

# The Billboard

JANUARY 12, 1952



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## NBC Request, FCC 'Attitude' Spell Bright UHF TV Future

### Commission Is For Expansion Of Ultra-High

New Band to Get Boost as Soon as Freeze Is Lifted

By BEN ATLAS

WASHINGTON, Jan. 5.—Ultra-high-frequency TV will get a wide jump over its older TV brother, VHF, in the flow of grants from the Federal Communications Commission after the TV freeze is lifted. This certainly is attributed to two major factors:

(1) Most applications for UHF stations are uncontested, while a bulk of VHF bids are in conflict, and therefore slated to be bogged down in hearings.

(2) The FCC is anxious to encourage expansion in the UHF area as rapidly as possible.

Coupled with UHF's singularly promising outlook is a significant speed-up in demand for UHF frequencies. Virtually cold-shouldered.

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### Sponsors for R-B Circus In Plan for '52

NEW YORK, Jan. 5.—Ringling Bros. and Barnum & Bailey Circus, which has been chugging its way across the country in a notable independent way ever since its re-inauguration in 1919, has this year launched an all-out drive to secure sponsors for all of its under-canvas dates which are expected to approximate the 151 played in 1951. Altho the move, first tried at the tail end of last season, promises definite economic gains, the element of necessity is lacking, show execs said.

Principal reason for the "radical switch" in operating policy is to make good business better, they said, pointing to the excellent tour completed last November.

Credited with this major change, as well as several others in the stilted operational format which he inherited, is Art Connelly, general manager and his assistant, Frank McCloskey. Paul Eagles, promotion manager, is handling the contracting of dates.

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### IN LIEU OF A RAISE, MAYBE

MIAMI BEACH, Jan. 5.—A restaurant located in the heart of the night club belt here features photos of stars currently headlining bistro and theater shows. But in the panel for the Roosevelt Theater—where the Beckman and Franksy revue, "What, I'm Lucky" is now playing—there is a photo of Alex Henig. Henig is the press agent for the house.

### ASCAP DEALS NEAR

## Films, Legit Up For New Pacts

NEW YORK, Jan. 5.—It appeared this week that the American Society of Composers, Authors and Publishers is on the verge of concluding a series of interim, provisional deals with the film companies which would cover their indebtedness since March, 1950. This is only part of the heavy post-holiday activity being stoked at ASCAP. Also on the agenda are laying the foundation for deals with theaters

using live talent, and for a permanent arrangement with the motion picture firms. It is reported that the only stumbling block preventing the finalization of the interim deals is a matter of legal terminology.

General expectations are that even film companies individually agree to make back payments to ASCAP along the lines of the \$135,000 settlement worked out with MGM pictures last fall (The Billboard, November 24). ASCAP legalists have been dealing with each film studio individually but, of necessity, must offer each studio similar agreements to prevent claims of discrimination against any one company.

The signing of interim agreements with the studios will signal an immediate concentration on devising a formula for a permanent film-licensing pact with movie companies. The ASCAP committee, however, has not yet met for such preliminary planning.

The matter of licensing theaters for use of ASCAP music by live talent will affect about 18,000 theaters. It is understood that ASCAP's plans call for meeting with the top theater chains to work out a pattern of payment which would then be applicable to the smaller chains and independents. Expectations are that

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### Sammy Kaye a Click at 869G

NEW YORK, Jan. 5.—The band business may not be all it was in the golden days of Goodman, Miller, et al., but at least one member of the "name" circle of those days continues to make a respectable buck, waving a baton. That would be Sammy Kaye, who last year grossed a neat \$869,000.

This better-than-three-quarters-of-a-million total was achieved, according to figures revealed by Kaye manager Dave Krentzel, via \$105,000 on location jobs; \$233,000 on one-nighters; \$40,000 on theater dates; \$120,000 in record royalties (from both Columbia, his present label, and RCA Victor); \$196,000 for some

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### ROCKIN' LEROY ROYAL DJ ROAD

DETROIT, Jan. 5.—Radio looks like the royal road to success in politics here. Leroy G. White, who has the "Rockin' With Leroy" on WJLB afternoon and evening jockey show, announced this week that he will run for Congress—13th Michigan District—on the Democratic ticket.

The station already has a State Senator in G. Bristoe Bryant, another jockey, who has the morning "Brisk With Bristoe" show, and was elected about a year ago. Furthermore, Mrs. Charlene White, wife of Leroy White, is a State Representative.

### MCA's Execs Meet in N. Y.

NEW YORK, Jan. 5.—Music Corporation of America execs in the band and acts departments from all offices throughout the country met here January 10 thru 12 for the firm's annual sales-planning meeting. Special emphasis will be laid at the meet this year on plans for making continued progress in selling package shows to fairs and for special events, such as auto shows, etc. Larry Barnett, vicepres in charge of the bands and acts departments, will direct the meetings. Shortly thereafter, on January 18, Barnett leaves for London to add personnel and otherwise to plot the expansion of MCA's activities in Britain.

### Net Seeks New Rule to Build More Stations

Step Would Help to Promote Ultra-High, Commission Told

By SAJI CHASE

NEW YORK, Jan. 5.—The National Broadcasting Company yesterday (Friday) petitioned the Federal Communications Commission to revise its multiple ownership rules for the Ultra-High Frequency television band, thus permitting a licensee with the current limit of five Very-High Frequency outlets to build additional UHF stations. The network said its move was made to

(Continued on page 4)

### World's Fair Planned for Miami in '53

MIAMI, Jan. 5.—A corporation has acquired more than 1,000 acres of land here as a site for a world's fair in 1953-54. It was announced Thursday (3). The venture will be financed entirely with private capital. An office will be opened here next week for the purpose of leasing concessive and interviewing prospective exhibitors.

Hollis Rinehart, Miami attorney, is president of the newly formed corporation, Florida World's Fair, Inc. He said the stockholders include Byron Ciseo, Miami Beach attorney, who represents Gar Wood, altho it was explained, Wood has no connection with the venture at present. George Carter, pioneer promoter and one-time operator of the Million Dollar Pier, Miami Beach, will man the office of the corporation when it is opened.

It was understood the work of dredging a lake and canals in the unimproved farmland already has been started. Representatives of the group will soon take the proposal to Washington, where an effort will be made to interest foreign governments.

### N.Y. TEEPEES HIDE BIG CHIEF

NEW YORK, Jan. 5.—From now on Carl LeBon, Apollo Records a & r chief, will do his talent-hunting in the city as well as in the sticks.

For the past four months he has been combing the hills in Mississippi, Tennessee, Alabama and Georgia, looking for piano player Big Chief Elias, whom he wanted to use on a recording date. He visited night clubs, dance halls and bars, and checked with scores of disk jockeys, without any luck. Last week he located the pianist playing in a bar and grill here on 135th Street.

## New Year Rings But Little Cash, "Big Night" a Bust

NEW YORK, Jan. 5.—New Year's Eve laid an egg so far as the nation's cafes were concerned. Some didn't fill up, and those that

did saw few tabs beyond the initial bite.

Possibly the only exception in the Broadway area was Lou Walters' Latin Casino. Joint was sold out and stayed sold out. However, the Gilded Cage, another Walters operation, just got by.

Fifty-second Street spots, from Leon and Eddie's down to the rooms with outside talkers, fell off from last year. Even the rooms with "open house" policies, which counted on turn-overs, had anything but a Happy New Year's Eve. In fact the big night was such a small one that Leon and Eddie's is seriously considering dropping its shows and converting into a straight eatery.

Some of the hotels did okay, but private parties cut so much into the public room takes that few of the hotels were gleeful about the returns. In fact some of the private parties were so big that, for the first time in years, they actually cut into cafe biz. One big party run by a newspaper columnist was attended by a cafe owner who, in addition to getting heartburn from watching regular customers, about 600, drinking on the arm, was also

asked to contribute champagne to keep things lively.

The belief that New Year's Eve is a lifesaver for cafes has long been exploded. First of all, there's no turnover. Secondly, all help gets time and a half and double time. When customers buy extra drinks (not included on

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### R&H Show Tour Grosses 150G

NEW YORK, Jan. 5.—The "Rodgers and Hammerstein Night" concert package earned over \$150,000 on a recently completed 25-State, 10-week tour, during which the unit played 611 engagements. The package, which was sold on a flat guarantee basis of \$2,500 to \$3,000 per evening, carried four soloists, 14 singers and a 30-piece orchestra. Soloists were Leigh Allen, Carol Jones, Earl William and Andrew Ganevy with Crane Calder as choral director.

The concert group performed songs and music from all the Rodgers and Hammerstein shows, including the current "King and I" and the movie, "State Fair."

### NBC Renewals, 111G Weekly

NEW YORK, Jan. 5.—Eight radio contracts totaling \$11,500 weekly billing were renewed on the National Broadcasting Company this week.

The shows include "Grand Ole Opry" (R. J. Reynolds); Bob Considine (Mutual Benefit); "Cavalcade of America" (DuPont); "The Big Show" (Reynolds Metals); "Band of America" (Petroleum Advisers); "Three-Star Extra" (Sunoco); and "Operation Tangle" (Chesterfields, Whitehall and American Clute).

# Billboard Backstage

By JOE CSIDA

In the radio department this week there is a story about the Frederick W. Ziv Company's plans to produce a new transcribed series of open-end radio shows called "I Was a Communist for the FBI." The tale, of course, details the experiences of Matt Cvetic, who for nine years worked as an undercover agent for the Feds and came up with invaluable information on the inner workings of the Reds in this country. Thru the good graces of Ziv's Johnny Sinn and Ziv press representative Dave Alber, I had an interesting talk with Cvetic last Friday.

Cvetic, as his story (originally published in The Saturday Evening Post) revealed, spent seven years as a member of the Communist Party itself, belonged to 75 Commie-front organizations, attended close to 2,000 front and Party meetings and was secretary of the American-Soviet Communist Bureau and head of the Communist Party finance committee for Western Pennsylvania.

### Counterattack View

Cvetic obviously has a far better than average idea of the insidious and often effective modus operandi of the Commies. I was curious to learn his opinion of the anti-Communist newsletter, Counterattack and its publication, Red Channels, which listed 152 people in radio and television who had Communist front or outright Communist Party affiliations. The

screen around show business, as you know, has been that the Counterattack and Red Channels operation represented "guilt by association," "a horrifying invasion of civil rights," "a fascist blacklist," etc.

"Counterattack and Red Channels," Cvetic said, "make a definite contribution to the fight against Communism. It's ridiculous to claim that they tend to destroy civil rights or are undemocratic. Anybody charged with a crime in this country, whether that crime be murder or plotting to overthrow our government by violence, has the opportunity and the complete right to defend himself. And that goes for a charge made by Counterattack or anyone else. Anybody who is completely innocent of aiding the Communist Party doesn't have anything to fear from Counterattack or any other source."

### Nixon Days

Cvetic then told about experiences (unpublished till now) he'd had while a member of the Communist Party and working as an usher at the Nixon Theater in Pittsburgh, his home town. The Nixon was playing stage shows in those days, and Cvetic made it a practice to get to the theater during rehearsals. He'd go backstage and visit with the various people who dole out small payoffs, by the way—he knew to be Communists or extreme sympathizers. Any such he would help to persuade to attend various local "so-

cial" gatherings at which money would be raised for such needy causes and worthy causes as The Daily Worker.

"The higher up members of the Party in Pittsburgh," said Cvetic, "would keep posted on acts coming into the Nixon. They knew which were Communists or pro-Communists, and they used them to the hilt to attract the local people to these 'social' gatherings at which they denounced this country and raised money to help various Communist organizations."

### Education Needed

Cvetic believes, of course, that one of the most effective ways of combating the Commies is to educate the public as to the ways in which the Commies operate. Publication of his story in The Post, and the film which was based on it, of course, were solid contributions toward such public education. The Ziv radio series should prove an equally vital, and possibly an even more substantial, contribution. How substantial, of course, depends largely upon how many advertisers and stations choose to buy it.

And while I am not given to running free ads in Backstage, I hope every station in the country will run the series. It will get the usual excellent Ziv production treatment; it will feature a best actor in Dana Andrews, and most important of all, it will tell a tale that needs telling over and over and over again.

# 13-Week 'Voice' Series Is Made Available Free

WASHINGTON, Jan. 5.—A transcribed dramatic series telling the story of Voice of America will be made available to U. S. radio stations without charge. It was announced yesterday (4) by George E. Hughes, vicepres of Associated Broadcasters, Inc. and William A. Wood, State Department radio chief. Based on State Department files, the series consists of 13 quarter-hour programs each dramatizing a different phase of the international broadcasting operation.

The series, entitled "Your Voice of America," was recorded in Hollywood and features movie actor Gerald Mohr. Programs are produced by Frank K. Danzig with music by Dol Castilio and his orchestra. Program series was contributed to State Department by Wesley I. Drum, president of Associated Broadcasters, Inc. and chairman of the facilities group of the radio advisory committee to the U. S. Advisory Commission on Information.

# Rome Round-Up

By SYD STORDEL

(This column appears once each month.)

ROME, Jan. 5.—Looking back, 1951 wasn't a bad year for show business in Italy. Altho the official figures won't be released until next spring, it is certain that the Italians—despite floods, mounting taxes, climbing unemployment and God-knows-what-other ills—spent more on entertainment in 1951 than they did the year before. And it should be remembered that 1950 was a record year.

The usual number of night clubs opened and closed during '51, while the old favorites like the Rupe Tarpa, the Open Gate, the Broadway Club and the Nirvanetta are hanging on and making money—the owners say. One of the newcomers which will probably stay around for a while is the French-run Boite Pigalle, which features two orks and a floor show headed by French radio songstress Michele Aubert.

### Film Industry Hits

Slide Thru '51 . . . The Italian flick industry continued to prosper in 1951, and for the second consecutive year actors, directors, technicians and other personnel in the business had more work than they could handle. Besides a shortage of performers, the industry suffered from a grave lack of sufficient equipment and several films (Anna Magnani's "Most Beautiful," to mention one) were held up beyond schedule because faulty, second-rate cameras necessitated considerable re-shooting. . . . While Hollywood signed a number of Italians Pier Angeli, (Continued on page 51)

# London Dispatch

By LEIGH VANCE

LONDON, Jan. 5.—An ill-wind blew thru the West End this week. At the Criterion the H. M. Tennent production of Peter Watling's "Indian Summer" folded after only two and a half weeks, throwing Jane Baxter, Robert Fleming and Betty Anne Davies out of work just at a time when they could have reckoned on a long run. It's not often a play sized by HMT and staged by John Gielgud is such a dismal flop. But it brought good fortune to another company—the "Third Person" team—which had just ended a successful run at the Arts and were looking forward to cooling their heels until a theater could be found for them. This is Hollywood script—writer Andrew Rosenthal's sensitive story of one aspect of homosexuality which was forbidden a public license by the Lord Chamberlain until an outcry forced him to reverse his decision. There are good performances here by Roger Livesey, Ursula Jeans and 13-year-old Janette Scott, and a brilliant one from Denholm Elliott.

Equity keeps a sharp eye on all British Broadcasting Corporation attempts to give acting parts to non-Equity staffers and has been haggling for some time over a program titled "Dear Sir" in which announcers read extracts from listeners' letters. A complaint has been lodged. Equity is also investigating the contracts handed out by Freddie Packard, J. Arthur Rank's son-in-law, busy over here making TV films for America. Says he, "I don't know what they're worrying about. They're standard Hollywood contracts."

### Michael Mills Has Big TV Chore . . .

This has been a heavy week for TV producer Michael Mills. First his musical show "Ring in the New" opened at the New Lindsay (Continued on page 51)

# Paris Peek

By ANNE MICHAELS

PARIS, Jan. 5.—Raymond Rouleau, back in Paris after staging the successful "Gigs" in New York, is waiting patiently to see just what will happen with Jouvett's Theater Athene. He has admitted that he wants it, but refuses to do anything till Jean Louis Barrault definitely has made up his mind, as Barrault had the first choice. While waiting, the director is rehearsing his "The Snow Was Dirty" for a tour thru Italy, Belgium, Switzerland and Morocco.

Should Rouleau get the Athene, first presentation will be "The Power and the Glory," the play Jouvett died producing. Aling with that he will restage his "Anna Karenina" in another Paris theater. Then he will go to America to do "Anna Karenina" with Luise Rainer in the title role. After that back to France for a French adaptation of Arthur Miller's "Death of a Salesman." Meanwhile the Athene becomes the home of Thierry Maizrier's "Les Profanateurs" which for the past year has been delayed by various mishaps. The play, which Jean Vilar presented at the Avignon Festival in 1950, deals with the idea of personal liberty. Since in the past two years so many shows on the same theme have appeared (for instance, Sartre's "Diable et le Bon Dieu," Cocteau's "Bacchus," etc.) the author has taken space in Paris papers explaining that he wrote the play a long time ago and that he is not copying the recent presentations.

### Lopez Writes Revue For Honeymoon . . .

Composer Francis Lopez married this past week and set off on a honeymoon which includes New York where he says Frank Sinatra wants to do one of his musicals. Lopez has a new operetta opening in Barcelona, this week starring George Ulmer. The play, done in English, Spanish (Continued on page 51)

# Washington Once-Over

By BEN ATLAS

WASHINGTON, Jan. 5.—A lot of federal activities affecting show business will be trimmed again by Congress this session. Deeper cuts are in store for the State Department's global propaganda program. For a change, the Federal Communications Commission is likely to escape the ax because of the agency's vastly expanding job of broadcast regulation. FCC is still tingling from the appropriations slash it got last session. Said a FCC staffer: "If Congress puts any more of our personnel on ice, the Commission will be frozen tighter than TV."

### Kefauver Boost for Prez Due to TV . . .

TV's phenomenal rise as a political influence is the talk of the town. Video is heavily credited for Senator Estes Kefauver's (D., Tenn.) climb to the vanguard of contenders to head the Democratic national ticket. As Kefauver backers prepared to set up national headquarters here, an organizer remarked that the former chairman of the Senate Crime Investigating Committee "will go down in history as television's first serious presidential nominee candidate." The Tennessean cata-

pulted to fame via the televised crime hearings, and his stalwarts look for heavy TV use in his drive for the nomination. Politics are still gathering notes from Rudolph Halley's spectacular video campaign in capturing the presidency of the New York City Council last November after a videogenic role as chief counsel to the Kefauver Committee. Indicative of the growing political respect toward TV was Harold Stassen's recent video announcement of his candidacy for President after refusing to toss his hat formally into the ring at a press conference here earlier in the day.

### Copyright Treaty May Stay on the Shelf . . .

Look for Congress to complete another session without acting on a dust-covered Inter-American copyright treaty. The pact has been awaiting Senate ratification for five years. Already signed by several Latin American nations, the proposed treaty is one of the most sweeping documents of its kind, so far as the entertainment industry is concerned. Its provisions cover copyright protection for music, disks, radio, TV, choreographic works, tape recordings, and even facsimile. The State De-

partment a few years back was pressing hard for Senate ratification, but state has since cooled considerably. A striped-pants spokesman attributes the shift to the swift progress being made in shaping a global copyright pact by the United Nations Educational, Scientific and Cultural organization. The UNESCO model pact, which will eventually go before the Senate, embraces pretty much the same area covered by the Inter-American treaty.

Behind the cooling off is another factor. A lot of folks in the U. S. don't like the Inter-American pact's controversial clause providing for automatic copyright registration in all signatory nations. Under this clause, a work copyrighted in Mexico, for example, would get copyright protection in the U. S. without the necessity for registration in this country. Another unpopular clause here is one which would give any Latin American song writer the right to ban an American arrangement of his tune if he didn't happen to care for it. According to Senate Foreign Relations Committee insiders, the chances are that 1952 will find the committee "much too busy" to take up the Inter-American pact.

# Picture Business

By LEE ZILITO

HOLLYWOOD, Jan. 5.—Film makers this week found themselves studying the ramifications of a ruling concerning ownership of a fictional character of a story, once an author sells that story to a studio. Decision came from the suit filed by Warner Bros. and publisher Alfred A. Knopf against Dashiell Hammett. Columbia Broadcasting System and the Wildroot Company over the rights to the "Sam Spade" character. Hammett had sold "The Maltese Falcon" to Knopf and Warners in 1929 in which private eye Spade made his first appearance. The studio and publisher, in their suit, contended that the Spade character was part of the story, and therefore Hammett did not have the right to continue using that character in his radio show series.

U. S. District Judge William C. Mathes, however, ruled that an author does retain the rights to a fictional character he has created, altho he has sold specific stories in which the character in question has appeared. All that is copyrighted (and thus sold), according to the jurist, is the arrangement of the words in which the author expresses himself. Neither the idea nor the individual words can be copyrighted. Ruling can be expected to have

bearing on the pending Goldwyn-Monogram action in which Monogram stopped production on a series of TV films based on the "Raffles" character because Samuel Goldwyn claimed rights to "Raffles" on the basis of the production of a film which included Raffles as a character.

It may even inspire some of the screen's scribes to dig back into previously sold stories and unearth characters who proved to have audience-winning attributes.

### Brief But Important Items from Studios . . .

You can expect a sizzling libel suit to be filed by Stanley Kramer next week. He's withholding all details from publication, but in case there's an apology over the week-end. . . . Walter Pidgeon, back from entertaining UN troops in Europe and Africa, reports to Metro to co-star with Esther Williams and Victor Mature in "The One Piece Bathing Suit" musical. . . . Leif Erickson snared a featured role in Metro's "Carbine Williams," with Jimmy Stewart and Jean Hagen. . . . Frank Sinatra's "Meet Danny Wilson" has its Coast preem Tuesday (8) at the Ambassador Hotel. Film, which closely

parallels the singer's rise from a vocalist with Tommy Dorsey's band to a film personality, was scribbled by Don McGuire. . . . A report of past year's business is on tap for next week's (8) gathering of the American Cinema Editors. Even is the group's annual election, skedded for the Masquers' Club. Annual report will be made by the board of directors. . . . Joan Crawford ended her exclusive Warner Bros. contract, which was supposed to run thru 1955. Her next film is Joseph Kaufman production, "Sudden Fear." . . . Berman Swartz, who did the contract work for Cecil B. DeMille's "The Greatest Show on Earth," exited Paramount Studios. . . . Following the birth of her child this summer, Ida Lupino will make another pic for Filmakers' Gallery. Young will produce. . . . Close to 100 commercial tie-ups are expected to aid business of MGM's "Quo Vadis." The co-operating businessmen who are using the "Q. V." tag, have products varying from the clips to dress fabrics. . . . Buster Keaton, Snub Pollard, Marjorie Bennett, Mel Bruce, Norman Lloyd, Trevor Ward, Wheeler Dryden, Doris Lloyd and Richard Dean are some of the old-timers who will appear with Charlie Chaplin in his forthcoming film, "Limelight."

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MORE TAX ADVICE

Many Deductions OK, But Care Is Advised

By LEWIS C. LEHISH
New York Attorney, Certified Public Accountant and Tax Consultant

For further information concerning the new tax law, address inquiries to Tax Department, The Billboard, 1564 Broadway, New York, 19, N. Y.

NEW YORK, Jan. 5.—The tax articles which appeared in the previous issues of The Billboard were intended to acquaint the reading public with the principal changes made by the new tax law, which became effective November 1, 1951.

In addition to the provisions of the prior law have been changed. The average taxpayer is primarily concerned with items of deduction. None of the following items of deduction have been changed by the new law and are still in effect:

- Accounting and legal fees (business).
Advertising.
Agents' commissions.
Arrangements.
Business gifts.
Charitable contributions.
Clipping Services.
Cuts.
Costumes.
Dues in professional societies.
Depreciation of property used for production of income.
Entertainment for business purposes, meals, etc., while away from home conducting business, and miscellaneous expenses incurred in earning taxable income.
Management fees.
Photographs and reproductions.
Postage and stationery used for business purposes (for example, answering fan mail).

When Deductions?
The above are cited as actual deductions which can be claimed on your return. If your income was over \$5,000, the law requires

that you must use the long form—1040. If you use this form, you have the option of either taking a standard deduction or itemizing and claiming actual deductions. Single persons or married persons filing a joint return may take a standard deduction of \$1,000 or 10 per cent of their adjusted gross income, whichever is less.

The items of deduction set forth above are considered to be business expenses applicable to the entertainment field. To be considered as a business expense the general rule to be applied is as follows:

- (1) It must be incurred in the trade or business carried on by the taxpayer;
(2) The expenditure must not be for permanent items (such as capital expenditures);
(3) The expenditure must be "ordinary and necessary" in the trade or business carried on by the taxpayer.

In addition to business deductions, there are other items of deduction which do not pertain to a trade or business. The most outstanding and pertinent examples are medical expenses (outlined above), alimony payments, casualty losses and thefts.

The husband who pays alimony pursuant to a legal decree of divorce or separate maintenance can take a deduction of the payments. The wife who receives the alimony must report it as income and file a tax return. In order for the above to apply, the payments must qualify as "periodic payments" and must be received after a divorce or separate maintenance decree. Lump sum payments on a divorce settlement are not deductible.

Casualty losses and thefts are also deductible. You can deduct your loss from the destruction of your property, in cases of fire, automobile accident, storm or any other loss caused by natural forces. If your car is damaged by collision, you can deduct the cost of your damages providing the accident was not caused by a willful act or by negligence for which you are responsible. Theft losses are deductible, providing the loss was not caused by your own negligence in losing or mislaying the article.

Non-Deductibles
Not every expense is deductible. Some of the most common non-deductible items generally claimed by people in the entertainment industry are as follows:
1. Costumes. Costumes, you will note in the box above, are deductible. The government, however, has narrowed its interpretation of what type of costume is considered deductible. The costume, in order to be claimed as deductible, must be of a type that cannot be used for general or street wear. You must be able to prove that the article is unique and that it is impractical, because of the nature of the garment, to wear it anywhere but at your performances.

(2) Convenience. You may find it convenient to take a cab to and from performances. Unless you can prove that this is absolutely necessary because of the fact that you are carrying an instrument or are in costume, etc., the government will consider this expenditure to be for your own convenience. Similarly, if you are given transportation expenses for a lower berth accommodation, and you decide you want to travel in a roomette or compartment, this may be considered to be for your personal convenience.

Other non-deductible expenses are throat treatments for singers, marriage settlements in a lump sum, medical and dental expenses which are less than 5 per cent of the adjusted gross income, traveling expenses between your per-

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LEGITIMATE

After 11 Years, 'Pal Joey' Is Still Tuneful, Lively & One Heluva Show

By BOB FRANCIS

On Christmas night eleven years ago, this reporter thought "Pal Joey" was great stuff—a bit daring, perhaps, by way of making a scummy heel the hero of a musical comedy, but something which outlined a new and refreshing pattern in book musicals. It is pleasant to report that after a decade, while "Joey" seems infinitely less shocking, it is still a heluva show.

To begin on its virtues, Vivienne Segal is back as the slightly shop-worn matron with somewhat typhed glandular reactions who lapped the nasty young night club emcee temporarily to her

couch. Miss Segal looks no day older than on opening night in 1940, and her chanting of "Bewitched, Bothered and Bewildered," which has become a classic sex lament, is as adroitly bewitching as of yore. She is again the keystone on which "Joey" is built.

There are new faces in other major roles, but almost without exception there are no comparisons to be drawn against original incumbents. Helen Gallagher comes completely into her own as one of our top song-and-dance comedienne with her portrait of the slap-happy night-club dancer. Elaine Stritch scores with a wallop as the tired gal eplumist, and stops the show with the sock "Zip" number. Pat Northrop is fresh and cute as the youngster who never quite takes in Joey's essential healthiness, and there are outstanding assists from Jack Waldron, Helen Wood and Robert Fortier. David Alexander appears to have followed the general pat-

tern of direction, originally laid down by George Abbott, and has accomplished a highly workman-like job of keeping the late John O'Hara's bitter little satire of shoddiness in focus.

If one invidious comparison is to be drawn against the original casting, it must be admitted that Harold Lang is a little gentler for the title role. Gene Kelly's original Joey was a rat with charm, the kind of lad that a middle-aged lass with sexy proclivities would fall for. The lady would have just stepped on Lang's Joey and let it go at that. However, Lang is good. He does better with a song each time out, and his dancing is superb.

"Pal Joey" is at its peak when it dances and Robert Alton, who devised the original patterns has (Continued on page 49)

"Pal Joey" reviewed at the Broadhurst Theater. New York, Thursday, January 3.

RADIO

Documentary Technique Gets Vital Stimulus Via Ford-CBS "People"

By SAUL CARSON

The radio documentary is back on the air with "The People Act." It is on the Columbia Broadcasting System's radio network each Sunday night at 10:05. The costs—a hefty \$7,000 a week—are being paid by the Television-Radio Workshop which the Ford organization established via a \$1,200,000 grant funneled thru its Fund for Adult Education. CBS is giving the time gratis, until a sponsor comes along. If some bankroller doesn't snap this one up by the time the first 13-week cycle expires (it's not for sale until it has run that long as a sustainer), businessmen aren't as smart as they profess to be.

"The People Act" is actuality material, recorded on location—taped in Vermont's upper Wincooski Valley where sacred town limits are crossed to weld six rural townships into a democracy working for the good of all; taped in Arlington, Va., or in Texas or California proving that democracy is neither a propagandistic stubble nor a mere aspiration, but a vibrant mode of life as it's lived in the U. S. A.

Doc Grows Up

The radio documentary (from which TV has still much to learn) has been the sound medium's most potent contribution to adult education, as well as a factor in the training of some first-rate

broadcasters. Back in the middle 1930's, British Broadcasting Corporation scripters and engineers were sent into the hinterlands to record actuality material. In 1937, a pair of youngsters on New York City's municipal station, WNYC, lugged their clumsy equipment to the waterfront to experiment with the documentary and actuality material. One of them was Richard Pack (now program director of WNEW); the other was Mitchell Grayson (now director of "Big Sister," Somerset Maugham Theater on radio, etc.). Their work attracted a good deal of favorable comment. The Rockefeller Foundation gathered a group of young people around Archibald MacLeish, sent Philip Cohen (now of Sullivan, Stauffer, Colwell & Bayles agency) to study BBC's documentary methods in England, gave free play to Joseph Liss (now one of TV's outstanding scripters), to Charles Farrell (ditto as producer-director) and others. After V-E Day, Davidson Taylor and Bob Heller set up the documentary unit at CBS. The American Broadcasting System hired Robert Saudek, who later became vice-

president in charge of public affairs and Saudek started on a documentary kick that brought him prominence. Then the TV bugaboo scared the daylight out of so many people in radio that it

seemed as if the documentary were lost forever. Now it's not only back, but the same Saudek heads the TV-radio workshop responsible for this reprise on a grand scale.

Comeback

Interesting, too, is the fact that, in another sense the documentary is back where it started in this country when Pack and Grayson went to the waterfront. For the producer-writer of "The People Act" is Irving Gitlin. He's the CBS man who, last summer, wrapped up "The Nation's Nightmare" radio series which got more waterfront racketeers and crooked characters to stab their heads off than even Rudolph Halley.

Except for the half-hour weekly United Nations General Assembly report which National Broadcasting Company TV has been running under Ford Foundation subsidy (while CBS-TV has been doing virtually the same job on its own), "The People Act" is the first of the productions to come out of Bob Saudek's brand-new (Continued on page 17)

"The People Act," scheduled for Sunday, January 6, 10:05-10:30 p.m. EST, over Columbia Broadcasting System. Reviewed from audition platform.

TELEVISION

Roy Rogers Rides Graceful Debut Right Into Success With Kids

By JOE MARTIN

From here on in the family television set in more than a million homes will belong to the moppets every Sunday night at six. At least, that's what it should be like if the opening half-hour of the new Roy Rogers film series is typical of what will be coming up. There's nothing special about the cowboy opus except Roy, Dale, Trigger, guns, hangings, a dog hero and the wide open range swarming with bad guys for Roy to defeat. He manages to keep his relationship with Dale on a strictly platonic basis. He manages, too, to get involved in a couple of fist-fights, chases, gun battles, etc., all within a half-hour.

entourage is Gabby Hayes, his bearded side-kick. Gabby has his own TV show and for another cereal yet! Replacing Hayes for the comedy relief is Pat Brady. Latter may pick up somewhat of a following, but he doesn't seem to have the personality appeal of Hayes. Miss Evans is her usual cow-girl self; Trigger is still the smartest thing on four feet and the shepherd dog. Bullet gets in a few licks of his own.

Photography is excellent, the outdoor scenes rivaling anything seen on a film screen. In all, this figures to be one of the hottest kid-shows on TV, once the moppets learn the right time and channel. Preceding the opening show

was a special half-hour opus done live from the El Capitan Theater in Hollywood and featuring Bob Hope. Hope's fast patter, as usual, drew big laughs. Rogers did fine, playing straight for the comic, acting as emcee and running thru his own solo stunts. His chore as a square-dance caller was fine. Could be that RCA Victor Records is missing a good bet in not releasing a square-dance disk album with Rogers doing the calling.

The big rock scene on this seg- (Continued on page 17)

"Roy Rogers Show" reviewed on NBC-TV, Sunday, December 30.

The Billboard

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This One



YCRS-6X9-P005

## FCC FAVORS UHF BOOST WHEN TV FREEZE THAWS

### Most Applications in New Band Uncontested; Radio to VHF Is Up

Continued from page 1

dered by applicants up to last spring. UHF channels are now sought by 25 different applicants. More than half of the UHF applications came into FCC in the last three months. The total number of TV applications has now reached 473, and FCCers expect the total will pass the 500 mark long before the freeze is thawed. Applications have been pouring in at a rate of more than 10 a month, the pace having undergone a steady rise since the start

of the year. The outlook at FCC is for an even sharper rise in the rate of UHF bids. In contrast with VHF's four-to-one ratio of new applications at the end of last year, the ratio over the last three months has been reduced to two-to-one, or an average of one UHF application for every two VHF bids.

#### Coy for UHF

Tight supplies of vital construction materials will cloud the UHF picture after FCC starts issuing grants. Chairman Wayne Coy and fellow commissioners have been openly pushing for UHF development, confident that the industry's health will be guaranteed by swift expansion of the UHF area, particularly in the difficult post-freeze months while battles are being waged for the last remaining VHF frequencies. The industry itself has been showing strong co-operative signs. Pointed up by the UHF demonstrations at Boca Raton by the National Broadcasting Company and Radio Corporation of America, other signs have ap-

peared in steady progress by manufacturers in gearing for UHF development. Engineers are satisfied that high standards for UHF transmission and reception can be met, and it is figured that UHF, like VHF, would be a sure-fire profitable undertaking.

Advance reports indicate that heavy emphasis will go toward UHF adaptor and set output after the TV freeze-lift, even under the tight materials situation. Exactly when the freeze-lift will occur is still a question-mark, but if FCC can sidetrack oral arguments on allocations, the agency can meet its schedule for issuing a new allocations table in February and start processing applications in April for the first time in four years.

One major uncertainty cannot be discounted, and that is whether National Production Authority will forbid construction of UHF stations. NPA's current attitude is that, unless war spreads, construction will continue at about the current limited rate.

## Sets Have Little Effect on Gates, Says Advertiser

NEW YORK, Jan. 5.—Television has not had too great an effect on set owners' attendance of sporting events, according to a survey conducted by Advertiser Research here last month. Over 30 per cent of the 761 men interviewed said they'd attended at least one more event this past year than they had in any comparable period before they'd bought a TV set. Less than 40 per cent reported an attendance decrease.

A majority of those questioned disagreed with the plan of the National Collegiate Athletic Association to limit the telecasting of college football games; 81.5 per cent denied that the plan had increased their attendance.

#### Prefer Live

Some 65 per cent said they would rather attend a local sporting event in person than watch it on television, but 70 per cent would prefer watching an out-of-town event of great interest to attending a local game of less interest in person.

The most viewed television sports in order, according to the Advertiser study, are baseball, college football, boxing, college basketball and wrestling. Forty per cent of the men reported that they still listen to baseball broadcasts on the radio. WPIX was chosen the New York video station giving the best sports coverage.

Approximately one half of the men queried avowed they were familiar with the NCAA ruling.

This study of sports and television is the latest installment in Advertiser's "The Television Audience of Today."

## Sinatra TV Nix Denied by CBS

NEW YORK, Jan. 5.—Reports that Frank Sinatra would be cancelled on the Columbia Broadcasting System's TV web were denied this week. Sinatra occupies the important Tuesday night 8-9 slot opposite Milton Berle's "Texaco Star Theater," but, so far, has failed to dent his rating appreciably.

Sinatra has a firm 40-week contract with CBS-TV until July, 1952, which brings him \$8,000 weekly or a total of \$240,000 for his year's work.

## Admiral Buys Trout on CBS

NEW YORK, Jan. 5.—Admiral this week switched some of its advertising attack to network radio when it purchased Bob Trout and the News on the Columbia Broadcasting System.

Trout goes into the Sunday 6:30-5:55 slot beginning February 16 for the client, Erwin-Wasey is the agency.

## UHF-TV & O&O'S

## NBC Seeks Change On Multiple Rule

Continued from page 1

encourage development of UHF. Bridgeport, Conn., on a regular five-day-a-week schedule for nearly two years. It told the FCC that its experience there can be utilized in the building of UHF generally and that NBC has made available its experience and data to others in the broadcast industry as well as to the FCC.

With more than \$2,500,000 already spent in UHF experiments by NBC and its parent firm, the Radio Corporation of America, the web informed the FCC that it is "willing and able to engage in commercial operation of UHF television at the earliest possible date if licensed to operate additional stations in the UHF band."

The petition was filed in Washington by NBC vice-president and general attorney Gustav B. Maigraf.

The move followed extensive UHF demonstrations by NBC at its recent convention in Boca Raton, Fla. Web president Joseph McConnell at that time again urged affiliates not yet in TV to make license application and laid special stress on the UHF channels.

By eliminating the ceiling of five stations in the UHF band, NBC believes the FCC would hasten the advance of UHF and encourage use of the UHF spectrum for commercial operation. The petition stated: "The proposed amendment will allow persons who own the present limit of five stations to help in this development. It will also encourage others who may plan to apply for UHF stations to seek UHF stations in some communities."

NBC has been operating an experimental UHF station in

## Revue Realigns Forces in Hiked Production Sked

HOLLYWOOD, Jan. 5.—To handle the increased production load, Music Corporation of America's TV film subsidiary, Revue Productions, this week realigned its forces with Karl Kramer assigning Fred Jackson Jr. to concentrate on the recently launched Chevron Theater series and the Gruen video films with Leon Fromkess handling production of the "Kit Carson" series. Jackson, who produced the first two in the Chevron series, will start rolling on five half-hour films January 15 (two for Chevron, remainder for Gruen).

Chevron, dealer sales wing of Standard Oil of California, is spending more than \$500,000 on time and film for 26 first-run dramatic segs produced by Revue for showing in six Western markets. Stations carrying the series are KTLA (Hollywood), KFMB-TV (San Diego), KGO-TV (San Francisco), KING-TV (Seattle), KSL-TV (Salt Lake City) and KPHO-TV (Phoenix).

Jackman directed Ralph Edwards' "Truth or Consequences" TV series last season. In addition to his Revue production chores he will continue producing "Red Skelton's Film Scrapbook," film inserts of the live Skelton show, and the Laraine Day-Leo Dunrocher "Hot Stove League" film series. Latter two are independent of his Revue commitments.

## Six Stations in Four-State Web

DETROIT, Jan. 5.—A new special-purpose web with stations in four States bows today as the Checkerboard Rural Network.

WJR, the Goodwill flagship station, will originate a "Voice of Agriculture" show which will run 30 minutes at 6:30 a.m. on Saturdays. Stations included in addition to WJR are WWVA, Wheeling; WHKC, Columbus; WKBN, Youngstown; WHIO, Dayton; and WIKK, Erie, Pa.

Show, of course, is designed for the rural audience, and sponsored by Purina Chow (Ralston Purina Company). Marshall Wells, farm editor of WJR, will do the broadcast, using a commentary on market trends, reports on legislation affecting farmers, announcements of meetings, and a comprehensive weather report.

## Montgomery On Life Sked

NEW YORK, Jan. 5.—Life magazine this week was on the verge of signing to sponsor Robert Montgomery for a new radio series via the National Broadcasting Company. The show would feature Montgomery as political and news commentator in a five-minute strip 10:30 to 10:35 p.m. across the board. Young & Rubicam is the agency.

The series will kick off as soon as all arrangements have been finalized. It would knock five minutes out of each of the shows currently in the 10:30 slot on NBC all of which are sustaining.

## Ziv Offers "Communist" Show With Andrews

NEW YORK, Jan. 5.—Monday (7) the Frederick W. Ziv Company's 100-man field sales force will offer for sale to local sponsors, stations, regional sponsors and webs and to national sponsors for "spot" placement a new transcribed, open-end half-hour radio series called "I Was a Communist for the FBI." (See Billboard Backstage, page 2, this issue.) The series is the first-person dramatized experiences of Matt Cvetie, who worked as an undercover agent for the Department of Justice for nine years, during seven of which he was a member of the Communist Party. The story was published by the Saturday Evening Post last July, and recently released as a film. Dana Andrews has been signed to an exclusive 10-year deal by Ziv executive Johnny Sinn, to play the Cvetie part in the radio series.

The series has already gone into production on the West Coast and is scheduled for March 30 release. Ziv hopes to have 52 shows taped by July 30. The Ziv company is producing. Henry Hayward is directing, and musical director is David Rose.

#### 12½-C Per Show

"Communist" will be one of the highest budgeted of all new radio shows being prepped for 1952, with the total production run running about \$12,500 per half hour. The signing of Andrews, incidentally, brings to five the number of top film names featured in Ziv shows. Others are Lauren Bacall and Humphrey Bogart in the "Bold Venture" series, and Irene Dunne and Fred MacMurray in the "Bright Star" series.

"This is probably the most important show in Ziv's history," said Sinn, "because it combines a

commercial venture with an important public service. Thru this program the American radio public will be made more aware of the inner workings, methods and goals of Communists in the United States, therefore more conscious of the menace of Communism to our nation."

#### WPTZ CLICKS

## Renewals in Bag for Old Shows in '52

PHILADELPHIA, Jan. 5.—Two of the oldest, continuously sponsored programs in local television have been renewed by their sponsors for the 1952 season on WPTZ. One is "Open House," interview show conducted by Roy Neal for a half-hour on Wednesday at 7, sponsored since 1948 by the Girard Trust-Corn Exchange Bank of Philadelphia, thru Aldin-Kynett Agency.

Other show is "Television Kitchen," considered the first sponsored daytime show, started in 1947 by the Philadelphia Electric Company, with home economist Florence Hanford at the helm.

#### WXYZ Switches O'Leary

DETROIT, Jan. 5.—Thomas F. O'Leary, with the WXYZ sales department for the past 19 years, is switching to television sales with WXYZ-TV.

## NEXT WEEK...

### in The Billboard

A Real Eye-Opener for Those Who Have Been Selling Radio Short . . .

A Billboard-Pulse Radio Sets-in-Use Study for the Years From 1944 Thru 1950

Watch for It! — Watch for It! — Watch for It!

## TV CONVENTION COSTS SAME ON CBS OR NBC

NEW YORK, Jan. 5.—The TV stations in single and dual station markets, in trying to decide whether to accept the Philco (National Broadcasting Company) or Westinghouse (Columbia Broadcasting System) orders for the 1952 political convention coverage, find exactly 1/16 of 1 per cent difference, financially, between the offers. The Philco order is more attractive by that amount. Herb Akerberg, CBS vicepres handling station relations, did the figuring after the NBC offer was made and wired all outlets that this negligible amount is the difference between the two.

Philco has offered to pay for 20 hours of 30-hour coverage of each convention, making a total of 40 hours out of 60 for both sessions. In addition, there is an order for five paid hours of election returns the night of the balloting, with the station committed to carry the full airing of returns, until conclusion.

The Westinghouse order is for 15 paid hours out of a 20-hour coverage of each convention, totalling 30 paid hours out of 60 for both conclaves. In addition, there would be four paid hours for carrying election returns until conclusion, plus 13 weeks of a 30-minute series between the conventions and the election itself.

The American Broadcasting Company, in wiring stations about clearances on behalf of an un-named client, specified no exact figures, but said the deal would be similar to that of CBS and NBC. Du Mont is known to be mulling a plan for at least a partial co-opping of the meets, on a basis which would permit lucrative local and regional sales of part of the time by the stations.

## Colgate Accepts CBS Plan, Drops 6 Outlets

NEW YORK, Jan. 5.—Colgate this week became the first sponsor to take advantage of the Columbia Broadcasting System's new Selective Facilities Plan for radio advertisers when it dropped six stations on its otherwise full network coverage of "Mr. and Mrs. North." The stations are all in areas which have TV outlets, although they are not the most important markets.

At the same time Westinghouse, which was to use the Selective Facilities Plan in its sponsorship of the conventions, is reconsidering, with a strong likelihood that it will go full network. Colgate's decision to drop six markets is interesting in that it is the client which originally inspired the CBS Plan. The network, however, re-

worked the scheme into one more satisfactory for its purposes.

Other than there has been little advertiser reaction to the new CBS blueprint for limited sponsorship. Sponsors and their agencies have told CBS that they are glad to have the plan at hand in the event they wish to take advantage of it, but are studying it intensively before putting it into use.

## 3 Advertisers Seek New TV Segs for Fall

NEW YORK, Jan. 5.—Three clients this week were reportedly shopping for new TV shows for next season. They are Old Gold cigarettes, Schlitz beer and Goodrich tires. Programs to be replaced are "Amateur Hour," "Playhouse of Stars" and "Celebrity Time," respectively.

Reports are that Old Gold, which shaved "Amateur Hour" to 45 minutes from its hour length, believes that the program has lost much of its impact. The feeling is that the advertiser would do better with a new package.

Schlitz has been beset by script and casting problems. In addition to this, Edwin Self, new advertising director of the beer company, who was not responsible for the purchase of the property, has put the pressure on Young & Rubicam, the client's agency, for results. The answer may be a new dramatic package.

Goodrich has been faced with the terrific competition of Red Skelton whose rating has soared, thus capturing some of its audience. The client and agency tried to shake off Skelton by moving down a half hour to 9:30-10 Sundays on CBS-TV, but the network sold the time slot to another sponsor. Unless a similar shift is made, it is almost a certainty that Goodrich will have to come up with a stronger program.

## Col. W. Mayer, N. Hendershot Join ABC Web

NEW YORK, Jan. 5.—Col. William Mayer has signed to join the American Broadcasting Company TV web as executive assistant to Harold Morgan Jr., vicepres for TV programs, effective January 18. Mayer, who is retiring from active service with the Army, has had a distinguished military career.

The web this week also added Norman J. Hendershot as TV account executive, reporting to Chiek Abery, Eastern TV sales manager. Hendershot formerly was with Sudler & Hennessey, Time magazine, Batten, Barton, Durstine & Osborn, and is former assistant ad manager for Royal Typewriter Co.

# TV Webs Scramble Madly for Station Clearances for '52 Political Events

### Individual Operators Face Many Problems In Determining How Best to Meet Situation

NEW YORK, Jan. 5.—One of the greatest scrambles in TV network history is taking place over the forthcoming political conventions and elections, with all four TV webs trying for a quick clearance of stations. With the conventions nearly half a year away, the situation points up several significant developments.

At no time has the shortage of TV stations due to the freeze and the limitations of inter-connection been felt so severely. The situation dramatizes the ability of one or two advertisers with sufficient buying power to completely dominate video coverage. It also points up the longest-range planning done to date in an industry which has been notorious for virtual day to day operating. And it indicates that despite the heavy investments being made by the advertisers, the individual stations currently stand to benefit the least financially from the entire situation.

The battle to sew up the single and dual station markets has reached the stage of claims and counter-claims. The National Broadcasting Company, on behalf of Philco, this week said it already had set 17 of the 21 one-station markets for its client, despite the fact that the Columbia Broadcasting System concluded

its deal with Westinghouse a few days earlier. The CBS reply is that it has at least a majority of stations cleared as NBC, in one-station markets and in any others.

The American Broadcasting Company has wired the stations indicating they had an offer as attractive as those made by NBC and CBS (see accompanying box for details). Without naming any sponsor, the web was seeking to get indications of its clearance outlook.

The Du Mont web is working on a plan which would give a better financial break to the stations. Neither the NBC nor CBS offers make any mention of al-

lowing the usual station break periods for local sale by affiliates, nor about any scheduling of regular periods of five minutes or so per half hour for local or regional sponsorship sale for the stations. Many outlets have indicated that, as a result, they stand to suffer considerably in devoting heavy time to the conventions, since they will be giving up their regular local business, the backbone of their revenue. Du Mont is plotting a partial co-op deal on the conclaves, with some coverage by national sponsors, and a heavy proportion of time handed to the stations for local sale.

If NBC and CBS tie up all the one and two-station markets, there will be about a dozen markets left for use by ABC and Du Mont. All four webs are committed to a pooling out of \$50,000 each for the conventions, regardless of what size network or what kind of commercial deals they get. To recover this sum, they must sell enough of a network to amortize their cost or take an expensive bath. Yet the only cities left to ABC and Du Mont, if they can't capture any of the one and two-station markets, will be New York, Philadelphia, Baltimore, Washington, Atlanta, Pittsburgh (Du Mont), Cleveland, Cincinnati, Columbus, Chicago, Los Angeles, San Francisco and Detroit (ABC).

An unresolved problem is that of the limited cable spurs into several sections of the country, notably Chicago-St. Louis, Washington-South, Des Moines-Minneapolis and Denver-Los Angeles. The circuits are on a rotating allocations basis, and all stations on each spur will have to come to a single agreement about pickups; or there will be a genuine ruckus. Furthermore where a station on one of these spurs is committed to one web for a certain show (for example, NBC's Milton Berle), would that web waive its commercial entree if the outlet picked up another web's (such as CBS) convention and election coverage in the same time slot?

## TV OR NOT TV?

### Survey Finds No Impairment In Kid Viewers

CINCINNATI, Jan. 5.—There is no "significant difference" between the learning ability of children who have TV sets at home and those who don't, according to findings of a survey conducted by Xavier University here. Data was obtained from nearly 1,000 children, mostly 12 and 13-year-olds in the sixth and seventh grades of 15 public and parochial schools in the Cincinnati area.

Study also revealed that children spend an average of 30 hours weekly watching TV as compared with 25 hours in school, and 52 per cent of them are permitted to watch any program they choose. Milton Berle is top video favorite, and large numbers said they watch late TV shows at least once a week. Mystery-crime airers are also popular, with children tending to see all or none. Survey also showed that the lower the child's IQ the more likely he is to watch wrestling and mystery-crime series.

## NOVEL FORUM

### Station WCCC Skeds Unique Pubserv Show

HARTFORD, Conn., Jan. 5.—Daytime independent WCCC here, has cooked up a public service show of which many a large station might be proud Saturday (12) the station will carry a 90 minute forum, from 3 to 4:30 p.m. at which Connecticut State employees, represented by American Federation of Labor unions, will present their side of a request-for-wage-increase case which has been a local issue of considerable importance for some time.

Broadcast will emanate from the State Capitol, and dignitaries will participate, with the Governor tentatively set to make an appearance, along with the publisher of the Hartford Times.

The broadcast will be picked up by a state-wide network, consisting of WICH, Norwich, WWC, Waterbury, WLIZ, Bridgeport and an as yet undetermined New Haven station. Show was conceived and worked out by WCCC general manager Paul Martin.

## "House Party" A CBS Package

NEW YORK, Jan. 5.—Columbia Broadcasting System this week acquired from John Guedel Productions the radio and TV rights for five years to "House Party," the daytime audience-participation show which features Art Linkletter. The deal was set by Howard S. Meighan, president of the CBS radio division.

Currently being programed 3:15-3:40 p.m. across the board for Pillsbury on CBS-AM, the advertiser will have his sponsorship of the show to 10 minutes when the TV version gets under way. Pillsbury plans to bankroll the last 15 minutes of "House Party" which is tentatively scheduled for the 2:45-3:15 strip on CBS-TV in early March. The client, however, will retain 3:40-3:45 newscast he is sponsoring on the CBS radio web.

"House Party," to be produced in Hollywood, will be one of the first daytime shows to be sent East via microwave relay when it goes TV. It is reported that Guedel sold the property to CBS because he found sales to multiple sponsors, now common practice in radio, too difficult.

## ATTY.-GENERAL!

### Appointment Of Miller Is Unconfirmed

WASHINGTON, Jan. 5.—White House rumors that President Truman is considering Justin Miller for the U. S. Attorney Generalship touched off a wild jangling of phones at the National Association of Radio and Television Broadcasters. Miller, who is doubling as NARTB board chairman and head of the Salary Stabilization Board, stuck to a smiling "no comment" to all queries.

The incumbent, J. Howard McGrath, after being unavailable for phone or personal interview for a couple of days, climaxed a White House conference with President Truman yesterday (4) by telling newsmen that resignation wasn't in the wind.

Miller, former NARTB president has a guarantee totaling nearly \$70,000 for the balance of his contract should he stay active in NARTB for a couple of more years.

## Brookhouser Sold on WIP

PHILADELPHIA, Jan. 5.—Starting January 16, Frank Brookhouser, who pens a daily chat column for The Philadelphia Inquirer, goes on WIP three times a week with a "Frankly Speaking" gossip and commentary column under sponsorship of the TV manufacturing firm of Tele King.

Slotted for a quarter-hour at 6:15 p.m., Monday, Wednesday and Fridays, Brookhouser's air-casts will be co-sponsored with Tele King by Vic Hender, local retail outlet for the TV sets. Prior to the sponsorship, WIP gives Brookhouser a few free rides for warm-up and build-up.

## UN CAMPAIGN

### Try for Goal Of 20 Million New Listeners

NEW YORK, Jan. 5.—The "UN Communications Campaign" which is being inaugurated this month has as its goal 20,000,000 new listeners to UN broadcasts. Eight thousand civic leaders in 250 cities designated by national groups have been invited to form local committees to develop techniques to increase listening to the programs.

This will be the first time that 35 national groups which maintain accredited observers at the UN will sponsor a project for listener promotion. Among the groups participating are Rotary International, League of Women Voters, National Business and Professional Women, United Church Women, etc.

## ARB Issues Cumulatives

WASHINGTON, Jan. 5.—American Research Bureau has begun publishing cumulative audience figures along with the city ratings for video daytime strip shows. James Seiler, director, announced this week. This figure will indicate the percentage of TV sets which caught the multi-weekly show at least once in the course of the week.

The cumulative rating will in every case be higher than any of the show's daily ratings, but can show different relative strength among the multi-weekly shows.

## BUSINESS OKAY

### WNBC Signs Longine Seg And 3 Others

NEW YORK, Jan. 5.—Network radio may be having its struggles but top local stations are racking up healthy renewals and new business.

Here this week WNBC, flagship of the National Broadcasting Company, secured a 52-week renewal for the Longine Symphonette show, 7-7:30 p.m. Monday thru Friday, and also sold out its late evening, across the board news show. National City Bank has bought the newscast Tuesday, Thursday and Sunday; Savarin Coffee will bankroll it Saturdays; and Krohler Furniture will foot the bill Monday, Wednesday and Friday. Show runs 11 to 11:10 p.m. Monday thru Friday, and 11 to 11:15 p.m. Saturday and Sunday.

## Du Mont Mulls Own Film Unit

NEW YORK, Jan. 5.—The Du Mont TV network this week was mulling the establishment of its own video film production operation. The web's new studios, being readied for full-blast operation by summer, are being equipped with internal construction arrangements which will permit the shooting of motion pictures on a scale as large as a major Hollywood production, if necessary.

Altho the plan has not been finalized as yet, the web is known to be leaning in the film direction because, after the TV freeze is lifted, a heavy proportion of the first stations to take the air are expected to be in non-interconnected markets. This would be the logical result if the Federal Communications Commission as reported, will begin the thaw by okaying ultra-high frequency stations which, for the most part, will be in smaller cities. The Du Mont film operation is headed by Don Stewart.

## FCC Patent Order Gets Loud, Bitter Squawks

WASHINGTON, Jan. 5.—The Federal Communications Commission proposal to order annual filing of unexpired patent agreements by firms in broadcasting, telephone and other services brought an outcry this week from industry representatives and patent attorneys that FCC would gain authority and power not authorized by law and in violation of "fundamental concepts" of the U. S. Constitution. FCC spokesmen maintain, however, that the patent information is needed in connection with the Commission's role in determining trust and monopolies when granting broadcast licenses.

Some 150 comments have been filed since the proposed rule was announced November 29, with a

### 14G QUESTION

## Gen. Mills Mulls Hildegard 1/4-Hr. TV Seg

NEW YORK, Jan. 5.—General Mills has until next week to decide whether to buy Hildegard. Advertiser has bought 10:30-10:45 a.m. across the board on the Columbia Broadcasting System's TV network.

Holding up the sale is the fact that Bernie Schubert, the packager of Hildegard is asking \$28,000 a half hour strip for the chanteuse, or \$1,000 a quarter hour across the board, probably the highest price in daytime TV. General Mills also has asked CBS-TV to sustain the quarter hour strip following its show, if it took an option on the time, but the network refused to go along with the offer.

## "Quick Quiz" Sales Mapped

CHICAGO, Jan. 5.—Walter Schwimmer, head of Walter Schwimmer Productions, and Milt Blink, executive director, United Television Programs, Inc., have combined forces to handle sales and distribution of the Schwimmer produced TV series, "Movie Quick Quiz." First two markets were sold this week when contracts were signed with KSTP, Minneapolis, and WGN-TV here.

New TV series is a counterpart of the Schwimmer radio series, "Tello-Test" now aired in 250 markets. TV series features one-minute originally produced films lying in with quiz questions asked viewers on the telephone.

Included in the package, which will be offered on an across-the-board minimum of 26 weeks, are the movies, questions and answers, special slides, filmed openings and closings, operational instructions and jackpot awards.

## Install Theater TV In Cincy RKO-Albee

NEW YORK, Jan. 5.—The fourth RKO theater to be equipped for theater television is the RKO Albee in Cincinnati. Installation of RCA equipment at the Albee makes it the first house in its city to be set.

### Your Top TV Sales Opportunity

# WIDEL-TV

Wilmington, Delaware

In the Market which has highest income per family in the country.

Represented by

**ROBERT MEEKER ASSOCIATES**

New York San Francisco Chicago Los Angeles

## TV NEWS SPOTS HIT-RUN DRIVER

DETROIT, Jan. 5.—WWJ-TV this week managed to all but train its camera on a suspect making a getaway from a hit-run accident—and police located him within a matter of minutes. Clues were relayed to James Clark, (doing a dinner hour newscast) who put them on the air. Police immediately started getting phone calls with information on the whereabouts of the car, which was spotted immediately thereafter by police cars.

## Lamb Cleared Of "Leftism"

NEW YORK, Jan. 5.—In a telegram to the Federal Communications Commission, Donald J. McQuade, national commander of the Catholic War Veterans, this week withdrew his recorded protest against the recent application by Edward Lamb for purchase of radio station WHOO, Orlando, Fla.

McQuade's original protest was based on his suspicion that Lamb was alleged to be involved in left activities. A spokesman for Lamb reports that the exec. "has offered convincing proof of his outstanding activities in religious, educational and public service programming." Lamb, who owns radio station WTOD, Toledo, and two TV stations (WTVN, Columbus, and WICU, Erie, Pa.), said he was happy that what may have been a serious injustice has been corrected after an examination of the facts.

## Name Settled To Du M. Post

NEW YORK, Jan. 5.—Irving Settel, advertising director of Concord's, Inc., has been appointed sales promotion, merchandising and advertising consultant to the film program division of the Du Mont Television Network, reporting to Donald A. Stewart, coordinator of that department. Settel is expected to be an active force in getting Du Mont's new feature film syndication plan rolling with stations across the country.

### RESEARCH RESULT

## Switch LA Time From Live Web to 'Hot Kine'

NEW YORK, Jan. 5.—After a heavy analysis of research, Colgate this week decided to shift its Hollywood showing of the "Comedy Hour" from a live airing to a "hot kine," starting in about two weeks. This means that the National Broadcasting Company video starza will shift from its 5 p.m. live airing to 8 p.m. Pacific Coast Time. The research, which involved A. C. Nielsen Company, Trendex, Videodex and Colgate's own research facilities, concluded that Hollywood assures them a much heavier share of audience at 8 p.m. than at 5 p.m.

Colgate's own part in the research research included its little-known "psychological analysis" measuring rod. This involved a heavy interview load, with key questions sandwiched in among comparatively innocent queries. As a result, the Colgate analysts decided that while the outdoors attitude in sunny Southern California does not preclude heavy radio listening around 5 p.m. on terraces, beaches and in cars, it does not bode well for TV. Also, heavy use of old feature film in the afternoons is another factor, inasmuch as that is popular Coast video fare.

"Comedy Hour" thus will be aired via a "hot kine," taken off the air presently right in Hollywood, with the latter portion of the film still being processed while the first half of the kine is

already being aired. Colgate execs believe the "hot kine" renders quality fully comparable with live showing, inasmuch as the negative film is used with the polarity reversed in the projector. This eliminates the making of prints from the negative, a step which is regarded as causing much of the deterioration of quality.

The co-operation of the Los Angeles police force is needed to insure getting the show on the air. The live version comes thru from 5 to 6 p.m. It will be kinned in two 30-minute segments, with two negatives taken off, one being a protection copy. Two delivery teams are involved, with each rushing one print of the original 30 minutes to Consolidated Labs, some three miles from NBC. Processing takes almost three hours, so the first half hour of the show will be rushed back to NBC just on time for the 8 p.m. starting time while the second half is still being processed, to be hurried back in time to make the 8:30 deadline.

## Screen Gems Names Execs

NEW YORK, Jan. 5.—Milt Goodman this week was named general sales manager of the Screen Gems TV department. The firm also set Will Baitin to continue as manager of public affairs, promotion and station relations, as well as production supervisor of "TV Disk Jockey Toons." Beginning February 1, 100 of the 1952 Toons series will be released.

## Offer New Gimmick In Giveaway Show

WASHINGTON, Jan. 5.—WWDC here begins Monday (7) to offer \$800 in cash plus merchandise prizes every afternoon during the four-hour time period of disk jockey Milton Q. Ford's "Prize Party" program, and Willis Conover's "1260 Club." Prizes go to persons whose Social Security cards, driver's license or last six digits of any dollar bill in possession match the lucky number broadcast every half hour during the period.

## \$1 Mil '52 Yield Seen In WNBC's 'Lightning' Plan

NEW YORK, Jan. 5.—If WNBC here manages to sell the not-too-large number of four or five more accounts on its Chain Lightning plan, which calls for a minimum sponsor expenditure of \$1,500 per week, it figures to rack up a million dollars in time sales from this one phase of its operation in 1952. This became apparent this week when manager Ted Cott, who originated the idea, announced renewals for '52 on the part of four of the 10 present sponsors now utilizing the plan.

Sponsors are Gerber's, Best Foods, Piel's and Ruppert's. The six other sponsors operating under the plan have already committed themselves to renewals, but are presently running in uncompleted cycles. Coca-Cola, for instance, has committed itself to one of the heaviest expenditures on "Chain" in the history of local radio. The plan has resulted in sales increases for the sponsors ranging from 45 per cent to a fabulous 185 per cent increase. It is the gimmick via which merchandising tie-ups are worked out for the sponsors at points of sale with leading chain grocery and food stores.

In a move to further solidify the station's position in the area of merchandising tie-ups, Cott this

## CBS Loses One Godfrey Client, Gets Another

NEW YORK, Jan. 5.—The Columbia Broadcasting System this week lost one of Arthur Godfrey's daytime radio sponsors and a day immediately came up with a new client. Ovaltine will take over half the sponsorship of the 10-10:15 segment of Godfrey's morning strip shortly, replacing Monarch Foods which cancels after its current cycle. Ovaltine will share sponsorship with Tom. The deal was set directly with the client and includes a definite commitment to co-sponsor Godfrey in the same time slot on TV next fall when the program is to be extended. Lever Brothers now bankrolls the 10:15-10:30 Godfrey a.m. strip on radio and radio. Ovaltine which formerly bankrolled kid shows on radio, returns to the medium after a long absence.

## Food Firms Buy Week Video Seg

HOLLYWOOD, Jan. 5.—Continuing KTLA's policy of selling budget shows to participating sponsors, the Paramount outlet this week peddled the Lawrence Welk show to Chicken of the Sea Tuna and Laura Scudder Food Products. Hour-long Friday night show is budgeted at \$2,500 per week. Thirteen-week cycle for both bankrollers started Friday night (4) with show holding the 9:30-10:30 time slot.

Brisacher-Wheeler is the agency on the tuna account while Rockett-Lauritzen handles the Scudder billing. A few weeks ago KTLA General Manager Klaus Landsberg sold the Spade Cooley show to participating bankrollers, thus launching multiple sponsorship policy on the high cost local segs.

week set about organizing a WNBC-WNBT Merchandising Board. This would consist of the station's Merchandising Director (as yet unhired), the News and Special Events Director, the Publicity Director and the Advertising and Promotion Director. The Board would work under supervision of Cott himself and would concentrate on ways and means of increasing the effectiveness of the Chain Lightning tie-ups, plus devising new merchandising gimmicks tied in with radio time and show purchases.

### TUG O' WAR

## Begins Anew By NBC, CBS Over Jessel

HOLLYWOOD, Jan. 5.—Talent tug o' war between the two broadcast giants is brewing again, and this time it's over George Jessel. Both Columbia Broadcasting System and National Broadcasting Company are trying to lure Jessel from his producer's berth at 20th Century-Fox. Jessel has been with Fox for the past 10 years. His current contract, made last year, still has one year to run.

Jessel confirmed that he had huddled with CBS' Bill Paley and Radio Corporation of America Board Chairman David Sarnoff, but said he was unable to accept any deal until he's released from his contract by Fox's Darryl Zanuck. The Billboard learned Zanuck would consider releasing Jessel when the latter shows definite offers he's received from the webs.

CBS is currently prepping its offer which calls for Jessel's services as a TV producer in an executive capacity as well as an artist, using him as star of his own show and to guest occasionally on other CBS shows. RCA talent veepee, Manie Sachs, is currently in town to see to it that NBC gets in its re-managing. NBC Prexy Joe McConeil remained following the Rose Bowl game for huddles with Coast Veepee John West and may also enter in the Jessel bidding.

### POWER FAILURE

## Forces WBKB & WGN-TV Off Chi Air

CHICAGO, Jan. 5.—First double power failure of TV stations here occurred Tuesday (1) when WGN-TV and WBKB were both forced off the air. Chicago's two other outlets, WNBC and WENR-TV were not affected.

WGN-TV failure was caused by a tube blowout and a leaking water gasket in the tube jacket, with the station cutting out at 10:35 p.m. during a showing of a mystery film "The Chase." The picture will be rerun Tuesday (8), station execs said.

WBKB power failed at 8:32 p.m., two minutes after starting the Columbia Broadcasting System show, "Suspense." Other shows which were shut out were "DANGER" and a motion picture.

Profitable TV Audience exclusive with

# WGAL-TV

LANCASTER, PENNA.

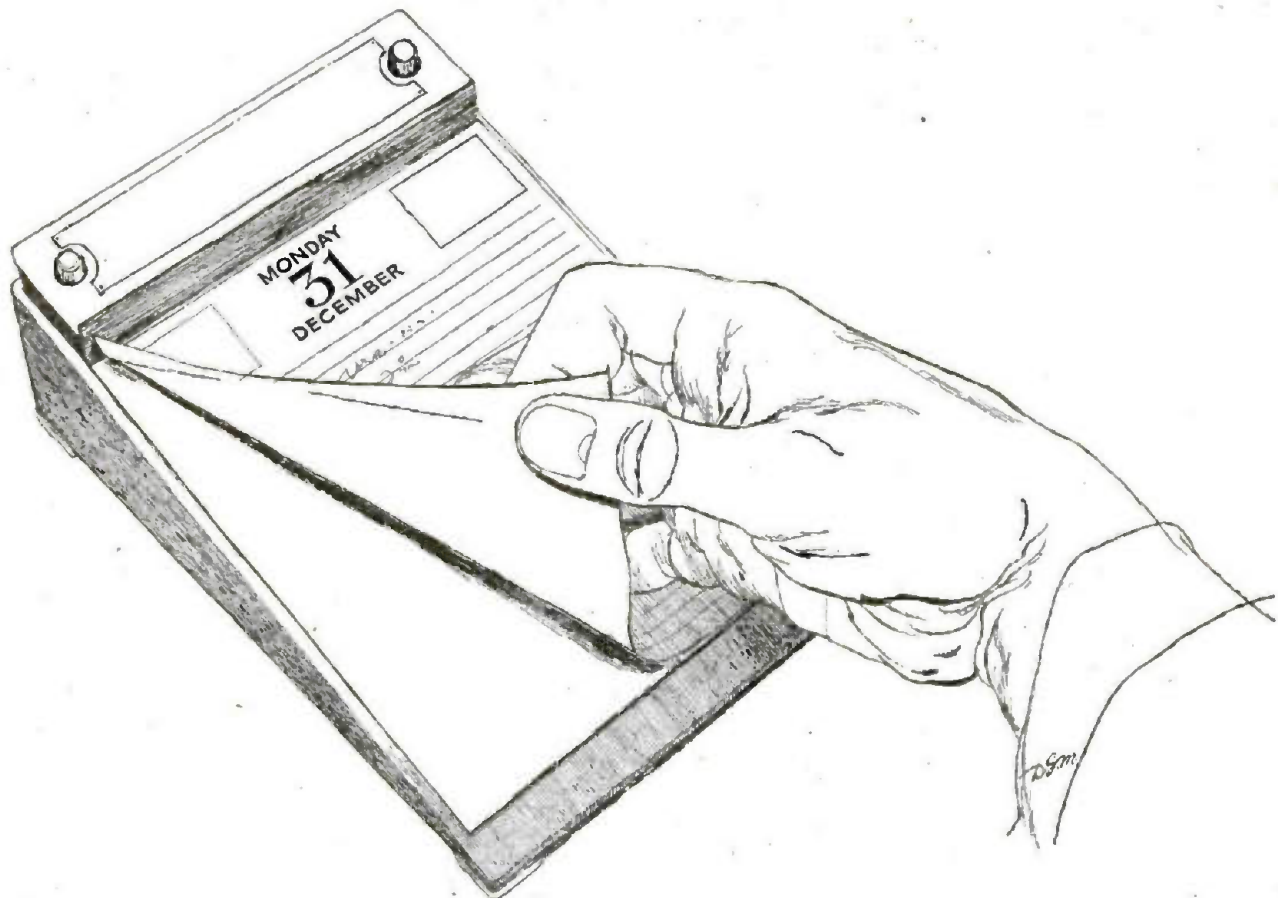
Only TV station in — only TV station seen — in this large, rich Pennsylvania market area.

Clair R. McCollough, Pres.

Represented by

**ROBERT MEEKER ASSOCIATES**

Chicago San Francisco New York Los Angeles



# As the year ends...

**T**RADITIONALLY, year's end is a time for taking stock, for adding up a final score.

The score at Young and Rubicam shows that again in 1951 there was a sizable increase in the amount of dollars placed through our agency with television networks and individual local stations.

It also shows that, as the year ends, Young and Rubicam is placing the following radio and television shows for its clients:

#### TELEVISION SHOWS

- "Paul Whiteman Review" for the Goodyear Tire and Rubber Company, Inc.
- "Young Mr. Bobbin" for the General Foods Corporation.
- "Goodyear Television Playhouse" for the Goodyear Tire and Rubber Company, Inc.
- "Mr. District Attorney" for the Bristol-Myers Company.
- Arthur Godfrey's "Talent Scouts" for Thomas J. Lipton, Inc.
- "It's News to Me" for the General Foods Corporation.
- "The White Owl Sports Spot" for the General Cigar Co.
- "Herb Shriner Time" for Cluett, Peabody & Co.
- "We, the People" for the Gulf Oil Corporation.
- "Playhouse of Stars" for the Jos. Schlitz Brewing Company.

- "Cavalcade of Stars" for Johnson & Johnson.
- "Cosmopolitan Playhouse" for Johnson & Johnson.
- "Bigelow Theatre" for the Bigelow-Sanford Carpet Company, Inc.
- "Roy Rogers" for the General Foods Corporation.

#### DAYTIME TELEVISION

- "Kate Smith Show" for the Singer Sewing Machine Company.
- "Kate Smith Show" for the Simmons Company.
- "Garry Moore" for the General Electric Company.
- "Bert Parks Show" for the General Foods Company.
- "Bill Goodwin Show" for the General Electric Company.
- "Kate Smith Show" for Hunt Foods Inc.
- "Kate Smith Show" for Cannon Mills, Inc.
- "Kate Smith Show" for Johnson & Johnson.

#### RADIO SHOWS

- Arthur Godfrey's "Talent Scouts" for Thomas J. Lipton, Inc.
- "Halls of Ivy" for the Jos. Schlitz Brewing Company.
- "Counterspy" for the Gulf Oil Corporation.
- "Mr. District Attorney" for the Bristol-Myers Company.
- "Hopalong Cassidy" for the General Foods Corporation.
- "Gangbusters" for the General Foods Corporation.
- Allan Jackson & the News for the Metropolitan Life Insurance Company.

#### DAYTIME RADIO

- "Give & Take" for Cannon Mills, Inc.
- Don McNeill's "Breakfast Club" for the General Foods Corporation.
- "Second Mrs. Burton" for the General Foods Corporation.
- "Brighter Day" for the Procter & Gamble Corporation.
- "Lorenzo Jones" for the Procter & Gamble Corporation.

## YOUNG & RUBICAM, Inc.

#### ADVERTISING

New York Chicago Detroit San Francisco Hollywood  
 Montreal Toronto Mexico City London



MON. 8-8:30 P.M. EST  
BETTE DAVIS \* GEORGE BRENT \* "WOMAN OF THE YEAR"



ROBERT TAYLOR \* GUEST



BURGESS MEREDITH \* GUEST

the biggest  
PLUS in  
network radio  
history: 10  
all-star shows

# the movie stars are moving to MUTUAL!

in 6 prime  
evening hours  
every week  
starting  
New Year's Eve



CHARLES LAUGHTON \* GUEST



REX HARRISON \* GUEST



LILLI PALMER \* GUEST



MARLENE DIETRICH \* GUEST

Leo (MGM) Lion  
provides  
Hollywood  
star-talent ...



FREDRIC MARCH \* GUEST



FLORENCE ELDRIDGE \* GUEST



LEE REMICK \* GUEST  
LEE REMICK \* GUEST



EDWARD ARNOLD \* GUEST

and  
Mr. (MBS) PLUS  
provides  
new Multi-  
Message  
Plan for  
unprecedented  
advertiser  
benefits



AVA GARDNER \* GUEST



FRI. 8:30-9 P.M. EST  
GRACIE FIELDS \* "THE GRACIE FIELDS SHOW"





FRI. 8-8:30 P.M. EST  
ANN SOTHERN \* "ADVENTURES OF MAISIE"



BARBARA STANWYCK \* GUEST

**FOR NATIONAL ADVERTISERS...**

- ☆ Bette Davis & George Brent
- ☆ Orson Welles
- ☆ MGM Musical Comedy of the Air
- ☆ Errol Flynn
- ☆ Ann Sothern



THU. 8-8:30 P.M. EST  
ERROL FLYNN \* "MODERN ADVENTURES OF CASANOVA"

**... the MUTUAL broadcasting system**

**FOR LOCAL ADVERTISERS...**

- ☆ Crime Does Not Pay
- ☆ Lew Ayres & Lionel Barrymore
- ☆ Mickey Rooney & Lewis Stone
- ☆ Gracie Fields
- ☆ MGM Theatre



LEW AYRES \* "STORY OF DR. HILDARE"



JANE WYATT \* GUEST



DEBORAH KERR \* GUEST



MARGARET SULLIVAN \* GUEST



TUE. 8-8:30 P.M. EST  
ORSON WELLES \* "THE BLACK MUSEUM"



THU. 8:30-9 P.M. EST  
MICKEY ROONEY \* LEWIS STONE \* "THE HARDY FAMILY"



MELVYN DOUGLAS \* GUEST



MARGARET O'BRIEN \* GUEST

for facts on  
how to reach  
the most-per-dollar  
in all radio, call:  
**MBS-PE 6-9600**

N. Y. 18, N. Y.

# RADIO BROCHURE HITS BACK AT TV

## Detroit's 7-Station Campaign Is Spurred by Dramatic WWJ Report

DETROIT, Jan. 5.—Aggressive sales-mindedness of Motor City Radio, paced by the recent million-dollar cooperative seven-station campaign, is getting a new spur this week from a 24-page three-color brochure being issued by WWJ, which frankly faces up to television, and proves that radio is still a good buy locally. WWJ-TV like most video stations, has tended to outshine its AM affiliate in recent promotional activity.

Market figures for the brochure have been carefully assembled, showing an increase in primary area population coverage from 3,930,200 in 1940 to 4,906,000 in 1951. Comparative figures are also given separately for nighttime audiences. Bulk of the figures apply to the Detroit market area as a whole, not alone to WWJ.

The 20-64 age group, the productive ages, runs 59 per cent well above the national average. Individual home occupancy is high—80 per cent living in single or two-family homes, with average factory wages 18 per cent above the national average. Median family income of \$4,023 is the highest of the 25 largest cities of the country.

Facing up squarely to video competition, WWJ shows continued, and rather amazing, growth of radio—207,000 more radio homes in the area than in 1946, the start of the video era.

Radio homes are figured at 1,262,500, including 728,000 having radio only (not television). Pull and Telephone figures are used to show 35 per cent more radio sets than TV in use in an average listening hour.

## Bleeden to NBC Publicity Post

HOLLYWOOD, Jan. 5.—Joe Bleeden, editorial staffer with The Billboard's Hollywood office, joins the National Broadcasting Company's publicity department headed by Les Riddatz effective Monday (7). During Bleeden's year and a half with The Billboard he covered various beats in the indoor showbiz field.

Prior to joining The Billboard, Bleeden served as assistant manager, editor and music editor of The Inglewood (Calif.) Daily News. He was also associated with the Al Wenger Theatrical Agency. Earlier, Bleeden had written for The Chicago Herald-American and The Chicago Tribune and was publicity director for a Beverly Hills summer stock theater in 1947.

## WRIGHT'S RIGHT, BACK TO RADIO

DETROIT, Jan. 5.—Doug Wright is reversing the familiar trek from radio to TV to WWJ. Recently film editor of WWJ-TV, he is returning to his first love, radio announcing.

**WLW**  
ON YOUR DIAL  
THE NATION'S  
MOST  
MERCHANDISE-ABLE  
STATION  
THE BEST  
IN PRODUCTIONS ARE  
PRODUCED BY  
AMIC FILMS, INC.

Surprising comparison was the very slight drop in radio use in homes having video. Sets in use in radio only homes were 1.9 per cent, and 1.61 per cent in homes also having television. During the first four months of 1951, 72 per cent of radio sets sold went to homes also having television.

A bonus audience of 501,000 ear radios is also found in the area—wider cars in wider use here than in any other major metropolitan area. This number is almost equal to the total number of installed television sets.

The brochure goes on to do an effective job competitively, in comparing WWJ coverage and time costs with other local stations. Significant claim is made, based on figures, to a larger share of the middle income group than other Detroit stations. This is based upon a breakdown of the monthly rental paid, and shows slightly higher percentage of WWJ listeners in the three bracket groups—\$70 and over rentals, \$50—\$69, and (very slightly) \$35—\$49.

## New Sales Execs Upped by WWJ

DETROIT, Jan. 5.—Three promotions of sales executives at WWJ and WWJ-TV were made Wednesday (2), with the new post of national sales liaison for both radio and video filled by Wendell Parmelee, formerly sales manager for radio. James G. Eberle, who was public affairs manager for the combined operation, succeeds Parmelee, and Gabriel P. Dype becomes assistant sales manager for WWJ-TV.

## CBS-TV Eyes Pearce Strip

NEW YORK, Jan. 5.—The Columbia Broadcasting System this week was dickering with Al Pearce to do a daytime variety strip on its TV network, probably 11-11:30 a.m. slot. The program was to originate from the Coast, but chances are that Pearce will move here, bringing Ariene Harris, one of his regulars, with him.

Strangely enough CBS-TV is buying Pearce on the basis of a kine he did for the National Broadcasting System. CBS-TV program execs saw the kine featuring Pearce, liked him, but disliked his format, which they will change.

## Bronson Takes Post With C. S. Temkin

CHICAGO, Jan. 5.—Earl Bronson, who resigned as radio and TV director of Schwimmer & Scott last week, has joined the Charles S. Temkin Agency here in the same capacity. Temkin appointed the agency for WJJD this week, has elected Edward J. Maroney, copy director, vice-president.

## Hanna Named to Head GE B'dcasting

SCHENECTADY, N. Y., Jan. 5.—General Electric has appointed Robert B. Hanna Jr. as manager of company's newly established broadcasting stations department. Exec will be responsible for all activities in G-E's AM, FM and TV operations and company's five international short wave stations, including WGO, one, two, and three in Schenectady, and KEI, one and two in San Francisco. Hanna, with G-E for 22 years, was formerly manager of company's Stations WRGB, WGFM and WGY.

## Steele to Bow Out of WMCA Morning Show

NEW YORK, Jan. 5.—Ted Steele will relinquish his tag as "busiest man in radio and TV" when he bows out of his morning show over WMCA here next month. The performer is currently on the air six hours daily, with frau Doris on "Mr. and Mrs. Music" for WMCA, and a Monday-thru-Saturday afternoon TV stint over WPIX, New York Daily News video outlet.

Steele terminated his four-year association with WMCA on a completely friendly basis in order to concentrate on television and devote more time to his commercial 300-acre dairy farm in Bucks County, Pa. Meanwhile, the Steeles are considering taping a network radio show from home in the spring, and are also mulling over a Philly offer to broadcast from the farm.

## McNeill Jaunt Starts Jan. 14

CHICAGO, Jan. 5.—Don McNeill and the entire "Breakfast Club" cast will leave here for the annual two-week tour January 12, leaving off the road shows in St. Louis January 14. Tour will be the first to cover the Southeast, from Miami starting January 23. Other stops include Louisville, Nashville, Birmingham, Atlanta, Jacksonville, St. Petersburg, Fla., and Tampa. Jim Duffy, American Broadcasting Company, Chicago, will act as advance man for the tour.

McNeill is scheduled to vacation in Miami for one week, with Peter Donald taking over as emcee January 28.

## Peggy Wood Heads SCBA Temporarily

HOLLYWOOD, Jan. 5.—Move of Bob McAndrews from his post as managing director of the Southern California Broadcasters' Association to commercial manager of KBIG, shifted Peggy Wood, assistant to McAndrews, temporarily to SCBA's managerial post. Miss Wood will remain in this capacity until SCBA Proxy A. E. Joscelyn completes screening of applicants. Joscelyn, who is KNX director of operations, hopes to set the new managing director by the end of the month.

McAndrews will work out of the local KBIG offices and studios. Station's transmitter, however, is located on Catalina Island.

## WOR TO UNVEIL NEW 'TV SQUARE'

NEW YORK, Jan. 5.—WOR-TV will officially unveil its new studios here Wednesday (9) at a party for press and agency people from 5 to 7 p.m. Building, tagged "Television Square," is announced as the first edifice specially built to house TV facilities.

Station will give viewers a tour of WOR-TV's new headquarters via a half-hour video show "21 Camera Salute" from 7 to 7:30 p.m. the same day, with camera sailing behind-the-scene activities in various production rooms. Bill Slater will act as moderator and guide.

## No Rate Boosts Planned On Du Mont O-O Stations

NEW YORK, Jan. 5.—The three owned and operated stations of the Du Mont TV network will not increase their rates at present, widespread rate hikes, increased set distribution and wider coverage of WABD, New York, due to a new antenna site, that station as well as WTTG, Washington and WDTV, Pittsburgh, will continue their present rate cards. Cost per thousand coverage by all affiliates is sharply down, Du Mont said, because of heavy receiver sales. Altho 65 per cent

## CANADIANS LEASE TELE PIX TO U. S., DON'T GET ANY AT HOME

TORONTO, Ont., Jan. 5.—Canadians are subsidizing the American television industry—and there is no television in Canada yet. The annual report of the National Film Board, recently released, shows that the board, which costs the Canadian public \$2,000,000 a year net, had leased more than 100 films to the U. S. television industry at a cost which brought an average return of \$9.35 for each booking. It was reported that more than four NFB films are being televised every day to American audiences over the networks or on individual stations. There were a total of 1,523 bookings of the Canadian films while receipts were \$14,243.

## TV EDGING OUT OF RED

# 1950 Losses \$9.2 Mil; AM-FM Profits in Gain

WASHINGTON, Jan. 5.—Latest Federal Communications report this week on broadcast finances reveals that the 107 TV stations cut income losses down to \$9.2 million in 1950, almost two thirds below losses of \$25.3 million the year before, while combined AM and FM stations boosted income up to \$68.2 million in 1950, a 29 per cent climb above 1949 income of \$52.7 million.

The 93 non-network TV stations pulled into the black for the first time in 1950 showing about \$800,000 in income, compared to a loss of \$13 million in 1949. Four TV networks and their 14 TV stations, however, still registered heavy losses of \$10 million, only slightly better than 1949 income losses of \$12.1 million.

Heavy broadcast expenses for TV networks of \$65.5 million in 1950 more than double 1949 expenses of \$31.4 million, cut deep-

ly into revenues. Network revenues in 1950 totaled \$55.5 million, compared to \$19.3 the year before. AM stations in non-TV markets gained on those in TV markets in income increases, with the former showing a 46 per cent rise in 1950 compared to 1949, and the latter a 21 per cent climb. Income figures are before federal income taxes.

## Mars Sponsors "Super Circus"

CHICAGO, Jan. 5.—One of the largest sales recorded here by the American Broadcasting Company was completed this week with the Mars Candy Company, effective February 3, taking over the 4:30-5 p.m. sponsorship weekly of "Super Circus" over 52 stations. Contract is for 52 weeks, and was set thru the Leo Burnett Company.

With the addition of Mars to the list of sponsors on the show, M & M Candies drops out, effective January 27, as a bank-roller. Peter Shoes, St. Louis, which shared sponsorship of the last half-hour of the show each week with M & M, will not alternate on the 4 to 4:30 p.m. seg with the freight lane for the period. Peter Shoes is handled thru Henri Hurst & McDonald, Inc., Chicago, while the Canada Dry account was set thru J. M. Mathes, New York.

Program, now in its fourth year on ABC, will continue with the same format and cast under the revamped sponsor line-up. The Mars pact makes it possible for all stations on the ABC line to carry the program.

## WBKB's Garrick Opens With 'Pace'

CHICAGO, Jan. 5.—The \$200,000 rebuilding job which turned the Garrick, a Loop motion picture house, into a television theater, has been completed by WBKB. The first show to originate from the spot will be the new Marshall Field video series, "Pace of Chicago," which debuts Thursday (10) at 9:30-10 p.m. CDT.

WBKB will also use the new theater for the "Quiz Kids" show which returns Sunday (13) at 3:30 p.m. over the Columbia Broadcasting System.

## TV CODE OF NARTB SET FOR DISTRIBUTION

WASHINGTON, Jan. 5.—National Association of Radio and Television Broadcasters' new TV code seal is ready for distribution to code subscribers. The seal features large block letters "NARTB," atop a square-shaped emblem on which is imprinted: "Entertainment, Education, Culture, Information."

In the background of the shield are crossed laurel wreaths. In the foreground is a scroll stating: "Seal of Good Practice." Display of the copyrighted seal will be limited to code subscribers. The code becomes operative March 1. The seal, chosen from several entries, was designed by William R. Willison, TV artist.

## Hearst Bids in B'cast Licenses

WASHINGTON, Jan. 5.—Hearst Corporation this week asked Federal Communications Commission permission to take over the licenses of two TV facilities, two AM stations and one FM station now operated by Hearst Radio, Inc.

The move is part of the general relocation of the estate of the late William Randolph Hearst, and affects WBAL, WBAL-TV and an auxiliary TV station in Baltimore, and WISN and WISN-FM in Milwaukee.

## KFAC to Move To New H'w'd Site

HOLLYWOOD, Jan. 5.—After almost 20 years on Wilshire Boulevard, across from the Ambassador Hotel, KFAC is moving its offices and studios. Station's lease expires in November. However, the shift will take place as soon as a suitable site is selected.

KFAC execs are seeking a Hollywood locale, but no building has been chosen.

## Brew Co. Sponsors DeLand's WJR Show

DETROIT, Jan. 5.—The Jim DeLand Show on WJR has been bought by Pfeiffer Brewing Company for a six-a-week supper hour, 6:15 to 6:30. Show features DeLand's one-man style, doing vocals to his own plans. DeLand will also make personal appearances under Pfeiffer sponsorship in Michigan and Ohio.

# Mightiest of Motion Pictures!




Now Playing Its  
World Pre-Release Engagement  
At Radio City Music Hall  
New York City

Paramount Presents

# CECIL B. DEMILLE'S THE GREATEST SHOW ON EARTH



Color by  
TECHNICOLOR

starring

	<b>BETTY HUTTON</b>
	<b>CHARLTON HESTON</b>
	<b>GLORIA GRAHAME</b>

Produced with the cooperation of Ringling Bros.-  
Barnum & Bailey Circus - Screenplay by Fredric M. Frank,  
Barré Lyndon and Theodore St. John - Story by  
Fredric M. Frank, Theodore St. John and Frank Cavett



<b>CORNEL WILDE</b>	
<b>DOROTHY LAMOUR</b>	

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EMMETT KELLY · CUCCIOLA · ANTOINETTE CONCELLO

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Produced and Directed by CECIL B. DeMILLE

With This Cast Of Celebrated Performers From The World's Greatest Circus!

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ERNIE BURCH  
FELIX ADLER  
PAUL JEROME

MISS PATRICIA  
EDDIE KOHL  
TIEBOR'S SEA LIONS  
MROCKOWSKI'S  
LIBERTY HORSES  
THE ZOPPE  
BONES BROWN  
FAY ALEXANDER  
THE FLYING CONCELLOS  
LOLA DOBRITCH  
THE HEMADAS  
CHRISTY & GORILLA  
TONITO  
THE BOKARAS

PRINCE PAUL  
JIMMY ARMSTRONG  
PAUL HOROMPO  
PAUL JUNG  
CHARLEY BELL  
GILBERT REICHERT  
C. H. LINDSEY  
PETERSON'S DOGS  
RIX'S BEARS  
ARTHUR BURSON  
LA NORMA  
JEANNE SLEETER  
BILL SNYDER  
THE FLYING COMETS

VERONICA MARTELL  
MISS LONI  
THE ROMIGS  
RUSTY PARENT  
THE MAXELLOS  
MARTHA HUNTER  
TRUZZI  
EUGENE SCOTT  
JAMES BARNES  
MERLE EVANS  
FRANK McCLOSKEY  
MIKE PETRILLO  
PETER GRACE  
BOB REYNOLDS  
GEORGE WERNER

and  
many  
others



RADIO ROLLS ON!

Surveys Show Sets Tuned, Despite TV

NEW YORK, Jan. 5.—The Billboard's Radio-TV Show Charts which have appeared in this department the last nine weeks have pointed up that the radio's head may be slightly bloody, due to various onslaughts. It's still far from bowed. Statistics in these charts have demonstrated that, in cities enjoying the services of television stations, people do not chuck their radio sets into the garbage cans. They listen to them.

Palme share-of-total-audience studies have been published on eight multi-channel TV cities. In every case, radio had a greater share of the audience over the entire week than video had, ranging from 63.6 per cent for radio in Cincinnati to 87.9 in Birmingham, Ala. During daylight hours, Monday to Friday, radio's share was even greater, ranging from 75.2 per cent in Cincinnati to 94.5 in Birmingham.

The eight multi-channel TV cities covered were Philadelphia, Chicago, Cincinnati, Detroit, Boston, Washington, San Francisco and Birmingham.

Radio also figured in those cities from 7 p.m. to midnight. In Philadelphia, radio led video three nights out of the week during the summer. In Cincinnati, radio led four nights out of the week during September and October. Boston radio had the greater share of the total audience every weekday night. San Francisco radio's share of the total evening audience ranged from 68.4 per cent on Sunday to 71.6 on Thursday. In Birmingham, too, radio led every evening, ranging from 75 per cent on Sunday to 80.2 on Tuesday.

In the one single-TV-channel market covered in the share-of-audience studies, St. Louis, radio had 66.3 per cent of the total audience over the entire week, and 81.9 per cent during daylight, Monday to Friday. Radio had the edge over television Thursday and Friday nights, and shared the total audience with video 50-50 on Wednesday night.

Nielsen Findings

A Nielsen study of New York television homes in the fall of 1951, compared with the same period in 1950, showed that while use of television had increased in every time slot except 3-6 p.m., use of radio in those homes had also increased in the 6-9 p.m. and 9-10 a.m. slots as well as in the 1-3 p.m. period. Radio's greatest drop-off, in terms of sets in use per average minute, was in the 11 a.m.-to-noon slot, which was still its third strongest period in those homes. With an average of 17.4 per cent of New York video homes using radio at that time, radio attracted more than 435,000 of New York's 2,500,000 TV homes.

Greatest use of radio in New York television homes in the early fall was from 10-11 a.m., during which time 19.6 per cent of those homes used radio during the average minute. Radio usage in those television homes still exceeded television usage from 9 a.m. until 1 p.m.

The charts have shown that network television shows originating in New York and beamed live to the West Coast, the first week in October, fell off drastically in rating when they got to Los Angeles, where they were seen in a time slot three hours earlier than in New York. Even a Los Angeles origination, "Colgate Comedy Hour," starring Donald O'Connor, when it was seen there early in the day so that it hit New York in an evening slot, was much weaker in the West than in the East. But the "Red Skelton" show, which originated in L. A. at 7 p.m., did better there than in New York.

A special Videodex study showed that the West Coast had, previous to the cross-country networking, built relatively bigger TV audiences during the 6-8 p.m. period than any of the other time zones. And that's when most of the live cross-country shows hit L. A.

More Female Viewers

With the exception of the two boxing telecasts, Pabst on CBS, Wednesday, and Gillette on NBC, Friday, the female audience of each of the top 25 television shows exceeded the male audience in November. "Mama," which was in eleventh and twelfth place na-

tionally the first two weeks of November, according to the American Research Bureau, had a greater proportion of kids under 12 years of age watching it than it did.

"Texaco Star Theater" ran away with the top TV rating honors in October and November, both nationally and in the individual cities covered by Videodex studies. In radio, Arthur Godfrey's morning show was the topper in four out of the nine cities covered in these pages. The "Lux Radio Theater" beat it in Detroit. "Mr. and Mrs. North" outrated it in St. Louis.

Arthur Behind Suds

In San Francisco, where the Godfrey show comes in the early afternoon, it trailed three CBS soap operas, all of which were outranked by a number of evening shows. In Birmingham, "Lux Radio Theater" was top rated, and evening programming had many shows scoring higher than any on the day it aired. In Cincinnati, on the July-August report, "Voice of Firestone" and "Mr. District Attorney" were tied for tops.

Radio usage was increased by out-of-home listening during the summer. Pulse reports have shown. The out-of-home audience was 20 per cent of the at-home audience in Philadelphia, 18.2 per cent in San Francisco, 17.8 per cent in Boston, and 13 per cent in Cincinnati. Local music, news and sports broadcasts figured greatly in out-of-home listening.

The "Radio-TV Show Charts" will continue as a weekly feature. A Videodex chart on Buffalo, and Pulse reports on Minneapolis-St. Paul, appear in this issue.

Unique Plan Offers Aid In Setting Up TV Stations

NEW YORK, Jan. 5.—The Du Mont TV network currently is in the midst of a drive to cement contacts with prospective station owners. The web's station relations department has been conferring individually with a heavy percentage of the approximately 400 applicants for construction permits now on the books. Basis for the sessions is Du Mont's offer of a well-rounded package of free advice on operations, networking, engineering and programming. The other webs offer similar advice to those AM affiliates who come seeking information, but have no set-up like Du Mont's to approach any and all license applicants.

Latest move to strengthen this service was the signing last week of Robert L. Coe as manager of the Du Mont station relations department, reporting to Elmore (Buck) Lyford, director of the department. Coe, who put two stations on the air, is essentially an engineering man. Since he left the management of WPIX, New York, he has been a management consultant, with several important broadcasters as clients.

In the web's view, whether the managements of these prospective stations actually sign as web affiliates or not is secondary to their coming to accept the Du Mont service as a whole.

The web's service will find Coe available for advice on the physical problems of engineering an outlet and getting it on the air. Prospective network shows are expected to add a new man to the station relations set-up who will be able to give authoritative advice to outlets in that direction. The Du Mont manufacturing facilities also enter the picture since they will be represented by personnel to explain the technical aspects as well as the advantages of the new Du Mont UHF transmitter.

Altho there is no obligation attached to this advice, it seems logical that excess of the potential outlets will not feel unkindly toward the web as a result. This, in turn, may ultimately pay off for the duration of the battle in one- and two-station markets. And since a heavy percentage of the UHF outlets are in excess of the initial VHF applicants to be okayed, will be in non-TV or limited TV areas; the

TEXACO PLANS BERLE RENEWAL

NEW YORK, Jan. 5.—A top ad exec at The Texas Company said this week that Milton Berle's TV show is firm thru June and that the sponsor has every intention of retaining the show in the fall, despite trade reports that Texaco was planning to back out because of increasing costs. "Anyone who says we are dropping Berle is his rocker," is the way the exec put it.

Fall renewal talks with Berle do not come up until the spring, he said. As the heavy cost is causing concern, he admitted, and no fall contract is in the works yet. It is "fanciful and groundless" to assume that the sponsor will not renew.

Vitamin Buys "Goldbergs" For Mon. TV

NEW YORK, Jan. 5.—Vitamin Corporation of America this week purchased the Monday segment of the new Monday, Wednesday and Friday 15-minute version of "The Goldbergs" on the National Broadcasting Company's video network. The show is to go into the 7-7:30 time period with "Bob and Ray" remaining on Tuesdays and Thursdays. "Kukla, Fran and Ollie" will keep its 7-7:15 p.m. across the board time. NBC-TV is selling "The Goldbergs" on a 26-week deal. The web, however, according to reports in the trade, will give any client rate protection on the program if the purchase is made before January 30. New NBC-TV rates go into effect on January 1. Duane Jones is the agency for Vitamin Corporation.

Unique Plan Offers Aid In Setting Up TV Stations

resulting goodwill may turn into something more concrete. Inasmuch as many of the first future outlets on the air are apt to be in non-interconnected areas, the web also is counting heavily on its developing film syndication division, headed by Don Stewart. The web, therefore, is not only giving attention to bettering its concept product, but is now filming programs in its new studios (see separate story, this issue).

McLendon Named No. 1 Gridcaster

NEW YORK, Jan. 5.—Gordon B. McLendon, president of the Liberty Broadcasting System, has been named Number One football broadcaster for 1951 by "The Sporting News." Harry Wismer won the award in 1950.

AGOG ABOUT VIDEO

TV Educational Role Gets UNESCO Probe

WASHINGTON, Jan. 5.—TV and its possible international uses has so captured the imagination of delegates to the upcoming January 27-31 meeting of the Third National Conference of the United Nations Educational, Scientific and Cultural Organization that conference leaders are quietly planning to give the subject top attention at the New York sessions.

Some 20 conference panels are scheduling discussions of various phases of TV at the upcoming meeting and plans were being made this week for Allen B. Du Mont Laboratories, Inc. and others, to stage TV demonstrations for the conference delegates. Ralph Hardy, director of government relations at the National Association of Radio and Television Broadcasters, and a member of the three-man committee planning TV's role on the conference agenda, described dele-

CBS LEADS THE PACK

Net Has Most Top Shows Since Nov.

NEW YORK, Jan. 5.—In the TV-Radio Show charts The Billboard has published since the issue of November 10 showing the top five radio shows each day of the week in nine different cities, based on Pulse Reports, the Columbia Broadcasting System had more top shows than any of the other networks in seven of the cities covered.

In the other two cities, Cincinnati (based on the Pulse July-August study) and San Francisco (based on the Pulse September-October report) CBS was tied for first place—in terms of number of top shows each day during the week—with the National Broadcasting Company.

In the charts based on the Videodex reports, which have shown the top 10 television shows each day of the week in nine different markets, CBS led the other webs in four cases: Cleveland (according to the Videodex September study) and Columbus, Atlanta and Baltimore (based on the October study). On the Atlanta chart however, CBS had only one show more than NBC.

NBC's Areas

In the Washington, Boston and St. Louis top-TV-show listings, NBC placed more shows than any other network. NBC led the networks in Los Angeles also, but there the majority of the shows on the chart were non-network.

HAVOC BY TV

June to Pay For Blacking Out Legiter

NEW YORK, Jan. 5.—June Havoc this week reportedly agreed to reimburse the producers of "Affairs of State," the legit play in which she is starred, for the cancellation of its Wednesday (23) evening performance at the Music Box Theater. She is to be featured on the "Celanese Theater," that evening in "Anna Christie" over the American Broadcasting Company's TV network.

The trade claims that the deal is for Miss Havoc to turn part of her large TV acting fee over to Fred Finklehoffe and Richard Kraker, the producers of the legit show as payment for the cancellation. Since the play is now grossing in the neighborhood of \$16,000 weekly, and she is reported to be getting around \$5,000 for the one-shot TV stint, the actress could easily pay for one performance and still have a considerable sum left. The producers naturally will have to pay the rest of the cast, and their other employees for the off-night.

Du Mont was the top web in Pittsburgh, where it owns the sole video outlet, but there, too, even more shows were not on any network. The top rated show in every one of those nine markets was NBC's "Texaco Star Theater."

The television stations which carried the most top shows in their respective markets, according to the charts published, were as follows: In Cleveland, WXEL was top, and WEWS and WBNK were tied with three shows less each. In Columbus, WBNS-TV the Dispatch station, affiliated with CBS, was in the lead with WLWC, a respectable second place. In Los Angeles, the Paramount station, KTLA, carried the most top shows by far. In Atlanta, Fort Industry's WAGA-TV had several more top shows than WSB-TV, which had just switched channels when the October Videodex study was made. In Washington, NBC's WNBW led. In Boston, Westinghouse's WBZ-TV had more toppers than WNAC-TV, and in Baltimore, WMAR beamed three more of the top shows than WBAL.

Single Outlets

Du Mont's WDTV in Pittsburgh and the newspaper-owned KSD-TV, St. Louis, are the only video stations in their respective markets.

In the radio charts, the CBS affiliate was the station carrying the most top shows in each of the nine cities. They were WCAU, Philadelphia; WBBM, Chicago; WKRC, Cincinnati; WJR, Detroit; WBEI, Boston; WTOP, Washington; KCBS, San Francisco; WMOX, St. Louis, and WAPI, Birmingham.

In San Francisco, KCBS had only one more program on the chart than KNBC did. WCAU, Philadelphia, had a majority of the shows on that chart, which was based on the Pulse July-August study because of the time they were published.

NBC was in second place in the seven cities in which the CBS Radio Network had the most top shows. But in Philadelphia, Birmingham and St. Louis there were more non-web shows among the top raters than NBC had.

Levenson Gets CBS-TV Renewal

NEW YORK, Jan. 5.—The Columbia Broadcasting System this week renewed its option on Sam Levenson's services for another year and promptly moved him into the 6:30-7 p.m. Sunday television slot starting February 10. Levenson will continue to get \$3,500 a week pay or play, but should his sustaining show become commercial he will be upped to \$5,000 weekly.

"Mr. I Magination," which was to go into Levenson's new slot, will probably be moved into the 6-6:30 slot on Sundays. The humorist will broaden the format of his old show to include variety acts. He will, however, continue to use kids and to lean strongly on his story-telling talent.

WPTZ in Big Deal on Films

PHILADELPHIA, Jan. 5.—Edward G. Murray, film buyer for TV station WPTZ, here, closed a deal with Republic, giving WPTZ exclusive showing rights to 101 Westerns and 26 features never before seen on television. Contract is one of the biggest ever made between a local station and a movie company and gives WPTZ the distinction of being one of the few TV stations in the country to have firm commitments with the two largest producers of Western films. (WPTZ has been showing Monogram Westerns for sometime.) Deal gives station local exclusives on film of such cowboy names as Johnny Mack Brown, Sunset Carson, Don Barry, Sammie Burnette, Bob Steele and Duncan Renaldo. Westerns are featured on station's "Frontier Playhouse."



**ALL I KNOW**  
is what I read in the  
faces of patients at  
Will Rogers Memorial  
Hospital . . .

**Thank  
you!**

**IF ALL** in the amusement industry could see the gratitude and new hope, born of confidence and cure, expressed in the faces of our patients as a result of the generous response to the Christmas Salute they would glow with a warm and justifiable pride in their co-ownership in the Will Rogers Memorial Hospital.

And those of you who haven't yet mailed your Christmas Salute contribution checks are urged to do so now—to participate with holiday significance in spreading hope, and joy, and health, and rehabilitation where it's needed most — by those suffering from TB, and confined to the amusement industry's own — and only hospital, at Satanac Lake, N. Y.

**CONTRIBUTORS'  
MEMBERSHIP  
CARDS WILL BE  
DISTRIBUTED  
IN JANUARY**

You've done yourselves proud in this year's Christmas Salute. Your Board of Directors thanks you. The patients and their families thank you. Truly it has been said, "there's no people like show people"—and "we care for our own."

While the annual Christmas Salute is the only concentrated campaign to raise funds for the hospital, large or small contributions can be put to good use any time during the year. So, give something to the hospital as often as you can. Contributions are tax deductible.

And thanks again, all you wonderful people . . . we want you to know how much good you are doing.

**THE VARIETY CLUBS  
WILL ROGERS  
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1501 BROADWAY (ROOM 2011), NEW YORK 18, N. Y. • BRYANT 9-0146  
The Will Rogers Hospital thanks the Trade Press for contributing campaign advertising as an industry service

**Where Big Hearts  
help others to  
Take Heart**

For 25 years the Will Rogers Memorial Hospital has averaged 90%—plus—in cures of TB. This is a notable tribute to our seriousness-of-purpose, facilities, medical knowledge and techniques . . . We have accepted this . . .

**CHALLENGE**

1. To care for those in the entertainment industry who are stricken with TB, to return them to their families, their jobs, in good health—mentally and physically.
2. To conduct a TB educational program in the entertainment field.
3. To develop and conduct research in the field of TB,—ever seeking more effective methods of combating and curing TB.
4. To find the source of TB infection, and to advance controls and medication.
5. To maintain facilities for discovering the presence of TB before it becomes seriously entrenched.

THE BILLBOARD

Radio-TV Show Charts

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

Top 25 TV Shows NATIONALLY

According to American Research Bureau

TV ratings below are based on countryside, county by county, urban and rural samples covering all 50 TV markets. They are obtained from diaries placed for the week in 2,200 TV homes. Completely new samples are used for each set of ratings. The rating for a particular show is based only on the sample in that area where that show can be seen. When viewers for five minutes or more is reported, credit for the quarter hour is given. Half-hour and hour ratings are averages of the quarter hours. Also shown below are the percentage of new women and children under 18 in the audience and the average number of viewers per set. All time given is New York time.

Table with 7 columns: Program, RBG Rating, Homes (000s), % Men, % Women, % Kids, Viewers Per Set. Lists top 25 TV shows nationally.

Out-of-Home Listening ...

MINNEAPOLIS-ST. PAUL

According to Pulse Reports

THE OUT-OF-HOME radio audience in Minneapolis-St. Paul during July, 1951, was approximately 13.7 per cent of the at-home audience. It was 12 per cent of the total radio audience, in and out of home. During the average quarter hour in July, 3.1 per cent of the radio families in this market were listening to radios outside their homes, compared to 22.7 per cent of them listening at home during July and August.

The shows most listened to out-of-home in July in Minneapolis-St. Paul are listed below.

Table with 7 columns: Program, Station, Time, Day, Audience. Lists out-of-home listening shows for Minneapolis-St. Paul.

NEXT WEEK:

Top 10 TV Shows Each Day in MILWAUKEE

Based on Videodex Reports

FOR FULL INFORMATION

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

For full details of the Videodex service, write to JAY & GRAHAM RESEARCH, Inc., 100 East Ohio Street, Chicago, Ill.

For the ARB service write American Research Bureau, National Press Building, Washington, D. C.

CAPSULE COMMENT

Bob Hope Show (Radio), NBC, Tuesday (25), 8-9:30 p.m. EST. Bob Hope's Christmas Day show was a big-name deal, with Bing Crosby, Frank Sinatra and Jack Kirkwood joining him for a special holiday show emanating from the Long Beach (Calif.) Veterans Administration.

In view of Hope's sock talent line-up, this show was a disappointment. Hope and Crosby indulged in their usual insult routine about the latter's excess profits and pounds, but the gags were pretty stale. With the exception of Crosby's vocals, the rest of the show was equally dull.

Woman of the Year (Radio), MBS, Monday (31), 8-8:30 p.m. EST.

A fairly well presented formula series which needs freshness to make up for its artificial quality. Story is about the on-again, off-again romance and battle between a glamorous female correspondent and a sports columnist on her sheet.

Modern Adventures of Casanova (Radio), Thursday (3), 8-8:30 p.m. EST.

Initial broadcast of Errol Flynn's new radio series made "The Lonesome Gal" and her male counterpart on TV "The Continental" sound like a pair of platonic amateurs.

The Black Museum (Radio), MBS, Tuesday (1), 8-8:30 p.m. EST.

This new English thriller based on Stephen King crimes rates high in the acting, narrating and production departments, but it lacks excitement and suspense.

Top 10 TV Shows Each Day of the Week in BUFFALO

(222,000 TV Sets; Panel Size 225)

According to Videodex Reports

Videodex reports monthly on each of 20 major television markets, besides publishing a monthly national network report based on all 63 markets. In the 20 markets it has placed diaries in a total of 7,700 TV homes.

BUFFALO is another single-channel market. Most of the shows in the list below come in from the National Broad-casting Company, with which WBBN-TV's radio counterpart is affiliated.

Table with 4 columns: Program, Station, Time, Viewers. Lists top 10 TV shows each day of the week in Buffalo.

\*Does not include estimated 31,000 sets in Canadian area reached by Buffalo Station.

NEXT WEEK: SHARE OF TOTAL AUDIENCE Radio vs. Television in NEW YORK

According to Pulse Reports



## Hardy Family

**RADIO** — Reviewed Thursday (3), 8:30-9 p.m. EST. Sustaining via Mutual Broadcasting System. Producer, Raymond Katz. Director, Thomas McAvity. Writers, Jack Rubin and James Brewer. Music director, Jerry Fielding. Cast: Mickey Rooney, Lewis Stone, Fay Holden, others.

"The Hardy Family" is another of the seasoned radio-film packages which Mutual inherited as part of its recent programming deal with MGM. Big question is whether today's listener will find Andy Hardy the broadcast's central character, as lovable as he was a decade ago. Egged on by a studio audience, Mickey Rooney went thru some annoying mugging antics on the initial transcription (3), which no doubt wowed the studio crowd, but didn't add up to good radio entertainment.

In contrast Lewis Stone and Fay Holden brought authoritative dignity and charm to their Judge and Mrs. Hardy roles, via smooth underplaying. Preem program revolved around Andy's efforts to become a successful business tycoon.

Inspired by a story about the Coca-Cola magnate who coined millions with two words "bottle it" Andy forges ahead with a slogan of his own, "Squirt it," and backed up the gimmick by inventing a seltzer bottle to squirt ketchup. He finally got a chance to demonstrate it, when his girl friend Polly invited him to dine with her family and a visiting big shot. However, gadget didn't work, and yarn finished with the teenagers washing ketchup off the dining room ceiling. Plot-line was embellished with considerable smooching between young Hardy and Polly.

Pacing was professionally brisk thruout, and musical backing was outstanding.

June Bundy.

## The Story of Dr. Kildare

**RADIO** — Reviewed Tuesday (1), 8:30-9 p.m. EST. Sustaining via Mutual Broadcasting System. Producer, Raymond Katz. Director, William P. Rousseau. Writer, Les Cruikshank. Musical director, Walter Schumann. Cast: Lionel Barrymore, Lew Ayres, Jane Webb, others.

"The Story of Dr. Kildare" is one of the older MGM radio packages which Mutual acquired along with the new series. It's also one of MGM's most successful efforts in the broadcasting field. Based on the characters created for Metro's long-time "Kildare" film series, the radio version is fortunate in that Lew Ayres and Lionel Barrymore (both excellent actors) essay their movie roles on the air. Production work on initial Mutual broadcast (1) was slickly paced, and supporting cast came thru with able assists for the two stars.

The Kildare series is pretty much a proven package, in view of its long acceptance by movie patrons, and a lengthy local airing over MGM's local Manhattan station WGMF. Program should appeal equally to family audiences on the Mutual web, particularly in view of MBS's extensive coverage in small towns. Medical background should also provide Mutual sales with some ready-made tie-ups for prospective sponsors.

Characterization on Tuesday's show followed original film pattern with Ayres still playing the idealistic young medic and Barrymore cast as the chip-on-shoulder-but-heart-of-gold Dr. Gillespie. Plot revolved around a wealthy patient, suffering from ulcers because his ambitious frau wouldn't let him retire.

After much consultation the two doctors finally talked him into taming the shrew and carrying her off to a country estate. Proceedings were enacted with good taste thruout, and the rather flimsy plot was bolstered by the really fine thesping of Barrymore and Ayers.

If the rest of MGM's roster of radio-movie names were as well equipped for broadcasting as these two, studio's airwave success would be a sure thing.

June Bundy.

## Modern Adventures of Casanova

**RADIO** — Reviewed Thursday (3), 8-9:30 p.m. EST. Sustaining via Mutual Broadcasting System. Producer-writer, William N. Robson. Musical background, Walter Schumann. Cast: Errol Flynn, others.

Initial broadcast of Errol Flynn's "Modern Adventures of Casanova" series made "The Lonesome Gal" and her male counterpart on TV, "The Continental," sound like a pair of platonic amateurs. Program opened and closed with following dialog: "Oh darling, oh my darling. No one has ever made me feel this way before—but I don't even know your name."

Flynn: "Didn't I tell you? It's Casanova."

In between this sizzling exchange, the actor managed to mix a minimum of business with pleasure, while wooing a French gal (married, of course) and reminiscing about his past amours—dozens of 'em, according to the script, including one mother-and-daughter combination. Flynn is cast as Christopher Casanova, "a direct descendant of the original" and some of his lines are downright fatuous. One might feel sorry for the actor if it weren't for the announcer's revelation that the series is "based on an idea by, and starring Errol Flynn."

If the type-casting was actually his own idea, Flynn will have to bear the burden of sounding foolish. In all fairness, tho, the flicker star does try to imbue his role with the proper egree of tongue-in-cheek delivery, but the heavy-handed fatness of the script usually defeats him.

On the show caught he traveled to the Riviera to obtain rights to a South American mineral mine, and whiled away the plane trip with a flirtation with the aforementioned madamoiselle.

Within the limits of radio censorship laws, the script did its best to be "bad," but only succeeded in the critical sense of the word. Much cooing and coy by-play about putting out the light took place on the presumably crowded air liner, and Flynn read considerable double meaning into a couple of other scenes. Plot was finally resolved when gal visited his hotel room one morning to give him back the precious "papers" in return for a kiss. (Fem: "It's every bit as good in the morning." Flynn: "Sometimes better.")

The new MGM radio package might click if played as an out-and-out farce, but it's doubtful if even the most devout Flynn fans will go for their hero in his present stage of semi-spicy soap opera.

June Bundy.

## Woman of the Year

**RADIO** — Reviewed Monday (3), 8-9:30 p.m. EST. Sustaining via the Mutual Broadcasting System. Produced by MGM Transcriptions. Director, Fred MacKay. Ork conducted by Peter Rugelo. Features: Bette Davis and George Brent.

A former Academy Award film, "Woman of the Year," now converted to radio, was fairly well presented, even if its obvious formula and artificial quality is responsible for a lack of freshness. Due to this lack, its welcome in the great American hinterland may not be as strong as expected.

The often told tale centers about a clamorous American news correspondent who has been named "Woman of the Year" and her on-again, off-again romance and battle with a sports columnist on her sheet. He is supposed to be a two-fisted male and she, a globe trotting internationalist and consort of governmental bigwigs. During the course of the show they had one major battle and several misunderstandings. At the end of the programs their various commitments made an immediate date impossible, but Mutual will find a way.

As Tess Harding, the fabulous female newshound, Bette Davis tried valiantly to instill some life in her part. George Brent played the sports writer in his usual low key.

Leon Morse.

## Television—Radio Reviews

## CAPSULE COMMENT

**Crime Does Not Pay (Radio), MBS, Monday (3), 8:30-9 p.m. EST.**

Had enough tension and tough talk to satisfy cops-and-robbers fans. But the story hinged on rather ludicrous improbability. Cast, however, gave it a neat reading. (See full review this issue.)

**MGM Musical Comedy Theater of the Air, Mutual Broadcasting System, Wednesday (2) 8-9 p.m. EST.**

This is one of the most important properties in the new Mutual-Metro programming line-up, since the hour-long adaptations of former MGM movie musicals will feature some of the studio's biggest box-office players. However, in view of the initial show's weak book, it would seem that MGM might have scheduled a more exciting vehicle for the preem. Aircr, a radio version of "Holiday in Mexico," featured film's original stars, Walter Pidgeon and Jane Powell. (See full review this issue.)

**The People Act (Radio), CBS, Sunday (6), 10:05-10:30 p.m. EST.**

This 25-minute radio documentary is done on a grand scale, with sock scripting by producer-writer Irving Gitlin and excellent on-location tape recordings by his team of crewmen. First big production of the Ford Foundation subsidized Television-Radio Workshop under Robert Saudek, this is broadcasting at its best. (See full review this issue.)

**NBC Television Opera Theater "Pique Dame," NBC, Thursday (3), 11-12 p.m. EST.**

The NBC-TV Opera Theater lived up to the high standards it has set for itself, with an exciting performance of the Tchaikowsky opera. David Poleri and Winifred Heidt were outstanding as both singers and actors. The dramatic story was easy to follow, and built to an intense and gripping climax. (See full review this issue.)

**The Adventures of Maisie (Radio), Mutual, Friday (4), 8-9:30 p.m. EST.**

This is a happy little show, blessed with a breezy pace and a show-wise performance by Ann Sothern in the title role. Aircr moves right along, sustaining interest all the way by refusing to take its own zany format seriously. Initial show was a lightweight in plot but well scripted. (See full review this issue.)

## The Adventures of Maisie

**RADIO** — Reviewed Friday (4), 8-9:30 p.m. EST. Sustaining via Mutual Broadcasting System. Director, Tom McKnight. Writer, Arthur Phillips. Musical director, Harry Zimmerman. Cast: Ann Sothern, others.

"Maisie" is a happy little show, blessed with a breezy pace and a show-wise performance by Ann Sothern, who originated title role for a series of MGM films. The entire production is shrewdly slap-happy in nature, with script and players working for broad caricature effects rather than realistic characterizations. Consequently aircr moves right along sustaining interest all the way by refusing to take its own zany plot line seriously. Miss Sothern's excellent sense of comedy timing is a major contributing factor to show's success.

On program caught (4) Maisie befriended an ugly duckling type fem. They met at the blood bank, when latter tried to sell her "pint" to finance a rest cure. Maisie set out to convince gal's Scrooge-like boss that he should stick in with two weeks with pay. She finally packed the genee into a resort by utilizing some genetic blackmail and her own good looks. Lightweight plot was well scripted, and opening scenes provided an effective plug for Red Cross blood donation drive.

June Bundy.

## The Black Museum

**RADIO** — Reviewed Tuesday (1), 8-9:30 p.m. EST. Sustaining via Mutual Broadcasting System. Producer, Harry Allen Towers. Writer-director, Ira Marion. Musical director, Sidney Torch. Narrator, Orson Welles.

If superb narration, good acting, fairly terse dialog and a first rate production were all that is necessary for a top crime show, this English thriller would rate among the best. For these qualities and the wonderful voice of volunteer equator, Orson Welles lift this drama far above the average mystery program. Unfortunately, if the first stanza is representative of what is to come, the show lacks the one ingredient essential to any whodunit production—suspense.

Essentially, this dramatic presentation belongs to narrator Orson Welles. He has a field day projecting his railroad voice into all pauses in the dialog, at times explaining the action but often commenting upon the murder or the murderer, or the ease itself, in a wryly humorous manner. It might even be said that there is too much of Welles thruout the stanza, and not enough of Scotland Yard.

The formula for "The Black Museum" is a simple one. Actual Scotland Yard cases are re-enacted, with the starting point the museum in the Yard where relics of major crimes are on display. On this show the item selected from the museum's collection was a large trunk in which the body of a young woman was concealed many years ago. Seems murderer checked trunk at a railroad station, but threw away the check in the station a few minutes later. A porter saw this, picked up the check, and noticing the recent time stamp, became suspicious. Scotland Yard was called into the case, and thru a routine and tedious investigation located the murderer. They couldn't prove he committed the crime, they made him confess via psychological methods.

The routine investigation lacked the punch and excitement it should have had. Even Welles could not overcome this in the scripting. With more imaginative writing, a bit less Welles and musical bridges, this one could make up to the best of the thrillers.

Bob Rolontz.

## NBC Television Opera Theater Pique Dame

**TELEVISION** — Reviewed Thursday (3), 11-12 p.m. EST. Sustaining over NBC-TV. Producer, Samuel Chotzinoff. Music and artistic director, Peter Herman Adler. Television director, Charles Polacheck. Set designer, Carl Kent. Cast: Guy Tano, Boris Tumarin. English lyrics, Jean Karsavina. Costumes, Liz Gillelan.

Living up to the high standards set in previous opera presentations, this NBC-TV opera production of the melodious "Pique Dame," in a one-hour, English language version, was a genuinely exciting and fast-moving production, imaginatively presented and superbly performed. The opera was intelligible, easy to watch and to follow, and the drama built to its gripping climax with the intensity of a Greek tragedy. For this, everyone connected with the production can take a bow, with the main honors going to singers David Poleri and Winifred Heidt for their fine acting and singing.

This TV version was able to bring home the emotional impact of the story much more than a stage production, due to the use of close-ups, and the ability of a camera to concentrate on any one character in the opera to any one conclusion of everyone else. This, plus the fresh sets and new costumes, and the generally flowing pace of the story, helped make the hour-long drama seem much shorter than it actually was.

Of course the sweep of the television camera can never equal the depth and scope of the eye-tweaving an opera on the stage of the Met; but since this opera was edited for intimate TV presentation, this was a small sacrifice for the intensity of this performance.

In cutting this Tchaikowsky opera down to one hour, NBC re-

## The Gracie Fields Show

**RADIO** — Reviewed Friday (4) 8:30-9 p.m. EST. Sustaining via Mutual Broadcasting System. Producer, Harry Allen Towers. Cast: Gracie Fields, Bernard Braden, Billy Ternent and his orchestra. The Keynotes.

Gracie Fields really doesn't belong in the new MGM-Mutual programing line-up, which is currently being heralded with a "movie stars are moving to Mutual" catch line. The British comedienne has made a few pictures (mostly as Monty Woolley's screen sweetie) but her chief claim to fame is her reputation as a sock variety artist. After 20 years, the lady still kills them at the London Palladium.

Miss Fields has never received the general adulation here that she does in England, tho, and it's debatable if her particular brand of showmanship will appeal greatly to Mutual's large small-town listening public. Like Sophie Tucker, Miss Fields trades heavily on sentimentality, a commodity which covers a multitude of vocal inadequacies for both ladies. However, Miss Fields' nostalgia plth smacks more of the English Music Hall than the Palace, and U. S. audiences may wonder whether she weep when she hits one note peculiarly piercing trade-marked high notes.

The comedienne's first Mutual show was by no means a flop tho, and some of it (mainly Miss Fields' straight vocals and Billy Ternent's instrumentals) was quite good. The star's warm personality clicked on an Italian-English lyrical version of "The Woodpecker Song" and a familiar medley of Walt Disney flicker tunes. She wasn't as successful with a shrill-voiced rendition of "One Day When We Were Young" and a special material ditty tagged "Photo of Mother's Wedding Group." Comedy just isn't Miss Fields' cup of tea in the States. Her style is too Cockney and radio censorship probably limits her. Gracie, they say, is quite racy on her home ground.

As for the rest of the show, Ternent's orchestra had a pleasantly bouncy beat, and Canadian emcee Bernard Braden showed definite promise, in spite of some pretty deadly gag material. His attractive mild personality is among show's best assets.

June Bundy.

## Crime Does Not Pay

**RADIO** — Reviewed Monday (3), 8:30-9 p.m. EST. Co-operative sponsorship via the Mutual Broadcasting System. Producer, Raymond Katz. Director, Marx Loeb. Assistant director, Edgar Small. Writer, Ira Marion. Musical consultant, Burton Turkus. Announcer, Jackson Beck. Cast: Ian Keith, others.

The first installment of the MGM transcribed series, "Crime Does Not Pay," had enough tension and tough talk to satisfy cops-and-robbers fans. But the story hinged on a silly improbability that any listener would find hard to accept. The lead character, the "bagman" in a gang working on the trucking business, is shot thru the head by his boss for disobeying orders. The bullet enters thru the back of his neck and exits between his eyes, but it doesn't kill him. In fact, after a prolonged coma, he revives to tell the district attorney the whole story.

Ian Keith, in the lead, and the rest of the cast gave it a neat reading. And in the end, Keith came back out of character to give a spiel on the wastefulness of crime.

The series will use a different film player for the lead in each segment.

Gene Plotnik.

tained all of the important parts of the story, and actually came out with a more engrossing tale than the full-length opus. David Poleri, as the gambling-mad German, intent on finding the secret of the three curds, no matter whom he kills, was magnificent both voice-wise and in his acting. His final scene, in the gambling house after he has frightened the Countess to death and indirectly caused the suicide of Lisa, was as exciting as any straight dramatic scene could ever be. Winifred Heidt was excellent as The Queen of Spades, and Margarita Zambrana fulfilled the role of the romantic Lisa admirably. Boris Tumarin was warm and confiding as the doctor-narrator.

Bob Rolontz.





## Vine Gardens, Chicago

(Friday, December 28)

Capacity, 200. Price policy, \$2.50 with 50-cent cover. Shows, 8:30, 12 and 2. Exclusive booker, Paul Marr. Operators, Jimmy and Johnny Pappas. Estimated budget this show, \$2,800. Estimated budget last show, \$2,100.

The Pappas brothers brought in the strongest show in months for the holiday season and as a result garnered full houses at every show. The presentation also served to bring back to Chicago, after an 18-year absence, Mae Murray, mentalist, who proved a spell-binder during his lengthy stint.

Murray opens with a few gins built around disappearing cigarettes and telephone book-tearing, which serve to warm up the audience for the mental turn. After being blindfolded by a member of the audience, Murray goes into his routine which includes reading Social Security card numbers, serial numbers on bills, identifying objects held by various customers and telling stories behind the issuance of checks held by others in the audience.

Spot is ideally suited to Murray's particular act, being intimate enough for all to carefully watch his moves, thus heightening the illusions he wishes to cast. Working smoothly and swiftly, Murray had to beg off after working 45 minutes.

Lenny Gale, who emcees the current bill, is a good comedian for this type location. In addition he has an audience-participation bit built around the "Amos 'n' Andy" radio show, which draws big. His work between acts served to hold the show together, and his own routine went over big.

Vernon and Gale, good-looking kids, open the show with their terp routines and, altho hampered by a wet stage, drew strong response during each of their four numbers. Their closer, a satire on the 1920's, was especially good.

Fourth act on the bill is Wyoma Winters, throaty thrush who handled "Fill It Die," "And So to Sleep," "Begin the Beguine" and "White Christmas" in commendable fashion. Gal could vary her numbers a bit to strengthen her turn.

Norman Weiser.

## Bill Green's, Pittsburgh

(Tuesday, December 25)

Capacity, 800. Owner-operator, Bill Green. Exclusive booker, Joe Hiller. Policy, \$1 cover. Estimated budget last show, \$1,000.

Bill Green's, Pittsburgh's oldest nitery, is starring Sylvia Karlton, local singer, who returned home for the big holiday show here after getting rave notices all over the country in the smartest supper clubs and in the touring company of "Pal Joey." A pert fem with lots of class and talent, Miss Karlton does everything top drawer, her repertoire running from a real earthy reading of "Happiness Is a Thing Called Joe" to a bright spectacular operatic aria. The gal is a great pic or TV bet.

Sis and Sonny Arthur, comedy dance team, had the large house in stitches with their Helene and Howard terpristry. The Miriam Sage line of five girls and a boy is well routined and added a lot of color and beauty to the show. Tommy Carlyn's ork (11) (Rondo Records) is also home for the holidays, and the personable maestro showed one of the finest commercial orks this room has had in a long time. The band did a great job in cutting the difficult music and played excellently for dancing.

Len Litman.

## Night Club-Vaude Reviews

## Clover Club, Miami

(Thursday, December 27)

Capacity, 450. Two shows nightly, 9:30, 12:30. Price policy, \$2 beverage minimum with dinner. \$4 beverage minimum with out dinner. Owner-operator, Jack Goldman. Booking non-exclusive. Publicity, Leslie Simmonds. Show played by Tony Lopez orchestra. Estimated budget this show, \$10,000.

This show is strictly for laughs. No one—with the exception of an Arden-Fletcher line of six girls—purveys anything but comedy for a solid two hours of fun featuring Billy Gray, the Hollywood Band Box owner, who is touring night-eries with a unit of entertainers. Gray is in and out of practically every routine over and above his own monologues.

It's a winning combination here and is packing his club. Ben Lessy and Patti Moore, as a comedy song and dance combo, are right in there pitching with Gray. They've got a flock of specialties set to pop tunes which delight the crowd. Couple made a slick team, working smoothly and easily. While Gray is a "builder"—slowly working his way to heights of hilarity—Lessy and Moore start right out punching.

A big finale had the trio, in comedy ballet costumes, dancing and singing to a tune called "Nijinsky, Nijinsky and Butinsky" for a socko piece of business and a big audience ovation.

The Cheerleaders, three boys and two girls, are also part of the Gray unit. Their harmonics, with and without music, score in an okay manner. The line, featuring Joy Skylar, is pretty, well-costumed, and well-rehearsed.

Herb Rau.

## Copacabana, New York

(Thursday, January 3)

Capacity, 610. Price policy, 30 cents-\$5 minimum. Shows at 8:30, 12:15 and 2:30. Operators, Jules Rodell and Ed Entler. Booking non-exclusive. Publicity, George Evans Associates. Estimated talent budget, \$7,000.

It's a great show at the Copa these nights. Now, if it does the business, everybody will be happy. The combo of Jackie Miles and Mitzl Green works wonderfully well. Each does a solid job building from titers to yocks for enthusiastic hands. The nod, however went to Miles who got almost an ovation when he finished.

The Miles material is too standard to require further description. But his situation yarns are such classics they can stand repetition time and again. His horse betting "please God, gimme a winner" story fractured them. His movie-going "mind my seat" routine added to the destruction. Miles' diffident, appealing approach, plus his underplaying, are immediate sympathy winners. On show caught he worked like a \$10,000 attraction. His nervous tremolo added to his genuine appeal.

Mitzl Green, still one of the best fem mimics around, came in with a few new numbers tailored for the Copa trade. Her satiric stabs at Milton Berle's Texaco show involving take-offs of Berle—and other performers discussing Berle—were gems. Whoever wrote this for her is deserving of kudos. Her

(Continued on page 48)

## Ambassadeur, Copenhagen

Capacity, 500. Policy, one show nightly. No cover, no minimum. Booker, Martin Ross.

Spot is rated as the city's plush room. Formal attire is a must on Saturday nights. Only three acts are used but talent is usually top bracket and well presented. Acts work on a large circular stage which rises from a section of the dance floor of the bandstand.

Current show features Truxa and fem assistant, in a well-presented routine of mental telepathy feats. Truxa, in formal attire, works out among the tables, with blindfolded partner seated center of the stage. Act, tho good, offers no striking novelty.

Opener is an unusual hand-to-hand act by two young-looking boys, who run thru a series of swell tricks at very speedy tempo. Understater is powerful and tosses his smaller partner thru somersaults and pirouettes for unusual catches and balancing feats. Work with ease and bow off to big hand.

Patricia D'Or, young and attractive British juggler, closes the show with a varied routine of difficult juggling. Garner laughs with good hat gags and gets a good mitt thru her juggling of three, four and five balls. Bows off to solid hand after clever manipulation of cigar boxes. Knows her stuff and sells it superbly.

Orchestra of Peter Rasmussen is a definite asset to the acts, neatly pulling them out of occasional misses by interpolating smooth comedy bits which make the miss appear a gag or stall.

Ted Wolfgram.

## Charley Foy's Supper Club, Sherman Oaks, Calif.

(Friday, December 21)

Capacity, 300. Price policy, no cover or minimum. Owner-operator, Charley Foy. Shows at 9:30 and 12:30. Booking non-exclusive. Charlotte Rogers. Estimated budget this show, \$1,500. Estimated budget last show, \$2,000.

Advent of Herkie Styles to the Coast was hampered by poor spotting on an otherwise entertaining bill. If comic is mixed up, with out following a burly bit, he'll have better luck with the audience. Styles is clever and works hard, but can use more solid material.

Songbird Myrna Fox sells easily, relying more on looks and a pleasing personality than vocal talent. She opens with "Them There Eyes" and follows with "I Love the Guy" and a cute rendition of "I Don't Want to Be Kissed." Her "Moanin' Low" skit with Cully Richards was a sexy bit of piping. Holdover Stuffly Bryant, hooper, continues to amaze with rapid terping on top of a drum-like table.

Altho Billy Reed's "Moanin' Low" bit with Richards is pure burlesque, it's fine comedy. Richards' "Valentina" is a leecher, remains a clever tune. In the closing spot is Shelton Brooks, who turns back the years with a medley of his own cleffings, "Some of These Days," "Walkin' the Dog" and "Darktown Strutters' Ball."

Nostalgia continues in the presence of Marguerite Padua, whose keyboard stylings, vocals and community singing are worth hearing. Her show is sliced by Abbey Brown Trio, which also ably plays for dancing.

Joe Bleeden.

## Beachcomber, Miami Beach

(Thursday, December 28)

Capacity, 500. Three shows nightly, 8:30, 12:30, 3. Price policy, \$4.50 food or beverage minimum. Operator, Jack Lynch. Booking non-exclusive. Publicity, S. Shapiro. Show played by Sula Levitch's orchestra. Estimated budget, \$5,000.

After an abortive opening night—in which the crowd booed Lili St. Cyr's performance—Jack Lynch re-routined the show for a faster-paced and smoother revue. Lili performed on a special stage

(Continued on page 48)

## Latin Quarter, Miami

(Thursday, December 20)

Capacity, 500. Two shows nightly, 9:15 and 12:30. Price policy, \$5 food or beverage minimum. Owners-operators, Leslie Simmonds. Show played by Pupi Campo's band. Estimated budget this show, \$10,000.

Lou Walters has whipped up an extravaganza unequalled in local history for his redecorated Latin Quarter on Palm Island. It's a big, bountiful revue, packed with girls, gorgeous costumes, good music, circus animals and, most important, entertainment.

A Parisian flavor marks the proceedings, tho nudity is subjugated to entertainment, just the proper amount of "art" being added to satisfy anybody's tastes. The show runs a shade under two hours, with 18 well-disciplined chorus and show girls, a flock of outstanding principals and Pupi Campo's music. Campo also gets in several of the acts, one of which is a can-can number in which he prances around stage in a can-can girl's outfit.

## Show-Stoppers

Show-stoppers on opening night were Darvas and Julia, a continental dance team. A pair of brilliant terpers, their style was aided by a ballet quality, but they did everything in the book, including acros, split jumps from an elevated platform to the glass floor, "impossible" pirouettes and thrilling leaps.

The show included plenty of additional individual talent, too. Frank Libuse does a hilarious act with Margot Brander. Piano and vocal selections by Andre Philippe, dance specialties by Mara and Maurice and Gay and Harry Wells, and solo terping by Balletinas Genevieve Dawn and Collette Fleuriot were standouts. The weakest act on the bill is another thrush, Danielle LaMar, a French import who appeared in Albert (Papa) Bouche's revue in the same spot last season.

Transformation of the Latin Quarter was designer Franklin Hughes with the use of rich colors, soft indirect lighting, a glass stage illuminated from beneath and a mirrored ceiling. Natalie Kamenova was responsible for the direction and choreography, and costumes were created by Freddy Wittop and Elizabeth Adlon.

The entire show displayed evidence of considerable rehearsal. Timing was tip-top thruout, and Pupi Campo's orchestra (12), under Walter Nye's conducting, backed up everybody and everything excellently.

Herb Rau.

## Copa City, Miami Beach

Capacity, 750. Two shows nightly, 8:30 and 11:30. Price policy, \$3 beverage minimum with dinner, \$5 without dinner. Owners-operators, Ned Schuyler and Murray Weinger. Booking non-exclusive. Publicity, Irving Mandell. Estimated talent budget this show, \$12,000.

Altho the Miami Beach night club season is young and won't reach its peak for another six weeks, there'll be few entertainers who will top the personal triumph racked up by film actress Jane Powell in this largest of local niteries. It was her night club debut, and she came thru with such eclat, entertainment-wise, that she's a good bet for any spot, in the country.

Beautifully gowned and with the self-assurance of a long-standing trouper, Miss Powell got them from the moment she started to sing. The gal scorns long chit-chat between numbers, vowing the very minimum of tone introductions in a humble and pleasing manner. At the finish, she seemed genuinely thrilled at the long and loud applause.

Her first number was a sprightly "Most Unusual Day," which she followed with "Summertime" and "Loveliest Night of the Year." The last named received the biggest hand of the total of eight sung on the show caught.

The show comprises a June Taylor line (12), with gaily costumed girls; comle Gene Baylos, and the Mary Kaye Trio. The trio also doubles with Steve Gibson's Red Caps in the Copa

(Continued on page 48)

## Chez Paree, Chicago

(Wednesday, January 2)

Capacity, 500. Price policy, \$1.10 cover with \$9.50 minimum. Shows at 8:30, 12 and 2. Operator, Dave Halper. Publicity, Bob Curley. Booking policy, non-exclusive. Estimated budget this show, \$9,500. Estimated budget last show, \$7,500.

Switching policy for the New Year's Eve show, which in past years has featured lesser names, Dave Halper this year brought in what possibly is the best draw in these parts and, as a result, business has been at capacity. The draw is Danny Thomas who, since his start at the 5100 Club some 12 years ago, has been adopted as Chicago's own by cafe-goers.

Thomas could probably read the telephone book and still fill the floor. The fact that he mixes some of his old standard material with new gags and songs, works an average of an hour or more at every show, and reminisces about his start in showbiz here, only serves to endear him that much more to his legion of followers in the Windy City.

Working with his accompanist, Walter Popp, who has been with him since the 5100 days, Thomas did a few tunes from his new picture, "I'll See You in My Dreams," then started his patter, which included stories now identified with him, as well as chatter about his various experiences during and after his initial booking here. In all, Thomas was on the floor an hour and 10 minutes at the show caught, and then had to beg off. Hoarse from his stints here as well as at the Chicago Theater, where he conducted a drive for funds to build a new hospital (drawing \$52,600 at one special performance), Thomas even had the audience singing while he

(Continued on page 48)

## Jackie Heller's Carousel, Pittsburgh

(Wednesday, December 26)

Capacity, 300. Owner-operators, Jackie Sol and Bill Heller and Monty Jacobson. Booking non-exclusive. Policy \$3 minimum. Estimated budget this show, \$1,125. Estimated budget last show, \$750.

Jerry and Turk, headlining, look the same as they did when they broke in here 15 years ago. But with each showing the act gets funnier even tho the basic framework remains the same. Instead of relying on filler acts to help out on the riotous "Rigoletto" routine, Maxie Turk brought along with him two people, making a tighter package and a fast and funny one-hour show. The only weak spot is singer Helene Grayson whose selection of tunes are of the grab bag variety. However, she made up for it by doing a great straight in the opera bit.

Dancer Joey Dean was perfect in the opening boy boy repartee with Turk (so everybody does it, but here it's funny). He got the show off with a buff return for his great hoofing. Jerry and Turk did the spot just before the opera and had the room rocking and ready for the big finale. Johnny Marino's ork (5) did its usual great job in cutting the show and played excellently for dancing.

Len Litman.



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**EDITORIAL**

## Few Questions, Mr. Dunn!

Henry Dunn makes his official exit from the American Guild of Variety Artists January 18th, but he's already doing business for his new bosses, Lew and Leslie Grade. And members who okayed Dunn's salary, which he'll get until he leaves, might ask him what acts he's already set for the Grade office.

And while they're asking questions they might throw a couple of more at him. What was the deal Dunn okayed with "Borsht Capades"?

Why was a member of the cast, Phil Foster, an AGVA board member, so irate that he forced Dunn to retract one deal? And what was the deal Dunn later initiated which was kept hush-hush?

If the board follows precedent it will undoubtedly give Dunn an ovation when he makes his speech. It may even give him a farewell present. That's probably an even exchange because Dunn is also leaving AGVA with gifts. Gifts that will penalize it for a long time to come.

One gift the board might withhold from Dunn is an agent's franchise. At least until it finds a way out of the morass into which Dunn led it.

## Extra Added

**Chicago**

The Opera Club, new near-North Side Chicago bistro, opened under the aegis of the Drake Restaurant chain. Location will feature Pancho and his combo, along with pop singers and some concert artists.

Sammy Walsh into the Town Room, Milwaukeee, January 22. Latter spot is changing its cocktail policy for this en-

## AGVA Probes Kickbacks at Army Camps

**HOLLYWOOD, Jan. 5.**—American Guild of Variety Artists, Local 47, last week admitted probing into the agency kickbacks at various army camps, prevalent in this territory for many years. A union spokesman said that results of all investigation will be turned over to proper authorities and names and places will not become public knowledge, at least not through AFM announcement. American Guild of Variety Artists and Hollywood Co-ordinating Committee were tight-lipped regarding any agency-camp investigating.

Answering a proposal that packaging of shows for servicemen be abolished in favor of one-nighter or casual status for such bookings, the musicians' rep said that he believed the kickback developments can be erased without killing packages. "It's true," he admitted, "that certain persons are more greedy than others, but I have faith that all will be cleaned up." The spokesman hinted that pressure from the official probing would bring about a better situation without actual arrests. "Some agencies, when they hear of the seriousness of the government charges, will undoubtedly do away with kickbacks," the union man said.

## Ft. Wayne Keeps Week-End Vaude

**CHICAGO, Jan. 5.**—Following a two-week test in which six acts were used Saturday and Sunday only, the Embold Theater, Fort Wayne, Ind., has decided to continue the program indefinitely. House has named Leo Salkin, Chicago booker, to handle the shows, and will do three shows on each of the two days. A no-name policy will be followed, Salkin said. Acts for the next four weeks are now being set.

Salkin has also been named exclusive booker for the Morrison Hotel, succeeding Manny Gotthelf, who has moved to the Hotel Sherman. Morrison now uses its Terrace Grill for club dates, but may bring in talent on off-nights at a later date.

agement. Paul Gilbert set in the Roosevelt Hotel, New Orleans, thru February 6, then returns to the Windy City to work the Chez Parce and Oriental Theater. Georgie Kaye replaced Cliff Norton in "Shooting High" at the Empire Room and will stay for the remainder of the run in Chicago.

**Philadelphia**

Broadcaster Bob Horn is now managing the comedy team of Layne and Haas. Bernie Landis, has set up the Bernie Landis Studios, Inc., operating as a TV and dramatic school.

Bobby Sheldon, of the Sheldon and Barnett team, is off the sick list and returns to the floorshow fold at Lexington Casino.

The Marvelaires, who had been out in the Midwest for almost a year, are back in town doing club dates. Bob Naldersman and the Kaplan are the new partners in the Club Ebony with Al-lao (Woody) Spiesal, whose brother, Label Spiesal, sold out recently. Margie Winiers is the new manager of Orsatti's Pump Room. Julie Martin, going into the local Embassy Club, is now in Lima, Peru, and returns to the States early next February.

Eddie Woloff joins Stanley Schwartz and Irv Pepper in the proprietorship of the Tabu Supperclub. Sid Axelrod, local AGVA rep, has given up his union activities to become an agent. Willie Merzky, who recently took over the management of the mid-town Chassey's, adds dancing, a line of girls and entertainment to the room.

**Hollywood**

Allen Jenkins and Frank Sully have prepped a theater-club act. Owners of Strip City, Maynard Slesie, Joe Abrahams and Bill Robinson, sold their ingewood, Calif., nitery, the "Treadwinds, for a reported \$10,000.

Singers Jean Arnold and Robert Monet made their Coast debut December 27 at Jim Dolan's Cafe Gala. Arthur Lee Simpkins returned to the Bar of Music January 3 for seven weeks. The Gypsy Camp, on the Strip, has dropped shows. Sale of the Billmore Hotel, which includes the Billmore Bowl and Rendezvous (The Billboard, July 28) was consummated for \$12,500,000, with Leo F. Corrigan, of Dallas.

The Casbah, sold recently to Fred Beusatz, booked its first strip act, Mary Blair, spouse of comic Wally Blair.

Billy Berg, one-time owner of the Vine Street Supper Club, now manages the 1841 Club in Hollywood.

April Stevens returns to the Coast January 8 after a theater-club swing in the East. Ciro's owner-op. Herman D. Hoyer, is involved in a \$20,000 assault and battery suit with Irvina Parnes, who claims Hoyer assaulted him May 5, 1950. Flo Ash, one-time double for the late Carole Lombard, is at Dolly's Bowers with her terp routines.

George de Witt held over at Ciro's. Comic guested January 1

## HIBERNATION, MIAMI STYLE

**MIAMI, Jan. 5.**—This town boasts night club acts of girls dancing with snakes, of monkeys helping strippers peel off their clothes, and of a scantily clad ice skater holding aloft a pair of doves. But none matches the latest.

Digger O'Dell plans to stay underground for the winter in Miami (under a downtown bathroom floor) for three months, doubling his previous record "buried-alive" mark of 46 days set in Long Beach, Calif., last November. He even has a private phone in his tomb. The number, in case anyone is interested, is Miami 9-0373.

## Wigglers Must Tow the Line In Phila. Now

**PHILADELPHIA, Jan. 5.**—The wiggle and belly dancers, particularly those using snakes and other odd animals — one even brought in an alligator for a dancing partner—have been having a field day in finding bookings at the small musical bars that found business booming when placing the emphasis on "sex." But for 1952, such acts will have to either tone down considerably or look elsewhere for audiences.

Without any fanfare, Police Inspector John F. Driscoll passed the word around to all the nitery owners in the downtown stem to curb the sexy stuff or face a raid and all that implies as far as the spot's liquor license is concerned. With the new year bringing in an entirely new city administration, Driscoll's action doesn't come as too much of a surprise. Even more foreboding is the fact that the new police commissioner, under the new Democratic administration, will be Captain Thomas A. Gibbons, former head of the Crime Prevention Squad, which has a record of nitery raids to its credit because of liquor sales to minors. Gibbons' forte has been in pulling raids on a crowded Saturday night, emptying out the room so that no checks are paid, and holding the owners for court.

## Guber Cashes In on Waxers

**PHILADELPHIA, Jan. 5.**—With a double-capacity or more for his enlarged Rendezvous, Lee Guber will go all-out for the recording names for 1952. Bookings will take him into late March.

George Shearing unit, opened last week (27). Slim Gaillard and Pee Wee Russell came in January 3 and Al Albert and the Four Aces take over on January 23. Latter will mark the first local date for the Four Aces, which hit with their home-made waxing of "Sin." Until the waxing, boys had been musical fixtures at the suburban King of Prussia (Pa.) Inn.

Ella Mae Morse will come in February 13 and The Weavers on February 20. Sarah Vaughan is booked for February 29. March will see June Christy and a return trip for Muggsy Spanier.

on Frank Sinatra's TV show. Jack Ross is in his seventh year at the Cirque Room, Fairmont Hotel, San Francisco. Dancer Flo Ash is prepping a comic act for clubs. She is currently at the Driftwood Room in Southeast Los Angeles. Three Stooges are readying their act and will be on the road early in the spring. Cliff Aronson, formerly of Associated Booking Corporation, is now associated with the Mitt Deutch Agency.

Night Club-Vaude Reviews appear on opposite page. More Night Club-Vaude News, as well as Hocus-Focus and Burlesque Notes, appears on page 48, Radio-Television Reviews on pages 16 and 17.

## Big Nite Big Dud For Most Bistros; Some Just Get By

### New Year's Eve Flop Turns Ops To Consideration of Dropping Flesh

Continued from page 1

the admission) cafes make a buck. But this New Year's Eve, there were few such extra drink buyers. The fact that this eve was on a Monday, as compared with last year's which was on a Sunday night, also hurt.

All in all, the average take in most of the cafes around town was down anywhere from 15 to 25 per cent.

It is now expected that some clubs which stayed open for the Big Night will either fold or get new owners.

**Philly and Boston**

The picture was duplicated all over the country with only a few exceptions. Philadelphia had more private parties than last year, which cut into cafe takes. The Latin Casino, there, filled up early but emptied shortly after the show. Local bars and lounges did less than a good Saturday night's business, and complaints were general.

Boston rooms pulled less than usual, due to some extent to the charges of dirty shows made by a Catholic prelate. This resulted in unusual police surveillance on the Big Night which put a damper on activities. The Boston Latin Quarter, Hub's major cafe, decided to call it quits right after New Year's Day. Spot is now dark, and deal is on the fire for new ops to take over.

Chicago's main room, the Chez Parce, was loaded primarily because of Danny Thomas. Other rooms, including the strip joints, didn't fill up.

Miami cafe biz was less than expected. Spots like the Clover Club, Copa City, Ciro's and the Beachcomber, all running with big budget shows, did what was termed as only a fair mid-season Saturday night business. The Miami Beach hotels did okay. But there, too, the many private parties took the play away from the high tariff rooms.

**Las Vegas Hot**

Las Vegas was probably the hottest town in the country. The Thunderbird, Last Frontier, El Rancho, Desert Inn and Flamingo were loaded with Hollywood week-enders who jammed the gaming rooms and the show-room.

## Boston Clamps Ban on Niteries

**BOSTON, Jan. 5.**—Charges of Catholic Archbishop Richard Cushing that local night clubs and burly shows are "vile, indecent and immoral" resulted in quick repercussions when nine spots lost their permits prior to a meeting of city authorities set for later next week.

Rooms hit were the Show Bar, the Petty Lounge, College Inn Cafe, Touraine Lunch Company, the Show Time, the Ranch House, Stuart Cafe, Hollywood Barbecue and the Rainbow Bar and Grill. The Show Bar is the only one of these with a medium budget. The rest are very low-budget spots using female impersonators. All nine rooms were closed on grounds of immorality.

A bill was also introduced in the State Senate (3) to ban strippers or any act in which impersonations of opposite sex are given in lewd manner. The penalty proposed would be a year in jail, \$500 fine, or both.

On the West Coast, the key spots in Hollywood led the Mamambo and Ciro's did only so-so with mostly tourists. Most of the picture people either had their celebrations at private parties or beat it out of town, many to Las Vegas.

All in all, the New Year's Eve that just passed was one of the poorest cafes have had in a long time. The average tab in past years was \$18 a head plus an extra \$4 for additional drinks. This year, the average was about \$15 per, but the extra bite on which the real dough is made was down to \$2 a head.

## Combos Slump In Grosses, Except Para

**NEW YORK, Jan. 5.**—New Year's Eve and New Year's Day brought takes up to gratifying figures but, with the exception of the Paramount, which had its best New Year's Eve business since 1944, the rest of the combo houses did less this holiday eve than they did the previous year. In most cases, sharply-hiked prices were responsible for the upped grosses, so the RKO kept its usual scales holiday eve.

Radio City Music Hall (6,200 seats; average \$128,750) did \$180,000 for its fourth week with "I'll See You in My Dreams" plus its annual Christmas show. Previous week's take was \$182,000.

Roxy (6,000 seats; average \$53,875) did \$110,000 for its second week with Guy Mitchell plus "Elopiement" against \$70,000 for the opener.

Paramount (3,654 seats; average \$50,750) did \$120,000 for its initial week, with Tony Bennett, Art Adams, the DeMarco Sisters, Jay McInnis and band plus "Double Dynamite."

Palace (1,700 seats; average \$37,875) hiked its holiday eve top to \$7.20 and came to with \$53,700 for 11 shows of the eleventh week of the Judy Garland package. Previous week's take, with 10 shows, was \$34,500.

## Romm to Leave Arena Stars Firm

**NEW YORK, Jan. 5.**—Leonard Romm will leave Arena Stars when his contract expires February 12. The firm is in the personal management business, headed by Tom Wonders.

Romm took the job two years ago after resigning from General Artists Corporation, where he headed up the theater department.

"I'm quitting because I can't take this inactivity any longer. If I have out acts with big offices, I have to pressure several departments to get moving and invariably we get lost in red tape. I don't want somebody to go out and sell for me. I prefer to do my own selling," said Romm.

## Providence House On Split Weeks

**PROVIDENCE, Jan. 5.**—The Carlton Theater, here, which put flesh in for the New Year's week with Blackstone, is planning to continue it on a split-week basis. The house, booked by Abe and Joe Feinberg, a 1,500-seater, is old Emery.

The spot is roody to make deals on flat salaries, percentages and salaries or straight splits. It is looking for name bands and other attractions.

## Valando and Meyer Deal Sparks Poser Of Renewal's Worth

### Dover Music Set Up to Handle New Copyrights; Other Pubs Pitch In

NEW YORK, Jan. 5.—The oft-raised question of what's it worth to a publisher to acquire important renewal copyrights was stoked anew this week when publisher Tommy Valando opened an equal partnership firm with veteran songwriter Joe Meyer primarily to handle the clef's renewals, a number of which are coming due shortly. It is generally known in the trade that the pursuit of renewal copyrights has taken on a rather frantic nature in recent months. This has been so mainly because of the number of small publishers which have sprung up in recent years and which have reserves of excess tax money to play for the purchase of copyrights which could boost their availability value in

the American Society of Composers, Authors and Publishers.

#### Valando Deal

The Valando deal with Meyer possibly could establish a precedent for writers who are heavily enough credited to dicker for publishing deals. Only several months ago there was a general belief in the trade that Billy Rose would go into the music publishing business primarily to round up his renewals as they came due. To date nothing has materialized on that front because of a pending legal action with Brown Music, tho his plan was supposed to have extended to include getting the full renewal copyright by rounding up the renewal rights to these songs from his co-writers.

The Meyer-Valando firm will be known as Dover Music. In addition to the Meyer portions of his renewal songs, the firm will also handle all new songs penned by the writer. First renewal to be captured by Dover Music is Meyer's share of "California, Here I Come." Other songs written or co-written by Meyer that eventually will wind up at least partially in Dover Music are "Crazy Rhythm," "My Honey's Lovin' Arms," "Clap Hands Here Comes Charlie," "Hurry Home," "Isn't It Heavenly?" etc.

#### 869G A YEAR

## That's Take Rung Up by Sammy Kaye

Continued from page 1

six months of television; \$5,000 for about four months of network radio work; and \$125,000 from his World Music and Republic Music publishing firms, plus his Sunday Serenade Book of Poetry.

The figures reveal that for band leader, heading the one-nighter bushees is still the Number One source of loot. Kaye, using his "So You Want to Lead a Band" gimmick, incidentally, is one of the few successful video band shows, and one of the most attractive TV buys in the business.

With a national Nielsen high of 19.3, and at a cost of about \$4,000 per week, sponsor Listerine is taking advantage of one of the best cost-per-thousand deals in television.

Abetting the success of his radio show, of course, is the Kaye habit combining his one-nighters with tours for AM sponsor, *Sylvania*. Last year, at one point, Kaye traveled some 10,000 miles by air with his band, to do three dates on the West Coast.

## THIS WARBLER IS ALL AT SEA

NEW YORK, Jan. 5.—England's top thrush, Vera Lynn, who arrives here on the Queen Mary today, has been phoning American disk jockeys from the middle of the Atlantic Ocean to let them know about her latest London dishing, "If You Go." Arrangements for the long-distance calls were made by the publisher of the song, the local Peter Maurice branch of Leeds Music Company.

## ASCAP Deals In Works for Film Firms & Legit

### Theater Licensing To Affect Talent In 18,000 Houses

Continued from page 1

the live talent program will not be a long-winded affair for either ASCAP or the exhibitors.

Details of the interim agreement expected to be signed with the film studios are still hush-hush, tho it is known that ASCAP is determined that the pact shall include the principle of payment based upon a percentage of the film companies' income. ASCAP set this precedent in its agreements with the radio and television industry.

ASCAP's here are insistent that there is no "pattern" set and that no such thing as an "MGM method of payment" exists. The seven film companies still to make an ASCAP deal, however, are considered to be willing to go along with an agreement along the lines of MGM's.

In any event, the announcement of an agreement with the Hollywood studios would not be surprising if issued this coming week.

## WARNING

## Phony 'Cry' Disks Found In N. Y. Area

NEW YORK, Jan. 5.—As a result of having discovered counterfeit copies of the Johnny Ray disking of "Cry" and "Little White Cloud That Cried" in Philadelphia and local areas, Columbia Records' sales veepee Paul Wexler this week sent telegrams to local dealers which outlined the diskery's stand on prosecuting anyone involved in handling the counterfeit platters.

The wires advised retailers that the only authorized copies of the disk can be obtained from Times-Columbia, diskery's distributor here. The telegrams pointed out that the selling of counterfeit copies of the record is a violation of New York penal statutes and warned that the diskery would prosecute anyone caught handling the bootleg disks.

## American Nations Work Toward Final Model Global Copyright Pact

WASHINGTON, Jan. 5.—A powerful new surge of activity is under way here to complete a final model global copyright pact in 1952. Delegates from more than a score of Latin American nations will convene at the Pan American Union here, January 14, to iron out differences on language of the pact, and a panel of U. S. copyright experts will meet later in the month in the hope of bringing the document closer to final shape preparatory to a meeting of the United Nations Educational, Scientific and Cultural Organization in Geneva next fall. Officials hope the model pact, roughly drafted by UNESCO last summer (The Billboard, August 11 and 25), will

get UNESCO's final okay at the up-coming Geneva confab. Working on a stepped-up schedule, the panel hopes to have its recommendations ready soon after its meeting. UNESCO has asked all participating nations to submit suggestions on the copyright pact draft well in advance of the Geneva conference.

American Confab. The confab of American nations here, officially called the Organization of American States (OAS), will seek agreement on terminology and will attempt to spell out how the proposed global copyright pact affects existing inter-American copyright provisions. State Department officials foresee no serious controversies confront-

## AFM Seeks Nix on U. S. Wage Curbs

### Asks Stabilization Board to Alter Rules Affecting "Casual" Employment

WASHINGTON, Jan. 5.—The Wage Stabilization Board has before it currently a resolution drawn up by the American Federation of Musicians which would exempt the wages of musicians "performing casual engagements" from wage stabilization regulations if approved by the Economic Stabilization Administration. The final disposition of the resolution is certain to have a great effect on other performer unions' pitches for their members' expectations. However, are that the WSB will not act favorably upon the resolution despite a strong AFM appeal.

In the resolution submitted by the AFM, the union points out: (1) Many musicians perform casual engagements, as contrasted with those who work regularly for a single employer; (2) the relationships of these musicians with the purchasers of music and among themselves are extremely fluid; (3) the unique status of these musicians makes it impractical to apply to them any reasonable or orderly program of wage stabilization; (4) removing these casual musicians from the wage stabilization program can have no adverse or inflationary effect upon the cost of living; and (5) the supply-and-demand principle would prevent any undue rise in the pay of these musicians.

AFM is asking the WSB to approve the policy of exempting the wages of these musicians performing casual engagements from wage stabilization regulation to submit the approval to the ESA, and to have adopted an appropriate general wage regulation as presented in the AFM resolution.

On the subject of the fluid relationship among the casual-engagement toolsters and purchasers of their services, the AFM points out that these musicians often work one night as a band

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## Rival Kidisk Firms Join on National Sales

### CRG, YPR Combine Top Offices, Some Staff; May Merge

NEW YORK, Jan. 5.—The two kidiskeries which operate subscription clubs, Children's Record Guild and Young People's Records, this week joined forces. Lester Troob, YPR president, announced the signing of agreement under which American Recording Society, the CRG parent company becomes national sales and service agency for the YPR line. The two lines will operate separate sales organizations but will use the same offices, warehouse space and shipping departments.

Jerome Gordon, YPR sales director since 1948, will retain his post. The current YPR distributors will also be retained. CRG sales chief Irv Katz will not be affected in any way by the change. Promoting-wise, YPR will immediately embark on a

(Continued on page 46)

## GAC Off to Fast Start on Build-Up Of 'Four Lads' Unit

NEW YORK, Jan. 5.—General Artists Corporation is turning its big promotional guns on the Four Lads. Within 48 hours after parting the group, GAC signed them with Columbia Records, and set a series of radio, TV, night club and theater appearances. The quartet is managed by Michael Stewart and was formerly booked by Music Corporation of America.

The group will do single shows on the "Town" and "Town" show tomorrow (6) and the Peggy Lee radio show Thursday (10). Lads have also been set for the Casino Theater, Toronto; Moe's Main Street, Cleveland; and the Town Casino, Buffalo.

## TO THE HILLS, BUT NATCH

NEW YORK, Jan. 5.—Country and Western music in these parts took to the hills this week when the Rosalie Allen Record Shop closed its retail store here to concentrate on mail order business only.

According to Nat Tannen, who operated the last exclusive country and Western disk shop in this town, the space formerly occupied by the retail store will be used for Tannen Publishing ventures.

## Eckstine Sets 1st Star 1-Niter Tour in South

### Basie Ork in P'knc.; Sells for 2 1/2-3 1/2G, Plus Percentages

NEW YORK, Jan. 5.—Billy Eckstine for the first time in the five years since he stepped out as a single attraction, will make a one-nighter tour of the South, beginning February 8. Eckstine will make the tour with Count Basie and his new big band. The trek will run thru March 21 and will cover about 35 play dates. The Eckstine-Basie package is being sold at a bottom of \$2,500 per night against 60 per cent of the gross. The top price is \$3,500 per night against 60 per cent of the gross. The tour begins in Houston. Guarantees for the tour will total about \$100,000.

The tour is being booked by Shaw Artists Corporation, which will split the commissions with the William Morris Agency, which represents Eckstine and the Willard Alexander Agency, which books Basie. Eckstine will buy Basie on a flat deal calling for about \$1,000 per date.

#### Shooting Tour

Eckstine, early in December, completed a three-month cross-country concert trek, with the George Shearing quintet, which brought in tidy grosses. He has been vacationing since and will return to work on January 12 for a TV shot of the National Broadcasting Company All-Star Revue with Spike Jones' aggregation. The Southern tour originally

(Continued on page 46)

## Old Krupa Trio Is Reorganized

NEW YORK, Jan. 5.—Gene Krupa is reorganizing the old Gene Krupa Trio, featuring tenor sax man Charlie Ventura and pianist Teddy Napoleon. When Krupa left the "Jazz at the Philharmonic" package at the end of its tour, he decided to reorganize the trio instead of forming a new big band.

The trio will be booked by Music Corporation of America and will have its break-in date at Ventura's Open House in Lindenwood, N. J., January 16 to 18. Krupa will follow with a date at the State Theater, Hartford, January 19 and 20. Other dates are being set.

## Kapp Signs Up Estes for RCA

NEW YORK, Jan. 5.—The first talent signed by Dave Kapp since he took over as pop record chief at RCA-Victor is Don Estes, a warbler from Nashville, Tenn. Estes has been recording as featured vocalist on a number of Owen Bradley diskings for

# Peatman Annual Survey of Song Hits

## Radio

### Pops

The 35 song hits with the largest radio audiences listed below in order of the total ACI points received in the ACI Surveys during 1951. (Songs in stage or film productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began on the ACI Surveys during the fall of 1950 are noted by the 1950 date.)

1. You Young (1950) ... Shapiro-Berstein
2. Because of You (1950) ... Shapiro-Berstein
3. My Love (1950) ... Shapiro-Berstein
4. Because of You (1950) ... Shapiro-Berstein
5. You're Just in Love (1950) ... Shapiro-Berstein
6. Tennessee Waltz (1950) ... Acuff-Rose
7. Ackerly Bird Hill ... Southern
8. Would I Love You (Love You Love) ... Walt Disney
9. My Heart Cries for You (1950) ... Masey
10. Shantahai ... Advanced
11. In the Cool, Cool, Cool of the Evening (Here Comes the Groom) ... Robbins
12. Loveliest Night of the Year (The Great Caradee) ... Robbins
13. It's a Lovely Day Today (1950) ... Call Me Madam
14. How High the Moon ... Chappell
15. Aba Daba Moneyman (Two Weeks With Love) ... M. Morris
16. Mamma, Mamma ... M. Morris
17. I Apologize ... DeSève-Brown & Henderson
18. A Penny a Kiss ... Shapiro-Berstein
19. Hello, Love ... M. Morris
20. (The No) Sin ... Altonquin
21. Aba Daba Moneyman (Two Weeks With Love) ... M. Morris
22. You and Your Beautiful Eyes ... Paramount
23. I'm a Fool (Who's in Love With You) ... M. Morris
24. I'm a Fool (Who's in Love With You) ... M. Morris
25. I'm a Fool (Who's in Love With You) ... M. Morris
26. I'm a Fool (Who's in Love With You) ... M. Morris
27. I'm a Fool (Who's in Love With You) ... M. Morris
28. I'm a Fool (Who's in Love With You) ... M. Morris
29. I'm a Fool (Who's in Love With You) ... M. Morris
30. I'm a Fool (Who's in Love With You) ... M. Morris
31. I'm a Fool (Who's in Love With You) ... M. Morris
32. I'm a Fool (Who's in Love With You) ... M. Morris
33. I'm a Fool (Who's in Love With You) ... M. Morris
34. I'm a Fool (Who's in Love With You) ... M. Morris
35. I'm a Fool (Who's in Love With You) ... M. Morris

### Standards

The 35 standards with the largest radio audiences are listed below in order of the total ACI points in the ACI Surveys during 1951.

1. Lullaby of Broadway ... Wilmark
2. All the Things You Are ... Chappell
3. Lover ... Famous
4. You're Just in Love (1950) ... Shapiro-Berstein
5. You're Just in Love (1950) ... Shapiro-Berstein
6. You're Just in Love (1950) ... Shapiro-Berstein
7. You're Just in Love (1950) ... Shapiro-Berstein
8. You're Just in Love (1950) ... Shapiro-Berstein
9. You're Just in Love (1950) ... Shapiro-Berstein
10. You're Just in Love (1950) ... Shapiro-Berstein
11. You're Just in Love (1950) ... Shapiro-Berstein
12. You're Just in Love (1950) ... Shapiro-Berstein
13. You're Just in Love (1950) ... Shapiro-Berstein
14. You're Just in Love (1950) ... Shapiro-Berstein
15. You're Just in Love (1950) ... Shapiro-Berstein
16. You're Just in Love (1950) ... Shapiro-Berstein
17. You're Just in Love (1950) ... Shapiro-Berstein
18. You're Just in Love (1950) ... Shapiro-Berstein
19. You're Just in Love (1950) ... Shapiro-Berstein
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30. You're Just in Love (1950) ... Shapiro-Berstein
31. You're Just in Love (1950) ... Shapiro-Berstein
32. You're Just in Love (1950) ... Shapiro-Berstein
33. You're Just in Love (1950) ... Shapiro-Berstein
34. You're Just in Love (1950) ... Shapiro-Berstein
35. You're Just in Love (1950) ... Shapiro-Berstein

# Capitol in Over-All Realignment Move

Plans Strengthened N.Y. Operations; 10 Sales Districts in New Set-Up

HOLLYWOOD, Jan. 5.—Capitol Records, in an over-all realignment move designed to strengthen its New York operations, this week transferred Hal Cook to its Gotham headquarters. Cook came to Capitol's ranks from salesman to branch manager, and had served for the past two years as national sales promotion director at Cap-

# RKO Pic Rights Back to '50 Go To Mills Music

HOLLYWOOD, Jan. 5.—Mills Music this week snagged exclusive publishing rights to all RKO films, exclusive of Walt Disney product. Deal is retroactive to 1950 and was concluded by Irving Mills and Mickey's veep in charge of studio operations, C. J. Tevlin. By virtue of the paper, Mills gets both publishing and foreign royalty collection rights.

Pubbery also becomes the collection agent for 13 Abbott and Costello tele films which will be released as theater fare in other countries. This is Mills' first jointing with a major movie outfit. Prior to a European trip on which he will attempt to establish a pattern of royalty collections, Mills shifts to RKO's lot where he will keep close contact with the studio's music department topper, Constantin Bakaleinikoff. Music royalties overseas is on a per performance basis.

16. Somebody Loves Me ... Harms
17. Over the Rainbow ... Felt
18. Blue Skies ... Berlin
19. Easter Parade ... Harms
20. Jealousy ... Harms
21. Take Me Out to the Ball Game ... Broadway
22. You're Just in Love (1950) ... Shapiro-Berstein
23. This Can't Be Love ... Harms
24. I'm a Fool (Who's in Love With You) ... Shapiro-Berstein
25. I'm a Fool (Who's in Love With You) ... Shapiro-Berstein
26. I'm a Fool (Who's in Love With You) ... Shapiro-Berstein
27. I'm a Fool (Who's in Love With You) ... Shapiro-Berstein
28. I'm a Fool (Who's in Love With You) ... Shapiro-Berstein
29. I'm a Fool (Who's in Love With You) ... Shapiro-Berstein
30. I'm a Fool (Who's in Love With You) ... Shapiro-Berstein
31. I'm a Fool (Who's in Love With You) ... Shapiro-Berstein
32. I'm a Fool (Who's in Love With You) ... Shapiro-Berstein
33. I'm a Fool (Who's in Love With You) ... Shapiro-Berstein
34. I'm a Fool (Who's in Love With You) ... Shapiro-Berstein
35. I'm a Fool (Who's in Love With You) ... Shapiro-Berstein

## Radio-TV Combined

### Pops

The 15 song hits with the largest radio and television audiences are listed below in order of the total ACI points received in the ACI Radio and ACI TV Surveys during 1951. The top 10 standards of the year on radio and television combined are also listed.

1. You Young ... Jefferson
2. Because of You (1950) ... Shapiro-Berstein
3. My Love (1950) ... Shapiro-Berstein
4. Because of You (1950) ... Shapiro-Berstein
5. You're Just in Love (1950) ... Shapiro-Berstein
6. Tennessee Waltz (1950) ... Acuff-Rose
7. Ackerly Bird Hill ... Southern
8. Would I Love You (Love You Love) ... Walt Disney
9. My Heart Cries for You (1950) ... Masey
10. Shantahai ... Advanced
11. In the Cool, Cool, Cool of the Evening (Here Comes the Groom) ... Robbins
12. Loveliest Night of the Year (The Great Caradee) ... Robbins
13. It's a Lovely Day Today (1950) ... Call Me Madam
14. How High the Moon ... Chappell
15. Aba Daba Moneyman (Two Weeks With Love) ... M. Morris

### Standards

1. Lullaby of Broadway ... Wilmark
2. All the Things You Are ... Chappell
3. Lover ... Famous
4. You're Just in Love (1950) ... Shapiro-Berstein
5. You're Just in Love (1950) ... Shapiro-Berstein
6. You're Just in Love (1950) ... Shapiro-Berstein
7. You're Just in Love (1950) ... Shapiro-Berstein
8. You're Just in Love (1950) ... Shapiro-Berstein
9. You're Just in Love (1950) ... Shapiro-Berstein
10. You're Just in Love (1950) ... Shapiro-Berstein
11. You're Just in Love (1950) ... Shapiro-Berstein
12. You're Just in Love (1950) ... Shapiro-Berstein
13. You're Just in Love (1950) ... Shapiro-Berstein
14. You're Just in Love (1950) ... Shapiro-Berstein
15. You're Just in Love (1950) ... Shapiro-Berstein

### Television

### Pops

The 35 song hits with the largest television audiences are listed below in order of the total ACI points received in the ACI Surveys during 1951. (Songs in stage or film productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began on the ACI Surveys during the fall

1. Lullaby of Broadway ... Wilmark
2. All the Things You Are ... Chappell
3. Lover ... Famous
4. You're Just in Love (1950) ... Shapiro-Berstein
5. You're Just in Love (1950) ... Shapiro-Berstein
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12. You're Just in Love (1950) ... Shapiro-Berstein
13. You're Just in Love (1950) ... Shapiro-Berstein
14. You're Just in Love (1950) ... Shapiro-Berstein
15. You're Just in Love (1950) ... Shapiro-Berstein
16. You're Just in Love (1950) ... Shapiro-Berstein
17. You're Just in Love (1950) ... Shapiro-Berstein
18. You're Just in Love (1950) ... Shapiro-Berstein
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27. You're Just in Love (1950) ... Shapiro-Berstein
28. You're Just in Love (1950) ... Shapiro-Berstein
29. You're Just in Love (1950) ... Shapiro-Berstein
30. You're Just in Love (1950) ... Shapiro-Berstein
31. You're Just in Love (1950) ... Shapiro-Berstein
32. You're Just in Love (1950) ... Shapiro-Berstein
33. You're Just in Love (1950) ... Shapiro-Berstein
34. You're Just in Love (1950) ... Shapiro-Berstein
35. You're Just in Love (1950) ... Shapiro-Berstein

of 1950 are noted by the 1950 date.)

1. You Young ... Jefferson
2. Because of You (1950) ... Shapiro-Berstein
3. My Love (1950) ... Shapiro-Berstein
4. Because of You (1950) ... Shapiro-Berstein
5. You're Just in Love (1950) ... Shapiro-Berstein
6. Tennessee Waltz (1950) ... Acuff-Rose
7. Ackerly Bird Hill ... Southern
8. Would I Love You (Love You Love) ... Walt Disney
9. My Heart Cries for You (1950) ... Masey
10. Shantahai ... Advanced
11. In the Cool, Cool, Cool of the Evening (Here Comes the Groom) ... Robbins
12. Loveliest Night of the Year (The Great Caradee) ... Robbins
13. It's a Lovely Day Today (1950) ... Call Me Madam
14. How High the Moon ... Chappell
15. Aba Daba Moneyman (Two Weeks With Love) ... M. Morris
16. Mamma, Mamma ... M. Morris
17. I Apologize ... DeSève-Brown & Henderson
18. A Penny a Kiss ... Shapiro-Berstein
19. Hello, Love ... M. Morris
20. (The No) Sin ... Altonquin
21. Aba Daba Moneyman (Two Weeks With Love) ... M. Morris
22. You and Your Beautiful Eyes ... Paramount
23. I'm a Fool (Who's in Love With You) ... M. Morris
24. I'm a Fool (Who's in Love With You) ... M. Morris
25. I'm a Fool (Who's in Love With You) ... M. Morris
26. I'm a Fool (Who's in Love With You) ... M. Morris
27. I'm a Fool (Who's in Love With You) ... M. Morris
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34. I'm a Fool (Who's in Love With You) ... M. Morris
35. I'm a Fool (Who's in Love With You) ... M. Morris

### Standards

The 35 standards with the largest television audiences are listed below in order of the total ACI points in the ACI Surveys during 1951.

1. You're Just in Love (1950) ... Shapiro-Berstein
2. Because of You (1950) ... Shapiro-Berstein
3. My Love (1950) ... Shapiro-Berstein
4. Because of You (1950) ... Shapiro-Berstein
5. You're Just in Love (1950) ... Shapiro-Berstein
6. Tennessee Waltz (1950) ... Acuff-Rose
7. Ackerly Bird Hill ... Southern
8. Would I Love You (Love You Love) ... Walt Disney
9. My Heart Cries for You (1950) ... Masey
10. Shantahai ... Advanced
11. In the Cool, Cool, Cool of the Evening (Here Comes the Groom) ... Robbins
12. Loveliest Night of the Year (The Great Caradee) ... Robbins
13. It's a Lovely Day Today (1950) ... Call Me Madam
14. How High the Moon ... Chappell
15. Aba Daba Moneyman (Two Weeks With Love) ... M. Morris
16. Mamma, Mamma ... M. Morris
17. I Apologize ... DeSève-Brown & Henderson
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34. I'm a Fool (Who's in Love With You) ... M. Morris
35. I'm a Fool (Who's in Love With You) ... M. Morris

# Top Tunes for 1951 Show Equal Strength Via Live & DJ Polls

## Peatman and Billboard Surveys Turn Up Same Three Pops Heading Lists

NEW YORK, Jan. 5.—As opposed to 1950 when live performances and deejay plays of top pops varied greatly, the past year's hit toppers received near-equal attention from both sources according to a pair of surveys; Peatman's annual compilation of most heard song hits and The Billboard's recapitulation of songs most played by disk jockeys thru the year.

Peatman this year, for the first time, made a distinct breakdown between performances on radio and TV, and also included a summary of performances in both media to determine his list of the 15 top song hits as well as the 10 top standards in performances. Perhaps the key reason for the equity in the results of both surveys is that Peatman this year has been giving performance credits for record plays which occur during his logging hours.

The top three pops of the year were the same on both surveys, with only variation in the final position they achieved. The sequence in Peatman showed respectively "Too Young," "If" and "Because of You," while The Billboard's deejay survey showed

"If," "Because of You" and "Too Young" in that order. Four songs made Peatman's top 15 which didn't achieve the distinction with deejays: "You're Just in Love," "Shantahai," "In the Cool, Cool, Cool of the Evening" and "It's a Lovely Day Today."

The first and last were Berlin tunes from "Call Me Madam," "Cool, Cool" was a major plug from a Crosby movie and "Shantahai" was a major pubbery's plug effort. "Sin," "Come On-A My House," "On Top of Old Smoky," and "My Truly, Truly Fair" were the four deejay top 15 listings that didn't hit Peatman. The first of these currently is at its peak while the others were tunes mostly successful in the disk idiom.

It is interesting to note in the Peatman survey the quite close parallel of titles between the performances on radio and TV. The parity between the two points up that, contrary to the general trade belief, TV producers are very much cognizant of the current hit songs and are not solely interested in standards. With regards to standards in both mediums, the variation of titles is considerable with the TV standard list reflecting the visual needs of video in a large number of what might be termed "action" songs.

Lullaby of Broadway" took the play away from "Tea For Two" as top standard of the year on the Peatman lists mainly because the song was active as the title of a movie in the past year.

## TUNES MOST PLAYED BY JOCKS IN '51

1. You're Just in Love (1950) ... Shapiro-Berstein
2. Because of You ... Shapiro-Berstein
3. You Young ... Jefferson
4. My Heart Cries for You ... Masey
5. Tennessee Waltz ... Acuff-Rose
6. How High the Moon ... Chappell
7. Mamma, Mamma ... M. Morris
8. (The No) Sin ... Altonquin
9. Come On-A My House ... Duchesne
10. Be My Love ... Miller
11. Would I Love You ... Walt Disney
12. On Top of Old Smoky ... Acuff-Rose
13. My Truly, Truly Fair ... Santley-Joy
14. Aba Daba Moneyman ... M. Morris
15. Cold, Cold Heart ... Acuff-Rose
16. Jezebel ... Broadway-Music
17. I Got It from ... Hill & Range
18. Roving Kind ... Hedley Music
19. Rose, Rose, I Love You ... Chappell
20. Down Yonder ... La Belle
21. You're Just in Love ... Berlin
22. Uncensored ... Leeds
23. World is Waiting for the Sunrise ... DeSève-Brown & Henderson
24. I Apologize ... DeSève-Brown & Henderson
25. Sound Off ... Shapiro-Berstein
26. Seaweed in the Tree Top ... Santley-Joy
27. And So to Sleep Again ... Hedley
28. The Things You Are ... Hedley
29. Loveliest Night of the Year ... Robbins

## B. GOODMAN

# Tries New Pop Disk Formula

NEW YORK, Jan. 5.—Benny Goodman, who has been searching for a new pop record formula, completed the first half of an experiment which will spotlight his clarinet along with a string orchestra. He recorded four standards in Hollywood with an orchestra, using arrangements made by Columbia's Coast musical director, Paul Weston. To round out the eight-sided album for Columbia Records, Goodman will record four additional disks in New York within the next few weeks.

Goodman, who is in the process of moving his family to the East, may record light material, of a pop nature, with the Philadelphia Orchestra. He did a concert with the Ormandy group this week.

# J. Whittemore Sets Plans for N. Y. PM Office

CHICAGO, Jan. 5.—Jack Whittemore, one-night booker for General Amusement Corporation here, this week resigned and will return to New York where he will open his own personal management office. Paul Lombard, head of the local GAC office, said no replacement has been set as yet.

Whittemore joined GAC in New York July 1, 1948, as part of the seven-man Mus-Art package. A vice-president of Mus-Art, Whittemore moved into the GAC band department in New York where he remained until September, 1951, when he was transferred to Chicago as a one-night booker.

With the resignation of Whittemore, only two of the seven Mus-Art members who switched to GAC remain with the firm. Russ Facehine, now in Florida, will take over radio and television here when he returns next week, while Howard Christianson handles the same department in the New York offices.

# MCA Invading Country Field

DALLAS, Jan. 5.—Sonny Hitt, veteran country disk jockey and Western talent manager, joined the Music Corporation of America's office here this week in what appears to be a move by MCA to invade the rustic talent-TV fields in this area. Eddie Green, who heads the MCA office here, and Hitt will visit Nashville and other major country talent points shortly in an effort to ink names for the office.

Already in the fold are Bob Willis and the Maddox Brothers and Rose. Hitt will also work on TV in the Dallas-Fort Worth area, where three stations are in operation and permits have been filed for three others.

In addition to Green and Hitt, members of the MCA office here include Bob Wilding, one-nighters, and E. O. Stacy, acts.

# Screen Applicants For RIAA Exec Post

NEW YORK, Jan. 5.—The Record Industry Association of America committee to select an executive secretary met yesterday (4) for the screening of applicants for the position. No selection for the important RIAA post has been made by the group. Additional interviews and screenings will be held. A final decision is expected within the next few weeks.

The post of executive secretary will be a key one in the newly formed industry association. Holder of the position will handle all administrative matters for RIAA and represent the group in inter-industry discussions. It is

# SPA Counsel to Enter "Sin" Tiff

NEW YORK, Jan. 5.—Attorney John Schulman, who among other clients represents the Songwriters Protective Association, this week, agreed to represent Bobby Mellin in the latter's imminent battle with T. B. Harms. Harms (one of the Warner group of pubberies) (Continued on page 46)

# Screen Applicants For RIAA Exec Post

the only paid position in RIAA. The committee to select the executive secretary was appointed by the RIAA board of directors at the mid-December meeting. Chairman of the committee is Leonard Schneider, executive veep of Decca. Other members are Howard Letts of RCA, Victor Ken Raine of Columbia, Wally Early of MGM and Morton Edolstein of Capitol's New York legal staff. The RIAA board of directors is expected to hold its next session within the next two weeks, but no RIAA meeting, general or board, has been officially called.

THE YEAR'S TOP COUNTRY & WESTERN RECORDS

according to RETAIL SALES

Table with 3 columns: Record, Artist & Label, Points. Lists top 30 country and western records.

according to JUKE BOX PLAYS

Table with 3 columns: Record, Artist & Label, Points. Lists top 30 juke box plays.

CAP & GOWN LP'S

Columbia Goes After College Custom Trade

NEW YORK, Jan. 5.—Columbia Transcriptions, special records division of Columbia Records, Inc., is going on an all-out pitch for the college and prep school custom record business.

due to new LP techniques. It points out that colleges can record their dramatic club, glee club, or band, and sell these records directly on the campus, and also notes that the campus chimes, school songs, short speeches, etc. can be woven together on a small LP disk to be placed in college bookbags.

BMI Staff To Observe "TV Week"

Plan Better Service for Indies, Webs

HOLLYWOOD, Jan. 5.—Stations relations staff of Broadcast Music, Inc. headed by Glenn Dolberg, will observe "Television Week" beginning January 14.

Group will study TV's finer points of management, union problems, programming, scripts, cameras and production angles. Week's schedule is as follows:

January 14, NBC; January 15, ABC; January 16, KLAC-TV; January 17, CBS; January 18, Snader Telepictures; January 19, 20, Coast originated show for the cable. Sked also includes evening sessions of lectures and night telecasts.

Heavy Bally Set for Victor 'Treasury' Disks

NEW YORK, Jan. 5.—A heavy promotion and advertising program has been set by RCA Victor to hype its recently issued "Treasury of Immortal Performances" in the pop and classical categories.

The special transcribed radio programs have been written and cut for the pop series by writer George Simon and for the classical albums by musicologist Dr. Sigmund Spaeth.

Valando Sets 3 Foreign Offices

NEW YORK, Jan. 5.—Pubber Tommy Valando has completed arrangements to set up foreign branch offices for his Valando and Laurel firms. Deal has been worked out with Chappell, Ltd., and calls for branches to be operated in England, France and Australia.

THE YEAR'S TOP RHYTHM & BLUES RECORDS

according to RETAIL SALES

Table with 3 columns: Record, Artist & Label, Points. Lists top 30 rhythm and blues records.

according to JUKE BOX PLAYS

Table with 3 columns: Record, Artist & Label, Points. Lists top 30 juke box plays.

C-W INTEREST UP

Folk Shows Grow In N. E., Canada

CHICAGO, Jan. 5.—Growing interest in country and Western music in the New England area and thru Canada is indicated in the increased number of live and recorded shows being aired in both territories as well as the stepped-up promotion of personal appearance dates.

In New England, the heaviest concentration of programs is in Maine. WCSH, Portland, has a daily 1:30-1:45 p.m. seg featuring Tony and Janita and the team also has a Saturday spot at 12:45-1 p.m.

"Western Jamboree" Monday, Wednesday and Friday at 1:30-2 p.m. over WABI, Bangor. While only a few scattered programs are heard thru the Vermont, New Hampshire and Massachusetts areas on a regular basis, the number of live promotions this summer is expected to reach record proportions.

Valli Signed By Alexander

NEW YORK, Jan. 5.—June Valli, RCA-Victor disk artist, signed this week with the Willard Alexander Agency, under an AFRAC contract. This covers radio and TV engagements, but in June it is expected that the agency will take over for all appearances by the chanter. The singer is currently pacted with the Leonard Green Agency under an AGVA contract. Her personal representative is Harry Salter.

**FORECAST**

IF YOU GO  
By  
Patty Andrews  
and  
Gordon Jenkins  
27913\*

**DECCA DATA**

YOUR WEEKLY GUIDE

TO

AMERICA'S FASTEST SELLING RECORDS

★★★★★  
**FLASH!**

SHINE ON HARVEST MOON  
By  
Jerry Gray  
27854\*

TO BUILD SALES

Published in the Interests of Decca Dealers and Music Operators

TO BUILD PROFITS

**THIS WEEK'S BEST SELLERS**

Your guide to the top records based on actual sales

WEEKS ON LIST	COUNTRY	RECORD NO.
4	TOO OLD TO CUT THE MUSTARD I'M IN LOVE WITH MOLLY Ernest Tubb and Red Foley	45387*
29	PEACE IN THE VALLEY Where Could I Go But To The Lord Red Foley	14573*
6	WONDERING NEW SILVER BELLS Webb Pierce	45354*
36	JUST A CLOSER WALK WITH THEE STEAL AWAY Red Foley	14505*
7	I'M STEPPIN' OUT OF THE PICTURE DRIFTWOOD ON THE RIVER Ernest Tubb	44377*
10	IT IS NO SECRET He Bought My Soul At Calvary Andrews Sisters and Red Foley	14560*
3	LET'S LIVE A LITTLE NO. 2 THE STRANGE LITTLE GIRL NO. 2 Looney and Oscar	46378*
17	I'M WITH A CROWD BUT SO ALONE ROSE OF THE MOUNTAIN Ernest Tubb	46343*
23	HEY LA LA PRECIOUS LITTLE BABY Ernest Tubb	46338*
6	NIGHT TRAIN TO MEMPHIS IF I HAD-A KNOWN, YOU COULD-A GONE Red Foley and Roberto Lee	27763*

**SEPIA**

6	BLUE VELVET The Morningtide Of The Mountain Arthur Prysock	27722*
14	TRUST IN ME COCK-A-DOODLE BOO Louis Jordan	27784*
8	CRY I AIN'T IN THE MOOD Little Donnie Hightower	48254*
1	** IT'S A SIN TO TELL A LIE BABY PLEASE DON'T GO Billy Valentine Trio	48761*

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

**DECCA "BEST BETS"**

Your guide to the hits of tomorrow based on actual sales

POSITION LAST WEEK	POSITION THIS WEEK	POPULAR	RECORD NO.
2	1	WHEN IT'S SLEEPY TIME DOWN SOUTH IT'S ALE IN THE GAME Louis Armstrong and Gordon Jenkins	27899*
2	2	BE MY LIFE'S COMPANION LOVE LIES Mills Brothers and Sy Oliver	27885*
4	3	BLUE TANGO Belle Of The Ball Leroy Anderson	27875*
6	4	LAY SOMETHIN' ON THE BAR No Sale	27898*
5	5	RAGTIME MELODY Just Me To Sleep In My Old Tuckey Home Box Allen	27874*
8	6	YOU BETTER GO NOW Baby Did You Hear? Jeri Southern with Music by Camarata	27840*
7	7	THE LITTLE WHITE CLOUD THAT CRIED BETHUNDA Roberta Lee	27873*
10	8	DANCE ME LOOSE RIVER IN THE MOONLIGHT Russ Morgan	27906*
9	9	A MAN AIN'T SUPPOSED TO CRY I DIDN'T SLEEP A WINK LAST NIGHT Arthur Prysock	27871*
—	10	DOOPS! NECESSARY EVIL Ella Fitzgerald and Louis Armstrong	27901*
—	11	TAKE ME BACK NEITHER AM I Don Cherry	27904*
12	12	DOWN IN THE VALLEY RED RIVER VALLEY Andrews Sisters	27894*
11	13	ONCE MY FIRST AND MY LAST LOVE Bill Kenny of the Ink Spots	27844*
13	14	THE BLOND SAILOR All the World To Me Andrews Sisters	27878*
15	15	SENSATIONAL WYOMING Eileen Wilson with Music by Camarata	27881*

**COUNTRY**

1	1	MISSING IN ACTION A HEARTSICK SOLDIER ON HEARTBREAK RIDGE Ernest Tubb	46389*
2	2	YOU KNOW I'M STILL IN LOVE WITH YOU I'M GONNA SEE MY BABY Webb Pierce	46385*
6	3	SOMEONE TO CARE I WON'T HAVE TO CROSS JORDAN ALONE Jimmie Davis	14596*
3	4	BAYOU POK POK FIFTEEN MILES FROM DALLAS Jimmie Davis	46381*
5	5	HESITATION BOOGIE DON'T YOU AGREE Hardrock Gunter	46383*
6	6	MY MOTHER'S PRAYER WHEN A CHILD SAYS HIS PRAYER Anita Kerr	14597*

**SEPIA**

—	1	THE BELLS OF ST. MARY'S USE ME LORD Sister Rosetta Thurgood with Rosette Gospel Singers Sister Rosetta Thurgood with Sam Price Trio	48269*
—	2	COOL IT BABY YES TA DO John Godfrey Trio	48263*
2	3	BO YOUR DUTY THE BELLS ARE BREWING Billie Holiday	48259*
4	4	ON THE BATTLEFIELD I'LL TALK AWAY Marie Knight-Erie Gladney with Vivian Cooper Marie Knight with Erie Gladney	48253*

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

**THIS WEEK'S BEST SELLERS**

Your guide to the top records based on actual sales

WEEKS ON LIST	POPULAR	RECORD NO.
5	TELL ME WHY A GARDEN IN THE RAIN Four Aces	27860*
2	SNOWFLAKES Green Slaves Guy Lombardo and Evelyn Knight	27892*
17	A KISS TO BUILD A DREAM ON I GET IDEAS Louis Armstrong	27720*
1	** WHISPERING SHADOWS CRAZY HEART Guy Lombardo	27888*
11	ELDW POKE I Wanna Play House With You Roberta Lee	27772*
21	PEACE IN THE VALLEY SAY A LITTLE PRAYER Red Foley	27856*
8	SHRIMP BOATS Moral Moral Moral Dorothy Gray with Music by Camarata	27832*
6	BEER BARREL POLKA STABBUST Grady Martin	27834*
6	UNDECIDED The Lie-De-Lie Song Guy Lombardo	27835*
9	COOL, COOL HEART BECAUSE OF YOU Louis Armstrong	27816*
11	ALABAMA JUBILEE Diana Red Foley	27810*
7	I LIKE IT YES YOU ARE Jane Terry	27811*
4	ENHARMONE When I Grow Too Old To Dream Gordon Jenkins	27886*
3	THE THREE BELLS The Windmill Song Andrews Sisters and Gordon Jenkins	27858*
9	BOHIMO When The World Was Young Bing Crosby	27830*

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

**NEW RELEASES**

SINGLES		ALBUMS	
At Last At Last The Isle Of Innisfree 27934*	Bing Crosby	I Love That Feelin' It Was Nice While The Money Rolled In 27927*	Jane Wyman
Old Yuletide The Weavers and Gordon Jenkins (Ride Around Little Dogies) 27929*		The Bluest Word I Know Is "Lonely" 27924*	AJ Morgan
I'll See You In My Dreams Featured In Warner Bros. Picture "I'll See You In My Dreams" Good Night Sweetheart 27911*	Guy Lombardo	I'll Never Let You Cry 27924*	
Anno Marie Somebody 27912*	Gordon Jenkins	3 <sup>rd</sup> A <sup>o</sup> Polka The Founding Writs 45159*	"Whoopie" John Willfahrt
		Merleto-Polka It Won't Always Be This Way—Waltz (Es kann ja nicht immer so bleiben) 45161*	George's Tavern Band
		Is He Satisfied I've Got So Many Million Years (That I Can't Count Them) Box Allen with Anita Kerr Singers 46390*	Box Allen with Anita Kerr Quartet
		I Lost An Angel Without You I'm Lost 46391*	Charlie Adams
		I Do Believe Loved One 48779*	Lincoln Chase
		MIGUELITO VALDES and His Orchestra MR. BASALU Most Requested Rhumbas	

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

**BREAKING FOR A HIT!**


**JERI SOUTHERN**

sings

with MUSIC BY CAMARATA

**YOU BETTER GO NOW**

Decca 27840 (79 RPM) and 9-27840 (45 RPM)



**START** the NEW YEAR  
with the **QUEEN** of SONG



**FRAIN  
WARREN**  
*Sings*

**"FIND ME"**  
B/W  
**"SPEAK LOW"**

MGM 11114 (78RPM)  
K-11114 (45RPM)

**"IT'S ALL OVER  
BUT the MEMORIES"**  
B/W  
**"NEVER BEFORE"**

MGM 11095 (78RPM)  
K-11095 (45RPM)

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT  
701 SEVENTH AVE., NEW YORK 30, N. Y.

**Decca Shakes Jinx With  
New Selling Techniques**

NEW YORK, Jan. 5.—Applying a new, modernized twist to its promotion and merchandising tactics, Decca Records seems headed toward shaking a hit famine which beset the diskery about six months ago. For the first time in this period, the waxery has been able to elevate one of its diskings, the Four Aces etching of "Tell Me Why," into the top five best-sellers, primarily as a result

of shock salesmanship and a greatly expanded program of promotion on all levels, mainly among disk jockeys.

Decca has changed its customary method of general type merchandising to a pin-point method of power-pressuring individual units. Such was the method employed for the Four Aces platter, and the result has been that the etching has sold over 500,000 copies in a period of slightly more than six weeks.

**Decca Earning  
Net for 1951  
Near Million**

NEW YORK, Jan. 5.—The total net earnings for 1951, covering all of the income earned by the company, for Decca Records, Inc., will reach a figure not far below the organization's net earnings for 1950, which were slightly over \$1,000,000. The Billboard last week reported that the firm's income from disk sales alone would net Decca in the vicinity of \$600,000. This figure will swell considerably when the firm's other incomes are audited and included in the year-end statement.

It was erroneously headlined that the diskery would pay 76 cents per share on 776,000 outstanding shares. Its dividends totalled 70 cents per share this year. The 76 cents per share represents an approximation of the disk sales net earnings for the year of 1951.

Yet to be figured in the Decca year-end take are the earnings accrued from the waxery's foreign affiliations, phonograph accessories, etc.

The year-end earnings should come close to \$1 per share. In view of the sizable increase of corporation taxes in the past year, and considering that Decca, as a waxworks, enjoyed one of its leaner hit-producing annuums, the diskery will stack up very favorably in the comparison between net earnings of 1950 and 1951.

With the Aces' record to provide the diskery with a leader, Decca has applied the same type of saturation exploitation to a number of other platters, and its sales department claims that these have begun to roll with more sparkle than anything the waxery has had in months. "Be My Life's Companion" by the Mills Brothers "Blue Tango" by Leroy Anderson and his concert ork "Crazy Heart" and "Whispering Shadows" by Guy Lombardo's ork, "Snowflakes" by Evelyn Knight and the Lombardo band "When It's Sleepy Time Down South" by Louis Armstrong and Gordon Jenkins' ork, and Armstrong's etching of "A Kiss to Build a Dream On" are the titles being most highly touted. Diskery currently is applying the all-out tactic to the Weavers-Jenkins' coupling of "Old Paint" and "Womoweh."

Even more unusual for the diskery is a single album exploitation program currently being experimented with. The guinea pig is a new package by Jerry Gray's ork, "A Tribute to Glenn Miller." Full deejay service is being accorded the album, a tactic never before attempted by the diskery. Distrib and dealer concentration are also being handed the Gray package.

**CBOA Maps  
Election at  
L. A. Meeting**

HOLLYWOOD, Jan. 5.—The California Ballroom Operators' Association annual election will be held here either in the first or second week in February at the Los Angeles Athletic Club. CBOA topper, Marty Landau, is preparing letters to the membership in order to determine an exact date convenient to all operators. Conclave includes balloting, membership meeting and dinner.

Only nine California operators have not joined CBOA, which is now affiliated with the National Ballroom Operators' Association. Chief holdouts in the area are the Casino Gardens and the Colonial Ballroom.

Membership confab will take up ways to raise money spent by the national org to fight the cabaret tax plans. Landau indicated that considerable time will be spent in an effort to round up operators that do not belong to CBOA. This is the first election for CBOA since it joined the national association.

**Shaw Sets Up  
W. Coast Office**

NEW YORK, Jan. 5.—Shaw Artists Corporation, less than two years in the agency business and a specialist in merchandising rhythm and blues talent, this week opened a branch office in Hollywood. The Shaw office until this week had been dependent on split commission deals with Coast agencies to get its talent booked in the West.

The new office, which opened on Tuesday (2), will be run by Cliff Aranson, who formerly worked for the Coast office of Associated Booking Corporation. The Shaw agency's structure remains intact with Irving Siders in charge of locations and Jack Archer heading the one-nighter operation.

**Stop—Look—Listen**  
**NAT COLE'S**  
New Release  
**"UNFORGETTABLE"**  
Capitol 1808  
**BOURNE, INC.**  
799 7th Ave. New York 19, N. Y.

**"OUT IN  
THE COLD  
AGAIN"**  
**SANTLY-JOY, INC.**  
1619 Broadway, New York 19, N. Y.

**A GREAT RECORD!**  
**"BELOVED  
ENEMY"**  
by  
**EDDIE DEAN**  
Capitol 11843

**TANNEN MUSIC, INC.**  
146 West 34 St., New York 19

**WATCH THIS TUNE—YOU'LL HEAR IT SOON**  
**I Never Knew I Cared So Much**  
(Until You Said Goodbye)  
**David Weingarten** Music Publications,  
164 Alex St., Bridgeport, Conn.



*Here It Is...*

*The rendition you've been waiting for!*

Featured in the M-G-M picture "THE STRIP"

# a kiss to build a dream on

RCA VICTOR 20-4455 (78 rpm) • 47-4455 (45 rpm)



## Hugo

# Winterhalter

orchestra and chorus

with vocal by JOHNNY PARKER



# RCA VICTOR RECORDS

**CORAL RECORDS**

2 NEW HILLBILLY SIZZLERS  
PACKED with COUNTRY JUMP



**KENNY ROBERTS**

"F.O.B.  
TENNESSEE"  
AND  
"GOOD OLD  
MOUNTAIN  
DEW"

CORAL 64115—78RPM  
CORAL 9-64115—45RPM

**CORAL RECORDS**  
America's Fastest Growing Record Company

IN CANADA: Regent Music Radio Corp. Ltd., Toronto-Montreal-Winnipeg

**Set and Platter  
Nov. Tax Yield  
Gains Over '50**

**Disks Near 1 1/2 Mil  
But Instruments,  
Others Take Dive**

WASHINGTON, Jan. 5.—Tax receipts from radio-TV phono sets and from disks led amusement excises this past November in gains over receipts in November, 1950, while tax collections from admissions to theaters, concerts, cabarets and roof gardens showed a decline, according to Internal Revenue Bureau reports this week. Tax yields from musical instruments also dropped off from last November, but yields from alcohol climbed, the Bureau said.

Yields from sets totaled \$12,732,216 in November, an increase of \$7,373,256 from the \$5,359,959 collected in November 1950. Receipts from disks were \$1,418,846, a jump of \$723,167 from the \$696,678 before. Admissions to cabarets and roof gardens fell to \$3,787,071, a drop of \$338,534 from \$4,125,605 the Bureau reported. Yields from admissions to concerts and theaters was \$31,237,738 in November, a decline of \$3,238,992 from the \$34,473,730 in the previous November. Collections from musical instruments was \$804,785, a dip of \$122,853 from the \$927,638 before. Alcohol collections reached \$244,306,387, a jump of \$31,174,179 from \$213,132,108.

	1951	1950
TV-radio-phono sets	\$12,732,216	\$5,359,959
Disks	1,418,846	696,678
Theaters, concerts	31,237,738	34,473,730
Cabarets, Roof		
Gardens	3,787,071	4,125,605
Musical instruments	804,785	927,638
Alcohol	244,306,387	213,132,108

**Decca Signs  
Francis Craig**

NEW YORK, Jan. 5.—Decca Records last week signed Francis Craig, of "Near You" and "Beg Your Pardon" fame, to a term disk deal.

Craig co-authored both of his hits, and also is a keyboard and bones specialist. His first coupling for Decca spots "Play Them Bones," featuring a vocal by Roland Johnson, and "For the First Time," highlighting a vocal by Bob Lamm, who sang on both of Craig's previous hits.

Johnson, incidentally, as a result of his work on the Craig disk, was signed to an individual waxing paper by Decca.

**A WEAVER  
OF DREAMS**

Recorded by  
Nat Cole ..... (Capitol)  
Bing Crosby ..... (Decca)  
Billy Eckstine ..... (MGM)

EDWARD KASSNER, Inc.  
1619 Broadway New York, N. Y.

Another BMI Pin-Up Hit!

**TAKE ME BACK**  
Published by Simon House  
Recorded by  
Billy Eckstine ..... (MGM)  
Don Cherry ..... (Decca)  
Luddy Gray ..... (Capitol)  
June Vallentyne ..... (Capitol)  
Walter Walker ..... (Capitol)  
Gordon MacRae ..... (Capitol)

Non-Exclusively Licensed by  
**BROADCAST MUSIC, INC.**

the YEAR'S most  
"CONTAGIOUS" song  
Buddy Kaye and Hal Borne's  
**IF YOU CATCH  
A LITTLE COLD  
(I'LL SNEEZE FOR YOU)**  
Bregman, Veece, Conn, 1619 B'way, N. Y.

**TV-PHONO MERCHANDISING**

**RCA Adds 6 Models to '51  
TV, Intros 21-In. Table Set**

NEW YORK, Jan. 5.—The 1952 line of RCA Victor television sets will consist of six new models being added to a half dozen video sets held over from the 1951 line. Among the new receivers is the company's first 21-inch table

model. Prices of the new sets range from \$259.95 for a 17-inch table model to \$425 for a 21-inch open-faced console. Most of the new sets will be available in blond woods for an additional \$10 to \$20.

New video sets being introduced by Victor are the Colby 17-inch table model, \$259.95; the Glenside 17-inch table model at \$379.95, the Crafton 17-inch console at \$339.50, the Calhoun 17-inch console at \$395, the Selfridge 21-inch table set at \$379.50 and Meridith 21-inch console at \$425. Available for the Colby, Glenside and Selfridge are matching bases at \$18.95, \$20 and \$22.50.

Sets being held over from the 1951 lines of receivers are the Cowington, Kendall, Suffolk, Donley, Rockingham and Clarendon.

**TOT TUTOR**

**Long Label  
Tells Tots  
How & Why**

NEW YORK, Jan. 5.—A record firm called the Tutor That Never Tires, Inc. may not be the largest in the industry, but it certainly has one of the longest label names extant.

This uniquely titled outfit produces educational disks for kids which are as far off the beaten path as the label name itself. One set is "Mr. Arithmetic," which teaches the small fry how to add, subtract, multiply and divide. Another is "The Singing Clock," to be used by little ones who want to learn to tell time. "Mr. Music" aids kids by giving them an elementary knowledge of musical scales, rhythm, etc.

The firm also releases platters for Latin students, covering everything grammatical, including tenses and conjugations to Caesar's campaigns and Cicero's orations. Firm is headed by Richard Walker, a teacher in a Westchester, N. Y., high school. The records are sold via mail and a few local shops.

**Alex Bard in  
Remington Job**

NEW YORK, Jan. 5.—Alex Bard this week was named director of sales promotion for Remington Records, low-priced LP diskery. Bard shortly will embark on a cross-country tour for the label to set up a series of regional distributor meetings at which he will present Remington sales aid kit for distributors personnel. Bard was formerly head of international artists and repertoire at RCA Victor.

Don Gabor, label's president, also named Don Plunkett as chief recording engineer for the company. Plunkett, formerly with Columbia, will set up new recording studios for Remington at the firm's former 54th Street headquarters.

**Victor's Top Execs to Tour  
47 Cities to See Distribs**

NEW YORK, Jan. 5.—A series of RCA Victor distributor meetings, with the company's top brass visiting 47 cities to go over plans for the first quarter of 1952, will be staged by the diskery. Tour begins Monday (7) in Memphis, and ends January 15 in Richmond, Va. Items up for discussion will be the advertising program, the Treasury Series, and routine sales matters. Distribs will be handed a preview look at Victor's plans for the second quarter. Finalization of the latter program will await the distributor reactions.

Execs making the field trips and the cities which they will visit are Larry Kneega; New York; Cambridge, Mass.; Providence, R. I.; Hartford, Conn., and Portland, Ore.; Jack Burgess; Newark, Baltimore, Philadelphia, Washington and Harrisburg, Pa.; Frank Amaru; Albany, N. Y.; Syracuse and Buffalo; Paul Barkmeier;

George Marek and Bernis Miller are scheduled to run a special series of dealer and press meetings in New York, Los Angeles, San Francisco, Chicago and Philadelphia. Latter sessions will be held from Monday (7) to January 25, and will present Victor's new Treasury Series of albums.

**OPS Rules on TV**

**Tie-In Violation . . .**

WASHINGTON, Jan. 5.—In an interpretation of its order banning tie-in sales by TV set manufacturers, Office of Price Stabilization this week said that the practice of some manufacturers to substitute a compulsory longer warranty at an additional charge, in place of the base period 90-day warranty is a tie-in violation.

**BUSY BEN**

**Pollack Tapes  
Biopic Info  
For Monogram**

HOLLYWOOD, Jan. 5.—Benny Pollack, whose biog is being planned for the screen at Monogram Pictures, is putting incidents and anecdotes of his long musical career on tape for processing by the flickery's Jerry Thomas. Work on the biopic will not begin before spring.

Film assignments have not been made. However, Thomas is doing preliminary leg work prior to the scripting of the Pollack yarn. Pollack is seeking Richard Widmark for the lead. However, it is not determined whether the actor is available. Phil Harris has also been mentioned as choice to play the vet orkster.

Pollack at present operates an eatery on the Strip, which since its inception has become a hangout for jazz tooters during the early morning hours when most Strip clubs have shuttered.

Featured in 20th Century Fox's  
"GOLDEN GIRL"

**NEVER**

ROBBINS MUSIC CORPORATION

**TURN BACK THE  
HANDS OF TIME**

EDDIE FISHER—Victor  
JERRY GRAY—Decca  
BOB SANDS—Capitol

**CHOICE MUSIC INC.**  
1576 Broadway, N. Y. • 8105 Denver Blvd. Hollywood  
CA 9-1817 CA 4-3214

*New Popular Records*

# CAPITOL

**BUYERS GUIDE**

Week Ending January 12, 1952

## Tomorrow's Hits - TODAY

- 78 rpm 45 rpm
- "TIGER RAG," "IT'S A LONESOME OLD TOWN" Les Paul and Mary Ford ..... 1920 F1920
  - "ANY TIME," "CRAZY HEART" Helen O'Connell ..... 1895 F1895
  - "THE TAVERN SONG," "SWINGIN' DOWN THE LANE" Jan Garber ..... 1905 F1905
  - "THE PIANO PLAYERS," "GOOD HUMBORESQUE BODIEIE" Zola Manners ..... 1906 F1906
  - "SAVOY BLUES," "CRYIN' SINAME" Bob Crosby ..... 1894 F1894

## TOP SELLERS in POPS

- "JUST ONE MORE CHANCE," "JAZZ ME BLUES" Les Paul and Mary Ford ..... 1825 F1825
- "DOWN YONDER," "IVORY RAG" Joe (Fingers) Carr ..... 1777 F1777
- "THE WORLD IS WAITING FOR THE SUNRISE," "WHISPERING" Les Paul and Mary Ford ..... 1748 F1748
- "SLOW POKE," "I WANNA PLAY HOUSE WITH YOU" Helen O'Connell ..... 1837 F1837
- "UNFORGETTABLE," "MY FIRST AND MY LAST LOVE" Nat (King) Cole ..... 1806 F1806
- "HERE'S TO MY LADY," "MISS ME" Nat (King) Cole ..... 1893 F1893
- "CRY," "CHARMAINE" The Four Knights ..... 1875 F1875
- "I'M HURTIN'," "WALKIN'" Nat (King) Cole ..... 1863 F1863
- "TENNESSEE SATURDAY NIGHT," "SENSATIONAL" Ella Mae Morse ..... 1903 F1903
- "SNOW BEER RAG," "RAGTIME MELODY" Joe (Fingers) Carr ..... 1876 F1876

## in WESTERN & FOLK

- "TEARDROPS AND TEA LEAVES," "I'LL BE YOUR SWEETHEART" Hank Thompson ..... 1870 F1870
- "HEARTBREAK RIDGE," "TENNESSEE ROSE" Wesley Tuttle ..... 1916 F1916
- "WOUL'D YOU RIDE IN MY LITTLE RED WAGON," "KEEP A LIGHT IN YOUR WINDOW TONIGHT" Jimmy Wakely ..... 1880 F1880
- "A BRAND NEW BROOM," "WHAT HAPPENED TO OUR SUMMER LOVE" Joe Allison ..... 1889 F1889
- "TIS SWEET TO BE REMEMBERED," "SEND ME A PENNY POST CARD" Jimmie Skinner ..... 1889 F1889
- "SATISFIED," "HIDE ME ROCK OF AGES" Martha Carson ..... 1900 F1900
- "FUSS AND FIGHT," "BABY BROWN EYES" Skeets McDonald ..... 1890 F1890
- "I FEEL LIKE A WRECK," "DRUNKARD'S BLUES" Dod Morris ..... 1882 F1882
- "STRANDED," "GRININ' LIKE A POSSUM" Boots Faye and Idaho Call ..... 1871 F1871
- "A BLUE MILLION TEARS," "RIVER OF LOVE" Carl Butler ..... 1891 F1891

can't hold this Tiger



LES PAUL MARY FORD

## "TIGER RAG" and "IT'S A LONESOME OLD TOWN"

No. 1920

WESTERN & FOLK

## JACK HUNT

## "POSTAGE DUE" AND "ALL I DO IS SIT AND CRY"

No. 1934

*This Week's Releases*

<b>TOP BANANA</b> The Best of the Year... 78 rpm 780-200 \$7.00 45 rpm 780-200 \$3.50 7 1/2" rpm 5-739 \$4.45	<b>ALL TIME FAVORITES</b> 45-1011 - Don Brown 45-1012 - Don Brown 45-1013 - Don Brown 45-1014 - Don Brown 45-1015 - Don Brown 45-1016 - Don Brown 45-1017 - Don Brown 45-1018 - Don Brown 45-1019 - Don Brown 45-1020 - Don Brown 45-1021 - Don Brown 45-1022 - Don Brown 45-1023 - Don Brown 45-1024 - Don Brown 45-1025 - Don Brown 45-1026 - Don Brown 45-1027 - Don Brown 45-1028 - Don Brown 45-1029 - Don Brown 45-1030 - Don Brown 45-1031 - Don Brown 45-1032 - Don Brown 45-1033 - Don Brown 45-1034 - Don Brown 45-1035 - Don Brown 45-1036 - Don Brown 45-1037 - Don Brown 45-1038 - Don Brown 45-1039 - Don Brown 45-1040 - Don Brown 45-1041 - Don Brown 45-1042 - Don Brown 45-1043 - Don Brown 45-1044 - Don Brown 45-1045 - Don Brown 45-1046 - Don Brown 45-1047 - Don Brown 45-1048 - Don Brown 45-1049 - Don Brown 45-1050 - Don Brown 45-1051 - Don Brown 45-1052 - Don Brown 45-1053 - Don Brown 45-1054 - Don Brown 45-1055 - Don Brown 45-1056 - Don Brown 45-1057 - Don Brown 45-1058 - Don Brown 45-1059 - Don Brown 45-1060 - Don Brown 45-1061 - Don Brown 45-1062 - Don Brown 45-1063 - Don Brown 45-1064 - Don Brown 45-1065 - Don Brown 45-1066 - Don Brown 45-1067 - Don Brown 45-1068 - Don Brown 45-1069 - Don Brown 45-1070 - Don Brown 45-1071 - Don Brown 45-1072 - Don Brown 45-1073 - Don Brown 45-1074 - Don Brown 45-1075 - Don Brown 45-1076 - Don Brown 45-1077 - Don Brown 45-1078 - Don Brown 45-1079 - Don Brown 45-1080 - Don Brown 45-1081 - Don Brown 45-1082 - Don Brown 45-1083 - Don Brown 45-1084 - Don Brown 45-1085 - Don Brown 45-1086 - Don Brown 45-1087 - Don Brown 45-1088 - Don Brown 45-1089 - Don Brown 45-1090 - Don Brown 45-1091 - Don Brown 45-1092 - Don Brown 45-1093 - Don Brown 45-1094 - Don Brown 45-1095 - Don Brown 45-1096 - Don Brown 45-1097 - Don Brown 45-1098 - Don Brown 45-1099 - Don Brown 45-1100 - Don Brown 45-1101 - Don Brown 45-1102 - Don Brown 45-1103 - Don Brown 45-1104 - Don Brown 45-1105 - Don Brown 45-1106 - Don Brown 45-1107 - Don Brown 45-1108 - Don Brown 45-1109 - Don Brown 45-1110 - Don Brown 45-1111 - Don Brown 45-1112 - Don Brown 45-1113 - Don Brown 45-1114 - Don Brown 45-1115 - Don Brown 45-1116 - Don Brown 45-1117 - Don Brown 45-1118 - Don Brown 45-1119 - Don Brown 45-1120 - Don Brown 45-1121 - Don Brown 45-1122 - Don Brown 45-1123 - Don Brown 45-1124 - Don Brown 45-1125 - Don Brown 45-1126 - Don Brown 45-1127 - Don Brown 45-1128 - Don Brown 45-1129 - Don Brown 45-1130 - Don Brown 45-1131 - Don Brown 45-1132 - Don Brown 45-1133 - Don Brown 45-1134 - Don Brown 45-1135 - Don Brown 45-1136 - Don Brown 45-1137 - Don Brown 45-1138 - Don Brown 45-1139 - Don Brown 45-1140 - Don Brown 45-1141 - Don Brown 45-1142 - Don Brown 45-1143 - Don Brown 45-1144 - Don Brown 45-1145 - Don Brown 45-1146 - Don Brown 45-1147 - Don Brown 45-1148 - Don Brown 45-1149 - Don Brown 45-1150 - Don Brown 45-1151 - Don Brown 45-1152 - Don Brown 45-1153 - Don Brown 45-1154 - Don Brown 45-1155 - Don Brown 45-1156 - Don Brown 45-1157 - Don Brown 45-1158 - Don Brown 45-1159 - Don Brown 45-1160 - Don Brown 45-1161 - Don Brown 45-1162 - Don Brown 45-1163 - Don Brown 45-1164 - Don Brown 45-1165 - Don Brown 45-1166 - Don Brown 45-1167 - Don Brown 45-1168 - Don Brown 45-1169 - Don Brown 45-1170 - Don Brown 45-1171 - Don Brown 45-1172 - Don Brown 45-1173 - Don Brown 45-1174 - Don Brown 45-1175 - Don Brown 45-1176 - Don Brown 45-1177 - Don Brown 45-1178 - Don Brown 45-1179 - Don Brown 45-1180 - Don Brown 45-1181 - Don Brown 45-1182 - Don Brown 45-1183 - Don Brown 45-1184 - Don Brown 45-1185 - Don Brown 45-1186 - Don Brown 45-1187 - Don Brown 45-1188 - Don Brown 45-1189 - Don Brown 45-1190 - Don Brown 45-1191 - Don Brown 45-1192 - Don Brown 45-1193 - Don Brown 45-1194 - Don Brown 45-1195 - Don Brown 45-1196 - Don Brown 45-1197 - Don Brown 45-1198 - Don Brown 45-1199 - Don Brown 45-1200 - Don Brown	<b>THE VOICES OF WALTERSCHUMANN</b> The Best of the Year... 78 rpm 780-200 \$7.00 45 rpm 780-200 \$3.50 7 1/2" rpm 5-739 \$4.45	<b>TODAY'S TOP HITS, VOLUME III</b> The Best of the Year... 78 rpm 780-200 \$7.00 45 rpm 780-200 \$3.50 7 1/2" rpm 5-739 \$4.45
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<b>PEGGY LEE</b> with Orchestra Conducted by Hal Fisher	<b>SHAME ON YOU WOULD YOU DANCE WITH A STRANGER</b>	1928 F1928
<b>LINDY DOHERTY</b> with Orchestra Conducted by Hal Fisher	<b>SWEET TEMPTATION WITH NO ONE TO LOVE TONIGHT</b>	1828 F1828
<b>THE FOUR KNIGHTS</b>	<b>THE WAY I FEEL I WISH I HAD A GIRL</b>	1930 F1930
<b>HELEN O'CONNELL and BOB EBERLY</b> with Orchestra Conducted by Max Baer	<b>I'LL ALWAYS BE FOLLOWING YOU DON'T PLAY THAT SONG</b>	1901 F1901
<b>DICK BEAVERS</b> with Les Brown's Dancing Orchestra	<b>HEART STRINGS ROSE OF LOUISIANA</b>	1932 F1932
<b>THE VOICES OF WALTER SCHUMANN</b>	<b>I LOVE THAT FEELIN' PARADISE</b>	1933 F1933
<b>JIMMY WAKELY</b>	<b>MISSING IN ACTION JUST A LITTLE MORE WAITING</b>	1936 F1936
<b>JACK HUNT</b>	<b>POSTAGE DUE ALL I DO IS SIT AND CRY</b>	1934 F1934
<b>JIMMIE SKINNER</b>	<b>HOLY LIFE INSURANCE WHEN THE BOOK OF LIFE IS READ</b>	1935 F1935



National Sales Headquarters, Capitol Records Distributing Corp., 250 W. 57th St., New York

**2 BRAND NEW HITS!**



# EDDY ARNOLD

singing

**"BUNDLE of  
SOUTHERN SUNSHINE"  
*Coupled with...*  
"CALL HER YOUR  
SWEETHEART"**

**RCA VICTOR RECORD**  
20-4413 (78rpm) 47-4413 (45rpm)

the **BIG** *New* **HITS** are on ...

**RCA VICTOR RECORDS**

# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## 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 2, 3 and 4.

Last Week | This Week

2. 1. Slow Poke

By Pee Wee King, Redd Stewart and Shelton Price—Published by Redway (BMI)

RECORDS AVAILABLE: R. Flanagan, V 20-4379; A. Gentry-Charotek, Columbia 37947; J. Berry Smetette-J. Shea, Bullet 1094; H. Hawkins, King 998; Tiny Hill, Mercury 5740; Pee Wee King, V 2L-9469; R. Lee, Dec 27799; A. Moorey, MGM 13115; H. O'Connell, Cap 1837; J. Watson, Rich-R-Tone 1025.

ELECTRICAL TRANSCRIPTION LIBRARIES: Spahr Cooley, Standard; Pee Wee King, Standard; Glen Oster, Associated.

1. 2. (It's No) Sin

By George Hovey and Chester Skell—Published by Algonquin (BMI)

RECORDS AVAILABLE: S. Churchill, V 20-4230; B. Coli, Decatur 1001; W. Davis, Prestige 931; Four Aces, Victoria 101; Four Buddies, Savoy 617; Four Knights, Cap 1806; C. Hawkins, Dec 27893; E. Howard, Mercury 5711; S. Kaye, Col 37547; A. Morgan, Dec 27794; B. Pascoe, King 4505; A. Prymad, Dec 27749; T. Smith, United 107; B. Williams Quartet, MGM 11056.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Theatru, Dean Hudson, Long-Worth; Glenn Oster, Associated.

3. 3. Cry

By Churchill Robinson—Published by Melroe (BMI)

RECORDS AVAILABLE: E. Barton, Coral 60592; R. Casey, Cadillac 103; P. Chapman, Dec 27892; B. Farrell, MGM 13113; Four Knights, Cap 1878; G. Goss, Mercury 5749; (10194) D. Nightower, Dec 48254; A. Holmes, King 15145; Les Tres Diamantes, V 23-5624; B. McLaurin, Decca 785; J. Ray, Okeh 6840; C. Taylor, Mercury 6262; J. Valli & H. Waterhater, V 20-4384; S. Williams, V 20-4466.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Dawn, Theatru; Glenn Oster, Associated.

6. 4. Shrimp Boats

By Paul Mason, Howard and Paul Westop—Published by Walt Disney (ASCAP)

RECORDS AVAILABLE: D. Brown-L. Barim, Cap 1873; D. Brown, King 15154; B. Farrell, MGM 13113; D. Gray, Dec 27832; D. Schell, V 20-4405; J. Stafford-P. Weston, Ork, Cap 99581; Tex Williams, V 20-4409.

5. 5. Down Yonder

By L. Wolf Gilbert—Published by LaSalle (ASCAP)

RECORDS AVAILABLE: C. Butler, Cal 35333; M. Carmack, Dec 4634E; J. (Finger) Carr, Cap 1777; L. (Plane Roll) Cook, Abbey 15093; S. Cooley, Dec 4635; Honey Tones, V 20-4284; T. Jackson, Mercury 6365; F. Martin, V 20-4267; F. Petty Trio, MGM 11057; E. Smith, King 994; C. Stone, Cap 2-40161; C. Watts and A. Tracy, Mercury 5695; G. Willis, V 21-0420; M. Wolf, Rich-R-Tone 1022; D. Wood, Tennessee 775.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dean Hudson, Long-Worth; The Saffell, Associated.

10. 6. Little White Cloud That Cried

By Johnny Ray—Published by Larry Spier.

RECORDS AVAILABLE: L. Glending, Cap 1692; H. Lance, Mercury 5961; R. Lee, Dec 27892; J. Ray, Okeh 6840.

ELECTRICAL TRANSCRIPTION LIBRARIES: George Besman, Associated; Dolly Dawn, Theatru.

7. Tell Me Why

By Al Alberts and Marty Gold—Published by Super Music Co. (BMI)

RECORDS AVAILABLE: H. Barry, Coral 60425; E. Fisher & H. Winterhalter, V 20-4144; Four Aces-A. Alberts, Dec 27850; Four Tunes, V 20-4427; R. Lee & G. Martin, Dec 27926; Swallow, King 4935.

ELECTRICAL TRANSCRIPTION LIBRARIES: George Swand, Associated.

8. 8. Undecided

By Sid Robin and Charlie Shavers—Published by Leeds (ASCAP)

RECORDS AVAILABLE: M. Abernathy, King 4490; Ames Brothers-L. Brown, Coral 60564; G. Ammons, Prestige 918; B. Anthony, Cap 1824; D. Brunsco Trio, Fantasy 506; E. Fitzgerald-C. Webb, Decca 21434; E. Garner, Regent 1004; G. Lombardo-K. Gardner, Dec 27835; B. Lucia, Jubilee 5070; J. Preston Smetette, Modern 1011; M. Small, King 15128.

ELECTRICAL TRANSCRIPTION LIBRARIES: All Star Smetette, Standard; George Barner, Okeh, Standard; Hans D'Amico Smetette, Associated; Chuck Foster, Long-Worth; Harry Jerome, Ork, Long-Worth; Vincent Lopez, Ork, Theatru; Art Van Damme Quintet, Theatru.

4. 9. Because of You

By Arthur Hammerstein and Dudley Wilton—Published by Broadcast Music (BMI)

RECORDS AVAILABLE: L. Armstrong, Dec 27816; R. Barber, Mercury 5643; L. Baxter, Cap 1493; E. Becker-E. Light, Ork, Remington R-25005; T. Bennett-P. Faith, Ork, Cap 39162; E. Butterfield, Coral 60561; Cowboy Copas, King 3244; Bob Crosby, Coral 60440; G. DeWann-G. Lombardo, Dec 27666; J. DeWann, MGM 10947; J. Ferrer, V 10-2426; T. Smith, United 104.

ELECTRICAL TRANSCRIPTION LIBRARIES: Minky Carson, Associated; Coconut Grove, Ork, Standard; Chuck Foster, Long-Worth; Vincent Lopez, Theatru; Billy Mills, Standard.

7. 10. Cold, Cold Heart

By Hank Williams—Published by Acuff-Rose (BMI)

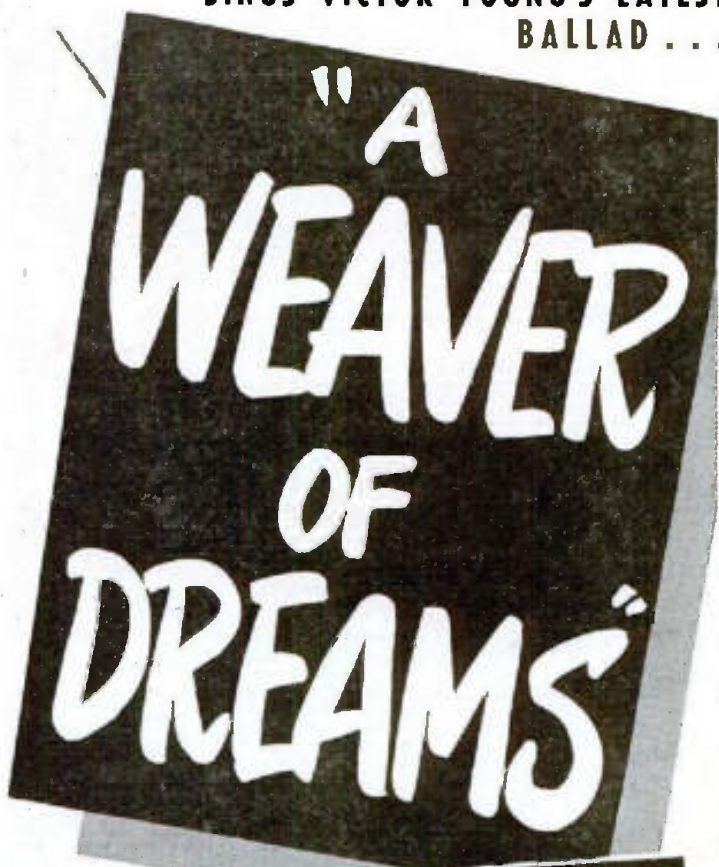
RECORDS AVAILABLE: L. Armstrong, Dec 27816; T. Bennett-P. Faith, Ork, Cap 39449; Fontaine Sisters, V 20-4274; T. Fontaine, Mercury 6593; H. Henderson, Dec 48253; E. Johnson, Chess 1448; Les Tres Diamantes, V 23-5626; D. Washington, Mercury 5728; H. Williams, MGM 10954; E. Wilson, Dec 27761.

ELECTRICAL TRANSCRIPTION LIBRARIES: Leon Payne, Long-Worth.



# BILLY ECKSTINE

SINGS VICTOR YOUNG'S LATEST BALLAD . . .



b/w  
**TAKE ME BACK**  
 MGM 1125 (78 rpm)  
 MGM K-1125 (45 rpm)

**M-G-M RECORDS**  
 THE GREATEST NAME IN ENTERTAINMENT  
 701 SEVENTH AVE. NEW YORK 19 NY

**WARNING**—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Singers write or wire Publisher, The Billboard, 1364 Broadway, New York, and permission will be immediately granted.

# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## Records Most Played by Disk Jockeys

Based on reports received January 2, 3 and 4

Records listed here in numerical order are played over the greatest number of record shows. List is based on reports from weekly surveys among disk jockeys throughout the country. Unless shown in this chart, other available records or tunes listed here will be found in the *Honor Roll of Hits*, Music Popularity Chart, Part 1. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks   Last   This	to date   Week   Week	Record	Label
8	1	1	CRY	J. Ray
16	1	2	SIN	E. Howard
7	6	3	LITTLE WHITE CLOUD THAT CRIED	J. Ray
9	3	4	SHRIMP BOATS	J. Stafford P. Weston
15	4	5	UNDECIDED	Ames Brothers-L. Brown
5	15	6	TELL ME WHY	Four Aces-A. Alberts
6	7	7	SLOW POKE	R. Flanagan
26	5	8	BECAUSE OF YOU	T. Bennett-P. Faith
9	9	9	JALOUSIE (JEALOUSY)	F. Laine
3	11	9	DANCE ME LOOSE	A. Godfrey
7	17	9	SLOW POKE	Pee Wee King
3	24	12	CHARMAINE	P. Weston
1	—	12	CRY	E. Barton
5	20	14	ANY TIME	E. Fisher-H. Winterhalter
8	28	15	CHARMAINE	Mantovani
10	25	16	SIN	Four Knights
1	—	16	BERMUDA	Bell Sisters-H. Rene Drk
2	—	18	KISS TO BUILD A DREAM ON	L. Armstrong
13	—	19	SIN	S. Churchill
9	—	19	UNDECIDED	R. Anthony
1	—	19	TELL ME WHY	E. Fisher-H. Winterhalter
1	—	19	WHEN IT'S SLEEPY TIME DOWN SOUTH	L. Armstrong-G. Jenkins
23	8	23	COLD, COLD HEART	T. Bennett-P. Faith
2	12	24	JUST ONE MORE CHANCE	I. Paul M. Ford
10	13	24	DOMINO	I. Martin
6	21	26	SHRIMP BOATS	D. Gray
5	—	26	DOWN YONDER	J. (Fingers) Carr
8	—	26	TURN BACK THE HANDS OF TIME	E. Fisher
—	—	29	AND SO TO SLEEP AGAIN	P. Page
—	—	29	DOWN YONDER	C. Butler

## VOX JOX

By JUNE BUNDY

### Preams

Bob McKee has joined WQXI, Atlanta, as deejay, and Bob Corey, same station, has been upped to program director. Ted Hunicutt has replaced Art Gruenewald at WNVA, Norton, Va. Ditto for Sam Woodall who has taken over spinning chores of Frank Brown at KXLW, St. Louis. Wayne Harris is new pilot on "Platter Parade" over WCBT Roanoke Rapids, N. C. Ex-Marine Bob James has returned to WWPE, Palatka, Fla. and has taken over the "800 Club". Dick Biondi, KSYL, Alexandria, La., has launched a new two and a half hour Saturday show. Nick Perry appointed chief announcer and program director at WHIL, Medford, Mass., a new station, which prems this week. Jack Lezebnik joins staff at WPEO, Peoria, Ill. Clarence Hamann, WJMR, New Orleans, has a new four hour show on Saturday mornings. Jim Price, another WJMR staffer, has extended his "Paris Presents" program by half an hour. Harry Reddy is new "Morning Mayor" of WHAT, Philadelphia. Dick Dowling, ex-WCNS, Middletown, Conn., has moved to WORC, Worcester, Mass., to handle "Melody Show," station's eight to midnight strip. Dick Smith, same station, has shifted from that spot to an early morning and mid-morning deejay spot. George Swift, KVOE, Santa Ana, Calif., is now piloting a special news and disk show on station's FM outlet, which is beamed direct to all speakers in cars at local Orange Drive-In Theater. Ten minute show to tie-up with station's Mutual Movie promotion is aired during movie theater's intermission seg. Swift also handles regular AM programming at same time. Newly-revamped deejay schedule at KURV, Edinburg, Tex., gives Bryant Arbuckle an across-the-board program tagged "Clock-spinner," which is preceded by town's only classical record show. Arbuckle airer uses an imaginary coffee shot setting with jock discussing disks with "Felix," proprietor. Eddie Newman's return to WDAS, Philadelphia (after several years in New York, Miami, and Newark) was ushered in with a special 10 hour marathon opening broadcast New Year's Eve, running from midnight to 10 a.m. Newman launches a regular 8-10 a.m. spinning over station this week on a Monday thru Saturday basis.

### Gab Bag

"Each week we mount The Billboard charts on our own large billboard in the studio next to the turntables, with our file number written besides each title. Wonderful for fast reference and sharp programming."—Arch Harrison, WANN, Annapolis, Md. "Three cheers for Decca of Minneapolis. They suddenly came thru with all the records listed on their weekly guide in Billboard."—Jeff Evans, WKDY, Ladysmith, Wis. "What's going on with Mercury? Their distrib promises service, nothing happens. No answer to three letters."—Bill Ross, WIOD, Miami.



**KRNY'S DON BELL**

Through a printing error, Don Bell's name might appear properly in last week's RCA adv.

## Best Selling Sheet Music

Based on reports received January 2, 3 and 4

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobs. Songs are listed according to greatest number of sales; (F) indicates tune is from a film; (M) indicates tune is from a legit musical; (R) indicates tune is available on records.

POSITION	Weeks   Last   This	to date   Week   Week	Tune	Artist
9	1	1	SLOW POKE (R)	Ridgeway
16	2	2	(IT'S NO) SIN (R)	Algonquin
16	3	3	DOWN YONDER (R)	La Salle
5	4	4	SHRIMP BOATS (R)	Walt Disney
28	5	5	BECAUSE OF YOU (F) (R)	Broadcast Music
11	6	6	UNDECIDED (R)	Leeds
19	7	7	COLD, COLD HEART (R)	Aruff-Rose
4	8	8	CRY (R)	Mellow
9	12	9	DOMINO (R)	Pickwick
15	9	10	AND SO TO SLEEP AGAIN (R)	Parxon
3	10	11	LITTLE WHITE CLOUD THAT CRIED (R)	Larry Spier
2	13	12	TELL ME WHY (R)	Signet
25	11	13	I GET IDEAS (R)	Hill & Range
2	15	14	CHARMAINE (R)	Lion
1	—	15	UNFORGETTABLE (R)	Bourne

## 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. Peterson's Audience Coverage Index. The Index is projected upon radio logs made available to Peterson's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 20 tunes in the case of (M) tunes alphabetically. This music checked is approximately 60 per cent after.

(F) indicates tune from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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Position	Tune	Artist	Agency
1	And So to Sleep Again (R)	Parxon	ASCAP
2	Anytime (R)	Hill & Range	BMI
3	Blue Smoke (R)	Sam Fox	ASCAP
4	Charmaine (R)	Lion	ASCAP
5	Cry (R)	Mellow	BMI
6	Domino (R)	Pickwick	ASCAP
7	Down Yonder (R)	La Salle	ASCAP
8	Empty the Space Man (R)	Hill & Range	BMI
9	Getting to Know You (M) (R)	Williamson	ASCAP
10	I Get Ideas (R)	Hill & Range	BMI
11	I Talk to the Trees (R)	Chappell	ASCAP
12	I Wish I Had a Girl (R)	Miller	ASCAP
13	It's All in the Game (R)	Witmark	ASCAP
14	Just One More Chance (R)	Shapiro-Bernstein	ASCAP
15	Love Is Here to Stay (R)	De Silva, Brown & Henderson	ASCAP
16	Lowliest Night of the Year (F) (R)	Robbins	ASCAP
17	Manhattan (F) (R)	E. H. Morris	ASCAP
18	More, More, More (R)	Robbins	ASCAP
19	Never Before (F) (R)	Paragon	ASCAP
20	Once (R)	Disney	ASCAP
21	Shrimp Boats (R)	Disney	ASCAP
22	Sin (R)	Argonne	BMI
23	Slow Ride (R)	Hills	ASCAP
24	Slow Poke (R)	Ridgeway	BMI
25	Snow Fair (R)	Lombardo	ASCAP
26	Smile (R)	New World	ASCAP
27	Songbird Does the Love (R)	Broadcast Music	BMI
28	Yes Young (R)	Feist	ASCAP
29	Undecided (R)	Jellison	ASCAP
30	You Better Go Now	De Silva, Brown & Henderson	ASCAP

## England's Top Twenty

POSITION	Weeks   Last   This	to date   Week   Week	English	America	
11	1	3	LONGING FOR YOU	Starling	Ladlow
11	2	2	I LOVE THE SUNSHINE OF YOUR SMILE	New World	John-Lane-Musical
28	5	3	LOWEDEST NIGHT OF THE YEAR	Francis Day	Robbins
14	3	4	BECAUSE OF YOU	Dash	Broadcast Music
6	4	5	ROSALINE	Dickel-Reim	*
11	6	6	BELLE, BELLE, MY LIBERTY BELLE	Dash	Oxford
8	9	7	ALLENTOWN JAIL	Bourne Music, Ltd.	Bourne
7	10	8	IF YOU GO	Morrice	Leeds
19	6	9	TULIPS AND HEATHER	John Field's	Shapiro-Bernstein
19	7	10	100 YOUNG	San	Jifferson
4	12	11	SOME ENCHANTED EVENING	Williamson	Williamson
2	20	12	SHRIMP BOATS	Disney	Disney
4	11	13	LOVE'S ROUNDABOUT	Cinephonic	*
15	18	14	KENTUCKY WALTZ	Southern	Peer Int.
5	13	15	I WISH I WUZ	Shapiro	United
21	16	16	A BEGGAR IN LOVE	Cinephonic	Santley-Joy
2	14	17	AT THE END OF THE DAY	Chappell	Chappell
42	15	18	BE MY LOVE	Francis Day	Robbins
1	—	19	MISTAKES	Lawrence Wright	Millie Music
2	—	20	BLACK AND WHITE RAG	Francis Day	*

\*Publisher not available in The Billboard goes to press.

# WEEKLY SPECIAL



GET READY FOR ANOTHER **BIG ONE!**  
 from... **JOHNNIE RAY**  
**"PLEASE, MR. SUN"**  
 and... **"Here Am I—BROKEN HEARTED"**



78 rpm 39636  
 45 rpm 4-39636

with the Four Lads and Orchestra  
 under the direction of  
 Jimmy Carroll.

## WEEKLY CHECK LIST OF BEST SELLERS FOR DEALERS, OPERATORS, JOCKEYS

Based on actual sales figures for week ending December 29th



### POPULAR

- SHRIMP BOATS  
LOVE, MYSTERY AND ADVENTURE  
JO STAFFORD  
39581—4-39581
- DANCE ME LOOSE  
SLOW POKE  
ARTHUR GODFREY  
39632—4-39632
- JEALOUSY  
FLAMENCO  
FRANKIE LAINE  
39585—4-39585
- COLD, COLD HEART  
WHILE WE'RE YOUNG  
TONY BENNETT  
39449—4-39449
- BECAUSE OF YOU  
I WON'T CRY ANYMORE  
TONY BENNETT  
39362—4-39362
- DOWN YONDER  
WAY UP IN NORTH CAROLINA  
CHAMP BUTLER  
39533—4-39533
- WHY DON'T YOU LOVE ME  
BE MY LIFE'S COMPANION  
ROSEMARY CLOONEY  
39631—4-39631
- SOLITAIRE  
BLUE VELVET  
TONY BENNETT  
39555—4-39555
- GAMBELLA  
HEY, GOOD LOOKIN'  
JO STAFFORD  
FRANKIE LAINE  
39570—4-39570
- ONCE  
NEVER  
TOMI ARDEN  
39577—4-39577

- SIN  
JEALOUS EYES  
SAMMY KAYE  
39567—4-39567
- CHARMAINE  
AT DAWNING  
PAUL WESTON  
39616—4-39616
- JUST A MOMENT MORE  
I RAN ALL THE WAY HOME  
SARAH VAUGHAN  
39576—4-39576
- GREEN SLEEVES  
LOVE MAKES THE WORLD GO ROUND  
MITCH MILLER  
39617—4-39617
- THERE'S ALWAYS ROOM AT OUR HOUSE  
I CAN'T HELP IT  
GUY MITCHELL  
39595—4-39595
- ST. LOUIS BLUES MAMBO  
GLORITA  
NORO MORALES  
39601—4-39601
- TO BE WORTHY OF YOU  
WHEN IT'S SLEEPY TIME DOWN SOUTH  
FRANKIE LAINE  
39600—4-39600
- ELEANOR  
SHAKE HANDS WITH SANTA CLAUS  
LOUIS PRIMA  
39614—4-39614
- MY LEE-EE-YANA  
YOU KNOW YOU BELONG TO SOMEBODY ELSE  
SAMMY KAYE  
39633—4-39633
- PINKY  
A MIRACLE HAPPENED  
SARAH VAUGHAN  
39634—4-39634



### FOLK

- ME AND MY BROKEN HEART  
LET OLD MOTHER NATURE HAVE HER WAY  
CARL SMITH  
20862—4-20862
- ALWAYS LATE  
MOM AND DAD'S WALTZ  
LEPTY FRIZZELL  
20837—4-20837
- HOW LONG WILL IT TAKE  
GIVE ME MORE, MORE, MORE  
LEPTY FRIZZELL  
20885—4-20885
- IF TEARDROPS WERE PENNIES  
MR. MOON  
CARL SMITH  
20825—4-20825
- MY BABY'S JUST LIKE MONEY  
I WANT TO BE WITH YOU ALWAYS  
LEPTY FRIZZELL  
20799—4-20799

- THERE'S NOTHING AS SWEET AS MY BABY  
LET'S LIVE A LITTLE  
CARL SMITH  
20796—4-20796
- BLUE YODEL NO. 6  
TRAVELIN' BLUES  
LEPTY FRIZZELL  
20842—4-20842
- BRANKEMAN'S BLUES  
MY OLD PAL  
LEPTY FRIZZELL  
20841—4-20841
- HELP ME, LORD, TO STAND  
THE SIGNS BY THE SIDE OF THE ROAD  
THE CHUCK WAGON GANG  
20887—4-20887
- MY ROUGH AND ROWDY WAYS  
LULLABY YODEL  
LEPTY FRIZZELL  
20843—4-20843



### GOING STRONG

- DOMMO  
IF THAT DOESN'T DO IT!  
DORIS DAY  
39596—4-39596
- A KISS TO BUILD A DREAM ON  
CHERRY PINK AND APPLE BLOSSOM WHITE  
JIMMY DORSEY  
39526—4-39526
- THE THREE BELLS  
I ONLY HAVE ONE LIFE TO LIVE  
SAMMY KAYE  
39602—4-39602

- IF I LOVED YOU  
DIZZY FINGERS  
PERCY FAITH  
39613—4-39613
- OKEH BEST SELLER**
- CRY  
THE LITTLE WHITE CLOUD THAT CRIED  
JOHNNIE RAY  
6840—4-6840



# COLUMBIA RECORDS

FOR MUSIC THAT SENDS 'EM—TO YOU!

# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## • Best Selling Pop Singles

Based on reports received January 2, 3 and 4

Records listed are those selling best in the nation's top volume retail record stores. List is based on The Billboard's weekly survey among the 3,400 largest dealers, representing every important market area. Survey returns are weighted according to size of market area. Records listed numerically according to greatest sales. The "B" side of each record is also listed.

POSITION	Weeks Last	Title	Artist	Label
1	1	CRY	J. Ray	Capitol
2	4	LITTLE WHITE CLOUD THAT CRIED	J. Ray	Capitol
3	3	SLOW POKE	Pee Wee King	Mercury
4	4	SIN	E. Howard	Mercury
5	9	TELL ME WHY	Four Aces A. Alberts	Capitol
6	2	SHRIMP BOATS	J. Stafford P. Weston	Capitol
7	14	ANY TIME	E. Fisher-H. Winterhalter	Capitol
8	7	JALOUSIE (Jealousy)	F. Laine	Capitol
9	6	COLD, COLD HEART	T. Bennett-P. Faith	Capitol
10	13	UNDECIDED	Ames Brothers L. Brown	Capitol
11	25	TELL ME WHY	E. Fisher-H. Winterhalter	Capitol
12	8	DOWN YONDER	Del Wood	Capitol
13	11	BECAUSE OF YOU	T. Bennett-P. Faith	Capitol
14	12	SIN	Four Aces A. Alberts	Capitol
15	10	CHARMAINE	Mantovani	Capitol
16	20	SLOW POKE	H. O'Connell	Capitol
17	24	MOTHER AT YOUR FEET IS KNEELING	B. Wayne	Capitol
18	21	DANCE ME LOOSE	A. Godfrey	Capitol
19	21	DOWN YONDER	J. (Fingers) Carr	Capitol
20	17	DOMINO	T. Martin	Capitol
21	19	UNFORGETTABLE	Nat (King) Cole	Capitol
22	26	GARDEN IN THE RAIN	Four Aces A. Alberts	Capitol
23	29	SLOW POKE	A. Godfrey	Capitol
24	15	SIN	S. Churchill	Capitol
25	3	SHRIMP BOATS	D. Gray	Capitol
26	2	BLUE TANGO	L. Anderson	Capitol
27	13	TURN BACK THE HANDS OF TIME	E. Fisher	Capitol
28	14	DOWN YONDER	C. Butler	Capitol
29	2	BERMUDA	Bell Sisters-H. Rene Dix	Capitol
30	1	SLOW POKE	Tiny Hill	Mercury

## DEALER DOINGS

### News and Views

A number of dealers have written to us concerning disk sales during the Christmas season. The W. N. C. Book Store, Canton, N. C., writes: "Our Christmas records sold moderately, but not in large quantities. 'Rudolph' by Red Foley was our best-seller among Christmas disks." Magee and Son, Rockville, Md., says that "The Mario Lanza album 'Christmas Songs,' on 78 r.p.m. records, was the best selling set in our store."... And the Turntable Record Shop, Columbus, O., claims, "We had a terrific Christmas season, and we hope all other dealers think so too. We wish to thank The Billboard for Today's Top Tunes, which helped to make our first six months so successful."

### Chatter

Louis E. Dean, of the Louis Dean Record Shop in Hyannis, Mass., has been running a promotion on three-speed players and 78 r.p.m. kiddie phonographs over the past three months. He says that the kiddie record players have been moving like hotcakes and that they have helped up kiddie sales. In addition, the store uses a cute gimmick by giving away a Bozo balloon with each Capitol kid album sold, making both parents and kids equally happy... Goodenough Music Shop, in Beloit, Wis., has been working on a promotion with the local theaters on the movie "Disk Jockey." Cards with numbers on them are passed out in the lobbies of the theaters where the movie is playing, and the winning numbers are posted in the record shop. This has been a good promotion for the store's record business.

### Trade Talk

Al Meyer, of Town and Country Music, Westwood, N. J., writes: "Recently, distribution of Columbia Records in our territory was taken over by Times-Columbia of New York City. I never realized how good service could be until then. Despite the rash of hits that Columbia has had, our distributor has filled all of our orders immediately. Orchids to Times-Columbia... The Penny-Owsley Music Company, Los Angeles, has purchased the building it has occupied in that city for the past several years. Building was completely remodeled a few years ago... Adrian's Record Shop, Hutchinson, Kan., wants RCA Victor to extend the bonus album deal thru Easter "to compensate for some of the 45 player business we are now losing, because the firm's 45 phonographs are so hard to procure from our local distributor."

## • Best Selling Children's Records

Based on reports received January 2, 3 and 4

Records listed are those records selling best in the nation's retail record stores (ideally), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

POSITION	Weeks Last	Title	Artist	Label
1	1	CINDERELLA (Two Records)	L. Wood & Others	Capitol
2	2	TWEETY'S PUDDY TAT TWOBLE (Two Records)	M. Blum	Capitol
3	7	BOBO ON THE FARM (Two Records)	P. Camp-B. Mar.	Capitol
4	5	ALICE IN WONDERLAND (One Record)	M. Beaumont-E. Wynn	Capitol
5	11	HENRIEY HAWK (One Record)	M. Blum	Capitol
6	11	TWEETY PIE (One Record)	M. Blum-B. Mar.	Capitol
7	9	PETER AND THE WOLF (Two Records)	P. Wing	Capitol
8	7	BOY ROGERS RODEO (Two Records)	Roy Rogers	Capitol
9	11	LOVE RANGER, VOL. 1 (He Becomes the Love Ranger) (One Record)	G. Temple	Capitol
10	12	BAMBI (Two Records)	S. Temple	Capitol
11	14	FERDINAND THE BULL (One Record)	B. Wilson	Capitol
12	14	THREE ORPHAN KITTENS (One Record)	B. Wilson	Capitol

## • Best Selling Pop Albums

Based on reports received January 2, 3 and 4

Because all labels are not issued on all records it is difficult to conduct a pop album survey that is statistically accurate. Furthermore, separate inventory systems make it almost impossible for the average large dealer to fill out The Billboard's pop chart questionnaire on a regular basis. We are aware of these limitations and are making every effort to increase the number of labels participating in the survey. The Billboard is no longer attempting to show comparative sales volume between 45 and 33 pop albums.

POSITION	Weeks Last	Title	Artist	Label
1	1	AN AMERICAN IN PARIS	G. Kelly-G. Gatten-J. Green	MGM
2	2	SHOW BOAT	Original Cast-R. Grayson-A. Gardner-H. Keel	MGM
3	3	GLENN MILLER CONCERT	G. Miller	Capitol
4	4	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO"	M. Lanza-RCA Victor Or.	RCA
5	5	SOUTH PACIFIC	Mary Martin-Elio Piza	Capitol
6	6	KING AND I	Original Cast	Capitol
7	7	PAINT YOUR WAGON	Original Cast	Capitol
8	8	NEW SOUNDS, VOL. II	L. Paul-M. Ford	Capitol
9	9	ORLANDO	Original Cast	Capitol
10	10	ON MOONLIGHT BAY	Original Cast	Capitol

## • Classical Reviews

**76** LAO: SYMPHONIES ESPAGNOLE, OP. 21 — Jacques Hertz-RCA Victor Symphony Orchestra. Columbia (33) 634-122

Why Victor bothered to make a new recording of this colorful and popular violin suite is quite difficult to figure since the label boasts, not only, that the composer is generally associated with the name, but also that the work is one of the best in his entire output. Still, the fact that the soloist in an LP is a person whose name is not even mentioned in the program booklet is a little surprising. The work is performed with all of the controlled fire and immaculate technique and tone. No question, a shining performance, the one an unhesitant one.

**77** TATI-TATI, SYMPHONIC PARAPHRASES ON "CHOPSTICKS" — Werner Jansen, Cond. Columbia Symphony Orchestra (33) 634-122

Back in 1880 a number of Russian composers, including Rimsky-Korsakov, Borodin and others wrote paraphrases on the traditional "Chopsticks." These were written by Rimsky-Korsakov, Glinka, etc. plus by other variations on the piano quartet by Werner Jansen, are combined on this LP. The Russian version tend toward the serious side; they all use full orchestra, not quite after the simple theme is transformed into a full-blown short symphonic work. The Werner Jansen paraphrases: Waltz, Galop, March, etc., are much lighter pieces, and are very well done. This is a light effort on the whole, and since it is nicely packaged and well recorded, it should appeal to all who enjoy brilliant orchestration.

**78** SCHUBERT: QUINTET IN C MAJOR, OP. 143 — Beethoven String Quartet (33) 634-122

Schubert drew his melodic inspiration from a number, dark-hued tonal palette in this inspired opus. And despite the fact that he was writing in the year of his death, when the composer's physical ill was multiplying, the feeling remains here is reflective rather than morbid. Beethoven is the critic who adds his considerable talents to those of the Beethoven Quartet for a two performance that, for some time alone, should lift it to early dominance among the several LP pressings recently available.

**79** J. S. BACH: THE PASSION ACCORDING TO ST. JOHN — The Robert Shaw Chorale. Columbia (33) 634-122

The Collegiate Chorale-RCA Victor Orchestra. Columbia (33) 634-122

Importing resources, both vocal and instrumental, have been placed at the disposal of Robert Shaw in this disc, and he has succeeded in welding their talents in a performance of towering majesty. From the opening, shaded with a sense of foreboding, to the final, blazing chorale, the musical values in the score are brought out in a manner that transcends their purely religious significance. While all soloists are more than able, special mention must go to Robert Shaw, who in his role as Evangelist, is outstanding as he mounts the people leading to and culminating in the Crucifixion. After the initial struggle, this was should have moved steadily over the years, with more and more detailed preparation during holiday, And sung in English, it must surely surpass in appeal a German version, curiously the only edition on LP.

## • Best Selling Classical Titles

Best Selling 33 1/3 R.P.M.

POSITION	Weeks Last	Title	Artist	Label
1	1	Verdi: La Traviata (Complete Opera)	L. Abbado, C. Cehannozzy, P. Demis, J. Carli, B. Martini, A. Moresini, J. Peveri, M. Sillman, NBC Symphony Ork and Chorus; A. Toscanini, conductor	VCS31M-5003
2	2	Mario Lanza Sings Christmas Songs	M. Lanza, RCA Victor Ork; C. Callinco, conductor	V145WDM-135
3	3	Debussy: La Mer, NBC Symphony Ork; A. Toscanini, conductor		VCS31M-1221
4	4	The Great Caruso, M. Lanza, RCA Victor Ork; C. Callinco, conductor		VCS31M-1127
5	5	Piaf: Piaf, Sallier's Willis Ork; Marcenas, conductor		Cap33M-4439
6	6	Coward: Conversation Piece, L. Poes, N. Conrad-L. Engel, conductor		Cap33M-163

Best Selling 45 R.P.M.

POSITION	Weeks Last	Title	Artist	Label
1	1	Mario Lanza Sings Christmas Songs	M. Lanza, RCA Victor Ork; C. Callinco, conductor	V145WDM-1499
2	2	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork; P. Monteux, conductor		V145WDM-920
3	3	The Great Caruso, M. Lanza, RCA Victor Ork; C. Callinco, conductor		V145WDM-1506
4	4	Tchaikovsky: Nutcracker Suite, L. Stokowski		V145WDM-1466
5	5	Tchaikovsky: Swan Lake Ballet; St. Louis Symphony Ork; Y. Gekhtman, conductor		V145WDM-1028
6	6	Rachmaninoff: Concerto for Piano and Ork, No. 2; A. Rubinstein, St. Louis Symphony Ork		V145WDM-1075

## Decca Expands Longhair Line

NEW YORK, Jan. 5.—Decca Records will expand its Gold classical catalog during the first quarter of 1952 with the introduction of two new series on their longhair LP line. At present, Decca's Gold Label Records' archive series covers recordings of pre-Bach composers.

One of the new series will be the complete cycle of Beethoven sonatas, now being recorded for Decca by Deutsche Gramophon Company in Germany, and featuring Wilhelm Kempf, a top-flight Beethoven interpreter. The first releases of the sonatas will be ready in March and will comprise four LP disks, containing seven sonatas. The firm also will kick off a series of newly recorded Bach cantatas within the next few weeks.





MINDY CARSON

# Mindy's Back!

with 4 great sides

with MERV GRIFFIN

"DANCE ME LOOSE"  
and  
"ALLEGHENY FIDDLER"

20-4457

'BE MY LIFE'S COMPANION'  
and  
'TUH, POCKET, TUH POCKET'

20-4454

This week's

## New Releases ... on RCA Victor

Ships Coast to Coast, Week of January 13

### POPULAR

- DINAH SHORE** with Vic Schoen's Orchestra and Chorus  
Until Take Me Home  
20-4478—(47-4478)\*
- VAUGHN MONROE** and His Orchestra  
Mountain Laurel  
Oo! What You Did  
20-4479—(47-4479)\*
- JOHNNY VADNAL** and His Orchestra  
The Arcade Avenue Polka  
The Party Polka  
20-4476—(47-4476)\*

### SACRED

- GEORGE BEVERLY SHEA**  
Beloved Enemy  
Each Step of the Way  
20-4471—(47-4471)\*

### COUNTRY — WESTERN

- ELTON BRITT**  
Summer Kisses  
Jackaw Blues  
20-4472—(47-4472)\*
- DON GIBSON**  
A Blue Million Tears  
Dark Future  
20-4473—(47-4473)\*

### RHYTHM-BLUES

- DOSSIE TERRY**  
Twenty-Four Years  
Didn't Satisfy You  
20-4474—(47-4474)\*
- HAROLD NICHOLAS** with Orchestra  
I Love That Feelin'  
Sad  
20-4475—(47-4475)\*

### RED SEAL SPECIAL

- JASCHA HEIFETZ**, Violinist with RCA Victor Symphony Orchestra, William Steinberg, Conductor  
Havanaise, Op. 83 (Part 1)  
Havanaise, Op. 83 (Concl.)  
49-3634\*

### CHILDREN'S

- ROY ROGERS**  
The Masked Marauder—Part 1  
Y-443—WY-443\*  
The Masked Marauder—Concl.  
45-5327—(47-0297)\*
- ROY ROGERS**  
The Television Amblush—Part 1  
Y-444—WY-444\*  
The Television Amblush—Concl.  
45-5328—(47-0298)\*

\*45 p.m. est. nos.

### Going Strong...

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

- Slow Poke**  
Pee Wee King ..... 21-0489—(48-0489)\*
- Any Time/Never Before**  
Eddie Fisher ..... 20-4359—(47-4359)\*
- Tell Me Why/Trust in Me**  
Eddie Fisher ..... 20-4444—(47-4444)\*
- Turn Back the Hands of Time**  
Eddie Fisher with Hugo Winterhalter's Orch. .... 20-4257—(47-4257)\*
- Domino/It's All Over But the Memories**  
Tony Martin ..... 20-4343—(47-4343)\*
- Bermuda/June Night**  
The Bell Sisters with Henri Rene ..... 20-4422—(47-4422)\*
- Loveliest Night of the Year**  
Mario Lanza ..... 10-3300—(49-3300)\*
- I Get Ideas**  
Tony Martin ..... 20-4141—(47-4141)\*
- Slow Poke/Charmaine**  
Ralph Flanagan ..... 20-4373—(47-4373)\*
- Call Her Your Sweetheart/Bundle of Southern Sunshine**  
Eddie Arnold ..... 20-4413—(47-4413)\*
- Down Yonder/Take Her to Jamaica**  
Freddie Martin ..... 20-4267—(47-4267)\*
- (It's No) Sin**  
Savannah Churchill ..... 20-4280—(47-4280)\*
- Vesti La Giubba**  
Mario Lanza ..... 10-3228—(49-3228)\*
- Beause**  
Mario Lanza ..... 10-3207—(49-3207)\*
- Be My Love**  
Mario Lanza ..... 10-1561—(49-1561)\*

### Coming Up...

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

- TULIPS AND HEATHER**  
Perry Como ..... 20-4453—(47-4453)\*  
The Billboard Pick, January 5th issue
- BLUE DECEMBER**  
Hugo Winterhalter and His Orchestra ..... 20-4412—(47-4412)\*  
Records Most Played By Disk Jockeys Billboard, January 5th issue
- GRAND CENTRAL STATION**  
The Fontane Sisters ..... 20-4387—(47-4387)\*  
The Retailers Pick, Billboard, January 5th issue

**TIPS UNTIL TAKE ME HOME** Dinah Shore 20-4478 (47-4478)



### THIS WEEK'S MAILBAG

In last week's Billboard the charts showed that we are in a very, very strong coming-up position. In the disc jockey charts Flanagan's "Slow Poke" popped into the #7 position, while Tony Martin's "Domino" continues to rise. Pee Wee King's "Slow Poke" definitely is in for a steady-plate item. Hugo Winterhalter's surprise "Blue December" popped into #18 spot for the first week in the chart. This definitely is not a Christmas song and is not a "December" song and will continue to go. Eddie Fisher's "Anytime" continues strong and will definitely be on the upgrade. Look out for his "Tell Me Why," which is selling like mad.

In the best selling pop single, Eddie Fisher's "Anytime" continues to be strong as well as Savannah Churchill's "Sin," which has been riding for a long time and continues with big sales. "Domino," by Tony Martin, continues strong in the #17 spot. Eddie Fisher's "Tell Me Why" pops in for the first week. Watch this one hit the top. A real big surprise to all of the skeptics in the trade is our cute little Bell Sisters' record of "Bermuda," with that marvelous Henri Rene background, which popped into the best selling chart for the first week. Watch this one! The juke box operators around the country report that it is really big.

In the juke box charts "Slow Poke," by Pee Wee King, is the #1 record. This is definitely where it should be. Savannah Churchill's "Sin" continues strong after 12 weeks and has showed no sign of letting up. Eddie Fisher's "Anytime" is in strong, showing a rise in position. In the best selling pops by territory, the Bell Sisters' record of "Bermuda" shows up as the #3 record in the Los Angeles market. Watch out for this record. It can go real big. "Tell Me Why" and "Anytime" by Eddie Fisher, is all over the place in the other cities.

In the Western and Country category, watch out for Eddy Arnold's "Call Her Your Sweetheart" and "Bundle of Southern Sunshine." This looks like it will be one of Eddy's big records.

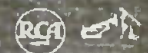
In the Picks section of the chart, The Billboard showed a great deal of acumen by picking Perry Como's "Tulip and Heather." Initial sales reaction on this record is that it will be very big. "Tell Me Why" shows up as #2 in the disk jockey category and shows #1 as the operators pick. The flip "Trust in Me" shows up #1 in the Retailers Pick. This record should definitely be Eddie's biggest.

Another surprise is the Fontane Sisters' record of "Grand Central Station," which is Retailers Pick #3. Here we go again. It sure looks good all around the place.

The stars who make the hits are on

# RCA VICTOR Records

RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



# FIRST HIT FOR 1952!



# PATTI PAGE

## 'COME WHAT MAY'

coupled with  
"RETREAT"

MERCURY 5772

5772X45



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

## THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

### • Best Selling Pops by Territories

Based on reports from key dealers in each of these cities, secured via Western Union messenger service.

Each week, The Billboard in cooperation with Western Union, secures last minute sales reports from top dealers in the nation's largest record markets. Although the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the over-all local picture being unduly influenced by the report of a single store.

#### NEW YORK

1. CRY  
J. Ray—Okeh
2. JALOUSIE (Jealousy)  
F. Laire—Columbia
3. DOWN YONDER  
B. Wood—Tennessee
4. SIN  
Four Aces-A. Alberts—Victoria
5. GOLD, COLD HEART  
T. Bennett—Columbia
6. TELL ME WHY  
Four Aces-A. Alberts—Decca
7. UNDECIDED  
Ames Brothers-L. Brown—Coral
8. BECAUSE OF YOU  
T. Bennett—Columbia
9. DOMINO  
T. Bennett—Columbia
10. SHRIMP BOATS  
J. Stafford-P. Weston—Columbia

#### CHICAGO

1. LITTLE WHITE CLOUD THAT CRIED  
J. Ray—Okeh
2. CHARMAINE  
Mantovani—London
3. JALOUSIE (Jealousy)  
F. Laire—Columbia
4. TELL ME WHY  
Four Aces-A. Alberts—Decca
5. SHRIMP BOATS  
J. Stafford-P. Weston—Columbia
6. CRY  
J. Ray—Okeh
7. DANCE ME LOOSE  
A. Godfrey—Columbia
8. SLOW POKE  
H. D. Connor—Capitol
9. DOWN YONDER  
B. Wood—Tennessee
10. BLUE VELVET  
B. Farrell—MGM

#### LOS ANGELES

1. SIN  
E. Howard—Mercury
2. BECAUSE OF YOU  
T. Bennett—Columbia
3. LITTLE WHITE CLOUD THAT CRIED  
J. Ray—Okeh
4. GOLD, COLD HEART  
T. Bennett—Columbia
5. SLOW POKE  
Pee Wee King—Victor
6. BERMUDA  
The Sisters—Victor
7. DOWN YONDER  
Shrimp Boats—Columbia
8. UNDECIDED  
Ames Brothers-L. Brown—Coral

#### WASHINGTON, D. C.

1. SHRIMP BOATS  
J. Stafford-P. Weston—Columbia
2. SIN  
E. Howard—Mercury
3. BLUE TANGO  
L. Anderson—Decca
4. TELL ME WHY  
Four Aces-A. Alberts—Decca
5. CRY  
J. Ray—Okeh
6. DOWN YONDER  
B. Wood—Tennessee
7. BECAUSE OF YOU  
T. Bennett—Columbia
8. ANY TIME  
E. Fisher-H. Winterhalter—Victor
9. TURN BACK THE HANDS OF TIME  
E. Fisher-H. Winterhalter—Victor
10. SLOW POKE  
H. D. Connor—Capitol

#### BOSTON

1. ANY TIME  
E. Fisher-H. Winterhalter—Victor
2. LITTLE WHITE CLOUD THAT CRIED  
J. Ray—Okeh
3. SIN  
Four Aces-A. Alberts—Victoria
4. SLOW POKE  
P. Wee King—Victor
5. MOTHER AT YOUR FEET IS KNEELING  
B. Farrell—MGM
6. TELL ME WHY  
Four Aces-A. Alberts—Decca
7. STAIRWAY TO PARADISE  
A. Godfrey—Columbia
8. CHARMAINE  
Mantovani—London
9. JALOUSIE (Jealousy)  
F. Laire—Columbia

#### DETROIT

1. TELL ME WHY  
E. Fisher-H. Winterhalter—Victor
2. CRY  
J. Ray—Okeh
3. ANY TIME  
E. Fisher-H. Winterhalter—Victor
4. SLOW POKE  
A. Godfrey—Columbia
5. DANCE ME LOOSE  
A. Godfrey—Columbia
6. LITTLE WHITE CLOUD THAT CRIED  
J. Ray—Okeh
7. TELL ME WHY  
Four Aces-A. Alberts—Decca
8. JALOUSIE (Jealousy)  
F. Laire—Columbia
9. GOLD, COLD HEART  
T. Bennett—Columbia

#### DENVER

1. TELL ME WHY  
Four Aces-A. Alberts—Decca
2. SLOW POKE  
Pee Wee King—Victor
3. SHRIMP BOATS  
J. Stafford-P. Weston—Columbia
4. SIN  
E. Howard—Mercury
5. SLOW POKE  
Pee Wee King—Victor
6. UNDECIDED  
Ames Brothers-L. Brown—Coral
7. DOWN YONDER  
J. Stafford-P. Weston—Columbia
8. JALOUSIE (Jealousy)  
F. Laire—Columbia
9. CRY  
J. Ray—Okeh

#### NEW ORLEANS

1. CRY  
J. Ray—Okeh
2. SIN  
E. Howard—Mercury
3. SHRIMP BOATS  
J. Stafford-P. Weston—Columbia
4. SLOW POKE  
Pee Wee King—Victor
5. NEVER  
Ames Brothers-L. Brown—Coral
6. LITTLE WHITE CLOUD THAT CRIED  
J. Ray—Okeh
7. UNDECIDED  
Ames Brothers-L. Brown—Coral

#### ST. LOUIS

1. ANY TIME  
E. Fisher-H. Winterhalter—Victor
2. SLOW POKE  
Pee Wee King—Victor
3. CRY  
J. Ray—Okeh
4. MOTHER AT YOUR FEET IS KNEELING  
B. Farrell—MGM
5. CHARMAINE  
Mantovani—London
6. SHRIMP BOATS  
D. Gray—Decca
7. SIN  
Four Aces-A. Alberts—Victoria
8. TELL ME WHY  
Four Aces-A. Alberts—Decca

#### PHILADELPHIA

1. ANY TIME  
E. Fisher-H. Winterhalter—Victor
2. LITTLE WHITE CLOUD THAT CRIED  
J. Ray—Okeh
3. TELL ME WHY  
E. Fisher-H. Winterhalter—Victor
4. CRY  
J. Ray—Okeh
5. TELL ME WHY  
Four Aces-A. Alberts—Decca
6. SHRIMP BOATS  
J. Stafford-P. Weston—Columbia

#### PITTSBURGH

1. TELL ME WHY  
Four Aces-A. Alberts—Decca
2. CRY  
J. Ray—Okeh
3. SLOW POKE  
H. D. Connor—Capitol
4. SHRIMP BOATS  
J. Stafford-P. Weston—Columbia
5. SLOW POKE  
P. Wee King—Victor
6. UNDECIDED  
Ames Brothers-L. Brown—Coral

#### DALLAS-FORT WORTH

1. SIN  
E. Howard—Mercury
2. SLOW POKE  
Pee Wee King—Victor
3. UNDECIDED  
Ames Brothers-L. Brown—Coral
4. CRY  
J. Ray—Okeh
5. DOWN YONDER  
D. Wood—Tennessee
6. SHRIMP BOATS  
J. Stafford-P. Weston—Columbia
7. JALOUSIE (Jealousy)  
F. Laire—Columbia
8. IT'S ALL IN THE GAME  
T. Bennett—Columbia

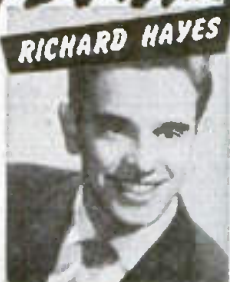
#### ATLANTA

1. CRY  
J. Ray—Okeh
2. LITTLE WHITE CLOUD THAT CRIED  
J. Ray—Okeh
3. BLUE TANGO  
L. Anderson—Decca
4. SIN  
E. Howard—Mercury
5. SHRIMP BOATS  
J. Stafford-P. Weston—Columbia

#### SEATTLE

1. LITTLE WHITE CLOUD THAT CRIED  
J. Ray—Okeh
2. SHRIMP BOATS  
J. Stafford-P. Weston—Columbia
3. GARDEN IN THE RAIN  
Four Aces-A. Alberts—Victoria
4. DANCE ME LOOSE  
A. Godfrey—Columbia
5. SIN  
Four Aces-A. Alberts—Victoria

# Mercury HITS!



Already a Hit in Chicago, Philly and Milwaukee

**"STOLEN LOVE"**

Flip Side

"I'll See You in My Dreams"

**EDDY HOWARD**

MERCURY 5771 • 5771X45

Billboard Says, "Magnificent!"

**"RIVER STAY 'WAY FROM MY DOOR"**

Flip Side

"Lady Drinks Champagne"

"It's My Hit!" Bill Randle-WERE, Cleveland

MERCURY 5724 • 5724X45

Watch This "Sleeper"

**"I REMEMBER YOU, LOVE"**

**VIC DAMONE**

Flip Side

"Don't Blame Me"

MERCURY 5744 • 5744X45

Billboard Picks

**"BE MY LIFE'S COMPANION"**

**GEORGIA GIBBS**

Flip Side

"The Oklahoma Polka"

MERCURY 5758 • 5758X45

**"I WANNA SAY HELLO"**

**SOPHIE TUCKER**

Flip Side

"After You've Gone"

MERCURY 5762 • 5762X45



Just Released!

**"CIGARETTE SERENADE"**

Flip Side

"Lonesome For You"

**BOBBY WAYNE**

MERCURY 5775 • 5775X45

First Mercury Smash!

**"WAGON WHEELS"**

**THE RAVENS**

Flip Side

"There's No Use Pretending"

MERCURY 5764 • 5764X45

**"TELL ME WHY"**

**RALPH MARTERIE AND HIS ORCHESTRA**

Flip Side

"Perdido"

MERCURY 5767 • 5767X45

ALSO BIG SMASH! "LULU"

MERCURY 5759 • 5759X45

**"DANCE ME LOOSE"**

Flip Side

"S - M - I - L - E"

**AL TRACE AND HIS ORCHESTRA**

and

**LOLA AMECHE**

MERCURY 5768 • 5768X45

**"BERMUDA"**

**JIMMY PALMER AND HIS ORCHESTRA**

Featuring Ray Cura

Flip Side

"WHO"

MERCURY 5774 • 5774X45



**SPECIAL!**

FIRST RELEASE!

**JOHNNY OTIS AND HIS ORCHESTRA**

**"OOPY DOO"**

and

**"STARDUST"**

Solo by Ben Webster

MERCURY 8263 • 8263X45



**SPECIAL!**

A NEW VOICE!

**BUDDY CHARLES**

**"AU REVOIR"**

and

**"SLEEPY TIME DOWN SOUTH"**

MERCURY 5766 • 5766X45



Here's Nat's  
first hit  
for 1952

# MISS MIE

Nat "King"  
COLE



Record No. 1893

## THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

### • Most Played Juke Box Records

Based on reports received January 2, 3 and 4

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,528 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. Unlabeled shows in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part I.

POSITION	Weeks   Last   This	10	16	7	22	6	4	9	4	9	6	5	10	15	29	6	12	5	20	17	13	3	3	9	2	6	4	12	15	1	1	10	4	1	10	4	1	2	3																																																																																																																																												
10	1	1.	SLOW POKE	Pee Wee King	Mercury 7815711; (4515711)X45-BMI	16	2	2.	SIN	E. Howard	Mercury 7815711; (4515711)X45-BMI	7	4	3.	CRY	J. Ray	Decca 27604; (4514 6040-BMI	22	3	4.	COLD, COLD HEART	T. Bennett-P. Faith	Cap 7813944; (4514 3944-BMI	6	9	5.	LITTLE WHITE CLOUD THAT CRIED	J. Ray	Decca 27604; (4514 6040-BMI	4	6	6.	TELL ME WHY	Four Aces-A. Alberts	Cap 7812786; (4514 2786-BMI	9	8	7.	JALOUSIE (Jealousy)	F. Laine	Cap 7813958; (4514 3958-ASCAP 15. Torch Ork, Coral 68195; Florida Zebach, Decca 27509; Dick Rivers, Capitol 1873; Sam Amos, Ork, Victor 20-4487; Burt, Warner Ork, Mercury 5732; Billie Edstone, MGM 13131; J. Crawford, Decca 27905; Vera Lynn, London 1356)	5	10	7.	SHRIMP BOATS	J. Stafford-P. Weston	Cap 7813958; (4514 3958-ASCAP Cap 7813958; (4514 3958-ASCAP	15	7	9.	UNDECIDED	Ames Brothers-L. Brown	Coral 7816056; (4519 6056-ASCAP	29	5	10.	BECAUSE OF YOU	T. Bennett-P. Faith	Cap 7813952; (4514 3952-BMI	6	12	11.	ANY TIME	E. Fisher-M. Winterhalter	Victor 20-4359; (4514 4359-BMI 10. Haynes, Decca 27888; H. O'Connell, Capitol 1896; Leo and His Trio, Intro 6006; Eddy Arnold, Victor 20-2700)	5	13	12.	SLOW POKE	H. O'Connell	Cap 7811837; (4514 1837-BMI	20	13	13.	DOWN YONDER	Del Wood	Tennessee 781775; (4514 775-ASCAP	17	16	14.	SIN	Four Aces-A. Alberts	Victoria 101-BMI	13	11	15.	SIN	S. Churr-M	Victor 20-4780; (4514 4780-BMI	3	15	16.	DON'T LEAVE MY POOR HEART BREAKING	Cowboy Copas R. Patton-E. Lawrence	King 15337	3	21	17.	DANCE ME LOOSE	A. Griffin	Cap 7813952; (4514 3952-ASCAP 18. Morgan, Decca 27906; Windy Carson, Victor 20-4457)	9	24	18.	DOWN YONDER	J. (Jimmy) Carr	Cap 7811777; (4514 1777-ASCAP	2	24	18.	GARDEN IN THE RAIN	Four Aces-A. Alberts	Decca 27860; (4514 2786-ASCAP 19. Comp, Victor 20-4465)	6	16	20.	SLOW POKE	R. Lee	Decca 27792; (4514 2792-BMI	4	28	20.	CHARMAINE	Mantou-M	London 7811020; (4514 1020-ASCAP 18111; May Ork, Capitol 3919; Ray-O-Vac, Decca 48248; V. Meneau, Victor 20-4375; M. Hettl, Coral 68506; B. Hayes, MGM 13112; Four Knights, Capitol 1875; R. Flanagan, Victor 20-4373; G. Ammons, Parlophone 916; E. Smith, Decca 27896; J. Lee, Capitol 1896; B. Davis, A-1 114; P. Weston Ork, Columbia 39616; K. Ray, Coral 68506; Harmonichord, Mercury 5747)	12	18	22.	JUST ONE MORE CHANCE	L. Paul-M. Ford	Cap 7811825; (4514 1825-ASCAP 19. Washburn, Mercury 5736; R. Gilbert, Decca 27877; R. Flanagan, Victor 20-4462)	15	18	22.	DOWN YONDER	C. Butler	Cap 7813953; (4514 3953-ASCAP	1	—	24.	BERMUDA	Bell Sisters-M. Rene Ork	Victor 20-4422; (4514 4422-BMI	1	—	24.	TELL ME WHY	E. Fisher-M. Winterhalter	Victor 20-4444; (4514 4444-BMI	10	22	26.	OUT IN THE COLD AGAIN	R. Hayes	Mercury 7815724; (4515 724045-ASCAP 18. Eckstein, MGM 11675; M. Carson, Victor 20-4259; B. Davis, Coral 68045; J. Lee, Capitol 1896; Rawlin D. Washington, Mercury 8257)	4	28	26.	CHARMAINE	G. Jenkins	Decca 27859; (4514 27859-ASCAP	1	—	26.	SLOW POKE	Hawkshaw Hawkins	King 20-7996; (4514 7996-BMI	2	28	29.	SHRIMP BOATS	D. Gray	Decca 27832; (4514 27832-ASCAP	3	—	30.	CRY	Four Knights	Cap 7811875; (4514 1875-BMI

# HANK SNOW

the "Singing Ranger" and  
his Rainbow Ranch Boys  
on their **FIRST HYMN RELEASE**  
*accompanied by The Jordanares*

## "THESE THINGS SHALL PASS"

*and*

## "PRAY"

RCA VICTOR RECORD NO. (78) 20-4398; (45) 47-4398

Affiliated with  
HILL & RANGE Songs

Publicity & Promotion:  
Boo Terry  
Box 2367, Hollywood, Calif.

Direction: **JAMES E. DENNY**  
WSM ARTIST SERVICE BUREAU  
Nashville, Tenn.



# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## • Best Selling Retail Folk (Country & Western) Records

Based on reports received January 2, 3 and 4

Records listed as Country and Western records that sold best in 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/Weeks/Weeks	Title	Artist	Label
15	1	1. SLOW POKE	Pee Wee King	Capitol
41	4	2. COLD, COLD HEART	Hank Williams	MGM
8	2	3. LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Capitol
23	4	4. ALWAYS LATE	Lefly Frizzell	Capitol
2	9	5. GIVE ME MORE, MORE, MORE	Lefly Frizzell	Capitol
20	2	6. MOM AND DAD'S WALTZ	Lefly Frizzell	Capitol
5	10	7. MUSIC MAKIN' MAMA FROM MEMPHIS	Hank Snow	Meridian
14	6	8. SOMEBODY'S BEEN BEATING MY TIME	E. Arnold	Meridian
11	7	9. HEART STRINGS	E. Arnold	Meridian
2	8	10. SLOW POKE	H. Hawkins	King

### Coming Up

1.	SLOW POKE	Tiny Hill	Meridian
2.	HIGHEST BIDDER	Hank Snow	Meridian
3.	TOO OLD TO CUT THE MUSTARD	R. Foley-E. Tubb	Meridian

## • Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received January 2, 3 and 4

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

POSITION	Weeks Last This to date/Weeks/Weeks	Title	Artist	Label
12	1	1. LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Capitol
18	2	2. SLOW POKE	Pee Wee King	Capitol
3	3	3. GIVE ME MORE, MORE, MORE	Lefly Frizzell	Capitol
2	9	4. WONDERING	W. Pierce	Meridian
2	5	5. MUSIC MAKIN' MAMA FROM MEMPHIS	Hank Snow	Meridian
22	9	6. MOM AND DAD'S WALTZ	Lefly Frizzell	Capitol

(Continued on page 85)

## FOLK TALENT AND TUNES

By JOHNNY SIPP

### Artists' Doings

Hank Williams will undergo surgery for a spinal condition shortly. . . . Mike Riley, op of the Roosevelt Lounge, Detroit, must contact Smokey Plancher as soon as possible. . . . Norm Riley, Hank Snow's ex-p.m., is managing Lonzo and Oscar and Moon Mullican. Frankie More, the ex-band leader who has been managing the Carter Sisters, will also work with Riley. Wesley Tuttle, Jimmy Wakely and Maggie Whiting visited the "Grand Ole Opry" recently. Tuttle, who had been with Coral, returned to the Capitol fold.

Johnny (Wright) and Jack (Anglin) and the Tennessee Mountain Boys have added Les Wilburn, formerly of the Wilburn Family, on bass, thus giving Wright a chance to return to guitar. The Wilburn Family, which previously worked on KWKH, Shreveport, La., has disbanded until one of the four brothers returns from service. Hubert Long, group's manager, is negotiating with Victor for a new pact for the boys.

### Disk Jockey Doings

Slim Lay is spinning the disks at WFMI, Cullman, Ala., and not Cullman, La., as was erroneously reported. . . . A. E. Turner, KSWA, Graham, Tex., reports that the Country Boys, Al Petty, steel; Curtis Kirk, guitar, are working his station. . . . Jack Gardner, WBIP, Boonville, Miss., has started telling his listeners about The Billboard's poll every week, asking that they send in their top 10 favorite tunes so that he can get a more accurate list of the most requested numbers.

### C&W Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the country and Western records received this week.

I WOULD IF I COULD  
The Carleys. . . . Mercury 6571

Longhorn Joe, KROW, Oakland, Calif., and Cottonseed Clark, KVSM, San Mateo, Calif., promoted a series of Hank Snow dates on the Coast in December. Cliff Mercer, the former WLOU, Louisville, spinner, who recently joined WKRC, Cincinnati TV outlet, is starting an

## • Most Played Juke Box Folk (Country & Western) Records

Based on reports received January 2, 3 and 4

Records listed as 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/Weeks/Weeks	Title	Artist	Label
16	1	1. SLOW POKE	Pee Wee King	Capitol
10	2	2. LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Capitol
2	3	3. GIVE ME MORE, MORE, MORE	Lefly Frizzell	Capitol
2	4	4. BABY, WE'RE REALLY IN LOVE	Hank Williams	MGM
1	4	5. MUSIC MAKIN' MAMA FROM MEMPHIS	Hank Snow	Meridian
12	3	6. SOMEBODY'S BEEN BEATING MY TIME	E. Arnold	Meridian
3	7	7. SLOW POKE	H. Hawkins	King
8	6	8. ALABAMA JUBILEE	Red Foley	Decca
31	10	9. COLD, COLD HEART	Hank Williams	MGM
23	8	10. ALWAYS LATE	Lefly Frizzell	Capitol
20	5	11. MOM AND DAD'S WALTZ	Lefly Frizzell	Capitol

### Coming Up

1.	DON'T LEAVE MY POOR HEART BREAKING	Cowboy Copas E. Lawrence R. Patton	King 15133
2.	TOO OLD TO CUT THE MUSTARD	Red Foley-E. Tubb	Meridian 65387
3.	BUNDLE OF SOUTHERN SUNSHINE	E. Arnold	Meridian 64113

afternoon h.b. d.j. show over the video outlet soon, with a live full-hour show following it. . . . Joe Powers, WNAV, Annapolis, Md., has started a "daily show over WJMX, Rockville, Md. . . . Marty Roberts, WJZ, Decatur, Ill., moves to WCKY, Cincinnati.

Smokey Smith is starting a new Friday show to be heard from 7 to 8 p.m. over KRNT, Des Moines, featuring top country tunes. Smith will make a personal appearance at the "Cowtown Jubilee" in Kansas City, Mo., this month, and will also appear at the KRNT Theater with Little Jimmy Dickens. . . . Ambrose Haley,

KHMO, Hannibal, Mo., will book name talent at the Sky View Ranch this summer. He also plans to bring in names at the Hannibal Armory in the near future.

## JUBILEE HITS For You in '52 4 SOLID SMASHES

THE ORIOLES "BABY, PLEASE DON'T GO"

"DON'T TELL HER WHAT HAPPENED TO ME"

NEWEST SOUND ON WAX BUDDY LUCAS and His Band of Tomorrow "DIANE"

"UNDECIDED"

SONNY (Orioles) TIL "FOR ALL WE KNOW" and "FOOLS WORLD"

THE SLEEPER HIT on the ROBIN LABEL "WHERE ARE YOU?" and "HOW COULD YOU"

THE MELLOW MOODS Robin 105

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# Watch!-JOHNNY HORTON

EXCLUSIVE ON THE **ABBOTT LABEL**  
Western and Folk Field

• THE COUNTRY AND WESTERN DISK JOCKEYS PICK

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not passed up. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be.

• TALK GOBLER TALK. . . . Johnny Horton . . . Abbott

**DONE ROVIN'**  
Plaid and Calico (Billboard rating 85) #102

**TALK GOBLER TALK**  
SHADOW ON THE BAYOU #105

**CANDY JONES**  
DEVILISH LOVELIGHT #100

**BIRDS AND BUTTERFLIES**  
COAL SMOKE, VALVE OIL AND STEAM (Billboard rating 74) #103

**MEAN, MEAN SON OF A GUN**  
HAPPY MILLIONAIRE #101

**IN MY HOME IN SHELBY COUNTY**  
(Down, Near Memphis, Tennessee)  
GO WASH THEM DIRTY TIE  
(Before You Go to Bed) #104

**SMOKEY JOE'S BARBECUE** #106

**IT'S A LONG ROCKY ROAD**  
ON THE BANKS OF THE BEAUTIFUL NILE #107

PERSONAL MANAGER  
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# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## Best Selling Retail Rhythm & Blues Records

Based on reports received January 2, 3 and 4

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whom customers' purchase rhythm and blues records.

POSITION	Weeks   Last   This	Title	Artist	Label	Weeks/Weeks
4	4	1.	CRY Little White Bird That Cried	J. Ray	Dot 1072
16	2	2.	I GOT LOADED It's You, Yes, It's You	Peppermint Harris	Atlantic 944
7	3	3.	COLD, COLD HEART Mixed Emotions	D. Washington	Mercury 7825728; (45)5728045-BMI
6	4	4.	WEEPING AND CRYING Shuffle Bug	Griffen Brothers	Dot 1072
7	—	4.	BECAUSE OF YOU Dee Jay Special	Tab Smith	United 104-BMI
15	7	6.	FOOL, FOOL, FOOL Needles	The Clovers	Atlantic 944
9	1	7.	FLAMINGO I'm Getting Sentimental Over You	E. Bostic	King 7844473; (45)45-4475-ASCAP
2	6	8.	THREE O'CLOCK BLUES That Ain't the Way to Do It	B. B. King	RPM 339-BMI
1	—	9.	CRY BABY	P. Mayfield	Specialty 461-BMI
2	14	10.	HOW MANY MORE YEARS Moanin' at Midnight	Howling Wolf	Chess 1479

## Most Played Juke Box Rhythm & Blues Records

Based on reports received January 2, 3 and 4

Records listed are rhythm and blues 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 rhythm and blues records.

POSITION	Weeks   Last   This	Title	Artist	Label	Weeks/Weeks
5	5	1.	WEEPING AND CRYING	Griffen Brothers	Dot 1072
11	1	2.	FOOL, FOOL, FOOL	Clovers	Atlantic 944
11	2	3.	I'M IN THE MOOD	J. L. Hooker	Modern 836-BMI
16	4	4.	I GOT LOADED	Peppermint Harris	Atlantic 944
5	9	3.	CHILL IS ON	J. Turner	Atlantic 949-BMI
10	3	6.	COLD, COLD HEART	D. Washington	Mercury 7825728; (45)5728045-BMI
2	—	6.	HOW MANY MORE YEARS	Howling Wolf	Chess 1479
7	—	8.	HEY, LITTLE GIRL	J. Godfrey Trio	Chess 1478-BMI
2	—	9.	BECAUSE OF YOU	Tab Smith	United 104
7	—	9.	SEVEN LONG DAYS	Charles Brown	Atlantic 7813092; (45)45-3092-BMI
4	—	9.	SADDLE THE COW	R. Gordon	RPM 324-BMI

## RHYTHM AND BLUES NOTES

By HAL WEBMAN

Billy Eckstine will take off for his first Southern tour since he embarked on his career as a single warbler some five years ago. Eckstine will work the tour with Count Basie's new big one as co-featured attractions. Trek will consist primarily of one-night dance promotions, and the package will pull down a low of a \$2,500 guarantee against 60 per cent of the gross. The Eckstine-Basie package will wind up the trip on March 21. Eckstine currently is vacationing and will return to activity on January 12 for an appearance on the NBC-TV "All-Star Revue" session with Spike Jones' Music Depreciation organization. (For full details see story in music news columns.)

Billy Shaw this week opened a Hollywood office, marking the first major expansion of his Shaw Artists Corporation agency in the almost two years that he's been in business. Shaw heretofore has been working the Coast area via split commission arrangements and special working arrangements with Hollywood bookers. The Hollywood office is being run by Cliff Aranzano, who left the Coast office of the Associated Booking Corporation to take the new post.

### R&B Records to Watch

In the opinion of The Billboard's music staff the following records show the best sales and performance potential among the rhythm and blues records received this week.

- I CAN'T STOP LOVING YOU - Sara McLawler - King 4495
- RIDE, DADDY, RIDE - Fats Noel - DeLuxe 1549

### Hollywood

Rates for the Hunter Hancock package show, which is being peddled by Teletape Productions, are five 30-minute shows a week, \$12.50 (500-w. stations); \$15 (1,000-w. stations); \$18.50 (5,000-w. stations); \$20 (10,000-w. stations), and \$25 (over 10,000-w. stations). Partial service of weekly five-minute shows are also being furnished. The open-end programs include gospel, spirituals, interviews with Negro personalities, platitudes and various gimmicks. A new club, the Turbin Room, opened on Central Avenue (Harlem) by Harry Weis.

## Rhythm & Blues Record Releases

- Blowin' the Boogie—Paul Williams & His Hucklebuckers (It's All) Savoy 831
- Good Lovin'—"W" Bomb Ferguson (Slowly) Savoy 830
- I'll See You to My Dreams—Four Tunes (Tell Me) Victor (45) 47-4427
- It's All Over, Baby—Paul Williams & His Hucklebuckers (Slowly) Savoy 831
- Slowly Gettin' Crazy—"W" Bomb Ferguson (Good) Savoy 830
- Tell Me Why—Four Tunes (I'll See) Victor (45) 47-4427
- Wheel of Fortune—Eddie Wilcox (It's) Savoy Gale (You Showed) Doty 787
- You Showed Me the Way—Eddie Wilcox (It's) Savoy Gale (Wheel) Doty 787

CATCHING ON FAST  
**BLUES ON THE DELTA**  
by WILLARD Mc DANIEL  
#415  
Specialty records

Write for LATEST CATALOG  
NEW RECORDS  
500 Different "Standards" and  
Hit Tunes. 33 1/3, 45 & 78 rpm.  
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L.P.'s UP TO 75% OFF.  
45 RPM 60% OFF  
Over 1,000 Satisfied Customers  
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PLaza 7-0636  
Complete Inventories Bought

## Rhythm & Blues Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	SWING	BLUES	ROCK	POP
<b>THE SWALLOWS</b> Roll, Roll, Pretty Baby KING 4515—A fine boogie blues item handled in the back dance style adds up to a strong waltz item as the group gets a fine piano backing to aid their relaxed-but reading.		84	85	84	84
<b>Tell Me Why</b> Group's reading of the pop ditty is efficacious coverage for the r.&b. market.		72	73	70	72
<b>SONNY THOMPSON ORK</b> Mellow Blues, Parts 1 & 2 KING 4488—Thompson here has his most effective slicing in ages. It's a fine driving big band which places the accent on selling the beat. Makes a wonderful item for the dance crowd and should prove a standout juke box entry. One side's just as effective as the other.		83	84	81	84
<b>SARAH McLAWLER</b> I Can't Stop Loving You KING 4495—New launch with a style falling somewhere between Billie Holiday's and Dinah Washington's, impresses mightily on an "I'll Never Be Free" type of beat blues ballad. Song's got more than the usual quality and the performance is swinging. Sticks up as one to watch.		83	83	83	83
<b>I Gotta Move You</b> Though continues to impress on a straight ballad of mediocre quality.		69	72	68	68
<b>FATS NOEL</b> Ride, Daddy, Ride DE LUXE 1549—A real romping sliker with a touch of the old-fashioned. Reminds much of "Wide Red Rider" in spirit and racing tempo. Noel shouts "It fine and it backed up by energetic shouts and some good instrumental work. Should stir the cele.		83	85	80	83
<b>Feelin' the Blues</b> An after hours type blues instrumental is pleasant and not particularly different from the dozens of others in the genre.		71	70	70	73
<b>LINCOLN CHASE</b> Loved One DECCA 48277—Chase injects a lot of feeling into his flexible-voiced chanting of the fine old love ballad. Strong as, thus.		81	82	80	81
<b>I Do Believe</b> Chamber and combo switch to a honking rocker with a head-clapping beat.		79	80	78	79
<b>BIG TOM COLLINS</b> Heartache Blues KING 4483—StanJout Southern blues effort both with regard to material and performance. Should do well.		81	82	80	81
<b>Real Good Feeling</b> Medium beat blues which really gets a rock going is charted persuasively by Collins whose style and sound is accordingly familiar.		78	78	77	80
<b>IVORY JOE HUNTER</b> Blue Moon MGM 11332—Typical Ivory Joe run-thru of the Rodgers and Hart standard. Should do well with his following.		77	78	76	77
<b>U Name It</b> Tenor horn leads the group thru an instrumental rocker containing some familiar riffs and a few touches of light boogie.		68	68	68	68

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STARTING '52  
WITH A **BANG!**

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**GREAT RECORDS**

SAVOY #831  
**PAUL (Hucklebuck) WILLIAMS**  
recording exclusively for Savoy

**"IT'S ALL OVER NOW"**  
DANNY COBB, Vocalist  
backed by

**"BLOWIN' THE BOOGIE"**  
INSTRUMENTAL

SAVOY #830  
**"H-BOMB" FERGUSON**  
NEW SENSATIONAL Recording  
exclusively for Savoy

**"GOOD LOVIN'"**  
backed by

**"SLOWLY GOIN' CRAZY"**

**Savoy RECORD CO., INC.**  
58 Market St., Newark 1, N. J.

LET'S RIDE THE IMPERIAL  
BANDWAGON FOR '52

**5165 LIL' SON JACKSON**  
**UPSTAIRS BOOGIE**  
**ALL MY LOVE**

**5167 FATS DOMINO**  
ALSO AVAILABLE ON 45 RPM—45/5167  
**YOU KNOW I MISS YOU**  
**I'LL BE GONE**

**5168 MARY WALLACE**  
**I'M HUNCHED**  
**REAL FINE DADDY**

**5170 BIG JAY McNEELEY**  
**DEACON RIDES AGAIN**  
**BLOW, BLOW, BLOW**

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the WEAVERS

and



GORDON JENKINS

and his Chorus and Orchestra on a 2-Sided Smash!



DECCA 27928 (78 RPM) DECCA 9-27928 (45 RPM)

"OLD PAINT" (Ride Around Little Dogies)

and "WIMOWEH" (Pronounced WEEM-O-WAY)



America's Fastest Selling Records

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

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) overall; (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.

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

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, POPULAR. Rows include PERRY COMO, NAT COLE, DEBBIE REYNOLDS, RAY ANTHONY ORK, NORMAN KAYE, ELLA FITZGERALD-LOUIS ARMSTRONG, DINAH SHORE, GORDON JENKINS ORK, MINDY CARSON-MERV CRIFFIN, JOHNNY OESMOND, TOMMY EDWARDS, VERA LYNN.

(Continued on page 42)



America's

1st BIG Hit of '52



Paul Cowie

Singing England's SENSATIONAL Hit!

"TULIPS and HEATHER"

RCA VICTOR 20-4453 (78 RPM)  
RCA VICTOR 47-4453 (45 RPM)

the **BIG** <sup>New</sup> **HITS** are on ...

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Welcome to America!

VERA LYNN

The Sweetheart of our G.I.'s in England has at last arrived on a visit. She will make many Radio and T.V. appearances and will frequently sing her two latest and greatest

**IF YOU GO**  
JEALOUSY  
with Orch. Accp. No. 45-1156

and

**TULIPS AND HEATHER**  
ONCE I LOVED YOU  
with Orch. Accp. No. 45-1172

No. 1156

No. 1172



"THE FINEST SOUND ON RECORD"

LONDON RECORDS

# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## Record Reviews

90-100 TOPS  
80-89 EXCELLENT  
70-79 GOOD  
60-69 SATISFACTORY  
0-59 POOR

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	TOP 100	TOP 40	TOP 20
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Continued from page 40

### POPULAR

<b>BOB EBERLY</b> These Precious Things Are Mine CAPITOL 2915—A haunting tune is reworked permanently by the singer. Eberly sounds like he used to be the old Jimmy Dorsey days. Guitar background flavors the disk.	79--79--79--79				
<b>Wish You</b> The singer turns in a fine reading of a lovely new tune. Eberly sells the lyric with feeling and warmth.	78--79--77--79				
<b>CUY LOMBARDO ORK</b> I'll See You in My Dreams DECCA 27911—Melody on the side created by the motion picture of the same name should create a healthy demand for the song. The Lombardo version, with a Kenny Gardner vocal, is certain to get a good share of the business.	79--80--78--79				
<b>Good Night, Sweetheart</b> For the die-in-the-face Lombardo fans, this one will be most welcome. It's a fine indie, a typical Lombardo ork reading and a Kenny Gardner vocal.	75--77--74--75				
<b>VICTOR MARCHESI</b> Flamingo MGM 32684—Marchesi's unit here is an impressive one as he puts his powerful tenor pipes to work on the fast-rate standard. Choral group and Jeff Alexander's lush ork lend a heavy mist.	79--82--77--77				
<b>When I Dream of Home</b> More of the same power and projection on another fine song.	76--78--74--76				
<b>JAN GARBER ORK</b> Tavern Song, The CAPITOL 2905—A lively drinking song is handed a fitting poppy treatment. Should prove a profitable Midwestern tavern sticking, particularly to the favored Garber females.	78--78--75--80				
<b>Swingin' Down the Lane</b> Fluffy disco reading with exorable vocal and Roy Cordero filling out the stringing in solo of one of the several Gun Kato sides being brought to light via the movie of his life.	75--75--75--75				
<b>LES BROWN ORK</b> Let It Be CORAL 60622—Taking the best of the Billy May ork sound, the best of the old Dorsey "Yes, Indeed" and the finest of the Brown ork work, Les and Lucy Ann Peck come up with a best full, spiritual-like song which should rate topies.	78--79--77--79				
<b>I'll Never Let You Cry</b> The crisp ork sound, Lucy Ann Peck's chanting and a vocal group which has a fine barbershop quartet feeling, all add up to another fine wax item from the Brown band.	77--78--76--78				
<b>BILL SNYDER ORK</b> Flying Fingers DECCA 27907—Electronic gadgetry at work here, as Snyder makes like a perpetual motion plant on a ragtime item which sounds very much like "Alabama Jubilee." The sound is somewhere between a Les Paul guitar and a Del Wood 66.	77--80--75--77				
<b>Dizzy Fingers</b> More of the same on the standard glass piece.	75--78--73--75				
<b>AL MORGAN</b> I'll Never Let You Cry DECCA 27902—Morgan's stylized chant is well applied to one of the better, but little heard, standards.	77--78--75--78				
<b>Bluet Word I Know Is "Lonesome," The</b> Same type of tone, same type of rendition, same potential.	77--78--75--78				
<b>ART LUND</b> Be My Life's Companion MGM 11133—The active new ditty gets a rousing reading from Lund. Three Beans and a Peep and the Leroy Holmes ork. Should get some of the action on the song.	77--78--76--77				
<b>Business in Missouri</b> Material is a lightweight bouncer. Lund does well enough with it.	67--70--64--66				
<b>ELLA FITZGERALD</b> Lady Bug DECCA 27900—Ella puts her magic to work on a cute bit of rhythm material, effectively set in a beautiful Sam Deane orbit. Mainly for the fans.	76--78--74--76				
<b>Baby Doll</b> A breezy flick rhythm comes from "Belle of New York" is enhanced much by the fabulous thrush.	76--80--73--75				
<b>SIDNEY TORCH ORK</b> Red Samba, The CORAL 60624—A very pretty waltzlike samba is played with class and style by the ork. Those who dance the samba could get some kicks from this one.	75--80--70--75				
<b>Fiddlin' for Fun</b> The string section of the large sounding torch ork reaches a real work-out on this ditty, performed in funk style.	70--73--70--68				
<b>BLUE BARRON ORK</b> I Wish I Had a Girl MGM 11134—Another Gun Kahn standard from the "I'll See You in My Dreams" flick. The Barron ork, male group head it. Catchable song.	74--74--74--74				
<b>Tears</b> Sticky Beers and the group take the first chorus on an attractive pop weeper. John McCormack's polished style of reading Rick Kenny type poetry consumed the second chorus while the ork and group supply a nice background.	71--72--68--72				
<b>FRANK PETTY TRIO</b> I Wanna Say Hello MGM 11132—The upcoming number gets an adequate reading from Petty, but there's up a bit when the ten singer takes over. The disk isn't strong enough to compete with the Sutton waxing, the could get plays if the tune comes thru.	73--71--73--74				
<b>Love Letters in the Sand</b> The side is given a pleasant performance by Petty, and some fine piano work by DI Napoli.	69--69--69--69				
<b>HERB LANCE</b> Little White Cloud That Cried MERCURY 5761—Good coverage here by Lance, the Ray disk is too far in the lead to worry about competition.	72--75--70--72				
<b>Lonely Town, A</b> Lance hands a slick ballad in equally slick reading.	72--75--70--72				
<b>ETHEL SMITH</b> Domino DECCA 27896—The current pop click is neatly covered by Miss Smith and her Hammond organ. This version could make good change of pace for juke and full use here in some juke locations.	71--72--68--72				
<b>Charmaine</b> More of the same.	71--72--69--70				

(Continued on page 84)



Now on Coral . . .

# JOHNNY DESMOND

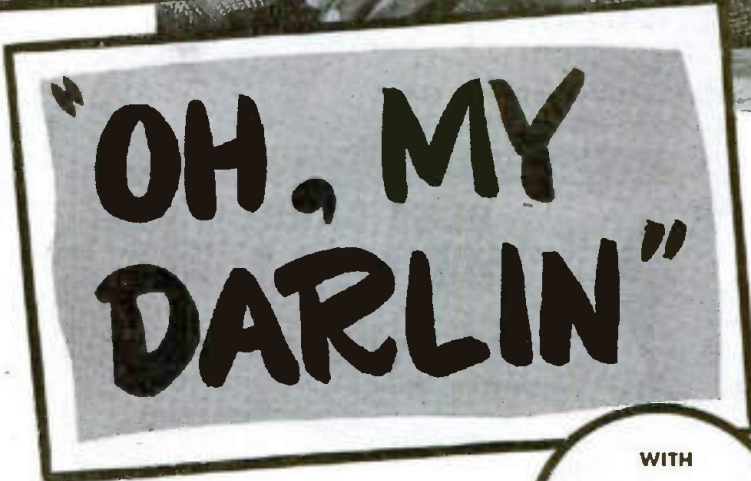
Orch directed by Tony Mottola



HIS FIRST RELEASE

CORAL 60629  
78RPM  
CORAL 9-60629  
45RPM

Two brand-new  
sensations  
by Coral's Dynamic  
New Recording Star



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RAY CHARLES  
SINGERS

**CORAL RECORDS**  
America's Fastest Growing Record Company  
(A subsidiary of DECCA RECORDS, INC.)  
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# NEW YEAR MONEY MAKERS



**BILLY ECKSTINE**

sings

**"A WEAVER OF DREAMS"**

b/w

**"TAKE ME BACK"**

MGM 11125 (78 rpm)—MGM K-11125 (45 rpm)

**TOMMY EDWARDS**

sings

**"PLEASE, MR. SUN"**

b/w

**"WHERE I MAY LIVE WITH MY LOVE"**

MGM 11134 (78 rpm)—MGM K-11134 (45 rpm)

**"MY CONCERTO"**

b/w

**"SOLITAIRE"**

MGM 11077 (78 rpm)  
K-11077 (45 rpm)

**"IT'S ALL IN THE GAME"**

b/w

**"ALL OVER AGAIN"**

MGM 11035 (78 rpm)  
K-11035 (45 rpm)

**DEBBIE REYNOLDS**  
**"OOGIE OOGIE WA WA"**

b/w

**"OOPS"**

From the MGM Film "THE BELLE OF NEW YORK"  
MGM 30493 (78 rpm)—MGM K-30493 (45 rpm)



**BLUE BARRON**  
**"I WISH I HAD A GIRL"**

b/w

**"TEARS"**

MGM 11136 (78 rpm)—MGM K-11136 (45 rpm)



**DANNY DAVIS**  
**"CRAZY HEART"**

b/w

**"I'M NOT ALONE"**

MGM 11103  
(78 rpm)  
MGM K-11103  
(45 rpm)



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## THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

### • 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.

- RETREAT** ..... Patti Page ..... Mercury 5772  
Another rock go by the singer, with the cheater sailing every time in the lyric. Flip side, "Come What May," is a warm ballad.
- PLEASE, MR. SUN** ..... Johnny Ray ..... Columbia 39636  
**BROKEN HEARTED** ..... These new sides will keep the singer right on top. "Please, Mr. Sun" is a warm new ballad, and the flip "Broken Hearted" is a standard.
- OLD PAINT** ..... The Weavers-Gordon Jenkins Ork. .... Decca 27928  
**WIMOWEH** ..... The quartet comes thru in fine style on the haunting Western ballad, "Old Paint." The other side is a strange, tempo-sounding folk-tune, with a one-word lyric.

### • 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. I'LL SEE YOU IN MY DREAMS ..... Doris Day ..... Columbia 39622
2. GARDEN IN THE RAIN ..... Four Aces ..... Decca 27860
3. I WANNA LOVE YOU ..... Ames Brothers ..... Capitol 60617
4. BE MY LIFE'S COMPANION ..... Mills Brothers ..... Decca 27899
5. MISS ME ..... Nat (King) Cole ..... Capitol 1893
6. SNOWFLAKES ..... Evelyn Knight-Guy Lombardo Ork. .... Decca 27922
7. HERE'S TO MY LADY ..... Nat (King) Cole ..... Capitol 1893

### • 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. I WANNA LOVE YOU ..... Ames Brothers ..... Capitol 60617
2. BE MY LIFE'S COMPANION ..... Mills Brothers ..... Decca 27899
3. WHY DON'T YOU LOVE ME ..... Rosemary Clooney ..... Columbia 39631
4. TRUST IN ME ..... Eddie Fisher-Hugo Wintermeyer Ork. .... Victor 20-6666
5. NEVER ..... Tomi Arden ..... Columbia 39577

### • 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. RIVER STAY 'WAY FROM MY DOOR ..... Richard Haydn ..... Mercury 5763
2. CRAZY HEART ..... Guy Lombardo Ork. .... Decca 27868
3. I WANNA SAY HELLO ..... Sophie Tucker

### • The Country and Western 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 the Country & Western Disk Jockeys think tomorrow's hits will be:

1. I'M IN LOVE WITH HOLLY ..... Red Fairy and Ernest Tubb ..... Decca 46307
2. HEARTBREAK RIDGE ..... Wesley Tuttle ..... Capitol 1916
3. POSTAGE DUE ..... J. Hunt

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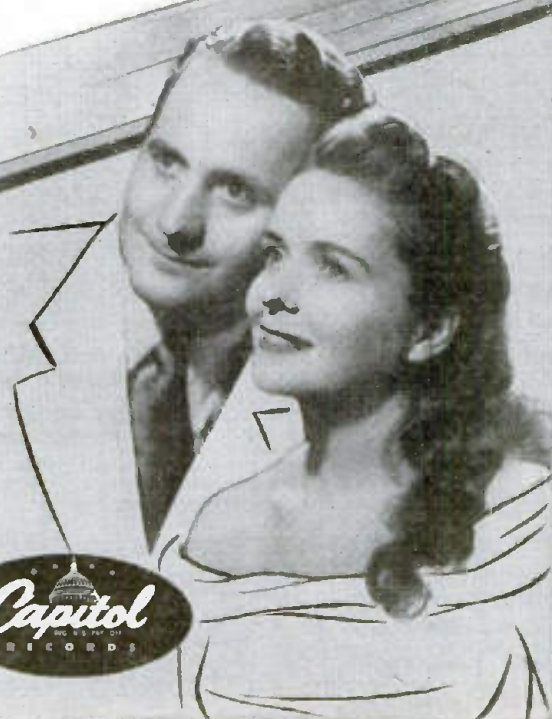
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- PITTSBURGH (CAD) 1007 Farbes St.
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- SOUTH BEND (S. R. Radio Distr. Co.) 432 Carroll Street
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- SYRACUSE (L. Gordon Distr. Co., Inc.) 1718 Erie Boulevard, East
- WASHINGTON, D.C. (Nelson & Co., Inc.) 3000 12th Street, N. E.



# Victor Lowers 10-Inch LP Pops Price to \$2.50

NEW YORK, Jan. 5. — RCA Victor this week cut the price on its LPM-1 to LPM-999 series of 10-inch pop LP records to \$2.50 plus tax. Formerly \$3, the disks now become the lowest priced long-play records on the label. All disks in the series contain six selections.

Two albums in the LPM 1 to 999 series which contained eight tunes, LPM-6 and LPM-51, have been deleted and relisted as LPM-3022 and 3023, respectively, and will retail at the regular \$3 price. Affected by the price change are 28 albums.

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# Music as Written

## Mike Conner Off Do Field Trip ...

Mike Conner, Decca Records' artist relations and promotion chief, leaves Monday (7) for a week's trip to survey the field. He will be in Buffalo that night to attend the Four Aces opening at the Town Casino. The rest of the week he will spend in Cleveland and Chicago.

## Tex Williams Slices Second Sides for RCA ...

Tex Williams last week sliced his second batch of sides for RCA Victor. Label's Coast chief, Henri Rene, supervised the date. Orkster cut four tunes which will be processed for earliest release. Williams' guest on Saturday (5) NBC show was George Morgan, Grand Ole Opry performer, who flew to the Coast from Nashville for the broadcast.

## Duncan Sets Extensive Midwest, Southwest Tour ...

Making his first extensive tour thru six Midwest and Southwestern States, warbler Tommy Duncan gets under way a series of more than 50 one-nighters March 3 in San Angelo, Tex. Trek winds up the end of April in Tulsa. Duncan returning to the Coast. Tour was set by Duncan.

## Brentano's Record Bar Closes January 15 ...

In order to utilize more space for displaying books, Brentano's, Inc. the retail book chain, is discontinuing the sale of phonograph records at its Fifth Avenue store in New York. For the past three years, Brentano's had a record concession in the store called the Record Bar. This concession will cease operation January 15.

## MacConkey Paris Dean To Do Telecriptions ...

A term contract for a series of telecriptions was inked last week between Eddie Dean and M. MacConkey Productions. First session is set for Tuesday (8). Dean was represented by Beep Roberts & Associates. Part calls for a series of 14 three-minute Westerns similar in format to the Snader telefilms. Dean is currently featured on the Leo Carillo weekly TV seg.

## MGM to Release Gordon MacRae Album ...

MGM Records will release a new album this week on all three speeds, by singer Gordon MacRae, called "Prisoner of Love." All of the disks in the album are from Musiercraft masters, which were made before he signed with Capitol Records.

## Mindy Carson to Open in St. Louis ...

Chanteur Mindy Carson, RCA-Victor thrush will make her first personal appearance since the birth of her baby, at the Chase Hotel in St. Louis, starting January 18 for two weeks. After that the singer will play the Baker Hotel in Dallas the week beginning February 4.

## New York

Veteran song plugger Mickey Addy, currently associated with the Famous-Paramount group, is scouting the lay of the land from his Lombardy Hotel headquarters in Miami. Hill report back to the boys in two weeks. After that the singer will play the Baker Hotel in Dallas the week beginning February 4.

Betty Clooney has been set for the Bob Haymes video show next Tuesday (8). The Vaughn Monroe radio show from Kansas City, Mo. January 12, a week at Lincoln Woods, York, Pa., beginning January 14, a week at Club Kavakos, Washington, beginning January 28, and a week at the Town Casino, Buffalo, beginning February 4. Jean Aberbach in town from the West Coast to

check Hill & Range puberry operations here. . . . Miriam Stern, executive secretary of the Songwriters' Protective Association, is off for a week's vacation in Nassau, Jamaica. . . . Danny Scholl goes into "Top Banana" January 14, replacing Lindy Doherty. Scholl cut two sides for RCA Victor January 4.

Tony Bennett will marry Patricia Ann Beech early in February. Miss Beech, a Mansfield, O. gal, is not connected with show business. . . . The Bernie Mann ork has switched from Music Corporation of America to General Artists Corporation. . . . Sammy Kaye, Elliot Lawrence, Key Armen and Guy Lombardo have cut special interviews and songs for the March of Dimes campaign. Transcriptions will be sent to 2,000 radio stations.

Dave Weingarten, brother of song plugger Rae Zelde, is launching a campaign to exploit his tune, "I Never Knew I Cared So Much Until You Said Goodbye." Song was featured on Arthur Godfrey's TV and radio shows by Janette Davis and Columbia Records has set it for a recording. . . . Organist John Cross is now playing at the Camellia Gardens niter, Atlanta.

Songwriter Irving Caesar hit the road last week in behalf of his song "If I Forget You" currently revived by a disking by Merv Griffin on Victor Records. . . . Sonny Callejo, pop singer, just cut two sides for King Records. . . . Jeanne Burns and Dave Saxon, who have collaborated as song writers for the past few months, have decided to expand their collaboration by opening their own publishing firm, Saxon-Burns Music Co.

Nick Lucarelli, a member of the ABC sound effects department, has written the lyrics to two new tunes, "A Lovely World," and "Yesterday's Song." They have been recorded by Paul Valentine and Sarah Loy Harris respectively.

## Chicago

Tiny Hill has been set for Rainbow Ballroom, Denver, for two weeks starting Friday (11). The Preview has picked up the option on Serge Cheloff for an indefinite period. . . . Helsing's will hold to its Dixieland policy when Danny Alvin and his combo succeed George Brunis Wednesday (8). . . . Irving Marcus, national sales manager for Peacock, in town to kick-off the firm's first two releases this year, one by Gatemouth Brown, the other by the Bells of Joy. . . . Sherman Hayes, now at the Mayfair Room, cracked several ribs in an accident during the recent snowstorm, but continued to front his ork.

## Philadelphia

Bass man Leonard DeFrance Jr., who is now with the Don Nichols band at Cinelli's, fills in his Sundays by traveling to New York to play on the Fred Wang video network show. . . . Louise Ayres, wife of playwright Edward Malle, and her co-author, Al Scottoline, have been elected to membership in ASCAP. . . . Academy of Music, concert hall which is widely used for the jazz and pop concerts as well, will hike its rates for the 1952-53 season, adding \$100 to the present scale of \$750 per concert rental, plus charges for rehearsal periods. . . . Former maestro and pianist Bert Lemish was seriously stricken with a heart ailment. . . . Altho elections at Local 77, AFM, won't be held until May, the campaigning at the local union has already begun. Leading contestants at this early date are Romeo Galia, current vice-president, and Frank Liuzzi, the former local prexy.

## Hollywood

MGM's "Belle of New York" soundtrack album is skeddied to hit the stands February 15. . . . Jo Ann Greer cut her second session for Standard Transcriptions following completion of Columbus's "Rainbow 'Round My Shoulder." . . . David Rose is musical director for Metro's "Everything I Have Is Yours." Marge and Gower Champion are featured in the musical. . . . MGM's "The One-Piece Bathing Suit" will have Adolph Deutsch as musical director. . . . Metro music aide Harold Gelman, back at the studio after a check-up at Mayo Clinic. . . . Scoring on "Invitation," at Metro, began last week

(31) by Johnny Green. . . . Kathryn Grayson and Howard Keel pre-recorded "The Touch of Your Hand" for "Lovely to Look At" at MGM. . . . Harry Tobias cloffed "You're Never Too Old to Be Kissed." . . . Fiddler Florian Zebach postponed his Gotham visit to continue TV guestings. He does the NBC "Hollywood Music Box" Thursday (10) and CBS' "House Party" Friday (11). . . . Arthur Freed's five color fix for the new year include "Invitation to the Dance," "I Love Louisa," "The Sigmund Romberg Story," "The Adventures of Huckleberry Finn" and "Brigadoon." . . . Danny Kaye last week (2) checked in at Samuel Goldwyn studio to do 10 songs for "Hans Christian Anderson," all by Frank Loesser. . . . Doris Day sings "Old St. Nicholas" in Warner's "Alexander, the Big Leaguer." . . . Jonie Taps wound up "Rainbow 'Round My Shoulder," his third musical of the year. . . . Earl Mills last week returned from touring with thrush Dorothy Dandridge.

## Glaser Agency Gets McDonald

HOLLYWOOD, Jan. 5.—Billy McDonald, vet orkster and former partner in the Molina-Dega Agency, this week (4) joined Joe Glaser's Associate's Booking Corporation and will work on the Coast with ABC Western chief, Bob Phillips. McDonald will handle locations, cocktail units and assist on one-nighters. He replaces Mort Ruby, who was with ABC for a short time last month. McDonald brings with him Pinky Tomkin, Luis Arcazar, Carlos Molina, Chuchu Martinez, Estelita, Rafael Mendez, Carmen D'Antonio, Perez Prado and possibly other attractions. Of the above talent, Prado is the lone doubtful artist, a matter which will be clarified as soon as McDonald can contact the mambo batoner.

## Muscarella, Morgan Talk

NEW YORK, Jan. 5.—Negotiations are currently under way between Al Morgan and Ray Muscarella, with the strong possibility that Tony Bennett's personal manager will take on p.m. duties for Morgan. When and if the papers are signed, it will be the first step in Muscarella's plan to set up a full-scale personal management business. Muscarella is known to be dicker- ing with come and a fern singer to add to his talent stable

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- ANN JONES TOO OLD TO CUT THE MUSTARD I CARRY YOUR PICTURE IN MY HEART 1017 and 45-1017
- MOON MULICAN HEARTLESS LOVER ANOTHER NIGHT'S COMING 984 and 45-984
- COWBOY COPAS THIS SWEET TO BE REMEMBERED (11) BECAUSE OF YOU 1000 and 45-1000
- FREDERICK SMITH & THE CHIEF DOWN YONDER SWEET BUNCH OF DAISIES OVER THE WAVES, MEDLEY 986 and 45-986
- JIMMIE OSBORNE MISSING IN ACTION GIVE BACK MY KING AND PICTURE 1038 and 45-1038

### SEPIA-BLUES

- EARL BOSTIC FLAMINGO I'M GETTING SENTIMENTAL OVER YOU 4475 and 45-4475
- SLEEP SEPTEMBER SONG 4444 and 45-4444
- WYNONNE HARRIS LOVIN' MACHINE LUSCIOUS WOMAN 4485 and 45-4485
- THE SWALLOWS IT AIN'T THE MEAT ETERNALLY 4501 and 45-4501
- I TELL ME WHY ROLL ROLL, PRETTY BABY 4515 and 45-4515

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- LITTLE ESTHER THE GRINNING BLUES KING-A-DING-DOO 12055 and 45-12055

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# Hocus-Pocus

By BILL SACHS

**M**CDONALD BIRCH and wife, Mabel Sperry, who retired to Birchwood, their home at Malita, O., following the closing of their fall tour at New Lexington, O., October 28, return to the wars this week when they hit out for Florida to begin on a set of dates arranged by Mabel's dad, E. L. Sperry, a Birch pilot for many years. Following Florida, the Birch unit invades Mississippi and Alabama, winding up the trek in Texas in the spring. . . . Eigin Mason has been cutting his magical didos on Los Angeles TV in recent weeks. He plans a hop eastward in a few months. Vernon Colbert, West Coast trixter, put in the holiday season in the Cincinnati area working club and kiddie shows for the Alma Balke office. Working with him was his wife, Loretta LaPeal, with her trained dogs. C. Thomas Megrum, after spending the holidays at his home in Rock Island, Ill., hit out for Utah and Idaho to play out a string for the Graham Music & Lyceum Bureau.

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# Copacabana, N. Y.

Continued from page 18

"Good Old Two a Day" with take-offs of showbiz greats now dead, was a genuinely heart-warming number. It could have sounded maudlin. Instead it was a moving routine because of her wonderful delineations. The only flaw in Miss Green's performance was her overlong routine with Gene Baxter (ex-Gene Wesson of the Weston Brothers). Baxter's mimicry, always skilful, was equally good here. But mimicry without comedy can be deadly. In their two-act, Miss Green did the mugging while Baxter did the voice. Bits were good for chuckles rather than yucks. They finished with an Edgar Bergen-Charlie McCarthy bit which used to be standard with the Weston Brothers. Baxter was Bergen; Green was the dummy. A little of it might have been amusing.

Harrison and Fisher, comedy ballroomologists, did fairly well though they might have done better if they cut their straight terps and went into comedy sooner.

The productions were top drawer. Harry Snow, a boy production singer, a good looking, slim chap, showed a fine looking, with more than average potentials. The hit of the productions, however, was Elaine Dunn, a clean, pert brunette, who can dance and sing. In fact her work was so outstanding that she seemed a cinch for better things out of the Copa. Sheila Arnold, girl production singer, was in too fast company.

Songs by Joan Edwards and Lynn Duddy (music and lyrics) were tuneful and commercially appealing. Opener, "In the Good Old Days," a Gay 90's type double novelty, should interest some top singers. A ballad, "Heart of Stone," with a gypsy beat, was another ear-teaser, while the closer, "Rejoice Brother," a semi-spiritual with a beat, made a solid closer.

Productions, with the lush Billy Livingston costumes, were splendid. The first had the kids in silver brocade gowns which they stripped off to show stylized mauve decade corsets plus plenty of gam. The second was in gold lame. The last had the girls wearing flaming red, the girl production singer in dead white and the soubrette in jet black.

Staging by Douglas Coudy was probably one of the best seen here in a long time.

Mike Bursio's band out the show. The upstairs room with new chatter disk, Kal Ross, seemed to be doing good biz.

Bill Smith.

# Beachcomber

Continued from page 18

at one end of the long room, and most of the customers couldn't see her strip act. Following the initial stint, they spotlighted her performance.

Easily stealing the thunder from Miss St. Cyr was Rudy Cardenas, a 22-year-old juggler whose work with balls and sticks gave credence to his billing as "the world's fastest juggler." Right up there with Cardenas was a dancing trio known as the Caribbeans, whose fast Latin stepping copped a big hand.

Show has lots of girls, most of them pretty and well costumed; the vocals of Norma Parker, and a flock of production numbers. Three of four blackouts, dull and unfunny, were junked after the opening night.

Lili, of course, is the big attraction. The set on the special stage was designed by Tom Douglas and incorporates a living room, bath room, and a kitchen. Lili is minked to the hilt and dripping with jewels. A uniformed maid helps her disrobe to black lace panties and bra. She wiggles her hips once or twice, and makes a big fuss about examining her diamonds.

As the maid holds up a dressing gown between the audience and Lili, she drops her underthings and steps into a bathtub where an air machine blows bubbles ceiling-ward. Same procedure occurs as Lili emerges from the tub, gets dressed and exits. More nudity is available in any of the 14 strip joints in town, or Minsky's burlesque house. Herb Rau.

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# Burlesque Bits

By UNO

Rita Cortez, following a week at the Gayety, Norfolk, Va., moves to the Howard, Boston. She celebrated a birthday on January 5 when she was gifted with a Cadillac which will be added to the house trailer now garaged at her home in Sarasota, Fla. She also is booked to head her own show revue on the Royal American Shows starting next May and will also be a feature attraction in the Moulin Rouge to be produced by Leon Miller, with the same carry. . . . Peter A. DeCensie, owner and operator of the El Rey, Oakland, Calif., is planning for wide-wide tours of Japanese girl shows to be based on old country tales and plays. . . . Jack Montgomery has booked a novelty strip act, "Fountain of Youth," featuring Deanna Dean for the Rialto, Chicago, opening January 10. Also Bobbi Bruce, Silver Frolics Club, Chicago; Delilah Lilly, Gayety, Toledo and Tiger Lilly, Rialto, Chicago. . . . Keith Linforth, who opened the Rivoli, Seattle, has taken over the Star from Harry Faros in Portland, Ore. . . . Tagore Carl, exotic dancer, has been booked for Los Angeles and Miami thru Sammy Clark. . . . Scotty Weston, formerly with the Bozo Snyder unit, is now booking acts in Oakland, Calif.

Rene Andre, Hirst circuit strip feature, has bought a two-bedroom house in Chicago for her adopted daughter, Jane Allison Steffers. . . . Sam Cohen, ex-manager of the Hudson, Union City, N. J., flew in from his home in Encino, Calif., December 29, to be present at the marriage of the theater's ex-spillie man, Paul Desavino Jr., to Patricia Thorne that day in the town's monastery. Following a reception at Capaletti's eatery, attended by the entire Hudson's staff, the newlyweds left for Fort Jackson, S. C., where the bridegroom is stationed as an Army private. Tom soldier buddies from camp also shared in the wedding festivities. . . . Hinda Wassau opened last Monday (December 31) in Allentown, Pa. . . . Frank Scannell is featured in a new TV show "Magic City," sponsored by the Shell Oil Company. . . . Tony Baldwin, new pound strip on the Hirst circuit with the Ainslee-Lloyd unit, emanates from Chicago niteries. . . . Max Ferman joined Tommy Timlin and Blaze Fury at the 22 Club, Miami Beach, last week. . . . Abe Gore switched from burly to niteries and is currently at the Club Pensacola, Pensacola, Fla. . . . Lana Wong is new at the Cingrill, Salt Lake City. . . . Flo Ash bowed at A. C. Williams' Driftwood Room in South Los Angeles.

George Lewis publicity relations counsel and executive director of the National Association of Gagwriters, which hold weekly sessions at the Main Studio, New York, has started a worthy project in the grooming and hatching out of future comics as well as gag and script writers. A visit to these Wednesday night shindigs is an educational and valuable

proposition in the way of providing easier upward travel for the prospective funster. . . . The new show at the Cashbar, Hollywood, features Mary Blar, Silk Slaven and Phyllis Inas. Dolly's Bowery, same town, shuttered for the weeks in order to renovate the stage and audience area. . . . Don Snively, stanchard at the Gayety, Detroit, has returned after a year in the Army with a master sergeant rating. . . . Harold Weinstein, former burly business in the Bronx, New York, is angling for a TV show. Brother Ed is also dealing in milk, and another brother, Chester, is interested in a gas station in Miami. . . . Changes at the El Rey, Oakland, Calif., have Will Hayes and Terry Lane off on a vacation; Billy Collins, back from a Christmas lay-off; Wing Toy, new from the Patio Club and Tivoli Theater, Mexico City; Paul D'Arcy, from the Burbank, Los Angeles; Judy King, from the President, San Francisco; Horrie Ross, from the Follies, Los Angeles; and Terry St. Clair, Wanda Winter and Jackie Dale, other new principals.

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Philly Theater Society Starts Second Series

PHILADELPHIA, Jan. 5.—The American Theater Society, linked with the Theater Guild for subscription play series at the Shubert legit houses here, will inaugurate a second series of plays this season. The first series of six subscription plays will be completed with the arrival of S. N. Behrman's new comedy, "Jane," at the Walnut Street Theater on January 14.

For the second subscription series, the American Theater Society is offering a set of three. William will be Rex Harrison and Lilli Palmer in "Venus Observed." Opening on January 23 at the Shubert Theater. The second offering will be "The Cocktail Party," due March 17 at a play.

(Continued on page 52)

Broadway Opening

PAL JOEY

(Opened Thursday, January 3)

Broadhurst Theater

A musical comedy. Book by John O'Hara. Music by Richard Rodgers. Lyrics by Lorenz Hart. Staged by David Alexander. Dances by Robert Alton. Settings by Oliver Smith. Costumes by Miles White. Lighting by Peggy Clark. Musical director, Max Meth. Musical orchestration by Don Walker. Company manager, Mike Goldfarb. Stage manager, Barry Ryan. Press representative, John "Toots" Press. Presented by Julie Byrne and Leonard Key in association with Anthony B. Farrell.

- Jack Waldron
Harold Lang
Irene Wood
Mildred
John Gallagher
Janice Ann Wagner
Mickey
Phyllis Davis
Diane
Francesa Kelly
Lynn Johnson
Eleanor Boleyn
Adelle
Rita Tanno
Priscilla
Gloria O'Malley
Linda
Vera
Vivienne Segal
Valerie
Barbara Nichols
Walker
Thelma Todd
Amazilia
Thelma Todd
Evelyn
Gordon Peters
Delivery Boy
Barry Ryan
Stage Manager
Carla Gordon
Lola, the Tenor
Lewis Soliday
Melba
Elsie Stritch
Ludlow Lowell
Lloyd Blinder
O'Brien
T. J. Halligan

DANCERS: Eleanor Boleyn, Bonnie Braw, Paula Doran, Eleanor Farrell, Jean Green, All, Patty Ann Jackson, Lynn Johnson, Helen Keller, Frances Kelly, Lisa LeGrave, Ethel Martin, June McGinn, Gloria O'Malley, Thelma Todd, Rita Tanno, Norma Thornton, Janice Ann Wagner, Harry Arns, Hank Brown, Edna Holmes, Ray Kyle, George Martin, Bob Miller, David Newman, Stanley Sizemore, George Vassersch.

Continued from page 3

if anything, improved on his own handiwork. Since there are many of them, the show moves at top speed. Keeping pace with their verve and imagination are Oliver Smith's lush backgrounds and Miles White's over- and-under body-drapings.

In sum, "Joey" is an all-over, beautifully integrated job. It shouldn't be regarded as a revival. It's one of the freshest and newest things song- and - dancewise to come along this season. It is a good bet that there'll be a run on the Broadhurst b.o.

Dramatic & Musical Routes

- Autumn Garden (Hanna) Cleveland
Bellet Theater (Hartman) Columbus, O.
Bell, Rock & Candle (Forrest) Philadelphia
Crestal Party (Devilant) Milwaukee
Candida, with Olivia DeHaviland (Erasmus) Chicago
Darkness at Noon (Case) Detroit
Penny Meeting You Again (Lucas) St. Louis
Green, Joe (Oskay) Washington
Gypsy (Shubert) New Haven, Conn. 16-12
Gentlemen Prefer Blondes (Opferman) Kansas City, Mo.
Gyps and Dolls (Shubert) Detroit
Jane (Playhouse) Washington, D.C. 16-12
Moon Is Blue (Royal Alexander) Toronto
Modern Primitive (Wilbur) Boston
Month of Sundays (Shubert) Boston
Moon Is Blue (Harris) Chicago
Member of the Wedding (Gearty) San Francisco
Mr. Roberts (Corrad) San Francisco
Oklahoma (Municipal Auditorium) Shreveport, La. 8-10
Robinson Crusoe (Little Rock, Ark.) 11-12
Rose Tattoo (Nixon) Pittsburgh
Paris 1919, with Corneille, Oly. Skinner (Academy of Music) Northampton, Mass. 12
Student Prince (Shubert) Philadelphia
Strike, The (Walnut St.) Philadelphia
South Pacific (Shubert) Chicago.

Off-Broadway Review

SPIPPIN HOUSE

(Opened Wednesday, January 2)

Provincetown Playhouse

A comedy by Ted Tiller. Staged by James Dyas. Set by Walter Berger. Lighting, Barry Baum. Stage manager, William Deprato. Press representative, Joe Frazer. Presented by Lucille St. Peter and Leonard Phlo.

The most off-Broadway presentations fall into an off-the-beaten-track category, the Drama Troupers' current offering, "Spippin House," by Ted Miller, is down such an old well-worn path as to be practically anonymous during the last decade. Billed as a new comedy headed for Broadway, this cliched script might better find its home in a not too enterprising high school or community group.

To outline the plot of "House" would be repetitious. Suffice it to say it contains elements from many of its predecessors, generous helpings of stock characters found in these little domestic comedies, just a pinch of its ancestors' humor—all beat until stiff. It seems incredible that time, money and energy would be spent with so little to show for it.

Author Tiller is not all to blame for this inexcusable production. There's also a cluttered set by Walter Berger, designed for a much larger stage and built in a kluge fashion from a slender purse. Fragmentary sets are, in this reporter's opinion, cheaper and more satisfactory than warring walls.

Not to be overlooked in this roster of the unbelievable is James Dyas' direction. Granted he is facing the above limitations, but his "funny bits" are straight from the crib. His pacing is okay, but he has drawn some of the most exaggerated characterizations from his actors seen this side of 1920.

And the actors. Ah, pity the poor actors! There was one Mel Tyler, a taxi driver, who got out and was replaced, but the rest bear their fate well. There's Anne Lives, who really shines among all this debris. A stand-out here, she must be great with a good script. Lois Hanson and Richard Turner would rate A's in a magic class for making something out of nothing, and Janet Maria Burtis takes what she's given and makes the most of it. Most to be pitied is Margaret Sheehan, whose character mold is so exaggerated as to be embarrassing—to the audience as well as herself. It's to her credit that she carries it off with ease, but at all. The rest in the cast deserve medals for bravery.

The question uppermost in this reporter's mind on seeing "House" is "Why?" Why was it written? Why was it produced? Why did the actors accept the jobs? Certainly the Drama Troupers defeat all logic. But they've done it; now let's forget it.

Dennis McDonald.

'17' Tour Quits After Philly

PHILADELPHIA, Jan. 5.—The road company of "Seventeen," which has been getting the advantage of holiday business for its fortnight at the Shubert Theater here ending tonight (5), will call it quits after the final local curtain. Despite the advance build-up for the show in Chicago, the company won't move. The closing is a special disappointment to veteran Alonso Bosan, a Chicagoan in the company who hasn't been back to the home town since he left for Broadway at the age of 12.

Detroit to Get Drama Stock In Round Style

DETROIT, Jan. 5.—The first full-fledged dramatic stock company to play Detroit in at least a decade is being organized by Barrie O'Daniels, with a tentative opening set for late in January. Production plans call for a low-budget operation of a theater-in-the-round, under the name of Circle Theater, in the former Tuiler Roof Garden on the 14th floor of the Hotel Tuiler.

The house is to have a 400-seat capacity and run for a 10-week season, with no name stars, but utilizing legit Broadway talent. A weekly change of bills is planned with a series of dramatic and comedy productions. O'Daniels has been director of the Detroit Civic Light Opera for several seasons until it was dropped last spring, but does not plan any musicals for the present season. Theater-in-the-round is familiar to Detroit play-goers because of a series of productions given for several seasons past by the Wayne University Theater.

Foreign Review

COLOMBE

(Opened Thursday, December 13)

New Theater, London

A comedy by Jean Anouilh. Adapted from the French by Denis Cannan. Staged by Peter Brook. Settings by Gurschler and Stanley Moore. Costumes by Motley. General manager, Bernard Gordon. Stage director, Philip Easton. Press representative, Vivienne Sperry. Presented by Tenner Productions, Inc. by arrangement with Broadway.

Madame Alexandra... Yvonne Arnaud... Juliette... Michael... John... Colomb... Joyce... Desfourcettes... David... Madame Georges... Rosalind... Surette... Elton... Mandarinet... Penelope... J. B. Priestley once wrote a play called "Time and the Conways" which contrasted the high hopes of youth in one act with the disillusion of their middle-age in the next. In "Colombe" Anouilh uses the same idea in the colorful theater of the Parisian 1900's.

Anouilh's notion concerns an unhappy son of a famous actress who despises him. He marries a little flower girl who loves him faithfully for two years until he is called into the Army and hands her over to the care of his gorgon mother. Back on leave he finds his demure darling laid siege to by every dotard in French comedy and already taken over by his slick younger brother. He tries to win her back, but she leaves him on the only night of his leave.

The Point: Now Anouilh establishes his point: "Food goes rotten, flowers fade. How can you expect love to go on fresh for ever..." It is hardly an argument to hold water, but it doesn't matter. He weaves his saga of cynicism into a beautifully-written play, well-adapted from the French by Denis Cannan and superbly directed by Peter Brook.

Brook handles the staging thruout with a mastery marred only by his urge for pace. Yvonne Arnaud, long-time French comedy queen of the London stage, gets her first important serious role. Tho she brings out every ounce of comedy in the lines, her (Continued on page 52)

'Widow' Nixes Dates in East

HARTFORD, Conn., Jan. 5.—Because of Western road commitments, the Bushnell Memorial's January 15-16 booking of the Shubert production, "The Merry Widow," has been canceled. Other key cities also canceled out were New Haven, Providence and Baltimore.

Sides and Asides

'Long Walk' Sets

Siem Bow March 20... Practice for "The Long Walk," the new comedy by Morris Ryskind and Harvey Haslip, will begin in two weeks (21), and the New York opening will come off March 20, according to Anthony Farrell, producer of the show. Farrell's production assistant, John Larson, will stage "Watch"... "Casey Jones" the musical by Richard Flournoy, Vernon Duke and Sammy Cahn, will not hit the boards until next season. Before that Arthur Carter, author of "The Number," and George Abbott, who staged "The Number," will finish their revisions of the book. Abbott will also stage "Casey," and may even be listed as co-producer with Richard Krausor.

Vivien Leigh III

Misses Performances... Vivien Leigh missed two performances of "Caesar and Cleopatra" this week because of a bad throat... Danny Scholl goes into "Top Banana" January 14 replacing Lindy Doherty. One or two tunes will be replaced, also. Scholl's last local stunt was in "Texas Li' Darlin'"... Claire Luce would like to co-star with English actor Antony Eastrel in a production of Shakespeare's

MORE BAGELS

2d "Yox" Edition in Miami Bow

MIAMI BEACH, Jan. 5.—Beckman & Pransky, in association with the Brandt Theaters, launched their second edition of "Bagels and Yox" here last week along the same lines as their earlier English-Yiddish vaude revue.

This one is titled "What, I'm Lucky." A song by that name is the keynote of the show, and one gathers that it means "Just because I'm spending the winter in Miami Beach, just loafing around a cabana surrounded by beautiful babes doesn't mean that I'm a lucky guy."

Considerably less Yiddish is included in "What, I'm Lucky" than its predecessor. In fact, even the little that was spoken was immediately translated into English. Basically, however, it's the same type of vaude presentation as "Bagels and Yox" and "Borscht Capades."

The Stars?

If this edition can be considered as having stars, they're singing-comedienne Patsy Shaw, humorist Emil Cohen, comedian Jackie Winston, Negro vocalist Napoleon Reed and a moppet named Woody Wilson. The Radio Aces are in it, too, as are Spanish dancers Trini and Manolo, and Janina Frost and her dancers.

The Frost group executes a production dance number with an Israeli theme. Music thruout is by Murray Rumsey, who also did the lyrics and direction. Felix Sadoksky handled the choreography, and Kasse Menroe's orchestra does the instrumentation.

P. Lawrence A 75G Bust; Assets Zero

NEW YORK, Jan. 5.—Peter Lawrence, producer of "Peter Pan" and "Let's Make An Opera," filed a voluntary petition in bankruptcy in New York Federal Court this week. He listed \$75,291 in liabilities owed to more than 80 unsecured creditors, and no assets. He owes \$12,791 to the government for uncollected withholding and Social Security taxes on the "Opera" company and the "Pan" touring company. Other creditors were Sylvia Siegler, who was co-producer of "Opera," Norman Del Mar, conductor of "Opera," John Burrell, director of "Pan," and Paramount Pictures.

"Much Ado About Nothing." She hopes to find a producer and have the show on the Steam by the spring... Louis Verneuil will stage and supervise a production of his "Affairs of State" at the Sombrero Playhouse, Phoenix, Ariz., the week of January 15. Bonita Granville will have the role being played by June Havoc in New York... John Killen, producer-director of the Great Neck Summer Theater, Long Island, New York, has optioned "Stray Seed," a poetic drama by TV scripter Milton Kramer. He hopes to produce it on Broadway, but if this is not possible before summer, he will test it at his summer theater with a name star... Jose Ferrer announced this week the sale of the Dutch rights to "Stalag 17" to the Dutch Royal Company of The Hague, who will present it in major cities of the Netherlands beginning next month.

(Continued on page 52)

Detroit Music Hall Is Sold

DETROIT, Jan. 5.—Sale of the former Wilson Theater, known for the past five years as the Music Hall, to Mervyn G. Gaskin, local manufacturer, was confirmed this week, with future plans uncertain. The building was the home of Detroit Symphony Orchestra under the well-publicized regime of Henry H. Rehehold, but has been closed for several months. It is expected the theater will revert to an auditorium or legitimate policy, similar to that followed from its opening during the 1920's until about five years ago. Demolition of the Downtown Theater, started two weeks ago, marked the end of a potential competitor for this house.

BROADWAY SHOWLOG

Performances Thru January 5, 1952

Table with columns for show titles, dates, and performance counts. Includes sections for DRAMAS and MUSICALS.

## Birthday Club Idea Hikes Ce-Mar Gross

CEDAR RAPIDS, Ia., Jan. 5.—Altho admitting that the birthday club idea is not new, the promotion having been used in roller rinks for years, Don McElhinney has come up with a new birthday club twist which he claims has more than doubled the gross at his Ce-Mar Acres Roller Rink here during the past year. McElhinney has passed the idea on to a few other rinks in Iowa and reports that they, too, noticed sizable increases in gross immediately.

Like other operators, McElhinney started his club with the idea of securing a mailing list and information as to the age of skaters, the school they attended and the class they were in. He soon realized, tho, that the mailing of birthday cards to skaters will not in itself create new skaters, nor will it increase box office receipts to mail a pass to skaters whenever they have birthdays.

### Helps Poor Nights

McElhinney's plan is designed to improve business on his two poorest nights of the week and at Saturday and Sunday matinees. For each of these sessions he picks 100 names (400 in a week) from his birthday club roster and mails each of those skaters five tickets good for the session designated. Since the skaters can use only one of the tickets, he will likely give the remaining four to close friends. In each case of children under 14, the tickets call for an afternoon session. Skaters over 14 receive passes good for a night session. "No amount of advertising gets the skaters as fast as these complimentary tickets," said McElhinney.

The giveaway, however, is not without monetary benefits, says McElhinney. His admission scale is 60 cents at night and 30 cents for matinees. The complimentary he mails carry a charge of 25 cents for night sessions and 15 cents for matinees, and since November 4, 1951, the federal tax on

these tickets has only been on the amount collected.

This plan, which has been in operation for a year, has produced a bumper crop of new skaters at Ce-Mar Acres, said McElhinney, thus boosting shoe skate rentals and the sale of new equipment. Crowds are made up mostly of younger skaters, partly due to the tickets and partly because many young men are going into the armed forces. The tickets tend to work better with a younger crowd because money saved on the admission means more to youngsters, said McElhinney. The average skater at a night session at Ce-Mar spends 80 to 90 cents. Thus skaters who come in on a 25-cent ticket will still spend 50 to 60 cents. McElhinney has found that 20 to 30 per cent of the passes mailed are used, so he can count on \$50 to \$75 extra gross, in addition to the 30-cent ticket charge, during any one week.

### Post Office Boost

In the past the Ce-Mar operator has mailed tickets with a third-class mailing permit. However, recently the post office has ruled that because he punches the date on the tickets, they are first-class material. The only way to circumvent this ruling, said McElhinney, is to have the printer print the days for which the tickets are good, and that might prove to be as expensive as paying 3-cent postage.

"I am sure that any rink owner who will work with this plan and give it a chance to succeed will

## Death Claims Ed M. Moorar

CINCINNATI, Jan. 5.—Edward M. Moorar, 84, former noted exhibition roller skater and for many years a rink manager, died here December 31 at the home of a cousin, Clifford M. Lovell, with whom he had made his home since retiring three years ago. Moorar, who died in his sleep, suffered a stroke several years ago. Born in Cincinnati January 5, 1867, Moorar learned his skating at Luce's Hall, Grand Rapids, Mich., and for many years appeared on the stage as a spinner. He also toured the rink circuit over a span of years with Adeline DeVore, another well known exhibition skater of the day.

Moorar broke into the rink management some years ago as pilot of the old Music Hall Roller Rink here, a post he held for two years. He left Cincinnati in 1920 to spend many years with the Careys' Carman Roller Rink, Philadelphia, and returned there later to close his last active years in the business. During his career he managed portable amusement park rinks and a number of rinks in other towns, including the YWCA Rink, Coatsville, Pa., in 1934. In the late '30's he spent two years as floor manager of William F. Safferino's Roller-drome, Cincinnati.

For several years during his career he was in the theatrical business and credited that experience with his success in putting on many rink advertising stunts and presentations. He was particularly proud of the fact that he once gave skating instructions to George Jessel and the late Al Jolson.

Services January 3 at the Wrasman & Barknecht Funeral Home, and burial in Spring Grove Cemetery, Cincinnati.

WILMINGTON, Del., Jan. 5.—Outfield of the baseball park here is being bounded by a dirt wall to create a 50,000-square-foot temporary ice rink. No admission will be charged.

## Hollywood Icer Ahead of 1951 At Chi Stadium

CHICAGO, Jan. 5.—Art Wirtz' "Hollywood Ice Revue" will wind up its run at the Chicago Stadium here Sunday (13) well ahead of last year's edition if the present business continues, according to Bill Horstmann, stadium exec.

Icer, which has Barbara Ann Scott this year and featured Sonja Henie a year ago, opened Christmas Eve in the face of record snowfall. Traffic tangles and weather held the start to a slow pace, but let-up in the weather has put the show ahead of last season's level.

Horstmann said the Wirtz staff was highly pleased with results at the icer's home base. Altho Sonja Henie's last appearance with the show here was not outstanding, business-wise, staffers here believe that the margin expected to be turned in by this year's edition over last will be more than adequate considering this year's new names.

Turnouts in recent days have been good, but no capacities have been scored in the huge building. New Year's Eve performance drew a large crowd with a gate figure within \$100 of last year's.

Horstmann said no bookings have been made for the show beyond Detroit as yet. However, Canadian stands are being negotiated.

## Henie Troupe Tabs Capacities At San Antonio

SAN ANTONIO, Jan. 5.—Sonja Henie brought her ice revue to San Antonio for the first time last week and has been polling capacity crowds at Bexar Coliseum. Run ends Sunday (8), after which the show hops to Houston.

There was no show scheduled for Wednesday (2), but performances were given to big crowds on New Year's Eve and New Year's night. Arena here gave the troupe its first chance to show at top advantage since it left San Francisco, opening stand. However, acoustics here hampered the show.

Miss Henie makes six appearances in the performance, one of them with Bob Harris. Betty Atkinson and Charles Hain fill feature roles. Rusty Rogers, Mickey Michaels and Bob Miller supply comedy. Norma and Norris, Buddy LaLonde and Tuffy and Gil McKellan also have prominent spots.

## Portland Arena Tabs 31G Gate To Set Record

PORTLAND, Ore., Jan. 5.—Use of the Pacific International Livestock Exposition arena for sports events during the slick winter period is proving to be an outstanding success, according to Walter A. Holt, manager.

A new record gate for boxing was established last week when the heavyweight bout between champion Ezard Charles and Joe Kahut of Woodburn, Ore., pulled 7,000 fans to the arena. Gate was reported as \$31,310. Collegiate basketball games also are drawing big crowds.

## Mannville, Alta., Set To Raise Arena Fund

MANNVILLE, Alta., Jan. 5.—Decision to start a fund-raising campaign for erection of a new arena was made at a recent association meeting of the Mannville Arena Association. Elmer Kreller was named secretary. Work on the arena is expected to start in the spring.

## HOT FOR ONE-NIGHTERS

## Names, Bands Big in Toledo As Hockey Takes Nose Dive

By DAPHNE (DEE) POLI  
TOLEDO, Jan. 5.—Hockey at the Toledo Sports Arena is taking a nose dive. Andy Mulligan, manager of the building, reports that former enthusiasm for the sport is dying. Season ticket holders and the general public are not dissatisfied with local teams, Mulligan says, but they are unhappy over referees of games.

Other than hockey, biz booms at the arena. "The Biggest Show of '51" with Duke Ellington, Nat (King) Cole, Peg Leg Bates and others, presented by the Gaic Agency, New York, recently played the arena and turned 'em away. One night stands, such as Horace Heidt and Guy Lombardo, are popular here and all have been doing turnaway biz.

Public ice skating, especially during the holidays, has gone over with a bang with youngsters and oldsters flocking to matinee and evening sessions at the arena.

Advance sale was big for the New Year's Eve show and dance at the arena. Show was "Grand Ole Opry," featuring Hank Snow, Jimmy Dickens, Minnie Pearl, and Cowboy Copas, three name bands for dancing and a floor-show. Arena was set up with tables, cabaret-style with favors and nonusers on each. Admission for the entire evening was \$2.40 per person. Food or drink was extra.

The arena, according to Mulligan, is looking for one-night-stand shows. During this season of hockey and basketball only availabilities are for one-night stands. The arena is also interested in weekly shows for spring.

### Cincinnati Garden

CINCINNATI — The Harlem Globe Trotters made their sixth appearance Christmas Night at the Cincinnati Garden, playing the Toledo Mercurys in a feature

professional doubleheader. The Philadelphia Spinas and the Boston Whirlwinds were billed for the other game.

In five previous appearances at the Garden the Globe Trotters played before 51,000 persons in three years. The last appearance again was a sellout.

### Wooster Group

WOOSTER, O.—One of the first college theater groups in the country to produce Christopher Fry's London and New York hit, "The Lady's Not for Burning," Little Theater presented at the Scott Auditorium, during the annual color day festivities, May 7-10.

## "Holiday" Icer Ups Early Sale At Milwaukee

MILWAUKEE, Jan. 5.—"Holiday on Ice" opened Friday (4) for a run thru Wednesday (9) at Milwaukee Arena with an advance sale well above last year's total. Block sales to 40 industrial groups in the area were set, with Allis-Chalmers taking 1,500 duets and Allen-Bradley Company coming in for 800.

House is scaled at \$2.50, \$2.10 and \$1.50. Innovation which is pulling strong results is a special bargain family matinee for Saturday afternoon, when youngsters pass the turnstiles at half price. Ticket offices have been operating in West Allis, Racine, Kenosha and Milwaukee.

Paul Dempsey, press agent, blanketed the State with advertising. He used spots on six Milwaukee and one Racine radio stations with 20 per cent of his budget going to radio. Campaign also included 300 transit cards, 65 24-sheets, 2,000 window cards and space in 140 daily and weekly newspapers within a 75-mile radius of Milwaukee.

## Lexington Preps '52 'Hi-Hat Revue'

PITTSBURGH, Jan. 5.—Final preparations have been completed for the January 8-13 showing of the "Hi-Hat Revue of 1952" at H. D. Ruhlman's Lexington Roller Skating Palace here, with nightly showings scheduled and matinees on Saturday and Sunday. The hour-long show has a cast of 75. Regular skating sessions will be held before and after each show.

Lexington skaters are now preparing for the Allegheny County dance eliminations which get underway in February. Pennsylvania RSROA championships in all divisions are to be held in May. This year Lexington is holding an adult beginners' class each Tuesday, 6:30 to 8 p.m. Children's classes are held Wednesday afternoons, and a class in teen-age dancing is held Thursday afternoons, 4:30 to 6:30.

Lexington's skating schedule includes nightly sessions except Mondays for 65 cents; daily week-day matinees except Mondays, 35 cents; Sunday matinees, 50 cents; Saturday morning kiddie sessions, 30 cents, and practice sessions on Sunday and Tuesday, 50 cents and 25 cents.

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# Drivin' 'Round the Drive-Ins

**R. S. STARLING** has received an okay from National Production Authority to construct a \$20,000 drive-in at San Angelo, Tex. . . . Derrick Drive-In is expected to open within the next several weeks at Crane, Tex. . . . Louis Littlefair, manager of the Palace and Burk Theaters at Burkburnett, Tex., for Theater Enterprises, Inc., has announced that the circuit will start work there on a 350-car open-airer, with cost estimated at \$75,000. . . . G. Davis has purchased a seven-acre site at Palacios, Tex., where he is in partnership with the Long Theater Circuit to build a drive-in. . . . Tulia Theater Company reported construction has begun on a 400-car open-airer at Tulia, Tex., and will be completed by early spring. . . . Arville Hayes, city manager at Curoco, Tex., for Video Theaters, has announced that the circuit's Curoco Drive-In will operate during the winter, unless weather turns extremely cold. . . . O. M. Kirkeby, owner of the Reagan Drive-In at Big Lake, Tex., will construct a 300-car spot adjacent to the present one, which has the same capacity. He plans to show a different picture at each site to allow patrons to see one or both films the same night. He also is

building a drive-in at Abilene, Tex., and when the two new ones have been completed Kirkeby will have six that he is operating. He entered the field in 1929 in Texas. . . . Philip J. Maher and Peter LeRoy have started construction of a 700-car capacity drive-in theater in Bloomfield, Conn., with completion slated for early spring. Bloomfield is a suburb of Hartford. Opening of the new theater will bring to five the number of drive-ins situated within the metropolitan Hartford area.

**DEBS HOLDER**, manager of the King, N. C., Drive-In since it opened three years ago, has purchased the Benbo Theater, East Bend, N. C., from William Rleson and Charles Kallam. Holder will be succeeded as manager of the King Drive-In by his brother, Elyzer Holder, Philadelphia Drive-Ins, altho closed for the season, are building up a sizable fund of good will in utilizing their darkened outdoor marquees in the interest of public service. Co-operating with the local safety council, motorists driving by the drive-ins find the giant marquees blazing away with a timely reminder: "Whatever the need, it's foolish to speed."

# More Advice on Taxes

Continued from page 3

sonal residence and your place of employment, and federal excise taxes paid on furs or jewelry. . . . Lessons are not considered deductible. They are considered a capital expenditure. An example of this would be music lessons and singing lessons. Automobile expenses where the car is used solely for pleasure, life insurance payments, capital investments and capital expenditures (viz. if you put an addition on your house) cannot be claimed as deductions.

**Capital Losses** . . . The only time you have a capital loss is when there is a closed or complete transaction. You cannot anticipate a loss and claim it as a deductible item, nor can you claim a loss because there is a shrinkage in the value of the property you own. . . . The shrinkage in value of corporate stock, for example, can never be considered for a loss, until you sell the stock or there is a liquidation of the corporation. The same goes for any other property you may own. The fact that you would have to sell now at a loss does not mean that you can claim this loss now. There must be a sale or complete transaction to claim the loss.

On recreations or hobbies such as the operation of a farm, breeding of cattle, collecting old automobiles, etc., the government will not allow any losses sustained. However, it will allow a loss sustained in a legitimate business enterprise. If this enterprise is conducted as a regular business and is productive of income, the losses sustained in the management may be deducted. Otherwise, you may just as well forget about trying to claim a loss sustained in this manner.

**Important Note** . . . Keep your receipts. It is highly recommended that any one claiming deductions should have receipts, bills, canceled checks to back up the expenditures claimed as a deduction. However, in some cases entertainers do not keep any records whatsoever. The government has been fairly liberal in allowing "reasonably" estimated expenses for entertainers. It should be borne in mind, however, that this is a very dangerous way of filing a return, because you are taking a chance that a substantial portion of your estimated expenses might be disallowed on examination by a government agent. In addition, altho the entertainers who itemize his expenses will undoubtedly overestimate them to give himself a break, there is a strong possibility that he may forget some legiti-

mate expense items which were incurred during the year. . . . Just let this be a word of warning. The entertainment business is highly specialized. Get the most competent advice from a specialist in your field. When you do get that advice, have confidence in the man that represents you and follow the advice given. You will find in the long run that you are much better off than by listening to any Tom, Dick or Harry who fills you full of ideas. . . . It should be noted that there are many provisions in the law which are not covered in this article. Needless to say, it is impossible in any article of this size to cover all the provisions of the law fully or to any great extent. The purpose of these articles is primarily to acquaint the reader with the principal changes in the new law and the provisions of the old law which are still in effect which are of importance to the entertainment field and showbiz people in general. Your particular problems may be specific in nature and not covered by the general discussion of the subject contained in these articles. If you have any problems, The Billboard will be happy to forward these questions to its Tax Department which will endeavor to answer same. All inquiries should be addressed to: Tax Department, The Billboard, 1564 Broadway, N. Y.

**Paris Peek** . . . Continued from page 2 . . . ish and French, is a sort of revue based on contemporary French music with songs in the style of the artists they are dedicated to. . . . Aplyon, the show's called "Roney-moon." . . . Vic Damone in town on Christmas leave from the Army in Germany. . . . Maurice Chevalier says after he finishes his present commitments he is considering becoming a monk. . . . Mistinguette, planning a "Saucy" new revue in March. . . . Genevieve Guilty to London, Canada and the States, singing English and old American songs. . . . Anne Rozanne signed a contract to star opposite Georges Guetary in "For Don Carlos" at the Opera in Marseilles. . . . Before she returns to Paris for a new Musical comedy, Martine de Breteuil is singing thru the holiday season at St. Moritz, Switzerland. Lander, chief of the Danish Ballet, in Paris to create the opera three of his ballets, "Les Caprices du Cupidor," "Fete Polonaise" and "Hop Frog."

**Paris Peek** . . . Continued from page 2 . . . Phil Gilles Reopens; Ballet Doms for TV . . . Cabaret Chez Gilles reopens in January with a new show, starring Mouloudji, Cora Vaucaire,

# Rome Round-Up

By SYD STOCEL

Continued from page 2 . . . Anna Maria Albergheiti, Anna Demetrio, Guido Martuffi, Americans like Bill Tubbs, John Kitzmiller, Sid Gordon, Canada Lee and Virginia Belmont did fine in Italian pix during '51. . . . Another American who made good in Italian flicks Marilyn (Miss America) Buford, has returned to the States to have her first child. She's married to Commander Francesco Barbaro, of the Italian Navy.

The year 1951 also marked the return to pix of Ingrid Bergman, who is starting with Alexander Knox in "Europa 51." Rossellini's first major film since "Stromboli" . . . After the colossal "Quo Vadis" vacated Rome's Cinecittas, the Italians decided to make their own version of the classic, and so now we are seeing a film satire called "O.K. Nero" . . . The Italians also produced their own "Snow White" last year, but with real flesh-and-blood dwarfs.

In the field of music, the year's highlight undoubtedly was the world preem at Venice of Igor Stravinsky's "The Rake's Progress." Italians gave the opera a friendly reception and a tremendous amount of publicity. . . . Other musical events of the year included the unexpected success of Louis Gruenberg's operatic version of Eugene O'Neill's "Emperor Jones" at Rome's Opera House, and the re-opening of the ancient Colosseum as a stage for concerts and operas.

## Rome 1951-'52 legit

### Season Routine . . .

Rome's 1951-'52 theater season, so far, has been a routine one without any spectacular successes. . . . Top star Eduardo De Filippo is still tied up in fieks, altho he is expected to bring his famed dramatic troupe to Rome for a short run before the season is over. . . . Elmer Rice's "Dream Girl," starring cinema star Vivi Gioi, got nice notices from Rome critics, as did Renzo Ricci for his production of Shaw's "Caesar and Cleopatra" and Shakespeare's "Antony and Cleopatra" . . . The stage version of "Johnny Belinda" was the outstanding hit of the season in Milan, but Rome audiences gave it a mixed reception.

Italy's top theatrical award, the annual St. Vincent prize of \$1,600 for the year's best play, was divided between Pietro De Benedetti for his comedy "The Last Five Minutes," and Eduardo De Filippo for his anti-war satire, "Fear Number One." The \$800 prize for the best direction was given to Giorgio Strehler for his staging of "Mad Gold," while a supplemental award of about \$500 was granted to Vittorio Gassman for his direction of Ugo Betti's "The Player."

Last month the Italian National Film Reporters Union finally got around to awarding a local version of Hollywood's Oscar and granted Silver Ribbons to the following: Director Alessandro Blasetti for his "First Communion"; Pier Angeli for her role in "Tomorrow is too Late," and Aldo Fabrizi for his part in "First Communion" . . . Foreign awards were made to Ingrid Bergman for "Stromboli"; Gloria Swanson, "Sunset Boulevard," and Pierre Fresnay, "God Needs Mankind."

the Four Brands, Barbara Laage, Gerard Sely, and Daria. Also a 1900 sketch, called "Who Stole the Elevator?" and a series of take-offs on the leading modern playwrights, starring dramatic actress Marie Dea. . . . Mouloudji has just been signed by Andre Vernet to pantomime his documentary "L'Aube" (The Dawn) which will be sung by Yves Montand.

Jean Benoit-Levy and Marie Epstein starting a series of filmed ballet shorts for TV. They would like in time to be able to transmit live type programs, but at present the technical side has not been worked out to be able to get any more than a semi-static type transmission of the dancers' action. . . . Jean Cocteau has been invited to Germany to create his opera "Orpheus" on the radio. . . . Rene Clair has acquired the film rights to Roussin's latest play, "Le Main de Caesar" (Caesar's hand). Vittorio de Sica will play Caesar, and Jacqueline Gaudy will re-create her stage role.

# Roadshow Rep

**CHICAGO'S Hotel Planters** moved a cross-roads meeting spot for several showfolk recently. Capt. Billy Bryant, show-bout impresario, rambled into the Windy City on a business trip and ran into L. Verne Slout, tent showman, who was enroute to Peoria, Ill., on his winter antique show business. Following a full-fledged visit they were joined by William G. Bale, former member of the Slout show and also former head of the drama department at Ohio State University, Columbus. Bale and his party were in the city to attend a drama and speech department convention. All attended the I.P.A. Luncheon at the Sherman Hotel and later were joined by Clarence Ballera, of the Casey-Hofeller Corporation, and Andrew Leigh, former tent-rep character man, who has been rep-ing much film and TV work of late, spent the holidays at his home in Alton, Ill.

## DOUG AND LOLA COUDEN

have returned to Clay's Trailer Park, Houston, after a successful tour of Southern Louisiana with their school unit. "There are plenty of schools to play, but you can't break any records there as most principals want 50 per cent for their end and it is difficult to get more than 10 cents admission," Doug writes. "The story is different in Tennessee where the school showman can work two full seasons without repeating. We worked the Western half of the State last season to good results. We have converted our trailer bedroom into a writing unit and currently are working on a correspondence course to instruct the beginner in the school show business. Nothing kills a territory quicker than some of the poor shows now playing schools. It is difficult to book dates when following a poor show. When you do, the percentage of attendance drops. We have worked in areas with three or four shows of the better type and we all did good business. So with more shows with a know-how of presentation entering the field, it will be a help to performers who are making a real effort to entertain school kids."

## E. F. HANNAN pens from Boston that "the recent death of Rose Marie Luciers Hill at Onset, Mass., marks the passing of the last member of the noted Luciers, of minstrel fame. Rose was one of the top cornetists of her time, as was her brother, Joe, blind trumpeter featured with Luciers' Minstrels and well known in Eastern and New England territory."

# London Dispatch

By LEIGH VANCE

Continued from page 2 . . . Theater Club, then he took over the longest running television program in the world, the BBC's "Picture Page," started way back in 1936. For a long time the complaint has been that the show is getting duller and duller, with favorite highlights in Folk Dancing Festivals and collections of ancient musical instruments. Says Mills, "I want to make it an up-to-date, topical TV magazine." He plans to turn it into a forum for the nation—a harder task in traditionally cagey Britain than that might sound.

An impromptu Christmas party thrown by the Light Entertainment Department of the BBC brought a flood of viewers' telephone calls and telegrams in praise of Norman Wisdom who appeared in it. As a result, he has been booked by Variety Department boss Ronnie Waldman for a spot on February 27. Said his agent, "Wisdom has been offered many TV series before, but his stage commitments make them difficult to fit in."

There was a tepid reception for Thornton Wilder's "Merchant of Yonkers" which opened at the Embassy Theater this week. General reaction was that it's hard to believe it is written by the author of "Our Town" and "Skin of Our Teeth."

Among those who obtained their start with the Luciers was Harry Budwroth. Eddie LaBarra, Freddie Kenno, Raymond Moore, Fred Hart, George Mullan and Dick Vonder. At one time Rose did a vaude act with Charles Diamond, harp, song and dance artist. The Luciers made their home in Worcester, Mass., for many years. . . . G. J. McCormick has his one-man show playing flooper. Contrary to good returns, he's been in the South-west since late in September. He plans to spend the rest of the winter in New Mexico where he has established territory.

## JOHN CANNON writes from Hartford, Conn., that he has a printed song sheet that was sold or given away by the E. V. Phelan Stock Company, which played New England territory in the early part of the century. Cannon would like to know from which town this 10-20-30 show originated. An old-time rep performer, Cannon is a traveling salesman for a national tobacco company. . . . Butler's Show has had good weather on its trek from New England to Florida, but business has been only fair. . . . Butlers have been taking pictures of scenes in the towns which they have played in recent years and plan to get them in shape to exhibit while in Florida. They will return North via the Northwest where they have established territory and where they will work the local film show idea. . . . "Texas is way off for small groups," pens Floyd Hunter from Caldwell. "As a matter of fact, I think the Lone Star State has gone a bit high-brow in many spots. At one time you could set up and go to work any place. But now you are hamstringing with licenses and permits and otherwise bothered so much that you just move on." Hunter plans to hustle into Arizona where he spent most of last winter. . . . Ralph Blackwell, who recently concluded three weeks of schools for the Sorenson Lyceum Bureau, Fairnessville, Va., goes off again from Columbus, O., January 7 after a holiday vacation. He spent Christmas in Topeka, Kan., with King and Hazel Felton, old-time troupers. He also visited the Sun show in Grinnell, Ia. Following his stay with the Feltons, he returned to Delaware, O.

**F. F. RIKER**, owner-operator of Riker's Family Show, reports from Logan, Utah, that his org has been playing to fair results and cold weather. "The Northwest is tough sledding in the winter for traveling shows," Riker writes. "It's plenty cold and there are few roadside eating spots which give anything more than juke box entertainment and with television coming in strong there will be less. We have tackled a few schools but it represents only small change in this sector. However, the small-town fairs which we promoted panned out okay. We have music and can take care of ourselves on any kind of bill and it's tough pickings when we don't get out of a fair town with food and gas money. We are working a new dramatic, three-act bill for churches which should get us extra traveling money. We plan to spend part of the winter in Northern California."

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P.R. Would like to hear from reliable newscasters, also showmen, at the charge of Cashman. All centers at once.

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**ADMEN** of every kind ENDORSE  
THE BILLBOARD  
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# The Final Curtain

# Sides and Asides

Continued from page 49

**ALLEN—Norman Smith,** 62, president of Philadelphia Park Amusement Company, owners and operators of Woodside Park, Philadelphia, suddenly January 11 at his home in Meira, Pa. He was a past president and a director of the National Association of Amusement Parks. Survived by his wife, Mrs. Helen, a son, Dr. John Alexander, and a brother, John (Details in Paris-Pool section).

**ARBE—Herman,** 22, son of Paul and Joseph Arber, candy manufacturers and concessionaires, in the crash of the Air Force C-47 in Arizona December 31. (See Carnival Department for details).

**ATKINSON—Gladstone C. (Bud),** 38, veteran ride man January 2 of a heart attack in Los Angeles. He was a life member of the Pacific Coast Riders' Association. Survived by his wife, Mrs. Frances, and two children.

**AHRTIN—Frank,** 39, former Ringling Bros. and Barnum & Bailey Circus clown January 3 of a heart attack in Fort Myers, Fla.

**BOULT—John R.,** manager of the Broad and State theaters, Trenton, N. J., December 28 at his home in that city. He went to Trenton from New England in the early 1930s to manage the Orpheum Theater, also widely known as the Grand. He was a member of the International Brotherhood of Magicians and the Comedy Club. Survived by his wife, Irma Dineford.

**BURKIN—Charles,** brother of Madam Burkeon, Minutal Show operator, recently Missus. The burial in the family plot there. His widow, Eva Mae, two sons and a daughter also survive.

**CADDIGAN—John J.,** 72, composer of more than 50 songs, including "Home of No Man's Land," which sold millions of copies, January 1 in Chicago, Ill. He was born in New York. His wife, Mrs. Frank Hagen, from 1924 until retirement in 1949 he had been employed with the Boston Edison Company.

**CHARLES—Herbert,** 44, actor January 3 at the Actors Fund Home, Englewood, N. J. He made his first stage appearance in stock companies before appearing with the late Eugene O'Neill in "Madame X" and other works. He acted with Robert T. Hamner and Blanche Yurka in "Through the Ages" and played Jewell in "The Signer in 'The Honor of the Family' and later in "The Man in the Moon" and "The Bird of Paradise."

**CLARK—Joe L.,** 66, general manager of Florida State Theaters, Inc., with headquarters in Jacksonville, Fla., December 28 at the Luby Clinic, Boston, after a brief illness. A native of North Carolina. Clark lived in Florida more than 30 years. He is survived by his widow, a sister and a brother.

**COOK—Lewie,** 68, stage manager and drama teacher, January 3 in Los Angeles. He was active with the New York Theater Guild and the American Academy of Dramatic Arts in Columbia. In Los Angeles he was with the Oller World Shop, a small theater for drama students. His widow and two daughters survive.

**COOPER—Ashley,** 78, legit actor, January 3 in New York. Born in Australia, his first appearance came in a production of "Ben Hur" under the management of J. C. Williamson. He came to America in 1902, joining the Alexander Theatre and later appeared with Henry Hull and Louis Calhern before acting with the Dundan Players in "The Signer" and "The Signer in 'Captain Pay.' In 1925 he played with William Faversham in "The Signer" and later with Bert Lytell in "Brothers," produced on Broadway. He was a member of the original cast of "The Signer" and appeared in the work for 13 years, both in New York and on the road. He also toured in "Armenic and Odessa." A daughter, Dulse Cooper Brown, survives.

**CURTIS—Dick,** 48, film actor, January 3 in Los Angeles. He recently concluded three years contract at Columbia where he played Western roles. Survived by his widow, actress Ruth Sullivan.

**CROFT—Harry,** 59, musician, member of the International Brotherhood of Magicians, recently at a Canadiana, N. Y., hospital after a long illness.

by his widow, Elizabeth, and a brother, Eric, both of that city. Burial in St. Michael's Cemetery, Stamford, Conn., January 2.

**BRATTON—Jack,** 64, juggler, recently in Detroit. From the time he was 12 years old until his retirement in 1941 he had been in show business. Survived by a daughter, Mrs. Ksoui Duquette, Grand Island, N. Y.

**BRIDGE—Paul,** 63, Detroit organist and musical director, December 28 in that city. Survived by his widow, Gertrude, and four children. Interment in Woodlawn Cemetery, Detroit.

**BRIDGEMAN—David Mansfield,** 48, former director of sales promotion and advertising for the Columbia Broadcasting System, January 3 at his home in Norwalk, Conn. In 1948 he joined Crosby, John Christie, vice president in charge of sales and promotion. He had been a newspaper and press association reporter, editor, publisher and president of The advertising magazine, and publisher of the "New York Times" and "Harper's magazine." His widow, two daughters, a son, his parents and three sisters survive.

**GAMBLE—Albert A.,** 62, former vaude performer billed as the "human adding machine," December 29 in New York. He entered vaudeville in 1914 and his act consisted of calculating problems in seconds, squaring and cubing numbers, mentally for his audience, and working difficult problems with three and four-digit figures. He retired from the stage in 1931. His widow and a son survive.

**IN LOVING MEMORY**  
of our organizer and  
late president  
**HYMIE GOLDSTEIN**  
who passed away  
January 7, 1950  
The Associated Agents  
of America  
New Leipzig, Pres.  
You are always in  
our thoughts.

**GRABER—Margaret,** former performer with the Ringling, Al G. Barber and Barnum & Bailey circuses, recently at the Philadelphia home of a sister, Mary Rock. Also surviving are a brother, John Christie, Philadelphia, and another sister, Agnes Lausten, Venice, Calif.

**GOTTLE—Israel,** 78, father of independent producer Alex Gottlieb, January 1 in Los Angeles. Another son, Aston, two daughters, Mrs. Louis Gordon, Mrs. Olga Baxi, two brothers, Peter and Sam, survive. Burial in Hollywood Cemetery.

**GURSHAN—Moses H.,** 68, former real estate man who with his wife, Grace (Wynnet) Gurshin, wrote and produced "The Immigrant" on Broadway, December 30 at his home in Chicago. He was for a time he managed the old Capital Square Theater there. In 1912 he built the St. James Theater, Boston, and the Uptown Theater, film house. His widow and a daughter survive.

**HABOVITZ—Benny Daniel,** 43, owner of Daniel's Greater Shows, January 1 in Montreal. Details in the Carnival Department.

**In Loving Memory**  
of My Wife  
**FLORENCE LUSSE**  
**ILLIONS**  
Who Died January 10, 1950  
Sadly Missed by  
**Harry A. Illions**

**JRUEKINE—F. H.,** 69, magician, member of the International Brotherhood of Magicians, recently at a Canadiana, N. Y., hospital after a long illness.

**JOHNSTON—Maurice,** 71, wife of Maurice C. (Boss) Johnston, veteran W.L.W. (Cincinnati) broadcaster of farm programs, January 4 at her home in St. Louis. She had been in show business January 7 in Aurora and burial in Riverside Cemetery there.

**KALI—Paul,** 73, noted French violin and violoncello maker, December 31 at his home in Paris. He had made instruments for such noted musicians as Pablo Casals, Yehudi Menuhin, Lucien Capet and Georges Enesco.

**JENNINGS—Leola W.,** 61, president and general manager of Santa Cruz Seaside Company, operator of Santa Cruz (Calif.) Beach, December 21 in that city. He had headed the amusement area operation since 1918. Survived by his widow, Alma; two daughters, a son and two brothers (See Parks Department for details).

**KING—John R. (Kunsky),** 71, January 2 in Encino, Calif., following long illness. He was a pioneer in the coin machine business with the Cattle Company, leading Detroit manufacturer, early in the century. In 1929 he opened the Casino, considered the first of its kind in the country, and built it into a chain of about 20 houses, now United Detroit Theaters, which has since the first and second runs in the field there since 1912. For many years the circuit had up to six or more theaters playing vaudeville. Kunsky, since 1924, was a principal figure in West Coast Theaters, California circuit, and First National Pictures, Inc., producing company. He was also an important film distributor in the Midwest. Selling interests in the circuit were acquired in 1927. Kunsky with George W. Trendle acquired W.K.T.V., Detroit, and WOOD, Grand Rapids, Mich., in 1931. He was a station in American Broadcasting Company five years ago. Survived by his widow, Sarah A. King, a daughter, Muriel, wife of Robert (Oklahoma) Bobi Albright, radio and stage entertainer, interment in Forest Lawn Cemetery, Glendale, Calif.

**MCOWAN—Verano,** former circus clown, trapeze artist and elephant trainer who retired four years ago, December 30 in Veterans' Hospital, Dayton, O. McOwan, who lived in Terrace Park, O., near Cincinnati, for the past 20 years, had once been a partner in the Flying Moons and was a veteran of World War I. Services January 3 in Kettering O. Survived by his brother, Mrs. Lillian McOwan, Tiffin, O.

**MACK—Harry M. (Marek),** 64, press agent with circuses for more than 20 years and prior to that an agent for legit and musical comedy attractions, in a hospital at Savannah, Ga., December 28. Funeral and burial near Glenview, Ill., December 30. Survived by his widow and two sisters (Details in Circus section).

**MAQUIE—Leon,** 83, veteran musician, recently at his home in New York. He entertained thousands of army and navy personnel in camps and naval stations throughout the country during the two World Wars.

**MANN—Rui,** 65, old-time blackface minstrel and vaudeville, December 27 of a heart attack at his home in Burbank, Calif. He was born in Sparta, Greece, and came to Chicago as an infant. He entered show business in 1912 and was a member of the old Capital Square Theater there. In 1912 he built the St. James Theater, Boston, and the Uptown Theater, film house. His widow and a daughter survive.

**MILLER—Zack, T.,** 71, actor of the theaters who operated the 101 Ranch Wild West Show and the 101 Ranch in Oklahoma, at Waco, Tex., December 28 in that city. He was married and a son. Burial in Prock, Calif., Okla. (Details in Circus section).

**MIRTH—Joseph,** 61, on the staff of leading Detroit night club since 1917 and in a hospital at Cleveland, Mich. He was at Yeaman's Supper Club, Mount Clemens, the past three years. Interment at Rowland Park Cemetery, Detroit.

**MOOR—Edward M.,** 64, former well known exhibition roller skater and rink manager, December 31 at his home in Cincinnati. He was active in service January 3 and burial in Spring Grove Cemetery, Cincinnati. (Details in the Black-Opera Department).

**MORAN—Eugene,** 61, member of the executive committee of the International Brotherhood of Magicians, of a heart attack at his home in Atlanta, December 23.

**PAPA—Charles A., Jr.,** 43, stage manager, December 23 at his home in Pennsville, N. J. He toured with various shows and went to England in 1921 as stage manager with a vaude troupe topped by Roy and Mae in "The Glass House." He is recent president of the Shubert legit theater in Philadelphia and for the Shubert-Warner film houses, including the Washington and Stanley. Survived by a brother.

**RUMBOLD—Leonard,** 62, president of the Hamilton, Ont., Ring of the International Brotherhood of Magicians, in a Killeen hospital, December 24 following an operation.

**SKELLY—Edward,** 60, Tin Pan Alley lyricist, January 1 of a heart attack at his home in Larchmont, N. Y. He wrote the word for such songs as "I Don't Want to Get Wet on the Beach," "The Lights Go On Again" and "Will You Be My Girl?"

**SHEPHERD—Mrs. Mary Davis,** 71, wife of E. Chaffey Shepherd, treasurer of Los Angeles County Fair, Pomona, of an influenza which she was struck by on an automobile ride, December 11. She leaves in addition to her husband, two daughters, a son and a brother. Services in Pomona, January 3.

**THOMPSON—Paul,** 51, owner of the Edmondson (Ed.) Theater and partner in a drive-in theater between Case City and Horse Cave, Ky., December 24. Surviving are his widow, two daughters and a son.

**WEISS—Donald E.,** 62, night club comedian, at the home of his mother in Cincinnati, December 29. A sister, Mrs. Frank Grobus, also survives.

## Margaret Webster Aids 'Month of Sundays' . . .

Margaret Webster was in Boston this week, unofficially aiding in putting the second act of "A Month of Sundays" into shape for its Broadway bow January 31. Miss Webster said she was sailing for Europe February 15 and wouldn't be back to the U. S. until the summer. . . . Jed Harris is in Hollywood to discuss a New York presentation of "The Girl on the Via Flaminia" with its authors, Alfred Hayes and George Boroff. The play is now in its eleventh week at the Circle Theater there. Daniel Mann may stage it on the Stem. . . . Odette Myrtil has been engaged for the role of Bloody Mary in the Stem Opera presentation of "The Girl on the Via Flaminia" with its authors, Alfred Hayes and George Boroff. The play is now in its eleventh week at the Circle Theater there. Daniel Mann may stage it on the Stem. . . . Odette Myrtil has been engaged for the role of Bloody Mary in the Stem Opera presentation of "The Girl on the Via Flaminia" with its authors, Alfred Hayes and George Boroff. 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JANUARY 12, 1952

MCA to Make Strong Pitch For Fair Dates

INDIANAPOLIS, Jan. 5.—The Music Corporation of America is going to make a strong pitch for fair dates, it was indicated by Vern Stevens, of MCA's Chicago office, during the convention of the Indiana Association of County and District Fairs here this week.

MCA has passed up State fair meetings for many years, but Stevens indicated that most of the major conventions will be made by MCA reps this year. In addition to the meeting here, Stevens will make the Illinois, Nebraska, Kansas and Missouri conventions.

Booking office, carnival and fair-show supply house reps and concessioners noted at the meeting here included:

Jack Wilson, Izzy Cellin, Ralph Lockert and Al Dorso, Cellin & Wilson Shows; Floyd K. Goodler, Mr. and Mrs. John P. Knight and Izzy Cellin, Izzy Cellin Show; Royal Midwest Shows; R. C. McCarter, Johnny Jones Shows; W. O. Wade, D. Wade and Charlie Hodges, W. O. Wade Shows; L. J. Thomas, Max Reed and James Chiersell, Max Reed Shows; W. R. Gerten, Howard Snyder and Walter Reinman, Mighty Hoosier State Shows; Tom E. Baley, Baley Shows; W. R. Gerten, Howard Snyder and Walter Reinman, Mighty Hoosier State Shows; Peck Amusement Company; Paul T. Robertson and Cecil Webster, Ideal Riders; James H. Draw and Bill Lambert, James H. Draw Amusement; C. D. (Specs) Groves, Mr. and Mrs. Morris Stokes and Cash White, Blue Grass Shows; Joe Pennington, J. J. Huth Shows; Johnny Denton, Gold Medal Shows; Barton, Capt. Amusement, Mr. and Mrs. Raymond Diele, Raymond Diele Amusement; Bob Shaw, Gus Sun and Glenn Jacobs, Gus Sun Agency; Vern Stevens, Music Corporation of America; Billy Genter, Barney Carruthers, Theatrical Enterprises; Betty Woolfolk, Betty Woolfolk Agency; Ken Smith and Jack Keating, WLB Attractions; Earl Kurste, WLB Artists' Bureau; Charlie Zemer, Charlie Zemer Agency; Sunny Driver, Bill Bee and Truemp; Pop Staples and Mill Hinkle, Staples Shows; Kay Keller and Joa Christina, Kay Keller Shows; Joe Child, Bill Magaw, Bill Newberry, Joe Childwood's Daredavils; Aut Benson, Benson's Daredavils; Wm. J. Brennan, Brennan's Daredavils; Irish Moran, Irish Moran's Hot Drivers; Jack Kuchman, Jack Kuchman's Hot Drivers; Earl and Bill Corey, Jimmie Lynch Death Dodgers; Lee Lott, Lucky Lott's Thrill Show; and Ralph Walsh, Ralph Walsh Grandstand Attractions.

Walter Beachler, United Playworks; A. D. Michie, Hudson, Thomas, Paine, Co., Atlas Fireworks Display Company; Mr. and Mrs. E. C. Gundersen, Jr. and Henry Winton, Winton Shows; Mr. and Mrs. Frank Prytze, Fair Publishing Company; Johnny Anderson and Mr. and Mrs. E. J. Gougeon, Gougeon Printing Company; and Louis Rosenberg, Triangle Poster Company, Pittsburgh.

Also Mr. B. Myers Concessions; Paul Drago, Drago Amusement; Lee Becht, Lee Becht Shows; Mr. and Mrs. Jimmie Bush and Mr. and Mrs. Johnny Postament, Johnny's United Shows; John Gilligan, John Gilligan Shows; (Insurance) Solomon, Jimm Hopland and John (Bank) Lampert.

Herman Archer, 22, Dies in Air Crash; Concessioners' Son

LOS ANGELES, Jan. 5.—Herman Archer, 22, son of Pearl and Joseph Archer, well known candy manufacturers and concessioners, was one of the 22 victims of the Air Force C-47 crash in Arizona Sunday (30). He was a member of the 19-cadet group that was returning to West Point following a yuletide visit with his parents here. Archer was a second year major at the U. S. Military Academy, having entered West Point soon after his high school graduation. He was born in Chicago.

The cadets, most of whom were from California, were hitch-hiking back to the academy following visits with their families. The plane became lost in a storm and crashed into a mountain about 65 miles northeast of Phoenix.

The plane's wreckage was not located until Monday (31) with the task of bringing the bodies from the 7,000-foot mountainside starting as soon as arrangements could be made. This was expected to take several days.

Young Archer was the couple's only child. In addition to his parents, he is survived by his grandfathers, both residing in the East.

La. Fair Contab Set for Jan. 27-28

DONALDSON, La., Jan. 5.—Annual convention of the Louisiana Association of Fairs and Festivals will be held at Bentley Hotel here January 27-28, Adolph Netter, association secretary, announced this week.

FLA. FROLIC Gibsonton Folk Greet New Year

GIBSONTOWN, Fla., Jan. 5.—About 100 showfolk were on hand for a New Year's Eve party at Eddie's Hut here, with Grace and Eddie Lemay as hosts and A. R. Maxwell, Carl Holzapfel, Mary Alexander, Anna Leroy and Jimmy Shunk assisting.

Among those present were Anna and King Ward, Charles Leroy, Scotty Brown, Mr. and Mrs. Les Evans, Mr. and Mrs. James Flake, Mr. and Mrs. W. R. Moore, Zeke and Virginia Shumway, Jack and Bonnie Norman, Mr. and Mrs. Joe Boston, Fred Langer, Johnny Brown, Miles Delrich, William Randolph, C. J. McDonner, Mr. and Mrs. F. Allen, H. Crom, Stanley Barbay, Dorothy Hewitt, Clarence Lineback, Hal and Ruby Hall, Bernice and Dave Davis, Dan Stevens, Mr. and Mrs. Harry W. Fee, Lee Erdman, Mr. and Mrs. Rex Walker and Margaret Tumlin.

Other guests included Maggie and Frank Martell, Mr. and Mrs. Snap Wyatt, Mr. and Mrs. Rennie Rodriguez, Mrs. and Miss Woodhull, Mr. and Mrs. Joe Cignac, Peggy and Harry E. Wilson, Mr. and Mrs. Walter Harris, Red and Mary Markin, Charlie and Laura Friedling, Mr. and Mrs. Joe Alexander, Arthur Seale, Bill Bowney, Rose and Lloyd Erdman and Mr. and Mrs. Rup Preslau.

Entertainment was furnished by Lee Erdman, Pancakes Hewitt, Jack Norman, Barbay, Holzapfel and the Hutancers, with Tommy Allen at the drums.

Dufour to Tour 'Birth of Nation'

CINCINNATI, Jan. 5.—Lou Dufour, well-known outdoor showman and promoter, made a flying trip to Cincinnati Wednesday night (2) to contract with Harry Anderson, of the Encquirer Printing Company, for a new line of paper on the epic film, "The Birth of a Nation," which Dufour will roadshow beginning around the middle of February.

Rights to the picture were obtained recently by Dufour in a deal with Harry Aiken, of the Aiken brothers, producers of the historic flicker. Dufour cracks his road trek with a showing for Fox-Roadwest Theaters in Liberal, Kan., next month.

Dufour was a visitor at the home office of The Billboard during his stay in Cincy. He flew back to St. Louis Thursday noon.

Pendleton Roundup Loses Directors In Big Reshuffle

PENDLETON, Ore., Jan. 5.—Six resignations, three resulting from a recent change in the bylaws, have cut the 12-member board of the Pendleton Round-Up Association to six.

An amendment to the bylaws voted this winter calls for three directors to leave the board each year in the next four years, with the oldest members to go first. This resulted this week in the resignation of President John Hales, Herbert Thompson and E. N. Boylen. Hales was elected to the board in 1929, and Boylen, arena director, and Thompson, livestock director, in 1933.

Resigning voluntarily were E. H. W. Dickson, Revella Lieuallen and Clifford Dayhuff, Dickson, who was treasurer, had served off and on since 1924.

Therrien Splits With Shilling

NEW YORK, Dec. 29.—Edmund H. Therrien is no longer associated with the talent booking office of Willie Shilling here, the latter announced.

Therrien was with Shilling, who specializes in setting talent for sportsmen's shows, for two months. He worked out of Boston, covering Canadian territory.

CONFLICTING STATE FAIR MEETINGS IRK SHOWMEN

Sparse Attendance at Hoosier Convention Heightens Irritation

By HERB DOTTEN

INDIANAPOLIS, Jan. 5.—It's high time State fair associations worked out a schedule of non-conflicting State conventions.

That was the opinion voiced generally by booking office, carnival and fair-show supply house representatives at the annual convention of the Indiana Association of County and District Fairs here Tuesday thru Thursday (1-3).

Virtually to a man, showmen in attendance were irritated by either the dates of the meeting here or by the manner in which the convention was conducted, or both.

Others Conflict

In any case, they had ample reasons. The meeting here again conflicted with the Wisconsin convention. This caused some of the first-stringers on booking office staffs to forego the meeting here in favor of the livelier, more productive Milwaukee session, or at least to cut down their stay at the meeting here to one day, then jump to Milwaukee.

The fact that two other pairs of Midwest or Central States conventions will have conflicting dates in the immediate weeks ahead adds to the irritation of the showmen.

Ohio and Kentucky conventions, both of which are usually attended by almost the same showmen, overlap. So, too, will the Michigan and Illinois conventions.

Set 1953 Dates

Executives of the Indiana Association claimed the conflicting convention dates with Milwaukee stems from a date mix-up by the hotel here. To prevent a recurrence, these execs explained, they have already made commitments with the hotel for 1953 dates, setting them for January 5-7.

That should eliminate a conflict with the Milwaukee meeting in '53, but what about other convention conflicts, showmen here asked. One of the showmen suggested that representatives of the various State associations should meet each year during the Chicago convention and, armed with their hotel availabilities in their respective communities, work out a convention schedule a year in advance.

Irritation of showmen over the convention here was not limited to the dates alone. Sparse attendance on the part of fair delegations was the other cause.

The Indiana convention long has been rated one of the weakest

in the Midwest, even tho its officers strive to build it up and do provide a worth-while, fruitful program. At times, there were fewer than 15 delegates sitting in on the formal convention sessions, and when it came time to elect officers for '52 it was difficult to drum up the semblance of a quorum.

All of this was vexing to the officers as it was to showmen. At the final convention session ways and means were discussed of doing something to build up attendance in the future. Probably the soundest suggestions was that a day be lopped off the three-day program. At least that was the opinion of some of the veteran showmen who have been making the meeting for more years than the vast majority of fair men.

Vet Gives Views

"There just isn't any reason for a three-day meeting in Indiana," one of the old-time showmen pointed out. "Many of the fair delegations come in for only one day anyway, and if the program were condensed, attendance at the convention sessions would be far bigger."

Showmen might well have added that a shortened program also would lower their own convention expenses, something which fair association officials may overlook.

On the whole, the formal sessions this year had a pessimistic tone. For one thing, Indiana fairs are feeling the squeeze of inflation and unlike other fairs in other States, they don't receive State aid. Financial aid is granted by some Indiana counties to their fairs, but that practice is not State-wide, nor is the average county aid very large.

See Need for Aid

The future of Hoosier fairs will hinge upon State aid, more than one convention speaker pointed out. There have been efforts in the past three years to enact a

(Continued on page 60)

FROM AARDVARK TO ZEBRA

Booker of Sports Shows Sees Lucrative Year in '52

NEW YORK, Jan. 5.—With a skein of shows in more than 20 cities in America and Canada set and lined up, talent booker William Shilling reported this week that the outlook for sportsmen's events during the coming year is bright.

Sportsmen's show and auditorium and arena presentations usually start near the end of January and run until the start of June. The concentration is heavy, since many of the events go on at the same time in different cities. Shilling, actor turned agent and a veteran in show business, entered the sports show field about eight years ago and to large extent now controls the act end.

When he entered the realm few agents handled the off-beat attractions used in sports presentations, and few others have emerged. Most of the talent he books goes to independent sports shows, tho several on his list are operated by Sheldon Fairbanks. A partial list of cities in which Shilling-booked attractions will appear includes Chicago, New York, Boston, Miami, Milwaukee, Philadelphia, San Francisco, Toledo, Atlanta; Canton, O.; Detroit, Cleveland; Troy, N. Y.; South Bend, Ind.; Syracuse, Dallas, Montreal, Seattle and Vancouver. He expects to close contracts with several other events shortly.

Names Good B. O.

As with other enterprises, a name attraction is important in luring patrons. For several cities on his 1952 route Shilling will supply Indian athlete Jim Thorpe. In the past he has used baseball star Ted Williams, athlete Mildred (Babe) Didrikson, pool and billiard ace Willie Mosconi, and Jackie Price, a baseball clown, who gained some note with the Cleveland Indians. In the way of animals, Sharkey and, lately, Sandy, top performing seals trained by the late Mark Huling, have been much in demand by shows which Shilling books.

The walk of the human and animal attractions set by Shilling would take teams to list. He attempts to book them according to season. For example, during the warm months he lines up swimming and diving turns, and during the winter he offers ice skaters. An incomplete total of attractions on tap includes log rollers, canoe tilers, fly casters, wood choppers and sawyers, high-jumping dogs, alligator wrestlers, archers, badminton and tennis players, a talking crow, boomerang throwers, top

spinners, comic golfers, dancing horses, ax throwers, reeling, ostriches, shooting acts, handball players and sling-shot experts.

Even Has Eskimos

For the shows seeking complete exhibits he has North American wildlife, Indian and Eskimo villages, husky dogs, African displays, a logging camp, tropical fish, tame deer and trained buffalo.

To locate these attractions and exhibits he tours North America for three months each year, starting about Memorial Day. He beats the backwoods thoroughly and over the years has acquired a line of attractions scattered thruout the hemisphere.

When he started in the sports show field, Shilling said, World War II was on and most producers of such events folded their tents. To date the Korean War has not hurt the shows by making scarce the materials which enter the manufacture of much sports equipment. Shilling sees an increasingly expanding field for the sports presentation and feels that the major State fairs will soon present them, tho he has nothing definite in that category yet. On the other side of the ledger, Fairbanks said earlier this year that a full-fledged war effort in America would mean at least a temporary halt to sports events.

BRONX RODEO SKEDS WESTCOTT'S CIRCLE W

NEW YORK, Jan. 5.—Jack Westcott and His Circle W Ranch Rodeo will provide the physical end of the Bronx County American Legion rodeo, which opens here on Jan. 12 to be held February 22-March 1 at Kingsbridge Army in the Bronx here. Gordon Kibbler, producer, director and stager of the event, announced this week.

Kibbler also announced that he has contracted one of three television networks to broadcast the rodeo. Names of all three will be announced shortly, according to Kibbler.

The rodeo producer and Chicago attorney Arthur Morse, who handles Duncan Renaldo and Leo Carrillo, billed as the Cisco Kid and Pancho, had been negotiating during the past several weeks for the pair to appear at the local event. Reported price is \$1,600 a day for each of the duo. Negotiations for their showing here were on the basis of eight days, meaning a

Sam Kellet Resigns Galt, Calif., Post

GALT, Calif., Jan. 5.—Sam Kellet, who succeeded Eugene Kenefick, resigned as secretary-manager of the Sacramento County Fair here effective January 1. He declined to discuss his future plans.

In accepting Kellet's resignation, the board of directors praised his work and thanked him for helping them thru financial difficulties which threatened for a time to cancel the 1951 event.

Kellet assumed his post here May 1, 1950, succeeding Kenefick, who resigned following criticism by officials of his financial methods. Prior to accepting this post, Kellet managed the Napa County Fair and was also connected with annuals in Alameda, Salinas and Roseville.

total of \$16,000. Kibbler said that the negotiations were abandoned because he did not feel the potential drawing power of the Kid and Pancho was equal to the price asked.

The deal with Westcott to supply the show will extend to all Kibbler-produced rodeos during the next five years. Westcott is a trick rider and roper, in addition to training all horses used in the show. He will be assisted by Happy Wescott, his father. His sister, Betty Wescott, will be featured in a trick riding routine, and his brother-in-law, Andy Haste, will act as arena director, besides taking part in bulldozing and calf-roping sessions.

Kibbler has set up headquarters at the Concourse Plaza Hotel in the Bronx. Auspices includes 59 posts of the American Legion, and a phone crew started work yesterday (4).



# Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Irah Watkins and his trained chimpanzees have been booked into Palisades Park (N. J.) for two weeks next July. Dale is the third successive one awarded Irah and his champs by the Rosenthal Brothers, truck operators.

Five Tokayans, teeterboard tumblers, who were held over for a second month at the Valencia cabaret, Copenhagen, Denmark, have been signed by the George A. Hamid office for 1952 and will leave for America soon. The Gulls, who offered their gorilla

parody with the Ringling-Barnum circus for two seasons, are playing a 12-week season with Circus Strassburger in Rotterdam and Amsterdam, Holland.

Charles O'Donnell and Ethel Blair, vet comedy duo team who in the past toured in vaudeville, appeared in the Ziegfeld "Follies" and were on television shows during recent years, have retired from show business. They have opened the O'Donnell & Blair Luncheonette at Helen and Stillman streets, Bridgeport, Conn., their home town.

Bert and Corinne Deazo, slack wire and cloud swing respectively, left Madisonville, Ky., recently to join the CIO Circus in Birmingham for Mr. and Mrs. Frank B. Hildebrand. Following that date they join Orrin Davenport for his Saginaw, Mich., Shrine date, which opens January 20. . . . Ward Hall and Leonard, ventriloquist, juggling and knives, are working out of New Orleans for Southern Artists Bureau.

Bela Krömo, juggler, was on the holiday stage bill at the Roxy Theater, New York. Billy Barton, aerialist, followed his engagement at Frankie Mack's niteries in Revere Beach, Mass., with a stint at the Laurier Club, Lowell, Mass., where he is set indefinitely. His New England bookings were handled by Frank Soper. . . . Ming Toy Troupe, acrobats and pipe spinner, closed at the Chicago Theater recently.

The Four Phillips, booked by Stanley W. Wathon, of New York, recently finished six weeks at the Bellevue Casino, Montreal. The juggling-balancing troupe, originally set for two weeks, was held over for four more. They already have been signed for another four weeks at the Casino next June. Wathon also has booked juggler Eric Philmore for two weeks at the Casino in February.

Vernon Colbert and Loreita LaPearl, who have kept busy on club dates and children's parties in the Cincinnati area since Thanksgiving, have jumped south for a split-week date, January 8-12, with Frank Hildebrand's Warren Bros. Circus in Birmingham and Gadsden. Alvin Loreita will present her dogs and do clowning while Vern will serve as equestrian director and emcee. They also have been signed by Bob Shaw, of the Gus Sun Booking Exchange, for the St. Louis Police Circus in the spring. Colbert, with his magic, and Miss LaPearl, with her canines, worked numerous Christmas club dates in the Cincy sector for the Alma Balke office.

Set to play Riverside County Fair and National Date Festival, Indio, Calif., the last of February are Phil and Bonnie, tumbling and porch, Marlene Goo-Goo the clown, and Diana Robinson, girl on the ball. Talent was set by Carolina Brunson, of the Hollywood Theatrical Agency, who has handled the event for the past five years. Date Festival is California's first fair of the year.

Speedy Babbs arrived in Ontario, Calif., Christmas Eve, via plane, from Honolulu, where he had his Globe of Death with the E. K. Fernandez Circus as a free act since October 15.

## Lee Joins National Home Shows, Inc.

DALLAS, Jan. 5.—National Home Shows, Inc., here thru Carl O. Olson, managing director, this week, announced the appointment of Frank J. Lee, widely known as a carnival and circus agent, as promotion manager for the firm's dates in four Texas cities. Lee will handle publicity, banners and the program for the Magic Valley Farm and Home Show in McAllen February 13-17 under Junior Chamber of Commerce auspices; the San Antonio Home Builders' Show and events in Corpus Christi and Houston. Last year Lee was general press agent for the Clyde Beatty Circus and the past season was publicity director of Al Wagner's Cavalcade of Amusements until he was injured in a fall in the lobby of the Anthony Wayne Hotel, Hamilton, O. He also handled outdoor advertising for the Sonja Henie Ice Revue in 65 Texas towns.

# Postelwaite Sets Ex-Quinn Org's Opening Stand

DETROIT, Jan. 5.—A tentative April 15 opening at an undisclosed lot in the metropolitan Detroit area has been set for the World of Pleasure Shows by William Postelwaite, new owner of the shows, who took over a few weeks ago from John Quinn, with the latter planning to open a small park south of Detroit. Postelwaite has established winter quarters at 82 Orchard Street, Mount Clemens, Mich., and now has a crew of 15 rebuilding and repainting all equipment.

Show has acquired a new Scooter, Flying Scooter and several kiddie rides, and will go out with 14 office-owned rides this year, Postelwaite said. Charlie Hodges, veteran show operator, has contracted to book his Side Show and two grind shows, which were with Hennies Bros. last year, on the World of Pleasure for the 1952 season. Show also has booked Dave Winnie, high aerial act, for the season.

Darwood (Omar) Hansen, construction electrician, who has been out of show business for about seven years, will return as electrician.

# Estevan, Sask., Net Profit Matches '50

ESTEVAN, Sask., Jan. 5.—An over-all increase in revenue of about \$2,200 and a decrease in expenditures of about the same amount for 1951 operations put the Estevan Agricultural Society on "a fairly favorable financial basis" it was reported at the annual meeting. Total revenue for the year was \$24,106 compared with \$21,963 in 1950. Expenditures totaled \$19,934 against \$21,854 last year.

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## 3000 KENO

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# Maestro Swaps Baton For Wild West Operas

Continued from page 34

handling road booking. In 1940 he switched to Frederick Bros. in New York and took charge of the one-nighter department. After eight months of this, Gordon struck out on his own with tabloid shows. He produced 11 of them for T. D. Kemp in Southern territory.

Joined Rodeo in 1947  
In 1944 Gordon took "Cover Girl Revue" thru Texas, Oklahoma and Louisiana. Military installations were at a peak, and he sold the show to non-commissioned officers and officers clubs and special service units. Opportunities for the venture dwindled with the close of World War II, and in 1947 Gordon made the switch to the rodeo field. He became advance man for T. F. Kindian's Circle K Ranch Rodeo. He obtained the job after closing the revue in Lawton, Okla., and responding to an advertisement in the Billboard.

Gordon worked with the Circle K for two years before starting on his own. The first rodeo of consequence he produced came in

April, 1950, when he staged an event for the Washington Variety Club. All his shows have been sponsored by civic organizations, and they have included events at Williams Grove Park, Mechanicsburg, Pa.; Wilmington (Del.) Ball Park; Memorial Stadium, York, Pa.; Newport News (Va.) Ball Park and Foreman Field, Norfolk, Va.

### Seeks New Flooring

Some rodeo operators have incurred the wrath of stadia officials after their events have ruined the turf. Kibbler always places his production in a room pattern around the baseball field lines to preserve the fields. At present he is trying to secure sponge rubber flooring for indoor events that would come in 50 by eight-foot sections. He believes that such equipment would be a big improvement on the all-dirt flooring used now. The rubber matting would require only a thin sprinkling of soil.

It has been shown that Western names can make or break rodeo offerings. In the past Gordon has used the Lone Ranger and the team of Duncan Renaldo and Leo Carrillo, known on the screen as the Cisco Kid and Pancho, with solid results. Gordon feels that 33 is about the top price for a rodeo that expects to do business, and he offers the standard axiom of "a clean show at the right price" as the key to success. On that basis he holds that the rodeo has a good future in the East. Coming up in New York in February under Gordon's banner is an American Legion-sponsored rodeo that he hopes will establish him in the Gotham area.

### Makes Home in York

Gordon still makes his home in York, and as far as music is concerned, he has not touched the violin or any other instrument for 10 years. However, he retains his card in the American Federation of Musicians and will talk the music business if he meets friends from the field. He feels that rodeo operation involves less headaches than other types of show business, including his first love, the band business.

On occasion Gordon has considered leaving show business, but he says that something has always happened to make him change his mind. Some of his reasons hinge on the laughs he gets today from incidents in the past. In York there are men who were with him in the early band days and recall a date that had to be played at Punksutawney, Pa. The band traveled as fast as it could over muddy roads and was lucky to reach the stand only a day late. Fortunately, the group had some time open, and the local ballroom operator simply moved the dance date back a day. In York, when the former bandmen want a laugh, all they have to do is suggest a trip to Punksutawney, according to Gordon.

# Meetings of Fair Associations

Kansas Fairs' Association, Jayhawk Hotel, Topeka, January 8-9. Everett E. Erhart, Stafford, Kan., secretary.

Ohio Fair Managers' Association, Deshler-Wallick Hotel, Columbus, January 9-10. Mrs. Don A. Detrick, Bellefontaine, O., executive secretary.

Kentuck Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 10-11. L. (Doc) Cassidy, Kentucky State Fair, Louisville, secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 10-11. Rollo E. Singleton, State Office Bldg., Jefferson City, secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 16. Tom Moore Crall, Spartanburg, secretary.

Massachusetts Agricultural Fairs' Association, Hotel Kimball, Springfield, January 16-17. A. W. Lombard, 21 Jason Street, Arlington, Mass., secretary.

Central New York Association of Agricultural Societies, Syracuse Hotel, Syracuse, January 19. Robert S. Turner, Horseheads, N. Y., secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 20-22. Cliff C. Hunter, Taylorville, Ill., secretary.

North Carolina Association of Fairs, Sir Walter Hotel, Raleigh, January 18. Mrs. Clyde Kendall, secretary, Greensboro.

Georgia Association of Agricultural Fairs, Piedmont Hotel, Atlanta, January 14. R. T. Ragan, Eastman, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 20-22. Harry B. Kelley, Hillsdale, Mich., secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 20-22. C. B. Raiston, Box 482, Staunton, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 21, 23. H. C. McClellan, Arlington, Neb., secretary.

Western Canada Association of Exhibitions, Royal Alexandria Hotel, Winnipeg, January 21-23.

Pennsylvania State Association of County Fairs, Hotel Abraham Lincoln, Reading, January 23-25. Charles W. Swover, 522 Court St., Reading, Pa., secretary.

North Dakota Association of Fairs, Dakota Hotel, Grand Forks, January 24-25. G. A. Ottinger, Jamestown, secretary.

Association of Connecticut Fairs, Hartford Courant Building, Hartford, January 26. Laura Bartlett, North Haven, secretary.

Louisiana Fairs and Festivals, Bently Hotel, Alexandria, January 27-28. Adolphe Netter, Donaldsonville, La., secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, January 27-29. Clifford D. Coover, Shelby, Mont., secretary.

Oklahoma Association of Fairs, Union Club, Stillwater, January 27-29. Vera McQuilkin, P. O. Box 374, Oklahoma City, secretary.

New Jersey Association of Agricultural Fairs, Hotel Hildebrecht, Trenton, January 28. William C. Lynn, 1 West State Street, Trenton, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, January 30-31. Clyde E. Byrd, 2601 Howard Street, Little Rock, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 3-5. C. R. Heaton, 301 North Broadway, Tyler, Tex., secretary.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 4-5. James A. Carey, State Office Building, Albany 1, N. Y., secretary.

Ontario Association of Agricultural Societies, King Edward Hotel, Toronto, February 6-8. F. A. Lashley, Department of Agriculture Parliament Buildings, Toronto.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 14. J. M. Dean, Jackson, secretary.

Middle West Fair Circuit, Hotel President, Kansas City, Mo., February 22. Glen B. Boyd, Ozark Empire Fair, Springfield, Mo., president.

# Carnival Routes

A.M.P. West Palm Beach, Fla.; Punta Gorda 14-18  
Dion, Tex.; Lufkin, La.  
General Am. Hockberry, La.; Cameron 14-19  
Playland Attr.; LaRosa, La.  
Stephens, C. A.; Oviedo, Fla.; Inverness 13-19  
Tassell, Warner; 16th & 7th Aves. Miami, Fla.  
Terry Am. Co.; Okinda, Fla.

# Circus Routes

Davenport, Wm.; Toledo, O. 13-18  
Polak Bros.; Ottawa; (I. M. A. Auditorium) Flint, Mich., 13-19.

# Misc. Routes

Ice Canada of 1952 (Boston Garden) Boston, Mass., 1-13 (Auditorium) Providence, R. I., 14-17  
Ice Palace of 1952 (The Arena) Philadelphia, Pa., 7-19; (The Arena) Cleveland, O., 11-17  
Miller's, Irvin C., Brown-Skin Models (Roosevelt) Pittsburgh, Pa.; 8; (Lyric) Lexington, Ky.; 11; (Lyric) Louisville 12; (Blount) Nashville, Tenn. 15  
Skating Vanities of 1952 (Auditorium) Richmond, Calif., 7-9; (Auditorium) San Francisco, 10-15

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# Out in the Open

Lowell Young, manager of Rockaways' (N. Y.) Playland, and Mrs. A. Joseph Geist, wife of the park owner, both entered hospitals recently for minor surgery.

Also originally decided on a New York stay of a few more weeks, Mr. and Mrs. Arnold Gurtler left December 27 for their home in Denver. The longer Gotham period was thought necessary last week due to a sciatic ailment which hit Mrs. Gurtler, but her health improved and the visit was shortened.

The life of William A. Sanges, barrister and old-time showman, who is living in retirement in Atlanta, was the subject of Hugh Park's interesting Around Town column in the December 28 edition of the Atlanta Journal.

E. W. Ward reports from Little Rock that the T. A. Fuzzells played host to their employees and their families at a Christmas

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Eve party there. Ward says that Santa Claus appeared at 4 p.m., bringing gifts for all in attendance.

Russ Moyer, Reading, Pa., Fair publicist, will beat the drums for the motor maniac antics of Jole Chitwood and his Hell Drivers during a four-week Florida tour. Russ will be accompanied by Frau, Mary.

The State Department, using the biography published in The Billboard last year, is readying a story on major booker George A. Hamid to be released in one of its publications in Lebanon, his native land. The piece later will be expanded and issued in other departmental publications to six Arab nations.

Dick Geist, of Rockaways' (N. Y.) Playland, returned to Gotham last week from a Western trip that began December 10. During the return trip an engine of the plane on which he was a passenger caught fire. To make matters worse, the aircraft could not land at Indianapolis, its scheduled stop, because of an icy runway, and had to go to Dayton, O. The delay made his arrival in New York many hours late.



## NPA Approves 3 Plans For Pools; Rejects 21

WASHINGTON, Jan. 5.—Plans for three swim pools to cost \$166,950 have won an okay from the National Production Authority under the controlled materials program. The NPA approved plans for 10 drive-in theaters, costing \$318,667, at the same time.

The 13 projects got the green light largely because they will require little or no steel, copper or aluminum. Scarcity of these materials led NPA to deny approval for 33 other requests for outdoor amusement projects.

Among plans turned down were those for 21 pools, three drive-ins, a race track and eight playgrounds, athletic fields and recreation centers.

Biggest project to get the green light was a \$200,000 drive-in planned by Modern Theaters, Inc., Tulsa, Okla. Another was a \$70,000 drive-in requested by Vogel Building Company, Port Wayne, Ind. Pools okayed ranged from a \$107,000 project of W. Edwards, Prescott, Ariz., to a \$4,400 pool to be built by Dr. John F. Rainey, Anderson, S. C. A \$55,000 pool planned by Robert A. Ayers, Portlana Dam, S. C., also was approved.

Remaining drive-ins authorized were Bowl Outdoor Theater, Inc., West Haven, Conn., \$20,000; Midway Drive-In Theater, Inc., New Haven, Vt., \$5,000; Palace Amusements, Inc., Hilton Village, Va., \$33,100; H. A. Porter, Frederick, S. D., \$55,000; James E. Fortmeyer, Independence, Mo., \$53,520; Bayou Theaters, Inc., Baton Rouge, La., \$30,000; Shipman Dullard, Durant,

## Eastwood Sells Rides, Quits Hope to Open

DETROIT, Jan. 5.—Formal liquidation of Eastwood Coaster Company, which operated all rides and the pool at Eastwood Park here, was confirmed this week by A. C. Rosenzweig, vice-president and general manager. Rides are being disposed of to other park operators and equipment is ready to be pulled out immediately. This marks the end of any hope for reopening the park, closed for two years because of differences with local officials.

Rosenzweig, who has been manager of rides at Eastwood since 1928 and formerly was with the Palace Gardens at old Riverview Park, expects to make a connection with another park operation, but has made no definite plans to date, he said.

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Largest outdoor plan rejected by NPA was a \$450,000 recreation building for the Brownsville Boys' Club in Brooklyn. A \$110,100 plan for a playground for New York City Housing Authority in the Bronx also was refused. The race track project refused by NPA was planned by Joseph L. Murphy, Lanesboro, Mass., for \$343,326. Larger of the 21 pools turned down was a \$344,000 project sought by George White Fund trustees, Boston.

## Fronts, Colors At Palisades Get Ray Touch

NEW YORK, Jan. 5.—Jack Ray, designer for the Canadian National Exhibition Toronto, was at Palisades (N. Y.) Park, Thursday (3) to aid in forming ride front plans and color schemes. Irving Rosenthal, co-owner of the spot, reported this week.

Ray paid a flying visit from Toronto and will return to that city with photographs from which he will work. Rosenthal also announced that Palisades would bow for the 1952 season April 12.

The park will use the new day glow colors for the first time on its paper this year. It has been used in the past for bus cards. Rosenthal said that the 10 new Speedway cars ordered from England will arrive in America, Monday (7).

## A. C. to Use Lighthouse as '54 Cele Theme

ATLANTIC CITY, Jan. 5.—When Atlantic City celebrates its 100th anniversary in 1954, the observance will center around the Abscon Lighthouse, Ezra C. Bell, chairman of the centennial committee, revealed this week. The lighthouse, situated away from the beach and Boardwalk area, will be the keystone and symbol of the observance and replicas of it, illuminated with the special centennial lighting, will be used on all literature promoting the celebration.

The local festival will be held in conjunction with the anniversary of the incandescent lamp and much of the emphasis will be on lighting. The Edison Institute is co-operating in the observance.

Another feature, which the committee hopes will be used, Bell said, is a lighted waterfall on Garden Pier, which is now being converted into a public park. He said this would serve a dual purpose since the meters and pumps installed on the pier could be used as an auxiliary to the high pressure fire system on the Boardwalk.

A perpetual float parade along the Boardwalk during the summer is also planned, he said, and old-fashioned sails from sailboats will be placed on poles at the "Walk end of all the streets. They would be raised and lowered each day.

For the festival, Bell said, an ad book is being planned, copies of which will be sent all over the country. The book will contain the history and stories about the resort. Conventions are booked solid for that year, Bell said, adding that prospects were for an excellent business year in '54.

## N. H. County May Sell Gifford Resort Area

LACONIA, N. H., Jan. 5.—Belknap County has received two offers for the Recreation Area at Gifford. One was \$100,000, the other for \$50,000.

A public hearing was held in Gifford to discuss the possibilities of selling the year-round vacation development, which has caused a drain on the county.

## ROCKET RACKET ROUTS ROOST

LA FAYETTE, Ind., Jan. 5.—A member of the U. S. Fish and Wildlife service stationed at Purdue University here holds that property owners need not kill starlings and blackbirds to get rid of them. He said all they need is a supply of fireworks.

He advised that citizens plagued with the birds should check on whether an application is necessary and then organize pyro campaigns. Roman candles should be fired so as to blanket the birds' roosting area just before they settle for the night. A few nights of this convinces the feathered pests that they are not wanted, the wildlife man said.

However, he did not explain what action should be taken by the property owner on whose land the birds light when they are evicted.

## Louis Jenkins, Beach Manager, Dies in Calif.

### NAAPPB Director Headed Santa Cruz Spot Since 1945

SANTA CRUZ, Calif., Jan. 5.—A successor for Louis W. Jenkins, president and manager of the Santa Cruz Seaside Company, operators of the Santa Cruz Beach here, is expected to be named soon. Laurence Canfield, vice-president, said. Jenkins died December 27 in a local hospital where he was undergoing treatment. He was 47.

Jenkins had been ill for several months and was only recently removed to the hospital. His death was believed to have been caused by a fall suffered December 26.

Jenkins was named to head the amusement company in 1945. He was a director of the National Association of Amusement Parks, Pools and Beaches.

Funeral services were held in Los Altos Saturday (29). He is survived by his widow, Alma; two daughters, Mrs. Mary Reeser and Mrs. Audrey Milhitch; a son, Louis W. III, and two brothers.

## Resort Subs B'casts, Ads As Yule Cards

SANDUSKY, O., Jan. 5.—Dan Schneider's Cedar Point resort here took to the newspapers and air waves to circulate its Christmas "card." The greetings took the form of a 12-line poem penned by William Evans, resort press man.

The poem, which rhymed Cedar Point's beach "on Lake Erie" with "a year that's bright and cheery," drew numerous comments, Schneider said. It was used in place of conventional Christmas cards.

## To Rebuild Whalom Rink Damaged by Fire

FITCHBURG, Mass., Jan. 5.—Whalom Roller Rink, which was badly damaged by fire recently, will be rebuilt, according to Henry G. Bowen, an official of Whalom Amusement Company, owner of the rink in Whalom Park here.

An examination by the State building inspector revealed that razing of the building would be unnecessary. Bowen said that work will be started as soon as a few minor details are ironed out.

At present Edward H. Laventure, operator of the rink for more than 30 years, is using the park ballroom as a rink. Bowen said he did not know whether the rebuilt structure would be used as a rink.

## N. S. ALEXANDER DIES IN PHILLY HOME

### Woodside Operator Was NAAPPB Leader; Filled Top Posts With Public Utilities

PHILADELPHIA, Jan. 5.—N. S. Alexander, president of the firm which operates Woodside Park here, died in his home on New Year's Day. He was 62. Funeral services were conducted Friday (4) from the Oliver Blair Funeral Home.

Alexander had been prominent in the park business for nearly 30 years. He was president of the National Association of Amusement Parks, Pools and Beaches in 1930 and 1931, and during his membership in NAAPPB held almost all offices.

He was chairman of the group's insurance committee since its inception about 14 years ago and was credited with much of its success. Alexander attended the NAAPPB convention in Chicago in November, reporting then on the insurance program.

### Headed Transit Co.

Alexander was a native of Buffalo and at one time was secretary to the president of the Birmingham Railroad Light & Power Company, Birmingham. Later he was with the Cumberland County Power & Light Company, Portland, Me. Subsequently, he became president and general manager of the old Fairmount Transit Company of Philadelphia.

## Pleasure Beach Grosses 255G

BRIDGEPORT, Conn., Jan. 5.—Revenue from municipally operated Pleasure Beach Park here for the fiscal year ending last March was \$255,490. It was revealed recently when the spot submitted its latest budget request.

John C. Malloy, park's managing director, asked the local board of appropriation for \$237,525 for 1952. Current appropriation is \$261,500.

## Danish Ops Plan Scenic Railway

COPENHAGEN, Jan. 5.—The Lind brothers, Danish park operators, are planning to add a large Scenic Railway to their set-up of rides and attractions in their Karolinelund Tivoli in Aalborg. The Lind funspot is the largest park in Denmark, outside of Copenhagen's big Tivoli and Dyrehavsbakken parks.

Director Volmer Lind expects to have the new ride completed before the park's spring opening, but may be stymied thru difficulty in procuring steel and other materials.

For the past number of years he was president of the Philadelphia Park Amusement Company, Woodside operator. Alexander's park was one of the first spots in the country to introduce large-screen television on its grounds.

At one time he was associated with Ford, Bacon & Davis, New York utility engineering firm.

Survivors include his widow, Mrs. Kate H. Alexander; one son, Dr. John D. Alexander, of Philadelphia, and a brother, John, of Pittsburgh.

Representatives of the board of directors of the NAAPPB attended the funeral services.

## Gruberg Spot To Begin Play Palm Sunday

LONG BEACH, Long Island, N. Y., Jan. 5.—Kiddie park on the Boardwalk here controlled by Max Gruberg has been completely renovated and will open for the season Palm Sunday with two new rides in the line-up.

Gruberg said the additions are Tank and Locomotive devices purchased from ride maker Arthur Nelson, of Brooklyn. All new equipment has been installed in the food stand at the spot, and seven new concession stands have been placed facing the Boardwalk, according to Gruberg.

Gruberg's wife, Rae, will manage the park, assisted by her sister, Celia Forman. Gruberg will shuttle between the spot here and Philadelphia, where he will direct operations of carnival and bazaar units.

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## Big One Eyes Under-Canvas Sponsored Stands for 1952

To Supplement Show Sales, Insure Big Gross; Other Earnings to R-B

Continued from page 1

with an augmented staff including Leon Pickett, W. J. Lester, Ray Smith and Harry Bert. He will headquarter in New York while dispersing agents on a sectional basis.

New booking technique will supplement the outright sale of dates inaugurated a couple of seasons ago. Although dates were non-committal, it is likely that they would prefer to sell as many dates as possible, thus being assured in fair weather and foul of a \$25,000-\$30,000 gross for the main performance in addition to keeping the entire earnings of the Side Show and concessions. In this fashion the Big One earned \$78,000 for a three-day showing last year at Hicksville, L. I., while the sponsoring American Legion, entitled to all they could get above the sale price, bagged about \$12,000. The Long Island date has several years to run.

### Shrine Dates Sought

Auspices to be sought, and listed more or less in the order of their desirability, are Shrine, police and fire departments and Junior Chambers of Commerce. While veterans' groups are potent in some communities, they are weak in most. According to Eagles, the booking of sponsored dates will be undertaken with a long-range view in mind. It is hoped that business relations can be perpetuated with the many good auspices it is hoped to secure this year.

Plan is believed to have been broached first during the Los Angeles stand last year, some two months before the end of the season. Augusta, Ga.; Daytona Beach and Sarasota, Fla., were then contracted under auspices on an experimental basis. The success of these dates resulted in the full-scale pitch for sponsors this year. Orlando also was included, but money was refunded after a total rainout. It also would have been good.

Ringling representatives worked with the sponsors of the initial dates only about six days in advance, and this proved too short a time to take full advantage of the tie-ups. This year ticket sales for all sponsored dates will be started at least two weeks in advance.

### Contract Terms

A copy of the contract proffered to and revealed by a prospective sponsoring group provides for the payment of 20 per cent of the net proceeds, exclusive of any or all amusement and admission taxes, over and above \$20,000 in return for a suitable grounds, all necessary permits and licenses, ade-

quate fire and police protection and water. In addition, the sponsor agrees to use its best efforts to further the sale of tickets and to secure publicity, including the furnishing of 20 letters requesting free space for the display of posters and window lithographs. Total seating capacity of the Big Top is listed at 8,832, including 2,800 general admission seats and 5,832 reserved seats. The sponsor will receive for immediate sale 30 days in advance a total of 3,888 reserved seat tickets and 2,500 general admission tickets for each scheduled performance. Usual circus price scale will prevail. Revenue handled by the sponsors will be placed in a separate bank account and percentages will be figured and paid by 9 p.m. of the last show day.

The circus agrees to provide insurance coverage in the amounts of \$40,000 for property damage and \$50,000 for liability. On the other hand, if the sponsor operates parking or other facilities in connection with the circus performances, it will be required to fur-

nish the show with certificates of insurance in the amounts of \$10,000 for property damage and \$10,000 for liability.

### Circus Gains

In addition to holding the promise of bigger grosses as the result of a 30-day advance sale pushed by strong auspices, the sponsored dates will eliminate license fees and the costly and ever-growing lot rental charges. In addition, the Big Show stands to gain publicity while being able to save some of the many ducats it takes to square choice billing spots.

New departure in the booking endeavors of the Big One is viewed with trepidation by some promoters who have long relied on auspices for necessary aid in the staging of events. The circus will provide stiff competition when it comes to securing pacts with many choice groups throughout the country, they feel.

All cities on the route, with the exception of New York and Boston, both arena dates, will get the sponsor pitch.

## R-B ENDS CUBAN RUN SUNDAY; TOPS 1950

Unit By-Passes Option to Extend Date; Yule Turnaways Add Up to Banner Day

HAVANA, Jan. 5.—Due to wind up its third annual Christmas season stand at the Sports Palace here tomorrow (6), business for the Ringling-Barnum circus was reported this week as well ahead of 1950 but behind 1949.

Closing date was set for tomorrow so that acts, including elephants, might return to America and play further winter dates. The show was presented in one ring, and the gross for Christmas Day was said to be the largest individual day the circus has enjoyed in the three years of local stands. Capacity was registered at two of the three shows presented Christmas and 3,000 persons were turned away.

Two new acts on the program that scored were brought here by circus President John Ringling North directly from Europe. They were Oscar Konyot's lions and Borra, magician-pickpocket. The latter's specialty is removing watches, wallets, spectacles and sundries from members of the audience. Konyot will open with

the circus at Madison Square Garden, New York, this spring and continue on the road. Borra will return to Europe after the close here, but North may bring him back for the New York date.

Entire show was well received here. Other acts in the line-up included Finito del Oro, the Fredonias, Guistino Loyal, Roberto de Vasconcelos, the Roddy Brothers and Nana Woolford's Dachshunds.

## FRAMES ONLY WILD WEST

### Tiger Bill WQ Active; Staff, Plans Unveiled

WAELEDER, Tex., Jan. 5.—Winter quarters of the new Tiger Bill Real Wild West Show here are busy and activity is expected to be expanded early this month, according to Leo (Tiger Bill) Snyder.

Snyder expects to move on 18 show-owned vehicles. Performance will be given in a 160 by 240 arena. Horse top and menagerie is to be 60 by 140, and show also will have marquee, cookhouse, Side Show, pit show and concession tops.

Five of the trucks arrived here several days ago and have been painted. Six more are due to arrive soon from Arkansas. An air collipe has arrived from Walnut Ridge, Ark., and has been overhauled and repainted. Snyder stated.

On hand at quarter with Snyder are his sons, Leon and Arvin, Carol and Coraline Hodgson have started work on wardrobe for the "Covered Wagon" spec.

### Lindermann in Advance

Staff is scheduled to include: Leo Snyder, manager; Pete Lindermann, general agent; Robert Gordon, concessions; Tex Leon (Tiger Bill Jr.), arena director; Arvin Snyder, superintendent of lights; Chief White Eagle, Indians; and George Wells, masher mechanic.

Snyder stated that Lindermann will have full charge of the advance and will work with six bill-posters and 10 phone men. Show will play auspices dates. Chief White Eagle will have 10 Indians on the show. A 10-piece band is planned and the band leader is among those trucks already pre-

## "CHAD HANNA" IS CARNIE NOW

CHICAGO, Jan. 5.—In a new edition, Walter D. Edmond's circus novel, "Chad Hanna," succumbs to the inevitable confusion between circuses and carnivals. While the text of the story, generally rated as one of the most accurate, remains unchanged, the cover blurb reads, "He found her in a river shack and made her the carnival's queen . . . story of carnival life in the last century." The paperback edition was published by Permabooks, Garden City, N. Y.

## ADD RINGLING

### Auspices List Grows, Omits Few Circuses

CHICAGO, Jan. 5.—Ringling-Barnum's hop to the auspices column makes the roll nearly unanimous. Almost all circuses—with the exception of Al G. Kelly & Miller Bros.—now have plunked for some variation of the sponsorship plan.

Clyde Beatty Circus played one auspices stand per week in 1951 and is expected to sign at least as many in 1952. Tremendous business during its first full season with auspices will keep King Bros. in that field. Mills Bros. is a pioneer with auspices dates. Wallace Bros. Circus and Tiger Bill's Wild West Show, two newcomers in 1952, will use auspices. Wallace & Clark has indicated it will make the switch this season. Kelly-Morris, Heers-Barnes, Hunt, Biller, Hagen Bros., Hagan-Wallace, and Jay Gould circuses have played all or part of their stands under auspices. All indoor shows play under auspices.

While management of Kelly-Miller has voiced strong preference for playing independently, it has taken a handful of auspices only to contract towns otherwise unavailable. Its allied show, Cole & Walters, also has played some auspices.

## Circus Corp. Sets Opening For March 1

REDONDO BEACH, Calif., Jan. 5.—Charles and H. W. Jacobsen and Al Kayda will open their Circus Corporation indoor unit March 1 with Grotto auspices at Santa Ana, Calif. Telephone promotion has begun. Show will play the Long Beach Civic Auditorium March 8 for another Grotto date, and Charles Jacobsen said several additional dates under the same auspices are expected to be signed soon.

H. W. Jacobsen, manager for the show, has purchased a one-third interest in the organization. Kayda will continue as promotion manager and co-owner. Charles Jacobsen is co-owner and general agent.

Acts signed for the opening date include Poodles Hanneford Family, riding; Hap Henry's dogs, and the DeWayne Troupe, icebergs. Several other acts, including pony drill, elephant and seals or chumps are to be added. A cat act may be used.

Contracts for repeat performances have been signed with the Grand Island, Neb., Lions' Club; Cedar Rapids, Ia., Knights of Columbus; Des Moines Knights of Columbus; Appleton, Wis., Moose Lodge; Manitowoc, Wis., Kiwanis Club, and the Sheboygan, Wis., Moose Lodge, the general agent reported.

## Planned R-B Import Badly Hurt in Fall

LONDON, Jan. 5.—Arno Wickbold, 34-year-old aerialist slated for a feature role in the 1952 Ringling Circus program, was seriously injured here Wednesday night (28) when he fell 70 feet while performing with the Bertram Mills Circus.

Aerialist rides a motorcycle on the straight walls of a bottomless rotodrome which is raised into the air after he has gained momentum. Wickbold fell after his motor failed. He missed his small safety net by two feet.

Wickbold was signed for a 1952 Ringling tour by circus Prexy John Ringling North during a recently completed European talent hunt.

## Hagen Sets East Texas; Gladewater Lot Annexed

GLADEWATER, Tex., Jan. 5.—Hagen Bros. Circus has contracted a number of East Texas towns for early spring dates. It was reported here this week. Meanwhile, the Chamber of Commerce, managed by William T. Randolph, circus fan, reports a recent change in the city limits here puts the show grounds inside the municipality and thus subject to city circus permits.

Grounds are owned by the Gladewater Round-Up Association.

## Polack Western Signs Air Base at St. Louis

CHICAGO, Jan. 5.—T. Dwight Pepple, general agent of Polack Bros. Circus, Western unit, announced this week that the show will play Scott Air Force Base near Belleville, Ill., and St. Louis, February 5-8.

Appearance there will be on the same basis as the show's annual stand at Chanute Air Force Base near Champaign, Ill., with officers and non-coms' clubs as joint auspices.

Four days at Scott will come between the Hammond, Ind., and Louisville runs. This year's Chanute stand will be February 21-24, before the show moves into Chicago.

Frank Weisner's Four Whirlwinds, roller skating act, will be in the line-up of this year's Polack

show. Quartet has played numerous vaude and club dates. Mention of the act was accidentally omitted from a list reported to The Billboard in December.

Ethel Robinson, Polack booking agent and talent scout, announced that Rieta, sway pole act and part of the Wallenda unit, will join Polack Western late in February following an engagement in Mexico. It will be used in buildings high enough to accommodate it and in outdoor stands.

Personnel of the unit will arrive in Flint, Mich., next week for the 1952 opening at the IMA Auditorium January 13-19.

Pepple left this week for his annual booking trip to the West Coast.

## Zack Miller Dies; Owned Ranch Show

WACO, Tex., Jan. 5.—Zehary Taylor (Zack) Miller, one of the three brothers who had Miller Bros.' 101 Ranch Wild West Show, died in a hospital here Thursday (3). He had been living at the ranch of his son-in-law and daughter, Mr. and Mrs. Jim Gibbs, near Valley Mills, Tex. Miller was 73 years old.

The body of the showman and rancher was taken to Ponca City, Okla., where funeral services were conducted Saturday (5). Burial followed on the original 101 Ranch. Death was attributed to cancer of the liver.

Survivors in addition to Mrs. Gibbs, include another daughter, Mrs. Lee Flood, Midland, Tex., and one son, Zack Miller Jr., Ponca City.

### Plays Garden. Expos

Miller was born at Newtonia, Mo., and lived at Winfield, Kan., prior to the time his father, George Miller, began building the 101 Ranch, which reached 1,000 acres. The 101 Ranch Wild West Show was built around activities of cowhands who gave occasional

rodeos at the ranch. The troupe was invited to Madison Square Garden, New York, in 1906, and in 1907 it was at the Jamestown Exposition. In the following year, the Millers and Edward Arlington bought a 16-car show from Frank A. Robbins and put the Ranch show on the road. It went into Mexico late that year.

In 1914 one unit opened in New York and a second, headed by Louis E. Cooke, went to London. Zack Miller accompanied the London troupe. The following year Jess Willard, boxing champion, was with the road unit, and the second show was at the San Francisco Fair. After the 1916 season the Miller brothers sold the show to Arlington, who in turn sold it to Willard.

### Show Revived Twice

The Ranch show was revived in 1925, when the Millers purchased the Walter L. Main Circus as a nucleus for a 30-car show. Business in general was not good for the revival. George Miller, one of the brothers, died in 1927; George W. (Continued on page 69)

# German Act, Set for R-B, Killed in Fall

LONDON, Jan. 5.—Arno Wickbold, German motocyelist who worked a bottomless wall of death and was scheduled to appear this season with the Ringling-Barnum circus, died here December 29 from injuries received while performing December 26 with the Bertram Mills Circus at the Olympia.

Wickbold was making his first appearance in England. The equipment of his act included a structure similar to a Motor-drome, with metal strips welded spaced to permit viewing by the audience. After mounting the straight wall the floorless structure was hoisted into the air.

Fatal accident was due to a mechanical failure. Part of the act had Wickbold shedding clown's clothing while circling the globe. The mishap occurred when he dropped his shirt, which caught in the rear wheel of the cycle and caused a break in the machine's speed. Wickbold normally worked without a net. On this occasion a net, reported as far larger than the circumference of the globe, was underneath, but Wickbold missed it and fell only 10 feet from the barrier restraining the patrons.

London County Council's public control committee investigated the following day, and circus executive Cyril Mills was exonerated. Wickbold worked with a partner, who contemplated taking over the act, but Mills decided to cut it from the program. The police also banned the attraction as a danger to spectators. More than 40 applications (Continued on page 63)

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## Constant Injection Of New Ideas Seen Needed for Success

### Goodell Also Urges Wis. Execs To Map Changes in Entertainment

By CHARLIE BYRNES

MILWAUKEE, Jan. 5.—Continual injection of new ideas into a fair program is vital for success. Ira V. Goodell, president of the Wisconsin Association of Fairs, told delegates from all over the State here this week for the organization's annual meeting. Sessions at the three-day confab, which wound up today, were crowded by the 326 fair and attraction peeps on hand.

Goodell advised the fair men to work out a long-term program of adding several new entertainment features each year, thereby enabling them to present fresh attractions at each annual. He also reviewed the 1951 season and said that most annuals in the State wound up in the black despite inclement weather.

W. (Bill) Masterson, manager of Wisconsin State Fair and chief of fairs in the State, told the delegates that in order to make a balanced fair, they must have good entertainment. The trend toward a shorter work week in industry and mechanization of farming has provided fair patrons with more spare time that can be spent at Wisconsin's fairs, he said.

The success of two State-built exhibits that showed at 24 fairs in 1951 was outlined by Prof. E. G. Sorden, of the University of Wisconsin. The two displays, built by the extension service of the university, included one on commodities and the other on the State's grasslands. Fairs paid \$15 per day for the exhibits.

Under the title "Outstanding Attractions at County Fairs," C. I. Millendorf, Sturgeon Bay, spoke on tractor pulling; Doug Curran,

Black River Falls, on community auctions; Taylor Brown, Oshkosh, on stock car racing; Don Millar, executive vice-president, United States Trotting Association, Columbus, O., addressed the group on horse racing.

Other speakers included Don N. McCowell, director of the Wisconsin Department of Agriculture; Charles B. Drewry, supervisor of county and district fairs; Louis Cattau, Shawano; E. E. Skalsky, West End; F. J. Manning, Ladysmith, and Win Eldridge, Plymouth, secretaries-treasurers.

President Goodell led a panel discussion on fair questions at Saturday morning's session, assisted by Charles Drewry, Archi Putnam, Forest Knapp, W. H. Eldridge, Robert Rosenberry and Mike Burns.

High point of the social side of the confab came Friday night at the annual banquet. William Seffern, of the Wisconsin Department of Agriculture, served as toastmaster. Floorshow, produced by the Hunter Artist Bureau here, included Ted and Art Miller, comedy and songs; Joe Bonnell and Company, musical novelty; Man on Mouse, acro; Janice Malone and Marvin Moran, songs; the Kennys, comedy; Barons, Risley, and Buddy and Jean, roller skating; Ted Miller emceed and music was provided by Steve Swedish's ork.

Goodell was re-elected president for 1952. S. J. Manning, Ladysmith, was elected vice-president, and Win H. Eldridge, Plymouth, again was elected secretary-treasurer.

Board of directors includes Taylor G. Brown, Oshkosh; Douglas J. Curry, Black River Falls; Dr. J. Curran, Lancaster; Earlson Seyforth, Elsworth, along with Goodell, Manning and Eldridge. William (Tiny) Utmcier, Marshfield, again was appointed sergeant at arms.

ALLENTOWN, Pa., Jan. 5.—An extensive road and walk surfacing program will be staged at Allentown Fair here as soon as the frost is out of the ground, it was announced this week.

Scheduled improvements are part of a major plan inaugurated by President Howard Singmaster when he took office several years ago. Black top will be added to many arteries, including one of the principal midways. The solid footing, which will supplement other paved areas, will do much to increase the enjoyment of fair patrons, Singmaster said.

Prior improvements inaugurated by Singmaster include the beautification of the grounds thru the planned elimination of trees, the addition of a covered grandstand stage and modern toilet facilities.

## Sked Speaker List for Mass. Group Meeting

SPRINGFIELD, Mass., Jan. 5.—Edward J. Carroll, manager of Barrington (Mass.) Fair, will speak on conditions in Europe as part of the January 12-17 annual meeting of Massachusetts Agricultural Fairs Association at the Hotel Kimball here.

Last year Carroll visited Europe. In addition to his talk, State Commissioner Henry T. Broderick and Director of Fairs Leo F. Doherty will speak before the group during the same day, January 17. A panel discussion on promotion and public relations involving fairs will include Harry Storin, Ray Winans, Floyd Bell, Warren Rockwell and John M. Gordon and also will be held Wednesday (17) and reports will be given on the New England Conference, the fair association meeting in Chicago and the State relations committee.

On opening day, a revised Grange score card will be offered here to the group's consideration by Earle S. Carpenter, and a forum will be held on improving hall exhibits. A banquet will be held Wednesday night and a forum will be held the last day on the tax problems of fairs and making grandstand shows pay.

## Gresham, Ore., Maps Repairs

GRESHAM, Ore., Jan. 5.—An improvement and repair program at Multnomah County Fairgrounds is being undertaken under direction of the county commission. The action was recommended by Duane Hennessy, appointed fair manager at the close of the 1951 season.

Under plans prepared by Anthony Dreyer, county architect, cement slips are being installed at five racing stables. Stables also are being re-roofed and repainted. Interior and roofing repairs on the swine and stock barns and replacement of brick mortar on the poultry building are included.

The commissioners approved a recommendation that roads on the fairgrounds be resurfaced by the county road department. A contract for repair and replacement of broken sections of the fairground exterior fencing was awarded to the Cyclone Fence Company.

## Innisfail, Alta., Mulls Revival Of Annual Event

INNISFAIL, Alta., Jan. 5.—First step toward reviving the long defunct Innisfail Agricultural Society and the Innisfail Fair was taken recently when a committee of eight district farmers was named to consider ways and means of reorganizing the society. The action was taken at a meeting of 60 farmers and townspeople.

Altho Innisfail is the center of one of the most fertile farming areas in Alberta and the district is the home of many noted cattle herds, it is years since an agricultural fair has been held.

At one time the town had a good fairgrounds set-up complete with grandstand and other buildings, but interest in the project died. For a number of years, agricultural activities were carried on by the agricultural committee of the Innisfail Board of Trade, but no attempt was made to revive the annual fair.

Value of an agricultural society to the community was stressed by the guest speaker, C. A. Weir, Calgary, supervisor of the Canadian government plant products department. He said such an organization need not confine its activities to the staging of an annual fair but should interest itself in hospitals, schools, roads and other worthwhile community efforts.

## Meetings Conflict, Showmen Are Irked

### Hoosier Convention Pulls Light Turnout, Delegates Are Told of Need for State Aid

• Continued from page 53

pari-mutuel betting bill in Indiana, and this drive, it was indicated, will be renewed at the 1952 session of the State Legislature.

Paul Powell, Illinois State representative and director of the Illinois Association of Agricultural Fairs, Springfield, detailed to the convention the strong benefits which have accrued to Illinois county fairs since the enactment of the bill legalizing pari-mutuel betting in that State.

Looking to the immediate future, Sam E. Molter, vice-president of the Newton County Fair, Goodland, Ind., detailed ways and means by which fairs "can operate on wartime expenses with prewar income." Molter urged fairs to maintain a high caliber of grandstand attractions, terming the lowering of the attraction budget "false economy." He pointed out that many fairs have moved their grandstand prices up in line with prices charged for other forms of entertainment, and said that patrons will not balk at an increase if the entertainment is worth the price.

**Cites Experience**  
He cited experiences at his own fair, saying that last year the fair upped its grandstand prices and was successful because the caliber of the show was kept high. He also urged consideration of two other suggestions that an advance sale of tickets for one night, usually the weakest of the run, at old prices might be successful.

Molters also pointed out that those fairs operating with a paid gate will benefit this year by the repeal of the 20 per cent federal tax on admissions. He added the thought that some fairs might benefit by shortening their runs.

**Re-Elect All Officers**  
Other convention speakers included Robert M. Morse, president

of the association, who reported on the December convention for the International Association of Fairs, and John Hartmeyer, president of the Muncie (Ind.) Fair, who spoke on "Night or Day Races of Harness Horses."

Don Miller, executive president of the U. S. Trotting Association, reported that there now was an ample supply of harness horse races for fairs, and Joseph L. Quinn, president of the Terre Haute (Ind.) Fair, spoke on "Building a New Fair."

All 1951 officers were re-elected. Besides Morse, they are A. Burl Hinchman, Rushville, vice-president, and William H. Clark, Franklin, secretary-treasurer.

## Governor Set To Take Part In N. C. Meet

RALEIGH, N. C., Jan. 5.—Gov. W. Kerr Scott, the State commissioner of agriculture, and Dean J. H. Hilton, of North Carolina State College, will participate in business sessions during the Friday (18) meeting of North Carolina Association of Agricultural Fairs at Sir Walter Hotel here.

Business session begins Friday morning with Curtis A. Leonard, association president, conducting it. Raleigh's Mayor James E. Briggs will welcome visitors and association Vice-President Willard T. Kyzer will respond.

Association has a membership of 55, and a turnout of 150 persons is expected for the Friday night banquet, the first to be held by the group in several years. Sam Bundy will emcee a show supplied by George A. Hamid & Son, New York, Coors & Rose, Lancaster, Pa., and Frank Melville, New York. Norman Y. Chambliss is program and banquet committee chairman, with Kyzer and Dr. A. H. Fleming as members.

## El Dorado, Ark., Gets 19G Income

EL DORADO, Ark., Jan. 5.—Union County Livestock and Poultry Association, sponsor of the fair here, wound up its fiscal year October 31, 1951 with a cash balance of \$9,588, Julius Miller, president, announced.

Receipts from the fair amounted to a record \$19,540. Expenditures for one new building, laying of a sewer line and building a new fireproof concession stand, totaled \$2,832.

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## C&W to Be Re-Inked By Indiana State Fair

### Convention Provides No Upsets; Bunching of Dates Snags Bookings

INDIANAPOLIS, Jan. 5.—Cetlin & Wilson Shows next week will be awarded the contract again for Indiana State Fair, it was indicated here this week at the annual convention of the Indiana Association of County and District Fairs. Normally the contract is awarded during the convention, but this year, due to a date snafu, the meeting of the State fair board falls a week after, rather than during the convention.

The Cetlin & Wilson Shows nevertheless were strongly represented at the convention. Co-owners Jack Wilson and Izzy Cetlin, General Agent Ralph Lockett and Al Deano were on deck. C & W also contracted the Fort Wayne Fair.

#### JJJ Rapped

R. C. McCarter, general agent of Cetlin & Wilson for many years and now in the same capacity with the new Johnny J. Jones Shows, was much in evidence, making a longshot try for three other Indiana fairs which had been contracted, would have warranted the JJJ org making a run into the State, however, of the three, Logansport, Ind., had been committed to Gooding Amusement Company and the Muncie Fair to Al Wagner's Cavalcade of Amusements.

Busiest of the contract-signers at the convention as usual was Floyd E. Gooding, who inked practically all of his regular fairs and added one or two new ones. Included among the latter was the Decatur Free Fair, which is to be revived in 1952.

Gooding also pacted the Merry-

## Royal Crown Inks Trenton Fair for '52

TARPON SPRINGS, Fla., Jan. 5.—Royal Crown Shows have been contracted to supply the midway at North Central Missouri Fair, Trenton, Mo., it was announced at shows' quarters here this week. Missouri annual, to be held August 17-23, follows the Springfield (Mo.) Fair, on Royal Crown's route.

R. L. (Bobby) Mack, general agent, closed the contract for the shows, with L. I. McMullen, secretary, signing for the fair.

The Trenton Fair last year ran five days, two less than scheduled for 1952. Considerable plant improvements are under way. A new race track has been completed and a new grandstand will be completed in time for this year's fair.

## Gem City to Go Out, Play Same Spots---Hickey

QUINCY, Ill., Jan. 5.—Gem City Shows definitely will go out this season. What's more, it will play virtually the same spots as last year, according to the org's owner-manager, Tom Hickey, speaking from his home here.

Hickey said he would make the Illinois and Missouri State fair conventions early in January. Meanwhile, winter quarters activity at Theodore, Ala., will be started.

The Greco brothers, Sam and Don, again will have the front end, Hickey said. George Leonard, who joined the show at the L end of the '51 tour, will be back as advance press agent, Hickey said.

Mid Festival at North Webster, Ind., during the convention.

#### Gooding Builds Shows

The Gooding operations next year will be the most extensive in the organization's history. In preparation for his heavy route, Gooding has established winter quarters at De Land, Fla. The set-up there will supplement his factory in Columbus, O., and will be used largely to build show fronts.

Negotiations virtually have been completed for Irving Miller, producer of midway colored shows, to produce one for Gooding, the latter disclosed. John Gallagan will handle all of the concessions on the midway at the Mississippi State Fair, Jackson, and Morris Lipsky will head up the concessions on at least one Gooding Southern fair date, Gooding said.

#### Dates Bunched

Contracting during the sparsely attended convention here was snafued because many of the fairs advanced their dates to conform to 4-H Club entry requirements of the State fair. Thus a large percentage of the dates set for the early August weeks. As a result, some fairs left the convention without signing a carnival and some carnivals which normally play in the State straight thru August left without filling a full August schedule.

Convention developments also included the announcement by James H. Drew, of the shows bearing his name, that W. H. (Bill) Lambert will be the show's general agent. Lambert last year was with the Mighty Hoosier State Shows and prior to that had been with Rogers Greater Shows for 10 years.

Herb Shive has joined the Cavalcade of Amusements as general agent, it was learned during the meeting. The Cavalcade was not represented at the convention. Owner Wagner being in Miami. Shive underwent a medical check-up before starting on a booking tour.

Announcement of the framing of a new show, Ideal Rides was made at the meeting by Paul V. Robertson and Cecil Cornthwaite, the co-owners. Robertson formerly was with Mighty Hoosier State Shows and Cornthwaite was with the Peck Amusement Company the last two years.

## B. D. Harovitz Dies in Canada

MONTREAL, Jan. 5.—Benny Daniels Harovitz, 45, owner of Daniel's Greater Shows, a Canadian org, died Tuesday (1) in Montreal. It was reported this week by Larry Lejour, secretary of the Canadian Showmen's Association.

He was in show business for 25 years and worked for his father in the carnival business before acquiring his own unit. He was the founder of the Canadian Showmen's Association, a member of the Showmen's League of America and well known to showfolk both in Canada and America.

He is survived by his widow and two sons.

## Hugo Re-Elected K. C. Club Prexy

KANSAS CITY, Mo., Jan. 5.—Capt. E. H. Hugo was re-elected president of the Heart of America Showmen's Club here. He polled 87 votes, while his opponent, Joseph Clayton, received 17.

All other officers were elected without opposition. They are: H. S. (Curley) Clark, first vice-president; George Chronic, second vice-president; Paul Parker, third vice-president; George Carpenter, treasurer; Al C. Wilson, secretary; George Elser, warden, and George Sargent, conductor.

## PSCA Elects Jerry Mackey As President

### Charles Walpert Picked to Serve As Sole 'Vee-Pee'

LOS ANGELES, Jan. 5.—G. P. (Jerry) Mackey, veteran concessionaire lessee at Portland's Jantzen Beach, was unanimously elected president of Pacific Coast Showmen's Association.

Assuming office along with Mackey were Charles Walpert, vice-president; Lou Manly, secretary, and Al Weber, treasurer, the latter two re-elected. The 1952 slate carries only one vice-president in the stead of the usual four, the new official slate having been incorporated into the by-laws during a recent revision.

Mackey has been lessee of the concessions at the Portland spot since 1948. He also operates games on the route and is making his home here during the winter while his equipment is undergoing refinishing at his winter quarters in nearby El Monte.

Mackey succeeds M. J. Doolan, who, upon retirement from the PCSA presidency, was named to the cemetery board.

## Bodart Merges Units; Titles 'Em Blue Ribbon

MILWAUKEE, Jan. 5.—Bodart Shows have merged their two units and will go out this year under the title of Blue Ribbon Shows. A. Bodart, manager, announced here this week.

Shows will not play the North Wisconsin Circuit of Fairs this year but has struck out for almost a completely new route, he said.

New fairs already inked included Wausau, Wis.; Escanaba, Mich.; and Marshalltown, Ia., with repeat dates at three other Wisconsin annuals, Portage, Tomah and Rhinelander.

Org will carry 16 rides, 12 major and four kid devices, and 10 shows, 6 of them office-owned. Close to 40 concessions will complete the line-up, Bodart said.

Blue Ribbon plans to hit the road in mid-May and is lining up some of its early still dates and the season will be lengthened this year with an expected invasion of Southern fairs.

Staff will continue the same with the elder Bodart as manager, assisted by Reginald Bodart and Lynn Lucia.

## Continental Rides Score At Hub Show

LOWELL, Mass., Jan. 5.—Altho most of the equipment of Roland E. Champagne's Continental Shows has been stored at winter quarters here, four rides and several shows placed at the Christmas Wonderland Exposition in Boston's State Armory did well during the last four days.

Rides installed were Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl and a kiddie auto device. The Tilt-a-Whirl was a new ride shipped in 10 days from the Seller Manufacturing Company, Parkville, Minn., to quarters. All rides and trucks were renovated recently under the supervision of Frenchy Doucette, assisted by Armand Doucette.

All workers in quarters were let out for the Christmas holidays. Plans are to reopen the shop about February 1.

## Badger State Pacts N. Wisconsin Circuit

### Farrow Signs Six Fairs for Repeats; Collins Recontracts Two Wisconsin Annuals

MILWAUKEE, Jan. 5.—Jack Vomborg's State Shows was awarded the midway contract for the North Wisconsin fair circuit here this week at the Wisconsin fairs meeting. The Vomborg org replaces the Bodart Shows on the four-week loop. Shows was topped here by Mr. and Mrs. Jack Vomborg, Mr. and Mrs. Jack Vomborg Jr. and Mary Vomborg. Contract for the circuit's night grandstand show was awarded the Charles Zemater office, Chicago, for the third consecutive year. On hand from that agency were Mr. and Mrs. Charles Zemater, Mr. and Mrs. Chuck Zemater and Jack Zemater.

#### Collins Re-inks Two

Ernie Farrow, manager of Wallace Bros' Shows, reported signing repeat contracts at six Wisconsin annuals including Darlington, Monroe, Jefferson, Manitowoc, Elkhorn and Beaver Dam. Farrow, who was accompanied here by Jack Down, general agent, also announced signing three Southern fairs new to his route. These are Eldorado, Ark.; Monroe, La., and Vicksburg, Miss.

William T. Collins Shows, represented here by Owner Bill Collins and Art Signor, announced they had closed to provide the midway attractions at New Ulm and Bird Island, Minn., and Sioux Falls, S. D. Wisconsin annuals signed here were Marshfield and La Crosse, both of which were on Collins' '51 route.

#### Gold Bond Contracts

Gold Bond Shows signed one new fair here. Friendship, and will again be back at Madison and Rice Lake. Org also announced the signing of Hibbing and Grand Rapids, Minn. Here from the shows were Mickey Stark, owner; Ray Swanner, Ray Balzer and Gerhart Garde.

Swenson Thrillcade, repred here by Owner Manager, Aul Swenson, signed one fair, Darlington, new to the org, and also announced pacts for two performances at Manitowoc and one Labor Day night show at Elkhorn. While here, Swenson was informed by phone that his one date at Kansas Free Fair, Topeka, had been increased to three shows.

National Speedways added three days of auto racing to two big car meets at Manitowoc and one day of big car and one of stocks at the Wausau annual. A. Sweeney was on hand for the auto racing organization.

Ernie and Lucille Young, of the Chicago booking office bearing that name, signed the Sam Howard water show into Beaver Dam, Marshfield and Oshkosh and also signed to produce night grandstand shows at Friendship, Westfield and Sturgeon Bay, the latter to be played for the 23d year.

Other carnival, attraction and show supply reps on hand included Betty and Gladys Williams, Williams & Lee, Mr. and Mrs. T. P. Schindler, Ted Schindler, Bill Lindeman, and Kurt Kuehn, Regalia Manufacturing Company; Earl Newberry and Leo Overland, Jole Chitwood Thrill Show; Frank and Jack Duffield, Theatre-Duffield Fireworks, Inc.

## Name Doc Snow General Agent Of Alamo Expo

SAN ANTONIO, Jan. 5.—B. B. (Doc) Snow has been signed by Alamo Exposition Shows as general agent. Owner Jack Ruback announced here this week. Snow replaced J. A. Schneek.

Fairs in Emporia, Salina and Anthony, Kan., were contracted recently, as was Miami (Okla.) Fair.

Twelve men are at work in the shows' quarters here, with N. J. Miller directing make-ready on the rolling stock and Bill Williams heading up work on new show fronts.

Boyle Woolfolk and George Pitt, Boye Woolfolk Agency; Frank Whitley, Auto Racing, Inc.; Mr. and Mrs. Roger Dick, Criss; Dixie Thrill Show; John Francis, John Francis Shows; and Austin Trail, clown.

Maggie and Scooty Swan, Chipmunk Valley Barn Dance; Ed Hummelbach, Meta Dinsland Vaudeville Revue; Al Dvorin, Al Dvorin Agency; Evelyn Grossman, Book Street and Kids Cole; Irving Grossman, Gus Sun Agency; Sunny Bernet, White Horse Troupe; Sam J. Levy, Fred R. Kreweman, and Randolph Avery, Harpoc-Carruthers Theatrical; Interpolated Med Gortl, Wisconsin Deluxe Company; Mr. and Mrs. E. A. Bodart, Mr. and Mrs. Reginald Bodart and Mr. and Mrs. Lynn Leina, Big Ribbon Shows; William C. Dobson and R. E. Patterson, Dobson's United Shows; Mr. and Mrs. A. Hart Station, R. A. Powers Company.

Harley Herwig, Liberty Shows; Lee and Douglas Lott, Lucky Lott Thrill Show; L. P. Forchodda, Illinois Fireworks Company; Clinton Bolshauer, Bolshauer Fireworks; Joe Greener, Snapp Greater Shows; Lanny Neel and A. T. Brecher, Badger State Midway; Fred and Edna Adams, Adams and Mrs. Herman McKenna, McKenna's Rides; John Kempart, show supplies; Andy Anderson and Frank Gray, Edith's Circus; Corporation of America; William Ashland Jr., concessions; Jerry Bence and Louis Frank, Cyclone stock car races; George Carrey, advertising.

Roger Coleman and Albert Cohen, Star Fireworks Manufacturing Company; Elancho Ernstman, concessions; J. Gallagher, John Gallagher Company; William G. Gerbach, concessions; F. Gordon, M. F. Gordon Amusement; R. Jack, Leacke Amusement Company; Mr. and Mrs. Lloyd Swedeen, Evereden Amusement Shows; Key, Key Bussing Company; Edward and M. Latke, Top Top Shows; H. W.

(Continued on page 64)

## NSA Prexy Allen Names Committees

NEW YORK, Jan. 5.—At the regular Wednesday night (26) meeting of the National Showmen's Association here, President Bernard (Bucky) Allen announced chairman and members of the group's various committees for 1952. Those named follow:

Advisory board, Leonard Traube, chairman; Clemens F. Schmitz, co-chairman; Fred C. Murray, Arthur E. Campfield and Joseph A. McKee, Banquet, Jack Rosenthal, general chairman; McKee and John McCormick, co-chairmen; Phil Cook, Louis D. King, David Brown, Jack Alfred, Harry Agne and Henry Kaufman, Bingo, H. William Jones, chairman; John S. Weisman, co-chairman; Morris Bantalsky, Al Dorso and Ben Weiss.

By-laws, Max Hoffman, chairman; Cook, co-chairman; Traube, Campfield and Murray, Co-Chairmen; Traube and memoriam, Murray, chairman; McKee and Cook, Entertainment; David Brown, chairman; Louis D. King, co-chairman; Ike Weinberg, Charles Padrone, George Reitor, Frank Rappaport, Murray, Jack Stern, Jack Owen and Dan Thaler, Finance. Campfield, chairman, and Schmitz, co-chairman.

Grievance, Hoffman, chairman; Louis D. King, co-chairman; Weisman, Phil Isser, David Brown, Bantalsky, Jim McHugh, Campfield, McCormick and Murray, Hospitalization and sick, Dr. Jacob Cohen, chairman; Thaler, co-chairman; Louis D. King, Gerald Snellens, Harry Rosen, David Brown, Weisman and Jack Alfred, House committee, McCormick, chairman; David Brown, co-chairman; Rappaport, Reitor, Louis D. King, Weinberg, Alfred, Harry Levine, Louis G. King, Stanley W. Watson, Louis Reiben Thaler, Ben Herman and Murray.

Jamboree, George A. Hamid Sr., chairman; McCormick, co-chairman, and James Corcoran, Membership, Jim McHugh, chairman; Cook, co-chairman; Irving Sherman, Thaler, Campfield, Louis D. King, Morris Brown, Snellens, William Lish and John Vivona, New home, James E. Strates, chairman; McCormick, co-chairman; Campfield, Samuel E. Prell, Snellens, Lish, Morris Brown, McKee, Louis D. King, Samuel S. Levy, Watson and Murray.

Publicity, Jim McHugh, chairman; Snellens, co-chairman; Johnny J. King and Traube, Ways and means, Snellens, chairman; Sherman, co-chairman; Watson, Rosen, Morris Vivona, Bantalsky and Reiben.

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# Midway Confab

Charlie Perkins and Bill DeBarrie, who closed with Pan-American Amusement Company, have been wintering in Los Angeles. They will return to the org for the 1952 tour. . . . J. D. McNeely infos from Searcy, Ark. that he enjoyed Christmas dinner in quarters there with Mr. and Mrs. William Dyer. . . . After touring California and Florida, Joe Brohnam returned to Owensboro, Ky., to spend the holidays with Ray Garrison. They plan to return to the road in 1952.

When Glades Amusement Company played Immokalee, Fla. recently Princess Tiny and Stan Wrisley, Side Show and Girl Show operators respectively, who are wintering there, set up their Side Show and worked to good results. Line-up included C. Roswell (Doc) Glover, magician and conjurer; Lew Jackman, fire eater; Monica Wrisley, sword barrel; Gene Riley, torture act; Walter Ennes, tattoo artist; Janet Wrisley, Miss Electro;

Tiny Tim, fat man; Helen Gibbs, smoke and rag pictures; Princess Tiny, girl with four hands; Louise Wrisley, world's smallest mother; Rose Jackman, tickets, and Stan Wrisley, talker. Princess Tiny and Wrisley went with C. A. Stephen's Shows last season. They plan to play the Middle West next season.

Following six weeks in Amory, Miss., for Oscar Bloom. Pal W. Paxton left for New Orleans and the Sugar Bowl football game and will remain in the Crescent City playing club dates until it's time to hit the road in April. . . . Madam Burleson, who is appearing at the Club Savoy, Pahokee, Fla., visited with the Leon Claxtons in Tampa last week.

George C. Stacey, stepson of Jock Murphy, manager of the new Steel City Shows, has been inducted into the Marine Corps. . . . Mr. and Mrs. James Hurd are celebrating the arrival of a daughter, Valerie Elizabeth, at their home in Brooklyn. Hurd is a Side Show operator and formerly was with Andy Bros., James E. Strates, Goodman Wonder, Cethin & Wilson and Conklin Shows of Canada.

Ray Meyers played host to almost 700 side-walk at a party held December 28 at Trailer Village, Tampa. Joe Decker and Mable Eddy held forth at the snack bar. Refreshments were served by Paul Sprague, Beanie Jones, George Houffalter and Spagnola. Courlie LaVeur and his band furnished the dance music, while songs were presented by June Heahbar, May Duddy and Francine Jones. Jack Norman also entertained.

G. H. (Brick) Llewellyn, formerly with Johnny J. Jones Exposition and other shows in the '20's, is operating a radio business in Pictou, N. S. Tommy Langille, cookhouse op on Frank Elliott Shows last season is wintering in Pictou along with Doug Suriano who infos he'll play the Maritime Provinces in 1952.

Helen Golden hosted friends at a party in the recreation building of her Port Richey, Fla., Trailer Park Christmas Eve. On Christmas Day a fishing party was held on the banks of the Cotee River, with Al Cook bringing in a 40-pound catch to win first prize. Bob Hoffman, bus. conv. manager and current attendant at the trailer park recently took delivery on a new scooter.

Bill Powell, ever on the move, writes that he was entertained royally by the Show Folks of America during a recent stay in San Francisco. He left December 29 for Los Angeles.

Mr. and Mrs. Ross Manning are wintering at Miami Beach at the Art Lewis Hotel. . . . Mr. and Mrs. Harry Swartz are staying with Billie Pope in Miami. . . . Mr. and Mrs. Earl Meyers, Jimmie Ferness and his family are at the Palm Lake Trailer Park. . . . The Roy Dearduffs, of New Happyland Park, West Hollywood, Fla., entertained Mr. and Mrs. Howard Dearduff and daughter, Bonnie C., during the holidays. Other guests of the Dearduffs included Mrs. Minnie Williams and son, Herbert; Mr. and Mrs. John Berday and daughter, Barbara, and Charles Landers. Mr. and Mrs. Roy F. Pough and daughter, Kazia, of the O. C. Buck Show were callers. . . . Guests at the O. C. Buck home at Miami on Christmas Eve were Mr. and Mrs. Dave Endy and daughter, Joan; Mr. and Mrs. Sidney Goodwall; Mr. and Mrs. Luke Seifker; Roy, Betty and Kazia Peugh; Harry and Mildred Swartz, with Charles Zucker as Santa Claus. . . . Guests for New Year's Eve at the home of Mr. and Mrs. Luke Seifker, Miami, were the Harry Swarizes, Jack Campbell and the Peughs. Hog jowls and black-eyed peas, the South's traditional New Year's good luck food, were on the menu.

Max Gruberg, who will operate five carnival and bazaar units in the Philadelphia area during the coming season, his wife, Rae, and her sister, Ceila Forman, were guests of Mayor Butler Feitchman of Long Beach, Long Island, N. Y., when he and the local councilmen took office New Year's Day and held open house. Gruberg also pilots a kiddie park at Long Beach.

Louie Berger, assistant general agent of the Amusement Company

of America, is recuperating in Alexian Brothers' Hospital, Chicago, from a serious operation. He was stricken Sunday (3) and underwent a critical hernia operation the same day. . . . Mrs. Fred A. Miller, secretary of the W. G. Wade Shows, is recovering in New Orleans from dog bites. She was bitten so severely that 29 stitches were required.

Mrs. Virginia O'Leary, her son, Virgil and his wife and baby last week left Springfield, Ill., for Philadelphia. Mrs. O'Leary, whose husband, Dennis, died recently, says that she's undecided as to whether to return to the road in the spring. Virgil is awaiting a call for the Army. . . . Curley and Miamie McBrien, of the Sammy Lane Shows, narrowly escaped injury recently while en route from Kansas City, Mo., to Hammond, Ind., when a truck side-swiped their trailer, which was cut loose from the McBriens' car and hurtled over a 50-foot embankment. The truck overturned on the highway.

Vernon and Mae Barnes, veteran carnival and circus trouper, are wintering in Barry, Ill. . . . Larry Schaff, secretary of Peppers All-State Shows, is wintering at the home of his mother in Hagerstown, Md. He plans to resume his secretarial chores for Peppers soon. . . . Harry Mason, former carnival executive and concessionaire, based from Laurel, Miss., that he is promoting indoor circuses and bazaars this winter. Mason, who formerly made his home in Mobile, Ala., spent several days there recently as the guest of Sunny Cook, new operator of Temple Gardens Cafe.

Walter B. Fox, former carnival and circus executive and now in the novelty business at Mobile, Ala., writes that his holiday business was better than usual and that the local Exchange Club had an attractive display of Biblical and mechanical figures at Bienville Square that attracted many out-of-town visitors. Calling at the Fox apartment recently were Frank W. Peppers, James Cephus, Jack Lovell and Joe Kerr.

Following a successful 1951 tour with the Drew Shows, Bill S. Nurney (G. R. Heavy) returned to his home in Plymouth, N. C., to spend the holidays with his mother, Mrs. Sarah F. Nurney. He says he hopes to return to the shows in 1952. . . . Mr. and Mrs. Charles Klausen, well known in carnival circles, again are wintering in the Rio Grande Valley and spending much of their time fishing. Klausen has been an advance agent for several shows in the Midwest in past years. . . . Cleo Renne hosted his friends at a dinner in his trailer in Tampa recently. Guests included Lee Erdman, Stanley Barbay, Eddie Greco and C. A. Lineback.

Leo Lipps, retired carnival owner, had Sheriff Andrew C. Baird and a representative of Prosecutor Gerald K. O'Brien as Christmas visitors at his Detroit home, while Charles Westerman, of Rosenthal & Westerman, was Lipps's house guest for Christmas dinner.

H. B. Shive, currently putting in some fishing time in Tampa, reports that he is feeling well again after a recent illness. He says that he will attend several of the Eastern fair meetings. . . . Bernard (Bucky) Allen, National Showmen's Association proxy, conducted the December 28 meeting. Last week he conferred with Allentown (Pa.) Fair execs on behalf of World of Mirrh Shows, of which he is concession manager.

Mr. and Mrs. Ken Garman spent the holidays in Mexico City and planned to return to their Danville, Ill., home in time for Garman to attend the Minnesota fair meeting at St. Paul January 8. . . . Holiday visitors to the St. Louis office of The Billboard included John Francis, owner of John Francis Shows; Elmer Brown, general agent of the Jay Gould Circus; Ted Woodward, former owner of the Midwestern Exposition; Charles F. Buckwalter, of the new Meridian (Miss.) Fair, and Cattle Show, Sam Fielder, of Fidler United Shows, and Charles Oliver, owner of Mound City Shows.

America's Finest Show Conveys  
TENTS—SIDESHOW BANNERS  
CONCESSION TENTS  
IMMEDIATE DELIVERY  
FLAMEFOIL FABRIC  
Available in all colors.  
All sized colors also available.  
Bernie Mendelson—Charles Driver  
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442 N. CLARK ST. CHICAGO 40

**WHEELS OF ALL TYPES**  
Paddle/Wheel, Turkey Wheel, Star Wheel, Big Six Wheel, Horse Race, Baseball, Cigarette Wheel, Double Wheel, Laydown, Penny Pitch.  
WE REPAIR BIG SIZES  
**CARDINAL MFG. CORP.**  
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**ORANGE STATE SHOWS**  
WANT FOR HALEAH, FLA., OPENING, JANUARY 17TH  
And five other outstanding spots on the East Coast of Florida. One or two more rides—Trains, Boat or Buggy Rides. Shows with own outfits. Concessions—All legitimate Concessions open. No flats. Wire or write  
**LEO BISTANY**  
79TH ST. HOTEL MIAMI, FLA.

**HUBERT'S MUSEUM**  
228 W. 42nd St. New York, N. Y.  
Open all year round  
Want Franks and Novelty Acts. State salary and all particulars in first letter.

**LESLIE'S TRAILER PARTS and ACCESSORIES**  
Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U.S.A. Write for free catalog.  
1920 Stewart Ave., S.W., on Highway 4 going south, Atlanta, Georgia  
Fairfax 2626

**MERRY-GO-ROUND FOR SALE**  
2-Abbees, 20 Foot, 20 Jumping Horse, 2-Chair, 2-Kazi Top, All-Chain, Power-Unit, Gasoline Motor, 3-Belt Drive, Perfect condition. Two seasons in park. Perfect condition. No parts or repairs needed. J. Warner, make, it is a Major Ride. Take \$15,000.00. Also have Truck and Trailer if wanted with ride. If you want a good buy, inquire over the phone. IVY WEST, General Delivery, Gunnison, Miss.

**FOR SALE**  
CRIME PREVENTION MOBILE UNIT. Equipped with modern fall ball, reduced electric chair, gas chamber, etc. Graphic demonstration of fully of crime. Good looking unit. Owner has other business, can't travel. Don't answer unless you have \$15,000.00 cash now located in Chicago sector. Write Box D-136, c/o The Billboard, Cincinnati 32, O.

**BILL CHALKIAS WANTS**  
All kinds of side show acts for Winter Show in Florida and coming season. Write or wire BILL CHALKIAS, Box 159, Tarpon Springs, Fla.

**L. J. HETH SHOWS**  
NOW BOOKING FOR SEASON 1952  
Shows, Rides, Concessions. Can place Ride Help, must drive.  
Address: North Birmingham, Ala.

**ONE TRAIN**  
Gas driven, rides 12 to 20, 100' track, at the only one season. Condition like new. Call or write  
**W. J. BROADUS**  
P. O. Box 479 Hopedale, Virginia  
Phone B-4

**WANTED**  
HELP FOR WINTERQUARTERS  
Starting Jan. 7.  
Also RIDE FOREMEN for all Rides  
**MOUND CITY SHOWS**  
1417 Griffin St. St. Louis, Mo.

**C. A. STEPHENS SHOWS**  
Opening early March.  
Place for 1952 season, Shows and Concessions working for stock. **BOX 1017**  
Crystal River, Fla.

**EVANS' HIGH STRIKER**  
A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser, 2x4 braces.  
SEND FOR CATALOG  
**H. C. EVANS & CO.**  
1556 W. CARROLL AVE.  
CHICAGO 7, ILLINOIS

**ROYAL CROWN SHOWS**  
NOW BOOKING FOR MANATEE COUNTY FAIR, PALMETTO, FLA., JAN. 26-FEB. 2; FLORIDA CITRUS EXPOSITION, WINTER HAVEN, FLA., FEB. 18-23; FLORIDA STRAWBERRY FESTIVAL, PLANT CITY, FLA., FEB. 26-MAR. 1.  
RIDES—Any new Ride not conflicting with what we have. (No Kiddie Rides.)  
SHOWS—Minstrel Show Manager and Company for fully framed Minstrel Show, Grand Shows of any kind with own equipment.  
CONCESSIONS—Any kind of "Prize Every Time" Concession, such as String Game, Fish Pond, Pitch-Till-You-Win, Slum Spindles, or Jewelry, Ball Games and Balloon Darts. (Positively no Flats.)  
All Answer: DOLLY YOUNG, MGR., ROYAL CROWN SHOWS  
P. O. BOX 515 TARPON SPRINGS, FLA.  
(Phone: 5121)

OPENING IN MARCH — GOING NORTH  
**12 SHOWS AND RIDES 12**  
**WOLFE Amusement**  
NOW BOOKING FOR 1952  
CONCESSIONS—Including on Popcorn and Apple, Flats, Conard, Cook House, Photo, Bingo, Scales. All other Stock Concessions open.  
WANT TO BUY—Bottle-ups with or without transportation, one or two show fronts—must be heavy.  
10 PAIRS NOW UNDER CONTRACT—IS  
WILL BE AT ATLANTA AND COLUMBIA FAIR MEETINGS.  
P.S. Have complete Bingo for sale—will book same.  
**BEN WOLFE** P. O. Box 277, Landrum, S. C.

**WANTED WANTED WANTED**  
Side Show Attractions, all types of Platform Attractions: Fire Eater, Pin Cushion, Glass Eater, Lecturer, Pitchman, Talkers and other good Side Show People and Acts. Early opening, long season. State all first letter. Contact

**DUB DUGGAN HAGAN-WALLACE CIRCUS**  
Skyharbor, De Land, Florida

**WANTED FOR 1952 SEASON**  
Starting middle of March through to November 1st—High Act or Semi High Act. Short route show makes 1,300 miles on season. Pay sure. State lowest salary per week first letter. Address all replies to  
**HARRY BERKE SHOWS**  
Box 246, Port Allen, La.

**G & B RIDES & SHOWS**  
WANT—FOR 1952 SEASON—WANT  
Cook House, Popcorn, Glass Eater, Water, Pitch Till You Win, Cote Gallery, 1st Sticker, Raffle, Set Boule, Leaf Gallery, Balloon Dart, Cat Rank, American Family, SHOWS—Seals, Sinker, Girl Show and Pin One.  
HELP—Foreman for Merry-Go-Round, Chairperson, Ferris Wheel. All Help must be sober and reliable; no drinks or golfers need apply. Help must be able to drive new trucks, also driver for  
**GEORGE BRADY, 627 3th St., Parkersburg, W. Va.**

# THOMAS Land Shows

**WANT THE FOLLOWING**

HELP: Foremen for Ferris Wheel, Caterpillar, Octopus, Softfire, Little Dipper, Kiddie Rides. Also want Men to handle Glass House, Fun House on percentage. Man to handle Light Towers, Front Gate. Second Man and real Ride Help. Can place Billposter with car (Del Yanson, write). Also want Publicity Man who will promote Kid Days and so on.

SHOWS: Want Arcade, Side Shows, Wild Life, Illusion Shows, Snake, Minstrel Shows. Want Dome Manager and Riders. Have complete Drums, Motor and all equipment. Will place a Fun House for season.

CONCESSIONS: Will place Cook House, French Fries, Hoop-La, Penny Pitches, Add-a-Ball, Pop-in-Buckets.

AGENTS: Want Agents for Fish Ponds, Cat Rack, Milk Bottles, Pitch-Till-You-Win. Long season, good treatment. Good route of SNH Dates and Fairs. 30 weeks' work.

ALL REPLIES TO

**L. I. THOMAS, Mgr., Box 593, Miami 35, Fla.**

# ALAMO EXPOSITION SHOWS

**NOW BOOKING FOR THE BIGGEST CELEBRATION IN TEXAS THIS TIME OF THE YEAR**  
**CHARRO DAYS—FEBRUARY 16-24—BROWNSVILLE, TEX.**

Want Billposter who can handle details. Also Ride Men. Will book Merchandise Concessions, Cigarette Shooting Gallery, Short Range, Long Range Galleries, Age and Scales. Mats and Novelties are open. Will book Penny Arcade and Frozen Custard for season. Will book Shows that do not conflict. Want Side Show for season. (John Hutchins or Floyd Woolsey, contact me.) **ALSO BOOKING ATTRACTIONS FOR THE BIGGEST STREET CELEBRATION IN AMERICA—BATTLE OF FLOWERS, SAN ANTONIO, TEX., APRIL 21-26.**

Contact: **JACK RUBACK, 2240 East Houston Street, San Antonio, Texas**

# ATTENTION, RIDE OWNERS, SHOWMEN

## WANT FOR 1952 SEASON—CONEY ISLAND, N. Y.

Available for the first time, the best located corner of over 5,000 square feet with approximately 150 ft. frontage. A 100% pre-est.—ESTABLISHED—TOP MONEY-MAKING Location.

If you have an outstanding, sensational ride capable of handling capacity crowds or any other real top outdoor attraction that would justify occupying one of the most valuable spots in America, this is a move to order proposition for you. Over 40 million visitors last season. You just can't miss. A mutually profitable deal can be arranged. Send all particulars in detail, including photographs if possible.

**DAVID ROSEN**  
 4016 Atlantic Avenue Sea Gate, Brooklyn, N. Y.  
 (Phone: Eglewade 2-2178)  
 A Virgin Perfect Spot for Motor Shows—None Here Before

# FITZIE AL BROWN & WALLACE Shows

**ROBERT (BOBBY) KLINE, General Agent**  
**CAN PLACE FOR 1952 SEASON**

For a bona fide Route of Fairs, starting in July and continuing until November. Due to expanding Show and adding New Equipment, CAN PLACE HELP IN ALL DEPARTMENTS, including Men to operate Fun House, Men to handle Searchlights, Towers and Front Gate, Scenic Artist and Builders. **WILL BOOK OR BUY MOTOR/DROME COMPLETE. WANT PENNY ARCADE AND FIRST-CLASS COOKHOUSE. WILL PLACE LEGITIMATE CONCESSIONS OF ALL KINDS, including Guess Your Age, Scales and French Fries.**

AD Address: **BOX 313, SAVANNAH, GA.**

# A. M. P. SHOWS

## "JUGGY"

**RESERVING SPACE NOW FOR THE CHARLOTTA COUNTY FAIR, PUNTA GORDA, FLA.**

Will book Fish or Duck Pond, Pitch-Till-U-Win, Hi-Shriker, Devil's Bowling Alley, Swinger, Buckets, Age and Scale, Penny Pitch, Cigarette Pitch, Rat Car, Lead Gallery, Hoop-La, Ovens not conflicting. Will book Rides not conflicting with what we have. Want Side Show, Jig Show, Fun House, Motor/drome, Monkey, other Shows of merit. All replies.

**A. M. PODSOBINSKI**  
 West Palm Beach, Fla., this week; Punta Gorda, Fla., Jan. 14-19.

# JOHNNY J. JONES SHOWS

Can place Workmen in all departments. Show Painters, come on. Also Tractor Drivers. Winterquarters now open. Will book Penny Arcade, Monkey or Animal Circus, Unborn, War Show. Will place for season: Tilt-a-Whirl, Octopus and Rocket Ride. (Fred Baker, answer.)

All answer and report: **David B. Endy, Savannah, Ga.**

# SUNSET AMUSEMENT CO.

Now Ready to Book All Concessions. Independent Shows and a 3 or 4 Set of Factory Built Kiddie Rides.

**P. O. BOX 468, DANVILLE, ILLINOIS**

# I NEED PARTNER

To finance industrial design and injection mould for new plastic instrument to be sold at Fairs in U.S.A. please recently designed. Absolutely new and original and natural for demonstration. Toilet item required by everybody. Sales appeal absolutely unobscured. Cash requirement—\$700.00 for design, \$1,000.00 for mould and about \$1,000.00 for initial stock. I have invented all I had and waited year and a half for patent. Help me complete this and take half of proceeds. Quick action necessary for 1952 season. Write

**JACK LAKELAND, 301 Woodfield Road, Toronto, Ont., Can.**

# PRELL'S BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

All help report winter quarters January 15 at Kissimmee, Fla.

All persons holding contracts, report at Sarasota, Florida, on or before January 20, 1952.

For Sale: No. 12 Ferris Wheel, reasonably priced for cash.

All answer: **SAM PRELL, Tropical Hotel, Winter Quarters, Kissimmee, Fla.**

Now Booking for 9 Florida Fairs Starting Sarasota, January 21-26 and Ending Eustis, Fla., March 22.

- WILL BOOK all kinds of Concessions, Merchandises, Wheels, String Games, Cigarette Shooting Galleries, Long Range and Short Range Galleries, Age and Scales, and all kinds of Hanky Panky.
- WILL BOOK all kinds of Kiddie Rides for Florida Fairs and 1952 season.
- WILL BOOK all kinds of Major Shows. What have you?
- WILL BOOK all kinds of Shows for Florida and 1952 season.
- Bill Chalkias wants all kinds of Side Show Acts for nine Florida Fairs. Answer Box 155, Tarpon Springs, Florida.

# CONTINENTAL SHOWS

**7 Rides — Season 1952 — 5 Shows**

WANT Cookhouse, Custard, Pop Corn, Photo, Long and Short Range Galleries, Scales, Basket Ball, Cork Cuts, Duck Ponds, Pitches of all kinds. What have you? Want Capable Operator for Ten-in-One; have complete outfit including banners and truck. You pay committment. I want nothing except assurance that equipment will not be left on lot in middle of season. Mechanical, Snake, Fun House, Arcade, or any good Grand Show will do well in our territory. Can use Shows like most other Carnival Companies.

For Sale—Smith & Smith 24-Seat Chairplane, new motor, V belt, 18-foot tower, \$1,300; Eyerly Ride Fence, Ticket Box, No Junk.

**ROLAND E. CHAMPAGNE**  
 1 COURTNEY LANE—PHONE 36394 AFTER 5 P.M.—LOWELL, MASS.

# THE NEW WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST MIDWAY

**FIRST CALL!!!** Opening Near Detroit About April 15 Followed by the Best Route in MICHIGAN, OHIO and INDIANA. **FIRST CALL!!!**

WANT—HANKY PANK CONCESSIONS of All Kinds That Work for Truck, PENNY ARCADE, COOKHOUSE, GRIND SHOW, GLASS HOUSE, MOTOR DROME, DARK RIDE, No Gift or Cypins.

**NOTE: WE HAVE 14 OFFICE-OWNED RIDES**

SEE US AT OHIO AND MICHIGAN FAIR MEETINGS  
 PERMANENT ADDRESS: P. O. BOX 241, MT. CLEMENS, MICH. PHONE 3-1562

# H. B. ROSEN Presents His INTERSTATE Shows

**N. B. ROSEN, Owner-Manager**  
**MARY ROSEN, Secy.-Treas.**  
**O. P. JOHNSON, Gen. Rep.**

**NOW BOOKING FOR THE 1952 SEASON**  
**OPENING EARLY MARCH IN SOUTH ALABAMA**

SHOWS: Side Show, will furnish new 20x120 ft. top with 140 ft. banner line if you have acts, people for operating. Want organized Minstrel Show having not less than 15 people; have 80 ft. panel front built on a semi, well illuminated, very flashy. Will book Motor/drome, Fun House, any worthwhile Grand Shows not conflicting with what we have. Want Operator for two Girl Shows, 1 "Show Time," 2 "Penny Shows." CONCESSIONS: All Concessions open. Good opening for Penny Arcade, Long Range Gallery, Short Range Gallery, French Fries, Blip Striker, Age and Scales, Novelties, Hanky Panky of all kinds. Want to book for the 1952 season latest. **WANT RIDES: RIDE 10254P, Want Foremen and Second Men for Tilt-A-Whirl, Merry Go-Round, Tilt-A-Whirl, Softfire, Rollplane, Chairplane and five Kiddie Rides. Can place Billposter with car or truck who knows and will pass paper. I will be attending the Kentucky Fair Meeting, Louisville, Brown Hotel, January 10-11; Georgia Fair Meeting, Atlanta, Piedmont Hotel, January 14. Replies to H. B. ROSEN, MOB., INTERSTATE SHOWS, OZARK, ALA. (Winterquarters).**

# Royal Exposition Shows

**WANT FOR THE FOLLOWING FAIRS**  
 VENICE, FLA., LIONS' FAIR, JANUARY 21-26; LAKE WALES Y. F. W. FAIR, JANUARY 28-FEBRUARY 2; TITUSVILLE, FLA., BREVARD COUNTY FAIR, FEBRUARY 4-9; KEY WEST, TO OPEN FEBRUARY 12 AT STADIUM GROUNDS, FOLLOWED BY EVERGLADES FAIR, BELLE GLADE, FLA., FEBRUARY 25-MARCH 1; WITH TWO MORE GOOD EAST COAST FAIRS TO FOLLOW.

WANT Minstrel Show with own outfit and transportation (Colored Minstrel Men who saw us in Palham, Ga., contact quick, as this party will be a bonanza for you); Fun House, City Mouse, Motor/drome, Trained Animal Show (Explosion, what about it?), Ten-in-One (Whitney Sutton, answer quick), Snake Show (Lou Houston, will you be there?) or any Shows of merit with own outfit and transportation. RIDES—Want Tilt and Caterpillar. CONCESSIONS of all kinds except Flat Shows and Glass Pitches. Want to hear from the following people at once: Jack Cagle and Diner Help, Winnie & Frank Worthall, Fletcher Fausell, Jack Ring, Bill Kaur and Russell Green. Address all mail and wires to **J. P. BOLT, ROYAL EXPOSITION SHOWS** Palomar Trailer Park, Orlando, Fla., until January 17; then Venice, Fla.

**W.G. WADE SHOWS**  
 Now Contracting  
**RIDES • SHOWS**  
**• CONCESSIONS •**  
 For our 1952 Season

G. P. O. Box 1488  
 Detroit 31, Michigan

**GENERAL AMUSEMENT SHOWS**  
 Want a few more Hanky Pankies. Have two Rides, one Show. Our all winter.

**L. M. NELSON**  
 Mackberry, La., January 7-12;  
 Commerce next.

## SPLINTER ROYAL WANTS

For following Fairs With ROYAL EXPOSITION SHOWS, Commencing at VENICE, FLORIDA, January 21; LAKE WALES, TITUSVILLE, KEY WEST, BELLE GLADE, With at Least Two or More to follow.

All Agents who have been placed, answer this ad. All others must positively have confirmations before you are placed. George Lantz, Bob and June Coleman, Jimmy Ferenzi, Jack Chickerali, get in touch with me. All mail and wires c/o Royal Exposition Shows, Palamar Trailer Court, South Orange Blossom Trail, Orlando, Florida.

P.S.—Woodrow Jones will positively be business manager for me.

**WILL James SHOWS**

### WANT for the 2 CHOICE TEXAS WINTER DATES

FORT WORTH FAT STOCK SHOW, OPENING JANUARY 25 FOR 10 DAYS.  
 HOUSTON FAT STOCK SHOW, OPENING JANUARY 30 FOR 12 DAYS.

Legitimate Concessions of all kinds. Shows and Attractions for Fort Worth. Forum for Dodgem, Tilt-a-Whirl, Caterpillar, Ferris Wheels, Second Men on all Rides, also other useful Carnival Help.

P. O. Box 1377, Fort Worth, Tex. (Phone No. 5512-1)

### DAN-LOUIS SHOWS

OPENING OWENSBORO, KY., APRIL, 1952  
 FREE GATE ALL THE TIME

WANT only Cook House—must be clean and good food. Concessions of all kinds if they are legitimate. We do not stand for Flat Shows or money F.C. Games, Mini Camps, no don't bother me—I won't book you at any price. Want Shows that take them a good, clean outfit as we did last season. (Ride Help wanted on 10 shows—must be sober and able to drive trucks on short routes. Cashier, Women on Tents, FOR SALE—Big Hot Show complete in every detail, \$2,000.00, without trailer, \$1,500.00. Two Shows, Large Trucks, For Games, Cashier, Bar, etc. on any route. Will, 1000 First, Owensboro, KY. LOUIS T. RILEY, Gen. Mgr., P. O. Box 1156, Little River, Ky., Miami, Fla., until March 19th, 1952. Will attend Fair Meetings, Louisville, Ky., January 5-11; Brown Hotel.

### CAN PLACE For CITRUS COUNTY LIVE STOCK & AGRICULTURE FAIR AT INVERNESS, FLA., JANUARY 15 TO 19

FOUR SPOTS FOLLOWING OVEDO, FLA., THIS WEEK

#### C. A. STEPHENS SHOWS ON THE MIDWAY

Concessions working for stock, Long and Short Range, Ball Games, Novelties, Bowling Alley, Swingers, Shows—Big Snake, Mechanical City, Side Show, Girl Show; must have own equipment.

### FAIRS FAIRS FAIRS SUNSHINE SHOWS

Cleanest Carnival on Earth

Large enough for big fairs, units for small fairs. Committees in Florida and Georgia contact. Show People! We have all money, cash. The show never closes. Playing Parco County Fair, Dade City, Florida, Jan. 23 thru 26; Pinellas County Fair, Largo, Florida, Feb. 19 thru 23. Playing Tampa lots now. Want legitimate Concessions, Major Rides, Motorcade, Large-Miniature, Jig Show, Girl Show, large Side Show, Midway Show. All Shows must be best and outstanding attractions. Book at once, only limited amount of space. Answer to 2105 Chelsea St., Tampa, Florida, phone 329151.

**SAM AND MARY LEE HOLLMAN, Owners.**

(Sunshine Mfg. building) of Sunshine Choo Choo Train, Whirlwind Root Rider, committees for all rides)

### WANT—PALMETTO EXPOSITION SHOWS—WANT

Opening Feb. 29, Two Fridays and two Saturdays. Can place legitimate Concessions of all kinds—Pinole, Grub, Bingo, Mini Camp, High Riders, Fish Pond, Duck Pond, Bowling Alley, Long or Short Range Gallery, Cash Gallery, Best Swingers, 6 Cat, Biscuits, Pin Games, Cashier, Bar, etc. or any other legitimate Concessions and novelties. What have you? SHOWS can use any Outfit Show of merit such as: Cashier, Bar, etc. RIDE HELP: One place First and Second Man on Rides, Second Man on Wheel; also need Second Man for Miniature, First and Second Men on Smith & Smith Show. Can use Second Man on Merry-Go-Round who can drive small. This show is playing Georgia, South Carolina, North Carolina and Virginia this year. All people who last year contact. Following places get in touch: Sandhill, The Maxwell, Florence Postcard, Phoenix, Pal O'Brien, Vandever and Humber Hewitt. Can also use Agents for FC and Penny Pitcher, office owned. Opened show will be announced in all mail and wires to:

**MILTON H. McMEAC, PALMETTO EXPO. SHOWS, CHESAPEE, S. C.**

### ANNUAL HARDEE COUNTY FAIR AND STRAWBERRY FESTIVAL

Week of January 21, Bowling Green, Florida. The biggest "little" fair in Florida. Can place Rides, Shows, and Concessions of all kinds. No Girl Show or gift of any kind. Write, wire this week, 208 St. S., Barney Tassell Unit Show

Used Everywhere for Over 35 Years

## ROLL TICKETS

PRINTED TO YOUR ORDER

**Keystone Ticket Co.** SHAMONIN, PA. DEPT. B

100,000	\$29.00
10,000	... 9.50
20,000	... 11.75
50,000	... 18.75

Send Cash With Order. Stock Tickets, \$23.00 per 100,000.

## Club Activities

### Miami Showmen's Association

236 West Flagler Street.

**Ladies' Auxiliary**  
 MIAMI, Jan. 5.—A testimonial dinner was tendered President Dolly Young December 27 at Betty's Restaurant. Regina McLenden emcee, presented Mrs. Young with an alligator handbag as a gift from officers and directors. About 75 members attended. Winnie Edwards and Regina McLenden were soloists and there was community singing. Installation dinner will be held at Biscayne Terrace Hotel Wednesday (8).

### Greater Tampa Showman's Association

Tampa, Fla.

TAMPA, Jan. 5.—Third annual Jubilee on New Year's Eve brought a crowd of about 3,000 persons to Fort Homer Heisterly Army, with the event replacing the association's regular meeting for the week. Dancing began at 9 p.m. and there was a floorshow. Freddie Schaffer and his all-girl band played for the event and on January 2, thru the co-operation of the association and Maj. Joe Gibbons of the Army, the band played at McDill Air Force Base. The band also will play at the association's clubhouse Friday thru Sunday (4-6).

Nomination of officers put Nat Rodgers on the ticket for president, Floyd Serfass for first vice-president, Carl J. Sedmayr for second vice-president, O. J. Wells for third vice-president, Vern Korha for executive secretary and Harry Julius as treasurer.

**Ladies' Auxiliary**  
 The auxiliary had its regular meeting here Wednesday (2) with President Evelyn Kleider presiding and all other officers attending. Membership chairman, Myrtle Jeter, introduced these new members:

Ulaime Malloy, Mary Sullivan Harris, Gertrude Selzer, Lily Padgett, June Heather, Roberto Nye, Jewel West, Agnes Lee Chilton, Elsie Mabel Vick, Clara Oehler, Mildred Hart, Joyce Callahan, Olive McKinney, Arline B. Diaz, Darlene Reed, Helen Catherine Fitchett, Helen Arnold, Nellie Barfield, Gertrude O'Bar, Fay McClellan, Ruth Duncan, Lucy Wald Walker and Mary Alice Miklolethe.

Invitations were received from the auxiliaries of the Michigan Showmen's Association and the National Showmen's Association. Notes were received from Barney G. Williams, Jean Davis and Mrs. Frank Break.

House chairman, Ida Marin, reported a maid would be on duty during the Fashion and Flower Show and for the dances Friday thru Sunday (4-6). Esther Young reported rehearsals were in progress for the Minstrel Show. Other reports were received by Flo Pantico, finance chairman, Virginia McGee, ways and means chairman, Ellen Edwards, garden club chairman, and Mrs. A. Wagner. Flo Pantico received a vote of thanks for her work on the Fashion and Flower Show.

Mrs. Charles Goss, of the St. Louis club, was a guest. Mrs. Kleider announced \$500 would be used to buy beds for the Children's Home, and she named Esther Young, Mickey Wenzel, Maud Varner and Myrtle Jeter to a committee in charge.

Elsie Owens reported on the wheel chair project and it was decided that the club's name plate would be placed on the back of the chair.

The regular ticket for next year was offered by Geraldine Gaugha, chairman of the nominating committee, and was accepted for posting.

### Association

310 1/2 Central Ave., Hot Springs

HOT SPRINGS, Ark., Jan. 5.—President Harry Zimdars was in the chair at the regular meeting this week. He was assisted by Secretary Clint Shuford, Treasurer Clayton Holt, First Vice-President H. P. McDonald and Second Vice-President Charles Weaver.

Welfare Committee Chairman Dutch Waldron reported Louis Cutler and Sammy Blake recovered. Following a report by cemetery Chairman Charles Weaver, the Gross Mortuary here was designated to handle any necessary funeral arrangements.

In response to an inquiry from Greater Tampa Showmen's Association, Dwight Bazinet was selected to represent the club at the Tampa ball and banquet, February 10.

Departures: Dwight Bazinet to Minnesota meeting; Gloria and Don Pearson to Miami, Rose and Harry Kahn to Springfield, Mass.

Arrivals: Viola and Noble C. Fairly, Fritze Brown and Al Wallace, of Brown & Wallace Shows; Bob Kline, Loyal Staley and Harold Eutah. Plans have been completed for the St. Valentine's Day Dance at Pines Supper Club. Charles Weaver, Noble Fairly, George Powell and Sailor Oliphant were appointed to the March of Dimes committee.

### Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Jan. 5.—At the regular weekly meeting committee heads for past events were lauded and excused from future assignments by President M. J. (Mike) Doolan.

The report of Joe Steinberg, who was chairman of the "Burn the mortgage party" with Harry Phillips, was submitted in writing as he was unable to attend. He thanked Earl Stotzer, Harry McDonald, Art Thompson, Dave Friedenhelm, Joe Blash Jr., Ernest (Dutch) McCarthy, Joe Barrell, Sam Coomas, Gene Rose and Ben Beno for their support. The group was given a rising vote of thanks.

Norman (Dutch) Schue, chairman of the Christmas Day dinner, was also so honored for the dinner he handled. About 175 showmen attended the festivities. Schue extended thanks to Nina Rodgers, Lucille Dolman and Mrs. Lillian Schue for their co-operation.

After hearing the report of the president's and past presidents' party at the Elks Club on December 17, Ed Brown praised president Doolan and President-elect G. P. (Gerry) Mackey for their generosity. They hosted the group.

Fred Donnelly, of the sick and relief committee, reported that Harry Rawlings was seriously ill in the Los Angeles Hospital.

On the rostrum for the session were Doolan, Mackey; Charles Walpert, incoming vice-president; Lou Manly, secretary, and Al Weber, treasurer. President Doolan presented his best wishes to William, who is here from Chicago for the holidays.

Silent tribute was paid to the memory of W. Lee Barnes, who was with the Foley & Burk Combined Shows since 1914. He was buried in Showmen's Rest Monday (24).

### Caravans, Inc

P. O. Box 1902, Chicago

CHICAGO, Jan. 5.—The Christmas party was held in the clubrooms Thursday (20), with Myrtle Hutt as chairman. Her committee, Elsie Briandine and Zoe Wick, decorated a beautiful tree and flowers and plants were arranged on the rostrum.

After the meeting, Babe Miller, bazaar chairman, finished her year with a donation of prizes. Winners were Minnie Spring, who won \$50 and an assortment of liquor, and Nell Robideau, Jetta Clancy, M. H. Ellison, Moxie Miller, Fay Curran, Warren McMenue, Jack Vinnick, H. P. Robideau, Ethel Krus, Ann Pateniet, F. B. Eastman, Martha Levine, Jerry Mackey and Helen Vaughn.

Nearly \$2,000 was realized from the bazaar, and Babe Miller and co-chairmen Gladys Mackey and Sam Dolman thanked all who helped to make it a success. Florence Lusby, house chairman, had prepared a delightful lunch. Minnie pieces were donated by Marie Korte, rum cakes by Larry Nathan, ice cream by Daisy Morrison and hors d'oeuvres by Harold Robideau.

### Bobby Kline Teams Up With Wallace, Brown in New Org

HOT SPRINGS, Jan. 5.—Al Wallace and Fritze Brown, organizers of the new Brown & Wallace Shows, announced here this week that Robert (Bobby) Kline also has been taken in as a third partner.

Kline will be general agent and is now on a booking tour thru the Southeast. Wallace and Brown leave here next week for Savannah, Ga., where they will open their winter quarters January 14.

A Splitfire, Octopus, another Ferris Wheel and a new Funhouse were purchased recently and plans call for the shows to start the season with 10 rides.

### Badger State Pacts

Continued from page 61

Luehrs, Imperial Shows; Harold Miller, Belle City Amusement; Charles Kline, raves; Doc O'Kelle, Weydt Amusement Company; Charles and Dorothy Paussel, Belle City Amusement; J. M. Peterson, Dairy State Shows; George Reicher, concessions; C. J. Ryberg, Oregon Tent Amusement Company; L. E. Steele, concessions; Vernon T. Stevens, Music Corporation of America; Dave Wincoeur, Ferris Wheel Attractions; Harold Waggoner, concessions; Devaldo, Devaldo's; J. Wincoeur, Sherbeck Shows.

### Lawrence Org Pacts 3 Fairs

NEW YORK, Jan. 5.—Lawrence Greater Shows have signed contracts to provide the midways at the Kent & Sussex County Fair, Harrington, Del.; Petersburg (Va.) Fair and the Mount Airy (N. C.) Fair, Sam Levy, co-manager of the show, announced here this week.

The dates for the first two annuals will be the fourth straight year for Lawrence Greater, and the stand at Mount Airy will mark the third consecutive year. Altogether, the show has 10 fairs booked to date for 1952, Levy said.

Staff is set and will include: Bob Hallock, general agent; Joe Sherman, special agent; Morris Lipsky, concession manager; Davy Fineman, legal adjuster; P. D. Hoffman, publicity, and Ralph Rothrock, head billposter.

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Mdse. Topics

Detroit

William Zakoor, owner of the Border Novelty Company, has left for a midwinter vacation in New Orleans and Florida, returning January 7. . . . A combination child's seat, complete with steering wheel, gearshift lever and horn button, has been put on the market by George C. Knight Company to satisfy the small fry making an auto ride. It is adaptable for children of various sizes and has a strap-in safety seat feature designed for use in any make of car.

Jay Novelty Company, headed by Jay Goldberg, 3839 Webb Avenue, which was organized earlier this year to specialize in New Year's and holiday favors, is planning to expand operations for 1952, according to Goldberg. Operating in the Michigan area only in the past few months, the firm is now considering plans to go on a nationwide basis, with a promotional campaign to start early in the New Year.

Gem Sales Company, novelty supply firm, lost an estimated \$9,800 to burglars. The place was entered, apparently early Wednesday morning (2), thru a skylight. Cash in the amount of \$2,300 and merchandise valued at \$7,500 were taken.

Pittsburgh

Incrocci Novelty Company is featuring a Spitz dog fashioned out of plaster-of-paris. . . . Preferred Distributing Company attractively boxes a miracle cross and rosary set at \$2. . . . Duquesne Statuary Company is bringing out a line of exhibit banks. . . . Pittsburgh Statuary Company has a fast-selling, three-dimensional "Living Miracles" of Jesus and Mary, with the figures' eyes following you from any position placed. . . . A. H. Rapport Company has a vast line of wall-lets, all styles and assorted leathers, from \$7.50 to \$120 a dozen.

Mullen Bros. has toy washing machines and kitchen cabinets from \$1.98 to \$3.59. . . . S. J. Seltzer reports that metal toy gas stations are getting continued sales. . . . James W. Debow is featuring plastic mechanical pencils; also small desk calendars and large hanger calendars for professional use.

Los Angeles

Robert Frost Gifts has a device for reducing the nuisance and messiness of cereal and soap packages. Nu-Por Spouts are inserted into the container, with the contents becoming readily accessible. The new-type spout also protects the packages contents against dust and weevils. For the many canasta fans, National Products Company has come out with the E-Z Turn Canasta Rack, which is designed to eliminate difficult reaches and exposed cards. It is constructed of grained hardwood in natural blond finish, which harmonizes with any furniture finish. Comes complete with new rules and is gift packaged.

Alma Roberts is now offering the Dispensit, a convenient way of dispensing hand lotion, oils and similar liquids. The device, an attractively decorated jar, delivers the liquid thru a non-clog swinging vent that makes the Dispensit a handy item in kitchen and bathroom.

Robert Frost Gifts is offering the new Squeeze-Weegie magic window washer. This item is said to remove the drudgery from window washing for one side of the Squeeze-Weegie washer and the other side dries. The handle is reversible and thus eliminates wet hands and a lot of labor.

From All Around

Engineered to produce mellow chimes, Alexander & Company announces its Polly Chimes, a plastic baby rattle that sounds chimes upon the slightest movement. Made of colored plastic, the item is in the form of a cylindrical "polly" cage in which is suspended a metal poly in natural colors. Around the inside rim of the cage are eight chimes which are struck by the poly perch, producing a variety of notes. A teething ring is incorporated in the handle. Jack Greenberg, of House of Bronze, says his expenditures for raw materials increased steadily during 1951. Nevertheless, he claims that thru operating economies he has succeeded in reducing prices on his line of popular priced home clocks.

tired of one-shot premium sales?



A Dramatic Valentine Gift Combination For Her "MY HEART" Breath-Taking 3 Piece—47 Jewel RHINESTONE ENSEMBLE SET

A QUICK SOLUTION! WORLD-FAMOUS NATIONALLY ADVERTISED

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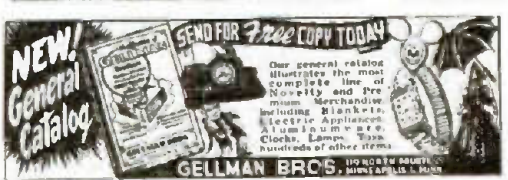
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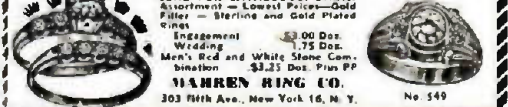
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### Promotional Watch Set



Beautifully cased men's watch set. Consists of gold plated cuff links, key chain and the holder with hand set ruby rhinestones or plain gold. With rhinestones dial famous make watch and expansion band, guaranteed like new. \$45 Retail, Set With 7 1/2" Watch... \$17.95 \$55 Retail, Set With 15 1/2" Watch... \$19.95 \$65 Retail, Set With 17 1/2" Watch... \$19.95

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Wholesale Only—sets of 6 1/2 additional for complete 25% Deposit With Order. Bal. C.O.D. Down Account to Retail Houses. Send Only 25¢ Cash or 10% Deposit for 1952-53 Catalog. 1951-52 Wholesale Catalog will be credited to your first order.

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BRINGS YOU \$14.12  
Consists of 285 penny retailers, 100 two-for-one sets and 100 five-cent retailers, all with envelopes and 144 horrible character sheet Valentines without envelopes. Also included in the assortment are 2 dozen cellophane bags with 10 val's and envelopes to sell at 10 cents each. MA35—  
Complete Deal \$7.50  
Plus postage  
Civil War Caps—cotton cloth with leatherette bill. Union Blue or Camouflage Gray. State color.  
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25% deposit required with all C.O.D. orders.

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ELECTRIC  
SHAVER  
\$1.95 EA.  
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individually packed in beautiful with selling counter with \$19.95 price tag. Each equipped with shaver and skin pouch.

Terms: 25% Deposit, balance C.O.D. Sample \$1.00 Refg.

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Buy DIRECT from Reliable Importer. Glorious Oriental Reproduction extra heavy 9x12 room size RUGS. Perfect Quality. Weave through to back of durable, fine selected Rembrandt Yarn to give them Great Money-Maker today. \$42.25 to \$41.25. If not satisfied money refunded within 3 days. Write TODAY for free information price list and catalog. 25% deposit with order, balance C.O.D. if not retail.

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# Pipes for Pitchmen

By BILL BAKER

"THAT INVITATION . . . from Tom Kennedy to me to come out of the sticks makes me wonder why we don't all come out and assert ourselves," letters Henry H. Varner from Akron. "Believe me, it would pay. Where's Capt. Leslie Smith and Jack and Bertie Schafer? In my home town of Brockton, Mass., the people pride themselves on the quality of shoes and leather goods they make. In my dealings I try to maintain honest contacts and keep them year after year. In that way I continue to live and prosper. I spent several years around Pittsburgh and Detroit but Northern Ohio tops them all for good people and good hearts. Let's have some news from Count Seldom Scott and Doc Lushwell."

Add desirable attributes: Efficiency.

TOMMY WARE . . . who is working around Pittsburgh, would like to read pipes here from Mike Goldstein, of the hum-a-tone Goldsteins.

DOC CLAUDE HEATH . . . former ace of the med pitch, is living in retirement in Fontana, Calif.

The successful pitchman starts each new year by "celebrating."

MRS. ROBERT NOELL . . . constant contributor to this corner, comes thru with another effusion from Noell's Ark Gorilla Show quarters in Clearwater, Fla. "So far this winter we've enjoyed visits from the following: Mr. and Mrs. Jon Shaffer, Mr. and Mrs. Fred Guthrie Sr. and Fred Jr., Doc Warner, Mr. O'Hara, Jimmie Ray, Ben Davenport, Phil Carroll and Bill Said." Mrs. Noell pens: "When Davenport went back to Gonzales, Tex., from Sarasota, Fla., Bob went with him. We have

had a portable TV set for nearly three years and have been unable to use it. We're either too far away from any station or we are working when the best programs are on. So Bob will drop it off at the Doc Eilings in LaMarque, Tex."

A lot of pitchmen find their work broadening, especially around the belt.

THEY TELL US . . . that the pitcheros working Columbus, O., had a fair Christmas holiday business with toys and mistletoe. All are reported to be looking forward to the annual Ohio Fair Managers' Association meeting in the Deshler-Wallich Hotel, January 8-10. The boys battled plenty of bad weather during the festive season on High Street.

CARL SHAFFER . . . well known in pitch circles, is making his home in Columbus, O., this winter and is employed as a bartender in one of the local pubs. He is, however, looking forward to the spring and a tour of Ohio falls.

Most pitchmen are convinced that 1952 will bring them plenty of headaches.

DUTCH DUEPRENE . . . is at his home 168 1/2 Broad Street, Milford, Conn., recovering from a heart attack which he suffered recently. Dutch and his wife, Ann, will be forced to forego their annual trip to Florida this year. He'd like to read letters from friends.

H. F. MOODY . . . advises from National Jewish Hospital, Denver, where he has been confined for the past nine months, that he has received over 2,000 letters from friends during his convalescence. He says that he expects to be able to return to his home in Waco, Tex., by February 15. "I recall the time I sold enough brooms to build a fence around Brewster, Tex., and had Shorly Treadway as a witness to the feat," Moody writes. "That fellow, Treadway, really could hold a tip. He proved it to me way back in 1933 in the days when it took a blow torch to get the long green. I'll never forget the powerful pitches he and Clarence Hagedorn put on at the big Saturday cotton sales all over West Texas."

Who resolved to "make the most of every day in the year" on New Year's Eve and then forgot the whole thing next day?

TEN YEARS AGO . . . in Pitchdom: Glenn and Kitty Baggerly were working mice in San Antonio to fair returns. . . Working the Miami Shrine Exposition and Fair were De Lenz, magic; Mac Spencer, colls, and Doc Hale, health food. . . C. L. Parkley was working your-name-on-a-sea-shell brochures to good business in a Miami store. Delbert Payne, interlocutor and trombone player on Doc George

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Workers Available  
See your Jobber

OAK RUBBER CO.  
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WORLD'S SMALLEST PISTOL

shoots Blanks Cartridge—Terrific Range Report—Terrific Profit! Stand and Model number—Retail at \$1.50 each complete. Dealers' cost \$1.00 w/d. Deluxe Model—Retail at \$2.00. Handle Grips (not illustrated) retail at \$2.50 each complete. Dealers' cost \$1.50 per doz. PACKED 1 DOZEN TO CARD. NO LHS. BUILT. If not available through your wholesaler, write:

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PLAN, FOLLOW: BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COME CAMELIDES AND OTHER FUNNY STORIES. 100% FUNNY. NO PORN. 100% FUNNY. REGULAR SALES

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LADIES' FULL FASHIONED \$1 GAUGE, 15 DENIER, DUPONT NYLON HOSE, \$6.50 Doz.

Packed 12 dozen of a size and 1 made in U.S.A. Ladies' Standard Terms: 25% With order, balance C.O.D.

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YOU CAN POSITIVELY MAKE \$50 A WEEK

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Write to  
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Sell to Stores! Sell to Users!

Imagine a too-quality, precision-made 1st Volt AC ELECTRIC RAZOR retailing for \$10.00 and more. In fact, this razor was originally made to sell for \$10.00 so we can't tell you its former name. A beauty to look at, to handle and to use! That's the tip-off to its quality construction and precision performance. Comes complete with 6 ft. extension cord. One year factory warranty. Guarantee. Individually boxed.

ORDER A SAMPLE—OR A SELLING SUPPLY NOW!

Order a guaranteed sample right now for only \$2.00. Or, better yet, don't waste a willing minute—order by the dozen at only \$37.50 or \$15.50 for 6 plus postage. Request 1, each. You will be shipped at \$42.00 per dozen—or 10 more at \$77.00 per dozen. Send 25% deposit with order. Balance C.O.D. plus postage. For sample request, send for C.O.D. here if not desirable. Don't overstate on your own behalf—YOU'll make a big profit sale every time!

MODERN MERCHANDISE  
Dept. 437, 167 W. Madison St., Chicago 3, Ill.

## Valentine

### VALENTINE ASSORTMENT, \$7.20

Orange Grocer \$12.45. Consists of 2 gross 14 Valentines, 1 gross 2 for \$4, 50 1/2, 1 gross comets, 3 gross 10 cent Valentines, 8-11" Comic Sheets . . . Gr. 5 85 3 for 14 Valentines . . . Gr. . 40 14 Valentines . . . Gr. . 40 2 for 14 Valentines . . . Gr. 1.45 10 Mechanical Valentines, Box of 50 1.25 1 set of 10 Valentines, Doz. Plus. 45 24 "Make Your Own" Valentines . . . Times . . . 1 Doz. Boxes 2.10 50 Kid's Retainer Valentines . . . 50 26 For Teacher Grading Card . . . 2.50 26 Deluxe Grading Card . . . 2.50 26 Valentines . . . Box of 20 2.50 26 Valentines . . . Doz. Plus. 1.50 26 Valentines 10 cent . . . Gr. 6.75

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2701—Others to \$21.00 ea.

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## CMI Show Into High Gear; 52 Firms Assigned Booths

CHICAGO, Jan. 5.—The handicapped in many respects by the general business conditions brought on by the gradual switch to a defense economy, the 1952 International Coin Machine Exhibition began to take shape this week as a solid cross section of the trade. Sponsored by Coin Machine Institute, the show is scheduled for the Hotel Sherman, February 4-6, and will include exhibits by manufacturers and distributors of amusement games, vending music machines, premiums and allied suppliers.

Thus far 52 companies have contracted for booths and have accounted for almost 70 per cent of the available exhibit area. Dudley Rutenberg, CMI executive secretary, said several other prospective exhibitors were negotiating for space. He estimated that approximately 75 firms will exhibit their products when the show is sold out in the next few weeks.

The show will not be as large as previous CMI annuals, the show committee under Chairman Dave Gottlieb announced at the outset it was going to offer

only choice space to exhibitors so that visiting operators would be able to see all exhibits in the compact display area.

While initial reaction to the show was slow when it was announced two months ago, the gradual realization by operators that this would be the only "all-industry" show in 1952 stimulated inquiries in the past few weeks. Rutenberg stated. He received notification from the Sherman Convention Bureau that many reservations had been received from both domestic and foreign operators since the holiday season, indicating the event would be well attended.

No program has been set yet, but the CMI show committee will meet Tuesday (8) to make final arrangements. In the previous CMI shows the policy has been to have long exhibit hours on each show date and a banquet the final evening. Thus the emphasis has been on exhibits and a social program for visiting coinmen and their families.

Earlier this week some trade sources rumored the show might

be canceled because industry plants are now operating under curtailed production schedules dictated by key metals quotas. However, CMI President Sam Wolberg scotched this rumor with one brief statement: "The show will go on as planned."

A list of exhibitors signed to date follows:

A.B.C. Popcorn Company, Inc.; A.B.T. Manufacturing Corp., Acc Premium Sales Co., Aero Manufacturing Co., Allied Coin & Premium House, Armitage Sales Co., Atlas Music Co., Auto-Photo Co., Banner Specialty Co., The Billboard, Block Marble Co., Capitol Projector Corp., Cash Box, Chicago Coin Machine Co., Chicago Lock Co., Conat Sales Co., Inc.; Defour Sales, Deutsch Lock Co., Eagle Lock Co., Edelson Manufacturing & Sales Co., Embassy Distributors, Inc.; Eastern Electric, Inc.; Empire Coin Machine Exchange, Exhibit Supply Co., First Distributors, Flacher Sales & Manufacturing Co., Genco Manufacturing & Sales Co., General Electric Lamp Division, D. Gottlieb.

(Continued on page 78)

## FIVE-MONTH COIN TAX TAKE OFF \$3,000,000

WASHINGTON, Jan. 5.—Uncle Sam's yield from the tax on coin machines in November was \$1,560,714 (M), a drop of \$1,263,731 (M) below November a year ago. But tax receipts from tobacco climbed \$33,255,291 (M) above November 1950. Internal Revenue Bureau reported this week. Tobacco taxes yielded \$144,770,436 (M) in November compared to \$111,315,145 (M) last year.

Over the five-month period ended November 30 tax receipts from coin machines totaled \$14,776,902 a drop of \$2,707,727 from receipts of \$17,480,629 during the corresponding period in 1950. Tobacco taxes yielded \$947,256,497 in this period this year, a climb of \$56,687,917 over a yield of \$890,568,521 in 1950.

## 16 States to Hold Off-Year Sessions To Raise Revenue

### Colorado Gets Bill to Legalize Bells Thru Public Referendum

CHICAGO, Jan. 5.—Sixteen legislatures will be in regular or special sessions this year, with a great majority of them either already convened or due to convene within the next few days. Most of the law-making bodies will be weighing methods of raising additional revenue for State coffers.

What the so-called off-year legislative session will mean to the games, music and vending businesses remains to be seen, although the likelihood of a flurry of proposals concerning the coin machine field is strong.

Massachusetts and Rhode Island are among the States already considering legislation which would effect the automatic merchandising industry.

**Colorado Bell Bill**

In Colorado this week, the Legislature got another bill proposing that bell machines be legalized. This, similar to one which was defeated in Colorado for four years running, would set a date for a public referendum at which the State's voters would ballot on the question of legalized gambling. There were no indications at week's end of the probable reaction to the bill but previous years have seen many of the State's leading newspapers crusade against such a measure.

Following are the States with legislative sessions this year, the date indicating the beginning of the sessions:

Arizona	.....	January 14
California	.....	March 3
Colorado	.....	January 2
Georgia	.....	January 14
Kentucky	.....	January 8
Louisiana	.....	May 12
Maryland	.....	February 6
Massachusetts	.....	January 2
Michigan	.....	January 9
Mississippi	.....	January 8
Missouri	.....	January 2
New Jersey	.....	January 8
New York	.....	January 9
Rhode Island	.....	January 1
South Carolina	.....	January 8
Virginia	.....	January 9

## PORTLAND, ORE., PINBALL SET-UP IN BRIEF GLANCE

PORTLAND, Ore., Jan. 5.—This city's non-pinball pledge requirement for tavern owners seeking license renewals shaped up as follows this week:

The city commission remained firm in its requirement that tavern owners sign a pledge promising not to allow pinball games in their establishments.

The commission announced it would not recommend renewal of tavern licenses by the State Liquor Control Commission unless the pledges were signed, despite the fact the Circuit Court voided a Portland ordinance banning pinballs.

The State commission, it was announced, would grant licenses to taverns on a "merit" basis—whether or not tavern owners sign pledges or whether they have pinball games on their premises.

The city commission has no authority over tavern licenses and cannot block the granting of licenses. It can only make recommendations to the State group.

The Circuit Court ruling, throwing out the Portland ordinance against pinball games, also bars the city from banning the games until the State Supreme Court rules on any appeal which may be filed. The city has said it would appeal the Circuit Court's ruling.

Hundreds of tavern owners here were caught at the year's end without licenses because they balked at signing the anti-pinball pledge. The State commission granted these tavern owners letters of recognition, entitling them to operate until their licenses can be cleared.

## Court Voids Portland Anti-Pin Ordinance

### Judges Say It Conflicts With State Law; Ruling Brings Some Order to Confusion

PORTLAND, Ore., Jan. 5.—A panel of three Circuit Court judges voided this week a city ordinance banning pinball games in taverns throughout Portland to bring some order to the confused amusement game trade here.

The judges' ruling, given in a suit brought by Stanley G. Terry, an operator, declared that the ordinance passed last May to become effective in July, was in conflict with State law.

The judges pointed out the Oregon Supreme Court had held that possession and use of "pinball machines operated for amusement only is not in conflict with any law of the State." Therefore they ruled:

"We find the State has preempted the field of regulation and control of coin-in-the-slot machines and that the Supreme Court has declared that the operation of pinball machines when played for amusement only was lawful, and to permit a municipality to pass an ordinance in conflict therewith would be to sanction a holding that a subdivision of government enjoys greater power than the government itself. This we cannot do."

Portland's city commission indicated it would appeal the ruling to a higher court. Meanwhile, the

(Continued on page 78)

## NCMDA Execs In Fla. Meet

MIAMI BEACH, Fla., Jan. 5.—The executive committee of the National Coin Machine Distributors Association, which meets at the Saxony Hotel here Monday thru Wednesday (7-9), will center its activities on policy for 1952 and planning a workable program for membership can carry out in the face of the stepped up mobilized economy.

Chairman of the special meeting will be Gil Kitt. Committee heads will confer with include Sam London, A. P. Sauve, and Lou Wolcher. All developments from this session will be presented to the general membership in the form of proposals when it convenes in the Bismarck Hotel, Chicago, February 4-6.

## Exhibit Jets Win Approval In N. H. Stops

ALLSTON, Mass., Jan. 5.—Si Redd, head of the Redd Distributing Company here, has been notified by the New Hampshire State Liquor Commission that Exhibit Supply's Jet Gun has been approved for locations under the commission's authority. Redd distributes the gun game featuring jet plane targets in the New Hampshire territory.

The text of the letter of approval follows:

"This will acknowledge receipt of your letter of December 18 with enclosed descriptive material on the following coin-operated amusement machine: Exhibit's Jet Gun.

It is understood that this machine embraces no free play or payout feature of any kind and that, in effect, is a miniature game utilizing electrical contacts and at the same time keep score for the player.

The above-named machine is permissible on New Hampshire liquor-licensed premises, provided that (a) it contains no free game or payout feature of any kind (b) that it is not used in any way in connection with gambling, and (c) compliance is had with any applicable municipal regulations.

Very truly yours,  
State Liquor Commission  
Ray E. Tarbox, Commissioner."

## Vote Byram Jr. Boys Club Head

HYATTSVILLE, Md., Jan. 5.—Ira T. Byram Jr., owner of Silent Sales System, Eastern coin machine distributor, has been elected president of the board of directors of the County Boys' Clubs in Prince George's County.



Maryland. He served the past two years as executive vice-president of the organization which has clubs in 30 communities throughout the county.

Byram started giving his spare time to the boys' club work several years ago when he headed an emergency fund drive to pull the organization out of the red and has been active in civic work ever since.

Byram also is a member of the Elks, the American Legion and the Veterans of Foreign Wars. He served in the European and Mediterranean theaters of operation as a major in the Army Signal Corps during the last war.

## NEW HORIZON

### Chi Distrib Studies Home Game Market

CHICAGO, Jan. 5.—A new market for amusement games is being explored by Purveyor Shuffleboard Company here headed by Herb Perkins. It concerns sales of games to home owners for use in basement recreation rooms.

For this test Perkins has been using some of the early model single player shuffle games which their usefulness have outlived their usefulness on typical locations but are still in good mechanical order. The firm has already delivered 15 games in the space of a week.

Idea behind the program. Perkins

(Continued on page 78)

## GENSBURGS' DAD DIES IN CALIF.

LOS ANGELES, Jan. 5.—Morris Gensburg, father of four sons who founded two of the industry's major manufacturing companies, passed away here Thursday night (3).

The sons are Dave Meyer and Lou Gensburg, Genco Manufacturing & Sales Company, and Sam Gensburg, who with Sam Wolberg, owns Chicago Coin Machine Company. Both factories are in Chicago.

The older Gensburg also is survived by his widow, Ceril. Services will be held Tuesday afternoon (8) at the Piser Funeral Home on the North Side of Chicago. Burial will be in the Cikur Cholom Cemetery, Waldheim.

## United Bolero 'n-Line Game Samples Ready

CHICAGO, Jan. 5.—United Manufacturing Company here is shipping distributor samples of a new three-card game called Bolero, featuring a bowl-type playfield and the ball purchase principle.

Housed in a de luxe cabinet, measuring 2 by 4 feet, Bolero offers the player the opportunity of playing one, two or three cards as well as completing a game with five, six, seven or eight balls. It is available in an either nickel or dime play and both models have the United designed automatic lift which speeds up playtime time.

Object of the game is to drop balls in 25 numbered holes in such a way as to record three, four or five of them in a row on the game's card-type scoreboard either vertically or horizontally. The 1-25 numbers are arranged differently on each of the three cards making it possible for the player to tally a winning score on each of the three cards during a single game. The all scoring is recorded on each of the three cards, the only cards which count in the game are those activated at the start of play. In order to avoid the possibility of a ball coming to rest in the bowl without dropping into a scoring hole, Bolero has a single thumper bumper in the center of the bowl which kicks balls arriving there into a scoring pocket.

Other games in production at United are six-player Shuffle Alley and Across the Board, a giant pinball game.

### Banner Ups Output Of Match-a-Score

PHILADELPHIA, Jan. 5.—Banner Specialty Company has set aside additional space for the production of Match-a-Score to meet mounting demand, according to Al Rodstein, vice-president. The game is a conversion of the original single-player Shuffle Alley (The Billboard, December 8).

Banner will show the unit at the Coin Machine Institute convention in Chicago next month.

## Louis Leverone Sells Canteen Stock, Resigns

Brother, Six-Man Group Combine to Purchase Holdings

CHICAGO, Jan. 5.—Louis E. Leverone announced Thursday (3) the sale of his full holdings in the Automatic Canteen Company of America to a seven-man group headed by his brother, Nathaniel Leverone. He also resigned as vice-chairman and director of Canteen. Both moves were made to permit full-time devotion to Nation-Wide Food Service, Inc., a plant employee food service, of which he is president.

Stock sold by Leverone included 40,000 shares of common and about 10,000 shares of preferred. Although the sale price was not announced, Canteen has some 450,000 shares of common outstanding, listed on the New York Stock Exchange at about \$15 per share. This would indicate that the sale of a 40,000 common share block would be approximately \$600,000. Total transaction (including the 10,000 of firm's 37,500 shares of preferred at par value of \$20 each) would approximate \$800,000.

### Group Members

In addition to Nathaniel Leverone, the seven-man group purchasing Louis Leverone's interests consists of Arnold M. Johnson, vice-president of City National Bank & Trust Company, of Chicago; J. Patrick Lannon, head of Kneeland & Company, securities and insurance firms; Daniel R. Topping and Del E. Webb, co-owners of New York Yankees; Harold S. Darr, principal stockholder of Frontier Airlines, and J. Arthur Friedlund, Chicago attorney.

Johnson and Lannon will be proposed as new Canteen directors at the annual stockholders meeting February 19. Darr and Friedlund already are directors.

## Shelton Named City Milk V-P

MASPETH, N. Y., Jan. 5.—City Milk Company, Inc., announced the appointment of J. Donald Shelton as vice-president and general sales manager. He will serve in the same capacity for firm's subsidiary, City Milk Vending Corporation.

Shelton, who joined City Milk as sales manager in 1945, had been previously associated in executive capacities with Lily-Tulip Cup Corporation and Automatic Beverage Corporation.

The firm's vending division operates a Rowe-built milk vender, specializing in industrial and apartment house installations. The machine was originally designed in 1943 by City Milk's vice-president Everett Newcomer, and licensed for manufacture in the Rowe plant. The present arrangement between City Milk and Rowe was made in 1947, when the initial production of 127 machines was divided between the Rowe and City Milk operations.

## CANDY BAR SALES UP

### Candy Dollar Volume Booms; 20% Increase

WASHINGTON, Jan. 5.—Dollar value of confectionery sales in November were 20 per cent higher than November sales last year, while sales measured by the pound were 13 per cent higher, the Department of Commerce reported this week.

### Resigns as Sales Chief

NEW YORK, Jan. 5.—R. I. Johnson has resigned as vice-president in charge of sales for the Up-To-Date Candy Manufacturing Company and its subsidiary, Arden Candies, Inc. Hy Becker, vice-president, will take over the top sales post.

## ENGLISH HONOR SCALE OFFICIAL

BIRMINGHAM, Eng., Jan. 5.—Sir Percy Mills, managing director of W. T. Avery, Ltd., leading coin weighing scale manufacturer of England, was appointed to a key position in the government's drive to increase private housing.

## Member Drive Set by NABV; Plan Chi Meet

CHICAGO, Jan. 5.—National Association of Bulk Vendors, following a broadened membership and trade scope to include all types of bulk operators, manufacturers and distributors, has stepped up its new membership drive on a national scale. Under its original format, the organization consisted of and for ball gum interests only.

NABV has tentatively scheduled a directors' meeting early next month, which will likely be held in conjunction with a separate exhibit of bulk equipment, products and supplies. Both will be held in Chicago, during the week of the scheduled International Coin Machine Exposition (February 4, 5, 6) sponsored by the Coin Machine Institute.

Annual membership fees as announced by NABV are: Operators with from one to 250 machines, \$25; 251 to 700 machines, \$50; 701 to 1,500 machines, \$100, and over 1,500 venders, \$150. Annual dues for distributor members, \$100; manufacturers \$150.

## 1c Cigarette Levy

COLUMBUS, Ga., Jan. 5.—The City Council here is considering the levy of a tax on cigarettes.

Council members, warned that the proposed levy would be vigorously opposed, postponed the discussion of the plan until City Manager J. A. Willman could be present.

## NCA Predicts 10% Rise In Candy Output for '52

WASHINGTON, Jan. 5.—A 10 per cent increase in candy production during 1952 over 1951 is indicated by a 210-firm survey by the National Confectioners' Association, according to Theodore Stempel, NCA vice-president and vice-president of E. J. Brach & Sons. The candy industry will increase its consumption of sugar by 9 per cent during the year to meet the higher output, he said.

Stempel cited the accumulative effect of the following factors as pointing to the increased candy production this year:

1. Small inventories of candies on hand at retailers and distributors on January 1.
2. Indications during recent months that consumer buying is heavier than a year ago.
3. A more attractive price level that will be available to the ultimate consumer in 1952.

A surplus supply of candy on hand at the start of 1951 acted to curtail the amount of sugar used by confectioners last year, with the result that they did not use the amount of sugar predicted at that time. Stempel explained: "At the beginning of the year (1951) we were faced (as an industry) with inventory conditions that were universal. Jobbers and retailers were heavily supplied with candy. As the result of the Korean crisis, heavy advance purchase and future ordering of finished candy stocks resulted. This trend was based on the security situations occurring during both World wars.

"A predicted sales boom because of the armament program did not materialize to the degree expected, and as a result of the heavy inventories (thus accumulated) the manufacturer industry could not maintain its post Korean pace."

Stempel said that a further (Continued on page 73)

# CENSUS TRACES GROWTH OF VENDING INDUSTRY

Coffee Up 105%; Big Gains Made In Ice Cream, Cup Soft Drinks

CHICAGO, Jan. 5.—Coffee vending machines on location showed an increase of 105 per cent in the 12-month period ended December 31, while the second largest percentage gains were registered by ice cream venders whose numbers on location grew by 49 per cent in the same period.

The startling growth of two of automatic merchandising's newest segments was explained in detail by the annual census of the industry compiled and published by Vend, sister publication of The Billboard. The census is published each year in Vend's January number.

Next to coffee and ice cream, cold cup beverage enjoyed the largest gains—18.5 per cent. Bot-

tle beverage machines increased by 9 per cent; cigarettes by 8 per cent and candy by 7 per cent.

Demand Exceeds Supply Commented Vend: "Throughout the latter half of 1951, demand for most types of automatic merchandising equipment exceeded the manufacturers' ability to deliver. As the year ended, and manufacturers faced even stiffer cutbacks in critical metals, orders were being taken for periods ranging up to six months."

Automatic merchandising machines, the census showed, now account for 4 per cent of all candy sold in this country and for approximately 16 per cent of the total production of candy bars. Annual sales of candy thru vend-

ers has now reached the astronomical figure of 3,611,335,000 bars.

(Editor's note: Vend's annual Pulse of the Industry Survey, published in con-

(Continued on page 73)

## U. S. Chewing Gum Used In New Victor Unit

CHICAGO, Jan. 5.—Victor Vending Corporation this week announced that bulk Chicle Treats, candy coated gum for which its new Baby Grand vender was specially designed, is being made available thru authorized Victor distributors. The gum is made by U. S. Chewing Gum Manufacturing Company, Oakland, Calif., and wholesales to the operator at 45 cents per 200-count pound.

Harold Schaefer, Victor president, stated the decision to market a bulk-type candy coated gum machine was conceived early last year, was brought to realization this month following the discovery of a quality, consistent-size product and the development of a dispensing mechanism to vend two pieces at a time.

U. S. Chewing Gum, which has worked closely with Victor in designing the product and the machine, is making the item available in bulk form to operators only thru Victor's authorized distributors.

The new Victor machine, Baby Grand, features a wooden cabinet, finished in natural oak, and an inclined glass-face panel for product display. Unit is packaged four to a case, at \$52 per case (The Billboard, December 15).

## Nat'l Rejectors Switches Offices

ST. LOUIS, Jan. 5.—National Rejectors, Inc., has announced that its service office in Chicago, known as the National Rejectors Service Company of Illinois, has been discontinued.

The company said that as of the first of the year the Chicago service office will be operated as a branch office of National Rejectors and that A. S. Pierz has been appointed manager.

## Unfair Sales Tax Laws Hit by NAMA Legal Department

Product Exemption Plus Bracket Collections Target of Industry

CHICAGO, Jan. 5.—The National Automatic Merchandising Association is enlarging the scope of its legislative activity—limited until now largely to fighting per-machine taxes—to include discriminatory sales tax laws.

Fred L. Brandstrader, NAMA's legislative counsel, said this week that the first attempt to explain to law-makers how sales taxes discriminate against operators would be made in South Carolina. This State has a recently enacted

sales tax law which does not permit operators and other retailers to pass along the 2 per cent tax on purchases of 10 cents or less. But the State does collect the full amount of tax from operators and other retailers.

Brandstrader emphasized that NAMA's venture into the sales tax field meant no lessening of its battle against unfair taxes on machines.

### 30 States

At present, Brandstrader said, 30 States have sales taxes on the books. Three of these—in South Carolina, Georgia and Maine—were enacted during 1951.

NAMA's interest in sales taxes centers around two principal factors: (1) Does the sales tax law exempt certain products? (2) Does the tax fall on operators who are unable to pass it along to their customers?

Seven State sales taxes, Brandstrader said, exempt food from the tax but include most candy sales. The States are California, Connecticut, Maine, North Carolina, Rhode Island, Maryland and Florida. Ohio's sales tax act exempts candy completely, classifying candy as food; Florida and Maryland (Continued on page 73)

## Stock of Containers "Good," Declares NPA

WASHINGTON, Jan. 5.—The National Production Authority this week revoked its order controlling the manufacture and use of glass containers, and described the supply outlook for containers used by products sold in vending machines as "generally good."

The optimistic outlook, however, did not hold for such packaging as metal caps, which use aluminum, a material still in scarce supply.

Order revoked is M-51, which bound some 20,000 packers of foods, beverages and other commodities to use simplified styles and prohibited new designs in glass containers. Although the 1952 demand for glass containers is expected to be met without this regulation, the agency will still subject the container industry to inventory restrictions under Regulation I. NPA said.

### No Cup Shortage

The new year is expected to find makers of paper cups and nested food containers with adequate paper supplies, NPA predicted.

NPA expects the glass container industry to find adequate supplies except for some difficulty in ob-

taining selenium and fluorspar. With aluminum as a major supply problem, makers of metal closures saw output drop 29.7 per cent during the final three months of last year, compared to the preceding three months.

## Two Vendall Execs Resign

CHICAGO, Jan. 5.—Earl T. Runcie, vice-president in charge of production, and Edward E. Johnson, general sales manager, have resigned from the Vendall Division of the Belvend Manufacturing Company. Runcie has joined a Texas oil company, while Johnson said his plans are indefinite, though he hopes to remain in the vending machines business.

Johnson was formerly merchandising manager for 145 Montgomery Ward stores, organizational manager for Butler Bros' Federated Stores and managing director of the Great Universal Stores of England.

### Rubenstein Named Pepsi Bottling Co. V-P, Plant Mgr.

NEW YORK, Jan. 5.—Philip H. Rubenstein has been named vice-president of Pepsi-Cola Metropolitan Bottling Company and general manager of firm's East River plant. He succeeds Roland F. Roche, who resigned to take over a Pepsi-Cola plant in Bakersfield, Calif.

Rubenstein joined Pepsi-Cola Metropolitan Bottling Company in March, 1951, as head of sales promotion and vending machine operations.

Said to be the largest single bottling plant in the world, the East River facilities bottle one million bottles per day on an eight-hour shift.



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The biggest profit maker operators have ever enjoyed in the bulk vending field. Simplified service cuts costs in half. You just exchange slugs on location — the empty globe is cleaned and filled at your workshop. Vends all products including ball gum and charms. Attractive eye-catching appearance. Built for years of hard service.

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829 M. ARMSTRONG ST., MORRIS, ILL.

## Vending Biz Growth Traced

Continued from page 71

junction with the census to spell out significant changes in operating methods. showed 42 per cent of the nation's operators are now vending some dime as well as nickel candy.)

Cigarette venders, which account for 19 per cent of the total volume of cigarettes sold, showed a slight increase in the average number of packs sold each week — from 120 packs per week to 124 packs.

At the same time, the study showed the machine price of a package of cigarettes is at an all-time high, and so is the average counter price. The national average price on machine-sold cigarettes is now 23.6 cents, up from last year's 21.8 cents; the

national average over-the-counter price is now 21.6 cents, up from last year's 20.8 cents.

Since 1949, the study showed the vended price of cigarettes has risen nearly 3 cents, while the counter price has risen 2 cents. In the cigarette field, Vendo's annual survey of brand preferences indicates Old Gold have slipped behind king-size Pall Mall, and the nation's leading brands thru machines line up like this: Camel, Lucky Strike, Chesterfield, Philip Morris, Pall Mall and Old Gold.

This year's study, Vendo stated, clearly indicated the switch to diversification of equipment on the route.

"Both full and part-time operating companies," Vendo commented, "reported a like degree of diversification. Some 26 per cent of the full-time firms report they are still exclusively in one of the major fields of vending, and 25.5 per cent of the part-timers remain specialists."

"The trend to diversity is so well established at this point," the study added, "that the percentage differences from 1950 to 1951 are slight."

Statistical information covering every major phase of automatic merchandising was presented for 1949, 1950 and 1951 to show the relative growth of the industry and trace patterns in operating methods.

Of the outlook for the current year, the census concluded:

"During 1952, the expansion of the industry seems certain to be governed by only one factor: the amount of materials the government allocates manufacturers."

"At the beginning of the year (1952), the prospects for keeping abreast of demand are not bright, but neither are they hopeless. The coming year will force many an operator to examine his routes carefully, moving equipment from slow and average outlets to those locations where demand and volume are greatest."

(Note: Single copies of the January Vendo, containing the entire census and pulse studies may be obtained by sending 35 cents to Circulation Manager, Vendo Magazine, 2160 Pastors Street, Cincinnati 22, O.)

## All Perfumatic Production Set For U. S. Sale

TORONTO, Jan. 5.—Perfumatic of Canada, Ltd., announces that it will not market any of its scheduled 10,000 perfume vender production this year in Canada. Lawrence S. Hoffman, president, stated the Canadian steel supply situation permits manufacture of "as many units as can be sold."

The firm's perfume machine, which offers four selections and retails for \$125, was exhibited at both the 1951 Canadian International Trade Fair and the National Automatic Merchandising Association convention in Cleveland last November. It can be set for either nickel or dime operation.

Hoffman said that 1,000 dispensings can be made from one 4-ounce perfume container, or 250 sprays per ounce. Units already on location in Ontario and in the U. S. have been placed on a 25 per cent commission basis. Plans are to appoint a number of distributors in the U. S.

## 30 DAY MONEY BACK TRIAL



**Northwestern TAB GUM**

10-Column 1c Selective

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.

**PRICES**  
Less than 25 \$25.95  
Less than 100 \$25.95  
100 or more \$24.95  
F.O.B. Factory

### GUARANTEED USED MACHINES

DELUXE 1c and 5c Combination	\$12.95
MODEL 2c PORCELAIN 1c	7.45
MODEL 3c BALL GUM	7.45
PORCELAIN 1c	7.45

**MERCHANDISE AND SUPPLIES**

Per lb. JENOBIA PISTACHIO	48
ALMONDS 400 Cans	48
ITALIAN CHOC	48
PISTACHIO 4-Star	48
PISTACHIO VANDERBILT	48
RAINBOW PEANUTS 3c	48
BOSTON BARK	48
SLANE	48
CASHEW, WHOLE	48
CASHEW, BUTTS	48
MIXED NUTS	48
VIRGINIA PEANUTS 2c	48

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc. 17 Depot, Baltimore, C.O.D.  
Time Payment Plan Available—Trade-Ins Accepted.

**NORTHWESTERN SALES AND SERVICE COMPANY**  
MOE MANDELL

438 WEST 42nd STREET, NEW YORK 18, N. Y. - CHickering 4-6142  
4105 16th AVENUE, BROOKLYN, N. Y. - GEdney 8-3600

Don't Delay... Order NOW! From LITTLE ACORN'S mighty INCOMES grow

## ACORN

The only completely die-cast aluminum, precision built

### ALL-PURPOSE VENDOR

- Vends all bulk mds.—nuts, gum balls, candy, charms.
- Polished, easy to clean merchandise chute.
- Tamperproof held by top lock and body clamps only.
- Guaranteed mechanically—weights less than 7 lbs.

**DISTRIBUTORS:**  
Choice Territories Still Open—  
West, Midwest, S. E. Atlantic, S. W. Coast mkt.  
1347 5th Ave., Pittsburgh  
AT 1-6478  
Pacific Coast Distributor  
Operates Vending  
Machines Supply  
1023 Grand Ave., Los Angeles

**IAK manufacturing co., inc.**  
11411 Knightsbridge Ave., Culver City, Calif.

## Candy Jobbers Show Stresses Product Lines

WASHINGTON, Jan. 5.—"The Nation's Complete Candy Show" is the slogan adopted by the National Candy Wholesalers Association 1952 Confectionery Exposition opening May 18 during the association's four-day NCWA annual convention at the Palmer House, Chicago, it was announced this week.

C. M. McMillan, NCWA executive secretary, said "We are trying to emphasize to the wholesaler the importance of seeing everything that is available in candy this year, in order to revitalize the lines they handle. Wholesalers can do this, he added, "by comparing their present items with the most complete assortment of confectionery lines ever assembled."

Glenn A. Baldwin, president of General Tobacco & Candy Company, Lincoln, Neb., has been appointed chairman of the committee on convention attendance, NCWA President E. J. McCoy announced this week Baldwin said he expected more than 2,000 wholesalers, manufacturers and "traveling men" to attend the convention.

## Loss Leader Cig Biz Hit In Va. Court

RICHMOND, Va., Jan. 5.—Presiding Judge Harold F. Sneed, Richmond Circuit Court, this week took under advisement a case aimed at prohibiting the sale of cigarettes at less than cost, as it is computed under the Virginia Unfair Sales Act.

Defendants in the case brought by Atty. Gen. J. L. Almond Jr. include Standard Drug Stores, Inc.; Standard Cut Rate Stores, Inc.; Standard Corporation, and Standard Cary Corporation, a local firm that operates stores in various Virginia cities.

The attorney general acted at the instance of several State organizations, including Virginia Independent Food Dealers' Association, Inc.; Virginia Pharmaceutical Association, Inc., and Virginia Restaurant Association, Inc., all of which charge that Standard advertises and sells cigarettes as a "loss leader," hurting independent dealers.

Counsel for Standard argued that the act is an invasion of citizens' rights and tended to make the public pay unnecessarily high prices.

Counsel for the plaintiff, R. T. Barton Jr., said the law provides that a legal retail price should include a 6 per cent mark-up over the wholesale cost. "Standard has been selling cigarettes under this formula price," he asserted.

## High Schools Tapped by Cup Vender

PORTLAND, Ore., Jan. 5.—One of the newer volume locations for cup drink venders—high schools—is being tapped in Portland by a new operating group headed by Louis Albert. He is head of a strip distributing firm, Albert Products Company, Associated with Albert are Mel Siddell, Sol Sax and Carl Kicher. The group bought out Serve-U-Matic Company recently and has offices and storerooms at 1218 S. E. Grand Avenue.

"Our goal is to build up an operation of 100 machines," Albert said. "While we operate industrial and public locations, we are placing our emphasis on the high schools, a field which up to now has been predominately a bottle-drink operation."

## Set NCA Directors Mid-Year Meeting

NEW YORK, Jan. 5.—The mid-year directors conference of the National Confectioners' Association will be held January 24-25 at the Waldorf-Astoria. Top subjects to be explored will include problems of merchandising, marketing, product promotion, legislation, etc.

\*\*\*\*\*  
**SUPREME ACHIEVEMENT**  
Simply Fabulous and New  
**ANTIQUE CHARMS**  
PRECIOUS METAL-PLATED  
Series #40  
\$4.50 per 1,000  
F.O.B. Jamaica, N. Y.  
Immediate delivery.

What is miraculous about these precious Antique Charms is the unbelievable LOW PRICES. Quality is better measure, at a price possible only because of a newly invented plating process. Beautiful, rich and rare finished.

These treasures in your machines will bring back quicker, bigger profits.

EPY does it again—for profitable operations.

**SAMUEL EPPY & CO., INC.**  
61-15 146th Place, Jamaica 2, N. Y.

**JUMBO SPECIAL**  
Cap. 2375 of 210 Count Ball Gum  
Price less than you think  
Pay for in 20 weekly payments  
Write for details



**ROY TORR** LANS-DOWNE, PENNA.  
Serving and Financing Operators Since 1910

**WRITE FOR CATALOG**  
ON BULK VENDORS, MERCHANDISE GAMES, ETC.  
**CHARMS**  
Large 2c Size—Per 1,000  
PLASTIC \$1.99 SILVER \$3.33 COPPER \$3.43  
We reserve the right to limit quantity.

**STANDS**  
All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for operation. Weight 17 lbs.  
**\$3.25 each**  
We are factory distributors for all leading makes of VENDING MACHINES.

**Parkway Machine Corp.**  
715 E. 30th St., Baltimore 2, Maryland

**BEST OF ALL! ACORN**  
All Purpose Bulk Vender with All New Features  
**\$14.95 ea.**  
IMMEDIATE DELIVERY  
OAK SALES CO., 2825 Fifth Avenue, Pittsburgh, Pa.



**BRAND NEW LUCKY BOY VENDORS**  
Lots of 2 \$9.75  
Lots of 10 \$9.25 ea.  
MODEL, Lots of 20 \$9.25 ea.  
Nut and Charm Vendors hold 3 lbs. nuts, ball gum vendors, 800 ball gum. Fully Guaranteed.  
175 Depot, Baltimore C.O.D.  
**BOLEY MFG. CO.**  
VALLEY STATION, KY.



**FOR SALE**  
Ten new Munro-Matlock Postage Stamp Vending Machines at a 50% discount. Selling account illness.  
**J. E. SCOTT**  
717 S. Fifth St. Paragould, Ark.

**Charms**  
**Paul A. Price Co.**  
220 Broadway, New York 38, N.Y.



## 'Antique' Charms New Eppy Series

NEW YORK, Jan. 5.—Samuel Eppy & Company this week released a new vending charms series featuring antique finish. The plastic novelties are plated by a newly developed method, according to Sam Eppy, president, and then further processed to bring out the antique effect in varying tones of bronze, green copper, silver and gold. Price is \$4.50 a thousand, he said.

## VICTOR'S TOPPER DELUXE



**The ALL-PURPOSE Vender**  
**VICTOR VENDING CORP.**  
2701-13 W. Grand Ave. Chicago 29, Illinois



### WHAT ARE YOU VENDING?

Stick Gum? Roll Gum? Tack Gum? Bulk Merchandise? Mini-Stamp, Paper, Combs, Sanitary Products or other Merchandise?

#### ADVANCE

is the Vendor for You! The 1-column model (Illustrated) needs flat cartons up to 3 1/2" x 3 1/2" long or round cartons up to 1 1/2" diameter x 3 1/2" long. The 2-column model handles round cartons up to 3/4" diameter x 3" long. Regularly furnished for 1c, 5c, 10c or 25c operation. Separate cash box — and 80 cents coin detector with automatic coin return when machine is empty.

Want more information? Write today to:

**J. SCHOENBACH**  
Factory Distributor of  
Advance Vending Machines  
1845 Bedford Ave., Bklyn., N.Y.  
President: 2-7900

### GET NEWER CHARMS

Lower prices from America's largest Charm manufacturer. Over 40 new and different series of Charms. Our prices are lowest! Send \$3c for complete samples.

**PENNY KING CO.**  
415 Neptune Street  
Pittsburgh 20, Pa.

Try **VICTOR** Once and you will **BUY VICTOR ALWAYS** ORDER TODAY!

**VEEDCO SALES CO.**  
2124 Market St., Philadelphia 3, Pa.  
Phone: LOcunt 7-1448

### TOPPER DELUXE

With Plastic Side Display Windows. Case of 4 \$54.00 Single ..... 13.99

Topper Standard With Plastic Glass. Case of 4 \$48.00 Single ..... 12.52

COMPLETE VICTOR LINE IN STOCK! **CHAMPION NUT & CHOCOLATE CO.** 1194 Tremont St., Boston, Mass.

## Kuebler, Taylor, Koch Elected VP's Of Dixie Cup Co.

EASTON, Pa., Jan. 5.—C. F. Dawson, president of the Dixie Cup Company here, announced the election of three new vice-presidents, John B. Taylor, Joseph W. Kuebler and Richard W. Koch.

Taylor will continue as controller for Dixie. He joined the accounting department in 1922, became chief accountant in 1934 and was appointed controller in 1944.

Kuebler will serve as vice-president in charge of production. He joined Dixie in 1927 and had been general works manager since 1949.

Koch joined Dixie in 1949 as assistant to the executive vice-president. He was connected with the Owens-Illinois Glass Company of Toledo, for a time following his graduation from college.

### Unfair Sales Tax

Continued from page 72  
exempt sales of candy up to 50 cents in value.

#### 12 Exempt Smokes

In 12 of the States which have sales taxes, cigarettes are exempt: Arkansas, Connecticut, Colorado, Florida, Maine, North Dakota, Ohio, Oklahoma, Rhode Island, South Dakota, Utah and Wyoming. The remaining 18 States do not exempt cigarettes, but in Iowa (where cigarette vendors are prohibited), Kansas and Mississippi retailers are credited for the amount of the State cigarette tax when figuring their sales tax returns.

None of the States, Brandstrader declared, exempt soft drinks.

Of the States with sales taxes, 13 have basket system of collection and exempt certain minimum sales (ranging from 5 to 50 cents). In 7 of these 13 States, the retailer or operator is given either a complete or partial exemption from the tax on sales which fall below the minimum. But in the remaining six States, the operator or retailer must pay the full amount of the tax even though he does not collect it.

### NCA Predicts

Continued from page 71  
curtailment of production could be traced to increasing purchasing resistance due to price. "We in the candy industry are developing decided fear complexes about the price of all our commodities and materials, whether it is the future price of sugar, cocoa, peanuts, dairy products, corn syrup, cellophane, box board or other products in this industry uses," he declared.

"Candy makers are beginning to discover that in serving the public there is a law of diminishing returns on price." Stempel pointed out that 10 years ago, the average selling price of a pound of candy was \$15.9 cents at wholesale. In 1949 it was 33.7 cents a pound.

# THE BILLBOARD Index of Advertised Used Machine Prices

## Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment of the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, on time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Jan. 5	Issue of Dec. 29	Issue of Dec. 22	Issue of Dec. 15
Adams, 2c. Col.		49.95		
Advance Candy	\$25.00	25.00	\$25.00	\$25.00
Advance Ball Gum		5.95		
Advance Nut		5.95		
Alma, 1c. 2c. 10c. Non Profit	39.50	6.95		
Almond Vendors, 5c.		7.95		
Andrews Nut, 1c. 2c. 5c.		9.95		
Arco Nut, 1c. 5c.		12.50		
Coca-Cola		14.50		
Champion, 10c. 7c. Col.		6.95	6.95	6.95
Champion, 1c. Ball Gum		7.95		5.95
Columbus, 1c. Nut	6.95			
Columbus Nut, 5c.	175.00	185.00	185.00	185.00
C-8 Electric				85.00
DuGrenier, Chalklayer	85.00			85.00
DuGrenier, Dumpon, 9c. Col.	92.50	92.50	92.50	92.50
DuGrenier, Model W, 9c. Col.	80.00	80.00	80.00	80.00
Edmore, 1c.	6.95	6.95	6.95	6.95
Edmore, 1c.	119.50	119.50	119.50	119.50
Edmore, 1c.	175.00	185.00	185.00	185.00
Edmore, 1c. 5c.		25.00		25.00
Edmore, 1c. 5c. 10c.		22.50		22.50
Edmore, 1c. 5c. 10c. 25c.	18.50	22.50	22.50	22.50
Edmore, 1c. 5c. 10c. 25c. 50c.	7.45	7.45	7.45	7.45
Edmore, 1c. 5c. 10c. 25c. 50c. 75c.	85.00	85.00	85.00	85.00
Edmore, 1c. 5c. 10c. 25c. 50c. 75c. 100c.	85.00	85.00	85.00	85.00
Edmore, 1c. 5c. 10c. 25c. 50c. 75c. 100c. 125c.	120.00	120.00	120.00	120.00
Edmore, 1c. 5c. 10c. 25c. 50c. 75c. 100c. 125c. 150c.	95.00	95.00	95.00	95.00
Edmore, 1c. 5c. 10c. 25c. 50c. 75c. 100c. 125c. 150c. 175c.	6.95	7.45	6.95	6.95
Edmore, 1c. 5c. 10c. 25c. 50c. 75c. 100c. 125c. 150c. 175c. 200c.	7.50	7.50	7.50	7.50
Edmore, 1c. 5c. 10c. 25c. 50c. 75c. 100c. 125c. 150c. 175c. 200c. 225c.	13.95	12.00	13.95	13.95
Edmore, 1c. 5c. 10c. 25c. 50c. 75c. 100c. 125c. 150c. 175c. 200c. 225c. 250c.	7.45	7.45	7.45	7.45
Edmore, 1c. 5c. 10c. 25c. 50c. 75c. 100c. 125c. 150c. 175c. 200c. 225c. 250c. 275c.		9.50		
Edmore, 1c. 5c. 10c. 25c. 50c. 75c. 100c. 125c. 150c. 175c. 200c. 225c. 250c. 275c. 300c.	85.00	85.00	85.00	85.00
Edmore, 1c. 5c. 10c. 25c. 50c. 75c. 100c. 125c. 150c. 175c. 200c. 225c. 250c. 275c. 300c. 325c.	80.00	80.00	80.00	80.00
Edmore, 1c. 5c. 10c. 25c. 50c. 75c. 100c. 125c. 150c. 175c. 200c. 225c. 250c. 275c. 300c. 325c. 350c.	85.00	85.00	85.00	85.00
Edmore, 1c. 5c. 10c. 25c. 50c. 75c. 100c. 125c. 150c. 175c. 200c. 225c. 250c. 275c. 300c. 325c. 350c. 375c.	125.00	125.00	125.00	125.00
Edmore, 1c. 5c. 10c. 25c. 50c. 75c. 100c. 125c. 150c. 175c. 200c. 225c. 250c. 275c. 300c. 325c. 350c. 375c. 400c.	85.00	85.00	85.00	85.00
Edmore, 1c. 5c. 10c. 25c. 50c. 75c. 100c. 125c. 150c. 175c. 200c. 225c. 250c. 275c. 300c. 325c. 350c. 375c. 400c. 425c.	6.95	6.95	6.95	6.95
Edmore, 1c. 5c. 10c. 25c. 50c. 75c. 100c. 125c. 150c. 175c. 200c. 225c. 250c. 275c. 300c. 325c. 350c. 375c. 400c. 425c. 450c.	6.95	6.95	6.95	6.95
Edmore, 1c. 5c. 10c. 25c. 50c. 75c. 100c. 125c. 150c. 175c. 200c. 225c. 250c. 275c. 300c. 325c. 350c. 375c. 400c. 425c. 450c. 475c.	7.45	7.45	7.45	7.45
Edmore, 1c. 5c. 10c. 25c. 50c. 75c. 100c. 125c. 150c. 175c. 200c. 225c. 250c. 275c. 300c. 325c. 350c. 375c. 400c. 425c. 450c. 475c. 500c.	50.00	75.00	75.00	75.00
Edmore, 1c. 5c. 10c. 25c. 50c. 75c. 100c. 125c. 150c. 175c. 200c. 225c. 250c. 275c. 300c. 325c. 350c. 375c. 400c. 425c. 450c. 475c. 500c. 525c.	6.95	6.95	6.95	6.95
Edmore, 1c. 5c. 10c. 25c. 50c. 75c. 100c. 125c. 150c. 175c. 200c. 225c. 250c. 275c. 300c. 325c. 350c. 375c. 400c. 425c. 450c. 475c. 500c. 525c. 550c.	87.50	87.50	87.50	87.50
Edmore, 1c. 5c. 10c. 25c. 50c. 75c. 100c. 125c. 150c. 175c. 200c. 225c. 250c. 275c. 300c. 325c. 350c. 375c. 400c. 425c. 450c. 475c. 500c. 525c. 550c. 575c.	75.00	75.00	75.00	75.00
Edmore, 1c. 5c. 10c. 25c. 50c. 75c. 100c. 125c. 150c. 175c. 200c. 225c. 250c. 275c. 300c. 325c. 350c. 375c. 400c. 425c. 450c. 475c. 500c. 525c. 550c. 575c. 600c.	97.50	97.50	97.50	97.50
Edmore, 1c. 5c. 10c. 25c. 50c. 75c. 100c. 125c. 150c. 175c. 200c. 225c. 250c. 275c. 300c. 325c. 350c. 375c. 400c. 425c. 450c. 475c. 500c. 525c. 550c. 575c. 600c. 625c.	79.50	85.00(2)	79.50	85.00(2)
Edmore, 1c. 5c. 10c. 25c. 50c. 75c. 100c. 125c. 150c. 175c. 200c. 225c. 250c. 275c. 300c. 325c. 350c. 375c. 400c. 425c. 450c. 475c. 500c. 525c. 550c. 575c. 600c. 625c. 650c.		130.00		130.00
Edmore, 1c. 5c. 10c. 25c. 50c. 75c. 100c. 125c. 150c. 175c. 200c. 225c. 250c. 275c. 300c. 325c. 350c. 375c. 400c. 425c. 450c. 475c. 500c. 525c. 550c. 575c. 600c. 625c. 650c. 675c.	49.50	49.50	49.50	35.00
Edmore, 1c. 5c. 10c. 25c. 50c. 75c. 100c. 125c. 150c. 175c. 200c. 225c. 250c. 275c. 300c. 325c. 350c. 375c. 400c. 425c. 450c. 475c. 500c. 525c. 550c. 575c. 600c. 625c. 650c. 675c. 700c.	9.00			
Edmore, 1c. 5c. 10c. 25c. 50c. 75c. 100c. 125c. 150c. 175c. 200c. 225c. 250c. 275c. 300c. 325c. 350c. 375c. 400c. 425c. 450c. 475c. 500c. 525c. 550c. 575c. 600c. 625c. 650c. 675c. 700c. 725c.		9.95		
Edmore, 1c. 5c. 10c. 25c. 50c. 75c. 100c. 125c. 150c. 175c. 200c. 225c. 250c. 275c. 300c. 325c. 350c. 375c. 400c. 425c. 450c. 475c. 500c. 525c. 550c. 575c. 600c. 625c. 650c. 675c. 700c. 725c. 750c.		6.95		



WEIGHT 165 LBS.  
**\$25 DOWN**  
Balance \$10 Monthly  
400 DE LUXE PENNY FORTUNE SCALE NO SPRINGS  
WRITE FOR PRICES  
LARGE CASH BOX HOLDS \$85.00 IN PENNIES  
Invented and made only by **WATING** Manufacturing Company  
550 W. Fulton St., Chicago 44, Ill.  
Tel. 1889—Telephone Columbus 1-2732  
Cable Address: WATINGCITE Chicago

### Hires Price Tops 80 Cents a Case

PHILADELPHIA, Jan. 5.—John Gorski Jr., an executive of the Charles E. Hires Company here has disclosed that 73 per cent of the firm's franchised bottlers and most of the company's own plants now are selling root beer at more than 80 cents a case.

### New NORTHWESTERN

MODEL	ORDER NOW	19 Col	TAM GUM VENDOR
49	Adams Brands 100 Count	19 Col	\$25.45 ea.
1-3-10-	Wesley's Brands All Flavors 100 Count	25 to 180	\$24.95 ea.
\$17.35 ea.	From CHRYSLER Ass't 100 Count	100 or more	
25 to 180	100 or more		
\$17.15 ea.	100 or more		
100 or more	100 or more		
\$16.95 ea.	100 or more		

**RAKE 24 PAY PLAN ON BOTH MACHINES**  
Write for Circulars on Both Machines!  
Complete Line of Parts, Supplies—Send for List of Record. Machines! We Take Trade-Ins—Liberal Allowance! Time Payment! 1/3 Cent! Restored With All Originals. Balance C.O.D.

**WE WANT SILVER KINGS — ACORNS VICTOR TOPPERS & MODEL V CIGARETTE MACHINES**  
WE WILL BUY OR TRADE-IN

**RAKE COIN MACHINE EXCHANGE**  
609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

### CIGARETTE MACHINES

Uneda Model 300, 311 Col., 423 Pack Case. King Size Included \$85.00  
Uneda Model 300, 9 Col., 335 Pack Case. King Size Included 97.50  
Uneda Model A, 8 Col., 270 Pack Case 97.50  
Uneda Model E, 8 Col., 325 Pack Case 75.00  
DuGrenier Champion, 111 Col., 310 Pack Case. King Size Included 115.00  
Edmore, 1c. 5c. 10c. 25c. 50c. 75c. 100c. 125c. 150c. 175c. 200c. 225c. 250c. 275c. 300c. 325c. 350c. 375c. 400c. 425c. 450c. 475c. 500c. 525c. 550c. 575c. 600c. 625c. 650c. 675c. 700c. 725c. 750c. 775c. 800c. 825c. 850c. 875c. 900c. 925c. 950c. 975c. 1000c. 1025c. 1050c. 1075c. 1100c. 1125c. 1150c. 1175c. 1200c. 1225c. 1250c. 1275c. 1300c. 1325c. 1350c. 1375c. 1400c. 1425c. 1450c. 1475c. 1500c. 1525c. 1550c. 1575c. 1600c. 1625c. 1650c. 1675c. 1700c. 1725c. 1750c. 1775c. 1800c. 1825c. 1850c. 1875c. 1900c. 1925c. 1950c. 1975c. 2000c. 2025c. 2050c. 2075c. 2100c. 2125c. 2150c. 2175c. 2200c. 2225c. 2250c. 2275c. 2300c. 2325c. 2350c. 2375c. 2400c. 2425c. 2450c. 2475c. 2500c. 2525c. 2550c. 2575c. 2600c. 2625c. 2650c. 2675c. 2700c. 2725c. 2750c. 2775c. 2800c. 2825c. 2850c. 2875c. 2900c. 2925c. 2950c. 2975c. 3000c. 3025c. 3050c. 3075c. 3100c. 3125c. 3150c. 3175c. 3200c. 3225c. 3250c. 3275c. 3300c. 3325c. 3350c. 3375c. 3400c. 3425c. 3450c. 3475c. 3500c. 3525c. 3550c. 3575c. 3600c. 3625c. 3650c. 3675c. 3700c. 3725c. 3750c. 3775c. 3800c. 3825c. 3850c. 3875c. 3900c. 3925c. 3950c. 3975c. 4000c. 4025c. 4050c. 4075c. 4100c. 4125c. 4150c. 4175c. 4200c. 4225c. 4250c. 4275c. 4300c. 4325c. 4350c. 4375c. 4400c. 4425c. 4450c. 4475c. 4500c. 4525c. 4550c. 4575c. 4600c. 4625c. 4650c. 4675c. 4700c. 4725c. 4750c. 4775c. 4800c. 4825c. 4850c. 4875c. 4900c. 4925c. 4950c. 4975c. 5000c. 5025c. 5050c. 5075c. 5100c. 5125c. 5150c. 5175c. 5200c. 5225c. 5250c. 5275c. 5300c. 5325c. 5350c. 5375c. 5400c. 5425c. 5450c. 5475c. 5500c. 5525c. 5550c. 5575c. 5600c. 5625c. 5650c. 5675c. 5700c. 5725c. 5750c. 5775c. 5800c. 5825c. 5850c. 5875c. 5900c. 5925c. 5950c. 5975c. 6000c. 6025c. 6050c. 6075c. 6100c. 6125c. 6150c. 6175c. 6200c. 6225c. 6250c. 6275c. 6300c. 6325c. 6350c. 6375c. 6400c. 6425c. 6450c. 6475c. 6500c. 6525c. 6550c. 6575c. 6600c. 6625c. 6650c. 6675c. 6700c. 6725c. 6750c. 6775c. 6800c. 6825c. 6850c. 6875c. 6900c. 6925c. 6950c. 6975c. 7000c. 7025c. 7050c. 7075c. 7100c. 7125c. 7150c. 7175c. 7200c. 7225c. 7250c. 7275c. 7300c. 7325c. 7350c. 7375c. 7400c. 7425c. 7450c. 7475c. 7500c. 7525c. 7550c. 7575c. 7600c. 7625c. 7650c. 7675c. 7700c. 7725c. 7750c. 7775c. 7800c. 7825c. 7850c. 7875c. 7900c. 7925c. 7950c. 7975c. 8000c. 8025c. 8050c. 8075c. 8100c. 8125c. 8150c. 8175c. 8200c. 8225c. 8250c. 8275c. 8300c. 8325c. 8350c. 8375c. 8400c. 8425c. 8450c. 8475c. 8500c. 8525c. 8550c. 8575c. 8600c. 8625c. 8650c. 8675c. 8700c. 8725c. 8750c. 8775c. 8800c. 8825c. 8850c. 8875c. 8900c. 8925c. 8950c. 8975c. 9000c. 9025c. 9050c. 9075c. 9100c. 9125c. 9150c. 9175c. 9200c. 9225c. 9250c. 9275c. 9300c. 9325c. 93

## On-Route Manpower Now Hard to Find

Defense Plants, Armed Services Drain Off Operators' Employees

CHICAGO, Jan. 5.—Music operators here, judging by the experience of some over the past year, are going to face increasing labor-turnover problems in the coming year.

With wages frozen by government controls and other industries paying more for similar work and the labor problem is becoming increasingly difficult.

Along with this situation, those operators who have experienced a labor turnover report that good men, willing to stay in the field, are becoming harder and harder to find.

One operator said he underwent "quite a search" in order to find a new service man. He spent considerable time and effort digging up five or six possibilities before he was able to find the man he wanted.

This operator experienced the same difficulties in trying to employ a new collector to replace a

man who left for military service.

Another operator reported a large turnover and blamed higher wages "being dangled" by other industries as the crux of the problem. He said the operators association here is going to petition the Wage Stabilization Board for increases soon and that several operators, individually, have asked the board already for permission to raise wages.

He said he was breaking in a new service man from another field in an effort to replace his losses.

However, on the other side of the picture, one operator reported no turnover and said he had not lost a man in three years and doesn't expect to lose any. But this seemed to be an exception rather than a rule in the Chicago area.

Generally speaking, other than year-end bonuses, no special inducements were used by operators in an attempt to keep employees. (Continued on page 78)

## FINAL EXIT

### Older Jukes Increase as Trade-Ins

CHICAGO, Jan. 5.—The overall decline in rental business has had its effect on used trade-ins when operators purchase new phonographs, local distributors report. With older equipment being given the cold shoulder by more of the bush league locations and with this type unit not in demand for home rental service, operators have been turning them in in almost all instances on the purchase of a new machine.

Also, the continued availability of parts for recent models, coupled with a brighter parts picture for new models, combine to encourage the turning of the older units. No longer a profit source either as a rental or a location unit, the dollars realized on the trade-in value are just so much plus profit for such amortized equipment, operators reason.

The current trade-in picture, as far as prewar models go, has undergone a change since as late as July, 1950. At that time, operators see-sawed on such trades, preferring to retain the machines for possible location or rental use for the parts they would furnish.

Today, even the most confirmed no-trade buyer, in the form of rural and small town operations, has seen the handwriting on the wall as far as his older units are concerned and is now acting to realize some returns on them. Formerly, such operators used the mellowed machines to supplement their route expansion moves, but with the negative nod now being given such phonographs by rural locations, who want high selectivity and in many instances the "newfangled 45 r.p.m." records, their usefulness has come to an end.

## S.D. Operators Meet to Elect New Officers

MOBRIDGE, S. D., Jan. 5.—The annual meeting of the South Dakota Phonograph Operators' Association opens tomorrow at the Brown Palace Hotel here with the Bryson Bill and government controls expected to be the main topics of discussion. Officers will be elected.

The two-day meeting will kick off with an informal arrival party at the Mobridge Country Club. Business sessions will start the next day and will end with the group's annual banquet.

Harold Scott, secretary-treasurer, will be host for the occasion.

The operators here have been battling snow drifts and sub-zero weather for weeks, the forecast for the coming week was more favorable and a good attendance was expected.

## PARTS LAG TEMPORARY; SUPPLY AMPLE, SAY OPS

CHICAGO, Jan. 5.—Altho sometimes forced to hunt or wait, Chicago area juke box operators were able to obtain all the parts, tubes and replacements they needed for their machines as 1951 ended. The situation appeared to be unchanged for the immediate future. The consensus is: "Okay for the moment."

All operators reported that at one point during the last year, parts supplies slowed down to a trickle. Several operators expressed the belief that some suppliers apparently became frightened during the year and attempted to hang onto their stock.

It was during this period that operators were forced either to wait or to search. One operator reported making some parts himself.

## RENTAL \$\$ REJUVENATED

### Call-Back, P-R Program Multiplies Home Business

CHICAGO, Jan. 5. — With home rental juke box business taking a profit beating since the advent of television and necessary hikes in rental fees to cover increased equipment maintenance and labor costs, most operators have relegated this phase of their business to a minor role (The Billboard, December 22). A comparatively few operators, however, are taking advantage of the reduction in availability of home rental units and the lack of promotion in this direction to feather their rental opportunities. From these operators, reports indicate a fairly substantial level of rental volume is being garnered which, coupled with judicious control of labor and maintenance costs, are adding up to extra bonus profits.

One of the rental-conscious operators is A. & M. Music Company, headed by Adolph Raymond. His several years of specialized rental catering experience has enabled him to carry on a steady added earnings business without increasing overhead.

#### Rental P-R

Raymond developed a public relations approach in late 1949 to his formerly off-again-on-again attitude toward rentals. Basis of the program is creation of a list of all rental inquiries whether or not they resulted in actual placement. This, aided by his classified phone book advertisement (which plays up availability of multiple selection, late model machines, for "homes, parties, weddings" on a 24-hour basis), has resulted in a year-by-year increase in rental returns.

## AMI Distribs Get Cut Book

GRAND RAPIDS, Mich., Jan. 5.—A new, 12-page book for use in making cut reproductions is being mailed to all AMI distributors.

Bill Fitzgerald, AMI advertising and sales promotion manager, described the book as an advertising and merchandising aid to distributors and operators. All the material contained in the book can be obtained by the distributors from AMI.

The book contains reproductions of various styles and sizes of engravings, such as half tones, which can be used for advertising purposes. It also contains various styles and sizes of the AMI logo-type for advertising purposes. The book shows pictures of the AMI machines that can be obtained and suggests different styles and kinds of advertising or layouts depending on how and where the material is to be used.

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the Music and other departments up front in this issue of The Billboard are:

**PEATMAN ROUND-UP.** Peatman survey lists top tunes on radio-TV for 1951 (Music Department).

**CAPITOL MAKES REALIGNMENT.** Diskery revamps personnel to strengthen New York operations (Music Department).

**PLATTER TAX YIELD GAINS IN NOVEMBER.** Excise figures show 7-Mil increase over 1950 (Music Department).

**BB POLLS THE DEEJAYS ON TUNE POPULARITY.** Top ranking tunes same as for radio-TV survey (Music Department).

And other informative news stories as well as the Honor Roll of hits and pop charts.

## EVANS' 20/40 CONSTELLATION . . . Lasting Quality for the Road Ahead!



Quality built, inside and out, Constellation gives you, your locations and the phonograph fans a better, longer run for your money . . . lets you take the rough stretches ahead in stride, and profitably, too. Dependable, trouble-free performance keeps Constellation on the job, guards your earnings against costly service, repairs and lay-ups.

See your Evans' Distributor or write Factory direct for the facts about Evans' 20/40 Constellation—the Phonograph Built with Your Future in Mind!

### H. C. EVANS & CO.

1354 W. CARROLL AVENUE CHICAGO 7, ILLINOIS  
SEE EVANS' PROFIT STIMULATOR ON PAGE 90

**DETROIT, MICH.**  
10217 Livewood

**GRAND RAPIDS, MICH.**  
245 N. Division

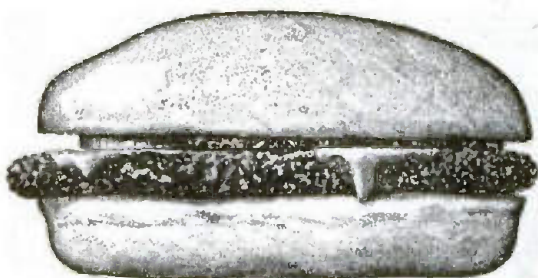
## MUSIC SYSTEMS, INC.

**CLEVELAND, OHIO**  
2600 Euclid

**TOLADO, OHIO**  
1302 Jackson

<p><b>SEEBURG</b></p> <p>148ML .....\$299 147M .....\$169 1475 .....\$149 1465-M .....\$139</p> <p><b>HIDEAWAYS</b></p> <p>H1448M .....\$249 H246M .....\$219 H146M .....\$189</p> <p><b>WALL BOXES</b></p> <p>3W7-L56 .....\$44.50 (15-10-25—3 wire)</p>	<div style="border: 1px solid black; padding: 5px; margin: 0 auto; width: 80%;"> <p>ALL MAKES AND MODELS OF PRE-WAR Equipment Available at Reasonable Prices</p> </div> <p>3W2-L56 .....\$18.50 (5c—3 wire)</p> <p>W1-L56 .....\$12.50 (5c—wireless)</p>	<p><b>WURLITZER</b></p> <p>1100 .....\$375 1015 .....\$179</p> <p><b>ROCK-OLA</b></p> <p>1426 .....\$159 1422 .....\$ 99</p> <p><b>AMI</b></p> <p>MODEL A .....\$295</p> <p style="text-align: center;">Write • Wire • Phone 1/3 DEPOSIT, BALANCE C.O.D.</p>
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For reliability see your Seeburg Distributor



# Hamburger WITH!



It's the "with" that seems to make a hamburger so much better when you're dining "out." And, "hamburger with" is more than relishes and pickles and onions. It's the friendly lights of a roadside stand at night; the smiling counterman; the steaming crockery mugs; the warm, good smells . . . and the pleasure of listening to the juke box. Music with an AMI Model "D" juke box is an essential ingredient of the stop for food and refreshment. It's the "with" that promotes and sustains the mood of good fellowship in the hamburger location.

**AMI** *Incorporated*

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

**MR. OPERATOR:**  
A limited number of parts for  
**PACKARD  
PHONOGRAPHS  
AND  
WALL BOXES**  
available from  
**WURLITZER FACTORY**

**FOR SALE**  
50 Each Model D & F PM  
Specialties ..... \$1.00 Each  
5 Each Model D & F PM  
Amplifiers (no tubes) ..... 1.00 Each  
All in Excellent Condition  
**FM STUDIO**  
2822 CRENSHAW AVE., BALTIMORE 11, MD.

**CMI Show**  
• Continued from page 70  
Ileb & Co., H & H Distributing Co., Illinois Lock Co., Independent Lock Co., International Microscope Corp., King & Company, King Amusement Co., Life-Time Manufacturing Co., McDowell Manufacturing Co., Memphis Metal Machine Exchange, National Coin Machine Exchange, National Rejectors, Inc., National Sanitary Sales, Philtan Electric Co., Pioneer White Metal Casting Co., Purveyor Shuffleboard Co., Refrigerated Equipment Sales Corp., Ristauerat, Inc., Scientific Machine Corp., Supremum Manufacturing Co., West Side Distributing Corp., Wico Corp., Williams Manufacturing Co., World Wide Distributors, Inc.

**On-Route Power**  
• Continued from page 74  
Most said that the only workable inducement would be higher wages and unless the government permits these, they are out of the question.

# THE BILLBOARD Index of Advertised Used Machine Prices

• **Music Machines**  
Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Jan. 5	Issue of Dec. 29	Issue of Dec. 22	Issue of Dec. 15
<b>AIREON</b>				
Coronet 400 .....	\$79.00	\$79.00	\$79.00	\$79.00
Coronet 500 .....	159.00	159.00	159.00	159.00
Deane .....	49.00	49.00	49.00	49.00
<b>AMI</b>				
Model A .....	295.00 375.00	295.00		325.00
Model B .....	445.00 495.00	375.00 445.00	495.00	425.00 445.00
Model C .....	499.00 545.00	545.00		500.00
<b>EVANS</b>				
Constellation .....	249.50			
<b>FILBEN</b>				
30 Record .....		100.00		
<b>MILLS</b>				
Constellation .....	175.00	175.00		175.00
Empress .....	39.00 67.50	39.00	39.00	39.00
Throne .....	69.50			
<b>PACKARD</b>				
Wannetan .....	119.00 125.00	125.00 149.00	149.00	75.00 125.00 149.50
Pia-Mor No. 7 .....	79.50			
<b>ROCK-OLA</b>				
Tennando .....	39.00	39.00	39.00	39.00
Plymester .....	69.00	69.00	69.00	69.50
Rocket 50-51 .....	595.00	545.00 595.00		
1424 .....			139.50	
1422 .....	99.00(2) 119.50	99.00(2)	99.00 99.00 125.00(2)	
	150.00			
1426 .....	159.00(2)	159.00(2)	159.00	159.00 159.00
1428 .....	279.00	299.00	299.00	299.00
1432 .....		449.50		500.00

**POPS LEAD**

## Chi Ops Size Record Play Over Holiday

CHICAGO, Jan. 5. — What holiday records received top play in Chicago area juke boxes during the past few weeks?  
And how did these records fare in competition with the normally carried "pop" tunes?  
The operators' answers to the first question might be guessed and their answers to the second question came out "not so good." Some operators, in fact, felt it was hardly worthwhile to use the holiday records other than as a courtesy to their patrons.  
As in past years, operators reported the old stand-bys of "White Christmas"; "Rudolph, the Red-Nosed Reindeer"; "Jingle Bells" and "Silent Night" received top play.  
However, the new recordings of "Snow Flake" and last year's "Frosty, the Snowman" also were listed with the leaders this year.  
Generally, operators here listed the three top-play records as "White Christmas"; "Rudolph, the Red-Nosed Reindeer" and "Snow Flake." None of these holiday records received anywhere near comparable play with the "pop" tunes.  
One operator reported play on these records was so bad that it was "not worth the effort" to use them and he said he did not think he would "bother" with them next Christmas.  
Another operator said he believed the public's taste was changing that people were looking for new Christmas tunes.  
Despite holiday records being an un-pyning proposition, most operators felt bound by duty and tradition to carry them. They said they felt most of their location owners and the public expected these records to at least be available and that they were contributing to good will and Christmas spirit by using them.

(Continued on page 85)

When answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**

**Open Up New Locations With This Small Juke Box**

**RISTAUCRAT S-45**



The S-45 is the answer to operators' demands for a low cost, low overhead Music Box suitable for small locations. Try the S-45 on location—prove to yourself.

**RISTAUCRAT, INC.** 1216 E. Wisconsin Ave., Appleton, Wis.

The Outstanding Achievement of the Coin-Operated Phonograph Industry

**ROCK-OLA ROCKET**

52-50 SUPER

TROUBLE-FREE 50 SELECTION MECHANISM

WORLD'S MOST BEAUTIFUL CABINET

CRYSTAL-CLEAR PLASTIC DOME

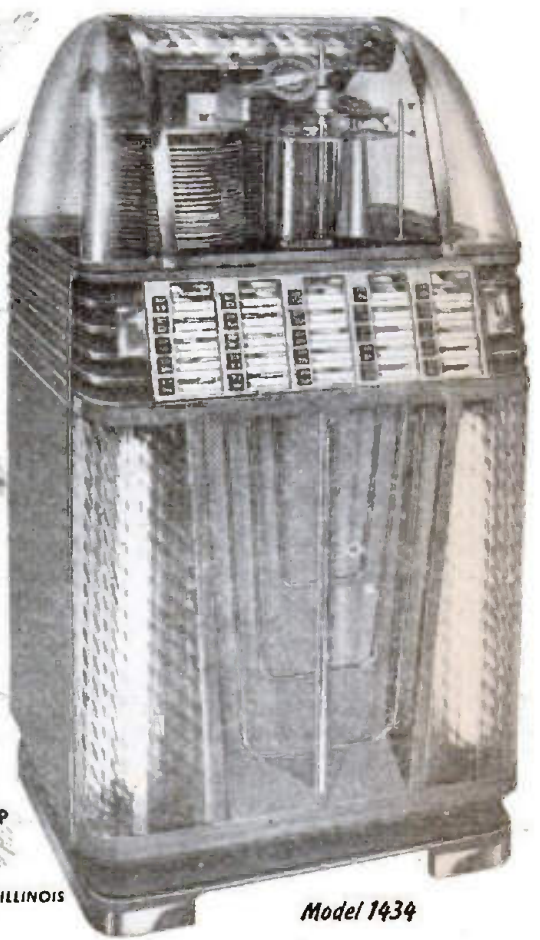
GREATER OPERATING ECONOMY

STRAIGHT-LINE SINGLE, INDIVIDUAL-BUTTON SELECTOR

★ To help you make more money—all phonographs are set at the factory for 1 play for 10¢—3 plays for 25¢—Easily changed for other combinations desired.

**RMCE**

**ROCK-OLA MANUFACTURING CORPORATION** • 800 N. KEDZIE AVE., CHICAGO 51, ILLINOIS



# "COME TO THE SHOW!"



**Bring the Family . . .** Let them enjoy the wonderful sights of Chicago, and visit the world-famous Department Stores, Night Clubs and Dining Spots . . .

**Or Come Yourself . . .** See the show, enjoy the friendly atmosphere of comradeship that comes when you sit down with fellows in your business and compare notes.

But whether you "Bring the Family" or "Come by Yourself"

**MAKE YOUR HOTEL RESERVATIONS NOW . . .**

Write to: Room Reservations,  
Sherman Hotel,  
Clark and Randolph Sts.,  
Chicago 1, Illinois

**DO IT TODAY AND BE SURE YOU HAVE A ROOM!**



## It's The INTERNATIONAL COIN MACHINE EXHIBITION

FEB. 4-5-6

SHERMAN HOTEL, CHICAGO

Sponsored by

**COIN MACHINE INSTITUTE**



# Copper Pinch Trims Output Of Vendmeter

HARTFORD, Conn., Jan. 5.—Material shortages have forced a sharp curtailment in Veeder-Root's production of the 1268 series counter, a small magnetic type used in some electric vending machines. Restrictions on the use of copper, required in the 1268, have made it necessary to divert most of the available supplies to more essential equipment, according to George Logan, sales manager.

First vending manufacturer to feel the pinch was Eastern Electric, Inc., which this week announced that the meters were no longer to be issued with Electro Cigarette Machines. Other cigarette venders make only sparing use of electric counters, with most offering the meters only if specifically requested by operator customers.

Logan stated that mechanically actuated counters are still being produced in adequate quantities.

# RUB-A-DUB-DUB AND YOU'RE LIT

FRIBOURG, Switzerland, Jan. 5.—A Swiss chemical manufacturer here is reported to have invented a self-lighting cigarette.

The manufacturer is said to have compounded a chemical with which one end of a cigarette is treated. When the cigarette is rubbed against the side of its package, it lights.

Several American and European companies are reported to be negotiating for the rights to the chemical.

# Merit Staff Expands

CHICAGO, Jan. 5.—Merit Industries, South Side distributor, has appointed two new staff members, Col. Lou Lewis, owner, announced this week. They are Horace Jernigan, shop manager, and Chuck Lewis, in charge of shipping. Jernigan formerly worked for distributors and operators in Georgia. Mrs. Evelyn Lewis is office manager.

	Price at Jan. 5	Price at Dec. 29	Price at Dec. 22	Price at Dec. 15
Major League Baseball (United)	39.50	39.50	39.50	39.50
Majors of 49 (Chicago Col.)	69.50	79.50	79.50	79.50
Monarchs (United)	25.00	25.00	25.00	25.00
Major Gen (General)	39.50	39.50	39.50	39.50
Maryland (Williams)	49.50	95.00	49.50	95.00
Mercury (General)	572.50	72.00	572.50	114.50
Mermaid	114.50	114.50	114.50	114.50
Merry Widow (General)	29.50	39.50	29.50	39.50
Musgrave (United)	29.50	39.50	29.50	39.50
Moan Cow (United)	39.50	49.00	39.50	49.00
Morocco (Exhibit)	49.50	49.50	49.50	49.50
Nevada (United)	29.50	29.50	29.50	29.50
Oasis (Exhibit)	70.00	129.50	84.50	85.00
Oklahoma (United)	85.00	84.50	85.00	85.00
Old Faithful (Exhibit)	125.00	144.50	125.00	144.50
Old Two Three (General)	39.50	39.50	39.50	39.50
Parade (Exhibit)	49.50	49.50	49.50	49.50
Phantom (Exhibit)	49.50	49.50	49.50	49.50
Photo Flash (Universal)	75.00	99.50	99.50	139.50
Pia Bowler (Chicago Col.)	110.00	139.50	139.50	139.50
Play Ball (Chicago Col.)	124.50	124.50	124.50	124.50
Playtime (Exhibit)	84.50	84.50	84.50	84.50
Pusher Head (General)	59.00	59.00	59.00	59.00
Punchy (Chicago Col.)	59.50	59.50	59.50	59.50
Quadrant (Williams)	59.50	89.50	89.50	89.50
Rainbow (Williams)	49.00	49.00	49.00	49.00
Racing (Exhibit)	59.00	59.00	59.00	59.00
Big Saver (General)	95.00	95.00	95.00	95.00
Robin Hood (Exhibit)	119.50	119.50	119.50	119.50
Rocket (General)	154.50	154.50	154.50	154.50
Robbie (Exhibit)	39.50	39.50	39.50	39.50
Rondeau (United)	70.00	79.50	79.50	79.50
St. Louis (Williams)	70.00	79.50	79.50	79.50
Sally (Chicago Col.)	54.50	54.50	54.50	54.50
Samba (Italy)	47.50	47.50	47.50	47.50
Samba (Exhibit)	59.50	59.50	59.50	59.50
Sarrago (Williams)	49.50	49.50	49.50	49.50
Scrubby (General)	33.50	39.50	39.50	39.50
Select-A-Card (Exhibit)	60.00	79.50	79.50	79.50
Serenade (United)	24.50	24.50	24.50	24.50
Shanghai (Chicago Col.)	29.50	29.50	29.50	29.50
Shantytown (Exhibit)	95.00	109.50	109.50	109.50
Shantytown (Exhibit)	89.50	89.50	89.50	89.50
Show-Shoo (Williams)	125.00	125.00	125.00	125.00
Show Boat (United)	55.00	59.00	59.00	59.00
Singapore	23.50	23.50	23.50	23.50
South Pacific (General)	95.00	109.50	109.50	109.50
Special Entry (Exhibit)	30.00	50.00	50.00	50.00
Sunaway	29.50	35.00	35.00	35.00
Synthetic (Chicago Col.)	29.50	29.50	29.50	29.50
Spat Bowler (General)	154.50	154.50	154.50	154.50
Stardust (United)	49.00	49.50	49.00	49.50
Stop and Go (General)	139.50	139.50	139.50	139.50
Storay (United)	29.50	29.50	29.50	29.50
Summer Time (Exhibit)	30.00	30.00	30.00	30.00
Sunny (Williams)	49.50	49.50	49.50	49.50
Super Hockey (Chicago Col.)	70.00	70.00	70.00	70.00
Super World Series (Williams)	245.00	325.00	325.00	325.00
Susanne (Exhibit)	59.50	59.50	59.50	59.50
Sweetheart (Williams)	109.50	134.50	134.50	134.50
Tabell (Chicago Col.)	79.50	109.50	109.50	109.50
Talcares (Exhibit)	49.50	79.50	79.50	79.50
Tennessee (Williams)	29.50	29.50	29.50	29.50
Texas (Chicago Col.)	119.50	119.50	119.50	119.50
Three Features (General)	69.50	79.50	79.50	79.50
3-4-5 (United)	245.00	265.00	265.00	265.00
Treasure Chest (Exhibit)	29.50	29.50	29.50	29.50
Three Musketeers (Exhibit)	90.00	90.00	90.00	90.00
Thrill (Chicago Col.)	27.50	27.50	27.50	27.50
Teal Bell (General)	39.50	39.50	39.50	39.50
Teal Bell (General)	39.50	39.50	39.50	39.50
Texas (Williams)	69.50	69.50	69.50	69.50
Tennessee (Exhibit)	104.50	104.50	104.50	104.50
Turf King (Italy)	215.00	275.00	275.00	275.00
Ulan (United)	94.50	94.50	94.50	94.50
Victory Special (Italy)	24.50	24.50	24.50	24.50
Virginia (Williams)	29.50	29.50	29.50	29.50
Wash by Line	165.00	174.50	174.50	174.50
Waver (Universal)	130.00	175.00	175.00	175.00
Waver (Universal)	109.50	109.50	109.50	109.50
Waver (Universal)	29.50	39.50	39.50	39.50
Yacht (Williams)	49.50	49.50	49.50	49.50
Zany (United)	225.00	225.00	225.00	225.00

# Up Shipments Of World-Wide Formica Tops

CHICAGO, Jan. 5.—World-Wide Distributors thru Al Stern announced it is now making quantity shipments on its Formica tops for single games in all territories.

The tops come complete with a pint of adhesive cement and instructions for installing the playfield. Stern stresses this operation can be handled on location in 15 minutes. They are available for United 2, 4, and the early model 6-player Shuffle Alleys (United). Chicago Coin's two-player bowling alley and Universal's two-player games. Since the games vary in length, operators should be specific in their orders. Stern stated. The Formica fields are shipped in special crates for added protection while in transit.

# Set New Firm As Distributor Of Coin Horse

PHILADELPHIA, Jan. 5.—Roc-A-Ride Sales has been formed here as exclusive factory distributor for Thunderbolt, coin-operated mechanical horse manufactured by Merry Go-Round Sales. Sam Kohn, who heads both companies, said he will soon appoint regional distributors to handle sales of the amusement device.

Formation of Roc-A-Ride supersedes an earlier arrangement with another distributing organization. Roc-A-Ride and Merry-Go-Round are both headquartered at 1507 North 33d Street here.

# Modify Exhibit Jet Gun Games

CHICAGO, Jan. 5.—The production model of Exhibit Supply Company's Jet Gun placed on the assembly line this week includes a basic change in a play appeal feature. Distributors are now showing the newly modified unit.

An all-skill unit, Jet Gun action is built around hia on jet planes with a machine gun on a swivel mount. Planes appear in a war background from the left and pass to the right. While they are in view hits are not only recorded on an automatic scoreboard but also reflected in the falling action of the plane. The original model had planes flying at the same level but the new Jet Gun challenges the player's accuracy even more because the planes fly at different level and player must "raw a new bead on each plane.

# See Candy Carton Label Information As Business Aid

CHICAGO, Jan. 5.—Simplifying inventory controls and distribution of candy products thru improved carton labels was the subject of a special conference of candy manufacturers and distributor organizations at the National Confectioners' Association headquarters here.

The meeting was the result of suggestions received from distributors as to how cartons and packages should be marked for more efficient handling both in warehouses and stockrooms. It was felt that although numerous changes would have to be made in mechanical equipment in order to carry out proposed changes, the action would be mutually beneficial to the manufacturer, distributor and consumer.

# WORLD WIDE HIGHEST VALUES — LOWEST PRICES

<b>WILLIAMS SEA JOCKEYS</b> Sea facing sensational 3-dimensional spread boats in thrill-packed race. 3 selections for one coin!	<b>WILLIAMS SHOOT THE MOON</b> New power control, power release flashing signals, hit score, automatic load and action Five Ball Replay.	<b>WILLIAMS Spark Plugs</b> Fastest and best! general Motors racing action! Change selections in mid-race! Highest play appeal.
<b>EXHIBIT BIG BRONCO</b> Sensational Saddle Horse. Thousands of new locations, Parks, Depot, Shows, Drive-ins, Clubs, Dime Stores, Two Baseball Dime Play, Trade Shows, Genuine Leather Saddle.	<b>BALLY SPOT LITE</b> One card, Play Ball, Re-play, Extra Ball features. —Spotlight feature, Four corner features, Advancing Score, The game that has everything. "Profit" play!	<b>EXHIBIT'S JET GUN</b> Machine Gun Action, Moving Plane Targets, Exciting Action, Tremendous play appeal on all locations.
<b>Reconditioned BINGO 5 BALLS</b> BRIGHT LIGHTS ..... \$365 CROWDWAY (MHW) ..... 245 ABC ..... 250 5 STAR ..... 250 LITE-LINE ..... 195	<b>ACE COIN COUNTER</b> Small, compact, light weight. Counts 12, 25, 50, 100, 250. Weight 8 lbs. Factory rebuilt. Guaranteed completely. Limited Quantity. Price ..... \$125	

<b>ARCANE AMUSEMENT GAMES</b> EXHIBIT SIX SHOOTER ..... 175 EXHIBIT GUN PATROL ..... 225 EXHIBIT SILVER BULLETS ..... 165 EXHIBIT DALE GUN ..... 95 QUIZZER WITH FIM ..... 110 WILLIAMS STEAD FIBER ..... 135 CHI COIN PISTOL ..... 125 Feature SEAB GUN ..... 225	<b>Reconditioned SHUFFLE GAMES</b> United 4 PLAYER ..... \$285 United 2 PLAYER ..... 215 Keeney LEAGUE BOWLER ..... 235 Keeney DOUBLE BOWLER ..... 190 Williams DOUBLE HEADER ..... 75 Sally SHUFFLE CHAMP ..... 75 Sally SPEED BOWLER ..... 60 United EXPRESS ..... 35 Williams DELUXE BOWLER ..... 30 Williams BOWLER ..... 30 United TWIN BOWLER ..... 215
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**New Silk Screened FORMICA PLAYFIELD**  
Make your old Shuffle Games new! Increase play at once with the new low cost silk screened Formica Playfield. Have a completely new game in minutes. Available for all UNITED Games. CHICAGO COIN and UNIVERSAL REBUNDANCE.  
8" SIZE ..... \$29.50    6" SIZE ..... \$34.50  
WRITE FOR QUANTITY PRICE.

<b>WILL PAY HIGHEST CASH FOR CONEY ISLAND BRIGHT LIGHT EX &amp; SHOOTER UNITED 3 and 4 PLAYER FLE SHARPS TURF KING</b>	<b>NEW SHUFFLE GAMES</b> Chi Coin HORSESHOES ..... \$175 Genco SHUFFLE TAB-OET, Genco 3 PLAY-ER, United 4 PLAYER (Exhibit Top), Chi Coin & PLAYER (Exhibit Top)	<b>Most Sensational Value of All Time!</b> <b>WILLIAMS MUSIC MITE</b> Sensational 10-records selective 85 RPM phonograph with beautiful California cabinet design. A location appeal! Terrific Appeal. Now at new low price. Don't miss this value. <b>\$145</b>
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**5 BALL GAMES**  
Genco DOUBLE ACTION  
Gothic NIAGARA  
Write for prices!

**SEEBURG 146 147 148 HIDEAWAYS**

**Mills Constellation** ..... \$150  
Wurlitzer 1613 ..... 199  
Parkard Manhattan ..... 135  
Wurlitzer 1190 ..... 275  
A.M.I. Model C ..... 499  
Wurlitzer 1350 ..... 496  
A.M.I. Wall Street (Date!) ..... 35  
Rock-Ola 1472 ..... 158

**SPOT-LITE HOLIDAY PLAYS & PLAYERS SEA JOCKEYS NIAGARA JET GUN GENCO DOUBLE ACTION**

**NEENEY ELECTRIC CIGARETTE MACHINE—IMMEDIATE DELIVERY!**  
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City ..... Zone ..... State .....

Occupation .....



# Coinmen You Know

## Philadelphia

Marked trend on New Year's Eve—a bumper crop of house parties and hotel room celebrations to usher in the new year meant a land-office business for music machine rentals. Coupled with rentals for Christmas parties, the holiday season developed the best business of the year for the trade.

Mike Scherdt, for many years in music machine operations in this territory, has taken over the operation of the Mirror Bar in nearby Chester, Pa. . . . Ned Yaffe, of Y. & Y. Popcorn Supply Company, moved into his new home in Woodmere Park in suburban Brookline, Pa., in time for the holiday celebrations. A new baby, Barbara Anne, arrived with the holidays, for Harry Chipits, local independent record distributor, well known to the music machine trade. . . . Holiday window display of music machines and records, featured by David Rosen at the North Broad Street showrooms of the distributing firm bearing his name, attracted wide attention.

## Hartford, Conn.

A share-the-profits plan for employees has been announced by Francis E. Stern, president of Stern & Company, Hartford area Columbia Records distributors. Stern disclosed the plan at the organization's annual party held at the Tumblebrook Country Club. Employees who have worked more than six months received the equivalent of nearly five weeks' wages; those with the company less than six months got a Defense Bond.

Jack Gordon, division manager, Seeburg Corporation, was in town from New York. . . . Marvin Ginsburg, sales manager, Seaboard Distributors, bears a strong resemblance to film actor Jerry Lewis.

## Pittsburgh

Today's trend is toward more elaborate concessions, says Morris Berman, district manager, Tri-State Automatic Candy Corporation. . . . Nello Mariotti, of Elwood City, Pa., has purchased a new Nash.

Abraham Music, at Altoona, conducts a successful juke operation in addition to operating his store. . . . Al Slater in town from Wheeling, W. Va. . . . Ops are nothing but the work being done by George Mansour, of Capitol, in publicizing personal appearances at one of the big record shops downtown. . . . Lester D. Wynick, Coin Machine Agency, has received a shipment of new Northwestern tab gum machines.

## Milwaukee

Shortage of pennies, nickels and dimes that caused headaches for ops just a month ago has eased considerably. Coinmen had been living up at banks for their daily ration of the hard money, but the supply at the turn of the new year definitely improved. Newspapers in Milwaukee pointed up the coin scarcity effectively with result that people unloaded their private coin hoards and returned the pieces to circulation. One hausfrau dumped 5,000 pennies in front of a bank cashier's window.

New sales rep for MGM and London disks in the Milwaukee area is Ken Wendel. Ken will handle both labels and gradually ease off with his former task of handling the Coral waxings.

Twin Star Vending Company head, sightless Stella Hamilton reports candy and gum ball vending biz on the upgrade. Top spot for the firm during the recent holiday rush was the busy United Parcel Service plant. With most delivery workers there working long hours and a top heavy roster of teen-agers on the pay roll during their Christmas vacations, the candy machines were merchandising over 300 bars per day. Surprise items on the Twin Star selling list were Curtiss French Fried Potatoes and Nabisco Cookies.

Herb Wagner and Glenn Gaedke, of G. & W. Novelty, South Milwaukee, are sponsoring seven bowling teams. . . . First vending firm to enter the new NAMA employees' insurance plan is the Geiger Automatic Sales Company. Owner Herb Geiger reports the switchover to the new

protection plan will take effect January 1. . . . Les Reder, of L. R. Distributors, was saddened recently by the death of his newly born son. Reder is the father of two girls and a boy.

Vic Manhardt laid up for several days with stomach flu. Taking charge of affairs during his absence was vet coinman Elmer Engel. Engel plans on making his first swing of the new year thru his Northern Wisconsin and Upper Michigan territory looking for Aircon and premium goods orders.

Premium business at the Paster Distributing headquarters is rapidly becoming a bright spot in

the total volume picture. In charge of preem sales here, Jerry Groll infers that quality merchandise is getting bigger play from ops than flashy looking lower priced items. One number drawing plenty of action from up-State ops is a 14-piece aluminum cookware set.

Stopping in at Paster's for a bit of holiday refreshments were Charles and Anita McCumber, of Milwaukee's Progress Music; Harvey Bunke, of Valley Vending in Oshkosh; A. J. Landi, who operates a string of machines in the Upper Peninsula of Michigan; Andy Waterman, of Watertown; J. Albrent, of Nick Da Quisto

Novelty, Milwaukee, and Jim Hare and Ray Alman, Real Enterprises of Milwaukee.

Arnold Jost, of Hilltop Coin, credits Johnny Ray's waxing of "Cry" with being the disk pulling the largest share of business these days on the firm's music boxes. . . . Vending operations boss, Nick Stecy, of Stacy Bros., is spending a few weeks basking in the Florida sunshine.

Julius P. Schmidt, former candy broker, is the newest addition to the staff of the local Canteen Company. Schmidt's duties, according to Manager E. W. Bakow, will be to take charge of lining up new locations and acting as good will representative for the firm.

Brown Williamson zone manager, Jack Best, took a few days off during the holiday season to fly to see relatives in Southern Iowa. New man recently hired

by Best to call on dealers and cigarette ops in this territory is Bob Lussow. Lussow will push sales of Raleighs and Kools in six surrounding counties, headquartering in Milwaukee.

## Detroit

Jeanette Sterling, of the Michigan Automatic Phonograph Owners' office, was kept busy with her Christmas shopping duties.

James Jeffrey, Jeff's Music Company, reports business showing a steady increase in the music field, contrary to earlier expectations. . . . Julius Young, S & S Surplus Company, is putting a multi-drawer parts cabinet for operators on the market late in January.

Anthony Marco has established a new route of photomatic equipment under his own name, with headquarters at 129 Charlotte Street. Marco is operating about 20 units. . . . Anthony A. Szwarga,

Here's the kind of questions that will be answered in

# The Billboard's 1952 COIN



How much more will coin machine production be cut because of government material curtailments?



What games are available for converting? What will it cost to convert them?



Can the mechanical horse lead to another operator boom such as the shuffle games produced?



Will simpler games save scarce materials? What kind of new pin games can operators expect for the duration?



How high will used machine prices go? How long will it take to get them there?



What recent court decisions can lead to more territories opening for FREE play?



★ It's timed right!  
★ It answers the right questions!  
★ Be sure it answers questions regarding your products!

Plan now to advertise in this important issue—

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- EXTRA EDITORIAL FEATURES
- EXTRA PROMOTION

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HOLLYWOOD 9-5931

St. Louis 1, Mo.  
390 Arcade Bldg  
CENTRAL 0443

Detroit 1, Mich.  
Fox Theatre Bldg.  
WOODWARD 2-1100



No-Way Popcorn Sales, is leaving for a two-week vacation in snow-bound Northern Michigan, prior to wrestling with income tax problems. . . . Harry and Louise White, White Novelty Company, music and record dealers, have bought a new home in suburban Franklin.

William S. Emig and Norman P. Moack have moved headquarters of Variety Vendors, one of city's largest vending firms, to 11873 Wilford Avenue, Gratiot. . . . Erving B. Ackerman, counsel of MAPOA, will testify before the congressional committee on the Bryson Bill, February 4. Ackerman strongly opposes the royalty provision applied to the juke box industry.

George Wright, mechanic specializing in pin game repairs, is joining Michael Bellantuoni as a partner in Bell Coin Machine Company. The firm is expanding into the pin and counter games

field in addition to its vending and amusement equipment. Bell now operates practically all types of coin machines except juke boxes and cigarette vendors. Bell Coin Machine also has bought the arcade equipment route operated by Fred Keifer, independent operator.

Maurice J. Feldman, head of Central Coin Machine Exchange, is the father of Detroit's newest attorney. . . . His son has just been admitted to the bar. . . . Sik-Shaw, Inc., putting out a razor package for machine vending, has moved to new headquarters at 12230 Livernois Avenue. . . . Mike Maitland, formerly a salesman here, has succeeded Gordon Fraser as manager of the local Capitol Records branch.

The Detroit Shuffleboard Association is taking a formal vacation for January by skipping the monthly meeting and concentrating instead upon a bang-up two-

in-one affair in February, which will also mark the official installation of new officers. . . . Michael Benson, partner in the Michigan Nickel Company, diversified route operators and president of DSA, has left for a month's tour of the South. . . . Fred Chlopan, DSA executive director, and Mrs. Chlopan are completing plans to take in the coin show at Chicago next month.

Los Angeles

William R. Happel Jr. of Badger Sales Company, and Mrs. Happel due to arrive on the Lurline from Hawaii this week-end. . . . Lou Leonard, father of Jack Leonard, of the Badger Sales Company parts department, leaves soon for Tampa to ready his equipment for the 1952 tour of the Royal American Shows. . . . Ray Powers, of the Badger Sales Company phonograph department, back from a three-day business trip to Las Vegas, Nev.

Phil Robinson, Chicago Coin's Western representative, to Palm Springs for the week-end. . . . Merrill Knapp and Mrs. Knapp, Nogales, Ariz., in town for Christmas. They visited their daughter in Gardena during the holidays. . . . Jimmy Wilkins, of the Paul Laymon Company phonograph department, in Las Vegas on business. . . . Charles Lyons in town from Long Beach. . . . Carl Fisher, Inglewood music operator, on coin row to look over equipment.

Cecil Ellison, of the Desert Operating Company in Lancaster, was in town for holiday shopping. . . . Art Crane, Genco representative, making the rounds to tell jobbers about the new double action game that is soon to be released. . . . Mr. and Mrs. S. L. Griffin, of the Valley Coin Machine Company, Claremont, in town. . . . Jack Strongin, Los Angeles operator, joined the International Brotherhood of Elec-

trical Workers. . . . Lorraine Velle, wife of Fred Velle, of the Badger Sales Company parts department, is on the sick list.

B. & B. Enterprises, San Diego, the firm of Bill and Bernard Lippin, have signed to handle the vending operation at the Yuma (Ariz.) Air Base. They also have machines at the Marine bases of Camp Pendleton and Camp Del Mar. . . . Charlie Robinson, of the C. A. Robinson Company, off on a selling trip thru the territory shortly after the first of the year. . . . Bill Fountain has joined the C. A. Robinson Company as an outside salesman. . . . Harry Rawlings, retired coinman, is ill at the Angeles Hospital here. Johnny Lantz, Southgate operator, is recuperating from a cold.

Mr. and Mrs. Otis Anderson and Mr. and Mrs. Al Slight, of Portland, in Los Angeles for the Rose Bowl game on their way to Mexico City. . . . Larry Hansford in town from Lompoc with Mrs. Hansford and his father. Walter Mehen, who has the Pacific Vendors at Santa Maria, in town with Mrs. Mehen. Mehen has the operation at Camp Cooke.

Lloyd Barrett a visitor from Pomona. . . . Jack Neil, associated with Jerry Cooper in Riverside, entered his prize horse in a New Year's Day parade. . . . Mary and Kay Solla, of the Leuenhazen Record Bar, at Hollywood Palladium Wednesday night for the opening of Jerry Gray's band. Kay recently returned from a week's visit to Maryville. She also missed taking inventory, a chore which was handled Saturday (29).

Lorain and Fred Velle, he of the Badger Sales parts department, back from a New Year's week-end in Palm Springs. Jack Dolan is now associated with the Badger Sales Company. . . . William (Bud) Parr, of General Music Company, is enjoying a stay in La Paz. . . . Charles A. Robinson, of the C. A. Robinson Company, off on a selling trip. . . . Stan Rouso, of Stoner Manufacturing Company, leaves soon on a trip to San Francisco.

Denver

H. J. Sullivan, owner-manager of the Superior Distributing Company, was featured by a local paper in an article on his company which covers the Rocky Mountain area. The article joshed Sullivan for not including diapers in the more than 200 items dispensed by his machines.

Sullivan is bringing out a new perfume machine. His pride is a U-Pop-It popcorn machine, a new number based on \$750,000 research. The machine dispenses a cup of corn, pours it on a hot plate, adds oil and shakes and pops the corn in 60 seconds while the customer waits.

Moncton, N. B.

Hockey promotion has ceased to be a sideline of LeBaron Reid, coin machine distributor and operator who has his base here and covers most of the maritime provinces with juke boxes, games and vendors.

Reid, who bought the professional Moncton Hawks of the Maritime Hockey League last year, dropped about \$6,000 in his capacity as a hockey mogul. He announced he is dropping the club and has decided to concentrate on his coin machine business.

Chicago

After patiently waiting the past two weeks, Clayton Nemeroff and his partner, Charley Pieri, moved into their newly remodeled executive offices. When they moved their Monarch Coin Machine, Inc., headquarters to its present Lincoln Avenue address a few months ago, Nemeroff and Pieri systematically altered the premises to make use of the space. They left their own offices as the last step in the program.

At Empire Coin Machine Exchange, Rowie Freer made arrangements to ship some late model games to Franco, Holland and Gum. Stanley Levin, road representative, will remain in the office to handle sales while Owner Gil Kitt is in Miami Beach for the executive board meeting of the National Coin Machine Distributors Association.

Orders accumulated over the week-end for J. H. Keeney's 4-Way and 6-Way Bowlers and the new 3-ball game Holiday. Sales Manager Paul Huebich reported. Meanwhile the firm has been getting plenty of action on its electric (Continued on page 82)

# MACHINE CONVENTION SPECIAL

## THE BILLBOARD'S COIN MACHINE CONVENTION SPECIAL

(To be dated February 2 and published in conjunction with convention sponsored by Coin Machine Institute . . . Hotel Sherman, Chicago, February 4-5-6)

**WHO PUBLISHES IT?**—Published by The Billboard Publishing Company, Inc., Cincinnati, Ohio, publishers of The Billboard and Variety. The company has a successful publishing background of 57 years, during which period The Billboard has been an uninterfered publication, serving the entire amusement industry and its allied fields.

**WHOM DOES IT SERVE?**—The Billboard's 1952 Coin Machine Convention in Print special issue will be published in conjunction with the 1952 International Coin Machine Exhibition, sponsored by the Coin Machine Institute at the Hotel Sherman, Chicago, February 4-6. Editorial features and special services are being planned and compiled to serve all facets of the coin machine industry—including the announcement of numerous new machines to the trade.

**CIRCULATION**—According to The Billboard's Seventh Annual Reader Survey, the following buyers of equipment are now receiving The Billboard every week either as subscription or from newsstands. There are a total of 8,002 average weekly coin machine buyers who have diversified routes. Here is the breakdown:  
5,307 of the 8,002 operate amusement games  
6,791 operate juke boxes  
6,764 operate vending machines  
749 operate service machines  
619 operate shuffleboards  
1,100 operate shuffleboards  
1,450 operate newsstands

The following additional readers, receiving the Coin Machine Convention in Print, will be of value to advertisers in this issue:  
4,000 distribution to interested buyers attending the convention.  
1,000 outdoor show owners and managers—active and potential buyers of coin-operated devices and arcade equipment.  
3,000 Concessionaires—active and potential buyers.  
2,533 book, rink, drive-in theater and arena, etc. managers—active and potential buyers.  
7,200 music-record dealers.  
4,753 radio station disk jockeys and announcers.

### EDITORIAL CONTENT

**HOW CONTROLS AFFECT THE COIN MACHINE INDUSTRY:** Government orders have seriously restricted output of all types of the distributor and operator.

**BOOM IN CONVERSIONS:** As new equipment gets progressively harder to get, what are the prospects for conversions and reworked games? The complete story of what's available for conversion; what the conversions are likely to cost.

**NEW GAMES FOR NEW MARKETS:** Despite restrictions, the coin-operating game has put new life in the amusement game business, and a shuffleboard boom in the making?

**SIMPLER GAMES COMING:** The trend in the amusement game business is toward simpler games. . . . A forecast of the type of amusement game distributors and operators can expect to get from manufacturers through 1952.

**HOW TO MEET THE NEW MACHINE AND MANPOWER SHORTAGE:** Tips from experienced operators on how to meet these operating as efficiently as possible despite shortages.

**USED GAME PRICES GOING UP:** How the shortage of new equipment puts a premium on good, used games. Facts and figures from Billboard's index to Ford Coin Machine Prices.

**THE FREE PLAY OUTLOOK:** Here's what the reports have said about free play. Arguments in favor of free play, based on expert decisions.

**LEAS EQUIPMENT FOR EXPORT:** 1951 broke all records for the exporting of all types of coin machines, but equipment for export will be at a premium in March.

**COMPLETE LIST OF MANUFACTURERS' DISTRIBUTORS:** First time published in a year. Complete listing of the industry's national and factory distributors.

**PROMOTION**—Special circulation promotion will reach every business man and operator who according to Billboard's records has ever purchased a coin machine or contemplated purchasing one since World War II. A total of 25,000 such prospective buyers will be offered a special half price, short term subscription, and reminder that a single copy can be secured from their local newsstand.

**MECHANICAL SPECIFICATIONS:** Column width, 2 inches; double column, 4 1/2 inches; three column, 6 1/2 inches; four column, 8 1/2 inches; page width (in columns), 10 1/2 inches. Number column depth most measure 10 1/2 inches; 1/4 column depth, 7 7/8 inches.

**CUTS:** Unmounted original plates requested the best results. Electrotype and metal on to full page accepted. Halftones, 45 screen. Only last furnished by the advertiser kept on file for one year after date of photograph unless otherwise instructed. Cuts made from artwork senters. Always will be furnished, when desired, as copy.

**COLOR PLATES:** Must be furnished mounted with register marks and finished color proof. Space computed on eight-line basis. Most popular space and dimensions listed below (not space suit from 110 regular lines may be used):

Space	Width	Depth
Single (1,100)	10 1/2"	15 1/2"
Full Page (1,100 lines)	10 1/2"	15 1/2"
3-Column Ad (400 lines)	10 1/2"	15 1/2"
2-Column Ad (400 lines)	6 1/2"	15 1/2"
Single-Column Ad (200 lines)	4 1/2"	15 1/2"
1 1/2-Column Ad (210 lines)	6 1/2"	15 1/2"

**ADVERTISING RATES** Same as for any regular weekly issue of The Billboard.

**ISSUANCE AND CLOSING DATES**  
Date of Issue, February 2, 1952. Advertising Terms close January 24, 1952.

# Coinmen You Know

Continued from page 81

cigarette vender. Merit Industries, thru Owner Col. Lou Lewis reports steady holiday business despite the handicap of getting a ground in the snow-covered streets.

Dudley Rutenberg, executive director of Coin Machine Institute, returned to his headquarters Tuesday (2) to find signed contracts for a batch of firms for the big show at the Hotel Sherman, February 4-6. Present indications point to a sellout of exhibit space within a couple of weeks.

Harold Bust, president of Silver

King Corporation, sees good possibilities of continued quantity production of bulk venders thru the year. The firm has eliminated production of its larger equipment to save scarce metal for the main line of bulk machines. Silver King continues to work on sub-contracts for the defense program at its Aurora, Ill. plant and foundry.

The Fred Hebel Corporation, announced in its newly acquired plant purchased from Groelchen Tool & Manufacturing Company, reports good news output-wise on its FHC Five-Selection ice cream machine.

Jimmy Martin, James H. Martin Company, says his little candy store vender is finding increasing favor with operators. He thinks the machine's patented column design is one big reason.

Harold Scheel, Victor Vending president, says initial response on the firm's new Chico Trees, bulk baby grand vender, is encouraging. First shipments of the bulk candy coated gum at Victor Distributor hands this week.

## Vital Statistics

### Deaths

John H. King (Kunsky), 77, pioneer in the coin machine business with the Caille Company, Detroit manufacturer, early in the century, January 2 in Encino, Calif. (Details in the Final Curtain.)

**"FIRST" PRIZE!**  
For Service for Quality for Value!

**CONVERSIONS**  
JUMBO "9" LIFE-UP PINS!  
For Chicago Coin Bowlers. Complete in 15 minutes! All the Finish of the Newest 9-Player!

**HOW ONLY \$24.95**

**KEENEY CONVERSIONS**  
6 Player Rebound Conversion—New for 12" Shuffleboards or 22" Boards in H. H. H.  
4 Player Bowler Adapter Unit—New for 18" 20" 22" Shuffleboards.  
2 Player Bowling Champ Conversion, Completely Reconditioned—\$115.

## "BINGO" 5 BALL

**NEW**  
Keeneey's Card HOLIDAY  
The winning game with new "Extra Coin" triple bonus feature!

Now delivering in ill-need, Iowa and Indiana.

United LATER  
Bally Spot Light

**CLOSEOUTS!**  
Universal 5 STAR  
Bally Broadway

Reconditioned  
Bally Bright  
Lights  
United Arc  
Keeneey LIVE-A-LIVE 249

## ARCADE

**EXHIBIT**  
**JET GUN**  
Thrills! Skill! Appeal!  
Timely as Tomorrow's Paper!

**NEW CLOSEOUTS!**  
United Quantity  
ART CHALLENGER  
IRISH POKER

**RECONDITIONED AND REFINISHED**  
E. GUN PATROL \$235  
E. SILVER BULLETS 118  
UN. TEAM HOCKEY 92  
C. COIN GARDNER 95  
DALE GUN, IFR 95  
QUINZER w film 95  
DALE GUN, IFR 75  
CHICKEN SAM  
MERCURY TWAY  
GUP  
GLIDER

## EXHIBIT Saddle Horse

## BIG BRONCO

Place your money on the winning horse!

## FIRST DISTRIBUTORS

1748 W. North Avenue Chicago 22, Illinois Dickens 2-2800

**"Central Ohio Coin Quality Buys"**

United—LEADER United—COUNTY FAIR United—BOLEDO Bally—SPOLITE	KEENEY 4 PLAYER CONVERSION FOR SHUFFLEBOARDS	SHUFFLE ALLEYS NEW Keeneey—6 PLAYER Ch. Coin—6 PLAYER United—6 PLAYER Genco—6 PLAYER
New WINNERS ACROSS THE BOARD FUTURITY	Now Delivering Gentle's NIAGARA Ch. Coin KING PIN	ONE BALLS WINNERS TURF KING CITATIONS CHAMPIONS GOLD CUPS
KEENEY ELECTRIC CIGARETTE VENDORS with Changer	10 TURF KINGS Like New \$249.50 EA.	

WRITE, WIRE OR PHONE FOR PRICES—ADAMS 7254  
**CENTRAL OHIO COIN MACHINE EXCHANGE**  
1525 S. HIGH, COLUMBUS 15, OHIO

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated. All advertised used machines and prices are listed. Where more than one firm indicated the same equipment of the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time of location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Jan 5	Issue of Dec. 29	Issue of Dec. 22	Issue of Dec. 15
Ace Bomber (Metoscope).....	\$75.00	125.00	\$95.00	\$95.00
Air Rider (Mercury).....	125.00(2)	125.00	125.00	125.00
All Stars (Williams).....	109.50	109.50	109.50	100.00
All Star Bowball.....	49.50	49.50	49.50	49.50
All Star Hockey (Chicago Coin).....	49.50			
Atomic Bomber (Metoscope).....	275.00			
Bally Soccer (Eaton).....	95.00			
Balding Practice (Chicago Coin).....	75.00(2)	75.00	95.00	75.00
Big Money (Bally).....	185.00			
Salonette (Saurwein).....	100.80			
Bowman (Amusement Corp.).....	45.00	45.00	45.00	45.00
Bowl-A-Ray (Gentle).....	95.00	95.00	95.00	95.00
Bull's-Eye (Eaton).....	75.00			
Carver Pin.....			95.00	95.00
Challenger (AET).....	24.50	24.50	24.50	24.50
Chicago Hockey (Chicago Coin).....	64.50	75.00	75.00	105.00
Chicago Sam (Gentle).....	108.00	105.00	109.50	105.00
Day Gun (Exhibit).....	49.50	49.50	49.50	49.50
	74.50	75.00	75.00	75.00
	80.00	84.50	84.50	84.50
	85.00	95.00	95.00	85.00
Defender (Bally).....	95.00	125.00		
Deluxe Athletic Scale (Mercury).....	69.00	69.50	69.00	69.50
Drumstick (Metoscope).....	150.00			
Duck Hunters (Victor King).....	125.00	125.00	125.00	125.00
Fishing Boat (Metoscope).....	75.00	75.00	75.00	75.00
Flash Hockey (Chicago).....	80.00	89.50	59.50	80.00
Goose (Chicago Coin).....	95.00	99.50	99.50	99.50
Gun Pistol (Exhibit).....	235.00(2)	235.00	249.50	249.50
Heavy Hitter (Bally).....	69.50(2)	69.50	69.50	65.00
Hits and Runs (Gentle).....	74.50	75.00	129.50	129.50
Hockey (Chicago Coin).....	69.50	75.00	64.50	69.50
Jack Rabbit (Amusement Corp.).....	75.00	109.50	109.50	75.00
Liberator.....				95.00
Lite League (Amusement).....				95.00
Music Pen.....				100.00
Midway Sal Ball (Ch. Coin).....	100.00	100.00	100.00	100.00
Monty Gas (Saurwein).....	229.50	229.50	229.50	229.50
Right Bomber (Kirk).....	145.00			
Panama Whip (Eaton).....	250.00	250.00	250.00	250.00
Panorama (Metoscope).....	225.00			
Periscope.....	75.00			100.00
Phil Topogun Sal Ball.....	350.00	350.00	350.00	350.00
Phonomatic (Metoscope).....	650.00(only)	695.00(only)	550.00	350.00
	350.00(only)	695.00(only)	695.00(only)	550.00
Pistol Pete (Chicago Coin).....	99.50	100.00	99.50	100.00
	125.00	135.00	149.50	149.50
	149.50			
Pitch 'Em & Bat 'Em (Columbia).....	185.00	175.00	175.00	175.00
Poker & Joker.....	49.50	49.50	49.50	49.50
Panama (Gentle).....	49.50	99.50	99.50	99.50
Quizzer.....	100.00	110.00	85.00	100.00
Q-Ball.....	29.50			
Radio Rifle (Automatic).....	75.00			
Rapid Fire (Bally).....	95.00	125.00	125.00	150.00
Recordio (Wilson-Carr).....	75.00			
Racer Busters.....	75.00			
Seven High (Edman).....	75.00	75.00	75.00	75.00
Shooting Art Show.....	49.50	49.50	49.50	49.50
Shoot 'n' Bow (Saurwein).....	240.00	285.00	349.50	240.00
	349.50	349.50	349.50	349.50
Shoot 'n' Bow (Saurwein).....	350.00(2)			
Shooting Art Show.....	95.00	100.00	100.00	100.00
Silver Bullet (Exhibit).....	145.00	150.00	145.00	150.00
Slit Shooter (Exhibit).....	195.00	199.50	189.50	185.00
	200.00			
Slee Ball (Williams).....	150.00			
Skill Test (Gentle).....	69.50	69.50	69.50	150.00
Sky Fighter.....	95.00	125.00(2)	95.00	125.00
Star Series (Williams).....	99.50	125.00	139.50	125.00
Sub Con (Mercury).....	139.50	139.50	139.50	139.50
Super Bomber (Eaton).....	49.50	100.00		
Team Hockey (United).....	115.00	115.00	115.00	95.00
Ten Strike (United).....	49.50	75.00	75.00	139.50
	99.50			
Ten Strike (United).....	65.00			
3-Way Grasper (Gentle).....	139.50	139.50	139.50	139.50
Undersea Raider (Bally).....	95.00	145.00		
Vander's Grap (Metoscope).....	525.00	525.00	525.00	525.00
Waters Baseball.....	85.00	85.00	85.00	85.00
4-Ray Pistol (Columbia).....				85.00

**RUNZEL**  
**PUSHBACK WIRE**  
18 OR 20 STRANDED

**NOW AVAILABLE IN**  
**90**  
**COLOR COMBINATIONS**

This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry. Wire production costs are simplified by diagrams. Facilitates field repairs. Ensures positive accuracy. Saves time.

Service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

**MANUFACTURERS**—our facilities for building wiring harness to meet your specifications is unequalled. Some of the world's largest manufacturers of coin and vending machines are our customers. We also maintain an expert staff of engineers and harness designers for best results in your equipment. Send blueprints and specifications.

We specialize in Telephone cords, wire and cable. Inter-Com cable requirements solicited.

**RUNZEL**  
Cord and Wire Co.  
4723 W. MONTROSE AVE  
CHICAGO 41, ILL.

**ONE BALLS**  
**TURF KING . \$214.50**

Tampa \$49.50 Jack, Social \$38.00  
Citation \$69.50 Carolina \$49.50  
Gold Cup \$29.50

Futurity—Write

**FIVE BALLS**  
Fighter Irish \$49.50  
K.C. Jones \$75.00  
College Date \$9.50  
Sawtooth \$29.50  
A.B.C. LINE UP GAMES \$29.50

Exhibit Dale Gun \$49.50  
1 1/2 Goals, Balance Shot Duet.

**GENERAL DIST. CO.**  
223 N. State Ave. New Orleans, La.

**WILLIAMS**  
**DOUBLE HEADERS** \$90.00 EA.

**KEENEY**  
**DOUBLE BOWLERS** \$90.00 EA.

Crating \$10.00 Extra

Write for List of Our Stock!

**DAVE LOWY & CO.**  
Exclusive Distributor for Keeneey  
544 Tenth Ave., New York, N. Y.  
Phone: C13676-4-5100

**ONE BALLS**

**TURF KING** \$250.00  
**WINNER** 175.00  
**CHAMPION** 75.00  
**CITATION** 50.00  
**GOLD CUP** 40.00

1/3 deposit with all orders.

**H. M. BRANSON DIST. CO.**  
811 East Broadway, Louisville 6, Ky.

**WANTED**  
ANY QUANTITY FOR CASH  
**WURLITZER 3020 WALL BOXES**  
Sc-10-25c.  
**WURLITZER 219 STEPPER**  
State Price. Condition, Quantity.

**Bilotta Distributing Corp.**  
1120 Broadway Albany, N. Y.  
Ph. 62-5041

**GIVE TO THE**  
**RUNYON CANCER FUND**

## Calendar for Coinmen

January 7—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.

January 8—California Music Guild, monthly meeting, 311 Club, Oakland.

January 8—Automatic Phonograph Owners' Association, monthly meeting, Sheraton-Gibson Hotel, Cincinnati.

January 9—Music Merchants' Guild, semi-monthly meeting, Narragansett Hotel, Providence.

January 9—Music Operators of Northern Illinois, monthly meeting, Wing and Pin Club, Route 12, Volo, Ill.

January 10—Michigan Automatic Phonograph Owners' Association, monthly meeting, Macebees Building, Detroit.

January 28—Phonograph Owners' Association, Broadview Hotel, East St. Louis, Ill.

January 29—Automatic Music Operators' Association, Inc., Park Sheraton Hotel, New York.

February 4, 5, 6—International Coin Machine Exposition sponsored by Coin Machine Institute, Hotel Sherman, Chicago.

February 4, 5, 6—National Coin Machine Distributors' Association, Park Sheraton Hotel, Chicago.



**NEW! Sensational!**

**KEENEY'S**  
6-CARD-Extra Coins  
**HOLIDAY**  
5-BALL REPLAY

**IT'S KEENEY'S HOLIDAY for HEAVY PLAY and BIG PAY!**

**Brand New!**

"SPECIAL" MULTIPLE TRIPLE SCORING FEATURE BOOSTS NOVELTY PROFITS TO AN ALL-TIME HIGH!

Order FROM YOUR KEENEY DISTRIBUTOR

J. H. Keeney & Co. INC.  
1006 W. FORTYTH STREET, CHICAGO 27, ILLINOIS

*a new thrill for each coin*

**IT'S GREAT!**

**MATCH-A-SCORE**

**New, Fascinating, Challenging Play Principle**

**10 Different Scores To Match**

**FOR STEADY HIGHER COLLECTIONS ORDER YOUR MATCH-A-SCORES NOW!**

Created, Engineered And Perfected By  
**BANNER SPECIALTY COMPANY**  
Established 1917  
199 W. Girard Ave. Philadelphia 23, Pa.  
Garfield 3-2700  
Branch: 1508 Fifth Avenue, Pittsburgh 19, Pa.

- 20-30 Rebond
- Fastest Alley Play Ever
- Most Attractive Formica Play Field
- Completely Refinished Cabinet
- New Different Backglass
- Thoroughly Renewed and Redesigned Mechanism
- New, Improved 10 Drop Chute
- Every Near Miss Compels Another Try
- Intensive Field Tests Proved MATCH-A-SCORE'S Perfect Performance And Consistently High Earnings

**Record Reviews**

90-100 TOPS  
80-89 EXCELLENT  
70-79 GOOD  
60-69 SATISFACTORY  
0-39 POOR

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

LABEL AND NO. ARTIST	COMMENT TUNES	TOP	EXCEL	GOOD	SATIS	POOR
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Continued from page 42

POPULAR						
<b>THREE SUNS</b> Sleepy Serenade VICTOR 20-4405—Typical was from the trio. This time the material is a familiar item, which the boys do in a most instrumental arrangement.						72--74--70--72
Sunshower Good. Intenable was here as the organ-guitar-accompaniment combination was there an attractive piece of material.						75--78--73--75
<b>ALAN DEAN</b> Blue Moon MOODY 1311—Dean, in the midst of a local build-up, demonstrates that he has style and musicianship to his work of the fine standard. Listeners will probably recognize this late vintage ballad, but he certainly must be watched as a commercial entity.						70--73--70--68
So In Love The fine English singer, now making a bid on these shores, does well by the Cole Porter ballad to a super modern groove backing. Recorded in England.						67--70--65--65
<b>VERA LYNN</b> We'll Meet Again LONDON 3146—Echoes of an English music hall are more than suggested by Vera Lynn's singing of the sentimental ballad.						69--70--68--70
Wish Me Luck The voice is sweet and the arrangement is good for dancing until the rhythm is broken for subtle stylistic effect.						66--68--65--65
<b>RICKY VALLO</b> Trust In Me MGM 11135—Vallo's first MGM platter is a good cover disk on the oldie being remade on wax. Vallo's Pittsburgh terrace should be most appreciative.						68--69--67--68
Ruby Lips—Emerald Eyes An engaging bouncer is come with hand-clapping spirit by Vallo, Three Hours and a Peep and the Lenny Nelson and. Could get some sales.						67--69--65--67
<b>JESSE CRAWFORD</b> I'll See You in My Dreams DECCA 27905—The veteran organist puts off a simple, lastly instrumental reading of the crucial standard. Skating rinks and Milwaukee bars are the likeliest outlets.						65--63--65--67
Jalousie Same story here.						65--63--65--67
<b>DELTA RHYTHM BOYS</b> All the Things You Are LONDON 3145—Switching the beat from fast to slow, and back again, makes for a laborious arrangement of the Kern-Rodgers standard. Could interest the hustlers, tho.						65--67--65--63
Blow Out the Candle A jumpy novelty that misses only when it tries too hard for cuteness. The blackout is aided to keep a leaver's first secret from prying eyes.						64--65--63--65
<b>WINIFRED ATWELL</b> Cress Hands Boogie LONDON 3156—The girl's fingers race over the keys with hardly a pause in a somewhat modest type swing.						62--62--62--62
Black and White Rag, The An intellectual reading with few vocal values.						60--60--60--60
<b>THE SQUADRONAIRES</b> Off and On LONDON 3141—Too many dead notes make only tepid an instrumental that could be a lot hotter with two talents.						61--62--60--62
Pat Your Foot Ray Edwards turns in a smooth job on a so-so tune.						63--64--62--64

**COUNTRY & WESTERN**

<b>WADE RAY</b> Heart of a Clown VICTOR 20-6426—Ray, a fine new western singer comes thru with a great vocal rendition of a pretty sad catchy western ballad. This disk could stir up action. Ray is a singer to watch, and the song is melodic enough to be a pop hit.						85--85--85--85
Just Like Taking Candy From a Baby The singer scores solidly on a romantic rhythm tune, delivered with sincerity and style by the talented vocalist. This is an outstanding job, which could be a big one for Ray.						85--85--85--85
<b>KENNY ROBERTS</b> F. O. B. Tennessee CORAL 44113—A rhythmic novelty disc receives a strong performance from the country singer. Could be a hit in the rural belt.						80--81--79--81
Good Old Mountain Dew Roberts gets off a lusty vocal on a balladly item in ballroom style. Another good one for the country towns.						80--80--80--80
<b>ZEB TURNER</b> Traveling Boogie KING 1008—Western style boogie gets a rock rendition from Turner. Tune is catchy, lyrics are clever, and the disk could catch some change.						78--76--78--80
Oh, She's Gone, Gone, Gone! Fine performance by Turner and the quartet on this fast tempo novelty. A good one for the juke.						77--75--76--80
<b>ROY ROGERS</b> Home Sweet Oklahoma VICTOR 20-4426—The star of a displaced Cole's disillusionment with Yankee ways and his yearning for the homey west. The cowboy King's piping, a good country figure and hand clapping make for a disk that will score again here and there.						76--76--76--76
<b>SHANNON GRAYSON</b> If You Don't Love Your Neighbor VICTOR 20-4426—Light treatment makes attractive a heartfelt admonishment to those who don't practice what is preached.						74--76--72--76
Secret Weapon, The Tight harmony by the Golden Valley Rays adds weight to a musical plea for a return to old fashioned religion.						73--74--72--74
<b>CLYDE MOODY</b> She Cooked My Goose KING 987—An above average boogie blues item is handed a strong claim by Moody.						74--75--72--74
I'm Sorry If That's the Way You Feel Moody is impressive on King's first state country ballad with a repetitive little song pattern.						76--77--75--76
<b>JIMMIE OSBORNE</b> Missing in Action KING 1018—The country weeper with an unusual twist in the lyric is effectively chanted by Osborne's trio. Should get some of the action on the song.						74--75--73--74
Give Back My Ring and Picture A rather country weeper receives a routine reading.						68--70--68--68
<b>THE PINETOPPERS</b> Woodpecker Polka, The CORAL 44114—The album, done up in country style by the group, comes off half country, half polka. Performance is good.						73--72--74--73
Jolly Cap Polka The disk item sounds both country and polka-ish, it is pleasant and equally done by the group.						71--71--72--70

ARTIST LABEL AND NO.	TUNES COMMENT	W	R	B	C
<b>JOE "CANNONBALL" LEWIS</b> Missing In Action MGM 11150—A good run thru by the group on a wiper with an "echo" effect. Good piece in the rural area.		72	71	71	73
Still Around A strong effort by Lewis on a fair country dater, played in his own style.		70	70	70	70
Horseshoe Moon Male voices add a throat backing to Roger's straightforward rendition of a new country tune.		72	72	72	72
<b>CRANBPA JONES</b> The Rain is Still Falling RMC 993—A real-time Crispina Jones reading of a typical wiper.		72	74	70	72
Happy Little Home in Arkansas This could get some territorial action. Nothing special about either the material or Jones' theme.		72	74	70	72
<b>CHET ATKINS</b> Sweet Bunch of Daisies VICTOR 20-4377—The slick guitar picking outlines the chanting by the Beatles singers on a pop tempo folk-like item. Could get some rate.		72	72	70	74
In the Mood The Glenn Miller anthem is done up nicely by the country string band with the guitars sticking close to the original Miller arrangement.		70	72	68	71
<b>JOHN GORDY</b> Ma (He's Making Eyes at Me) BULLET 1018—A good, cornball instrumental rendition of the pop novelty story played in register.		72	72	72	72
Goodbye Waltz Old-time piano styling pervades this instrumental performance of a country waltz. Performance is okay.		70	70	70	70
<b>EDDIE HAWKS</b> Rag Time Melody MERCURY 8-36—Fast and good coverage on the second Del Wood tick. Group handles the ditty in similar fashion.		71	71	70	73
Camptown Doodle Rag Combination of "Camptown Races" and "Polly Wolly Doodle" adds up to a good piece of material for a novelty-toned piano dater.		71	71	70	73
<b>ROSALIE ALLEN</b> Shoor Min High Paw VICTOR 20-4825—Reverence for the famed in a cute novelty number that sings along to a booney beat.		71	72	70	70
I've Paid for My Mistake The theme is not too costly in styling this so-so wiper.		68	68	68	68
<b>CEDRIC WALLACE ORK</b> Walkin' Holmes DECCA 778—Tear has hit rates up to a good dance disk.		70	70	68	73
Flying Star Boogie With Jimmy Holmes' lamer, a guitar and a singer carrying the solo parts, the Wallace ink comes up with a strong boogie item.		72	74	70	72

**Country & Western Records Most Played by Folk Disk Jockeys**

Continued from page 38

11	4	7.	SOMEBODY'S BEEN BEATING MY TIME	E. Arnold	V78120-4273; (45)47-4273—BM1
1	—	8.	HOW LONG WILL IT TAKE	Lefty Frizzell	Cap178120885; (45)A-20885—BM1
23	—	9.	ALWAYS LATE	Lefty Frizzell	Cap178120837; (45)A-20837—BM1
10	—	10.	CRAZY HEART	Hank Williams	MGM178131054; (45)K-11054—ASCAP

**Coming Up**

1.	MISSING IN ACTION	E. Tubb	V78120-4389; (45)47-4389
2.	ASHES OF LOVE	Johnnie & Jack	V78120-4389; (45)47-4389
3.	BUNDLE OF SOUTHERN SUNSHINE	E. Arnold	V78120-4413; (45)47-4413

**Music Machines**

Continued from page 76

SEEBURG	Issue of	Issue of	Issue of	Issue of
Classic	Jan. 5	Dec. 29	Dec. 22	Dec. 15
Catalina	49.00	49.00	49.00	49.00
Empire	39.50	59.00	69.00	69.00
Gene	34.50	49.00	49.00	49.00
48 Hiwayway				130.00
N-146 M Hiwayway	159.00	189.00	169.50	179.00
H-148 M Hiwayway	219.00	249.00	229.00	259.00
H-246 M Hiwayway	179.00	219.00	199.00	204.50
High-Low ES	99.00	59.00	59.00	59.00
Lo-Tone	79.50			
Major	49.00	49.00	49.00	49.00
Plan	34.50			
Real	39.50	49.00	49.00	49.00
Res	34.50			
Vegas	39.50			
46 Hiwayway				90.00
146 M	139.00	139.00	179.00	139.00
146 S	139.00	139.00	149.50	139.00
147 M	169.00	199.00	169.00	225.00
147 S				229.00
147 S	149.00	149.00	199.50	
148 M		299.50	319.00	319.00
148 M1	299.00(2)	299.00	349.00	299.00
1941 KC Social	79.00	79.00	79.00	79.00

WUBLITZER	Issue of	Issue of	Issue of	Issue of
CM-71	24.50			
500	49.00	49.00	49.00	49.00
550K	59.50			
600K	49.00	49.00	49.00	49.00
600R	49.00	49.50	49.00	49.00
616	38.50			
700	89.50	99.00	99.00	99.00
780	79.00	79.00	79.00	79.00
800	79.00	79.00	79.00	79.00
850	59.00	69.50	59.00	59.00
950	59.50	49.50	49.50	49.50
950E	59.50			
1075	179.00	179.50	179.00	179.50
	195.00(2)	199.00	195.00	199.00
	200.00	250.00	250.00	210.00
1087	250.00	200.00	250.00	250.00
1088	159.00	175.00	199.00	199.00
				200.00
		210.00	250.00	250.00
1100	369.00	510.00	325.00	369.00
	375.00(3)	365.00	369.00	375.00
	395.00	375.00(3)	375.00	375.00(2)
		379.50	395.00	379.50
1250	495.00(2)	649.50	495.00	439.00
Victory	39.50	39.00	39.00	39.00



**EXHIBIT SUPPLY CO. 4218-30 W. LAKE STREET CHICAGO 24, ILLINOIS**

**PENNY ARCADES**

Exhibit Grip Developer (NEW) \$185.00  
 Mercury Deluxe Grip (NEW) 95.00  
 Exhibit Champion Puncher 125.00  
 Exhibit Punch Bee Trainer 150.00  
 Exhibit Knockout Punch Bag 145.00  
 Exhibit Striking Clock Grip 125.00  
 Exhibit Lighthouse Grip 95.00  
 Exhibit Pool Game 95.00  
 Autoscope Punch Bag 175.00  
 Auto Punch Bag 125.00  
 MHS Dumbbell Lifter 75.00

These are a few of the Athletic Machines available. For a complete list and other Coin-Operated Arcade and Location Machines visit our FREE 16-Page, 160-ILLUS. Catalog.

**MIKE MURPHY**  
 577 10th Ave. (at 42nd St.)  
 New York 18, N. Y. BRyant 9-4477

**FOREIGN BUYERS!**

Take Advantage of Our **FREE ADVISORY SERVICE**

Our intimate knowledge of the countries to which we ship equipment places us in an ideal position to give our customers advice on what games they should buy to meet their particular requirements.

**REMEMBER! FOR EXPORT IT'S INTERNATIONAL!**

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5 Parkhurst Street, Newark 2, New Jersey

EXPORTERS · Bigelow 8-9707 · IMPORTERS

**Exclusive Factory Distributor**

Of major Phonograph Line—enlarging sales organization desires additional coin machine lines for Eastern territories. Want Vending, Amusement and Cigarette Machines

Reply to **BOX D-119**  
 Care The Billboard, Cincinnati 22, O.

**WANTED SKEE-BALL MACHINES**

In Good Condition. Own, or What Have You?

**HARRY BOBKOFF**  
 2015 McHenry Houston 4, Tex. (Phone: PAirfax 1874)

**WALL MODEL ELEC SCOREBOARDS**

Small compact unit (15-21" dia.) \$79.50

Center Overhead, 34" x 60" — \$115.00  
 12" x 18" shuffleboard.....  
 Universal 15-21" dia. 1

**9" JUMBO LITE-UP PIN CONVERSION**

For Chicago Bowling Alley and Univ. Twin Bowler

**\$24.95**

**MARVEL MFG. CO.**  
 2845 W. Fullerton Ave., Chicago 47, Ill.  
 Tel: Dickson 2-6266

Never Before in Pinball history, an engineering triumph like this!

**GENCO'S SPECTACULAR DOUBLE DOUBLE ACTION**

**ACTION** on the PLAYING FIELD

**ACTION** with balls in play on the BACK RACK

★ Special Replays...  
★ EXTRA Special Replays!  
★ Replays Won on Back Rack as well as Playing Field!  
★ Up to 20 Replays on Back Rack!

THE ONLY 5-BALL GAME WITH SIMULTANEOUS ACTION ON THE PLAYING FIELD & ON THE BACK RACK

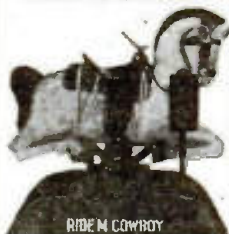
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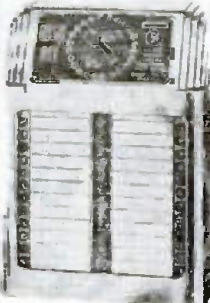
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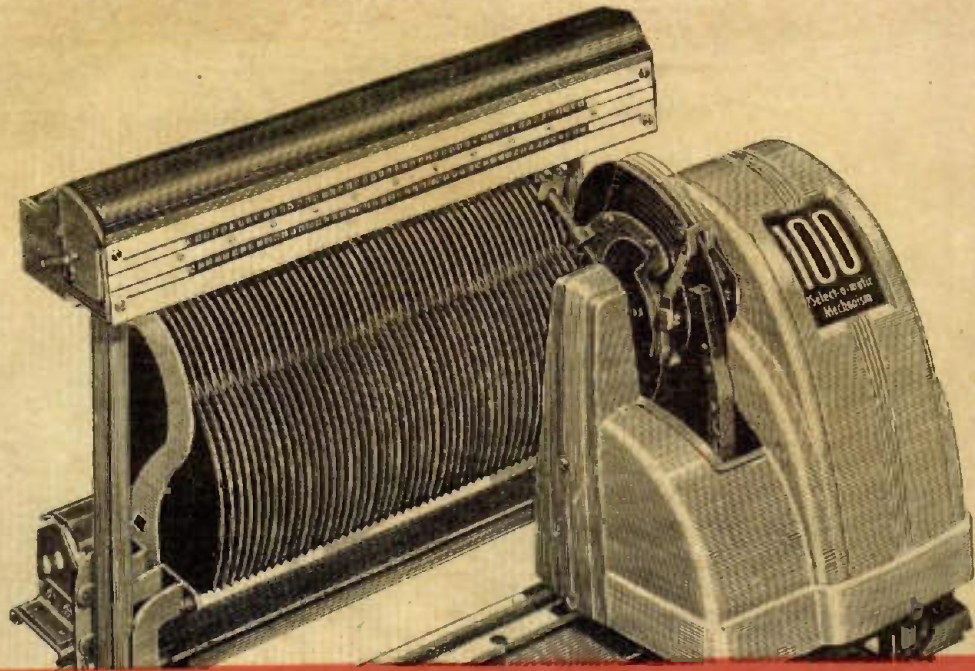
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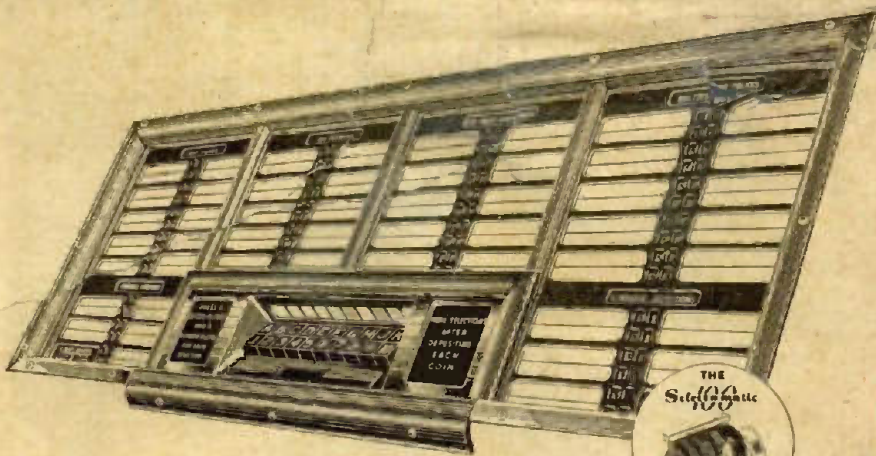
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