all operations will be handled from Spacarb's offices at 419 13th Street N. E., here, according to Phipps.

Acquisition of Vend Mart was the second major purchase completed in 1950 by Spacarb, which bought the cup machine operations of Automatic Fountains, Inc., last spring.

Pointing out that Spacarb of Washington is now one of the

Vend-o-Mart Inks Orowitz as Rep

NEW YORK, Jan. 6.—Dave Orowitz, of the Vending Machine Repair Service here, has been named factory distributor for Vend-o-Mart, Inc., in New York, part of Connecticut and Northern New Jersey, it was announced this week. Appointment was made by Ed Ravreby, Vend-o-Mart general sales manager.

Orowitz will handle the firm's Jewel Candy Mart, a 90-bar vender, and its Everfresh Popcorn Dispenser, a non-coin-operated counter unit.

TOY VENDERS IN KIDS' SOX

BOSTON, Jan. 6.—Small fry in the Hub are becoming coin machine minded with an influx of miniature vending machines of all kinds and sizes enjoying heavy pre- and post-holiday sales in department stores, drug stores and five and dime stores. Most popular are the Coca-Cola and Pepsi-Cola plastic miniature venders, selling for \$1, but marked down after Christmas 89 cents in several spots. These plastic toy bank venders, 5½ inches high by 2½ inches wide, delight the moppet crowd. Biggest seller was the red Coca-Cola model, manufactured by 20th Century Products, New York.

Shown also were Hershey bar bank venders, bubble gum bank venders and miniature pin ball machines. The Coca-Cola miniature dispenses eight toy bottles, one at a time, with the insertion of any coin.

New Dad's Distrib

CHICAGO, Jan. 6.—Dad's Root Beer has announced the appointment of Patrick Healy as a franchised dealer for Salt Lake City and Ogden, Utah. Healy's plant is in Ogden.

DEFENSE WORKER BENEFIT

Pa. Op Firm Plans Saturation Placement of Ice Cream Venders

WILKINSBURG, Pa., Jan. 6.—With over 200 ice cream vending machines operating in all of Western Pennsylvania, Milk Vending Service Company—one of the largest vending operators in this area—has announced plans to expand this field toward an 800-1,000-machine saturation point.

New operation, known as Automatic Food & Refreshment Company, will attempt to satisfy the coming demand for ice cream by workers in defense plants under the new mobilization program.

Harry Rosen, president of the organization, is starting 1951 by

Vending Biz Census for 1950 Shows Sales, Machine Gains

Billion \$ Industry Now a Major Factor in Retail Distribution

CHICAGO, Jan. 6.—Penny bulk, bottle soft drink and cigarette venders lead all others in numerical expansion on location during 1950, but great strides were made in such new fields as cup drinks, ice cream and hot coffee. In all, the vending machine industry sold goods with a retail value in excess of \$1,000,000,000, thus establishing automatic merchandising as a major factor in retail distribution.

These facts covering the growth of vending were revealed in the annual Census of the Industry, compiled by Vend, sister publication of The Billboard, and published in its January issue, out this week.

Approximately 1,230,000 bulk nut and confection machines are making 6,369,000,000 sales annually, the Census survey points out. Statistics on bulk vending, the magazine noted, are "weighted conservatively." Such statistics are difficult to obtain, the Census continued, "since many bulk machine manufacturers build the same vender for numerous sales

organizations, using the sales organization's private label."

The number of bottle beverage venders on location increased from 410,000 in 1949 to 466,000 during 1950, but sales were somewhat lower since the average weekly per-machine sales dropped from 180 to 144 bottles.

Cup type soft drink machines increased from 19,000 in operation in 1949 to 27,100 in 1950. Based on a weekly average of 850 drinks per machine, the nation's cup drink units are now dispensing 1,197,820,000 drinks each year.

"Proportionately, the Census commented, 'the growth of cup drink vending in 1950 was phenomenal. Approximately 50 per cent more machines were on location at the end of the 12-month period and the industry generally agreed the surface had barely been scratched.'

"For one thing, promoters and promotions largely deserted cup vending during 1950 and the business began to settle down to solid growth with manufacturers who

were capable of delivering and standing back of their products."

Cig Machines

During 1950, the Census disclosed, the number of cigarette machines rose from 364,000 to 403,000, but average weekly sales per machine declined from 150 packs in 1949 to 120 packs in 1950. Thus, despite the increase in numbers of machines on locations, total annual vendable volume of cigarettes remained virtually static.

According to the best estimates of cigarette manufacturers, Vend said, venders now account for about 18 per cent of total cigarette volume.

The decrease in per-machine volume was traced to several factors: (1) the increase in numbers (Continued on page 76)

Alfred A. Hall Named Belvend General Mgr.

CHICAGO, Jan. 6.—Bel E. Hall, president of Belvend Manufacturing Company, Inc., announced the appointment this week of Alfred A. Hall, a brother, as general manager. He takes over duties formerly performed by Earl T. Runcie prior to the latter's joining Vendall Company as vice-president (The Billboard, December 30). Runcie, however, will retain his position as a vice-president of Belvend, devoting full time to his new Vendall office with exception of minor contact and policy work for Belvend.

Alfred Hall has moved his family here from California to take up his new position, resigning as manager of credits and accounting for Schalk Chemical Company, Los Angeles. He was assistant controller of Van de Kamp Bakeries before joining Schalk.

reading installations in large industrial plants of the new Colmac ice cream bar vending machines made by Atlas Tool Company of St. Louis.

Early Attempts

These machines, now being tested in Milk Vending Company's warehouse, are not the first attempt to self-service ice cream in

this area, however. Before World War II one firm tried to pioneer ice cream vending but got smacked by operating trouble. And in 1948 two other firms got started on a small scale.

In Pittsburgh ice cream bars were made as early as 1916 when Rieck-McJunkin Dairy (today a Sealtest outlet) started out with Eskimo Pk, then followed with the Bucco Bar, which was merchandised heavily at Forbes Field, home of the Pittsburgh Pirates (Buccaneer) baseball team. Then a year ago Rieck's decided to supply the vending field.

(Continued on page 76)

Study Reveals Ops Diversify Vend Routes

CHICAGO, Jan. 6.—Most of the nation's vending machine companies are diversified, and close to 37 per cent of the full-time operating companies now have four or more types of merchandise and/or service vending machines on their routes.

Further evidence of the trend toward diversification came this week in the 1951 Pulse of the Industry survey conducted by Vend, sister publication of The Billboard. The survey is published in the magazine's January issue out this week.

(Editor's Note: Single copies of the January issue containing the Pulse survey as well as the annual Census of the Industry can be obtained at 35 cents per copy from Vend Circulation Department, 2150 Patterson Street, Cincinnati 22, O.)

Mail Survey

The latest Pulse survey was based on a mail survey in which 372 operating companies participated. This group was broken down to show which firms were full-time and which part-time operations, and into the part-time classification went many bottling, dairy and wholesale companies which con-

(Continued on page 74)

New Molders To Boost Eppy Charm Production

NEW YORK, Jan. 6.—Samuel Eppy & Company, manufacturers of charms for venders, have installed two new injection molding machines in their Jamaica plant. New equipment will enable firm to step up production and "effect manufacturing economies," said Sam Eppy, president, and thus "hold the price line" despite rising costs of materials.

POSITIVE POSITION

Cig Op's In-Location Placement Plan Ups \$\$

By ROBERT LATIMER

DENVER, Jan. 6.—Putting on a well-organized campaign to insure that cigarette vender placement in each location is the best possible for the local circumstances has brought a steady increase for National Cigarette Venders, route operators here.

The program got its start when routemen began complaining that cigarette venders, although placed in a prominent, well-lighted spot where they could be easily seen by all entering customers when originally moved in, were being shoved into dark corners or out-of-the-way spots. A check of many locations found this to be the case—and that cigarette machines which require a prominent, easily recognizable spot for success, were being hampered by out-of-the-way locations.

Therefore, thru a regular inspection of all locations, and conversations with location owners, National Cigarette Venders is putting on a concentrated drive for "better locations within the location." Each location has been carefully studied, and the spot which the route operator feels will produce the most sales is enthusiastically recommended by the owner. For example, in a typical tavern, located in Littleton, Colo., seven miles south of Denver, it was found the cigarette machine, after almost every thorough cleaning of the establishment, was winding up in a remote back corner, behind the angle of the bar, where it was difficult to reach, let alone see. National Cigarette Venders found that there was a definite reason

for this, in that bartenders liked the machine close by, in order to get cigarettes out of it for customers, and waitresses, for the same reason, were inclined to roll it back to a location convenient to them. This, however, meant that just about all of the packs being sold were those requested by customers. (Continued on page 76)

War Work Tables Machine Runs at Alkuno & Company

NEW YORK, Jan. 6.—Press of government orders has forced Alkuno & Company to table vender production plans temporarily, it was learned this week from Kuno E. Hamann, president. The company plant, rated a prime producer of precision aircraft parts, has been placed on a two-shift work schedule.

Hamann said production runs of Alkuno biscuit, gum and cigarette machines will be undertaken from time to time as orders accumulate, although none is currently scheduled. With coin-vender inventory presently depleted, he said operators will experience some delay in getting orders for new equipment filled.

Contract terms permit the firm to engage in non-government work on a short-run basis only when a sufficient number of orders have been received, Hamann explained. No inventory of coin equipment can be built up for speculative promotion.

FORMULA FOR SUCCESS FOR 1951 IN THE MERCHANDISE VENDING FIELD

Be Bright—Start 1951 Right LET VICTOR MACHINES MAKE YOUR JOB EASIER AND YOUR PROFITS BIGGER THAN YOU BELIEVED POSSIBLE

**We Have a Plan
To Take Your Old Machines
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ALL SUCCESSFUL OPERATORS KNOW THIS FAMILY

- 1. Greater Profits
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You, MR. OPERATOR MERCHANT, you can easily service, by yourself, as many as 500 machines.

Cordially,
Sam Kopf
VEEDCO SALES CO.

VICTOR MACHINES ARE MAKING MORE MONEY FOR MORE SUCCESSFUL OPERATORS THAN ANY OTHER MACHINE

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SPECIAL OFFER EXPIRES JANUARY 22nd, 1951 WITH EVERY ORDER OF 4 VICTOR TOPPERS

Any Model—Glass or Plastic—Ball Gum or General Merchandise
WE WILL GIVE THE FOLLOWING SPECIAL ON CHARMS

1000 BRONZE COINS and 1000 Large COPPER WESTERN CHARMS Only \$7.00 For the Lot	1000 BRONZE COINS and 1000 Large SILVER or GOLD PLATED WESTERN CHARMS Only \$7.50 For the Lot
---	--

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Another GUGGENHEIM EXCLUSIVE!

Coins OF THE UNITED NATIONS

Here they are—the sensational, realistic-looking Plastic and Metal Plated Coins of the United Nations—24 different countries in the complete assortment! Real sales appeal—plus perfect vending because they won't jam in machines!

METAL PLATED COINS—Three denominations (25, 50, 100)—three finishes (Bright Silver, Copper and Brass)—24 National Total assortment; 72 different Coins.
ONLY \$8.00 per M

PLASTIC COINS—Three denominations (1, 5, 10)—assorted vivid colors—24 National Total assortment; 72 different Coins.
ONLY \$4.50 per M

Cash in now on the tremendous interest in the United Nations with these exclusive Guggenheim Coins!

SUGGESTION! Get on Our Mailing List and Send for Price List!

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Top Industrial Firms Cite Vender Benefits

CHICAGO, Jan. 6.—The value of candy to industrial workers and the convenience of vending machines are stressed by leading manufacturing firms in letters to the National Confectioners' Association (NCA), latter's officials report. Presence of venders was seen as a prerequisite to efficient, quick and round-the-clock provision of candy for employees by plant management.

Quotes from a few such letters follow. International Harvester officials: "In our operations generally candy bars are made available to all employees, not only at mealtime but throughout a 24-hour day by means of a vending machine service. We have always felt that candy is not only a 'lift' but a 'quick lift' for employees in addition to being a definite part of daily diet of many . . . our contention (is) that candy is an essential part of a well-rounded employee food service program. . . ."

B. F. Goodrich Company: "Even tho the Akron plants are on a six-hour shift, the volume of candy consumption is such that you can conclude that it is more than a casual snack. We know that if we were to remove the candy vending machines from the plants it would be met with extensive employee protest. We are reasonably sure that many of our workers, particularly those doing heavy

work, depend upon the 'lift' which they get from a piece of candy during their shift."

Allis-Chalmers Manufacturing Company: "Sales from 110 vending machines and over-the-counter at our clubhouse and cafeteria indicate that candy has become a regular part of the daily diet of our 17,000 employees . . . we are vitally interested in making good candy available to our employees at all times. . . ."

Buckley Named New Vendo VP

KANSAS CITY, Mo., Jan. 6.—Thomas A. Buckley, formerly president and general manager of Buxton, Inc., has been made vice-president in charge of sales and marketing and a member of the board of directors of the Vendo Company here, producers of ice cream venders, bottle venders and coin changers. He assumed his duties January 1.

Buckley formerly resided in Springfield, Mass., where Buxton makes its headquarters. He was a resident of Springfield since 1930. In that year he was transferred from Mansfield, O., when Westinghouse moved its refrigeration division to its East Springfield plant. Buckley left Westinghouse in 1944 to become president of Buxton.

A native of Chester, Pa., Buckley attended schools there and later graduated from the Drexel Institute of Technology. He joined Westinghouse at the age of 18 and was one of the first engineering executives in that firm's refrigeration department. In 1928 he was placed in charge of design when the refrigeration department was made a manufacturing division, and he was instrumental in designing and engineering the coolers produced for the Coca-Cola Company. In 1938 he was placed in complete charge of all Westinghouse Coca-Cola operations.

Vended Smokes Average 22.6c

CHICAGO, Jan. 6.—The average vended price of a package of cigarettes jumped a penny in 1950, from 21.4 cents at the end of 1949 to 22.6 cents at the end of 1950. Average over-the-counter prices, in the same period, increased from 19.9 cents to 20.8 cents.

Increases in per-pack retail prices of cigarettes were revealed in the annual Pulse of the Industry survey made by Vend, sister publication of The Billboard. The results are published in that magazine's January issue out this week.

Earlier Pulse studies showed that the average vended price of smokes at the end of 1948 was 20.7 cents. (Operators began to break the 20-cent price ceiling in 1947 and 1948 as a result of a price increase from cigarette manufacturers in the late summer of 1947.) Thus the average machine price of a package of cigarettes increased slightly more than 2 cents in the 1948-'50 period.

Ice Cream Price Up, Mull Penny Milk Cut in Philly

PHILADELPHIA, Jan. 6.—In spite of the efforts to hold prices, ice cream manufacturers have increased prices to dealers from three to four cents a quart. They said their action was caused by the increased cost of paper, cartons, flavoring and raw materials. At the same time, Philadelphia milk dealers asked the State Milk Control Commission to set aside an order for a one-cent-a-quart cut in consumer prices originally scheduled January 1.

What the retail customers will be charged in buying ice cream is left to the individual dealer. Last October, when wholesale prices were increased between two and four cents a quart, some dealers raised their prices as much as five cents a quart, while others absorbed the boost, leaving their selling price unchanged.

Spokesmen said that many manufacturers cut their prices to dealers about three cents a quart in 1949. The October raise in price was the first increase here in more than a year. Breyer's ice cream price went up four cents a quart, with Abbotts Dairies boosting the price three cents on the quart. Supplee's Sealtest and Borden's are also upping three cents on the quart. Philadelphia Dairy Products, manufacturers of Dolly Madison and Aristocrat ice cream, made no announcement of price increases. Last October, this company raised its price two cents a quart for bulk and four cents a quart for packaged ice cream.

Instead of the usual January cut-back in milk prices, the public may have to go on paying the same prices as producers and dealers asked that present prices be maintained to cover high costs. Industry leaders testified before the Milk Control Commission that dealers could not stand the decrease at this time because of recent drastic increases in production costs, especially in labor costs. They testified that other price increases allowed in recent years had not brought any increase in earnings, but had merely offset increased production costs. They said this grant, if allowed, would do the same thing.

Peter Paul Plans Dime-Bar Push For Vender Trade

NAUGATUCK, Conn., Jan. 6.—Peter Paul, Inc., has announced special sales stress will be placed on its new vend-size dime bars, which were introduced during the NAMA show in November. The bars, Mounds and Almond Joy, formerly were made in a single long size, not usable in most venders. John N. Tatigian, president, stated that while the vender bars are shorter than their counter-sale prototypes, they are about a half-inch thicker and so are the same weight, 2 ounces.

Increased sales of dime items thru candy machines prompted firm's move to plan a special advertising campaign for the new bar size. Tatigian said operators requesting samples of the vend-size bars would receive same for test-sale in their equipment.

Peter Paul this week also announced the retirement of C. Ralph Yarnell, vice-president and general manager of firm's Philadelphia plant. While remaining on the board of directors, he will start his own specialty brokerage business, catering to the confectionery and bakery industries.

Cig Tax Take Up in Ga.

ATLANTA, Jan. 6.—Cigarette tax collections for December totaled \$1,053,610, an increase of \$18,944 over collections for the same month last year, according to the State Revenue Department. Liquor tax collections went up \$322,792 to reach \$1,068,927. Wine taxes increased \$32,377, totaling \$105,077.

Candy Ops Make Dime Bar Tests

CHICAGO, Jan. 6.—Over one-third of the nation's candy machine operators are experimenting with dime candy bars, and a healthy percentage of the remaining operators say they intend to add 10-cent bars to their line to combat the inflationary trend.

Operators participating in the 1951 Pulse of the Industry survey, conducted by Vend, sister publication of The Billboard, also reported that they now are paying close to the practical maximum wholesale price for nickel candy bars—an average of \$2.98 per 100 count. The Pulse survey was published in Vend's January issue out this week.

Average-Price Rising

At the end of 1948 candy operators reported they paid an average of \$2.91 per 100 count, but this price rose an average of 7 cents during 1950.

Most candy operators, the Pulse disclosed, purchase part or all of their bar goods direct from manufacturers—93.8 per cent of the candy operators said they bought an average of 72.5 per cent of their bars direct from the manufacturer.

Asked whether they now vend some dime as well as nickel merchandise, 36 per cent of the full-time, and 20.9 per cent of the part-time operators replied in the affirmative. In addition, 31.4 per cent of the full-time and 35.3 per cent of the part-time operators not now vending dime bars said they had plans to do so.

Pepsi Bottler Changes Hands

BRIDGEPORT, Conn., Jan. 6.—The Pepsi-Cola franchise for Fairfield County, operated for the last 13 years by Kenneth A. O'Brien, of Old Orchard Park, Fairfield, has been sold to a new corporation headed by William J. Leader, of Rumford, Me. It was announced this week.

Leader, who will own "substantially all of the corporate stock," also has purchased the two-story building, utilized for the bottling plant from Katherine K. O'Brien, wife of K. A. O'Brien.

Purchase price of the business and plant were not disclosed, but town-hall records revealed that the building was assessed at \$47,740.

Effective tomorrow (7), Leader will resign his position as export sales manager of the parent Pepsi-Cola Company of New York, with which he has been associated with for the past several years, to devote full time to the Fairfield County bottling enterprise.

The company has exclusive Pepsi-Cola bottling appointments for Fairfield County, a population area of more than 500,000, including the cities of Bridgeport, Danbury, Westport, Stamford, Greenwich, and Port Chester, N. Y.

Leader has been named president and general manager of the new corporation. Other incorporators are Gerald B. O'Neil, of Larchmont, N. Y., and Richard W. Dearborn, of New York City.

Present staff numbers 22 employees and is increased during the summer.

Ops Diversify

Continued from page 73

sider their vending routes a part-time business.

Among full-time operators, the Pulse report showed, only 29.2 per cent are specializing in one type of vender; 14.4 per cent operate two types; 20.6 per cent operate three and 36.9 per cent have four or more types of equipment on their routes.

Part-Time

Part-time operators revealed they were not as diversified, altho the majority (57.8 per cent) operate two or more types of merchandise or service vending machine.

The trend to diversification, the Pulse report commented, came as operators moved "to offer their locations as complete a vending service as possible" since "diversification offers operators both a hedge and a wedge against competition."

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GUM VENDOR**

A sensation from the start! It has everything operators want in a gum vendor... big capacity... fast servicing... simple construction. It is a dependable, rugged machine, proved on location for nearly a year before being offered. See your Northwestern distributor or write for circular.

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25 lb. carton
Large, 52 lb.
Extra Large,
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PINK AUTO-GRABBER
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GUM, 100, 175
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with fresh
prepack, 24 lb.
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with fresh
prepack, 24 lb.
100 25%

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Schermack Sets New Firm Prexy

DETROIT, Jan. 6. — Schermack Products Corporation, manufacturer of stamp vending machines, will continue operation with no major changes in policy, following the recent death of Joseph J. Schermack, founder of the company. His son, Joseph S. Schermack, has been elected to the presidency to succeed his father. The late Mr. Schermack was the inventor of the roll-type stamp vander. He established the business in Detroit in 1906. Joseph S. Schermack, 43 years old, has been with the manufacturing company and its corporate predecessor here since 1930. For a number of years he has been secretary-treasurer of the firm. E. L. Protin, sales manager of the company for many years, has been named secretary while William Evelev, who has been with the company about three years, has been named treasurer.

Charleston Ops See 1c Tax OK

CHARLESTON, W. Va., Jan. 6. — A survey here disclosed that West Virginia bottlers are ready to welcome a penny tax on soft drinks to finance the proposed four-year State medical school.

While no formal action has yet been taken by either the State or local bottlers' associations, a Charleston bottler said in an interview that "it has been discussed at length and we are pretty well agreed that we no longer can resist a special tax on soft drinks."

He explained that the wide use of vending machines in dispensing soft drinks had been the chief reason for resisting such a tax in the past. However, this obstacle has been removed by recent developments which make it comparatively easy and inexpensive to convert vending machines for operation with more than one coin.

"I estimate that at least 50 per cent of the bottlers in the State are favorable to such a tax at this time," he said. "That means that such a bill would be virtually without organized opposition in the Legislature."

Va. City Kills Cigarette Tax

ALEXANDRIA, Va., Jan. 6. — A six-month-old 2-cent-per-pack tax on cigarettes and a 35-per-machine levy on coin-operated washers were among the municipal taxes repealed or reduced by the city council here last week.

Move was made in spite of rising costs and followed acceptance of a new balanced operating budget by the city for 1951.

Boston Candy Ops Mull '51 Biz Pic

BOSTON, Jan. 6. — The vending segment of the confectionery industry heads into a new and troubled year here with price rises, new machine and parts shortages and increased operating costs the major factors.

While candy vendors are still at 5 cents in the area, bar goods have gone to a 6-cent retail price in all subway stations, and in some drug and candy shops. The war time 10-cent bars are coming in, a smaller version of the former dime bar and all chocolate confections are steadily rising in price.

Several vending operators are considering switching to straight dime bar operations as they did during World War II, and already consumers are buying chocolate bars in multiple quantities. Shortages of chocolate bar goods are anticipated as military demand is bound to rise in the months ahead.

1950 Cig Tax Returns Show Decline in Ark.

LITTLE ROCK, Jan. 6. — State Revenue Commissioner Dean R. Morley announced that cigarette tax collections for the year just ended totaled \$4,710,673, as compared with \$5,180,914 in 1949. Liquor tax collections for 1950 totaled \$3,032,673, compared with \$2,952,718 in 1949.

'51 Poses Many ?'s For Mass. Coinmen

BOSTON, Jan. 6. — Higher taxes, higher wage rates, man power problems, shortages and a state of emergency under which the Governor can take possession, in behalf of the State, of buildings, machinery, equipment, vehicles and personal possessions faces the coin machine industry in Massachusetts in 1951.

The incoming Legislature has a raft of new bills, passage of which will mean heavily increased costs of doing business. While no bills have yet been filed actually singling out the coin machine or vending machine business, it is expected that a variety of bills will make their appearance, as the administration needs large funds to defray the costs of increased old-age benefits voted at the November elections.

Following President Truman's announcement of the emergency, Democratic Gov. Paul A. Dever proclaimed a state of emergency for Massachusetts, under which he has greater powers than any ever held by any chief executive in the history of the Bay State. He may, in the event of disaster or shortage, take possession of (1) any building, machinery or equipment; (2) of any horses, vehicles,

motor vehicles, aircraft, ships, boats, electric railroads or street railways; (3) of any cattle, poultry and any provisions of man or beast and any fuel, gasoline or other means of propulsion which may be necessary or convenient for the use of the military or naval forces of the commonwealth or the government. He may use and employ all property of which possession is taken. Personal property can be seized and payment made to the rightful owner.

Massachusetts is the only one of the six Northeastern States, and one of the few in the country, that has declared an emergency.

Bills on Tap
Bills already filed for the 1951 Legislature, which if passed will step up the nut in operation, include:

Enactment of a cash sickness benefits act patterned after a program already in operation in California. The bill gives employers a choice between participating in a State fund or a privately sponsored plan. Workers made idle by illness would be eligible for benefits up to \$25 a week, plus \$2.50 for each dependent, for a maximum of 26 weeks. Cost of plan would be borne equally by employer and employee, with each contributing 1/2 per cent of the first \$3,000 in wages.

A flat minimum wage rate of 75 cents an hour to take the place of the present 65-cent rate and wiping out the minimum wage boards, which are empowered to set lower rates for mercantile industries.

A 40-hour week, with time and one-half for overtime.

Jobless Benefits
Liberalization of jobless benefits from \$25 to \$30, and extension of benefit periods from 23 to 26 weeks.

Establishment of an eight-hour day, to be worked in a 10-hour span, in the transportation industry.

The manpower situation in Massachusetts is reported "limited." In case of full mobilization, the comparatively small labor surplus in the State will disappear rapidly.

Added to this are the problems of increased prices, shortage of equipment and parts.

Mars Skeds 23 Sales Meets on 1951 Plans

CHICAGO, Jan. 6. — Mars, Inc., has announced a series of sales conferences to highlight firm's 1951 promotional plans. Meetings, for jobbers, chains and direct accounts, will be held in 23 cities during January and February.

Among the promotional efforts aimed to increase sale of Mars' candy this year are four American Broadcasting Company radio programs and two National Broadcasting Company television programs a week, plus ads in Life and Look.

Candy Makin's In Good Supply

CHICAGO, Jan. 6. — Trade leaders continue to agree on the favorable ingredient supply picture for the candy industry, with the prime needs, sugar, cocoa beans, corn syrup, in no danger of becoming short during 1951. However, on the price picture the same experts were not so cheerful; the main hold-out being sugar, which is not expected to join corn syrup and cocoa in expected price jumps.

The supply-price discussion was the key subject of a recent meeting of the Candy Executives and Associated Industries Club, where a panel of top officials agreed on the candy outlook for the forthcoming year. David P. O'Connor, vice-president and general sales manager of Penick & Ford, Ltd., Inc., New York, stressed that the new corn crop will be at a record high, thus assuring plenty of corn syrup and starches for candy requirements. Sugar, too, will be available in record quantities for 1951 as world crops are harvested. Charles Fuchs, head of the New York sugar brokerage firm bearing his name, said the only "if" here was the availability of manpower to harvest the supply.

25-Year Employees Honored by NECCO

CAMBRIDGE, Mass., Jan. 6. — President Phillip M. Clark, of New England Confectionery Company, (NECCO), manufacturer of vending pins, presented gold service pins to 21 new members of the company's Quarter Century Club.

NECCO, has one of the largest Quarter Century Clubs in the industry. There are now 266 employees of the company's 1,500 workers with 25 years or more service. There are also 80 members of the Quarter Century Club with 25 years or more of service on company pension. NECCO has nine employees who have completed 50 years of service.

Dad's Announces New Executive Additions

CHICAGO, Jan. 6. — Dad's Root Beer Company has announced new executive additions to its staff.

Jack Frieland, formerly with the fountain division of a national cola organization, has joined Dad's fountain division to handle the firm's expanded fountain sirup program for 1951, and Robert N. Barnholts has been appointed a district manager for the Northwestern States. He has been associated with the beverage industry since 1930.

Up Alabama Tax

TUSCALOOSA, Ala., Jan. 6. — Tuscaloosa city commission has voted to increase the local tax on cigarettes from 2 to 3 cents a pack.



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WEIGHT, 165 LBS.
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Balance \$10 Monthly

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PENNY FORTUNE SCALE
NO SPRINGS
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CIGARETTE MACHINES

Unecda 9 Col. Model A, 270 Pack Cap.	\$ 82.50
Unecda Model E, 6 Col., 168 Pack Cap.	57.50
Unecda Model E, 5 Col., 150 Pack Cap.	47.50
Rowe Diplomat, 8 Col., 400 Pack Cap. (floor model, electric)	220.00
Rowe President, 8 Col., 380 Pack Cap.	120.00
Rowe Royal, 8 Col., 320 Pack Cap.	85.00
Rowe Imperial, 8 Col., 240 Pack Cap.	72.50
Rowe Imperial, 6 Col., 180 Pack Cap.	67.50

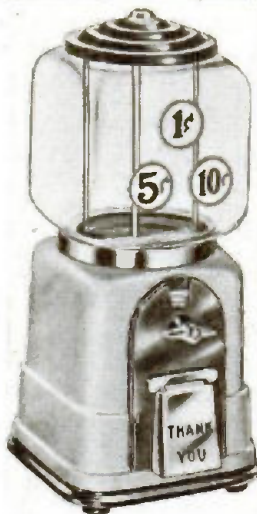
SALE!
Rowe Royal 10 Col., 400 Pack Cap. \$85.00

CANDY MACHINES
Candyman, like new, 72 Bar Cap. enclosed base \$57.50
Rowe Candy Vender, 120 Bar Cap. 85.00
Vendi, 150 Bar Cap. 52.50

25c-30c CONVERSIONS; PARTS GUARANTEED \$75.00

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SPRINGS ARE PRE-
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BEATED
HEAVY SHEET
METAL BASE
"IN SCOOP"
DIAL IN GLASS
COVERED WHICH
PROTECTS POINT-
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Skilled hand
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is employed in
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scale to assure
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of construction more
durable than is gen-
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scales. Finish is
black chrome. Carry-
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strong black fibre to meet the hard
and constant use that it is subjected
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1950 CROP RED SALTED
JUMBO UNIFORM SIZE, ap-
proximately 38 to 40.
Packed in triples 5 60¢
10 boxes, shipped 12 lbs.
10¢ a carton, \$12.00 100 lbs.

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117 N. LaSalle St. New York 13, N. Y.

Defense Workers Benefit

Continued from page 73

"Vending is a big item of the future," says George P. Mehllick, Ricketts ice cream sales manager in Pittsburgh. "Today you can get almost vend an entire meal: A bottle of milk, chocolate bar, sandwiches, coffee. And it looks as tho the ice cream bar is going to be one of the country's next big items."

To merchandise the bar, Rosen is putting together a merchandising program headed by Charles Bernath, newly appointed sales manager. Bernath was for 10 years one of the Pittsburgh U. S. Employment Service contact men on employee relations hiring between the employment service and steel mills.

"I like new ideas," he says. "Vending attracted me here because this area is behind both coasts in vending progress, and being a big manufacturing center it looked like a good place to pioneer."

"Our promotional effort in this area," says Bernath, "will be to show executives that vending is the coming thing: (1) that they need the machine; (2) that the machine eliminates waiting in line for luncheon service."

Bernath, upon presenting the idea of ice cream vending machines, will get top management to consider them at a board meeting. Convincing management will mean building sales from the ground up. Big points will be how the machines (1) will cut expenses by letting workers serve themselves;

(2) will reduce absenteeism, a snarl for large plants in the last year; (3) will cut down accident hazards by giving employees extra energy via ice cream bars.

Milk Vending's shop man Joe Montgomery reports the new ice cream machines will operate on 110 volts compared with units now in use which operate on 24 volts. The 110-volt circuits are an improvement in machines to be placed in locations where sales volume will be large, he feels.

So many times, Montgomery explains, machines loaded for fast turnover develop trouble: Micro switches become slightly damp, tend to corrode, and either won't make contact or the points will stick together. Or if a tray isn't precisely in place, it may keep sticking as the machine operates and slow down the motor.

In short, Montgomery points out, the 24-volt machines are excellent for locations where turnover is light, while the 110-volt machines do a better job in large factory locations where turnover is heavy.

"When we install the new 110-volt machines in factory locations," says Montgomery, "we will install transformers—because the power load at a factory may vary from day to day—and then perfect the transformers until their manual operation is almost automatic, eliminating vending machine breakdowns."

Bulk Milk Unit Wins Vt. Okay

MANCHESTER, N. H., Jan. 8.—Food Engineering Corporation reported this week that its gravity feed bulk milk vender, after gaining health authority okay in New York, Massachusetts and New Hampshire (The Billboard, December 2), is now cleared for operation in Vermont and Washington, D. C. H. A. Loebel, official, states the steady increase in State and municipal authority approval is seen as leading to national marketing of the machine. However, he added that, at least temporarily, due to the peculiarities of the health problem, all sales and service will be handled directly by the firm itself.

To permit operation of the bulk milk vender within its borders, Vermont amended its laws pertaining to the sale of milk, Loebel said. However, it is ruled that each installation shall be approved individually, so as to effect some control over an operator or dairy handling one or two machines. Food Engineering has not as yet set a price on the vender.

Vending Biz Census

Continued from page 73

of machines on location and (2) the price differential in many localities between vendred smokes and over-the-counter sales.

As the number of machines on location grows, Vend commented, "the average volume per machine is bound to decline since some equipment will be placed in low-volume and even marginal locations."

(Editor's Note: See separate story elsewhere in this section on the price differential between vendred and over-the-counter cigarettes.)

Candy machines, unlike cigarettes, showed a smaller gain in numbers of machines on location—347,000 in 1949 to 370,500 in 1950—but weekly sales per machine increased from an average of 140 bars in 1949 to 164 bars in 1950. This increase was partly due to a cooler summer in many areas during 1950 and to the upswing in business after the outbreak of the Korean war.

Presently, Department of Commerce surveys show vending machines account for 4 per cent of total candy sales. It should be kept in mind that this figure lumps all types of candy together—hard candies, bars, boxed candies and specialties. Of the nickel bar mar-

ket, vendors now sell an estimated 15-17 per cent of total production and vending machine sales increased throughout 1949 and 1950 despite decreases in every other segment of the candy distributing industry.

Hot coffee machines on location now number 4,450, compared to 2,400 in 1949, the Census showed. Ice cream venders increased from 6,000 to 8,250 in the same period.

After dealing with most of the major phases of vending, the Census concluded with a list of 24 additional merchandise venders and 15 service machines, summarizing the present status of each and outlining its growth potential.

(Single copies of the January issue of Vend, containing the complete Census report as well as the Pulse of the Industry Survey, may be obtained by sending 35 cents to Vend Circulation Department, 2160 Patterson Street, Cincinnati 22, O.)

Positive Position

Continued from page 73

tomers from the bartender or waitresses in the tavern.

After a little conversation, the route operator pointed out the fallacy of this, indicating the location owner was losing a worth-while split on cigarette sale profits thru the policy. A spot at the upper end of the bar where all entering traffic splits, either to enter the booth area or to take a seat at the bar, was instead recommended. When the machine was moved there, and left there for a week, cigarette sales were immediately boosted by 300 per cent—and the chances are that this particular vender will stay in place permanently.

In another example, it was found that a cigarette vending machine was located directly beneath a coat rack, near the front of a tavern. During the summer months, when nothing was being hung up, the location was the best in the house. During the winter months, however, when heavy overcoats, jackets, etc., began to pile up on the hangers, the machine was covered three-fourths of its length, with the result that many tavern customers were unable to locate it. Naturally, pointing out that "what's good in summer may not be good in winter" to the location owner, won the route operator a better spot, to one side of the entrance, where the vending machine could be readily seen by every customer in the bar.

Carefully "policing" all route locations in this way and studying local situations which influence the sales ability of the machine is producing a steadily better return from all machines operated by National Cigarette Vendors, and location owners have shown far more co-operativeness after seeing their own incomes rise from this better placement.

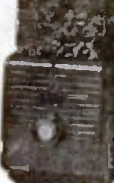
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Less Than
100...\$17.15
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100...\$16.95



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PLEASE SPECIFY WHEN ORDERING.

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Kicker & Catcher	\$25.00
5K Target Kings	\$50.00
10K Mentors	\$50.00
Acme Blue Shooter	\$30.00
Acme Blue Shooter	\$30.00
AAI Skill Guns	\$75.00
AAI Strike-A-Pos	\$75.00

NEW VENDORS

NW Model 49	\$17.35
Acorn Jumbo Cabinet	\$25.00
Acorn All-Purpose	\$25.00
NW Model 49	\$17.35
NW Model 49	\$17.35
NW Model 49	\$17.35
10 or More	\$12.50 Ea.

RECOND. VENDING MACHINES

Victor Teepee Standard	\$13.75
Victor Teepee Special	\$15.00
Victor Teepee Double	\$25.00
Victor Universal	\$15.00
NW Deluxe 1c & 5c	\$15.00
NW Model 23 Ball Gum	\$7.50
Columbus 44 1c Bulk	\$19.00
Columbus 44 5c Bulk	\$19.00
Columbus 44 1c Ball Gum	\$14.00
Columbus T Salores	\$4.50
Columbus G-Morors	\$4.50
Master Bulk 1c	\$9.95
Master Bulk 1c & 5c Comb.	\$7.50
Advance Sanitary Machine	\$23.00
Advance Sanitary 1c & 5c	\$7.50
Lucky Bay 1c Bulk	\$7.50
Shiloh Card Vendor	\$9.50
NW Ball Target Bulk	\$9.50
Model GV & Col. Adams Gum	\$19.50
Model W & Col. Adams Gum	\$19.50

WE TAKE TRADE-INS LIBERAL ALLOWANCE

1/3 Deposit, Balance C. O. D.
Full Payment Must Accompany All Orders.

WRITE TO DEPT. V FOR COMPLETE LIST OF COIN-OPERATED MACHINES AND SUPPLIES.

Rake

605 SPRINGDALE ST.
MILWAUKEE 23, WIS.
LOMBARD 3-2676

COIN MACHINE EXCHANGE

TOP VALUE-LOW PRICE! !

A-1 good buy and being it on the TORR Time Payment Plan makes it doubly good buy.

4 or more
\$12.00 each
10 or more
\$11.25 each
ROY TORR
LANSDOWNE, PA.

FREE

1,000 Plastic Charms #2

Worth \$3.00

with every purchase of 150 lbs.

210 ct., 170 ct. or 140 count, 22¢ a lb.
F.O.B. Chicago, Illinois.
Net cash with order and 25% deposit, balance C.O.D. Immediate delivery.
Buy as many deals as you like.

EPY
Samuel Eppy & Co., Inc.
81-15 144th Place, Jamaica 2, L.I., N.Y.

ALL LOCATIONS ARE MONEY MAKERS WITH REFRESH-O-MAT

THE LOW COST CUP DRINK VENDOR

Vends the nation's leading Fruit Flavored Drinks


See Our And Advertise For Details

AUTOMATIC PRODUCTS CO.
750 W. 37th St., N. Y. 19, N. Y. • PL 1-2122

Calendar for Coinmen

- January 11 — Connecticut State Coin Association, Inc. (CSCA), monthly meeting, Hotel Bond, Hartford.
 - January 11 — Washington Coin Machine Association (WCMMA), monthly meeting, Phillips Novelty Company, Washington.
 - January 11 — Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Macbees Building, Detroit.
 - January 16 — Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
 - January 16 — Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
 - January 17 — Operators' Guild of Westchester County, New York (OGWC), monthly meeting, Moose Hall, White Plains, N. Y.
 - January 22 — Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.
 - January 23 — Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadview Hotel, Philadelphia.
 - January 24 — Music Merchants' Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.
 - January 25 — Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.
 - January 25 — Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.
 - January 25 — California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.
 - January 30 — Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.
 - February 1 — Washington Music Guild, Inc. (WIMG), monthly meeting, Hotel 2400, Washington.
 - February 1 — Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron.
 - February 5 — Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.
 - February 7 — Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Chamber of Commerce Building, Houston.
 - March 19-21 — Music Operators of America (MOA), annual convention, exhibit, Palmer House, Chicago.
- (Association of officials are invited to submit convention and scheduled meetings information to The Billboard, 189 West Randolph Street, Chicago 1, for listing in this calendar.)

LARGEST PROFIT MAKER
5¢ Silver King for Pistachios



Change NOW to 5¢ Model for REAL PROFITS

5¢ Change-over parts available for all 1c Models

Sample \$12.95 Ea. 10 or \$125.00 100 or more, write for low price.

5¢ HOT NUT, \$39.00

Nut and Ball Gum, Candy Charms, Vendors, 1¢ and 5¢ and Parfen Coins, "Hot Nut" Vendors. All at the best distributor's prices.

Ask about the new "Hunter."
SILVER KING CORP.
622 Diversey Parkway Chicago, Ill.

WRITE FOR CATALOG
On Bulk Vendors, Merchandise

ALMONDS
California Vendors, packed in 5 lb. vacuum sealed tins, 20 lbs. per case, 7% Lb. \$2.95 Can. \$2.75
Metric Charms, large, 1,000 \$2.95
Metric Charms, small, 1,000 \$2.75
1,000 \$2.50
Public Charms, large, 1,000 \$2.95
Copper & Nickel, large, 1,000 \$2.95
Silver Wedding Rings, 1,000 \$2.50
Toy Watches, 2 each \$1.95
Blond Set Rings, 2 each \$1.95
"Hot Nut" Buttons, 1,000 \$2.95

STANDS
All steel—aluminum finish. Made to order in all sizes, styles, colors, etc. Ready for location. Weights 17 lbs.

EXTRA HEAVY STANDS \$3.99 each
We are factory distributors for all leading brands of VENDING MACHINES.

PARWAY MACHINE CORP.
715 Broadway, New York 1, N.Y.
715 Broadway, New York 1, N.Y.

NEW Northwestern '49 Special



1¢ or 5¢ immediate delivery!

\$17.35 EA.
25 to 100 \$17.15 EA.
100 or More \$16.95 EA.

Write for Charm & Merchandise List
Everything in the Bulk Operator at Lowest Market Prices at Time of Shipping.
73 Dep. Bld. C.O.D.
NORTHWESTERN SALES & SERVICE
1194 TREMONT ST., BOSTON, MASS.

SPECIAL SALE
Factory Reconditioned Machines

25 Nut, 1¢ or 5¢	\$12.50
25 Coble Hot Nut, 5¢	\$9.00
25 Acorn Hot Nut, 5¢	\$9.00
25 Andrews 2¢	\$9.95
25 Andrews Nut, With Stands, 5 Cds.	\$38.00

WANTED TO BUY
Advance No. 11 Silver King, Nuts, All Counter Banks.

REPAIRS MADE ON ADVANCE, NORTHWESTERN, ABEY GUM, ETC. AT LOW PRICES.

CAMEO VENDING SERVICE
422 W. 42nd St., New York 18, N.Y.
L.O. Gagnier 3-1354

CONFIDENTIAL
PEERLESS WEIGHING AND VENDING MACHINE CORPORATION still has a few "ON LOCATION" scale routes for sale Scales from \$30.00 and up—WRITE OR WIRE DEPT. "B"

Peerless Weighing and Vending Machine Corporation
29-38 Forty-first Avenue
Long Island City 1, New York

POPCORN
Find out about the original "Pop" Corn. See PRE-POPPED CORN. Scientifically popped and packaged to create profits for you. Shipped anywhere. It costs nothing to ask—means profits for you.

WRITE, WIRE, PHONE

'POP' CORN SEZ CO.
8329 Delaware Ave., UPPER DABBY, PENN.
Phone: Allegheny 4-1019

Turning Back the Clock

10 Years Ago
CHICAGO, Jan. 6, 1941.—Francis C. DuGrenier, president of Arthur H. DuGrenier, Inc., announced the appointment of Burnhart (Bip) Glassgold as vice-president. Glassgold was placed in charge of sales, with headquarters in the New York offices. He left a U-Need-A-Pak Products Corporation post prior to joining DuGrenier. His association with the vending machine industry dated back to 1936. Prior to that, Glassgold was secretary and general counsel of the Snider Packing Corporation, Rochester, N. Y., a position he assumed following a successful law practice in New York.

15 Years Ago
CHICAGO, Jan. 6, 1936.—Harry Balt and Joseph Meyer opened the first coin-operated Sportland in New Orleans. It was on the city's main artery, Canal Street, called the widest avenue in the world. Coin games also made news in Jackson, Miss., where retail merchants pushed back holiday merchandise to make room for pin games. And in Lincoln, Neb., games also made headlines with installations in hotel lobbies. Attention was drawn to the units when droves of college students, instead of sitting out dances as per custom during proms, flocked to the coin games in the lobbies.

A national organization of coin machine operators was proposed by Frederick E. Turner, president of the Automatic Merchandisers Association of Michigan. It was to be called the National Council of Coin Machine Operators' Associations. Turner said "the time has come to complete national organization of operators."

Jimmy Johnson opened a new plant for his Western Equipment & Supply Company in Chicago. Walker-McCain Novelty Company, Popular Bluff, Mo., inaugurated speedy delivery for coin machine customers when it began using a private plane in its distribution activities. Firm handled Pace products, in addition to several lines of vendors. H. M. Walker headed the company.

The New Orleans Music Machine Operator's Association was formed with an initial membership of 20 ops. J. H. Peres was named president, Herbert E. Mills vice-president and M. Mallory secretary-treasurer. Leading juke disks were *On Treasure Island, Where Am I?, A Little Bit Independent, With All My Heart and I Found a Dream*.

Atlas Novelty Corporation, Chicago, installed a vending machine department to feature merchandise vendors of every type. William Pinsky headed the new department, also had charge of firm's advertising and publicity. Pacific Amusement Manufacturing Company, Chicago, was building its Famous Parlay in senior and junior models, at \$15 and \$8.50 respectively. A one-shot odds-changing game, it was plugged as a long-life high-play number.

Topping the juke hit parade were the tunes *A Nightingale Sang in a Basket, Square, Ferryboat, Serenade, We Three and There I Found a Dream*.

Buckley Music Systems, Inc., Chicago, announced it had named seven distributors to handle Pacific Coast business. Firm also reported William Corcoran was appointed sales manager for the territory. D. Robbins & Company, Brooklyn, took over the national sales program for a new counter game, Spiffire. This was a war-type game, using ball gum dropped from a moving plane to represent bombs. Latter were attempted to be dropped in the funnels of a battleship. Gum capacity was 1,000 balls.

Supplies in Brief

Ample Sugar:
WASHINGTON, Jan. 6.—Formal assurance that the nation will have ample sugar on hand next year at stable prices amid the growing national emergency came last week from Secretary of Agriculture Charles F. Brannon. The secretary announced that total sugar quotas of 8,000,000 tons will be needed to meet the requirements of consumers in the continental U. S. in 1951, and he said the supply of sugar provided by this determination is expected to maintain stable prices, to allow unrestricted consumption by household consumers and industrial users, and to maintain present large stocks.

The Ag secretary's announced "determination" of the total sugar quota for the upcoming year is lower than the current year's final determination of 8,700,000 tons, and is above the "initial determination" of 7,500,000 tons established for the current year. The Brannon report stated that the harvesting periods for the domestic beet and mainland cane crops are nearly over, and the harvesting period for the Caribbean cane crops will soon begin. Some Cuban mills have started grinding the 1950-'51 crop. The movement of new crop sugar from Cuba and Puerto Rico will begin in volume around the middle of February.

Nut Quotas:
WASHINGTON, Jan. 6.—Approximately 71 per cent of the peanut growers who voted in the peanut referendum on December 14 favor marketing quotas for the peanut crops of 1951, 1952 and 1953, according to preliminary tabulations announced by the U. S. Department of Agriculture.

Substantially complete returns from 19 States in which the referendum was held show that 48,790 producers favor quotas, while 20,120 voted against quotas. Quotas must be approved by a two-thirds vote before they can be effective.

Candy Sales
WASHINGTON, Jan. 6.—Confectionery sales by drug wholesalers rose 9 per cent last October above the corresponding month for the previous year, Commerce Department reported. The volume of sales was 4 per cent greater than for the previous month. The first 10 months of this year showed a sales volume 1 per cent better than the corresponding period for 1949.

End-of-month inventories on hand were 2 per cent above the figure for October, 1949, and 5 per cent above September, 1950.

Peanut Supply:
WASHINGTON, Jan. 6.—The supply of peanuts for commercial use at the end of November was the largest on record, Bureau of Agricultural Economics announced. The supply amounted to 1,318 million pounds on a farmers' stock equivalent basis. This excludes 5 stocks on farms and holdings of

Mars Sells Mexico Plant to Walgreen

CHICAGO, Jan. 6.—Mars, Inc., has disposed of its plant in Mexico City in a \$300,000 transaction with the Walgreen Drug Company, officials revealed.

The Mars plant, representing a \$1,000,000 investment, was activated in 1947 but was not in continuous operation.

Chapman Cites Reasons For Candy Volume Dip

CAMBRIDGE, Mass., Jan. 6.—New England Confectionery Company's board chairman, Harry W. Chapman, citing the decline in per capita candy consumption last year, has advanced the following three points as some of the "reasons why":

1. Inadequate values in nickel bars.
2. Uneconomic pricing to jobbers and retailers (including operators).
3. Indifferent merchandising at point-of-sale by independent retailers.

Legal Round-Up
Continued from page 72

chance tax bill, erroneously labeled a bill to tax and regulate "vending machines." Would tax jukes \$20, cigarette machines \$15, pinballs \$15, soft drink vendors \$10 and all other machines \$5. Referred to the Taxation Committee.

Senate 515. A bill to clarify the definition of "vending machine operator" in the laws relative to the cigarette excise tax. This bill would define a vending machine operator as "any person other than a manufacturer or a wholesaler who operates one or more vending machines for the sale of cigarettes at retail, whether or not such vending machine is operated on the premises of the owner of such vending machine or on the premises of another, and who purchases his cigarettes from a manufacturer or licensed wholesaler."

This Senate proposal, referred to the Taxation Committee, would make locations which own their own cigarette machines liable to the annual \$100 cigarette operators' license fee. It is expected that some cigarette wholesale companies, which have been selling cigarette machines to locations, will strongly oppose passage of the measure.

BRAND NEW LUCKY BOY VENDORS

\$9.75 EACH
10 or \$97.50
100 or \$975.00

Nut and Charm Vendors hold 1 lbs. Metric Ball Gum Vendors, 100 Ball Gum Fully Guaranteed. 175 Deposit, balance C.O.D.

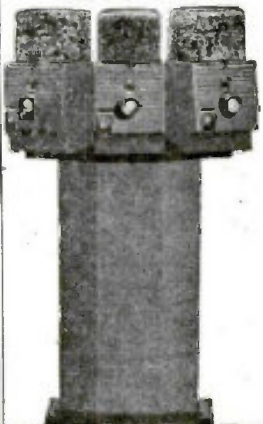
FREE

1 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE.

ALOYD MFG. CO.
VALLEY STATION, N.Y.

NOW! Bigger Profit FROM EVERY LOCATION With the New Northwestern

CABINET STAND FOR MODEL 49



WRITE FOR DETAILS OR SEE YOUR DISTRIBUTOR

THE NORTHWESTERN CORPORATION
829A ARMSTRONG STREET, MORRIS, ILL.

30 DAY MONEY BACK TRIAL

Northwestern Sensational 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. You have nothing to lose, and we know we will gain a satisfied customer.

GUARANTEED NORTHWESTERN SPECIALS—Used

DELUXE 3¢ or 5¢ Ball Gum Metallic Finish, 10 or More	\$14.00	23 BALL GUM PORCELAIN, 12 or 25	\$7.48
10 or More	\$12.95	SILVER KING 1¢ or 5¢	6.99
25 PORCELAIN, 12	7.48	64578 PORCELAIN, 12	7.48

MECHANICAL AND SUPPLIES

PISTACHIO, Jumbo	35¢	ALMONDS, 480 Cds.	35¢	M & M	35¢
QUIN	35¢	1LB Vacuum Packs 8 1/2	35¢	BILLY BEANS	35¢
RANCY TULIP, Large 60	45¢	RAINBOW PEANUTS 30	35¢	BALL GUM, All Sizes	35¢
INDIAN NUTS	50¢	MIXED NUTS	35¢	130 Lbs. Gum	35¢
CASHW. Whole	35¢	BOSTON BAKED BEANS	35¢	FRUIT PRESERVES	35¢
CASHW. Butts	35¢	BEANS	35¢	ADAMS, All Flavors	35¢
WASH. PEANUTS	35¢	LICORICE LOZENGES 1/2	35¢	WIGLEYS, All	35¢
Whole	35¢	LIQ. SUPPLIES, STANDS, GLOBES, BRACKETS, CHARMS, ETC.	35¢		

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, Etc. C. O. D.

Free Payment Plan Available—Profits Accepted

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL

438 WEST 42nd STREET, NEW YORK 18, N. Y. • Chickerling 4-0142
4105 76th AVENUE, BROOKLYN, N. Y. • GEDney 8-3600

FROM LITTLE ACORNS mighty INCOMES GROW

ACORN
The only completely dustless lustrous production!

ALL-PURPOSE VENDOR

4 Vendors all bulk sizes—nuts, gum balls, candy, charms.
4 Packed, easy-to-clean, merchandise chute.
4 Tamper-proof! Held by top lock and body clamps only.
4 Guaranteed mechanically—weighs less than 7 lbs.

DISTRIBUTORS!
Choice Territories Still Open—Write, Wire, Phone East & Midwest
M. J. Abelson, gen. sales mgr. 1249 5th Ave., Pittsburgh
Pacific Coast Distributor Operators Vending Machine Supply
1072 Grand Ave., Los Angeles

Eye-Stopping Money-Maker

WAK manufacturing co., inc.
11411 Knightsbridge Ave., Culver City, Calif.

A DOLLAR SAVED

L. A. Op Finds Solid Biz Practices Make \$

By SAM ABBOTT

LOS ANGELES, Jan. 6.—Following the old adage of "save a little-spend a little," John Lantz, of Lantz Music Company here, has built a profitable music machine route. He started in business about 11 years ago with the purchase of four machines and now has approximately 50. Because he has been working under the policy of setting aside a little sinking fund, the business has never gone in debt over its head.

Lantz is anticipating prosperous years ahead and has already seen an increase in his incomes. He operates no particular type of

spot, spreading his machines over a route that goes for popular music. If things continue to go as they now indicate, he may return to operating in spots that specialize in race music.

Lantz was born in Kansas and came to this city several years before he struck out on his own. During the interim he worked as a service man for Jack Gutshall, now operating near San Luis Obispo, and Bill Leutenhagen, who has the Leutenhagen Record Bar. The experience acquired in these jobs has been put to work on the Lantz route.

This operator has what he terms a general operation. While he is exclusively music, he doesn't specialize. Some years ago he had machines along Central Avenue, Los Angeles's equivalent of Harlem's Lenox Avenue, but pulled them after the war. The take on the machines dropped and the operation became unprofitable. With employment increasing because of the international situation, it is possible that again machines in that area might pay off. Lantz may go back to his race spots, if this is the case.

The operation of Lantz Music is a two-man affair. Lantz buys records and makes service calls. However, he does have Joe Dodson, an experienced service man, helping him. They keep a sharp eye on the machines and bring in the equipment to their shop for re-

(Continued on page 81)

Wisconsin Org Mulling March Of Dimes Drive

MILWAUKEE, Jan. 6.—A major promotion is being mullied by the members of the Wisconsin Phonograph Operators' Association (WPOA) for the March of Dimes "juke box plan." Doug Opitz, WPOA secretary, sent letters to all members of the group informing them of the suggestion of the local March of Dimes chapter that each operator donate all the nickels received from the playing of the No. 10 record on each machine for a week's time.

Most ops contacted were in agreement with the idea, altho some thought of several objections. One was that entering into this promotion for charity funds may open the door for too many other similar requests in the future. Another point brought up was that it might be better to donate a percentage of the total collection for the period of the drive, thus adding more money than might be brought in if the money taken in only on a single record were the goal.

Bridgeport Ops Optimistic as '51 Tees Off

BRIDGEPORT, Conn., Jan. 6.—The coin machine business is beginning to pick up considerably in this sector, according to James V. Fitzpatrick, president of the Bridgeport Coin Machine Operators' Association (BCMOMA). The organization was formed during the past year to better acquaint the public with the industry.

"Coin machine operators are optimistic about 1951," Fitzpatrick said. "As more homes become equipped with television, its novelty will wear off in public places and people will devote more attention to music machines and coin-operated games."

Shuffleboard was the most popular coin-operated game in the first eight months of the year, but other games are now getting more play.

Miracle Music, which operates a downtown studio with operators to play records thru music machines in various parts of the city, noted an increase in business during the latter part of the year, Fitzpatrick said.

Three records, *The Thing*, Tennessee Waltz and *My Heart Cries for You*, have been responsible for much of the business in recent weeks, he said, and during the Christmas season *Rudolph, the Red-Nosed Reindeer* enjoyed heavy play.

WGM DONATES TO BOYS' FUND

WASHINGTON, Jan. 6.—Washington Music Guild (WMG) thru President Hinda de La Vitez presented a check for \$500 to the Metropolitan Police Department to launch the Police Boys' Fund Drive in the nation's capital. This was part of \$3,500 which WGM members will contribute.

Police Captain Clark, in accepting the check, cited the association for its continuing efforts for approved teen-age diversion. Since its inception the Guild has donated 125 music machines and 8,000 records to schools, churches and teen-age centers.

Info in Other Departments

Among the stories of 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 BOXES LAST 5-CENT BUY. New York phones' 10-cent tab leaves juke with lone jiney (General Department).

RECORD AND ARTIST RECAPITULATION. The Billboard presents its fifth annual record of popularity for the year (Music Department).

MGM SIGNS UP HERMAN, BENEKE. To meet hyped interest in bands, the diskster steps up ork roster, disk schedule (Music Department).

LAINE SWITCH TO COLUMBIA NEAR WRAP-UP. The singer leaves Mercury in March; Columbia pact reportedly for five years (General Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

West Coast Ops Eying New Means To Increase Grosses

Record Price Hike Brings Matter To Head; No Definite Plans Set

LOS ANGELES, Jan. 6.—Recent hikes in record prices have started the music machine operators here thinking of ways to increase revenues and profits. The Billboard learned. Boosts in operating costs previously failed to stir up any enthusiasm over a solution to the problem.

Operators contend that with records costing more and the spots generally getting 50 per cent of the take, it is necessary for the single machine to get 40 plays on a particular tune to break even. The opinions as to the solution vary but they all boil down to the fact that something has to be done. As music selling is a matter of time, the music men realize they are faced with a tough deal to handle.

Stan Turner at the Paul Laymon Company, Wurlitzer distributors in this section, was asked if he had heard of any solutions offered by the operators. The matter, he ad-

mitted, is in the minds of every operator, but no definite method of solving the problem has yet been brought up. There is mention of removing the nickel chute and using only the dime and quarter ones. A dime would still get two numbers and a quarter, five.

At Leutenhagen's Record Bar,

Name Wurlitzer Works Manager

NORTH TONAWANDA, N. Y., Jan. 6.—The appointment of Clinton St. Clair as works manager for the Rudolph Wurlitzer Company was announced this week by Ray



CLINTON ST. CLAIR
C. Haimbaugh, vice-president in charge of manufacturing.

St. Clair, who will oversee all manufacturing activities of the firm's North Tonawanda division, including automatic phonographs, was formerly associated with the Lunkenheimer Company, Cincinnati, as vice-president and production chief.

Merchandising Music

BUILDING PLAY. . . . Here's word from an operator who built phonograph play on his route. The operator, George Wehlers, Stillwater, Minn., says: "To hold steady play on juke boxes, we acknowledge all requests, clean the machines thoroughly and make all title strips on the same untrimmed white paper. If you keep your new tunes in the first 10 selections all the time, the public does not need an attraction. Also, don't forget operators are selling sound quality. This is most important if a machine sounds tinny or distorted thru bad amplification or worn records, or bad needles. In my opinion it will hurt the playing of the machine more than anything else. In installing

(Continued on page 81)

Detroit Ops Promote Goodfellows Charity

DETROIT, Jan. 6.—The coin machine industry was well represented in Detroit's best known holiday charity activity—the Old Newsboys' Goodfellows Fund. On the designated day two leaders of the industry appeared on "Juke Box Corner"—the northeast corner of Grand River and Griswold streets—with sacks of newspapers, which were sold to raise funds to provide Christmas gifts for needy children. Patrons gave generously, sometimes bills of large denomination, with the rule "no change."

Irving B. Ackerman, legal counsel of the Michigan Automatic Phonograph Owners and of the De-

troit Shuffleboard Association, and Ben Okum, owner of the Alben Record Company, as well as a record distributing firm, were the industry's representatives. Okum also is a former acting president of the juke box association.

Hy Greenstein Retires After 18 Yrs. in Biz

Distributor Since 1932, When He Joined Seeburg

MINNEAPOLIS, Jan. 6.—Henry H. (Hy) Greenstein, for 18 years a coin machine distributor here, retired from business January 1.

Nearly two months ago Greenstein's Hy-G Music Company was merged with the Lieberman Music Company, headed by Harold Lieberman. At the time of the merger there were indications that Greenstein planned to retire.

Greenstein entered the coin machine field in 1932 when he formed Hy-G Games Company and took on the distribution of Seeburg phonographs. Some years later he merged his operations with the Automatic Games Company of St. Paul, operated by Jonas Bessler. Subsequently Greenstein changed the firm name to Hy-G Music Company. A few years ago Greenstein gave up the Seeburg line.

Several years ago Bessler left the firm and later became associated with Lieberman Music, Wurlitzer distributors, an association he still maintains.

When the Lieberman-Hy-G merger was made, the firm moved to Hy-G headquarters at Plymouth Avenue and Third Street in Minneapolis. Lieberman continues as head of the firm, with Bessler second in command.

Williams Sets Heavy Output On Music Mite

CHICAGO, Jan. 6.—Sam Stern, vice-president of Williams Manufacturing Company, announced this week that production on the Music Mite has started and the 24 distributors handling the 45 r.p.m. counter music machine were now receiving regular shipments. (Distributor list appeared in The Billboard of December 30.)

A selective machine, the Music Mite plays 10 records and is equipped with an accumulator which will credit up to 40 nickels at a time. Stern said showings at distributor showings had already resulted in a number of orders.

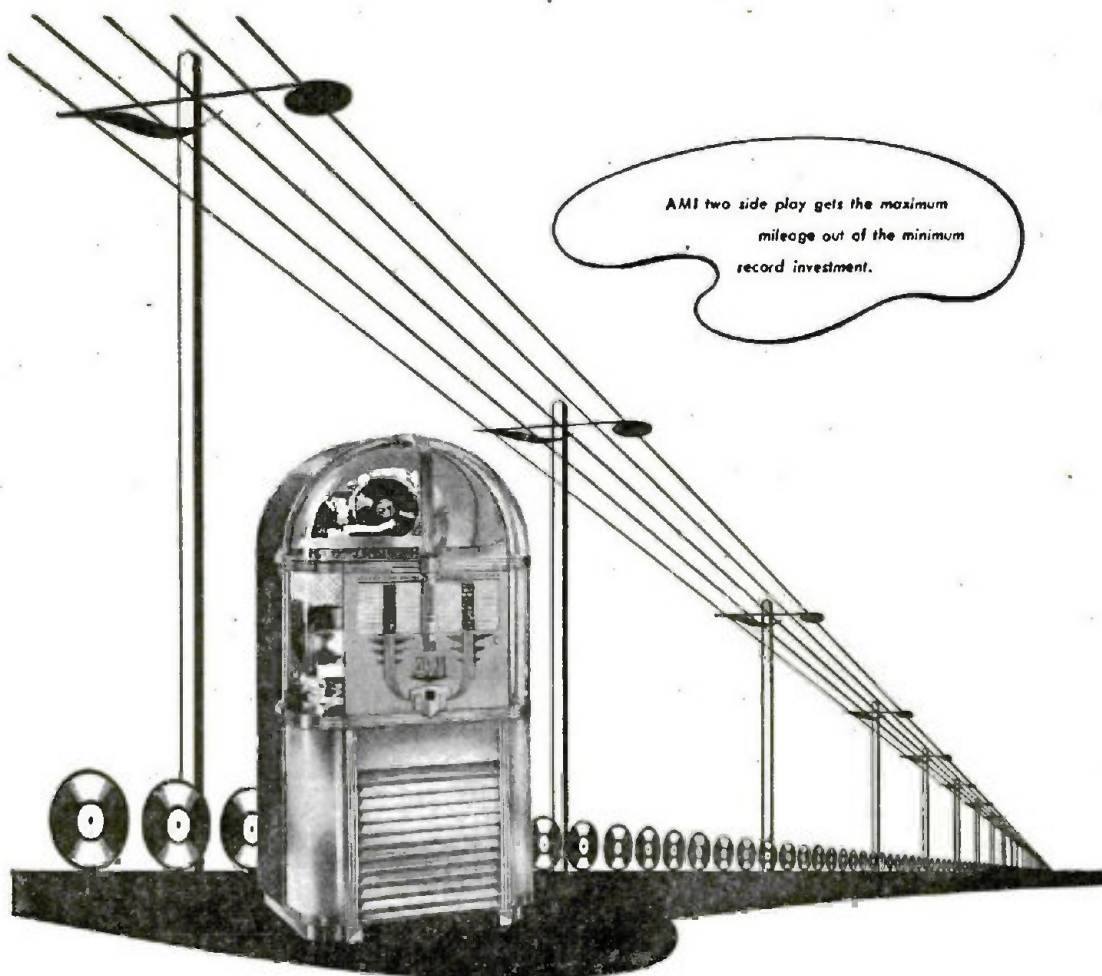
FIFTH ANNUAL RECORD RECAP

In the Music Department, this issue, The Billboard presents its fifth annual recapitulation of record and artist popularity based on retail record sales and juke box plays for the year just past. This yearly recap is based on literally hundreds of thousands of reports from dealers and juke box operators which reach The Billboard each week, and which go to make up the retail and juke box features in The Billboard's Music Popularity Charts.

PROOF!

More people now read The Billboard than ever before in its 56-year history!!!

See Pages 48 and 49



AMI two side play gets the maximum mileage out of the minimum record investment.

3½ miles of music on AMI

Save your dollars! Save your time—which is even more precious than dollars! Save the stress and strain of extra typing, titling, inventory-keeping—the clerical detail that tires and depresses! A minimum investment in 20 records which the willing AMI speedily plays on both sides to render 40 selections, gives over 3½ miles of music (by measure of groove-lengths). More

than two hours of solid entertainment! The public likes 40 selections and the location does, too—patron wastes no time in trying to find the title he wants to play. The “C’s” menu of music is so varied that it satisfies every taste instantly, so comprehensive that it always has just a little bit more music than the public will ever ask for!

AMI Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids, Michigan

ONLY
Williams
NEW

Music Mite

10 Record Selective 45 RPM Phonograph

IS PROFITABLE IN THE
THOUSANDS OF SMALL LOCATIONS



Pat. Pend.



CREATORS OF DEPENDABLE PLAY APPEAL!

4242 W. FILLMORE STREET, CHICAGO 24, ILLINOIS

How many locations are there in your territory that don't have music? Why?—primarily because you can't operate in them profitably with high cost equipment, or, maybe they're too small to accommodate a standard size phonograph. But now you have the expertly engineered, beautifully designed MUSIC MITE—with SELECTIVITY, CREDIT UNIT, PROVED RCA RECORD CHANGER AND SIMPLE "IN-A-DRAWER" SERVICING—to assure profitable operation because it does everything the standard size phonograph can do but COSTS LESS THAN 1/4 AS MUCH—and can be placed anywhere. Location tests prove MUSIC MITE can recapture those locations and the profits they hold because MUSIC MITE is a LOW-COST, LOW-OVERHEAD phonograph that PRODUCES PROFITS IN LOW-AVERAGE LOCATIONS!

Hear it -- See it at your
Williams Distributor
today or mail the
coupon for complete
information!

Williams Manufacturing Company
4242 W. Fillmore Street
Chicago 24, Illinois

Gentlemen:

Please send me complete information on the
new MUSIC MITE Selective Phonograph.

Name _____
Address _____
City _____ Zone _____ State _____

PLEASE PRINT CLEARLY

Merchandising Music

Continued from page 78

juke boxes just put yourself in the other person's place—the fellows that are putting their money in the juke box to hear their favorite piece."

B SIDES—PROFITS . . . Although the idea of selecting records with two good sides has become increasingly important in recent years with the introduction of phonographs which play both sides of a disk, there are still a great number of ops who, according to their own reports, "do not pay enough attention to the B sides." S & H Amusements, Bogalusa, La., is one firm which advocates the careful selection of disks so that the B sides can make additional profits for the firm. S & H says that by picking disks of the featured artists going strong, one can be assured of those added plays which are so important. Firm cites Lowell Fulson, currently a big draw in its area, as an example.

LESS YULE SPIRIT? . . . Taking into consideration the fact that the Christmas season was one marked by a somber tone because of the international crisis, Byron Evans, Frankfort, Ind., operator, reports that on his machines Christmas records have been falling off in popularity steadily since

1946. Thus, while there is a valid excuse for the drop this year, it would appear that in some areas at least there is a definite trend, going back some four years, along these lines.

Evans says that during the 1950 holiday season his special Christmas records did not average 10 plays from one check date to the next. Generally speaking, operator reports for the month of December revealed a steady pick-up in location play, but it appears that at least in several parts of the country this spurt can be attributed more to the pop tunes than to the seasonal sides.

WOG Gives \$100 To N. Y. Charity

PORT CHESTER, N. Y., Jan. 6.—Westchester Operators' Guild (WOG), at a meeting in White Plains, N. Y., recently, voted a donation of \$100 to be given to Reverend Townsend, chaplain of the Westchester County Grasslands Hospital, the old folks' home, and the penitentiary.

Seymour Pollack, WOG secretary, reported that almost the entire membership was on hand for the final 1950 meeting, and that after routine affairs were aired, refreshments were served.

Carl Pavesi, president, presided at the meet.

L. A. Op Finds Solid Biz

Continued from page 78

pairing and overhauling whenever the occasion warrants. When the juke box is in the shop, Lantz personally sees to it that it gets everything that it needs.

There is no special formula for getting locations, Lantz declared. This firm believes in giving plenty of service and from it comes word-of-mouth advertising that brings other locations. Lantz admits that he keeps his route within the working scope of himself and Dodson. By doing this, they are able to give personal service with a limited expenditure.

Both Lantz and Dodson are firm believers in the 45 r.p.m. machines and some few have already been added to the route. As the sinking

fund grows larger and demand warrants, other machines using this speed will be added. The fidelity of the small records and the storage space, both important, have hit a responsive chord with these music people. The machines being used, said Lantz, are Seeburgs.

In the Lantz family are three children, two boys and a girl. The older boy is Kurt, nine. He has shown a child's interest in phonographs and also is mechanically inclined. It is quite possible that he, like his father, may some day be an operator. However, the elder Lantz said that he will instruct him to spend as the balance sheet allows—and in that way his head will always be above financial water.

Music Machines Get Colo. Okay

DENVER, Jan. 6.—State Secretary George J. Baker revealed this week that he will drop his announced plan to oust music machines, live orchestras and all other sideline businesses from establishments licensed to serve liquor. His plan to ban bell machines by threatening to revoke liquor licenses will continue, he indicated, saying he intends to check federal tax records on the more than 2,000 bell machines licensed in the State.

Myron Donald, liquor licensing department head, said his office would begin checking the records this week. He said his inspectors would remind tavern owners the liquor code prohibits them from selling anything other than food, liquors and tobacco. Donald added that the letters and warnings would go only to license holders at locations paying federal taxes on bell machines, thus indicating that Baker's recent ultimatum that "everything goes—bells, juke, souvenirs, aspirin" would not be immediately carried out.

The attack on sideline sales and entertainment was dropped on a recommendation by State Atty. Gen. John Metzgar that any action be held up until the State Legislature—now in session—has had an opportunity to review and possibly clarify the liquor code. Under the present code, only establishments qualifying as restaurants can obtain licenses to serve liquor, and the restaurant code bans sales of anything other than food, drinks and tobacco.

Albena Sales Moving

NEW YORK, Jan. 6.—Albena Sales, jobber of used coin phonographs, will complete its move next week to new quarters at 503 West 45th Street here. The firm, headed by Ben Horowitz, has occupied its present location, 577 10th Avenue, for more than 12 years.



REGULATIONS
Aluminum: Stiffest Control
NPA's order slashes civilian aluminum output 31%
NPA's order slashes military military machinery production 15%
NPA's order slashes civilian aluminum output 31%
NPA's order slashes military machinery production 15%

Copper Roll-Back To C New Machine Productie
Non-Defense Copper Use Cut Back 15 Per Cent Effective January 1

NPA BANS AMUSEMENT BUILDINGS OVER \$500
NPA bans amusement buildings over \$500

See Copper, Cobalt Cutbacks Following Aluminum Slashes
Steel Supply Still in Dark; Mull Effect on Coin Machine Company

Cobalt Slash Hits Makers Of Rejectors, Juke Boxes
Cobalt slash hits makers of rejectors, juke boxes

DON'T GET CAUGHT IN THE MIDDLE OF THIS ONE

Operators with long memories won't need a short jab with a sharp stick to remind them the way things look, they had better take a look at their equipment now.

If you're smart, you'll bolster your business—and good—with new Wurlitzer 1250's.

The thousands in operation have proven them the biggest earning, most versatile, most economical operating phonograph of all time.

Better play safe and buy 1250's TODAY. You can't go wrong doing that.

The Rudolph Wurlitzer Co. North Tonawanda, N. Y.



Govt. Plans Controls for Chlorine Use
WASHINGTON, Dec. 9.—Chlorine, used extensively in preparation of vinyls for phonograph disks, will soon come under a control order by the National Petroleum Authority (NPA), the Department of Commerce revealed this week. The proposed restrictive order, which is being readied for issuance, will require that chlorine be used only for the production of vinyls for phonograph disks.

COBALT CUT HITS PHONO:
Cobalt cut hits phono

Speakers Like Diamonds
CHICAGO—Juke box ops and dealers who have speakers thrown about in their repair shops and are them in guarded places. Speakers are like diamonds. Manufacturers here reported that speaker reached the factories manufactured they just

NPA Issues New Allocating Copper and Cobalt
NPA issues new allocating copper and cobalt

Stainless Steel Scarcity Hits Tube Output
Rising Shortages Will Affect TV Production Rate Next Month

WASHINGTON, Nov. 21.—A pinch of materials shortages is television industry grows str every day, with the latest being stainless steel for

West Coast Ops

Continued from page 78

declared that he had been for the 10 cents a tune deal that was proposed some time ago. He was for the move at the time, but added, like other operators, that it would take complete co-operation of all music people to put it across. Catlin suggested that the 7 1/2-cent coin might help to put many operators in the profitable side of the ledger.

Johnny Johnson, of J. & M. Music, believes that organization of the operators and working under the Fair Trades Act would be the thing. With the policy in effect, Johnson stated, the operator would get money off the top in ratio to the depreciation charged against the machine. The organization of the men also would allow the music merchants to charge a dime for a tune.

Johnson was asked for his opinion on using the 7 1/2-cent coin. He believes that it would only be a nuisance and do little to solve the problem.

Opinions Vary

While the 10-cent play is being kicked around and some, for the first time, willing to get on the wagon, there is a variance of opinion. Those against an immediate boost think that it might be better to wait possibly a year. Those taking this view point out that machines offering six tunes for 25 cents are still going well.

Peterson said that his revenue was up about 35 per cent but that the high cost of "everything connected with the business" still makes operating no easy field.

While nothing has been done to get more for a tune, the activity kicked off by the record hikes may bring the matter to a head.

THE BILLBOARD Music Popularity Charts

Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	STYLING	INSTRUMENTATION	RECORDING	OVERALL
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Continued from page 38

POPULAR						
ZIGGY TALENT (Dewey Bergman) I Please Tell Me! What Is the Thing? VICTOR 20-4497—Follow-up on the hit novelty misses fire despite Talent's strong selling job.		70-75-70-65				
Sad Case (Trouble, Trouble, Trouble) Capitol 1354—Newly with Hawaiian lyric content doesn't figure to create any stir.		65-70-65-60				
JINK SPOTS A Friend of Johnny's DECCA 27581—Ballad with a John Alden story scene as an opportunity for Kinky to take a solo whiz. Pleasant drinking.		75-74-76-75				
If Another Kinky solo effort in the tenor stops the awe ballad with much feeling. Good competitive slicing.		82-81-82-83				
ROY ROSS ORK (Don Rodney-3 Beaus and a Peep) I Remember the Cornfield CORAL 60356—Simple, lumpy reading of a coming plug ballad import. Fortnight but not an impressive enough slicing.		73-75-72-72				
When You Return Another neat turn, this side on a pretty Benjamin-Weiss ballad. Robney sings it warily. Sounds out a dueling which covers a pair of coming blue ballads effectively.		73-75-72-72				
DENNY VAUGHAN If CORAL 60355—Vaughan, doubling as warbler-orkster, turns out a fine coverage slicing of this fine new ballad.		71-72-70-72				

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	STYLING	INSTRUMENTATION	RECORDING	OVERALL
Wah for Me Somewhat drabby, not quite as impressive as Vaughan's dual job on this pleasant new plug ballad.		67-68-66-68				
VAUGHN MONROE ORK The Night Is Young and You're So Beautiful VICTOR 20-4498—A lovely new ballad in some up handsomely by the same with a chorus warble. With proper exploitation, could crop up as a contender.		86-86-85-86				
From This Moment On Another sturdy Monroe go on one of this Porter "Out of This World" songs. Ditty's in the "Just One of Those Things" groove, and is delineated in an attractively brisk fashion.		85-86-83-85				
PAUL NEIGHBORS ORK Give Me You CAPITOL 1353—Pleasant dance slicing of a pleasant, unpretentious bounce ditty.		66-67-66-66				
Sentimental Music (Ralph Anthony) An excellent and infectious new "bleeper" ditty in a Sammy Kay-high treatment. Comes off pleasantly but lacks fire.		73-74-72-73				
THE THREE SUNS Remember Me in Your Dreams VICTOR 20-4499—A lovely new ballad is done up handsomely by the same with a chorus warble. With proper exploitation, could crop up as a contender.		85-85-84-86				
After You've Gone An excellent instrumental mood reading of the standard patterned after the group's "Peg o' My Heart" slicing should prove a money-making effort, especially on the home.		85-85-84-86				
TENNESSEE ERNIE-JOE "FINGERS" CARR Tender Made Woman CAPITOL 1354—Ernie, amusingly reverts to old strongly by Ernie with a lively barroom group backing served up by Fingers (Lou Busch) Carr. A solid nickel-grabber in both country and pop locations.		82-82-80-84				
Stack-O-Lee An ancient New Orleans bred barroom ditty is delivered in the zippy, swingy style. Carr sets down a spicy vocal backing for Ernie's hearty go. Could be a big winner both in country and pop locations. Ditty already has scored in the r. and b. field.		87-88-85-87				
THE FONTANE SISTERS-MUGO WINTERHALTER ORK Bouncy, Bouncy Bally VICTOR 20-4000—A gay kiddie popcorn single serves to make a cute and infectious solo. Fontanes pattern a fine performance with a skillful Winterhalter assist.		77-80-77-74				
What Did I Do? Girls offer a glowing warble of a pretty new ballad. Ork's this in to round out a neat etching. Rich mood could attract sizable attention.		80-83-79-78				
MARY MAYO (Al Ham Ork) Bring Back the Thrill CAPITOL 1350—The excellent newcomer thrush treats this melodic new Italian ballad adaptation with glowing warmth; but she underplays as does the lacy arcing.		73-77-73-70				
A Penny a Kiss, a Penny a Hug With a group assist, Mary acts another fine performance on a fetching new plug bouncer.		77-80-75-77				
RALPH FLANAGAN ORK (Harry Prime) I Remember the Cornfield VICTOR 20-4008—Prime contributes a sterling vocal chorus to this otherwise cut-and-dried neo-Miller dance rendition of a pretty English ballad import. Flanagan's glowing legato should be pleased.		79-80-77-79				
Beautiful Flanagan's new vocal group, the Singing Minors, debut on wax with impressive results on a modern love effort to meet a catchy waltz.		71-72-70-72				
MARTHA TILTON (George Cates Ork) Say It With Your Kisses CORAL 60356—The lilting miss is in top form for this warble of a pretty ballad. Should attract spinner attention and make some action as a consequence.		77-80-75-75				
A Little Rag O'ell An altogether delightful reading of a polished and attractive Walter Whyte-Kim Gerson love could push up with sizable exploitation.		83-84-82-82				
CLIFF STEWARD-THE SAN FRANCISCO BOYS Lovey Come Back CORAL 60358—Lively gangling, barroom boys etching of a bright ditty should ring up plenty of juke plays particularly with the tavern crowds.		80-80-77-83				
I'm Always Falling in Love Not quite as peppy or infectious in this flip side, also a gangling but tune and execution lacks all-out zest.		70-69-68-72				
BING CROSBY-KEN DARBY SINGERS A Perfect Day DECCA 27487—Der Bingle's at his warmest for this mellow mood slicing of the Carrie Jacobs Bond classic.		80-82-80-77				
May the Good Lord Bless and Keep You Crosby delivers one of his finest chants of recent times on this glowing Meredith Willson theme. Should be a big current and standard item for the crooner.		91-93-90-90				
JERRY GRAY ORK (Tommy Traynor) Music by the Angels DECCA 27487—Sometimes the song doesn't fit the band and the result is a disappointing effort from this line crew.		65-65-65-65				
Dear! Dear! Dear! Catchy but lightweight rhythm ditty is treated in lively style by the hard white Tony Gray chimes an unimpressive chorus.		68-70-65-68				
DEAN MARTIN (Lou Busch Ork) I Love the Way You Say Goodnight CAPITOL 1342—Martin impresses with an every class of a feathery and infectious bounce from a coming title, "Marilyn of Broadway." Ear catching arrangement and strong second chorus could make this a strong contender.		88-89-87-88				
If Martin turns an unimpressive crown of this glowing new ballad. Could catch a big share because of the timely release, the some competing versions are heads-and-shoulders in quality.		82-83-82-81				
OICK HAYMES (Victor Young Ork) I Don't Want To Love You DECCA 27492—Haymes is in rare form for a very pleasant romantic ballad. Young's arcing embellishes handsomely.		83-83-83-83				
The Night Is Young and You're So Beautiful Again the warbler sings in great form on the lovely revival tune. May's hard to beat when he sings his best, and Young puts down a delightful arrangement for him.		86-86-86-86				
TOMMY EDWARDS (LaRoy Holmes Ork) Once There Lived a Fool MGM 10884—Edwards does for MGM with a Rat Cole-tinged treatment of the line r. & b. ballad. Mood arcing helps.		77-80-75-76				
A Friend of Johnny's Warbler ingratiates with sympathetic rendition of this interesting and touching ballad with a John Alden type message.		74-75-73-73				
FRANK PETTY TRIO Pennies From Heaven MGM 10880—The group does one of their honky-tonk juke box specials, here with Petty doing the lyrics.		75-75-72-72				
Coquette The crooner gets a thumping instrumental rundown. Mike Di Napoli, the pianist in the group, does a good Klondike turn.		72-71-71				
ART LUND (Van Alexander Ork) Velvet Lips MGM 10878—A delightful new novelty tune gets an easy go in the familiar Lund rhythm style. Dish faces strong competition from the Lombardi version, but may get response from the more swing-and-rhythm inclined.		83-83-83-83				
Nuthin' Like You Forced novelty ditty doesn't register despite a good effort by Lund and some shearing touches in the arcing.		63-64-63-62				

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RISTAUCRAT, Inc.

1216 E. Wisconsin Ave. Appleton, Wis.

LABEL AND NO. ARTIST	COMMENT TUNES	DATE
MACKLIN MARROW-THE MGM ORK (Lawrence Brooks) The Sea of the Moon MGM 30312—Brooks charts the ballad from the "Pagan Lamer Song" film in a speed rock style, backed by sax-voiced saloon-ish strings. Stylized, forward, precise and in no wise exciting.		62--68--60--57
Tambara The gypsy-ish adaptation gets a so-so air-chorus production.		62--66--60--60
PAUL SEERS-JOHNNY HAYMER (LaRoy Holmes Ork) You're Never Dressed Up MGM 10888—MGM duo give a Van and Schenck go to a pollyanna novelty. Doubtful vaudeville, what was stuff.		47--49--47--45
Get Out Those Old Records Weak coverage of the novelty.		52--54--52--50
TERRY SHAND Sea Rovers' Cowboy KING 35091—Innocuous little cowboy ditty with a ball-water twist gets a brisk folk-styled go. Shand charts with appeal.		63--64--63--62
Walking on the Green Grass Charming little folk ballad with "repeating lines and taps gets a light, gets go from Shand, with band charting union response.		74--74--74--74
BERNIE MANN A Toast to Happiness TOWER 1495—Unmistakable air-chorus production on a rig-sporting anglicized "Bazzyzy." Effective in a bombastic way, strong rock appeal. Spinners might put this one bare.		84--87--83--83
When You're Smiling Charming Higher Muggins makes like Perry Come to a pleasant, all-out production treatment of the standard.		78--82--76--76
FRANK FALLON ORK Irish Clock Makers CELTIC CL-1039—Fallon is no great shakes a singer, but he gets this swailing little Gaelic novelty across. Might get some play in Irish clubs.		60--63--60--67
Let Him Go, Let Him Tarry (Timmy Muggins) No tempo novelty is weakly recorded.		40--35--40--45
MITCH MILLER ORK The Winter Walks COLUMBIA 39111—Adaptation from "The Skaters' Waltz" gets a happy whirling blues rendition from Miller and chorus.		71--72--74--68
Keep Me in Mind (Burt Taylor) New love ballad of substance is smoothly charted by Taylor and male chorus, with a fitting background supplied by the Miller ork.		80--82--80--78
RAY ANTHONY Be My Love CAPITOL 1358—A tasteful diskling of the folk ballad with the ork and Ronnie Deauville handling the material in a facile manner.		77--77--77--77
I Wonder What's Become of Sally Relaxed instrumental reading of the oldie results in a first rate disk in the vein of "Get My Love to Keep Me Warm." Should draw plenty of dealer orders.		84--86--82--84
JAN CARBER Castles in the Sand CAPITOL 1351—Typical Carber rendition of a ballad with reminiscent phrases.		69--69--69--69
If Dance band version of the new concert-type ballad is handled in the usual Carber manner.		75--75--75--75
MEL BLANC Yacowine Sam CAPITOL 1340—The attraction of the cartoon flick character, enhanced greatly by Blanc's amazing vocal pyrotechnics, could attract coin primarily in the hot market. The top spinners could expand its saleable boundaries.		80--84--80--77
I Taut I Taw a Paddy Tat Blanc's use of various folk character voices should intrigue the kids of all ages on this number and English novelty client.		89--90--88--90

SPIRITUAL

THE PILGRIM TRAVELERS Welcome Home SPECIALTY SP 393—Effective hunk of gospel with from a male group with lead singer carrying the burden on a slow chart.		73--73--73--NS
I'll Be the One Lead singer sings with profound feeling ably assisted by group.		75--75--75--NS
THE PILGRIM TRAVELERS Let Him Be Your Friend SPECIALTY SP 394—Male spiritual offering sparked by inspired shouting from lead voice.		80--81--79--NS
Jesus Gave Me Water Group sings well again but material is less effective.		72--72--72--NS
L. AND N. GOSPEL SINGERS Get Away, Jordan FEDERAL 13003—Ordinary male group charts slow gospel shout with hand clapping accompaniment.		70--70--70--NS
Jesus Knows About My Trouble Another hard clapping offering with lead lead singing with much feeling.		74--74--74--NS
MYRTLE JACKSON Jesus CORAL—63042—Gal possesses a pair of pipes that cover the whole range from contraltos to contraltos soprano. Organ backing sets the right mood.		70--70--70--NS
Keep Me Every Day More vocal pyrotechnics by the sacred chanter. This time on the standard spiritual.		70--70--70--NS

SACRED

MAC O'DELL The Sign on the Highway MERCURY 6248—Back country moralizer in 3/4 time tells of the gruesome penalty paid for mixing alcohol and gasoline.		66--66--69--63
From the Mangar to the Cross O'Dell and country through on a heartily hunk of backwoods paralyzing.		63--63--66--60
THE CHURCH CHOIR I Walked Into the Garden BILLYONE 1954—Lester David Segmiller, the choir of the Park Avenue Christian Church and organ do a tender and legit rendition of a liberty hymn. Fine church recording.		63--61--65--NS
Just for Today Another emotional side in the same high-toned manner.		58--56--60--NS
DAVID SEEGMILLER (Charles Hooper) The Prayer Perfect BILLYONE 1955—Segmiller contributes handsomely with organ accompaniment. Hymn is charming.		62--60--64--NS
We Thank You Lord Tone's a patriotic-religious warbler gets plenty of moose into it.		62--60--64--NS

LATIN AMERICAN

FRANCISCO CANARO Inspiration ECCA 21324—South American ork featuring strings and accordion now thro' an Argentine tango in fine dance tempo but with only slight tango appeal.		66--67--67--65
Adios Pampa Mia More of the same.		66--67--67--65

Defines Types Covered, Outlines Procedure Sellers Must Follow

Continued from page 72

tract of Columbia, or a Territory or possession of the United States for delivery to a place in a State which has enacted a law exempting such State, or any subdivision thereof, from the provisions of this section.

Nothing in this Act shall be construed to interfere with or reduce the authority, or the existing interpretations of the authority, of the Federal Trade Commission under the Federal Trade Commission Act, as amended (15 U. S. C. 41-58).

Firms Must Register Section 3. Upon first engaging in business, and thereafter on or before the 1st day of July of each year, every manufacturer of and dealer in gambling devices in the United States shall register with the Attorney General his name or trade name, the address of his principal place of business, and the address of his place of business in such district.

On or before the 1st day of each month every manufacturer of and dealer in gambling devices shall file with the Attorney General an inventory and record of all sales and deliveries of gambling devices as of the close of the preceding calendar month for the place or places of business in the district.

What Records Must Show The monthly record of sales and deliveries of such gambling devices shall show the mark and number identifying each article together with the name and address of the buyer or consignee.

FOLK TALENT AND TUNES

Continued from page 30

at the station, is returning after serving an army hitch. . . . Don Owens, WGA, Silver Springs, Md., reports a rumor that Pats Cassell will leave WARK, Arlington, Va., for a berth at WWA, Wheeling, W. Va. . . . M. D. Dweiby, KSUE, Susanville, Calif., is now handling a one-hour set of new disk reviewing. He finds the new feature brings lotsa mail.

ARTISTS' ACTIVITIES

Smiley Burnette and Gene Autry, who split as a firm combination several years ago, pair up again January 13 for a five-week one-nighter junket, starting in Topeka, Kan. Route will carry them thru 12 Midwestern and Southern States. . . . Ernie Monn and the Blue Sky Ramblers, heard over WARK, Hagerstown, Md., have started their own diskery, Blue Sky Records. Personnel includes Pop Snyder and Bob Souders, fiddles; Ernie Monn, mandolin; Monn Sisters, vocal and guitar; Ray Snyder, banjo; Cecil Snyder, guitar and vocals, and Dan Ebersole, emcee. They start their third year on WARK in February. . . . Reggie Ward, formerly at KWKH, Montgomery, La., has moved to KVMA, Magnolia, Ark., where he is doing three hours of h. b. record spinning daily. He switched stations when Richard Tuck, former KWKH spinner, went to KVMA as station manager.

Mel Foree, the Acuff-Rose plugger, reports that Jimmy Murray, WNOX, Knoxville, has inked with Victor. Steve Sholes will cut him late in January. . . . Gene McGhee, d. j. at WROL, Knoxville, has inked with MGM diskery. . . . Donn Reynolds, Australian yodeller, is currently at the Hastings Theater, Vancouver, B. C., for a two-week stand. He'll go to the Coast from there. . . . Sherry Warren is going TV five days per week on an unidentified Gotham outlet soon, in a show which will feature Don Larkin, d. j.; Texas Jim Robertson, and others. Warren's group has its second release out on London. His brother, Smokey, is personal manager of Slim LeRoy, TV act. . . . Lucky Boogs and his band grabbed off a TV show over WSAZ-TV, Huntington, W. Va.

thereof and the name and address of the carrier. Duplicate bills or invoices, if complete in the foregoing respects, may be used in filing the record of sales and deliveries.

For the purpose of this Act, every manufacturer or dealer shall mark and number each gambling device so that it is individually identifiable. In case of sale, delivery, or shipment of gambling devices in unassembled form, the manufacturer or dealer shall separately mark and number the components of each gambling device with a common mark and number as if it were an assembled gambling device.

It shall be unlawful for any manufacturer or dealer to sell, deliver, or ship any gambling device which is not marked and numbered for identification as herein provided; and it shall be unlawful for any manufacturer or dealer to manufacture, recondition, repair, sell, deliver, or ship any gambling device without having registered as required by this section, or without filing monthly the required inventories and records of sales and deliveries.

Labels on Shipments Section 4. All gambling devices, and all packages containing any such, when shipped or transported shall be plainly and clearly labeled or marked so that the name and address of the shipper and of the consignee, and the nature of the article or the contents of the package may be readily ascertained on an inspection of the outside of the article or package.

Section 5. It shall be unlawful to manufacture, recondition, repair, sell, transport, possess, or use any gambling device in the District of Columbia, the Territories and possessions of the United States, on any lands reserved or acquired for the use of the United States and under the exclusive or concurrent jurisdiction thereof or within Indian country as defined in 18 United States Code 1151.

Penalties for Violators Section 6. Whoever violates any of the provisions of this Act shall be fined not more than \$5,000 or

impersonated not more than two years, or both.

Section 7. Any gambling device transported, delivered, shipped, manufactured, reconditioned, repaired, sold, dispose of, received, possessed, or used in violation of the provisions of this Act shall be seized and forfeited to the United States.

All provisions of law relating to the seizure, summary and judicial forfeiture, and condemnation of vessels, vehicles, merchandise, and baggage for violation of the customs laws; the disposition of such vessels, vehicles, merchandise and baggage or the proceeds from the sale thereof; the remission or mitigation of such forfeitures; and the compromise of claims and the award of compensation to informers in respect of such forfeitures shall apply to seizures and forfeitures incurred, or alleged, to have been incurred, under the provisions of this Act, insofar as applicable and not inconsistent with the provisions hereof. Provided, that such duties as are imposed upon the collector of customs or any other person with respect to the seizure and forfeiture of vessels, vehicles, merchandise, and baggage under the customs laws shall be performed with respect to seizures and forfeitures of gambling devices under this Act by such officers, agents, or other persons as may be authorized or designated for that purpose by the Attorney General.

Section 8. If any provision of this Act or the application thereof to any person or circumstance is held invalid, such invalidity shall not affect other provisions or applications of the Act which can be given effect without the invalid provision or application, and to this end the provisions of this Act are declared to be severable.

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SEE OUR COIN MACHINE AD ON PAGE 83

PROOF!

More people now read The Billboard than ever before in its 56-year history!!!

See Pages 48 and 49

Shuffleboard Singles Meet Set Jan. 28

KENOSHA, Wis., Jan. 6. — The Wisconsin-Illinois men's shuffleboard tournament will be held at the Embassy Club, 1748 Sheridan Road, Kenosha, January 28 and February 4 (successive Sundays). Chuck Huck, tournament manager, announced this week.

Four prizes will be awarded. First prize, Huck said, has been guaranteed at \$150 minimum plus a large trophy. The meet will be held under American shuffleboard leagues, Inc. (ASLI) rules, and matches will be held on a best two-out-of-three-game basis. Entry blanks can be had by writing to Huck at the Embassy Club, last year's Wisconsin State team champions and sponsors of the forthcoming tourney.

Runzel
PUSHBACK WIRE
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COLOR COMBINATIONS

This wide variety of color combinations meets any requirement of wiring harnesses known to the coin and vending machine industry. Current production costs... simplifies wiring diagrams... facilitates field repairs... increases positive accuracy... saves time.

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Country & Western (Folk) Record Reviews

... based on reports received January 3, 4 and 5

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

ARTIST LABEL AND NO.	TUNES COMMENT	NEW	REISSUE	REVIEWED	RECORDED
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Continued from page 39

COUNTRY & WESTERN

TEX WILLIAMS
Don't Make Love to Mary (With Mabel on Your Mind) 81--83--80--80
COLUMBIA 4149—The current top with his customary sock performance on one of his typical comic sermons in rhythm. Effective backing from a smooth fiddle section, trumpet and rhythm.

Cheaters Never Prosper 75--77--74--74
Another humorous moralizer, with male group joining Tex on refrain.

ROY ROGERS
Ride Son, Ride 77--77--80--75
VICTOR 45148-0418—Fiddler star sings warmly to a lot who wants to be a cowboy. A slow ballad with both Western and pop appeal.

The Story of Buckle in 'Dan 75--75--78--73
Tale of a boy and his ever-faithful horse makes good pop material and has adult appeal.

JOHNNIE AND JACK
A Smile on My Lips 72--72--72--72
VICTOR 45148-0415—Country throbber replete with relative chorus and back-up fiddle.

I Can't Tell My Heart That 78--78--78--78
Effective back-up chanting on a good throbber.

RED FOLEY-ANITA KERR SINGERS
Music by the Angels 83--83--83--83
DECCA 4428—Highly effective Foley and Kerr Singers chanting on the pop ballad. Aside from Fole's big following in his own field, this has plenty of pop potential.

Someone Else Not Me 78--77--78--78
(Red Foley-Sunshine Tune)
Foley and Kerr gallop from a pop-flavored throbber that's adequate country material.

RED FOLEY
Smoke on the Water No. 2 82--83--80--83
DECCA 4428—Follow-up to Fole's hit flag-waver is a timely d.w.ing. Red sings out on the rhythm seat.

Hot Rod Race 86--88--84--86
Powerful Decca coverage on the country novelty. Fole's following alone makes this a top contender for coin. Fine beat backing and Fole's shouting give this pop appeal.

ARTHUR "GUITAR BOOGIE" SMITH & CRACKER JACKS
Hot Rod Race 73--73--73--73
MGM 4028—May covetous dialing of the c & w ditty that's been creating a stir.

Rhumba Boogie 71--71--71--71
Impressive guitar plucking on boogie and rhumba instrumental is a traser line in Sammie's string of similar wavers.

GENE McGHEE
There Goes the Bride 67--66--66--69
MGM 10878—New c & w warbler makes his bow chanting a routine throbber.

Me, Too 75--77--72--75
Good bulk of material serves to introduce the warm-waxed McGhee. This one's a medium tempo light ballad. Somewhat novel idea could attract attention.

"LITTLE" JIMMY DICKENS
I'm Little But I'm Loud 83--83--83--83
COLUMBIA 42748—The "Country Boy" punches thru with a stony novelty that has the same long down-home flavor as his "Country Boy" ditty.

The Bible on the Table (And the Flag Upon the Wall) 74--75--74--73
The country flag waver gets on earnest go.

EDDIE DEAN
My Life With You 73--72--72--75
CAPITOL 3342—Sentimental love ballad in walk tempo is sung in a tranquil mood by Dean.

Will They Open That Door 73--72--72--75
Dean's boy voice handles an ode to the hereafter with proper restraint.

DELMORE BROTHERS
Please Be My Sunshine 72--72--71--74
KING 927—Country ditty sings the love ballad with much conviction.

I Let the Freight Train Carry Me On 79--79--77--80
Folk-country bits sparkled by a boogie-woogie beat adds up to a strong waver.

HANK PENNY
The Solitary Blues 78--80--77--78
KING 924—Penny chants a slow blues convincingly with a neat assist from a male group.

Tell Me All About Georgia 66--66--64--68
Generalized ones with a pop flavor should ring up cash in Georgia.

WAYNE RANEY
The Family Tree Must Fall on Me 62--62--61--64
KING 925—Raneys flavored waver of a lightweight novelty based on an just man's plaint.

My Annabelle Lee 72--72--71--74
Raney gets off a heartful job on a country throbber.

HIAWATHA RAMBLERS (Jeanneane Nason)
No One To Cry To 58--58--58--58
RCA 45148—Nason gallops the country feeling, the oak and maple groove over the Ray Williams ballad a nice try.

I Love a Steel Guitar 60--60--60--60
Guitar goes up to a lightweight novelty.

FORREST DELK (His Gully Jumpers)
Under the Double Eagle 45--45--45--45
OLD TIMER 8028—Delk's interested for country dancing, with whimsical instructions accompanying. This star's her grand march, riddles, ballads, etc., in the old style.

Mormon Schottische 45--45--45--45
Instructions for the Vanzolina go with this side. Well-played country dance item with a beat. Sales appeal of both sides necessarily quite limited.

CLAY RAMSEY (The Old-Timers)
Tennessee Wagoner 45--45--45--45
OLD TIMER 8033—Levelly square dance piece without calls.

Buffalo Gals 45--45--45--45
More of the same.

JIMMIE OSBORNE
No Longer an Orphan 66--66--68--64
KING 926—Osborne gets heart into a rather routine teenager about an orphan who is adopted by two parents. Day for the musicless market.

The Door to My Heart Is Wide Open 62--62--62--62
Warbler displays a warm, candid style again. This teacher is not especially strong material, tho.

RED PERKINS
A Long Necked Bottle 75--74--74--76
KING 920—Lively story on song—a funny tells how he got that way and how to fix it. Perkins tells it with vigor and credibility.

I'm Gonna Rush Right Down to Macon 73--73--73--73
This ditty has a clever, earnest and reliable lyric about the Georgia pine territory. Should get local play at least. Perkins handles it very well.

Set Output For Exhibit For Exhibit Big Broncho

Dale Six Shooter List Price Hiked \$30, Now \$379.50

CHICAGO, Jan. 6.—The Exhibit Supply Company will begin production on Big Broncho next week, according to Sales Manager Frank Menard. The firm also raised its price on the Dale Six Shooter \$30, making the new list price \$379.50.

Big Broncho is a mechanical horse, about four feet high. On location it occupies 2 by 5 feet of floor space. It is equipped with a dime drop chute and is strong enough to handle adults as well as children. Patrons ride the horse for approximately one and a half minutes. Speed with which the horse vibrates can be controlled by how hard the rider pulls on the reins.

Exhibit Supply officials stated that the price rise on the Dale Six Shooter was necessitated by recent increases of supplies used in its production.

Puck Demand Perks Up in Buying Scare

BELLEVILLE, N. J., Jan. 6.—Fearing eventual shortages, distributors of shuffle pucks have more than doubled their normal orders during the past month, according to Carmine DeCepoli, president of Sun-Glo Shuffleboard Supplies, Inc.

Altho the firm has been able to ease far to meet production with demand, stepped up requests for weights may force it to set up an allocations system to keep established distributors supplied, DeCepoli declared.

In its effort to catch up with the demand, Sun-Glo has suspended production on two of its slower moving puck models during this month in February, and will concentrate all facilities on four standard types.

L. A. Distribs Build Parking Facilities

LOS ANGELES, Jan. 6.—With the new traffic regulation on West Pico prohibiting parking after 4 p.m., coin machine jobbers along coin row are readying their own parking lots.

Badger Sales Company, to meet the problem, has paved an area in the rear of its building. Phil Robinson, Western representative of Chicago Coin, has cleared away a section behind his headquarters. Automatic Games, headed by Dannie Jackson and Sam Donin, has always utilized the space between their storerooms and sidewalk to accommodate customers' cars.

United Intros New 2-Player 10-Ball Game

CHICAGO, Jan. 6.—United Manufacturing this week began quantity shipments on its new two-player, 10-ball game, Team Hockey. Available in either 5 or 10-cent play, Team Hockey is equipped with a slide-out mechanism, and is completely mechanical with the exception of the play field illumination. Unit measures approximately 4 by 2 feet.

Each player controls three figures located on the play field. The object of Team Hockey is to score goals against the opposing player and his team.

New Detroit Shuffle Firm Now Underway

DETROIT, Jan. 6.—A distributor's salesroom is being opened here by the newly formed Detroit Shuffleboard Supplies Sales & Service at 4808 Joy Road. Partners in the firm are James Curtis, formerly local sales manager for American Shuffleboards, and Nate Comisar, a newcomer in the field. Curtis will manage the firm.

Detroit Shuffleboard will be distributor in this area for American shuffleboards and will handle a complete line of supplies and provide service for operators. Initial deliveries to stock the new salesroom were delayed by the freight tie-ups before the holidays, but the company is now starting full scale operation.

Coin Exporter

machine are expected next week.

Noting that exports to European countries were increasing markedly, he stated the company also is directing its efforts to boost domestic business. Greater sales volume in this country was viewed as a hedge against the future in the event deterioration of the international situation dams up the flow of coin equipment overseas. The company is said to do about 99 per cent of its business in export sales at the present time.

Groenloman remarked that the spread of 45 jukes in Europe has been hampered by the lack of seven-inch record facilities there (International also handles the Benelux countries). Altho he has been forced to export 45s, he has done so only to facilitate the sale of 45 jukes until such time as established European imports can meet it to take on the newer records. He reported that European holders of American diskery franchises have objected to his traffic in 45s and discussions are under way to smooth over the conflict of interests. This may be resolved by giving the franchise holders a small royalty on all 45s International distributes, Groenloman indicated.

ARTIST LABEL AND NO.	TUNES COMMENT	NEW	REISSUE	REVIEWED	RECORDED
JACK RIVERS Bugle Call Baby 81--82--80--80 CORAL 34072—Prithory treatment of an army theme is set to a standard bugle call. It's catchy and awarded its own single. True, Cindy Lee—It's Making Out My Attention to You! Has potential.					
Haunted House Boogie 75--78--73--75 Cameo boogie love is really sold by Rivers with a brisk assist in back seat solo by a standard string band. Solitaires should like this for novelty values.					
TOMMY SOSEBEE You Can't Erase My Memory 69--70--67--69 CORAL 44071—Sosebee wails a fairly routine love waver in attractive fashion with steady beat and from a string unit.					
I'm So Lonesome 74--75--73--73 Another happy job by Sosebee as another love waver, this one with a bit more merit than that on the flip side.					
OLE RASMUSSEN Which A-Way Will You Go 75--77--75--72 CAPITOL 1355—Beer-barbecues treatment of a ditty which is more spiritual than sacred in its religious pattern. Infectious chorus and spirited performance sells strong.					
Strengthen Out Your Troubles 71--73--70--71 Another happy record because item is done up suitably by the Rasmussen group.					
UNCLE HARVE'S RACTIME WRANGLERS (Harold Donelson) Maybe, Baby 37--38--35--38 RELIARD 1013—Downright like love ditty is handled in unimpaired fashion by this group. Values will be limited to territorial attraction of record.					
North Carolina Waltz 40--40--40--40 Some country folk in the N. C. locale may find some merit in this waltz for their state. Generally it's a tired waltz on the "Tennessee Water" and it's delivered without sparkle.					

Miami:

Balmy weather here is resulting in a flood-tide of tourists prominent in the coin machine field.

Milton Green, of New York, is staying at the Cadillac Hotel and working in his office.

Barney Sugarman, of Runyon Sales Company, New York, stopping at the St. Moritz Hotel.

Sol Tabb, Hy-Sol Music Company of Brooklyn, rented a house on Everglades Concourse.

Music operators are looking forward to Williams' Music Mite entering into the juke box field.

"Tennessee Waltz," with Patti Page doing the vocals, is the hottest disk to hit here in years.

Temple Beth Shalom at Miami Beach was the scene recently of the Bar Mitzvah of Barry Tarzan.

Local distributors say that the export business to Latin America continues to boom.

A big delegation from all over the country will descend upon Miami Beach for the National Coin Machine Distributors' Association's annual convention at the Martinique Hotel January 15-17.

Florida Drinks Vending Company, handling cup drinks exclusively, has been acquired by Abe Yankele.

Table with 2 columns: Item Name and Price. Includes S-BALLS, SHUFFLE ALLEYS, and GENERAL DIST. CO.

SALESMEN EARN \$1,000.00 UP WEEKLY National Sales Organization has openings for top-notch men experienced in selling through Business Opportunity Ads.

Coinmen You Know

gone, of All-Coin, and wife are back home after a holiday trip to New York.

Coinmen visiting from New York and several operators who once plied their trade in the Big Town but are now residents of Miami, got together and pitched a New Year's Eve party at the Sea Gull Hotel at the Beach.

Other coinmen ushered in the New Year at a party, tossed by cigarette vendors in Harvie's Restaurant, 1751 Biscayne Boulevard.

Twin Cities:

Word from Labeau Novelty Sales Company where Archie Labeau heads up the force, is that equipment has been moving at a good pace in recent weeks.

Hy Greenstein, who retired from the coin machine business, has left for a short motor trip to California.

Herold Lieberman, head of Lieberman Music Company, reports that Chicago Coin's Band Box and Wuritzer's 1250 phonos are getting heavy play from operators.

Jobbers in this area say that the unsettled condition of world affairs has caused operators to start buying up merchandise as fast as they can, despite increasing prices.

The 57th session of the Minnesota Legislature opened January 2 and coinmen were keeping a watchful eye out "just in case" any effort is made to further hobble the industry.

Matt Engel, at Mayflower Distributing Company, reports that business at that establishment has been moving ahead well, with operators buying up merchandise at a pace much faster than normal for this time of year.

Recent visitors to this market were John Howe, Foley, Minn.; T. J. Fischer, Waconia, Minn.; and Frank Mager, Grand Rapids, Minn., who was buying one-ball units.

Hartford, Conn.:

"Lee and I have been talking about this trip for months now," says Ralph Colucci, of Seaboard Distributors, "but don't be surprised if we suddenly just leave town and head for California after all!"

A new profit-sharing plan has been inaugurated at M. H. Rhodes, Inc., Hartford, manufacturers of parking meters.

Joe Nacisio, of Waterbury Amusement Machine Company, Waterbury, Conn., is marking his 22d year in the coin machine industry.

A bowling alley, a sewing machine and new lights in the boys' shop have been added to the equipment at the Connecticut Institute for the Blind thru the Hartford Lions Club gumball project.

Hartford police have reported no progress in the search for a 200-pound safe containing \$1,300 and a diamond-studded pin, valued at \$250, reported stolen from Hilltop Grill.

Employees of Stern & Company, Columbia Records distributors, received their profit-sharing bonus checks at the company's annual year-end party at Tumblebrook Country Club, Bloomfield, Conn.

Walter H. Wheeler Jr., president of Pitney-Bowes, Inc., Stamford, Conn., manufacturer of postage stamp vending machines, has been elected a director of the General Time Corporation.

New York:

Lou Brown, president of Covideo, Inc., has returned from Cincinnati where he had a series of confabs with Lindell Edwards, a distributor for the coin TV manufacturer with headquarters in Farmington, Mo.

Vital Statistics Deaths

William H. Paradise, 52, December 21 in Spokane, Ws. was owner of the Crest Novelty Company, Spokane, and for many years had been a leading figure in the city's music and pinball machine fields.

Anthony J. Roehl, 61, died of a heart attack December 7. Part owner of Playland Arcade in downtown Milwaukee.

Births

A daughter to Mr. and Mrs. Charles Streicker in Cincinnati December 20. Father is associated with Diamond Vending Company there.

new sales promotion plan was discussed.

Mr. and Mrs. Mike Munves have returned from a 10-day vacation cruise to Bermuda. They proved to be good sailors.

Meyer Starr, Midwest rep for Eastern Electric, was here last week for confabs with Ken Jensen, newly named sales manager, and George Young, assistant sales chief.

Sam Kresberg, vice-president of Automatic Products, left Tuesday (9) for a month's stay in Florida.

United 4 PLAYER SHUFFLE ALLEY, United 3 REE ALLEY, Universal HIGH SCORE BOWLER.

NEW SHUFFLE GAMES, BASKET BALL CHAMP, IRISH POKER, TELEQUIZ.

NEW SHUFFLE GAMES, United 4 PLAYER SHUFFLE ALLEY, Universal HIGH SCORE BOWLER.

FIRST DISTRIBUTORS, 1746 W. North Avenue, Chicago 22, Illinois, Dickens 2-0500

Chicago:

Len Micon, World Wide Distributors, put in another rugged week handling trade. Al Stern was still in the hospital for a check-up.

Dud Ruttenberg, CMI legal counsel, and his bride are honeymooning in Nassau. They were married December 30.

Guaranteed equipment from FIRST will light the Way to Better Locations and Bigger Collections.

MUSIC, AMI Model 'C', Like New, Only 1c Available. NEW, Bvans CONSTELLATION, 48 ST.

FIRST-Class Reconditioned and Guaranteed SHUFFLE GAMES, Keeney DOUBLE BOWLER, Universal SUPER BOWLER.

PREMIUMS! FIRST in Quality, FIRST in Quantity, FIRST in VALUE, BE FIRST WITH FIRST.

New FIVE BALLS SHUFFLE, Genco TRISCOR, Genco KNOCK OUT, SHUFFLE GAMES.

HERCULOCKS...ops in LOCKS! Coin machine operators favor Herculocks because of these outstanding features: CONSTRUCTION, EXTRA PROTECTION.

WANTED, Wurl. 1100, AMI "C," Seeburg 147, 148 and 100, All types Midways, and Wall Boxes. ST. THOMAS COIN SALES, LIMITED

WORLD WIDE Your Exclusive Distributor for ROCK-OLA, EXHIBIT, WILLIAMS, KEENEY

Williams DOUBLE HEADER Here's the same that's really different! Fast, exciting 2-player game with BIG PROFITS.	Keeney LEAGUE BOWLER 1, 2, 3 or 4 players. Fastest rebound ever made. All speed record. Terrific PROFITS. Available in 6 or 9 ft. lengths.	Exhibit SIX SHOOTER Here's a WESTERN game with player appeal. Fast! Money maker for all locations. Moving targets add color.
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FLY-A-WAY PIN CONVERSION For Chicago Coin bowling Alley Improve your game with a Proven Conversion & Spring and Spare indicator. Give the Williams party. \$59.50 Write for Quantity Price	New REBOUND SHUFFLE GAMES Williams DOUBLE HEADER Keeney 4 PLAYER LEAGUE BOWLER United SHUFFLE ALLEY United DELUXE BOWLER United 3 PLAYER SHUFFLE ALLEY United HIGH SCORE BOWLER Bally WOOD BOWLER United DOUBLE SHUFFLE ALLEY EXPRESS
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The Only Selective Phonograph Playing Ten 7-Inch 45 R.P.M. Records.
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ROCK-OLA '50-51
ROCKET PHONOGRAPH
The latest HIT of World Wide, New Rock-Ola means 42 or 78 R.P.M. records. Be sure to see this new sensational phonograph at our show rooms. Years ahead of its time in tone quality, appearance and appeal.

WANT TO BUY FOR CASH
Bally CHAMPION
Bally CITATION
Bally GOLD CUP
Bally JOCKEY SPECIAL
Universal PHOTO FINISH

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Keeney DOUBLE BOWLER \$200	Chl. Coin BOWLING ALLEY \$95
Universal TWIN TWIN BOWLER 175	Williams SINGLE BOWLER 50
Bally SPEED BOWLER 150	Keeney PIN BOY 50
Universal TWIN WITH FLYWAY PIN 150	United SHUFFLE ALLEY 40
Universal TWIN BOWLER 115	Rock-Ola SHUFFLE LANE 40
United SHUFFLE ALLEY EXPRESS 115	Geno BOWLING LEAGUE 40
Williams DELUXE BOWLER 100	Geno GLIDER 35
Genie's BOWLETTE 95	

NEW ONE BALL GAMES
Bally TUB KING (new) WHITE
Universal WINNER (new) WHITE

NEW 5 BALL GAMES
Williams KIPPY
Exhibit OASIS
Williams BAG POP
Williams WINKY
United RED SHOES



A-1 USED ALLEY GAMES
UNITED SHUFFLE ALLEY \$99.50
with disappearing pin conversion

WILLIAMS TWIN SHUFFLE \$49.50 WILLIAMS DELUXE BOWLER \$99.50

BALLY SHUFFLE BOWLER \$69.50

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Model "A" WALL BOXES—Floor Sample Entertainer, \$450.00. New Entertainer, \$500.00. Model "A" 5' 10" Wall Boxes, new, \$27.50 ea. Lot of 10 Model 950 Whirlers, half off location, \$750.00 for lot. Atron Super Deluxe, \$175.00; Blond Bomb, \$200.00.
J. H. PERES DISTRIBUTING CO.
924 Poydras St., New Orleans, La. Me. 4644

Coinmen You Know

Continued from page 85

dend play stimulator for shuffle games is getting a steady run of inquiries.

At Empire Coin Machine Exchange, Gil Kitt and Ralph Sheffield were busy outlining an effective sales campaign. Stanley Levin is set to make a swing thru the Illinois and Iowa territory next week. Meanwhile, Howie Freer is trying to cope with the recent influx of foreign orders, many of which originated after Kitt made a quick biz trip to South America.

Herman Stamer, vice-president of Mechanical Merchants, Inc., is expected to spend the next two or three weeks at home to complete recuperation following a serious automobile accident. Stamer and a serviceman were returning to the city from a recent Indiana trip when their station wagon skidded and was hit by a truck. Both were hurled from the station wagon.

A. Garrick Alex, president of Vendall Company, reports the firm's incentive pay plan for route men, in effect since last summer, has proven of top value. Plus percentages paid to servicemen pay off in greater over-all dollar volume for the company. It has been found, Vendall's Pat Kelly is the key figure behind the incentive program and keeps records of progress meticulously.

Joe Caldero, president of Trans-World Trading, made a two-day trip out of town in the interest of his export music line.

O. D. Jennings returned Wednesday (5) from Mississippi. Harry Rosenthal, Context head, says that the New Year brought brisk business in pin and shuffle games and ray guns. A. F. Vigneux, Toronto, and L. H. Morgan, Colorado Springs, Colo., visited Exhibit Supply Company last week.

Herb Perkins, Purveyor Shuffleboard topper, was due back from a West Coast business trip late last week. At H. C. Evans, Les Rieck, manager of the music division, was making plans to launch the 45 r.p.m. adapter for Constellations. Alvin Gottlieb, of D. Gottlieb & Company, says distributors are already re-ordering on Knock-Out, firm's new five-ball featuring fighters and a referee who tells the count over fallen boxers.

Chicago Coin's Ed Lewis reports mounting interest in the music machine play stimulator Band Box with a steady run of coinmen in to witness its performance. Charlie Schuit, Coin Amusement Games, claims the premium biz remains in high gear following the impetus given pre-Christmas trade.

Nate Feinstein, Atlas Music Company, has returned from Florida. Harold Schwartz says 1951 offers a bright future for the 45 r.p.m. and that the Seeburg 78 and 45 model shipments are going out on a stepped up basis. He also noted a pick-up in the amusement game trade in the Chicago area.

Pittsburgh:
Sidmor Vending Company is the new distributor for Northwestern Corporation of Aurora, Ill. Ed Shore, of Atlas Music Company, believes a proprietor with a \$30-\$40 weekly gross can put in new equipment, increase the business on his phonograph and reduce service calls. Because the supply of 78's isn't large compared to three years ago when it was tremendous, says James Winston, Columbia's record manager here, the dealer who is a good business man will stock the best sellers in 78 in quantity and special order the balance of the shellac catalog.

City amusement tax to be paid in 1951 is expected to be \$200,000 under that for 1950, Mayor David L. Lawrence's recommended budget submitted to City Council indicates. A lax will be avoided by "refunding" bonds next year and sale of new bonds.

Joseph McGlean reports candy-cake business up as people eat more to keep warm, smoke less because they retire earlier at night. Benton & Gehring say today's best sales medium is the well-handled personal contact where you can tell a true story

on how another location is bettering business. Practical novelties (pencils) work occasionally.

S. LaScala, head of Decca's record distributorship here, says TV, a stiff competitor for attention, will not be so much of a problem in 1951. Because of Pittsburgh's heaviest snow storm on record, Jimmy Layden couldn't get out, delaying the recording of Bill Darnell's new tune, "Possibilities."

Morris Vinocour, of Monarch Music Company, says "Tennessee Waltz," after three weeks, is played at least five to one more often than other records. Tune came up faster than either "Good-night Irene" or "Sam's Song" and to match it you have to go back to Ken Griffin's "It Can't Be True, Dear," Morris says.

"My dream come true" says recording star Russ Emery, of his date, January 17, at the Paramount Theatre, New York. National home run king Ralph Kiner and his business manager, sports announcer Bob Prince, in January open the new office of Ralph Kiner Enterprises, Inc., in the Oliver Building, endorsing strictly wholesome (viz. belts, rubber balls, tumblers) merchandise.

M. J. Abelson, of American Distributors, reports Kenneth McPhail, of Ottawa province, Canada, flew down to see him about establishing a distributorship in Canada's undeveloped area after January 2 when there will be general lifting of restrictions in Canada.

Harry Rosenthal, of Banner Specialty Company, on a recent trip thru Western Pennsylvania found better business than three months ago, with Dale's Six Shooter orders numerous, and operators claiming test samples show the new game, "Trigger," one of the best built in 1949-50.

Burnside Music Company, New Castle, Pa., enthusiastically tells linerart distributors of the 10-month continuous run without replacement of Red Foley's "Tennessee Border," which the location owner didn't permit removing from the AMI machine and which didn't show much wear when finally it was replaced.

John Koneff, and his partner, Markowitz, of Latrobe, Pa., exhibit spirit with holiday spirit, dropped in on Meyer Popkins, owner, Pittsburgh Coin Machine Exchange, and Koneff showed the \$108 alligator skin (from Mexico) handbag and \$50 pair of shoes he had purchased for Christmas giving. Both were glad Popkin's new building was progressing so rapidly.

Gunnar K. Gabrielson, Seeburg's district manager, in town from Cleveland, says the Select-o-Matic 45's are being placed as fast as they come in along with the wall box.

Fred Coateen, of C. & S. Music Company, reports several normally below \$25-a-week locations have doubled their takes with "Tennessee Waltz." Patrons buy refreshment, play "Tennessee" and find they have only half-finished the dessert, so they play something else, reports Coateen.

Mrs. R. J. MacNeil feels one can sell as many 10-cent bars as 5-cent bars because people now aren't worrying about paying the extra nickel.

Cincinnati:
Milton Cole and family have returned from Denver where they visited relatives for two weeks. Cole owns and operates Ohio Specialty Company. Tom Ruwan, who is associated with Lincoln Amusement Company, has recovered from a recent heart attack and is planning a trip to Miami soon.

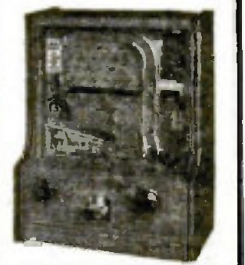
Ms. and Mrs. Charles Kanler have returned from a holiday vacation in Cleveland. Mrs. Sam E. Chester, wife of Sam Chester, who owns and operates the Diamond Vending Machine Company, returned to her home for the holidays, after spending two weeks in Holmes Hospital. Her condition is greatly improved.

Automatic Phonograph Owners' Association (APOA) held its regular monthly meeting January 9 at the Hotel Gibson at 9 p.m. Executive board met at 8 p.m.

NOW DELIVERING THE NEW 1951 MODEL

KICKER and CATCHER

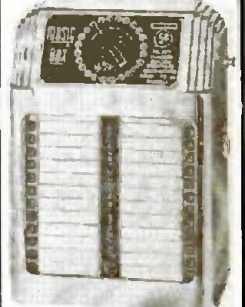
NEW FLASH — NEW BEAUTY NEW SCORING ARRANGEMENT



100 PER CENT SKILL!
TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE!
5 Balls \$37.50 F. O. B. CHICAGO
Per One Cent
5 BALLS FOR 5 CENTS, \$41.25
ORDER TODAY!
Try it for 10 days! Money back if not satisfied! You keep receipt!

BAKER NOVELTY CO.
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

BETTER BUYS BUCKLEY WALL and BAR BOXES



\$19.50
BUCKLEY MFG. CO.
4223 W. Lake Street, Chicago 24, Illinois

MERIT INDUSTRIES

Announces the Opening of New and Larger Quarters at 542 W. 63rd St., Chicago 21, Illinois

Cottled Bowler	\$5.00
Cotton Sewing Alley	110.00
Williams Twin Shuffle	65.00
Bally Hot Rods (NEW)	210.00
Universal Twin Bowler	110.00
Chicago Hecker	75.00
Dale Can	70.00
United Shuffle Skill	39.00

Latest Promotions
New Shuffle and Pin Games.
Terms: 1/3 deposit, balance C. O. D.

MERIT INDUSTRIES
542 W. 63rd St., Chicago 21, Ill.
Phone: (Englewood 4-6144)
Hours: 2-5:00

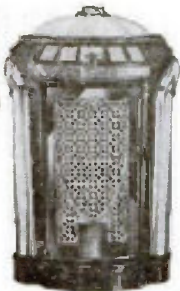
KEENEY LEAGUE BOWLER 8' & 9 1/2'
Fastest Scoring 1, 2, 3 or 4 Player Rebound Bowling Game!
New Taking Orders!
Come in and See It in Action! WE'LL ACCEPT TRADES!
WE WANT TO BUY!
Post War Music—Advise what you have and lowest price.
Expert buyers—Write for circular on used music equipment.

DAVE LOWY & CO.
Exclusive Distributors for Keeney Products in the Metropolitan Area and Mo. & Ky.
594 Tenth Ave. NEW YORK, N. Y.
Phone: CHAnce 4-5100

ORDER NOW AND SAVE LATE MODEL PHONOGRAPHS!

**COMPLETELY
RECONDITIONED**

Here's your chance to pick up exceptionally good late models at real savings, if you hurry. These quality phonos can't last long at such bargain low prices. Phone or wire your orders at once.



SEEBURG			
148-ML	\$425.00	147-S	\$279.50
148-M	399.50	146-M	279.50
146-148-M	350.00	H-147-M Hideaway	279.50
147-M	325.00	H-146-M Hideaway	250.00
H-148-M Hideaway	299.50	146-S	239.50

WURLITZER		AMI	
"1250" New	Write	Model "C"	Write
"1100"	\$395.00	Model "B"	\$475.00
"1015"	269.50	Model "A"	375.00

ROCK-OLA	
"1422"	\$169.50

WALL BOXES			
SEEBURG		AMI Post War	
3W5-L56	\$49.50	AMI Steppers	Write
W4-L56	49.50	ROCK-OLA, Post War	\$35.00
3W2-L56	29.50	WURLITZER "3030"	39.50
W1-L56	24.50	PACKARD, Post War	12.50

**SOLOTONE MASTER ENTERTAINERS
AND BOXES**
(New)
Write

WRITE FOR LIST OF PRE-WAR MUSIC EQUIPMENT

Terms: 50% Cash/Deposit, Balance C.O.D. All Items Subject to Prior Sale.

SHAFFER MUSIC CO.

Columbus, Ohio
606 S. High St.
Cincinnati, Ohio
2333 Gilbert Ave.

Wheeling, W. Va.
2129 Main St.
Indianapolis, Ind.
1327 Capitol Ave.

TRIMOUNT'S *Now Delivering* Gottlieb's AMAZING KNOCK OUT

WITH A BRAND NEW SUPER SENSATIONAL FEATURE—UPROARIOUS SLAM BANG ANIMATION IN A REAL RING ON THE PLAYFIELD.

EXCLUSIVE GOTTIEB, WILLIAMS AND SEEBURG DISTRIBUTORS



Remember
IN NEW ENGLAND
IT'S TRIMOUNT!

40 WALTHAM STREET
BOSTON 18, MASS
R. C. Library 7-8196

PANORAM PROJECTORS

REBUILT and GUARANTEED! Write

WANT TWIN BOWLERS—ALL MAKES
RUSH LIST AND BEST PRICES
ARCADE SPECIALS

All Star Hockey... 5.50
W/6 Basketball... 7.50
Pneumatic... 1.00
Hi Ball... 45
Goalies... 13

WANT TO BUY 1-BALLS—ALL MAKES.
Terms: 1/2 Dep., Bal. C. O. D.

SPECIAL
'POP'
CORN SEZ
10¢ VENDORS
RECONDITIONED
LIKE NEW!
WRITE!



MONARCH COIN MACHINE CO.

1343 N. FAIRBIRD AVE. (PHONE AR 8-1000) CHICAGO 37, ILL.

Detroit:

Michael Bellantuoni, of Bell Coin Machine Company, reported business showed a pick-up in the past few days. He is placing a number of additional games on new locations. . . . Frank Staffa, owner of Lincoln Park Amusement Company, Lincoln Park, Mich., is in Wyandotte General Hospital, convalescing from a cerebral hemorrhage. His wife, Mrs. Justine Staffa, is taking over active management of the business during his illness.

Miller-Newmark Distributing Company will continue to operate under the same name, with offices in Detroit and Grand Rapids, following the recent death of Ben H. Newmark, one of the most active figures in the coin machine industry. Bill Miller, of Grand Rapids, the senior partner, will continue in direct charge of the Grand Rapids division, while Tony Sanders, who has been in business as an operator, has been named manager of the Detroit branch. The firm continues as distributor for AMI juke boxes.

Automatic Television Company, operated by Dabbel B. and Kenneth C. Chadwick, in partnership with their father, Carl L. Chadwick, has moved to new headquarters at 9945 Bramell Avenue. . . . D. C. Stubbs, who formerly operated the Druggists' Stamp Service, has switched to the weighing machine field, operating an extensive scale route.

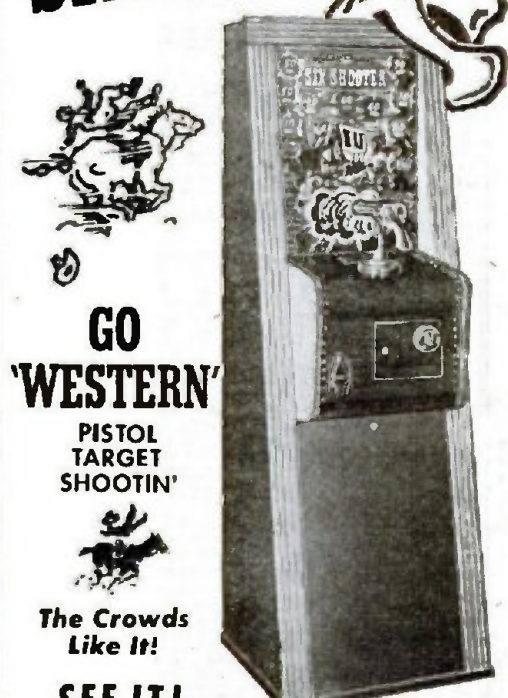
Homer B. Stuart, president of Advance Products Company, reports the company has leased out manufacturing and sales of its coin changer to King-Seeley Company, and is now developing another item, with plans contingent upon war developments. . . . J. H. Hulan, manager of Daseco Products Company, reports the company has discontinued its production of trim and other items for coin machine production and replacement parts, in order to concentrate on automotive items. Frederick B. Wittick, regional distributor for Coradio radios and television, has completed installations of radio coin units in hotels in Jackson, Mich., and Fremont, O. A serious shortage of skilled workmen is impending in this field, he warns, because of the large numbers entering service. . . . Frank D. Nunemaker reports the Detroit Surfacing Machine Company has completed a move to new quarters at 1335 East Eight Mile Road in Hazel Park, Mich., north end suburb, after 13 years in old quarters on Davison Avenue, Detroit. New plant permits entirely new layout of plant and office facilities for maximum efficiency.

F. L. Jacobs is completing the present production run of bottle venders and then suspending operation in this field for the "duration." Plans for development of other types of machines, in the making for sometime, also are held in abeyance by the current crisis. The company no longer makes automatic washing machines, having sold this operation to the Horton Manufacturing sometime ago. . . . Neil Mulhera, formerly with radio networks as local representative, is joining the sales staff of Michigan Coin Machine Company, James F. Hopkins reports.

Phil Seibert, manager of the MGM Record distributorship here operated by Radio Distributing Company, has left for the army, and is in training in Indiana. Charles White, manager of the appliance division, took on general supervision of the record set-up with Bill Strand as his assistant.

Ervy Loewenthal, president of MGM Distributors, who have the Nickel Golf game, was away on business last week. . . . Joseph Brilliant, head of Brilliant Music Company, moved January 1 from his location in Convention Hall to Livernols Avenue. . . . Gerhard (Gay) Wobermin, of Gaycoin Distributors, has decided to stabilize his operations at their present size, rather than expand, to meet present conditions. The record price increase is close to a "last straw" for operators, he commented, along with other increasing costs.

Al Hunter, formerly with Gaycoin Distributors, who has been semi-retired for some time because of ill health, visited the firm. He is able to take on an occasional special assignment. . . . James A. Passanante, juke box operator, has been back in town from his home in Miami for a holiday visit with friends.



GO WESTERN
PISTOL TARGET SHOOTIN'
The Crowds Like It!
**SEE IT!
AT ALL EXHIBIT DISTRIBUTORS
THE EXHIBIT SUPPLY CO.
4218-30 W. LAKE ST., CHICAGO 24, ILL.**

YOUR RELIABLE DISTRIBUTOR OFFERS: EXHIBIT SIX-SHOOTER—SPECIAL—WRITE

RECONDITIONED GAMES		NEW EQUIPMENT	
United Shuttle Alley, five-way pins	\$129.50	5 } GENC0 WILLIAMS COTTLEB CHICAGO COIN SHUFFLE GAMES	BALLY TURF KING
Williams Ten Booter	92.50		
Kooney Ten Pins	92.50		
Kooney Nine Pin	162.50		
Bally Jackpot Special, PP	139.50		
Bally Gold Cup, PP	149.50		
Bally Champion, PP	249.50		
Universal Photo Printer, PP	225.00		
Chicago Coin Pistol Polo	129.50		
Dale Gun, latest triple switch model	109.50		

Reconditioned Phonographs
Mills Constellation—Wurlitzer 1015—
Seeburg 146-147
Write for complete list and prices of Arcade Equipment,
Cigarette Vending Machines, Coin Counters and Changers.
**CHICAGO COIN
BAND BOX.....\$259.50**
**ATMOMATIC COIN
MACHINES & SUPPLY CO.
TELEPHONE: CAPITOL 7-8224
4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS**

COIN OPERATED, ELECTRIC SCOREBOARDS FITS ALL SHUFFLEBOARDS

**CENTER OVERHEAD SCOREBOARD
DOUBLE FACED—EASY TO INSTALL**
SINGLE FACED SCOREBOARD, FLOOR or Wall Models.
All Models Score 1 to 50 Points.
All Models Suitable for 2 or 4 Players.
Available in 5¢ or 10¢ Play.
Immediate Delivery.
MARVEL Mfg. Co.
2645 FULLERTON AVE.
CHICAGO 47, ILL.
PHONE: DICKENS 2-2424



FOR SALE
5 BALLY 1 BALL CHAMPIONS
Late model machines in A-1 condition. Price \$120.00 each.
W. L. KRIEGER AMUSEMENTS
709 Sherman St. Johnston, Pa.
Phone: 26203

MECHANIC WANTED
Year-round work in Arcade, Casino, Venues. Single man preferred; must be sober, fully experienced. Nice salary, exp. draft stability.
D. BAKERMAN
24 Canoe Ave. West Haven, Conn.

STRETCH

YOUR DOLLARS AT EMPIRE

in 1951

SHUFFLE GAMES

- NEW**
- UNITED SHUFFLE ALLEY
 - WIN UNITS 8-DENOMINATION PIN CONV. INSTALLED 120.50
 - UNITED SUPER SHUFFLE ALLEY
 - WIN UNITS 8-DENOMINATION PIN CONV. INSTALLED 177.50
 - UNITED DOUBLE SHUFFLE ALLEY
 - WIN UNITS 8-DENOMINATION PIN CONV. INSTALLED 200.50
 - UNITED 2-PLAYER SHUFFLE ALLEY EXPRESS
 - WIN UNITS 8-DENOMINATION PIN CONV. INSTALLED 200.50
 - UNITED SHUFFLE BLOWER
 - WIN UNITS 8-DENOMINATION PIN CONV. INSTALLED 110.50
 - UNIVERSAL TWIN BLOWER
 - WIN UNITS 8-DENOMINATION PIN CONV. INSTALLED 109.50
 - CHICAGO BOWLING ALLEY
 - WIN UNITS 8-DENOMINATION PIN CONV. INSTALLED 109.50
 - CHICAGO BASEBALL
 - WIN UNITS 8-DENOMINATION PIN CONV. INSTALLED 63.00
 - GENCO BOWLING LEAGUE
 - WIN UNITS 8-DENOMINATION PIN CONV. INSTALLED 79.50
 - WIN UNITS 8-DENOMINATION PIN CONV. INSTALLED 79.50
 - BALLY SPEED BOWLER
 - WIN UNITS 8-DENOMINATION PIN CONV. INSTALLED 49.50
 - NATION-WIDE SHUFFLE FOOT
 - WIN UNITS 8-DENOMINATION PIN CONV. INSTALLED 79.50
 - GOTTLE'S BOWLETTE
 - WIN UNITS 8-DENOMINATION PIN CONV. INSTALLED 145.00
 - WIN UNITS 8-DENOMINATION PIN CONV. INSTALLED 109.50
- RECONDITIONED**
- UNITED SHUFFLE ALLEY
 - WIN UNITS 8-DENOMINATION PIN CONV. INSTALLED 120.50
 - UNITED SUPER SHUFFLE ALLEY
 - WIN UNITS 8-DENOMINATION PIN CONV. INSTALLED 177.50
 - UNITED DOUBLE SHUFFLE ALLEY
 - WIN UNITS 8-DENOMINATION PIN CONV. INSTALLED 200.50
 - UNITED 2-PLAYER SHUFFLE ALLEY EXPRESS
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 - CHICAGO BASEBALL
 - WIN UNITS 8-DENOMINATION PIN CONV. INSTALLED 63.00
 - GENCO BOWLING LEAGUE
 - WIN UNITS 8-DENOMINATION PIN CONV. INSTALLED 79.50
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 - WIN UNITS 8-DENOMINATION PIN CONV. INSTALLED 79.50
 - GOTTLE'S BOWLETTE
 - WIN UNITS 8-DENOMINATION PIN CONV. INSTALLED 145.00
 - WIN UNITS 8-DENOMINATION PIN CONV. INSTALLED 109.50

- NEW CLOSEOUTS!**
- WMS DOUBLE HEADER 575.00
 - WMS SINGLE BOWLER 99.00
 - WMS TWIN BOWLER 125.00
 - WMS 3-PLAYER BOWLER 175.00
 - WMS 4-PLAYER BOWLER 185.00
 - WMS 5-PLAYER BOWLER 275.00
 - WMS 6-PLAYER BOWLER 355.00
 - WMS 7-PLAYER BOWLER 455.00
 - WMS 8-PLAYER BOWLER 555.00
 - WMS 9-PLAYER BOWLER 655.00
 - WMS 10-PLAYER BOWLER 755.00
 - WMS 11-PLAYER BOWLER 855.00
 - WMS 12-PLAYER BOWLER 955.00
 - WMS 13-PLAYER BOWLER 1055.00
 - WMS 14-PLAYER BOWLER 1155.00
 - WMS 15-PLAYER BOWLER 1255.00
 - WMS 16-PLAYER BOWLER 1355.00
 - WMS 17-PLAYER BOWLER 1455.00
 - WMS 18-PLAYER BOWLER 1555.00
 - WMS 19-PLAYER BOWLER 1655.00
 - WMS 20-PLAYER BOWLER 1755.00

- ARCADÉ**
- MUTO PHOTOMATIC LENS 575.00
 - MUTO VOICE GRAPH 495.00
 - HOLLYCRANE 495.00
 - EXH. GOLF STATES BIGGER 275.00
 - CHICAGO MOT. SHRE BALL 210.50
 - STAR SERIES 195.00
 - CHICAGO BASKETBALL 195.00
 - CHAMP 109.50
 - FITCHER & BAYN 149.50
 - TARGET MASTER PISTOL 149.50
 - RAY GUN, Brand New 149.50
 - TELEQUIZ 48 MODEL 149.50
 - CHICAGO PISTOL 109.50
 - WMS ALL STARS 109.50
 - JACK RABBIT 109.50
 - POKERIO 99.50
 - CHICAGO GOALIE 99.50
 - TARGET MASTER 99.50
 - CHAMP 99.50
 - EXHIBIT DALL GUN 89.50
 - CHICKEN BARR 79.50
 - POKER AND JOKER 59.50
 - GENCO GLIDER 59.50
 - FLASH HOCKEY 59.50
 - BALLY MERRY HITTER 59.50
 - UN. SHUFFLE SKILL 59.50
 - GENCO WHIZZ 49.50
 - CHICAGO BANGO 49.50
 - ABY CHALLENGER 49.50
 - UN. TEAM HOCKEY New Write 49.50
 - NEW EXHIBIT SIX SHOOTER Write

- WANTED**
- 5 BALLS
 - ONE BALLS
 - DALE GUIN
 - Send list today!
- NEW VENOIRS**
- Aspen Vender 39.50
 - Acorn 39.50
 - Charm 39.50
 - Atlas 39.50
 - Ten 39.50
 - Marion 39.50
 - Brant 39.50
 - Jack 39.50
 - S.M. 39.50
 - N.W. 39.50
 - M.W. 39.50
 - Nul 39.50
 - De 39.50
 - Luxe 39.50
 - Charm 39.50
 - Gum 39.50
 - M.W. 39.50
 - Advance 39.50
 - Sokolov 39.50
 - 613 Phx 39.50

Empire Coin EXCHANGE

1014 MILWAUKEE AVE. CHICAGO 22, ILL.

Machine Exchange

Central Ohio Coin Quality Buys

- USED PIN GAMES**
- Robin Hood 19.50
 - Blue Skies 49.50
 - Humpy Dumpty 49.50
 - Spin Ball 49.50
 - Templation 49.50
 - Melody 49.50
 - Bowling Champ 49.50
 - Jack 31 49.50
 - Jamboree 49.50
 - Screw Ball 49.50
 - Star Dust 49.50
 - 7-11 Head 49.50
 - Ally in Wonderland 49.50
 - Peering Power 49.50
 - Starline 49.50
 - Wild Up 49.50
 - Tennessee 49.50
- I-BALLS**
- Photo Flash 179.50
 - Photo Flash 310.00
- EXHIBIT'S**
- Date Six Shooter
 - KEBET
 - Electric Cigarette Vendors
- SHUFFLE ALLEYS—USED**
- United Org. W/Dia. 100.50
 - Genco Bowling 99.50
 - League 99.50
 - Keener Ten Pins 125.00
 - Chi Coin Bowling 149.50
 - Alley 149.50
 - Chi Coin Baseball 149.50
 - GoHob Bowlette 199.50
 - Genco Bigger 99.50
- MUSIC**
- 1946 Spaur 279.00
 - 1946 Spaur Mid 325.00
 - 1015 Wurlitzer 339.50

CENTRAL OHIO COIN MACHINE EXCHANGE

525 S. HIGH COLUMBUS 15, OHIO

- CLEANED—CHECKED—READY TO GO!**
- Merry Widow 52.50
 - Mardi Gras 52.50
 - Screw Ball 52.50
 - Shanghai 52.50
 - Sandwich 52.50
 - Succaneer 52.50
 - Ali Baba 52.50
 - Puddin' Head 52.50
 - Barnacle Bill 52.50
 - Wurlitzer 81 (Country) 125.00
 - Wurlitzer 1015 279.00
 - Bally Shuffler 279.00
 - Speed Bowler 149.50
 - Bally Shuffle Champ 199.50

COVEN distributing company

3181 Siron Chicago 18, Ill.

Independence 3-2210

Authorized Distributors for **Bally** and **WURLITZER** Products Phonographs

All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff.

Save at Least Part of Each Week's Earnings—Buy U. S. Savings Stamps and Bonds

Coinmen You Know

Continued from page 87

Milwaukee:

United, Inc. has taken to plugging the Wurlitzer 1250 via spot announcements over local radio stations. Some time back, Harry Jacobs Jr. and Sr. were among the Wurlitzer distributors who pioneered the use of television in promoting juke box sales.

Ben Alberts, who formerly sold the Colepas vender in Wisconsin and Michigan, has taken over the SuperVend sales duties for Wisconsin. SuperVend distributor in this territory is Paster Distributing Company. Manager Sam Cooper informs that Ben Alberts will make his headquarters at the Paster office and showrooms on Fond du Lac Avenue.

The recent snow and sleet storm, which hampered traffic and business all over the State for several days, also had an effect on Milwaukee's parking meters. Many motorists complained about the meters being frozen. Bad driving conditions also cut down the number of motorists and the meter take was down more than 3400 for the week.

Recovering from injuries sustained in an automobile accident a few weeks back, Emmett Musselman has moved from the Mount Sinai hospital to the Abbott Crest Hotel. Mrs. Musselman is taking care of him.

Some other music people had tough luck last week. Angelo Ferland, sales rep here for MGM Records, had his picture on the front page of the papers showing him and his wife anxiously waiting for firemen to help them down ladders to safety from their burning living quarters.

Vince Waters, local music operator, had his share of tough luck and good fortune combined. In the midst of the heavy snowstorm he ran his car into the side of a freight train. The car was demolished, but Vince walked away with only one minor scratch.

Otto Hadrian was in to Radio Doctors for his weekly wax buying. Otto reports that "Tennessee Waltz" has worn out three copies in five or six locations.

E. M. Lewis, executive vice-president of Brown & Williamson Tobacco Company, manufacturers of Raleigh Cigarettes, is spending some time in the Milwaukee territory along with zone sales manager, N. G. McVey. They plan to visit some of the local cigarette vending machine operators.

New office employee at the Major Distributing stronghold is Beverly Koenen. Beverly has plenty of record experience, having put in many months behind the record counter at the downtown Woolworth store. Meanwhile, Johnny O'Brien is all hepped over the expected return soon to his office staff of Phyllis Kappelman. Phyllis started out with Johnny four years back at the old office on North Avenue and has been sorely missed during the months she has been out of the picture.

Washington:

Spacarb of Washington again held its annual Christmas party for all employees and their wives, according to President Bayna E. Phipps. Christmas bonuses were distributed and dancing highlighted the entertainment.

J. C. Phipps, service manager for the firm, took his vacation during the holidays. William Bales, former service manager for Spacarb of Norfolk, has moved his family to Washington, where he has joined the Spacarb of Washington staff. He has been with Spacarb for about three years.

Latest of the Washington Music Guild "Records of the Week" aired on disk jockey Eddie Galaher's WTOP shows was "Roving Kind" with Guy Mitchell and Mitch Miller's orchestra.

EVANS' 1951 TEN STRIKE



Original and Still Greatest of Bowling Games!

As we predicted, TEN STRIKE, the only authentic Bowling Game, has demonstrated its popularity and is still outliving the many synthetic copies that have been introduced in the past decade!

REAL BOWLING! ALL SKILL!

BETTER THAN EVER—EVERY WAY.

- NEW! High Dial Projector Scoring up to 150!
- IMPROVED! Pin Setting Device eliminates wooden pulleys. Many other improvements for faster play.
- PERFECTED! When pins are knocked over, perfected Automatic Pin Boy removes them from alley, leaving it clear for next ball! Perfected Manikin Bowler is adjustable by the player for delivery of ball to any part of the alley! Adds more skill to play!
- REALISTIC! Closest thing to real bowling and just as thrilling! Player controls ball action and makes strikes and spares by skillful play! Five frames. 5c, with extra balls for spares and strikes, same as actual bowling. Fully automatic! Bug-free, trouble-proof!

FOR EQUIPMENT THAT PAYS FASTER—FASTER—LONGER, BUY EVANS' 1951 IMPROVED TEN STRIKE! Thousands of original pre-war TEN STRIKES are still in operation and still producing profitable earnings... proof positive of top appeal and quality! 1951 TEN STRIKE the finest game of skill for amusement only, its gift-edge! If you are tired of "90-Day Wonders" on which you have to write your investment, get started with the game that pays dividends, not weeks or months, but for years! NOVELTY OR REPLAY MODELS.

ORDER FROM YOUR DISTRIBUTOR OR DIRECT

H. C. EVANS & CO.
1536 W. CARROLL AVE. CHICAGO 7, ILLINOIS

SEE EVANS' CONSTELLATION AD ON PAGE 87

WHEN YOU ATLAS BUY THE BEST! EVERYTHING GUARANTEED!

- NEW SHUFFLE GAMES**
- Ace Bowler
 - Bally Hook Bowler
 - Universal High Score Bowler
 - United Skoe Alley
 - United 4-Player Rebound
 - Universal Deluxe Twin
- PHONOGRAPHS—Reconditioned—Refinished**
- Seaburg 46-M \$279
 - Seaburg 47-M \$279
 - Seaburg 48-M (blonde) \$295
 - Wurlitzer 1015 \$295
 - Wurlitzer 734 \$195
 - AMI Model "A" \$295
 - AMI Model "B" \$295
 - Packard Manhattan \$195
 - AMI Model "C" Write
 - Wurlitzer 1250 Write
- NEW GAMES**
- Genco Tri-Score
 - Cottlieb Knock Out
 - Exhibit Six-Shooter
 - Williams Nifty
 - Jennings Challenge 5-10
 - United Team Hockey
 - United Red Shoes
 - Chicago Coin Punchy
 - Falcon Shoe Shine Machine—\$95
- NEW I BALLS WINNER O TURF KING**
- WANT TO BUY I-BALLS**
- Champions—Crations SEND LIST
 - Cold Cup—Jockey NOW!
 - Special
 - 5-10-25c Wallomark. W4-156. \$65
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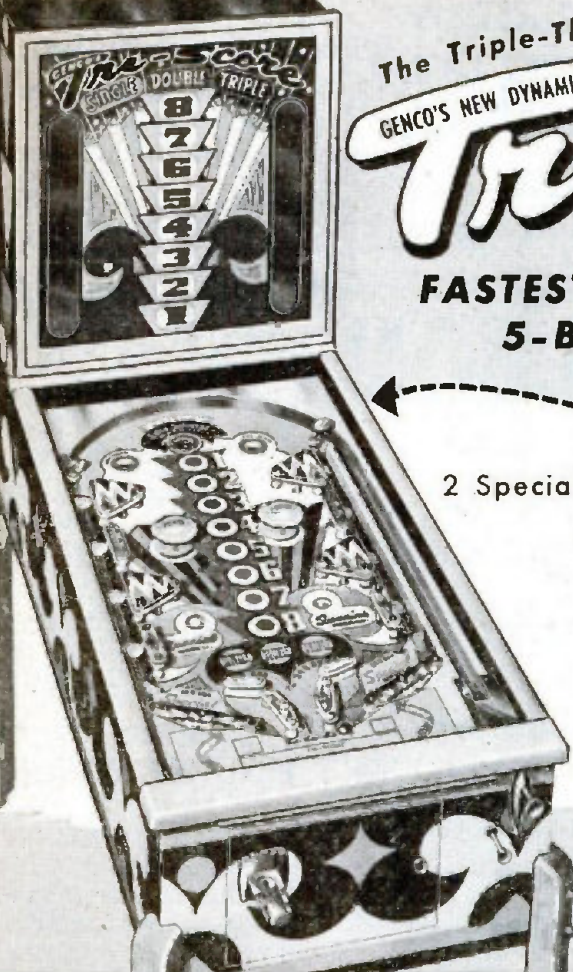
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INCREASE THE PLAY on all of your coin-operated, shuffle-type games with this small Keeney "DIVYDEND" unit located behind bar or counter. Looks like a small radio. Registers and meters percentage of play continuously. Projects value-of credit due successful scorer permanently or at turn of switch. Shows credit due in dollars at bottom; cents at top. Attendant switches "DIVYDEND" back to zero when award is made. Order your "DIVYDEND" jackpot credit units from your Keeney distributor now. Make certain to mention name of your bowling games to insure getting correct voltage units. **IMMEDIATE DELIVERIES at 6950 each**

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 Automatic Scoring Shuffle-Type Game
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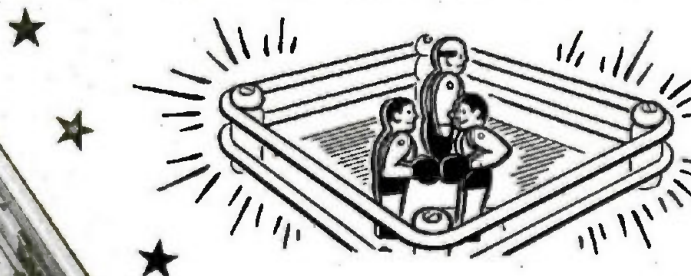
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To Score Knockdown, Player Hits:

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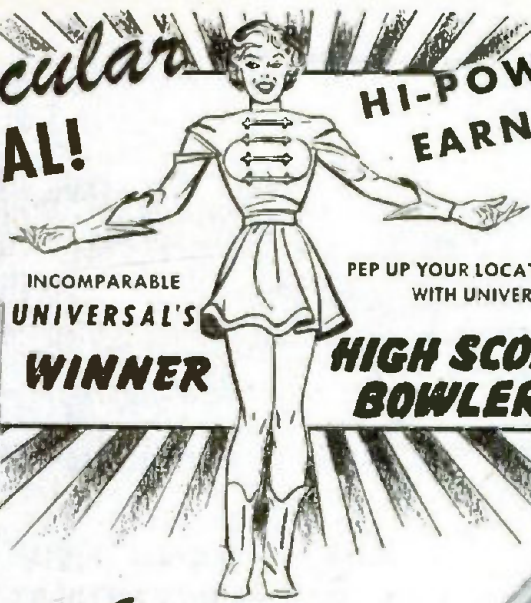
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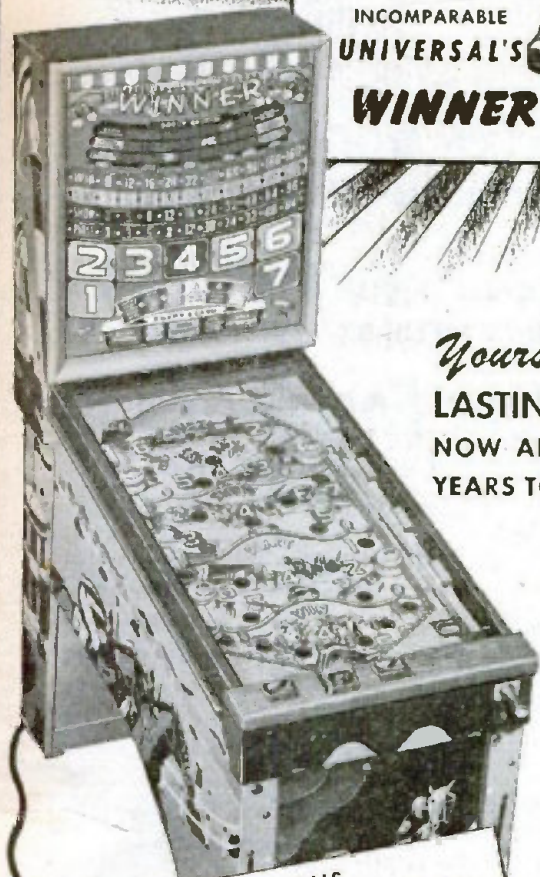
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Yours FOR A
LASTING RUN
NOW AND FOR
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CONVERTS YOUR SHUFFLEBOARDS
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DeLuxe **TWIN BOWLER**

The finest convertible FREE PLAY or
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PEP UP SHUFFLE-PROFITS WITH
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ONE PLAYER 10¢
TWO PLAYERS 20¢

New Hook-Action
 INSURES TRUE-BOWLING APPEAL

New Power-Rebound
 RETURNS SLOWEST SHOTS LIKE LIGHTNING

New Faster-Scoring
 AND NO-WAIT UPRIGHT FLY-AWAY PINS
 SPEEDS UP PLAY... STEPS UP PROFIT...

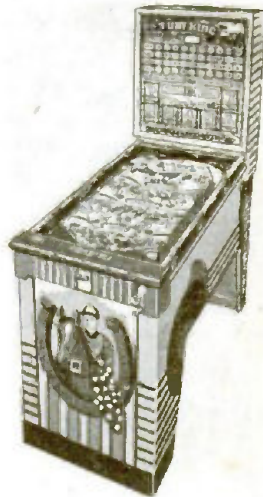
9½ FT. LONG, 2 FT. WIDE
 Mechanism Easily
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 Through Back-Box
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SHOOT a puck through the Hook-Lane at proper speed ... and see the puck actually swerve into the pins for a smashing high-score hook-shot! Watch the players flock to the only shuffle-bowling game that permits all styles of bowling skill, including hook-shots and straight-shots ... the only game that brings out players' speed-control skill as well as aiming skill! Watch the lightning speed of puck-rebound, score-totalizer and pin-reset! You'll quickly see why HOOK-BOWLER is the fastest profit producer in the shuffle-class. Order HOOK-BOWLER today!

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THE GREATEST PIN-BALL GAME OF ALL TIME!

When it comes to pin-ball games ... when it comes to offering a lot of real entertainment to fun-loving people everywhere ... when it comes to healthy operating income ... there isn't a game on the market that can compare with Bally TURF KING, the jumbo pin game that is packed with thrills and excitement. It gives players a lot of fun for their money. It's the favorite of both operator and public alike. Order from your Bally Distributor today.




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A Great New Automatic Scoring Shuffle-Type Game



-  Skill Shots Galore
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-  Fun for Everyone
-  Great for Competitive Play
-  Fast Action - 2 Pucks
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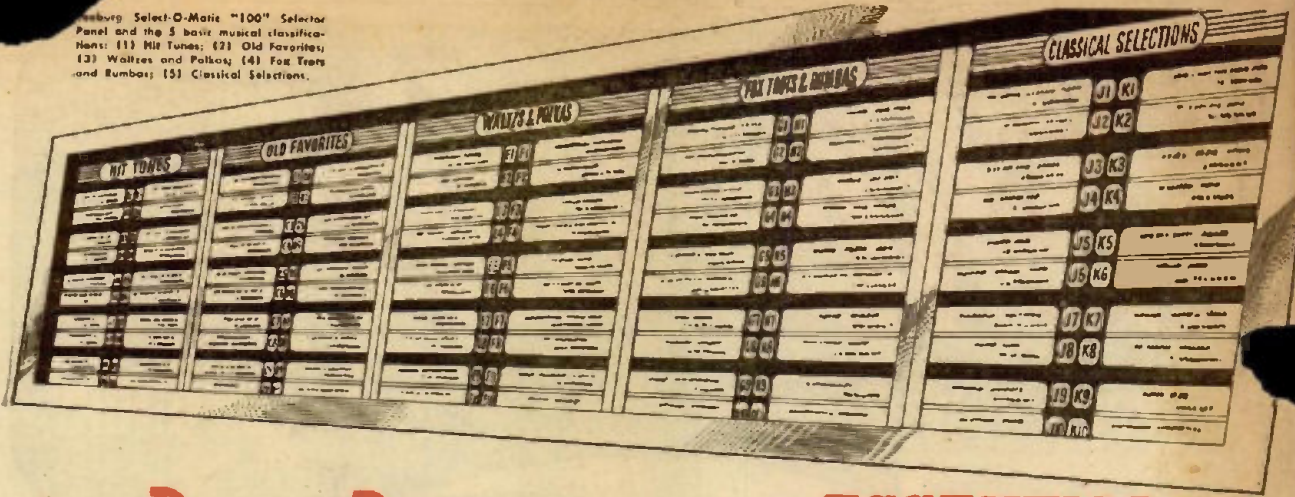
SIZE
9½ FT. BY 2 FT.

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PROPER PROGRAMMING IS *ESSENTIAL* TO MODERN MUSIC MERCHANDISING

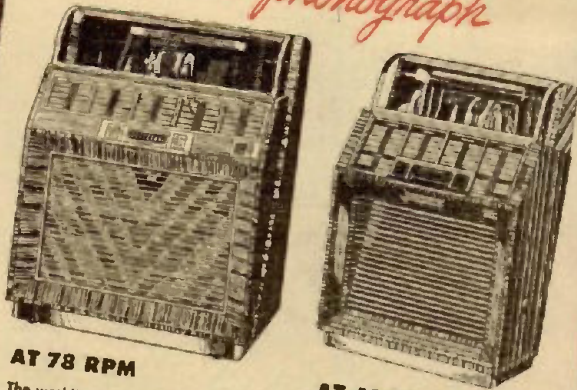
100 SELECTIONS AND THE 5 BASIC MUSICAL CLASSIFICATIONS. The Selector Panel of the Select-O-Matic "100" makes your product—MUSIC—easy to buy because the music is properly displayed. By grouping 100 record titles under the 5 basic musical classifications, fast reference and easy selection are assured ... and there is an adequate choice of titles under each classification.

"MUSIC FOR EVERYONE." Only Select-O-Matic "100" music systems provide "music for everyone"—for tots...for teen-agers...for old-timers...at the phonograph...anywhere in the location. And, thanks to this wide selection, people who never spent a nickel in a coin-operated phonograph are listening to the music of their choice—played by their favorite artists, on Select-O-Matic "100" music systems.

ONLY *Select-o-matic* MUSIC SYSTEMS HAVE

100 Selections

...at the phonograph



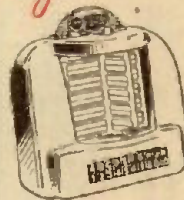
AT 78 RPM

The world's first 100 selection music system designed for the playing of both 10 and 12-inch 78 RPM records.

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