THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (B) **NOVEMBER 17, 1951** 

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# Affiliates Committee Warns "Destruction of Radio

# Salary Rules Flexible for Show Business

Curbs on Increase Muzzled But Talent Earnings Worry U. S.

WASHINGTON, Nov. 10.—The Salary Stabilization Board, headed by Board Chairman Justin Miller of the National Association of Radio and Television Broadcasters, will continue to let the amusement industry operate unweeks pending determination of whether a tailor-made regulation for the industry can be fashioned, it was indicated here yesterday (9) in the wake of a two-day confab of SSB's special committee on professional talent.

Roy F. Hendrickson, chairman of the special committee, said the Farrington of George Washington committee is "a little closer" to making a recommendation to the Board on a regulation affecting salaries of professional talent in radio, TV, stage, screen and other howbiz fields. But he emphasized that the recommendation is still several days off, and he add-

### "Kukla" Cut To 15 Mins.; Burr Burns

CHICAGO, Nov. 10 .- The National Broadcasting Company continued to have its troubles this week with Burr Tillstrom's "Kukia, Fran & Ollie," and vice versa. After having notified its affiliates on October 29 that it was planning to sell certain days of the 7 to 7:30 strip show co-op, the web last week sent out a wire to affiliates saying that its plans (Continued on page 13)

### THEY LIKE BB, PASS IT ON!

NEW YORK, Nov. 10 .-G.I.'s in Korea are avid readers of The Billboard and other showbiz papers, a United Service Organization report disclosed. The soldiers' first choice, however, remains the same it was during the last war—comic books. The USO report was made on a survey of G.I. tastes in reading matter, conducted in Kores by Annette Kellerman, Georgie Price, USO advisory board member and president of the American Guild of Variety Artists, has noted the prefer-ence in reading matter by the armed forces and has written letters to all AGVA offices king that old copies of The Billboard and other amuse-ment trade papers be sent to the USO for mailing abroad.

Vol. 61

BURSTING AT SEAMS

# NCAA Grid Rules Nearing Collapse

By SAM CHASE

of incidents on several fronts this week took separate actions week portends a general collapse of the restrictive TV policy toward college football of the National Collaboration of the NEW YORK, Nov. 10 .- A series tional Collegiate Athletic Association. Members of the NCAA's TV committee, which sets up and supervises the policy, now are battling among themselves.

Notre Dame University this week announced openly that it would go the limit in fighting retention of the policy at NCAA's Theater Books der a highly flexible formula for would go the limit in fighting salary increases for several more retention of the policy at NCAA's convention in Cincinnati next January. The group this week was forced to over-rule itself twice in cutting down restrictions on the Notre Dame-Michigan State telecast

### Rock Bottom: Dime a Disk

NEW YORK, Nov. 10 .- The Mich., as his first attraction. lowest priced phonograph record Rivoli (capacity 2,500) took ads yet introduced in modern times in the two local dailies stating well-established in the plastics \$1,000 advance sale.

ien, president of the firm, 10 resords are now on the market, with that all other area schools are pressures that sustaining shows

University, both members of the NCAA four-man TV committee, a revision permitting the Notre Dame game to be telecast in Washington. Hunter offered for sale the TV rights to the Southern California-Stanford game today

# TV Grid Game, Willis Hunter of the University of Southern California, and Max

TOLEDO, Nov. 10 .- Rivoli Theater here found itself in the middle of the theater TV muddle this week. Manager Howard Feigley installed theater TV equipment and booked the Michigan State-Notre Dame game, skedded for this afternoon at East Lansing,

cials that Detroit viewers were arrangements. According to Edward W. Dan- being deprived needlessly of seean additional release of 10 disks playing away games today, so are usually under \$2,000 weekly set for the first of the year. "We screening of the MSC-ND clash for over-all production and talent (Continued on page 18) could not affect other gates.

# THE BALLROOM

CHICAGO, Nov. 10.—For the first time in history, a hand-writing analysis act has hit in the ballroom field. Not on the bandstand, but on the ballroom's floor. Will Wittig. Kansas City, Mo., told the National Ballroom Operators' convention here this week that Mr. and Mrs. D. A. Starnes, professional graph-ologists, had really hiked his take and more important, done a fine job of pleasing-his customers. The duo charges a small fee, which is split with the terp op for allow-ing them to bring in their booth. They set a string of future dates during the con-

Could they possibly analyze ops' scribbling to find out what they might be doing wrong in the busines?

### Pluggers Cry TV's So Shy

NEW YORK, Nov. 10 .- Several factors working together are making the song plugging profession more difficult than it's been in years. It is common knowledge in the trade that TV producers are usually loathe to use new songs, preferring to stay with the time-proved standards. In addition, TV's inroads on the is currently being marketed by house would be sold at \$1.50 ad- radio industry have had the effect of cutting the budgets for ar-Precision Plastics, Philadelphia mission, throwing in regular of cutting the budgets for armanufacturer making its first screen show as well. By Wednes- rangements on AM programs to move in the record business, tho day (7), Feigley reported a brisk such an extent that it is becoming well-established in the plastics \$1,000 advance sale. field. The disks are being sold. That was the day the National gers to get live performances on thru syndicate and chain stores. Collegiate. Athletic Association new songs. The commercial only on the "Little John" label relaxed its "limited television" shows on radio are still able to budget for new song arrange-material is original children's tion WWJ-TV, Detroit, to televise ments, but producers of sustain-the sell-out grid contest. NCAA ing shows are almost completely decision followed heated protests shows on radio are still able to Summer Stock Managers' Associaunder the injection molding from fans, college and state offi- libraries for their musical

Radio network brass are cur-

William Mass

Ed. J. Quigley

C. A. Ritter

Louie Stern

# GRAPHOLOGY IN Denounces NBC Plan Directly, Hits All Nets

Leaders Insist TV Circulation Can't **Determine AM Rates** 

By JOE CSIDA

NEW YORK, Nov. 10. - The all-industry Affiliates' Commit-tee this week denounced the National Broadcasting Company's Economic Study Plan, "or any similar plan which might be proposed," as leading "to the destruction of radio."

This was the major result of a two-day meeting of the commit-tee, (Wednesday and Thursday, 7-8, here) by 11 (see page 4 for names and affiliations) of the most experienced and astute broadcasters in the business. These men represent affiliations not only with NBC, but with the Columbia Broadcasting System, American Broadcasting Company and the Mutual Broadcasting System. The Committee also laid new plans, in consultation with Robert Eldor, ex-Lever Bros. re-

# Silo Houses Bewail High

NEW YORK, Nov. 10 .- The tion met Thursday (8) at the Hotel Astor, with reps of 40 major Silo Circuit operations in attendance. Tops on the agenda were reports of two committees appointed several months ago to look into rising costs of star and non-star operations in summer theater.

Consensus was to the effect that mushrooming salary demands by stars must be checked, as well as rising royalty charges, or the summer theater must go out of business. It was pointed out that, currently, a star would demand a \$1,500 weekly guarantee, which means that only three of four major silo operations could stand the expense gaff. In turn, it would mean a short season of only three or four weeks of playing time. It was resolved to appoint a five-man committee to meet with agents in the near future in an attempt to stabilize summer business.

At the same time, it was resolved to petition Actors' Equity (Continued on page 49)

### RELAX, BOYS, SANTA'S SAFE

WASHINGTON, Nov. 10 .-Amusement business executives received Salary Stabilization Board's blessing this week for Christmas and yearlar bonuses were granted last year under the same company system

### Coming December 22

A SPECIAL ISSUE OF THE BILLBOARD FEATURING

### Arenas and Auditoriums

WITH SPECIAL ARTICLES BY:

Sonja Henie Nat "King" Cole Arthur Michaud Norman Granz

Arthur Wirtz C. W. Van Lopik Edward Furni Nathan Podoloff

William Coker

Axel H. Reed

London

# Billboard Backstage

Mr. Frank Sinatra and Miss Ava Records. Gardner in holy wedlock proved In its search for a performer after the wedding, Manie Sacks

generosity for which he is justi- ficult one to define. Generally he fiably famous in the trade, gave operates on the highest artists away Miss Gardner. This was relations level. When a problem duly reported in the press. What arises, involving an important was not reported (since it would be of small interest to readers of high-priced NBC radio or tele-The Daily Mirror, The News and vision artist, the probabilities are The Journal-American) was the that Manie Sacks will be called selfless sacrifice, the total dis- in. And as is only natural in as regard for affairs of the bank far-flung and complex an enterbook, which Manie Sacks evi- prise as RCA, artist problems denced in giving away Miss arise almost daily. Gardner; hiring limousines, talk- Indeed such a problem existed ing to the more persistent and Wednesday, the eve of the Sinaobnoxious reporters and photog- tra-Gardner nuptials. It inraphers, and in general tending to volved an attraction to which the multifold exhausting details NBC is contractually committed of arranging an appropriately for a substantial quantity of mondignified climax to an idyllic ey, namely Burr Tillstrom and boy-meets-girl romance.

exists between the Radio Corpo- counted in a story elsewhere in ration of America and the Colum- this issue, are not pertinent here. bia Broadcasting System an in- Suffice it to say that Manie Sacks' tense and bitter rivalry. This services were rather urgently rerivalry is constantly pregnant quired in the Kukla controversy. with the most intriguing, ulcer- But not withstanding this, notproducing machinations both be- withstanding the aforementioned ever, that all newspapermen are tween the CBS radio and tele- rivalry which exists between CBS not of such low character, I wish vision enterprises as opposed to and NBC, RCA Victor and Co- to join Nancy Sinatra in wishing RCA's NBC network operations, lumbia Records, Manie Sacks' him every happiness.

The simple, unostentatious proceedings of last Thursday night which resulted in the joining of last consideration was for the recording adjuncts, the RCA Victor record division and Columbia Sinatra.

anew several truths about the finer people in our profession. It demonstrated that love and friendship transcend crass comupon by the boorish members of the Fourth Estate.

Manie Sacks, displaying the president. His function is a dif-

the Kukla, Fran and Ollie show. No secret is the fact that there. The details of this problem, re-

Promptly on Friday, the day

On the matter of the boorishness of newspaper reporters and their lack of respectful treatment of some of our more illustrious the unreasonable efforts of reraphers, to ignore the simple look. wishes of the dewy-eyed couple to be permitted a mite of privacy in this moment when they stood on the brink of the fulfillment of all their dreams. Mr. Sinatra was facturers, would soon be made quoted as saying to a persistent photographer: "I'll bet you \$500 you don't get a picture of me. And if you do, I'll knock you on your ---." This is a most obvious and blatant attempt to slander a fine, clean, all-American boy. I cannot believe the wicked implication that Mr. Sinatra is given to gambling. Nor, as the dash implies, that he used a vile word. To what odious lengths will some newspapermen stoop to vent their ire on the innocent!

To prove to Mr. Sinatra, how-

# See Easement Near on Some War Materials

mercial considerations at all CBS just this season hit upon Mr. But certainly not until the bonds easier supply of scarce materials times. And gave rather substantian Sinatra. Each Tuesday night, Mr. of sacred matrimony between his by the middle of 1952. By that Bond Street, got a rap over its dear friend, and that dear friend's time, NPA said, output of structure. that many of our outstanding away from NBC. Mr. Sinatra loved one, had been snugly tied, tural steel should show a "sizpersonages are shockingly put records, of course, for Columbia Thus did Manie Sacks prove his able increase, with less needed The law states no liquor may be for basic industrial plants. Moreover, aluminum supplies are also days, and all drinks must be off expected to ease by mid-1952, the tables by 2:30. On Saturday NPA said in a message to the juke hight, serving stops at midnight. box industry. Altho it had occa- and the drinks are off the tables personalities: The papers told of sionally given hints, this is the Government's first definite state- on for as long as the guests can porters, and particularly photog. ment on a rosier materials out-

> Meanwhile, Office of Price Sta- which sent an inspector and bilization spokesmen indicated policewoman to capture the evithat makers of TV, radio and dence-Churchill's kept on servphonograph sets, plus disk manu-facturers, would soon be made (Continued on page 51) for club secretary Harry Mead-

### **Hadacol Suits** Hit New Snafu

NEW YORK, Nov. 10. - There was a great deal of talk yesterday Southern District of New York Of BBC Radio, TV . . . concerning the jurisdiction of that body in the case of the reorganization of the Le Blanc Corporation, makers of Hadacol. But creditors of the firm, which recently sponsored an aborted all-star med show, came away with little satis-

Legal reps for various creditors argued for and against a shift in the scene of the hearings. Many creditors are located in Louisiana, where Hadacol was manufactured (Continued on page 51,

New Security Tax

WASHINGTON, Nov. 10. -Self-employed entertainers and other persons self-employed in the amusement world were re-The Federal Communications minded by the Social Security Commission, which has been los- Administration this week that

> new law and what social security benefits they are eligible for.

> Commerce Dept. Defines "Small Business" Firms

WASHINGTON, Nov. 10 .- New formula defining small business, which is recommended by Secretary of Commerce Charles Sawyer for use in government programs aiding small plants, was released this week with specific definitions for several amusement

industries. Makers of radio and related products, and electronic tube manufacturers with less than 750

Classified Ads
Classified Ads
Four and Expes 50 From Combin 52
Front Corollin 25
Congress Unidone
Honor Rell of Hill
Letter List
Magic
Merchandise
Music Charts
Music Machines
Night Chia
Pines for Pitchmen69
Blike Around
Rondshow-Rep
Salesboards72

### LONDON, Nov. 10 .- Not the least of London night spot owners' worries is the limited pro-hibition imposed by a set of prissy drink laws. This week, the lush Churchill's Club, in New ordered after 2 a.m. on week

By LEIGH VANCE

coast along on Cocn-Cola and coffee. But, said the police

ows and manager Bruce Brace, with a bill of \$80 each for costs. Club membership is 2,220, with 746 honorary passes. Members pay \$2.80 entrance fee for themselves and each guest. The magistrate adjourned a police summons-a"to show cause why the club should not be struck off."

**Elections Ease Worry** 

The Congressive Party's victory in the election has already smoothed away one wrinkle from the harassed brows of British Broadcasting Corporation's high-ups. The Socialists had proposed to lift \$4,760,000 from the BBC revenue from set licenses (radio, \$2.80; TV, \$5.60) for some purpose of their own. That, said haggard program planners, would have reduced them to running on just one wavelength instead of, as at present, three. Television is already suffering from an existing cut: further inroads on its revenue would just about kill it.

As it is, the Post Office-which collects license money - is worried about the number of "pirate" TV set-owners not paying the figures, 958,000. But there are some 300,000 more sets around somewhere unlicensed, which may seem smart practice to the viewer who gets away with it. But in the long run he's not doing himself any good. Until TV steps up its income, it can't go ahead with any plans for expansion.

As it is, one producer had to tell a writer who brought along a script he liked: "Sorry. I'd like to do the show, but we can't afford to do anything so ambitious for at least four years." The writer got a letter telling him the piece was shelved, but not forgotten.

PARIS, Nov. 10 .- The United Nations formally is opened, but no live television broadcasting will be done on this general assembly. French TV cameras require a great deal of illumination, which UN authorities feel is too distracting to the delegates. The other alternative, that of flying over American equipment, has been vetoed because of the cost involved Instead, according to Gibson Parker and Pierre Sabbagh, who head the TV department in the UN, the assembly procedures will be filmed for French video reproduction to be given nightly. There also will be separate studio set up for live nterviews with the delegates

Movie Is First With TV News Events . . .

On the subject of TV, the Ranesh Movie House claims to be the rat theater in France to show ews events in co-operation with rench television. The screen is bout 3 feet high, as France is ot yet able to transmit televised roadcasts over the full-size movie Avec Nous" cost the French TV 000,000 extra francs (\$3,200), a ght with technicians and three of he actors, as well as a law action gainst the actors' union because he rehearsal time lasted a month instead of the agreed upon 10 days. ... Latest radio program on the (Continued on page 61)

# Washington Once-Over

Salary or Wages, Radio Toppers Have Say . . .

zation Board, the other day, an only by Miller top command at onlooking newsman wisecracked: SSB, but also by Richard P. Doplications on the processing line with the movie industry herty on the Wage Stabilization right now is 171.

WASHINGTON, Nov. 10. doesn't need TV?" Johnston, Board, brother agency to Miller's Self-Employed on Stabilization Board scraps its attempt to clamp a freeze regula- general counsel of the National lations Department. tion on salaries for professional Association of Radio and Televition on salaries for professional sion Broadcasters to the stabiliza- fcc Not So Bad, After mittee, headed by Roy F. Hen- tion board post. Miller had flatly drickson, is still in the dark on a declined to take the federal job Look-See at Figures . . . solution after the latest in a series when it had been offered to him of confabs with industry repre- on a full-time basis. The ex-pressentatives. For two days this ident of NARTB didn't want to week, the Hendrickson committee relinquish his duties as general ing squads of engineers to the they must pay a new social secusifted thru industry suggestions. counsel and board chairman at Then Hendrickson wryly told NARTB. Miller's highly remuners remains a security to the time consumed in processing ings by next March 15. agreement on only one thing- would have been jeopardized by we've got a very complicated the acceptance, so Johnston pera part-time basis.

When Economic Stabilizer Eric getting more than usual recogni- engineers hasn't been doing so Johnston installed Justin Miller tion in Potomac appointments, badly. Average time consumed as chairman of the Salary Stabili- NARTB alone is represented not for a case to be completed is about

radio applications. One applicant A new booklet, "Do You Work complained to FCC this week For Yourself?", is available at formed the unique feat of letting that, at the present rate, its case local social security offices, and Miller keep his NARTB jobs and will be in the works 21/2 years describes who is taxed under the handle the SSB chairmanship on before final action is reached. A look-see shows, however, that, for Incidentally, show business is its size, the shrinking crew of FCC

# Picture Business

wood, birthplace of the super- surpasses all screen blazes in mag- Abraham Soafer's Paul is notecolossals, tops even itself in the production of the vast, mammoth and gigantic in MGM's "Quo by the terrific impact of the Cirby Truly fildom's greatest cus of Nero scene where Christian cus of Nero scene where Christian to the cunning and cruel impressive as the giant who prompted that the color than a source is climaxed by the terrific impact of the Cirby truly fildom's greatest cus of Nero scene where Christian to the cunning and cruel impressive as the giant who prompted to the color than a source is climaxed worthy, as is Patricia Laffan's employees, are designated as small business. Disk makers are impressive as the giant who prompted to the cunning and cruel impressive as the giant who prompted to the color to the cunning and cruel impressive as the giant who prompted to the color to the cunning and cruel impressive as the giant who prompted to the color to the cunning and cruel impressive as the giant who prompted to the color to the cunning and cruel impressive as the giant who prompted to the color to the cunning and cruel impressive as the giant who prompted to the color to the cunning and cruel impressive as the giant who prompted to the color to the cunning and cruel impressive as the giant who prompted to the color to the cunning and cruel impressive as the giant who prompted to the cunning and cruel impressive as the giant who prompted to the cunning and cruel impressive as the giant who prompted to the cunning and cruel impressive as the giant who prompted to the cunning and cruel impressive as the giant who prompted to the cunning and cruel impressive as the giant who prompted to the cunning and cruel impressive as the cunning and cruel impressive as the giant who prompted to the cunning and cruel impressive as the giant who prompted to the cunning and cruel impressive as the giant who prompted to the cunning and cruel impressive as the giant who prompted to the cunning and cruel impressive as the giant who prompted to the cunning and cruel impressive as the cunning and cruel impressive as the epic. As a rule, no film can match | martyrs are tossed to the lions. its ballyhoo. In this case, the re- As great as this film is in its What does it take to make a

leased such b.-o. record breakers performances. Top acting job is duction is almost as impressive as as "The Great Caruso" and "Show turned in by Peter Ustinov, who the film itself. Metro devoted Boat," the same studio delivers a portrays the maniacal Nero in a three years (and as mentioned manner so convincing he becomes above, \$6,500,000) to its completablish an all-time high in any a living character whose mental tion. Sculptors were hired to

showing the glittering pageantry one of the most beautiful new Vadis."

HOLLYWOOD, Nov. 10.-Holly- of paganism. The burning of Rome | faces to hit the American screen. tects Lygin.

erse is true.

scope and the magnificence of its picture of this magnitude? The settings, so is it equally rich in behind-the-scenes story of its prosingle film's carnings.

With Sam Zimbalist producing and Mervin LeRoy as director, the Henry Sienkiewicz classic comes to life in full dimension as a real and moving story of the decadence of Rome during the motion picture screen becomes a place in history results in the burning of Rome. His own soft, disgustingly effeminate nature is shown as cloaked in sadism which leads to the martydom of the Christians.

Tobast Totales Whose mental tion. Sculptors were hired to create more than 300 statues used in rebuilding the Rome of Nero's day. Five hundred carpenters worked daily for a year to build the sets, costing MGM \$681,000. Filmed in Rome, the studio overcame all problems of language and communication by having its army

These are but a few of the in- TV-Radio .......

### "PACIFIC" UNTERRIFIC

# London Pays Dough But Not Homage to Our Hit LEGITIMATE

ever built up.

For months we've been hearing

Then Joshua Logan flew in a few days before the openingand caught the jitters too. He threw a press conference, partly to even out the unfair publicity Oscar Hammerstein II, was getting by newsmen who thought he'd written the whole show himself, and partly to damp down a good show, yes," he said modestly, "but its no miracle. Please estly, "but its no miracle. Please Fight Grows out of this world."

But the action came too late. As usual there was a queue of would-be galleryites outside Drury Lane Theater box office on the night before The Night. Only this time there were 600 of them instead of the usual row-full.

To placate celebrities and folk about town who hadn't been able to beg, borrow or steal first-night tickets and wanted to be able to say they'd seen it, the management put on four full-scale dress rehearsals in the days before the to keep their mouths shut, as anyway.

applications for press tickets. Everyone wanted to see it, and every magazine and newsletter felt it had to be represented too.

The harassed press representative, veteran theater historian W. MacQueen Pope, had the toughest job of his career. There was no possible way of fitting everyone in on the first night, nor for many a night after.

Finally the management cracked down, axed the would-be press list by several hundred, which brought on another minor crisis. American newsmen denied tickets-because, as the management reasoned. America has seen it anyway-were about to sign a formal protest, when some fast them down.

Mrs. Joshua Logan discovered The possibility of settlement by accident that the American loomed quite large until this Ambassador to London, Walter Giffard, hadn't been invited, and handed over two of her own derstanding party's seats.

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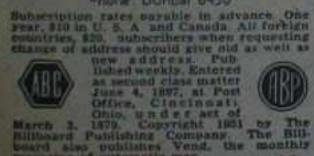
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LONDON, Nov. 10 .- So it fi- | And how about the show itself, nally happened. After two years after all that? Well, as Josh pre-publicity ferried across the Logan had feared-it was a bit Atlantic by people who've seen of a disappointment. Nothing it, and popularized by its music could live up to the reputation the night clubs here, "South Pacific" opened with the biggest bang ballyhoo has night wore on.

Put on five years ago, before

But the mixed notices and blow - hot, blow - cold reception should be a lesson to showmen never to oversell a show.

# Hot in Canada

TORONTO, Nov. 10. - Little hope is held for any agreement being reached by the Composers, Authors and Publishers Association of Canada, Ltd., and the independent radio stations which tion of Broadcasters.

public performance for profit.

Adding to the problems of the hearing will be the opposition brought by the Hotelkeepers of Canada Association, spearheaded by the Ontario group, which seeks a reduction of the rates.

It is expected that the Canadian Broadcasters Corporation will ARENAS meet the demands of CAPAC, ARENAS since these would add only \$30,000 a year costs to CBC's budget.

From the radio stations, CAPAC seeks 21/4 per cent of the gross billing in sale of time, plus eight-tenths of a cent per capita in Canada. A reduction will be made for those stations last - minute - shuffling smoothed supplying a full list of numbers performed on the air.

> week, when it was found the two groups could not come to an un-

> As a result, a preliminary hearing, to set procedure, is planned for the last week of November in Ottawa, tho actual arguments of the various points of view will not begin until January, it is ex-

> pected. The hotel keepers, who are forced now to pay to CAPAC 2 per cent of what they spend on entertainment up to \$35,000, and 115 per cent over \$35,000, are strongly organized. They feel that they are paying more than what they should, particularly in the light of what the American night clubs have to pay ASCAP. Leading the hotelmen is Al Siegel, of the Elmwood Hotel, Windsor,

### Ballet Dancers' Benefit

NEW YORK, Nov. 10. - The Kathryn Dunham School of Dancers is scheduled to bring it's circus ballet to the family shelter of the New York City, Welfare Department tomorrow (11). Show was arranged by actress Miriam Battista, now teaching at the Dunham School. Choregraphy is by Margaret Newman,

# Highlight Reviews

# The Set Is Wonderful on "Wharf"; Distressing Adjectives Tell Rest

By BOB FRANCIS

of the search for another Ezio Pinza; of the trouble Jerome Whyte, the show's producer here, was taking to avoid just a carbon copy of the Broadway version. Mary Martin was reported to be copy of the Broadway version. Mary Martin was reported to be worried about the craze which swept the press, boosting \$2 stalls to \$25 on the black market even he will come up with a good play. to get into his script. There are sugar-coated and whiney that the But "Wharf" stacks up as pre-tentious sound and fury, which writing, but Wyman is concerned (Continued on page 49) ends as it begins with nothing with words - many of them pretty dreary ones - rather than In a measure "Wharf" comes action. True, the gal is finally in riding on Lady Luck's apron- driven to violence in spite of her strings, since its plot is a person- convictions, but outside of the

Everybody around the theater alized version of the underlying fact that the No. 1 thug gets

"Dinosaur Wharf," reviewed at the National Theater, New York, Thursday, November 8.

### BENNY SALUTE

### Who's Who Frolics With Friars; Radio (CBS) Does Zestful Show

By BILL SMITH

By JUNE BUNDY

The Friars' night for Jack on both sides by Fred Allen, Ber-Benny at the Waldorf-Astoria, nard Baruch, Milton Berle, Jesse Friday (9), was a field day for Block, George Burns, Harry Delf, make up the Canadian Associa- name comics. Bernard Baruch ob- Mayor Vincent R. Impellitteri, served: "I have two regrets; that George Jessel, William S. Paley, radio stations have cancelled their was said, and that I haven't the E. Stevenson of Illinois.

es." The dais had Benny flanked

In spite of impressive roundups of big name guest stars, the average showbusiness testimonial broadcast is a deadly dull affair, Between 80 and 90 of the 135 I'm so deaf I couldn't hear what Val Parnell and Governor Adlai what with interminable speeches by nervous execs; insincere conopening—with audiences sworn running agreements with CAPAC, ghost writers of the gentlemen started off with: "Every dinner I tainers (ranging in attitude from Copyright Appeal Board is ex- The dinner brought out the speak at as toastmaster, I tell lies condescension to maudlin sentipected. The Board is the author- largest and most imposing collec- after lies; describe virtues where mentality), and the generally em-And that was another hitch. Ity which passes on the tariffs set tion of show biz biggies in a long none exist, and throw orchids at barrassed (and embarrassing) air The theater was besieged by for anything that is played for time. Practically all the network people whose faces should be cov- of pompous self-dedication exheads, a hefty contingent from ered with 'tsimas'." At the word uded by the honored one. The Hollywood, name performers and "tsimas," both Jessel and Berle Friar's "Salute to Jack Benny," in other showbiz toppers were there jumped to Impellitteri's side to honor of his 20th anniversary in at \$35 a head. Milton Berle, who interpret (tsimas is the Yiddish radio, violated all the rules of teed it off, said: "This is like word for a stewed fruit compote). "proper" testimonial programing. Yankee Stadium with mink bas- After reading wires of congratu- The result was a thoroly unortho-

# Wirtz Ice Show Hot Sans Sonja; Barbara Ann Scott Blades to Win

By TOM PARKINSON

one of accomplished skating stage okay. Seems tense at first, but change from pastels. Settings on a presence and another of vivacious that melts away before she re- revolving stage reveal originality, personality, put it on ice, and it turns for a "Hansel and Gretel" adds up to the three-star edition production of "Hollywood Ice Revue." The "Har Arthur M. Wirtz production has the high spot of the new show and succeeded spectacularly in switch- its strength is not only in skating ing from its one-name format to and costuming but particularly in an outstanding multi-lead offer- its continuity, dramatizing the ing. Show bowed at the Milwau- fairy tale.

kee Arena Thursday (8). Barbara Ann Scott, who this season has the top billing heretodisplay, "Star of the North," and show has beautiful costumes done

The "Hansel" scene is clearly

Step Toward Novelty

With "Hansel and Gertel," "Holfore accorded Sonja Henie on the lywood" makes a step toward true Wirtz show, wins her audience novelty among ice shows. Otherwith her daintly beauty and blad- wise, the revue illustrates that rink ing. She's introduced in the fifth limitations still are in force. The

Take one part of petit charm, the Canadian miss carries it off in deep tones that are a welcome and there are new themes for the more usual ice routines. It's heavy on production displays and light on novelty and acrobatic skating.

Carol Lynn, who's been at the Center Theater show previously, captures her audience at once and with confidence. She comes up

"Hollywood Ice Revue of 1952." with Barbara Ann Scott, reviewed at Milwaukee Arena, Milwaukee, Thursday, November 8.

### VAUDEVILLE

# Impressive Clooney Gets a House; She Got Hay There, \$150, in 1948

By JOE MARTIN

\$150-a-week salary for the grind, evident, Now, three years and one "Come

(with sister Betty) appeared on was called for on some of the good change of pace. "Shotgun the Paramount stage as the Cloo-ney Sisters with the Tony Pastor ork. The kids drew their usual sound was almost painfully From Me," done with feeling, got

On-A My House" later, Rosemary healthy hand following "House," mentioned misuse of disk poten-Clooney is headlining the bill at she probably would have been a tial, Miss Clooney impressed as the house. And, sticking close to show-stopper if the tremendous a show-wise performer who her disk material, she did fine drive of the Stan Freeman harpsi- should continue to gain in stature, with a rainy-day audience. She chord and combo background on The show opened with the 

Back in 1948 Rosemary Clooney | three rhythm just wasn't what | "The Lady Is a Tramp" was a her off to a solid mitt. She closed The Miss Clooney drew a with "House." Despite the afore-

> Rosemary Clooney, re-viewed at Paramount Theater, Wednesday, November 7.

Communications to 1564 Broadway, New York 19, N. Y.

# "DESTRUCTION OF RADIO" SEEN IN NBC'S NEW PLAN

Affiliates Committee Denounces TV Circulation as AM Yardstick

· Continued from page 1

search director, for radio research to provide national coverage. Any munities has been made possible (see separate story this issue).

has even gotten off the ground injury of the network, the affil- sults in diversion of spot revenue in conveying individual station lates and the public. rate adjustment details, as called operation. And stressing, as the must of necessity work to the years, and consequently, said the Committee did, the resistance it detriment of radio and the adver- group: ". . . we should examine would offer to any "similar liser alike. plans," a CBS version of an Eco- (7) A large part of the valuable of the long haul, and not yield to nomic Study formula. Some key service rendered by individual any plan of expediency for a broadcasters believe that such a radio stations to their local com- short term advantage. plan is in the works at CBS.

Committee said:

(1) The adoption of any arbitrary formula which bases radio rates on the growth of television circulation, rather than on radio's own efficacy, will necessarily lead to the destruction of radio. The NBC proposal with its possible re-evaluation each six months on the basis of increased television circulation, will lead to Rudolph Halley's election to the free appearances was mapped out that result.

(2) Radio rates should be based on actual circulation values de- effects on the use of radio and TV programs. After that, any time livered by radio, market by mar- as political weapons in the future. Halley made appearance stations ket, and not on the basis of what Halley's campaign, cannily plan- were liable for a similar amount some other medium may be doing ned by Morris Novik and exe- of time to his opponents. This or failing to do.

(3) No arbitrarily computed formula can effectively measure market.

### No Set Pattern

radio in any market does not fol- and TV as advertising media. He will find outlets more wary. low an inflexible and predictable had a weekly TV show at the pattern and "we resoundingly reject the theory that the installation of a television set in a radio home eliminates the use of radio in that home."

(5) The basic reason for the existence of national networks is

### for in the plan to any but a scat- work radio as an advertising me- existence of individual stations tered few member stations, the dium has thru the years been. The Committee also stressed its Affiliates Committee move is greatly enhanced by insistence on belief that radio will continue to seen as a serious stumbling block continuity of effort. This is sale be a tremendous factor in the in the web's efforts to put its of time in 13-week cycles. Any lives of every citizen of the carefully developed project into move to destroy this formula United States for many, many

steps which tend to break down by revenues from national spot Coming, as it does, before NBC this concept will redound to the broadcasting. Any plan that refrom local stations to national (6) The effectiveness of net- networks threatens the continued

all plans for radio on the basis

### In stating its opposition to the NEW POLITICAL WEAPON

# Radio-TV Campaign Sparked Halley Victory

NEW YORK, Nov. 10 .- | In addition, a heavy slate of presidency of the New York City for Halley. Prior to registration Council may have some profound day, he was on more than 20 cuted by Nathan Rudich, paid off, boomeranged on several outlets according to his chief advisors, which sought Halley as the

to these media, buying time on a on forum-type shows featuring as Halley himself.

because of the broadcast aspects, glamour guy of the campaign the values of hundreds of radio stations, each operating under the special conditions of its own market.

An allotment of over \$30,000 and they were forced to give time to the others. Result is that management of some outlets, after being so stung, forbade objective analysis of presently problem of producing evidence of the advertiser to the advertiser to the advertiser to the stations.

Press coverage of the campaign same time each week, and two also had as much space given weekly AM shows on the same over to what was said on TV basis. Canvassers ringing door- shows as what occurred at bells plugged the shows as much party rallies. Political reporters

### THESE ARE SPOKESMEN VS. NBC'S PROPOSALS

NEW YORK, Nov. 10.—Significance of the All Industry Affiliates' Committee opposition to the National Broadcasting Company Economic Study plan, and to any similar plans which may be proposed, comes into focus when line-up of committee members attending the two-day meetings, during which opposition crystallized, is studied.

The committee is chaired by Paul (Fritz) Morency, head of WTIC. Hartford, an NBC affiliate. Morency served on the NBC Stations Planning and Advisory Committee for four years and was SPAC chairman for two. Other committee members in attendance, with their station call letters, web affiliations. and SPAC service follow:

Web Affils SPAC Service Member Stations CBS 2 years, chair-WJR. WGAR John Patt Detroit & Cleveland man Clair McCollough Steinman stations NBC 4 years on SPAC (Radio & TV) Lancaster, Pa. Wilmington, Del., etc. KLZ Hugh Terry Denver WDSU Robert Swezey New Orleans WIMJ NBC 4 years on SPAC Walter Damm Milwaukee NBC Edgar Kobak Consultant for Westinghouse stations & nat'l advertisers KWFT & other CBS Kenyon Brown Texas stations WIS, Col., S.C. & CBS & chairman SPAC Richard Shafto NBC 1 year other stations WIBC Mutual Dick Fairbanks Indianapolis Independent Ben Strouse WWDC

Committee members not attending the meeting due to business demands elsewhere were Leonard Kapner, WACE, Pittsburgh, and affiliated with ABC, and George Storer, of the Fort Industries Stations, with NBC, CBS and ABC affiliations.

# Research Re-Evaluation Urged by Affil Leaders

in a two-day meet here this week, from other media, consulted with Robert Elder, re-Brothers.

as follows:

didates used the typical approach further free appearances except available radio research, the All- which allows the advertiser to Industry Affiliates' Committee, compare the dollar values he gets (4) The effect of television on haphazard basis, Halley used AM all candidates. Future campaigns headed by Paul (Fritz) Morency, from radio with those secured "2. With the exception of a few

search consultant, and formerly localized and independently undirector of research for Lever dertaken efforts, there has been a complete lack of realistic circula-Committee's conclusions were tion data for radio at the local market level.

"3. Too much emphasis in radio research has been placed on studying the single broadcast, and too little on discovering the cumulative impact of continuous performance.

"4. Altho radio has spent millions of dollars in research, it has scattered its shot. The result has been a mass of sometimes contradictory data which has led to confusion among both broadcasters and buyers of their facili-

"In view of these initial findings, the Committee will further and bowed). And the confab agenda, between what the net- explore the subject of sound, constructive research and will shortly report its recommenda-

# (1) The Economic Study plan, eshaping the entire radio net-Plan to Split Agency Billings

Present Durstine Accounts Will Be Spread to Others

NEW YORK, Nov. 10.—Serutan and its affiliated companies this week reported planning to alter its advertising policy and spread around among a number of separate agencies, similar to the Procter & Gamble method. The major billings of the firm have been concentrated at the Roy S. Durstine agency, but will be split up sometime after the first of the

The Franklin Bruck agency is reported having the inside track on the Serutan billings, while the Grey agency is said to have the best chance of landing the RDX product billings. Among other products still to be set are Geritol vitamins, Histolene, Nutrex, Sadegel and the Hi-V frozen juice accounts. Total value of all belleville

# Westinghouse Execs Balk at NBC Study Plan

NEW YORK, Nov. 10 .-National Broadcasting Company executives and representatives of the Westinghouse stations met here yesterday in a closed session to discuss the effects of the web's out to be a ball (at which all many an opportunity for a "ball" proposed Economic Study plan hands have a merry old time) or outcome, but the present hushon the affiliated Westinghouse a brawl (with many heads bloody hush conflict as to the convention stations.

Tho no details of the meeting were forthcoming, it was learned that the Westinghouse people rejected the change in station option versus network option time in the proposal, and also raised serious questions about other aspects of the plan.

# WFIL Outlets In Safety Bally

PHILADELPHIA, Nov. 10 .-WFIL stations, in again joining with the Philadelphia Highway Traffic Board for the third annual affic safety campaign, will be donating approximately \$150,000 in AM and TV time and in advertising space to public service.

The stations (WFIL and WFIL-TV) will link with the Philadelphia Highway Traffic Board for an intensive one-month "Silly Willy" safety campaign starting November 15. Other civic agencies are co-operating in the annual effort to get across the traffic safety idea, with WFIL stations providing- the-book -for-all-the-

# BOCA, BALL OR BRAWL MAY BE LAST GAY MEET

### NBC's and Affiliates' Convention Agenda Wishes Radically Different

By JOE CSIDA National Broadcasting Company Affiliates' Convention at Boca Raton (Nov. 27-Dec. 1) may turn

NEW YORK, Nov. 10 .- The could be the last such traditional, festive get-together the web will

varied recreational facilities offer

work would like it to be and what the stations want, could easily lead to a first rate brannigan. Certainly Boca's famed and Uppermost in the minds of many key affiliates are two issues:

reshaping the entire radio net-

featuring Articles by:

FRANK M. FOLSOM

NILES TRAMMELL

CHARLES DENNY

JOSEPH McCONNELL

SYLVESTER WEAVER

WILLIAM HEDGES

JAMES M. GAINES

WILLIAM BROOKS

CHARLES BARRY

FRED WILE

GEORGE FREY

ED MADDEN

O. B. HANSON

BRIG. GEN. DAVID SARNOFF

IN THE DECEMBER 1 ISSUE

# Then, Now . . . and Tomorrow

A Special Section of The Billboard

Commemorating the

# National Broadcasting Company's Silver Jubilee

and with Special Distribution at the

NATIONAL BROADCASTING COMPANY'S AFFILIATES CONVENTION

BQCA RATON, FLA. . . . . NOV. 28-DEC. 2

### "IRMA" TV CLIENT BLOCK

# Tobacco Breath AM Plugs Stall Cig Firm

days 6-6:30 p.m., Ennds alleges budgeted at about 25G. that its chlorophyl product reduces the bad breath caused by TV FOUALIZER cigarette smoking.

Cavalier doesn't believe that it makes sense to sponsor a program that creates the impression to-bacco is responsible for bad breath. Ennds, however, can't see changing its copy which would mean the loss of a potent selling

The Columbia Broadcasting System-TV is also faced with the problem of whether to include Cy Howard as producer-director of the package. The creator of "My Friend Irma," Howard gets royalties on the radio version and presumably would get royalties should the program go on TV. video technique is said to be the reason the net doesn't wish him to be designated as the producerdirector of the show.

the show will go into the Satur- of interviews during routine sesday night 9:30-10 p.m. slot, if sions of the conventions. If the Cavalier buys it. Now occupied Chicago Stadium had been se-by Robert Q. Lewis' "The Show lected, TV spokesmen estimated it would have cost \$60,000 to \$100,-been vacated by the cancellation 000 to build special facilities. of this program by American Safety Razors.

Should Cavalier finally wind

### SIX-POINT PLAN

# Betzer Sets

and interest.

heard over the noises of the living room."

# WSAY Kicks Vs.

million dollars in revenue and well over \$100,000 in "pocket losses" due to the American Broadcasting Company's "monopolistic practices," Gordon P. Brown, sole owner of WSAY, Rochester, N. Y., this week (12) asked the Federal Communications Company's "monopolistic practices," Gordon P. Brown, sole owner of WSAY, McEll's Teach Comedy Theater of the Air" (Wednesdays 8-9 p.m. EST), featuring condensations of such top program. The Department of Justice is known to be keeping a fairly close watch on how NCAA is develop-ing its restrictive TV program. The Department of Justice is known to be keeping a fairly close watch on how NCAA is develop-ing its restrictive TV program. The Department of Justice is known to be keeping a fairly close watch on how NCAA is develop-ing its restrictive TV program. The Department of Justice is known to be keeping a fairly close watch on how NCAA is develop-ing its restrictive TV program. The Department of Justice is known to be keeping a fairly close watch on how NCAA is develop-ing its restrictive TV program. The Department of Justice is known to be keeping a fairly close watch on how NCAA is develop-ing its restrictive TV program. The Department of Justice Is known to be keeping a fairly close watch on how NCAA is deve

ously affect" the ability of hun- 8:30-9 p.m. EST), Mickey Rooney, dreds of stations to compete with et al., "MGM Theater of the Air"

### Texcel Buys "Rocky King"

NEW YORK, Nov. 10.—One of up sponsoring "My Friend Irma," the main blocks preventing the sponsorship of the TV version of the probability is that it will have to axe its tri-weekly sponsorship of the Garry Moore daytime show on CBS-TV. Cost of both shows of Ennds, its radio bankroller, it would be prohibitive to the client. was revealed this week. On Sun- "Irma" on TV is said to be

### TV EQUALIZER

# Politicos to Meet in Chi Amphitheater

CHICAGO, Nov. 10.—Television was the deciding factor in the selection of the International Amphitheater instead of the Chicago His relative unfamiliarity with Stadium as the site of the Demoeratic and Republican national conventions next summer.

The Amphitheater has thousands of square feet of floor space Time Question adjoining the main auditorium which will be ideal for telecasts

# GRIDCAST RULES FOLDING WITHIN NCAA'S RANKS

TV Committee Members Battle As Policy Is Changed on Notre Dame

· Continued from page 1

two weeks hence.

ing Company and the American Broadcast- by the body, which has been of- by the body, which has been of- fered for sale by an NCAA memfered for sale by an NCAA me

(10) and for the USC-UCLA tilt option on the game but was unable to secure a sponsor.

This is the first game outside Hunter was in negotiations the NCAA package but within with both the National Broadcast- the November 24 limits imposed

The USC-UCLA game, which ultimately may decide the West's representative for the Rose Bowl, now is the object of attention of the TV webs. Du Mont's Tom Gallery is known to have flown to the Coast last night (9), and this is one of the items believed on his schedule. This game, too, falls outside the NCAA schedule.

Edward (Moose) Krause, Notre Dame director of athletics, this week said: "We want to televise our football games and intend to fight for the right. Notre Dame was willing to go along with the NCAA experimental program this year, but we are not going to consent to further restriction." Other schools, such as Penn, are sure to back up the Irish in the battle next January.

# POLITICOS' OK ON SPONSORS NEAR

Halley Win Points National Confab TV Need; 5-Million Bite Demands Plugs

tialities as indicated in Rudolph mates. At an early meeting Halley's electoral victory this between representatives of the week, was not lost on national webs and the two parties, one political figures and the webs now expect a quick okay for them to seek sponsors for next year's conventions. With a rock-bottom \$2,000,000. However, figuring in estimate of \$5,000,000 needed for cost for personnel, expenses, etc., conditioned for the conventions pooled AM and TV coverage of the all-web total will be no less the cost of \$300,000. The summer the conclaves the webs have good than \$5,000,000. heat was said to be the reason reason to insist on getting the for this step, but if a Southwest wind blows off the adjoining been pending for a few months. stockyards, and the building were For their parts, the political bignot air-conditioned. TV crews gies of each party now are hardly would work under conditions un- in a position to refuse permission like anything they have encoun- for fear of losing TV's value to the opposition.

NEW YORK, Nov. 10. - The The \$5,000,000 figure is con-impact of TV's political poten- siderably lower than earlier esti-

As a result of the Halley victory, which can be attributed in good measure, if not basically, to TV, the national chairmen of both parties now are expected to approve within two weeks the comboth parties.

The cost of sponsorship necessarily will be quite high. Each TV web is anxious to sell coverage of both conventions to a single sponsor. By the same token, networks covering via both AM and TV would like one bankroller for both media.

TV industry reps this week met fered to national sponsors on a in a drive to shift the site of the "multi-message" basis, similar to sessions from the Chicago Stathat of the National Broadcasting dium to the International Amphitheater. Sig Mickelson, diand Ferdinand Wankel, manager of technical operations for NEW YORK, Nov. 10 .- Henry the National Broadcasting Com-Frankel has joined the Frederic pany, strongly urged the move on member of NCAA's powerful Davis, a comedy-drama series Ziv Company as an account exec. the basis that the stadium is one Frankel is a long-time veteran of the most difficult for TV to of show business whose last job work out of and the Amphithewas with Paramount Theaters as ater would afford much better marks a major exception by

# Dike Breaks In Capital as Press Squawks

WASHINGTON, Nov. 10,-Industry observers here are looking for more cracks in the National Collegiate Athletic Association's restricted TV pact in the wake of an eleventh-hour lifting of a Saturday (10) D. C. black-out on televiewing here of the Notre Dame - Michigan State football game. The NCAA, according to one spokesman closely associated mercial TV coverage "code" sub- with the intercollegiate sports ormitted by the webs. A tentative ganization, obviously "has overokay already has been gained stepped itself' and 'may have to from the AM-TV chairmen of pull in its horns a little bit anyway from now on."

NCAA rescinded its black-out order for the D. C. area after being deluged with complaints. Altho the important Michigan State-Notre Dame game had been scheduled for several important metropolitan points in the East, including nearby Baltimore, the NCAA pact withheld it from WNBW-TV which has been carrying all of the telecasts under

the NCAA plan. Ironically enough, the public clamor for the telecast was brought to the attention of NCAA officials largely thru the sports columns of The Washington Post, rector of news and public affairs which shares ownership with for the Columbia Broadcasting, Columbia Broadcasting System of WTOP-TV here. Max Farrington, director of athletics at George Washington University and a four-man TV steering committee, persuaded his NCAA associates to authorize the local telecast. This NCAA to its enforced restrictive TV schedule. In lifting today's (10) blackout the Association scheduled next Saturday instead as a TV-less one for D. C., so far as NCAA games are concerned.

The Department of Justice is

# Program for MGM Program Line-Up Air Messages Finalized by Mutual

not words. (4) Give continuity to was originally scheduled to start the pictures, (4) Cue the copy to November 19, but belated agreethe scenes. (6) Recheck for pace ment necessitated moving date to week of December 31, when all of Betzer told the Advertising the new programs will make

8-8:30 p.m. EST) with Bette based upon the MGM movie; "Crime Does Not Pay" (Mondays 8:30-9 p.m. EST) dramatizations ABC-Par Merger of MGM's Academy Award winning film subjects; "The Black Museum" (Tuesdays 8-8:30 p.m. EST) with Orson Wellow EST) with Orson Welles' mystery series based on Scotland Yard WASHINGTON, Nov. 10. case histories; "The Story of Dr. Claiming to have lost several Kildare" (Tuesdays 8:30-9 p.m. Texcel Buys

Buys

Texcel Buys

Buys

But a complete with et al., Moral Theater of the Rail Burs and spent a bundled broadcasting. (Saturdays 8:30-9:30 p.m. EST), (Saturdays 8:30-9:30 p.m. EST), (Darcel as guests, and spent a bundled broadcasting. (Charles Laughton, Fred-charles Laughton, Fred-charles March, Robert Taylor, Bursic Mar Margaret O'Brien, Peter Lawford.

CHICAGO, Nov. 10. - A six- NEW YORK, Nov. 10 .- Mutual be offered for local sale by MBS point plan for creating commercial Broadcasting System's program- affiliates, including the four half messages for TV was told here ing plans with Metro-Goldwyn- hours from 8:30 to 9 p.m. Monby Joseph G. Betzer, director of Mayer were finalized this week, film planning for Sarra, Inc. It is when the movie outfit came thru with a long-delayed complete list. Theater of the Air" on Saturdays. The TV industry reps this week met days; and the full hour "MGM with Democratic National Chairman Frank E. McKinney and Theater of the Air" on Saturdays. tion. (3) Make it picture action, of programs and stars. Line-up Remaining five airers will be of-Company's tandem plan.

### Workshop not to rely on the sound their debut over the full Mutual Henry Frankel Joins track—Too often it's not even network. "Woman of the Year" (Mondays NEW YORK Now 10 - Henry

an associate booker.

DON BUCKS HARD LUCK

# McNeill TV Seg Blacks

mount Pictures, Inc., merger case. The Gracie Fields Show" (ThursIn his petition, Brown said ABC days \$:30-9 p.m. EST); "AdvenUnited that the bound of a couple celebrating their against professional football on the show below the show that a climax bound of a couple celebrating their against professional football on the show below the show restrained him from doing busi- tures of Maisie" (Fridays 8-8:30 blacked out on the American ness with national advertisers, p.m. EST) with Ann Sothern; Broadcasting Company net for the and that the merger would "seri-

vamped the format completely, hired Eddie Mayehoff and Denise

These shows will be supple- watch the show in Philadelphia, mented with the rescheduling of presumably to decide whether to \*\*Rocky King\*\*

NEW YORK, Nov. 10.—The Industrial Tape Corporation this week signed to sponsor the "Rocky King" show via the "Bu Monday thru Saturday. Mutual shows include "Crime Fighters," will plug its Texcel product and will share the program with American Chicle, which already is on the abow.

Texcel's tee-off date is Novemburiness, in the 9 p.m. Sunday slot. Kenyoo & Eckhardt placed the business, hard to the MGM programs will business.

The same with the rescheduling of 12 currently aired MBS programs to 10 p.m., into the block from 8 to 10 p.m., Monday thru Saturday. Mutual Shows include "Crime Fighters," or The Hidden on TV to date. McNeill was tickled with the results, and glowing with satisfaction when he was informed that Philly had missed everything up to the second commercial, which, incidentally, was boggled when the script got out of synch with the picture.

Half of the MGM programs will

The network breakdown was —

New York

Your Top TV Sales Opportunity Will-JIEICOLA Wilmington, Delaware In the Market which has highest income per family in the country.

Represented by ROBERT MEEKER ASSOCIATES Los Angeles

Chicago

San Francisco

# REAGAN BLASTS AT TVA ACTION

SAG Prexy Charging Betrayal By Org of Performer Interests

Screen Actors Guild's re-elected ing separate bargaining units for prexy, Ronald Reagan, at the org's TV live actors and TV film thesps. annual meeting tomorrow, will lash out at Television Authority he blamed TVA's action in forcing for its "unjustifiable acts of agres- NLRB elections for delaying SAG's sion" against SAG and charge the collective bargaining contracts mount's KTLA is throwing open TV union with betraying the interests of all performers.

With this move, coming as it does, ment bonds.

HOLLYWOOD, Nov. 10. - on top of the NLRB decision favorproducers.

Lion's share of Reagan's speech Reagan also emphasized that the whose sponsorship load may be will be levelled at TVA, Easternbased org with which SAG has enue for reuse of films in TV. bankroller include "Spade Cooley's locked jurisdictional horns for Annual treasurer's report showed Western Varieties," Ina Ray Hutthe past three years. Reagan will that during the guild's fiscal year ton, "Frosty Frolics" and the charge that the National Labor Relations Board's recent decision income amounted to \$287,377.40 Aragon Ballroom. According to in SAG's favor totally "demolishes and total expenses to \$272,807.16. Klaus Landsberg, move doesn't the very premise on which TVA leaving a balance of \$14,570.24 indicate waning interest in local was established." He further will This is the first time in three years TV shows as a result of high volcharge TVA with "inexcusable that SAG has ended a year with a taged microwaved web shows. Inconduct" for going on the ballot favorable balance, and it brought stead, Landsberg explains action in the forthcoming NLRB election the guild's total surplus to \$587,- is necessary to keep TV from for film actors in the Columbia 913.77, of which \$505,000 is in- pricing itself out of reach of local Broadcasting System picture units. vested in United States govern- sponsors,

# Salary Rules Flexible In Justin Miller Board

Continued from page 1

ed that the Board will need "con- enumerated talent classifications."

by Economic Stabilization Administrator Eric Johnston, who is

come up with "anything near a in regulation."
final formula" for entertainment He added that the industry itbusiness" as an example. "The gineers and film editors. one-nighter," he said, "may be way up in salary rates one week and incomeless and idle the next week-that's truly a problem for us in trying to determine how to govern salary rises."

Show business, Hendrickson said, is now governed salarywise largely by an informal section of a letter written by Joseph D. Cooper, executive director of the SSB, to representative members of the entertainment industry some time ago. The letter specifies that, in fixing compensation, "each employer shall follow

siderable time" to mull it. He These classifications cover pracalso hinted that there was no cer- tically all talent in radio. TV. tainty that an acceptable regula-tion could be finalized. screen, stage and diskery fields. The Cooper letter is described in The Cooper letter is described in Miller took over as SSB chair- effect as giving employers a very man earlier in the day after a broad hand in making their own surprise appointment to the post determinations as to salaries for

Hendrickson said that industry on leave as president of the Mo- members with whom the Board tion Picture Association of Amer- has conferred have "unanimously ica. Miller, former prexy of suggested to the Board that no NARTB, continues as board chair- ironclad regulation be drawn up." man and general counsel of "That suggestion," added Hen-NARTB, having agreed to accept drickson, "is one which has been the SSB chairmanship only on a heard in many other industries." "I must say, tho," he added, "that Hendrickson said that his talent the entertainment field poses an advisory committee has failed to especially complicated problem

talent salaries regulation, but he self has raised no administrative said that the committee has made problem "inasmuch as the indus-"some progress and is closer to a try has shown itself highly cosolution." Strong likelihood is operative." It was pointed out presently seen that the Board that only a few requests have with innumerable problems of songwriters, composers, musi-

# Four KTLA Top Stanzas to Go **Participating**

Action Seen Means Of Keeping Costs Low for Sponsors

HOLLYWOOD, Nov. 10,-Paraparticipating sponsorship. Shows

Spade Cooley and "Frosty" are each pegged at a \$6,000 weekly. with Ina Ray Hutton seg asking \$5,000 per week and the Aragon remote calling for \$2,500. According to Landsberg, if indie TV stations are to continue highbudget programing, participating sponsorship is the solution. Each show, an hour in length, will be limited to four sponsors.

ing. Landsberg says, is result of a generally sharp drop in local retail selling experienced during the first half of 1951. Local sponsors, in an effort to recoup their losses, have severely slashed their ad budgets thereby pulling cost-her TV shows out of their reach, according to Landsberg. Time Vitamins.

WOV Is Full **Up First Time** In Its History

ible arrangement for governing regulatory action or as appeals. the s.r.o. sign from 6:30 a.m. to first program will be at 7:30 p.m.,

# CBS Tops '50 Earnings With \$1.81 Per Share

statement this week revealed that the Columbia Broadcasting System's net income for the first nine months of this year has improved sharply from \$2,670,783 in 1950 to \$3,532,666. Earnings per share have jumped from \$1.56 to \$1.81 Class A and Class B stock.

of heavy outlays for color TV, and lows:

NEW YORK, Nov. 10. - The reflects the operations of the recompany's consolidated income cently acquired Hytron group (Hytron Radio & Electronics Company and CBS-Columbia, Inc.) since June 15, the date of the acquisition. The figures also indicate the stable black ink condition of the web's radio activities and of its increasand CBS has declared a cash divi- ingly profitable TV network, its dend of 40 cents per share on its owned and operated stations, and its recording division.

The increase was made in spite | The consolidated statement fol-

Less Discounts, commissions and returns	33,510,216		25,280,795
	1 86,221,163		\$60,658,187
Deduct:  Operating expenses and cost of goods sold \$58,936,070  Selling, general and administrative expenses 17,228,409  Provision for depreciation and amortiza-		\$39,616,098 13,640,241	
tion of leasehold improvements 1,374,830		1,118,479	
	77,539,309	Shale	54,374,818
Miscellaneous income, less miscellaneous deductions	5 8,681,854 100,812		5 6,283,369 , 17,414
Income before federal taxes on income	.\$ 8,782,666		\$ 6,300,783
Provision for federal taxes on income: Income tax		\$ 3,200,000	
	5,250,000	Name of	3,630,000
Net Income for Period	\$ 3,532,666		5 2,670,783
Earnings per Share.	5.1.81		\$1.56

# Recourse to participation sell-ng, Landsberg says, is result of Three New Video Segs Set for Chicago Bow

city, will make their debuts in merchandise. sales now, he says, are experiencing a healthy upswing. First Sponsor attracted by KTLA's marily of radio and TV performing all Descriptions of the next two weeks. The Actors' Club of Chicago, made up primarily of radio and TV performing ers, will co-operate with WBKB all Drugstores, who bought half in "Challenge," which will pre-of the Hutton show for Rybutol mier November 23 under Drewry's Beer sponsorship. Members of the club will provide talent for variety acts and playlets, with Chet Roble and singer Jacqueline James as regular cast members.

The Chicago Board of Education will present a weekly series of shows over WGN-TV starting Monday (12). George Jennings, director of the board's Radio Council, will provide the shows, NEW YORK, Nov. 10 .- WOV, most of which will be on film, and

The station has also recently TV from 1:30 to 2 p.m. Sunday, administration in this field." He cians, art directors, wardrobe de- switched its nighttime format to November 18, sponsored by Spie-

CHICAGO, Nov. 10.-Three TV | of merchandise to determine qualshows, all of a type new in this ity, and will be told how to buy

MODEL CORP.

### 71 Mannequins LI Plullinguillo **Share Profits** In D.C. Agency

WASHINGTON, Nov. 10 .- D.C. may perpetuate the present flex- come in from the industry for local indie, this week hung out suitable for classroom study. The showbiz this week witnessed the sprouting of a new type of agency talent salaries because of the Talent categories under the com- midnight for the first time in its but the series will then switch to supplying pretty models for TV employment. Hendrickson acknowledged that "we are beset with innumerable problems of songwriters composers to make a study include: Actors, history. The outlet is noted for the outlet is noted for dancers, extra talent, producers, its foreign-language broadcasting with 10% hours in Italian.

1:30 to 2 p.m. Wednesdays.

The newest Lou Cowan package like. The agency, Shadel, Hinson is "Test Lab." starting on WGN- and Young, Inc., popularly called tion with 21 share-holding modcited "the one-nighter in show signers, cameramen sound en- include three shows for the Negro gel, Inc. Viewers will be shown els. Idea is that all models hold how tests are made on all types stock in the corporation as long as they work for "SHY Models." The models get their assignments through the new agency which keeps 10 per cent of the earnings to defray expenses. Share-holders are eligible for dividends.

> The new agency's debut met with a heavy response among local showbiz, ad agencies and related groups, and the 21 "charter member" models were invited as honor guests at the D. C. Advertising Club's weekly luncheon next Tuesday (13). The models have signed contracts stipulating. WASHINGTON, Nov. 10. - A new TV bids filed in the last four small scattering of others from among other things, that they agree to conduct themselves "in a gracious and dignified manner in ge [3] and E. J. Shadel, treasurer.

# TV LICENSE BIDS SEEP IN: FCC FLOOD MAY FOLLOW

Rate of 10 a Month Mounts to Peak 450 Mark; 113 in Last Four Months

ing for optional or fixed increases into the Federal Communications during the term of such contracts) Commission, formal bids for TV and such compensation must be licenses have been inconspicuousin balance with the compensation ly coming into the Commission at paid by each employer to com- the rate of nearly 10 a month parable talent within each of the since July 6. Altho the number of

get under way before next April at the earliest.

Reaches 450

In the last four months, the Commission has received almost a third of all the TV applications filed since the freeze was imposed September 30, 1948. At the time of FCC Chairman Wayne Coy's historic freeze edict announce-ment, there were 304 applications waiting to be processed. By the end of 1948, the number had in-creased to only 319. The figure advanced by just short of 100 in the next two and one-half years. Apparently the doldrums ended last July 6 when the Commission began making preparations to speed the freeze thaw, and the total number of applications filed has now mounted beyond the 450-mark.

the same practice in determining new groundswell of applications months isn't spectacular, the rate theater and department store interests. Texas is far in the van of in the calendar year 1950 (includ- shape. Drowned out by the up- Commission clamped its freeze on States from which the TV appli- order that adverse reflection will ing established practices providing for optional or fixed increases into the Federal Communications of the calendar year 1950 (including shape. Drowned out by the upincreased flow is seen as fore-runner of the next big gold-rush for TV stations despite the pros-pect that processing isn't likely to

All but 17 of the applications

California corporation or impugn the char-acter of the undersigned or asso-ciates." Officers of the new cor-poration are: M. R. Young, presi-

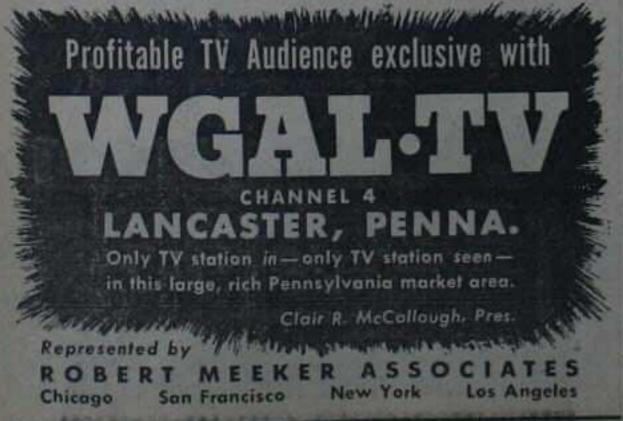
# Benny Is Ready for Regular TV in 1952

NEW YORK, Nov. 10 .- Enor- which would take three full days mously encouraged by the sock re- of work, were he on TV at the gram of the new season Sunday would be braintrusted for him. (4); Jack Benny this week indicated to his sponsor, American he won't use the 7:30-8 p.m. Co-Tobacco Company, that he would humbia Broadcasting System TV (4); Jack Benny this week indimay decide to do more.

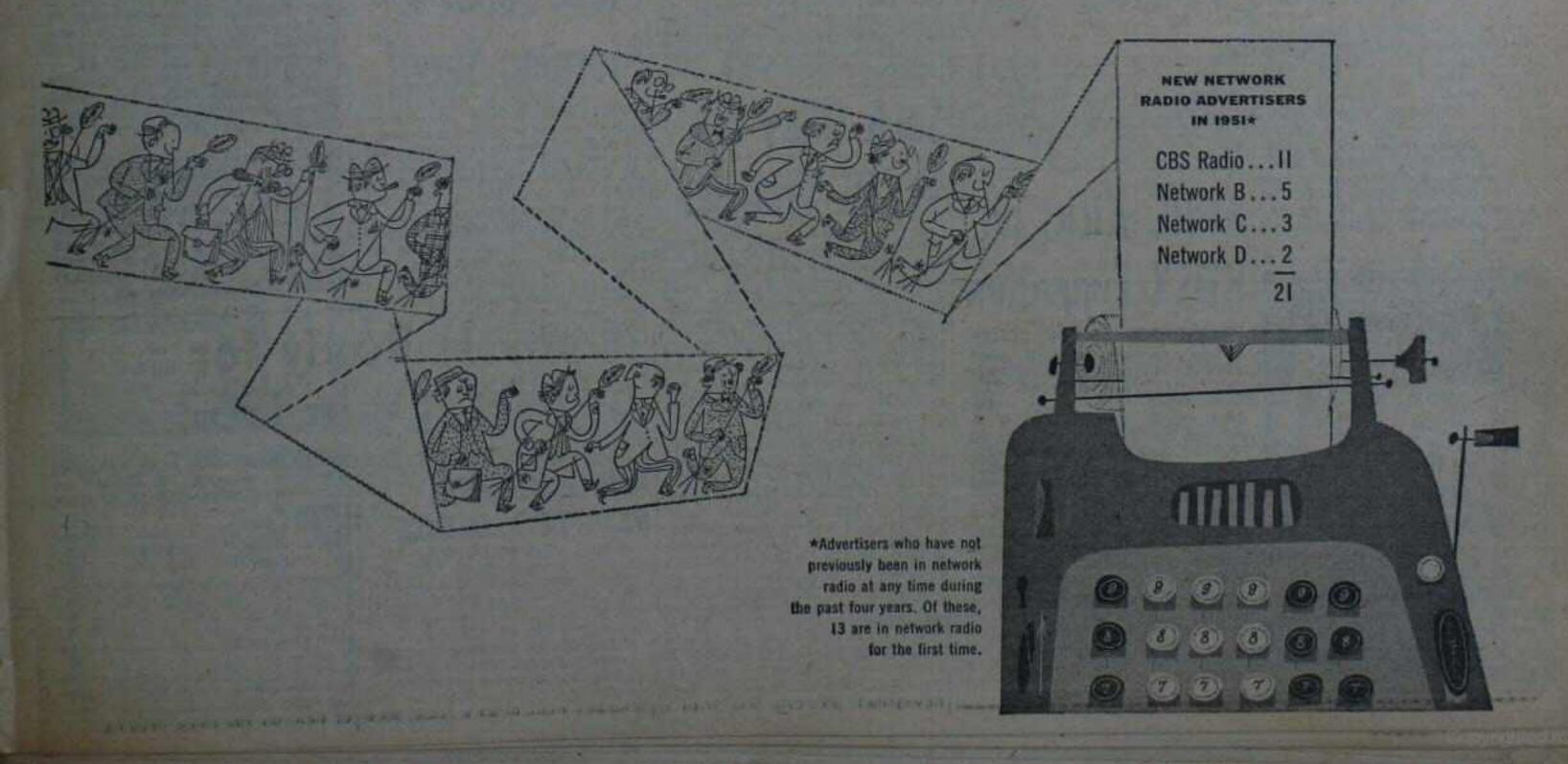
The regular TV program of the Company TV, CBS-TV pro

ception given his initial TV pro- same time. A simpler radio show

be willing to work in video on a regular basis beginning October, 1952. Benny is skedded for six video shows this zeason, but he should move out of the preceding half hour on National Broadcasting Most of the applications are coming from people already in the AM broadcast field. A sizable number of TV bids has come from newspaper interests too, with a wouldn't want to do a radio show of time on the same symbol.



In 1951, more new network advertisers have chosen CBS Radio than all other networks combined .... Of the other advertisers on CBS Radio today, two of every three have been on the network for more than five years.



# 4-A Board Denies AGVA Delay on TV Showdown

week, by a vote of 49 to 35, branches of the 4As can be accomturned down a request by the plished by July 1, 1952, AFRA American Guild of Variety Art- and TVA should combine to best ists that the first convention of serve the interests of the mem-Television Authority be post- bers of the two unions concerned. poned indefinitely. The conven-

delegates are to be elected (50 members of the present TVA board become delegates automatically) will decide the future of the video performers' union. It will have to decide whether to continue as a 4A trusteeship, whether to merge with the American Federation of Radio Artists, or whether to become an inde-pendent union. AGVA had claimed that TVA requirements umn. for nominees to the convention selected as delegates.

a combination will have.

NEW YORK, Nov. 10 .- The | TVA chief, George Heller, howexec board of the Associated Ac- ever, officially has stated that untors' and Artistes of America this less a merger of the five Eastern

# tion will be held December 7, 8 and 9 here. The convention to which 93 Chi's Tribune Cuts Air Lists

CHICAGO, Nov. 10. - Radio were using more concert music took another jolt in Chicago this than last year, 112 stated they week when The Tribune further were using the same amount, and reducted its radio listings to make 61 said they were using less. space for Larry Wolters' TV col-

were such that they militated listings were eliminated, and all total of 499 devote 2,498 hours against vaude artists being listings were limited to one agate per week to concert music. This line. Wolters' column had been breaks down to an average of Battle lines at the convention running in the news columns, and 5.6 hours per station weekly. are being drawn against a TVA- occasionally had been squeezed AFRA merger. Both AGVA and out. The new set-up turns over questionnaire were still coming Actors' Equity are against the three columns of type to radioamalgamation because it is TV, with Wolters' column running indicated that the sample was claimed, they fear the power such below the TV listings, and on top already of sufficient size to repof the radio listings.

# Client Blasts CBS on Time Pre-Emption

Ad Head of American Safety Razor Corp. Explains Reason for Canceling Lewis Airer

following ASR's cancellation of us with but one alternative: the its research services. The web the Robert Q. Lewis TV program, privilege to cancel, which we did, gave the A. C. Nieslen Company "The Show Goes On." Charles effective with the ending of the and Videodex notice that it would Solomon, ASR ad manager, de- 65th consecutive show, December discontinue its subscriptions to nounced the web for pre-empting 8, 1951." the show's former time for use by "Amos 'n' Andy" and shoving it into the 9:30 p.m. Saturday time slot. Solomon's statement, in full, follows:

"We at ASR were pleased and completely satisfied with the results obtained in our sponsorship of "The Show Goes On," starring Robert Q. Lewis. Robert Q. himself was most co-operative, and dissatisfaction on our part arose only when CBS, in their own interests, pre-empted the show from its highly rated Thursday night slot. We accepted the substitute Saturday night time period on a firm one-year contract with cancellation privileges on our part only.

Altho eager to retain sponsorship of "The Show Goes On," we were not satisfied with the Saturday night time. The network

### Michigan State Unit Resumes Telecasts

DETROIT, Nov. 10 .- First actual-telecasting since last spring by Michigan State college students at East Lansing, following closed circuit "rehearsal" will debut November 17 over WJBK-TV, with weekly "All Around the House." Series will be public service production, covering food. family health, home repairs. Staff will be: director, James D. Davis; production supervisor, David M. Davis; both of MSC television department.



the best film productions are dynamic aynamic films, inc.

"Producers of 112 W. 89th St., N. Y. 24 TR 3-6221

NEW YORK, Nov. 10. - The made no effort to provide a American Safety Razor Company satisfactory time period, and did this week let loose a blast at the nothing in a promotional way to bia Broadcasting System's TV di-Columbia Broadcasting System, build public acceptance. This left vision this week dropped two of

### 2,498 HOURS

# Stations Use More Classic Music---BMI

of serious music on stations, this week tallied returns from 49 outlets. Of that total 251 stated they

At press time, returns on the in to BML Statisticians, however, resent a cross-section of the nation's serious music programing.

The survey also queried stations on their plans for the coming year. Of the total answering, 290 planned to increase the time devoted to serious music; 125 stated they would devote "some time," and 20 stations indicated they would give less time. Thirty-

# Nielsen, Videodex

their network reports.

# RCA-TV Color Tests To Fulfill 5-Point Plan

are five major objectives in the will go into a regular schedule applications to establish firstnew on-the-air tests of the all-electronic color TV system which were started this week by Radio Corporation of America and the National Broadcasting Company. The tests, which will run for three months or more, will (1) permit experimentation with changes made in signal characteristics; (2) permit additional work on receiver development; (3) permit new work on transmission problems; (4) enable the RCA system to be developed further to meet the criteria set up by the Federal Communications Commission, for the time when RCA's case will come up again; and (5) enable manufacturers of color TV receivers to test their

These were the objectives, according to Dr. E. W. Engstrom, veepee in charge of RCA Laboratories division, which led to the tests which teed off this Wednesday. The tests will air on an

# KPRC Kicks on **KDSX** Expansion

WASHINGTON, Nov. 10 .- The Federal Communications Commission was asked this week to apply its "junior freeze" (The Billboard, Nov. 3) on AM station assignments conflicting with the pending North American Regional Broadcasting Agreement to an application by KDSX, Denison, Tex., for enlargement of broadcast facilities. The Houston Post Company, operator of KPRC, Houston, told the FCC that KDSX's new facilities would interfere with KPRC service and thus eliminate advantages granted to KPRC under NARBA.

keep KDSX's application pending service, FCC has permitted their in accordance with the FCC's October 25 "freeze" order.

NEW YORK, Nov. 10 .- There irregular basis at present, but remove from the "processing line"

### Some Revelations

The initial test this week used standards of the National Television System Committee, and Engstrom noted that the RCA color system adjusted easily to the changed standards both at the transmitting and receiving ends. Basic alteration is the switch of subcarrier frequency to frequency which was used as far back as 1949.

seats in Georgia as well as to 14,559 persons in rural areas.

The NTSC standards also call for unequal ratio of color cycles, instead of having the red, green and blue transmitted onto the carrier at equal times, as in former tests. This provides some technical advantage in the signal with regard to the noise ratio.

Morning Sked?

# Seek Okay for WCOL Transfer

WASHINGTON, Nov. 10,-Federal Communications Commission this week was asked to set aside its order for a hearing to look into station ownership by the family of Secretary of Commerce Charles Sawyer-owned company.

The Secretary of Commerce and his family already hold controlling interest in WIZE, in Springfield, O., and WING, Dayton, O. The family of Lloyd A. Pixley, stockholders in the firm now operatlouston, told the FCC that Ing WCOL, seek FCC permission to transfer the station to Sawyer interests. Pixley interests maintained the KPRC under NARBA.

KPRC asked the Commission of the hearing since WCOL service does not overlap with that of WIZE and WING, and altho the latter and WING, and altho the latter to stay its October 17 order said two stations overlap somewhat in tioning KDSX expansion, and two stations overlap somewhat in the past

# 10 Stations Join New "Good Music" Movement

national scale will be granted a New Haven, Conn., and WSNJ. considerable rate reduction over- Bridgeton, N. J. all. Flexible sales pattern will also enable sponsors to take advantage of the best programs and move of Broadcast Music, Inc. time periods in any market to push long-hair musical pro-According to figures supplied Zenith Radio Corporation and by the stations answering the the General Electric Company One hundred smaller station survey, 446 stations out of the are first advertisers to buy time record show to stations across the under the new national plan.

New sales drive was spearheaded by Green and Elliott M. Sanger, executive veepee of the New York Times station WQXR, Baptist Confab New York Times station WQXR, who stipulated that "only stations have been admitted to the group whose programing is definitely confined to good music and who have proved their ability to operate successfully with this program policy, coupled with an advertising policy appropriate to the programing." Future plans include extensive audience research surveys with emphasis on higher-income dialers.

# FCC Is Urged: Gets CBS-TV Nixing Speed Work on

munications Commission, Tri-County Broadcasting Company, Hawkinsville, Ga, this week maintained that applications must wait 21/2 years for initial FCC staff considerations. Tri-County urged that FCC should time primary broadcasting service to a community.

Its own application for a construction permit for a standard station to give primary service became number 71 on the FCC processing line when it was filed last May 21. Today, after six months, it is only number 58 in line, Tri-County pointed out. Tri-County said it sought to provide radio service to three county

# Steve Allen to

NEW YORK, Nov. 10. - Steve Allen's daytime show is expected to wind up in the 10:30-11:30 a.m. spot on the Columbia Broadcasting System's TV web. Now in the 12:45-1:30 time period, the program is sponsored twice weekly, 1:15-1:30, by Procter & Gamble, but it has been difficult to sell because of insufficient time clear-

CBS-TV would find it easier to get clearances in the earlier time possible concentration of radio period. Since Arthur Godfrey is to be programed 10:15-10:30 a.m., simulcast every day but Friday, beginning January 7, the net Sawyer, and to sanction transfer would also have a solid hour and of WCOL in Columbus, O., to a a quarter line-up in the morning to offer its affiliates and potential

### WIBG VEEPEE **ELECTED JUDGE**

PHILADELPHIA, Nov. 10. -John Morgan Davis, veepee of WIBG here, was elected judge of Common Pleas Court in Philadelphia Tuesday (6). Running on the Democratic ticket. Davis defeated in bent Republican Judge Thomas Bluett by 99,990 votes.

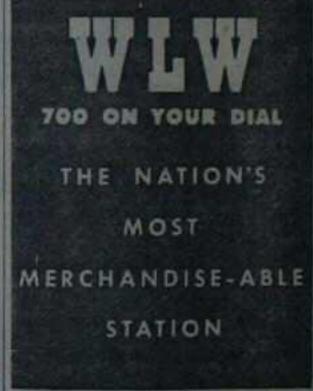
NEW YORK, Nov. 10—In another move to promote classical music programing on radio, 10 of the country's top long-hair stations have formed a joint sales organization, which will offer advertisers an opportunity to buy "good music" shows on a national Dallas: KEAC Los Angeles. NEW YORK, Nov. 10.—The programing of concert music by radio stations is definitely on the upbeat, according to a survey made by Broadcast Music. Inc. The licensing agency, which has "good music" shows on a national Dallas; KFAC, Los Angeles; and The licensing agency, which has sales, and Raymond S. Green, been strongly plugging the use veepee of WFLN, Philadelphia. Advertisers buying time on a WFMZ, Allentown, Pa; WBIB

graming, via the syndication of Benny Goodman's classical music

# To Study Tele Religious Shows

WASHINGTON, Nov. 10. - A confab to study TV's possibilities for religious programs will be staged here November 27 by the Southern Baptist Convention's Radio Commission, with Chairman Wayne Coy of the Federal Communications Commission as one of the speakers. A morning session will be devoted to TV religious programing at the network level, and an afternoon session will study TV at the local

Speakers scheduled for the morning session include: Davidson Taylor of the National Broad-WASHINGTON, Nov. 10. - In casting Company; Dr. George B. a complaint against the bogging Crothers, Columbia Broadcasting down of broadcast application System; James Caddigan, Du processing by the Federal Com- Mont TV; Dr. Percy Crawford, representing American Broadcasting Company. The FCC chairman will address an evening confab. Other night session speakers will include Julius A. Rendhard of Radio Corporation of America, and W. H. Harrington of American Telephone & Telegraph Company.







# Nielsen Cites Financial Risks of TV Sponsorship

Nielsen before the Grocery Manu-lacturers of America today at the Waldorf-Astoria. He pointed out that in March, 1951, the cost per thousand for network TV pro-grams ranged from \$6.66 for danger for uninformed clients in

out of its half hour.

TELE FOR NIX

# Les Hoffman Opposes TV B.-O. Systems

HOLLYWOOD, Nov. 10.-Les Hoffman, head of the radio-TV set manufacturing firm that bears his name, is opposed to all forms of home TV box-office systems, charging that tele entertainment NETWORK PITCH should remain free of all cost to the public. Hoffman maintains that anyone buying a TV set "automatically purchases a yearround grandstand seat at the best possible entertainment available in the land."

Surveys have shown that set ownership exists deep in the lower-income brackets, Hoffman said, and any plan whereby these persons would be asked to pay additional money to see TV entertainment would be opposed to the premise of providing the public with entertainment on a public

service basis.

# WMCA Bases Music Shows On 30 Tunes

NEW YORK, Nov. 10 .- WMCA, Metropolitan indie outlet, has slowly and completely revamped its entire music programing. The new philosophy, aimed at attracting mass audience, centers around ing mass audience, centers around the concept of the top 30 records on all disk programs. The station surveys the entire music field each week and compiles its top 30 list from information in The Billboard disk charts, information from other trade papers, a survey of juke box favorites, info from disk distributors and other sources. Thinking behind the move is that such a survey of top disks represents the most accurate gauge of what the musically-minded radio audience wants. This is true inasmuch as these This is true inasmuch as these disks have reached their position

by virtue of consumer spending.

In order to avoid just a mechanical presentation of top disks, the station, on virtually all its programing, uses the following gimmick: two-thirds of the program is made up of disks listed in the top 30. The remaining one-third gives the program its character and personality; in fact, its reason for being. Therefore, disks used on one-third of the program used on one-third of the program time may depart from the top 30. They may be any records designed to bring out the atmosphere of the show.

An example is the station's "Music of Broadway," daily from (Continued on page 18)

### WCCC's Branch Studio

Station WCCC, here, has opened a branch broadcasting studio in the First National Bank Building branches thruout the country. at near-by Manchester, Conn. 

NEW YORK, Nov. 12.—The mum at the 26th minute of 19 nancial hazards of TV sponsor- per cent, more than 50 per cent hip can be considerable, accord- greater. He claimed there was ng to a speech made by A. C. a difference in commercial value

Arthur Godfrey and His the wide variation of program riends" to \$44.58 for "College audiences by income levels. "Beulah," he said, reaches 22.1 per Nielsen also maintained that cent of the upper income class there were wide variations in the homes, and 30.3 per cent of the number of minutes per program lower income class. "Bigelow viewed In August, 1951, "Pan-tomime Quiz" held its average per cent of the upper income class family 10.5 minutes out of 30, and only 11.6 per cent of the while "Racket Squad" held its lower income class. The moral average family for 25.3 minutes is obvious. Since the programs reach different kinds of audiences Fluctuations in audiences, min- they are not suitable for selling ute to minute, create additional the same kinds of merchandise, hazards, said Nielsen. "Beulah" The researcher made it clear that as of July 31, 1951, started with the "so-called hazards" could be an audience of 12.1 per cent of converted into opportunities for TV homes, but reached a maxi- potential sponsors who made intelligent use of the medium.

Nielsen, in a comparison between radio and TV, pointed out that radio blankets all marketsurban and rural, upper and lower income - while TV's greatest strength is still concentrated in urban upper income classes. As an example he cited the South, as of April, 1951, wherein was concentrated 22 per cent of the radio homes in the country, but only 9 per cent of the TV homes. Rural areas, he also stated, contained 38 per cent of the radio homes, but only 13 per cent of the TV homes. Lower income classes, he maintains, represent 33 per cent of the radio homes, but only 17 per cent of the TV homes.

# CBS and NBC Work Hard tor Day Contract

HOLLYWOOD, Nov. 10,-Dennis Day's radio-TV affiliation may be determined this week-end with execs of both Columbia Broadcasting System and National Broadcasting company pitching hard for the vocalist-comic's signature on an exclusive radio-TV pact. CBS programing Veepee Harry Ackerman postponed his skedded New York trip to huddle with net's program chief, Hub Robinson, in the hope of wrapping

Robinson, in the hope of wrapping up Day for the web.

In the meantime Fred Wile extended his Hollywood stay beyond the week-end to continue huddles with Day and Music Corporation of America's Mickey Rockford. Some feel Jack Benny's move to CBS and the net's generally high ratings will sway him to CBS. Others point to his happy relationship with RCA Victor and experiences on NBC radio will prompt him to remain in the RCA family by inking with the net. by inking with the net.

# **Branton Heads** Up Monogram's

HOLLYWOOD, Nov. 10.—Monogram Pictures has formed a TV film production unit, thereby fulfilling a promise made earlier this year to stockholders by Prexy Steve Broidy that the indie theatrical film studio will invade the telepix field. Ralph Branton, recently appointed to Monogram's board, was named in charge of Monogram's TV film subsid, Interstate Television Corporation.

According to Branton, firm's initial TV venture will star George Brent in a series of 13 half-hour "Rafflea" episodes, with cameras due to roll November

cameras due to roll November 26. Lee Savin was placed in charge of telepix production. Branton said a number of other tele film packages are in the hopper. According to plans, series will be

### 50 BLASTS ---AND EVERY ONE A BLANK!

NEW YORK, Nov. 10 .-Frank White, president of the Mutual Broadcasting System. has received more than 50 letters recently, accusing him of discriminating against Italians, via the casting of un-worthy characters as Italian types on video. White was understandably puzzled, since Mutual has no video net-

Investigation traced mail back to the Italian-American newspaper, Il Progresso, which has been conducting a campaign to rid TV of disterizations. Paper has been publishing a series of letters (all in English and identical in content), urging readers to mail them to presidents of the four networks. Joker, of course, is that the list includes non-video exec White along with National Broadcasting Company's Joseph McCon-nell; Robert Kintner, American Broadcasting Company. and Frank Stanton, Colum-bia Broadcasting System.

# NBC ASKS 60-DAY CANCELLATIONS

### Newly Imposed Clause Assures Web of Many Contract Advantages

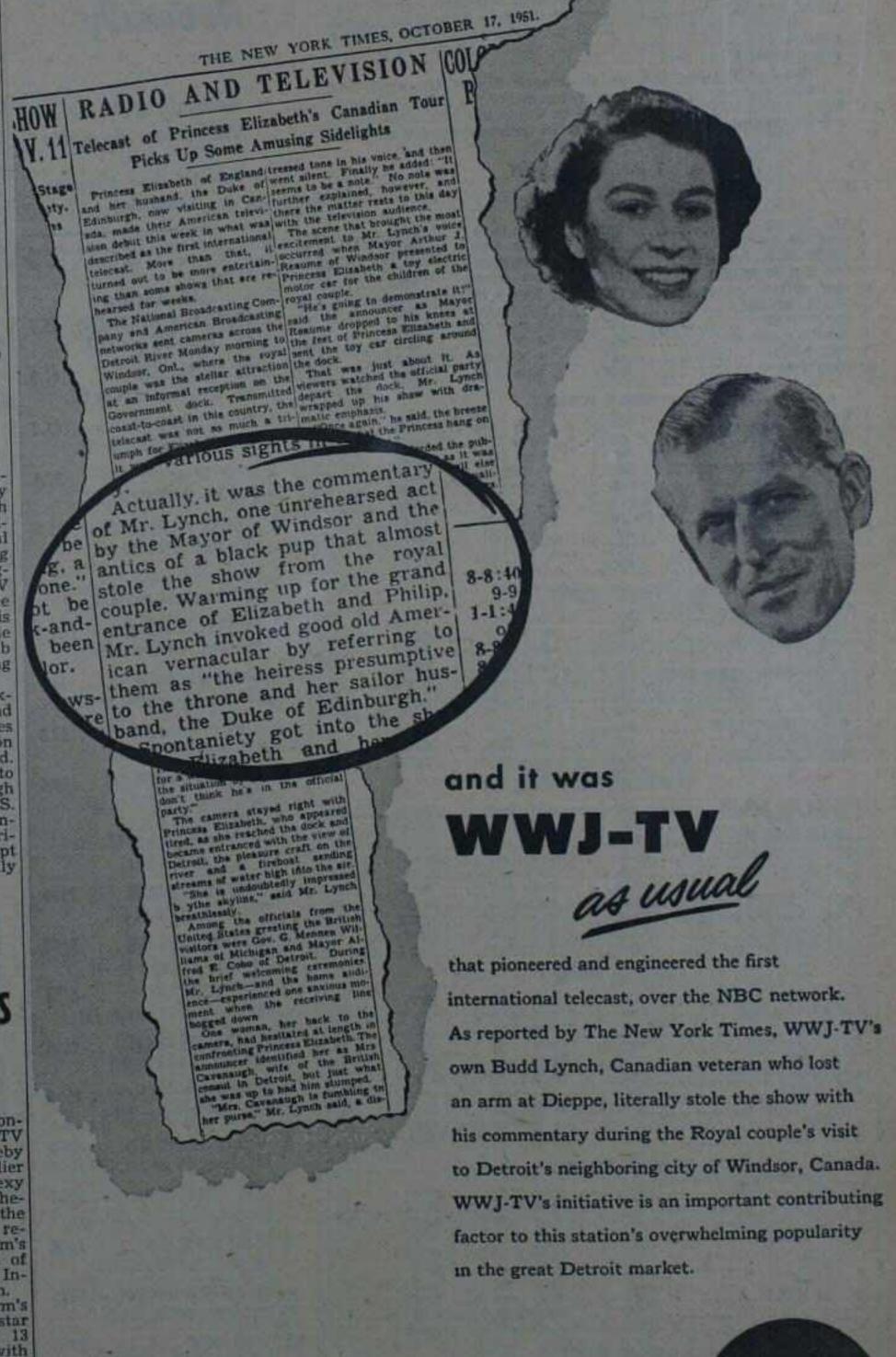
National Broadcasting Company web to grab a time slot relinquietly is imposing a new contract provision whereby TV sponsors now must give 60 days notice of cancellation instead of the traditional 30 days. The American traditional 30 days. The American Broadcasting Company also with talent. Thus, with its roster recently jacked up the time to of expensive names, NBC is not 35 days, and execs there now are faced with an immediate choice, considering adding another week in event of a cancellation, of givor so in view of the NBC move. ing notice to the talent or risking Initial sponsor-agency reaction is carrying the heavy tab itself definitely negative.

of the switch. This will make it week ride by any new sponsor.

NEW YORK, Nov. 10 -The | virtually impossible for any other

The move also protects the web while seeking a new sponsor.

The time extension serves sev- As a side benefit, the provision eral purposes, but the most significant is to preserve the strangle-hold NBC has had on station clearances. With only 28 on the air only four or five times days' notice of cancellation neces-sary to affiliates carrying a com-mercial show, the web now has would have sufficient line on a over a month in which to get a stanza in that time to be ready new bankroller for a time period, to drop it. Result is that NBC is before having to tell the outlets virtually assured a minimum 26-



FIRST IN MICHIGAN

Owned and Operated by THE DETROIT NEWS

NBC Talevision Netwo

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY ASSOCIATE AM-FM STATION WWJ

### THE BILLBOARD

# Radio-TV Show Charts

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

### • Top 10 TV Shows Each Day of the Week in COLUMBUS

(156,000 TV Sets; Videodex Panel Size 400)

### . . . According to Videodex Reports

WBNS-TV	Columbs	n Disnitch	Printing	Co	CBS
WLW-C	Crosley	Broadcastin	g Corp.	******************	NBC
WTVN	Picture	Waves, Inc.		ABC, Du	Most.

Videodes 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 2,700 TV homes. The city reports for those markets, taken the first seven days of each month contains the rating for every 15-minute segment of every program from sign-on to sign-off. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each day in any of the 20 markets are determined by comparing the average catings.

CREATEST TV viewing period in Columbus, O., the first week in October was Sunday night, 8:30-9, when CBS had the second half of "Toast of the Town," several of the World Series heroes being the guests that week, and NBC had the second half of "The Colgate Comedy Hour," which that week had Donald O'Connor and Ed Wynn from Hollywood.

"Toast" was comfortably ahead of the Colgate show, according to their Videodex ratings. But starting at 9 p.m. NBC picked up considerably with the "Philco Playhouse" and the "Red Skelton Show." Skelton, with a 40.6 Videodex rating, was third highest in Columbus that week. In his closing quarter hour, 80.4 per cent of the Columbus sets then lighted were tuned to him. And 50 per cent of the sets were then lighted.

"What's My Line" at 10:30 p.m. recouped CBS' position considerably, but by then the total number of sets in use had fallen to 34.5 per cent.

While NBC had the top show each day of the week-end, a CBS show was on top four evenings out of the week in Columbus. Seven of the top 11 shows in Columbus and most of the shows that placed among the top 10 their days were on CBS.

### 7 P.M. to Sign-Off

SUNDAY,	OCTOBER 7	Videodex Rating
1. RED SKELTONNBC		
2. TOAST OF THE TOWN	8:00- 9:00 WBNS	33.0
3. PHILCO TV PLAYHOUSE	9:00-10:00 WLW-C	30.5
4. THIS IS SHOW BUSINESS	7-00- 7-30 WRNS	28.0
5. WHAT'S MY LINE	10:30-11:00 WBNS	
7. COMEDY HOURNBC.	8:00- 9:00 WLW-C	22.8
8. YOUNG MR. BOBBIN		
10. ROCKY KING DuM	9:00-9:30 WTVN	12.8
MONDAY,		
1. TALENT SCOUTS		49.4
2. RACKET SQUAD	9:00- 9:30 WBNS	
3. LIGHTS OUT	9:00- 9:30WLW-C	21.0
4. SOMERSET MAUGHAM THEATER NBC. 5. NEWS REPORTER		19.8
6. YOUR FAMILY THEATER Non-Net		
7. LUX VIDEO THEATER	8:00- 8:30 WBNS	19.2
8. MR. DISTRICT ATTORNEY ABC.	8:00- 8:30 WTVN	17.5
9. CBS NEWS	7.30- 7:45 WBNS	15.7
	OCTOBER 2	
1. TEXACO STAR THEATERNBC		510
2. FIRESIDE THEATER	9:00- 9:30WLW-C	27.7
3. CIRCLE THEATER	9:30-10:00 WLW-C	22.8
4. DANGER 5. ORIGINAL AMATEUR HOUR	10:00-10:30 WB/S	20.1
6. SUSPENSE CBS	9:30-10:00 WBNS	19.8
7. BEULAHABC.	7:30- 8:30WTVN	17.8
8. KUKLA, FRAN AND OLLIE NBC.	7:00- 7:30 WLW-C	15.5
8. CRIME, SYNDICATED	7-45- 8:00 WL''-C	15.2
	Y, OCTOBER 3	
1. GOOFREY AND FRIENDSCBS.	SEA CONTRACTOR OF THE PROPERTY	37.2
2. STRIKE IT RICH CBS	9:00- 9:30 WBNS	25.1
3. BIGELOW THEATER	9:30-10:00 WBNS	22.8
4. PABST BLUE RIBBON	7.45 P.00 WRVS	22.4
6 CBS NEWS CBS	7:30: 7:45 WBNS	1.0
7. KRAFT TV THEATER NBC	9:00-10:00 WLW-L	a none of date
8. KUKLA, FRAN AND OLLIENBC. 9. FROSTY FROLICSABC	7:00- 7:30 WLW-C	140
10. CAMEL NEWS CARAVAN	7:45- 8:00 WLW-C	12.8
	OCTOBER /	
1. AMOS "N" ANDY CBS	8-30- 9-00 WBNS	33.9
2 YOU BET YOUR LIFE NAC	8-00- 8-30 WLW-U	annual total
3. BIG TOWN CBS.	9-30-10:00 WBNS	22.2
4 MARTIN KANE NRE	10:00-10:30 WLW-L	A W II II I I I I I I I I I I I I I I I
6 PATKET SOMAD CRS	10-00-10-30 WHN2	
7. LONE RANGER 8. CRIME PHOTOGRAPHER	10.30.11.00 WRNS	15.2
9 CRS NEWS CRS	7-30- 7-45 WBNS	14.6
9. ELLERY QUEEN DuM	9:00- 9:30WIVN	14.0
	OCTOBER 5	- Course
1. MAN AGAINST CRIME	8:30- 9:00 WENS	26.3
2. BIG STORY NBC	9:00- 9:30	19.0
4. TWENTY QUESTIONS	8:00- 8:30 WTVN	18.4
4. TWENTY QUESTIONS DUM 5. BOXING NBC	10:00-10:45 WLW-E	16.9
6. CBS NEWS CBS 6. PERRY COMO CBS	7-45 8-00 WBMS	16.9
A WE THE DEADLE NO.	0.30 0.00 WIW-C	16.9
9. MAMA CBS 10. QUIZ KIDS NBC	6,00 8'30 MBM	14.0
1. YOUR SHOW OF SHOWSNBC	, OCTOBER 6	31.0
Z. KEN MURRAYCBS	8-00- 6-00 MDW2	25.5
3. MIDWESTERN HAYRIDE Non	Net 7:00 8:00	23.4
4. ALL STAR REVUE	48 08 44 08 WENT	0.4
& WOECTI INC. DUM	10.30 12.30 WIW-C	
7. THE SHOW GOES ON CRS	9:30:10:00 WBNS	9.9
8. SAMMY KAYE CBS	7:00- 7:30 WINN	9.9

8. STU ERWIN SHOW ABC 7:30-8:00 WTVN 10. WONDERFUL TOWN CBS 9:00-9:30 WBNS .....93

### 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, subscribe to part of or the full services of the research organizations featured on these pages. For full details of the Videodex service write to JAY & GRAHAM RESEARCH, INC., 100 East Ohio Street, Chicago, III.

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

# • Top 10 TV Shows Nationally

October 1-7

### According to **Videodex Reports**

(This Feature Appears Monthly)

Figures in parentheses represents number of cities in which the show man received, live or via kineszope.

### By Rating

To.	NBC,	Tues.	8.9	p.m.	(62). EST.	55.
		SKELTO				42.

				-	
18	3.	TALENT	SCOUTS	(26)	41.8
		IN M	3D X-31	1.0 nm	EQ.

4.	SHOW OF	SHOWS	(58)	39.4
	NBC, Sat.,			

5. GODFREY & FRIENDS (50). 36.9

	CBS,	Wed.	8.9	p.m.	EST.		
5.	PHILC	O PLA	VHO	IISE /	551	36.4	

	NBC. SI	un., 9-1	0 p.m.	EST.	
7.	FIRESID	E THEA	TER 15	2)	34.8

NRC-Tues 0.0 30 nm FST

3	WORLD	ecnice	(53)	220
3	MAKED	DEKIE?	(33)	 33.9

	NBC. Sat.,	12:45-3:45	p.m. ES	T.
q	TOAST OF	THE TOWN	1361	22.0

### 10. YOU BET YOUR LIFE (50) ... 33.6 NBC, Thurs., 8-8:30 p.m. EST.

CBS, Sun., 8-9 p.m. EST.

### By Number of Homes (In Thousands)

1. TEXA	CO	STA	RI	HEATE	R (6	2)_	7519
NBC,	_						

Ζ.	SHOW OF	SHO	M2 (	58) .	200	5169
	NBC, Sat.					
	The state of the s		to Contract		au Land	

3.	RED .	SKELTO	I ME	39)	3.1.	47:	54
				10:30			

4. PHIL	CO PL	OHYA	USE (S	5)	4614
NBC,	Sun_	9-10	p.m.	EST	

9 YOU	BET YOU	UR LIFE	(50).	3971
- NBC.	Thurs.,	8-8:30	p.m.	EST

### 10. COMEDY HOUR (55) NBC, Sun., 8-9 p.m. EST

for LOS ANGELES based on **Videodex Reports** 

### in CHICAGO (1,547,900 Radio Homes) . . According to Pulse Reports WAIT ..... 5,000 w. ..... Ind. WIND ...... 5,000 m. ..... Ind. WERK 100 w Led WLS 50,000 w A80 WEDC 250 w Ind WMAQ 50,000 w MBC WENR 50,000 w A80 WS80 250 w Ind.

Each Day of the Week

Top 5 Radio Shows

Pulse radio surveys are conducted monthly in 16 markets, and reports are lessed blimentally lescept for New York, which is monthly). Information is obtained by the personal leterales notes method, using a cross-section of homes pre-selected by a modified area sampling method. In the bi-monthly reports, 2,200 homes are interviewed in such market. Ratings are reported by 15-months segments from 6 a.m. to midnight each day for an entire week. Evening ratings are based an 400 bomes in each market. Monday-Friday playtime ratings are based on 1,000 leaves. The rating to any show longer than [15 minutes is obtained by averaging the 15-minute ratings. The top five shows are taken from all ratio programs, both network and local, aired in the market for the time under consideration.

TOP listening Monday thru Thursday evenings during July and August in Chicago went almost entirely to the CBS and NBC owned and operated stations there, with the former taking a slight edge, the Pulse report shows. CBS "Mr. and Mrs. North" was the top evening show. CBS also had the lead in weekday daytime listening and for the most part on Saturday.

The ABC station took the lead on Sunday night by virtue of the Walter Winchell show and Louella Parsons. ABC shows also placed well on Friday night during the summer in Chicago. Mutual did best Sunday during the day.

### 7 P.M. to Midnight

	i F.a. to	minight	A real party
	SUNDAY, JULY 8,	AND AUGUST 5	Point Rating
	1. WALTER WINCHELL ABC.		
	2. LOUELLA PARSONSABC. 3. \$64 QUESTIONMBC		
	4. GUY LOMBARDO	6:00- 6:30 WBI	BM 5.8
	5. BROADWAY IS MY BEAT	8:00- 8:30 WS 7:30- 8:00 WB	BM53
	5. STOP THE MUSIC ABC	7:00- 8:00 WE	MR53
	MONDAY, JULY 9	AND AUGUST 6	
	1. GODFREY'S TALENT SCOUTS		BM 6.9
	2. RAILROAD HOUR	7:00- 7:30 WM	AQ 6.7
	3. THEATER OF ROMANCE		
	5. STRAWHAT CONCERT	9:00- 9:30 WBI	BM5.0
	TUESDAY, JULY 10	O, AND AUGUST 7	
	1. MR. AND MRS. NORTH	7:30- 8:00 WBI	BM9,2
	2. OPERATION UNDERGROUND	2.00 7:30 WBI	8.0 8.0
	4. THE BICKERSONSCBS	8:30- 9:00 WBI	BM6.9
	5. BIG TOWNNBC	9:00- 9:30 WM	AQ
	WEDNESDAY, JULY	11, AND AUGUST 1	
	1. BIG STORY	9:00- 9:30 WM	AQ7.8 AQ7.7
	2. MR. DISTRICT ATTORNEY	7:30- 8:00 WBE	M 6.7
	3. REX SAUNDERS	9:30-10:00 WM	AQ 6.7
	S. IT PAYS TO BE IGNORANTNBC		44
	THURSDAY, JULY 5		IM 7.7
	1. FBI IN PEACE AND WAR CBS	8-30-9-00 W8F	3M - 6.9
	3. THE LINE-UP CBS. 4. SCREEN DIRECTORS PLAYHOUSE MBC.	8:00- 8:30 WBE	M67
	5. DRAGHET NBC NBC	9:00- 9:30 WM 8:00- 8:30 WM	AD 5.5
ŧ	FRIDAY, JULY 6,		
ı	1. LIFE IN YOUR HANDS Non-Het		10 63
ı	1. THE SHERIFF	8 30 9:00 WEN	R
ı	THIS IS YOUR FBI     ABC.     Non-Net.	8-30- 8-00 WIS	5.4
	5. DEFENSE ATTORNEY	7:00- 7:30 WIS	5.2
ı	SATURDAY, JULY 7	, AND AUGUST 4	
ı	1. GANGBUSTERS	8:00 8:30 WBB	M 6.5
ı	2. MR. ALADDIN CBS	9-00-10-00 WB8	M 5.8
ı	3. SONGS FOR SALE CBS 4. PHILIP MARLOW CBS	7-30- 8:00 WB8	M5.4
ı	5. TWENTY QUESTIONSMBS	7:00- 7:30WGN	
ı		THE PARTY OF THE P	
ı	6 A.M. to	6 P.M.	
ı		FRIDAY	
	1. ARTHUR GODFREYCBS	9.00-10-30 WBB	H
	2. GRAND SLAM CBS 3. ROSEMARY CBS	10-45-11:00 WEB	M 9.9
i	4. HELEN TRENT	11-30-11-45 WBB	H Y.D
	5. WENDY WARREN CBS		man 10
	SATURDAY, JULY 7.		
	1. GRAND CENTRAL STATION CBS	10:00-10:30 WBBI	2000000
	2 STARS OVER HOLLYWOOD CRS	12:00-12:30 WBBI	M
	2. THEATER OF TODAY	12:30 1:00 WBE	5.4
	5. BASEBALL (WHITE SOX) Mon-Hef	1:15- 3:00WJJD	54
	SUNDAY, JULY 8,	AND AUGUST 5	
	1. BASEBALL (WHITE SOX) Non-Net	2:30- 4:00WID	7.1
	7. CHALLENGE OF YUKON MRS	5-00- 5-10 WGM	

Daily Top 10 WEEK

Daily Top 5 for CINCINNATI **Pulse Reports** 

11

# Radio-TV Show Charts

Records See The Billboard Music Popularity Charts (Music Section).

### Flow of TV Audience and Spot Announcement Ratings

According to Videodex Reports

BS, NBC and Du Mont vary considerably in ability to maintain viewer loyalty in the 5-8 p.m. time segment. The following table describes flow of audience as well as the spot announcement ratings for the three New York network stations on a Monday-thru-Friday average basis. The data have been taken from the Videodex records of November, 1950, thru February, 1951, and are representative of video viewing dur-ing the winter months. The ABC station has not been presented because of its inactivity during these time periods.

The first column in the table shows the percentage of television homes in New York that viewed both the stated program and the previous program on the same channel. Thus, CBS takes first place in this category by having 8.4 per cent of the TV homes in New York view both the Perry Como-"Stork Club" time period as well as the previous program, "CBS News." Du Mont takes second place with 7.8 per cent of the television homes viewing "Magic Cottage" as well as "Small

Fry Club." The second column presents the proportion of New York TV homes that turn from another channel. Thus, "Small Fry Club" on Du Mont adds 10 per cent of all New York TV homes; these homes had previously been viewing other channels (largely "Howdy Doody" on NBC) The 6.8 per cent figure for "Howdy Doody" at 5:30 means that this proportion of all New York television homes were viewing television prior to "Howdy Doody." but on a station other than NBC's.

The third column describes the proportion of New York TV homes that were not viewing television prior to the program. Thus, 9.9 per cent of the homes in New York were not viewing TV prior to "Howdy Doody" at 5:30, and then viewed the "Howdy Doody" program. The "Camel News" rating was increased by 6.5 per cent by TV homes that were not viewing

television prior to 7:45 The program rating (i.e., per cent TV homes viewing the program) represents the sum of the previous three columns.

The rating of the spot announcement or chain break preceding each show is a function of the first column and the sum of the second and third columns. Spot ratings are defined as the number of homes that viewed the two adjacent programs plus one-half of those homes that turned to the second pro-gram from either the other stations or from the "off" position.

Thus, the spot preceding "Howdy Doody" has a rating of 13.1. This is made up of the 4.7 per cent that viewed both "Howdy Doody" and the previous program; plus one half of the 16.7 per cent that viewed "Howdy Doody" but came from other channels or the "off" position.

Of the top 10 spot-announcement ratings in this malysis, NBC takes first, third, eighth and tenth place; CBS takes second, fifth and ninth place, and Du Mont takes third, sixth and

	From Provious Program	Station	POSITION	nating	Spot Ann't Rating
CHUCK WAGON (5:30) CHUCK WAGON (6:00) ALAN DALE (6:30) STEVE ALLEN (7:00) CBS NEWS (7:30) PERRY COMO-STORK CLUB (7:45)	13 0.8 1.1	0.0 1.2 0.4 2.8	0.2 0.9 0.5 4.1	2.8 2.0 8.1	1.5 4.6 8.7
HOWDY DOODY (5:30)  EASY DOES IT (6:00)  TEX & JINX (6:30)  KUKLA FRAN & OLLIE (7:00)  MOHAWK SHOWROOM-LITTLE SHO  (7:30)  CAMEL NEWS (7:45)	1.0 1.4	2.5	5.1	5.0 8.9	3.0
De MONT—  SERIAL THEATER (5:30)  SMALL FRY CLUB (6:00)  MAGIC COTTAGE (6:30)  CAPTAIN VIDEO (7:00)  SHORTS (7:30)  SHORTS (7:45)	7.8	1.8	43	9.7	9,4 6,4 0.6

## NEXT WEEK:

Top 10 TV Shows by Income Groups

Based on Videodex Reports

# CAPSULE COMMENT

Comedy Cameos (TV), WABD, New York, Sunday (4), 11-11:15 p.m. EST.

Film series, using ancient comedy shorts, is quite dated. However, some still retain special interest in that they show what made some stars big names in another era. (See full teview this issue.)

International Jazz Club (Radio), WJZ. New York, Saturday (3), 10-10:30 p.m. EST.

This novel wax show is not going to appeal to more than a limited audience, culled mainly from the intellectual jazz set. It's a fresh idea and most cer-Sid Gross, rather colorless but dignified, talks his subject with an apparent admiration for it. (See full review this is-

Wednesday (7) 8-9 p.m., EST. Kate Smith handled the show solo this time, and came over

better as an emsee than on past airers when she shared the chore with Ted Collins. The duo's chatty sessions at the mike are all right for an after-noon program, but Miss Smith is more show-wise as a single for the evening spotlight.

Show caught (7) also benefited from fact that Collins whittled away the over-elaborate production which formerly obscured singer's vocal num-bers. She still has rich settings, but themes are tailored to her personality now and she no longer has to compete with umpteen whirling chorus lines. Consequently fem's renditions of "I'll Buy You a Star" and the "Lord's Prayer" were most ef-fective spots on the bill, particularly the latter.

Tommy Dorsey and ork opened the show with two band numbers, chiefly distinguished by top-flight camera work. Drama department featured a sock sketch with "Ethel and Albert" (now regular Wednesday

nighters on the show) and a documentary starring Douglas Fairbanks Jr. In line with the actor's strong public-service record, script was dramatization of a real-life human interest story out of Korea, tagged "The Little Boy Who Wouldn't

Yarn was more effective on paper, but Fairbanks contributed in a warm interpretation of the American doctor who finally succeeded in coaxing a grin from the tiny war victim. He also made a convincing spiel for American relief for Korea.

Ben Blue's pantomimic skit about a janitor mistaken for a plastic surgeon should have been funnier than it was, in view of the comedian's obvious talents. Fault probably was due to an inept clean-up job on the material which rubbed out the laughs as well as the dirt.

Salute to Jack Benny (Radio), CBS Friday (9), 9-9:30 p.m. EST.

In spite of impressive roundups of big name guest stars, the average show business testimonial broadcast is a deadly dull affair. The Friar's "Salute to Jack Benny," in honor of his 20th anniversary in radio, violated all the set rules of "proper" testimonial programing. The result was a thoroly unorthodox package of fast-paced, sock entertainment. Scripting, timing and performances were top-drawer thruout. (See full review this issue.)

City Hospital (TV), ABC-TV, Saturday (3), 12:30-1 p.m. EST.

Scripting showed a tendency toward working the situation out along hackneyed lines. The arena technique seemed more for economy than effect. Show had more potential than punch. (See full review this issue.)

Out There (TV) CBS-TV, Sunday (4), 6-6:30 p.m. EST.

Another of the science fiction yarns that started a few weeks ago. This one deals with psychiatric disturbances caused when a young man is hurled into space but later rescued. Making a story out of mental conflicts is a task the writers were not up to Result was a badly overacted show that emphasized the weakness of the yarn. (See full review this issue.)

The Bess Meyerson Show (TV). WOR-TV, Monday (5), 4:30-5 p.m. EST.

Bess Myerson, former Miss America winner, has put together a five-a-week program including fashions, shopping hints and variety. Miss Myerson is engaging, talks unaffectedly Fashion models need better make-up, photography, Essentially a good vehicle for participating sponsors. (See full review this issue.)

Betty Crocker Star Matinee (Television) ABC-TV, Saturday (3), 12-12:30 p.m. EST.

A dramatic excerpt, a recipe and a female personality make up an interesting assortment for smart housewives, Thomas Mitchell demonstrated his sterling talent in a scene from "The Late Christopher Bean." (See full review this issue.)

Governor's Open House (TV), WBKB, Chicago, Sunday (4). 4-4:30 p.m. CST.

Governor Stevenson held the first of a series of monthly reports to the voters. He took full advantage of TV with an excellent choice of subjects to discuss, complete ease in de-livery and good variety in camera work. (See full review this issue.)

Don McNeill's TV Club (TV). ABC network, Wednesday (7), 8-8:30 p.m. CST.

McNeill completely altered his format for this show, using audience interviews and a "panel" made up of Eddie Maychoff, Denise Darcelle,

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

According to Pulse Reports, July-Aug., 1951

	and the state of t	
7 P.M. to 1	Midnight	Section 1
	Television	% of Total Aud.
Cay	50.0	41.0
SUNDAY	39.0	A7.5
CARLES THE	1/	
THECOLU		
THURSDAY	51.6	48.4
THURSDAY	516	48.4
FRIDAY		
6 A.M. to	o 6 P.M.	
MONDAY-FRIDAY	156	84.4
MONDAY-FRIDAY		
6 A.M. to	Midnight	
ENTIRE WEEK	347	65.8
ENTIRE WEEK		
	PROCEDING	
	y PROGRAMS	
September, Chi	icago Tele Pulse	wave 60.8
1. PRESIDENT TRUMAN	9:30-10:00 p.m Tue-	WENR-TY
DuM		WGN
2. TALENT SCOUTSCBS	7-20. 8-00 a.m Mon.	WSKB30.0
2. TALENT SCOUTS	n.00- 9:30 p.m Sat.	WNBQ29.5
4 SAN FRANCISCO CONFERENCE CBS	12:00- 2:00 a.m 5at.	WBKB 29.0
1127		WENR-TV WNBQ
5. FIRESIDE THEATERNBC	9:00, 8:30 o.m Tur	
5. FIRESIDE THEATER	10:00- 3:00 p.m Wed	WENR-TV 28.5
The state of the s		
7 LUK VIDEO THEATERCBS	. 7:00- 7:30 p.mMon	WBKB20.0
T OWN CO OF AVEOURE NBC NBC	8:00- 9:00 p.m Sun	The state of the s
T TOUCH OF THE TOWN	. 7:00- 8:00 p.m Sun	WBVD
10. COMEDY HOUR (Canter)	. 7:00- 8:00 p.m Sun	LWNDW
TOD TEN DA	DIO PROGRAMS	
July-August, C	Chicago Radio Pulse	- wans
L ARTHUR GODFREY	10-30-10:30 a.m	FWBBM10.7
CBS.	10:45-11:00 a.m.,	Executions service
the same and the case	11:30-11:45 a.mM	Franklin
CBS .	11:00-11:10 William	The state of the s
6. AUNT JENNY	12-30-12:45 p.m., m.	Tree in page
TRS AND MADE MODERN CRS	7:30= 8:00 p.m	Civil of Alberta
A BIE CICTED	12.00-12:15 p.m	The state of the s
9. THE GUIDING LIGHTCBS	- 15 45 1700 NUM-150-40	

### NEXT WEEK:

Pulse Study of Radio Vs. Television

# SHARE OF AUDIENCE CINCINNATI

Patsy Lee and Fran Allison as Aunt Fanny. The show was one of the best McNeill has done. Miss Darcelle in particular, with one song and a couple of cute answers to questions, showed she has far better assets than her well-exploited neckline.

By-Line (TV), ABC-TV, Sunday (4), 7:30-8p.m. EST.

This is cornball newspaper drama in the "Front Page" tradition, and that went out of style a couple of decades ago. Concept and staging were on the juvenile side, and production was sloppy as well. (See full review this issue.)

Madison Square Garden Highlights (TV), WOR-TV. Thursday (8), 11-11:30 p.m. EST.

An expertly filmed version of the week's top sports activity at the nation's No. 1 indoor sports arena, "Madison Square Gar-den Highlights" should have a world of appeal to sports-minded viewers. In the half-hour show such diversified sports as basketball, hockey, fights and a horse show were presented. The commentary by Marty Glickman and Stan Lomax was descriptive and intelligent (See full review this issue.)

The Green Hornet (Radio). Mutual, Friday (9). 5-5:30 p.m., EST.

This veteran kid mystery series is still buzzing around the airwaves, but the old boy's sting has lost considerable zing over the years, and his superman-metamorphosis act probably seems pretty tame stuff to the space-ship-conscious small fry of today. (See full review this issue.)

Fairmeadows, USA (TV), NBC-TV. Sunday (4), 3 to 3:39 p.m., EST.

This show obviously is for the gals who can hardly wait for the week-end to wind up so they can pick up their fa-vorite serials on Mondays. Has all the melodramatic touches of the soap operas, but extra time permits use of more characters. (See full review this issue.)

Stairway to Stardom (TV), WBKB, Chicago, Sunday (4). noon to 12:30 CST.

An amateur show dressed up in a kiddle revue gimmick. It was well executed and a com-mendable attempt to break away from stereotyped format, but it still was dominated by very average juvenile talent. (See full review this issue.)

### Governor's Open House

TELEVISION-Reviewed Sunday (4), 4-4:30 p.m. CST via WBKB, Chicago. Director, John Alexander.

No politician in Illinois has put television to better use than did Governor Stevenson in the opener of his once-a-month reports to the people. Just the right amount of production was given to the half urday (3), 12:30-1 p.m. EST. Sponday (4) 6-6:30 p.m. EST. Sustaining via Columbia Broadcasting studied casualness.

Then he called in Bill Flanagan. his press secretary, who read a number of letters from voters. upon which Stevenson com-

Stevenson. He is no spellbinder, weird behavior. and undoubtedly much prefers sit- It was a let-down to learn that ting down for an informal talk to the strange man with whom the making a formal speech. By the wife had been seen was none choice of subject matter, bringing other than her brother. She hadn't in his secretary and good camera told her husband because she work, the stiffness which might didn't think he would be interblight such a show was avoided, ested in the brother's problems. Everybody should be happy about And who was that creep her husthe effort except the Republicans, band had been meeting at bars? (Stevenson is a Democrat). The It was an old Army buddy for viewers got an interesting look whom he had been holding 16G. into State affairs, the governor He wouldn't return the money made many friends and WBKB because the buddy was about to chalked up an excellent prestige involve himself in some vague Jack Mabley.

### Stairway to Stardom

TELEVISION-Reviewed Sunday (4), 12 noon to 12:30 p.m. CST. Sponsored by Garrick Music Shops via WBKB, Chicago, Producer, Herb Futran, Director, John Alexander.

No matter how you disguise it. an amateur show can't rise above the first stanza, however, showed plained. the mediocrity of its talent. This a tendency toward working the half hour was a creditable attempt situation out along hackneyed. to dress up a kid talent show. It namby-pamby lines. The arena crammed 20 or 25 youngsters into technique was used, but seemed the program instead of the normal to be more for economy than ef-6 or 8. The end result resembled fect. It failed to create a hospital a graduation recital at a juvenile atmosphere, and there was much song and dance studio.

model and talent school, emseed potential than actual punch. the show. It was divided into three segments, each featuring a group Nair. It used the "briar patch of kids in a singing, a dramatic leg" theme, with the film showing and a dancing skit. Teachers at and a dancing skit. Teachers at the cream being spread on a love-schools with a tie-in with the ly pair of gams. The second was highly imaginative writing. The show worked with the youngsters for Carter's Pills and employed a hero was obviously the young in advance, and they were well doctor's testimonial. The show man in psychic despair. His anrehearsed.

The best talent in the three skits was about what you'd find in a run-of-the-mill amateur show. The format provided a novelty, but the familiar sound of squeaky. off-key voices and gawky, clumsy dancers still dominated the proceedings. It's great stuff for friends and relatives and for parents of precocious youngsters. but for ordinary viewers it was another talent show in an already vastly overcrowded field. Jack Mabley.

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AFFILIATES CONVENTION Boca Raton, Fla. . Nov. 28-Dec. 2

# Television-Radio Reviews

### City Hospital

formally and was completely at thru Ted Bates & Company (for System-TV. Producer. John Hagease, but avoided any look of Carter's Pills and Nair) and Sulligott. Directors Bares Paul Agents van. Stauffer. Colwell & Bayles The show opened with a still (for Arrid and Rise) via American shot of the governor's mansion at Broadcasting Company. Producer, Springfield, then switched to the Walter Selden. Director, Cort governor seated at a desk in a Steen. Writers, Julian Funt and studio reproduction of his office. Robert Newman, Cast: Melville For 15 minutes he talked, only oc- Ruick, James Monks, Jay Mereeasionally looking at a paper on dith. Owen Jordan, Anne Burr, his desk or reading from a letter. Jonathan Marlowe and Don Han-

A little boy stricken with a paralysis that, as far as the physician can find, has no organic cause There was no pussyfooting in was the subject of the first play the governor's choice of subjects. on "City Hospital," beginning its He went into paroles and pardons alternate-week sked early Saturand criticism of his alleged day (3) afternoon. The doctor, se- months' absence. It can't land beleniency, discussed the Cicero renely played by Melville Ruick, riots and told why he had sent suspects the dissention between raiders into private clubs and the boy's parents is at the root of service organizations to seize slot his illness. And a viewer might,

gambling deal.

Therapy

After the good doctor had pointed up these misunderstandings, the buddy went off to the D.A.'s office, the couple went home, happy and together, and the little boy showed definite signs of getting well again.

The "city hospital" theme could going thru doors that weren't Patricia Vance, head of a local there. In all, the show had more

> The first commercial was for closed with a plug for Arrid, with tagonist was probably his suba pen-and-ink drawing and the 'Don't Be Half Safe!" echo.

Gene Plotnik.

### International Jazz Club

RADIO - Reviewed Saturday (3), 10-10:30 p.m. EST. Sustaining via WJZ. Director, Bob Noble, Writer - producer - commentator, Sid Gross. Guest, Robert Preston.

WJZ has come up with something just a little different in disk jockey shows with this weekly seg conducted by Britisher Sid Gross, Gross, a musician and record collector, has fashioned a deejay seg which spotlights only jazz wax recorded outside the United States. Gross' prominent British accent lends an air of refinement and culture to the presentation, a feature which almost all current similar deejay stints offer rarely, if at all.

Enthusiasm

Gross talks his subject with an obvious relish and with fundamental knowledge of the better made originally for theatrical rethings in jazz recordings. Gross programed a wide variety of jazz, running from the Quintet of the are of special interest because they Hot Club of France thru to a British-made bop recording. His line of chatter, spoken rather colorlessly and with dignity, made era. reference to the Princess Elizabeth's admiration of jazz and other similar high-flown trivia. Gross had a guest, movie actor Robert Preston, with whom he chewed much by today's more sophisti-the jazz fat. Preston made an cated standards. For admirers of the jazz fat. Preston made an agreeable companion, showing both an astute knowledge of the worth the time spent watching, to jazz idiom and of the British

The show is not going to appeal to more than a limited audience, this culled mainly from the intel- tains were done via film, and regardless of its limited potential, and fashing and most certainly deserves to be heard.

The home-hung type.

Sam Chase.

### Out There

gott. Directors, Byron Paul, Andrew McCullough. Writers, Elihu Winer, Andrew McCullough, Cast. Robert Weber and others.

A science-fiction yarn for television can be pretty exciting watching so long as it sticks to action. But when it portrays an 18th Century mentality dealing with psychiatric problems, it pins a story on a fragment that is as gossamer as the skies this space ship of "Out There" is supposed to be traveling.

The story deals with a space ship returning to Earth after four cause its radar antennae have been torn away. After some heroisms the wireless engineer dons a space suit and creeps out to fix it. indeed, have anxiously wondered He is blown away, but by some

Psychiatrics

The next scene shows the captain of the space ship talking to a psychiatrist who warns that the young man who "fell faster, longer and further" than any human being is suffering from some deep psychic damage which will prevent him from flying again or even ascending heights, until after a long series of treatments. The captain, pulling his rank, disagrees with the psychiatrist, and when the young wireless operator enters the room, he orders him to retrieve a hat hung out over a window some 80 stories high. The young man does it with much agonized juggling. Later the story has him leaving the service, changing his name and working under a bullying foreman in a tool

In any event, the youngster cures himself of his fear of heights when he clambers out on a window ledge to rescue a black cat. The final scene shows him returning to the space ship apparently completely cured, indicating that a bit of the hair of the dog is better than psychiatric treatment.

### Under Challenge

A plot lacking a clearly discernable protagonist and antagoconscious. Making a story out of such a conflict is a task the writers were not up to. Chilling music indicating mental disturbances may help to set a motif. But when the motif is presented and nothing happens, the whole thing is a washout. Substituting overacting and facial distortions for logically established conflicts merely emphasized the weakness of the story. Bill Smith.

### Comedy Cameos

day (4), 11-11:15 p.m. EST. Spon- America was indeed engaging. sored by Cameo Shir Back Cur- speaking unaffectedly and intelli- tween the Knicks and the Wartains via WABD, New York, thru gently. Agency Product Services Group,

lease. While in many ways they are quite dated, some of the series retain a certain flavor and, in the case of some artists, show what made them big names in another

The short shown on the night caught was Buster Keaton in an item titled "The Gold Ghost." As comedy, sad to say, it wasn't the old Keaton, however, it proved see the master of the deadpan romping thru his frightened heroics once again.

Plugs for Cameo Shir Back Cur-

**Betty Crocker Star** Matinee

TELEVISION - Reviewed Saturday (3), 12-12:30 p.m. EST. tion to the attention of the Amer-Dancer - Fitzgerald - Sample via that the microphone has been Executive producer, Tom Hicks. Producer-director, Charles Powers. Writer, Norman Lessing, Sets. Hays, John Carroll, Jonathan section of Philadelphia. Harris and Helen Shepard.

and a female personality make up pied at the time with football the format of the new Betty play-by-plays, was not geared to "Two Girls Named Smith" on the marked another public service Saturday noon slot on ABC-TV, stripe for the airlanes. And since The preem had Thomas Mitchell cerebral palsy represents such a in a scene from "The Late Christopher Bean." The main recipe profession as well as to the public was for an "autumn soup." And at large just beginning to enjoy the guest was Irene Hayes, an ex- enlightment, this historic medical pert in the care and arrangement event is of more than passing in-Television is made to order for what was in back of the couple's means of celestial navigation is fered an interesting assortment mike was on the spot. of flowers. The half hour thus of- terest. It's to radio's credit that a for smart housewives.

The dramatic sequence was blessed with a very able cast, for an informative quarter-hour, Mitchell again demonstrated his capped by Pennsylvania State sterling talent in the role of the Attorney Robert Woodside, who country physician who discovers presented the gold key opening he's been left a fortune in art by the door of the center in the name the local ne'er-do-well.

Hasty Soup

The kitchen sequence was well, tho hastily, handled. The soup was already simmering in the kettle when Miss Crocker came lic Service, representing Dr. over to talk about it. She also Leonard A. Scheele, Surgeon showed how to make apple General of the Public Health dumplings, and Mitchell stuck his Service, stressed the fact that the finger into one of the finished products and tasted it. Miss Crocker ought to demonstrate field of cerebral palsy. what can be done with less up-todate kitchen facilities also.

shop, also more than 85 stories tress Helen Hayes, had a casual the United Cerebral Palsy Assohigh. Why anybody suffering interview with Miss Crocker. She ciation, also spoke. They paid certainly provide a wealth of hu- from agrophobia should seek arranged some flowers in a vase tribute to the local AM and TV man-interest tales. Scripting of work in such a place wasn't ex- and mentioned that drafts and stations and described the

in her demure, careful manner, center. The commercials for Gold Medal flour stressed the fact that it will give good results with everything from cake to bread. A male voice proclaimed this, while the flour and its products were pictured in

Bess Myerson Show

Gene Plotnik.

action.

TELEVISION-Reviewed Monday (5), 4:30-5 p.m. EST. Participating sponsorship over WOR-TV. Producers, Dick Randall and Richard Bernstein. Director, Jerry Freidman. Cast: Bess Myerson. Jack Wilson and guests.

ing fashions and shopping hints, moments. spiced with variety. The lastnamed element is provided by fights, hockey and the National guests-and on the debut program Horse Show were presented. Of these included band leader Elliot all the events, the hockey game Lawrence and the Mellolarks, a between the Hangers and the Cavocal group. Miss Myerson her- nadians was most loaded with self is quite videogenic, and, as action. There was a rousing freethey used to say in the burlesk for-all and several eye-catching TELEVISION - Reviewed Sun- ads, she talks. The former Miss pile-ups for the bloodthirsty.

The program's format is a rou-Inc. Producer. Harles Hepner, tine one, but it has proved itself and accurate set-shooting. The Writer, Edward Rainer. Anwell done. Miss Myerson presents battle between Ernie Durando
nouncer, Hillary Stevens. and explains a number of gadgets and Paddy Young was the most picked up on shopping tours. She This is a film series placed lo- tells where these may be purcally on a national spot basis, chased. Later, some six or eight beauty. A great deal of coverage Films are ancient comedy shorts models (it seemed) show clothes -gowns, sportswear, etc.

No Model Models

According to the judgment of this reviewer (male), Miss Myerson was very budget-minded in her choice of fashions. This would seem a wise course to pursue. The only extreme departure from this policy occurred toward the end of the program, when a pastel mink stole was shown. The models, by the way, photographed poorly. Most of them seemed plain looking, or worse. This reviewer would judge this to be the fault of the makeup, lighting and photography rather than any natural failing in pulchritude. Future programs should correct this point.

lectual jazz set. It's a novel idea, stressed the convenience of the handle the male point of view, and fashion tours (and she will program. As of now, the program WOR should do okay.

### United Cerebral Palsy Show

RADIO — Reviewed. Saturday
(3), 1:30-1:45 p.m. Dedication
talks. originated by WFIL,
Philadelphia, for the American
Broadcasting Company.

Considering that radio and TV have been such a tremendous force in bringing the cause of the United Cerebral Palsy Associa-Sponsored by General Mills thru ican public, it is entirely fitting American Broadcasting Company, placed in a most prominent position during the ceremonies marking the opening of the first "pilot" center in the United States for the Fred Stover. Cast: Betty Crocker: diagnosis and treatment of cere-guests Thomas Mitchell and Irene bral palsy in the Chestnut Hill bral palsy in the Chestnut Hill

While the quarter-hour pick-up, which was fed to the ABC net by A dramatic excerpt, a recipe WFIL for those stations not occu-Crocker show, which replaces any level of entertainment, it

Four Speeches

Four dedicatory talks made up of the State's Governor, John S.

Dr. Pearce Bailey, director of the National Institute of Neurological Diseases of the U.S. Pub-"pilot" center would be a guiding point and inspiration in the whole

Leonard H. Goldenson and Arthur Larschan, president and Miss Hayes, who looks like ac- vice - president, respectively, of thirst are flowers' two worst ordinated program of treatment and education which will be Miss Crocker hosted the show conducted at the Chestnut Hill Maurie Orodenker.

### Madison Square Garden Highlights

TELEVISION - Reviewed Thursday (8) 11-11:30 p.m. EST. Sustaining via WOR-TV, New York. Production. Winik Films. Producer, Leslie Winik. Director. Richard Winik. Script, Martin Andrews. Sportcasters: Marty Glickman and Stan Lomax.

Televised for the second season, the expertly filmed "Madison Square Garden Highlights" is a package with natural appeal for sports-minded viewers. The aptly Miss Myerson, a former Miss titled show presents a variety of America winner, has put together top events in top style, culling a five-a-week program compris- from each the most stimulating

In the half hour, basketball,

riors wasn't close, the New York interesting, with the first round haymaker landed by Durando a was devoted to the Horse Show. Some of the shots of the international jumping competition showed equines seemingly related

Marty Glickman's sportscasting of all the events but the fights was crisp, informed and intelligent. He was ably supported by Stan Lomax whose commentary on the fights was good.

Leon Morse.

audience. No radical changes would seem to be indicated, for the program seems essentially a good commercial vehicle for participating sponsors. The opener had only one sponsor, a silverware company. But with Miss Jack Wilson, who is supposed to Myerson hustling on her shopping

Paul Ackerman-

### YMCA Anniversary Show

3). 9-10 p.m. PST. Sustained by National Broadcasting Company via KFI (Los Angeles). Presented ter. Announcer, Wendell Niles. Alan MacAteer, Walter Davis. Guests: Sons of the Pioneers, Lu-Thomas, Desi Arnaz, Guadalajara filler which is marking time for metamorphosis act probably second quarter hour.

Trio, Dick Powell, Liberace and Kaiser-Frazer until "Ellery" seems pretty tame stuff to space. Tom Harmon.

the YMCA apparently isn't too ceived and developed by a couple much, for the broadcast marking of staffers at ABC, and the lads, the YMCA centennial wasn't too Hal Davis and George Quint, de-different from similar "Y Day" serve commendation for their amprograms carried from the Holly- bition. wood Bowl in previous years. ratio to the expansion of the or- tradition, and that went out of story this time. Reid finally ganization and this area's popula-tion. Four years ago it was de-Betty Furness plays the lead role tume and bagged the real murcided to move the event from of Harriet Hildebrand, girl re- derer, but he didn't seem to have Hollywood High School to Holly- porter for a wire service. wood Bowl

to clear network time for the pickcarried the program.

As in the past, Art Linkletter served as emsee, and also as in the past, talent from all phases of showbiz contributed their services in entertaining more than 14,000 youngsters attending. Linkletter was in top form in handling the unexpected, and brought squeals of delight from the kids in staging one of his "People Are Funny" stunts, using two YMCA youngsters. Desi Arnaz sang a few Latin numbers and thereby won the kids' applause as well as a plug for his CBS "I Love Lucy" TV show. Sons of the Pioneers harmonized on "Tumbling Tumbleweed" and "Trouble-a-Way." Lucille Norman, plugging Warner .ucille Norman, Bros. "Painting the Clouds With Sunshine," was in fine voice on "With a Song in My Heart."

Donna Reed, representing Columbia Pictures with a play for "Saturday's Heroes," made the an-nual YMCA attendance awards. Danny Thomas worked in his standard basic training routine by telling the youngsters this is what awaits them when they reach Army age. Guadalajara Trio, in addition to backing Arnaz, blended on their own with a rendition of "La Luna." Dick Powell read the winning essay in the "What YMCA Means to Me" contest with the winning youngster getting a free plane trip to Hollywood Liberace played his stand-ard "Piano Roll Blues" followed by an equally well received stressing style, windshield size and other features of the sponsor's car. Sam Chase. boogie number. Tom Harmon, following his custom of past years, firm's name for the sole purpose the stands with receiving youngsters keeping the pigskin as a then blowing out his brains when souvenir of the event. A Marine the gals walked out after he band offered a few numbers to round out the program.

There was little mention that treating the 100th birthday as just that he is, insists she keep it, and the than those held in previous is to talk the following the followin this marked YMCA's centennial. years, but certainly no less im-Lee Zhito. pressive.

### Fairmeadows, USA

TELEVISION - Reviewed Sunday (4), 3 to 3:30 p.m. EST. Sponsored by Johns - Manville Corp. via NBC-TV thru J. Walter Thompson, Producer, Erra McIntosh. Director, Allan Rhone. Writer. Agnes Ridgway. Cast. Howard St. John, Ruth Matteson. Tom Tyler, Hazel Dawn, Jr., Mimi Strongin.

This is a new dramatic series which promises to have the same tug at the heartstrings as the daily soap operas. The melodra-matic touches are there. Major difference is that the 30-minute format permits use of more charbackground. In fact, it might even be called a disciple of the

### By-Line

TELEVISION-Reviewed Sun-RADIO - Reviewed Saturday day (4), 7:30 to 8 p.m. Sponsored by Kaiser-Frazer dealers via the Orange-Crush Co., Chicago, Pro-American Broadcasting Com- duced by Trendle-Campbell Enby YMCA in conjunction with the H. Weintraub & Company, Inc. Hollywood Ad Club. Produced by Producer, Hal Davis. Director, Jim Morgan, Directed for NBC by Don Medford, Writers, Hal Davis Howard Wiley. Program super- and George Quint. Announcer, vised for Hollywood Ad Club by Rex Marshall, Cast: Betty Furness. Ernest Belt, Emsee, Art Linklet- Peter Hobbs, Leonard Ceeley,

Queen" moves over from the Du A hundred years in the life of Mont network. The show was con-

"Y Day" has been observed here however, the show leaves much to couple of unattractive-sounding for the past 19 years with the at- be desired. It is cornball newspa- fems figured in the action too, tendance each year growing in per drama in the "Front Page"

The theme seems to be that Concurrent with the event's newspapermen (and women) meet commercials were brimming over switch to the Bowl in 1949, the such interesting people and some- with vitamins and vitality annual program for the first time times get into the most fantastic won national radio attention, scrapes as a result. Miss Furness thanks to the Mutual Broadcasting by flashing a press card (Do System's coast-to-coast coverage, reporters ever use press cards?) Similarly, MBS returned last year and accidentally saying a code . Continued from pa word, was mistaken as a courier up. This year marks the first time for diamond smugglers by a man dox package of National Broadcasting Company she went to interview at 5 a.m. entertainment. for diamond smugglers by a man dox package of sock, fast-paced knocked off, and for reasons too duction of a remarkably subdued sented considerably the fact that

complex to describe here, sus- Milton Berle (practically a picion was thrown, of course, on straight man) on a rival network; Betty and her boy friend, a dull and the equally remarkable pre-

4 Times More reporter, she tracked down the gagster. real slayer and got herself, of all Transcribed broadcast followed things, a "scoop." With a by-line. regulation Benny script format, vet. Anyone who ever earned a opening with his sledge-hammer buck working for a paper must campaign to promote his own anhave shuddered and turned pale niversary party thru Berle (curat this exposition of a typical re- rent Abbot of the Friars). porter's experience. This is going Ronald Colman and his frau

Not only was the concept and scripting on the juvenile side, the production was sloppy as well The floor manager must have goofed off, for cues were missed in rapid succession as the show got started. The inevitable fight scenes were perhaps the phoniest ever staged on TV. The thesning was no great shakes either. Best thing on the show was Rex Marshall's ever-smooth pitching stressing style, windshield size

kicked a half dozen footballs into of setting up an extra-curricular domicile with some Chicago girls. dropped the wad in a crap game. Korea.

Comes the widow to Mr. Olcott, saying she's got the last 50G of is, he tells the folks they're to go back to the soil. Mother resists, but the kids convince her, and that's where episode one ends.

Next week no doubt, things really start happening.

pick up their favorite serials on Mondays. Sponsor gives away a booklet on remodelling homes to test mail-pulling efficacy of the Sam Chase.

### Political Weapon

did heavy coverage from hearthide TV receivers.

fully planned by Novik, a veteran on also for licenses in cities of

### The Green Hornet

RADIO-Reviewed Friday (9), 5-5:30 p.m. EST. Sponsored by

"The Green Hornet," veteran kid mystery show, is still buzzing around the airwayes, this time as a twice-weekly series over WOR-Mutual. Judging by Friday's lost considerable zing over the ute show "with high audience KFO people. Money is not in-years and his super-man-type appeal" would be slotted in the volved since the contract between This program is a five-week years and his super-man-type ship-conscious small fry of today.

In the first place the "Hornet" spent too much time in his dull guise as Britt Reid, a newspaper publisher. It took all of 20 minutes for the plot to work itself around to a murder, and even then Reid stalled again, planting As a TV adventure saga, fake evidence on himself. A but they were incidental to the any enthusiasm for the job.

In contrast, the Orange-Crush June Bundy.

### Salute to Benny

and the equally remarkable pre-sentation of Columbia Broadcast-ing System's top brass Board By dint of her being such a good Chairman William S. Paley, as a

to happen four times more- were on briefly, as the unwilling experiences more than usually which he wished on them before old E. Fellows, president of the series over WNBT here, in addiwhich is a total of five thrilling custodians of Benny's parrot, happen to any working newspa- taking off for New York. Ethel National Association of Radio and tion to stations in Boston, Provi perman If the series is continued Merman bumped into our hero on Television Broadcasters, yester- dence, New Haven, Schenectady, in another time slot, Miss Furness Broadway for a chat about legit day (9) defined advertising as an Buffalo, Rochester, Syracuse, may work up to managing editor ("Last show I saw was 'Peg o' My essential ingredient of "the great- Philadelphia, Baltimore Norfolk, and lose her honorary Newspaper Heart'," said Benny, wistfully, est prosperity economy ever de- Cleveland, St. Louis, Louisville, vised by man." He spoke before Oklahoma City, Tulsa, New Or-

> present Paley had promised him. and media industries. When I hear about a gift from In a salute to advertising's con-

Scripting, timing and performances were top-drawer thruout, and Paley deserves special accolades for holding his own pacewise with the professionals with nary a fluff. Berle rates a bow too for his graceful conduct in a secondary spot. Benny, himself, proved the validity of the "salute," by giving one of his best performances.

Reviewed Friday (9) 9-9:30 p.m. field. Cast: Jack Benny. Mary Livingston. Milton Berle, Ethel Merman. Ronald Colman. Benita Hume, William S. Paley, others.

### TV License Bids

· Continued from page 6

filed are for very-high-frequency de TV receivers.

Windup show of Halley's cam
(VHF) channels. Every major metropolitan area of the nation is "One Man's Family" approach to life.

The first show was replete with crises. And the real story line. Heavy newspaper ads starts with the second show. First program was designed to show why the Olcott-family meved back to the old home town of Fairmeadows from the big city, after a series of dire happenings. These included Mr. Olcott's partner borrowing \$250,000 on the starts with the second show of the control of the cont

# "Kukla" Time Halved; NBC Move Burns Burr

· Continued from page 1

portant new developments," and them to the affiliates.

The proposed switch to 15 minutes (7 to 7:15 p.m. across the minutes, instead of a half house board), and that a new 15-min- in itself is not abhorrent to the

that the web failed to notify Burr quarter - hour as a half - hour Tillstrom, or any other KFO rep- stanza. The contract was signed resentatives of its new plans. The last August and runs for two KFO interests learned of the new years. plans purely by accident, when No specific starting time has an NBC affiliate mentioned the been decided upon for the switch

fact that they claim to have en- Word is, however, that this will countered difficulty selling the be a new kid show. show on the half hour basis. Tillstrom's attituded. Procter & Gamble ceases sponsorship on November 23 and Life drops out as of December 6. NBC's last wire to the affiliates stressed this, and laid it to the fact that the show's ratings were slipping. This latter point particularly irritated the KFO contingent, since their ratings have dropped only as compared to '50, 49, etc., but are actually up from September to October of this year. Their feeling is that virtually every show (not excepting Berle's "Texaco Star Theater") has dropped somewhat in ratings In so doing, the show pulled a as new competition on opposition a French designer, later was couple of surprises, via the intro- webs was developed. They re-

# Appreciation f Advertising

more.") La Merman also warbled the Louisville Advertising Club leans and Rochester. New sale 'No Business Like Show Busi- and stated that creation of a bet- makes a total of 52 TV markets ness" with plenty of zestful ter understanding of advertising's carrying the syndicated "Hopafunction is a task which must be long Cassidy" films. Plot-line revolved around performed constantly by all who Benny's greedy anticipation of the are engaged in the advertising

Mr. Paley-I Get Ideas-I Get tributions to the nation's economic Ideas," he sang happily. Paley's and social growth, Fellows said: speech at the dinner was also "Nothing in good music or good embellished with little asides drama is delivered to the Amerifrom Jack (e.g., "Gee, he speaks can people over radio or over the well!"); and the show finished counter or via television for which with the expected, but nonethe-less hilarious disclosure that amount of credit." Fellows urged Benny's "present" was a scroll, that the public be told the story Last three minutes of the program of these contributions repeatedly, were reserved for a serious con- in terms people can apply to their gratulatory message from Gen- own living experiences, in order eral James Van Fleet, in apprecia- that advertising's influence, prestion of Benny's recent tour of tige and growth will be encour-

# WKOW Deal Gets FCC Probe

WASHINGTON, Nov. 10 .- Federal Communications Commission will investigate whether control of gals who can hardly wait for the Broadcasting System. New York. tained without FCC authorization Producer-Director: Irving Mans- by H. Leslie Atlass Jr., son of a Columbia Broadcasting System vice-president, and why WKOK's affiliation was changed from Mutual Broadcasting System to CBS shortly thereafter. FCC announced this week.

it is specifically interested in an plants have obtained from paign, on election eve, was care- a goal of the rush, but the race is Broadcasting hired Atlass Amuse- changes in suggested trade pracbackground. In fact, it might in broadcast politicking. A score middle-class size. Latest batch of and a June 1 contract which reven be called a disciple of the of names was rounded up and the TV bids includes channels in the vised the April agreement. FCC of names was rounded up and the following cities: Milwaukee, Wis.; also will probe the change of the options for sports promotion and ment Company as a consultant, tice rules now before Federal

had been changed due to "im- the network was underselling

the web and Tillstrom calls for Trouble stemmed from the fact the latter to get as much for a

wire they had received from the to the quarter hour, and NBC is being coy about plans for the NBC's problems stem from the new proposed 15 minute stanza.

Tillstrom's attitude, basically is that he wants to do whatever the stations feel is best for the show and for themselves. He demands from NBC, however, to be informed of new plans for the show first hand, rather than find it necessary to pick up such information from second parties.

# Baking Co. Picks

NEW YORK, Nov. 10 .- National Broadcasting Company has sold its "Hopalong Cassidy" films to General Baking Corporation in 18 markets, effective the first of January. At that time General Foods is dropping its sponsorship of "Hoppy" on NBC-TV and is moving Roy Rogers into the 6-7 p.m. Sunday spot currently filled by the William Boyd flickers.

WASHINGTON, Nov. 10,-Har- General Baking is spotting the

### "Rocky Jones" New TV Hero

HOLLYWOOD, Nov. 10 .- With heroes of the past apparently evaporating via TV's kid shows, the world of the future gets still another inhabitant with the start of a new out-of-this-world Videocine series, this one to be known as "Rocky Jones, Space Ranger."

Series, filmed by Roland Reed, consists of a weekly 30-minute seg. Casting is currently under way while national sponsors are being pitched on the series.

Reed currently films "Beulah" for Procter & Gamble, Sterling Drugs' "Mystery Theater" and General Mills' "Stuart Erwin Show.

### RTMA Skeds Major Talks

WASHINGTON, Nov. 10. -Shortages of steel, copper and aluminum, and the effects of the government's TV "freeze" are slated as major topics at a 3-day industry conference to be staged by the Radio Television Manu-A hearing was set for January facturers Association in Chicago 21 in Madison to determine commencing Wednesday (14). whether FCC will renew WKOW's Special committees organized by license, now held by Monona the RTMA will also study the Broadcasting Company. FCC said amount of subcontracting small April 13 contract wherein Monona defense industries, proposed



Communications to 1564 Broadway, New York 19, N. Y.

# Ballroom Ops Cheer Exit of 20% Tax; Tighten State Orgs

# Members Chip In to Pay for 2½-Year Battle

By JOHNNY SIPPEL

CHICAGO, Nov. 10.-Feeling unanimously found among ballroom ops attending the national convention of the National Ballroom Operators' Association here this week, was that the recent Congressional action, which eliminsted terpalaces from the burden of paying the 20 per cent cabaret tax (The Billboard, October 27), was the biggest victory yet won by the five-year old dance men's org. And they backed up their judgment by making "substantial pledges" to meet the legal fees due Tom Roberts, veteran Des Moines NBOA counsel, and Jack Osherman, Washington attorney, who spearheaded the successful two-and-a-half-year attempt to take danceries out of bia Records has completed arthe tax class.

cabaret tax campaign more important and a tougher job to complete than the four-year Form B contractual disagreement with the American Federation of Musicians, which ended in 1947, with the NBOA obtaining a Supreme Court decision. This held the bandleader was the employer of musicians, and therefore, responsible for the payment of Social Security and withholding taxes.

Legal Angles Revealed

Osherman and Roberts re-(Continued on page 22) tunes.

### ANOTHER SOUND Local Bills to UP HIS "SLEEVE"

NEW YORK, Nov. 10 .- Columbia Records' pop recording boss, Mitch Miller, is noted for his fetish for new sounds on records. Just how much a bug he is on the matter is illustrated with his latest sound "invention." On his new recording, "Green Sleeves," Miller unveiled his latest ear attractor, a keyboard glockenspiel. The instrument he used is only one of its kind in captivity, it is claimed. And he secured the instrument by having it imported thru the courtesy of a French friend from Paris.

### Columbia Signs Dietrich for Two Albums

NEW YORK, Nov. 10 .- Columrangements to record two albums Veteran members termed the of songs featuring movie star erators reported. Marlene Dietrich Miss Dietrich's sultry torch style has been heard of the most active in the country, on wax before on the Decca label thru its spokesman, Vic Sloan, and she also has recorded in Lincoln, who also serves as Europe, with several of the latter executive secretary of NBOA, rerecordings now available in this country via the Vox label.

Miss Dietrich will make one album of pop songs with German lyrics, done in the manner in which she did these songs as part of the voluntary wartime chore drinks which was introduced in she performed for the Office of the Nebraska Legislature during SPA, it is understood, is of a meeting. Conclave is the regular mind to decide to audit the ac- semi-annual conference held Strategic Services. The second al- the year, but which was killed in mind to decide to audit the ac- semi-annual conference held

viewed, at length, the various tations of a group of standard

# NBOA and ASCAP Jointly Okay Survey

Hope to Resolve Licensing Disputes Equitably Thru Co-Operative Action

CHICAGO, Nov. 10 .- With the week were told. However, for the fight to remove the cabaret tax first time in the history of the nadominating the national scene tional org, it was revealed that during the past year (see separate story), the problem of music liciety of Composers, Authors and censing received little attention Publishers are co-operating on a from the National Ballroom Oper- survey which it is expected will

### Cap to Record 'Banana' Cast

NEW YORK, Nov. 10 .- Capitol Records will wax the original cast album of "Top Banana," Broad- reviewed two legal cases involvway's newest click musical, on ing operators and BMI. These Sunday, November 18. Supervis-ing the session will be Francis M. Park, Ohio, vs. BMI and Prom, ing the session will be Francis M. Park, Ohio, vs. BMI and Prom, mediate release. Durante last gon-Trianon, Chicago, treasurer; Scott III, the label's album depart- Inc. (Prom Ballroom). St. Paul. waxed on a contractual basis for Vic Sloan, Pla-Mor Ballroom, Linment topper, who arrived here vs. BMI. from Hollywood this week to begin arrangements for the recording

Key members in the cast of the Marie, Lindy Doherty and Judy

### Westminster Joins Full-Opera Field

latest diskery to step into the growing field of full-length opera tors' Association's success in free-would have brought a storm of waxings is Westminster. The land the cabaret protests. But this year, the band in dickering with booking offices. label's prexy, Henry Gage, this tax payments (see separate story buyers were still mulling the pros- he has offered a large guarantee week announced the release of a in the Music Section), marked the pects of the first month's operagainst a 50 percent privilege or a general business discussions of tion in three years without having smaller guarantee against a 60 and to figure out and pay the pesky has found it works to his adand the orchestra of the Vienna Hotel LaSalle here this week. 20 per cent nitery bite.

and a two-record album of Arthur Honegger's "King David," with showed the tenor of the gathering. The composer conducting.

off a classic that pretty well one night if the other night loses tables. Previously, he had used the past two years. Previously money. Oleson, who added a waitresses, the serving method when, early in a discussion, he third ballroom this summer, cited manager of Bibletone Records.

ators' Association, delegates to resolve the licensing fee problem the NBOA convention here this thru establishment of an equitable licensing schedule. Seminar on licensing was headed

by Tom Archer, head of the music licensing committee of NBOA. who had little to say regarding Broadcast Music, Inc. Archer did. however, turn over a portion of this part of the meeting to Tom

# Get Attention; Hail Promotion

By NORMAN WEISER

CHICAGO, Nov. 10. - Importance of organization at the State level, as well as nationally, was stressed during the business sessions of the National Ballroom Operators' Association conven-tion at the LaSalle Hotel here Tuesday (6). The growth of State ballroom operator orgs, and the increased interest in the national association was reported by members representing California, Indiana, Iowa, Minnesota, Nebraska, North Dakota and Ohio.

While the cabaret tax battle dominated the ballroom picture during the past year, thus eliminating much of the activity of the State groups, legislation, dance promotion and jurisdiction disputes were all a part of the State association scene during 1951, op-

The Nebraska association, one ported there are certain matters. especially those pertaining to State legislative problems, which must be handled locally, rather than by a national organization. Sloan cited a proposed tax on soft explored. type of legislation which can only be effectively fought by a State

Sloan outlined the Princess promotion which Nebraska ballrooms conduct annually, wherein a series of elimination contests are held in ballrooms thruout the State, and finalists are sent to a pre-selected ballroom where a Princess winner is named to represent the Corn-husker State in Washington, D. C. during the Cherry Blossom Festival. He also reported that because

# **Durante Deal** Inked by Decca

NEW YORK, Nov. 10.-Decca Records last week signed Jimmy Durante to a disking paper. The comic-singer will be used by the label for specialty waxings. He already has participated in a pair of etchings under his new deal.

The label coupled him with Roberts, NBOA legal counsel, who Ethel Merman for a pair of sides, "You Say the Nicest Things" and "If You Catch a Little Cold," which are being rushed for im-MGM Records, the he made a coln, Neb., secretary; Thomas B. BMI, as has previously been coupling with Helen Traubel for Roberts, Des Moines, legal coun-

Coming

IN THE DECEMBER 1 ISSUE

# Then, Now

a special section of The Billboard commemorating the

### National Broadcasting Company's Silver Jubilee

featuring articles by BRIG. GEN. DAVID SARNOFF

FRANK M. FOLSOM . NILES TRAMMELL JOSEPH MCCONNELL . CHARLES DENNY SYLVESTER WEAVER . WILLIAM HEDGES JAMES M. GAINES . WILLIAM BROOKS

CHARLES BARRY . FRED WILE GEORGE FREY . ED MADDEN D. B. HANSON

and with Special Distribution at the

NEC

AFFILIATES CONVENTION Boca Raton, Fla. . Nov. 28-Dec. 2

# SPA May Seek

NEW YORK, Nov. 10. - The cold war now being waged between Songwriters Protective Association and those publishers who do not take kindly to SPA's books, has not yet reached a climax-but a very ticklish and potentially explosive area has been

committee, as an example of the counts of all its members, rather among the diskery's sales execu (Continued on page 22) and the field force.

# Press for Full Membership in RIAA, Disk Org

Hope to Start on Initial Activities By Early December

NEW YORK, Nov. 10. - The Record Industry Association of America should be swinging into its initial activity in the early part of December. The association of disk manufacturers to date has accumulated half of its minimum membership quota of 50 waxers and it is expected that the bottom requirement will be fulfilled before the current month is completed.

To help make the association as expansive in membership as possible, the slate of temporary officers of RIAA next week will undertake a phone promotion program. Each of the temporary execs, at this point including Decca prexy Milton Rackmil, MGM topper Frank Walker and Capitel prexy Glenn Wallichs, will make direct calls to nonmember brother waxers to encourage their participation in RIAA. The execs will outline the functions and purposes of the association via this personalized approach.

### RCA Victor to Hold Sales Meet in Philly

NEW YORK, Nov. 10 .- All RCA Victor field men will gather in

# Huge NBOA Crowd Re-Elects All Execs

Org Considers Moving 1952 Meet Up To Spring; Two New Directors Named

CHICAGO, Nov. 10.-Chalking | managing secretary. Directors up its largest registration to date continuing thru the coming year despite severe winter weather, include Jerry Jones, Salt Lake the National Ballroom Operators' City; Tom Archer, Des Moines; Association, meeting at the La- Larry Geer, Fort Dodge, Ia.; Syl-Salle Hotel here Tuesday and Wester Esler, Appleton, Wis.; Kirk Wednesday (6-7) unanimously Hayes, Oakland; Milt Magel, Cinvoted all officers, and eight of its cinnati; Lloyd Meyers, Cleveland 10 directors back into office for and R. J. Verderbar. Willow the coming year. At the same Springs, Ill. time the org said it was considering moving the 1952 convention up to a spring date, probably during the Lenten season.

than 200 operators in attendance were the following: R. E. (Doc) Chinn, Crytal Ballroom, Fargo, N. D., president; Alice McMahon, Indiana Roof, Indianapolis, vicepresident; Kenneth Moore, Arae 301 RCA Victor some months ago. | sel, and Otto Weber, Des Moines,

Two new directors, Vince

# Returned to office by the more on 200 operators in attendance on all Band Report Service

CHICAGO, Nov. 10.—Operators attending the National Ballroom Operators' Association convention here this week agreed they wanted the name band reporting service, originated and pre-tested by The Billboard before being turned over to the org. continued, but NBOA officials stressed that more reports were needed from a greater number of operators in order to achieve maximum re-

Otto Weber, managing secretary who handles the service, said that NBOA, after taking over the reporting service last January and (Continued on page 22)

### **Bob Rolontz Joins BB Music Staff**

NEW YORK, Nov. 10 .- Bob Rolontz, formerly sales and publicity

# in the album are Phil Silvers, Rose Marie, Lindy Doberty and Judy Cabaret Tax Victory Complacency Rules Roost at NBOA Chi Meet

CHICAGO, Nov. 10 .- That feel- | flatly stated: "The 60 per cent | a booking where he lost money ing of complacency that comes guarantee seems to be pretty well the second night because of a NEW YORK, Nov. 10 .- The with a hard-earned victory, such okay. I kind of like it." In the storm, but paid off a percentage

vantage.

State Opera and the choral group of the Vienna Kammerchor under the baton of Argeo Quandri.

Westminster this week also issued a special disking of Mozart's "Sinfonia Concertante"

Motart's "Sinfonia Concertante"

And the orchestra of the Vienna Kammerchor under this week. 20 per cent intery onte.

Darlowe Oleson, Riddota, Ia., Said he would like to see a deal written into percentage against a guarantee contract, where, if a band is booked for two days, it band is booked for two days, it won't take out a percentage for taking their own drinks to the director of Key Records, independent of the would like to see a deal written into percentage against a guarantee contract, where, if a band is booked for two days, it won't take out a percentage for taking their own drinks to the Rolontz was with the Key label taking their own drinks to the Rolontz was with the Key label taking their own drinks to the Rolontz was with the Key label taking their own drinks to the Rolontz was with the Key label taking their own drinks to the Rolontz was with the Key label taking their own drinks to the Rolontz was with the Key label taking their own drinks to the Rolontz was with the Key label taking their own drinks to the Rolontz was with the Key label taking their own drinks to the Rolontz was with the Key label taking their own drinks to the Rolontz was with the Key label taking their own drinks to the Rolontz was with the Key label taking their own drinks to the Rolontz was with the Key label taking their own drinks to the Rolontz was with the Key label taking their own drinks to the Rolontz was with the Key label taking their own drinks to the Rolontz was with the Key label taking their own drinks to the Rolontz was with the Key label taking their own drinks to the Rolontz was with the Key label taking their own drinks to the Rolontz was with the Key label taking their own drinks to the Rolontz was dr

# **BMI Survey Shows More** Classic Music on Radio

not answer this query.

eight had no comment, and others | concert programs. were undecided

# Barry-Weiss

Weiss and Paul Barry, who have such programing commercially. been planning a publishing venture together for several months, month of its drive for the broadthis week finalized their scheme casting of "better music." This when they obtained a healthy deal week, the org made available to license exclusively thru Broad- to 2,700 broadcasters a new type

The Barry-Weis firm reportedly is a series based on music selected will pull down between \$40,000 by American personalities. Titled and \$50,000 annually thru the new "Your Concert Hall," series is arrangement and is committed to made up of one-hour blocks of work professionally only on BMI concert music on recordings. In material. The pubbery set-up for the first release, programs were the firm will spot Barry in New selected by Alan Ladd, Fannie York and Weiss in Hollywood, Hurst, Walt Disney, Louis Arm-

eight stations were vague or did pointed out that the survey represents local programing purely. Of the total stations tallied, 53 Many of the stations which anreported they use no concert music programing at all. Of these, 23 "plan to do something"; 15 are not planning any concert music; pick-ups of network-originated

Harlow also claimed that, with Roy Harlow, BMI vice-presi-dent in charge of station service, York, and several other outlets of similar character, all the concert programing carried by stations is on a public service, sustaining level. The inference to be drawn is that, altho the programing of such music is increasing, and altho radio audiences for this type of programing are considerable, the stations' sales staffs for one reason or another have NEW YORK, Nov. 10. - Sam made scant headway in selling

BMI is now in the seventh of concert music programing. This with Irving Weiss as the third strong. Lauritz Melchior and man in the outfit. figures in sports, industry, etc.

### PUBBERS SHARE "SLEEVES"

### World Music and Dartmouth Enter Unique Co-Op Deal

NEW YORK, Nov. 10. - A costs are deducted. Both firms unique arrangement whereby will share in the exploitation of RCA Ships 3d two independent pubberies will the song. two independent pubberies will the song.

Reason for the publishing arpromote and participate in a Reason for the publishing arrangement was that both pubbers rangement was that both pubbers this week between Sammy simultaneously had prepared edi-Kaye's World Music firm and tions for pop recordings of the Howie Richmond's Dartmouth traditional ballad. Mitch Miller, pubbery on a modern adaption of Columbia pop recording director, the English folk song, "Green in his guise as a recording artist, Sleeves." According to the ar- decided to do the World version rangement. World will retain the of the song, adapted into contemcopyright and Richmond will porary terms by Dick Manning, participate in all profits after Bernice Parks and Jack Wolf.

# Merc Juggles **Press Plants** To Up Output

pressing facilities in an effort to hypo distribution, with the Newark plant closing and production from the plant shifting to MGM Records' Bloomfield, N. J., pressery and the two Mercury plants in St. Louis and Los Angeles.

In an effort to further integrate its delivery system, Irv Green, firm prexy and in charge of its production, has purchased a war will fly hit disks from the St. Louis plant to Eastern points to

# CAPAC-Radio Fight Is Hot

fighting the case for the broadcasters, and who a number of record numbers, the same label's years ugo defeated CAPAC in the experimentation with saturation famous Vigneux Brothers coin- promotion of a disk in a selected

counsel. CAPC is asking the CBC, whose revenue is figured at between \$2,000,000 and \$2,500,000 a gross billings for the sale of time.
But since CBC's revenue is less than that of the independent radio stations, CAPAC seeks an assessment of 1 cent per capita in Canada. This is two-tenths of a cent greater than that asked of the private stations.

Even in song material, the continent experiments with breaking its independent thinking by adopting such "hillbilly" ditties as "Cold, Cold Heart" and "Let's such adopting such "hillbilly" ditties as "Cold, Cold Heart" and "Let's such adopting such "hillbilly" ditties as "Cold, Cold Heart" and "Let the private stations.

SAVAGE BREAST"

DETROIT, Nov. 10,-The power of music to melt the heart of a thief was dramatically proved thru an appeal by John Carlisle, Detroit News columnist, for return of an accordion belonging to Louis Krueger, 19-year-old artist, whose instrument had been stolen from his car. Krueger needed the expensive professional model, representing a year's savings, for his job on a local video program. Two days after Carlisle ran his plea, an unidentified character called Krueger's home to return the accordion.

Ballroom guaranteeing the band diskeries.

a minimum of \$35,000. Anthony trek winds up at Gotham's Hotel in the music field as to how Specialty. Modern maintains a Statler where he's booked for six stringent the British regulations pressing plant in Brooklyn. weeks. Top spot is the Steeple-chase Club, Fort Worth, where (11), \$1,500; Valparaiso University, Valparaiso, Ind., December 4, \$1,500, and Castle Farms, Cincin-nati, December 8, \$1,500. Guarantees begin at \$1,000 and include some at \$1,250, \$1,350 and \$1,400. Splits are between 50-60 per cent.

NEW YORK, Nov. 10 .- The third RCA Victor list of "Collector's Label" disks currently being shipped contains 10 albums and the release include Arturo Toscanini, Pablo Casals, Sir Thomas Beecham, Lily Pons, Grace Moore, Lucrezia Bori, Vladimir Horowitz mond had submitted his version of the song in an arrangement and Ezio Pinza.

Pinza is teamed with Elisabeth recording artists, who had the Rethberg in an album of "Mozart intention of recording their ver- Arias and Duets" and also in a Elizabethan original. Miller also 17th and 18th Centuries. Tosknew that another diskery was canini is represented in perforinterested in "Green Sleeves" as mances of the Beethoven First a pop. In order to safeguard his and Brahms "Variations on a split in values in the song, which in the release are Lily Pons' "Bell bring in their own arrangements, CHICAGO, Nov. 10.—Mercury

Records this week juggled its

Spin in values in the song, which arrangements, which arrangements, which is the release are they rons being and "Mad Scene," Grace of two different versions of two different versions of the same tune, Miller got the posure of two different versions of the same tune, Miller got the pubbers together and let them pubbers together and let them pubbers together and let them work it out on their own arrangements, in the release are they rons being in their own arrangements, in the release are they rons being in their own arrangements, in the release are they rons being in most cases also disk scorings.

Song" and "Mad Scene," Grace of the same tune, Miller got the office and "The string of live radio and TV shots on a new song is, however, being most cases also disk scorings.

With the release are they rons being in their own arrangements, and "Mad Scene," Grace of two different versions of the same tune, Miller got the most cases also disk scorings.

Moore's "Ciribiri bin" and "Mi Chiamano on a new song is, however, being most cases also disk scorings.

With the release are they rons being in most cases also disk scorings.

Moore's "Ciribiri bin" and "Mi Chiamano on a new song is, however, being most cases also disk scorings.

# "TO SOOTHE THE New British Laws Restrict US Pubbers

Richmond Hit, Others Affected by Bank Of England Edict Refusing Outside Charters

lisher Howard S. Richmond, who the tightening up is quite drastic was scheduled to depart for Lon- and that even split partnerships don yesterday (9) to set up a between English and American wholly owned subsidiary firm, publishers will not be permitted, canceled his trip when he learned Some speculation exists as to that new British regulations now whether American publishers will preclude the move. News of the situation reached Richmond from British solicitors via transatlantic may affect the paper allotment. telephone.

currency regulations in England, tification of the British policy. is presently refusing to issue This, however, is expected to be charters to companies which forthcoming shortly. would be wholly owned by nonnationals. The Bank of England Les Bihari Back ruling, brewing for a couple of months, is reported as having been given the stamp of approval As Modern Rep by the recently elected conservative government.

31 one-nighters tonight at Zenda had already been sent to British distributors, dealers and deejays.

NEW YORK, Nov. 10 .- Pub- will be. Currently it is stated that Royalties will continue to come It was stated that the Bank of out of the country. As yet, Rich-England, which now controls all mond has received no formal no-

HOLLYWOOD, Nov. 10 .- Les Bihari, brother to Modern Records' Richmond, who had filed papers operating triumverate, Jules, Saul in London in October, had planned and Joe Bihari, rejoined the label to start operating in England De- as sales-promotion topper in the HOLLYWOOD, Nov. 10. - Ray cember 1. First tune was to be East. Headquartering in New Anthony's ork, back from a North- "Sin," copyright on which is held York, he is currently in the East west junket, kicks off a series of by Bobby Mellin. Sheet copies and South visiting juke box ops,

# the ork picks up \$2,500. Other high guarantees are San Diego's Mission Beach Ballroom, Sunday New Tune Woe: TV Reticent; AM Poor

· Continued from page I

costs. With talent prices and "In the Cool, Cool of the staff personnel wages either static or rising, an obvious way to save & Van Heusen firm in the Para-\$500 to \$700 a week.

### Some Plugs

Tradesters point to the Paul Weston show on Columbia Broadcasting System Friday nights as a example of the difficulty in getsion, which sticks close to the collection of Italian songs of the ting live plugs on new tunes. Weston has been using his disk arrangements almost exclusively in the first month of the show being aired from Hollywood. recording project and prevent a Theme by Haydn." Other items Guests appearing on the show

money on radio shows is by cut- mount combine. The tune has hit ting the budget for arrangements. The Billboard Honor Roll, tho Musical directors are under con- only the Bing Crosby-Jane Wystant pressure to drag out of their man disk on the song is conown books or out of the network | sidered to be in the hit class. The music libraries. Typical reduc- Paramount staff has been successtions in arrangements budgets are ful in getting performances on a slice from \$1,000 to only \$300 a both radio and TV and on both seven singles. Artists featured in week. Even commercial radio sustaining and commercial shows. show budgets are often down to For the average firm and average staff, however, it's a life of getting remotes and fighting for live

# Modern Gets Tower Distrib,

HOLLYWOOD, Nov. 10 .- Dick Bradley, Tower Records topper, this week turned over to Modern Records all distribution and pressing rights. Bradley remains as head of artists-repertoire. Bradley and the Bihari brothers, Modern execs, worked out an agreement whereby the former gets so much per platter. By virtue of their set-up, Modern incurs all distributures except recording.

While Modern has not yet started building Tower's distributing chain, it was learned that the James H. Martin distrib outlet in Chicago will continue to handle the line. No change is planned for Bradley's publishing firms, Richards Music and Dix Music (both BMI). Plans are to keep Tower's Windy City office with Leo Rabins. However, once Victor's latest merchandising Bradley will locate on the Coast.

It has not been determined whether Modern will give the Tower line to its own rhythm and cellent examples of the "saturate blues distributors or turn it over an area" promotion are the Cin- to other firms. Modern will release Tower's catalog on all speeds, where previously Bradley pressed only on 78 and 45 r.p.m.

> Move is expected to widen the scope of Tower's operations, es-pecially in the South and West where Modern has established itself. Initial Tower releases under the new regime will begin shortly

# 'Changed Thinking' Sees Disk Makers Trying Out Various Sales Innovations

are evident on both the recording pop tradition. and merchandising levels and are

Miller also was aware that Rich-

prepared by the Weavers, Decca

work it out on their own.

every big label has made some changes in what were once considered basic methods of operation.

Most recent examples of the machine case, has been engaged territory, and Capitol's elimina-by the hotel keepers as their tion of the "X" and "Y" suffixes to record numbers which con-

Alert record execs for some Copacabana,

Churchill's "Sin," Patti Page's record?" Tennessee Waltz," and others.

Further examples of the way new approaches to disk selling the lines between the market largest buyer of talent in Canada. are the elimination by RCA categories have been broken are Sam Rogers, the same man Victor of disk categories formerly the successful pairing of country recognized by the prefix digits to and pop artists like Margaret whiting the case for the broad-Foley with the Andrews Sisters and Tennessee Ernie with Kay Starr. That the entertainment buying public cares little whether artist is placed in a category is currently being demonstrated by monly recognized "A" or "B" side Tennessee Ernie's booking into the East side nitery here, the

NEW YORK, Nov. 10 .- Record | instance, are just as likely to buy | turers labelling of a record or manufacturers are currently mak- a country or r.&b. recording as artist as either pop, country and tion costs-in short all expendiing use of several new approaches they would buy Como, Crosby, rhythm and blues, the diskery to selling disks. The innovations or any other flag bearer of the execs followed by taking off identifying marks such as the Pertinent and recent examples prefix digits to the record numa result of both consumer pres- of a disk moving from one field ber. The same holds true for "A" sure and changed thinking by into another or breaking for a or "B" side identifications. One hit in a field in which it would a.&r. man said, "We don't know diskery brass.

The major diskeries are being affected to varying degrees on the affected to varying degrees on the a.&r. and sales levels, but almost a.&r. and sales levels, but almost every big label has made some "Down Yonder," The Dominoes push what may eventually turn "Sixty Minute Man." Savannah out to be the weaker side of a

experiment has the diskery 'working" on a specific record on a territorial basis. Recent excinnati area hype on the Danny Scholl waxing of "Never Stop Singing," and Perry Como "Here's to My Lady" disk in three different cities. Victor sales and promotion brass will decide future merchandising policy with the aid of the results from the territorial promotions.



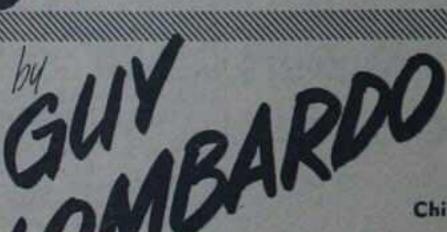
Great Recordings on DECCA Records...

BINGBY

with JUD CONLON'S RHYTHMAIRES and JOHN SCOTT TROTTER
and his Orchestra
coupled with

### "THE TEDDY BEAR'S PICNIC"

Children's Set K-15\* — One 10-Inch 78 RPM Record — \$1.00
Children's Set 1-123 — One 45 RPM Record — 95c
Single Record 27159 (78 RPM) and 9-27159 (45 RPM) — 85c Each



and HIS ROYAL CANADIANS

oupled with

"('ROUND THE) CHRISTMAS TREE AT HOME"

Children's Set K-38\* — One 10-Inch 78 RPM Record — \$1.00 Children's Set 1-162 — One 45 RPM Record — 95c Single Record 27803 (78 RPM) and 9-27803 (45 RPM) — 85c Each

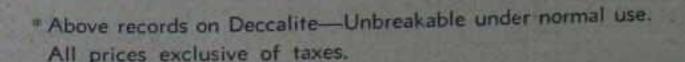


and THE LITTLE FOLEYS

coupled with

"FROSTY THE SNOWMAN"

Children's Set K-23\*—One 10-Inch 78 RPM Record—\$1.00 Children's Set 1-132—One 45 RPM Record—95c Single Record 46267 (78 RPM) and 9-46267 (45 RPM)—85c Each



America's Fastest Selling Records





RUDOLPH THE RED-MOSED REINDEER

THE TEDDY BEAR'S PICKLE



FORECAST

BLUE TANGO BELLE OF THE BALL Leroy Anderson "Pops" Concert Orchestra

# DECCA DATA

YOUR WEEKLY GUIDE

AMERICA'S FASTEST SELLING RECORDS

Published in the Interests of Decca Dealers and Music Operators Everywhere



PUT YOUR LITTLE FOOT RIGHT OUT by Russ Morgan and His Orchestra 27846\*

TO BUILD PROFITS

### THIS WEEK'S BEST SELLERS

TO BUILD SALES

Your guide to the top records based on actual sales

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LIST	COUNTRY	
21	PEACE IN THE VALLEY Where Could I Go But To The Lor	14573* d Red Foley
3	SLOW PORE I WANNA PLAY HOUSE WITH YO	27792* U Robertu Lee
28	JUST & CLOSER WALK WITH THEE	14505* Red Foley
	" "SAM ANTONIO ROSE BULLY OF THE TOWN	46375* brady Martin
15	HEY LA LA PRECIOUS LITTLE BABY	46338* Ernest Tubb
13	I'M WITH A CROWD BUT SO ALON ROSE OF THE MOUNTAIN	Ernest Tubb
	* * SUGAR COATED LOVE HIGHWAY OF SORROW	46369* Bill Monroe
4	Little Company of the	46368* Innk Garland
11	THE WEAPON OF PRAYER	46357*

### SEPIA

Andrews Sisters and Red Foley

He Bought My Soul At Calvary

Jesus And The Athaist.

2 IT IS NO SECRET

	Where Could I Go But To Th	14573* e Lord Red Feley
	**SIM The Love Of A Gypsy	27769* Arthur Prysock
	TRUST IN ME COCK-A-DOODLE DOO	27784* Louis Jordan
14	PLEASE DON'T LEAVE ME THREE HAMDED WOMAN	27694* Levis Jordan
	" HOW ABOUT THAT JIVE	48246* Tiny Davis

"Also menitoble in 45 RPM (add prefix "9-" to recard number) "Another Decce 'Best Bet' mukes the 'Beet Seller' litt this week!

# DECCA "BEST BETS"

Your guide to the hits of tomorrow based on actual sales

LAST WEEK	POSITION THIS WEEK	POPULAR		
3.	1.	I LIXE IT YES YOU ARE	Jane Tursy	27851*
4.	2.	I CAN'T HELP IT	Don Cherry	- 27836*
14.	3,	THE LIE-DE-LIE SONG	Guy Lombarda	27835
15.	4.	SHRIMP BOATS MOREL MOREL MOREL	Dolores Gray with Music by Camarata	27832
-	5.	HIGHT TRAIN TO MEMPHIS IF I HAD-A KNOWED, YOU COULD-A GOED	Red Foley and Roberta Lee	27763
-	6.	THE THREE BELLS THE WINDMILL SONG	Andrews Sisters and Gordon Jenkins	27858
-	7.	CHARMAINE When A Man Is Free	Gordon Jenkins	27859
-	a.	ONCE MY FIRST AND MY LAST LOVE	Bill Kenny of the Ink Spots	27844
6.	9.	ROLLIN' STONE	Terry Gilkyson	27793
3.	10.	CALLA, CALLA	Ronnie Gilbert	27799
-	11.	A House is A Home	Evelyn Knight	27842
10.	12.	LIES, LIES, NOTHING BUT LIES Telling Me Yes—Telling Me No.	Eileen Wilson	27774
-	13.	IT'S ALL OVER BUT THE MEMORIES	Patty Andrews	27845
12.	14.	I'LL WAIT FOR YOU Birds Of A Feather	Cliff Ayers	27808
7.	15.	SAN ANTONIO ROSE BULLY OF THE TOWN	Grady Martin	46375
		COUNTRY		
	1.	I'M STEPPIN' OUT OF THE PICTURE	Ernest Tubb	46377
3.	2.	WONDERING New Silver Bells	Webb Pierce	46364
-	3.	THE STRANGE LITTLE NO. 2	Lonzo and Oscar	46378

### THE STRANGE LITTLE GIRL NO. 2 Jimmie Davis with the MANSION OVER THE HILLTOP 14590\* Anita Kerr Singers Down By The River Side DIXIELAND BOOGIE 5. 46367\* Hardrock Gunter IF I COULD ONLY LIVE MY DREAMS THE HOT GUITAR 46374\* Ted Brooks ENTITLED

	SEPIA					
-	1.	I AIN'T IN THE MOOD	Little Donna Hightower	48254*		
2.	2.	HAVE FAITH SAY A LITTLE PRAYER	"Jersey Joe" Walcott an Marie Knight	14594*		
-	3.	AND SO TO SLEEP AGAIN	Coleman Hawkins	27853*		
3.	4.	GOD BLESS MY DADDY	Cacil Gunt	48249*		

"Alse evailable in 45 RPM (add profix '9-" to record number)

The Gross Is Getting Greener

### THIS WEEK'S BEST SELLERS

Your guide to the top records based on actual sales

MEEKS	_	
MO-THUMBER		133
	adri	ALL COL

### POPULAR

3	DIXIE	27810* Rod Foley
1)	* * POMINO When The World Was Young 61	27830°
9	A KISS TO BUILD A DREAM ON Louis	27720° Armstrong
	**BECAUSE OF YOU COLD, COLD HEART Louis	278161 Armstrong
13	PEACE IN THE VALLEY Where Could I Go But To The Lord	14573* Red Foloy
3	SLOW POKE  I WANNA PLAY HOUSE WITH YOU R	27792
10	RECOLLEGE OF A PROPERTY OF THE	-27693 Fitzgerale
15	IN THE COOL, COOL COOL OF THE EV Misto Cristofo Columba Bing Crasby and Ja	
5	I RAN ALL THE WAY HOME	27762 Is Brother
	GOT HER OFF MI MANDS	- Gitallini
20	GOT HER OTT ME MANUE	27666
20	BECAUSE OF YOU Out O' Breath Glorie De Haven and Guy	27666 Lombards 27776
	BECAUSE OF YOU Out O' Breath Gloria Do Haven and Guy BLUE FEDORA LAURA LEE Guy COLD, COLD HEART	27666 Lombards 27776 Lombards 27761
4	BECAUSE OF YOU Out O' Breath Glorie De Haven and Guy BLUE FEDORA LAURA LEE Guy COLD, COLD HEART TENNESSEE BLUES EII	27666 Lombards 27776 Lombards 27761 can Wilson 27794
4	BECAUSE OF YOU Out O' Breath Gloria Do Haven and Guy BLUE FEDORA LAURA LEE Guy  COLD, COLD HEART TENNESSEE BLUES EIL SIN JEALOUS EYES AND SO TO SLEEP AGAIN	27666

"Also available in 45 RPM (add prefix "F-" to record number) "Another Decen 'Bost Bet' makes the 'Best Seller' list this week!

### **NEW RELEASES**

### SINGLES

Sonny Burke 21837\*

Red Foley

14566\*

I Still See Elisa A Weaver Of Dreams	Bing Crosby 27852*
Charmaine When A Man Is Free	Gordon Jenkins 278594
You Say The Nicest Tr If You Catch A Little C (I'll Sneeze For You) Ethel Merma	nings fold 27865* in-Jimmy Durante
My Beloved With Orch. Directed I Such Is Love With Orch. Directed I	GESTA-
May Every Day Be Ch Bone Dry	

### I Only Have One Life To Live

Cry	Paul Chapmar 27857
Beer Barrel Polka (Roll Out The Barrel) Stardust	Grady Martin 27838
Belle Of The Ball Leroy Anderson "Pops" Blue Tango	Concert Orch
Just A Few Teardrops Ago This Lonely World	Porter John 46379
On The Battlefield Ma Gladney with	rie Knight-Eri Vivian Coope

Marie Knight with Eric Gladney 48253\*

### **ALBUMS**

THE HOT CANARY and Other Violin Solos Florian Zabach with Orchestra Directed by AL RICKEY A-890-\$4.15 9-279-\$3.75 DL 5367-\$3.00

JELLY ROLL'S JAZZ LAWSON-HAGGART JAZZ BAND Playing the Original Compositions of Jelly Roll Morton Instrumental 9:280-\$3.75 DL 5368-\$3.00 A-891-54.15

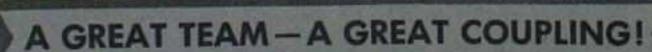
> "Alse evailable in 45 RPM (add prefix '9-' to record number)

### NEW ON 45 RPM

BING CROSBY JEROME KERN SONGS 9-164-53-75 Also available in 78 RPM and 331/3 RPM 85-54.15 DL 5001-\$3.00 A-485-54.15

STEPHEN FOSTER SONGS BING CROSBY 9-163-53.75 Also available in 78 RPM and 331/2 RPM A-492-54.15 DL 5010-53.00 STRAUSS WALTZES FOR DANCING

Volume 2 played by HARRY HORLICK and His Orchestra Also available in 78 RPM and 331/2 RPM A-310-54.15 DL 5208-\$3.00





Fugue For Tinhorns Mr. Pessimist

ETHEL MERMAN and JUNIARY DURANTE

YOU SAY THE NICEST THINGS IF YOU CATCH A LITTLE COLD (For You)

Decca 27865 (78 RPM) and 9-27865 (45 RPM)



# ILO Report Poses Musicians' 'Rights'

NEW YORK, Nov. 10.—A re- man Kenin, AFM board exec, has port having special bearing on the long mulled the problem of pecuording and broadcasting will Altho licensing was begun in great artists, the report suggested WDAS case, the move ultimately that a committee of the ILO dis- collapsed, and the belief gained

strument or agreement. Under performer. such a right a musician or performer would be free to authorize or not to authorize the recording, broadcasting or telecasting of his performance. The musician or performance. The musician or performer, in other words, would To Columbia have the right to refuse the use of his recording for any purpose other than that for which it was In Exec Job originally made.

### Moral Right

The ILO suggests that the matter be taken up by the ILO's Advisory Committee on Salaried Employees and Professional Workers when it meets in Geneva, early in 1952. Another problem suggested for discussion at the same time is the "moral right" of a musician or artist to have his name mentioned whenever his performance is reproduced by a technical means, and to be protected against defective technical reproduction which might injure his reputation. Thirdly, the ILO report mentions the advisability of discussing the matter of the artist's "pecuniary right" in recordings. This would entitle the performer to a fee for public use of his disks.

The ILO report suggests that implementation of these rights might be established thru collective bargaining, rather than thru legislative means.

The American Federation of Musicians has been in accord with the ILO policies outlined above. AFM prexy James C. Petrillo, at the union's convention last June. voiced doubt as to the future of the musicians' profession. Her-

### Dismiss All Charges in 'Near You' Suit

NEW YORK, Nov. 10 .- A long pending decision in an infringement claim against writers, publishers and waxers of the 1947 smash hit tune, "Near You," this week resulted in dismissal of all charges in Southern District Court here by Judge Edward A. Conger, Case, filed more than two years ago by Thelma Hester Jones, was tried six months ago. Between \$25,000 and \$30,000 of the monies earned by the writers, Francis Craig and Kermit Goel, on the song has been held in escrow as • Continued from page 14 the result of the suit.

fringement of her published song, Robert Christ, Quincy, III., were "Old Fashioned Mother and Dad," elected to replace Frank Walsh Her suit was made against the formerly of St. Cloud Minn., and writers, publisher Supreme Music Robert Soderholm, Detroit, Walsh and recording firms which cov- left the ballroom field during the ered the song, including Bullet past year to manage an amuse-Records, RCA Victor, Decca, Capi- ment park in New York State, tol, etc. She had sought an ac- while Soderholm tendered his counting of earnings as well as resignation to the org prior to the

# Schick Renews Halley CBS Spot

NEW YORK, Nov. 10 .- Schick this week renewed its sponsorship on the Columbia Broadcasting System TV network. Client now has "Crime Syndicate" in the time attack a few days after being period, but the show's future is elected to the presidency of NBOA committees meeting are those on sales of TV receivers in Canada nebulous. Should Rudolph Halley last year, reported that after reremain as emsee the program cuperating he had made a swing practices, sports broadcasting, inwould probably continue, but withthru the West contacting ballroom dustry statistics, television and total of \$1,726,977 was chalked

problem of mechanization as af- niary and performing rights of feeting musicians specifically, and musicians. Years ago, of course, all performers generally, was re- an attempt was made to establish vealed this week by Luis Alvar- such rights thru test cases in difado assistant director general of the International Labor Office. Pointing out that performing artists of many countries are fearful had the support of such names as that "excessive and abusive" rec- Fred Waring, Paul Whiteman, etc. hinder the future development of Philadelphia as a result of the cuss the methods designed to headway that the best means to encourage the development of establish the right would be thru return privilege whatsoever. a revision of the Copyright Act. The ILO, concerned with the Latterly, however, the AFM, ILO economic and social condition of and other groups, have accepted artists, suggests that a "right of the theory that collective barauthorization" might be granted gaining presents the best possito artists in an international in- bility for the musician and

# Irv. Townsend

sion of Al Earl, diskery's advertis- April 15. GAC's Henry Miller this ing manager. Townsend will su- week began setting up onepervise packaging and cover de-sign of albums for the diskery, as row following their Palladium Biopic to Hype well as sales promotion. He will four-weekers. work out of the firm's New York

advertising-promotion division, in- will book local jobs for Desi cluding copy, art and production Arnaz, keeping him here for his departments will move to New weekly TV show. Indications are York December I from its current that Woody Herman and Jan Gar-Bridgeport, Conn., headquarters ber will work the territory. Howto round out the general move ever, nothing is definitely set. of the sales executive base to this Stan Kenton, who breaks up his

send has been an account execu- likely to remain on the Coast. tive for the Donahue & Coe agency in charge of the MGM Records' account. Prior to that he was with Columbia and RCA Victor Records.

### Speidel & NBC Huddle Over Name Schedule

NEW YORK, Nov. 10 .- The Na-Speidel this week were closeted to the local diskery is taking over title tune plus "Swingin' Down (BMI). The deal is not reciprocal decide the future of "What's My 20,000 additional content of the local diskery is taking over title tune plus "Swingin' Down (BMI). The deal is not reciprocal decide the future of "What's My 30,000 additional square feet of the Lane," "I Wish I Had a Girl," Name," now on Mondays, 8-8:30, on NBC-TV. Client has decided convert into storage and produc- The advance in release date of tery. Should the operation prove that the program is too costly on tion space. a regular basis and wants to con-tinue bankrolling it alternate closing of the Newark outlet was of exploitation plans. In view of pressing plant in Philadelphia and

to sell the show to another sponsor alternate weeks. Video web, however, has several advertisers who are interested in buying the time period for regular full-time spon-

### NBOA Crowd

Miss Jones had claimed an in- Schulting, East St. Louis, Ill., and elections.

### Critical Year

THE BOTTOM

### Precision Makes 10c **Tot Platters**

· Continued from page 1

don't actually consider ourselves to be in the record business, Danien told The Billboard, "but in the toy-novelty industry." Records are being handled thru the BeVier Consultants sales agency here and are sold directly to the chains. Songs recorded were all written by Pat Ballard for ex-clusive use by the new kidiskery. The stores buy the records outright, said Danien, without any

# GAC Orkmen Trek Coastward Early in 1952

activity at General Artists Cor-NEW YORK, Nov. 10. — Co-lumbia Records this week ap-pointed Irving Townsend as sales promotion manager for the firm. He will work under the supervi-sion of Al Earl diskery's advantia

Louis Jordan goes into the Oasis in March, making one of his The remainder of the diskery's rare Coast appearances. Agency

### Merc Juggles

supplement the service from the MGM waxery. Harry Mahler who has been foreman of the Newark operation, will work as MGM at the Bloomfield plant.

Mercury's cutting of the smaller pop music business. disks, will be moved to St. Louis. warehouse space in St. Louis to "Making Whoopee," etc.

Harmonicats' "Charmaine."

# 30 Top Tunes Form WMCA Music Base

7-8 p.m. Two-thirds of the pro-

Remaining disks may be top juke sumer taste in music. numbers in Newark, the Bronx or any other locality.

"Fashions in Melody," another WMCA show, is another illustration. Two-thirds are top 30 records, but remaining disks are standards of another era. This program, incidentally, replaced "Echos of the Big Time," because the latter was a nostalgic show using old disks exclusively, and was therefore in conflict with the present policy.

Sometimes the two-thirds, onethird policy is tough to pattern into a particular program idea. On the station's nightly "Let's Dance," for instance, one out of every three numbers is a sit-out number because not enough dance disks make the top 30. These sit-HOLLYWOOD, Nov. 10 .- Band out tunes are often vocals.

The station does manage to poration gets a sharp hypo next play the new disk releases. This

# Kahn Tunes of Three Pubbers

NEW YORK, Nov. 10 -The shift ty. concert ork next month, has no NEW YORK, Nov. 10.—The shift For the past four years, Town- bookings after January 1, but is in release date from spring, 1952, to the coming Christmas season, of the flick based on the life of Central Record Sales Company song writer Gus Kahn, "I'll See will rep the label in this area. You in My Dreams," stirred some- Rupe hopes to line up at least 30 thing of a turmoil in at least three outlets for the new corporation, of the pubberies, whose Kahn copyrights are sprinkled liberally thru the score of the movie. The Rupe may offer Fidelity to his Robbins-Feist-Miller group, Bregman-Vocco-Conn and the Warner datory, however. In a quick sur-Bros, group are the pubbers inliaison man between Mercury and volved. Since Kahn's product includes a flock of the top standard take on Fidelity's line. The Newark plant's 45 r.p.m. pops, the flicker was being hailed presses, which handled most of as something of a bonanza for the firm to Specialty, with the latter

Mercury is moving 10 presses into the flicker which were tagged for cialty owns Greenwich Music

the trouble encountered by Mer- the short notice for diskers, the various local plants will press for NBC-TV is being given a chance cury in keeping trained record pubbers, arriving at the decision Fidelity. pressers on the job. Firm was individually, are going to gun for Rupe is in his sixth year as topfinding it difficult to keep help in reissues of top recordings of their per of the Coast rhythm and blues competition with the blossoming particular Kahn copyrights. Of indie. His present stable includes spread of defense industries on the course, wherever possible the pub- such blues performers as Joe Ligbers are soliciting new diskings.

MGM is currently pressing its This is the first songwriter biopic Camille Howard, to name a few. first Mercury releases, including since "Three Little Words" which Patti Page's "Cowboy Sweet- stimulated into revival hits two ing branching into the pop and heart," Eddie Howard's "Christ- songs, "Nevertheless" and "Think- Western fields should the blues mas Tree in Heaven," and the ing of You." It is a Warner prod- department hit its stride. Fidelity

The program idea was worked gram time are top 30 disks, but out by Leon Goldstein, vice-presthe remainder are tunes from ident and production manager, Broadway shows and movies, and who surveyed disk programs on indie outlets and came to the con-Another example is "Juke Box clusion that no station attacked "with deliberation" the problem Jamboree " Two-thirds are top 30 "with deliberation" the problem disks and guarantee mass appeal of how best to cash in on con-

Commercial spots sold on these shows have increased since the crystallization of the policy, Goldstein states. He says that whereas a one-hour program used to use 19 disks, such a show now uses 14 or 15, owing to the increase in

commercial time.

Bob White, Goldstein's assistant in music, keeps a tight check on the entire programing system, revising his top 30 listings weekly.

### Rupe Invests In Fidelity; Sets Distribs

HOLLYWOOD, Nov. 10 -- Art Rupe, Specialty Records prexy, this week put coin into Fidelity Records, and will handle the tyro waxery's operations in addition to setting up Fidelity's national distribution. Unrevealed bankrollers of the new label are film officials and stockholders in Specialty. Fidelity's capital investment is close to \$50,000.

Initial releases on Fidelity include masters by Joe Turner and Roberta Martin Singers, the Hollywood Four Flames' waxing of "Tabarin" and spirituals by Reuben Henry. Rupe will follow with four platters a month regular sked. Diskery will release its talent roster by the end of the month at the conclusion of pend-

Specialty Record Sales Company will handle Fidelity's line in Philadelphia, while it is expected four less than the number of distributors that handle Specialty. own distributors. It isn't manvey of his own distribs, Rupe found that most of them would

Fidelity will operate as a sister having exclusive rights to the Some of the songs involved in other's original cleffings. Spemain with the Rupe-owned platthe flicker has forced the pubbers successful, Rupe indicated a mer-

gens, Roy Milton, Percy Mayfield,

Fidelity's backers are considerwill maintain offices adjoining Specialty and possibly create an Eastern division.

### TV-PHONO MERCHANDISING

### Vital Problems Face RTMA As Chi Conference Starts

NEW YORK, Nov. 10.—The Motorola's New Portable three-way conference of TV industry brass to be held in Chi-

CHICAGO, Nov. 10 .- Motorola In his report to the convention, cago next Wednesday thru Fri- this week introduced the first Otto Weber, managing secretary, day is certain to be deeply in- large screen portable TV set. New revealed NBOA added more than volved in serious discussions on Motorola model is a 14-inch set 40 new members during the year; such vital problems facing the in a wood cabinet covered with expanding its coverage from Coast Radio - Television Manufacturers' simulated leather Price of the to Coast with members in 27 Association as increasing short- portable is \$199.95. The firm also States. In addition, the year ages of critical materials, han-introduced five more video sets, proved one of the most critical in dling of government contracts, ranging in price from \$279.95 for the history of ballrooms, cul- the upcoming lifting of the TV a 20-inch table model to \$389.95 minating with the elimination of station freeze, the needed pro- for a 17-inch console combination. of \$ 9-9:30 Tuesday evening slot the cabaret tax after a three-year motion of FM, trade practice rule In between the two latter sets,

### Lang Hypoes Aragon's Ads

HOLLYWOOD, Nov. 10 .- W. Kenneth Lang, Aragon Ballroom's new manager, rolled the dancery's advertising budget into high gear this week, extending newspaper ads from Long Beach as far north as Marin County in the Bay Area. As former managers carried little ads. Lang's campaign more than doubles previous expenditures.

Also part of Lang's plan to hypo biz is mailing pieces to more than 14,000 persons, a list built via drawings, contests and other ballroom gimmicks. Aragon exec mails a monthly brochure containing think pieces and anecdotes besides ample plugs for the Lawrence Welk band, currently in the midst of a six-month run at the

Ocean Pier terpery.

Aragon canceled its Columbia out the prestige of his name it may be dumped. Kudner, the State groups, Chinn's brief report ing for a gimmick show to reduce the success of the tax fight and the growth of the organization.

Aragon canceled its Columbia the various components. Also in session will be the sales managers, small business, set division, parts division committees, and the problem of the growth of the organization.

Aragon canceled its Columbia the various components. Also in sold in August, 323 in July and agers, small business, set division, parts division committees, and the problem of the parts division committees, and the parts division committees, and the parts division committees, and the parts division committees are parts division. tential over national gresting of maianal



REPUBLIC PICTURES

Currently on the Nation's Screens in

"UTAH WAGON TRAIN"

"COLORADO SUNDOWN"

SIST SELENT

and the annED

"The Arizona Cowboy"

NASHVILLE DIXIELANDERS

"RAGTIME MELODY"
"TUCK ME TO SLEEP IN
"TUCK ME TO SLEEP IN
MY OLD TUCKY HOME"

DECCA 27876 (78RPM) 9-27876 (45RPM) DECCA



off to a flying start for the consecutive year . . .

the 10.55 recording by the 10.55 artist . . .

GENE

AUTRY Singing...

"RUDOLPH"
THE RED-NOSED
REINDER"

78 rpm 38610 - Children's Set MJV-56 - 45 rpm Set MJV 4-56 - 7-Inch 331/3 rpm 3-38610

Partine dinot subject the standing of the stan

by SAMMY KAYE 39574, 4-39574

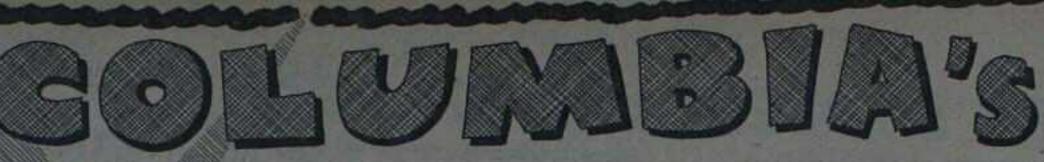
by KEN GRIFFIN 38981, 1-38981

by RAY HEATHERTON PL

Playtime Record 380-PVD

GOLULIBIA OF REGORDS
FOR MUSIC THAT SENDS 'EM—TO YOU!

Timele Marks "Columbia." "Mosterworks." QT. (i) Rea. U. S. Pat. Off. Marcas Registradas



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

(Based on actual sales figures for week ending November 9)

### POPULAR

FLAMENCO FRANKIE LAINE

39585-4-39585

THAT DOESN'T DO IT

39596-4-39596

WHILE WE'RE YOUNG

39449-4-39449

BECAUSE OF YOU
I WON'T CRY ANYMORE

TONY BENNETT 39362-4-39362

SAMMY KAYE

39567-4-39567

THE THREE BELLS (The Jimmy Brown Song)

1 ONLY HAVE ONE LIFE TO LIVE

SAMMY KAYE 39602-4-39602

THERE'S ALWAYS ROOM AT OUR HOUSE

I CAN'T HELP IT

39595-4-39595

SOLITAIRE TONY BENNETT

39555-4-39555

GAMBELLA HEY, GOOD LOOKIN' JO STAFFORD FRANKIE LAINE

39570-4-39570

LOVE, MYSTERY AND ADVENTURE

39581-4-39581

RUDOLPH, THE RED-NOSED REINDEER
IF IT DOESN'T SNOW ON CHRISTMAS
GENE AUTRY

38610-MJV-56 MJV 4-56-3-38610

ONCE

NEVER

TONI ARDEN 39577-4-39577

POPPY THE PUPPY

COMING DOWN THE CHIMNEY

39542-MJV 4-122

BOUQUET OF ROSES

SAMMY KAYE

39583-4-39583 FIND ME

I ONLY SAW HIM ONCE ROSEMARY CLOONEY

39591-4-39591

THE THREE LITTLE DWARFS
THIRTY-TWO FEET-EIGHT LITTLE TAILS
GENE AUTRY

39543-MJV 4-121

DOWN YONDER
WAY UP IN NORTH CAROLINA

CHAMP BUTLER 39533-4-39533

HOW DRY I AM BLUES DON'T BE THAT WAY

39582-4-39582

I RAN ALL THE WAY HOME

39576-4-39576

FROSTY THE SHOW MAN
WHEN SANTA CLAUS GETS YOUR LETTER
GENE AUTRY

√ FOLK

MOM AND DAD'S WALTZ

20837-4-20837

ME AND MY BROKEN HEART
LET OLD MOTHER NATURE HAVE HER WAY
CARL SMITH

20862-4-20862

BRAKEMAN'S BLUES MY OLD PAL LEFTY FREZZELL

20841-4-20841

IF TEARDROPS WERE PENNIES MR. MOON

CARL SMITH

20825-4-20825

MY ROUGH AND ROWDY WAYS
LULLABY YODEL
LEFTY FRIZZELL

20843-4-20843

BLUE YODEL NO. 6
TRAVELLIN' BLUES

20843-4-20843

MY BABY'S JUST LIKE MONEY
I WANT TO BE WITH YOU ALWAYS
LEFTY FRIZZELL

20799-4-20799

THERE'S NOTHING AS SWEET AS MY BABY LET'S LIVE A LITTLE

20796-4-20796

SHINE, SHAVE, SHOWER LOOK WHAT THOUGHTS WILL DO

20772-4-20772

IF YOU'VE GOT THE MONEY I'VE GOT THE

I LOVE YOU A THOUSAND WAYS

20739-4-20739

## J'COMING UP

APRIL IN PARIS
LONDON BY NIGHT
FRANK SINATRA

39592-4-39592

WHAT IS A BOY
WHAT IS A GIRL
ARTHUR GODFREY

39487-4-39487

MAMBO AT THE WALDORF
SOCIETY MAMBO
XAVIER CUGAT

39579-4-39579 .

LIGHTHOUSE SONG

39557-4-39557

ROBBINS' NEST IT'S THE TALK OF THE TOWN ERROLL GARNER

39580-4-39580

THE MERRY CHRISTMAS POLKA

39594-4-39594

two knock-out new sides by

Champ BUTLER
"THESE PRECIOUS
THINGS ARE MINE"
"OOOH! LOOK-A-THERE
AIN'T SHE PRETTY?"

Columbia's fast-rising new stylist! 78 rpm 39604 - 45 rpm 4-39604

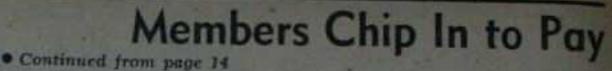


--

and his Orchestra

GOLUMBIA OF REGORDS
FOR MUSIC THAT SENDS 'EM-TO YOU!

Trade Marks "Columbia," "Masterworks," OD. @ Reg. U. S. Pat. Off. Marcos Realistradas



avenues, both legislative and ments served or sold, the scope legal, covered by NBOA members and character of entertainment ing to eject ballroom's services eration." and concessions from the 20 per | This particular part of the 1951 of NBOA, cost \$31,000.

Kirk Hayes, Oakland, Calif., these general differences. asked members from the floor to Not only were ballroom men sign confidential pledges to cover at the convention in record num-NBOA's legal indebtedness. In ber, but the first good reprean amazing unanimous contribu- sentation of parkmen, members tion, it was learned that a goodly of NBOA, were evident. Paul part of the \$31,000 was subscribed Huedepohl, secretary of the Naat the meeting Wednesday (4). tional Association of Parks. Pools Two Midwest ops from the floor and Beaches, which has about 100 handed in checks of \$1,000. A members who operate terperies on motion was later unanimously their park premises, turned in a passed, whereby each member check for the legal fund chest would send in what he normally Roberts and Weber have agreed would have paid in to the federal to attend the first day of the government during an average NAPPB convention in late Nomonth for the cabaret tax. Sev-vember here to discuss the tax eral ops reported that neighbor-elimination case and other coring ballrooms, which couldn't related ballroom factors with the send in reps to the convention or park people. didn't yet belong to NBOA, had signified that they wished to contribute.

Time Factor

Elation at the elimination of the tax factor stemmed from the fact running a 90-day test, had been that the tax on concessions and advised by members that they services was applied by the Treas- wanted it continued. In the first ury Department at a time when 10 months of the current year, the ballroom business was in the Weber said, 400 reports had been throes of perhaps the biggest con- received. These reports included tinuing slump in the history of the 74 different bands, 28 of which American dance business. Tax were covered only once. A total was originally applied when the of 60 operators had submitted refeds got a favorable decision in ports, but of this number only 35 the case of Avalon Ballroom were regular reporters, the bal-(owned by Ted Jankowski, La-Crosse, Wis.) vs. U. S., in which Jankowski was made responsible for the 20 per cent tax payment, stated that to give the reports the Using this decision of 1948 as a maximum efficiency, it was absoprecedent, the T-men applied the tax cross-country. The Avalon Ballroom decision was reversed in January, 1950, by Judge Henry Gravens in a test case at Fort Dodge, Ia., but the feds appealed the case to the Circuit Court of Appeals, St. Louis, where the terp men lost out by a 2 to 1 decision in November, 1950. Roberts filed a petition of certiorari with the U. S. Supreme Court in February, but this petition was later denied. Following this legal setback,

Roberts and Osherman started a congressional campaign to remove terpalaces from the pesky classification. The Revenue Act of 1951, passed a month ago, carried the proposal, which eliminated ballrooms from the cabaret bracket. The exact figures could not be obtained, it's estimated that the tax payment by ballrooms time when business was in a bad

New Amendment

The new amendment to controversial section 1700 (e) (1) of the Internal Revenue Code exempts ballrooms from the cabaret stipend and specifically states that ballrooms will be removed from the classification based upon "the determination to be made by reference to the overall operation of carry thru the audit for all mem-the establishment, including such bers. Strategy behind this move factors as the relative income would be that no individual memfrom the several activities over a ber could be singled out by any period of time, the relative por- pubber for hostile action. tion of space devoted to the various activities, the type of refresh- week.

and its legal advisers in attempt- furnished, and the hours of op-

cent nitery bracket. It was dis- Revenue Act (sec. 404) indicates closed that the first-half of the that Congressional lawmakers are campaign, which culminated in adhering to the original decision Congress turning down a bill in of Judge Gravens, who specificalmid-1950 to remove terpalaces ly affirmed these points of disfrom the tax bracket because of the tinctions, between niteries and Korean conflict, was financed by terpalaces, after these important the joint efforts of Tom Archer, differences had been punched been Moines chain terp op, and Ken Moore, Chicago chain dancery owner, who chipped in \$25,000 for ballrooms will be given a clean the legal fees. The second-half bill of health by the internal revof the effort, it was revealed by enue collectors in the vairous ter-Otto Weber, managing secretary ritories, except in cases where a particular ballroom doesn't follow

**Ops Want Band** 

Based on these figures. Weber lutely essential that a greater number of operators make regular reports on each date. A large Midwest terpalace owner, answering a ouery as to whether the reparticipators, said that while he was one of the top contributors (which was substantiated from the dias), he felt the service should be continued to the entire membership for at least one more year—and that all members should make a special effort to

### SPA May Seek

· Continued from page 14

participate in the future.

than those members who specifically ask for such action. This line of thinking, it is known, developed as a result of a pubber's under the cabaret classification with a list of those writers for whom SPA wished to make an audit. The cleffers organization regarded the pubber's move as an implied threat: that is, the pubber could canvass those writers and query them as to whether they wished the audit. Cleffers anxious to curry pubber favor could

deny such intent.

The SPA council has not yet made a definite decision. Indications are that it may decide to

The SPA Council meets next

### **Local Bills Get Attention**

of the importance of local get- was to get the people out on the togethers, operators in Lincoln streets and into ballrooms. The had formed their own group this over-all promotion of dancing, the

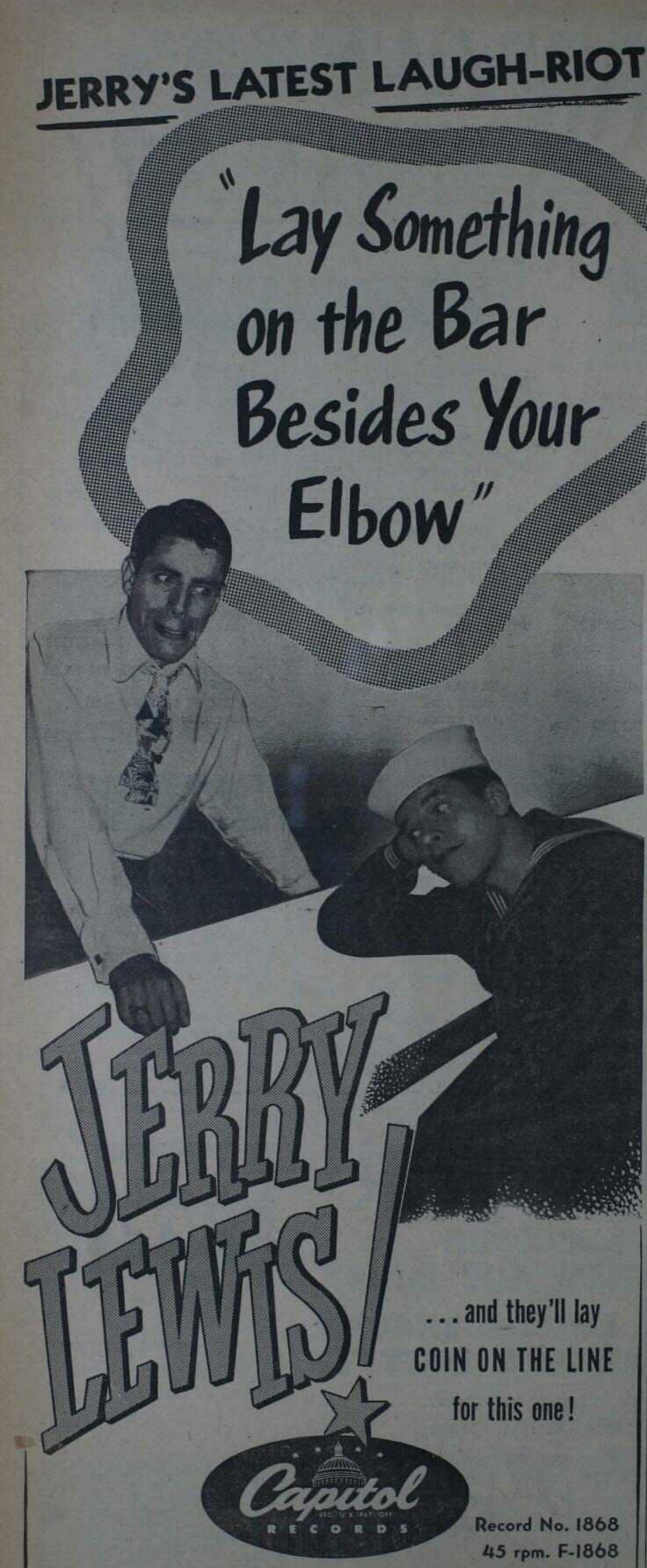
the convention that while the Min- tional basis, and they have shelved nesota organization had not been the matter awaiting future action too active during the past year, by the NBOA.
it had successfully settled a local That the State association picdispute, and had explored the ture is a healthy one, and should dance promotion problem at its grow in the coming year was the

gatherings.

were set by both operators. Alexander said the basic problem playment insurance to State adwas how to sell dancing to a community, and the obvious answer

Jim Alexander, St. Paul, told problem to be resolved on a na-

consensus following the individual The association, Alexander said, reports. Verne Luther, Oelwein, had brought together two competitors who were giving free McMahon. Indianapolis, Milt dances. Thru the meeting, differences were resolved, and admissions, at prevailing prices, Fargo, N. D. covered the activities in their States, all stressing there On the promotion discussions, are matters ranging from unemmission taxes, which centil only along be handled by State associations.



# WRRP'S THE ONE WRRP'S THE STIMAS 51!

# LES PAUL NARY RORD



and SILENT NIGHT

NO. 1881 . F1881

Secretary, and the shring arrawer to mindful by Trans to secretary



### Robert Shaw Pulls Near 4,500 in Portland . . .

The Robert Shaw Chorale drew near capacity of 4,500 to the Municipal Auditorium, Portland, Ore., Monday (5) night under the Ellison-White Bureau booking. Tickets ranged from \$1.80 to

EDDIE FISHER-Victor JERRY GRAY - Decca

CHOICE MUSIC INC. 1605 Leases Now 2102 Server Ried Hollows





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INTERPRETATION OF THE PROPERTY Capitol 1808

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Recorded By TENNESSEE ERNIE .... CAPITOL 

J. J. ROBBINS & SONS, INC. NE 1019 B'WAY N. Y. 19, N. Y. 10 

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For the Winter Season FROSTY THE SNOW MAN HARDROCK, COCO AND JOE The Three Little Dwarfs SUZY SHOWFLAKE

HILL AND RANGE SONGS, INC. Boverly Hills, California

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Shopping days till X-MAS!

"Here Comes Santa Claus"

# Music as Written

\$3. Ray Anthony's orchestra with regard to coming sound- long-time patrons and then played pulled 1,900 persons to the Jant- track albums. zen Beach Park Ballroom Saturday (3) night at \$2 each. The poor showing was partly attributed to and disk division of Simon & Don and Ken Kerker. Davendense fog, which kept many from adjoining towns away.

Heidt Package Booked For Sall Lake City Show . . .

Horace Heidt, eight featured artists and 50 performers are booked for a one-night appearprices are set at \$1.22, \$1.83, \$2.44 and \$3.05. The show is sponsored by the Junior Chamber of Commerce.

Wigler Runs Own Pubberies Exclusively . . .

Sam Wigler would run Lincoln week signed Esther Forero, Coand Starlight pubberies owned by lombian singer. . . Anthony Sepe Abner Silver, Actually Wigler will has reactivated the Laurel label continue to operate only his own in conjunction with Jim Hicky. Ford and Pollsam catalogs, tho housed in the same office with the Silver firms.

Danilova to Cut Ballet Instructions for Rainbow . . .

Eddie Heller, Rainbow Records prexy, last week signed an exclusive waxing pact with Danilova, prima ballerina of the Ballet Russe De Monte Carlo. The dancer will record a series of ballet exercise instruction albums for the diskery. Recording session will be staged in New York Thursday (15).

### New York

MGM Records this week is shipping its third release in its "Popular Classics" series. Release includes four packages highlighted by a first recording of excerpts from Glinka's "Russlan and Ludmilla" ballet. . . . Ed Barsky, MGM's Philadelphia distrib, ran an open house on Sunlay (11) to celebrate his moving into larger and more central quarters. MGM recording boss, Harry Meyerson, and flack Sol Handwerger participated. Coral Records' specialty record-

ing men Hy Grill and Teddy Reig took off this week for a six-week jaunt across the country to search for and record new talent in both the country and rhythm-blues

Frank Hennigs, veteran music man, this week opened his own pubbery and will swing into action shortly. Bill Hill. former Capitol Records' Eastern sales manager, has joined Specialty Records, a custom production business, which is owned by Roy Marquardt, a former Cap and Columbia production man. Plant is at Olyphant, Pa. . . . Her manager, Jack Rael, threw a surprise birthday party for Patti Page Thursday (8). Mike In New York Page Thursday (8). . . Mike Sukin, contact man for Valando Music, married Betty Wells. . . . MGM Records' prexy Frank Walker returned from a two-week Hollywood trek Thursday (8). He conferred with MGM studio execs



(How Much I Love You)" BIG TOWN MUSIC PUB. CO., INC. Palace Theater Bidg.

DECCA

RECORDS

#46185

Sandpiper Press, juvenile book was given away later in the week. Schuster, moved last week to new port, Iowa, missed their first offices in Radio City. . . . Vaughn NBOA convention in years be-Monroe is buying a new five- cause of the serious illness of passenger Aero Commander their father. . . First time visitors plane for commuting between at the terp confab included Jack band dates and his Massachusettes Flanagan, new manager at the home. . . . D. H. Distributing Com- Tromar, Des Moines; K. C. Bechpany, Baltimore area distribbery tel, new manager of the New for the RCA Victor line, named Moon, Wichita; Bob Conway, ance in Salt Lake City at the State Hans Weiss as senior salesman in Weyauwega, Wis.; Art Simmons. Fairgrounds Coliseum November the instrument division, Lee Providence; West View Park, 25. All seats are reserved, and Shapiro as manager of the record Pittsburgh, which sent a deledepartment, and Bud Vogt as gation; Bob Bender, nephew of salesman in the record depart- Clarence Peterson, representing ment. . . . Capitol Records' thrush, Waterloo, Iowa; Gus Gorgan, Mary Mayo, currently at Chub- Wankegan, Ill.; S. S. Simpson, repby's, Camden, N. J. . . . Chanter resenting Canadian auditorium Harry Belafonte is now at the Village Vanguard as a folk singer. A story carried in The Billboard . . . Alpha Distributors has taken last week inadvertently stated that on the Tico label. The diskery last

> Bobby Wayne, Mercury Records chanter, goes in the Paramount Theater here December 12. Band leader Charlie Spivak has gone into the personal management business. First client is Tommy Lynn, who sings with the Spivak ork. Spivak will continue to work with his band. Danny Stevens, Columbia Records deejay contact, is in the Midwest. . . . French chanteuse Sylvia St. Clair goes into the Mayfair Room, Blackstone Hotel, Chicago, November 16. . . . Tops Records, low-price indie diskery, has moved its offices to downtown New York

### Chicago

Eddie Gilmartin, veteran ballroom manager who has spent 20 years in the supervisory end of the terp business at spots such as ember 18 to open his own service out of Chicago. . . . Mr. and Mrs. Vern Sperry. Topeka, Kan., terp ops, reported that a wire recorder promotion netted the biggest return in attendance during the past year. The Sperrys and taped impromptu talks by

# S. Romberg Passes at 64

cerebral hemorrhage.

Romberg started a full-time composing career in 1913 with the Broadway musical, "The Whirl of the World." Over the years he wrote 78 operettas and some 2,000 songs. Among his most famous operettas were "The Desert Song," "New Moon," "The Student Prince" and "Blossom Time." His tunes included "When I Grow too. Old To Dream," "Auf Wid-ersehn," "Sweetheart," "Deep in My Heart, Dear" and a 1950 click, 'Zing Zing, Zoom Zoom."

other works for movies and conducted radio orchestras. Details on the Final Curtain page.

### Marx to Sell Discovery to Vernon Brown

HOLLYWOOD, Nov. 10 .- In a surprise move. Discovery Rec-ords Prexy Albert Marx began finalization of plans to sell his diskery to Vernon Brown. Deal is expected to be concluded next week for an as yet undetermined sum. Marx's reason for selling was that since he organized the label in 1948, he put in a lot of (Continued on page 52)

during the evening. The player

operators and owners, Toronto.

# To Hear Pix,

HOLLYWOOD, Nov. 10. - Radio and film windjammers will meet with music educators to discuss problems common to both the music profession and music education December 28-29, when the Southern California School Band and Orchestra Association and American Federation of Musicians, Local 47, stage the first Western States instrumental clinic at Local 47 offices here. Clinic is free and aimed in particular at musicians of the 11 Western States.

Event is co-ordinated by Sam Rowland, Local 47 officer: Columbia University Teachers' College Tommy Dorsey's Casino, Ocean and Vincent Dagort, SCBOA Park, Calif.; the Aragon-Trianon prexy. Professional tootlers tak-Ballrooms, Chicago, and the In- ing part in the two-day confab are diana Roof, Indianapolis, is leav- Rafael Mendez, Buddy Baker's ing the latter establishment No- reed ork, Hollywood String Quartet, Woodwind Quartet, Frank De ballroom management consultant Michele, Paul Toenniges, Kurt service out of Chicago. . Mr. Reher, Harriet Payne, Robert Gross, Max Pottag and Hugh Mc-

Producers and manufacturers active in the conclave are C. C. Jenkins, Decatur, Ill.; H. H. Slinset up the recorder in the lobby gerland Jr., Slingerland Company, Chicago; Max Scherl and Heinrich Roth, Scherl & Roth, and Reynolds International Accordion, Detroit; Pagani & Bros., accordion literature, New York; Pacific Supply, Los Angeles, and seven major music publishers.

General committee is comprised of Clarence Sawhill and Ralph Rush, of USC's music and band departments; Robert Cluery, UCLA music department; Truman Hutton, music chief of Los Angeles schools; Carroll Cambern, music publishers; Maurice Faulkner, University of Santa Barbara NEW YORK, Nov. 10,-Sig- music topper; Carl Critner, music mund Romberg, 64, operetta and publisher; Jimmie Hoar, musimusical composer and writer of cian; Hal Brown, Robert W. thousands of songs, died yester-day (9) at his hotel suite here. Mayer, high school reps; John te Death was reported as due to a Groen, Maury Paul and Kelly Shugard, Local 47 execs.

NEW YORK, Nov. 10 .- The the matter of song release dates has become a problem of antiquity in the industry, it becomes an event worthy of mention when a pub-He also adapted his own and lisher manages successfully to en-

### JERSEY JOE CAPITALIZES

PHILADELPHIA, Nov 10. - Jersey Joe Walcott is going to lend his name to after-dark eatery and drinkery op-erations here. Boxing champ had local attorney Samuel Rose file application for a charter of incorporation for Jersey Joe Walcott, Inc. Among the purposes of the projected corporation, according to the application, is the operation of hotels, restaurants, cafes and eating places including the dispensing of drinks of all kinds.

### Hollywood

Bob Savage, who last month inked a waxing pact with Capitol Records, has signed to make a series of 13 tele pix for a group topped by Robert Stillman. Series



THE FILL FRANCE TED KOEHLER RUBE BLOOM'S 1619 Breadway, New York 19, N.

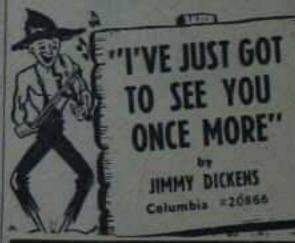
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Now Available! "NO, NO, NOT

Lariat Record No. 1050 ORDER TODAY

LARIAT MUSIC 1558 NORTH VINE ST. HOLLYWOOD 28, CALIF. Affiliated with BMI





TANNEN MUSIC, INC. 146 West 54 St., New York 19

NOTHING CAN HOLD BACK-"HOLD ME JUST A LITTLE LONGER, DADDY"

EILEEN BARTON-CORAL Records RUTH CASEY.—CADILLAE Records PAUL CUNNINGHAM,

INC. 1619 Breadway, New York . 9, N. Y. INDERESENDED

> CAPITOL RECORD #1853

"I TANT WAIT TIL QUITHMUTH"

HARTLEY MUSIC CO.

New York, N. Y.

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25

The Greatest Buy...

This Year Any Year

Solds Solds

record of ...

# RUDOLPH THE RED-NOSED REINDEER"



"ALL I WANT FOR CHRISTMAS IS MY TWO FRONT TEETH"

78 rpm 20-4315-45 rpm 47-4315

the BIG Net HITS are on . . .

RCA VICTOR RECORDS

# A MESSAGE FROM RUDOLPH-

"I want to thank every Artist, Disc Jockey and Juke Box Operator who for the past 2 years has acclaimed my adventure with Santa Claus and hope you will continue to do so."

# THE RED-NOSED

by Johnny Marks

### FEATURED IN A MAX FLEISCHER TECHNICOLOR SHORT

### Recorded by

Gene Autry (Columbia) Sammy Kaye (Columbia) Ken Griffin (Columbia) Ray Heatherton (Columbia) Spike Jones (Victor) Montana Slim (Victor) Eddy Howard (Mercury) Sugar Chile Robinson (Capitol) Smiley Burnette (Capitol) Mitchell Miller & Sandpipers

Primo Scala (London) Korn Kobblers (MGM) Enoch Light (Remington) Bing Crosby (Decca) Guy Lombardo (Decca) Red Foley (Decca) Harry Babbitt (Coral) Ted Black (Dana) Regina Kujawa (Dana) Lawrence Cook (Abbey) Caroleers (Varsity) Bud Roman (Tops) Dick Edwards (Peter Pan) Tony Puskarz (Polo) Arizona Martin (Record Guild) Connie Parett (Top Ten)

### Transcribed by

(Golden)

Lawrence Welk (Standard)

Jan Garber (Capitol) Johnny Guarnieri (Thesaurus) The Satisfiers & Buddy Weed (Associated) Eddy Howard (World) Henry Jerome (Lang-Worth) Glen Osser (Muxak)

# WHEN SANTA CLAUS GETS

Gene Autry (Columbia)

Henry Jerome (Lang-Worth)

# HAPPY NEW YEAR DARL

THE LAND OF HATCHY MEL

Rosemary Clooney (Columbia)

lune Winters (Mayfair)

1619 Broadway, New York, N. Y. JOE WHALEN

BERNIE SCHERER Prof. Mgr. (New York) (Chicago)

DANNY CAMERON (Hollywood)

# THE BILLBOARD MUSIC Popularity Charts

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

# HONOR ROLL OF

### The Nation's Top Tunes

The nation's 10-top tures. THE HONDE 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 Popularity Chart. Based on reports received Nevember 7, 8 and 9.

Week

### 1. (It's No) Sin

. . . By George Hoven and Chester Shall-Published by Algonouin (BMI) RECORDS AVAILABLE: 8. Colt. Detatur 1001; Four Acre. Victoria 101; Four Buddles, Savoy 817; 5. Churchill, V 20-4230; Four Knights, Cap 1806; C. Hawking, Dec 27853; E. Howard, Mercury 5731; S. Kaye, Col 39567; A. Morgan, Dec 27794 A. Prysock, Dec 27769 B. Williams Quartet, MGM 11086.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dean Hudson, Lang-Worth; Glean Osser Ork, Associated

### 2. Because of You

. . . By Arthur Hammerstein and Dudley Wilkinson-Published by Broadcast

RECORDS AVAILABLE: L. Armstrong, Dec 27816; R. Bartier, Mercury 56436 L. Bawter, Cap 1493; E. Becker-E. Light Ork, Remington R-25005; T. Bennett-P. Faith Ork, Col 39362; E. Butterfield, Coral 60561; Comboy Copus, King 3244; Bob Crosby, Coral 60440; G. DeHaven-G. Lombardo, Dec 27666; J. Desmand, MGM 10947; J. Peerse, V 10-3426; T. Smith, United 104.

ELECTRICAL TRANSCRIPTION LIBRARIES: Mindy Carson, Associated; Cocount Greve Ork, Standard; Chuck Foster, Lang-Worth; Vincent Lopez, Thesaurus; Billy Mills, Standard.

### 3. 3. Cold, Cold Heart

. . . By Hank Williams Published by Acuff Rose (BMI)

RECORDS AVAILABLE: L. Armstrong, Dec 27816; T. Bennett-P. Faith On, Cell 39449; Fontane Sisters, V 20-4274; T. Fontane, Mercury 5693; H. Henderson, Des 48255; D. Washington, Mercury 5728; H. Williams, MGM 10904; E. Wilson,

ELECTRICAL TRANSCRIPTION LIBRARIES: Leon Payne, Lang-Worth.

### 4. Down Yonder

. . . By L. Wolf Gilbert-Published by LaSaile (ASCAP)

RECORDS AVAILABLE: C. Butler, Col 39533; H. Carmack, Dec 46362; & (Fingers) Carr, Cap 1777; L. (Plano Roll) Cook, Abbey 15053; S. Caeley, Dec 46355; Honky Tonks, V 20-4284; F. Martin, V 20-4267; F. Petty Trio, MGM 11057; E. Smith, King 986; C. Stone, Cap 7-40161; C. Watts and A. Trace, Mircury 5695; G Willis, V 21-0420; H. Wolfe, Rich-R'-Tone 1022; D. Wood, Ten-

ELECTRICAL TRANSCRIPTION LIBRARIES: Dean Hudson, Lang-Worth, Vincent Lopez, Thesaurus; The Satisfiers, Associated.

### 5. I Get Ideas

. . . By Sanders and Dorcas Cochran-Published by Hill & Range (6M1) RECORDS AVAILABLE: L. Armstrong, Dec 27720; P. Lee, Cap 1573; E. Light Ork, Remirgton R-25003; T. Martin, V 20-4141.

ELECTRICAL TRANSCRIPTION LIBRARIES: Guy Mitchell, Associated.

### 6. Undecided

. . . By Sid Robin and Charlie Shavers-Published by Leeds (ASCAP) RECORDS AVAILABLE: Ames Bruthers-L. Brown, Coral 60566; E. Fitzgerald-C. Webb, Decra 25434; E. Garner, Report 1004; M. Small, King 15138. ELECTRICAL TRANSCRIPTION LIBRARIES: Henry Jerume Ort, Lang-Worth

### 7. And So to Sleep Again 6.

. . . By Joe Marsala and Sunne Skylar-Published by Paston Music (ASCAP) RECORDS AVAILABLE: C. Hawkim, Dec 27853; D. Haymes, Dec 27751; B. Mann, King 15134; P. Page, Mercury 5706; A. Stevens, V 20-4283; P. Westen, Col 39569; M. Willing, Cap 1784.

ELECTRICAL TRANSCRIPTION LIBRARIES: Henry Jerone, Lang-Worth; Denny Vaughan Grk, Associated

### 8. World Is Waiting for the Sunrise

. . . By Ernest Seltz and Eugene Lockhart-Published by Crawford (ASCAP) NECORDS AVAILABLE: F Bothin, Dec 27730; L. Faul-M. Ford, Cap 1748. ELECTRICAL TRANSCRIPTION LIBRARIES: Cots Gies, Lang-Worth: Johnny Guarnieri, Thesaurus: Bertrand Hirsts, Lang-Worth; Alfan Jones, Lang-Worth; Matty Malneck, Standard; Manhattan Highthawks, Thesaurus; Red Nichols, Lang-Worth Jue Sodja, Lang-Worth.

### 9. Loveliest Night of the Year

From the MGM film "The Great Cardin."

RECORDS AVAILABLE: A. Blyth, MGM 10352; P. Faith Ork, Col 39192; S. Hart, Merit 307; A. Kinz-E. Light Drs., Reminister R-25006; M. Lonza, V 10-3300; H. O'Connell, Cap 3408; A. Shalton, London 937; E. Smith, Dec 27583; F.

ELECTRICAL TRANSCRIPTION LIBRARIES: Fred Darlan, Standard; Step Fleids, Lang-Worth; Chuck Foster, Lang-Worth; Monics Lewis, World; Bill Mills Ors, Standard

By Cliffie Stone-Eddie Kirk-Published by American Munic (BMI) RECORDS AVAILABLE: Bing Crosby, Dec 27830; Dirls Day, Cal 39596; Harmonicate, Mercury 5747; T. Martin, V 20-4343; M. Mayo, Cap 1849; M. Small, King 15129.

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APITOL BUYER'S GUI

**Week Ending NOVEMBER 17, 1951** 

# COMING UP FAST!

	78	45
"UNFORGETTABLE," "MY FIRST AND MY LAST LOVE"	rpm	rpm
Nat "King" Cole	_1808_	_F1808
"DOMINO," "FIND ME" Mary Mayo		_F1849
"I WANNA SAY HELLO." "IN THE CHAPEL IN THE MOONLIGHT" The Four Knights	1840_	
"YOU TRIED TO RUIN MY NAME," "ASLEEP AT THE SWITCH" Boots Faye and Idaho Call	1772	_F1772
"WHITE CHRISTMAS," "WINTER WONDERLAND"  The Voices of Walter Schumann	_1841_	_F1841
"CHRISTMAS DINNER," "A ROOTIN' TOOTIN' SANTA CLAUS" Tennessee Ernie	1830_	F1830

# HOT SELLERS!

"JUST ONE MORE CHANCE," "JAZZ ME BLUES"  Les Paul and Mary Ford	1825_	F1825
"THE WORLD IS WAITING FOR THE SUNRISE," "WHISPERING" Les Paul and Mary Ford	1748_	_F1748
"LET'S LIVE A LITTLE," "I DON'T WANT TO BE FREE"  Margaret Whiting and Jimmy Wakely	_1816_	F1816
"DOWN YONDER," "IVORY RAG" Joe "Fingers" Carr	_1777_	_F1777
"SLOW POKE," "I WANNA PLAY HOUSE WITH YOU" Helen O'Connell	_1837_	F1837
"SIM," "THE GLORY OF LOVE" The Four Knights	_1806_	_F1806
"HEY, GOOD LOOKIN'," "COOL, COOL KISSES"  Tennessee Ernie and Helen O'Connell		
"DADDY," "STREET OF DREAMS"  June Christy and Stan Kenton	_1823_	_F1823
"BECAUSE OF YOU," "SOMEWHERE, SOMEHOW, SOMEDAY" Les Baxter	_1760_	_F1760
"I WAS SANTA CLAUS AT THE SCHOOL HOUSE (FOR THE P.T.A.)." "THE CHRISTMAS PARTY" Yogi Yorgesson		

# WESTERN & FOLK

"IN THE MOOD," "EVERYBODY THINKS YOU'RE AN ANGEL"		
Ole Pasmussen	1814_	F1014
"EACH STEP OF THE WAY," "GONNA WALK WITH MY LORD"		
"I'M LONESOME FOR YOU," "IT'S NO USE TALKIN' BABY (I'M THROUGH)" Gene O'Quin		
"WHISKEY, WHISKEY," "TIPPEY TOEIN" WOMAN"  Deuce Spriggens		
"THAT LAST LOVE LETTER," "UNTIL 1 DIE"  Ramblin' Jimmie Dolan		
"LOVE THIEF." "HOW DO YOU FEEL!" Hank Thompson	_1745_	_F1745
"THE SHAKE DANCE BOOGIE," "I'M GONNA GET ALUNG	_1854_	_F1854
"DETOUR," "WITH TEARS IN MY EYES" Wesley Tuttle	_1804_	_F1804
"HUB CAP ROLL," "TRUCK DRIVERS RIDE" Speedy West	_1805_	_F1805



THE BIG ONE TO WATCH! MARY

The Bells never before Jingled like this

AND "SILENT NIGHT" NO. 1881

# NEW RELEASES ON Capitol



ROUND DANCE FAVORITES LES PAUL - MARY FORD

MOCKIN' BIRE WALTE SHOPMAN AREA 26 June - CAS-AREA, SE. 89 62 June - CASE AREA, 51.89

BLACK MANY WALTS

ROUND BANCE FAVORITES CLIFFIE STORE AND HIS SOLIABE DANCE BAND



ROUND DANCE FAVORITES EX WILLIAMS AND HIS HESTERN CARAVAN DATTER DITE OF 19 mm - CASF-ASIG, \$1.00 40 mm - CASF-ASIG, \$1.00



HE IS THE LIGHT OF THE WORLD

MADE BAY AND HIS GEARN MOUNTAIN BOYS CALIFORNIA SCHAFFFISCHE PRETTY PERSONS SERVICES.

T4345		78	45
NAT "KING" COLE BILLY MAY	I'M HURTIN' - WALKIN'	1863	F186
MEL TORME	YOU'RE A HEAVENLY THING FOOLISH LITTLE RUMORS	1864	F186
LINDY DOHERTY	DON'T ROB ANOTHER MAN'S CASTLE WHY AM I CRYING	1867	F186
JERRY LEWIS	LAY SOMETHIN' ON THE BAR (Bosides Your Elbows) I LOVE GIRLS	1868	F180
MICKEY KATZ	NATURE BOCHER - MAZELTOV DANCES	1869	7100
DICK BEAVERS LES BAXTER	SHRIMP BOATS (A Comin'-There's Duncin'Tonight) JALOUSIE	1873	F18
Milita	COUNTRY COUNTRY		
HANK THOMPSON	TEARDROPS AND TEA LEAVES I'LL BE YOUR SWEETHEART	1870	F18
BOOTS FAYE and IDAHO CALL	SYRANDED (On The See of Life) GRINNIN' LIKE A 'POSSUM	1871	*11
LEON PAYNE	GENTLE HANDS	1872	F18

# 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 November 7, 8 and 9

Records listed here in numerical order are played over the greatest number of record shows.

List is based on replies from weekly survey among disk pickeys through the country. Unless shown in this chart, other available records or times listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part 1 (F) Indicates tune is from a film; (M) indigates tune is from a legit musical.

Wite	reks	Last To Week We	Nia est	
	8	2	1. SIN	E. Howard
1	8	1 7	2. BECAUSE OF YOU	. T. Bennett-P. Faith
1	5	3 3	3. COLD. COLD HEART	. T. Bennett-P. Faith
	1	5 4	. UNDECIDED	Ames Brothers-L. Brown
			5. I GET IDEAS	T. Martin
			. SIN	S. Churchill
-				P. Page
9				Mercury (78) 5706; (45) 5706 X45 ASCA Four Aces A, Alberts
14				. L. Baxter
			. WORLD IS WAITING FOR	Cap(78)1493; (45)F-1493 BN
5	12	11.	TURN BACK THE HANDS OF	Cap(78)1748; (45)F-1748-ASCA
			TIME	. E. Fisher
4	13	12.	JUST ONE MORE CHANCE	L. Paul-M. Ford
12	11	13.	DOWN YONDER	Del Wood
.4	. 17	14.	JIN	. Four Knights
2	27	15.	DOMINO	. Bing Crosby Dec(78)27830; (45)9-27830—ASCAF
9	20	16.	I GET IDEAS	Dec(78)27830; (45)9-27830—ASCAF Armstrong Dec(78)27720; (45)9-27720—8M
3		17.	SOLITAIRE	. T. Bennett
				Coll78129555; (45)4-39555;
7	14	10.	DOMINO	(3313-39555—BM) . T. Martin V(78)20-4343; (45)47-4343—ASCAP
4	23	19.	DOWN TONDER	. J. (Fingers) Carr
Z	17	20.	UNDECIDED	Cap(78)1777; (45)F-1777—ASCAP Anthony
		20.	JALUUSIC	Col(78)39585: (45)4-39585_ASCAP
1		20.	THERE'S ALWAYS ROOM AT	. G. Mitchell-M. Miller
3	30	23.	BEYOND THE BLUE HORIZON	.H. Winterhalter
				V(78)20-4288; (45)47-4288—ASCAP  .T. Bennett Cel(78)39555; (45)4-39555;
6	15	25.	DOWN YONDER	F. Martin
1	-	25.	SIN	.S. Kaye
5	21	27.	HEY, GOOD LOOKIN'	S. Kaye  Col(78)39567; (45)4-39567—BMI  J. Stafford-F. Laine  Col(78)39570; (45)4-39570;
				. C. Butler
3	22	28.	UNFORGETTABLE	. Nat (King) Cole (3313-39533—ASCAP
1	-	28.	DOMINO	Nat (King) Cole
2	-	28.		V. Monroe

### • England's Top Twenty

<b>Veeks</b>		t   This			
n dat	E WE	ek Week		English	American
14	1	1.	TOO YOUNG	Sun	Jefferson
7	2		BECAUSE OF YOU		
12	3	4 3.	TULIPS AND HEATHER	John Fields	A Hopbins & Se
4	11		LONGING FOR YOU		
4	6		I LIVE THE SUNSHINE OF YOUR SMILE		
11	4	6.	SWEET VIOLETS		
4	9	7.	BELLE, BELLE, MY LIBERTY BELLE		
14	8	8.	A BEGGAR IN LOVE		
21	7	9.	LOVELIEST NIGHT OF THE YEAR		
18	10		TOO LATE NOW		
7	12		SHANGHAI		
17	5		MY TRULY, TRULY FAIR		
15	10	13	UNLESS		
13	14	14.	CHRISTOPHER COLUMBUS	Cambell-Connelly	American
35	15	125:	BE MY LOVE	Francis Day	Rockins
3	20	36.	VANITY	San	Jefferson
1	-	17.	ROSALINE	Michael Reine	THE REAL PROPERTY.
8	17	18.	KENTUCKY WALTZ	Southern	Peer International
22	16	19.	IVORY RAG	Mac Meladies	Ardmore
2	19	20.	LULLABY OF BROADWAY	Feldman	Witmark

### **VOX JOX**

-By JUNE BUNDY-

### Preems

Boston deejay Sherm Feller, who took over the remote stint at Manhattan's Copacabana nitery a couple of months ago, leaves that spot this week to freelance in TV. He's currently talking over a deal with WPIX, New York Daily News video outlet. Feller's frau, Hub City singer Judy Valentine, will also use New York as home base from now on. Copa post is now held by Kal Boss.

Sid Dickler, WMCK, Mc-Keesport, Pa., is readying a nightly disk show from a downtown cafe. . . . Max (Buddy) Mipro was named chief engineer and Al Chesley. general manager, of WJMR, New Orleans. . Gene Williams ex-KXOB, Stockton, Calif., spins 'em at KMOD, Modesto, Calif. . . After three and a half years with WBVP, Beaver Falls, Pa., Alan Boal enters the service. . . . Bob King, WMBD, Peoria, Ill., now pilots an extended "Nightwatch" show, featuring pre-1930 records. . . . Dave Larsen. 16-year-old high school student, has launched a teen-age platter show over KAUS, Austin, Minn. The airer, tagged "Breakfast in Bedlam." is broadcast from 9:30 to 10 a.m. Saturdays, and Dave "would like to hear from all other young deejays for new ideas." Ken Lawrence, WDAR. Savannah, Ga., has been station's top night man for the last year while stationed with Air Force at local Hunter

Lawrence will be discharged from service and take over fulltime duties at the station. He's also changing his title from "A Man and His Music" to "Classical Ken, Savannah's Answer to Symphony Sid."... Dick Lawrence, who left WVCH, Chester, Pa, last year to serve in Korea, has been discharged and is now spinning em for WKDN. Camden, N. J. ... Glenn Allen (Kunze) WNRN, Marion, O., is moving over to WLW-C, Columbus, O.

base. Beginning November 25,

### Sponsor Talk

Bendix is buying spots with Chuck Chiodo, WKRZ, Oil City, Pa. . . Bill Merchant, WKBZ, Muskegon Mich., has landed Hallicrafter's TV and Mutual Radio and Television to sponsor a quarter hour of his early a.m. "Breakfast Turntable." . . Fred Hall, KDB, Santa Barbara, Calif., reports following new advertisers: Milani Salad Dressing, Purex and Weber's bread. . . . RCA Victor is buying 13 weeks with Ralph Moffatt, WDGY, Minneapolis. . . It's a 46-week deal for David Lang. WHLS, Port Huron, Mich., with House of Television. . . . Phileo TV is picking up a 52week tab on the Gene Fischer show over WLRP, New Albany, Ind

### Gripe Bag

"Why must these people with plenty of money and/or a good job invade the disk jockey field and keep some guy who needs the job from doing it? In most cases the celebrity-turned-deejay doesn't know as much about records as the little guy he is keeping out of the job anyway."-Curt Gibson, WPLH, Huntington, W. Va. . . . "How can the promotion characters expect us to exhort progressive jazz to its proper level if the labels such as Discovery, Prestige, etc., refuse to send us a single side? An orchid to King Records for keeping right with it and also recording some real great artists!-Eddie Dillon, WNCC, Barnsboro, Pa. . . "Complaint! In your 'Picks' department, The Billboard regularly shows itself as really ahead of the game. For some reason or other your staff always reviews disks before the average decjay gets them. Result: Billboard 'Picks' are always at least a week ahead of 'Picks' by the deepays. Can't this be equalized?"-(Continued on page 82)

# • Best Selling Sheet Music

. . . Based on reports received November 7, 8 and 9

Times listed are the national best sheet music sellers. Ust is based on reports received each week from all the nation's sheet music jobhers. Songs are listed according to preatest number of sales; (F) indicates tune is a film; (M) indicates tune is in legit musical; (A) indicates tune is exaltable on records.

	OSITI	This	
		Week	
20	1	1.	BECAUSE OF YOU (F) (R)
8	2	2.	(IT'S NO) SIN (R)
12	3	3.	COLD, COLD HEART (R)
19	5	4.	I GET IDEAS (R) Hill & Range
8	4	5.	DOWN YONDER (R) LaSalle
7	7	6.	AND SO TO SLEEP AGAIN (R)
27	6	7.	LOVELIEST NIGHT OF THE YEAR (F) (R)
1	-	8.	WHITE CHRISTMAS (F) (R)
1	-	9.	RUDOLPH. THE RED NOSED REINDEER (R) St. Micholas
1	-	10.	FROSTY, THE SNOW MAN (R)
3	8	11.	UNDECIDED (R)
1	-	12.	SLOW POKE (R)
2	-	13.	DOMINO (R)
11	12	14.	IN THE COOL, COOL COOL OF THE EVENING (F) (R) Burke-VanHeusen
6	9		TURN BACK THE HANDS OF TIME (R)

### • Songs With Greatest Radio Audiences (ACI)

Times listed have the greatest addiences on programs hased on network stations in New York, Chicago and Los Angeles, List is based upon John & Peatman's Addience Coverage Index. The index is projected upon radio log-made available to Pratman's ACI by the Accounte Resorting Service in New York, Rudio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 inners in the case of riest times alphabetically. This music checked is prepunderantly lever 60 per cent) alive.

(F) Indicates time from a filer (M) Indicates time is from a legitimate musical; (N) Indicates time is available on records. In each instance the licensing agency controlling performance rights on the time is indicated

The feature is comprished 1947 by the Office of Research, Inc., 5470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade supers; no other one is

	Amil Se to Sirep Again (R)	
	Because of You (F) (R)	
	California Moon (R)	
	Cold, Cold Hears (R)	
	Detoor (R) Hill & Range - BM1	
	Domino (R) Pickwick—45CAP	
	Down Yorder (R) La Salle ASCAP	
	For All We Know (M) (R)	
	Getting to Know You (M) (R)	
	Short of a Change (R)	
	Got Her Off My Hands (R)	
	1 Get Ideas (R) Hill & Rame EMI	
	I Love the Santhine of Your Smile (R)	
	I With I Witz (R) United ASCAP	
	It's All is the Same (R)	
	It's All Over But the Memories (R)	
	Just a Moment More (R)	
8	Just One More Chance (R)	
	Kiss to Build a Dream on, A (F) (N) Miller ASCAP	
	Love Is Here to Stay (R)	
	Loveliest Night of the Year (F) (R)	
	More, More (R)	
ı	My Dream Christmas Life-BMI	
	Old Soft Show (R)	
ı	Franciph, the Red Notes Reindeer (R)	
ı	Shanghai (R)	
ı	(It's Na) Sin (R)	
ı	Sleigh Ride (R) Mills-ASCAP	
1	Spilitaire (R)	
1	Undecided (R)	
I	Wonder Why, 1 (F) (R)	
ı	World Is Waiting for the Sunrise, The (R) DeSylva-Brown & Henterson-ASCAP	

# • Songs With Most TV Performances (RH Tele-Log)

The Richard Himber (RH Tele-Log) is based on the mostlyring of all programs triccast by the American Breadcasting Company, Columbia Broadcasting System, OrMans and National Broadcasting Company netwerk stations in New York and Chicago. Point totals are derived in the following manners: Every time a song is performed on a sustaining show, instrumentally, it receives a credit of 5 exists; when performed vocally on a sustainer it receives 10 points: when time instrumentally on a commercial show it receives 13 points and, when done socially on a commercial show it gets 20 plaints.

	Week of November 1 to November 7
	1. Berause of You-EMI
	2. Sin-Algonquin BO
	3. And 50 to Sleep Annin-Parton
	4. Cold, Cold Heart—Acuff-Rose 60
	5 In the Cool, Cool of the Evening-Burke-Van Heusen
	& Loveliest Night of the Year-Robbins
	7. I Get a Kirk Out of You-Harms
	B. Tenderly-E. H. Morris
	9. Down Yonger Peer
	10. A Ghost of a Chance-Mills
	11. 1 Get torat-Hill & Range
	12 Mr. Touchdown U.S.A.—Payton
	13. Our Love Is Here to Star-D.B.M
	14. Term Back the Hands of Time-Choice
	15. Buckle Dewn Dimocki—Chappell
	16. Shrimo Boats-Disney
	17. Beta Bimba — Goday
	18. Cara, Cara, Belta, Belta-Samon
	19. Danley—Republic
	20. Dimpler & Cherry Cheeks-Leedt
я	21. Fools Rush In-8.V.C
	22. For All We Know-Feith
	23. Glory of Love Shapiro 20
	24 Herr's to My Lady-Mayfair
	25 I Whittle a Happy Tune - Williamson 20
	26. I'm Gonna Write Myself a Letter-Chappell
ш	27. If Yeu Catch a Little Cold—8.V.C
	28. It's All in the Game - Witmark 20 29. It's Seglening to Look Like Christmas - Firmouth 20
	30. Mixed Emotions-Mills
e e	





the great discovery in . . .

"THE LITTLE WHITE CLOUD THAT CRIED"

with The Four Lads and Orchestral Acc.

OKEL RECORDS A PRODUCT OF COLUMBIA RECORDS, INC.

NEW YORK - CHICAGO - HOLLYWOOD - CINCINNATI - LONDON

78 rpm 6840-45 rpm 4-6840

Personal Management:

**BERNIE LANG** 

# THE BILLBOARD Music Popularity Charts

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

### Best Selling Pop Singles

. . . Based on reports received November 7, 8 and 9

Respects listed are those celling test in the nation's top solumn retail resert stores. List is bined up The Billboard's weekly survey among the 1 400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed memoriphile according to greatest sales. The "B" side of each record is also listed.

Weeks	Lest	This		
		1.		T. Bennett-P. Faith
22	2	2.	BECAUSE OF YOU	T. Bennett-P. Faith
9	3	3.		E. Howard (45)5713X45-BMI
10	5	4.	SIN	Four Aces A. Alberts Victoria 101—BMI
25	4	5.	I GET IDEAS	T. Martin
7	7		Sentimental Journey	Ames Brothers-L. Brown
2	16	7.	JALOUSIE	F. Laine Colf78139585; (4514-39585; 13313-39585—ASCAF
12	6		Mine, All Mine	Del Wood
7	10	9.	I Don't Believe In Temorrow	S. Churchill
14	8	10.	WORLD IS WAITING FOR THE	L. Paul-M. Ford
7	0	41	TURN BACK THE HANDS OF	Cap(78)1748; (45)F-1748 ASCAP
1	-	14-	TIME	E. Fisher
3	10	12.	DOMINO .	.T. Martin
9	12	13.		P. Page Myrcury(78)5706: (45)5706X45—ASCAP
4	16	14.	JUST ONE MORE CHANCE	L. Paul-M. Ford
5	14	15.	DOWN YONDER	1. (Fingers) Carr
16	16	15.	BECAUSE OF YOU	Cap(78)1777; (45)F-1777—ASCAP  L. Baxler Cap(78)1493; (45)F-1493—8MI
32	19	17.	LOVELIEST NIGHT OF THE YEAR	.M. Lanza V(78)10-3300; (45)49-3300 ASCAP
5	20	18.	IT'S ALL IN THE GAME	.T. Edwards
6	21	18.	BLUE VELVET	MGM(78)11035; (45)K-11035—ASCAP  .T. Bennett
2	-	20.	OUT IN THE COLD AGAIN	R. Hayes
10	13	21.	A Kiss to Build a Dream on	.L. Armstrong
8	24	22.	DOWN YONDER	.C. Bufler
3	22	23.	UNFORGETTABLE	. Nat (King) Cole
3	24	24.	SLOW POKE	Pee Wee King
1	-	25.	CHARMAINE	. Manfovani
3	27	26.	DOWN YONDER	.F. Martin VI78120-4267; (45)47-4267—ASCAP
1	-	26.	DOWN YONDER	.F. Petty Trio
1	-	26.		. J. Stafford-P. Weston
14	15	29.	WHISPERING	. L. Paul
3	1	30.	CARLO BEAUTIES	

### Best Selling Classical Titles

ass Vesk	This Week	Best Selling 33 1/3 R.P.M.
3		Verdi: La Traviata (Complete Opera), L. Albanese, G. Cehanovsky, P. Dennis, J. Garris, R. Merrill, J. Moreland, A. Newmann, J. Peerce, M. Stellman, NBC Symphony Ork & Chorus; A. Toscanini, conductor; Wilhousky, director
2	2	The Great Caruno, M. Laura, RCA Victor Ork, C. Callinicos, conductor
3	3	Merurt: Marriage of Figaro (Complete Opera), H. Czaska, A. Felbermayer, W. Felden, E. Horsen, M. Ruts, S. Jurinac, E. Kunz, G. London, E. Majkut, R. Schwaiger, E. Schwarzkipt, I. Seefried, Vienna Philharmonic Ork, Von Karajan, conductor. Col(33)SL-114
	4	Bizes: Carmen (Complete Opera), L. Albanese, G. Cehanovsky, A. De Palois, Q. Hawkim, P. Lencher, R. Merrill, J. Peerce, M. Roogera, R. Stevens, H. Thompson, New York Lycee Française Children's Chorus, R. Shaw, conductor of R. Shaw Charale; RCA Victor Ork; F. Reiher, conductor
5	5.	Leoncavalte: Pagliacci (Complete Opera), & Luciene, R. Iucker, G. Valdengo, T. Hamurd, C. Harvout, Metropolitan Opera Ann. Ork, F. Cless, conductor; Alder, director
		Best Selling 45 R.P.M.
1	1	The Great Carusa, M. Lanza, RCA Victor Ork, C. Callinicos, conductor V(45)WDM-1506

- Rieuky-Korsakov: Scheherarade, San Francisco Symphony Ork, P. Monteus, con-
- Pathmaningff: Concerte for Plane & Ork, No. 2; A. Rubinstein, St. Louis Symphony
- 3. Tchargovsky: Nutcracker Suite, E. Ormently, confluctor, Philadelphia Ork. V(A5)WDM-1020.
- 5. Puccini: Highlights From Magame Butterfly, L. Albanese, J. Mellon, L. Browning,

### DEALER DOINGS

### Magnavox Promotion

The Magnavox Company has set up a new promotion for its franchised dealers which ties in the disk and set departments. The premotion calls for dealers to hand each disk customer an invitation to "play your new records on a Magnavox radio-phono in our audition room." The form goes on to read, "Hear these superior recordings at their very bestyou'll be amazed at the tone!" The TV-radio firm suggests that dealers use their disk department salesmen on the promotion and arrange that they get partial credit for sales of Magnavox instruments.

### Trade Talk

"We have completely remodeled our record department and now have it entirely set up as self-service, including 45 and 78 singles. We've also installed two new RCA booth demonstrators-they're fine,"-U. V. Blake, Lubbock, Tex. Record City, Fresno, Callf. staged two successful personal appearances when Radio Station KSJV opened studios in the city. The store packed 'em in with Spanish deejays Ben and Elena Rameriz and with Western deejay Dave Stogner. "We think that Red Foley's 'Alabama Jubilee' will be another 'Chattanooga Shoe Shine Boy.' It sells itself."-Bourdeaux Music House, Lafayette, La. "Did you know that 'My Evening Prayer' was written by Bob Grant. a veteran of the last war, who is in Cushing Hospital here? All Boston stations are giving it a big play."-Louis E. Dean Record Store, Hyannis, Mass.

### NBOA & ASCAP

· Continued from page 14

the case, was not represented at the meet this year.

### ASCAP Survey

Turning to ASCAP, Archer said his committee, which includes Kenneth Moore, Chicago, and Herb Martinka, Mankato, Minn., and ASCAP representatives have set up a co-operative survey designed to obtain facts and figures which can be used to evolve an equitable fee schedule.

Stressing that the survey was to be completed within 90 days and earlier if possible. Archer said NBOA will seek admission grosses from operators for the 1944-1949 period inclusive, but listed year by year. They also will ask operators to list the fees paid ASCAP in each of these years. The period covered. Archer pointed out, takes in three years, 1944 thru 1946, on the old schedule, and a similar period, 1948-'49 when higher rates were in effect. By averaging out these figures, it was believed a more accurate schedule could be obtained.

ASCAP, on its side, will furnish fees paid by different terpalaces during the same period, with reports covering both NBOA members and non-members.

to submit their figures, all to be held in strict confidence, according to Roberts, who will handle the survey, while Paul Huedepohl, LE SACRE DU SAUVAGE ALBUM-LES 70 secretary of the National Association of Amusement Parks, Pools and Beaches, will attempt to get similar reports from non-NBOA Rinal ballrooms covered thru his org. Best known on disks at the conductor of a pop ork Albertir Luga Granados, Nin, Infante and Moneyon be prepared.

Both met with Archer and his actually resolutionary, work bolds together as one ever and somewhat dead, detracting a great deal committee and Roberts several of the most average iming emotional especiesces from what must have been an times during the two-day con- produced in chesic. It was written for a small Competition is not every strong. vention.

### Best Selling Children's Records

... Based on reports received November 7, 8 and 9

Records listed are those errord belling hest in the nation's retail record stores (dealers), according to The fill board's weekly dealer survey. Records are listed according to president sales.

Weeks | Last | This

to date	Week	Week	
16	1	1.	ALICE IN WONDERLAND (One Record)
			K. Braumont-E. Wyen
92	2	2	CINDERELLA (Teo Records)
22	1-2	- 5	1. Woods & Others
49	119	3.	TWEETY PIE (Gne Record)
26	-		M Blanc-5, May
-	- 5	90	G Trendle
8	5	4	TWEETY'S PUDDY TAT TWOUBLE (Two Records)
	18		M. Blanc
8	9	6.	FERDINAND THE BULL (One Record)
	-		D. William Capitalicas 3095; (451CASE-3095)
. 9	6	7.	HENERY HAWK (Omr Percord)
-	-	-	M Blanc Capit782CAS-3098; (457CASE-3098
57	7	36	P Celvio-B May Care Teloffe 3076; (45)CENT-3076
26	7	7	LONE FANGER VOL. II (He Finds Silier) (One Respect)
			G. Trendle
31	11	7	PETER AND THE WOLF (Two Records)
			Sterling Helloway
26	10	11_	LITTLE PED CAROUSE (Our Fecond)
Was -			5-arvie-R. Carter & C85 Ork
69		12	BUGS BUSINY IN STORYLAND (Two Records)  M. Blanc-A Livergram Cart 78:08%-3021; (45)C8%F-3022; (53)WX-3063
17511		12	
		16.	Spike Jones V(78) 20-3934; (45)47-3434
18	_	12	SNOW WHITE AND THE SEVEN DWARFS (Two Records)
			Demis Das V(451WY-33) 1781Y-33
171	-	12	LITTLE TOOT (fire Peczed)
			Dun Wilton-The Sturilgitzet Cap(TRIDAS-RD) (45)(A5)(A5)(A5)(A5)

# Best Selling Pop Albums

. . . Based on reports received November 7, 8 and 9

Sections all taber are not igned on all speeds it is difficult to conduct a one afform sorver that is statistically accorate. Fartherware, separate injentory systems make it almost impossible for the average large dealer to fill out The Billbeard's pop chart normalizes on a completion may be driven between their 33 pop album sales and their 45 pop album sales. Therefore, The Hillboard is no longer attempting to them comparative sales solume comments and 33 one albums

	Wirek		
	Last		
ı			SHOW BOAT Original Cast-K. Gravson-A. Gardner-H. Keel
	2	2	MANIO LANZA SINGS SELECTIONS FROM "THE GREAT CARDSO" M Lanza-RCA Victor Ork. VITRIDM-1506; 1331LM-1127
	3	30	AN AMERICAN IN PARIS
ı			G. Kelly-G. Guetary-J. Green
ı	4		NEW SOUND VOL 11 L. Paul-M Ford
l	5	5.	D. Day-J. Smith-P Westen
	7	6.	KING AND 1 Original Cost Dec(78)D4-876; (35)DL-9008
	6	7.	VOICE OF THE XTABAY  Yma Sumac Cab(78)CD-244; (33)H-244
ã	10	100	CAUTH GAPTEIF
	-		Mary Martin-Eric Pinea
	9	9.	NEW SOUND VOL. 1 Les Paul Cap(78)CCN-226; (33)8-226
			LES PAUL
	-	10.	GUYS AND DOLLS
1			Original Cast
я			D C D AT D D M

		Desi Sching to the one
1	1	SHOW BOAT (Four Precents)
		Original Cart.K. Graven-A. Gargeer-H. Keel. MGM178 MGM-84, 14578-64
2	2	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" (Four Records)
		M Lanza-RCA Victor Ork
3	2	NEW SOUND VOL. II (Three Records)
		L Pant-M. Ford CApt783CCN-286; (453CCF-286)
5	4.	AN AMERICAN IN PARIS (Four Records)
		6 Kelly-6. Guetary-J. Green
	5	On MOONI IGHT BAY (Four Pecords)
-		D. Day-J. Smith-P Weston
-	10	PLENN MILLER (Four Barnetts)
и.	0-	Glenn Miller
	100	Marie Marie Marie Marie Control Control December
=	6.	MARIO LANZA SINGS CHRISTMAS SONGS (Four Records)
		M. Larca
8	R	DICH VOUNG AND PRETTY (Four Records)
20	- 23	J Powell-D. Darrieux-F. Lamas
12	0	APRIL COULD UNE I (Those Because)
		L Paul
=0		ARTIE SHAW (Four Records)
		A Francisco VITRIVATORIO INCIDENTA

### Classical Reviews

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 10-69 SATISFACTORY 0-39 POOR

QUARTET IN F MAJOR-Stuywesant String Quartet (1-12")

Philliarmonia (33) PH-104 Archer said NBOA would at- on a single 12-lack disk in a broad sense, the late must for collectors of the moderns. tempt to get at least 150 operators writings of Debutty and Rawl are timitar. To the more crudite listener, the, the Debutte will be SPANISH PIAND MUSIC ALBUMless academic in structure. In all, this is an excellent disk package,

> Banter Ork (1-10") Capital (33) H-28E

God, Quiet Village, Cornhatter, Live Dance, The permanye delicacy and an understanding of proopt

Archer stressed it is imperative and chorus doing the everyday tongs of Tin Pan Among the telections are such familiar name as that a minimum of 150 operator Alley, Saster has in this album turned his hand the "Tango in B" and "La Playera." reports be received as quickly as to the writing of a series of "tone poems" motor possible in order to get the survey the all-communing tale, "Ritsut of the Sauge." results tabulated and further For the most part, however, the music is something ASCAP discussions underway less than savage. It is more a combination of good orchestrations. Afro-Cuban rhythms and a buth ork, mailed out as quickly as they can mailed out as quickly as they can Several sides could make interesting change-of- position period, there 10 terteand works present pace material for deritys.

chamber group and a voice, employed in the

DEBUSSY: STRING QUARTET IN G 72 Speechgerang or cinging speech style. The work MINOR (OP. 10); RAVEL: STRING 72 parrates a tale of fantastic herries which reflect a sorrowini attitude toward the world as it exists. The piece is written magnificently, exploring a maximum of instrumental colors and confraguetal Both for collectors of chamber mucic and of draices. Ellen Adler does remarkably well with compositions within the Debuty-Ravel idiom, this the extremely difficult socal role. Here Leibowitt, should be a welcome disk. It is extremely well a Scohenberg disciple, conducts the performance played and heartifully recorded. An additional with a loving and studied care. It is recorded sales feature is the combination of the two works achievement of rare sensitivity. This is an abso-

MGM (33) E-87

Copeland, an accomplished aryboard champion of the French impressionists and Spanish modernists, offers a pleatant entiretion of short place places from the latter school. He apparently known his Body Fort, Jungle Silver Boat, Jungle Flower, Stone way around these sleets and plant them with and shathers. Represented in the collection are

> BRAHMS: FANTASIAS, OP. 116-INTER-MEZZI, OP. 117; Mayes Birs, pipes.

11:12:1 Mercury (33) MG-10074

Written fairly fate in the component plane comtranen at his best. Selections range from the plaintive to the near-flery. The European punit convention were Jules Collins, schoensers: Pleasest Lunaire - 68 per control to each some throug interpretive bear of general sales manager, and L. T. Dial (33) 16

Cohen, Washington legal counsel. Both met with Archer and his



RCA Victor 20-4375-47-4375

The Billboard Picks The Billboard Picks.

This week's

Release 51-16

Ships Coast to Coast, Week of November 18

### POPULAR

EDDIE FISHER with Hugo Winterhalter and his Orch.

Any Time Never Before 20-4359-(47-4359)

BUDDY MORROW and his Orch. Dear Mary On the Old Potato Farm 20-4361-(47-4361)=

RALPH FLANAGAM and his Orch.

Slow Poke 20-4373-(47-4373) # Charmaine

VAUGHN MOHROE and his Orch.

Charmaine 20-4375-(47-4375) Once

ROBERT MERRILL with Hugo Winterhalter's Orch. · My Beloved 20-4382-(47-4382) \* Still Water

### COUNTRY-WESTERN

THE OKLAHOMA WRANGLERS

Savannah River Rag Unhappy New Year 20-4376--(47-4376)

CHET ATKINS Sweet Bunch of Daisies 20-4377--(47-4377)= In the Mood

SACRED

THE JORDANAIRES

The Four Horsemen Mansion Over the Hilltop 20-4378-(47-4378)

### SPIRITUAL

THE FRIENDLY BROTHERS QUARTET

Every Day and Every Hour 20-4379-(47-4379)\*

### RHYTHM-BLUES

PIANO RED

Hey, Good Lookin' It Makes No Difference Now 20-4380-(47-4380)\*

### POP-SPECIALTY

SIX FAT DUTCHMEN

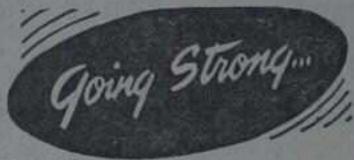
Make Me Go Round and Around Duster Polka 20-4374-(47-4374) \*

### RED SEAL SPECIAL

MARIO DEL MONACO

Aida: Act I CELESTE AIDA (Heavenly Aida) I Pagliacci: Act I VESTI LA GIUBBA (On With the

\*45 r.p.m. cat. non.-- hfm 11/8/51)



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

....21-0489-(48-0489)= Pec Wee King ..... Music Makin' Mamma/The Highest Bidder

Hank Snow ..

Get Ideas .....20-4141--(47-4141)\* Turn Back the Hands of Time

Eddie Fisher with Hugo Winterhalter's Orch. . . . . 20-4257-(47-4257) = Rugged But Right

(It's No) Sin

Loveliest Night of the Year

.....10-3300-(49-3300)# I Wanna Play House With You/Something Old, Something New

Heart Strings/Somebody's Been Beatin' My Time

With All My Heart and Soul/Rollin' Stone

....20-4269—(47-4269)= It's Beginning to Look Like Christmas

.....20-4314--(47-4314) = The Lie-De-Lie Song/Oh, How I Need You, Joe

Cold. Cold Heart

Oh. Holy Night

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.

I Talk to the Trees

Tony Bavant ...... 20-4320-(47-4320)\* Disk Jockeys Pick, Billboard, December

Cry June Valii ................20-4378--(47-4376)\* Billhoard Picks, December 10th Issue.

Vaughn Monros ..... 20-4375-(47-4275)\*

Billboard Picks, December 18th issue.

Dennia Day ......20-4285-(47-4285) Disk Jockeys Pick, Billboard, December

TIPS

Charmaine

Eddio Fisher\_\_\_20\_4250

The stars who make the hits are on

RCA =

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



# THE BILLBOARD Music Popularity Charts

Rodio - TV Show See The Billhoard Rodio - TV Show Charts (Radio Section).

For Reviews and Ratings of Radio

Most Played

# Most Played Juke Box Records

. . . Based on reports received November 7, 8 and 9

Records listed are those receiving the greatest clay in the nation's juke boxes. List is haved on the Billheard's weekly turner among 3,558 apprators in all sections of the country. Listed while the title of each of the most played records are other available recordings of the same time. Unless shown in this chart other available records of times listed here will be found in the Honor Foll of Birts. Music Popularity Chart, Part 1.

Weeks   to date		This				
21	1	1.	BECAUSE OF YO	UC	T. Bennett P. Faith	

						(3313-39362-8MI
14	2	2.	COLD.	COLD	HEART	T. Bennett-P. Faith
8	3	7	SIN			[333]3-37449 -EM] E Howard

### 

### 

### 

### 

# T. Ernie-Halen O'Connell Cas 1809: H. Williams. MGM 210001 4 17 10. JUST ONE MORE CHANCE.....L. Paul-M. Ford

		(Dinah Washington, Merc 57	Cap(78)1825; (95)F-1825	ASC
1	- 11	AIZHOIAL	F Taine	

# | 12. AND SO TO SLEEP AGAIN....P. Page | Mercury(78)5706; (45)5706×45-ASCAP

(45)47-4343-ASCAF

3	15	12.	DOMINO	T. Martin	Ų,
				*V(78)20-43	43

### 

### 

### 

# 

### 

### 

3	18	22.	UT IN THE COLD AGAIN R. Hayes	
			Mercen (78)5774; (45)5774X45-ASCA)	
			Eckstine, MGM 11073; Mindy Carson, V 20-4259; Bonnie Davis, Chraf 650431	

### 

### 

# 

# 

### 

### 

### 

### 

Col(TRI39467; (45)4-39467; [33)3-39467-BMI

(M. Katz, Cap. 1788; Three Suns, V 30-4199; Kay Armen, Federal 14051; R. Haper, Mer 5671; W. Serzyan-Rose Bandasarion, Caral 260544; L. Frima, Robin Heod 111; S. Keyes-E. Coumbs Quintat, Soncy 793; E. Fitzgerald, Dec 21216;

### 



# CHRISTMAS CHRIC

(MERRY CHRISTMAS TO YOU)

from the album "CHRISTMAS WITH PATTI PAGE"

Orchestra directed by JACK RAEL

RECORD NO. 5732



MERCURY RECORDS, CHICAGO, MINOIS

MERCURY RECORDS OF CANADA LTD. TORONTO, CANADA

A Great with his

PRST

MGM Artist

Smash Release...



DANNS

Singing . . .

CRAZY HEART

Coupled with . . .

"IM MOTA
ALONE

(I'M JUST LONESOME)

11103 (78 RPM)

K-11103 (45 RPM)

M-G-M RECORDS

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MUSIC

- Andrew Control of the Later Control THE RELIES TO SECURE A STATE OF THE PARTY OF

with the "Pretty Eyed Baby"

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MERCURY RECORDS, CHICAGO, NUMOIS

# THE BILLBOARD MUSIC Popularity Charts

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

PITTSBURGH

Fair Aces A. Alberts-Victoria

BOSTON

Four Aces A Alberts-Victoria

6. WORLD IS WAITING FOR THE SUNRISE

ST. LOUIS

Ames Brothers-L. Brown-Caral

L. Paul & M. Ferd-Capitel

1. COLD, COLD HEART

3. BECAUSE OF YOU

5. DOWN YONDER

6. JALDUSTE

4. JALOUSTE

7. DOMINO

5. I GET IDEAS

9. CHARMAINE

T. Bennett--- Columbia

T. Bennett-Columbia

4. OUT IN THE COLD AGAIN

R. Haura-Mercury

D. Wood-Tennestee

F. Laine-Columbia

2. BECAUSE OF YOU T Bernett-Columbia

T. Bennett-Columbia

F. Laine - Columbia

T. Martin-Victor

T. Eavour-Victor

Montovani---London

T. 5mith-United

Four Aces-Victoria

T. Martin-Victor 6. COLD, COLD HEART

T. Bennett-Columbia

F Laine Columbia

Red Faley-Decca

T. Bennett-Columbia

E. Howard-Mercury

2. (Fingers) Care—Capital

G. Lombardo G. DeHaven-Decca

LOS ANGELES

T Bennett-Culumbia

L. Armitrong-Greek

T. Martin-Victor

E Howard Mercury

T. Bernett-Calambia

T. Bannett--Columbia

T. Martin-Victor

L. Barter-Capitel

T. Martin-Victor

F. Laine - Celurate

1. IT'S ALL IN THE GAME

T. Bennets-Comumbia

5 Church H -- Victor

T. Dermett-Colombia

T Geinett-Citiombin

T. Martin-Vistor

F. Laine-Criticable

D. Wood-Tetrierree

SEATTLE

Ames Brothers-L. Brown-Coral

T. Edwardt-Mil.M

2 BECAUSE OF YOU

4. BLUE VELVET

6. I GET IDEAS

& DOWN YORDER

1. UNDECIDED

2. COLD, COLD HEART

T. JALOUSIE

5 COLD, COLD HEART

Ames Breiters-L. Brewn-Ceral

NEW ORLEANS

2. COLD, COLD HEART

3. BECAUSE OF YOU

6. BECAUSE OF YOU

4 UNDECIDED

S. I SET IDEAS

7. DOMIND

& JALOUSTE

T. Martin-Victor

DENVER

E. ALABAMA JUBILEE

1. COLD, COLD HEART

3. I GET IDEAS

4. DOWN YOUDER

6 I GET IDEAS

S DOMINO

5. BECAUSE OF YOU

7. BECAUSE OF YOU

Mat (N(Ing) Cole Capitol

8. I TALK TO THE TREES

2. BECAUSE OF YOU

3. UNFORGETTABLE

5. DOMINO

7. JALOUSIE

3. COLD, COLD HEART

• Best Selling Pops

by Territories

. . . Based an reports from key dealers in each of these cities, secured via Western Union messenger service.

Each week, The Billboard in so-operation with Western Union, secures last minute sales reports from top dealers in the nation's largest record markets. Altho 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 COLD, COLD HEART
- 7. Bennetz-Columbia 2. SIN
- Four Aces-A Alberts-Victoria
- 3. BECAUSE OF YOU T. Bennett-Columbia
- 4. 1 GET IDEAS
- T. Martin-Victor
- 5: DOWN YONDER D. Wood-Termessee
- 6. JALOUSTE
- F. Laine-Columbia 7. DOMINO
- T. Martin-Victor
- & CHARMAINE Montavani-Lendon
- 9. TURN BACK THE HANDS OF TIME E. Figher H. Winterbutter-Victor
- 10. SHRIMP BOATS D. Gray-Decca

### CHICAGO

- E. Howard-Mercury 2 COLD, COLD HEART
- T. Bennett-Cetumbla 3. DOWN YONDER
- Del Wood-Tennestee
- 4. BECAUSE OF YOU T. Bentett-Columbia
- 5. 1 GET IDEAS T. Martin-Victor
- 6. UNDECIDED
- Ames Brothers-L. Brown-Coral 7. DOMINO
- T Martin-Victor B. TURN BACK THE HANDS OF TIME
- E. Finber-H. Winterhalter-Victor 9. BLUE VELVET
- 7 Bennett-Columbia
- IO. DOMINO Bing Crasby-Decta

### PHILADELPHIA

- 1. BECAUSE OF YOU T. Bennett-Columbia
- 2 COLD, COLD HEART T. Bernett-Columbia
- Four Aces-A. Alberts-Victoria
- 4 JALOUSTE
- F. Laline-Columbia 5 DOWN YONDER
- D. Wood-Tennessee 6. OUT IN THE COLD AGAIN R. Hayes-Mercury

### ATLANTA

- - S. Churchill-Victor
- 2 BECAUSE OF YOU T. Bennett-Columbia
- 3 COLD, COLD HEART T. Benneti-Columbia
- E. Howard-Mercury
- 5. 1 GET IDEAS T. Martin-Victor
- S. DOWN YONDER
- F. Martin-Victor
- 7. WORLD IS WAITING FOR THE SUNRISE L. Paul & M. Fern-Capitol
- 8. OVER A BOTTLE OF WINE
- T. Martin-Victor
- 9 SHRIMP BOATS J. Staffers-P. Westen-Calumbia

### DETROIT

- I COLD, COLD REART
- T. Bennett-Columbia 2 BECAUSE OF YOU T. Bennett-Calumbia
- S. Churchill-Vieter 4 JALOUSIE
- F Laire Columbia
- S. I GET IDEAS T. Martin-Victor
- 6 DOWN YONDER
- Church Butler-Columbia
- 7. BECAUSE OF YOU Tab Smith-United
- E. Howard-Mercury 9. LITTLE WHITE CLOUD THAT CRIED

### J. Ray-Oken WASHINGTON, D. C.

- - E. Howard-Mercury 2. BECAUSE OF YOU
  - T. Bernett-Columbia
  - 3. COLD, COLD HEART
  - 7. Bennett-Culumbia
  - 4. DOWN YOUDER
  - D. Wood-Tennessee 5. AND SO TO SLEEP AGAIN
  - P. Fage Mercary
  - 6 JALOUSIE F. Laine-Columbia

- T. Bennett-Columbia 3. DOWN YONDER
- D. Wund-Tennessee 4. BECAUSE OF YOU
- T. Bennett-Culumbia
  - 5. 1 GET IDEAS T. Martin-Victor

### 3. BECAUSE OF YOU DALLAS & FT. WORTH T. Bennett-Culumbia Four Aces A. Alberts-Victoria E. Howard-Mercury S. 1 GET IDEAS 2. COLD, COLD HEART

- 6. SHATUP BOATS J. Stafford-P. Weston-Columbia
- 7. AND SO TO SLEEP AGAIN
- P. Pint-Mercury

- Literatur pestiguyung Sangarat

# THE BILLBOARD Music Popularity Charts

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

## • Best Selling Retail Rhythm & Blues Records

. . . Based on reports received November 7, 8 and 9

Records fixted are rhythm and blues records that said best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customer's purchase

Week	POSIT I Las	t I This	
to da	te Wee	k   Week	
7	1	1.	FOOL, FOOL FOOL The Clovers
6	4	2.	I'M IN THE MOOD I I HookerAtlantic 944
13	2	3.	GLORY OF LOVE
19	3	4.	CHAINS OF LOVE 1 TURNE (1813099) (45145-3099-ASCAP
5	6	4.	SEVEN LONG DAYS Charles Person
8	9	6.	I GOT LOADED PARTIES IN 1813092; (45)45-3092—BMI
2	7	7.	FLAMINGO F Rostic
25	5	8.	SIXTY MINUTE MAN Daminos
2	7	9.	BECAUSE OF YOU Tab Smith (45)45-12022
1	-	10.	ALL OVER AGAIN T Edwards United 104-8MI
			It's All in the Game

Blue Velvet-Hal (Corobread) Singer (Buttermilk)

Blues on the Delta-Willard McDaniel (3 A.M.)

Boogle Woogle-Amos Milburn-Aladdin Chicken-

Bumble Bee-Bubber Johnson Trin (Time) Mer 8254

Sump Miss Susie-Joe Turner-Van Walls Ork

Come Back My Darling-Slow Top Lynn Ork-

Cry-Donna Hightower-H. Henderson Ork (I Aln't)

Cry-Bette McLaurin-Eddie Wilcox Ork (Lover

Cry-Johnnie Ray-Four Lad) (Little White) Oken

Direct My Broom - Elmo James (Cathish) Trumpet 146

Everybody's Fishing-Willie Love & Three Aces

Every Time-Lif Grenn-Howard Biggs Ork (I've Got)

Got You on My Mind-John Greer-Rhythm Rockers

Gotta Go Bahy-Joe Hill Louis (Big Legged)

Homesick Blues-Blow Too Lynn Ork-Melvin Smith

Hopeless-Percy Mayfield Ork (Cry) Specialty 416

Hot Ice-Freddie Mitchell Ork (Jersey) Derby 777

I Can't Tell You Now-The Falcons-Goldle Boots

Long You-Al Hibbler (Mp Little) Chess 1481

If I Had Known-Joe Morris Ork-Billy Mitchell-

I'll Always Love You-The Cardinals (Pretty) At-

I'm a Good Rockin' Baby-Ray Snead (Don't Play)

I've Got the Blues for My Baby-Gladys Bruge-

Lonesame for My Baby-Joan Shaw-Billy Ford Ork

Milford Blues-Little Son Jackson (Talkin') Mod-

My Own Boogle-Willia Love & Three Aces

Hock My Soul-John Shaw-Billy Ford Ork (Lone-

Shine Do-Buth Brown (Without) Atlantic 948

Sanny Boy's Christmas Blues-Spany Boy William

3 A.M. Hoogie-Willard McDaniel (Blues on)

next week.

Melvin Smith (Homerick) V(45)47-4328

shakers (She's Gone Again) Aladdin 3105

Coral 65070

Specialty 415

(Chill Ist Atlantic 949)

Buttermilk and Benns-

Come) Derby 785

Atlantic 951

Madern B39

(My Own) Trumpet 147

Waman II) V 20-4348

(Come Back) V(45)47-4328

(I Can't) Regent 1041

(How Blind) Regent 1041

Teddy Smith (Verna) Atlantic 950

J. Mundy Ork (Right) Coral 65068

You! Coral 60590

Mer 8250

Ork (Every) Atlantic 951

(Risch) Abbity 3030

Wilcom Ork (Cry) Derty 785

(Everybody's) Trumpet 147

sump) Abbey 3030

Specialty 415

son (Pontiac) Trumpet 145

Smith (H I) Atlantic 950

Savoy B22

### XMAS SPECIALS • Rhythm & Blues LONG PLAY RECORDS Record Releases

75 % Off List

VICTOR & CAPITOL 45 RPM CLASSICAL ALBUMS 50 Plus 5% Off

POPULAR 45 RPM ALBUMS Write for Complete List All Speeds

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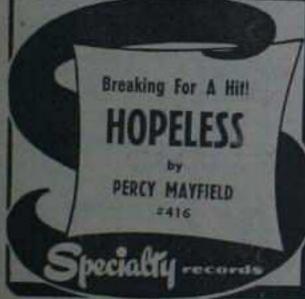
"COLD, COLD HEART" 2/W

"WALK SOFTLY"

Chess #1488

Tenor Sax Solo by Eddie Johnson

Chess Record Co. 750 E. 49th St. Chicago 15, III.



THE SOUTH RIDES AGAIN HEADING UP YOUR WAY ON

"BALD HEADED

DADDY"

LYDIA LARSON and The River Rovers with Bill Harvey and Orchestra Apollo 422

APOLLO RECORDS 457 W. 45th St., New York 19, N. Y.

Watch This Number Climb! MEL WALKER With J. Olis Orch. Savoy ##21 DAWN" AGAIN" DAWNIT RECORD CO., INC. Newark, N. J E Market St.

### RHYTHM AND **BLUES NOTES**

The r.&b. trends, still leaning strongly in favor of vocal groups, have expanded again to include saxophone solos of top pops. At the moment, the movement to make up instrumental versions of top pops has assumed quite a frantic nature with a sizable number of diskings of this type moving into the market in the past couple of weeks. Most successful venture of its type so far was the Tab Smith alto sax reading of "Because of You" on the United label. This disking has expanded beyond the r.&b. field into a pop item of stature; the disking has appeared on the best-selling pop charts. Decca has a coupling of tenor sax solos by Coleman Hawkins on a pair of current hits, "Sin" and "And So to Sleep Again." The same label spots an alto solo on "Cold, Cold Heart" with the Horace Henderson quintet. The tune also has appeared on Chess via an Eddie Johnson tenor recording, Hal (Cornbread) Singer's first tenor effort for Coral Records is an etching of "Blue Velvet." Lynn Hope has a tenor version of "Too Young" on the Aladdin label. Earl Bostic's sax interpretation of "Flamingo," a top standard, for King is a hit disking and adds further to the renewed importance of the reed in the r.&b. field.

An all-star jazz package will play a pair of concerts later this month to test its strength for a proposed concert tour which would kick off shortly after the first of the year. The package features Count Basie's new big band, thrush Billie Holiday, Dizzy Gillespie's sextet and drummer Buddy Rich, who will operate as a single. The package will play Chill is On-Joe Turner-Van Wath Ork (Bump) in Philadelphia on November 16 and Buffalo on November 18 .... Cold, Cold Heart-Horace Henderson Ork (1 Can't) Errol Garner signed a new longterm booking management contract with the Gale Agency this week. The keyboard artist signed the standard American Federation of Musicians' paper.

### R&B Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performances potential among the rhythm and blues records received this week. BLUE VELVET

RODGIE WOOGIE SHE'S GONE AGAIN

Okeh Records, Columbia's r.&b. How Blind Can You Be-The Falcons-Goldie Boots affiliate, this week continued to I Can't Go On Without You-Harace Sailer (With expand its rapidly growing talent list. On the heels of the deal Can't Help It-Horace Hendurson Ork (Cold) which brought Larry Darnell, Titus Turner, Annie Laurie and Paul Gayten to the label, Okeh's recording boss, Danny Kessler, this week landed a quartet of newer artists from the Chicago area. Newly inked were the Fritz Walk Alone-Roy Hawkim (Gloom and) Modern Jones Trio, thrush June Davis, blues and ballad warbler Ray Orlando and the Dozier Boys, a male quartet ... Sidney Bechet will extend his stay in the United States by an additional six weeks to play for that period at the Doc I've Got That Feeling-Lil Green-Howard Biggs Dougherty nitery in San Fran-Jersey Sounce-Freedie Mitchell Ork (Hot) Derby cisco beginning January 12.

The Frolics, a Boston nitery, this week bought a bundle of tal-Love and Wine-Varetta Dillard (Please Come) ent from the Shaw Artists Corporation for the coming months. Lover Come Back to Me-Bette McLaurin-Eddie Deals were set for Al Hibbler to play December 21 thru January 1 at the club, for Joe Morris' "Cavalcade of Blues" for the week of January 4, for the Orioles during My Little Brown Book - A) Hibbler (I Love) Chess | the week of January 18, the Five Keys the week of February 1 and Pustise Blues-Sonny Boy Williamson (Sonny Flip Phillips' quintet the week of Bay's) Trampet 145
Pretty Baby Blues-The Cardinati (I'll Always) Five Keys and Paul Williams comprise the package that will play the Paradise Theater, De-Steepless Rights-Brownin McGher ti'm Gonna) troit, during the week January 11

Don D. Robey, president of Peacock Records, Inc., Houston, resigned James (St. Louis Jimmy) Oden, Chicago, who is a protege Time Was-Butter Johnson Trio (Bumble) Mar of Al Benson: Jimmy (Country Jim) Bledsoe, Shreveport, La., and Train Time-Memphia Slim (Blue Erening) Mer Lloyd (The Fat Man) Smith, vocalist with the Louis Jordan or-Tyrer's Boogie loe Black-Boogie Woogle Boys chestra. Peacock also announced Verm Les Joe Moreis Ork-Billy Mitchell-Testsy that Allied Record Sales Company, Los Angeles; A-! Record Distributors, New Orleans, and Walk Softly-Eddle Johnson & Ork (Cold) Chess You Don't Have to Treat Me Like a Stranger-A & I Distributing Company, Cin-Morr's Three Staters-Nelson Almander Chooks cinnati, are new Peacock distribu-

### Most Played Juke Box Rhythm & Blues Records

. . . Based on reports received November 7, 8 and 9

Records listed are routhin and blues records must played in juke hours according to The Billhours's special weekly survey aiming a selected group of juke box operators whose locations require chather

POSITION

100000000000000000000000000000000000000	Last	THE REAL PROPERTY.		
3	2	1.	I'M IN THE MOOD	J. L. Hooker
8	1	2.	I GOT LOADED	Peppermint Harris Aladdin(78)3097; (45)45-3097—8M1
3	3	3.	FOOL FOOL	Clovers
3	6	4.	COLD, COLD HEART	D. Washington
10	5			E. Fitzgerald Dec(78)27693; (45)9-27693—BM1
9	7	6.	GLORY OF LOVE	Five Keys
16	4	7.	"T" 99 BLUES	Aladdin(78)3099; (45)45-3099—ASCAPJ. Nelson
16	8	8.		J. Turner
1	-	9.	BECAUSE OF YOU	Tab SmithAtlantic 939—8MI
10		9.		

### Rhythm & Blues Record Reviews

ARTIST LABEL AND NO.

TUNES COMMENT

85--85--85

80--80--78--82

85--85--84--85

78--78--78--78

84--84--83--84

Each of the records reviewed here expresses the opinion of

the members of The Billboard music staff who reviewed the record. AMOS MILBURN (Aladdin Chickenshackers) 86--86--86

ALADDIN 3105-Milburn plays something close to Pinetop's bougle. doing an exciting job on the plane. He begins easily, with rhythm sec tion only, band comes in gradually and they build to a rock climax. One of the best of its kind since the Tommy Dovsey version. She's Gone Again

84--84--83--85 Milburn, who sings as well as he plays, chants a strong alow blues. matching a standaut tune with a great performance. THE CARDINALS

I'll Afways Love You ATLANTIC 452-A stimulating lead enice carries the solo load on a most attractive new ballad which could bust thru in a big way in its field.

Pretty Baby Blues One of the better vocal groups delivers a medium blues in free and easy faithion. The best and injectious performance should prove juxe

RUTH BROWN Shine On

ATLANTIC 945-The thrish bits hard in her delivery of a jumping tango blues. Punching band rounds not a disking that has the elements of a big one.

Without My Love Miss Brown walls the woes of love in hir distinctively styled reading of a

ballan. Her face about appreciate her way with the sorp. RAY SNEAD

I'm a Good Rockin' Baby MERCURY 8250-Semulating side effers alternating character in buck sance and coving tempos-Smad chants rough and hard on the moverly blues tyrics, combo swings.

Don't Play Me for No Clawn 83--83--83 Snead sends out a strong enessage on this hard-clicking medium-tempoblues, combe smokes up a storm in back. This coupling could give the rabel its first big male blues side.

JOE TURNER (Van Walls Ork) Chill Is On, The ATLANTIC 949-The gerat blues shouter comes across in peak form on

84--84--84 a fine blues which should provide Turner with a sequel to "Choice of Bump Miss Susie 82--NS--81--83

Tuester reets aff a spirited good rocker which should draw coin the it may main some traulife getting air play. PEPPERMINT HARIS (Maxwell Davis Ork)

Have Another Drink and Talk to Me ALADDIN 3107-Harris and combs turn on a captivatingly deft and light 84--84--84--84

treatment of this fly, retarrive novelty. This rendition could grab a

Middle of Winter

Harris switches to a lowdown blues style, meaning hard as tenor obbliga-74--74--74 toes in back, with fine guitar solo between socal choruses. (Continued on page 90)

YOUR BEST BETS ARE ON



6810, 4-6810

THE LITTLE WHITE CLOUD THAT CRIED CRY JOHNNIE RAY 6840, 4-6840 PLENTY OF MONEY GO! GO! GO! THE TRENIERS 6804, 4-6804 THE MASQUERADE IS OVER TALKIN CHRIS POWELL 6818, 4-681B WHISKEY AND GIN JOHNNIE RAY 6809, 4-6809 TELL THE LADY I SAID GOODBYE

COCKTAILS FOR TWO

WALKIN' HOME ARNETT COBB 6823, 4-6823 TRIED CHUCK WILLIS " PULE MY HOUSE

A PRODUCT OF COLUMBIA RECORDS, INC.

Train Marie Collecting " Materiorie " OD. S. by U. S. Par. OR Marin Esperant.

# THE BILLBOARD Music Popularity Charts

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

### Most Played Juke Box Folk (Country & Western) Records

. . . Based on reports received November 7, 8 and 9

Remords listed are Country and Western records most played in sine boxes according to The Billhound's special workly survey among a selected group of juke box operators whose locations require POSITION Wreks | Last | This

to date	-I Week	Week		
8	1	1.	SLOW POKE	. Pee Wee King v(78)21-0489; (45)48-0489—ASCAS
15	2	2.	ALWAYS LATE	Lefty Frizzell (4514-20837; (3313-20837—EM
12	3	3.	MOM AND DAD'S WALTZ	
2	9	4.	LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith (45)4-20862; (33)3-20862—8M
4	4	5.	SOMEBODY'S BEEN BEATING MY TIME	. E. Arnold V(78)20-4273; (45)47-4273—8M
				Hank Williams
8	6	7.	DOWN YONDER	. D. Wood Tennessee(78)775; (45)45-775—ASCA
3	-	8.	TRAVELIN' BLUES	Lefty Frimell (45)45-775—ASCAL Lefty Frimell (45)4-20842; (45)4-20842; (33)3-20842—814

9. HEY, GOOD LOOKIN' ...... Hank Williams MGM(78)11000; (45)K-11000-BM1

7 10. COLD, COLD HEART ........ Hank Williams

Coming Up

DONE ROVIN'

CANDY JONES

PLAID AND CALICO

BIRDS AND BUTTERFLIES

Billboard sating #51

COAL SMOKE, VALVE OIL AND

MEAN, MEAN SON OF A GUN

IN MY HOME IN SHELBY COUNTY

(Down Near Memphis, Tennessee)

GO WASH THEM DIRTY FEET

(Before you go to bed) #104

SHADOWS ON THE BAYOU #105

HAPPY MILLIONAIRE

DEVILISH LOVELIGHT

TALK GOBBLER TALK

Carl Smith

ALABAMA JUBILEE ..... Red Foley ME AND MY BROKEN HEART ......

I DON'T WANT TO BE FREE.....

(Christmas) Cap 1830

Barnyard Square Dance-Carson Robison (Old Tom)

Beloved Enemy-Eddie Dean (Lord's Prayer) Cap

dirds 's' Butterflies-Johnny Horton (Coal Smoke)

Cormac 1197 Birds 'n' Butterfiles-Jeanne McManus (Why

Blue Fedora-Curley Lipham (I'm Alraid) Dec

Blue Moon Waltz-Arthur Smith (Listen to) MGM

Blue Shadows on a White Christmas Tree-Eddie Harriwood (Don't Saty) latro 6031 -Bouquet of Roses-Jimmy McPhall (Ger, 1 Wish)

Ramblers (No Wedding) Victor (45)47-4325 Christmas Dinner-Tennesese Ernie (A Rootin') Cap 1830

Cold Shadows-Paul Brown-Bar X Cowboys (Donna)

Pokel Mer 5740 Don't Trade Your Love for Gold-Tommy Sosehee (III Yes) Coral 64110

wood (Blue Shadows) Intro 6031 Don't Worry-Red Sovine (Sundown) MGM 11090 Entitled-Ted Brooks (The Hot) Dec 46374

Every Dog Must Have His Day-Paul and Rog-Tenn. River Boys (You're) Mer 6360

### • Falk Record Releases

A Rootio' Tootin' Santa Claus-Tennessee Ernie

Alone-Cahess-Fla-Ruoch Boys (That Wasn't) Ranch RR-1001 Always Together - Riley Crabtree (Maybe 11's) Col

Don'tcha) Cormac 1196 Blues Boogle-Jerry Byrd (Coccanut) Mer 6362

V 20-4312 Carolina Steel Guitar-Cecil Campbell's Tenn.

Coccanut Grove-Jerry Byrd (Blues Boogle) Mer

Columbus Stockade Blues-Moon Mullican lOver the: King 996 Donna Mia-Paul Brown-Bar X Cowboys (Cold)

Don't Put a Tax on Love-Tiny Hill Ork (Slow

Don't Baby Your Baby Too Long-Eddie Hazel-

Fuzzy Wizzy - Dale Evam-Roy Rogers Riders

(Thirty Twel V(45)47-4308

(33)3-20862--- EM1

... MGM(7B)10904; (45)K-10904-BM1

... Dez (78)27810; (45)9-27810-ASCAP

#102

#101

#100

Col178)20862; (45)4-20862;

M. Whiting-J. Wakely

The Singing Fisherman in the Western and Folk Field

Johnny Horton is considered by sporting goods manufacturers as one of the best fresh water fishermen

that ever cast an artificial lure. Johnny has reeled in many prize winning bass out of lakes where fish are hard to catch. Now in the entertainment field, Johnny Horton is reeling in some very interesting records with reactions equal to a 20-lb. bass. All of the records listed here are striking like winning catches and you'll feel them weighing heavy on the contest line.

JOHNNY HORTON RECORDS EXCLUSIVELY FOR ABBOTT RECORDS 1653 N. Areyle Ave Hollywood 28 Calif. INTERNATIONAL SALES

PERSONAL MANAGER FABOR ROBISON 1653 N. Arayle Ave Hollywood TE. Calif



# We're not kidding about this ONE

**GOTHAM** G412 -RECORD -

AT YOUR NEAREST DISTRIBUTOR 3. STON PORT THE THE PROPERTY OF THE PERSON OF THE PERSON

## Best Selling Retail Folk (Country & Western) Records

. . . Based on reports received November 7, 8 and 9

Proords listed as Country and Western records that sold best in stores according to The Hillboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

Weeks | Last | This to date Week Week

15	1	1.	Morn and Dad's Waltz	Lefty Frizzell
12	3	2.	MOM AND DAD'S WALTZ	Lefty Frizzell
7	2	3.	SLOW POKE	Pee Wee King
33	4	4.		MGM(78110904; (45)K-10904—BMI
18	8	5.	HEY, GOOD LOOKIN'	MGM178111000; (451K-11000—8M1
3	5	6.		.E. Arnold v(78)20-4273; (45)47-4273—6M1
6	10	7.	TRAVELIN' BLUES	Leftv Frizzell
4	6	8.		E. Arnold
21	9	9.		E. Arnold
3	7	10.	CRAZY HEART	.Hark Willisms .MGM(78)11054; (45)K-11054 ASCAP
Coming Up				

100	CO.	ming Cp
1.	LET OLD MOTHER NATURE HAVE H	HER WAY . Carl Smith
2.	SLOW POKE	
3.	ALABAMA JUBILEE	Red Foley

## Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received November 7, 8 and 9

Records listed here in numerical order are these played must by the nation's leading Country and Western disk jockers List is based on replies from weekly survey among a select list of over 400 fine inches specializing in Country and Western tunes.

POSITION

to date   Week   Week					
l	19	4	1.	HEY. GOOD LOOKIN'	Hank Williams
	10	1	2.	SLOW POKE	Pee Wee King
	16	3	3.	ALWAYS LATE	Lefty Fritzell
	4	5	4.	LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith
	14	2	5.	MOM AND DAD'S WALTZ	Leftv Frinzell
1000	15	6	6.	MR. MOON	Carl Smith (45)4-20825; (45)3-28825—8MI
-	3	8	.7.	SOMEBODY'S BEEN BEATING MY TIME	. E. Arnold V(78)20-4273; (45)47-4273—BM1

### Coming Up

DOWN YONDER ..... Del Wood

TRAVELIN' BLUES ..... Lefty Frimell

YOU ..... E. Arnold

22 7 10. I WANT TO PLAY HOUSE WITH

Tennettee (78)775; (45)45-775 ASCAP

... V(78)21-0476; (45)48-0476 ASCAP

Records Index here to numerical order them signs at thereasing papararity according to a limited number of questionnaires from dealers toperators, thick packages but do not have strength to be listed in best selling (most played) category.

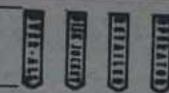
2. LET YOUR CONSCIENCE BE YOUR GUIDE ... Johnnie & Jack

# THE BILLBOARD Music Popularity Charts

### · Country & Western (Folk) Record Reviews

ARTIST LABEL AND NO.

TUNES COMMENT



81--84--80--80

84--84--83--84

81--81--81

83--84--82--82

75--75--75

81--81--81

76--76--76

81--82--80--80

RED FOLEY-ROBERTA LEE Night Train to Memphis

DECCA 27703—The Fully-Live combination gets off a bright reading of a rocking country-map item. This one could do well in both country and pap markets. Both the best and the chanting are strong. However, competition from Fulng's own "Alabama Jubilee" could burt

If I Had-a Knowed, You Could-a Good
More good sovelty was from the pair, the the material here isn't as strong as the top-side. Should get spins a plenty.

HANK SNOW Music Makin' Mama From Memphis

VICTOR 20 4346 - A country bongle ditty gives the string group a charge to get in same good sales, while Snow chants with his usual effectivenest. Could be a big one. The Highest Bidder

Snow's sincere chanting on an interesting weeper of his own composition sounds like he may have another strong disk here. JIMMIE DAVIS

Bayou Pon Pon DECCA 46381-Davis fashions a sincere, straightfurward rendition of a wanderful piece of material, co-penned by himself with Hank Williams. Tune has real meets for the pop field. This version should make

country meney. Fifteen Miles From Dallas Cute little bourcer is done pleasantly by the ex-governor.

JACK SWANSON-DOTTY TRAVIS New Year Bells

ADDEY 15057-Swansan and Dotty Travis duet sweetly on a sentimental tune with organ and bells effects making a good sound in back. Tune is not restricted to New Year's season despite title. Take Your Tears

Swanson projects on this swingy torcher with a best. Combo sparking in in back. Lyric has a message and retentive flair.

KENNY ROBERTS He'll Se Coming Down the Chimney CORAL 64105-One of the best of this year's new crop of Christmas sange is song with much appeal by Roberts.

Grandfather Kringle Roberts should do very well in the country kiddle market with this 79--80--78--78 slick Christman slitty. Cards get some pop action too if the tune

EDDIE HAZELWOOD Blue Shadows on a White Christmas Tree

INTRO 6031 - Hazelwood gets pathos into this fine Christman tear-

Don't Baby Your Baby Too Long Dounte ballad is uneventfully pleasant.

(Continued on page 85)

# A Great NEW Release

BS

(and his KING COTTON KINFOLKS) Singing

RCA Victor 20-4364 47-4364





### FOLK TALENT AND TUNES

Disk Jockey Doings

Don Davis, WLW, Cincinnati, cury steel guitar ace, is leaving weeks ago scouting talent. WLW to join George Morgan at WSM, Nashville, November 14... Cliff Rogers, WHKK, Akron, visited the "Grand Ole Opry," WSM, Nashville, recently with his protege, Eddy Wayne, who recorded for London Murl Al. Relaids N. C. the former Ernie corded for London. . . Murl Al- Raleigh, N. C., the former Ernie exander, formerly at KCLW, Ham- Tubb sideman, reports that Clude the show. They promoted Cowboy Boys, who were part of the Gene Copas and Jimmy Dickens Octo- Autry troupe working the arena. ber 22 at the Will Rogers' Coli- Curley Kinsey, WGTA, Summerseum, Fort Worth. They have ville, Ga., has the Piedmont Troub-other dates on this duo in Novem- adors, the Harris Family and Slim his Sons of the Frontier.

### C&W Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performances potential among the country and Western records received this

MUSIC MAKIN' MAMA FROM MEMPHIS I'D STILL WANT YOU

Brother Bob Hastings, who operated the successful Acorns' Park, near St. Louis, this summer, 76--79--77-73

Park, near St. Louis, this summer, has returned to WTMV, East St. Louis, Ill., for his daily shows, both live and platters. . . Slim Williams, KWBC, Fort Worth, reports that Frank Hargrove, KCLE, Cleburne, Tex., spinner, is recovering from surgery at All Saints' Hospital, Fort Worth, Williams has hired Jack Carney to disk show. liams has hired Jack Carney to head his band when he can't make dates. Chuck McKasson, who established an excellent repon gospel singing shows at the

Evansville Coliseum. Loren Kiely, the attorney-promoter of Evans-ville, is booking the shows. Kiely reports that Jerry Byrd, the Mer- was at the "Grand Ole Opry" two

ilton, Tex., is now associated with Moody (King) has joined the stathe "Central Texas Hillbilly Hayride" of Temple, Tex., where Elwanda Hopson and her 5-year-old
son, Sammie Lewis, and Billie Jo
daily from Boston Gardens, Oc-Hines are permanent features. He tober 24-November 4, featuring and W. B. Nowlin are promoting Ray Whitley and the Cass County

ber. . . . Longhorn Joe, KROW, Redwine on the show he emsees Oakland, Calif., reports that he daily from the station. . . . Foreis promoting some dates on man Bill, KXOA, Sacramento, Jimmy Dickens. Newest band in the Bay area is Ozzie Johnson and from KGO-TV, featuring Ted Johnson's Westerners. . . . Larry Carothers, KMOX, St. Louis, emseed two days of benefit shows at Scott Field (III.) air base recently, using Army talent and outside entertainers. Margaret Whiting was the star. . . . Lloyd Hart, WTYS, Marianna, Fla., has added 75 minutes per day now that the baseball airings are

> Paul Enress, West Springfield, Mass., reports Janet Lane, local warbler, has recorded for a new label, Twilite. . . Ann Jones (King), who spins 'em at WOAY, Oakhill, W. Va., has organized a band, playing the Southeastern circuit, known as the West Virginia Mountaineers. . . . Al Mor-

WGBF, Evansville, Ind., is putting utation while d.j.'ing in the San (Continued on page 86)

### • Advance Folk (Country & Western) Record Releases

Continued from page 36

Give Me Back My Kisses-Charile Adams (Stop) 15057 Your) Dec 46373 Gotta Git a Gittar-Texas Jim Robertson (1

Heard) V(45)47-4326 Half Way to Heaven-Slim Williams (That's All) Coral 64111 Heartsick and Blue Roy King, Mer 6357

erts (Grandfather) Coral 64105

Hot Guitar, The-Ted Brooks (Entitled) Dec 46:374 Redwing-Fred and Frank (With All) 4 Star 1587

I Don't Know Frank Miller (I'm Getting) Gift- Runnin' Fast-Jimmy Walker (High-Geared) In-Edge 5051

T Got Loaded—Zeb Turner (Crazy Heart) King 1001 Salty Tears—Ruy King (Story of) Mer 6361
II Heard Thut) Lonesome Whitele—Texas Jim Search My Heart—Leus McAuliffe Ork-Jimmy Hall (Makin') Col 20072 I Love You Boogle-Laura Lov-Dickie McBride (Just a) MGM 11086

If You Don't Believe I'm Leaving-Tommy Souther Story of Shelly Lifes-Roy King (Saity Tears) Mer. (Don't Trade) Coral Coral 64110 Story of Shelly Lifes—Roy King (Saity Tears) Mer 6361

If You See My Baby—Audrey Williams (Leave Un) Strange Little Girl, No. 2—Longo & Oscar (Let's Live) One 46370

I'll Leve You as Loop as I Live—Esco Mankins (What Else) Federal 10029

I'm Afraid of Your Kisses-Curiey Lipham (Blue) Just a Few Trainfrops Ago-Porter Johns (This Lanely) Decca 46379

Kits by Kits-Elton Britt-Skytoppers (Tale a) V 20-4324 Lay Somethin' on the Bar-Chuck Murphy (Waltin' for) Caral 60584

Leave Us Women Alone-Addrey Williams (If You) MGM 11083 Let's Live a Little, No. 2-Louis & Oscar

(Strange) Dec 46:378

Lord's Prayer—Eddie Dean (Belaved) Cap 1842

Makin' Believe You're There—Leon McAuliffe Ork

When Fog Farms on the Rio Grande—Lew Childre

(Hog Callin') Mer 6:355

When My Manny Run Out—Roy Acuff (Advice to)

My Heart Is Broken in Three-Spade Cooley-Ginny Jackson (Cowboy) Dec 46376 New Year Bells-Tommy Souther (Wilter) Ciral

Gee, I With-Jimmy McPhail (Bouquet) V 20-4312 New Year Bells-Jack Swanton (Take Your) Abbey No. No. Not Grandina-Georgia Brown (More)

Kistes Lariat 1050 No Wedning Bells for Me-Cecil Campbell's Tenn. Ramblers (Carolina) V(45347-4325 Old Tom the Turkey-Carson Robison (Barmard)

MGM 31091 He'll Be Coming Down the Chimney-Kenny Rob- Ole Tex Kringle-Once O'Dell (My Little) Intro

6032

High-Geares Daddy-Jimmy Walker (Rinnin') Intro On the Rue de la Pala in Paree-Cliff Steward (They Waltzes) Coral 60593

Hog Cullin' Blues-Lew Childre (When Fog) Mar Pinetopper's Blues-The Pinetoppers (Muckleberry)
6355 Hoot Owl Boogle-Okla. Wranglers-Sheets Willis Pink Velvet Roses-Walter Scalf-Buckeye Ram-(You Don's) V (45) 47-4309 blers (Lovers) Brample 10

Hot Rod Shotgun Bungle No. 2-Tillman Franks Rider of Death-Walter Scalf-Buckeye Ramblers (Are You) Brambie 11

Seventh and Union-Hank Gartand (I'm Crying)

1 Will Be True Dear-Rusty Kester (Bone Dry) She's Dynamite in Blue Dunyarres-Les Carrat Sliver Bell-Bob Wills (The Last) MGM 11082 Someday in Heaven-Shannon Grayson (Sunset of) Dec 46368

If I Could Only Live on My Dreams-Hardrock Stop Your Baseling, Baby-Charlie Adams (Give Gunter (Divisional) Dec 46367

Toe Anderson (Tennessee Mount) Dec 46370
Tale a Sallor Told-Elton Britt-Skytoppers (1Gss)
V 20-4324

That Last Lave Letter-Jimmie Dolan (Until) (Until I) Cap 1832 That Wasn's Smart-Cahess & Fis-Ranch Boys (Alone) Ranch RR-1001

There's Another in Your Heart-Big Bill Lister (What the) Cap 1843 Wasted Tears-Stewart Family (Love or) Gilt-

What the Heck It Goln' On-Bill Lister (There's Another) Cap 1843

Maybe It's You or Maybe It's Me-Riley Craptree Winter Wooderland-Tommy Souther (New Year) Coral 64107 You Don't Want Me-Okla Wranglers-Skeets Willis (Hoot Owt) V (45) 47-4309 You're All Aluce Tonita-Rayl and Roy-Tenn. River

Boys (Every) Mer 6360

1. TOMMY JACKSON

ALABAMA JUBILEE"

(Square Dance Version)

MERCURY 6365

2. KEN MARVIN "MORE PRETTY GIRLS"

AND

MERCURY 6366

SPECIAL! **EDDIE HAWKS** COUPLED WITH "CAMPTOWN DOODLE RACES"

3. EDDIE HILL "HOT GUITAR"

MERCURY 6364

MERCURY 6347

4. CARLISLE BROS. "TOO OLD TO CUT THE MUSTARD"

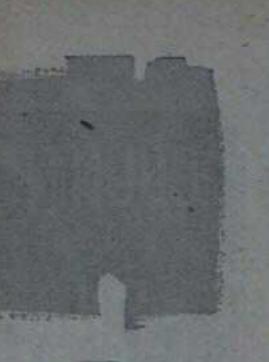
MERCURY 6348

5. RED KIRK "GENTLE HANDS"

MERCURY 6363

The Best in Country Hits





HIS TRIO, THE JACK HALLORAN SINGERS

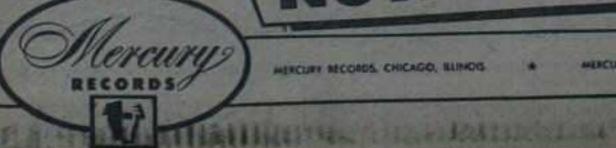
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### THE BILLBOARD MUSIC Popularity Charts

For Reviews and Ratings of Radio and TV Shores See The Billboard Rudio - TV Show Charts (Radio

### Advance Record Releases

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers valuntarily supplying information are listed.

#### POPULAR

Ale't Got a Man-Pam Shard-Abe Ostrow Ork (Love Let's Give Santa Class a Ymas-Marty Roberts Makes) Catillice 5-0005

King 15134

(Gypra) Hightone 312

(Lendon) Col 39592

Be Mine Tonight-Nore Morales Ork (Safari) Cal

Blue Velvet-Julian Dack Ork (Can't) Mer 8255 Brother Fats-Ray Anthony Ork (1 Remember) Cap

C'Est Si Bon-Perez Prado Ork (Is a) V 20-4319. Cabin in the Cotton-Neal Hefti Ork-Cavallers (Charmoine) Coral 60599

Can't Understand It-Julian Dash Ork (Blue) Mer-

Charmaine-Ralph Flanagan Ork-Harry Prime-Singing Winds (Slow) V 20-4373 Charmaine-Four Knights (Cry) Cap 1875

Charmaine-Harmonicats (Domino) Mer 5747 Charmaine-Sill Hares-LeRey Holmes Ork (For All)

Charmaine-Neal Hefti Ork (Cabin in) Coral 60599 Charmaine-Gordon Jonkins Ork & Chorus-Bob My Concerto-Carmarata-Fred Darlas (Never) Dec

Carroll (When a) Dec 27859 Charmaine-Vaugha Mooree Ork (Once) V 20-4375

Christmas Ball-Bill Darnell-Georgie Anid Ork Ut. Ain't) Corn! 60558

Christmas Chopsticks-Frankie Yankovic Ork-Cark Paradiso (Merry) Col 39594

Closer You Are-Bernie Mann (Legend) King 15135 "Cool" Turkey-Paul Nert (Frustrated) Cap 1859 Crazy Heart-Danny Davis-LeRoy Holmes Ork (I'm Not! MGM 11103

Cry-Bill Farrell-George Bassman Ork (Shrimp)

Cry-Paul Chapman-Dave Terry Ork (I Only) Bec

MGM 11113

Cry Four Knights (Charmaine) Cap 1875 Daddy's Comin' Home Penny Singleton-Ross Garcia Ork (I Give) Society SR-18

Domino-Harmonicats (Charmaine) Mer 5747 Ennui-Hill Russo Ork (S'Posin') Dee Gee 3800 Father's Christmas Decision-Marty Roberts (Let's) Dome 1025

Find Me-Rosemary Clooney-Percy Faith Ork II Onty) Col 39591

For All We Know-Bill Hages-LeRoy Holmes Ork

(Charmaine) MGM 11112 Frustrated Woodpecker--Paul Nero ("Cool") Cap

Gone, Gone-Bobby Wayne (Yes, You) Mer 5745 Queso I'll Be Playin' the Field From New Co-Toni Arden-Percy Faith Ork (When the) Col Strange Interlude-Billy Eckstine-Pete Pupple Ora

Gypty Magic-Mits Antonina-Al Donahue Ork (And

Two) Richtone 312 Hallelujah-Robert Farnon Ork (More Tean) Lon-

don 1062 Hearthreak Hill-Dinning Sinters-Jan Garber Ork

(No) Cap 1858 Hearthreaker-The Hearthreakers (Wanda) V 20-

4327 Heaven Knows-Bill Peck-Ted Fig Rito Ork IIt Was) Richtone 304

I Give It Back to You-Penny Singleton-Ruts Garcia Ork (Daddy's) Society SR-18

I Like Girts-Jerry Lewis-Dick Stabile Ork (Lay)

I Only Have One Life to Live-Paul Chapman-Dave

Terry Drk (Cry) Dec 27857 I Only Have One Life to Live-Sammy Kaye Ork

& Chair-Tony Russo (Three) Col 39602 I Only San Him Once-Rosemany Cloopey-Percy

Faith Ork (Find) Col 39591

1 Remember Harlem-Ray Anthony Ora (Brother)

I Still Love to Kits You Good Night-John Gordy Sectette-Jack Shook (Slow Poke) Bullet 1099

I Still See Elita-Bing Cresby-John S. Teatter Ork

(Weaver) Dec 27852 I Swallowed the Sum, Mont-Junette Davit-Archie

Bleger Ork (I've Get) Cal 39593 If I Had My Life to Live Over-Al Morphy-Key-

Tones (Let a) London 883 If It Doesn't Snow on Xinas-Victor Young Ork-

Clark Dennit-Jud Conice Singers (Littlest) Dec

Martin-Henri Rroe Ork (Manhattan) V 20-4345

I'm Afraid-Johnny Hartman-Norman Leyden Ork (Whitel) V 20-4349 on Alst Alone-Danny Dans-LeRey Holmes Ork

(Crary) MGM 11103 In a Little Spanish Town-Perez Praco Ora (C'est)

in the Chapel of San Remo-Anne Stellen-G. Matchell Choir-Robt. Farmer Ork (Mademostrife)

Lendon 1067 It Am't Necessarily So-Cy Coleman-The Cytores

(Luitaby) Dec 27847 It Ain't Sepain' Outside—Bill Darnest-Georgie Auto Ora (Christmas) Corol 60558

le Was Swell While It Lasted-Bill Peca-Ted

Fig Rits Drk (Heaven Knows) Richtone 304 H's All Over But the Memories-Glude Muckenzie-

Hilly May Ork (Sweethears) Cap 1865 is's Love That the Wurld's Needle -Hern George

& Simmons Sitters-Freditie's Boys (You'll) Alpha

or Get My Wathing to Do-Janette David-Arctie

Bleyer Ork (1 Symilowed) Col 39583

totoutle-Dick Bewirts-Les Banter Ork (Strimp)

Cap 1573 Labourtie-Billy Ecksting-Prits Rappele Ork (Strange)

MGM 11111

lingle Bolls Around the World-George Cates Ork-Tom Mack-Hearthesta (Winter) Coral 60556 trep on the Supergride-Art Mooney Ork-Tuny Alame (Slow) MGM 11115

Lay Samethis' on the Ear-Jerry Lewis-Dick

(Father's) Dome 1025

And So to Sirve Again-Bernie Mann (Solitaire) Littless Angel's Christmas-Victor Young Ork-Clark Onnnis-Conless Singers (17 1t) Dec 27849 And Two Is Eight -- Miss Antonina-Al Donahue Ork London by Wight -- Frank Singles-Asel Stormal

Ork (April) Cal 39592 April in Paris-Frank Singtra-April Stordahl Ork Loss Makes the World Go Round-Plum Shard-Abe Ostrow Ork (Ain's) Cotillian 5-0005

Littleby of the Leures-Cy Coleman & Cytones Elt. Ain't) Dec 27847

Mail My Toys Are Broken-Bill Tabbert-"400" Quaretti-Jise Lipman Ork (Santa's) "400" Res-

Mademoiselle de Parce-Anne Shelton-Ges. Mitchell Choir-Robt. Farmon Ork (In the) London 1067 Manhagtan-Dinah Shore-Tony Martin-Henri Rene Ork (II You) V 20-4345

Merry Christmas Polka-Frankle Yankovic Ork-Carl Paradise (Christmas) Col 39594

Mrs. Santa Claus-Sillp Farrell-Jack Fulton (Say) Mer 5741

More Than You Know-Robert Farms Ork (Hattels-Jahl London 1062

Never-Camarata-Fred Darian (My) Dec 27850

Never Stop Singin'-Horky-Tonks-Danny Scholl (You Better) Victor (45)47-4341

No! No! No! Not That!-Dinning Sisters-Jan Carber Ork (Hearthreak) Cap 1858

On a "Honky Tank Hardwood Floor-Kay Starr-Billy May Ork (Two) Cap 1856

Once-Vaughn Monroe Ork (Charmaine) V 20-4375 Rugtime Melody-Del Wood (Rainbow) Tennestee

Rainbow-Dei Wood (Rastime) Tenaence 800 Sakari-Noro Morales Ork (Be Mise) Cal 39586

San Antonio Rose-Ted Weems & His Mason-Diann Seven-Gien West (That's) Cavaller 810 Santa Claus Looks Like My Duddy-Dwen Bradley

Quartet-Dottle Dillard (Uncle) Coral 60594 Santa's on His Way-Bill Tabbers-"400" Q tet-Joe Lipman Ork (Ma) "400" Records 2001 Say a Prayer-Skip Farrell-Jack Fulten (Mrs.

Santa) Mer 5741 Sine Poke—Ralph Flanagan Ork-Harry Prime & Singing Winds (Charmaine) V 20-4373

Slow Pohr-John Gordy Sextette-Jack Shock (I

Simily Butters 1099 .
Slow Puke-Art Mooney Ork-Tony Alama (Keep) MGM 11115 Solitaire-Bernie Mann (And So) King 15134

(Jaloutie) MGM 11111

S'Posia'-Bill Russo Ork (Emul) Dee Gee 3800 Sweetheart-Gisele Mackenzie-Billy May Ork Cit's

All) Cap 1865 Tell Me True-Les Howard-Diano Coupland-Nat

Temple Group (White) London 1137 That's a Pienty-Ted Weems & His Mason-Dison Seven-Gien West (San Antonio) Cavalier 810

There's a Christmas Tree in Heaven-Foor Aces (There's a) Victoria V-102

There's a Small Hutel-Four Aces (There's a)

Victoria V-102 Parce Bells-Andrews Sisters-Gordon Jenkim Ork

(Windmill) Dec 27858 Three Bells-Samury Kaye Ork & Choir-Tony Russo

(1 Only) Cel 39602 Two the Night Before Christmas (Sides 1 & 2)-Martha Tilton-Harry Bahbitt-Lyn Murray Ork,

Two Brothers-Kay Starr-Billy May Ork (On a)

Uncle Mittletoe-Owen Bradley Quartet-Dottie Dil-

lard (Santal Coral 60594 Wanda-The Heartbrookers (Heartbrooker) V 20-

Weaver of Ornams-Bing Creshy-John Scott Trutter Ock (1 5till) Des 27852

Wheel of Fortune-Johnny Hartman-Morman Leydes Ork (1'm) V 20-4349

When a Man Is Free-Gordon Junkim Ork & Chorus-Boo Carroll (Charmains) Drc 27859 When the World Was Young-Toni Arden-Percy Faith Ork (Guess) Col 37605

White Wedding-Les Howard-Diana Coupland-Wat Temple Group (Tell Me) London 1137 Windmill Song-Andrew Sisters-Gordon Jewim Ork (Three Bells) Dec 27858

Winter Song-George Cates Ork-Term Mack-Heurt-

beats Ulimitel Caral 60556 Yes, You Are-Botty Wayne (Gone) Mer 5745 You Better Stop Tellin' Lies About Me-Honky-Torki-Danny Scholl (Never) Victor (45) 47-4341 You'll Gry Apain-Hest George and Sammes Sis-text-Feedble & Bigs (It's Love) Alpha 2003

### SPIRITUAL

ther Autilia-Starlight Spiritual Sirocra (Can Year) 9745347-4305

After Aubile-Andrew Wilson-Wilson & Watton Singers (Kerp the) Pearock 1562 Can You Trii-Statisch Spiritual Singers (After Aubile) V(45)47-4306

Every Time I Feel the Spirit-Spirit of Memphis

Quartet (Sign of) King 4461

ture Falth-Jersey Joe Walcott-Marie Knight (Say Al Dec 145/94

teep the Fire Borning in Me. Andrew Witsin-Will-ton & Watton Singers (After Autilia) Feature

Let Me Go-Wright Family Singers (Peace in the alley) King 4484 In My Way (Parts 1 & 21-fire, C. C. Chapeton,

the Travelle' Dice Man-Pulth Temple Chair, race in the Valley-Wright Family Singley (Let

Stabile Drk (1 Like) Cap 1668

Lenend of Tiobs—Bernie Mann (The Clusters King Say & Little Prayer—Jerney Joe Watcht-Marke 15135

Let a Smile Se Your Umberita—Al Margan-RayToken (If II)-Lendon 683 ) (Estry Time) King 4461

Let a Smile Se Your Umbreits-Al Margan-Rep-

## 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

80-89 EXCELLENT 70-79 GOOD 40-69 SATISFACTORY 0-39 POOR

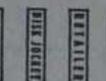
Records are rated four ways: (2) over-all; (2) as to their How Rafings Are Determined value for disk jockeys; (3) for retailers, and (4) for operators. Each rating is on the hazis of nine key cotegories. Each category is assigned a maximum number of points within which new releases are rated. N. S. Indicates record is not suitable for a

Following are the maximum points that may be earned by a record in each The Calegories of the nine categories considered; Sang califier, 15; interpretations, 15; arrangement, 15; name value, 15; record quality isorface, etc.), 5; music publisher's air performance potential, 10; expluitation (record adv't's-premation form, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficience, 5

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

GORDON JENKINS ORK & CHORUS (Bob Carroll) 89--89--89--89 DEGCA 27859-Jenkim has his strongest entry in sometime in this fast coverage try on the Mantovani hit etching of this revisal. Jenkins could catch the lion's shire if the sung really upes and it books like It's well an its way. Bob Carroll sings wonderfully.

When a Man Is Free 75--80--75--70 (Bob Stevens-Frank Martin) Jerkins' does a brief passe to the American way, spots narrator and

sings a in "Manhattan-Towers" Should get lots of air play the its other commercial aspects appear limited.

ANDREWS SISTERS (Gordon Jenkins Ork) Three Bells, The 88--88--88 DECCA 27856-The Frenchie, making its third appearance in one miler, appears to have its best chance in its newest story clock. The Andrews do their must effective job in ages with a super mulat from the Jenking' forces. Could be a big record.

Windmill Song, The 78--78--78--78 Effective production of another Frenchie, but the ditty has not the quality of the topside.

VAUGHN MONROE ORK Charmaine 87--87--87 VICTOR 20-4375- Monroe's muscular ballad style somewhat blends perfectly with this stellar revival and he comes up with a coverage effort which could prove one of the big readings of the comp.

82--82--82--82 Morroe does elicely by a fine ballad, a "big" styled item with a mess of recordings put and rolling.

FOUR NIGHTS' Cry 87--88--86--86 CAPITOL 1875-Wonderful mood reading of one of the better and more promiting of the current hallad crop with the Knights' lead voice displaying fine semilivity and a wonderful sense of physicing. Should be one of the big readings of the song.

84--85--83--84 The Knights, a splendid group, do a first-grade Mills Brothers' styled. two-temps stabling of this fact-growing reviewl. A "different" rendition, a good one, and should eatth its share of the action.

DINAH SHORE-TONY MARTIN (Henri Rene Ork) 87--88--86--86 If You Catch a Little Cold VICTOR 28-4345-The eminent due make a gay slicing of an amining, bunyant bit of material with the same type of injection and lyrical appeal of the Martin-Fran Warren "Pajamos" hit of last year. Could be a winner with the right kind of breaks.

84--85--83--83 Modgers and Hart's excursion is retaid delightfully by Dinah and Tony. The eticling should centure plenty of spins.

BILLY ECKSTINE (Pete Rugolo Ork) MGM 11111-Billy does magnificently with the familiar tango, cur-86--87--85--87 rently making a pop noise. Rupolo's backing is heavy, the effective. Should grab off a sizable piece in the competition. Certainly, the Eckstine cotterie should line up for this one.

86--88--85--86 Strange Interlude Ecastine has earely sung better on wax than he did on this slicing of a wonderful, but tough, oldie. An ideal fan item but could hit with promotion in the right places.

DEL WOOD Ragtime Meledy TENNESSEE non- A strong follow-up to the fem keyheard artist's 86--86--85--87 "Down Vonder." This one, too, should do fine business. 83--84--82--84 Miss Wood's plans-thumping instrumental on this oldie should do

will be the country merket and, perhaps, draw cold in the pap field, too. KAY STARR | Billy May Ork) On a Honky Tonk Hardwood Floor 86--86--85--86 CAPITOL 1856-Kay romps spiritedly thru a two-beat Western nevelty which falls more readily into her prove, commercially at least. Should

ring the bell for jukes and jocks. 78--83--77--74 Two Brothers Miss Stary turns a ecoderful vocal on a rather arty piece dealing with the Chail War period. The it's in the folk-derived trend, this one's not

SAMMY KAYE ORK (Tony Russo-The Kaye Choir) 85--85--85--85 Three Bells, The COLUMBIA 39402-The Kaye ark offers a production go on the newest Yank seesion of a familiar Frenchie. If the song ones, this early insue should mean morey for Samely. 75--75--75 Only Have One Life to Live

(Kaydets-Kaye Chair) An attractive actionalts walts is rendered in a flat, colorless etching

CAMARATA (Bob Carroll)

My Concerto

OLECA 27556-Commercia sets this quite appealing hallad in real fleshy Gress for ear attraction with Sub Carroll cuming on for a strong Clincher with a stowing work short. A strong bid which could help kick the song off. 80-82-79-79

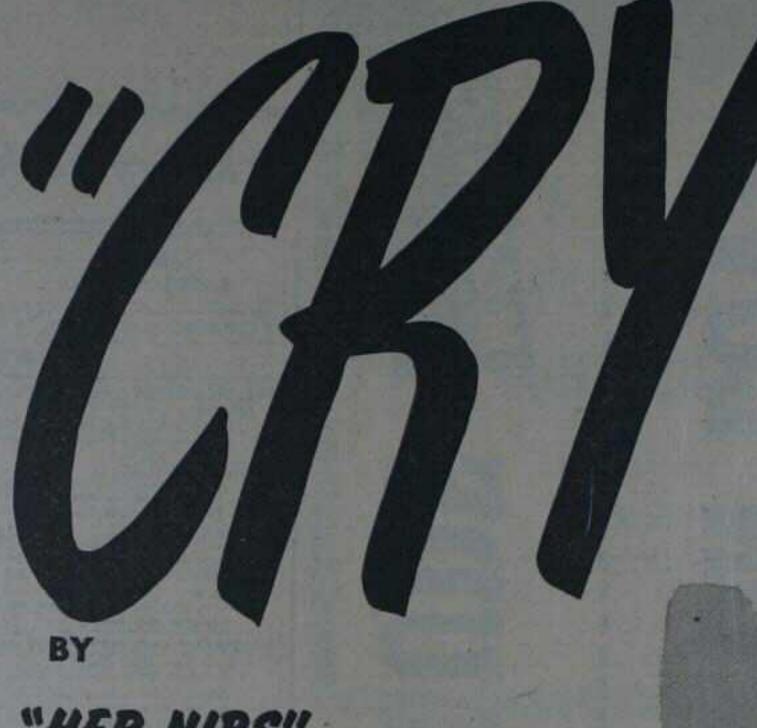
Fred Darium, a new Decta houte singer, is a teres of much intensity and style and shows it on this link coverage of a promising movie ballad. Camarata's praint to rist and metodic.

FRAN WARREN (Ralph Burns Ork) 85-86--85--84 It's All Over But the Memories py one as she hits her best form for this deceptively simple hallad, which grows with each

73--73--73 Never Before Another superior effort on a new ballad.

85--86--84--84

ANOTHER



"HER NIBS

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RECORDS

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4

THE BILLBOARD MUSIC Popularity Charts

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

Record Reviews

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 40-69 SATISFACTORY 0-39 POOR

ARTIST LABEL AND NO.

TUNES COMMENT

70--70--70--70

84--87--85--80

81--84--82--78

84--83--82--86

77--78--78--76

83--85--81--83

81--82--80--80

78--80--77--77

83--85--81--83

78--76--78--80

82--85--80--80

80--83--78--78

81--83--83--78

Continued from page 39

#### POPULAR

EVELYN KNIGHT (Perry Botkin and the Rhythmaires) 85--85--85--85

DECCA 27842-Miss Knight & Company turn on a bright, swingy handclapper that has much of the spirit of "A Little Bird Told Me." This one could step

House Is a Home, A Stow philosophizer gets a se-so rendition.

DICK BEAVERS (Les Baxter Ork) 85--85--85--85 CAPITOL 1875-The Baxter chorus does a bang-up job in handing this Creole-derived item a strong interpretation Beavers chanting is equally effective In all, a fine dick

82--84--82--80 More strong coverage by Beavers and the Baster voices and ors. The bary thows much premise.

ROSEMARY CLOONEY-PERCY FAITH ORK 84--86--83--83 I Only Saw Him Once

COLUMBIA 39591-A levely Kramer-Whitney bullad is done by Miss Clooney in the feeling-full style of "Mixed Emotions" with the Faith ork and chorus helping to purvey the soft, whispery atmosphere. & relissue which could do much on its second round for the thrush. 81--82--80--81

Find Me Buckground behind the thrush on this one is the Stan Freeman combo of "Come On-A My House," but the group sounds much different at a slow, ballad tempo. The tune is fine and Resemany's piping is equally good.

THE CONTINENTAL (Eddie Baxter) You Go to My Head

CAPITOL 1844-If the same tabel's "John and Marsha" disk made it, there is apparently little reason why this item can't do as well. "The Continental" is Italian actor Reves Cesans who's been making California bousewives forget their marital duties with his romantic, Boyer-like recitations of lyrics to the big, standard love ballads.

(All of a Sudden) My Heart Sings More of the same stuff here, the not as sween-provoking. This one the usual sip of champagne. For the femt seeking see at 78 r.p.m. this may be it.

JERRY LEWIS (Dick Stabile Ork) Lay Somethin' on the Bar CAPITOL 1868-This is by far the best thing Lewis has done on disks.

With the ditty already stirring up action via previously refeased versions, this might be a big one for the TV movie star

Another good effort by the comic on a piece of material well-suited for his disk style. Cute top line adds some sest.

PAUL CHAPMAN (Dave Terry Ork) I Only Have One Life to Live-

DECCA 27857-The new warbler, onetime Jimmy Dursey socialist, impresses with an expressive, warm style on a schmattz waltz. Excellent mood orking rounds out a stylish etching which could score with proper promotion

Chapman turns in a very appealing interpretation on this much-touted halfad. The competition is tough and earlier, but this reading should catch attention for the guy's sincere try. He could be a comer.

FRANK SINATRA (Axel Stordahl Ork) 83--85--82--82 April in Paris COLUMBIA 39592-Fram comes much closer to the Sinatra of old with this attempt on the familiar standard. What with all his current sublicity. TV and film work; could be that this one will find a ready

More effective chanting from Smatra. The change at scenery, tho, is via classy piece of material not nearly as strong on the top side.

DINNING SISTERS (Jan Garber Ork)

market among the fems

Heartbreak Hill CAPITOL 1858-A tolk-like walts ditty gets a stick chanting job from the fem trio with the Earter ork supplying a soft and smooth background. Disk could stir action if the customers are ripe for another "Tennessee Waltz" performance

No! No! No! Not That! With one or the girls taking the lead, the Dinnings come up with a cute item in the sein of April Stevens' disks. Might ruise some

FOUR ACES

83--84--82--83 There's a Christmas Tree in Heaven VICTORIA V-102-The the material here mit's as strong as the proup's "It's No Sin," the heat is just at evident. The crude drive of the perremance could the interest 73--76--71--73

There's a Small Hotel The familiar oldie sets a smooth, the unprovocative, interpretation from the quartet

NEAL HEFTI ORK (Cavaliers) Charmaine

CORAL 60599-Herts sets up the revisal in a lightly swinging dance ocal approach with a barber-shop styled quarter providing the excuts The bleso makes for some britilant sounding moments and for a thorstly appealing resultion of the song Should certainly catch a share and is bounc to get a mess of tockey upins.

Cabin in the Cotton Mrs. Heft, treats a fine signe with the same electronity which distinusished her memorable "Happiness is a Thing Called Joe." Should make a strong catalog item for the Heftis.

MEL BLANC | Buddy Cole Ork! I Tant Wait Till Quithmuth CAPITOL 1853-Material here is cuts seasonal lingle. Cole's group gives if a Christmassy orking Blanc runs thro the nativ-talk lyric on one so the many voices. Result is good sovelty disk.

Christmas Chopsticks The active new Christman stem gets the atual reading from Blanc the this includes a batch of Stanc sound effects as part at the narration. This is good ald material

MARGARET WHITING (Lou Busch Ork) If I Can Love You in The Morning CAPITOL 1845-The ditty is a slice lin Pac Alley type flow with a or idea. Miss Whiting's cor style reading adds up to a fest rate

setting job 74--78--72--73 That's for Sure Show ditty written by Johnny Mercer for the one "Top Banana" musical a handed a good, whose-spine chart by Mins Whiting. The Limit State owing puts added sing into the proceedings.

#### POPULAR

\* MARY SMALL LIKE IT, I LIKE IT

15129 and 45-15129 IF I CAN LOVE YOU IN THE UNDECIDED

15128 and 45-15128 \* MURRAY ARNOLD

I TALK TO THE TREES I'M ON MY WAY 15131 and 45-15131

I'M HEADING OUT WEST HI-DE-ANK-TUM 15132 and 45-15132

\* ROY STEVENS ROLLIN' STONE I'M COMIN' HOME 15126 and 45-15126

ONCE CHRISTMAS EVE IN MY HOME TOWN 15127 and 45-15127

#### FOLK-WESTERN

\* MOON MULLICAN HEARTLESS LOVER ANOTHER NIGHT IS COMING 984 and 45-984

\* HAWKSHAW HAWKINS SLOW POKE

TWO ROADS

BLUE SKIES IN YOUR EYES SUNNY SIDE OF THE MOUN-TAIN

997 and 45-997

\* COWBOY COPAS TIS SWEET TO BE

SECAUSE OF YOU 1000 and 45-1000 \* EDDIE SMITH &

THE CHIEF SWEET BUNCH OF DAISIES OVER THE WAVES, MED-986 and 45-986

- ZEB TURNER I GOT LOADED CRAZY HEART 1001 and 45-1001

### SEPIA-BLUES

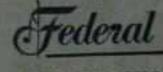
\* EARL BOSTIC

LAMINGO OVER YOU 4475 and 45-4475

SEPTEMBER SONG

· WYNONIE HARRIS BLOODSHOT EYES CONFESSIN' THE BLUES 4461 and 45-4461

· LUCKY MILLINDER RONGO BOOGIE 4453 and 45-4453



THE DOMINOS SIXTY MINUTE MAN CAN'T ESCAPE FROM YOU 12022 and 45-12022

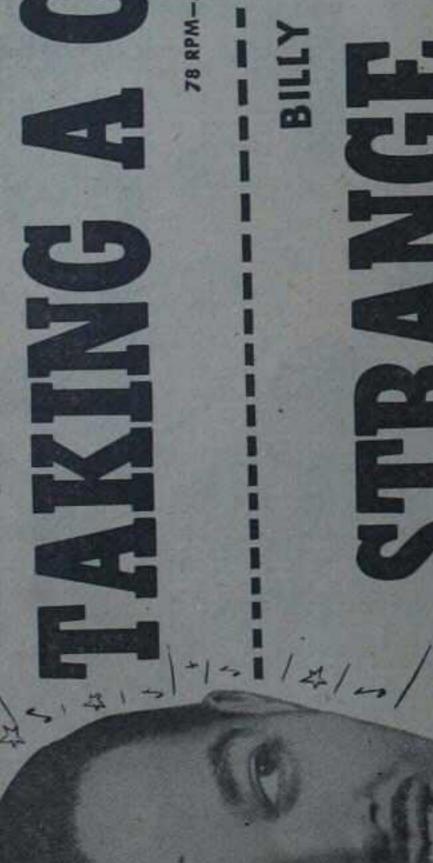
WEEPING WILLOW BLUES

### DELUXE

\* ROY BROWN BAR ROOM BLUES GOOD ROCKIN' MAN 3319 and 45-2315

SIC TOWN TRAIN TIME BLUES 3318 and 45-3418





4

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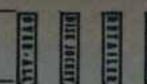
OF THE YEAR!

by The Griffin Bros.' Orch. featuring vocal by Tommy Brown

DOT RECORDS, INC. Callstin, Tennessee Phones: 880-881

ARTIST LABEL AND NO.

TUNES COMMENT



POPULAR

GORDON MacRAE (Van Alexander Ork) How Close CAPITOL 1846 A highly attractive waitz plus an effective chant 81--81--80--83 from MacRae assisted by the socal group make this an ear-appealing

disk. Could be a steeper. A Russ Columbo song recently uncovered is engagingly done by the 77--76--75--79

BILL FARRELL (George Bassman Ork)

Cry
MGM 12113—The warbler turns in a first-rate croon of this fast-80--80--80--80 stepping ballad. He should eatch a good store of the action for the early entry into the competition.

Farrell and Bassman have teamed for a good coverage effort on this 76--77--75--77 promitting Cajum-derived litter.

HARMONICATS Charmaine

MERCURY 5747-With a string ork emulating the Manfourni sound, 80--81--79--82 the harmonica group covers the click revival by selling the lovely metady strongly. Excellent coverage.

Domino 79--80--78--81 Fast, clever and strong coverage on the song with the Harmonicats supported by a high, string ork. This one should pick up same of the

RALPH FLANAGAN ORK (Harry Prime and the Singing Winds) 79--79--80 VICTOR 20-4373-Flanagan plays the melody and puts a moderate dance best behind it to come up with a good terp rendition of the

fact-stepping revival. There's a socal charus by Harry Prime, with fills by the vocal group, Slow Poke 76--77--75--76 The upcal group goes it alone on a pop dance treatment of the Pec-Wee King country hit, which already has penetrated the pop market.

Flanagan has respectable coverage but the disking falls short of being as important one. GISELE MACKENZIE (Billy May Ork)

It's All Over But the Memories 79--80--78--79 CAPITOL 1865-The thrush continues to impress. This time with a warm reading of a particularly pretty new ballad. If the song makes it, this disk should get a share of the action. May ork and choral princip set a smooth background.

79--80--78--79 Combination of Miss MacKenzle's warm pipes, fine Billy May ork background and a familiar melody could add up to the thrush's exest effective disk. Tune is an adapation.

BOBBY WAYNE

Gone, Gone 79--79--78--80 MERCURY 5745-Latest alternating werse and chorus ditty is handed a spirited, hand-clasping reading by Wayne, charaf group and filting George Botsman ork. This is one of the chanter's best per-

formances. Yes, You Are 77--78--76--77 More good was from the young chanter. This is an attractive new waite

ballad. The orking does much to sell the melody. DANNY DAVIS (LeRoy Holmes Ork) 78--80--77--77

MGM 11105-A new singer of character and style makes a promising debut with a solid rendition of Hank Williams' current country bailed hit. Deepays should pick up on this lad and the song, I'm Not Alone

68--68--68 Another country song, not quite as distinguished as the fi rendered must pleasantly by Davis.

THE HONKY-TONKS (Danny Scholl) Never Stop Singin'

VICTOR (45)47-8341-Danny Scholl, legit simples star of "Texas Little Darling," displays a pair of strong pipes on this happy new ditty. A mixed choral proop and small combo orking add to the light

and bright feeling. You Better Stop Tellin' Lies About Me 77--78--75--30 The two-best house group gets off an effective rhythmic reading of the new roverty item. Sparked by a gang-sing chorus, the disk could

RAY ANTHONY ORK Brother Fats 77--80--74--77 CAPITOL 1857-Anthony's band, vocafist Gloria Craig and vocal

group merge for a sharp, biting, driving boogle novelty etching on an infectious bit of material introduced by Woody Herman This is a good one for the fans. I Remember Harlem 71--76--70--68

Anthony's lat-tured horn is spotted on a mood instrumental which is a bit on the high-flown side. Designs should dig that JOE FINGERS CARR (Candy Candido)

77--80--74--76 CAPITOL 1847-The Candido voices are far better mited to this fine old standard. Carr's barroom plano makes for a good background.

75--79--72--74 Candido demonstrates his wierd vocal church by doing his standard from and little girl voices in reading the lyric on honky item. Most of Carr's raptime plans and less lyric would have made this a much more likely wisk

(Continued on page 82)

77--78--76--77

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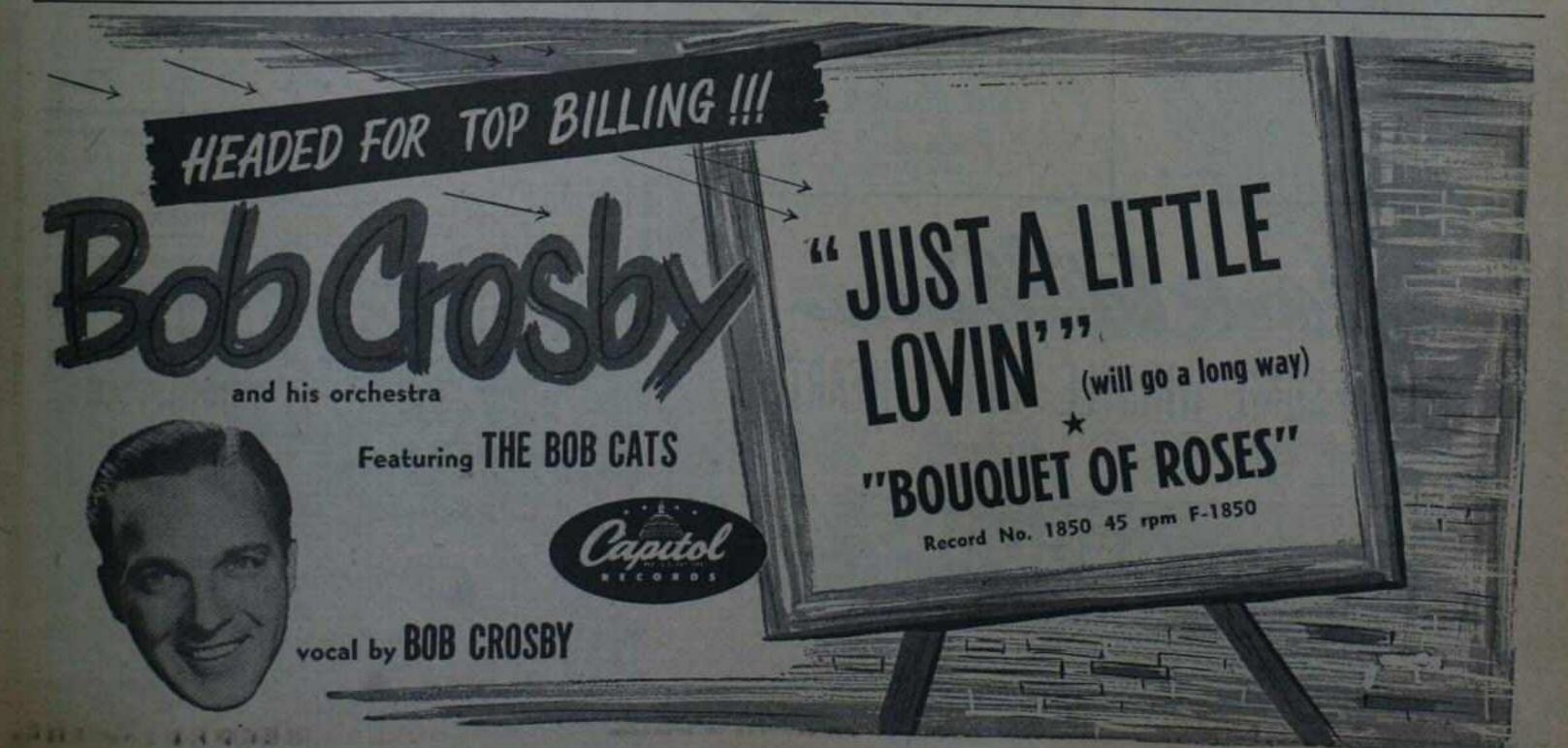
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MUSIC



# Billy Eckotine Bill Farrell

**JALOUSIE** (JEALOUSY) STRANGE

INTERLUDE 78 RPM-MEM 11111

45 RPH-MGM KITTI

**OUT IN THE** COLD AGAIN ONCE

78 KFM-MGM 11073 45 RPM-MGM K11073

SHRIMP BOATS

45 EPH-MGM ETTILE

CRY 78 RFM-MGM 11113 **BLUE VELVET** BE MINE TONIGHT

> 78 RPM-MGM 11062 45 RPM-MGM K11062

# Fran Warren

IT'S ALL OVER **BUT THE MEMORIES** 

**NEVER BEFORE** 

78 RPM-MEM 11095

45 RPM-MGM E11095

I WANT ANOTHER

A RAINBOW

78 RPM-MGM 11074

45 EPM-MGM K11074

IT'S ALL IN THE GAME ALL OVER AGAIN

78 EPM-MGM 11035 45 EPM-MGM K11035 SOLITAIRE MY

CONCERTO

78 EPM-MGM 11077 45 RPM-MGM E11077

# AND HIS ORCHESTRA

I'M SENDING \* YOU ROSES

78 KPM-MGM 11094 45 RPM-MEM K11094

PAINT YOURSELF OOH, OOH, OOH, WHAT YOU DO TO ME!

78 RPH-MGM 11004 45 RPM-MGM K11084

DADDY THE TINKLE SONG

78 RPM-MGM 11072 45 RPM-MGM K11072

# monica Lewis

A KISS TO BUILD A DREAM ON LA BOTA

> 78 RPM-MGM 11061 45 RPM-MGM K11061

# Bill Hayes

CHARMAINE

FOR ALL WE KNOW I LOVE YOU, I LOVE YOU, I LOVE YOU

78 RPM-MGM 11112 45 RPM-MGM K11112

78 RPM-MGH 11064 45 RFM-MEN E11064

# AND HIS ORCHESTRA

THIS IS THE TIME OF THE YEAR

I STILL KEEP DREAMING

78 RPM-MGM 11080

45 RPM-MGM E11080

# arthur Smith

LISTEN TO THE MOCKING BIRD **BLUE MOON WALTZ** 

> 78 RPM-MGM 1109& 45 RPM-MGM K1109&

# Hank Williams

LONESOME WHISTLE · CRAZY HEART

78 RPH-MGM 11054

45 EFH-MEM E11054

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### THE BILLBOARD MUSIC Popularity Charts

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

### The Billboard Picks

In the opinion of The Billboard music staff, records tisted below are most thely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

RCA Victor 20-4345 Ethel Merman-Jimmy Durante....

A lighthearted and only nevelty bouncer is delivered with professional assetty and persons weress by the smooth Martin-Shore team and with notic showmanthip by the ever-lovin' Merman-Durante combo, the latter inmething new on was.

ANY TIME .....Eddle Fisher ..... An Eddy Arneld country hit of a few mount back is converted into a powerful pop entry via a forceful Fisher wurdle merged with one of huge Winterhalter's most effective arkings. Should be a blg winner,

CRY .....Eileen Barton ..... 

This powerful halled entry already has been picked four ways in this column-Johnnie Ray, Georgia Gibbs, June Valli and the Four Knights. If the song makes It big, these two additions could catch a snare.

A combined effort by some gremline caused two errors to appear in this column in recent weeks. Last week's list of Billhourd Picks on "Cry" omitted Johnnie Ray's disk on Okrh 6840. A week earlier the record number on Gordon Jenkins' "Charmaine" should have been listed as Decca 27859

### The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six week period are not repeated below. Bases on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

١	1. LITTLE WHITE CLOUD THAT CRIEDJohnnie Ray Okeh 65	840
	Sononie Har-	
•	A ALLA MAR A TRACE	
•	A PUBLIC DOATE	
۱		
ı	5. I CAN'T HELP II	595

### • 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 time the record retailers think tomorrow's hits will be:

1. LITTLE WHITE CLOUD THAT CRIED	Johnnie Ray Columbia 39585  Frankie Laine Columbia 39585  Gov Mitchell-Mitch Miller Ork
3. I CAN'T HELP IT	
	Perry Como

### The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Eased on a weekly survey among them on what the juke hos operators think temperow's hits will be:

1. DOMINO ..... Decra 27830 

### • The Country and Western Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a sla-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.

5. EVERY STEP OF THE WAY ......Jimmy Wakely .....

### BOB SCHERMAN

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### THE BILLBOARD MUSIC Popularity Charts

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### LP Reviews · Album and

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 40-69 SATISFACTORY 0-39 POOR

MARIO LANZA SINGS CHRISTMAS SONGS 90 warm. The selections are excellently paced and ALBUM-Mario Lanza-Jeff Alexander 90 recording is fine. Featured as soloist, the briefly, Choir-Ray Sinstra, Cond. (1-10") V (33) LM-155

Oh, Little Town of Bethleberry Guardian Angels: a good catalog item for years to come. Silent Night; The First Noel; O Come, All Ye Faithful; Away in a Manger.

This album, Laura's first Christman set, is a cinch to walk off with all the honors for the rule merchandeling season. Advance orders are in excess Ah! Sweet Mystery of Life; Sweethourts Walter munic to which was written, oddly enough, by Harpe Mark. The package is produced, musically and otherwise, in grand style, and is petting the big push from Victor.

Jingle Bells, Silent Right, Corn! of the Bells, White Christman, Patapan, Wonderful Counselor, Wolcom Vole: Mary, Mary; Winter Wonderland, Frember that the many wonderful Herbert melodies Adeste Fadelic, Christmay in the Air.

Christinas program for radio stations. A batch of buyers. entl-known and not-to-familiar yuletide carols are bound together by specially written bridges. The roices are choral arrangements and are wonderfully

recording is fine. Featured as soloist, the briefly, is the label's new tenor hope, Bob Sands. This is an excellent Christmas package which should make

MUSIC OF VICTOR HERBERT-Andre Kostefanetz Orchestra. (2-12") Col (331 ML-4430

of 200,000. Laura, provided with a fine chorus Warch of the Toys; Toyland; Streets of New York; and orchestra, applies his powerful expressive pipes. Thine Alune: Indian Summer; When You're Away; to eight success—carols, hymns and one pop, the Kiss Me Again; A Kiss in the Dark Habanera; Surget, for Strings; I'm Falling in Love With Someone: 'Neath the Southern Moon: Italian Street Song: Moonbeams: Gypty Love Songs: Crardes; Oream Girl.

This set is being reissued from the original Co-CHRISTMAS IN THE AIR ALBUM—Voices 85 potential is greater in its present form. The transference from 78 to LP has been done. with skill. The sound is full and bright, both because of recording techniques and the typical lush Kostelanetz arrangements. Most will reare done here simply and in mediles. In all, this More than anything else, this is a ready-made is a fine LP set with wide appeal to many disk

> PAINTING THE CLOUDS WITH SUNSHINE 75 Chorus and Ork, cond. by George Greeley (1-10")

Capital (33) L-291

Sound track album from a technicolor flick offers the principals, ork and chorus doing 10 standard somes in undistinguished fashion. This is the old style musical film approach—a lot of tunes sung. not well, but by handsome stars. However, there is a steady market for this type album, distimpuished or not, and if the picture does exceptionally well, then the disking might have a respectable sale.

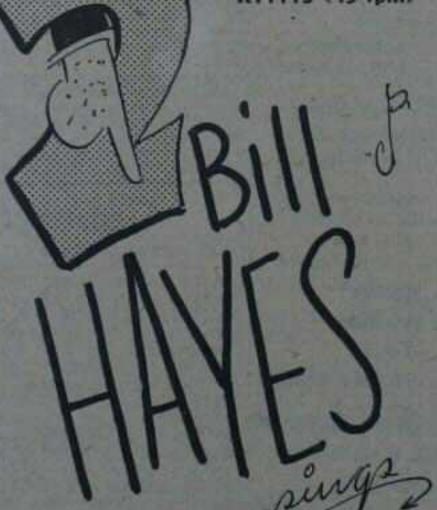
COME ON-A STAN'S HOUSE-Stan Free- 7 man, Harpsichord, (1-19") Col (33) CL-6193

at Akno Can-1 lurn 10% Just One of Those Things; September Song; Blue Room, Jesper's Greepers; The St. Louis Blues; Perdida.

At or the mamont, with "Come Do-A My House" (Continued on page 44)

and

MGM Records 11113 (78 rpm) K11113 (45 rpm)





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jazz of the critical forties, "Lagura Lead" alone

a prime jazz collectors' piece; il's truly a

leaping etching with fluddy flich's dramming as well as some tramendous trumpeting by Chartle Shavers the main features. Shavers, in fact,

walks off with all the honors from the all-star quintet which features, in addition to With, the late Herb Haymer, bessirt John Simmum and a

mysterious "King," who is easily recognized as

Nat Cole. The jam pestion on "Honeysuckle" is

Willie Smith, Howard McShee, Vide 65 Messo, Lucky Thompson, Eddir Safrac-ski, Andre Previn, Arnold Ross, (1-10")

over Come Back to Mar I Found a New Baby;

free-wheeling small group twing sticings featuring some top lazz exponents. Included is a rather unusual lam session, "Lover Come Back," which

An excellent recap of some fine recordings and it

should find its way into the hands of jazz col-

lectors, mainly these who prefer jazz that swings

soles by Earl Hines and Nat Jaffe 65

l've Got a Feeling I'm Falling; Source Me; Honeysuckie Rose; My Fate is in Your Hands; Elack

Formerly Signature Record singles, those eight

outside of a select inner circle of musicians. Juffe

find a modern, fertile imagination and a distinct style, both of which fill one side of this LP

quite admirably. In fact, it is Jaffe's persion of

the record which makes it worshwhile. Hines'

four efforts represent typical work for him with

regard to style and performance but the Fatha

TENPO

ON THEME

has done much better on record.

loosely as opposed to more exacting stries.

FATS WALLER MEMORIAL SET-Plane

(1-10")

Advance (33) LSP-4

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### THE BILLBOARD MUSIC Popularity Charts

For Reviews and Ratings of Radio quite sportuneous and passed of a mest of fine and TV Shows See The Billboard [azz. Jun collectors, so matter the species, will Radio - TV Shore Charts (Radio want this package when they learn of its avail-

Album and LP Reviews

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 40-69 SATISFACTORY 0-39 POOR

· Continued from page 43

still fresh in the minds of disk customers, there is unquestionably the real thing, and one wonders was done with mike on while the guys selected should be a fairly good morket for this collection why it hasn't been done more often. In addition the time. Howard McGhee on these dairs put to style on the slower ditties will have limited ap- be delighted with this LP. peal. Several items sound like good bets at sinales; the title song, "Jenper's Creepers," "St. Louis Blues," "Perdido" and "Just One of Those

HAWAIIAN BLOSSOMS ALBUM—Haleloki 70 Kahauolopus - Arthur Godfrey - Archie Bieser Ork (1-10")

Columbia (33) CL-6190 Sweet Leilani; Yanka Hula Hickey Dula,

Ever since Mr. Big of CBS took a trip to Hawaii his millions of listeners and viewers have been conjected to a regular course in the history and appreciation of the Island, its music, costoms and sundry other items. Therefore, there must be a group of converts who would be willing purchasers or this set. Actually, the music is pleasant and to is Miss Kahastolopua's voice. Archie Bleyer's DIXTELAND FAVORITES-Preacher Rollo studio proup, Godfrey and The Mariners all lend the Hawailan miss a neat assist. Best sides in Yaaka Hula Hickey Dula."

COLEMAN HAWKINS FAVORITES-Culeman Hawkins and band featuring Eddy Heywood, Oscar Pettiford, Shelley Manne, Bill Coleman, etc. (1-10") Advance (33) LSP-9

Barrel House: Voodte.

These seven selections, including two extended sides Beach and on the Mutual network, from 12 inchers, were culled from the Signature catalog. The 12-inch items, "Man I Love" and "Sweet Lorraine," are standouts in this collection. In fact, "Love," which features Heywood, Pettiford, and Manne, is one of the classics of small Stardest; Tea for Two; Guardian Angels; Swanee group swing. Hawkins' inimitable and quite bril. River, Chanson Dana La Multi Baures. Rant loose-swinging tende sax obviously polls down It's been a fairly long time since Harpo Mare the bulk of the grooves. Hawk's admirers, and they still are many, should want this package.

JAMMING AT RUDI'S, NO. 1-Conrad Janis, Bob Wilber, Dick Smith, Tom 68 Sharpsteen, Pops Foster, Eshie Blake, Circle (33) L-407.

To our knowledge, this is the first time LP has been utilized to capture an actual jam sessionand the event is an unqualified success. The players are a group of new and veteran specialists in the New Orleans style. The date was taken off at the apartment of Rudi Blish, Circle entrepreneur, well-known jazz critic and torch bearer for the New Oficans way of music. The the talents of the individual players vary widely, the free, swinging spirit of the jam session is in evidence, a rapport that it would be extremely difficult to manufacture at a regular date. The opener, "When the Saints Go Marching In," swings and it full of exciting moments. A special highlight is the trumpet-clary duet on the traditional the Same; Black Market Stuff; Haneysuckle Rece, clary solo in "High Society." There are moments. These free-twinging jazz sticings originally were when the soloists drop out, and nothing goes on issued on the defunct Sunset label. They include that shorts about a state of the defunct Sunset label.

· Continued from page 14

and fill orders from the cart.

Tom Spackman, Monticello,

of eight instrumentals played by Stan Freeman to "Saints" and "Society," the disk offers "See was some of his finest trumpet. Arnold Ross on harpsichord with rhythm accompaniment. See Rider," Euble Stake spiolog on "Maple Leaf plays a mets of plans or "Lover"; Eddie Safranski Freeman's barrel house keyboard pounding is most Rag," and "That's a Plenty" for the closer, Jazz is brilliant through on beet; and Willie Smith effective on the up tempo tunes; his musicianly tans, especially the Dixie minded, cannot tail to provides kicks with his fluid also improvisations,

> JAMMING AT RUDI'S, NO. 2-Lips Page, Tyree Glenn, Sonny Greer, Paul Quinichette, Burney Peacock, Walter Page, Kenneth Kersay, Dan Burley, Danny Barker. (1-10")

Circle (33) L-410 This is a Jam session disking—the swing equivalent of Jamming at Rudi's No. 1, reviewed above-and has the same values. The playing is not con-Howaiian War Chant; Lovely Huta Hands; White sistently good, or even self-assured, but the feeling and Blue; Zonky; How Can You Face Me; Kernie' Ginger Biossums; Ke Kal Nel Lei Aloha; Kou Ipo; is there. The offerings are four boogles and blues numbers and "Sweet Sue." They make unusual, fine listening, especially for the jazz fan who sides convnemerate the rhythmic and creative has been able to be present at jum sessions and genius that was Fats Waller's. The collection is knows the unique quality of inspiration that can especially noteworthy for the specimens in the inform the playing of muticians out for their own groove of the late Nat Jaffe, a keyboard master kicks. Page and Glenn get off some good things, who didn't live long enough to gain recognition and one sax sounds close to Letter Young.

> & The Five Saints (1-10") MGM (33) E-95

the collection are "Hawalian War Chants" and Original Disieland One-Step; Ostrich Walk; High Society; Tiger Ray, Sweet Georgie Brown; Ballin' the Jack; Dark Town Strutters Ball; Trampanium. The most collectors of two-beat wax are strong about their like and dislikes, this set may interest tome of the die-hards and many of the quondam Dixieland buyers. Selections are a misture of twobeat anthems and standards well-suited to the The Man I Lower New Deep Is the Oceans Crary Style. The group features "Preacher" Rollo Roythen; Sweet Lureaine; Get Happy; Hawkins Laylan, Toni Parenti on four of the sides and the regular contingent beard in and around Miami

> HARP BY HARPO-Harpo Marx, harp: Ray Sinatra ork. (3-7") RCA Victor (45) WP-329

And even then, it was usually a surprise to find out how well he really could play. The six selections in this package belp to preve that the comedian has a way with a harp and warmth of feeling to go with it. For those who buy this John Jeffrey, Danny Barker, Freddy Moore (1-10") set there will be muck pleasant listening. Nathing startling happens-and, at times, the harp is relegated to a minor position alongside the Ray Sinatra orchestrations, the choral group and even the Mary Jane Smith vocal on "Angels." "Booree," a Bach transcription, uses the choral group. The other four are instrumental. Marx, incidentally, wrote "Angels." The quinter deeply shows can

> MONARCH ALL STAR JAZZ (VOL. I)-The "King," Buddy Rich, John Sim- 68 mons, Herbie Haymer, Charlie Shavers

used by about 90 per cent of the credit regulations have made it nation's ballrooms. King said he possible to own homes more easily

has run cafeteria style for six and obtain cars, thus "taking peo-

years because he found that wait- ple off the street, where they

ers couldn't get thru the inter-mission crowd when concessions do their biggest business. He and show that 20 per cent of the na-

Bob Wingard, Fremont, O., use tional economy is tied up in some only bus boys on the floor. Win- way with car ownership and suggard said he may lose some sales gested that the entire amusement

from people who desire waitress industry try a program to get peo-

service, but he said he feels he's ple back into an entertainment

made up the loss in offering faster mood. He emphasized the im-

service. One op said he feared portance of record firms' promo-

self-service, because of the fact tion on the dance business, urging

that a patron, carrying the food that NBOA consider a program,

and drinks, might spill the tray such as the Victor Dance Band on another patron. Alice Mc-Album push, to encourage inter-Mahon, Indianapolis, said she has est. Alexander later told The

experimented recently with send- Billboard he feels booking offices

ing out her waitresses at intermis-sion with a regular bus boy's, stimulate public interest in danc-

three-tiered dish-carrying cart, in ing. Ops long have bemoaned the which are contained about three-fact that offices don't even pay and-a-half cases of soft drinks and for the glossy photos of bandlead-

ice-filled glasses. In this way, the ers sent out to one-night buyers

waitresses move among the tables nor the press books, both of which

Ind., asked that NBOA consider more co-operative buying. He said

starting a research survey on what is generally wrong with the business. After considerable discustold him that if NBOA buys as a sion, the motion was tabled. Jim Alexander, general manager of cents per case. Moore suggested cents per case. Moore suggested

Prom. Inc., Ken Moore's Midwest a co-operative liability insurance

chain of terpalaces, said he had program, which is currently being

checked with the four Midwestern investigated by Tom Archer, the

cities in which the firm operates, Des Moines chain terp op. Other

to determine if the ballrooms' items, such as givenway slum, competition was getting all the glasses, popcorn shortening, etc., business. He said he found that might be purchased at a low

no amusement venture was doing rate in the greater quantity af-exceptionally well today. He forded if the ops banded together pointed out that more liberal in their purchasing.

Monarch (33) LP-201 Laguna Leas; Swinging on Central; I'll Mever Ba but rhythm, and this too is pleasant to hear. This a couple of the finest waved specimens of pre-box

come out of the orkster's purse.

Moore asked NBOA to study

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### Who's Who Honors Benny THE BATTLE OF At Gala Friars' Shindig

mented. "Guys who want to save taken for Russell Nype. I might \$35 send wires in the hope they'll be read and maybe get plugs."
At that point, Baruch came onto the dais to big hands. "It's only because you saved the country so because you saved the country so said: "He's the only Friar who would travel 3,000 miles for a many times that I forgive you for would travel 3,000 miles for a killing this joke," said Jessel. free meal."

Jessel introduced Paley: "His family got their money by making the La Palina cigars from cabbages." Paley laughed as hard as anybody else and, when his turn came, said: "They handed me a note saying don't try to be funny and do it in less than three minutes. When Jack came with us we told him he could have anything he wanted. But he hasn't taken advantage of it. We still own 485 Madison Avenue."

Fred Allen, removing his glasses (after a hilariously funny intro

### Olympia, Union In Deadlock on Vaude in Miami

cent increase in salary for the 11- A lot of people skedded to show Radio City Music Hall (6,200 man Olympia Theater band, didn't But after it was all over, seats; average \$145,000) did bringing the scale up to \$105. the Friars grossed about \$55,000. \$135,000 for its fifth week with Theater countered by proposing a 5 per cent salary reduction and was given a citation by Jim orate stage show. Previous week's cutting four men from the group. Current contract expires Decem- Organization, and a statue from

Last week, theater topper George C. Hoover said that, unless "help" were forthcoming from the union, the Olympia AGVA Plan would drop flesh. He said that union demands were too high and that box office attractions were too difficult to obtain at a satisfactory, price because of the large factory price because of the lure of TV in New York.

Only two more shows are book-d for the Olympia: Tony Bennett OW3---- Fisher ed for the Olympia: Tony Bennett

### Toronto Casino's Ork Names Fill In for Acts

TORONTO, Nov. 10 .- A policy of substituting name bands for name acts in the Casino Theater here is not intended, according day (9) when Fisher ruled that to manager Murray Little.

On occasion we have to fill in with the bands, because there are simply not enough name acts which we can buy, but it is not our intention to bring in name bands in place of name acts," he said.

Coming

IN THE DECEMBER 1 ISSUE

# Then, Now

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lations from General Ridgway by Jessel) said: "I hate to wear and Harry S. Truman, Jessel com- glasses in public. I'm always mis-

When Allen finished, Jessel came back. "My notes now say to be funny. But astute showman I am I'll now recite the Gettysburg Address."

After Governor Stevenson's address, Jessel introduced "another straightman-George Burns."

Burns really burned it up with some Benny personal gags. "Benny thinks I'm great. He also thinks the towels at the Hillcrest Country Club are great. So such a compliment from a guy who thinks towels are great is nothing to boast of."

The set show was started by Eddie Miller with the Friars song "Here's to the Friars" followed by a male chorus line consisting of Alan Dale, Billy Daniels, Henry Dunn, Benny Davis, Benny Fields, Eddie Fisher, Snooky Lanson, James Melton, Robert Merrill, Andy Russell, Donald Richards, Mel Torme, Romo Vincent and Earl Wrightson.

Then came the drum number from "Sugar Hill" followed by a black-out sketch Sophie Tucker MIAMI, Nov. 10.—The Miami in costume, with Jesse Block straighting. Other spots were Federation of Musicians and the management of the Olympia The-ater were still deadlocked this Daniels. The old "Standby" skit fractured them. This one had Dagmar, Herb Polesie.

The show ended when Benny Sauter from the United Service income was \$134,000. the Friars.

DES MOINES, Nov. 10 .- The report that Iowa State Insurance Commissioner Charles Fisher had kayoed the payment of American Guild of Variety Artists' insurance program (The Billboard, October 17) was partially discounted Frithe original grounds on which Naomi Horrabin, Des Moines agent, filed her complaint had been turned down. Miss Horrabin, in her petition against the Indemnity Corporation of North America, Philadelphia firm which handles AGVA business, charged that they were doing business on a franchise basis. Fisher today ruled that the AGVA insurance plan is a true group plan and, as such, can operate in the State.

Before he gives full okay to the plan, however, Fisher will meet with Iowa agents Monday (12) on the question of whether it will be necessary for the insurance company to issue individual certificates to all AGVA members and other questions which might be brought up by the agents.

**Eastern Dates Set** For Dot Dandridge

HOLLYWOOD, Nov. 10 .- Currently riding the crest of a spread in Life magazine, a spot on the recent Martin and Lewis TV show and a club date at the Cocoanut Grove, songstress Dorothy Dandridge is prepping for a series of cafe bookings. First spot is San Francisco's Blackhawk, November 19, for two

Thrush follows with a week each at the Triton Hotel, Rochester, N. Y., December 4; Town Casino, Buffalo, December 10 and Prince George Hotel, Toronto, December 17. A date at Montreal's Chez Parce and Eastern clubs are in the works. Tour is being set by Music Corporation of America.

# BELLY DANCERS

NEW YORK, Nov. 10 .- A battle between two famous "belly dancers," both with international reputations, is expected to develop here when Dawleth Soliman and Samia Gamal reach New York and open at separate clubs. Samia Gamal, billed as the "Egyptian Belly Danc-er," is the lady who made headlines in the past few weeks when she announced she would marry Shepard King, 3d, of Texas. Dawleth Soliman, similiarly billed as the "Egyptian Belly Dancer" also made headlines as the favorite of King Farouk of

Miss Gamal, being handled here by Miles Ingalls, is tentatively set to open at Lou Walters' Latin Quarter. Miss Soliman, handled by Jerry Rosen, was originally set to open at Cafe Society, January 10, but the chances are she won't come in until February due to prior commitments. Both girls, who agents say are not "exotic dancers or strippers" but are known as "belly dancers," will work for about the same money-\$1,500 to \$2,500, depending on who's doing the talking and how much an op wants 'em.

### Stem Combos' Grosses So-So

this theater.

The union asked for a 10 per Jack Carson.

The union asked for Bobby Gordon, Bob Alda and Jack Carson.

The union asked for Bobby Gordon, Bob Alda and Jack Carson.

The union asked for Bobby Gordon, Bob Alda and Badio, City Music Hall (6.200)

"American in Paris" plus its elab-

Roxy (6,000 seats; average \$60,000) wound up its second week with the Riviera revue, Jackie Miles and "Anne of the Indies" with a poor \$44,000, against a \$58,000 opener. New show has Xavier Cugat plus 'Let's Make it Legal.'

Paramount (3,654 seats; average \$65,000) finished its threeweeker with \$52,000. Bill started Billy Williams Quartet. New bill the Seventy-third District Court. has Myron Cohen, Rosemary Clooney, Bobby Byrne ork and "Behave Yourself."

show.

### AGVA WINS ROUND VS. PHILLY NITERIES

Injunction to Restrain Insurance Collections Is Denied; Battle Looms

PHILADELPHIA, Nov. 10. -Curtis Bok, in Common Pleas gusted with their irresponsible lo-cal leadership."

Meanwhile, the local branch of performer was too negligible a AGVA doesn't aim to take the sum for an injunction.

and is then able to decide on the pute into the courts. legality of the assessment.

back premiums and the cafe men, under protest, will pay the current insurance premiums until the issue is finally settled by the court. The club operators, account. The club operators, account. cording to Bob Corson, president of the association, are still solid in their opposition to the measure. Local booking agents are also getting into the insurance mix-up. The Theatrical Agencies Protective Association, with the agents paying one dollar an act per ennever seen a copy of the insurance policy although they have been paying the tariff since last July.

with AGVA for new contracts," tracts were agreed on and signed tive sponsor. by several cafe men. They were But before the show can start

### Texas Club in License Fight

SAN ANTONIO, Nov. 10.-An order restraining the Texas Liqoff with Frankie Laine, Les Paul uor Control Board from interferand Mary Ford who were in for ing with the Zebra Room was two weeks only. For the third obtained this week by Arthur S. frame, they were replaced by the Kastner, owner of the club, from

In his suit, Kastner stated he was issued a beer and wine retail Palace (1,700 seats) did \$48,000 The board cancelled the permit of the fourth week of its two-a- October 23 because it charged Raps AGVA Fees day policy with Judy Garland Kastner had refused to permit an inspection of the club.

Corson added that he was The temporary injunction to re- speaking for his organization, also strain AGVA from collecting in- stressing the fact that the "rank surance premiums from the nitery and file members of AGVA have owners here was denied by Judge made it clear they are also dis-

tactics of the local nitery owners He advised AGVA and the Cafe sitting down. Dick Jones, nation-Owners' Association of Greater al AGVA representative here, is Philadelphia, which sponsored the doing a private burn because the court action, to get together until nitery men, via their Cafe Owners' the court gets a ruling from the Association of Greater Philadel-state commissioner of insurance phia, tossed the insurance fee dis-

The court action came as a sur-AGVA agreed not to press for prise to Jones, who points to

# AGVA TV Show

NEW YORK, Nov. 10. - The long talked about television show "In February, the members of which the American Guild of Vathe Cafe Owners of Greater Phil- riety Artist had cooking for adelphia entered into negotiations many months is skedded to start from the West Coast on or about declared Corson. "After confer-ences here and in New York, con-work, with Colgate as a prospec-

later informed AGVA's New York rolling, a number of points will office had refused to accept them. have to be cleared up. The deal Then AGVA's insurance plan, not was started by Morton Harper even mentioned in these con- and Eddie Rio. The former is the tracts, complete with its admitted | West Coast AGVA attorney; the rebates, kickbacks and illegalities, latter is AGVA's West Coast was arbitrarily imposed and en- chief. It calls for the formation of forced by threats of 'pulling out' a new outfit, Vid-Pak, which shows." agrees to pay \$10,000 to AGVA's Welfare Fund for every show it gets on the air. As part of the deal it was originally proposed that Georgie Price, AGVA prexy, would emsee all shows. Later it developed that Price would only emsee the first show.

For permitting the use of AGVA's name, AGVA is to get a top name to appear on each show

# Denmark's DAF

COPENHAGEN, Nov. 10 .- New initiation fees and upped dues of the American Guild of Variety Artists are causing a furore among Danish circus and vaude acts. many of which have contracts or offers for work in America. Principal resentment is due to the fact that the Danish performers' org. the Dansk Artist Forbund, for years has operated on a co-operative basis with British and continental European artists' federations but has never been able to secure any definite agreement with the AGVA. Regardless of this fact, American acts working in Denmark are not forced to join the DAF, but those desiring to join are

### Chi Oriental Sets 2 Shows

CHICAGO, Nov. 10,-Tho theater reps won't definitely state that they intend to keep the Oriental Theater in a vaude policy (The Billboard, November 3), imminent closing of the long-time Loop flesh citadel appeared impossible, as house booker Charley Hogan set shows for November 15 and November 29 this week. Gordon MacRae opens November 15, while April Stevens and Guy Mitchell are paired in the November 29 show.

Sherman Hayes, who has been the house band at the theater for the past year, was booked into the Mayfair Room of the Blackstone Hotel November 16. Brian Farnon succeeds Hayes at the Oriental ork

### EDITORIAL

### 4-A: How About AGVA?

Regardless of what Henry Dunn and other top officials of the American Guild of Variety Artists claim in defense of their administration in general, and of the AGVA-sponsored insurance plan in particular, it remains a very plain fact that many unusual practices are being followed in AGVA which are being openly questioned by all facets of the trade over which AGVA has jurisdiction.

Therefore, as we have pointed out before, it seems obvious that the organization for getting to the bottom of the whole AGVA hassle is the Associated Actors and Artistes of America. This is the parent organization, the charter-holder for all artist unions in the American Federation of Labor. It is obvious that AGVA leadership is muddled; that the membership, widely scattered and uninformed, needs help.

In a letter to AGVA officials this week, Dunn attempted to defend the insurance plan against criticism appearing in The Billboard, which he claimed is "employer-sponsored and contributed to by a few well-meaning but completely deceived members of AGVA." Frankly. The Billboard cannot take credit for sponsoring this "controversy." We merely disclosed the questionable arrangement made by Vic Connors and Matthew M. Adler, apparently with Dunn's approval, and asked for a clarification.

Dunn also inferred in the letter that George A. Hamid was unfairly using paid advertising space in the trade press as "an outright attempt to divide the union and create an internal situation that will prevent us from carrying out our outdoor program. . . ." Mr Dunn, et al., should certainly know that The Billboard, as well as any other responsible business paper, will accept paid statements from AGVA or any other organization so long as the copy and message remains in the bounds of good taste and is free from libel. If AGVA desires to answer Hamid

our pages are open—editorial or advertising.

So much for that. We feel confident that, from now on, the various State insurance bodies, plus some district attorney's offices, will carry the ball. We known that in one State the insurance hoard has already found that the AGVA insurance procedure violates at least five of the State's insurance laws, possibly more.

We again urgently suggest that the Four A's from here on in, follow thru. After all, it's their baby.

NIGHT CLUBS-VAUDE

Capacity, 3,654. Price range, 55 cents-\$1.50. Chain booker, Harry Levine. Show played by Bobby Byrne's ork.

· Continued from page 3

"Danny Boy" theme and usual flag-waver, "Lullaby of Broad-way." Aside from the fronter personality and tram solos, the band did a routine job with rou-tine arrangements. For the rest of the performance, however, the boys cut a clean show. Tip, Tap and Toe came on with their familiar unison and challenge tap bits. They worked hard and got across easily with both their hoofing and just plain crowd appeal. Stan Fisher's harmonica selections ranged from "Slaughter on 10th Avenue" to "Tiger Rag" and "Rhapsody in Blue." The opening tune was a mite too long, but Fisher made up for it with drive, trick sounds and just good musicianship to draw a welldeserved hand.

Myron Cohen's story telling, delightful as it was, didn't get a single yock. He kept tossing 'em out, the, and wound up way ahead with his Yiddish and Irish dialect material. In clubs, the same material is socko. At this house and to this audience, it was just a session of smile and giggleprovoking humor. The guy is still one of the top story-tellers

in the business. Pic, "Behave Yourself."

### Copacabana, New York (Thursday, November 8)

Capacity, 610. Price range \$3.50-\$5 minimum. Shows at 8:30, 12:30 non-exclusive. Publicity, George Evans Associates. Estimated talent budget, \$5,500.

The big act here is Larry Storch, tho the star billing is carried by Carmen Miranda. Storch is a sharply improved comic. In fact there's only a slight comparison with the Storch caught a year ago and the Storch of today. He no longer tion of his act now is situation comedy which enables him to use his talents of characterizations to satirize the people and situation depicted in his routines. Practically each of his routines got hysterical responses. His timing, physical and sight bits, plus an assurance that was added to immeasurably via enthusiastic audience response, marks Storch as a new comic ready to step into top jobs in television or any

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# Night Club-Vaude Reviews

Chicago, Chicago (Friday, November 9)

Capacity, 5,200. Price policy, 50 to 98 cents daily. Six shows daily. House booker, Harry Levine. Show played by Louis Basil's house band.

Lauritz Melchior boomed into the Balaban & Katz flagship here this week and found the transition from opera, concert halls, motion pictures, radio and television to six-a-day an easy one. With heavy flack preceding the Wagnerian baritone's maiden voyage in vaude, the opening house was a full one, with music lovers outnumbered by younger fans who had obviously been developed thru Melchior's radio, TV and pic appearances. And despite the rather heavy program, the show-stopping applause which followed each number was led by the new gen-

Introducing a dignity which is found more readily in a concert hall than on a variety bill, Melchior's turn was well planned and rehearsed before being presented. Relying solely on his powerful voice and his charm to carry him thru the stint, Melchior confined his routines to those numbers which have brought him world renown in his basic field of opera and concert. There was no attempt made to gimmick the presentation and it was clear the audience was appreciative of this fact.

In for the stint several weeks ahead of schedule, Melchior in- his folk numbers with a couple and George Conley filled the give a kind of shimmering backand 2:30. Operators, Jules Podell troduced the Singing Vikings, a and Jack Entratter. Booking, local octet he signed while rehearsing for the booking gave them a spotlight for a number of their own, "Morning," then featured them as backing while he Song." The latter he did in a pic with Esther Williams and it was appearance in a white satin with his Chihuahua and his dull clever act—with Chuck doing the number in the entire act. His and showmanship on several pops thing to say about the entire But it was songstress Vera Lynnopener, an operatic aria, "Sig- and standards, refreshingly minus wenture. Cugie's band is about one-time titled "Sweetheart of the wenture. Cugie's band is about one-time titled "Sweetheart of the mund's Love Song" was done in the usual blue ditty for an encore. The sharpest he's ever fronted by the sharpest h stresses mimicry. The major por- You," by Grieg, was handled in former, Miss Wallace is certainly be added that he probably would German and English.

Melchior Turn Strange comprehend. There was no lost terial. motion. Each step of the bit had Comedian Phil Leeds gives the

### Chateau Madrid, New York

(Tuesday, November 6)

Capacity, 200. Price policy, \$3-\$3.50 minimum. Operator, Angel Lopez. Booking, non-exclusive. mated talent budget, \$2,000.

This spot is a hot rhumba room with the floor jammed whenever either of the two bands, Alonso's or Pancho's outfits, make with the beats. But the chief surprise of the show here is a new act, the Ficundo Rivero Quintet.

The five-person group, consisting of two boys, two girls and a boy piano player, are the closest thing around to a Kay Thompson, a sort of Cuban version of Miss Thompson and her Williams Brothers. While individually none of the group shows an outstanding voice, dancing or selling ability, together they whip up a storm with a rhythmic beat, using all Latin stuff, that's almost irresistible. Basically it's a four-part harmony with mambo dance and beat. The combo, however, creates such heat, that it had a tough time going off. The Ficundo Rivero Quintet would fit any room looking for a fast hot act that has loads of eye-and-ear

is better than their dancing.

Village Vanguard, New York (Wednesday, October 31)

Capacity, 125, Price policy, \$3 minimum week nights; \$3,50 Saturday. Shows at 10:30, 12:30 and 2. Owner-op, Max Gordon, Booking non-exclusive. Publicity, Jay Russell. Estimated budget this

show, \$1,300.

The current package is a rewarding round of entertainment, featuring two Vanguard regulars, comedian Phil Leeds and canary Royce Wallace. The top spot on the bill belongs to Harry Belafonte, pop singer turned folk

The switch, an impressive one, paradoxically indicates that the singer was vastly under-rated in the pop field. Backed by a single guitar, Belafonte reveals a remarkably true pitch and quality as a balladeer, exhibiting warmth,

The standout is a dramatic renhe scored with a colorful calypso. ing his personality as sincere and Gringo twirled a mean tambourunassuming, rather than cashing ine; Leslie Scott drew the strongin on his more obvious asset of an est reactions for his warble of an would give added commercial "somewhere I heard this before" actor.

Accomplished Thrush

the nearest he came to a light strapless gown, and exhibits taste jokes. There's at least one good German, while his closer, "I Love Altho she's not an exciting per- for sheer musicianship. It might crooning-who walked away with she might enter the former cate- working in a more intimate thea-In all, Melchior's turn was a bit gory with the acquisition of a ter and to a more hip audience. strange for the average payer to more individualistic style and ma-

been worked over until, despite impression of being much funnier the fact it was a "first" it was let- than he actually is on the floor. ter-perfect. Only let-up was the Thruout a line of so-so psychiatric movement of the Vikings, who, gags, one expects him to come up while offering excellent vocalizing, with some really sharp satirical need more polish in stage tech- patter. Technique and timing are nique. But the stage-wise Mel- there, but Leeds' material seldom chior, resplendent in his white equals the promising polish of his daily. Price range, 62 cents-\$1.03. tie, tails and with a line of medals manner. The Clarence Williams House booker. Harry Levine. across his lapel, quickly moved in Trio turn in their usual compe- Show played by Les Rohde's to make sure the smoothness of tent backing job, brightened by the presentation would not be the wonderful good-natured fa-(Continued on page 47) cial expression of the guitarist. June Bundy.

### Clover Club, Miami (Thursday, November 1)

Two shows Capacity 450. nightly, 9:30, 12:30. Price policy, the trombone, clarinet, bass, Publicity, Zussman-Bayne, Esti- \$2 to \$4 beverage minimum, drums and piano, and even lead-Booking non-exclusive. Publicity, Les Simmonds. Estimated talent budget this week, \$13,000. Last

week, \$2,500.

Miami's biggest current night club attraction is Spike Jones and his "musical depreciation revue." Tumultuous is the only word for Spike and his cast of 44 characters. For an hour and a halfplus a completely different late all cornball stuff but the people loved it. Spike got a rousing reception when he hit the stage and the customers wouldn't let him off, madly applauding all the

Spike and his men wear outlandish costumes; the three girls in the cast wear practically no costumes. And they're all wrapped up in a fast-moving revue that includes, among other bits:

Sir Frederic Gas, a kid with The show also has a line of a Zulu haircut who squirts water girls who try hard to go thru out of trick spectacles while sing-some simple but effective choreg- ing "My Heart Cries for You;" raphy. Unfortunately, their spirit a two-ton bandsman in a Boy better than their dancing.

A boy singer, Mark Graham, a General"; juggler Bill King, showed a pleasant bary voice. He did all right on ballads and did a fair emsee job. His selling, however, needs considerable sharpening. A little talk before each song instead of a rapid segue from one number into another might help out.

Bfil Smith.

whose handiwork with axes and of the most breathment between the most proposed the show. Act of two guys and a straight pop tunes with more finesse than most night club thrushes; a "two-headed" drumber into another might help out.

Bfil Smith.

Bfil Smith.

Roxy, New York

(Wednesday, November 7)

Capacity, 6,000. Price range, 50 cents to \$2. Four shows daily. House booker, Sam Raush, Show played by house ork.

This is the week of the weakling at the Roxy. The house has at hand one of its dullest offererings of the season. The slant is Latin-American. The salesman of the dull is Kavier Cugat and his host of bongo-beaters and hipswayers. While Cugie still is the most prominent and the richest of the exponents of Latin-Americana, his package, including band, several dance and singing acts and a Yankee comic, seems to be either too vulgar or too clever for this family house. At any rate, the audience response reflected an air of peace and quiet.

simplicity and an unsuspected and the 18-piecer, including seven spiritual quality on a group of typical folk numbers.

The band had most of the work, and the 18-piecer, including seven the seven ment of mambo, winding up with The band had most of the work, and the 18-piecer, including seven more or less repeating in small thythm, produced a heavy assortment of mambo, winding up with of a few months back. He busa lengthy medley of tunes made ties on and off bursting with good dition of "Mark Twain," a Missis- famous by Cugat. The maestro humor and a kind of schoolboy sippi River boat chant. For pacing lifted his fiddle on an occasion vitality, weaving in and out of and spotted his trumpeter, George, the acts with the resilience of a The young Negro handles himself Lopez, for a jazz go on "Peanut rubber ball. He may sometimes well on the stand, underplaying vendor." Los Barrancos did a be corny—but he so obviously for the most part and wisely sell-flashy mambo exhibition; El loves doing it, and (more imunusually handsome face. In view of his versatile vocal talent, tho. Dulcina swung a strong hip and a line of lovelies who dress the shouted a sultry "Oye Negra," stage in a variety of costumes and of standards. The combination comedy slot with a batch of ground to the show. value and also highlight the lad's material. Abbe Lane, Cugie's hand and occasional belly laugh not inconsiderable ability as an chanteuse, filled the headline slot for their amiable clowning, but with lots of curves and rather skeletal singing ability.

an accomplished one. It's possible have fared considerably better

Pic, "Let's Make R Legal." Hal Webman.

#### Olympia, Miami Wednesday, November 7)

Capacity, 2,170, Four shows house band.

Paced by Buddy Rogers, current stanza follows a bright pattern from beginning to end, topped off by Kate Murtah, who parlays songs and panto into a hefty

Rogers emseed and got in his licks between every act. They included songs, patter, playing two weeks, Ranch could build into Owner-operator, Jack Goldman, ing Les Rohde's band for a num-

> Miss Murtah, startlingly gowned, had the people virtually clamoring for more of her special material and special lyric tunes. Highlight was her delineation of "Come On-a My House" in a half-dozen dialects, with appropriate lyrics.

Bobby Dae and Babs, a pair of youthful hoofers, opened the bill peal. Group vocals on "Never with taps and modern dancing for Been Kissed," "S.P. Train" and show—Spike led his crew thru a fair hand. They were followed some of the best entertainment by Ko-Ko the chimp, who, ever presented in this spot. It's guided by his trainers, walked an all comball stuff but the people iron rail, rode a tricycle, ate at a table, and performed various other tricks. Next was Bela Kremo, a juggler who garnered big applause for his lightningfast handling of balls, hats and cigar-boxes.

Pie: "Painting the Clouds With Herb Rau. Sunshine."

The whole thing is geared for the utmost zaniness, and it's paying off. Despite the limitations of a small stage—compared to auditoriums and theaters in which Jones has booked his show -it plays well.

London Palladium

(Wednesday, October 31)

Capacity, 2,422. Prices, 49 cents-\$2.03. Twice nightly shows. Moss Empires chain booker, Val Par-mell. Chief of Production Depart-ment, Charles Henry, Press Rep-resentative, John A. Carlsen. Show played by the Woolf Phillips Skyrockets ork.

One criticism thrown at the Palladium's season, which ended two weeks ago with Gracie Fields, was the top-heavy budgeting,

By snaring a top Hollywood name, Val Parnell managed always to fill his theater-but be very often had to dip into the bottom of the barrel for some of his supporting cast. Now, with his gay, colorful "Peep Show" designed as light pre-Christmas entertainment, he has thrown off that financial shackle. Result-a fast, f u n n y-but-not-furious, balanced

There is no consecutive theme. The scene switches from a gypsy number to a Neapolitan number for no reason other than someone had written a catchy tune or designed an engaging set.

The only thread running thru it all was disk jockey Jack Jackson, portant) loves the audience, he is forgiven everything.

Ditching his usual team, Parnell

The Wiere Brothers got a big seemed slow. Everyone seemed to love them tho.

on-stage personality that something in the microphone seems to filter out. But there's enough left over to make her one of Britain's really big names again-if anyone has the foresight to try.

Good, homespun entertainment Leigh Vance.

### Oasis, Los Angeles

(Monday, November 5)

Capacity, 250. Five shows nightly. Price policy, \$1 admis-sion weekdays: \$1.20 week-ends, Owners-Operators. Jerry Horne, Les Shear. Press, Jules Fox. Estimated budget this show, \$1,300. Estimated budget last show, \$1,250.

Harry Ranch and "His Music With a Sense of Humor" got off to a mild start. Group's (9) collective nonsense is too much to take for an entire show. In for a solid attraction, but lack of name draw may keep customers from this jazz nitery.

Show moves fast but is weak on meaty gags. With sharper material, Ranch's delivery could be put to better use. Musically, the unit is okay with diminutive songstress, Jan Partridge, carrying the load. Scores on "Danny Boy" and "All Over Now." Thursh and sax-playing Marian Williams supply ample sex aphands.

Shelton Brooks Jr.'s intermission piano-vocals ably bridge the Joe Bleeden,

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## Hocus-Pocus

By BILL SACHS

Martineau has long been prominent in magic, both as a performer and writer of text books, it has only been in the last year broom and mop and can really do that he has developed into a top-notch entertainer, too." ... Rob-skillet than I could do with Aberts the Magician, featured with bott's Pitcher. I'm happy to rethe "Bomb Shell Revue" on the port that my swan song was most ber 9. They put in 26 years to- working club dates with Gus Van flourishing. "I'm now 67, pass for paper. We have a studio here—
50, and can still cut it," Roberts writing, arranging and coaching."
writes ... Milbourne Christopher has an offer for a coast to coast that his new spooker is going theater tour this winter to play along first-rate. He recently purthe principal cities with his two- chased a black velvet drop from hour show. . . . Magicker Charles Willard the Magician, of Allen-T. Jackson, of Webb City, Mo., town, Pa., who with his wife, manager of the Gayety, Morris who bills himself as the Great Ruth, recently caught the Amy Zaidens, is one of the nicest guys and the squarest shooters we ever dates in the Show Me State. . . . lodge a complaint against an old- met in show business." Willard the Magician, of Allen- time magus and mentalist, who is town, Pa., after winding up on a making Pennsylvania area. Apstring of Pennsylvania and Vir- parently no longer able to rely ginia fairs, is now working thru on merit to put his show over, Pennsylvania and New York State this character is burning up the with his straight magic turn and territory by exposing magic and midnight spooker. If he ties up spook show operation. We have with the proper agent, he plans to had a number of other complaints trek south this winter. . . . Her- against the same guy. Silkini is man Weber, who was slated to also working the Pennsylvania resume with his spook opry this sector at this time and turning fall, has been forced to postpone in his usual bang-up job to excelhis plans, due to serious illness lent business. which had him in a hospital for a long stretch. . . . Randolph the Magician this week winds up a two-weeker in the Flame Room of the Radisson Hotel, Minneapolis.

TAY PALMER and Doreen are Carmen Cavallaro. back in New York after a highly successful and extended tour of the British Isles and the which LePaul is now with. Jay down. will manage the unit and with Kettle. . . Delma Richards, who

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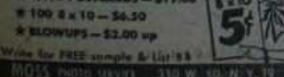
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### PHOTOS in MILLIONS



MARTINEAU. Canadian magi- formerly presented her magic sincian, has found a manager for his art business in Vancouver, B. C., and is taking a leave of absence to make a six-month tour of the West with his new act. He is currently playing hotels in Nestrices as of the work of the dates. It is the says: "I retired from show this increase of the says: "I retired from show this increase as of the says: "I retired from show this increase as of the says: "I retired from show this increase as of the says: "I retired from show this increase as of the says: "I retired from show this increase as of the says: "I retired from show this increase as of the says: "I retired from show this increase as of the says: "I retired from show this increase as of the says: "I retired from show this increase as of the says: "I retired from show the says in t vada after a string of club dates business as of two years ago. I

### Vaude Deadlock

· Continued from page 45

(on an old commitment prior to his present four-figure salary) and

For 13 Weeks?

It was felt in some quarters, Continent. They will rest for sev- however, that the management eral weeks before embarking on might agree to the union's terms a USO Camp Shows tour which only for the thirteen-week nonwill take them to Korea, Japan cancellable clause in the contract. and the Far East. They are slated This, it was said, would carry to follow that with a USO swing the theater thru the height of the thru Iceland, the Azores, Africa, Miami winter season. At that Tripoli and the Middle East, fol- time the theater could invoke its lowing the route of the unit with own two-week clause and shut

In any event, the status this Doreen will present two distinct week is this: Hoover announced acts, one of straight magic and the he was awaiting a decision from other featuring their Magic Tea the union; Paul Wolfe, union chief, said the theater already has

> Wolfe said a similar 10 per cent increase was requested a year ago and refused, and that the union went along with the theater on its own terms. He added that the same demand is being repeated this year in line with the Federal government's request that employers grant 10 per cent salary increases to combat the increased cost of living.

### AGVA Wins

· Continued from page 45

clauses in contracts with the club owners calling for deadlocked is-sues to be submitted to arbitrators. Moreover, Jones said that the union had been collecting the insurance fee since August 6 here and at the Southern New Jersey resort towns without any fuss until "a couple agitators" started messing things up.

Jones intimated that the nitery They prefer a network or the owners would be hit at two most sponsor to guarantee the dough. vulnerable points as a result of with the customers.

"AGVA is not in the insurance national. business no matter what some of these case owners say." Jones these case owners say." Jones stated. "We bought an insurance stated. "We bought an insurance policy to protect our members. policy to protect our members. Somebody has to pay for it, and promise to make him. Somebody has to pay for it, and promise to make him permanent the cafe men and other employers emsee fell thru. of talent must expect to do their part."

### Gayety, Cincy, Does Fold-Up

THE BILLBOARD

CINCINNATI, Nov. 10. - Poor business and a weighty operating nut were given as the causes for closing of the Gayety Theater, Cincinnati's only burlesque house, its season in September and was

### Chicago, Chicago · Continued from page 48

spoiled. Too, it was clear that the was the complete act—there wasn't Talarico, acting as emsee. ovation as the curtains closed.

years. Huling died several weeks capacity, Drive-In, pix theater in ago and Sharkey's original trainer Fort Lauderdale, near their home puts him thru his familiar paces in Hollywood, Fla. . . . Cinda without a hitch.

Barretts Good

and brother combo open their terp turn with a fast modern number. go into an old soft shoe bit, then branches of showbiz hungry for

Third act on the bill is Jay salesmanship is already there. Marshall, who has made previous so than the early routines.

Pic, "Meet Me After the Show." Norman Weiser.

### AGVA TV Show

for free. Other performers would be paid scale. In the event one show goes on, and AGVA gets the 10G, Vid-Pak is to get a year's

option. Others' Reluctance

There is a reluctance to formalize such a deal among some AGVA board members, because they say it will be in a nature of benefit and there's insufficient assurance that Vid-Pak will come up with the \$10,000 when owed.

There's also some question in the hasty court action. He talked inner circles how Harper got him-about an investigation of "deplor- self into the deal. Vid-Pak conable dressing room conditions" sists of three people, Raymond high order and made a very rules against performers mixing per. The last named has handled all negotiations with AGVA

Plans call for six shows, each headed by a top name.

## Burlesque Bits

former nitery dancer from Mex- who dedicated his book "Fifty ico, New Orleans, Oklahoma and Years Of American Comedy" to Wednesday (7). The Gayety began Texas. . . . Phil Crawford, who the late burly comic, Rags Ragthru Washington and Oregon. was married some three years ago. I the only house to give a steady singer at the nuclson, but Jean Foley, hep magic lad and to Jack Allyn, formerly Billy Morris Zaidens, Gayety manager, on the side and had his first balreplaced Jack Lyons as house land, are conferring an award to operator of Foley's Magic Shop, Seattle, comments on the Martineau turn as follows: "He definitely has everything—appearance, talent, entertainment ability and a wealth of material, and is a mothin'. All they wanted down and a wealth of material, and is a mothin'. All they wanted down here (and it is still all they wanted down here a commander in the side and had his first part time lad labeled "Mistaken" published last week by the Ruby Ostrow of the Town. Tucson, Ariz wanted and had his first part time lad labeled "Mistaken" published last week by the Ruby Ostrow of the Town. Tucson, Ariz wanted and had his first part time lad labeled "Mistaken" published last week by the Ruby Ostrow of the Town. Tucson, Ariz wanted and had his first part time lad labeled "Mistaken" published last week b Manager Zaidens has long been Gayety, Baltimore, November 12. popular with local newspapermen . . . Freddie Fulton and his mixed and both The Cincinnati Times- show including Willie Bryant, Star and The Cincinnati Enquirer Ella Winston, Rhythm Red, Scott lamented the house's passing in editorials this week. In addition, Ollie M, James, Enquirer hymnosist. Ollie M. James, Enquirer humorist- (N. Y.) newsboys' annual show Tease Contest with five nationcolumnist, devoted his entire Sat- and dance held November 16 at alities in the roster. Art B. Thomas Shows in 1948, '50 pleasant and my amputation from the Gayety fold-up. Quoting a ... Jack Howard, with the closing the business completely painless. My husband in his later days in another Cincinnati of "Diamond Lil," is memorizing and '51, next May celebrates his the business completely painless. Mrs. My husband, in his later days in the business became a magician. Roberts began her 46th year as the business became a magician. Close; Business Falls Off," James show that will feature Herb commented, "Well, when your Shriner. . . Smiling Billy Mason gether in vaude when that branch at present. His best work and theater, we reckon there ain't lie Mintz's hotel, Chittenango, business falls off in a burlesque is currently doing vocals in Charof the entertainment business was first love, however, is pen and much choice but to close. . . . Our N. Y. . . . Abe Gore switched Columbus correspondent, Brady from the Gayety, Norfolk, W. Va., Black, thinks that the United Fine to the Fox, Indianapolis. Arts Fund should help out the Frank Podmore and Jack Gill. Gayety, like it does the Summer "The Two Nifties," are in their Kansas City, after an engagement

> Benita Francis, now at the Red Barn, Miami, in an act created by Leonardo, who, with his puppets are at the Park Avenue, also in built by the same man with which she hopes to be able to obtain European bookings in March. . . Pat Paree and Marline Mason, new strips now at the entire act, four songs by Melchior Grand Central Club, St. Louis, plus the one given to the octet, were joined recently by Lucile care in New York. . . . Cy Walker. who has been pleasing audiences Owners convention at the Bilt-

### June and Martin Barrett, sister Copacabana, N. Y.

close fast with some fancy twirls, genuine talent. The only thing Pair has good stage presence, well- lacking is a box office name. But paced routine and should be moving into niteries and TV soon. with intensive promotion that could be acquired. The talent and

Carmen Miranda, who closed appearances here, and who has the show working with four boys, also been seen locally via video. had a difficult time following Opening with a few magic turns, Storch. Her first three numbers, plus more than enough chatter, all Miranda standards were too Marshall "ien goes into his ven-triloquist closer, using a glove on It wasn't until the gal came back his right hand to form a bunny, without her trade-marked hat, to the union's final word and was While this portion of the act has poke good natured fun at her awaiting a decision from Hoover. not been revised for some time, it blonde hair, that she managed still draws a big hand-much more to register with her old impact. Her best number, however, was Show was played by Louis Basil a Brazilian vocal in samba tempo, and his house ork, who did an in which she showed some of the especially good job of backing on fiery spirit long indentified with

Tennessee Ernie in his first date here proved an ingratiating performer. Dressed in a white cowboy suit, high heeled shoes and a black string bow tie, he made a good appearance despite his weight-lifter build. He started off with a breezy "Alabama Jubilee" then gave out with his Capitol recording, "Mr. and Miss-issippi." He showed a great deal of personal charm the some of his stories were too pat for a Copa audience, but they fitted him and the audience laughed.

The rest of the show is virtually a holdover. The same line, same costumes and same productions. The only other change were Fern Whitney and Kenny David, ballet and modern dancers. Two kids showed skill of a

Bill Smith.

Rita Ravell, a first time strip Hale, newcomer on the circuits, with the Collins-Dante-Nadell is doing scenes in the Billy Hagan unit, booked by Milt Schuster and billed "The Latin Temptress" is a ana" star, and Bill Treadwell, memorialize Ragland, which at homa, Texas and Louisiana and booking shows in those areas in

Pinky Lee is teamed up with

Vivian Blane for a new National Broadcasting Company-TV show called "Those Two" sponsored by Procter and Gamble for Tide, Camay and Drene to start No-vember 26. . . George and Jean Hamilton, formerly with Cy Walker's Enterprises, are operating the concession department for Oscar Markovich at the Follies, Opera and the Symphony. Per-third week at the Al Herman at Jack Kane's summer stock sonally, we would be heartily in Musical Bar, Baltimore. Ohio Circuit houses and booked thru Lou Miller of New York include Dick Richards; Max Coleman: Holly Leslie: June Kiely: Ina Lorraine; Joan Merrick: Lu-Miami, is having a new routine cia Clarke, featured; Burke and Baer, and Roberta Lee, for the first unit; Mac Dennison: Harry Lander: Douglas and Brooks: Ann Bergen: Marion Russell: Georgia Lane, and Liz Palma, the second; Jack Hayes: Walter Stanford: Frank Smith: June Carstairs: Clifford and Day; Chalemar, and any more, this despite a standing Murry Pickford is under hospital Bonnie Blue the third; Bert Barry: Nat Mercy: Sam Gould: The 40-minute program opened while on a recent visit to New Princes Kuanna; Beverly Dawn: with Sharkey, the trained Seal, York to attend the Allied Theater Francine; Tina Ray, and Alice Winters, the fourth, and Lou for many years, but who opened more Hotel, stopped in to report Devine; Walter Brown: Joe Sterhere this time minus Mark Huling, that he and his wife, Alfreeda, ling; Dee Doll; Pat Galvin; Carwho has fronted with Sharkey for are building their own 650-car lotta and Marylyn, and Buddy Bryant, the fifth.



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### Gala D. C. Legit Season Seen Via 'National' Switch

in D. C. via an announcement this Gayety was refurbished from an week that the National Theater old burlesque house, and the will reopen to stageshows next Arena was transformed from a movie house.

May. The Munsey Realty Commovie house.

pany, owners of the National, In addition to these, D. C. will when Marcus Heiman, lessee of the theater, refused to bow to Actor's Equity demands to drop has received President Truman's a Jim Crow policy. Heiman switched the theater's policy to pics.

in years if the Gayety and the Sylvan Theater. Arena Stage fulfill their present plans to continue in operation.

### Show o' Month Sues Shuberts On 'Banana' Tix

NEW YORK, Nov. 10 .- Sylvia Siegler, president of the Show of the Month Club entered a suit be required for conversion back against the Shuberts this week to legit shows. Unless a sub-charging they had breached a leasing arrangement is made by contract by which the SMC was Heiman to the Aldrich-Meyers to get \$45,147 worth of tickets to group, earliest date for restora-"Top Banana" for distribution to tion of legit shows at the National its membership. Miss Siegler is May 4. moved for an injunction restraining the Shuberts from selling the tickets for which she had allegedly contracted. New York Supreme Court Justice Morris Eder reserved decision on motion Wednesday (7) and ordered both sides to submit additional papers by next Tuesday

Twixt ATAM & Eder reserved decision on that

The defendant named in Miss Siegler's action are Lee Shubert, the Shubert Theater Corporation, the Winter Garden Theater Corporation, and Elias Weinstock, Shuberts' booking head.

### Opposition

In opposing the motion for an injunction, Shuberts' attorneys, Klein & Wier, argued that a decision in a suit of Harry Rigby and Jules Styne, producer of "Make A Wish," against SMC should prevail in this case. In the "Wish" suit, New York Su-preme Court Justice Samuel Gold had dismised a cause of action in which Rigby and Styne asked that SMC pay for tickets it had allegedly ordered. Miss Siegler argued in that case that she had never signed a contract and that nothing had ever been delivered to her.

In this case, the Shubert attorneys likewise argued that no contract had ever been signed by the Shuberts, no delivery of tickets was ever made and no payment on account ever received from Mis Siegler. They claim that the law was clear on this point, as Justice Gold had decided in the "Wish" case.

In her affidavit, Miss Siegler states she made the agreement with Paula Stone and Mike Sloane, producers of "Banana," on September 26 and gave a \$10,000 certified check to Weinstock October 26. The check, she said, was returned the next day.

### Dayton RKO Keith Books "Kate" First For Chain in Ohio

DAYTON, O., Nov. 10 .- The RKO Keith Theater here has booked "Kiss Me, Kate" for four performances, December 17 thru 19. Keith officials state this is the first time that a legitimate attraction has been booked into

a Keith house in Ohio. Generally the Victory is the will prevail. legit house here. It opens season with "Death of a Salesman" (5) at all railroad ticket offices, November 12 thru 14, then remains in pictures until "Member tickets can only be purchased if railroad tickets are purchased at first of the year.

WASHINGTON, Sept. 10-Legit into existence after the National is headed for a bright new era went dark to legit shows. The

said a contract is ready for sign- be in an improved position, so ing shortly, leasing the house to far as outdoor productions are Richard Aldrich and Richard concerned. The Carter Barron Myers. Broadway producers, who Amphitheater, constructed since plan to convert the National back the National switched to movies, to legit shows, this time on a non-segregated policy. The National went dark on August 1, 1948 phonic drama by Paul Green. "Faith" show went into the black for the first time last season, and okay for another season. A com-plete revision of the show is planned for repeat customer bait. Reopening of the National as Besides the Carter Barron Thea legit theater will put the capital ater, D. C.'s outdoor stages include in its fanciest position legit-wise the famous Watergate and the

The National's seating capacity is 1,680. The Gayety seats over Both the Gayety and Arena came 1,400, and the Arena Stage seating capacity is just under 300. May 4 is expiration date of the National's present lease held by the E Street Corporation, headed by Heiman.

F. Wallace Stoever, attorney for the Munsey Realty Company, told The Billboard that "a definite understanding has been reached" on terms of the projected new lease which, however, has not yet been signed. "I have every rea-son to believe," said Stoever, "that the lease will be signed within the next two weeks.'

Relatively little renovation will

# Theater League

NEW YORK, Nov. 10 .- Hassle on wage hike between the Association of Theatrical Agents and Managers and the League of New York Theaters wound up status quo at Friday's (9) meeting of the negotiation committee of the union and the League.

ATAM is demanding an overall raise of \$25 a week for press agents and managers. The League has countered with a proposal of a \$10 raise for drum-beaters and managers on the road only. Yesterday's session had the union's ting less than 24 hours' notice. reps stating their objections to the latter set-up. The League's committee took the matter under advisement, and will bring it before its board of governors as soon as a full meeting can be convened.

A union spokesman said this would likely come up during the next two weeks, but refused to state to what extent his org was agreeable to any compromise.

### "Show Train" Picks 2 Plays For December

BRIDGEPORT, Nov. 10. - The New York, New Haven and Hartford Railread's monthly "Show Train" to a New York show will depart from the usual procedure in December, when the road will offer patrons the choice of two shows, "Two on the Aisle" and "Love and Let Love," with the train to be run on December 13.

The usual features, including personal appearances of members of the casts on the way to New York, strolling musicians, re-freshment cars, and give-aways,

Tickets went on sale this week the same time.

#### BROADWAY SHOWLOG

Performances Thru November 10, 1951

DRAMAS	
Affairs of State 9-25, '50	475
Barrefoot in Athens10-31, '51	14
Dinocaur Wharf	4
Affairs of State	28
Glad Tidiogs10-11, '51	36
Affairs of State	27
Remains to Be Seen 10- 3, '51	45
Saint Joon	44
Stalag 17 5- 8, '51	215
The Fourpester10-24, '51	2
The Moon Is Blue 3- 8, '51	28
The Number	1
MUSICALS	
	29
Bagels and Yox 9-21, '51	8
Borscht Capades 9-17, '51	6
Call Me Madam 10-12, '50	45
Guys and Dolls	40

SEMENTICE	1000
(Broadhurst)	
South Pacific 4- 7, '49	1,06
(Majestic)	
The King and 1 3-19, '51	26
(St. James)	
Top Banana	100
(Winter Garden)	
Two on the Aisle 7-18, '51	1

Music in the Air ..... 10- 8, '51

(Ziegfeid)

	COMING UP (Week of November 11)
Paint.	Your Wagon11-12, '51 (Shubert)
	CLOSED

23
3

## "Chiffon" Quits Tour in Philly

PHILADELPHIA, Nov. 10 .-The projected road tour for Syl- ern dress, but when it is done in via Sidney and Henry Daniell in costume, as the ELT production "Black Chiffon" checked out just as it was getting started here. Coming into the Locust Street Theater for a fortnight to kick off what was intended to be a nationwide tour, the show shuttered at the end of the first week last Saturday (3) with the public get-

In announcing the local closing, the statement said the planned tour was also canceled. The British melodrama made no impression on the box office here.

#### Coming

IN THE DECEMBER 1 ISSUE

# Then, Now

a special section of The Billboard commemorating the

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### Sides and Asides

'Pal Joey' Stem Bow Now Set for Dec. 27 . . .

Opening of the revival of "Pal Joey" has been reskedded again. It's now due December 27 at the sion of the 1943 Warner Brothers Broadhurst. Previews will begin picture "Casablanca," which with December 17. There will be no out-of-town break in. "Joey" will Bogart and Ingrid Bargman, won be staged by David Alexander Bogart and Ingrid Bergman, won and Robert Alton will direct the the Academy Award for that dances. . . . Management of "Sev-enteen," which now occupies the Broadhurst, will try to arrange

### **Equity Library** Theater

### CAMILLE

(Opened Wednesday, November 7)

### Lenox Hill Playhouse

A drams by Alexandre Dumaz, file Staged by Jack Garfein Sets, Francis Riddick, Lights, Leslie Wheel, Costumes, Dorine, Stage manager, Bunny Palkenburg, Pro-duction manager, Judd Mathison, Music, Sandro Corona, Press representative for ELT, Dorothy Davies, Presented by Equity Library Theater.

Baron De Varville Jack Creley
Nanine Margaret Curran
Nichette Anita Cooper
Marguerite Gautier Clarice Blackburn Valentin Gregory Coon
Garton Rieux Joe Sargent
Armand Duyal Paul Stevena
Mme Duvernoy Margaret Hill
Comte De Giray Tom Gorman
M Duyal Carl Low
Arthur Jimmy Bandolph
Anais Marlyn Arms Anais ..... Marlyn Arms Guest Tony Vorno
Servant Gregory Conn
Gustave James Costigan

Any evaluation of Alexandre Dumas', fils that is, "Camille," must focus on the lady of the camellias and her lover. These play. And on this score, Equity only half-successful, the main fault lying with the consumptive courtesan. This reporter has been previously convinced that Clarice and with only one cough in the entire show, she could be dying from the pip-she certainly is not racked by consumption.

production's lack-lustre can not be blamed on the gal. It's one thing to do a period play in modis, the style of manner and speech of the period must coincide. Obviously, the majority concerned with "Camille" is afraid of the play's supposed "datedness." But this reporter finds that fact all the more reason for playing it to cover dialog antiquity with modern chit-chat readings. Evi-

stronger hand and a sharper eye. He moves his actors well and has injected some fine business bits, but his show is marred by his actors' being given to empty "soap-opera" pauses, inner intensities which often don't project and those inexcusable lip movements in divided-scene staging which impress as TV show with the audio cut off. Garfein's party scenes are also staged with forced

Within limited budgets Francis Riddick's sets and Dorine's cos-tumes, for the most part, are well

Cast-wise, on the credit side, is Paul Stevens' Armand. With the exception of a bad stutter in the first act, Stevens turns in a fine performance. Carl Low is excellent as the elder Duval, Jack Creley makes a fine heavy as the dissipated baron and Margaret dissipated baron and Margaret
Hill contributes a good acting
stint as Prudence, but is completely miscast. Lesser supporting players have it considerably
e as i e r, with nice bits from
Margaret Curran, Anita Cooper,
Chevi Colton and Joe Sargent.
In sum, the costumes aren't all
bad, the set is oksy, the direction
is fair and there are a few nice

performances but the playing

Hill contributes a good acting
Conn. 18-17.

Meen Is Bine (Rarrin) Chleago
Moon Is Bine (Gayety) Washington.

Member of the Wedding (American)

Mr. Roberts (Pox) Billings, Mont. 14:
Helena 16: (Pox) Butte 17.

Stina (Shubert) Boston.
Nover Say Never (Plymouth) Boston.
Nover Say Never (Plymouth) Boston.
Point of No Return (Colomial) Boston.

Point of No Return (Colomial) Boston.
Point of No Return (Colomial) Boston.

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Point of No Return (Colomial) Boston.

Point of No Return (Colomial) Boston.

Point of No Return (Colomial) Boston.

Point of No Return (Colomial) Boston.

performances, but the playing style is off-key and inconsistent, and Miss Bluckburn is no Camille. Dennis McDonald.

a pre-Christmas vacation and then take to the road. . . . For next season, nitery impresario Monte Proser is planning a musical ver-Bogart and Ingrid Bergman, won year. Hollywood's twin scripters, Julius and Philip Epstein, who worked on the screen play, will provide the book. Composer and lyricist have not been selected yet. "Casablanca" was based on a never produced play entitled "Everybody Comes to Rick's" by Murray Burnett and Joan Alison.

#### Theater Guild Signs Cyril Ritchard to Direct . . .

The Theater Guild has signed Cyril Ritchard to stage S. N. Behrman's "Jane," whose cast will be headed by Basil Rathbone, Edna Best and Howard St. John. Rehearsals will start in another month. . . . Peter Cotes has bought Lawrence Languer's comedy, "Lady Godiva" or "The Importance of Wearing Clothes" for a production in London that is due to start December 4. . . . David Heilweil, whose last legit venture was the Hotel Edison Arena Theater, has started a producing office with Elizabeth Crain. who is new to legit, at 56 East 81st Street, and is now reading scripts. . . Anna Sokolow will do the choregraphy for "A Month of Sundays ...

#### Chodorov to London for Cain Production . . .

Jerome Chodorov leaves for Europe next week for a year's central figures make or break the stay. He will endeavor to arrange Library Theater's production is Cain" in London. Bernard Hart will do the play here when he can complete backing arrangements.

Rehearsals began this week for the George Kaufman - Leucen Blackburn is a fine actress, but she is no Marguerite Gautier. She is unconvincing as a shady lady. Christmas night. . . . Harold Arlen is composing the songs to George Oppenheimer's adaptation of "Carnival in Flanders," the old French film. Franklin Gilbert and But the entire failing for the Julian Claman, the producers, hope to get Joseph Mankiewicz to stage it. Oliver Smith and Miles White would do the sets and costumes respectively.

After playing 267 performances at the Alvin Theater, "A Tree Grows in Brooklyn" will close there December 8. Closing of "Tree" may enable Shirley Booth to go into Arthur Laurents "The Time of the Cuckoo" this season. full blown which most of its If he can find a replacement for actors did not, rather than trying Miss Booth, Lee Shubert will to cover dialog antiquity with sponsor a tour of "Tree." The Alvin will receive the modern chit-chat readings.

dently a few in the cast agree with this view, since there is a combination of both in this revival.

Director Lack Garfein needs a sponsored by Shepard Traube.

### Dramatic & Musical Routes

Autumn Garden (Erlanger) Chicago.

Hallet Theater (Curran) San Prancisco.
Candida, with Olivia DeHaviland (Metropolitan) Seattle.
Cocktail Party (Blitmore) Los Angeles.
Child of the Morning (Broadway) Springfield. Mans., 10-17.
Constant Wife, with Kalharine Curnell
(Hartman) Columbus, O., 16-17.
Darkness at Noon (Erlanger) Buffale, N. Y.,
12-15: (Auditorium) Richaster 16-17.
Death of a Salesman (Victory) Dayton, O.,
13-14: (Auditorium) Newark 15: (Virginia) Wheeling, W. Va., 16; (Weller)
Ranraville, O., 17.
Piedermans (Royal Alexandra) Toronto.
Olf-Gl (Walhut) Philadelphia.
Guys and Dolla (Orpheum) Omaha.
Happy Time (Blackstone) Chicago.
I Am a Camera (Forrest) Philadelphia.
Kies Me Kars (Mosque) Richmond, Va.
Lo and Behold (New Parsons) Hariford.
Conn., 15-17.
Moon is Blue (Clayety) Washington.
Member of the Wedding (American)
St. Louis
Me. Roberts (Pox) Billings, Mont., 14;

### Music as Written

time," is budgeted at \$260,000. ing has also resumed at the Lith-Gale Robbins co-stars with Sayage. Latter's film pact includes options on eight additional series. Shooting gets under way in Mexico December 5. Singer's Cap recording begins Tuesday (13), with recording for RCA-Victor. Johnny Richards conducting.

Marcie Miller replaced Gloria Gray as vocalist with Ray Anthony's ork. . . . Harry James works the Casino Gardens, Fridays and Saturdays, for the next six months. . . . Officers' Club is off American Federation of Musicians' "Do Not Perform for or With" list. . . After a slow start, Blue Barron's first week attendance at the Palladium hit 14,444. . . . Barron is slated for several the 400 Cocktail Lounge of the wax dates at MGM while on the Coast... Ray Anthony applied for membership to AFM, Local 47. . . Earl Jaeger placed on AFM's unfair list for playing non- gagement the same night at the union orks. . . Jo Brooks-Jules Spa in the Kemper Lane Hotel. Frank Windsor to its staff Ellen Sutton cut "I Wanna Say Hello" and "I Love the Sunshine been playing niteries hereabouts. of Your Smile" on Kem. ... Kate Smith may slice "Ode to a Marine" on LP form. Singer introduced the Paul Mills-Joe Myrow cleffing in 1943. . . Sonny Golden will rep Lion Music on the Coast. . . . Heck Harper Trio last week (6) Jazz and Blues," scheduled for opened at Apple Valley Inn. Apple Valley, Calif. . . MGM Records is releasing sides by tyro warbler Victor Marchese. He Holiday, Dizzy Gillespie, Willie sliced three standards and a new ballad last month, with Jeff Alex- in cast . . . Sidney Bechet, at Lee ander's ork (27) backstopping. . . Tempo's Col. Irving Fogel, now in his last showing in these parts-Florence, Italy, may return in having purchased a villa outside mid-December instead of spending of Paris and planning to spend the holidays in Europe. . David most of his time in France when Rose will score Metro's "Young he gets back overseas in February and Fernando Lamas recorded vo-with his "Big Four," but without cals for "Embassy Waltz." Buddy Rich at the drums, at his Sammy Cahn and Vernon Duke Open Door roadhouse at nearby "April in Paris." . . . Moira Shearer ufacturing Company set up here will join Danny Kaye in three for manufacture and distribution numbers in "Hans Christian An- of records. . . Edward Barsky,

ing." . . . New r. and b. indie got Anchorage Inn. under way this week, Unique Records, topped by Sherman Wil-liams. Diskery's initial wax are sides by Norman Alexander, Anna Mae Winburn and Freddie Simon. . . . Joe Bihari has inked Sonny Boy Turner, Robert Bland and Sonny Brooks for Modern. Plat-tery has added Victory Distributors, Phoenix, Ariz., and Pan-American, Miami. . . . Imperial's Lou Chudd Thursday (8) cut eight sides with Big Jay McNeeley. prior to the latter's leaving for an Eastern tour.

### Milwaukee

Jack Teter has stepped out lemporarily from the front of his trio at the Pub. In his place on the guitar is Dick Yehl and handling the vocals is fem chanter, Pat Shealy. Mark Steger and his quartet, featuring vocalist Sylvia fill in on Tuesday nights ... Jose Mayol brings his guitar and South American songs to the La Conga for an indefinite stay... Seven nights a week of Dixieland swing are being offered the patrons at Lakota's, by the Bill Ehlert unit.

Crooner Johnny Desmond, in town for a p.a. at a local department store to plug and autograph neckties with show tune designs on them, walked off the floor in father who deliberately gets hima huff when crowds didn't materialize... Heading the new bill the play's melo ending. But it takes James Gregory's slimy dock-rat to give the show such bandstand for this one are the bite as it possesses. Gregory lads of the Dell Staton Trio. . . . Local Musician's Union prexy, ish There are a number of other clected to his 15th term as head of the Wisconsin State Association of Musicians. Renamed with Dahlstrand, were, John T. Prindull lot. gle, Eau Claire, vice president; Roy E. Smith, La Crosse, secretary; Don E. Hacker, Manitowoc, treasurer.

other attraction of opening night

tagged "Pan American Show- | was a "Balloon Dance,"... Dancuanian-American Hall, with Gene Mattis and his aggregation playing on Friday nights ... Wally Jaworski, local band, has started

#### Cincinnati

Robert L. Sidell, president of Local 1, American Federation of tions.... Burt Farber, well-known local orchestra leader and pianist, opened an engagement with his Burt Farber Trio Tuesday (13) in Vernon Manor Hotel. . . . Elaine Bauer, vocalist, left WKRC-TV Tuesday (6) and opened an en-She has been replaced at WKRC-TV by Gloria Brooks, who has

#### Philadelphia

Dick Levy, piano-playing son of Ike Levy, the guiding sponsoring spirit behind the "Carnival of stage of the classical Academy of (The Lion) Smith and Buddy Rich Guber's Rendezvous, indicates it's Buddy Rich at the drums, at his med to cleff for Warner's Lindenwald, N. J. ... Elso Man- Hepburn takes curtain bows as Welk supervises the free dancing instruction Wednesdays at the Company trade name, now uses his own name to identify his rechis own name to identify his rec-Lowell Fulson has waxed 18 ord distributing firm. Dick wharton, with Lou Morrison at leased are "Why Can't You Cry the 88's, and Jesse Stoudt at the for Mar" and while a little of the stand at the for Me?" and "Blue With a Feel- organ, back on the stand at the

### **Broadway Opening**

#### DINOSAUR WHARF (Opened Thursday, November 8)

### National Theater

A drams by Joel Wyman. Staged by Tereste Hayden. Setting by Samuel Leve. General manager, Al Goldin. Stage man-ager, Burry Predrik. Press representa-tives. Willard Keefe and David Tebel. Presented by Terese Hayden.

WHILE AND ADDRESS OF THE PARTY
Thung Richard Castle
Charlie James Gregory
Pop John Marriett
John Marriutt
Bam John Marriott
MALLE
Ham Tom Hussing Mike Sinart MacIntosh John Louis Wheeler Paula Barnard Hughes
Pauls Sheet Street
Clancy Barnard Hughes
Sally Gracif
Woman Salvatore Mines
Clancy Sally Gracis Woman Sally Gracis Boy Salvators Mines Lee Penr Will Richard Venture Gris Johny Marie; Mr Brodie Gregory Sobins Mr Sherman Stuart MacIntosh Capt Swanson George Spelvis
Will Venture
Chris
are thendie
Gregory Bobins
Mr. Sherman Stuart MacIntost
Capt Swanson Capres Spelvis
Second Thug
The second Property Second St.

repulsive. Leo Penn, as the crusading lad, is suitably pugnacious, and gets as much out of the part as it appears to have to give. Harrison Dowd manages to make something of the gal's salty old self killed in order to motivate plays the nasty guy with fine rel-Volmer Dahlstrand, was recently habitues of "Dinosaur Wharf" to

> However, Samuel Leve rates an individual round of applause,

# Out-of-Town Reviews

GIGI

(Opened Thursday, November 8) Walnut Theater, Philadelphia

A drama by Anita Loos, adapted from Colette's novel. Presented by Gilbert Miller Directed by Raymond Rouleau. Settings by Raymond Sovey. Cast: Cath-leen Neshiti, Michael Evans, Josephine Brown, Bertha Belmore, Audrey Hepburn, Doris Patson and Francis Compton.

Whatever wit and wisdom Coette must have contained in her original French saga of young love Musicians, was elected mayor of in revolt against an unusual kind Newport, Ky., in last week's elec- of family tradition, whatever spice and sensuality readers must have seen between the lines to make it a best-seller novel of long standing and even as a theme for a movie. whatever it had before-it lost its flavor as Anita Loos has chosen to fashion it for consumption on these shores.

Considering Miss Loos' creation of a Lorelei Lee for "Gentlemen Prefer Blondes," the promise of a Gigi looms great. Only she never comes to pass as paraded across the stage. And while Gilbert Miller has assembled a uniformly fine cast, and imported Raymond Rouleau from France to give it a directional pace which, however, unfortunately doesn't start moving until almost time for the final curtain, and not forgetting the nostalgic nicety Raymond Sovey has designed for the turn of the century settings, it would have been far better for Colette to have kept her "Gigi" between the covers of

her book-and in French. No one can say that the hardworking cast doesn't push hard. But with all the pressing, they never quite bring it off. As etched in "Gigi," none of the characters being real people as we know people to exist and think. And the situations resolved are all the more lightness of the original. flimsy. The only time it dips into the realm of comedy or satire is when England's charming Audrey getting her naivete and emotional confusion as the frustrated adolescent, breaks out into a more worldly, bloomers-high can-can kick. To forget continental propriety, it can best be stated that while 16year-old Gigi stands up admirably against her grandmother and grandaunt in championing the cause of matrimony as that against the more lavish role of a mistress, the play "Gigi" falls flat on its spoken face.

financially in her adherance to the to bed with his cold. family standard which calls for marriage to come after and not before, never quite achieves the satiric patten which the play cuts o irregularly for her.

Curiously enough, the best "Gigi" has to offer in portrayal is falls, he's tried two more homi-paraded by the two minor roles as cidal escapades and carried on assayed by Francis Compton as the discreet butler and particularly by Niven's women that is the most Bertha Belmore as the rakish maid. If "Gigi" is to be comfortable when it comes to rest at the Fulton Theater in New York, Anita Loos will have to give the play some fancy once-or-twice overing course, on civilized grounds of in order to start it off with the spirit and pace prevailing only at the very end-and to make the major characters as playful and as light as the lessers.

Maurie Orodenker.

### Sides and Asides

Continued from page 48

The tour will run from Christmas to May. . . . The American National Theater and Academy has for one of the most imaginative dropped its plans to present sets he has devised in a long time. Shakespeare's "Timon of Athens" this season. Jose Ferrer, who was looking barge, moored to an to have played the lead, could not Hartford, Conn.

Dollar bilis "rained" from the ceiling when the Russ Schurer Lake Compounce orchestra opened fall season November 3 at Foot Guard Hall, Hartford. An-Bob Francis.

Dollar bilis "rained" from the Russ Schurer that the script and the diaptive background. Bob Francis.

Dollar bilis "rained" from the next played the lead, could not make the necessary arrangements. Ferrer has been discussing with Robert Breen and Albert Marre. Boston's Brattle Theater impresario, the creation of an off-Broadway theater next year.

Continued from page 1

for relief from the 70-30 cast ruing, and a return to the six resident cast-member rule. The operators of the smaller theaters pointed out that the current rule few weeks.

### NINA

Opened Monday, November 5

### Shubert Theater, Boston

A comedy by Andre Roussin, adapted into English by Samuel Taylor. Directed by Gregory Ratoff, Production designed by Charles Elson General manager, C. Edwin Entil. Stage manager, Samuel Lift, Press representatives, Willard Keefe and David Tehet, Presented by John C. Wilson and H. M. Tennent, Ltd.

Just how much wear and tear a wedding ring can stand is being demonstrated by the current rash of Hub comedies. "Nina" really puts the much-abused band to the test, but it's a diverting evening of old-fashioned French farce that should be a wow for the Helen Hokinson set. Gloria Swanson and David Niven are enough to set up a box office rumpus, and they give very ingratiating if uneven performances, too, altho Alan Webb, turning in the deft characterization of a lifetime.

Andre Roussin's comedy, Englished by Samuel Taylor, is the perfect example of the "wellmade play." Act I: husband tries to shoot wife's lover; Act II: husband tries to poison wife; Act III: husband tries to kill himself. The original version is probably much more subtle in its effects than some portions of the adaptation, but even so, it's still easy to understand why Roussin is the contemporary golden boy of the Gallic stage. His lines have im-pudence and logic in a topsyturvy way; they cut a swathe thru convention, and they sing in the ear. Taylor's translation can be identified or associated as comes down pretty heavily on some of them, but it retains a good measure of the wit and

#### Style Seeking

There's no doubt that when opening-night nervousness and hurdled, this will be a smoothrunning delight. When caught, the principals were playing in a mixture of styles, apparently feeling their way into the roles. Niven's was pure British drawing room comedy. La Swanson projected too many earnest mannersms for high comedy, while Webb retained just the right touch. A little more directorial flair is all that's needed.

The note struck at the begin-Cathleen Nesbit, as Gigi's aunt, ning of the evening, when an left with nothing but a lavish outraged Ministry official faces home and a cartload of five-carat his wife's lover with a gun, is diamonds to show for her prolific going to make an unwary pewbookings on the Royal Bedroom sitter wonder if a hansom cab is Circuit, makes a yeoman attempt waiting at the stage door. Yet to bring a character of an earlier with elastic reasoning, the pillday alive. Josephine Brown, who swilling, urbane bureaucrat ar-replaced Florence Reed in the rehearsal stage as the worldly-wise presently his wife appears and grandmother, is indistinguishable the three sit around tossing bubin her machinations which call for bling epigrams on the ways of involving the right young play- love. Nina is the eternal feminine Only his part doesn't play at all, cajoling as long as she follows Even Doris Patson, as Gigi's errant her own purposes; her first move mother who hasn't fared as well is to pack the sniffling spouse off

#### Suicide and Affairs

Then the husband, the complete pedant whose only objection to infidelity is its disruption of a vicarious affair with one of hilarious single moment of comedy in the local season. Webb, posturing, strutting or cringing, extracts the last ounce of mirth out of his materials-always, of

The setting against which the farce explodes is elaborate and some eye-filling costumes that French with tears.

Bob Taylor

### Silo Houses Bewail

· Continued from page 1

### NEVER SAY NEVER

(Opened Saturday, November 3)

### Plymouth Theater, Boston

Comedy by Carl Leo. Directed by Robert B.
Sinclair, Setting, and lighting, Prederick
Pox. Contumes by Alice Gibson Stage
Manager, Karl Nellson Press representative, Tom Weatherly, Presented by Albert H. Rosen and Lester Meyer.

Coralle Jones Anne Jackson
Gloria Sampson Nita Talbot
Alex Wesley
Leater B. Sprawls Don Briggs
Maxie Jordan Halm Winant
Jasper Hornblower III Royal Beal

Sin can be parlayed into shekels for Carl Leo's comedy on the Stem. In a bleak season it should hold its own fairly well, but under more rigorous competition it wouldn't have the necessary staying power. Right now its reception depends on whether the warmth of wit can stoke audience response to hackneyed situations and characters. Plus, of course, what happens to it during the Hub tryout.

"Never Say Never" is a treasury of the familiar. The ingredients that have gone into it have produced some lusty business in the past. For that reason it cannot be ignored as a Broadway winner. Mr. Leo is a playwright to be reckoned with, for he can write dialog and spin it around a theme that was originally planted with Eve's apple tree. He can spin it so well that the obvious formulas of his plot can almost be forgiven.

#### Almost

And almost is the word for the comedy. It almost succeeds in being genuinely clever; it almost succeeds in carrying off its absurdities, and it almost succeeds in being all of a piece as a romantic comedy for two acts before falling apart as farce in the third. Anne Jackson gives a charming performance as a fledgling poetess living in sin with a magazine writer in Greenwich Village. Her the obstacles of the tryout are idyll of unconventional love is shattered by the arrival of Lester B. Sprawls, a big butter and egg man from Idaho Falls, her home town. Before the final curtain the complications have piled on one another as she tries to conceal the facts of her menage from Lester, who goes on a monumental binge and tries to ruin the writer, rightly fancied as something of a romantic rival.

The wisecracks garnished on this situation are something to hear. Some of the lines are pretty feeble, but on the whole Leo writes brilliantly, especially for a playwright bowing in. He hasn't motivated the ingenue's reason for the wild, free life sufficiently nor her final change of heart. But he injects a sense of vitality and life into his cardboard cut-outs' conversation.

#### Prototypes

The main trouble is the boy, as played by Michael Evans, principle, oblivious to insult or characters themselves. They all seem to have wandered in from some other play. There's a dumb blonde carbon of Billie Dawn in Born Yesterday;" the ingenue, tho she can hardly be described as a bachelor girl, smacks of Sally in "The Voice of the Turtle;" Lester B. Sprawls might order, hears destiny whisper to have stepped out of "The Male him again, and before the curtain Animal," and the hero is a descendant of all wise and devastating newspapermen who ever graced a stage. You can't work up much sympathy for them either because they all reveal an irritating provincialism sometimes acquired by naturalized New Yorkers, that the world ends at Yonkers.

> But the performances are uniformly excellent. Hugh Reilly brings restraint and forcefulness to the magazine writer; Nita Talon the chintzy side. But it will bot has the best moments with do. Miss Swanson has designed her gorgeous model from upsome eye-filling costumes that stairs, and Don Briggs acts the give "Love and Let Love" a run Babbitt of the piece in broad for its furbelows. The stars leave style, while Royal Beal is fine in no question of their capability, a minor role as a wealthy horse-But this is stated on the basis man. The set is superior the of the possibilities inherent in one direction swift. All these, plus its shaky performance. If the en-semble acting isn't integrated play from its apparent determi-better, "Nina" is going to be nation to be commonplace, and makes a reporter say "yes" to "Never." Bob Taylor.

> > restricts them to productions calling for small casts and that, unless relief is obtained, they will be out

Communications to 188 W. Randolph St., Chicago 1, In.

### ARENAS AND AUDITORIUMS

### Memphis Modernizes Hall; **Books Shows, Exhibitions**

By DAPHNE (DEE) POLI MEMPHIS, Nov. 10 .- A \$30,000 program has been completed on the West Hall of Ellis Auditorium McElravy now maintains an office here, and the hall again is avail- in the building and is booking manager of the aud.

ceiling were included in the work. torium Managers.

worth \$1.25 without plates.

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doz. pr. 3.75
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nine months to complete.

The project was begun before remodeling and modernization Charles McElravy, manager of the able for all types of exhibits, ac- theatrical attractions for the cording to Chauncey Barbour, South Hall of the building. Mc-Elravy also is secretary of the In-New lighting fixtures and a new ternational Association of Audi-

Communications to

2160 Patterson St., Cincinnati 22, O.

# **Turkey Events**

MINEOLA, N. Y., Nov. 10.— Mineola Roller Rink has scheduled its annual turkey night for Wednesday (21), the management ber which she does with Skippy putting up as door prizes 10 Long Baxter, now in his second year on Ice" opens an eight-day run at five for women.

The preceding Saturday (17) the rink holds its annual children's ing abilities. In this she appears costume party, with turkeys being with John Walsh and Michael Kirawarded to three boys and three by and the chorus. girls for the finest, most original and funniest costumes.

in charge of pros Gladys Werner in which she displays warmth and the month. Thursdays are given and Jean Van Horn, has been confidence. And Kirby is fea- over to Doc Greiner's Car Auction started. Children of any age are tured in a separate act which is in the afternoons and wrestling, eligible. Price of the class is 75 marked by blow-ups of magazine promoted by Cliff Maupin, at cents, which includes an hour of covers on the stage. Four girls night. Ice skating clubs have the skating with the figure skating appear thru fashion mag covers club each Sunday evening from when he steps from the Esquire 5:30 to 6:30.

### **Debut Racing** In North Calif.

SAN FRANCISCO, Nov. 10 .-Skaters from Stockton Rollatorium took first place with 420 points in the first of a series of Northern California inter-club racing contests held October 28 in Charles Himes' Coliseum Roller Bowl here. The next contest will be held November 25 in Salinas.

Other standings were: San Francisco Skating Club, 250 points; Watsonville Skating Club, 160, and Salinas Skating Club, 50. In the relay racing division Stockton placed first, followed by San Francisco. Scoring is on the basis of 30 points for first; 20, second

### Write 826-B N. W. 1st Place and 10, third.

Approved by Rawson's Laboratory **Built for Skate Dancers** 

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### HOLLYWOOD ICE REVUE OF 1952

(Opened Thursday, November 3)

### Milwaukee Arena, Milwaukee

Arthur M. Wirts, producer: William H.
Burke, assistant producer: Catherine
Littlefield, choregraphy: Linfolf Kassehaum, manager, Grace Houston, costume
designs: Paul Van Loan, musical director: Derothy Littlefield, assistant choregrapher: Alan Moran, musical interpretations: Paul Summey, Normal Paulis,
musical arrangements: Al Soudan, assistant to manager: Ray Gaynor, stage
manager: John Parris, skating interpretations: Mme. Karinska, Brooks Costume
Company: Edith Lutyens & Eaves Costume Company, costume execution; Becker
Bros., settings: Lawrence Viady, animal
costumes: Gladstone & Darians, fabrics:
Georges, boot tops: Lerch, wigs: Tommy
King, press.

torium Managers.

West Tennessee Education Exhibit space.

Other work at the Auditorium included cleaning and tuck-pointing of the exterior, resanding the stage and repainting of the dressrooms and back stage. Painting of the entire Auditorium is underway and will require about

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Send 25% deposit with order, balance color.

The four Trucks alone on these are worth \$1.25 without plates.

Turkey Events

torium Managers.

West Tennessee Education Exhibit serges for the West Hall in October. An antique show played to capacity business for four days.

In November, the Mid-South Plance Residues Schap Baster, John Walsh, Jean and Carol Lynn. Andre McLaughlin, Michael Kirby, Freddle Trenkier, Three Brilber, Carol Lynn. Andre McLaughlin, Michael Kirby, Freddle Trenkier, Three Brilber, Carol Lynn. Andre McLaughlin, Michael Kirby, Freddle Trenkier, Three Brilber, Carol Lynn. Andre McLaughlin, Michael Kirby, Freddle Trenkier, Three Brilber, Carol Lynn. Andre McLaughlin, Michael Kirby, Freddle Trenkier, Three Brilber, Carol Lynn. Andre McLaughlin, Michael Kirby, Freddle Trenkier, Three Brilber, Carol Lynn. Andre McLaughlin, Michael Kirby, Freddle Trenkier, Three Brilber, Carol Lynn. Andre McLaughlin, Michael Kirby, Freddle Trenkier, Three Brilber, Carol Lynn. Andre McLaughlin, Michael Kirby, Freddle Trenkier, Three Brilber, Carol Lynn. Andre McLaughlin, Michael Kirby, Freddle Trenkier, Three Brilber, Carol Lynn. Andre McLaughlin, Michael Kirby, Freddle Trenkier, Three Brilber, Carol Lynn. Andre McLaughlin, Michael Kirby, Freddle Trenkier, Three Brilber, Carol Lynn. Andre McLaughlin, Michael Kirby, Freddle Trenkier, Three Brilber, Carol Lynn. Andre McLaughlin, Michael Kirby, Freddle Trenkier, Three Brilber, Carol Lynn. Andre McLaughlin, Michael Kirby, Freddle Trenkier, Three Brilber, Carol Lynn. Andre McLaughlin, Michael Kirby, Freddle Trenkier, Three Brilber, Three Ho

· Continued from page 3

with the most spectacular skating of the program. Greek mythology is the theme for the "Diane" numtunity to demonstrate figure skat- November schedule.

Henie's partner in the earlier edi- and the King Cole Trio. A special Wednesday children's tions, also is paired with Barbara Public ice skating periods are page, and while the number is strong it gives Kirby only a limited Thayer Opens page, and while the number is

#### Fem Surprise

Something of a surprise among the three fem leads is Andra pro skater for this show. It's Andra who spices the Wirtz concoction with personality, and that together with capable skating should keep her on the roster a long time.

She is the one who steps into the traditional Henie displays featuring the charleston and hula, so direct comparison is inevitable. Andra fares well enough as far as skating is concerned; she doesn't meet the Henie challenge on

Comedy in the show is carried in fine style by Freddie Trenkler whose gadgets and gimmicks are good again, and by the Three Bruises, whose scrub women routine is the best laugh-getter of the evening. A Scottish comedy turn by Geoffe Stevens and Monty Scott holds the second position in the program and doesn't have the strength needed there.

Jean and Calvin Cook come off with flying colors for their high- Halloween club championship for low dancing. He uses stilt skates beginners drew a packed house which give the couple contrast in recently at the Rollatorium here, size and permit him to swing his tiny wife in effective twirls and lifts. Skippy Baxter fills the acro troduce the beginner to free style skating role with full standing back somersaults mixed in with figure and speed work.

#### Chorus Drill

girls does best in a standard mili- novice girl. tary drill that's more impressive for its lack of incumberance from props and over-elaborate ward- Rita Conklin; novice girl-Janice in charge of the show. robe. The opening number, Mann, Patty Iaccheri, Shirley "Ponies on Parade" is adequate Miller; mixed pairs—Don Ryland but not overly strong for a cur- and Tene Hazlitt, K. Rigg and tain-raiser. In the finale, with a Barbara Allman; intermediate Dixie theme, luminous costumes dance-Bruce Hannah and Elare used to good advantage, as in wanda Rickman, Don Ryland and early numbers, and it's a fitting Tene Hazlitt, K. Rigg and Mildred wind-up.

### Reopening Movie House In Philly as Skatery

## **Prep Contest** To Name Paper At Bal-a-Roue

MEDFORD, Mass., Nov. 10 .-Raoul E. Bernier, new operator of Bal-A-Roue Rollerway, formerly operated by Fred H. Freeman, has instituted a contest to find a name for the rink's new house organ. In the first issue, dated November 1, details of the confree skating were announced.

The management is currently in drew 8,000. the process of improving the physical property of the rink. Althe hampered by material shortages, already completed are a new setting behind the organ, venetian blinds, modernization of the soda fountain and vacuuming of walls. Some construction is also under way on the entrance side of the building.

Bal-A-Roue's schedule offers ladies' nights, Mondays and Thursdays, on each night the fems receiving discount tickets (service charge 20 cents; tax 10 cents) for

### Toledo Arena Dark 3 Nights In November

TOLEDO, Nov. 10 .- "Holiday with "Hollywood." In a voodoo the Sports Arena here Saturday dance, she takes a second oppor- (17) to highlight the building's also will be shown.

It will be followed with a onenight stand, Tuesday (27), by the "Biggest Show of 1951," with Kirby, who's remembered as Duke Ellington, Sarah Vaughan

skating class from 3:30 to 5:30, Ann for a Vienna waltz number scheduled for nine days during

# Gilroy Rollery

GILROY, Calif., Nov. 10.-Jack McLaughlin, 18-year-old turned Thayer, operator of Rollerland at Salinas, Calif., has opened a rink here which he also calls Rollerland. Both rinks have United States Amateur Roller Skating Association clubs.

> contestants in the series of racing contests currently being staged as the Northern California- Inter Club Racing Championships, sanctioned by the USARSA. Two contests will be held at rinks in San Francisco, Salinas and Stockton.

Racers totalling the highest number of points will receive trophies. Awards will also be made to clubs and to the topranking relay team.

### **Halloween Events** Pack Rollatorium

STOCKTON, Calif., Nov. 10 .reports Manager Paul J. Gilbert. An annual event, it serves to inskating before an audience. All a 12-day stand. First two days events are judged by commis- here at Utah State Fairgrounds events are judged by commis-sioned or student judges. A novelty was the system of having an Chorus of up to 48 boys and intermediate man skate with a

> Winners: juvenile girl free style -Ruth Farber, Patty Sheppard, Jankowsky.

PITTSBURGH, Nov. 10 -- Lexington Roller Skating Palace here has built one of its skating classes thereafter.

### "Fledermaus" Draws 7,235 At Canton Aud

November 17, 1951

CANTON, O., Nov. 10 .- Metropolitan Opera Company's "Fleder-maus" played to 7,235 persons during a two-day, three-perform-ance stand at Canton Auditorium Friday and Saturday (2-3). A ramp was placed on the main floor to provide an additional 1,500

Three-day run of "Oklahoma" closes Sunday (11) and a sevenday food show opens Monday (12), test and the prize of a month's Junior Chamber of Commerce's Halloween celebration October 31

Prices for the opera were scaled from \$1.85 to \$4.92. Opera and "Oklahoma" were brought in by LCL Presentations, Inc.

# Motor Show Set

WASHINGTON, Nov. 10 .- International Motor Speed Show. planned as an annual event, will open at the National Guard Armory, Washington, November 34 for a nine-day run.

Exhibits will include Indianapolis Speedway cars, foreign sport cars, midget racing cars, hot rods, latest American cars, California custom-built cars, modified stock cars, racing and stock boats, racing planes, Army, Navy and Air Force exhibits and parts and accessories displays. Antique autos

Building provides 74,000 square feet of display space on the drill floor. Show will be open 12 hours each day.

Capt. E. F. (Red) Crise and Robert Streeter are in charge of the show and Joseph Holman is handling publicity.

### Hygeia Icers **Enter USFSA**

SALT LAKE CITY, Nov. 10 .-Local ice skaters can expect improved skuting conditions as the result of recognition granted to the new Utah Figure Skating Club by the United States Figure Skating Association. The club meets several times weekly at Hygeia Iceland, operated by Mrs. R. Louise Hoggan.

Altho membership in USFSA s on a one-year probationary The Gilroy club plans to enter period, the organization is eligible to schedule tests for members who wish to qualify for USFSA skating awards. Local skaters in the past have taken tests in Denver.

The USFSA action means stronger interest in serious figure skating here. Previously, passing USFSA tests cost considerable

### **Engineering Show** Draws 2,500,000 In First 4 Stands

SALT LAKE CITY, Nov. 10 .-Over 2,500,000 persons have viewed the Chrysler Corporation's "New Worlds in Engineering" which exhibited in New York, Boston, Pittsburgh and Dallas before opening here Saturday (3) for Coliseum added another 5,000 to the attendance. It's expected to draw 50,000 during the run.

More than 70 cut-away models are included in the exhibit. A. Vander Zee, Chrysler exec, is

It will play two weeks at the Fairmount, San Francisco; two weeks at the Ambassador Hotel, Los Angeles, and the Chicago Auto

### Hartford Palace Paper Revived by Richland

HARTFORD, Conn., Nov. 10 .-Irving Richland, of the Hartford to such a large size that it had to Skating Palace, has resumed pub-PHILADELPHIA, Nov. 10 .- be divided into groups, reports lication of a monthly house organ, Darby, which darkened before ton classes use five instructors, ments, cartoons and news notes this time as a roller rink.

Harry Ruhlman, operator, Lexing-Palace Patter, with announce-ments, cartoons and news notes the time as a roller rink.

Harry Ruhlman, operator, Lexing-Palace Patter, with announce-ments, cartoons and news notes the time as a roller rink.

### Drivin' Round the Drive-Ins

companies, RKO Midwest Cor- Arlington Drive-In, Fort Worth peration and Southern Ohio The- and has taken over active manaters, Inc., Cincinnati, by the S. & S. Amusement Corporation, operators of the Twin Drive-In The-ater in the Queen City, was dis-missed on order of Judge John H. Druffel in U. S. District Court, Wednesday (7). The suit charged that as a result of collusion on the part of the defendants the struction of a 250-car capacity Twin Drive-In Theater was un- drive-in theater at O'Donnell, able to rent first-run films until Tex., with Hervey Gardenshire as some time after they had been manager. He also is manager of nitery on the Avenue George shown in downtown Cincinnati the other Caldwell theaters there. featuring Wild West entertainment theaters. The amusement company is operated by Ruben Shor. Mahon are constructing a drivewhose attorney, Jerome Goldman. in at Wichita Falls, Tex. Capacity misguided guest from New York said that under terms of a set-will be between 200 and 250 cars. took too seriously the advances of tlement reached out of court the Spot is being constructed at a cost drive-in would be able to rent of \$7,500 and is expected to be films shown in downtown theaters | ready December 1. There will be much sooner than had been pos- a special enclosure for patrons not sible in the past. He also said in cars. The space will be glass Solidor has been singing at the that a money settlement had been enclosed and heated for winter consummated, but refused to di- and air conditioned in summer. vulge the figure.

GEORGE E. LANDERS, Hart- Drive-In Theater, Sweetwater, Tex. Mrs. Garrett will be emfor E. M. Loew's Theaters, has ployed in the drive-in's concesdisclosed plans to close down the sion stand. . . . A new drive-in circuit's drive-in theaters, in- theater has been opened at cluding those in Hartford, Milford | Aspermont, Tex., by Mr. and Mrs. and Norwich, Conn., during No- H. V. Link, vember. . . . Pike Drive-In Theater, Newington, Conn., of which Paul W. Amadeo is general manager, has dropped weekday operations. Spot is operating on week-end nights only. . . . J. J. Stanley has announced plans for a 200-car, drive-in to be built at Bastrop, Tex., near Camp Swift.
J. L. Compere reports that the Royal Drive-In, Marlin, Tex., will operate on a year-round policy. Spot had closed for the winter but because of demands by patrons, Compere plans to re-

### **Bal-A-Rue Contest**

• Continued from page 50

the succeeding ladies' night; club night, Tuesdays; beginners' night, Wednesday; student night, Fridays, and public sessions, Saturday and Sunday nights, priced at 60 cents, including tax. Saturday and Sunday matinees, 2 to 5 p.m., carry a general admission charge of 40 cents, including tax. Parents have a standing invitation from the rink. They are admitted upon payment of the federal tax except on special occasions.

Class schedule; Intermediate, 10:30-12; beginners, 12-1 p.m., and juniors, 1-2 p.m. The 40-cent charge also entitles class members to skate the matinee session. High school classes are held Tuesday afternoons, 4 to 5 p.m., for beginners and 5 to 6 p.m., for intermediates at a charge of 40 cents. Adult classes are held 11 p.m. to 12 on Monday nights for novice skaters; Tuesday nights, intermediates, and Thursday nights, seniors.

### Hygeia Icers

money to cover expenses to

skating, it is predicted that the quality of locally produced skat- four sides of the stage and patrons ing shows will improve, and both will walk across the floor-level Theater Ocuvre Company . . . skaters and spectators will benefit stage to reach their seats. The from the alliance. The club al- room formerly was a swimming ready has 55 members. Special pool. club sessions are scheduled at Hygeia under the guidance of qualified pros.

One of the first projects planned by the club will be a revue. The show nationally recognized ama- sought a move to the South. He cluded his reason for the departure teurs from other cities.

### See Easement

· Continued from page 2

exempt from this week's sweeping OPS price increase rule since tailor-made price orders are being prepared for these industries. The The tailored orders, which OPS hopes to have ready by December 19, will also reflect the new price

Television Manufacturers' Association said the industry does not use the large type of machine tools covered by the order.

A date in about two weeks was of the death of George Bernard Shaw was observed at the Theatien said the industry does not which time it was hoped the mathematical formula of the death of George Bernard Shaw was observed at the Theatien said the industry does not which time it was hoped the mathematical formula of the death of George Bernard Shaw was observed at the Theatien said the industry does not the death of George Bernard Shaw was observed at the Theatien said the industry does not the death of George Bernard Shaw was observed at the Theatien said the industry does not the death of George Bernard Shaw was observed at the Theatien said the industry does not the death of George Bernard Shaw was observed at the Theatien said the industry does not the death of George Bernard Shaw was observed at the Theatie said the industry does not the death of George Bernard Shaw was observed at the Theatie said the industry does not the death of George Bernard Shaw was observed at the Theatie said the industry does not the death of George Bernard Shaw was observed at the Theatie said the industry does not the death of George Bernard Shaw was observed at the Theatie said the industry does not the death of George Bernard Shaw was observed at the Theatie said the industry does not the death of George Bernard Shaw was observed at the Theatie said the industry does not the death of George Bernard Shaw was observed at the Theatie said the Industry does not the death of George Bernard Shaw was observed at the Theatie said the Industry does not the death of George Bernard Shaw was observed at the Theatie said the Industry does not the Industry does

agement. . . . C. W. Matson, owner of Reel Drive-In, Rockdale, completed intallation of 186 in-

C. CALDWELL has announced plans for the con-

. . . Bullington, Lee and Mc-. . Mr. and Mrs. H. A. Garrett have joined the staff of the Park

### Memphis Hall

. Continued from page 50

are "Ballet Russe," several cona newspaper-sponsored Christmas

"Holiday on Ice" comes in for The Marquis Des Cuevas suing Carnival.

### Memphis Readies Stock

MEMPHIS, Nov. 10 .- A 400-seat Sam McCulloch, Memphis play-wright, is manager. Dick Potter and Tom Fitzsimmons, New York theatrical men, are general partited partners.

Spot will be called the Memphis Arena Theater, and will have a company of four actors and four actresses. A visiting star will be booked each week. Plans call for a new play each week, with six night shows and two matinees of With this added impetus to each. Top admission will be \$2,40.

Theater seats will be banked on

### Hadacol Suits

· Continued from page 2

ther dissipated.

# **Paris**

By ANNE MICHAELS

show at the Theatre Le Bruyere.

Whoop II Up at Crazy Horse Saloon . . .

The Crazy Horse Saloon, a "hired-cowboy hostess," and rushed to defend her honor. Anny Gould, who in the absence of Suzy Cafe De L'Opera to the accompaniment of Arthur Briggs, shifts over to Carroll's following Colette Mars, when Solidor returns from Amersings "too" naughty songs has revived, along with 12 new songs, Tomate has a new revue scheduled for this month, with Michel Dupty directing the spectacle. . . . Edith Piaf returns to ABC on the ing to show its new model also in 16th with a music-hall program of many new songs. With her will McElravy, with the Early Max- be Eddie Constantine and Robert Marie, Mich., area. well & Associates office, opened Lamoureux as well as, we hear, the season with "Skating Vani-ties" November 9-11. To follow and Albert Willemetz presented the Legion of Honor to Camille cert artists, Spike Jones, "Ballet Robert, the old musician who in rep-tent show circles and cur-

#### Marquis Des Cuevas Files Suit Vs. Paris-Presse . . .

January 24-27; Maid of Cotton se- French newspaper, Paris-Presse lection will be January 3, and for approximately \$6,000 because Neil and Caroline Shaffner, Gag-'Kiss Me, Kate" comes in January. of the paper's reference that the February will bring the Hamid- title is not genuine. . . . There is Morton Shrine Circus, Golden a rumor that 170 artists from the Gloves. Artur Rubinstein, Moscow Music Hall may appear "Darkness of the Moon," Helen at the Theatre De L'Empire during Traubell and Cincinnati Sym- Christmas season. Anyhow, nephony. In March the building gotiations are going on between will house Harlem Globetrotters, the Russian embassy and the the-Guy Lombardo, the "Passion atre's direction. . . . The Operetta Play," "Mr. Roberts," Norwegian "La Danseuse Aux Etoiles" (The Boys Choir and Memphis Cotton Dancer of the Stars) leaves the Theatre Mogador to make way for a revival of "The Merry Widow." Christine Blondel, present star of "Clochermerle," opens at the theater is scheduled to open at the Empire in a revue after she finber or January with the city's first be La Moulin Rouge" in which she stock company in about 25 years. will be partnered by Francis Jacques, Harry Pilcer and Georges Ulmer. . . . After bicycle race, ice and roller skating shows, , in pong ners, and 64 local persons are lim-

'Gigi' Director Quits

Raymond Rouleau has parted company with his Theatre Ocuvre. The break became definite when partner Lucien Berr announced that Robert De Ribou would take Rouleau's place in the management of the theater. The French director has made a statement to the at Lafayette, and their counsel French press about it, and inclaimed that the Tobey-Maltz of Constance Collier from the cast Foundation, purchasers of the of "Gigi" (see legit section for re-Hadacol concern from Sen. Dud-Hadacol concern from Sen. Dud-ley Le Blane did not establish the York. According to Rouleau, Miss ley Le Blanc did not establish the legal right in the Southern District of New York in order to attempt of New York in order to attempt reorganization under bankruptcy statutes. Another rep for another cluster of creditors claimed that cluster of creditors claimed that to the growing Barrault repertoire, precious time would be wasted if the site was changed, and that the story of a traditional king who in the site was changed, and that the story of a traditional king who in the site was changed. assets of the firm would be fur- his last days of life decides to fight all dogmas that hold down the It was brought out during pro- freedom of the individual. The play ceedings that there are 7,000 gen- is to open at the Marigny Novemthe radio and TV set industry eral creditors, and that they hope ber 21, with sets and costumes by will remain unscathed by another to collect more than \$3,000,000. Cocteau. To date only one part is government order this week Sales value of Hadacol inventory of a cardinal of a card which reserves new machine tools was announced as \$420,000.

Which reserves new machine tools was announced as \$420,000.

A date in about two weeks was of the death of George Bernard.

A date in about two weeks was of the death of George Bernard.

### Roadshow Rep

returns with his feature religious pix around Ardmore, Okla, This is his fifth season in that area. . . . Doc Ernest Sharp left Butler, Pa., recently with his solo air is a sort of "Hellzapoppin"-like set in Ohio, Indiana and Arkanshow done with the same cast and sas and will play sponsor dates writers of "Dugudu," the crazy in the Western States, with Orespanse of "Dugudu," the crazy show at the Theatre Le Bruvere. and spring engagements signed, been many years since Al had as his destination. . . Eddie Donat seen him. Pitcaithley's hobby is letters from Jackson, Miss., that collecting everything pertaining to he had a good summer with his circus, theater and tent shows. busking show. After visiting relatives in Jackson, Donat moves to had a great time going over his Arizona, where he spent most of files of old rep shows heralds, featuring Wild West entertainment, the summer, to tackle some school programs and photos. turned into a brawl when some and hall dates and any other spots that come his way. Donat is an old Silas Green performer. . . . Decker's Family Show advises from Montrose, Colo., that there are good spots to be played by small shows in that area. B. H. tend the Stockholm premiere of (Bart) Decker, owner-operator of the unit, says that "we played many open-air dates the past will plane to Amsterdam and summer and did some merchan- seven other European cities where dising and also caught anything the Disney flicker is skedded for we could, even some busking presentation. ica. . . . A reformed Lady Patch- dates. We had a bang-up season. atou, who no longer snips ties nor But you must carry as few people as you can and be set to pick up a dance date even tho you only "Mon Homme," the song that have a fiddler along with other brought fame to Mistinguett. . . entertainment. This is no country Quentin Foster and Ray Taylor at for homesick amateurs or city the Boite de Sardines. . . La chair-warmers You know we have plenty of winter here, but the dough is to be had for weather-Mery doing the music and Rene beaten and experienced small town show people." . . . Following a fair summer in Ontario, Arthur Forest is back in the U.S. and has religious pix in the Sault Ste.

DVT. PAUL K. KENTON, son of Orpha Kent, widely known in Theater," "Radio Forum," Shrine ceremonial, "Oklahoma," "Death of a Salesman," Mario Lanza and Marguis Des Course Elles informed by the War Department last week. Kenton has been reported missing for more than a year. His mother appeared in repertoire in the Middle West with non Pollack, Ted North, Chick Boyes, Hilliard Wight and Wallace Bruce. In addition to his mother, Kenton also is survived by his grandmother Dorothy Bruce, former actress. . . . Jimmy N. Gale, who had his right foot amutated in Ellis Hospital, Schenectady, N. Y., October 15, is rapidly recovering and plans to take his rep-tent dramatic show on the road April 15 as originally planned. The last operation marked his second in six months. Gale says that he plans to put on all royalty bills the coming season. King Cotton Hotel here in Decemishes a short film entitled "La Bal royalty bills the coming season.

No. La Moulin Rouge" in which she He recently took delivery on a new top for the jaunt.

> AL PITCAITHLEY, veteran trouper, was the subject of a matches and political meetings, the feature story in a recent edition of Madison Square Garden, is now "From Circus to Stock Company the scene for the Royal Horse to Radio," the story gave a running Show. . . . High cost of living item: account of Pitcaithley's activities, French tobacco, for the 11th time bringing them up to his current since the end of the war has gone role of announcer on Station up, this time 20 per cent. Amer- KAVE. With his wife, the former ican cigarettes brought into the Lynne Townsend, Al visited country are affected by 'his as Brunk's Comedians when the show played Carlsbad in October. Pitcaithley visited with Monte

HARRY T. BRAY reports good Montrose on the show, marking the first time Al has seen Monte since 1939 when both trouped with the Morgan Helvey Show. Al worked with Henry Brunk back in 1930. Al says that while the show was in town, Clarence Balleras, field man for Casey Hofeller Candy Company, Chi-

### "Alice" Tours Europe

STOCKHOLM, Nov. 10. - Roy Disney, with his wife and son, ar-rived here Saturday (3) to at-

### Toledo Arena

· Continued from page :

rink 12 times during the month. The Mercury hockey team opened its season at the Arena Sunday (4) and plays four games during

Open time at the building is limited to two Mondays (12 and 26). Afternoon of November 5 was open.

Harlem Globetrotters play a double-header basketball game to open the December schedule.



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Occupation .......

# The Final Curtain

14, old-time wagon showman, October 25 in Chillicathe (O.) Hespital. He had been with the Gentry Bros. Dog & Pony Show as trainer, and with three brothers had out his own dog and pany show for nine years. In 1901 he had his own show on the road. Adel) had also trouped with the Pawnee Bill show for many

BARDO-Ross C.

79, mother of orchestra leader Bill Bardo and former professional singer and entertainer, recently of a heart attack at her home in Beaver Palls, N. Y. Burial in the local cemetery. Survived by her husband, George, and son.

BRUSILOFF-Nat.

47, conductor and violinist for a num-ber of radio shows, November 3 at his home in Larchmont, N. Y., after a long illness. A child prodigy, he was brought to America by his parents, who settled in Raitimore. He gave his first concert in that city when he was five years old and and nine years later was a violinist with the Baltimore Symphony Orchestra At 15 he became concertmaster of the Metropolitan Theater Orchestra, Washingion, and a short time later went to the Columbia Theater Orchestra, which his brother, Leon, directed. He then Joined Meyer Davis' society ork and came to New York in 1927 to take the post of concertmaster of the Paramount. Theater orchestra, Entering radio he became house conductor for the Columbia Broadcasting System. From 1929 to 1933 he conducted orchestras on many top radio stanzas, including those of Kate Smith the Boswell Sisters, Bing Crosby and Marton Downey. He became associated with Station WMCA. New York, in 1933 and until three months ago was active in television. In addition to his brother, he is survived by his widow, a son and a daughter and two sisters.

BUTLEE Dennis F., 70, furmer song plugger and concession operator, October 29 in Cleveland of a heart attack. He trouped for a time with the Honest John Bruin Shows and the Otto Ehring Amusement Company, of Columbus, O. Survived by his son, Clyde W. Butler, concessionaire on World of Pleasure Shows Interment in Calvary Cemetery, Cleveland.

CONDELL-R. A.,

45, scenic designer for the New York City Opera Company since 1944 and for many theater projects in the East, November f in New York. Trained in Germany, he was a former associate of Max Reinhardt. Before coming to America in 1939 he gained a reputation as a stage and coatume designer with the Berlin Civic Opera and the Jewish Kulturbund Theater. Arriving in the U. S. he dealgued costumes and sets for the American League for Opera, Austrian Theater, Washington Civic Theater's production of "St. Joan," Philadelphia's Academy of Vocal Arts, New York College of Mu-sic and Dramatic Workshop, He was consultant and stage designer for the world premiers in Philadelphia of "The Manterpiece," an American opera by Paul Nordhoff. In 1944 he collaborated with Erwin Piscator on a revival of "Nathan the Wise" at the Studio Theater, New York He assisted New York City Opera Company during 1949 with staging and contuming for "Troubled Island," an American opera by William Grant Still Also during that year he was appointed art director of the Dramatic Workshop and Technical Institute in New York by Piscator. In the field of munical drama, he did the settings for "The Barrier," in New York in 1950. His widow, Luba, with whom he was associated in the theater, and a son survive.

CRAWFORD-Mrs. Bertha, 71, who with her late husband, Vern, had

concessions on the Elmer Jones, Russell Bros. and Bud Anderson circuses, November 2 at her home in Wichita, Kan.

SIGMUND ROMBERG

operettas and popular songs, died November 9 in his hotel

suite in New York due to a cerebral hemorrhage. He was pre-

paring to go on a concert tour with an orchestra early in

Born in Hungary, he was a musical prodigy, becoming fa-miliar with almost all orchestra instruments at an early age.

After being educated in Vienna and Romania, he served in the

Austrian army. Following his discharge and study at a music

school in Vienna he came to New York in 1909 with a letter of

introduction to J. J. Shubert from composer Franz Lehar. He

earned a living thru a succession of jobs, including perform-

ances with Gotham restaurant orchestras, and by 1911 he had

and on the side composed songs that included "Leg of Mutton,"

"Some Smoke" and "Le Poem." Then his first musical, "The Midnight Girl," got a Broadway production, and Shubert hired

him. He became a full-time composer in 1913 after composing

the score for "The Whirl of the World," successfully presented in New York. "The Blue Paradise," his first operetta, included the song, "Auf Widersehn," which brought him national attention. He followed with "Maytime," "Sinbad," "Her Soldier

composers, adapting in his own manner. His most famous operettas included "New Moon," "The Desert Song," "Blossom

When sound movies opened up he went to Hollywood, adapting, with Gus Kahn, Puccini's "Girl of the Golden West." "New Moon," "The Desert Song" and "Maytime." All were twice made into films, and his "Viennese Nights," "Children of Dreams," "The Night Is Young" and "Rosalie" also became movies. He conducted orchestral renditions of his works over

servicemen. In 1941 he formed an orchestra, toured America

and recorded. He wrote the Broadway musical, "Up in Central Park," which ran during 1943-'44, and in 1946 provided the score for the movie, "Sunny River."

In all, he wrote 78 musicals and more than 2,000 songs.

Me"; "When Hearts Are Young," "Sweetheart," "Deep in My

Heart, Dear"; "One Alone," "Desert Song," "Riff Song," "Who Are We to Say" and last year's hit, "Zing Zing, Zoom Zoom."

Campbell Funeral Home, Madison Avenue, New York, Inter-

During World War II he organized entertainment units for

Among his most popular tunes were "When I Grow Too Old to Dream," "Stout-Hearted Men"; "Lover, Come Back to

He is survived by his widow, the former Lillian Harris. Services were held at noon November II at the Frank E.

Romberg drew extensively on the works of romantic

Forming an orchestra, he obtained a restaurant engagement

January after spending a few months in Gotham.

composed his first published song, "Memories."

Boy" and "The Girl From Brazil."

Time" and "The Student Prince."

radio from 1934 thru 1936.

ment was private.

Sigmund Romberg, 64, internationally known for his

DEL PERCIO-Mrs. Donato,

in Bridgeport, Conn., November 1. She was the mother of Matty Del Percio. orchestra leader at the Cafe Howard orchestra leader at the Cafe Howard in that city. Also survived by her husband and two other sons, Daniel, Bridgeport, and Ferdinand, Port Bragg, N. C., and four daughters, Mrs. Grace Ward, Mrs. Frank Bonito, Mrs. Alex Vetrosky and Irene, all of Bridgeport, Burial in St. Michael's Cemelery, Stratford, Cunn., November 5.

FULGONA-Louis (Red).

veteran concessionatre and for many years with the Royal American Shows, November 6 in Tampa, Burial in Woodlawn Cemetery, Tampa,

HOFFE-Monekton,

70, English playwright and Hollywood script writer. November 4 in London. He was an actor and manager before starting to write for the stage early in the century. "The Little Damuzel," his first work, had a good run in New York, and later plays included "Carminetta" and "Paithful Heart" and "Lady Crintilinda," both presented in Gotham in 1922, and "Many Waters," staged in New York in 1929. "Paithful Heart," a screen adaptation of the play, was released in 1932 He also wrote for radio until recently and had a supporting role in the British film, "Lady With a Lamp," which preemed in London seven weeks

KIMMONS-La Wanna, 23, singer, November 3 in Los Angeles, Survived by husband, Don Carl; daughter, Babette Je: parenta, Mr. and Mrz. Raymond C. Simmons, and brothers, Bonald L. and Raymond C. Simmons, Interment in Inglewood Park, Calif., Cemetery.

LASEY-Jacob C., 85, owner of the Lasky Theater, Detroit, November 6. He built the house in 1926. leasing it to the Koppin Circuit originally, and later operating it himself for a time. Survived by his widow, Bessie, and five children. Interment in Clover Hill Park Cemetery, Detroit,

LEAVY-Robert G.,

55, well known to showmen thru his long association with harness racing at fairs in Pennsylvania, New Jersey and Maryland, November 2 of an acute coronary occlusion in Clearfield (Pa.) Hospital. He had been a member of the Clearfield County Fair board, a director of the Central Pair Circuit and prominent in the Pennsylvania State Pair Association. Survived by his widow and four brothers and sisters. Services November 5 and burtal in Clearfield. (Detalls in General Outdoor section.)

MANDELL-Peter

61, in Danbury, Conn., October 30. He was a former orchestra leader, playing with Danz and Mandell's orchestra, and later became a member of Rudy Vallec's Connecticut Vankees, retiring in 1936 octated with Vallee in numerous business ventures, Survived by his widow, Isla, Danbury, and two brothers, William, Bridgeport, and Lawrence, Milford, Conn. Burial in Milburn Rural Cemetery, Brewster, N. Y., No-

IN FOND MEMORY Mrs. Bertha R. Melville who passed away Oct. 26, 1950. Eddie & Mary Pasterczyk

MESSICK-Clarence R., 59, mainstay of a musical bell act presented thruout America, November 3 following an auto accident at Richmond, Ind. Act was known as Messick's Musithe time of his death, heading for a

MILLER-William.

father of Mrs. Delbert Krock, secretary of the International Brotherhood of Magicians, November 2 at his home in Kenton, O. Burial in that city No-Tember 4.

NONNAMAKER-George E.,

82, drummer in various orchestras prior to his retirement in 1931, November 1 at Naval Huspital, Philadelphia, following a long illness. Two sisters survive. Serv-ices November 6 in Wycombe, Pa., with burial in Northwood Cemetery there.

ROMERO-Delia.

19, singer and dancer with Peres Prado's mambo ork, October 27 near Kaufman, Tex, of injuries sustained when a bus carrying the group struck a bridge

SMITH-Frank W.,

63. Detroit singer, November 5 following a stroke. He was a lyric tenor and planist, on the road for many years with the Savage Opera Company in grand opera and also in a read company of "The Chocolate Soldier" and other productions. In recent years he had written radio scripts on safety programs for WWJ, Detroit, in co-operation with the local police department and made many special appearances as "The Singing Con" Survived by his widow, Dolores, Interment in Holy Sepulchre Cemetery,

SMITH-Robert B., 76, author of the books and lyrics of

several municals and a collaborator on others, at his home in New York November 6 after a three-month illness, While working as a reporter in Brooklyn he tried amateur theatricals, and when he was 20 years old he wrote a comic opera book that was produced at the Brooklyn Academy of Music. He left newspaper work to act as a theatrical press rep and also wrote for vaudeville and burlesque. In 1900 he was enand "The Girl at the Helm" shows. He began collaborating with his brother, well-known librettist and lyricist Harry B. Smith, and they took part to writing the books and lyrics for five Victor Her-bert abows, "Sweethearts," "The Girl were "Sweetheart," "Every Lover Must Meet His Fate," "Day Dreams," "Two Little Love Bees," "Just My Style," "The Melody of Love," "I Might Be Your Once-in-a-While," "The Little Girl in Hine," "The Loreler"; "Tell Me, Lillac Domino" and "Roses Bloom for Lovers," He was a manufact of ACCAP His wide. He was a member of ASCAP. His widow, the former Marguerite Wright, who starred in "Spring Maid," and two sis-

SUTTERS-George A., 57, former professional magician, No-vember 2 at his home in Grean City, N. J., as a result of suffocation in a fire. He retired from the stage several years ago. His parents, two sons, a sister and a brother survive.

IN LOVING MEMORY Of My Dear Husband Nov. 16, 1948 EMILY STANLEY

TALBOT - Jeanette S.,
wife of Dr. C. W. Talbot, Spokane,
Wash., and mother of C. H. (Tiny) Talbot, professional, November 3 in Spokane,

57, film director, November 3 at Los Angeles Coliseum after auffering a heart attack while attending a football game. He entered show business by staging nickelodeon shows in rented halls and after going to Hollywood his first directing assignment came in 1927 with "McPadden's Plata" His other pictures included "The Shopworn Angel," "Innocents of Paris" in 1920, which was Maurice Chevaller's first American film; "The Young in Heart," "The Little Minister," "Klas and Tell," "Tycoon," "A Klas for Corliss" and "Let's Live a Little" During his Hollywood tenure he worked at every job except that of actor, and at the time of his death he was preparing a new movie for Paramount. He was a founder of the Screen Directors' Guild, Survivors include his widow, an adopted son, a daughter and a brother. Angeles Collseum after auffering a heart

WEIDMANN Fred W.,

56, president of Show Polks of America,
San Prancisco Chapter, November 2 in
Coluss, Calif., following an illness of
several months. Puneral in San Prancisco November 6. (See Carnival Department for details.)

### Divorces

KOEHN-Marjorie Towson Euchn, former circus performer, from Irwin C. Kochn, recently in Milwaukee. Boca Ball or Brawl---

work operation, and

(2) The complaints against many phases of the web's tele-vision operations.

A substantial number of key affiliates want a complete clarical Bells. He first attracted national at- fication, including details of intention when he appeared on the "Hobby dividual station rate adjustments Lobby" radio show in 1940 from New and exploration of the Economic York He was on tour with the act at Study plan in its entirety at the convention. Many affiliates also series of dates in Pennsylvania. Survivors want the gripes on the TV opera-include his widow, two sons and a tion placed high up on the convention agenda for a full airing. These gripes were promulgated at an NBC TV affiliates meet in Chicago last month, and detailed in the October 27 issue of The Billboard. They were sent last week, in resolutions form, to web president Joe McConnell, with a proposal for action at Boca.

NBC brass, on the other hand, is spending copious quantities of time and brainpower at this very moment, planning a convention agenda, which it is hoped by the web, will be quiet, orderly and "constructive." Thus prexy Joe McConnell is expected to make a general talk on the urgency for better understanding between the web and its stations. Exec veepee Charles Denny will discuss the radio web's future plans in broad outline. Veepce Jack Herbert will recount the radio web's many techniques, etc., etc.

It has become increasingly clear that NBC has no intention of discussing with many, if any, stations their individual rate adjustments under the Economic Study formula at Boca Raton. The web certainly has no intention of throwing out the Economic Study for group discussion in any definitive or specific terms.

And with E. B. (Bud) Lyford, number three man in the web's stations relations department, resigning this week, follow- means for affiliates to get toing Norman Cash's (number two man, under station relations veepee Carlton Smith) departure to gaged by Weber and Fields to write lyrics for their "Twirty Whirly," staged during the 1902-'03 season. The words for "Come Down, My Evening Star" tion than were written for this show, and the song was sung by Lillian Russell. In standpoint of getting its Economic Study proposals across to in-De Angelis and had Douglas Pairbanks dividual stations before the conweb won't be ready to go into with the tight, two-day, all-work-

TV Discussion Scheduled

in the Spotlight." "The Debutante." "Out Madame" and "Angel Face." He co-authored "Spring Maid" in 1910, and other shows on which he worked included "Gypsy Love." "Modest Susanne." "The Rose Maid," "Sunbonnet Sue" and The Lilac Domino," Among his songs were "Sweetheart." "Every Lover Many It was reported this week that home Saturday morning, so would be unable to attend the TV gripe session.

### Marriages

BOZEKA-GILLESPIE-Nick Buzeka, disk juckey of WCMW, Can-

ton, O., and Janet Gillespie, women's editor of WHBC Canton, October 14. In radio they are known as Nick Barry and Carol Adams.

ROSE-BREHM-

ROSS-MOZARRA-

Nell Rose, of the Rookies, ice-akating comics, and Ella Brehm, with the ice show at the Hotel Slevens, Chicago, for three years, recently in that city.

Nicholas Ross and Francesca Mozarra, ballet director, in Stamford, Conn., Oc-

SINATRA-GARDNER-Frank Sinaira, singer, and Ava Gardner, film actress, November 7 in German-

STONE-MASSIE-

Bob Stone, of Stone Bros popcorn, Salem, Va., and Mary Lou Massie, daugh-ter of Lacy Massie, Welch, W. Va., No-vember 2 in York, S. C.

### Births

A daughter, Kathy Paye, Hovember 5 to Mr. and Mrs. B. E. (Ernie) Parrow, Jackson, Miss. Pather is owner-manager of Wallace Bros. Shows.

A son, Jack Wayne, to Mr. and Mrs. Jack Pritz November 1. Pather is spot sales representative for American Broadcusting Company in Detroit.

A daughter recently to Mr. and Mrs. Mickey Lagunas, of Merced, Calif. Pather is a ride foreman on the West Coast

A son, Michael John, October 28 in West Palm Beach, Pia., to Mr. and Mrs. Pat McGuinness. Pather is a stak jockey at Station WJNO in that city. flak lockey at A daughter to Mr. and Mrs. Afters company. Since I Marx November 9 in Los Angeles, Father is Discovery Records presy; mother, known professionally as Harriet Clark, lone work was co formerly sang with Charite Barnet's ork. Gillespie's album.

TAYLOR.

A son to Mr. and Mrs. Sherril Taylor November 7 in Pasadena, Calif. Pather is sales promotion manager for Station HNX-Columbia Pacific web.

One affiliate told The Billboard this week: "If they (NBC) are planning to talk about a bunch of generalities Wednesday, Thursday and Friday, and save the matters in which we're vitally interested till we're ready to leave, McConnell, Denny and the rest may find themselves talking to empty seats at this meeting. We've got real problems with the Economic Study plan and the television operations and we want some answers from NBC on

The conflict in agenda desires actually is simply another manifestation of the peculiar basic development, which in many respects finds networks, 1951 models, competing with their own affiliates for the broadcast advertisers' dollar. Never in many years, if at all, have the affiliates. and their networks been at such serious odds over such vital issues, according to keen trade observers.

This situation, depending to a large extent on whether Boca turns out to be a ball or brawl, may lead to the end of the traditional festive NBC-Affiliate confabs. Some affiliates, on the one hand, feel that these broadcasting times are far too "real and earn-est" to warrant frittering away a lot of time in frivolous pursuits at a convention. This school would prefer a good, tight twoday schedule of purely business meetings with the web in New

As far as NBC is concerned. some execs have developed the feeling that recent conventions (and Boca Raton may reach a high point in this respect) have merely served as a convenient gether and "gang up" on the network. This element of NBC brass feels it's silly for the network to spend as much as the \$75,000 to \$100,000 which a Boca Raton type

Some NBC toppers would be "Mexicana, "Enight for a Day" web words to stands now the completely content to go along individual station deals with sta-tions till well after January 1. Boca, ball or brawl, will supply a large part of the answer to this and many other important

### **Pubbery Halts**

force its date, especially in the case of a disker's jumping the gun. Such was the case this week when the Kassner-Goldmark pubbery successfully halted Decca Records' shipment of the Bing Crosby recording of "A Weaver of Dreams," a new Victor Young-Ned Washington opus. The original date on the song was December 26 and, as the result of the Decca jump, the new date has been established as December 17. The pubbers have applied the formal restriction on performance thru the American Society of Composers, Authors and Publishers until that date.

MGM and Cap

Decca wired its distributors to hold the Crosby recording in its warehouses till after December 1 and to ship in accordance with the mid-December date. Decca's jump on the song resulted in protests and threats to scrap recordings already made on the song by Billy Eckstine for MGM Records and Nat (King) Cole for Capitol Rec-

### Marx to Sell

time and money without realizing sufficient financial success.

All artist pacts with Discovery were with the label and will remain with the new organization. Office Manager Ray Boarman told The Billboard that no new sessions are planned until Brown has had time to familiarize himself with the plattery's operation. Johnny Richards, who was let out of his post as Discovery musical director, will have his artist's paper with the label torn up Wednesday (14), as by that date f Discovery doesn't employ Richards he is free to leave the company. Since Richards inked with the diskery last year, his

Several months ago, Discovery, broke with Good Time Jazz Records, which for a short while handled the former's operation.

lone work was conducting Dizzy

OUTDOOR

SOLID SEASON

### **B-C** Revues Outpace 1950 Fair Business

CHICAGO, Nov. 10.—Attend-ance surpassing that of 1950 and in many instances hitting all-time highs, was registered by grandstand shows produced by Barnes-Carruthers Theatrical Enterprises this year, according to Sam J. Levy, top man in the B-C or-

A combination of factors yielded the thumping attendance, he said. Levy cited the fact that grandstand shows continue to develop increasingly larger year-in-and-out patronage because of the high entertainment value offered and entertainment value offered and the relatively low admission prices

the healthy economic situation that prevailed in agricultural areas during the season.

but some performers were on the B-C payroll for as many as 15

Thursday (8) for their annual New that the Gardens will remain open Levy and his wife left Chicago York trip. Today, Levy was skedded for an appearance on the Robert Q. Lewis "Show Goes On" cil on a two-year experimental at the Boston Garden Rodeo, Gene New York, this year from 1950.

### NO SPITBALLS, PLEASE!

NEW YORK, Nov. 10. —
Everybody knows that there
will be a lot of curves pitched
at the outdoor meetings in
Chicago, but Mrs. Laura Beck
of the Electro-Pitch Corporation, manufacturers of automatic ball pitching machines, has arranged for some real ones by having Dutch Leon-ard, well-known member of the baseball fraternity who won 12 games for the Chicago Cubs this year, demonstrate her company's products at a trade show booth. Firm and Leonard will participate in the exhibit for the first time.

# Plan to Extend the relatively low and the larger charged for such shows. He also said that the larger matronage was due to hiked at-

LONDON, Nov. 10. - British government is preparing legisla-As many as 150 variety acts, in addition to girl lines, were used at the height of the B-C fair season, which started in mid-June Park here, fun zone of the recent paid by farmers will keep their During the past year consumer and wound up late in October. Festival of Britain, for not more after providing attractions at than five years. If the backing about 250 different annuals. Av- of cabinet ministers and the Lonfor an eight-week engagement, tained, a bill will be introduced in Parliament to implement the

It already has been announced

### 1952 ECONOMIC OUTLOOK PIC BRIGHT FOR OUTDOOR SHOWS

Impact of Higher Defense Spending Expected to Be Felt Keenly by Fall

production in 1952, high prices in 1952.

increase in defense expenditures the other hand, is expected to con- of World War II. by fall, 1952, to an annual rate of \$55 billion, compared to an annual rate this summer of \$41 for all Americans is expected to billion. This gives outdoor shows continue climbing next year, peace outlook. Scare buying and a chance to move in and attract higher taxes will keep consumer greater defense outlays would give consumer expenditures that incomes from showing a big rate a sharp push to inflation. A brighwould ordinarily go for durable of climb as the 9 per cent increase ter world picture, however, would consumer goods. Consumer goods which occurred from the summer case the national economy. output will be reduced more and of 1950 to the summer of 1951, more in coming months as defense government economists predict. A plants gobble up scarce materials.

Despite a planned high farm over-all prices is also expected

WASHINGTON, Nov. 10.—Outdoor shows can look forward to a
year of rising employment and
incomes for the general public in
1952, but spending for outdoor
entertainment will be tempered by
higher prices and fewer and a
year's purchasing power
about equal to that of this year,
ped \$6 billion from the preceding
three months, reaching an annual
rate of \$202 billion. Only a
moderate pick-up in sales of nondurable goods and services can
durable goods and services can higher prices and taxes and a proportionately lower purchasing power among farmers than among city dwellers, it was indicated this week by government surveys of the over-all scenario pic. veys of the over-all economic picbeen relatively stable during the during the first half of this year
ture.

Plantage of the over-all economic picpast six months, and in October as compared to prices with the Biggest single economic fact for all industries, including outdoor entertainment, will be a predicted increase in defendance in the single economic fact for were about 8 per cent above Octoperiod a year ago, and a rate of period a

# Joins Morton

ATLANTA, Nov. 10. - Performers appearing with the Hamid-Morton Circus joined Col. Robert H. Morton, co-owner of the show and a member of the American Guild of Variety Artists, in a letter of protest to Dick Jones, AGVA Philly topper, who has preferred charges against personnel for having crossed picket lines while the show was appear-

Morton and other AGVA memwas added to the already slated moppet business increased 50 per bers each received a letter signed afternoon and evening perform- cent from last year, representing by Vic Connors, AGVA outdoor head, advising them that charges Sunday shows were not Local rodeo had the advantage had been filed against them for PATERSON, N. J., Nov. 10 .- equipment on a more consistent scheduled, and a performance set of a later time in the year, mean-crossing the AGVA picket line

> The letter also stated that hearphia on Wednesday (14) and advised recipients to forward any statements they had to make to Dick Jones in care of the AGVA Philadelphia branch.

The letter from Morton and per-

### erage employment of the acts was don County Council can be ob-At Hub Garden Rodeo

Robert Q. Lewis "Show Goes On"
TV seg, which originates in the Columbia Broadcasting System studios.

Autry pulled 172,791 persons, at a loss to explain the difference largest attendance in the event's at a loss to explain the difference largest attendance in the event's at a loss to explain the difference largest attendance in the event's at a loss to explain the difference largest attendance in the event's at a loss to explain the difference largest attendance in the event's at a loss to explain the difference largest attendance in the event's at a loss to explain the difference largest attendance in the event's at a loss to explain the difference above last year's gate figure. Walter A. Brown, president of the Ducats in Gotham started at \$6,

ances, and a total of 41,727 turned 13,000 kids.

while here they were scaled at \$3, He said that the biggest day in \$2.50, \$2 and \$1.20. Children at the Garden's history came Sat- the local event were admitted for ing in Philadelphia. urday (3), when a morning show half price thruout the run, and

for Monday, October 29, considing colder weather and in turn, a during the performances of the Kochman said many new fea- ered a weak time by rodeo officials, spur to send the public indoors. Hamid-Morton Circus in Philatures are being planned for the was eliminated. An extra show, New York rodeo officials feel that delphia.

### Kochman Finale Big, W. Q. Switched to Fla.

Capping a highly successful senson for Jack Kochman's Hell Drivers was the wind-up date at South 1952 tour. Standard routines will Thursday (1), grossed \$10,000, their event could make a better Carolina State Fair, with the be rearranged. King Kovaz (Jas- Solid local business is in con- showing if given on the same dates ings would be held in Philadel-Saturday attendance gross 47 per cent over last year. Crowd was the largest ever to attend a thrill show at the event and the increase was the greatest registered at any single engagement during the sea-

in several years, with new early dates in the Midwest helping boost the gress. Show avoided still dates for the most part and the fair dates, most of them repeat engagements, were reported good.

ground were purchased there re- \$4,000,000. cently and a building is being constructed. All equipment was convoyed to the new quarters immediately after the Columbia date.

Plan New Features

Clifton, N. J., for a number of was placed before the city counclimate will make it possible for action. the personnel to experiment with and arrange for new features and dent of the fair and general chairalso work on refurbishing the

### Fire Damages **SLA Quarters**

CHICAGO, Nov. 10.—New clubof America suffered an estimated \$1,000 damage Friday (9) when a fire broke out in the basement of the Loop building and spread to the first floor before it was brought under control.

while the basement and ground Beast Dealers floors of the four-story structure were gutted, damage to the League's third floor quarters was Streibich, SLA secretary. He said the loss was covered by insurance and he expected to have the expected to have the rooms and he expected to have the rooms are result with Henry Trefflich, major with Henry Trefflich with Henry reopened by Monday (12).

(Continued on page 70) trast to the 12 per cent dip taken

### Dallas Fair Asks City Bond Issue Kochman's season was his best To Build 44,800-Capacity Coliseum

city officials to include in the city's bond program for the next Kochman said that a new winter two years construction of a livequarters has been established at stock coliseum seating 44,800 Lake Worth, Fla. Two acres of people and costing possibly

The proposal made to Charles Ford, city manager, by R. L. Thornton, president of the fair; John W. Carpenter, Chamber of Comemrce head, and Ray Hub-Equipment was quartered in bard, president of the park board,

Carpenter is also a vice-presiman of its livestock committees.

Dallas voted \$2,000,000 worth of bonds for a livestock coliseum in 1945 and preliminary sketches of the structure were approved by the city council in April of 1947. The bonds were not sold because the city's bond limit did not per-

# Gotham Dock Tie-Up Belts

NEW YORK, Nov. 10 -- Long-

of Texas officials have requested discussion by the city council at based on 1946 costs. The same present is a possible election to

Present Cost Double

When plans were approved in

Coming

IN THE DECEMBER 1 ISSUE

# Then, Now

a special section of The Billboard commemorating the

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DALLAS, Nov. 10. - State Fair | mit the added debt. Also under | ured at a maximum of \$1,900,000, building now might cost as much as \$4,000,000 now, however, it is

> Preliminary sketches call for a circular building 600 feet in diameter and 140 feet high, with for convention purposes.

Carpenter said fair's new \$125,-000 livestock pavilion, an opensided structure seating 3,200 and the high fees levied by AGVA. completed just before the 1951 expo, was for judging purposes only. He said a coliseum was sorely needed and that it should following figures covering alien be second to none if built.

If constructed, coliseum would probably be built on site of present grandstand and extend out into main parking lot. Such a building would solve perennial problem of Ringling-Barnum circus, which is seeing adequate lots favor of a minimum of restrictions melt away year by year.

### Vaude Talent Nixed for '52 By Steel Pier

Danes Blast AGVA Fees On Imports

1947, construction costs were fig- an arena 350 feet in diameter. It free to do so on payment of dues would seat 44,800 people, includ- of approximately 75 cents per ing 18,000 in the arena when used month-so the Danish org members feel it is highly unfair that members of their org working in America should be obliged to pay

Stressing their liberal attitude in re foreign acts working in Denmark, the DAF has released the circus and vaude acts granted working permits in Denmark the past four years: 1948, 199 acts, comprised of 375 persons; 1949, 221 acts, 465 persons; 1950, 234 acts. 510 persons; first 10 months of 1951, 320 acts.

Danish artists are definitely in on the admission of foreign talent to Denmark so long as acts do not resort to working for sub-standard salaries or other unfair tactics. However, they expect a similar at-titude from artists' orgs in other

This matter will be one of the subjects on the agenda at the annual meeting and election of officers of the DAF, which will be held here in the Lorry cabaret December 14. This meeting will be attended by the presidents of the artists' federations of Germany ATLANTIC CITY, Nov. 10. — (LAL), Switzerland and Holland. Controlling groups of the Steel It is expected that Willy Manley, Pier this week agreed to eliminate an official of the DAF, who has



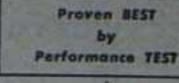
### BULGY, The Whale

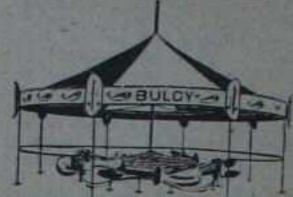
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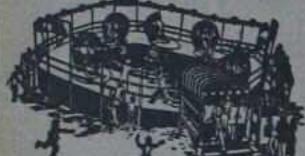
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Big BRONCO

### Out in the Open

Mel Colburn, with the Ringling- member of the famed tobacco Barnum circus' No. I advance car clan and long associated with the for many years and later publicity director for the late Lucky Touted by Jack McCormick, con-Teter's auto thrill show, was in New York recently following the close of the Michigan horse racing season. Mel, who also was on the advance with the old Sparks week went along on a wager but circus was an auditor in the new York recently following the sey State Fair on the readiness of one of the horses stabled and trained at Trenton, Hamid last week went along on a wager but circus, was an auditor in the pari- the nag was so fleet that it got mutuel departments of the new tangled up in its own stride and

day (29), from an extended trip to the West Coast. They were attendance to the "wholesome impressed with a Miniature Train and educational aspects" of the and pony ride set-up at munici-pally operated Griffiths Park, Los Angeles, and with the number of private kiddie spots running in (Sask.) Exhibition Association, that area. Son Dick Geist was a Gordon B. Grant, L. McK. Robinguest Wednesday afternoon (31) son and Leo LaBelle, were among on "Family Circle," radio show successful candidates in the reoriginating on WJZ, New York.

ing director of Calgary (Alta.) were retained as members of city Exhibition and Stampede, Ltd., council. judged market cattle at the Toronto Royal Winter Fair.

named president of the Regina Presbyterian Church auspices. A Riding and Driving Club.

O., and one of Ohio's leading the Hamid staff. breeders of Durocs, will judge open and junior hog entries at Arizona State Fair, Phoenix.

Nellie Vaughn, of the Thearle-Duffield Fireworks Company office, and Viola McLeod, of the Polack Circus Chicago office, affectionately known as the Dead-End Kids, left the Windy City Friday (2) for a 10-day rail and air tour of the South. Stopovers will include New Orleans; Biloxi, Miss.; Dallas and Oklahoma City.

National Speedways, are vacationing in Nassau, where they are enloying the water sports. Mr. and Mrs. Gaylord White, also of National Speedways, have moved into their new home at 904 South Weston, Sioux Falls, S. D.

World's Championship Rodeo staged each year at Madison SAN ANTONIO, Nov. 17.— Square Garden, New York, made Mohammed Piurri, 25, elephant plans last week for admittance to a Gotham hospital, probably Mantattan Medical Center, for an eye operation. It probably will be performed this week, with a twoweek convalescent period to follow. . . . Olympic (N. J.) Park treasurer Robert Guenther returned to work last week after a month's vacation at Sun Can-yon dude ranch at Warrensburg, N. Y. He and his wife and brother, Henry Guenther and his wife all leave Saturday (23) for the outdoor convention in Chicago.

George A. Hamid, who bought three trotters two weeks ago in Trenton, N. J., to add to his State Fair Stable, last week attended the horse sales in Harrisburg, Pa., intent upon acquiring one or more in the famous stable owned by the late Will Reynolds, a

Detroit and Hazel Park tracks.
He left Gotham for Florida, where he rents apartments at Coral Gables.

Cormick is proudly displaying a letter of commendation on the A. Joseph Geist, owner of Rock-aways' (N. Y.) Playland, and his wife rturned to New York, Mon-Volpe, Mercer County prosecutor.

Three directors of the Regina cent Regina civic election. Grant a former alderman, was elected J. Charles Yule, former manag- mayor and Robinson and LaBelle

Lee Barton Evans, well-known company manager of George A. R. L. (Bob) Hutchinson, second Hamid & Son revue, "Grandstand vice-president of Regina (Sask.) Follies," will give a concert Exhibition Association, has been November 29 in Erie, Pa., under month-long promotion is preced-Martin Katter, president of Auglaize County Fair, Wapokoneta, John Kelly, also a member of

> Herb Shive, veteran outdoor press agent, is recuperating from a heart attack in the Columbia Hotel, Columbia, S. C. . . Earl Newberry, of the Joie Chitwood thrill shows, is resting at his Jacksonville, Fla., home before heading for the Chicago conven-

Harold Alexander, assistant manager of Rockaways' (N. Y.) Mr. and Mrs. Al Sweeney, of park name before the public with radio appearances Tuesday night (6). Early that evening he spent 25 minutes discussing the spot

### Ex-Dailey Bull Man Frank Moore, manager of the Returned to India

trainer from Mysore, India, was deported from here last week.

Under Indian laws, when ele-phants are exported an exper-ienced "mahout" must go with them. Piurri came to this country with elephants in 1947 and worked for Dailey Bros.' Circus. When the circus disbanded last spring, the border patrol picked up Piurri. He was placed on a plane for San Francisco.

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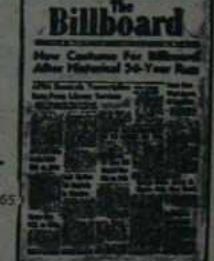
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. . . How a "Ghost Town" Pulls Them in at the Fair

... How Conservation Shows Swell Attendance

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... Why Thrill Shows Will Continue to Hit the Jackpot

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### CLOSE-UP: R. M. SPANGLER

### Beaver Action Builds Funspot Gate, Gross

(This is another of a series of articles on little-known facts about people prominent in outdoor show

#### By JIM McHUGH

OR a little guy, Roman M. Spangler has a lot of get up and go. It took him a while to decide to follow his father's footsteps as a park manager, but when he found his niche at Rolling Green, Sunbury, Pa., it wasn't long before he had acquired the property. In the 16 years that he has directed its destinies, business has increased a phenomenal 500 per cent, partially as the result of a 600 per cent increase in picnic bookings and the expansion of the drawing area from a tight 15-mile zone to a radium of over 75 miles.

Intent always in acquiring knowledge, Roman early in life decided to dispense learning by entering the teaching profession.

After being graduated from high without interruption except for school and attending sessions at the Red Lion (Pa.) Teachers College, Roman taught school for five young Roman, who was born in years thru 1915. He joined the 1892, stood on the sidelines ob-Bethlehem Steel Company for two serving. years but returned to teaching un-

#### Father Started Fair

The elder Spangler, operator of a restaurant and ice cream parlor, catered to outings and picnics. The business of dealing with crowds intent upon recreation appealed to him and he went into the amusement park business. In 1917 he started the Red Lion (Pa.) Gala Fair week, an annual that has run



(Continued on page 63)

### Swift Current 2-Day Rodeo Nets \$13,194

SWIFT CURRENT, Sask., Nov. 10 .- Two-day Frontier Days celebration in July showed a net operating profit of \$13,164, making the event the most successful yet, according to the auditors' statement.

of directors and a board of governors, thru the Chamber of Commerce, this year for the first time. Sponsorship was taken over when the Kinetic Club, which had handled it for 13 years, dis-

Healthy financial standing was attributed to upped attendance at grounds and grandstand gates, increases in certain admission charges, a general reduction in Top" tele-circus Saturday (10) expenses by committee chairmen from Trenton, N. J. . . . Jack cognizant of rising operating Gwynne, illusions, is back at his charges, and a \$3,000 grounds Oak Lawn, Ill., home for the winmaintenance expenditure borne ter. by the board of governors that, in previous years, had been a direct item on operation costs.

Total receipts were \$44,728, broken down as follows: Grounds admissions, \$3,577; rodeo, \$11,051; program, \$9,572; exhibits, \$655; concessions, \$12,354; draw, \$3,675; Royal Canadian Shows, \$3,561; miscellaneous, \$282. Expenditures totaled \$31,596. A net profit of \$6.60 was shown on the 1950 show and the operating deficit was

## 2 Days Lost, Sunday Solid At Rockaways

NEW YORK, Nov. 10 .- Altho John J. Brassil, manager, Chitwo days that might have meant cago and then Hot Springs;

to remain closed Tuesday (6), election day, due to heavy repairs under way. About 200 feet of track and much of the supporting structure of the park's Roller Coaster have been replaced. New canvas carpeting also has been placed thruout the entire Funhouse. A new 40-switch panel capable of handling 90,000 amperes of electricity is being installed at Rockaways under the supervision CINCINNATI, Nov. 10.-A pro-of Edward Evenson, the spot's posed \$500,000 bond issue that

### Talent Topics

Tommy Davenport, who headed an old-time high-wire act with his sisters, Florence and Eleanor, was the subject of a reminiscent article by Arthur Van Tyno in the Wednesday (7) issue of The Datroit Name (7) issue of The Datroit Name (8) Spanish mackerel in two hours of angling. Vern reports that the troupe encountered Wichita, Kan., following close of the Miami engagement.

In the line-up of acts by the Leo Fredericks Agency, Cleve-land, for the first food show to be presented in New Memorial Auditorium, Canton, O., November 12-17, are Rich and Gibson, xylo-phonists; Prairie Pioneers, vocal-ists; Randy Brown, paddle board and emsee; Amandis Troupe, teeterboard; Three Rockettes, precision dancers, and the Four Whirlwinds, roller skaters.

LeBrac and Bernice, unicyclists, started their second week at the Oriental Theater, Chicago, Friday (9).

Albert Spiller and his seals and penguins came in for some big publicity breaks when the act played the Shrine Circus in Houston recently. He was included in a feature story in the Sunday magazine section of The Houston Chronicle as well as a second feature yarn in The Houston Press.

Harold Barnes, wire performer, who recently turned in his third After operating Rolling Green appearance in 10 month on Cotil 1920 when he was named man-ager of Fairmount Park, a fun-spot once operated by his father in October of that year had cemented New York, is at Blinstrule's Vilconjunction with S. H. Emswiler, a deal to buy the amusement cen- lage, Boston, for two weeks. Also on the bill is Eddie Tierney, juggler, formerly with the Tierney Family, but now doing a solo,

. . . Joe Siegrist, high performer, recently completed a feature article that is skedded to appear in an early isue of The Bandwagon, Circus Historical Society's official mag.

Milo Jones closed at Houston fair Saturday (3) and treked to Hot Springs where he will winter on Lyle Van Patter's ranch.

. . . Flying Zacchinis, flying return; Four Cressonians, teeter board, and Harry Frobish, high act, have signed 1952 contracts Show was handled by a board with the Charles Zemater Agency, Chicago, . . Cy Riter, infor from Bellflower, Calif., that he had his comedy car in the big Anaheim, Calif., Halloween parade but is hibernating at pres-

> Val Valentine, juggler, who was on American Broadcasting Company's "Supper Circus" TV program from Chicago Sunday (4), is skedded for the "Sealtest Big

Four Phillips, balancing act, have been booked into Bellevue Casino, Montreal, for a week beginning November 29 by Stanley Wathon.

While playing the American Legion convention in Miami, Vern Orton, of the Sensational Ortons, and Sol Solomon, high act,

### R-B Bill Car **Ends Season** At Sarasota

SARASOTA, Fla., Nov. 10.— Bill car of the Ringling-Barnum circus closed here Tuesday (6) after billing for the show's benefit performances here November 19, last day of the season. Destinations of the personnel

good business at Rockaways' Playland here were lost recently, the park enjoyed solid returns Sunday

(4) despite cold weather.

The spot did not open Saturday

(2) due to inclement weather and San Fernalises San Clauson Los (3) due to inclement weather, and San Francisco; Sam Clauson, Los Rockaways' management decided Angeles; Ray Smith, Los Angeles; Eddie Jackson, Sarasota and then

# For Cincy Annual

chief electrician.

Delivery was made recently on stand and other plant improvetwo rides, a Jet Racer and Bulgie ments at Greater Cincinnati-Carthe Whale. Rockaways will re- thage Fairgrounds here was, overname the latter Atom Pusher, in whelmingly defeated in the local keeping with a policy of modern-councilmanic election Tuesday

Billy Pape and Rence, en route from New York to Montreal, were snow-bound and missed opening day at the Bellevue Casino, where they are doing a four-week en-gagement. Management gave Rence bouquet of roses and bottle of champagne on her birthday.

Acts set for the 1951-'52 season at the Belle Vue Circus, Manchester, England, include Vinicky, presenting Smart's Highland cattle; Hagenbeck's lions and hears;
Harry and Merky: the three Original Johns, trampolinists; Lowy, wire walker; the Three Rivels, the Yong Kai Troupe, La Fay, the Duart Sisters, and Anton, Dschapur and Rutha, and Walton and Man hand haloned. May, hand balancers.

complete with Calling Numbers. Tally Complete with Calling Numbers. Tally Card, 35 cards, \$2.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$3.50. All cards from 100 to 3000 @ \$5 per 100. Fitting Calling Numbers, 75c; Wood Calling Numbers, 75c; Wood Calling Numbers, \$1; Printed Tally Card, 15c; Colored Heavy Cards, \$2, same weight as \$1. In Green, Red. Yellow @ \$4 per 100. DOU-BLE CARDS, No 1 Sire, 51/21414, 18c as.

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### CAMPA LOSES 1, BLOWS 2; MOVES TO GONZALES WQ

THE BILLBOARD

owner of the show, could not be

turned to their homes.

To Take Over

Salt Lake Zoo

SALT LAKE CITY, Nov. 10 .-Utah Zoological Society will be

established to take over manage-

ment of the city-owned Hogie Zoo

here. The switch will be made

January 1 and will mark the start

of a 10-year enlargement and im-

James E. Hogle, of J. A. Hogle & Company, brokers, heads an

organizing committee which has

been working on the project for

over a year at the suggestion of

L. C. Romney, Salt Lake City park

arrangement will enable the city

to continue appropriations for the unkeep of the zoo. But the so-

ciety will take control and man-

agement of the 40-acre property. Society also will make future

rangement is patterned after simi-

land, St. Louis and Chicago, where

zoological societies assume the

A Salt Lake City architect is

visiting leading zoos of the nation

in preparation for planning im-

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commissioner.

provement program at the zoo.

Some personnel from Campa

HENDERSON, Tex., Nov. 10.— The Campa show was planning to remain out until about Decem-Wednesday (7) and the day before ber 5 and to tour Mexico. Whether at Gladewater, and it was reported the reported early closing would that the show had canceled its alter the plans for entering Mexico remaining route to return to Gon- was not learned. B. C. Davenport,

Zales, Tex., winter quarters. owner of At Mount Pleasant, Tex., Mon-reached day (5), Campa Bros. succeeded in getting tents into the air, but Bros, advance have closed and rehard rain, high wind and near-freezing weather caused loss of both performances. The outfit was unable to get off the lot until about 10 a.m. the next day.

After losing two days last week because of the escape of animals at Mount Ida, Ark., the show moved to Hope, Ark., and showed indoors in cold weather.

### Jersey Court To View, Rule On A. C. Skillo

ATLANTIC CITY, Nov. 10. -The August chambers of the Superior Court of the State of New Jersey will be the scene of a skillo game next January 19.
Judge Vincent S. Haneman will
watch the rubber balls disappear into numbered slots, and will then render the decision of the court as to whether the bingo-styled game is a game of skill or a game of chance.

All the learned legal arguments capital improvements. The arin the world won't convince him one way or another, the judge lar policies in San Diego, Cleve-told opposing counsel at a pre-trail conference last week. Thus zoological societies assume the it was agreed that one of the skillo tables from a Boardwalk establishment will be set up in the court for demonstration pur-

If the judge decides that skill determines which slot the ball disappears into, the operators of the game will ask for a permanent order restraining the city from interfering with the operation of the game But if he thinks luck is the determining factor, the operators will face prosecution as violators of the (Routes are for current week when no State's gambling laws

The case wound up in Judge Haneman's court via a circuitous route. Atlantic County Prosecutor Lewis P. Scott ordered the game closed, in the wake of State Attorney General Theodore Parsons' ruling last summer that bingo and bingo-type games are illegal. William O'Brien and Thomas O'-Connor, operators of the game, obtained a temporary order from Judge C. Thomas Schettino restraining Prosecutor Scott from
interfering

Marks, John B.: Charleston, S. C.
Miller, Ralph R. Carencro, La.: Youngsville interfering

Judge Schettino, however, made his decision on the basis of a written description of the game, and left final ruling as to its legality up to Judge Haneman. Meanwhile, six off-duty policemen in Atlantic City raided the skillo establishment and swore out warrants for the owners. Prosecution of that case has been postponed pending Judge Haneman's decision

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Toronto Can 13-16: (The Forum) Mont-

s of 1953 (Cincinnat) Garden) Cincinnati, O. 15-25.
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### PALISADES SETS '52 PROMOTIONS

### Better Transportation Planned to Aid Attendance by Gothamites

Rosenthal, co-owner of Palisades Boroughs. Park customers would was the most successful since the get a round trip and admission to present operating company took with ideas this week for use next season, most important of which he felt was a schedule of bus transportation from Upper New York City to the park that would,

Hudson River from Upper Gotham, at Palisades last season, definitely and Irving's plan is to establish bus pick-up stations at four key

Happyland Gets

BETHPAGE, L. I. N. Y., Nov. 10.-Nunley's Happyland, opulent

kiddle park housed in a modern building, has experienced only

fair play on week-days, but week-

end business has been booming.

Meisel, and with the additions, Russell felt that Happyland had

about reached capacity.

ported this week.

Week-End \$\$

Another notion for 1952 involves guided free tours and behind-thescenes inspections of the park. he claimed, bring an out-sized Certain days would be set aside batch of new customers to the for the purpose, with groups from towns adjacent to the park visit-The spot is directly across the ing. Buster Crabbe, who drew well

### Brandon Plans Building

### Record Season At Cincy Coney; Re-Elect Execs

NEW YORK, Nov. 10.—Irving locations in Manhattan and Bronx 1951 season for Coney Island here Palisades for 50 cents. Irving ex-pects to set the deal with bus stockholders were told by President and General Manager Ed-ward L. Schott at the annual stockholders' meeting held Monday (5).

that another factor was the large

BRANDON, Man., Nov. 10 .- meeting the election of officers Two North African mountain took place. Re-elected were sheep, purchased from the Cal-gary zoo, have been added to the president and chairman of the Kinsmen Zoological Garden at the board, and Ralph G. Wachs, secfairgrounds. An extensive con-struction program is planned for in addition to Schott) Wesselmann next year, to include landscaping, and Wachs, were Charles Sawyer, building of a canteen and rest- U. S. secretary of commerce; E. rooms, erection of a main entrance W. Edwards, John P. Williams, gate and building of a large num-ber of exhibit pens. Charles Sawyer Jr., Robert Mc-Clure and John Towle.

### Convention Banquet Outlook Pars 1950

Foehl Tells Plans; Huedepohl Expects 133 Exhibit Booths at NAAPPB Show

CHICAGO, Nov. 10 .- Committee | will be arranged by Music Corpo-Parks, Pools and Beaches this and General Artists Corporation. week were completing final plans Benny Sharp and his band will and receiving reservations for the play during the banquet, and annual convention which opens at Bobby Kuhn and the Midnight the Hotel Sherman here Sunday Suns will play at the Penthouse. (25) and runs thru Wednesday (28).

# number of free attractions offered during the season. Simmons Plans Modernization At R. I. Spot

**Enlarged Ballroom** Skedded; Coaster, Games Purchased

CHICAGO, Nov. 10. - A threeyear expansion and modernization program will be started at Crescent Park Riverside, R. I., this winter, Arthur R. Simmons, president-manager, reported here this week. In the city to attend HEMPSTEAD, L. I., N. Y., Nov. | thur Nelson in Grant's depart- the National Ballroom Operators' Locomotive device emerging as National Amusement Device Company, Dayton, O., for 1952 season. Indian Point Park at Peekskill, The other two rides are a Tank A battery of Skee-Ball units also N. Y., is keeping his regular conand a Whisp, a ride similar to W. have been ordered for spring de-

# Rocks' Flack

Kaner Associates was appointed moppets will be sold in the ride this week by A. Joseph Geist, president of Rockaways' Playland, up, and food stands will be presto handle publicity for the spot for ent. Toys, women's wear and a the fourth straight year.

Heavy emphasis will continue to be placed on newspaper, radio and television promotional tie-ups as well as a schedule of varied contests, Kaner said. For the past several years the park has mainseveral years the park has mainsaid to be the largest in 24 years. tained a reciprocal link with The Miniature railway at the zoo New York Mirror. During the past carried 1,050,467 riders during the year Playland had a tie-up with season, and 32,000 were carried on radio and television stations WNBC and WNBT here, resulting

Hooking up with WNBT and TV the Miniature train supplied trans-portation between principal points contest to select Miss WNBT, with of interest.

Children's Zoo, located at Belle and WNBC personalities appeared at the park thru the summer to judge the event and for "Salute" to the Stars" days.

chairmen and officers of the Na- ration of America in co-operation tional Association of Amusement with Associated Booking Company

Paul H. Huedepohl, secretary of the NAAPPB, reported banquet Elmer Foehl, chairman of the reservations so far are comparable More than a million persons his Willow Grove, Pa., park that visited the park during the past all was in readiness for the Tuesseason, Schott said in his report, day (27) event. George A. Hamid reservations should be made are He attributed the fine season, in will be toastmaster. Entertainment being mailed over the week-end to associatoin members, he said.

Huedepohl also was enthusiastic about prospects for the trade shows, which will run concurrently with the convention. He said 133 booths will be in operation. Program for the pools division, Huedepohl said, will be highlighted

by two discussions concerning competition with publicly owned pools. One talk will deal with municipal versus private enter-prise pools while another will cover the difference in tax pro-visions which apply to city-owned and private pools.

# Kelmans Sets Indoor Doings

NEW ROCHELLE, N. Y., Nov. 10.-Ed Kelmans, operator of cessionaires busy and hoping to put some cash in his own pocket Park also will enlarge and by promoting a merchant's baznar

After negotiating for some time, he has taken over the building used by an auto agency on the Boston Post Road, a main highway, in the town's shopping center. The structure has 15,000 square feet of floor space, and the operation will last thru New Year's Eve and possibly longer if it proves successful.

Kiddie Jeep, Merry-Ro-Round and Airplane rides will be taken from Indian Point and installed here. Ride prices will be nine cents each or three for a quarter. NEW YORK, Nov. 10.-Walter Quarter and 50-cent packages for

### MAKE MORE MONEY, DRAW BIGGER CHOWS WITH BEAUTY- GLAMOUR- SHOWMANSHIP \* HOLLYWOOD SPOTS LITE NO MIRRORS TO BREAK Wite For Complete Free Detail HOLLYWOOD SPOTS-LITE CO.

One of the most beautiful and pres modate seven Rides and other Conces-tions. For complete information write

BOX 743 Carolina Beach, N. C.



for 1952. Have several Fairs after Labor Day. Address JACOB PRYOR, Box 75-8, Rt. 2.

#### Co-Owner Norman Russell re-Nelson Rides Attract With school in session, the small daily business was expected. The spot opened in mid-October, and Moppets to L. I. Store since that time arcade games have been added which bring the total to 80. Games are operated by Ted Mischler, George Clary and James

10.-Three rides placed by manufacturer and park operator Ar-

ment store October 12 have been Association confab, Simmons said doing excellent business, with a the park will add a Coaster from

. Mangels' Whip. All rides at livery, he said. the store are manufactured by Nelson. He tried the Locomotive modernize its ballroom. Simmons and fun zone here, which will out at his Long Island kiddle spot stated, but this program will be open Wednesday (14).

At this location, Nelson said the Locomotive out-grossed the other rides by three to one. A surface Choose Kaner change that has made the ride more popular than ever, according to the ride maker, has been a switch in the color scheme. During the summer, in an effort to obtain realism, the cars of the ride were painted solid black. How-

### Detroit Zoos Close; Crowds Top 2 Million

DETROIT, Nov. 10.—Detroit Zoological Park closed its season Sunday (4), with an estimated attendance of 2,000,000 for the year,

the new tractor-drawn trains installed this year. The latter made in heavy plugging of the funspot. 45-minute tours of the zoo, while

000 at a dime a head.

ROSENTHAL OPINES:

Kid Spot Kindergarten

For Full-Scale Funspot

### FOR SALE

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Used 3 Seasons — Excellent Condition

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### High Quality

### KIDDIE RIDES

ROTO WHIP - SPEED BOATS - PONY CARTS GAPPOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y. sades has no major problem. The majority of the big moppet parks acters as ineffective in drawing are in the Long Island suburbs of business.

NEW YORK, Nov. 10.—The kid-this city. A large factor in nullify-die parks have been springing up ing competition is Palisades' prices rapidly and in increasingly elab-orate form during the past few years in this general area, Irving quarter scale, Rosenthal says.

Rosenthal, co-owner of Palisades
(N. J.) Park, denies that they hurt
his business but instead help it by
catching children early and making them amusement-ride conscious for later years when they

This schodule will be conwill have their own money to ends. This schedule will be con-spend. As far as direct competition kid park will get a new entrance, from kid spots is concerned, Pali- but Irving vetoes such flashing as

CIRCUSES

## Cold Nips Ringling In Va., Carolinas

Muddy Lot Slows Move From Raleigh: Winston-Salem Matinee Delayed Two Hours

cold weather in the South this others at home. In addition, the lot week put the freeze on bonus busi- was the Southern States fairness which Ringling Bros. and Barnum & Bailey previously had difficult to reach, particularly in won in the area, but turnouts contiqued at a fair level.

The show is heading for its final ters. week, which will end with benefit

houses in an all-day rain which 40s. mired the lot and slowed loading. The next day at Winston-Salem, N. C., the matinee was more than two hours late because of the muddy move in Raleigh. Matinee in Winston-Salem was better than stronger if potential patrons hadn't tired of waiting in the cold for the delayed show. Night performance attracted three-quarters of ca-

Charlotte, N. C., Tuesday (6) was from advance sale of tickets, and the crowd added up to about a

### King Attracts Miss. Crowds Despite Cold

JACKSON, Miss., Nov. 10.—
Despite generally cold and cloudy
Despite generally cold and cloudy
Performance Mississippi this week.

The Cristiani-King combina-

### RANDALL'S 3 RING MINIATURE CIRCUS FOR SALE

use Top, Side Shows, Menagerie, Horse and Bining Tents, Blacksmith Shop, Fiat and Box Cars, hundreds of Ministure People, Preaks, Animals, Audience, etc. Sets up on ten 4'x5' tables. Exhibited at Canadian National Emblishing, Toronto, Can., Eastern States Exposition, Springfield, Mass., etc. Everything complete including Banners, 50' Fence Banner Line, Ticket Box, etc. Suitable for Dept, Stores, Store Show, Resorts, Parks, Fairs, Conventions, Indoor Shows, etc. No reasonable offer refused, See II at Christmas Wonderland, Nov. 17-34 Commonwealth Armors, Commonwealth Avenue, Boston, Mass. Or write

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25% DAILY Come Being produced in Texas three largest ettles BIGGEST THING IN C. R.—Came on to—write-wire phone

Bernard-Bennett & Co.

GREENVILLE, N. C., Nov. 10 .- half house. Rain and cold kept day. Night house was three-quar-

# Most of the matinee business at Rogers-Clark

putting the Rogers & Clark Circus Beers-Barnes back on the road in 1952 were announced this week by Clark Squires, who reported two youths have been taken into the show as

The boys are Louis and Salvatore Schreiber, 17 and 15 years old, who purchased the interest formerly held by Roger Baenes. The

(Continued on page 68)

# Capell Trims

Capell Bros.' Circus, now touring knocked unconscious and received vember 1 for late fall stands. Some of the truck was not injured. personnel, including Tige Hale and It was the only accident experihis band, closed at that time. Hale enced by the Beers-Barnes truck came to New Orleans to prepare convoy this season. Story of the

### Insurance Only Block to Union Pact---Morton

Atlanta Gross Up As AGVA Plan To Picket Fails

ATLANTA, Nov. 10. - Col. Robert H. (Bob) Morton, a part-Greenville was the Wednesday ner in the operation of the performances at Sarasota on Mon- (7) stand, and the circus drew a Hamid-Morton Circus which is half house for the matinee and appearing here under Shrine aus-At Raleigh, N. C., Friday (2), three-quarters at night. Skies were pices, this week said the only clear but temperature was in the stumbling block in the way of a pact between the show and the American Guild of Variety Artists was the controversial insur-

ance clause in its present form. Morton, a paid up AGVA member, made his statement after the show had opened strong here and plans to picket the engagement fell thru when local union groups refused to back the move, Business has been excellent with last Sunday (4) contributing an unexpected \$600 gross hike and all

## Truck Upsets, Bull Injured

MIAMI, Nov. 10.—The elephant Beers-Barnes animals also are at said. the zoo for the winter.

NEW ORLEANS, Nov. 10. - equipment. The elephant was Louisiana, was reduced in size No- a leg injury in the accident. Driver

for his winter dates, which start wreck was carried in Florida by January 12.

Capell is using one ring. television out of Miami.

### Dressing Room Gossip

### Polack Western

Little Rock greeted us with our first touch of wintery weather. Hats and overcoats appeared like magic and we fondly remembered Texas and California. Sam Ward and his promotion crew did an excellent job on the date.

Our unsung hero, Barney (Soldier) Longsdorf, was the subject of an extensive feature article in recounted his career as boss property man with the show.

Norman (Luke) Anderson, owner of the Wallace & Clark show, visited and renewed acquaintances. Many of the people from the West Bros.' Circus, including Dick Dowd; Ted, Mel and Pete De-Wayne; Don Johnson, Paul Scott, Dorothy Pina, Ed Wedeman and night.

Other recent visitors included Laughing George Davis, Dale Pet-ross, C. P. Bacon, Bill and Babe Woodcock and the Todd Henrys. -HARRY DANN

### Ringling-Barnum

caught us in Richmond and stayed with us thruout the week. Rain and mud welcomed us in Raleigh, N. C. Despite the bad weather, business continues good. Sunday off in Greensboro, N. C., was a welcome day for all, with the trains arriving in the early morning. Curley Stewart had a big The Arkansas Gazette. The story day when we played his hometown, Winston-Salem, N. C., and his many friends and relatives season and went to St. Louis to work his store date at the Famous-Barr department store in that city. Congratulations to Paul Jerome and his bride, the former Mrs. Rose Beecher, of Glendale, L. L. who were married during our Bob Yerkes, visited on our opening Richmond stand Mr. and Mrs. Felix Adler were witnesses at the ceremony.

Frankie Saluto made a trip home for a few days to visit his mother (Continued on page 70)

Cold spell that swept the East

# CIRCUS ACTS WANTED!

Network TV Show

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GIVE TO DAMON RUNYON CANCER FUND

### Beatty Quarters Plans Fall Thru

TV Filming Unchanged; Ordinance Would Have Barred Animal Acts

to set up winter quarters here for the next several years, perhaps ten, were interrupted Tuesday (6), animals to be housed there.

As the proposed ordinance could not be retroactive, they asked that the number of animals be limited to the 40 now in quarters. These der the proposed ordinance would not be allowed to return to quar-

## Season Closes For Jacobsen, Kayda Outfit

FOND DU LAC, Wis., Nov. 10. -Charles Jacobsen and Al Kayda owned by Beers-Barnes Circus is closed their Circus Corporation boys' father, John Schreiber, plans being treated at Miami Zoo for in- indoor show here after a fall jaunt juries sustained when a circus that took them thru six States. truck was overturned during the Outfit plans to make some of the show's home run recently. Other same territory in 1952, Jacobsen

Business was weak in Colorado, The elephant truck was dam- Wyoming and Nebraska, he said, aged when it rolled over while en but grosses were excellent at Iowa route to the zoo from Valdosta, stands and Rochester, Minn.; La-Ga., where the circus stores its Crosse, Sheboygan, Manitowoo and Appleton, Wis.

Jacobsen reported that the organization's policy of operating with no title other than those selected by local auspices attracted much comment and was believed to have hyped the interest of sponsors. However, Jacobsen said, that some potential patrons may have believed, because of the title, that it was a local talent show.

Program ran slightly more than two hours and included 23 displays. The show played several towns which had not previously seen an indoor circus, according to Jacobsen.

### Cole-Walters, Stevens Blow Final Stands

HUGO, Okla., Nov. 10. - Bad weather forced two shows to blow the final few days of their projected routes and return to winter quarters here.

Both Cole & Walters and Stevens Bros, moved into barns here visited. Otto Griebling closed the Friday (2). Cole & Walters was to have closed Monday (5) and Stevens had planned to stay out until Sunday (4)

### Under the Marquee

Mickey McDonald, clown, is working his 25th consecutive season for the Brown-Dunkin store in Tulsa, Okla. "Hollywood Junior Circus," American Broadcasting Company television show with a circus setting, is switching to a weekly schedule. Previously, it was aired every other Saturday morning Show uses circus acts

Paul Jerome, Ringling-Barnum clown, and Mrs. Rose Becker, of Long Island, N. Y., were married November 1 while the circus was in Richmond, Va. Mr. and Mrs.

115 WALL ST

EL MONTE, Calif., Nov. 10 .- to the board of supervisors that Plans of the Clyde Beatty Circus addition of animals would have created a nuisance.

The compromise allows Beatty when the show agreed to abandon to bring all of his animals here the location by next April. The following close of his date with decision followed hearings on a the Orrin Davenport show at Kan-petition filed by 369 residents of the area to restrict the number of the sas City. The show will be allowed to remain where it is until the 1952 season starts, but under the agreement it will find new quarters next fall.

Unchanged are the plans made include only one tiger and one by Beatty and Commodore Pro-lion. Other Beatty animals, including cats, elephants and horses at the El Monte quarters in Deare making winter dates, and un- cember. But the Beatty plan for setting up jungle exhibits here will be modified. Original plans also ters. The petitioners complained called for rental of circus equipment from El Monte during this winter.

Several spots were reported to be under consideration by show officials as a site for permanent quarters. However, before locating here this fall, Beatty experienced difficulty in finding a suitable location. Beatty wintered at another place in El Monte several years ago but that site has been converted into a drive-in theater. The present quarters formerly were Gay's Lion Farm.

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P.S.: J. H. Bishop has been added to our contracting agents staff.

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single Acts doing three or more Do-mestle Animal Acts All most have even transportation and derning quarters. We have Cook House and Gas. State all you can and will do in first. Want Agent with car Book ampices for small Circus Will open May 17 near Chicago for long season. Write only: CLARK SQUIRES IIS S. Laffin Street Chicago J. Hinais

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Aggie Secretary Horst Reviews 100-Year History of State and County Annuals

cultural exhibits this year drew crowds that are expected to total close to 4,000,000, the 1851 State fair under this arrangement was held October fair held in Harrisburg attracted 30,000 visitors — or about one-tenth of the attendance at some of the 1951 larger county fairs.

Efforts to conduct State fairs

holding of an annual State fair.

The first State fair under this arrangement was held October 4,000,000, the 1851 State fair under this arrangement was held October 4,000,000 visitors — or about one-tenth of the attendance at some of the 1951 larger county fairs.

Efforts to conduct State fairs

LEICESTER, N. C., Nov. 10.—Leicester Fair Association elected Millard Shook as president for 1952. Other new officers are Mack Rogers, vice-president; Mrs. Earl Medlin, secretary, and Gay Kennerly, treasurer.

Continued on page 681

adelphia in 1823, 1824 and 1825 and then ceased thru lack of financial support and withdrawal of State aid. Between 1840 and 1850 many new labor-saving machines were introduced on Pennsylvania farms and the State's agriculture passed from subsistence farming to production of surpluses for the increasing popu-

### Wis. Circuit Sets '52 Dates

MERRILL, Wis., Nov. 10 .-Dates for the 10 member fairs of the Northern Wisconsin Circuit were set at a recent meeting here as preparations for booking attractions for next year got under way. Charles Zemater Theatrical Agency, Chicago, provided the night grandstand shows in 1951, while Bodart Shows were on the

Dates announced are: Antigo, August 3-5; Merrill, August 7-9; Wausaukee, August 10-12; Rhine-lander, August 14-16; Neillsville, August 17-19; Ladysmith, Au-gust 21-23; Mondovi, August 24-26; Baraboo, August 28-30; Shawano, September 1-3, and Weya-wauga. September 7-9.



NOW BOOKING ACTS For 1952 Fair Season

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annin annin

Acts working vicinity Chicago, contact us for TV dates.

BOYLE WOOLFOLK

staff here last year.

A successful 1951 Pennsylvania tary Horst, "that the need came county and community fair season for farmers to study possibilities for increased production thru origanization, education and display of products. Under leadership of Horman H. Chindren provident. county fairs in the State. The of products. Under leadership of Herman H. Chindgren, president, coming week, according to Miles the Philadelphia Society for the Philadelphia Society for Promoting Agriculture, now in its culture, marks the 100th anniversary of the first successful Pennsylvania State Fair which eventually developed into the Pennsylvania Farm Show staged in Harrisburg.

Whereas the 107 county and community fairs featuring agricultural exhibits this year drew holding of an annual State fair. The first State fair under this cultural exhibits this year drew holding of an annual State fair. The first State fair under this fair the fair this week. He urged that all too much stress on racing. We will want more music and work we will want more music and work and we'll be in the first two days of the session. (Continued on 1995 contract.)

(Continued on 1995 contract.)

Hennessy, who was publicity and societies and county fairs, and the holding of an annual State fair. The first State fair under this collected and the holding of an annual State fair. The first State fair under this holding of an annual State fair. The first State fair under this fair two days of the session. (Continued on 1995 contract.)

Leicester, N. C., Event Elects Shook President

Leicester, N. C., Nov. 10.—Leicester Fair Association elected Millard Shook as president for mutuel handle. Official count gave range on 1849 employee on pension.

### Oregon Meet To Emphasize Publicity, Ads

### PEOPLE'S CHOICE

### Salt Lake Improvements Stem From Patron Survey

SALT LAKE CITY, Nov. 10 .- | not been completed for the show's Utah's State Fair next year will opening day were scored. Others add a picnic area, more drinking suggested that a schedule of horse fountains and more and better racing would improve entertainlighting, as a result of a question- ment at the fair. naire poll of fair visitors this

Over 4,000 questionnaires were underway for corrections and new tabulated in the survey, said J. A. Theobald, fair secretary-manager, who promised changes to comply with fairgoers' requests.

Other suggestions pointed out N. H. Events that better guide service should be provided, and that maps should be posted showing location of the various exhibits, Theobald said. Also coming in for a share of State Aid \$\$ and prices charged on the grounds. Earlier opening times were asked and exhibits that had New Hampshire's 12 major fairs

### Reynolds Pacer Brings Record 125G

HARRISBURG, Pa., Nov. 10 .-Tar Heel, who shares the world three-year-old pacing championship, was sold here Thursday (8) for \$125,000, highest price ever paid for a harness horse at an auction, as part of a 36-head consignment from the estate of the late W. N. Reynolds, official of the Winston-Salem (N. C.) Fair and tobacco magnate.

Hanover (Pa.) Shoe Farm purchased Tar Heel after bidding saw the price jump from \$50,000 to \$105,000 in the first minute and the purchase completed in four minutes. The Reynolds con-signment sold for \$523,600. In the early part of the auction Hanover farm also bought Solicitor, Tar Heel's stablemate, for \$100,000.

Highest previous price paid at an auction was \$72,000, and the only other harness horse to bring \$125,000 was Arion, purchased privately in 1891.

### Wehrley Quits Memphis Post

MEMPHIS, Nov. 10 .- John C. Wehrley, resident manager of Mid-South Fair here, resigned that position this week.

weteran of the business, Wehrley had been associated with Kentucky State Fair, Louisville, for years, prior to joining the

### WILLIAMS & LEE WANT FOR OUR 1952 FAIRS

Clean, high-class Acts that have good equipment and wardrobe. No others need apply. Can use Singles. Doubles and Troupes of all kinds. Mail photos, salary and

464 HOLLY AVE., ST. PAUL 2, MINN.

and criticism, plans are already

additions to the 1952 fair," Theo-

To Get Record

CONCORD, N. H., Nov. 10 .-

will receive record State aid pay-

a 17.1 per cent increase in earnings at Rockingham race track.

last year in the oval's profits.

will benefit the annuals which

receive \$92,138 of the total \$2,069,-

378 tax. Last year, fair subsidies

VANCOUVER, B. C., Nov. 10 .-

Two new directors were named

to the Pacific National Exhibition and seven were re-elected at the

New members are Andrew R.

Bernard and Charles W. Jaggs,

who replace W. J. Borrie, retired, and C. F. Oldfield, who this year

expo's annual meeting here.

position officers.

**PNE Elects** 

**New Board** 

An increase of \$309,982 over

bald declared.

### A. C. Pays Utah Fair Group 1G

der an agreement with the Miss America pageant committee. A resolution authorizing the pay- The Manitoba Provincial Exhibi-"From all of these suggestions mission this week.

> that girl was entered in the con- improvements to the grounds. test before August 15. The Utah fair group sponsored this year's miss America, Colleen Kay show as "the finest agricultural

New Attraction Policy Planned at Gresham, Ore.

GRESHAM, Ore., Nov. 10.—A strive before 1952 fair time to new policy on attractions for Multnomah County Fair, stressing family appeal, was announced this week by Duanne Hennessy, newly appointed manager.

"We will definitely be in the market for shows," said Hennessy's statement on entertainment policy focused attention on this year's attraction, the Sons of the Pioneers. He said the musical act proved a good drawing daytime crowds. Perhaps we have

the county commission, which is charged by State law with administration of the fair, would

employee on pension.

Hennessy comes to the fair after

## '51 Operation Net \$5,984 ATLANTIC CITY, Nov. 10. — The resort will pay \$1,000 to the Utah State Fair Association un-

BRANDON, Man., Nov. 10 .ment was passed by the city com-mission this week. tion here had an operating profit of \$5,984 during 1951, it was re-According to the resolution, the city had agreed to give the sponsor of the girl winning the Miss America title the \$1,000 provided revenues and used for general

### Federation of Associations Skeds Round-Table Program

JEFFERSON CITY, Mo., Nov. to Singleton and Earhart, include 10.—Federation of State and Pro- H. C. McClellan, Arlington, Neb., ments this year as the result of vincial Associations of Fairs, organized at the 1950 outdoor convention in Chicago, will hold its make up the executive committee, first annual meeting November include Rose Links, Sacramento, 26 in the Hotel Sherman, Chicago, J. C. Bartlett, North Haven, Conn., and for the first time will present and Maurice Turner, Huntsville, a program of its own, Rollo Sin- Tex. gleton, president, announced.

The program from 10 a.m. to 12 noon and from 2 to 4 p.m., will include round-table discussions rather than formal speeches. E. W. (Deak) Williams, secretary of the Fair Managers Association of Iowa, will lead the discussion on "Legislative Problems."

Other panels will include "Con-vention Programs," Everett Erhart, Kansas Fairs Association; Services Properly Rendered by Associations to Members," Charles B. Drewry, Supervisor, County and District Fairs, Wisconsin, and and C. F. Oldfield, who this year automatically becomes an adviser. Re-elected were Mackenzie Bowell, John Dunsmuir, F. H. Elphicke, G. Mort Ferguson, J. J. Grauer, H. M. King and John S. C. Moffitt.

Harry B. Kelley, secretary, Michigan Association of Fairs. Proram was arranged at a recent meeting between Singleton, Evertt Earhart, federation vice-president, and Frank Kingman, International Associa-'Schools and Short Courses, The board, elected for two-year secretary, International Associaterms, meets soon to name ex- tion of Fairs and Expositions.

Federation officers, in addition

as secretary-treasurer. Others who

### ATTENTION FAIR SECRETARIES!

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# Meetings of Fair Associations

Western Fairs' Association, Ho- man, Chicago, November 26-28, tel del Coronado, Coronado, Calif., Frank Kingman, Brockton, Mass., November 13-15. Louis S. Merrill, secretary. 1015 24th Street, Sacramento, general manager.

nomah Hotel, Portland, November Me., secretary. 14-16. H. G. Smith, secretary.

Tenn., secretary.

International Association of Indiana Association of County and District Fairs, Claypool Hotel.

Maine Association of Agriculal manager.

Oregon Fairs' Association, Mult
5-6. Roy E. Symons, Skowhegan,

Association of Tennessee Fairs, Iowa, Hotel Fort Des Moines, Des Hotel King Cotton, Memphis, No-vember 19-20. W. J. Huddleston, (Deak) Williams, Manchester, Ia., Box 279 Tenn. Tech, Cookeville, secretary.

Tenn., secretary.

Canadian Association of Exhibitions, Royal York Hotel, Toronto, November 22-23. Emery Boucher, Exposition Park, Quebec, secre
Idaho State Fair and Rodeo Association, Bonneville Hotel, Idaho Falls, Idaho, December 1415. Telpher E. Wright, Box 772, Caldwell, Idaho.

CARNIVALS

### WOM SCORES BIG Detroit Club GEORGIA CLOSER Names Morrison '52 Midway Pact,

### Bergen Org Winds Up Profitable Season With 1952 Fair Route Set

was being put together here this week by Frank Bergen's World of Mirth Shows at the Savannah Pair. Date is new for the shows that the grounds drained perfectly

The weather this year is far this is the wind-up date. from ideal with unseasonable cold working against the open-air event, been highly satisfactory, altho still Even so, Bergen reported that date grosses were off. Spring earnings were highly satisfactory dates took a licking from the and even above expectations in view of the weather. Surprisingly, patrons showed no inclination to avoid the grounds or to leave in a hurry after arriving.

By midweek the World of Mirth had been awarded the 1952 mid- Christmas Show way contract for the event. Endy

### Shive Resigns Vivona Post

COLUMBIA, S. C., Nov. 10.— Vivona show will furnish six Herb Shive, general agent for Vivona Bros.' Shows this season, has event, which is the Kings County resigned his post and is recuper- Christmas Joyland Show ating at the Hotel Columbia here event will be held at an armory, following a severe heart attack 15th Street and Eighth Avenue, October I, day the show opened at Brooklyn. It is expected that 400,the Union (S. C.) County Fair.

rushed to the Veterans Hospital nished home, an auto and other Vivona Bros.' Shows closed a annual has been signed for next here, where he spent 23 days. He prizes are given away. Sponsors 31-week season of better-than- year. All still dates, with the exwas ordered by doctors to take a are the Catholic War Veterans. g rest, and Shive reported that he intends to do just that. He will Dallas Club Mother, not attend the National Showmen's Association banquet Mary Reynolds, Dies Wednesday (21), as originally planned, and probably will not make the national park association gathering in Chicago.

### South African Unit Does OK

JOHANNESBURG, South Af-Joyland Carnival has been playing DODGE WINTERY BLASTS the suburbs of this city, and takes have been good. In addition to still dates, each winter the org plays Florida Lake, a popular re-

Rides on the show are of American and European manufacture Chairplanes, Monoplanes and a herry-Go-Round. Joyland carries the major portion of the country Association, November 15 at The her will be among those present 12 concessions, including a nail was wrapped in snow and shiv- Pimes, local night club. Features rison Pender and Civic Sidwell, at the forthcoming outdoor showjoint, ball games and food stands, ered, increasing numbers of out- of the event include a floorshow

of tubular steel, and the show moves on trucks. Rides are pow-

SAVANNAH, Ga., Oct. 10. - Bros.' Shows folded here after risson, veteran showman, was what amounted to a bonus week playing the event last year. Rain Hurts

Rain early in the week also cut into earnings, but Bergen reported and virtually so for the annual, in a matter of minutes after the since the initial attempt at opterating last year proved a blank because of bad weather.

It for the grounds drained perfectly in a matter of minutes after the hardest downpour. Show was set up attractively here and all units looked good, despite the fact that

> Bergen said that the season has (Continued on page 64.

## Vivona Skeds In Brooklyn

NEW YORK, Nov. 10 .- Follow- according to Morrison. ing the end of the regular season Saturday (3) at Newberry, S. C., Vivona Bros.' Shows have contracted to supply all shows, rides and concessions for a Christmas show to be staged in Brooklyn, Saturday (17) thru Saturday (24).

000 tickets will be sold for the Following the attack, Shive was show, at which a completely fur-

here this week.

Outdoor Showfolk Gather

For Hot Springs Banquet

ter social season.

# First Veepee

DETROIT, Nov. 10 .- Ben Mornamed first vice-president of Michigan Showmen's Association in a special election held to fill the vacancy caused by Robert

Florida for several months under 1952 year book.

tion will be to burn the mortgage Shows, 1950 fun zone contractor. at the annual meeting of Michigan

# C&W Wins Atlanta Ends Best Season

### Show Heads for W. Q. With Eastern Route of Annuals Booked Solid

Templeton's resignation last Wilson, co-manager of the Cetlin week in September. Atlanta dates & Wilson Shows, this week an- are October 2-11. Lengthy move Morrison actually will function nounced that his organization had from Richmond poses no difficulas president of the organization been awarded the 1952 midway ties, since Atlanta opens on a contract by the Southeastern Thursday. Atlanta contract also cause of the absence of President World's Fair, Atlanta. Award was calls for a Saturday night closing, Harry Stahl, who will remain in made early in the week by Mike instead of a Sunday finale as in

Bernard (Ben) Robbins is serv- for next year, Wilson said. Midway ing of the Piedmont Interstate ing as temporary secretary, while earnings at Atlanta this year were Fair. Paul (Jack) Greeley recuperates \$161,613, according to figures refrom a recent eye operation. Rob- leased by Benton. The 10-day hins was Greeley's predecessor as event was played by Al Wagner's Cavalcade of Amusements which Prime object of the organiza- succeeded the defunct Endy Bros.

Booking of Atlanta was made fair secretaries here in January, possible as a result of the Atlantic Rural Exhibition, Richmond, Va.

SUMTER, S. C., Nov. 10 .- Jack switching its dates to the third Benton, fair president.

Signing of Atlanta completes show will be able to move into rison is taking charge of club's the shows' Eastern fair route and Spartanburg, S. C., in ample time

Winning of the Atlanta pact, which includes games and conces-(Continued on page 64)

### Crafts Closes At Phoenix; Tour Pars '50

PHOENIX, Ariz., Nov. 10 .-Crafts 20 Big Shows is winding up its season at the Arizona State Fair here this week after a successful tour that is ending on a par with '50, business-wise. Occasional labor shortages hampered operations during the season but exceptionally few days were lost to weather.

Orville Crafts, owner, has the No. 1 and 2 units here, the No. 3 show having already gone to winter quarters. Long jump here was made with a fleet of 40 trucks and show had only a few minor mishaps. Line-up here includes 20 major and 12 kid rides and is toured 4,107 miles and played on 31 trucks and worked behind laid out from the front gate to the 75 concessions are spotted on the

### R. C. McCarter Quits C&W Post

CINCINNATI, Nov. 10. - R. C. McCarter, general agent with the Cetlin & Wilson Shows on and off for the last 25 years, in a phone call to The Billboard here Tuesday (6) reported that he had resigned that post at Florence, S. C., last

He announces that his plans for

# Vivona Org to Barn After Okay Season

Cold, Rain Hurt Newberry, S. C., Final Stand of 31-Week Eastern Trek

NEWBERRY, S. C., Nov. 10. - | chalked off for 1952, and one new

DALLAS, Nov. 10.—Mrs. Mary territory in New Jersey, Pennsyl- a 20-cent gate at still dates. Reynolds, 94, senior member of vania, Maryland, Virginia, West Vivona Bros. staffers included:

fair business Saturday (3) in cold, ception of six, were played in rainy weather that hampered pro- New Jersey, the Vivonas' bailiceedings thruout the final stand. | wick. They had two moves of 334 The show opened the season miles and one jump in New Jersey April 2 at New Bern, N. C., of only four miles. The org moved

the Lone Star Showmen's Club of Texas, and until four years ago mother of that organization, died State capitals, Harrisburg, Pa. Shive, general agent; William L. Roger and Frank Warren and Roy and Annapolis, Md., were included (Red) Hicks, who joined at mid- Sheppard. She is survived by a son, five in the route. The org had 21 still season, special representative; daughters, two brothers, nine dates and 11 fairs, with all but Catherine Riley, secretary-treasgrandchildren and 10 great-grand- one of the annuals winners. Four urer: Max Sharp, replaced late in fairs played this year have been the season by Ben Braunstein, business manager; Robert Deckman, billposter; Tony Masiello, mechanic; Herbert (Red) Williams, replaced late in the season by Floyd Longmire, Diesel engineer, and Art Riley, lot superintendent, mail and The Billboard

Show personnel and their destinations follows; Mr. and Mrs. John Saturday (3) Taylor, Mr. and Mrs. M. F. Cintes.

### Manning Ends Spotty Season, Signs Perry

spotty season concluded last week | a Monkey Show front at Bradenat the Elberton (Ga.) Fair stimulated planned early and renewed effort to turn next year into a big one, Ross Manning, owner-operator of the shows bearing his name, announced here this week.

Manning said he got the ball rolling this week by signing Jack Perry, former owner of the shows | be followed again this year, Manbearing his name, as assistant ning said. A number of new dates manager. Perry operates the Cam-bridge (Md.) Fair, the Asheboro (N. C.) Fair in conjunction with W. C. York and the Martinsville (Va.) Fair in association with

NEW YORK, Nov. 10. - A on two new Girl Show fronts and ton, Fla. Building will be supervised by Al Bannon and Abner Getchell. Plans call for having the show in tip-top shape for an early start in the South, Manning said.

Show this year made an extensive north-south tour for the first time and the general routing will are expected to be added, in-

### **Ernie Farrow** Inks 4 Fairs

JACKSON, Miss., Nov. 10 .- E.

### Va. Greater Hits Barn After Spotty Fair Trek

local quarters after finishing a after January 1 to supervise reweek of satisfactory business furbishing of the show W C.
Saturday (3) at Dillon (S. C.)
(Bill) Murray, general agent, will Baysinger. Mr. and Mrs. Al
be in charge of quarters in Maof a fair season that produced succi's absence of a fair season that produced succi's absence

Shows played under fire depart- of the shows' personnel: Mr. and Mrs. George Powell, Mr. and Mrs. Shows played under fire department auspices at Dillon, and the
annual was the first staged there
in 12 "ears. Weather during the
first part of the week was fair,
and a Thursday (1) School Day
yielded solid returns. A second
Sthool Day, Friday (2), was hurt
by low temperature and rain.

Shows' source levied 31 meets.

Of the shows' personnel: Mr. and
Mrs. decorge Fowell, Mr. and Mrs.
Jack Morgan and Sam Carpenter.

Tony Carson, Mr and Mrs. Clint Shuford, Bill and
Mrs. Clint Shuford, Bill and
Mrs. H. W. Arnold, Tampa; Mr.
Tony Carson, Mr and Mrs. Clint Shuford, Bill and
Mrs. H. W. Arnold, Tampa; Mr.
Tony Carson, Mr and Mrs. Clint Shuford, Bill and
Mrs. H. W. Arnold, Tampa; Mr.
Tony Carson, Mr and Mrs. Clint Shuford, Bill and
Mrs. H. W. Arnold, Tampa; Mr.
Tony Carson, Mr and Mrs. Clint Shuford, Bill and
Mrs. H. W. Arnold, Tampa; Mr.
Tony Carson, Mr and Mrs. Clint Shuford, Bill and
Mrs. Clint Shuford, Bill and
Mrs. Jackie Wilcox, Foots Reeves, Jimmy Case, Mr. and Mrs. Boots Cutler, Mr. and Mrs. Don Pierson and
Mrs. H. W. Arnold, Tampa; Mr.
Mrs. George Fowell, Mr. and Mrs.
Jack Morgan and Sam Carpenter.

Tony Carson, Mr and Mrs. Clint Shuford, Bill and
Mrs. Clint Shuford, Bill and
Mrs. Clint Shuford, Bill and
Mrs. George Fowell, Mrs. George Fowell, Mrs.
Mrs. George Fowell, M Shows' season lasted 31 weeks, opening here in April and included stands in Maryland, Delaware, New Jerrey, New York, and the Carolinas. A few good weeks were had during the fair season, but rain and cold hurt many of the dates. Following storage of equipment, Rocco Manucci, show owner, and manufactured on page 64)

Miami, Mitchell Lovel, Ocean City, O

Equipment is painted red and door showfolk arrived here this imported from Chicago and the white. All concession frames are week to take the baths and par- presence of Hot Spring's Mayor ticipate in the opening of the win- Floyd Housley as guest of honor. Outdoor showfolk here before

The sizable representation of trekking to Chicago for the outlighting is drawn from local supply. A public address system is speaks well for a big turnout at speaks well for a big turnout at the third annual banquet and ball adichuk. Whitey Reynolds, Harold Denike, Mr. and Mrs. Harry Zim-dars Mr. and Mrs. Lee Moss, Wayne Mayberry, Mr and Mrs. Noble C Fairly, Mr and Mrs. R. O. Woody, Martha B. Smith, Mr. and Mrs. Eddie Gamble, Herbert E Saier and Harry J. Batt.

Mr and Mrs. Dwight Bazinet, Mr and Mrs. Frank Ellis, Mr. and SUFFOLK, Va Nov. 10.-Vir- his wife will leave for their home Mrs Keith Chapman, Sailor Oli-SUFFOLK, Ve Nov. 10.—Vir- his wife will leave for their home phant, Tony McDonald, Mr. and ginia Greater Shows returned to in New Jersey. Masucci returns Mrs. H. P. McDonald, Mr. and Mrs. Following are the destinations Waldorn, Lou Barber, Mr. and

O. B. Hensley.

In addition to having operated his own show for several seasons. Perry has also served many other units in an executive capacity.



WHEELS OF ALL KINDS

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Perfect for Lodges, Societies, Clubs. Unions, Churches, etc. Enloyed by

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Turkey Raffles, etc.

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PLEASE NOTE: The old address of H. C. Evans & Co. was published last week in error. The above advertisement lists the street address correctly.

### GIRLS-DANCERS-GIRLS

NEWEST AND BIGGEST NIGHT CLUB IN THE SOUTH

ALL WINTER'S WORK FOR A-1 EXOTIC DANCERS OF ALL KINDS. SALARY PLUS TERRIFIC COMMISSION. 100,000 SOLDIERS HERE.

WRITE, WIRE OR PHONE

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To open at once, El Paso, Texas. Other Indoor Dates to follow. Interested only in the best. Salaries sure. This is not a "cook house" deal. Replies to

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El Paso, Texas

### WINTER TROUPERS LOOK-WANT-LOOK!

Fureman for Wheel who can drive and has license. Also Help on Merry-Go-Round. Boozers, chasers, gripers, trouble makers, stay away. We are peace-loving people, operating a clean midway. Need Agents for following Office Concessions: Ball Games, Cigarette Gallery, Popcorn, Bumper, Glass Pitch, Set Spindle, Pitch-Win, Nickel Pitch and Pans, Jackpotters, Big Shots, Firefighters, we are too small for you. Ticket Sollers, General Help, come on, Macon, Miss., Nov. 12-17; Quirman, Waynesboro and Brookhaven, Miss., follows. Then Southern Louisiana, then into Texas, Want to buy Kid Auto and Sky Fighter or Boat Ride. Also 150 ft. good 9 ft. Side Wali.

C. A. BAIN FAIRWAY AMUSEMENTS, MACON, MISS.

### IMPORTANT NOTICE TO FROZEN CUSTARD MACHINE OPERATORS

You cannot operate in the State of Florida, 1951-1952, unless you comply with all State sanitary requirements and secure license in advance for each location. Mix must be purchased from an approved mix manufacturer in Florida.

Copies of the Florida Frozen Desserts Law with regulations available upon request NOTIFY John M. Scott, Chief Dairy Supervisor, Florida State Department of Agriculture, 408 Seagle Building, Gainesville, Florida, the place and date you plan to operate well in advance to permit time for inspection.

# 

For Small Truck Unit in California-One who can get it up and down and over the road, also must have some bookkeeping experience Will interview at the HOTEL SHERMAN, CHICAGO, November 25 to 28, Ask for O. N. CRAFTS

### For Sale SCOOTER

35x70 Portable Scooler Bldg-12 Lusse Cars. Entire ride in excellent condition. Can be inspected on location in established park. New York area-can be moved. BEST CASH OFFER ACCEPTED. WRITE-WIRE-PHONE

Scooter, Room 302, Oxford Hotel, 545 W. 112th St., N. Y. Phone: Monument 2-9700

### ATTENTION — CARNIVAL MANAGERS — ATTENT

At liberty for the 1952 season: Il first class Concessions, including 20'x42' deluxe walk-in type Bingo. Everything with Royal blue canvas. All nicely framed and flashed and operated by the best boys in the business. Your proposition, if fair

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Dearborn 28547

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One Roll .... \$ 1.50
Five Rolls ... 4.50
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SPECIAL PRINTED Cash With Order Prices: 2,000 \$ 6,00 4,000 7,80 6,000 8,70 8,000 9,40 10,000 10,50 30,000 15,50 50,000 20,30

### Midway Confab

Visitors to Virginia Greater | Jimmie plans three attractions for Shows during org's last week of 1952. He recently took delivery the season at Dillon, S. C., included Bill Page and F. Shannon, of Mighty Page Shows, Mr. and Mrs. Minnu Masucci and several showfolk from Cetlin & Wilson Shows, which were playing Florence, S. C. Manager Rocco Masucci and Mitchell Lovel, of Virginia Greater, visited the Page org at Marion, S. C.

J. Lee (Buck) Smiles, who has been re-engaged by Cavalcade of Amusements for 1952, will winter in Mobile, shows' winter quarters site. . . . H. A. Bouck, auctioneer and food concessionaire, infos from Schoharie, N. Y., that he closed his fair season at Riverton, Conn. After shuttering the auction mart, he left for Miami where he will winter. His wife and son, Bobby, accompanied him. . . . . Ralph Rothrock, who closed as New York and soon will ship out of the Farrows. for a Merchant Marine firm.

Mr. and Mrs. E. M. McIntyre, who closed with Penn Premier Shows in Carthage, N. C., have stored their cookhouse equipment in Rock, Hill, S. C., where they are visiting with their daughter and son-in-law, Mr. and Mrs. Le-Roy Dabney before going to their home in Winchester, Va., for the winter. Persuaded to go fishing with his son-in-law's brother, Dick Dabney, of the Rock Hill police department, Mack angled a six-pound bass on his first cast. . . . Ray and Francis Sigler, who

closed the season with the Ross Manning Shows, are in Newark, N. J., where they have their monogram machine layout in the Kresge store for the Christmas holidays.

Mr. and Mrs. Scottie La Brake are in Jacksonville Beach, Fla., where they will winter following a successful season on Johnny J. Denton Shows. . . . Melvin Ben-nett has returned to his home in Mighty Page Shows in Maxton, and wife have been on a world N. C. . . . While playing the fair in Houston, Dale and Jeanne Barron visited in Mexico for a few days. They are accompanied by their daughter, Joyce Linda, and Dale's parents, Mr. and Mrs. G. C. Barron, the last named having planed in from their home in Miami for the Houston event. The elder Barrons plan to return to Miami via boat from Galveston, Tex. Joyce Linda will accompany her parents to Walterboro. S. C., where she will enter school.

Herman Stoicke, known in carnival circles as Uncle Herman, stairs at his home in Chicago. . . Hattie Hoyt sustained several broken ribs recently as the result of an accident in which her trailer was demolished and panel truck wrecked. Her daughter, Kathryn, and son-in-law, Will Robertson, sustained face and neck lacerations in the same accident.

on three semis with which he will haul his equipment. He also purchased a new car. . . . Doc Reeves. mailman and The Billboard sales agent on Star Amusement Company, has gone to Humphrey, Ark, where he will winter. . . Thomas Arenz is at the Snake Farm, Benton, / k., recovering from slight injuries sustained recently when a taxi cab collided with his car. He says that numerous showfolk have passed thru the town recently. Among them were members of Moore's Modern Shows, Kitty Kelley, Billy Dick, Tommy Bentley, Teddy Raye. Donnie McIntosh, Iona Stevens and Dee Aldrich.

Mr. and Mrs. E. E. (Ernie) Farrow, owners of Wallace Bros." Shows, became the parents of a daughter, Kathy Faye, Monday 5 billposter for Cetlin & Wilson at Jackson, Miss., winter quarters Shows recently, has returned to for the shows and winter home

> Ben Morrison, veteran outdoor showman, returned to Detroit recently from California where he made his home for several years. He will open an office at 612 Charlevoix Building to handle several winter promotions, includ-

> ing a rodeo and two minstrel shows.

Julius Carl Hudson, former carnival man, or anyone knowing his whereabouts, is requested to contact Lois Bross, 18F Heath Court, Cincinnati 25.

Roy E. King. advertising agent for Hill's Greater Shows, arrived in Chicago, recently to visit his fiancee, Maggie Task, who was out with Brunk's Comedians this

A. K. McMartin, former press and radio representative of Crescent Shows, has received word from Henry Meyerhoff in Germany that he will visit the British Isles and expects to sail for home Pennsylvania after closing with about December 15. Meyerhoff tour, leaving Vancouver last summer on the first lap of their journey via the Panama Canal to Europe. Meyerhoff has become interested in a new venture in outdoor show business and it is expected he will divulge plans of his forthcoming activity on his return to the U.S. He will land in New York and arrange several matters pertaining to the new tour before returning to the West

Margaret Morrison, concession agent, is still being held in Warsaw, Ind., as a material witness died of a broken neck sustained in a shooting that took place sevin a recent fall down a flight of eral months ago, and would like to hear from friends. . . . Charles Stapleton, Detroit concession merchant, is back on the job a few hours daily following a siege of bronchial pneumonia.

Mr. and Mrs. Fred Christmas, concessionaires, have opened four stands in the T. Eaton Company, Ltd., department store's toy depart-Dick Palmer last week signed ment, Vancouver, B. C. Candy to manage Filipino Jimmie's Side floss, hot dogs, popcorn and root Show for 1952. Dick says that beer are featured.

### Fred W. Weidmann Dies; Veteran in Outdoor Field

SAN FRANCISCO, Nov. 10. -Funeral services for Fred W. ways as a lecturer on the convict Weidmann, president of the Show ship, Success, he landed in San Folks of America, were held here Francisco with the craft. He left Tuesday in Showmen's Rest, Oli- it to make openings for Eddie vet Memorial Park. Weidmann, Vaughn's "September Morn." In who was 66, died Saturday (3) in 1915 while working at the Pana-Colusa, where he had been mak- ma Pacific International Exposiing his home for the past few tion, he met and married Ethyl months.

Weidmann in recent years has been in the soap business, manufacturing his own stock and selling it at fairs and in the Crystal and his wife framed a mentalist Market, where he had been pitch- act that took them over the naing for a number of years. He also tion. He left the road to manuconducted a mail-order business.

The grandson of a noted Brooklyn brewer, Weidmann left home cally every major fairgrounds in at an early age to join the John California. Robinson Circus as pony boy. Always fond of horses, he became a cavalryman at an early age and performed in the old Madison Square Gardens in the troupe's exhibitions. Soon after the turn of the century he joined Buffalo Bill Wild West Show doing trick and fancy riding and established himself as an expert, his specialty himself as an expert, his specialty heing Roman riding.

500,000 A brother, Paul, of Daytona, being Roman riding.

After a tour of the inland water-Buckley, who died February, 1950.

In 1916 he managed the Side Show on the Abe Hendler Shows and at the close of the season he facture his own brand of soap, which became known on practi-

A member of the group forming Show Folks here, Weidmann served as chairman of practically every committee in the organization and was elected to the presidency last December. He was a member of the Islam Temple of | Counte seriously ill in Galveston, Texas. the Shrine and Scottish Rite here.

San Fran Banquet-Ball Scheduled for Jan. 12

SAN FRANCISCO, Nov. 10 .-Show Folks of America has scheduled its annual banquet and ball for January 12. Harry G. Seber, secretary, said that the function will also feature the installation of officers.

Membership mourned the loss of its president. Fred W. Weidmann, who died Saturday (3) in Colusa. Mike Krekos, a past president, had been plach-hitting in this capacity.

The club got its winter calendar underway Monday (5) with the nomination of officers. November 12 it will stage its "Homecoming for All Shows" with a dinner and special entertainment. The fol-lowing Monday (19) the Ladies' Bazaar is to be held and the group will serve a turkey dinner. No-vember 26 has been set for the "Kiddie Revue." Open house is scheduled Christmas Day, with dinner to be served from noon until midnight.

Following the New Year's Eve party, an annual event, club will get 1952 underway with the Memorial Day Services at Showmen's Rest, Olivet Memorial Park, January 6. Past Presidents' Night is set for January 7.

America's Finest Show Canvos TENTS-SIDESHOW BANNERS CONCESSION TENTS IMMEDIATE DELIVERY - FLAMEFOIL FABRIC Available in all colors All dyed colors also available. Bernie Mendelson---Charles Driver Awning Co. 4862 N CLARK ST.

has for immediate sale No. 12 Eli Wheel, Le Roi V-Belt Motor. Food condition. Loads in large semi van with K-7 Int. tractor with new winch. All for \$3,730. One Mangels eight-car Kiddle Whip, good shape, \$750. 12 ft. Allan Herschell Merry-Go-Round, electric motor, loads I large van trailer. Complete with trailer, \$3,000. Three 30 ft. drop frame law hop Moving Vans. Nabors built. Several Show Tents. Will sacrifice for quick sale. Have no storage for this equipment. Rides and Trailers can be seen en route. RALPH R MILLER SHOWS, week Nov. 12. Carencro, Lai week Nov. 19. Youngsville, La

OFFICE TRAILER
One of the finest built in Truck Show Business. Complete with toilet and washroom. Also planty of built-in cahinets and small safe. New blue awnings all around. \$2,200,00 or would consider a kiddle Automobile Ride and cash, MERRY-GO-ROUND

38 ft. Herschell-Spillman with brand-new log and new maple platforms. \$3,500,00 or would consider trading for smaller Merry-Go-Round. This equipment stored within 150 miles of 5t. Louis, Mo.

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\$1, Louis 1, Mo.

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Mechanics Building The week of November 17th to 24th. Candy Apple Man with own equipment. Also use a few Navelty Agents. Apply

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Commating of 7 Major and 3 Kid Rides, 3 66-KVA Light Plants, perfect condition, mounted on trailer. Office Wagon, Shop Wagon, 7 Towars, Platform Show mounted on Truck, lot of Cable and Junction Buxes, 6 Show Fronts Bingo, Glass House, Grab Outfit in trailer, 14 Trucks and 9 Trailers to more entire Show. Tractors, Trucks and Trailers all in good condition. Trailers are special built \$25,000,00 for all or will consider a partner. Can be seen by appointment.

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228 W. 42nd St. New York, N. Y.

Open all year round Want Freaks and Novelty Acts. State salary and all particulars in first latter.

### COLUMBIA SHOWS

Now contracting Rides-Shows-Concessions for our 1952 season. TOMMY KEEFE R. 5. Portland, Mo.

### VERLA E. MURPHY

NOTIFICIAL

Verna Scott

### Club Activities

### Greater Tampa Showman's Association Tampa, Fla.

TAMPA, Nov. 10.-With the showfolk are growing.

Perl White, E. P. White and Mickey White, all from Jonesboro, Tenn. Also Sol Rosenfeld, Mr. and Mrs. F. E. Bennett, Mr. and Mrs. Ernest Allen, Mr. and Mrs. Fred Unger, Mr. and Mrs. B. J. Richards, Louisa Sandler, Mr. and Mrs Frank Harlin, Florence Ruhin, Mickey O'Riley, Pete Foy Camden, Larry Chancey, Earl D. Mrs. R. C. Novack, Mr. and Mrs. T. P. Tillery, Mr. and Mrs. J. V. Jamboree on the Royal Crown Daniels.

Shows and sponsored by Eddie Young, president of the club, netted the association \$904 for the cemetery fund. Joe Sciortino served as emsee, assisted by Harry Rubin, Irish Gaughn and Bobby

injury in a recent accident en route from Birmingham to Beaumont, Tex., when a tire on their car blew out. Their house trailer have been mailed to all members broke loose and rolled down a and the clubrooms will have open steep embankment. The trailer house all during the week. New was wrecked and all the Youngs drapes have been hung in the were able to salvage was their

house committee, came in three Benjamin and Stanton. weeks early and with the assistance of Eddie Lowe, has the clubrooms in good shape for the first meeting November 12.

### Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

George Carpenter and Secretary on the rostrum were Mae Taylor, Al C. Wilson were on the rostrum second vice-president; Blanche been delivered. Owner-manager at the regular weekly meeting Latto; Elsie Miller, secretary; Lu- George Broas has been on a two- tion, Roman early hit upon the Hugo presented 41 petitions and cille Hirsch, treasurer, and Edith nine reinstatements which had Streibich, chaplain pro tem. been acted upon by the summer membership committee and were bration are complete and there

John Fays, T. R. Lyday, Joseph C. Mrs. Francis Keller, chairman of Ganotte, Harold Jeffers, E. Arm- the ways and means committee, wound up their season this week. field, Percy F. Moore, Jack Harry reports good reception of award Part of the shows and ride; are in Agron, Henry B. Boucher, Melvin books on the television set. A por-their sixth week playing Louisi-T. Morrison, Pete Calender, Ken- tion of the proceeds of the affair ana fair dates as part of the Cole- National Association of Amuseneth Armfield, Ross Sinderson, will be used to fight cancer. William G. Cattlett, Charles Klausen, Tony Cummings, F. C. Kimes, prize won by Mae Taylor. Cake and coffee was served following trailer on the shows. terson, George Leiter, Thomas M. Evans, Frederick L. Morrison, John J. Josso Jr., Marvin L. Lemon, Henry Patterson, Claude G. Audriss, Donald D. Evans, James E. Evans, William E. Evans, Clay M. Evans, Norman Hutchcraft, Leo L. Levin, James E. Miller, George L. Stephenson, Michael A. Crnicki and James Far-

Club presented George Elser with a life membership card. Ladies tacky party is set for Saturday, December 29. Tickets are available for the annual banquet the Hotel Continental New Year's have taken over gas station and and ball which will be held at Eve Hugo requests all members cafe, and says that Mr. and Mrs. to make award book returns as Tex Roberts dropped in to cut up soon as possible.

### Arizona Showmen's Association

216 W. Washington, Phoenix ,Ariz.

the November 5 meeting and Sec-relary Brownie W. Yeakle re-Janell Siebrand, banquet and ball Rossi accepted the appointment as Peggy Ewell, Albert Buchanan tommittee chairman, reported all treasurer to replace Josephine and Georgia Lake. arrangements have been made to Glickman. Betty O'Shea will be hold the event December 18 at hostess at open house and will be

and Mrs. Jack Rose, Harold Side-ner, Walter VanMeter, H. S. Nel-son and Joe Reily. On the sick list are Louis Block, Santa Monica, Calif., Hospital, and James Greek

### Showmen's League of America

170 West Washington, Chicago.

shows heading for their respective Thursday (8) was well attended is worth many times that amount to time. winter quarters, daily arrivals of with President Lou Keller in the today. chair, assisted by S. T. Jessop, Recent arrivals here, according first vice-president; Joe Streibich, to the register, included Mr. and secretary, and Ernie Young, past-Mrs. A. C. Fox Sr., D. E. Hodger, president.

A fire, which broke out in the basement of the building the following morning, did minor damage to the clubrooms, but was mostly confined to water and smoke stains and some breakage. Quarters will be in shape in a few days.

By action of the board of gov-Bradley, Patricia and Jerry Ann tended their first meeting in-Hudgin and Mrs. Perry Williams cluded Bob Kelly, James W.

Letters read from C. J. Sedlmayr Jr., J. C. Thomas, Morris A. Shows, M. J. Doolan, Walter B. Fox and Herb Shive. Sick list includes Charles J. Miles and Herb Jack and Esther Young escaped Shive. Dave Picard and Jack attended the meeting.

Convention week schedules rooms, designed by Jimmy Stanton, made by Syd Jessop and Pete Burkhardt, chairman of the George Johnson and hung by Jack

> Members for their first meeting of the fall season included Al Sweeney, Roy McCarter, Ray Oakes Jr., Whitey Woods, Dave Picard, Charles Levine, Lester J. Davis, Bob Sugar, Henry F Thode, Joe Haas, Dick Ware and Jack Krutt.

#### Ladies' Auxiliary

Plans for the open house celewill be a sales booth in the club-New members are William Huff, rooms instea of the usual bazaar.

#### Caravans, Inc P. O. Box 1902, Chicago

CHICAGO, Nov. 10 .- President Claire Sopenar conducted the Lawrence read letters from Emily ately,-C. A. DERROW. Bailey, Frances Berger, Billie Lou Bunyard, Wanda Derpa, Myrtle Hutt, Leona Parker, Ann Roth, Betty Shea, Claire Sopenar, May Taylor, Mae Oakes, Martha Marts. Billie Billiken writes from Houston, where she and her husband the meeting after a long absence, and her husband, Frank, paid us a short visit.

PHOENIX, Ariz., Nov. 10.— Bud, suffered a stroke and is in Sutton, Blackle and I Brown.

P. W. Siebrand, president, directed McGlynn was appointed first vice. Visitors here this week included. McGlynn was appointed first vicepresident, replacing Edith Streibich, who declined the office. Opal Bud Brown's Barn. Dinner, dancing and a floorshow will make up the festivities.

Bud Brown's Barn. Dinner, dancing and a floorshow will make up the festivities.

Brantman. Esther Meyers' mail Brantman. Brantman. Boonvilles Boonvilles. Elected to membership were Mr. and Catherine Rose were elected

Phoenix Veterans' Hospital. Siebrand Bros.' Circus and carnival members raised \$610 during the scason and turned it over to the climb's general fund.

Visitors from Crafts 20 Big Shows during their stand at Ari-

### Beaver Action Builds Funspot Gate, Gross

THE BILLBOARD

the amount of equipment contained since 1920. He is proud of the in the park since taking over, in fact that he is never lacking the addition to improving the units in- attention of a number of midway cluded. At the time of the sale moguls, the reason being that he was added and in 1942 Roman be getting even. Wickham, John Reese, William ernors, non-member out-of-town rebuilt and modernized the swim Metcalf, Bill Carpenter, Dr. and showmen will be welcome to sit pool at a cost of \$28,000. In 1944 in on regular meetings of the a new Merry-Go-Round was added League. New members who at- and a year later the Coaster was bought from the Rolling Green Amusement Company and reand daughters, Bobra and Nancy. Knight, Peter Cattaneo and Frank modeled with two new trains added.

#### Other Units Added

house. In 1949 a kiddie boat and be anxious to return again. buggy ride were added for the Hawthorne are on the mend and moppets and the kiddieland was engine and swings.

include 16 concessions, five lunch operative efforts of the family have stands, and 20 picnic shelters paid dividends. which accommodate over 3,000

### Winter Quarters

### G. & B. Rides

PARKERSBURG, W. Va., Nov. 10.—Work is in full swing in Roman practices what he quarters here with Steve Mitro in preaches. A visit to Rolling Green BROAS.

### Motor State

WISNER, La., Nov. 10-Shows man Shows' midway. A Kiddie Mrs. Ann Belden donated the ride went to Natchez, Miss., for

Mr. and Mrs. Krueger left for Florida with their French fries. They plan a few weeks of fishing before returning North. Current season topped last year's business by 30 per cent. Shows will winter in Detroit where a four-man crew meeting November 6. Lillian starts refurbishing work immedi-

### From the Lots

### John H. Marks

CAMDEN, S. C., Nov. 10 .- As the season draws to a close, personnel are picking their destinations for the winter. Chief Wonashort visit.

Helen Hoffmeyer is taking or- Ind., while Mr. and Mrs. Wegand ders for Christmas cards in behalf and Bobby Kork will go to New of the club. Mae Taylor's son, Jersey. Florida-bound are Whitey Bud, suffered a stroke and is in Sutton, Blackie and Paula Weddie

Visitors here this week included. DeWise Perdine, Billy Bell, Linda Lopez, Sahara Rose, Jimmy Fay,

BOONVILLE, Miss., Nov. 10 .-Manager E. A. Chapman decided to remain over for a week here but because of rain the shows didn't open on two nights. The writer joined recently as business manager, replacing V. C. Murphy.

ter. The property, which sold for ty has been maintained despite the less than \$10,000 back in 1908 extensive renovation plans that CHICAGO, No. 10.—Meeting of when the park was first planned, have been carried out from time

> Roman also managed the Red Roman has more than doubled Lion (Pa.) Fair, a post he has held equipment included a Roller Coast- has long insisted on doing busier, Ferris Wheel, Dodgem, Merry- ness on a live and let live basis. Go-Round, pony ride, canoes and He is familiar with the earning three concessions. In his first year potential of rides and concessions of operation Roman installed a and says you can't bleed your Penny Arcade and frozen custard contracting fun zone operators and stand in the old trolley station, expect good operations from op-Three years later a Tilt-a-Whirl erators whose only concern must

#### Credits Advertising

Both park and fair have prospered. Crowds have been built thru advertising, and Roman is a firm believer in telling the world of the features to be found at Rolling Green. He uses some nine radio stations, about 45 billboards and loads of paper for snipes The following year a new vaude- thruout the countryside. It all Haft, Ben Weiss, Cetlin & Wilson ville stage and Scooter were pays dividends, he says. He's conadded. In 1947 the old theater was fident that once folks visit his spot made into a dark ride and Fun- they'll find it to their liking and

A son, Roman Jr., was named assistant to his dad in 1948. Mrs. augmented the next year by a fire Spangler and two married daughters have long been helpful in the Other park features presently funspot's operation and the co-

Roman has strong opinions on persons The spot's natural beau- the operation of amusement parks and Rolling Green in particular. Entertainment offered should be clean, safe and wholesome, he says. Patrons should be treated with the utmost courtesy so that they will leave feeling that their time was well spent and be eager to return.

#### Active Management

charge of repairing and painting, offers quick evidence of that. He Two new rides, Kiddie Whip and is on top of everything that is Kiddle Auto Ride, have been de- happening, making sure that President E. H. Hugo, Treasurer at the November 1 meeting. Also livered for the spring opening, everything is operating just the

Because of the seasonal opera-Pennsylvania. - MRS. GEORGE tors whenever possible. Many teachers were anxious to supplement their incomes during the vacation periods and Roman benefited by securing a high type personnel that created a good impression on the public.

Roman is a past president of the Pennsylvania Amusement Park Association and a director of the ment Parks, Pools and Beaches.

### WANTED

For coming season—A-1 Mechanic capable of laying out lot. Must be sober and reliable. Top wages. Also Foreman capable of driving Semi—Merry Go-Round, Ferris Wheel and Tilt-a-Whirl. Do not apply unless you are qualified for the job. Positively NO Drunks. I am now booking legitimate Concessions for the coming season.

GUST KARRAS GREATER SHOWS

124 So. 8th St.

'51. Joseph, Mo.



Paddle Wheels Turkey Wheels Star Wheels Big Six Wheels, Horse Race, Baseball, Cigarette Wheels. Double Wheels Laydowns, Penny Pitches

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EVergreen 7-5027

# A-MUS-U

#### NOW OPEN

20,000 Sailors plus Pres. Harry S. Truman here for next 5 weeks; the spot is booming.

Want A-1 sober Arcade Mechanic. Also will buy more Machines. Want Tattooer.

Have space for several small Grind Stores, Hanky Panks, Ball Games, Age, etc. (no Flats.)

> All reply in full to: MONK JACKSON

Address Above.

#### CARNIVAL EQUIPMENT FOR SALE

Extra Equipment I have for sale at my home at Azle, Tex. Two Ell No. 5 Wheels, one Merry-Go-Round, 32 foot; one Mix-Up, two Kiddie Car Rides; one Allan Herschell Eight Car, one Ten Car, shop built '46 Model Spitfire, special Lufkin Trailer for same, Show Tops from 20x30 to 20x50, Side Show, complete. Concesston-I have 20 Tops and Frames including nice Bingo, 18x36 foot. What size do you need? I have it, will quote price on request. Have Trucks and Semi Vans for all equipment. Will frame a complete unit for sale or lease for 1952 or will sell any of above listed equipment priced far below anything on the market. Have 125 Wurlitzer Organ, \$100. Fun House stored in Colorado on M foot trailer, good air brakes, worth \$1000, take \$250. Have CASH for Rock-o-Plane, C. A. GOREE, Asie, Texas. Phone 4J2

Smith & Smith Chairplane, 22 ft, Tower; Miniature Train, 12 Gauge, complete with Engine, 3 Cars and Track; 16 car Allan Herschell Automobile fide, new Top-Side Wall and Pintforms, \$1,000.00 each unit. WANTED—Pop Corn Kettle for trailer.

GEORGE M. HELLER P. O. Box 215 Phone 8-9507

1947 Spitfire, with or without trans-portation, good condition 1951 Excelda Boat Ride, 1951 Allan Herschell Sky Fighter. Smith & Smith Chairplane. Bargain.

M. L. BRODBECK Kinsley, Kansas

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For package of famous attractions. Auspices, Universities, Auditoriums Exceptional opportunity for high-type individual. Give full details, references. Care The Billboard Cincimati 22, O.

GIVE TO THE PLINYON CANCER FUND

### WANT

### WANT

FOR ALL WINTER'S WORK

OPENING NOVEMBER 30 IN PERMANENT BUILDING 70,000 Soldiers to Draw From

CONCESSIONS: Fish Pond, Glass Pitch, Balloon Darts, String Game, Set Store, Pitch-Till-You-Win, Hit and Miss Ball Game. Hoop-La and other Hanky Panks. Privilege very reasonable. Nice Opportunity for Short Range Shooting Gallery.

CAN PLACE NEAT GRAB JOINT (Bud Spain, Contact).

Call or Wire

CHUCK MAGID OF ART FRAIZER

Hotel Rawls, Enterprise, Ala.

### NOW CONTRACTING

Circus and Vaudeville Acts for our ourdoor stage show for the 1952 season. Offering 14 consecutive weeks' work. Can use Troupes, Doubles and Singles. Apply at once. Photos and lowest weekly salary in first letter.

ART B. THOMAS SHOWS

Lennex, South Dakota

Used Everywhere for Over 35 Years

### PRINTED TO YOUR ORDER **Keystone Ticket Co**

Send Cash With Order, Stock Tickets, \$21.50 per 100,000

100,000

50,000 ... 18.75

### Flashbacks

### 25 Years Ago

Charles, John and Robert Ringling obtained a restraining order
in the Minneapolis District Court
against the motion picture, "Bigger Than Barnum's," claiming it
was deceptive, fraudulent and disparaging in its portrayal of circus
paraging in its portrayal of circus
whip crackers and the Argle Sis
Erad W Counter Court
Troupe, data and MontState Fair of Alabama, Montgomery, free acts were Lomas
gomery, free acts were Lomas
phones and xylophone; Flying
Miltemarsh Township issued a
statement this week attributing
of Amusements to put together a statement this year Atlanta was the key
mill fire tax to the "probable inability" to continue holding fairs,
their main source of income. Altheir main source of in Charles, John and Robert Ringlife. . . Personnel of the Sparks' ters. . . . Fred W. Green, presition the supervisors failed to menders No. 1 advertising car indent of the Ionia (Mich.) Free to hold fairs in the future, it was Circus No. I advertising car included James Randolph, manager; Harry Mack, press agent; Clyde Anderson, steward; Edgar Wrenn, boss billposter; Charles Pachen, George (Slick) Coombs, Tex (Alfonso) Gordon, C. E. Davis, C. C. Burke, M. J. Lane, C. M. Chambers, billposters; W. H. Elher, boss billposters; W. H. Elher, boss lithographer; Henry Whatley.

Jack Ruback was elected president of the Ionia (Mich.) Free done in the future, it was believed that the alleged gambling situation at the Flourtown for the Manila, P. L. winter carbinates about the request for a tax increase. The preent tax is eight mills.

Thomas J. White, chairman of the board of supervisors, said dent of the Property of the board of supervisors, said that "should the fairs here there." Wilbur Claggett, Sleepy Bilbo, Frank (Chief) Ford, James Savmen's Club in San Antonio.

nge, Sandy Mason, Dr. Cain and
J. W. (Patty) Conkill was port," adding that the two mill

Fair, Shreveport, included Ralph T. Hemphill, secretary-manager, Oklahoma State Fair; Mr. and Mrs. Pete Brophy, D. D. Murphy Shows: L. B. Herring Jr. and Dr. Yost. South Texas State Fair, Beaumont; Thomas Hopkins, K. C. S. Railroad, and Mr. and Mrs. No-ble C. Fairly. . . . Sam Mechanic and Max Gruberg dissolved their partnership on the Keystone Exposition Shows. . . William J. Henry, Jacob, Harry and Rose Hilliar was signed as publicity director of the Johnny J. Jones Exposition Speed ways (Al rector of the Johnny J. Jones Exposition, succeeding the late Col. Ed R. Salter. . . . Showmen's League visitors included W. S. Huron, S. D., Fair. . . . Attractions at the Charlotte, N. C., Fair included Lucky Total Show



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For our 1952 Season

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Late 47 No. 16 Ell Wheel, white metal seats, 15 horsepower electric motor, out side-circle, center star; one 3-Abreast Parker Merry-Co-Round, large horses; one 2-Abreast Parker Merry-Co-Round. medium size horses.

### Lone Star Amusements

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A large midway of 15 or more Rides and at least 10 Shows, Will sponsor any suitable week from May 1 through

We draw from all Escambia County and are near Naval Air Base. Contact at once for details.

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Carnival Chairman 1203 Wisteria Ave. Warrington, Fla.

### BARNEY TASSELL UNIT SHOWS

WANT FOR FIVE FLORIDA DATES

Opening Tuesday, Nov. 20, and all rest of this week. Rides of all kinds. Shows and Concessions. Can place Merry-Go-Round What have

Wire this week, North Augusta, S. C.

#### 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., 5. W., on Highway 4 going south, Atlanta, Georgia Fairtex 2626

Cherry, F. J. Frink, Verne C. New-comb and A. D. Alliger.

Jack Ruback was elected presi-dent of the Blue Bonnet Show-Visitors at the Louisiana State year. . . Paul Ebersole purchased the No. 2 unit of Byers Bros.' Shows and said he would take it out under the name of Ebersole In addition to the Flourtown Shows. . . Visitors to Endy Bros.' Fair, sponsored by the Flourtown Shows at Athons Co. included Shows at Athens, Ga., included John Marks, C. D. Scott, J. C. Weer, Mel Dodson, Albert Farley and Clem Schmitz. Farley sponsored each year by the Bar. and Clem Schmitz. . . . Free acts with Virginia Greater Shows at fire companies in those communi-Weldon, N. C., were Art and Marie ties in the Township.

> cluded Lucky Teter Thrill Show and free acts were Antaleks, Peaches Sky Revue, Canastrellis, Four Albanis, Woolford's Dogs and the Gae Foster Girls, Max enlisted in the Royal Air Force. George Hanneford and family returned to their Glens Falls N. Y., home following a sevenmonth tour with Shrine circuses ... Great Lakes Exposition Shows were awarded the midway contract at the '42 Dothan, Ala., Fair. Visitors on the Scott Exposition midway at Donaldsonville, Ga., included Charlie Lenz, Mr. and Mrs. Al F. Williams, and Mr. and Mrs. Bernie Shapiro.

Deaths: Howard Bauer, Motordrome rider; George F. Blanche. fair executive; Margarethe Braatz. acrobat; Luther C. Gillette, circus agent; Ernest Lindemood, billposter; C. E. Morfoot, concessionaire; Allen M. Radcliff, circus executive; Roy Steeves, circus agent, and Milt Taylor, clown.

### KM Lion Shot At Quarters

HUGO, Okla., Nov. 10 .- A 10ear-old lion, Nero, was shot and killed at winter quarters of Al G. Kelly & Miller Bros. Circus Thursday (1) when it sought to escape. Animals were being shifted from cage trucks to permanent cages in the barn.

Pete Smith, superintendent of canvas, fired the shot. He was posted as a guard while the animals were being moved. Obert Miller, general manager of the show, said the cat was worth several hundred dollars. Twelve other animals were in the same

### Mills' Last Town Gives Good Crowd

BARNWELL, S. C., Nov. 10 .-Mills Bros.' Circus played to two good houses here Monday (5), final day of the show's 1952 season. Matinee was three quarters filled and night house was near

At Albermarle, N. C., (1), the Mills show bucked an all-day rain but played to twin half houses. Shrine club was auspices

Show moved from Barnwell to winterquarters at the Darke County fairgrounds, Greenville,

### PAGE BROS.' NO. 2 UNIT

Wants Age and Weight, Pitch-Till-You-Win, Candy Flom, Bumper, Sets, Swinging Rail, Coke Bottles, Country Store Jeweiry, Hit and Miss Ball Game, Milk Bettles, Call Rack and Hanky Panks of all kinds. Will book Persentage Concessions. Will sell complete Show or anything worth while Rids Help, Come on Out all winter. Mac McCor wants Agents for Nail Store. Okolona, Miss, now, Write, wire or come on. Mae McCor wants Arents for Nail Store. Okolona, Miss., now. Write, wire or come on.

E. A. (HAPPY) CHAPMAN, Manager. E. H. (SHORT-BARREL) 9800ME, nos. Mer. 1950.

Liveris hold the air line box billed in air

### Pennsy Township Ups Tax in Lieu Of Fair Revenue

the board of supervisors, said that "should the fairs be a thing Spence Mayo, lithographers; Sam awarded the midway contract at tax was proposed as a stop gap for Saunders, pastemaker, and Frank the Canadian National Exhibition, such a situation. White said the

sponsored each year by the Bar-ren Hill, Spring Mill and Lincoln

### Danish Ops Farm Out Animals to Avoid Feed Bills

the winter months; so Danish circus owners with large groups of horses or trained animals are forced to book same in English or continental European cities

horses and a group of elephants good for both the show and its day for winter quarters at Rich-On the same bill is Vivi Schmidt, daughter of circus-owner Louis

high-school horses, handled by Schumann, will play the midwinter season with Tom Arnold's Mammoth Circus at the Harringay Arena in London. Armand Miehe, young member of the Circus Miehe clan, is joining French joey, Pippo, in a new clown number, which will play Belgium and other countries this winter.

### Keene, N. H. Event Renames Officers

KEENE, N. H., Nov. 10,-Cheshire Fair Association stockholders re-elected all officers and discussed plans for a permanent exhibit building at the annual meeting of the group here.

Cornelius J. Ahern was reelected president; Burleigh R. Darling, vice-president and general manager, and Joseph Kershaw, treasurer. Mrs. Mary Hall Fredette was named clerk to succeed Harold B. Nims, resigned.

Premiums to '51 exhibitors were down \$1,000. Sale of bargain tickets was credited for the approximate increase of \$1,000 in admission gross.

### Roy Rogers Show Set for Houston

HOLLYWOOD, Nov. 10 .- Roy Rogers again has been set to headline the Houston Fat Stock Show Rodeo for 12 days starting January 30. Appearing with him will be Dale Evans, Trigger, Pat Brady, the Whippoorwills and the Roy Rogers Liberty act.

His appearance in the Texas city will be backed by an intensive promotional campaign in movie houses. Rogers and Miss footing in a matter of weeks.

## Cetlin & Wilson Gets Atlanta

sions, together with the known] FLOURTOWN, Pa., Nov. 10. — Southern annuals, would seem to have nipped the attempt this year for the first time of the Cavalcade week of October 20, following statement this week attributing of Amusements to put together a Spartanburg, and annuals at Florthe Wagner outfit.

town (Md.) Fair will also enable Fair, Missouri State Fair, Sedalia C&W to remain over at the Read- and the Indiana State Fair, Indianing (Pa.) Fair for the closing Sun- apolis. crease. The preent tax is eight day. With a Western route the day. With a Western route the show has been hard pressed to make the Reading opening and has also had to exit on Saturday to make a Monday at Hagerstown. Reading's two Sundays are traditionally big and the show will benefit greatly by being able to make the closing day.

Business here has been okay altho rain cut heavily into earnings. Show will wind up here and head for its winter quarters at Petersburg, Va., this week-end. Season has been the best in the history of the C&W organization with a solid fair route following a profitable still date season.

ence and Sumter, S. C., to follow in that order.

If the show is successful in cementing a Western route equal to its 1951 bookings, the 1952 tour will have all the earmarks of a The switch in Richmond dates bonanza run. Top events played and the elimination of the Hagers- this year include the Ionia (Mich.)

### Vivona Moves to Quarters

Augusta, Ga.; Mr. and Mrs. M. H. | Marshall, High Point, N. C.; Mary Augusta, Ga.; Mr. and Mrs. M. H. Marshall, riigh Point, N. C.; Mary May, Ted Lewis, Mr. and Mrs. May, Fairmount, W. Va.; Moxie Glynn, Los Angeles; Homer Words, Columbia, S. C.; Mr. and Mrs. B. C. Seamon, Hollywood, Mrs. B. C. Seamon, Hollywood, Mrs. B. C. Ootteen Jerry Griad, Daniel Flanders, Mr. Fla., Mr. and Mrs. J. C. Osteen, and Mrs. E. H. Hawkins, Red E. B. Osteen and Henry Riez, Hicks, Bill Donaghy, Harold Dil-Spartanburg, S. C.; Mr. and Mrs. Spartanburg, S. C.; Mr. and Mrs. State Parelle, Review N. V. lingham, Jack Chicarelli, Mr. and Mrs. Nick Nezar, Mr. and Mrs. Tony Bauiss, Eugene Thompson, Joe Martell, James Martel, James Mr. and Mrs. Dick Riley, Miami; Ferenzi, Johnny Rijon, Prof. Vi- Mr. and Mrs. Jimmie Tiernan, Radilla, Mr. and Mrs. Ferris Hiomer, Mr. and Mrs. Ferris Hiomer, leigh N. C.; Mr. and Mrs. Morris Mr. and Mrs. Charles Roth and Vivona, Newark, N. J.; Mrs. Cath-

COPENHAGEN, Nov. 10.—Top-ranking Danish circuses are practically all resorting to farming out their horse and animal acts to indoor circuses in other countries during the winter months in order to hold down expenses. For some reason the Danish circus fans will flock to the circuses, indoor or under canvas, during the period from May thru October but will not patronize the sawdust arenas during

### WOM Winds Up Big in Ga.

where circus seasons are in vogue, weather and business was spotty been okayed. With a break in the Circus Benneweis, which has thru July. Fairs were excellent weather the Sunday - Monday an extremely large number of with earnings at many events sur- grosses could represent a big horses and animal groups, is cur- passing previous high takes. As chunk of the date's profits. rently presenting 16 of its Liberty a result the seasonal handle was

back to winter quarters with its is planned to begin almost imme-Schmidt, with her acro horse fair route intact for 1952. Bergen diately. Necessary supplies have number and a group of sea lions. has long worked toward, and has been ordered well in advance and Circus Schumann Liberty and been highly successful, in cement- are already on hand, he said. ing return dates while playing an-Albert, Paulina, Max and Vivi nuals. Last year, for the first time, the show closed with its fair route booked solid.

Extra Days

The date here extends thru Mon- templated, he said. day (12) to take advantage of Armistice Day. In addition to get- len, concession manager, will atting in the extra week day, Bergen tend the banquet of the National said the operation of all show Showmen's Association in New units on Sunday afternoon had York Thanksgiving eve.

### Manning Closes

cluding additional and stronger fairs to the show route.

Show hit an unpredictable up-and-down pace this year, Man-ning said. Still dates were off at least 20 per cent, even tho the unit packaged a record stand the third week out at Blackstone, Va. First few dates indicated a bonanza run, but future events failed to hold up, frequently because of adverse weather, and early proifts were dissipated.

Final Weeks Fizzle

After scoring good business at annuals in Statesville and Lexington, N. C., fair business at the Martinsville (Va.) Fair and a poor week at Lynchburg, Va., the Louis (Red) Fulgona weeks of the season. A hefty take Rites Held in Tampa looked for at the Elberton (Ga.) Fair, wind-up date, was badly diluted by heavy rains. Org suf-fered thru the prior weeks waiting for the big one expected at the I. V. Hulme-operated event but luck continued bad.

Bingo revenues were lost at New York events, putting a sizable dent in expected earnings. Manning said a good start next year would put the org on a solid pleted.

mond, Va. Bergen said that ex-Once again the show is heading tensive building and refurbishing

Show execs will also step up their usual still date bookings, he said. Show has played virtually the same route for a number of years and major changes are con-

Bergen and Bernard (Bucky) Al-

### Virginia Greater

auditoriums during the winter. George (Slim) Gillespie, Jimmy Thomas, Albert (Dummy) Rivers, Leo, Ike and Mike Matina and Mr. and Mrs. Ronnie Prue will stay at quarters. Leo again will be quarters chef. Shows purchased three more rides, making a total of 10 office-owned devices. New canvas has been ordered for the Side and Animal shows, plus a new front gate entrance and a new top for the shows' cookhouse Four more

light towers have been ordered for

delivery in time to make the 1952

TAMPA, Nov. 10. - Funeral ervices were held here Thursday (8) for Louis C. (Red) Fulgona, veteran concessionaire and for many years with the Royal American Shows, who died Tuesday (6). Temporary burial was in Woodlawn Cemetery until the new plot of the Greater Tampa Showmen's Association is com-

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FOR M.C. S-BOOK CONTAINING OVER 500 quips, jokes and stories told in night clubs, \$2. A. H. Burd, P. O. Bex 1208. Chicago 50, III.

FOUR HIGH-YOCKTANE COMEDY ROU-tines for main singles, emones; tested ma-terial; single routine, \$1; all four, \$3. Springer, Box 13, Bethpage, N. Y. no.17 FREE GOSPEL OF JOHN-PROTESTANT or Catholic version; Gospel of Matthew for Jewish folks. Write Showmen's Testament Fellowship, P. O. Bus 132, Romeo, Mich.

MY CONTRIBUTION TO THE KOREAN RE-lief Fund. "A Soldier's Pracer." written by Ann X Vage, of 25 North Sixth, New-ark T. N. J. who wishes to denote entire revalties from this sous. If given the op-portunity of having it published indeed, it is a potential song hit.

#### AGENTS & DISTRIBUTORS

ABALONE PEAUL SEA SHELL JEWILRY Italian Inlaid Mosaic and Sea Cural Jewelly; Mexican Chinese Iran and India Jewelry; Butterfly Wing Jewelry; Tropical Souvenirs, Novelties and Curios, Joseph Fleischman, 906 Tampa St. Tampa Fla.

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AMAZING ATTRACTIVE TALKING XMAS Cards, sample, 25s; dozen, 31 prepaid; make quick money; everyone buys. Shafer Co., Box 722, Kansas City 10, Mo. des

ART STUDIES THAT ARE DIFFERENT-In beautiful album; sample album, \$11 large selection; quantity prices. Jay's. Box 684, Dayton, O. no24 ARTISTS MODELS CHRISTMAS CARDS; new, exciling, unusual; 8 assorted sam-nler, 51; quantity prices Jay's Service Box 864, Dayton, O. del5

BARGAINS — TERRIFIC SAVINGS, JOB lots, glose-outs! Also save up to 50%, on esoppiete lines of Dry Goods, Clothing, Hostery, Notions, Sundries, Toiletries, Novelles, Gifts, Jewelry, Television, etc.; 2,000 items; send -25 for illustrated Wholesale Bargain Catalog, Close-Out Fiyers and Special "Get Acquainted" effer; valuable merchandise certificate (worth many times 25%) included free, Reliable Johbers 311 North Despiaines, Dept H-36, Chicago 6. np

Capes and Stoles, \$12 National Fur Decling Co., 447 S. Hewlit St. Los Angeles, Calif. Mutual 5725

BEAUTIFULLY BOXED HHINESTONE Northfree and Earring Sets Write for description and prices Crescent Service, P. O. Box 951, Attleboro, Mass.

BIRLES MIDGET: WORLD'S SMALLEST. fastest sellers everywhere; sample, 15-; 12 for \$1: 100 for \$6.50 Frederes, 73h Marshall, Rechester 11, N. V.

BIGGER PROFITS-SELL KORHLER BUSI-ness Signs; over 1.500 varieties, free catalog; 15 samples, 31 postuald; Christmas Cards, Koehler, 325 Goetz, Lemay 22, Mo

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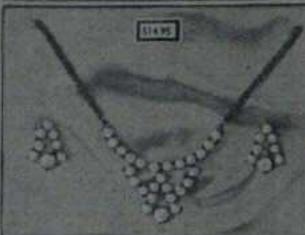
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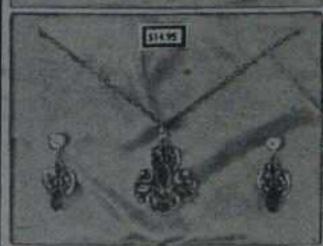
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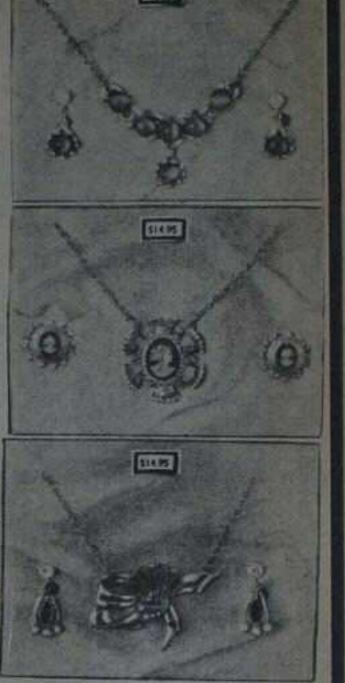
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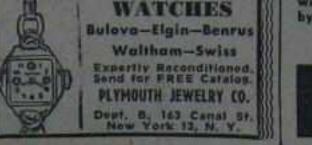


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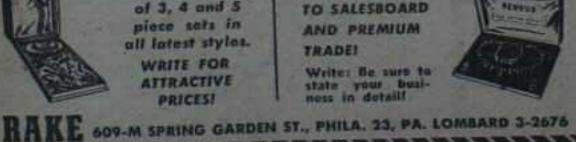


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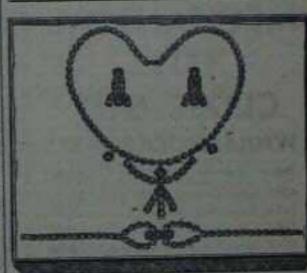


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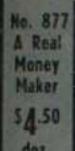
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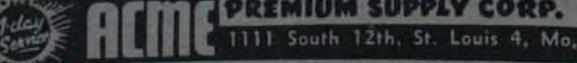
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9 PC. COMB. CARVING

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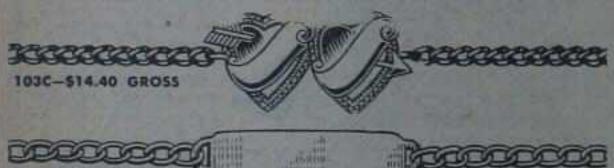
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### Merchandise Topics

Write Buyers' Service Department, 2160 Patterson St., Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose selfaddressed envelope.

#### New York

The latest-toy announcement by Lad Sales Company is an authentic miniature replica of a G.L. jeep which works by remote control nails, retail six for 25 cents, called the Gee-I-Jeep, it may be mounted on handy descriptive operated by a youngster from a distance of six feet. It runs backward, forward and turns right or left. A two-button control connected by six-foot insulated wire to a motor in the jeep, powered by two flashlight batteries, guides other days at least even with last the device. Retailing at \$3.95, the year's bonanza run. toy has a steering wheel, antenna, lights, insignia, rubber tires and to expect the employer to carry olive drab color. The chassis is the burden of the insurance plan. Tenite acetate plastic.

#### Pittsburgh

Minsky Bros. & Company offers a toy training camp filled with soldiers, tents and jeeps at \$4. . . I. M. Watzman has Bonnie Braid dolls at \$3.95, featuring the daughter of the comic book character, Dick Tracy. . . . Preferred Distributing Company reports a terrific sale on men's and women's packaged jewelry sets to the prize field at \$19.95, \$24.95

'Jot It" books are reported to be action. selling heavily. I. Mullin Altho the Philly strike fizzled has wind-up drummer boy toy at without a single performer walk-\$2.49.

#### From All Around

servings without refilling is con- Boston. structed to retain temperature of hot or cold beverages, requires only one hand to operate, with the case carrying both cups and beverage. A slight pressure on a valve dispenses an exact six- to go with the show while they ounce portion.

Richard M. Decker Company.

### 4 Million Attend

York. Toward the end of the last century many county fairs were larger than the State fairs and eventually the latter gave way to the county events.

the year 1899.

#### History Reviewed

The 100th anniversary of the 1851 State fair was appropriately recognized at the 1951 Pennsylvania Farm Show held in Harrisburg last January. The observance featured "Song of a Century" as the annual Farm Show rural talent festival written and directed by William R. Gordon of the Pennsylvania State College agricultural extensior service. More than 700 rural people participated in the three-hour spectacle that traced the fair idea from ancient times to the modern Pennsylvania Farm Show which is regarded as the successor to the old State fair that started back in

engineered, three-way adjustable plexiglas visors for the inside of autos to bring safety to day or night driving. The \$2.50 retail item is said to allow full vision at all times and permit adjust-ments to the individual's eye level. . . Zip-Clip, a new drive-in metal clip announced by Asa D. Scott Industries enables anyone to put up his own shelves, secure drawer partitions, install glass window ventilators, etc., in a jiffy. The hardened steel items, which are driven in like nails, retail six for 25 cents,

### Insurance Block

He intimated, however, that a sharing of costs would be feasible if the plan were properly set up and administered. This viewpoint was held by all of the talent on the show, Morton said. There could certainly be no disagreement on working conditions or salaries, Morton added

#### Hearings Set

Performer members who failed to heed the AGVA-called strike when the show was playing Philadelphia reportedly have been individually informed that charges and \$29.95. . . A. H. Rapport will be preferred against them Company is pushing sporting November 14. At the time of their goods and novelty toys. . . refusal to participate in the United Wholesale Company has strike, acts said that they had a complete line of work gloves, been neither consulted nor adfleece lined, and dress-type, vised on the planned work stopbrown jersey auto driver gloves. page, and that they held season . I. Robbins & Son, Inc., re- contracts with the circus manageports changes in its designs of ment, the violation of which party favors. . . . Robert Hensel's would leave them open to legal

ing out and the planned picketing failed to materialize here, Morton said the union undoubtedly would Concession Supply Company make further attempts to interhas been named sales agent for fere with the show at Boston and the new Sport-Kater beverage Syracuse. Union headquarters in dispenser. The portable aluminum New York already has given the dispenser capable of 75 six-ounce green light to a picket line in

### Squires and Boys

continue in school.

Squires said he was prevented Inc., has introduced precision from touring this season by i ability to find necessary electrical cable, but that he had several animal acts booked independently. Cable now has been bought.

Title for the show in 1952 will tary Horst said. In succeeding be Rogers & Clark 66 Circus, he years, State fairs were held in said. Show owns four trucks, two various cities over the State in- trailers, two cars, two light plants, cluding Lancaster, Pittsburgh, seats and other show equipment. Philadelphia, Harrisburg, Norris- It will open about May 17 with a town, Easton, Williamsport, Scran- 50-foot round top and two middle ton, Erie, Bethlehem, York, In. pieces. If business warrants, he diana, Uniontown and Johnstown said, the go-ahead will be given some of these places having the for an order now pending for a fair return the second and third new top, 70 with two 40s. Seating time. The last was in Lancaster in capacity then would be increased from 800 to about 1,200.

A number of county fair asso- Plans call for a troupe of from ciations were founded in 1851 and 25 to 30 persons with 16 acts and in the following year the first an elephant turn. Mid-Western, county fairs were held in Allen- North Central and Southern territown, Port Royal, Reading and tory will be booked under auspices

### King Attracts

tion played here Wednesday (7) to a near-capacity matince and overflow night house under Shrine auspices. Weather was cold.

At Clarksdale, Miss. (1), the show had two half houses in 35degree weather. Shrine club was auspices. The area had been played by a number of circuses and carnivals earlier in the season, but none had been in later than September 24, when Rogers Bres, made it.

Brownie Groscurth, clown with the show, sustained burns at Cleveland, Miss. (2), when a gas stove in his trailer exploded. He was hospitalized at Cleveland and his left arm was reported to be endangered by the injury. His trailer was demolished.

While the 1851 Pennsylvania (3), King Bros. had two near-State fair provided only \$993 for capacity houses under veterans premium awards for outstanding auspices and in cold, clear weather. agricultural exhibits and a plow- Yazoo City, Miss., on Tuesday (6), ing match, the State Farm Show gave the aggregation near-capacity Commission has provided a record for the matinee and a three-quar-\$55,100 in premiums for the 1952 ter night house. A truck carrying show to be held in Harrisburg ring curbs overturned en route to next January 14-18. Yazoo City but no one was injured.

### Gresham Policy

· Continued from page 60

a distinguished career in newspaper work. After military service in World War II he was on the Tokyo staff of the Associated Press. His selection as fair manager was by unanimous vote of county commissioners. The group took over operation of the fair under mandate from the Legislature, resulting in cancellation of the lease held for several years by Multnomah County Fair Association, a private operating group.

# EXCLUSIVES



\$3.80 set FAMOUS PRICE DESK-RAC gold and black plas-tic case opens to convenient sensational desk set with neiders for

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SIMULATED PEARLS 2 Strand ...... 2.40 per doz. 3 Strand ...... 3.60 per doz.

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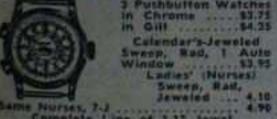
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### Pipes for Pitchmen

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THOMAS STEVENS ... blasts from Corpus Christi, Tex., that the Beeville, Tex., Stock Show and Rodeo proved a bloomer for all novelty and balloon men. He adds that there were too many workers on hand and that attendance fell off considerably because of the short parade this year.

WORKING . ... horoscopes in Port Arthur, Tex., are the Jarrett Family, Lady Stella and Miss Kack. They are reported to be getting plenty of long green and that the stand is proving more profitable than the red one they chalked up at Roanoke Rapids, N. C.

TIP AND LIL HOLSTROM . . . are still working sales and tobacco markets in North Carolina to reported good business.

JACK DAVIS . . . and Bob Tousy are reported to be getting big returns with their glass-knife combination in Port Arthur, Tex.

CHARLES COURTEAUX . . . has returned to Miami after being called to his home in Cincinnati because of his father's sporting a new Oldsmobile, is death. Charley is the former rug garnering the long green with cleaner expert, who is engaged in other lines in the Florida city.

DOC SAM FRIEDMAN . is still confined in St. Vincent's Hospital, Little Rock, and would like to read pipes from friends.

COWBOY WILLIAMS . . . is working to good scores in Port Arthur, Tex. He also has his new athletic show working to full houses.

PHIL CULLIVAN still has his home-made fudge layout clicking at the J. J. Newberry store in Cincinnati.

HENRY H. VARNER . . . the dependable scribe, pipes from his Akron headquarters that "the town is in good shape and everyone who wants to is working, Sales are good too. The town stays clean and money goes to a good purpose, shoes instead of



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racket. Let's have some more reactions to the Kelso fund. I admire the article by the old-timer, in the November 10 issue, who says 'since 1937 we have tried at organization.' How are the boys making out on their tours of the Southern fairs? Were they light or heavy? Let's have some pipes from Jack Schaeffer."

MYRTLE HUTT ... is working West Coast spots following a successful run at the fair in Pomona, Calif.

JACK TAYLOR . . . West Coast pitcheroo, is working combs in Port Arthur, Tex., to big business.

IT'S REPORTED . . . that Big Al Wilson stopped off in Port Arthur, Tex., recently while en route to Mexico to make new contracts for a larger supply of monkeys for the holidays.

GLEN REEVES ... and Art Brower are promoting auctions at the fair in Port Arthur.

AL SALEM ... screens in Port Arthur, Tex.

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### Under the Marquee

Felix Adler were attendants. . . . | Circus .. . A. Morton Smith with

Clown Hi-Lo Merk, of Jasper, Tenn., caught Polack Bros.' Circus at Chattanooga and worked in clown alley with the Polack regulars. He also saw Dell Bros. at Chattanooga and visited George Hubler and the Zacchinis.

Spencer A. and Herbert Stine and Harry Jones caught the Ringling-Barnum show at Richmond Va., where they were billing the Motor Speed Show to be held in Washington. They visited Jimmie Little. . . . Fred R. Arnum, of St. Thomas, Ont., claims to be the last witness of the death of Jumbo. He says the elephant was killed because the show began loading before the time set by the railroad and that the bull struck at the locomotive which hit it, knocking off the smokestack. . . . (Clown Cop Corrigan) Disch visited Mr. and Mrs. Al Priddy at Oconomowoc, Wis. He says George Bink, comedy juggler, has been playing Milwaukee dates.

Bob Lorraine closes his season with Polack Bros.' Eastern Unit Saturday (17) and returns to Hol-Larry Sunbrock at Orlando, Fla., between recent Polack engagements. . . Sailor Muse reports that King Bros. Circus did well at Tupelo, Miss. Muse is at Ripley, Miss. . . . Johnny Fulghum. of Richmond, Va., visited Lou Ringling show was there.

Bozo Lamont, Decorah, Ia. clown who made an unsuccessful race in the election for mayor there several months ago, announces he will run for governor.

Harry Dorn, advance man for Mr. and Mrs. F. E. Schmitz and Kelly & Morris Circus, has closed their daughter planed to Houston his season and returned to his Saturday (3). They visited John Chicago home. He'll be back with Andrews, Albert A. Marx. the Pat Kelly and Bill Morris in 1952. Glen Henrys and Dory Miller. Smith reports that recent visitors at Gainesville Community Circus quarters were the Poodles Hanneford Family, Julien West, the Ed Wedemans and the Henrys. The Wedemans and Art Henry joined West Bros.' Circus in Kansas.

> Charles and Peggy Kline, comedy duo, opened with an International Harvester unit after making pany based its estimate of ability the Dallas fair. They'll be with to repay its loans on the assump-the unit until Christmas. . . . tion that local rates and central Emmett Sims, press agent, chatted taxation and on the fact that they with Zack Terrell, former owner of Cole Bros.' Circus at Terrell's

> . . Billy Wilson says plans for his public relations office have fallen sion charges to the area should thru and that he's no longer doing be reduced in future years while promotion work for a veterans large loans are outstanding. group. . . . Ralph Miller, of Memphis, spent several days on the Kelly-Miller show in Arkansas, visiting Dory Miller and Bill Woodcock.

Owensboro, Ky, farm recently.

Frank Braden, Ringling press formers to Jones said in part: man, closes his season at Daytona Beach, Fla., and hops to New York formed of a strike. The performto start publicity for Paramount ers were not allowed to vote on transacted from the firm's offices Picture's 'The Greatest Show on the strike and pickets were placed at 262 Main Street, Paterson, Earth." Allen J. Lester will make in front of the building without Kochman will supervise with Art lywood. He played a date for the Miami date, Billy Roddy closes the knowledge of the performers. Hoard, show announcer, assisting his season as R-B tub-thumper at Columbia, S. C. . . John Ringling North sails from Europe for New against me or any of the per- Other quarters personnel includes York Friday (16) aboard the S. S. formers at once. Libertee.

Jim Brown, of Lindenhurst, Jacobs and Pat Valdo when the N. Y., is working stores with his combination clown act and balloon concession. . . Sarasota, Fla., pageant, "Sara de Sota," will be February 17-23. . . . Clown Ernie Burch, who closed with Ringling to enter a California hospital, now is recuperating at the home of Dory Miller and Fred Logan friends in Santa Monica. . . Bill took 10 of the Kelly-Miller ele- Green, Washington, Kan., fan. phants to the Houston Shrine writes that he caught the Hugo trio this year, Kelly-Miller, Cole & Walters and Stevens Bros.

> Car No. 1 closed in Sarasota, Fla., Purrish, Calire Laceite, Marie November 8 and the crew left for Peters. Victoria George Helen the following destinations: John Haag. Bob Nelson. Peaches J. Brassil, manager, Sacramento, O'Neill. Pete Ivanov and Roland Charles V. Turner, manager ban- Tiebor ner brigade, St. Louis; Ed Riley, Memphis: Henry Kober, St. Louis and Portland, Ore.; Ray Smith and Sam Clauson. Los Angeles; Larry Lawrenceson, Tampa; Paul Campcion, New York; James Cox, Toledo: Sam Owen and Jack Marcus. Miami; Herb Goerke, LaCrosse, Wis.; L. Langhart, Louisville; Jack Rogers, Miami: Jimmie Ringling, Sarasota. Eddie Jackson will divide his time between Sarasota. Tampa and Akron.

mer. Details are being worked out ship have been shipped by air for pitching the circus big top in He reckoned that altogether. ken, for the summer season and strike presenting a combination revue and circus.

### Ringling-Barnum

who is seriously ill. Farris Anderson closed the season because derson left for a business trip to torney; directors of the Abel Hold-Percy Anderson on the birth of Trenton Trust Company, holder of a son in Miami. Ernie Burch has a first mortgage. been discharged from the hospital Pier officials said the boycott of in Santa Monica, Calif., and is talent would continue until such doing well. Bill Reynolds and time as AGVA revises its present Joey Amico celebrated birthdays "ridiculous" policies. Move was the past week. Mrs. Pat Valdo brought about by George A. Hamid, closed the season and returned to top pier exec. Sarasota, Fla.

Keith Brecken joined the show during his leave from the Navy. Phil Hall is touring with us for the rest of the season and we are happy to welcome him back.

Mann, Claude Bentley, Billy official pointed out that Autry did Graham, Marian Seifert's son, not draw too well in Boston in JANE MILLER.

### Plan to Extend

for or against permanent operation of the spot.

High government official R. R. Stokes said that the Festival Gardens Company, operator of the play area, had assured him that no further capital would be needed. It was reported that the company can now repay the gov-ernment \$756,000 of the money lent it and still retain an adequate sum for maintenance and as work-

Attendance to date at the spot has hit nearly 8,000,000, far above the original estimate of 6,000,000; The big crowds have not made it necessary for the firm to seek loans up to the full amount authorized by Parliament. The comtion that local rates and central will be authorized to spend during the next two years a sum not ex-ceeding \$420,000 on maintenance.

It is not considered that admis-

### H-M Talent Joins

The performers were not in- small-car gag routines.

member, to call off any action will have charge of quarters.

"We wired your president, Mr. ton, and Jimmy Ord. Price, asking for a meeting, and Personnel dispersed as follows: we are still waiting for an an- George Patton, Tampa; Chuck

ton, Della and Roy Thomas; Sa-So Tex Sherman, Miami; C. O. Hart, Chapman, Gabby DeKoe, Jimmy West Palm Beach; Fred Kinney, Davison. Rube Simonds. Ming Hollywood, to join Metro-Gold-Sing, Z. Malikova, Joseph Hanson, wyn-Mayer, and Joe Reider, Ft. Searle Simmons Siu Yu San, Sio Lauderdale, Fla., where he has a Chu San. Otto Karohi, Else Sid- hotel ney, Greta Sidney, Zenko Malikova. Bertha Honnenmacher. Jovce Breidenbach, Helen Harrington, Mary Bartlett, Jimmie Reagan. Zoppe Zavatta Family. Ringling - Barnum Advertising Dusty Homner, Joane Letty, Pat

### Gotham Dock

. Continued from page 53

Gotham dealer, reporting that he has lost about \$22,000 since the situation developed

The \$22,000 represents added freight costs, particularly those of air transport occasioned by the strike Trefflich said that he is using the ports of San Francisco Chuy Mijares and his wife, and Savannah Ga., for his con-Baptista Schreiber, owners of the signments Since the tie-up began, Swedish Circus Mijares-Schreiber a group of elephants originally conferred with a local revue pro- bound for New York, had to be ducer in re a project for bringing sent to San Francisco, Treff ich the Mijares-Schreiber three-ring said, and 1,000 monkeys that would big top to Copenhagen next sum- have arrived in the country by

Copenhagen's big suburban animal importers have lost between amusement park, Dyrehavsbak- \$50,000 and \$100,000 due to the

### Vaude Talent

of the showplace being labeled unfair by the American Guild of Variety Artists.

Attending the policy meeting of illness in her family. Doc Hen- were Murray Fredericks, pier atthe King Ranch in Texas, where ing Company, owners, and reprehe will look over horses for the sentatives of Guarantee Trust show. Congratulations to Toni and Company, bond trustees and the

### Autry Sets Mark

Visitors: Herman Joseph, Mr. as the Hub event. The Boston Holt, Dr. Holland, C. Haussmann, rodeo also did not have to cope Eddie Ruppert, Mrs. Louie Bloom, with the baseball fever that Mr. Norbitt, Harry Liniger, Mrs. gripped New York during the run Kline, Mr. Pringle, Ray Young, in that city. On the reverse side Melvin Hildreth, Dr. William of the picture, a New York rodeo and Tommy celebrated his third television popularity was responbirthday on the show. - MARY sible for this year's increased busi-

### Out in the Open

· Continued from page 54

over Station WVNJ, Newark, N. J., with Vic Marsillo, manager of fighter Charlie Fusari and disk jockey. Later that night he got in a brief but heavy session of plugging on disk jockey Barry Gray's show via Station WMCA. New

Albert Miller, Ocean View Va.) Park exec, was a New York visitor last week. . . Fred C. Murray, International Fireworks Company topper, is currently devoting considerable time to haniling chores in connection with he annual banquet of the National Showmen' Asociation. Also occupied in furthering the NSA hindig is Joe McKee, Palisades Amusement Park exec. Joe and son-in-law Max Tubis attended the funeral of Charley Paige in Pennsylvania. Joe and Charley, both renowned show builders. started in the business together as youths.

### Kochman Finale

per the Clown) is at work on new

All business will continue to be "I would advise you, only as a at the home office. Neil Hamilton King Kovaz, as assistant to Hamil-

Breit, Miami; Lenny Wilson, Bos-The letter was signed by Mor- ton; Stacy Pennington, Paterson;





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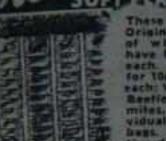
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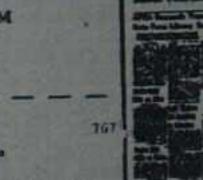
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Westlove, Mrs. Opal
Weuick, Morris
White Mariorie E.
Whitlock, Mrs.
Pauline
Whitzel, Kenneth &
Mrs.
Wheelock, Mrs. Leone
Widamans, Ed.

Widamans, Ed. M. Wiley, Occar
Wilkins, Nelson
Williams, Eva M.
Williams, Gene
Williams, Johnny
Williams, Sam
Williams, Mrs.
Stephaine
Williams, Zonette
(Chuck)

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Dupont, Mrs. Rita
Fabray, Lindsay
Foster, George E.
French, Mr. & Mrs.
Furman, Maxey
Gerry, Miss L.
Erbaugh, Bando
Harris, Marie
Holliday, Chick
Keegan, Mr. & Mrs.
Ralph Littlefield, Jack

Richards, M. E.
Roberta, Najda
Romero, Ron.
Sakobie, James
Kid Smith & Tonna
Smith, Norma
Van Helden, Nicolas
Wella, Jos
Wilson, W. D.
Woife, Mr. IL
Zanzar, J. H.
Zeno, Mrs. J. J.

#### MAIL ON HAND AT CHICAGO OFFICE 188 W Randolph St. Chicago 1, III,

Big Four Amusement Muto, Francis
Devices McCombs, Edw.
Dempsey, Harry
Doea, Raymond Powers, Rabe
Ellis, Claude Reed, Billy
Fabray, Lindsay Shay, E. H.
Gurn, Mike Villenontenox, Harry
Gwynne, Jack Webb, William
Hem, Gen. Wilson, E. A. "Doc"
Howe, Willie Einggeler, Patricia
Kubesh, Ben.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1. Mo.

#### Parcel Post

Pollack, Mrs. Joyce,

Trailer W. A.

Trailer M. W.

Trailer M.

Traile

Fortune, Mrs. George
For. John D
Fraker, Mr. & Mes
Wraker, Mrs. Mestan
Since, James W.
Sande, W. D.
Sande, W. D.
Sande, W. D.
Sanderine Sta "Binga"
Scad Gran S.
Sonderine Miss. Billie
Sparty, Pamela
Caper, E. J.
Geiffith Mrs. Docothe
Grosgirth, Mr. & Mes
Russel
Culliford, L.
Gall. Clinton Cameron
Well John (Whites)
Hammonds, Bay
Garvey, Mrs. Ada
Melhoro Raymond L.
Hosters, Charles H
Holly, Winsten
Howard, Mr. & Mrs.
George
Howard, Mr. & Mrs.
Howard, Mr. & Mrs.
George
Hoffman, Harry
Hummo, Warren
Jack, Wen, E. (Bill)
Innes, Downy
Jones, W. E.
Kelly, Bill
Kelly, E. C. Sr.

Leitmer. Mrs. Marie
Louris Mrs. Leona M.
Lucas. Harold J.
Lunde. Russell "Red"
Lynn. John J.
McCabe. Vince.
MrCarthy. Dennis T.
McCain. O. C.
McCain. Steve
MrTain. O. C.
McClain. Steve
MrTain. O. C.
MrCuire. Avthur
McKinnev. D. G.
Marha. Curly
Macaluso. Mcs.
Darlene
Mar. Mrs. Firabeth
Mercier. C. W.
Mevers. Bennard
Middleton. Miss Betty
Miller. Miss Gladys
Moreno. Geraldine
Moreno. Geraldine
Moreno. Geraldine
Moreno. Geraldine
Moreno. Geraldine
Moreno. Has Gladys
Moreno. Has Gladys
Moreno. Has Gladys
Moreno. Having
Moreno. Having
Moreno. Having
Moreno. Having
Moreno. Harold E.
Nielson. Harold E.
Nielson. Harold E.
Nielson. Harold E.
Nielson. Harold E.
Nordyke. Pat
O'Conner. Thomas J.
O'Cenner. Thomas J.

Shaniro, Jacob Shufeit, Fred Sitka, Wm. J. Smith, Charles Smith, William Smith, William D. Snyder. Wm E. Snain, Miss Jackie Stacy. W. A. Sianko, Mr. & Mrs. Mack

Starr, Hedy Jo Stout, Mr. & Mrs. Striccel, Chas. B.
Stair, Hedy Jo
Starky, John
Sullyan, Clarence
Gwlencicki, Stevhen
Taylor, Miss Betty
Vasulka, Frank
Vincon, Jack E.
Wagoner, Harold
(Rud)

Walker, Robert Walter, Mr. & Mrs.

Relly, Bill
Relly, E. C. Sr.
Relly, Kanyan Back
Kennedy, Bill
Kennedy, Chae
Kennedy, Chae
Williams, Mr. A. Mrs.
Williams, Barry T.
Williams, Mr. A. Mrs.
Kirkley, Jerry
Konelow, Jekob
Lamb, L. B.
Relly, E. C. Sr.
Williams, Mr. A. Mrs.
Williams, Mrs. Ps.
Lebour, Marie A.
Zing, Fred H.
Zing, Fred H.
Zing, Fred H.
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Communications to 188 W. Randolph St., Chicago 1, III.

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WE ARE MANUFACTURERS All Kinds-PULL TICKET GAMES A TIP BOOKS . Vary. Very Reasonable Prices. A Phone: Wheeling 340 VA. L.

### Palisades Sets

· Continued from page 58

will head up a water show and ever, here he found that touches teach calisthenics and swimming of orange made the device more at the park pool for next season, appealing. Worth of the Locomo-Crabbe also will be handy for tive is attested to by the fact that autographing stints.

To Use TV Stars

sent television personalities on Saturday afternoons, Thru ads and publicity hand-outs appearing in the local press, the public will be still is working on a truck-urged to send their names and ad- mounted Ferris Wheel for kids. dresses to the park if they want The model will have a wheel eight the federal tax on admissions and Paul, Federation, secretary, to see a certain personality. In feet in diameter, and a 14-ton the important parts played by return they receive a post card truck will be able to carry the livestock and breed associations. which gives them admission to the device. Nelson will have it ready Representatives of these groups

Dinnerware giveaways on Monday nights, which Irving said to cities with population exceed- committees: Dates: P. C. Roper, proved highly successful this year, will be carried thru next season. The same holds true for cut-rate the operation of mobile rides. The ber, R. G. Fowler, Frank Schull days, Wednesdays and Thursdays, drive was begun some months ago and Ernest J. Kirsch. Resolutions: when rides are a nickel during the when several prospective oper- Vernon DeLong, Walter Holt, day and a dime at night.

Irving is working on a plan which will see four shows, each three weeks long, presented at the park next year. Television, food, foreign car and photograph displays will be offered. Irving now seeks to line up the retailers of the goods named in the New York area to distribute Monday-thru-Saturday tickets for the presenta-

Hefty Ad Budget

Irving said the advertising budget for 1952 would be upped by \$50,000. Bus cards, in particular, will be used extensively, with the ads changed often to play up different features of the park. The Rotor Ride, imported from Europe this season, will figure prominently in publicity releases, since Irving feels that it has proved its promotion policy, inaugurated this worth.

Parking space has been enlarged to accommodate another 500 autos, and a new yellow-black-white color scheme will be used at Palisades in 1952. The ride line-up for next year is complete, with the exception of one sure moneymaker Irving is hunting.

Big Republican and Democratic outings will be repeated in 1952, as will the local Police Anchor Club's excursion for underprivileged children.

### 1951 Operation

Continued from page 60

exhibition in Western Canada" and said the condition of the grounds and buildings this year had brought many favorable comments.

Reporting for the finance com-mittee, N. W. Kerr said the 1951 exhibition showed the results of the present inflation.

Nearly all departments showed an operating profit in excess of amounts expected, but higher budgets had to be approved to carry out the work of the exhibition, Kerr said.

Mentioning the appropriation of \$17,000 for general improvements to the exhibition park, Kerr reported that this program had been completed and that the some capital improvements in the

coming year. Financial statement showed revenues totaling \$114,894 and expenditures totaling \$108,910.

Net revenues were summarized as follow: General revenues, including grants, \$13,241; admissions, \$21,046; concessions, \$30,-593; grandstand, \$22,888.

### Pheasant! Big Seller

Year 'round

For Clubs, Taverns - anywhere you find punchbostds, slot machines, bingo, etc.

### and—for Christmas!

Perfect gift to employees, business ment SPECIAL SAMPLE OFFER TO BILLBOARD READERS

\$4.17 Can of Whole Pheasant-prepd.

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SEATTLE, WASH.

### PUNCHBOARDS

DISTRIBUTORS AND OPERATORS Immediate delivery at lowest market prices PEERLESS PRODUCTS, INC.

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Manufacturers HARMSO T-2971

### **Nelson Rides**

Max Gruberg, who operates two kid spots in the New York area. Palisades will continue to pre- has ordered one after seeing it ing Commision had revealed that

#### New Truck Unit

At his Brooklyn plant Nelson for sale by next spring.

He is continuing to send queries ing 100,000 in a move to find C. A. Trowbridge, G. M. Shearer, which ones have restrictions on Ken Grossmiller, Elmer E. Guerators ordered rides from Nelson, L. E. Arnold, W. H. Paynter, C. O. them. The ride manufacturer said Davis, Jewatta Bush, Oren G. relaxed.

### Simmons Plans

spread over the three-year period It also is planned to revise spot's policies in the ballroom, retaining its house ork and adding name attractions two nights a week.

Simmons, who took control of Crescent Park this season, said the year, will be expanded during 1952. A special Hoppy Day, tied drew 38,000 on a Friday late this from this source totaled \$78,689. in with a Hopalong Cassidy hat, season, Simmons said. Park cut rides from 14 cents to 7 cents for the day, used newspapers and posters and staged giveaways.

### Kelmans Set

be used in the general area.

the \$150,000 asking price on a per cent this season. Florida zoo-Indian village for

### Oregon Meet

In his pre-convention announcement, Chindgren pointed out that the meeting will be of special importance this year with reports to be heard on 1952 plans. He added that a check with the Oregon Racall named beneficiaries will receive their maximum, with each county fair to be paid \$10,875.

Among the subjects to be discussed will be the elimination of will be invited to speak.

Chindgren named the following then found that the locales they Galloway, H. P. Welch and H. A. had chosen for business prohibited Sanquest. Auditing: Mrs. Leon that 75 of the 100 communities Allison. Nominating: Kenneth contacted to date have restrictions Fridley, A. A. Geer and Harold of one sort or another, indicating Rankin. Constitution and bylaws: a stepped-up mail campaign on Leon Davis, M. A. Lynch and Nelson's part to have the laws Howard G. Smith. Legislative: A. A. Geer, P. C. Roper, L. H. McBee, Kenneth Fridley, G. M. Shearer, W. E. Williams, Kenneth Thompson, Ray C. Baum and Orville Yancey. Special on publicity, pictures, premium book contests: Leon Davis, Mrs. Vern Hannah and Tom O'Gorman. Youth participation: Ed Blinkhorn, Mrs. M. Stanley, Tom Abts, M. A. Lynch, L. J. Allen, M. C. Buchanan and Bill Farrell.

### N. H. Events

· Continued from page 6

Five per cent of total wagers are collected by the State, and Managers, Hotel Cornhusker, Linby law 5 per cent of this in- coln, January 21-22. H. C. Mccome is given to the fairs which Clellan Arlington, Neb., secretary. pay out a minimum of \$500 in Western Canada Association of premiums during the year. This Exhibitions, Royal Alexandri year, for the first time in several Hotel, Winnipeg, January 21-23. general assortment of merchan- ceiving \$1.08 for every \$1 paid Charles W. Swoyer, 522 Court St., dise will be sold. Newspaper ad- out in premiums, whereas last Reading, Pa., secretary. The park operator said that Rockingham track jumped 13.4

An audit to determine how the which he was negotiating has subsidy money has been spent in been brought down by the sellers the past reveals operating losses and that he seriously was con- of \$70,180 last year for the 12 sidering buying. With the winter fairs after they had received \$77,-trade starting big about January 240 in subsides. Another \$1,509 in Florida, Kelmans felt the went to the Pittsfield Fair which purchase would give him and his has since gone out of business. concessionaires a well-timed move The fairs took in \$114,374 as paid from the local bazaar to the admissions and awarded \$84,280 in prizes, it was reported.

### USED COIN-OPERATED MACHINES

Music Vending Amusement Bells Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE-15c a Word

Minimum 53

board would be able to consider Remittance in full must accompany all ads for publication in this column No charge accounts

Forms Close Thursday for the Following Week's Issue

ALL TYPES CIGARETTE, CANDY MA-chines and Bulk Vendors wanted; send tist and lowest price. Rake, 600 Spring Garden St., Philadelphia D, Pa. ARCADE BARGAINS — MACHINES AND Supplies; send for list and prices. McKen Sales Co., 2941 Kenneth Rd., Glendale I, del

ATTENTION—REBUILT STATLER CIGA-rette and National Biscuit Machine at \$49.50. Terrific machine for military in-stallations. Supreme Dist., 2700 N. E. 2d Ave., Miami, Fig. del

CAST IRON STANDS—WEIGHT, 25 LBS: \$4 each; in lots of 8 or more, \$3.75 each; top fiances, only 30s each; top plates for two venders, \$1.30 each; top plates for three venders, \$1.55 each; all prices f.n.b. factory; 1/3 deposit, balance c.o.d. King & Co., 2702 Lake St., Chicago 12, III. no17

CIGARETTE AND CANDY MACHINES Re-conditioned and refinished to factory specifications; we carry all types of con-vention mechanisms, king size alls and parts for practically every type cigarette machine; we buy cigarette and candy ma-chines. Central Vending Machine Service Co., 1967 Parrish St., Philadelphia 4, Pa. COIN TELEVISION SETS AND DIME "Popeorn Ser" Machines; servifice. Box 102, care Billboard Publishing Co., 290 Arcade Bidg., St. Louis 1, Mo.

fine turi Fings, A.H. Model, 100 Record Scaburg boxes or five balls Cavital Sales Co., 5416 W. Colfar, Denver, Cole. no.17 SHIPMAN GUM MACHINES, \$12.50, SHIP-man Candy, \$19.50; Shipman Triples Stamp, \$30 (machines like new); guaran-teed U.S.P., 100 Grand, Waterbury, Conn.

A-I BARGAIN—CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices. What have you to sell? Mack S-column, quarter operation; Cigarette Me-Postel. 2252 Milwaukee Ave., Chicago, Ill noi?

ALL TYPES CIGARETTE, CANDY MA-Shilladelphia, Pa.

\*\*Hilladelphia\*\* Pa.

\*\*Hilladelphia\*\* Pa.

\*\*Hilladelphia\*\* Pa.

\*\*Hilladelphia\*\* Pa.

ROUTE FOR SALE-MUSIC, WITH SOME amusement sames: Chicago area; established twenty years: consistent revenue. Address Box C-485, The Billboard, Cincinnati 22, Ohio. des

STAMP POLDERS DIRECT FROM MANU-facturer; low, low prices, immediate de-nvery; write for prices and sample. J. Schoenbach. 1845 Bedford Ave., Brooklyn, N. Y.

STAMP FOLDERS—DIRECT FROM MANU-facturer; unlimited quantities; immedi-ate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa LOcust 7-1448.

STAMP MACHINE FOLDERS AT LOWEST prices; send for samples and prices. Braun Manufacturing 171 E 926 St. Now del

WANTED-USED Is VENDING MACHINES for Gum, Candy, Charms; also Randy-Kings and Belvends if priced right; ad-vise fully. Box C-486, care Bullboard, Cin-cinnati 22, O.

WANTED - USED COIN COUNTER IN good condition; state make, model, price. Write Gene Curry, 206 5. Frest St., Wheel-WANTED-USED HARVARD MEDAL MA-chine, also medals; vicinity of N.V. Phune HA 4-6334

WILL TRADE TURF KINGS (LIKE NEW for Music Cigaretts of any other Colomerties Equipment Runyes, 113 West Runyes St. Nawark S. N. J. 8828

I KEENKY AIR HAIDER, 270; I BALL'S Undersea Raider, 260; 2 Exhibit Dale Gins, 255 each; 2 Sectour Chicken Sama 530 each; 2 Bally Bank Fires, 210 each; SMALL ROUTE IN FLORIDA—ABOUT 75

pieces, consisting of phunographs and amusement tables for sale, flox C-147, Care The Billboard, Cincinnati 22, O. del Walter Millier, 212 & Front St., Like New, Jensey, Living Pa. Deluxe Sales CO., Blue EARTH, J. Walter Millier, 212 & Front St., Living, Pa.

### Fair Meetings

Indianapolis, January 1-3. Wiliam H. Clark, 360 Walnut, Frankin, Ind., secretary.

Wisconsin Association of Fairs, Hotel Schroeder, Milwaukee, January 3-5, Win Eldridge, Plymouth, secretary.

Minnesota State Fair and Minnesota Federation of Fairs, Hotel St. Paul, St. Paul, January 7-9. George W. Gleixner, North St.

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.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 10-11. L. (Doc) Cussidy, Kentucky State Fair, Louisville, secretary,

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 10-11. Rollo E. Singleton, State Capital Building, Jefferson

City, secretary. Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 20-22. Cliff C. Hunfer, Taylorville, Ill., secre-

Massachusetts Agricultural Fairs' Association, Hotel Kimball, Springfield, January 16-17. A. W. Lombard, 21 Jason Street, Arlington, Mass., 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. Ralston, Box 482. Staunton, secretary. Nebraska Asosciation of Fair

Pennsylvania State Association years, the fairs will get back more than they have paid out in prizes for the previous year, re-Lincoln, Reading, January 23-25.

Rocky Mountain Association of vertising and a sound-truck will year they got back only 92 cents | Rocky Mountain Association of be used in the general area. on the dollar. Attendance at the Fairs, Rainbow Hotel, Great Falls, January 27-29. Clifford D. Coover, Shelby, Mont., secretary. Add Fair Meeting List-

> 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,

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 3-5. C. R. Heaton, 301 North Broadway, Tyler, Tex., sec-

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., secre-

Ontario Association of Agricul-tural Societies, King Edward Ho-tel, Toronto, February 6-8. F. A. Lashley, Department of Agricul-ture, Parliament Buildings, Toronto.

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Ettinger Camierters, 100% weel,
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Full size Softspun Bed Spreads,
beautiful, from
Markle Hunting Set, for the fair
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Marble Hunting Knives from
Lifetime Cutinry Sets, made by the
N. Y. concern
Mastercrafters Merry October
Clock, with Kil Kat Clocks. 7.95
Clock, with Kil Kat Clocks. 7.95
Kettles
Dominion Toatters
Dominion Toatters
On the above items we give a 5 per
Sent cash discount. Save with Savage Novelty Company

# the fastest prowing premium house in the business. 100% return privileges. You must be satisfied. 428 Third St., Beloit, Wis. Phone: College 2298-W

SATESTROATEDS

DELUXE SALES CO., BLUE EARTH, MINN.

### Communications to 188 W. Randolph St., Chicago 1, Ill.

COIN MACHINES

## Hotelmen See Games, Venders At Trade Show

NEW YORK, Nov. 10 .- National Hotel Exposition, once an important showcase for coin-operated radio and television manufacturers, may no longer attract such producers, but visitors to the 36th annual event, at the Grand Central Palace here, this week showed unusual interest in a coin amusement device and placed firm orders for quantities of stamp machines and shuffleboards.

Bagatelle Billiards, made by Sambros, Inc., of Hartford, Conn., which 18 months ago was moderately promoted to the operator trade, was offered to hotel keepers on an outright sales basis. After reviving the game and placing it in substantial production. its backers are presently concentrating their efforts in lining up distributors serving the inn, club and institutional trade

Louis B. Stoner, member of the Sambros board of directors, said the game, a variant of Belgian pool, may later be directed at the operator market for route place-

Altho a half dozen firms exhibited radio and television equipment for hotel use, none had models fitted with coin mechanisms. Rep Closes The trend, based on their experience at least, is more and more to rentals. Hotel patrons pay a Reno Office flat fee for use of the sets per day or find the television a standard

the regular room fee. coin units are at present an ex- fle Alley. pensive service problem. A spokesman claimed that the cash

(Continued on page 85)

## Mitchell Sets Premium Deal

MINNEAPOLIS, Nov. 10.-The machines will find first-class loca- to 2,000 projects. Out of these, Mitchell Company here has tions in 28 airport terminals to be 1,295 are completed and another started regular deliveries on its constructed or improved under the 410 are under construction. coin machine operators

Tailored to fit the individual Aeronautics Administration an- one of this year's biggest airport operator's merchandise require- nounced Thursday (1) plans for 226 projects, the \$820,000 slated for ments, Mitchell premium boards airport projects costing \$28,851,- a terminal building, runways, are stocked with both quality and 739. Altho much of the funds will lighting, etc., at Chicago's O'Hare seasonable merchandise. Mitchell be used for runways, and control Airport. In Florida \$907,928 will Lazarus, firm head, stressed all towers, etc., terminals will be go for a terminal and other faunits in the premium package built or improved in such popu- cilities at Miami, and another board are guaranteed and the boards are assembled at company Chicago, Miami, West Palm Beach a terminal and parking areas, etc. headquarters.

For smaller operating firms, uncertain about the types of premiums to carry at various times of the year, Mitchell has set up an advisory staff which keeps by State and local interests in the \$350,000 and \$328,700 respectively at the same levels. up-to-date on merchandise mov- year. By July 1, the end of the for terminals and other facilities. ing best in different parts of the fifth year of the federal aid procountry on a seasonal basis.

## USO THANKS GAMES DONOR

CHICAGO, Nov. 10 .- Reflecting the tremendous interest in amusement games by the Armed Forces is the following letter of apprecia-tion sent to Sam Wolberg by the Chicago USO for a recent equipment donation:

"You have no idea how much enjoyment the servicemen are getting from the two machines you so generously gave the Chicago USO. They are constantly in use day and night and I am sure that if you were around here you would feel more than rewarded for generosity.

"At the present time Mrs. Walter E. Heller, chairman of the club, is out of the city, but I am sure she would want me to add a note of sincere appreciation for her as well. Thank you again for so generously remembering the servicemen.

"I hope that you and your friends will come up to the USO Club whenever you are in the vicinity and let us take you thru the club.

Sincerely yours, Mrs. Benjamin Getzoff, Assistant director.

# Los Angeles

fixture in certain rooms. In the the Reno branch temporarily tised Used Machine Prices (aplatter case, the charge is part of closed, Charles A. Robinson, of pearing elsewhere in this issue). the C. A. Robinson Company, will Key to the situation was a de-

New Airports Offer

Ops Top Locations

WASHINGTON, Nov. 10 .- Coin funds had been granted for close

ing the fiscal year 1952. Civil front yard will be the scene of

lation and amusement centers as \$200,000 to West Palm Beach for

and Scattle, as well as in smaller At General Mitchell Field, Mil-

## Game Plants Face New NPA Materials Curbs in 1952

mailing to manufacturers.

In the current quarter, games plants were limited to 58 per cent of steel, 53 per cent of copper and 47 per cent of the aluminum they used during the base period-the first six months of 1950. With the

production schedules for the re- NPA explained the newest gimmainder of the year by restric- mick also means manufacturers tions on use of key materials, who received advance first-quargame manufacturers will soon be ter 1952 steel allocations in the terials allocations which have notified of an additional 25 per present quarter will not receive stymied games manufacture the cent cut on the use of steel, al-uminum and copper in the first shipments. Generally this same Monday (19) at the first meeting quarter of 1952. Notices to this practice will hold true on similar of the games industry advisory effect were completed here this allotments of aluminum and cop- committee with NPA officials

week by the National Production per, but the ruling will vary on (The Billboard, November 19). Authority and scheduled for early these materials, NPA added. While the three materials, the agency predicted games makers would have the most difficulty securing copper and stainless the securing copper and stainless steel.

Allotments Vary

Altho the exact allotments for new slash across the board for the each plant will vary, collectively initial quarter of 1952 but 43.50 the factories will get approximateper cent of steel, 39:75 per cent ly the following amounts of the of copper and 36.25 of aluminum scarce materials: 257 4 tons carbon will be permitted for game out- steel; 5% tons alloy steel; 860

WASHINGTON, Nov. 10. - Al- put. (See separate stories for pounds stainless steel; 32,520 ready weighed down by limited vender and juke box allocations.) pounds copper (brass mill); 70,485 pounds copper (wire mill) and 3,227 pounds aluminum.

Many of the problems of ma-

# 2 New Formica

CHICAGO, Nov. 10. - Chicago Coin Machine Company this week shipped samples of two new sixplayer shuffle games to its distributor network. Both feature formica playfields and new type jumbo pins.

Each game measures 8 by 2 feet and has hinged cabinet for service accessibility. Other similari-Actually, most distributors in ties of the new products are 20-30 ing the difficult 7-10 railroad split, high score of the week box on backglass and rollover scoring

One of the major differences in Wells Television, Inc., an ex- devote full time to the firm head- cided number of additional list- lining up more merchandise to the multi-player games is one that hibitor with sets in hotels in 10 quarters here. The company has ings in games, music and vending insure a heavy inventory when has fly-away jumbo pins while divisions and some with lower the buying wave hits full scale, the other has jumbo stationary The the game activity was a bit pins. Both games are housed in off from previous weeks, several de luxe type cabinets designed for heavy play in top locations.

The formica playfield, introduced on Chicago Coin's first six-player game, shows no wear because of the used arcade machine market, its extra hard surface. It also Many of the models produced in speeds the flights of pucks as they the past two years had more de- are pushed toward the bowling pins. All play directions are screened under the formica surface to prevent wearing off.

## Used Markets Show Partial Slowdown

CHICAGO, Nov. 10.-Despite equipment of all types, the first slowdown in sales of late-model used equipment was indicated in LOS ANGELES, Nov. 10 .- With The Billboard's Index of Adverprice quotations.

the impending curtailments of this area considered the situation scoring, complete plastic covering temporary in nature and pointed for the pins, the possibility of makout that when the impact of coming restrictions on the building of equipment is fully realized, operators will once again be buying contacts. Both models bear the used games, venders and jukes name, Chicago Coin's 6-Player in volume. Most of the distribu- Bowling Alley. tors were more concerned about

> late-model five-ball units plus multi-player shuffle games continued at their former high rate of demand. This was true also of mand than the available supply could satisfy.

Music equipment, which had been affected by fewer units offered the past two weeks, had a general increase in listings this week. This, distributors claimed, new premium package deal for Federal Aid Airport program dur- Coin machine industry's own would lead to stepped-up activity almost immediately. For with more models to choose from, the operators tend to be in a better buying mood, they said. Among the products receiving more attention this week were Wurlitzer's 1015, 1100, 1250 and 700; Seeburg's Local game operators this week 146, 146M, H146 Hideaway and were moving their machines from H246 Hideaway.

steadiest products in the used commission order. markets, continued to show stabil-Uncle Sam is handing out \$15,- the second stage of the terminal ity. Listings this week are ap- Judge Charles W. Hall upheld a 030,607 while matching funds to- building and for a control tower. proximately the same as a week taling \$13,821,132 will be provided Indianapolis and Seattle will spend ago and most of the prices were

> Other projects ranged downward in size to the \$4,900 slated for a terminal building at Hamilton, Shipping Area

> > CHICAGO, Nov. 10 .- First Distributors here has completed a 560-square-foot addition on the rear of its North Avenue quar-

Built between one of its ware- by Dunis and McKee. house areas and the firm's repair shops, the addition is composed of continued game operation under wood siding on two sides and a temporary injunction staying brick on the remaining portions, enforcement of a similar Portland It has a large door to accommo-city ordinance. Overshadowing

Finke stated the new facilities give the firm a total of approxi- by the end of the year. The commately 11,000 square feet. Before mission's order was based on an firm's entire quarters during the Neuner holding the games to be

## Prock Recovers

Prock, General Distributing Com- offered a gauge for action against pany, is on the road to recovery machines. He pointed out that from serious injuries sustained in federal law required payment of a an automobile accident recently. He suffered a brain concussion and was at first believed to have bling and that a lesser fee applied incurred a fractured skull. He re- to coin machines not used for turned to his office last Friday, gambling,

# Vancouver Ban On Games OK'd

PORTLAND, Ore., Nov. 10 .locations in neighboring Vancou-Vending machines, always the ver, Wash., in the wake of a city

The commission acted after city ordinance banning games from Vancouver. Mayor Vern Anderson directed Police Chief Harry Diamono to halt all play by Tuesday midnight (6).

After the city enacted the ordinance last June, operators Lou-Dunis, Portland, and Harold R. McKee, Vancouver, obtained a temporary order restraining the city from enforcing it. Formerly the city licensed machines under an annual fee.

No Grounds

In dissolving the temporary injunction, Judge Hall said injuncters designed to give more ship- tions should be used sparingly ping and receiving space and and that he saw no reasonable speed handling operations.

Portland operators, meanwhile, date oversized equipment as well the city action was an order by the Oregon Liquor Control Com-Owners Joe Kline and Wally mission requiring games to be inke stated the new facilities withdrawn from all State taverns opinion by Atty.-Gen. George past several months the firm had in violation of the Knox liquor control law. He later amended his opinion to the effect that only gambling games were covered.

in later letters to the district DALLAS, Nov. 10. - George attorneys of the State, Neuner

Coming

IN THE DECEMBER 1 ISSUE

# Then, Now

a special section of The Billboard commemorating the

## National Broadcasting Company's Silver Jubilee

Jeaturing articles by BRIG. GEN. DAVID SARNOFF

JOSEPH McCONNELL . CHARLES DENNY SYLVESTER WEAVER . WILLIAM HEDGES JAMES M. GAINES . WILLIAM BROOKS

> GEORGE FREY . ED MADDEN D. B. HANSON

at the

NHC AFFILIATES CONVENTION Boca Raton, Fla. . Nov. 28-Dec. 2

# Nine More CMI '52 Show Exhibs Signed

CHICAGO, Nov. 10-Nine ad-1 ditional firms sent in signed contracts for the 1952 International Coin Machine Exhibition, Coin Machine Institute, show sponsor, announced Wednesday (7). Thus General Electric Company (Nela far a total of 27 companies have confirmed space for the event scheduled for February 4, 5 and 6 at the Hotel Sherman here.

The nine exhibitors accounted for 15 booths and together with counted for 68. Since 40 per cent & Company, Williams Manufacthose previously announced acof the 170 booths have been sold turing Company, World Wide Disin the two weeks following the tributors, Chicago Coin Machine show's announcement, CMI's Company, First Distributors, King president, Sam Wolberg, and show & Company, A.B.T. Manufacturchairman, Dave Gottlieb, were ing Corporation, Exhibit Supply confident all space would be sold Company, Genco Manufacturing out by mid-December. Another & Sales, Empire Coin Machine Ex-barometer of high show interest change; Embassy Distributors, at this early date was an an-nouncement by Earl Benedict. Sales Company, National Coin nouncement by Earl Benedict Hotel Sherman convention man-Machine Exchange, Ace Premium Sales Company, West Side Disager, that hotel reservations con-tinued to pour in from both for-tributing Corporation, The Bill-board and Cash Box.

Exhibitors signed this week

grams, \$166,537,603 in government

Supremium Manufacturing Jompany, New York; Acro Manufacturing Company, Columbus, O.; National Rejectors, Inc., St. Louis; Park), Cleveland; Deutsch Lock Company, Hammond, Ind.; Chiago Lock Company, Allied Coin Machine & Premium House, De Four Sales Company and Armitage Sales Company, all Chicago. Previously signed were the 18

following companies:

waukee, \$530,000 is scheduled for

FRANK M. FOLSOM . MILES TRAMMELL

CHARLES BARRY . FRED WILE

and with Special Distribution

Communications to 188 W. Randolph St., Chicago 1, Ill.

## VENDING INDUSTRY CASTS EYES TOWARD CLEVELAND

## Predict 1951 NAMA Convention To Draw Top Attendance, Interest

ing machine industry spotlight is 100 separate displays of the latest on the final evening, there will be on Cleveland this week where the fifth annual National Automatic Merchandising Association convention and exhibit was set to open its doors Monday (12) for a four-day run thru Thursday (15). Cleveland hotels early Saturday (16), with many planning to be on band for the NAMA pre-convention and operator at the supplier and operator at the supplier and operator at the NAMA pre-convention to the final evening, there will be in vending equipment and related products, and where four vital business sessions will take place. Incoming operators and manufacturer personnel began flooding Cleveland hotels early Saturday (10), with many planning to be on band for the NAMA pre-convention.

Pa. Bottlers Win ABCB Awards For Tax Work

Gov. Fine Speaks At Keystone Meet, Elect Assn. Execs

PHILADELPHIA, Nov. 10 .-Bronze plaques were awarded by the American Bottlers of Carbonated Beverages for "meritorius work in having the State soft work in having the State soft drink tax repealed" at the Key-

Morris Levin, retiring president of the Keystone group and local manufacturer of Sweetie beverages; George S. Berry Sr., of the Phila-delphia Coca-Cola Company; Z. H. Williamsport: Asa L. Dav. Coca-Cola, Wilkes-Barre; Wesley Woodson, Coca-Cola, Altoona; Fred Sebulskie, Pepsi-Cola, Pittsburgh, and Clarence Stone, 7-Up, Harris-

try had operated during the four tax stories this section.) years of the 25 per cent sales tax, declared: "I consider the elimination of the soft drink tax in Pennsylvania as the greatest victory

Stresses Organization

Also at the convention, Gov. John S. Fine stressed the importance of maintaining a well organized trade association. Fine which brought about the with-drawal of the State soft drink tax had earlier sponsored legislation which added a penny to nickel drinks as well as other levies on

Eastern Bottlers' Association, spoke of its 50 per cent interest in mer single flavor orange juice on "Trade Associations and Their Spacarb of New England back to model which had been used ex-Problems," and Willard S. Hagar, Ned Williams and his associates, clusively for the Minute Maid deputy secretary, Pennsylvania Interest in the operation was product, has been test operated Department of Agriculture, talked originally acquired in 1947 with via a few pilot models since early on "Observations on Beverage the purchase of 1,500 shares of September. Law Enforcement."

New association officers elected chers of Boston. were: Wesley Woodson, president; The New England firm, with which dispensed orange and lemon nounced this week a 25 per cent compiled by NPA a few days ago.

E. H. Browning (Vernor Ginger- Ike Houston remaining on its juice, indicates its availability for reduction in allocations of steel. Although the new limitations are ale), New Castle, first vice-presi- board of directors will continue other juice concentrate makers' copper and aluminum to be used dent; Z. H. Confair, Williamsport, to act as a distributor of Spacarb products, according to a Mills by vending machine manufac-second vice-president; Asa L. Day, equipment. second vice-president; Asa L. Day, equipment. Wilkes-Barre, secretary, and George S. Derry Jr. (Coca-Cola), and Hirsh Surkin (Bireleys).

## **GE Food Vender Program Spurs** Industrial Use

PHILADELPHIA, Nov. 10 .- The Rowe Corporation food vender operation in the General Electric plant here, installed last fall, has resulted in the spread of similar Aside from organizational prob-automatic food merchandising in-lems, the ball gum vendors will stallations in other major indus- deal Tuesday (13) with special trial plants.

Automatic Food Service Com-

tributor, supplier and operator at-tention focuses on the Cleveland tion activities Sunday (11), Convention Exhibit Manager Bernard N. Osmond predicted the 1951 meet would surpass earlier events in attendance and industry-wide interest. Pre-convention registra-tions, totaling over 2,000, were the

With government regulation on materials, tax programs and production restrictions keying the brand merchandise sold thru vend- in every case, nickels, dimes and 1952 automatic merchandising picture, these subjects will be thoroty

There will be no lack of entertainment during the convention.

# Interpret Cig stone Bottlers' Association convention here last week. The plaques were presented to Refail Prices

Indiana and Arkansas wholesalers candies. and retailers may "pass on" ciga-rette taxes so long as their prices

Cigarette manufacturers may,

# and the greatest forward step for our industry in this generation." Stresses Organization

Arthur Dennis, attorney for the Spacarb, Inc., announced the sale for \$1,150 and replaces the forcommon stock from Thirst Quen-

CHICAGO, Nov. 10 .- The vend- Auditorium with its more than In addition to the annual banquet

# Peep Readied

ing machines will be showcased quarters are basic. before top advertising executives aired during the morning-long at a Christmas party of the Ad-business meetings. at a Christmas party of the Ad-vertising Club of New York De-carry pennies, which has had a cember 11. A giant basket stocked bad effect on sales. Maybe they with the vendable products of carry the odd cent, but cents are more than 30 manufacturers who a problem. This price resistance advertise in Vend magazine will be one of the special prizes awarded at the event.

Among the items carried in the gift basket are Canada Dry beverages. Cadbury-Fry chocolate, Hershey, National Biscuits, Pall Mall, three-way operation whereby two cently rose from 40 cents to 42 Mars-Milky Way, Coca-Cola, Pe- pennies plus nickel, dime or quar- cents. ter Paul Mounds, Planter's Pea-nuts, Pepsi-Cola, Nestle chocolate, Henry Heide candies, Maxwell House coffee, Old Gold, Necco candies.

Dixie Cups, Chuckles, Walter WASHINGTON, Nov. 10 .- In Baker chocolate, Lucky Strike, three interpretations of the new Chase & Sanborn coffee, Pond's cigarette tax which became effect tissue, Mason Black Crows, Lilytive November I, Office of Price Tulip cups, Wrigley's chewing Confair, 7-Up and Pepsi-Cola of Stabilizations this week ruled that gum, Wilbur-Suchard chocolate, cigarette manufacturers may in Clark Bars, Beech-Nut chewing most cases continue their cus- gum, Hires Root Beer, Continental tomary billing methods, and that Can cups, Deran and Paul Beich

## handicap under which the industax. (See other cigarette pricety had operated during the four tax stories this section.) Juice Unit at Navy Pier Meet

CHICAGO, Nov. 10.—Mills Industries, Inc., made the first public showing of its new 700-cup Gottesman, of Posner, Berge, Fox Sen, NAMA staff accountant. two-flavor citrus juice vender at the seventh all-industry Refrigeration and Air-Conditioning Exposition at the Navy Pier this STAMFORD, Conn., Nov. 10 .- Week (5-8). Machine, which lists

Absence of the Minute Maid

## CANADIAN COIN HASSLE

## How Drink Operators Cope With Odd-Cent Bugaboo

TORONTO, Nov. 10.—Operators ter can be used, and change will of drink-vending machines in be returned in the even denominations. This will be integrated the problem of changing prices of with the machine. Canteen be-their merchandise. Some have lieves they will be able to recover solved it, others are still spending about 15 per cent of their lost money trying to find a solution.

Currently the price of a bottled drink is 7 cents, but the price has by the Coca-Cola Company vendvaried in the last four years two ing operation whereby just nick-

nickel. An excise tax was placed out so that five bottles sell for 35 on carbon dioxide gas, major component of the drinks, of 50 cents sometimes cost the purchaser 15 a pound. The last change took place in January this year when drink companies upped the price of sirup and forced the sale of

Basic Coins

bottled drinks at 7 cents.

This has meant two changes of NEW YORK, Nov. 10.-National merchanisms in some cases, but

> Most people carry around nickcarry pennies, which has had a is partly psychological, and partly sheer lack of pennies.

#### Odd-Cent Solutions

sales

Another solution has been found els are necessary. By a system The first change took place Sep- of staggered pockets on the rotary tember I, 1949, when the price drum, two drinks can be bought went to 6 cents from the standard for 15 cents. Actually it works

> This machine, it is said, works excellently with the one coin. The introduction of more than one coin causes trouble, sometimes shutting down the machine until repaired.

But the introduction of the single coin eliminates trouble. Therefore the machine becomes a greater revenue producer, because it is operating 24 hours a day.

Tho the rotary drum which earries the bottles has to be left blank, it only cuts the capacity down from 83 bottles to 59. This is not considered serious in the light that the machine does much better business.

Cigarette venders are the latest A solution brought out by to be faced with the coin problem, Canteen Services, Ltd., is the since the price per package re-

## Schedule Consultation Service at NAMA Meet

CHICAGO, Nov. 10.-A new & Arent, Washington, NAMA's convention program feature an- special counsel on price questions. nounced by National Automatic Merchandising Association this Taxes and Local Sanitation Reguweek is a consultation service in lations," Fred L. Brandstrader, six vital phases of vending oper- NAMA legislative counsel. ation. To accomplish this, the Cleveland meeting (12-15) has been arranged to allow time for experts in each phase to consult with conventioners after business sessions, NAMA reported.

Each consultant will be available for brief personal consulta-tions between 2 and 6 p.m. Mon-day (12) and Tuesday (13). Fields are: "Sales and Management Problems," John W. Mock, man-agement consultant and model and management staff.

"City and State Per Machine

NAMA Group Insurance and Other Insurance Problems, Ed Mack Jr., Mack & Parker, Chicago, NAMA's insurance broker; Bernard N. Osmond, secretary, NAMA insurance trust, and Gerald Ryan, of John Hancock Life Insurance Company.

# NPA Sets First '52 Materials Quotas

name on the vender exhibited, National Production Authority an- an early mailing to factories, were

WASHINGTON, Nov. 10 .- The Notices of the new cuts, slated for

across the board and cover all types of the three materials, NPA indicated the vender producers would find copper and stainless steel the toughest to secure even under the allotment system. The latest curbs, the agency stressed, also means that plants which have received advance allocations of steel for the first quarter of 1952 will not receive permission for further steel shipments. This same pattern will govern advance allotments of both aluminum and copper, but on a variable basis.

## treasurer. Local bottlers elected to the executive board are: George S. Derry Sr. (Coca-Cola); Morris Levin (Sweetie); Harry Labowitz (Sheffield); Dan Mazzola (7-Up), and Hirsh Surkin (Pireland) To Organize Association CLEVELAND, Nov. 10 .- The | item of business would be a dis- | vided the trinkets they contained

at which officers were to be charms or trinkets. elected and a program laid out for the coming year. NAGV will hold its business sessions in the Hollenden Hotel here - a twoday session coinciding with the opening of the four-day convention and exhibit of the National Automatic Merchandising Association. NAGV and NAMA are not affiliated organizations.

Aside from organizational prob-

Vendors was ready this week-end and its application to ball gum of the value of the gum. for its first national convention, machines which also dispense

(Editor's note: The federal excise tax does not apply to "bona fide vending ma-chines," but some Collectors of Internal Revenue have held that ball gum or nut machines which also contain charms are amusement devices and as such subject to the \$10 annual federal tax.)

New Ruling

Raynor said he had obtained an Rowe's Philadelphia subsidiary, utomatic Food Service Com
legislative problems confronting interpretation from the Interpolation from t gum association, said the first not subject to the \$10 tax pro- sessions.

National Association of Gum cussion of the federal excise tax did not have a value in excess

Later in the session, Raynor will fill in the gum operators on the Cavalier Vending Company case-a court action involving the charge that machines which mix charms with gum or nuts are in violation of the Federal Pure Food Act. The federal government won the first round in this case, but a higher court reversed the decision in favor of the oper-ating company. The government now plans to take the case to the Supreme Court.

Raynor said approximately 250

## VEND QUOTAS JAN .- MAR., '52

Under the first quarter, 1952, restrictions the automatic merchandising plants as a group can expect approxi-mately the following amounts of specified materials

Carbon steel .... 2,183 tons Alloy steel .... 15 tons Stainless steel ... 26,947 lbs. Copper (brass mill) 16,036 lbs. Copper (foundry): 4,688 lbs. Aluminum ......215,512 lbs.

NOWN PHOTO

Operators! 6 Auto-Photo Venders took over 12,000 25c strips in 2 weeks' time!

LEVEL

4 POSES 259



# Auto-Photo

STOPS 'EM!

-eye-catching cabinet design!

SHOOTS 'EM!

-4 pics in 2 minutes—automatic!

PAYS OFF!

-700% gross profit!

The dramatic profit story in the "location" photo above has convinced AUTO-PHOTO that it is high time operators throughout the nation were apprised of the machine that produced these record-making figures! AUTO-PHOTO, for years the leader in personnel identification automatic photo machines, now offers vending machine operators the chance of a lifetime for a new profit picture!

Designed with eye appeal... incorporating many new engineering improvements—AUTO-PHOTO provides the perfect synchrinization of lens selection, depth of focus, lighting, exposure, to produce a perfect picture every time—in just 2 minutes time—completely automatic! Commercial calibre developing—no distortion—no fading. A real money-maker! Cost is less than 3c per strip...Price—25c! Check for location today—new bus terminal? Railroad station? Local fair coming up? PICTURE YOURSELF IN THE MONEY—with the amazing coin-operated AUTO-PHOTO. Write for information today!

easy for the customer! • easy for the operator!

Auto-Photo

COMPANY

1444 SO. SAN PEDRO ST. . LOS ANGELES 15

Here's why
Auto-Photo
Leads!

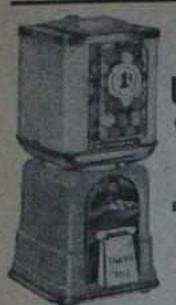
clear "true" pictures
commercial type developing
simple to service
no waste



NOW. Auto-Photo used for identification photos in industry and law enforcement agencies — Chrysler, Packard, Douglas Aircraft, Hughes Aircraft, Los Angeles Police Department, to name but a few.

LOOK FOR US AT THE N. A. M. A. CONVENTION

Copyrighter



VICTOR'S

(With Side Display. Windows

900 BALL CAPACITY IUMBO-SIZE BALL CUM 100 Count

Per Pound

TODAY'S FASTEST SELLING BULK VENDING ITEM

Lots of 100

\$31.40 per case of 2 Contact your VICTOR

Distributor

\$75.00

UNEEDA

MODEL E

VENDING CORP. 5701-13 W. Grand Ave.

Chicago 39, Illinois

OUR PRICES ARE STILL LOW!

CIGARETTE MACHINES

Unerda Model 500, 15 Col., 415
Pack Cap., King Size Included 5 85.00
Unerda Model 500, 7 Col., 150
Pack Cap., King Size Included 95.06
Unerda Model A, 9 Col., 270
Pack Cap.
DuGrenier Champion, 9-11 Col., 150
Pack Cap., King Size Included 67.50
DuGrenier Model W, 9 Col., 208
Pack Cap.
Rowe Crusader, 10 Col., 475
Pack Cap., King Size Included 145.00
Rowe Imperial, 8 Col., 240
Pack Cap.
Rowe Royal, 6 Col., 240
Pack Cap.
Rowe Royal, 6 Col., 240
Pack Cap.

SENS ADDITIONAL FOR SILVER

CANDY MACHINES

U-Select-II, 54 Bar Cap. \$ 35.00 Adv. Candy, 40 Bar Cap. 25.00 Vendail Candy (New) Write

KING SIZE COLUMNS INSTALLED

IN ALL CIGARETTE MACHINES

TOP EQUIPMENT

UNCONDITIONALLY GUARANTEED

1/2 DEP. WITH ORDERS, BAL. C.O.O. Parts and Mirrors available for all makes

CONVERSIONS

ANY MAKE OR MODEL CIGARETTE VENDOR TO 25¢ OR 30¢ VENDING

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"

already building

profits for opera-

tors; all aluminum

die cast body.

## Phila. OPS Sets Cig Price Rule

PHILADELPHIA, Nov. 10 .-- No. more than 1 cent per pack and 10 cents per carton increase on cigarettes, the exact excise tax which went into effect last week, is permitted by Office of Price Stabilization regulations, it was announced by Paul B. Hartenstein, Philadelphia OPS director.

Hartenstein said that a conflict was presented here with the terms of the Pennsylvania cigarette resale law, which has set a floor under prices of cigarettes, providing for a minimum wholesale mark-up of 4 per cent and a retail mark-up of 6 per cent over cost. This mark-up would appear to require an increase of 11/2 cents a pack and 11 cents a carton by dealers in the State, Harten-

stein said. "However, the federal price regulations hold that any dealers who increase their prices above the tax itself will be considered in violation of OPS regulations." Hartenstein said.

SPECIAL!

\$85.00

ROWE

CANDY

8 Cal.

## VENDER LINKS SAHARA, PHILLY

PHILADELPHIA, Nov. 10. -As a serviceman was filling the soft drink vending machine in the cafeteria of the Philadelphia College of Pharmacy, he suddenly stopped and blinked. Then he took a second look at the bottle bearing a strange inscription at the spot where the product is usually advertised.

A student was standing near by. "Say, what does this say?" the serviceman asked the student. It was an Egyptian inscription, describing the soft drink as it is advertised in that country. Occasionally, these bottles which are shipped to all parts of the world do find their way back to this country.

The coincidence is that the student who was asked to translate could do it so readily because he is Sameh Toukan, of Cairo, seeking a master's degree in pharmacy

# Miami Cig Ops

MIAMI, Nov. 10.-Cigarette operators here co-sponsored a quarter-page advertisement in a local

machine operators of Greater Miami will maintain present peal in behalf of the Dade County

ing Atlas Brand

DISTRIBUTORS AND

SALESMEN: Write

NOW for open terri-

tories available.

Almond, or mixed

THE ATLAS MASTER
A Penny-Nickel combination, aperates with
penny or nickel, builds

more profits volume than any competitive vendor.

increases are imposed on ciga- Mills Coffee B Bar on a national, rettes or matches, the cigarette but non-exclusive, basis. prices on cigarettes," the newspa-per message read. A large portion of the ad was devoted to an ap-

Inc.; Don's Vending, Miami Cigarette Machine Company and Pan Am Tobacco Company.

# 25c Pack Peg

# Sponsor Ad on

## '52 Theme of Spacarb Sales Is Diversity

STAMFORD, Conn., Nov. 10 .-Spacarb will make its major sales push next year around the theme of diversification, concentrating its efforts on operators of other than drink equipment, notably cigarette and candy. This was the prime goal set at a special meeting of the manufacturer's distributors and sales representatives here Wednesday and Thursday (7-8).

The meeting, under the chair-manship of H. F. (Pete) Foster, Spacarb sales manager, also explored the potential of the various markets open to cup machine placement, with industrial locations held most promising. The company also expects to devote much of its efforts to the theater field.

Distributors in attendance included Larry Granfield, County Sales, San Diego; Merle Zuehlke, Founteen, Milwaukee; Angus Grant, Northwest Vending, Min-neapolis; Bayne Phipps, Spacarb, Washington; Dick Hartfield, Spaearb, Essex, N. J.; Ned Williams, Spacarb, New England, Boston; Charles Ashley, Cup Machine Service, Philadelphia; F. M. Higgins, Spacarb of the Northwest, Seattle; Joe Dobson, Dobson Vending, Dallas; Harvey Smith, Atlanta, and Bud Hagmaier, Pittsburgh.

Engineering problems also were paper, The Miami Herald, to an- discussed, as was the possibility nounce they would continue vend- of taking on new lines, coming prices at 25 cents in spite of plementary to drink venders, for the penny-per-pack tax increase, sale under Spacarb auspices. The "Unless further taxes or price company now handles the Bert

# Community Chest, with a red feather pictured over the chest slogan: "Give generously—Everybody gives." The advertisement was signed by the following: Ace-Saxon, Inc.; Bishop Amusement; Golden, Inc.; Bishop Amusement; Golden, Inc.; Cigarette Service,

WASHINGTON, Nov. 10,-Of-fice of Price Stabilization announced that the increase which cigarette retailers and wholesalers in Arkansas may legally add to their ceiling prices is limited to the exact amount of the federal cigarette tax increase -one penny.

The OPS directive was issued to Arkansas dealers because, under supplementary regulation 53, there was a possibility they might add a percentage mark-up to the increased tax, thus adding more than the penny increase per pack

provided in the new tax law. Supplementary regulation 53, issued in August, permitted dealers to raise ceiling prices to the minimum prescribed by a new Arkansas statute which prohibited loss-leader eigarette sales. Statute, passed before the institution of price control by OPS, was not made effective until after the price freeze of January 25, 1951.

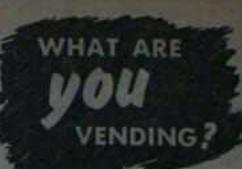
OPS pointed out that under the General Ceiling Price Regulation, sellers of cigarettes in other States may increase their pre-November I ceiling prices by the exact amount only of the federal tax increase. Thus, there is no reason to permit Arkansas dealers to increase their cigarette ceilings by a greater amount than that permitted in other States, OPS de-

## Indict La. Man For Vender Fraud

BIRMINGHAM, Nov. 10.—C. B. Shubert, post office inspector here, reported that a Shreveport, La., man indicted on fraud charges involving the sale of vending machines was free on bond this week while awaiting trual for misuse of the mails.

The defendant, Clifton Bu-chanan, was indicted in connection with a vending machine sale here, but his operations thruout Alabama, Florida, Tennessee, Mississippi and Louisiana were also under investigation

Shubert charged that Buchanan would advertise new venders, then fail to fill the order or would deliver secondhand equipment.



Stick Gum? Boll Gum? Tab Gum? Bulk Merchandise?

Mints? Stamps? Perfume, Combs, Sanitary Products or
other Marchandise?

ADVANCE is the Vender for You!

The 1-column model (illustrated) wends fiel carlons up in 1/4"a2"s 31/4" long - or round cartons up to 134" di-ameter x 31/2" long. The 2-column model handles round carlons up to 34" diameter x 3" long.

Regularly furnished for 1c. St. 10r ar 25e operation, Separate cash box - and Advance Coin Detector with automatic coin return when machine is

Want more information! Write today

## SCHOENBACH 3

Factory Distributor Of Advance Vending Machines 1645 Bedford Ave., B'klyn, 25, N.Y. PResident 7-2900

BRAND NEW

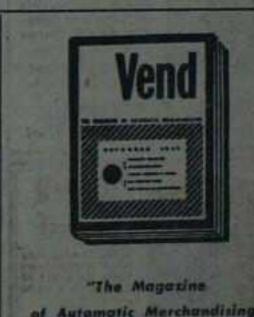
## LUCKY BOY VENDORS

hold 5 lbs. Nuts, Ball Gum Vendors, 880 Ball Gum, Fully Guaranteed.

1/3 Deposit, Balance C.O.D.

BLOYD MFG. CO. VALLEY STATION, KY.





of Automotic Merchandising"

"I find many helpful suggestions from your nice magazine, Vend, about other operators everywhere. I find new friends every day in the coin machine business."

J. D. MERRITT

Hot Springs, Ark.

VEND 2160 Patterson St. Cincinnati 22, Q.

Please enter my subscription to VEND Magazine for One Year fur which I Incluse 53.

Name .......

Address ....... City ..... Sang .... State.

MANUFACTURING AND SALES CORP CLEVELAND III OHIO EST. 1925

MANUFACTURED BY



# Pistachios

3 SPECIAL GRADES FOR VENDORS

## ask for ZALOOM'S

- 4 STAR JUMBO
- VENDORS MIX
   3 CTAD "RIDS"

Perfect. The Finest and Fastest Selling Pistachios. Red and White. DELICIOUSLY ROASTED AND SALTED.

Facked 5-lb. Mnisture-Proof Bags. 12 5-lb. Bage to Carton.

IN ALL TERRITORIES
WRITE US TODAY



## JOS. A. ZALOOM & CO.

America's Original Masters in Reasting and Salting of Pistachio Nuts.

8 JAY STREET NEW YORK 13, N. Y.

Blekman 3-7646

## Calendar for Coinmen

THE BILLBOARD

November 12-13—National Association of Gum Vendors, first annual convention, Hollenden Hotel, Cleveland.

November 12-15—National Automatic Merchandising Association, annual convention, Cleveland Auditorium, Cleveland.

November 13—California Music Guild, monthly meeting,

November 13-Automatic Phonograph Owners' Associa-

November 14, 28—Music Merchants' Guild, semi-monthly meeting, Narragansett Hotel, Providence, R. I.

November 14—Music Operators of Northern Illinois, monthly meeting, Matt's Golden Pheasant, Route 64, Elmhurst, November 15—Michigan Automatic Phonograph Owners' Association, monthly meeting, Maccabees Building, Detroit.

November 19—Automatic Music Machine Operators' Association of Greater Baltimore, semi-monthly meetings, Mandell Ballow Restaurant, Baltimore.

November 21-Westchester Operators' Guild, monthly meeting, American Legion Hall, White Plains, N. Y.

November 25-28—National Association of Amusement Parks, Pools and Beaches, annual trade show, Hotel Sherman, Chicago.

November 26—Phonograph Owners' Association, monthly meeting, Broadway Hotel, East St. Louis, Ill.

November 27—Automatic Machine Association of Philadelphia, Broadwood Hotel, Philadelphia.

December 3—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.

December 3—Amusement Machine Operators' Association of Greater Baltimore, semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.

December 4-6-Popcorn Industries, annual convention and exhibit, Congress Hotel, Chicago.

December 6-Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.

December 6-Summit County Music Operators' Associa-

December 6—Summit County Music Operators' Association, monthly meeting, Akron Hotel, Akron.

December 10-Wisconsin Phonograph Operators' Association, monthly meeting. Site to be announced.



The American Red Cross Is Your 24-Hour Friend in Disaster and Misery

NAME

CHOICE TERRITORIES AVAILABLE-WRITE FOR DETAILS

PERFUMATIC OF CANADA, LIMITED

Toronto 12, Canada

Mail coupon to-

day for immediate

delivery or further

details, monthly

terms as low as \$10.

Please send further details immediately.



THE TREMONT ST., BOSTON, MASS.

### VICTOR'S TOPPER

100 or More \$12.70 1 to 25 13.70 Plastic Globes

UNEQUALLED FOR VENDING: BALL-GUM, CANDY, PEA-NUTS, CHARMS, SALTED PEANUTE, ETC.

FINANCE PLANT!!
LOWEST PRICES
on Ball Cum, Candy,
Charms, Stands. We
stock parts and supplies for all penny
vending machines.

VENDING SPECIAL-IST SINCE 1934.

BERNARD K. BITTERMAN 3022 Truman Rd. Kansas City 1, Mo.



## TOPPER DELUXE

With Plastic Side Display Window Case of 4 \$56.0 Single ... 14.0

Topper Standard With Plattic Globe. Case of 4 548.00 Single . 12.25

> COMPLETE VICTOR LINE IN STOCKI

> > THE N.A.M.A.

CLEVELAND,

NOV. 12th-15th

BOOTHS 109-110

CHAMPION NUT & CHOCOLATE CO.

## 2,000 ASSORTED CHARMS

15 Different Items — everything we make—in plastic and plated mixture.
WORTH MORE—SPECIAL DEAL

2,000 for \$10

F.O.B. Jamaica, N. Y.
Immediate delivery.

EPPY

Samuel Eppy & Co., Inc.



561 Eglinton Avenue West

EQUIPMENT

The biggest profit maker operators have ever enjoyed in the bulk vending field Simplified service cuts costs in half You just exchange globes on docation . empty globe is cleaned and filled at your work-shop. Vends all products, including charms Attractive eye-catching appearance. Built for vears of hard



1c Selective



money-maker. Opp are amazed at the earnings which are two or three times greater than ever experienced in this field. Big capacity . . . holds over 500 pieces . . . ten column . . . wide selection, tab gum, candy coated gum, le chocolate bars, fruit charms . . . fast, easy front lood servicing . . . positive, simple, foolproof delivery .... tested and proved on location,

Pree! The Northwestern is just packed with news, photos and helpful information for the operators of bulk vending machines. Write for your free copy today!

THE NORTHWESTERN CORPORATION \$29 S. Armstrong Street, Morris, Illinois

## Horthwestern

## THE BILLBOARD Index Advertised Used Machine Prices

## Vending Machines

Equipment and prices listed below are taken from advertisements in The fillboard issues as indicated below. All advertised used machines and prices are listed. Where more than one tirm 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 venders, 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.

	Nov. 10	Nov. 3	Oct. 27	Oct. 20
Acorn, 1c	244-440	and the same of th	2011/202	\$5,00
Advance Cardy	\$25,00	\$25.00	\$25,00	25.00
DuGrenier Champion, 9 col.	WWW.		89.50	89.50
Dugrenier Model (5) (7 col.)	69.50	69.50	69.50	69.50
DuGrenier Model V	75.00	75.00	75.00	75.00
Dugrenier Model W	49.50	49.50	49.50	190 (400
DuGrenier Model W, 9 col	82.50	82.50	82.50	82.50
Foot Vitalizer	39.50			49.50
Kirk's Astrology Scale	85.00	85.00	85.00	85.00
Kwik Shoe Shine Machine	79.50		- 79.50	79.50
Lo Boy Scale	50.00	50.00	50.00	50.00
Monarch (8 col.)	85.00	85.00	65.00	85.00(2)
National 9A	75.00	75.00 79.50	75.00 79.50	75.00
National 930	85.00	75.00 85.00	75.00 85.00	85.00
Northwestern 33 Ball Gum	7.50	7.50	7.50	7.50
Pop Corn Set.	89.50	89.50	B9.50	89.50
Rowe Crusader [10 col.)	145.00	145.00	145.00	145.00
Rowe Imperial (8 col.)	-		69.50	
Rowe President	85:00	85.00(2)	85.00(2)	85.00
Rose Royal (6 col.)	82.50	82.50	82.50	82.50
Rows Royal (8 col.)		69.50	- F. S. S. S. S.	72.00
Rows Royal (10 col.)	85.00	85.00	85.00	85.00
Siros Brush-Up.	75.00	75.00	75.00	75.00
Shoe Shine Machine	39.50	12.00		12000
	v 34:20			5.00
Silver King, Sc				52.00
S & M, 9 col., 20c				38.00
S & M Silver Quarter, 7 col.				52.00
5 & M Silver Quarter, 9 col.			3 3 2	5.00
Toppers, 1c	75.00	75.00	75.00	75.00
Uneeda Candy 102 Bar	75.00		85.00	85.00
Unceds Model A (9 col.)	85.00	85.00	- POSTURES	75.00
Uneeds Model E (9 col.)	75.00	75.00	75.00	46.00
Uneeda Model E (15 col.)	-			40,00
Uneeda (500)	69.50	69.50	69.50	05.00
Uneeds (9 col.) Model 500.	95.00	95.00	95.00	95.00
Uneeda (15 col.)	75.50 85.00(2)	85.00(2)	85.00(2)	85.00(3)
U-Select-It	35.00 49.50	35.00 49.50	35.00 49.50	35.00 49.50
Watting Fortune Telling				05.00

## Coin Park Lot Tested in Chi

57.50



With insertion of the coin, the ramp moves four feet to one side, allowing the car to by-pass the barrier. The same type ramp is provided for the exit. When the lot is filled, a counter previously set for lot capacity shuts off the coin mechanism. Deposits in the exit ramp subtract from the entrance counter, allowing an equal number of cars to enter as others

After each car has left the entrance or exit ramp, an electric eye reverses the motor and returns the platform to its position Ford Gum & Machine Company, in front of the barrier. Safety in an address before the Kiwanis devises stop ramp movement if a car bumper touches the barrier or if a second car enters partway on the ramp.

## Confection Pound, **Dollar Sales Off**

WASHINGTON, Nov. 10 .- Confectionery manufacturers' sales by the pound during September dropped off 11 per cent from September sales a year ago, while sales measured by dollar value fell 5 per cent, Department of Commerce reported this week.

Bar goods took the biggest skid in poundage sales, a drop of 13 per cent. Bar sales by dollar value only fell 6 per cent.

Sales of bulk goods in Septemper fell 11 per cent from September a year ago. Dollar value bulk goods sales slipped 8 per cent. Package goods dropped 1 per climbed 7 per cent in dollar vol- date half-gallon containers,

per cent in dollar sales.

## Supplies in Brief

Sugar, Nut Use

washington, Nov. 10.—CivWASHINGTON, Nov. 10.—Civ000 tons during the year. Civilians ilians consumed 97.7 pounds of took 97.7 per cent, armed forces sugar per capita and 6.4 pounds 1.2 per cent, and 6.1 per cent of peanuts per capita during the went to exports. fiscal year ended July 1. Department of Agriculture reported this week. This is slightly higher than nuts, raw basis, in peanut candy the preceding year when 96.9 during September totalled 11; pounds of sugar and 5.9 pounds of peanuts were consumed per capita, but equal to the average per capita consumption during the years 1935-39.

daring September totalled 11, 023,000 pounds, compared with 13,606,000 pounds the previous September, and 118,208,000 pounds for the period of September 1, 1950 to August 31, 1951.

sugar during the year ended July 287,000 pounds in the correspond-1 reached 6,409,000 tons, with 97.5 ing period of the previous year. per cent going to civilians, 1.8 per As for quantity used in salted

St. Louis Cig

Units at Odds

On Price Hike

ST. LOUIS, Nov. 10.-A survey

of cigarette operators here this

week revealed that some are in-

creasing the 20-cent vending price

to a quarter, following imposition

Other operators are reporting

ping pack price, which they point

out would have to be more than a

l cent over the January 25

Revive Hankie

**Vending Units** 

NEW YORK, Nov. 10. - The

Standard Handkerchief Manufac-

turing Company, active in vend-

ing from 1926 until 1940, has

returned to the field with a line

of hankies specially packed for

machine sales and a vender pro-

duced for it by Advance Ma-

chine Company.

\$19.20 to \$25.15.

charity.

18-inch size at 15 cents.

Mason Tells

Charity Aid

maximum.

penny to facilitate pennying.

of the 8-cent federal tax.

Reported use of shelled pen-

Total distribution of refined This latter compares with 126. per cent going to civillans, 10 pc, cent to the armed forces, and .7 pcanuts, the September 1951 fig-per cent for export. Total peanut against 11,323,000 pounds, as previous September.

#### Tobacco Quotas

WASHINGTON, Nov. 10.— Marketing quotas for the 1952 crop of all continental types of cigar-filler and binder tobaccos have been set, Department of Agriculture announced this week Quota for Pennsylvania cigar filler type 41 is 46,700,000 pounds, and for other types of filler and binder tobacco, 76,200,000 pounds. Department estimates that the Quotas will hold type 41 to about 30,500 acres, and the remaining continental filler and binder tobaccos to about 50,000 acres.

Total supplies of type 41 at the beginning of the 1951-'52 marketing year, October 1, was 185,100,they will wait for Office of Price 000 pounds, with reserves at Stabilization approval before up- about 164,000,000 pounds. Supplies of remaining binder and filler types was 234,200,000 pounds, with a reserve supply Most cigarette equipment in level of 222,600,000 pounds.

this area has operated on 20 cents The Department set December since January 25, when the OPS 7 as the date for a vote by growannounced dealers could only iners on whether to continue crease the price per package by quotas, and if so how long.

#### Sugar Report

WASHINGTON, Nov. 10 --Sugar distribution by primary distributors dropped to 5,979,162 short tons, raw value, during the first nine months of the year, compared to the 6,582,033 short tons distributed in the same period last year, Department of Agriculture reported. Stocks on hand at the end of September were heavy, totaling 958,431 short tons, more than one third above the 609,468 short tons available September 30, 1950, Distribution figures are for U.S. consumption including deliveries for the armed forces both at home and abroad.





## Outdoor Milk Machine Set

two years ago, it was declared.

MINNEAPOLIS, Nov. 10 .-Land o' Lakes Creameries, Inc., plans to make its Polar Dairy Automat available for general sale by March, 1952, R. H. Bonde, of firm's fluid milk and ice cream department, announced this week.

The 1,000 quart-capacity cent in poundage sales but vender, which will also accommodesigned for outdoor operation. General line confectionery fell It was introduced in a pilot model 10 per cent in poundage sales, 6 in September (The Billboard, September 22).

#### MONEY BACK THE YEAR'S GREATEST VENDORS Sensational Outstanding TAB PRICES PRICES Less than 25 Less than 25 \$25.95 Less than 100 Less than 100 \$25,45 10-COLUMN 100 or more 100 or more \$24.95

Complete Line of PARTS, SUPPLIES, STANDS, GLOBES, BRACKETS, CHARMS, Etc.

TIME PAYMENT PLAN AVAIL-

1/3 Deposit, Balance C.O.D. F.O.B. Factory.

MINIMUM ORDER 25 Boxes of Any Assortment. SALES AND SERVICE COMPANY MOE MANDELL

SUCHARD, 200 Count ...... 1,20 HERSHEY'S, 200 Count ...... 1,30

DESTRUCTION OF THE PROPERTY OF

ADAMS, All Flavors, 100 Count. . \$ .42 WRIGLEY'S, All Flavors, 100

FRUIT CHARMS, Assorted, 100

WEST 42nd STREET, NEW YORK 18, N. Y. . Chickering 4-0142 16th AVENUE, BROOKLYN, N. Y. . GEdney 8-3600



## CHARMS—Proven Sales Boosters

## Coinmen You Know

Chicago

Mechanical horse output at Exalong at a stepped-up pace but demand is well above supply. Ford SeBastian, executive vicepresident, is on another of his natented brief road trips. . . .

road trip to several Eastern cities.

Chicago Coin's Ed Levin and Sam Lewis were pleased with mittal distributor reaction to firm's two new model 6-Player Bowling Alleys. Firm had a steady run of visitors this week. Owners Sam Gensburg and Sam Wolberg enlocal USO but were especially ported shipments of the Six-pleased to receive a note of appre- Player DeLuxe Shuffle Alley, ciation.

Al Stern and Len Micon were busy handling operators who dropped in and also took care of phone. Monty West was back

## Arctic Opens Chicago Office

CHICAGO, Nov. 10. - Arctic

Gordon Enterprises office.

## Set Vidoscope **Canadian Firm**

TORONTO, Nov. 10.—Franchise in Canada for Vidoscope, coin-operated binoculars, has been awarded Bert Wilkes, Marvin Royal Alexandra Theater here.

The binoculars cost \$30 each with coin rental for an evening the same as in New York, 25 cents.

## New Coin Counter, Wrapper at \$7.50

Henderize, Inc., here has intro- of \$154,547,100 for the six months duced a new coin counting and ended September 30. For the like wrapping machine, hand operated, priced at \$7.50. Unit, six \$8,588,872 on sales of \$156,102,100. inches long and three inches high, accommodates pennies, nickels September 30, net earnings were and dimes and is made of die cast \$3,742,627 on sales of \$76,678,245. s uminum.

sold in Canada by the manu- \$80,243,155. lacturer.

## GE Food Vender Executive Changes

· Continued from page 74

pany, operates the eight batteries andwich machine, a pastry, a wo-flavor milk and an ice cream ment ender. The operation, and the pread of the "robot restaurant" rogram to other plants, was high-

he plan to other industrial execuves. The plan is now in effect n the Frankford Arsenal here, where over 130 yenders have been

any and the Philes Corporation | new post.

from a brief visit with relatives in Winnepeg. . . . CMI headbibit Supply Company is going for booth space for the 1952 Inquarters continued to get requests

Crippling snow and ice hit local coinmen last week not only Clare Meyer, who annually makes ruining the normal week-end a road trip to Florida in conjunc- business, but practically bringing tion with the State fair in Febru- all business during the early part ary, took one look at the blizzard of the week to a standstill. Prehere this week and wished he mature snow and freezing temcould make an early start south. peratures caught many of the Frank Mencuri returned from a coin firms in production on games, venders and music with greatly reduced line staffs Monday and Tuesday. Hazardous road conditions also built absenteeism Wednesday. By Thursday, however, things were getting back to normal.

At United Manufacturing, Billy joyed donating some games to a DeSelm, general sales manger, refirm's newest entry which features a formica playfield, and At World Wide Distributors, County Fair, animated five-ball business was going along at an unit, were going out, but not so even keel despite the weather. fast as operators and distributors were sending in repeat orders. Johnny Casola and Ray Riehl were on hand to facilitate the several orders via long distance shipments as the weather cleared late in the week.

> A number of ballroom operators, in town this week for their annual convention at the LaSalle Hotel, visited some of the vending machine firms in town to discuss the possibilities of using venders in their locations next year. Operators were especially interested in drink units.

First Distributors, despite the Vendor Sales - Company has snow and ice, had full houses opened a sales office here at 173 thruout the week, Joe Kline and West Madison Street. Quarters are Wally Finke, partners, announced. shared with Gordon Enterprises. Business on late model music and nue because he does not realize new firm, also headed by Arctic games has been building steadily, someone is cheating his machines. YOU BE EDITOR President Gordon Haase, which the partners said, and the new will market a hot beverage ma- game showroom recently com- should show up when the collec-Haase will be officially in for operators, who can step in chandise inventory. But in an charge of the Arctic office, while the coffee bar, get their refresh- amusement game or a phonograph, Kar) Marks is manager of the ments, then tour the floor where it is sometimes more difficult to more than 100 units, ready for spot the cheater. delivery, are on display. Mal Finke, who heads the premium sometimes fail to get wise to cerdivision, says Christmas business is already starting.

> Paul Nadermann, Standard Metal Typer, back from a rush trip to St. Louis. While there he arranged to bring in typers for rebuilding and repairing units which saw heavy duty during ments parks.

At Empire Coin Machine Ex- erator. Fremes and Lloyd Bochner. The change, the showrooms are all trio head Vidoscope of Canada set up for the Christmas trade. and have installed 100 units in the Howie Freer reports business volume held up well last week

## Philip Morris Reports 1/2 Yr., Quarterly Nets

NEW YORK, Nov. 10.-Philip Morris & Company, Ltd., reported SACRAMENTO, Nov. 10. - a net profit of \$6,954,650 on sales 1950 period, net profit was

For the three months ended The coin unit, Rap-A-Coin, also net was \$4,935,795 on sales of

## Dixie Cup Makes

EASTON, Pa., Nov. 10 .- Dixie Cup Company appointed Craig of four venders each in the GE Moore Middle Atlantic sales manwho will be on special assign-

Other executive changes include assignment of the Boston territory managership to William thted this week in a special ar- Pearlman, Newark area to Gerald Start of the plant vender pro-gram spread was attributed to ing department.

## New Norris Candy Exec rette taxes on to customers

ATLANTA, Nov. 10.-Norris Coca-Cola Earnings talled, and the RCA Victor di- Candy Company announced the ion in Camden (The Billboard, appointment of Walter Richmond lovember 3), where 80 machines as superintendent in charge of Cola Company net income for the manufacturing. Richmond, who first nine months this year was Other companies in the Phila-entered the candy industry over \$20,988,997 compared with \$25 elphia area using venders to fa- 40 years ago, left a quality conlitate in-plant food needs for trol and research directorship 1950. mployees include Railway Ex- with Shotwell Manufacturing ress Agency, Crown Can Com- Company, Chicago, to take the

## THE WORK BENCH

## Don't Neglect Those Anti-Cheat Devices

By HOWARD P. SCHLEY

Sometimes the operation of amusement games and vending machines seems to be a continual when machines were relatively easy to cheat, but cheaters are still a headache for many an op-

Modern machine design and engineering have made the operator's life an easier one. Cheatproof devices-many of them born out of operator suggestions-have are good to carry in the tool kit solved a large share of the prob- for testing purposes. lems cheaters present.

One of the first additions to pinball games was the anti-cheat relay. It was first used to guard against pulling the line plug to keep the score from resetting. Then tilt switches were added to prevent raising the machine and unobserved. arring the cabinet.

#### "Nearly" Cheat Proof

Sturdier cabinets, with metal plating to prevent drilling, better locks and many other ideas have been added thru the years until the modern coin machine, as it comes from the factory, is pretty nearly cheat proof.

But unfortunately there are some operators who do not keep up with the devices manufacturers have provided to prevent do more than anything else to cheating. It's not too uncommon stop similar vandalism. to find tilt coils blocked out, slug rejectors set to accept almost any piece of metal, armor plating removed, makeshift locks and many tage? Tips to profitable placement other abuses of equipment.

The inexperienced operator Work Bench.) often loses a great deal of reve-Of course, in vending the loss pleted, is now a meeting place tion is checked against the mer-

> Even experienced operators tain types of cheaters until the cheating has cost them a great deal of money.

### Location Can Help

Location owners and their employees can be helpful in spotting the cheater. Operators should always keep this thought fresh in the summer at outdoor amuse- the location owner's mind: The machine cheater is robbing the location as well as robbing the op-

To illustrate this point: There was a scale on location with a penny lodged in its mechanism, causing the scale to work free. This happened a few days following the collection, and the scale there was no money to be divided did it occur to him that he also had been robbed.

One of the cleverest thiefs is the lock picker. Fortunately there aren't too many of them. Most of the better brands of coin machine locks are difficult to obtain, but

## Interpret Cig Tax

under the OPS rule, continue to bill customers minus a 10 per cent trade discount and a 2 per cent prompt payment discount even if this hikes their list price more than the amount of the increase. This is only permitted, however, plant, consisting of a refrigerated ager, replacing Ralph W. McClure if the manufacturer's actual selling price, after the two discounts, does not exceed the pre-November list price by more than the amount of the new tax.

> Despite objections raised by Gov. Henry F. Schrieker of Indiana, OPS director Michael V. DiSalle said a recent Congressmade law prevented him from stopping Indiana merchants from passing the amount of new ciga-

NEW YORK, Nov. 10 .- Coca-\$20,988,997 compared with \$25,-339,111 for the like period in

Third quarter net income was \$9,305,956 compared with \$10,- \$ 609A SPRING CARDEN STREET 561,926 for the like 1950 quarter,

beware of cheap locks for coin boxes.

Thanks to the modern slug rejector, slugs have ceased to be much of a problem, but they do battle between the operator and crop up now and then. The fedthe cheater. Things are much bet- eral anti-slug law is a good subter, of course, than in the old days ject for a sticker or decal which can be fastened to your equipment to warn the cheaters of the heavy federal penalties.

Check Rejectors It's a good idea to check the

adjustment of a slug rejector on a regular schedule. Several copper or brass slugs the size of coins It is never a good idea to lo-

cate a coin machine where it cannot be watched or, at least, observed now and then. The cheaters like a machine which stands behind a partition or in a dark corner where it can be tampered with

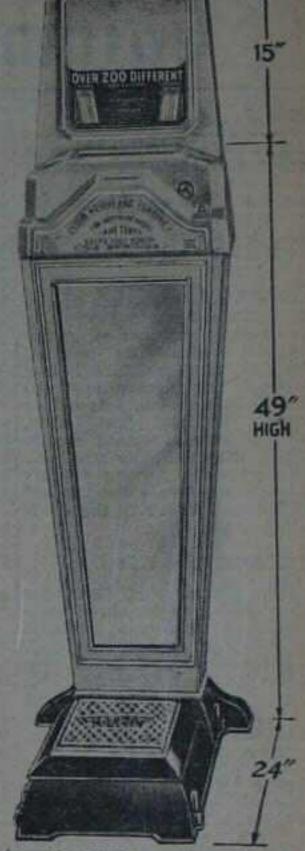
The "break and enter" thief seems to have a special fondness for coin-operated equipment. Usually the loss to the operator is greater in equipment damage than in actual cash. Outside of elaborate alarm systems or watching, there is nothing much an operator can do about this type of crime. However, he ought cooperate fully with law enforce-ment officials. Well-publicized convictions for such crimes will

(NEXT WEEK: Where should a music machine and accessories be located for the best advanwill be outlined in next week's

For the past 19 weeks The Billboard has published a series of feature articles on mechanical and shop problems which arise on the coin machine route.

From the response the Work Bench has drawn, the editors believe coin machine readers want the series to continue. But the editors also want the series to cover those problems operators want to read about -problems with which they've had difficulty on the

You can determine the subjects the Work Bench will cover in coming weeks by jotting down your suggestion on a penny post card and mailing it to Coin Machine Editor, The Billboard, 188 West Randolph Street, Chicago L.



-13" WIDE ---

WEIGHT 165 LBS.

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

Manufacturing Company

4650 W. Fulton St. Chicago 44, III. Est. 1889-Telephone: Calumbus 1-2772 Cable Address: WATLINGITE, Chicago

# continued to work free for almost three months at which time the next collection was made. The location owner did not call for service, and only when he saw there was no money to be divided is Revolutionizing the Ball Gum Industry From Coast to Coast



"KING SIZE" BALL GUM

100 Pieces to the Lb Also 13/16" size.

Itere is the only answer to dwindling sales or where charms have last their appeal or are prohibited.

Silver-King's "SUPERVENDOR" will outsell ordinary gum on any tocation with no "Charms" or incentive prizes needed Entirery new rotary dispensing mechanism assures positive delivery at all times, down to the faid ball of gum.

"SILVER KING'S" New

Old and new top tocations welcome "SUPERVENDOR."
the "King Size" gam will get all the play in town
at a ceal profit.
Kids and grown ups. too, go tor. King Size hall gam.
"SUPERVENDOR" is rapidly replacing all other hall
aum machines the first in your town on those good

VENDOR," 1c-5c, U.S and Foreign Coins, also "HOT-

For Immediate Delivery Order NOW SILVER-KING CORPORATION



EXCHANGE

LOmbard 3-2676

PHILADELPHIA 23, PA.

#### · Continued from page 25

considering the discouraging New London operator, was an- his Saks Music Systems to new weather Got more phone orders other visitor. . . Mike Benas, offices at 599 West 176 Street. and fewer personal visits, he New London coin man, out of the . . . Sal (Yargo) Bellanca, of explained. Stanley Levin, ace hospital, is looking trim again. road staffer, will spend the next few weeks in the office helping out with anticipated rush business.

At Webb Corporation Irving and Fred Webb report interest in while Joe is out of town. their baseball and football games on the increase. The baseball game is on dime play and is five feet long. The pigskin unit operates on a nickel and is a foot shorter. . . . Col. Lou Lewis, Merit Industries, reports steady action in the used game and new premium fields. Among visitors and Abe Fish will actually get last week were Pete Rozgus and Bud Bearley, active in the shuffleboard trade.

#### Hartford, Conn.

It'll be Florida this winter for Philadelphia Mr. and Mrs. Lou Chack, of General Amusement Game Company. They will observe their 30th wed- here for the Berlo Vending Coming anniversary and Lou's 50th pany, was elected an assistant birthday on the trip in January, chief barker (vice-president) of

store in New Haven has been Jack Beresin, Berlo chief, was busy these days.

Jimmy Aitro and Charlie Castellano, of Yale Star Amusement, New Haven, were chatting with ture Associates of Philadelphia. Abe Fish, owner of General He's also on the committee for Amusement Company and president of Connecticut State Coin Will Rogers' Memorial Hospital, Association recently. Jimmy has cut down his weight thru an assist from an electric bicycle-reducing unit. . . Frank Marks,



Leaf's lamous trademark RAIN. BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer occeptance. Other Leaf products include a complete line of fastselling vending candles.

#### LEAF GUM CO. Div. of Leaf Bronds, Inc. Chicago U.S. A.

Visit Our Booth No. 312 At NAMA Convention

ANNOUNCING

SWISS MUSIC MAKER PENNY VENDOR DELIVERS MER-CHANDISE AND PLAYS A MERRY

A simple, trouble-free mechanismpenny actuates music box and at the same time delivers a gum ball. CASH IN NOW Keep cashing in every

plus values-1. More profits. 2. Location "get-ter." 3. Location "keeper." 4. Fast-er turnover. 5. Kids love it. Don't waste a minute-start making big profits now. 'Vrite for details and prices to

SWISS VENDING MACHINE CO. Wilmette, III O. Box 132

November Specials!
25 Almond Venders, Sr \$5.95
St Calumbus Nut, Sc 7.50
So Wrighty Stick Gum, 14,
BRAND NEW 6.95
25 Victor Universal Nut, Sc 9.95 25 Asco Hot Not, Sc 9.95
25 Northwestern Deluxe Nut 12.50 21 Cebco Not Nut, St. 2 Col 17.50
1/2 With Order, Balance C.O.D.
WANT TO BUY
Clause Condit Cincently Marking

and Counter Games.

CAMEO VENDING SERVICE 433 G West 42 St., New York 18, N. Y. LOnsacre 3-1334

Amusement, will be leaving on Miller's Riviera. his annual Florida jaunt one of these weeks. His son, Lou, will

board Distributors Corporation, bladder ailment. away on that long-planned trip. . . Patsy Montano has been kept busy with added work since his

recent purchase of a route from

Fitzgerald Sales.

. . . Business in his retail record the Philadelphia Variety Club. board. Active in civic and charity endeavors, Beresin is serving as welfare chairman of the 10th annual drive of the Motion Picthe current drive in behalf of the Saranac Lake, N. Y.

> Thieves singled out the vending machines in the lobby of the Logan Theater and at a near-by poolroom, smashing and looting the machines of cash, candy and cigarettes, according to police reports. . . Frank Brookhouser, Philadelphia Inquirer columnist, reported this week that Time ager of the shooting gallery and magazine would experiment lo- arcade at 1597 Broadway. Eddie cally with vending machines to Hanna, who formerly ran the sell subscriptions.

Manley, Inc., announced that Manley popcorn supplies may now be secured f.o.b. Philadelphia as a result of arrangements made with the Highway Storage & Warehouse Company to handle orders.

### Pittsburgh

Walter Frank, manager, Bey-O-Matic Company, is building biz for winter by dispensing hot chocolate and beef or chicken soup.

Al Scovern, of Tarentum, Pa., reports that business in his area, benefited by steel mills, is up. . . Out-of-towners seem to feel that their grosses are better than business closer to Pittsburgh suburbs because of out-of-town patrons, ... that he is doing well with the new 6-Player Deluxe Shuffle Alley with the formica top.

Tom Benton, of the South Side, reports business good. . . . Paul Holland, an old-time op with music, also runs a store on the main street in West End.

Morris Berman, general manager of the Tri-State Automatic Candy Corporation in the tri-State area, reports that under the company set-up there are now branches in Syracuse, Albany, Pittsburgh, and Huntington, W. Va. The Warren and Erie areas are serviced out of the main office in Buffalo.

## New York

With another successful affair under their belts (see separate story). Al Denver, president of the Automatic Music Operators' Association, and his assistants, Nash Gordon and Dorothy Wolk, were on the receiving end of con-gratulations last week for a job most operators are fair to good thoughtful gesture.

Before they settle down for a little rest, Denver and the AMOA staffers are making preparations for the association's annual din- \$883 when thieves carted off the ner meeting at the Henry Hudson firm's safe Ann Williams, office Hotel November 27. A full slate employee, discovered the loss of officers for the coming year will when she opened the store. Entry be elected. Meanwhile Miss Wolk was made thru a rear window

Abe Abramowitz, who recently recovered from a nose operation, has moved the headquarters of time everybody had at the elabo-

Metro-Urban Music, and his wife celebrated their first wedding Joe Maclerio, Waterbury anniversary last Sunday at Bill

Vincent Lanzisero, who works supervise the outfit's operations for Jack Ehrlich at Hart Music, wanted a new suit to wear at the AMOA shindig. After trying one Charles Delassandro, of Century on in a city store he returned to Music, has a new car. . . . Max the dressing room to find his wal-Resnick, operator, is planning a let and \$240 missing. No trace of Western trip to visit relatives, the culprit has been found. . . . . . And there's still talk, it Frank Brogcolli, Braddock Music seems, that Ralph Colucci, of Sea- chief, is at home treating a gall

The trek to Cleveland started early last week as exhibitors at this week's convention of the National Automatic Merchandising Association convention left to get a their booths set up. Execs of Automatic Products, Rowe, Juice Bar and Lyon Industries were Ralph Pries, branch manager among those getting an early start.

Al Simon, Chicago Coin factory agent, is delivering two new versions of the firm's six-player alleys. Both have jumbo pins, but keeping Nat Cutler, coin operator, elected to the Variety Club's on one they are of the fly-away type and on the other they are stationary.... Lester Paul says he is pegging his Western premiums business strictly on price. He wants to become known as "Cut-Price Paul."

> Harry Rosen, Atlantic New York partner, has left for a vacation in Miami. On Friday (9) partner Meyer Parkoff donned his checked cap and mackinaw and took off for a week-end in the Catskills.

. . Also away for the week-end s Barney Sugerman, Runyon Sales chief. He's relaxing in Atlantic City.

Irving Squires is the new manplace, is no longer associated with the enterprise. . . . Dave Lowy, of Supremium, is in Chicago on a buying trip. . . . Bob Jacobs, of Riteway, says the demand is still heavy for alley conversions featuring rebound play and Formica

Les Boyd, who owns a piece of game route here, planed in from Rollins College, Florida, last week for a visit. He's studying business and theater arts there. Partner Mike McSherry manages the business. Bill Wiener, Eastern Electric sales representative, was bedded down with a bad cold most of the week.

## Indianapolis

Ralph Nicholson, regional sales manager, Bally Manufacturing Harry Rosenthal, manager, Ban- Company, Chicago, was a visitor ner Specialty Company, reports at the Calderon Distributing Company. While in the city, Nicholson called on the trade. Robert (Bob) Lanon has joined the Calderon Distributing Company sales ororganization. Lanon is widely known in the juke box field in this area. Al Calderon, head of the company bearing his name, reports business good despite the fact that Rock-Ola phonographs, especially the 1952 model, are coming in spotty shipments.

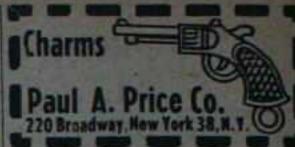
> John Cailloutte, president of Cain-Cailloutte, Inc., Memphis, visited the local branch on business. Richard (Dick) Wagner, manager of the branch, reports a slight let-up in factory shipments of Wurlitzer phonographs. Dick says he is scraping the bottom of the barrel and stock is reaching a low ebb. However, in some spots over the State business is showing improvement. . . . Adverse weather conditions at this time are curtailing operator visits from many parts of the State.

well done. Reserving a table for in the city, while conditions over servicemen and women from the State are spotty. . . The debers see little relief at this time.

### Miami

Supreme Music Company lost is getting set for her wedding and police theorized the safe was next Sunday (18) to Irvin Moser. removed thru the front door.

rate wedding of Geri Lois Taran, daughter of Prexy Sam Taran, and Marvin Lieber November 3 at the Sherry-Frontenac Hotel, Miami Beach. Some 350 guests, including outstanding coin machine operators of South Florida



## ASCO BARGAINS

RECONDITIONED VENDORS Victor Model V Globe Type ..... 7.95 Victor Model V Cabinet Type .... 8.50 Master 14 and 54 Combination .... 8.95 Wrigley's Tab Gum, 14, 8 columns. . 12.95 Victory Baskethall, 14.... \$29.50 Electro Serve Popcorn, St ........ 17.95 Shipman Stamp, 2 col., 16-31-Air. 21.95

HOT NUT LIKE NEW Adjustable for 54 or NOW

Originally cost \$79.50 \$29.50 VENDORS

Tr Or Sr Operation NEW \$19.95 . USED \$9.95 NEW VENDORS

COUNTER GAMES

ABT Challenger

SPECIAL! 10 Assorted 1c or 5c PEANUT MACHINES PEANUTS \$75.00

Complete Line of Parts, Salted Nuts, Gum and Supplies—Send for Complete List.

TERMS: 1/3 Deposit With Order, Balance C. O. D., F. O. B. Newerk, N. J.

VENDING MACHINE EXCHANGE

55 Branford Strept, Newark, N. J.



## The only completely dis-cost aluminum, precision built

ALL-PURPOSE VENDOR

 Vends all bulk mase.—nuts, gum balls, candy, charms. · Polished, easy-to-clean merchandise chute.

 Tamperproof! Held by top lock and body clamps only. Guaranteed mechanically—weight less than 7 lbs.

> Chaice territories still open -Write, Wire, Phone! East and Midwest, M. J. Abelson, Gen. Soles Mgr. 1349 Sth Ave., Fittsburgh AT 1-6478 Pacific Coast Quaributes Operators Vending Machine Supply

> > Classettes

1023 Grond Ave., Los Angeles

可以 mfg. co., inc. 11411 Knightsbridge Ave., Culver City, Calif.

## THE DELUXE ELECTRIC KEENEY

CIGARETTE VENDOR

 9 DOUBLE COLUMNS STREAMLINED BEAUTY SELLS MORE CIGARETTES GREATER EARNING POWER

SMOOTH OPERATION "WITH OR WITHOUT COIN CHANGER"

WRITE, WIRE, PHONE FOR PRICE PROMPT DELIVERY

DISTRIBUTORS

525 S. HIGH STREET



## JUMBO UNIVERSAL SPECIAL

apacity 2.375 balls of 210 count ball gum, and that's something.

Operate a JUMBO and you will never-never operate an ordinary ball gum machine.

Price less than you think. Write for details and terms NOW.

ROY TORR-Lansdowne. Pa.

Serving and Financing Operators Since 1910

## Serving Automatically Papped Corn upon insertion of coin. NEW LOW PRICE List Price \$695.00

F.O.B. Los Angeles New Machines—In Original Crates. Never Opened.

FRESHWAY-KEENEY Refrightated Sandwich Machines, Complete with Lorentz Market Change Maker, New-Never Uncrated, Write for Special Price.

Limited Quantitles—Act Today

2251 West Pice Bird.

EAD EASTERN SALES CO.

Les Angelte & Calif.

Communications to 188 W. Randolph St., Chicago 1, Ill.

## MATERIAL ALLOTMENT OUARTERLY COMPARISON

WASHINGTON, Nov. 10 .- Just how drastically materials for use in the construction of music machines have been cut can be seen in the following comparisons. However, as is pointed out in the accompanying story, the National Production Authority, while predicting "serious curtailment" of new machine output and juke box maintenance, sounded an optimistic notein predicting increased aluminum supplies likely by next

Steel 1,292 tons

816 tons 646 tons Base Period Average Copper 119,303 pounds

Fourth Quarter, 1951 65,572 pounds

17,134 pounds

First Quarter, 1952

Aluminum 490,495 pounds

233,303 pounds

98,948 pounds

# New Assn. Looms; Ops Study 2 Groups

which has had about five in that ward to the Kern County line, with the industry's advisory commany years. The two groups which adjoins Los Angeles mittee Thursday (8). NPA told Miller's California Music Guild and Amusement Operators' Asso- years ago by a A. Stephen Lebara, avoid economic breakdowns in the

N. Y. Ops Make Birthday Party

than 700 persons identified with tion of AOA. Hillner would be the business of bringing music to offered his choice of remaining. the public thru coin-operated phonographs helped celebrate the the union. He emphasized that 14th anniversary of the Auto- Hillner could not continue to be matic Music Operators' Association at the Commodore Hotel here music group. Saturday (3). Representatives of record companies, machine man- area, having assisted the operaufacturers and distributors joined

Once again, as has become the happy custom at the yearly fetes, the evening given over to a sumptuous dinner, entertainment and dancing District Property letes, S-45 Output and dancing. Buddy Hackett and Robert Q. Lewis, who shared emsee chores, introduced artists in a string of performances that in a string of performances that stretched for some three and a half hours.

Among those who appeared were Ezio Pinza, Frank Sinatra, Eddie Fisher, Florian Zabach, Rosemary Clooney, Elleen Barton, the Mary Kay Trio, Art Lund, Carlo and Fernandoz, the Barton Brothers, Kay Starr, Champ Butler, Dorothy Loudon, Dolores Grey, the Chordettes, Joe Moran, Bill Hayes, Vinnie De Campo, Tony Hughes and Bob Mills. Maurice Scott led the orchestra.

## III. City Sets New CM Taxes

LINCOLN, III., Nov. 10.-City council passed an ordinance calling for the licensing of coin-optrated games, juke boxes and of the year. venders. Annual levies were set at \$50 for each pinball machine, \$25 for each juke box, \$5 per nickel-operated and \$2 for pennyoperated vender.

## JUKE SURVIVES ROAD BOUNCE

TORONTO, Nav. 10 .- Reg Gilchrist. Seeburg distributor in Canada, reports one of his Selectomatics withstood a fall from a truck traveling 50 miles an hour.

Only damage was some broken glass. The machine which is being used as a showroom demonstrator, still plays.

LOS ANGELES, Nov. 10 .- For- president of both the Music Opmation of a new association for erators of America and the Calimusic machine operators is loom- fornia Music Guild, the latter oping over the horizon in this city, erating from San Francisco south-

ciation with the operators to se- president, and Nick Sutherland, industry. The agency said it revice-president. The association ceived assurances of full co-op-Miller is due here early next did not get into full swing. Howweek to meet with the operators ever, the California charter was mittee, known officially as the and present his plan. He is the purchased by a group of operators Coin-Operated Phonograph Inis now being put back in force Notices of the new allotments with Frank Robinson, as presi- were being mailed to industry dent; Bert W. Hillner, vice-president, and William Leuenhagen. treasurer. They are serving temporarily until the group can be organized and officers elected by the membership.

Hillner is associated with Local Electrical Workers. However, Hal G. Sherry, business representa-tive, said that the union was neither for or against any asso-NEW YORK, Nov. 10. - More ciation and that upon organizaif elected, on the official roster of

Miller is well known in this tors in their fight to clarify the with local operators in marking Office of Price Stabilization ruling on 10-cent play.

# Ristaucrat

APPLETON, Wis., Nov. 10 .-Despite the growing shortage of key materials, Ristaucrat, Inc., has inches in most sections, games and been able to maintain its planned production schedule on the S-45 counter model juke box, General Sales Manager Joe Cohen announced this week. The S-45 is a selective unit which plays 12 45 r.p.m. disks,

Cohen stated that prudent buying of parts earlier this year makes it appear possible that output thru at least the first part of 1951 will hold at approximately the schedules anticipated. However, he added, growing demand for the counter box might cause delays in delivery after the first

## Polangi Buys North Bay Op

TORONTO, Nov. 10. - Peter Polangi, former Chicago Black Hawk hockey player and one of the largest operators in Northern Ontario, has bought out the Donald Fielding route in the North Bay area.

The route, managed by George Vassas, consists of about 100 machines and is made up of music boxes, pin-balls and shuffle alley machines. Polangi also owns a large local automobile dealership.

Fielding is reported entering another section of the country, starting up a new route.

## NPA LOWERS JUKE BOX MATERIALS ALLOTMENTS

## Effective January; Agency Predicts Serious Output Curtailment

WASHINGTON. Nov. 10 .- parts. Also firms which can re- ments may not affect the juke box industry for the first quarter of of copper and aluminum, may next year were announced this apply for supplementary steel week by the National Production allotments, NPA informed the in-Authority which predicted that dustry advisory committee. output and maintenance of the machines "will be seriously curtailed" as a result of the cuts. NPA, however, sounded an opincreased aluminum supplies are likely starting possibly as early as next summer.

Also NPA said that the agency is keeping its sights directed at helping the industry weather the most critical period of the emergency, which NPA hopes will shift to more favorable levels of supplies in the third and fourth quarters of 1952.

#### Hold Confab

NPA made the announcement industry advisory members at the AOA was formed about four session that the agency wants to

> Notices of the new allotments members.

Allotments of steel for juke box available to the juke box industry will be reduced to a fourth of the 1052, International Brotherhood of current quarter allotment. The current quarter allotments already had represented sizable reductions below base period supplies for the industry.

### Supplementary Allotments

associated with the union and the made for the fabrication of repair strengthen good will.

scarce materials supplies to the juke box industry reflects the trend in NPA's alloments to most timistic note by predicting that other industries in preparing for the next quarter. A spokesman for NPA said that the curtail-

## GOOD WILL

## Florida Op **Builds Juke** Play Volume

Amusement Company, with an operation extending over 100 miles south on the Florida Keys. disregards time and distance to boxes now operating which nor-

ing the winter makes for higher turers agreed. Average life of a play in that season, steady year- unit is seven years. manufacturers will be cut more dents is the "bread and butter" round patronage by local resithan 20 per cent below fourth- of the operation. To cement good graph production, the committee will among these steadies, Haller estimated, Amusement makes it a practice to have its servicemen cultivate personal acquaintance with loca- ing the industry's partial recovery tion patrons. Result is that many become some of the firm's best II period, in which it was shut

Because many of the customers bust, said NPA and location owners along the NPA voiced hope for increased route patronize and fraternize supplies of aluminum later in with each other, word of mouth 1952. NPA also said additional reports of the operation's friendly first-quarter allotments may be personal contact act to further

#### Drastic slashes in allotments of design their products to substitute industry as gravely as might at critical materials to the juke box steel other than stainless, in place first be indicated, for, he said, the industry has been showing considerable resourcefulness in gearing to the emergency by use of substitute materials. There are The slashes being meted out in now 400,000 juke boxes in operation in the nation, NPA said manufacturers have advised the agency.

81

First-quarter allotments to the coin-operated phonograph industry are 646 tons of steel, 17,134 pounds of copper and 98,948 pounds of aluminum. These compare with fourth-quarter, 1951, allotments of 816 tons of steel, 65,572 pounds of copper and 233,-303 pounds of aluminum. Base period average quarterly consumption was 1.292 tons of steel, 119,303 pounds of copper and 490,-495 pounds of aluminum. (Base

#### Demand Vs. Supply

is the first-half of 1950 or the last-

half of 1949.)

Conservation practices in the industry have resulted in a satisfactory rate of production during the fourth-quarter, tho the de-MIAMI, Nov. 10. - Haller mand outstrips sales, NPA was informed by the industry advisory committee.

Replacement of 400,000 juke fashion its own key to better mally averages 60,000 units a play volume. year, forms the major part of While an influx of tourists dur- the industry's business, manufac-

About 2,500 workers are em-

Production in 1951, expected to approximate 45,000 units is showfrom the impact of the World War down, and a postwar boom and

### More Mirs.

The number of firms making coin-operated phonographs increased from four in pre-World (Continued on page 84)

# Calif. Service Men Wage Hike Goes to OWS

LOS ANGELES, Nov. 10 .- The matter of wage increases for servicemen has been submitted to the Office of Wage Stabilization, Hall G. Sherry, representative of Local 1052, International Brotherhood of Electrical Workers, said.

The OWS has had the matter under consideration for more than

## Halifax Reps, Ops Fight New Per-Unit Levy

ST. JOHN, N. B., Nov. 10 .- An and pinball machines in Halifax County against a \$25 annual license fee imposed by the county council on machines in use.

Some distributors and operators told the council members they would be forced to withdraw about 80 per cent of their jukes and pinballs unless the new fee is either canceled or substantially reduced. Leonard Rossiter, a distributor, asserted those leasing pinball machines would not pay the fee as the returns from the machines would not be suffi-

Orange County Music specializes months of each year, the full lyearly fee would have to be paid.

# Snowstorm Curtails Midwest CM Activity

Kansas and Ohio thru the entire those in outlying areas. Midwest to Western New York, day this week.

Coming

IN THE DECEMBER 1 ISSUE

# Then, Now

a special section of The Billboard commemorating the

## National Broadcasting Company's Silver Jubilee

featuring articles by BRIG GEN DAVID SARNOFF

FRANK M. FOLSOM . NILES TRAMMELL JOSEPH McCONNELL . CHARLES DENNY SYLVESTER WEAVER . WILLIAM HEDGES JAMES M. GAINES . WILLIAM BROOKS

CHARLES BARRY . FRED WILE GEORGE FREY . ED MADDEN O. B. HANSON

and with Special Distribution at the

NBC

AFFILIATES CONVENTION Boca Raton, Fla. . Nov. 28-Dec. 2

CHICAGO, Nov. 10 .- One of juke box patronage fell off as the the heaviest pre-winter snow- storm grew. Operators reported storms in recent years, blanketing many locations could not be an area extending from Oklahoma, reached for servicing, especially

In Chicago and in St. Louis two acted to sharply curtail coin ma- of the larger cities bearing the chine play Tuesday thru Thurs- brunt of the record storm, many of the in-city installations could With snowfall piling up to 12 not be reached for emergency service or even normal collections due to traffic snarls and stalling 30 days, the union official deof service trucks. Five-foot drifts clared. in Western New York stopped traffic, kept the normal customer flow to a minimum and reduced coin machine patronage as much as 70 per cent, Eastern operators

Rising temperature, following the snowfall late Tuesday in most areas hit by the storm, acted to clear off much of the one-foot blanket by Friday with a resultant rise in activity. Operators look appeal has been lodged by a for normal play to return by this group of operators of juke boxes

## So. Calif. Music Op Firm Expands

SANTA ANA, Calif., Nov. 10 .-Thru the acquisition of the Hammond Music Company here, the Orange County Music Company became one of the largest if not the largest music operation in Southern California.

G. L. Dockins, of the Orange County company, announced the cient. equipment of the firm operated by Bert Hammond had been acquired but he refused to disclose the sum involved. Addition of the machines does not extend the buyer's territory, but provides an intensive operation in the area. Orange County Music specializer in automatic phonographs.

## Record Reviews

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 40-69 SATISFACTORY 0-39 POOR

ARTIST LABEL AND NO.

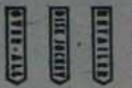
TUNES COMMENT

## **VOX JOX**

ARTIST LABEL AND NO.

Cantinued from pr

TUNES COMMENT



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TOTOLAK	
In a Little Spanish Town VICTOR 20-4319—Prado's assertment of grants and grants fits in ears nicely with this-mamba treatment of a super standard. A really	
hip novelty which should stir some moderate attention.  C'Est Si Bon	73757173

(Dave Lambers Quartet) The Frenchie gies thru the Prado mambo routine with the Lambert quarted submitting the chant in the form of repeated riffs. No question that Prade has semething new to offer.

CEORDIE HORMEL Chinatown, My Chinatown 76--76--72--80 MAC GREGOR 1025 Attractively furthy reading of the plain features a male wande duct, booky plans, crieste and rhythm. Intro is a patter renotion of werse. Side has lake appeal.

Sheik of Araby 76--76--72--80 Similar treatment here, except that use of the team whistles as obligate to the other's vocal. Olitime, rappy appeal here. FRANKIE YANKOVIC ORK (Yankovic-Carl Paradiso) 75--78--72--76 Christmas Chopsticks

COLUMBIA 39594-The new seasonal slitty combining the "Chopsticks" melody and "Twas the Night Before Christmas" paem is done up neatly by the Yankovic ork. Merry Christmas Polka, The 73--74--70--78 Done in strict polks tempo, the puttide open dons up to a happy was

term featuring a clean pang-ting vocal. BING CROSBY (John Scott Trotter Ork) 75--75--75 I Still See Elisa BECCA 27852-Bing slegs this "Palet Your Wagen" ballad free and say in his cross style. It's a tough hallad and doesn't figure to

catch more than a limited trade. 75--75--75 Weaver of Dreams, A A lovely now Victor Young balled loses some of its effectiveness at the rapid neguine tempo in which Bing sings it. The West Wathington laric is pleasurably off the beaten path.

TONI ARDEN (Percy Faith Ork) Guess I'll Be Playin' the Field From Now On 75--75--75 COLUMBIA 59605-Toni sings warmly and simply on a country ballad of character from the pen of Flaye Tolman,

When the World Was Young 73--78--72--70 Miss Arden adds to her several other wonderful recorded afforts a truly meritarious job an a Frenchie. It's much too classy to have general acceptance, the jorarys will probably wear out loss of caples,

VICTOR YOUNG ORK & CLARK DENNIS 74--75--74--73 Littlest Angel's Christmas DECCA 27049-Dennis handles the lyrics on a family-type Christmas Item with sincerity. With the lush Young ork and Jud Conton singers adding to the yuletide feeling, this one won't make big moise but should

please annually. 73--75--72--73 If It Doesn't Snow on Xmas This one it better swited to the kidisk market, the the orking and socal performance should attract pop buyers, too.

JERRY GRAY ORK (Tommy Traynor-Gilda-The Skylarks) Never Was Loved by Anyone Else 74--74--74--74 DECCA 27839-Brita nevelty in march tempo gets a spanking gong treatment with tempo thanges.

71--71--71 Turn Back the Hands of Time hoy-sall group and ork coverage of the waitz started by Eddle Fisher

BOB CROSBY (The Bobcats) Bouquet of Roses CAPITOL 1800-Country ditty being revived corrently is closer to the type of material which Crusby can sing best, but the ork and vocal group still take top honors.

72--73--70--72 Just a Little Lovin' A first-rate Boocats two-beat urking sparks the performance on a light ditty. Crosby hands the lyric a routine on-

BILL HAYES (LeRoy Holmes Ork) 73--75--72--72 Charmaine MGM 11112-TV singer Hayes makes a fine impression with his gutty delivery of this major revival. The competition's tough and this good effort could be smothered. 70--70--70

For All We Know Hayes ion's quite as effective in his crosm of another fine sinie currently on the comeback trail.

JOHNNY HARTMAN (Norman Leyden Ork) 72--74--70--72 Wheel of Fortune VICTOR 20-4349-Hartman turns in a virile warble of a Benjamin-We'm ballad with a clever lyric. Lepter's dre-charus backing is

I'm Afraid Hartman does a strong job with a rather windy minor paried to Leyden's excellent ork-charus support.

PAUL NERO 70--73--70--68 Frustrated Woodpecker CAPITOL 1854-This is hardly the replacement for "Not Canary." It's a trick puzzicate affair with humor and same catchy lichs. 68--70--70--65 "Cool" Turkey The endress but fielder carves a lot of violes while attring a pazzy

bit of war that mister by far the mark of his "Canary." BILL DARNEL (Georgie Auld Ork) 70--72--68--70 Christmas Ball, The CORAL 60558-Shuffle-buogle sessonal item should get a few spins. The

Auld ark and sax maintain the proper drive. 70--72--68--70 It Ain't Snowin' Outside Another Christmas ditty, this one a bounter, sets a typical Damel chythen thant.

JANETTE DAVIS (Archie Bleyer Ork) 70--73--67--69 I've Got My Washing to Do COLUMBIA 39593-Fem chanter from the Goffery cast does only on a routine bouncer. 70--73--67--69 I Swallowed the Gum, Mom

The sugmented Bleser ork sets up a good best with Miss Davis and frog-voiced Sy Shoffer combining on the lyric of a pleasant, tho Ennocuous light neverty. NORO MORALES ORK

70--73--67--69 Safari COLUMBIA 39586-The ork essays as Afra-Cuban Item of greater interms to the hiesters than to the hip awayers. The heat is strong and the manbo grunts evident. Good listening and fair dancing was.

68--72--65--68 Be Mine Tonight Somewhat staid for the Morales ork, the standard Latin-American interpretation here is fine for dancing.

FRANZ GEISZ SR. & JR. (Jack Harris) 65--65--65 Play for Me, Old Gypsy GOLD RAIN 121-Bary with a warm, big voice, does a minor gypty

65--65--65 Sittin' in a Corner Harris shows promise again on this okey ballad, but backing is again (Continued on page 33)

74--75--72--74 . Continued from page 1

John Wrisley, WFGM, Fitchburg, Mass. . . . "Have been accused by Victor of attacking Vaughn Monroe. Not so!"-Don John Ross, WJTN, Jamestown, N. Y. . . . "With three seconds left before end of record, deejay George Dvorak, KF1. Hollywood, had to kick the studio door open when the knob on the only studio entrance failed completely."-George Jay, KFI, Los Angeles, This I believe is a legitimate gripe on our part as well as dealers here in Central IIII. nois. Why must MGM be so slow with their dealings? They are always the last one to release their cuttings." Shern Olson, WJBC, Bloomington, Ill. . "Congratulations on 'Life' item in October 20 issue. One of best ever printed anywhere." How about more? Let's clean up this racket!"-Paul Irvzing, WEDC, Chicago.

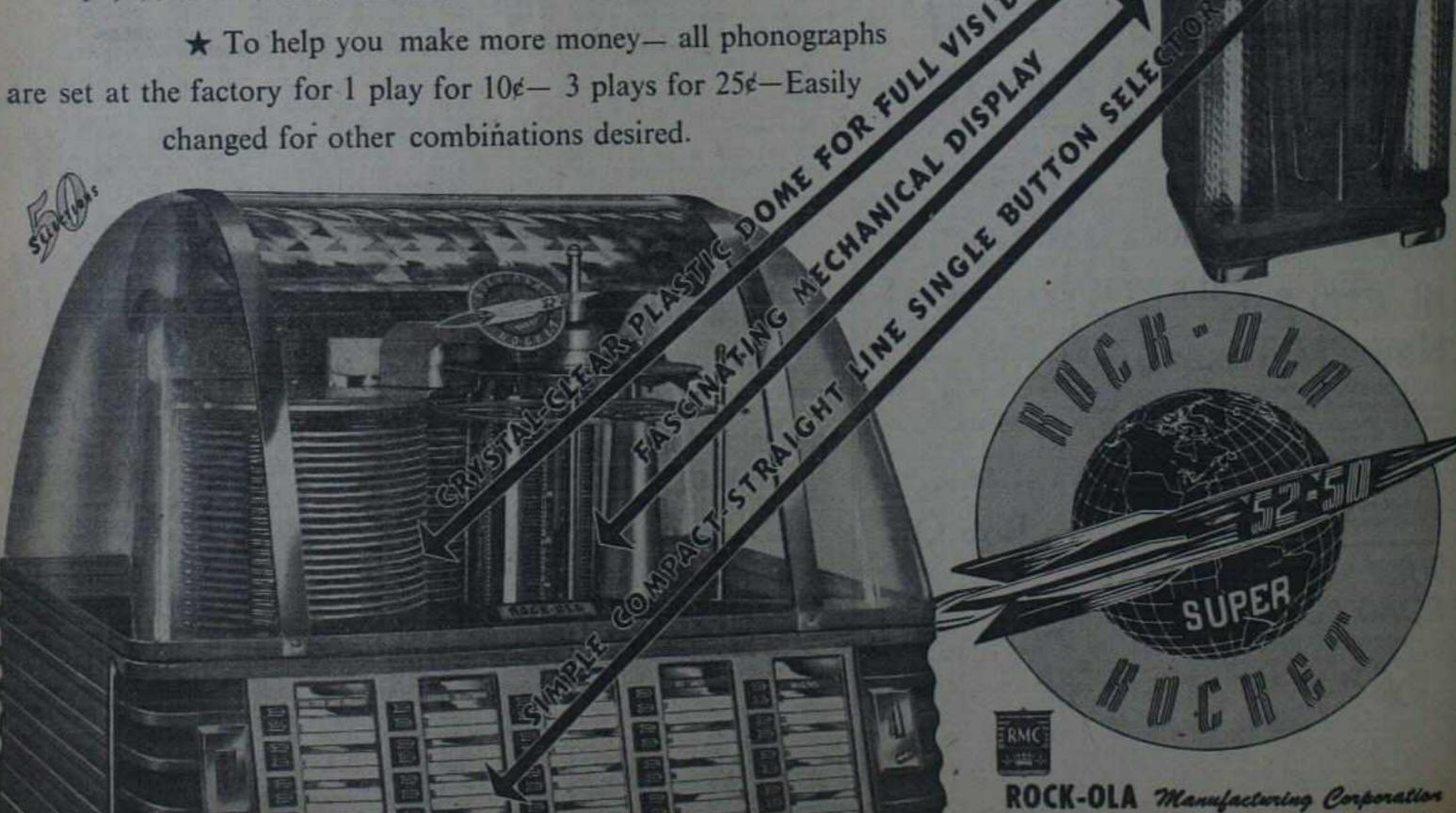
#### Gimmix

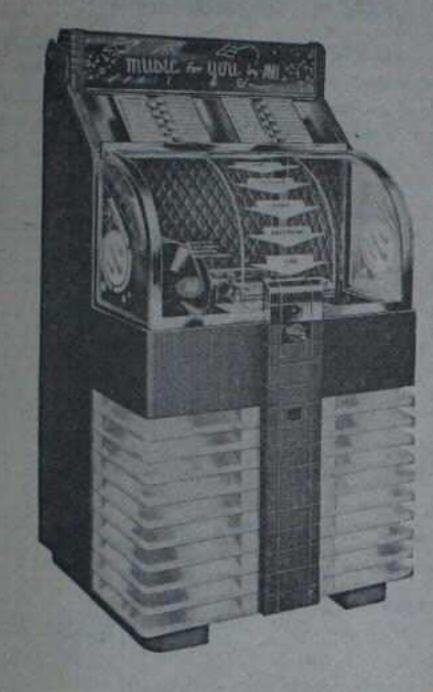
Keith Milan Ashton, KALL Salt Lake City, writees, "I believe in cross-promotion. When I sign off at 1 a.m. I suggest my listeners tune to Hawthorne on KNX." . . . Nick Barry, WCMW, Canton, O., has been piloting a traveling deejay show. The studio cut a window in a Dodge truck and equipped it with two turntables and a mike. Barry rolls his mobile studio around and thru outlying little towns so residents can actually "see" a disk jockey programing action. As a result, WCMW's sales department has sold time to advertisers in many of the towns visited. The tour will be a regular spring and summer feature for Barry from now on. . . John Woods, WTAG. Worcester, Mass., reports, "Most effective 'safe-driving' message I've ever given on my early morning show is my week-end sign-off-Have a good week-end, drive carefully and-don't run over my little boy.' I have a two-year-old

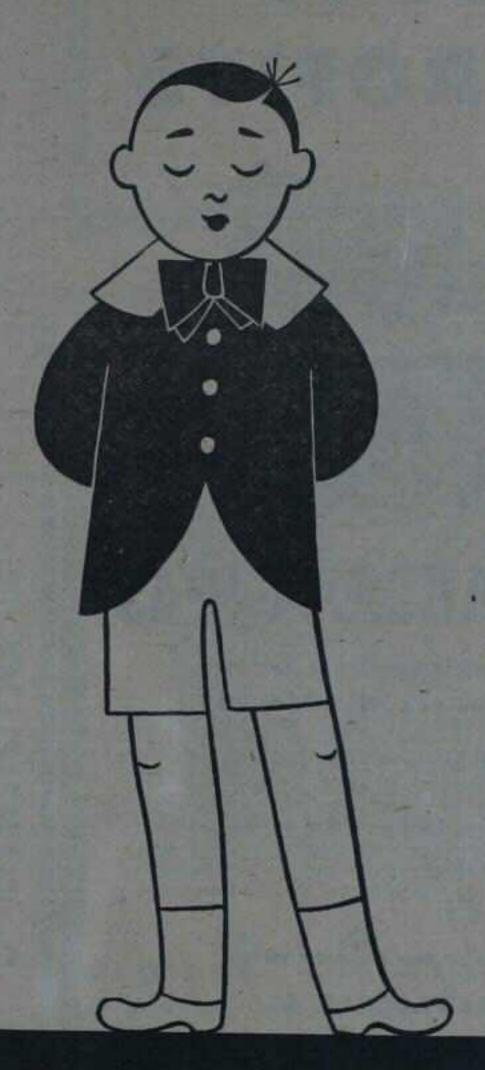




BOO N. KEDZIE AVE., CHICAGO SE MANIE







# NO LESSONS NEEDED!

It's a fact. One small boy, plus a nickel (or a dime) can get music from the "D" immediately. There's no call for instruction, nothing puzzling about pressing the one single button with its tune title alongside. Because it's so easy to play, patrons of all ages play the "D" again and again.

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

in this insue.

\$125.00 159.00

299.00 329.50

124.50 34.50 39.00 34.50

124.50 139.00

64.50 69.00

60.00

39.50

49.50

119.00

169.00

650.00

49.50 59.00

49.50 69.00

49.00 49.50 59.50

169.50 179.00

229.00 259.00

199.00 229.00

150.00 189.00

525.00 349.00

329.00 369.00

195.00

59.00 49.00 249.50 195.00

189.50 150.00

169.00 195.00(2)

> 325 00 79,00 249.50 274.50

> > 49.00

49.00

69.50 75.00

89.50 74.50

75.00 79.00 35.00 59.00

214.50 259.00

344.50 369.00

199.00 169.50 199.00

74.50

195.00

Oct. 20

A limited number of parts for PACKARD

PHONOGRAPHS AND

WALL BOXES

available from

WURLITZER FACTORY

SPOTIT

FOR PROFITS

OR INTERIOR A HEALT

RISTAUCRAT S-45

In Small Locations Both in Rural and

City Routes the So45 Is Paying Off!

Success doesn't come in a day. Yet when reluc-

tant operators have placed RISTAUCRAT

Contact Your Distributor Today

RISTAUCRAT, Inc.

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

MUSIC CLUBS URGE JUKE TAX. New Jersey federation urges clubs to influence legislators (Music Department).

SEE EASEMENT NEAR ON SOME WAR MATERIALS. Aluminum expected to ease by mid-1952 (General Depart-

SELF-EMPLOYED OWE NEW SECURITY TAX. All persons working for themselves must pay a 2.25 per cent tax (General Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

War II to 13 in 1947, when 99,000

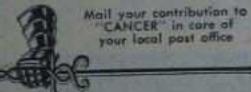
These manufacturers are being granted small allotments of copper and aluminum for the firstquarter in order to enable them to maintain some degree of employment until the third and fourth quarters, when more aluminum is expected to be available from new and expanded facilities, said NPA.

Leon Golder, of NPA's elec-Company, Chicago.

## through IMPROVED SERVICES that save lives

Your contribution to the American Cancer Society stimulates detection programs and the development of better diagnostic and treatment facilities. Bringing service directly into the home, thousands of the Society's volunteers furnish bandages, equipment, social services and transportation, and lend a helping hand in many other ways. Your contribution also supports Research and Education.

### AMERICAN CANCER SOCIETY



## NPA Lowers

units were made, NPA said.

Production in 1948 dropped to 30,000. Seven firms now comprise the industry.

tronics division, presided at the advisory committee conference. Industry members who attended were: John W. Haddock, AMI Grand Rapids, Mich.; Rex Shriver, H. C. Evans & Company, Chicago; David C. Rockola, Rock-Ola Manufacturing Company, Chicago; C. T. McKelvy, J. P. Seeburg Corporation, Chicago, and Morris C. Bristol, the Rudolph Wurlitzer

#### S • 45's on test locations, they were amazed at the steady, profitable returns of this mighty little Music Box. You can start making out-ofthe-way places pay off for you by just testing one or more RISTAUCRATS. You'll be amazed



Appleton, Wisconsin

SEEBURG 148ML Blonde

at their SUCCESS.

1216 E. Wisconsin Avenue

SEEBURG WALLBOXES Postwar 3-Wire-3W7-L56, 5-10-25c \$44.50 3W2-L56. \$18.50 Wireless,

SEEBURG

DISTRIBUTORS

W1-L56 . \$12.50

AMI, Model A . . \$299

Model 100 Deluxe TELEQUIZ \$99.50

SEEBURG

WURLITZER

500 ......

500K .....

500R ...... R00a

700 .....

750 E ...........

780 .....

800 ..... 008

850 .....

1015

1017

100 .....

1250 .....

.......................

MUSIC SYSTEMS, Inc.

Detroit, Mich. 10217 Linwood Cleveland, Ohio 2600 Euclid

Grand Rapids, Mich. 245 N. Division

Toledo, Ohio 1302 Jackson

HIDEAWAYS Postwar H246M

WURLITZER **PHONOGRAPHS**  **IMMEDIATE** DELIVERY

1/3 Deposit, Balance C.O.D. Write, Wire, Phone THE BILLBOARD Index

THE RESIDENCE OF THE PERSON NAMED AND THE PERSON NA

of Advertised Used Machine Prices

THE PERSON NAMED IN COLUMN TO PARTY OF THE PERSON NAMED I

## Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used mechines and prices are listed. Where more than one firm srice occurred is of bulk venders. of the equipment,

ige, time on location, territory	Machine Charles		
For this week's prices co	onsult the use	d machine ad	rertisemen
AIREON	Topue of Res. 10	Nov. 3	fissue 1 Oct. 2
Cornet	\$159.00	\$159.00	\$159.0
Deluse	49.00 125.00	49.00 125.00	49.0
AMI	ANT DO 200 00	299.00 350.00	299.00 350.0
Model B	295.00 299.00 349.50	399.00	399.0
FILBEN			
Hideaway			195.0
MILLS			
Constellation	124.50 175.00	124.50 175.00 34.50 39.00	124.50 175. 34.50 39.
Empress	34.50 34.00 34.50	34.50	34.
Throne		19 1 26	
PACKARD	124.50 149.00	124.50 149.00	124.50 149
Manhattan	150.00(2)	150.00(2)	150
400 Hideaway	72.00		
RISTAUCRAT	60.00	60.00	60
45	80.00		
ROCK-OLA		40.00	39
Commando	39.00 65.00	39.00	
Deluxe 39	49.50		
Playmaster	64.50 69.00	64.50 69.00	64.50 69 49.50
Super 40	49.50 65.00 39.50 65.00	49.50 65.00 65.00	39
39	49.50	49.50	49
1422	109.00 139.00	109.00 125.00	119.00 125
		150.00(2)	169
1426	159.00 185.00 319.00	169.00 185.00 269.00 319.00	269
1428	650.00	650.00	650
1950 50 Selection			
SEEBURG			100
Classic	49.50 59.00	59,00 49.50 59.00	49.50 5
Colonel	49.50 59.00 49.50 69.00	49.50 64.00	49.50 6
Gem	49.00	49.00	49.50 5
Hi Tones	49.50 59.50 164.50 175.00	49.50 59.00 164.50 189.00	49.50 5 164.50 17
H-146 W Hidenman	179.00 189.00	204/20 201/40	189.00 200
H-147 M Hidesway	189.50 249.00		229.00 249
H-148 M Hideaway	229.00	229.00 249.00	35
H-246 M Hideaway	164.50 199.00 219.00	154.50 199.00 219.00	164.50 19
Hightone ES	59.00 59.00	59.00	9
Major Regal	49.00		4
46 Hideaway			24 18
146 M	125.00 195.00 139.00 179.00	179.00(2)	150.00 18
	139.00		150.00 20
146 S	225.00	225.00	24
147 M	169.00 225.00	189.00 189.50	189.00 24
147 5	229.00 149.00 189.00	229.00 169.00 189.00	164.00 19
148 M	199.50 299.50 319.00	319.00	325.00 34
148 M1	299.00 349.00	319.00 349.00	319.00 36
1485	7		325.00 37
1941 RC Special	79.00	79.00	,
1946 RC Special			
The state of the s			

35.00 39.50

69.50 79.50(3)

85.00 109.00

185 00 299.00

365.00 369.00

49.00

49.00

69.50

49.00

49.00

T9.50(2)

109.50

125.00

79.00

59.00

39.50 69.50

85.00 109.00

175.00 185.00

199.00 199.50

229.00 259.00

375.00(2)

37.00

39.50

49.00

79.00

69.50 79.50

109.00 109.50

69.50 79.00

179.00 199.00

229.00 259.00

369.00 374.50

## Hotelmen See

· Continued from page 73

refurns are insufficient when balanced against overhead. Yet the firm as Wells Automatic, still operates coin radios in New York, Philadelphia and Detroit, altho it has halted expansion into other cities.

The Postage Stamp Machine Company, New York, showed a full line of equipment, including both folder and roll models. Price range was from \$39.50 to \$110. Special interest was shown in a four-column unit dispensing various combinations of stamps in folders at a nickel to a quarter. according to Harry Wartel, owner. He said the company is currently five to six weeks behind on deliveries.

American Shuffleboard, a surprise exhibitor, came to the exposition primarily to present a ine of table tops and cutting boards. These are constructed of aminated maple, as are the playing fields of the firm's shuffleboards. A cushion board with the rebound feature was shown and, reported Frederick Jordan, sales manager, the amusement piece found ready customers among hotel keepers.

Jordan restated the company's position, however, that it plans to re-orient its policy shortly toward route operators. This was first brought out a few weeks ago with the introduction by American of a coin scoreboard unit for exclusive sale to operators.

Main features of Bagatelle Bilhards, according to Stoner, are the use of a slate playing field, and four skittles protecting the skill holes. The layer of slate precludes warping, he said. Similar equipment, promoted to the coin machine trade during recent years. has used only one skittle, making it simpler for the unskilled player to build a high score. Use of the four hazards, said Stoner, makes the game more of a challenge, and stimulates long-term play.

List price of the game is \$395, with a 30 per cent discount to authorized distributors. Set for dime operation, the timer is adjusted for 61/2 minutes. After the ball return is cut off, completion of a game takes about another minute,

Sambros, as its name suggests, has a tie-in with the British concern. Sams Brothers, Ltd., which long has manufactured a similar piece for sale in sterling bloc countries. Sams, it was said, receives a commission on units sold by Sambros in return for use of its design.

# Give to Conquer Cancer

Join humanity's most important Crusade - the battle against cancer! Last year some 70,000 men, women and children were rescued from death. With your help, many more can be saved.

This is no time for token gifts. Before you give, think of the 22 million men, women and children now alive who will die unless our Crusade succeeds. Make your contribution just as important as you can.

> AMERICAN CANCER SOCIETY



MAIL YOUR GIFT TO "CANCER" IN CARE OF YOUR LOCAL POST OFFICE

> Here is my contribution of to the 1951 Cancer

Name...

## • Record Reviews

90-100 TOPS 70-79 GOOD 40-69 SATISFACTORY 0-39 POOR

ARTIST LABEL AND NO. COMMENT

TUNES



Communed from page 82

## POPULAR

HERB GEORGE & SIMMONS SISTERS (Freddie & His Boys) It's Love That the World's Needin' 65--67--63--65 ALPHA 2003 - Guitar, buss and organ supply an uninteresting background for George and the sale on a fairly good pop moralizer. 61--63--60--61

Buritume George sounds like a fairly good chanter. The waitz ditty and Simmons Sisters are only se-so-TED WEEMS AND HIS MASON-DIXON SEVEN (Glen West) That's a Plenty 65--68--62--64 CAVALLER 810-A routine two-beat reading of the oldie. San Antonio Rose

54--60--50--52 The the nitty is active again as the result of a Dot disk, this coverage item is pretty poor two-beat considering the name of the orkster. In addition, review copy was a particularly had pressing.

PENNY (BLONDIE) SINGLETON (Russ Garcia Ork) Daddy's Comin' Home 63--65--63--60 SOCIETY SR-18-Only the narration by Miss Singleton makes this disk at all interesting. Blondie isn't much of a tinger and the material here is just an ordinary fullaby with a so-so lyric. I Give It Back to You 62--65--60--61 The flick-radio star is particularly unimpressive in chanting a semi-

escretic love build supported by full-blown Russ Garcia orchestration. CY COLEMAN (The Cytones) It Ain't Necessarily So 58--65--55--55 DECCA 27847-Coleman, a very well equipped planist, has at hand an experiment of some sort which but it too chittered up in conception to come across. He uses rhythm and voices. Lullaby of the Leaves

58--65--55--55 Same story here, the at moments the guy puts down some superb plane. WRIGHT (SKIP) RILEY (Roxance Trio) I've Got a Brown Cow 50--50--50 MARATHON 1015-Bary vocal on a time with crude but fresh falk appeal. Backing is not skillfully managed; accordion-quitar-base trip play too much and not too well. On the whole, a well-intentioned non-

professional venture We Will Never Say Goodbye 40--40--40--40 Unfortunate attempt to convert a theme from Franck's D Minor Symphony into a pep ballad drags all the way.

WRIGHT (SKIP) RILEY (Rozance Trio) Golden Wedding Day 50--50--50 MARATHON 1014-Adaptation based on a familiar-melody is good, but performance misses fire. Once I Picked a Rose 40--40--40--40 Far-fetched lyric about a conversation with a rose doesn't come off; tion temps makes things worke

BOB HART (Walter Scott Ork) Waitin' on the Corner 45--45--45 GRESCENDO 109-Warbier and combo do a weak job with a weak tune. Little Drops of Water 45--45--45--45 Tune, which carries a social message, is adequate for its kind, but performance is beyond hope.

## SACRED

RED KIRK Gentle Hands 78--78--78--NS MERCURY 6363-Kirk injects much warmth and feeling into a wellwritten, family-type religious opus.

Only One Step More 76--76--76--NS Another good termi-sacred open is pleasantly sung by Kirk;

KEN CARSON (Hal Kanner Ork) The Lord's Been Good to Me 73--75--72--73 BIBLETONE 771-Chanter Carson, mixed voice group and the Kanner ark combine on a rhythmic, semi-religious ditty. Performance lifts the ditty far above the ordinary 73--75--72--73 In the Garden

The familiar and fine sacred igus is delivered with reverent feeling by Carson and the ork

### HOT JAZZ

DAVE BRUBECK QUARTET 76--78--74--NS Somebody Loves Me FANTASY 517-Semething new from this major West Coast Jazz talent. Brubeck's quartet is made up of an alto sax, smooth desiminer and a bussist who doubles bassoon. The end result still is the closest thing to a marriage of modern classic conception with the freedom of the jury medium. Modern Jazz bugs are urged to investigate. 76--78--74--NS Crazy Chris

The Brideck approach makes a delightful thing of a fluffy modern reworking of the basic citi in the "Christopher Columbus" serie. Fine solu work fitted into the intricate patterns worked out for the unit by

### COUNTRY & WESTERN

to extend a thore of spice.

ARTHUR SMITH Blue Moon Waltz 74--76--72--74 MGM 11096-The string band comes up with a next waitz item as Smith nicks his way thru the melody with his usual skill. 72--75--70--72 Listen to the Macking Bird Smith adds a gimmicked guitar sound, a la Les Paul, to a slick Instrumental reading of the familiar item. Country fielding and bird-whistles add interest.

TOMMY SOSEBEE 74--74--74 New Year Bells CORAL 64107-Someties takes the promising turcher slower than the Swampen-Travis version on Abbey. He does it well, but it hasn't the 74--74--74 Winter Wonderland He takes the winter standard at a relaxed, easy pace. Warm residition,

with nice backing from organ and rhythm combo. CACTUS PRYOR-JIM NUMMY 73--80--70--72 On Top of Old Baldy 4 STAR 1560-The country comedy due come up with one of the funniest parody items in a long time. The pair's take-off on "Smoky" is done in the style of the Weavers, too. Pop jocks should pick up on this one. 72--76--69--70

Too Young #75 (Too Old) More yockful material here, the not as strong as the top side despite some Spike Jones effects. THE PINETOPPERS Huckleberry Boogie CORAL 64029—This one is a strong country boogle instrumental played 73--74--70--74

73--74--70--74 Pinetopper's Blues More of the same bere. Duly the pattern is blues instead of boogle. On the Rue De La Paix in Parce 73--73--71--76 CORAL 605% 3-Cliff and the San Francisco boys do a gangy, rangy jub on a ringy, saude-French nevelty ditty. They Waltzed Him Around and Around 63--63--60--66

ght walts nowetty in thumping waltstime gets complicated before it reaches its mile paint. BILL MONROE Travelin' Blues DECCA seams-Moorce does a first-rate job of covering on the Lefty Frigiall evelual of this flor Jermie Rodgers' blues. 71--72--70--72 Brake Man's Blues Another Pulgers' blues makes a suitable coupling and should also marage

80-89 EXCELLENT LABEL AND NO. ARTIST

CARSON ROBISON

With All Your Heart

COMMENT TUNES

LEON CHAPPEL 73--75--70--73 (I'm a) Long Gone Doggie CAPITOL 1862—Chappel's semi-yodel style is well suited to this type of country bines ditty. It's pleasant, but little more. 67--68--66--67 Gonna Turn You Loose An ordinary chanting job on a routine country bouncer.

Old Tom the Turkey MGM 13091-Fretty much in typical Rebison style, this are sounds like it might be a presty good kidisk. The country artist recites the tale of the "mean old" turkey. Good season material, 67--69--65--66 Barnyard Square Dance Robisson chants some immediate lyrics to the familiar melody of "Turkey

in the Straw," FRED AND FRANK 72--72--70--73 Redwing
4 STAR 1587—The familiar melody gets a honky, ragtime treatment from the piane, drum and sax trio. 70--70--68--71

More of the same. FRANK MILLER 71--73--70--72 I'm Getting Rid of You GILT-EDGE 5051-The performance is about the same, but the material

it much stranger here. 68--70--67--69 I Don't Know A good, honky country plano and strong beat lift an ordinary performance on an ordinary ditty above the level of an ordinary disk.

STEWART FAMILY 70--72--68--70 Love Or the Itch GILT-EDGE 5049-As a country ballad, this one is pretty implautibe. As neverly was, thu, it smild get some spins.

69--70--68--69 Wasted Tears A routine country weeper gets a routine reading from the Family with a fem voice in the lead.

## You Pay No Premium for This Location Insurance:



Your best operating insurance is the Quality built into Constellation Phonographs. Dependable, trouble free performance protects you against loss of revenue and loss of location. In view of production forecasts, you'll find it wise to investigate the Phonograph Built With Your Future in Mind! See it now at your Evans Distributor or write Factory direct.

## H. O. DVANS &

1556 W. Carroll Avenue, Chicago 7, Illinois SEE EVANS' PROFIT STIMULATOR ON PAGE 93

- FOR SALE -

100 AMI "Automatic Hostess" 20 Watt Amplifiers

Ideal for Wired Music, Juke Boxes, P.A. Systems, stc. All guaranteed brand new. Complete details on request.

ALL METALS SUPPLY 4417 W. GRAND RIVER

Phone: TEmple 3-5422

DETROIT E. MICH.

## HERE'S HOW Today'S TOP TUNES

The top 30 tunes each week from The Billboard

HELPS SALES

"Please send me 50 copies of TODAY'S TOP TUNES every week instead of twice

a month.' RECORD HENDEZVOUS 659 Main St.

Penticton, B. C., Canada



The Billboard 2160 Patterson St., Cincinnati 22, Ohia Quantity Until further notice please imprint and ship copies of TODAY'S TOP TUNES for which I enclose \$..... Weekly Twice Monthly Monthly Send cash and we pay postage. PLUS POSTAGE

## FOLK TALENT AND TUNES

#### e continued from page 37

Antonio area before returning to Army khaki about a year ago, is back at the mike, working at WBOK, New Orleans. He will do a two-hour seg every day.

Lute Williamson, WHYN, Holyoke,
Mass., is doing a daily morning show and a Saturday morning show, using The Billboard's h.b. and Western popularity charts as

### Artists' Activities

the basis for his format.

Neva and Jack Starnes Jr., managers of Lefty Frizzell, report that it the Columbia disker has built a home in Beaumont, Tex., and is touring with the Western Cherokees, managed by Mrs. Starnes. thru Texas and Louisiana. The Cherokees are airing daily over KFDM. Beaumont, and working dance dates at night. PeeWee Whitewing has joined the Cherokees on steel. . . Bob Demers. manager of Lone Pine (Harold J. Breau), has been notified by Vicfor that it will soon release Lone Pine's disking of "Waltz of the Bride" in America. It's the first of a series by the CFNB. Frederic- 8 ton. N B., artist, who previously 8 was released only in Canada. Demers has also inked Mes. Breau. who works with Lone Pine under the monicker. Betty Cody. She cut her first side with her hubby recently for Victor.

Eddie Zack, WHIM, Providence, is doing three nighters per week B at near-by ballrooms with his B Decca band, in addition to daily radio and a weekly TV show over WVAR-TV. Providence. Lee Stewart, free-lancing in Philadelphia. reports that he is featuring s The Bride of the Week" on his Saturday morning WDAS show. Gol is selected from future brides purchasing dresses at one of his sponsor's stores.

Bob West, WGAL, Elizabeth City, N C. reports that the Lazy River Boys have returned to the station after their summer tour Fred Cook, KFSB. Joplin. Mo. reports he is emseeing the Carthage. Mo., Saturday-night jamboree, which draws 1.000 admissions each week. His wife, Ollie, and her Sundodgers are featured

Larry Carothers, KMOX. St. Louis, reports that Brother Bob Hastings shuttered the Acorns country music park after a successful first season. Hastings plans to tour h.b. centers this winter. seeking acts for next season. . . Cotton Galyon has replaced Jack Henderson at WSFG, Somerset. Ky. Henderson has moved to Greensboro, N. C. . . . Dan Brennan, WVOK, Birmingham, is running a songwriters' contest, with the best tune to be waxed on Victor. . . Tommy Lloyd. WTOD. Toledo, cut four sides with his band, the Strollin' Cowboys, for a new label, Oregon Trails.

#### Photomatics . Voice-O-Graphs Drivemobiles Chi. Coin Basketbali Chi. Coin Midget Skee Ball Pitch 'Em & Bat 'Em Shooting Machines

OTHER ARCADE MACHINES State Condition, Quantity and Price in First Letter.

ECONOMY SUPPLY COMPANY 579 Tenth Ave. New York City, N.Y. CHickering 4-8628

CHARLES BEEN BEEN BEEN

## WANTED TO BUY

Baker's Lucky Strike 1c Counter Amusement Machines, one to a thousand. State price and quantity.

AUTOMATIC SALES & SERVICE CO. B West Oliver St. Baltimore 1, Md.

### WANTED

Knock Out (Gottlink).....

Lite-A-Line (Keeney)

(Gottlieb) .......

Madison Sq. Garden

Lucky Inning (Williams).... 79.50(2) 99.50

139.50 154.50

295,00 325,00

29.50 34.50

79.50 99.50

144.50

Accade Equipment, Bowl-O-Matic, Skee- Lady Robin Hoos (Gottlink).
Ball, etc. Perfect condition. Ball, etc. Perfect condition.

A. GRASMEDER SHIP BOTTOM, N. L.

## THE BILLBOARD Index of Advertised Used Machine Prices

Amusem	ent G	ames		
Equipment and prices list licated below. All advertise cortised the same equipmen	led below are taken d used machines an al of the same pri	n from advertisement and prices are liste- ice, frequency will	d. Where more f	han one firm
licated in parentheses. Who ly the single machine price i a, time on location, territory	s listed. Any price	obviously depends		bulk venders.
r this week's prices c	onsult the used	I machine adve	ertisements in	this issue.
cance Molts (Gencal	Nov. 10 \$39.50	Nov. 3 \$39.50	9et. 27 539 50	Oct 20
(roll-down)  Bali (Gottlieb)  ce in Wonderland (Gottlieb)	39.50(2)	39.50	49.00 39.50 45.00	28.50
uscade (United)	49.50 89.50 115.00 119.50	49.50 59.50 69.00 89.50	49.50 64.50 69.00 89.50 119.50	59.50 89.50
by Face (United)	20.00	119.50 49.50	49.50	119.50 35.00 49.50
nga (Chicago Coin)	49.50 25.00 49.50	49.50 49.50	49.50 45.00 49.50	49.50 35.00
rmacle Bill (Gottlieb)	110.00 119.50	95.00 119.50 29.50 39.50	89.50 110.00 a 119.50 90.00	119.50
Methall (Gottlieb)	89.50	55.00		99.50 100.00
(Chgo. Coin)	199.00 275.00 225.00	225.00 275.00	275.00 185.00 225.00	275.00. 225.00
Bop (Exhibit)	114.50 40.00 79.50		114.50 115.00 75.00 79.50	114.50 65.00 79.50
scs Gala (Gence)		75.00 79.50 59.50(2) 65.00	90.00 59.50 65.00 69.50 85.00	69.50 79.50
ue Skies (United)	54.50 44.50 124.50	69.50 75.00 54.50	54.50	54.50
ston (Williams)	104.50	84.50 89.00 104.50	89.00 104.50	104.50
wing Chame (Exhibit)	79.50 140.00	69.50 74.50 74.50 140.00	79.50 95.00	79.50 80.00
neling Champ (Keesey) ight Lights (Bally) ccaneer (Gottlieb)	375.00 415.00 59.50 69.50	375.00 425.00 44.50 69.50	325 00 375.00 44.50 50.00	69.50
Maio Bill (Gottlieb)	79.50 69.50 79.50	85.00 95.00 79.50 85.00	69.50 85.00 95.00 79.50	79.50
tions and Bows (Gnitlieb)	69.50 85.00	69.50 85.00 125.00	69.50 85.00 125.00	79.50 85.00
mpus (Exhibit)	114.50 89.50 119.50	95.00 119.50	95.00 119.50 65.00 69.50	114.50 69.50
rolina (Bally)	50.00 69.50 35.00 49.50 79.50	69.50 49.50	49.50	49.50 65.00
rousel (Keeney)	29.50 29.50 39.50	29.50 39.50	29.50 39.50	29.50 39.50
ampion (Bally)	49.50 69.50 79.50	69,50 77.50 85,00 89.50	69.50 85.00 89.50 99.50	79.50 85.00 89.50 99.50
	89.50 99.50(2) 100.00 169.50 175.00	99.50 140.00 175.00	100 00 140.00 175.00	125.00 169.50 175.00
nderella (Gottlieb)	20.00 39.50 49.50	39.50(2) 49.50 .	39.50 49.50 50.00 60.00	28 50 49 50(2)
tation (Bally)	40.00 74.50 75.00 129.50 134.50	50.00 52.50 74.50 110.00 134.50	50.00 60.00 65.00 72.50 74.50 110.00	65.00 69.50 74.50 75.00 119.50 134.50
ollege Daze (Gottlich)		85.00	134 50 95 00 44 50	99.50 44.50
ontrol Tower (Williams)	44.50 129.50	44.90 24.50	24.50 45.00	24.50
over Girl (Gottlieb)	29.50 49.50	29.50 49.50	29.50 45.00 49.50	29.50 49.50
ally Races (Gottlints)	49.50 69.50	49.50 79.50	49.50 79.50	35.00 79.50(2
e-Icer (Williams)		85.00 119.50 39.50	95.00 89.50 119.50 39.50	119.5 39.50(2
lew-Wa-Ditty (Williams) Double Feature (Gottlieb) Jouble Shuffle (Gottlieb)	129.50 49.50 94.50	89.00 94.50	89.00 94.50	94.5
reamy (Williams)	99.50 124.50	95,00 124.50 49.50 74.50 85.00	115.00 124.50 49.50 74.50 90.00	100.00 124.5 74.50 79.5
ighting Leish (Chicago Coin)	99.50 139.50	135.00 139.50	110.00 135.00 139.50	105.00 139.5
ive Star (Universal)	242 (0012)	295,00(3) 365.00 49.50(2) 75.00	275.00 350.00 49.50(2) 85.00	275.00 350.0 49.50 69.5
Floating Pisser (Genco) Flying Saucers (Genco)	100.00	49.50(2) 75.00 144.50 154.50	144.50 154.50	112.50 144.5 154.5
our Horsemen (Gattlieb) sothall (Chicago Cain) reshie (Williams)	59.50 59.50 89.50	95.00 114.50	75.00 90.00 114.50	85.0 114.5
Georgia (Williams)	114.50	144.50	110.00 144.50	115.00 144.5
Gin Rummy (Gottlieb) Gold Cup (Bally)	30.00 59.50	95.00 115.00 64.50 84.50	115.00 125.00 45.00 62.50	59.50 64.5
Galden Glaves (Chicago Caln)	64.50 84.50 94.50		64.50 84.50 94.50	94.5
Gondola (Exhibit)	69.50	39.50 69.50	55.00 80.00 69.50	69.5
Harvest Moon (Bally) Harvest Time (Genco)	99.50 129.50	99.50 104.50 125.00 129.50	125.00 129.50	129.5
Hawaii (United)	325.00	29.50	29.50	29.5
Hit Parade (Gottlieb) Hotiday (Chicago Coin) Hat Rod (Bally)	*	49.50	75.00 95.00 149.50	90.00 149.5
Hampty Dumpty (Gottlieb)		29.50 49.50	29.50 49.50	28.00 29.5 34.50 49.5
Jack 's Jill (Gottlieb) Jocker Special (Bally)	35.00 39.50 49.50 54.50	54.50 64.50	49.00 54.50 64.50	49.50 54.5 55.00 64.5
John (Gottlieb)	64.50	135.00 164.50	95.00 119.50	164. 119.
Just 21 (Gottlieb)		29.50 39.50 79.00 79.50	44.50 60.00 79.00 79.50 125.00	35.00 55. 79. 129.
K. C. Jones (Gottfleb) Kilroy (Chicago Goin)	110.0X	125.00 16.50	16.50 105.00 124.50	16. 124.
King Arthur (Gottlies)	59.50	125.00	125.00 49.00	28.
King Cole (Gottlieb)	** 200 EG 110 S		115.00 125.00	130.00 135. 145.00 154.

144.50 Yack (Williams) .......

24.50

20.00

375.00

144.50

79.50 99.50

## minimum G. E. Lamp Division

CLEVELAND, Nov. 10.—Gen-eral Electric's Lamp Division is building a new headquarters in

## Peter Paul Skeds Bonus

NAUGATUCK, Conn., Nov. 10. -Peter Paul, Inc., will pay its

	building a new headq Portland, Ore., to ha and service in the No area. Located at 2800	ndle sales	employees a bonus Decen	nber 13, am	hristmas ount_de-
	Nels Street, it will how sion's North Pacific trict and Portland Sal	Sales Dis-	salary increa	month firm	granted
	Magic (Exhibit)	1150e of Nov. 10 \$54.50	Inner of Nov. 3 \$54.50	fine of Oct. 27 \$54.50 \$	Trace of Oct. 20 28.50 54.50
l	Major League Baseball (United) Majors of '49 (Chicago Coin)	39.50 49.50 59.50 79.50	39.50 75.00		39.50 39.50 79.50
	Manhattan (United) Mardi Gran (Genco) Marriand (Williams)	22.50 49.50 64.50 99.50	22.50 49.50 95.00(2) 99.50	22.50 49.00 49.50 95.00 99.50	27.50 28.50 19.50 99.50
	Melody (Bally) Mercury (Gencol	72.50 89.50 114.50 175.00	72.50 95.00(2) 7	2.50 95.00(2) 114.50	72.50 114.50
l	Merry Widow (Genco) Minttret Man; (Gottlieb)	29.50 39.50	29.50 39.50	29.50 39.50	29.50 34.50 39.50 150.00
	Monterrey (United)	22.50 25.00 39.50 25.00 39.50	22.50 39.50 39.50 49.50	22.50 39,50 45.00 39.50 49.50	22.50 34.50 59.50 39.50 49.50
	Morneco (Eshibit)	49.50 25.00 49.50 149.50	49.50 129.50	49.50 129.50	49.50 129.50
	Oklahoma (United) Old Faithful (Gottlieb) One Two Three (Gencol)	129.50 89.50 115.00 144.50 49.50 59.50	85.00 110.90 144.50 49.50(2) 59.00	90.00 95.00 144.50 49.50 59.00	95.00 144.50 49.50
110	Phoenia (Williams) Phota Finish (Universal)	35,00 49,50 69,50 99,50 139,50	35.00 49.50 99.50 139.50	35.00 49.50 64.50 80.00 99.50	95.00 49.50 69.50 99.50 100.00
000	Pinch Hitter (United)	59.50	125.00 139.50 125.00	139.50 125.00 139.50 125.00(2)	139.50 125.00 139.50
9	Play Ball (Chicago Coin) Playland (Exhibit) Playlime (Exhibit)	124.50 84.50	44.59 124.50 84.50 95.00	49.50 84.50 124.50	124.50 04.50
0	Punchy (Chicago Cein) Quarterback (Williams)	25.00 165.00 54.50 69.50	54.50° 165.00 88.50 100.00	54.50 59.00 165.00 54.50 59.50 89.50 100.00	54.50 165.00 54.50 59.50 89.50 100.00
000	Radar Rockets (Mutoscope).	149.50	125.00	130.00	200
0	Pamona (United)	35.00 54.50 139.50	59,00 54,50 135,00 139,50	45.00 54.50 135.00 139.50	54.50 139.58 89.50 99.50
0	Rip Snorter (Genca) Robin Hood (Gettlieb),	97.50 25.00 49.50 119.50	99.50 49.50 119.50	99.50 49.50 119.50	34.50 45.00 49.50 109.50 119.50
K	Rockette (Gottlieh)	25.00 39.50 69.50	154.50 39.50 69.50 75.00	154.50 39.00 69.50 85.00	135.00 154.50 39.50 65.00 69.50
26	Sally (Chicago Coint	59.50 69.50 79.50 54.50	59.50 79.00 79.50 95.00 54.50	59.50 79.00 79.50 95.00 54.50	59.50 69.50 79.50 28.50 34.50 54.50
	Samba (Exhibit)	25.00 59.50 49.50 59.50 20.00 39.50	49.50 75.00 39.50	59.50 49.50 39.50 55.00	97.50 59.58 35.00 39.50
56	Select-a-Care (Gottlieb) Serenade (United)	79.50(2) 25.00 39.50 79.50		70.00 79.50 39.50 49.50	79.50 39.50
ş	Shanghai (Chicago Coin) Shangstown (Exhibit) Sharpshooter (Gottlieb)		109 00 109.50 110.00	109.00 109.50	109.50
5	Shoo-Shoo (Williams)	139.00	95.00(2) 157.50	115.00 159.50 45.00	145.00 159.50
2	South Pacific (Genca)	89.50 109.50	69,50 60,00 95,00(2) 109,50 119,00	95,00 100.00 109.50 110.00 119.00	69.50
n	Special Entry (Bally)	39.50 54.50		34.50 54.50	95.00 39.50 54.50 34.50
	Spot Bowler (Gettlies) Stadium (Como)	49.50	159.50	29.50 49.50 159.50	28.50 29.50 49.50 135.00 159.50
100	Stop and Gn (Genco)	135.00 49.50 110.00	29.50	49.50 29.50	49.50 99.50 29.50
ě	Summer Time (Gottlieb)	25.00 30.00 39.50 49.50	49.50	30.00 39.50	30.00 39.50 49.50 49.50 59.50
G	Super World Series (Williams)	69.50 79.50 249.50 275.00 325.00	325.00	229.50 325.00	250 00 325 00
2	Swanee (Exhibit)	59.5	59.50 125.00 134.50 59.50 99.50	59.50 125.00 134.50 75.00 99.50	59.50 104.50 134.50 99.50 109.50
	Tampico (United)	109.5 69.5 49.50 50.0	49.50 64.50	105.00 109.50 60.00 75.00 49.50 65.00 79.00 79.50	69.50 19.50
	Temptation (Chicago Cola). Tennessee (Williams)	49.5	29.50	29.50 35.00 40.00	35.00 28.50 29.50 40.00
	Texas Leaguer (Keeney) Thing (Chicago Coin)		-	50.00 89.50 95.00 119.50	119.50
	Three Feathers (Gencol 50 Three Musketeers (Gottlieb) 50 Thrill (Chicago Coin)		0 95.00 115.00	\$9.50 95.00 115.00 27.50	79.50 95.00 100.00 27.50
	(roll-down)  Trade Winds (Genoa)	-	39.50 34.50 39.50		34.50 35.00 34.50 47.50
2	Trinidad (Chicago Coin)	24.50 25.0	0 24.50(2) 49.50		125.00 24.50 34.50 49.50 29.50
	50 Triplets (Gottlieb) Tri-Score (Genco)	125.00 149.5	0 149.50 0 85.00 89.50	149.50 89.50 110.00(2)	149.50 99.50 115.00
2	50 Tucson (Williams)	125.0 59.50 69.5	95.00 110.00 119.50 9 54.50 69.50	119.50	119.50 69.50 104.50
4	SO Turk King (Bally)	225.00 275.0 295.000	109.00 0 295.00(2) 0 299.50 345.00	210.00 215.00 225.00	275 00(2) 295 00(2)
9	.50 .00 .50 Utah (United)	299.50 325.0 345.0 89.5	0 0 0 *9.50	49.50	95.00 25.00 97.50
6	50 Virginia (Williams)	29.50 39.5	29.50 39.50 0		28.50 29.50 99.50 160.00 175.00
5	50 Wild West (Gottlieb) 00 Winner (Universal 50 Industries)	219.5	0 195.00 199.50	TANCON TRACTOR	195.00 200.00 224.50 275.00
5	.50 Wisconsin (United)	39.50 49.5	2 39.50 49.50	275.00	49.50 49.50
	THE RESERVE THE PARTY OF THE PA	69.5	A CONTRACTOR OF THE PARTY OF TH	and the same of th	- 22.50

CONTRACTOR OF THE PARTY

## Arcade Equipment

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 venders, 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 price	consult the u	sed machine a	dvertisements	in this issue.
	Innue of	Intuit of	Issue of	Issue of
Ace Bomber (Mutuacope)	New 10	The base of the same of the sa	Oct. 27	Oct. 20
Air Raider (Keeney)	125.00	- T F W 10	75.00 125.00	\$95.00
All Stars (Williams)		49.50 100.00	49.50 100.00	100.00 109.50
Astrology Scale (ABT)	109.50	109.50	109.50 125.00	
Atomic Bomber (Mutoscope)	250.00	150.00	150.00	95.00 150.00
Bag-A-Bunny		110.00	-20.00	150.00
Baseball (Bally)	99.50 135.00			115.00
Batting Practice (Scientific	75.00		75.00 85.00	75.00
Big Inning (Bally)		165.00	165.00	185.00
Boomceany (Amusement Corp.			45.00	45.00
Challenger (ABT)		100 100	95.00 24.50	95 00
Chicken Sam (Sephurg)	The state of the s	95.00 109.50	95.00 109.50	95.00 109.50
Dute Gun (Eshibit)	69.50 84.50 85.00(2)	49.50 69.50 79.50 84.50	45.00 49.95 69.50 79.50	49.50 49.95
		85.00(3) 90.00	69.50 79.50 84.50 85.00(3)	84.50 85.00(2)
Defender (Bally)	11.51		65.00	
(Mercury)	44.50 69.50	69.50	69.50	49.50 69.50
Dial Striker			35.00	4,30 0,30
Drivemobile (Mutoscope)			95.00	
Fishing Well (Mutencope)		125.00	40.00 125.00	125.00
Flash Hockey (Coines)	75.00	75.00	75.00	75.00
Flying Saucers (Mutoscope)	THE PARTY OF THE P	125.00	- 10 22 (22-22)	
Scales (Chicago Coin)	95.00 99.50 125.00	95.00 99.50 125.00	99.50 125.00	99.50 125.00
Gum Patrot (Eshibit)		123.00	249.50	224 50
Hits and Rum (Genco)	120 50 140 50	65.00	65.00 85.00	65.00
Hockey (Chicago Coin)		129.50 149.50 69.50 75.00	69.50 75.00	89.50 75.00
Hollycrane (Como)	12.00	ATTAM. 12.00	275.00	275.00
Jack Patitit (Amusement Corp.)	109.50		109.50	109.50
Kiss-o-Meter (Exhibit)	109.50	109.50	65.00	107.50
Lite League (Amusement				
Corp.) Magic Pen	85.00 95.00 100.00	85.00 95.00 100.00	75.00 95.00(2)	95.00 100.00
Merchantman (Exhibit)		100.00	99.50	99.50
Midget Ski Ball (Chi. Coin).	229.50			- Cath
Mule Panorams (Mills)	195.00 225.00	195.00 225.00	225.00 250.00	225.00 250.00
	250.00	250.00	223,00 230.00	20,00
Periscope	100.00	100.00	100.00	100.00
Phil Toboggan Ski Ball Photomatic (Mutescope)		350.00	350.00	350.00
Patricinatic imprescope	350.00 (early) 395.00 (2) (late)	350.00(early) 695.00(late)	350,00(early) 495.00	350.00(early) 695.00(late)
		O'ESTABLISHES	695.00(late)	
Pistor Pete (Chicago Coin)	100.00 149.50	79.50 100.00	75:00 79:50 100:00 149:50	100.00 149.50
Pitch Em & Bat Em		149.50	100,00 115.20	
(Scientific)	175.00	175.00	165.00 175.00	175.00
Play Football			195.00	
(Chester Pollard)			65.00	
Poher & Joker	49.50	49.50	49.50	49.50
Pukerino (Scientific) Punching Bag (Mills)	99.50	99.50	99.50 50.00	99.50
Quitzer	89.00 100.00	89.00 100.00	100.00	24.50 100.00
Rapid Fire (Bally)	1000	1 32 30	75.00	
Recordio (Wilcox-Gay)	150.00 65.00	150.00 65.00	150.00 65.00	150.00 65.00
Rotary Claw Mdsr. (Exhibit)	65.00	65.00	175.00	175.00
Seven High (Edelman)	75.00	75.00	75.00	75.00
Shipman Art Show	325.00 349.50	265.00 315.00	49.50 255.00 275.00	49.50 325:00 350.00
amor the Gear Lisetburg/	350.00	325.00(2)	315.00 325.00	20.00
All Marie Marie		350.00	350.00	1 1 6 GF A C
Shoot the Duck (Seeburg) Shoot Your Way to Tokio	100.00	110.00	100.00	100.00
Silver Bullet (Exhibit)	150.00	150.00	150.00	84.50 150.00
en l'en-l'en-sonne			175.00	165.00
Silver Gloves (Mutascope) Six Shooter (Exhibit)	165.00 225.00	225.00	195.00	TENCH STATE
Sie Ball (Wurlitzer)	150.00	150.00	150 00	150.00
Skill Test (Groetchen)	24.50 69.50	69.50	75.00 125.00	125.00
Sky Fighter Star Series (Williams)	95.00 125.00 89.50 99.50(2)	95.00 125.00 95.00 125.00(2)	89.50(2) 95.00	89.50 95.00
	125.00(2) 139.50	139.50	125.00 139.50	125.00 139.50
Super Bomber (Evans)	95:00	95.00	155.00 95.00	95.00
Swinging Monk.	32.04	115.00		
Team Hackey (United)	115.00	125.00	100 50	119.50
Teleguiz	99.50 115.00 119.50	99.50 115.00 119.50	119.50	
Ten Strike (Evant)	65.00 75.00	65.00 75.00	75.00 99.50	75.00 99.50
Test Year Strength (Mills)	99.50	99.50	45.00	1
3-Way Gripper				22.50
(Gottlimb)	22.50	22.50	22.50 50.00	22.50
Undersea Raider (Bally)	95.00	95.00	75.00 85.00	95.00
			95.00	525.00
Value Graph (Mutascope) Value Recorder (Mutascope)	525.00	525.00	525,00 195.00	323.00
Western Baseball	85.00	85.00	85.00 95.00	85.00
X-Ray Poker (Scientific)	85.00	85 00	85 00	85.00

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Į	Please e	inter my	subscri	ption to	The	Billboard for
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2160 Patterson St., Cincinnati 22, Ohio

THE BILLBOARD

City ..... Zone ..... State ......

# Coinmen You Know

· Continued from page 80

town personalities of the industry of AMI; Herman Paster, May-flower Distributing Company, Minneapolis: Alan Nilza, Paster Distributing Company, Omaha; Clarence Camp, Southern Automatic Music, Memphis, and Maynard Ross, North American Music, Havana, Cuba, attended.

Early November cold wave which swept most of the country resulted in a heavy influx of visitors. Airline and railroads reported reservations running far ahead of last winter. Certain sections of Florida were nipped by the unseasonable cold but the temperature in Miami dropped no lower than 54 degrees.

Ozzie Truppman, of Bush Distributing Company, reports good operator response to Chicago Coin's Bowling Alley and Williams' Spark Plugs. Joe Mangone, Gottlieb distributor for Florida, Georgia and South Carolina, calling on his distributors with samples of the upcoming Gottlieb game, Globe Trotter.

Jack Kauffman, owner of C. & L. Amusement Machine Company, says "Fool, Fool, Fool," with the Clovers, is the most popular tune on the company's Negro route. "Because of You" is in second place, with "Smooth Sailing" and "I'm in the Mood" runners-up. . . . Kauffman has just purchased a number of new AMI Model D's.

Mr. and Mrs. Raoul Shapiro, Supreme Distributors - he's a routeman and his wife is Willie Blatt's Girl Friday — celebrated their 22d wedding anniversary. Si Jacobson, Southern Coin-

o-Mat Distributing Company, is a new sub-contractor for PX cigarette venders in the Greater Miami area. Jacobson also maintains complete facilities for repairing any make machine in the vending field.

The Ace-Saxon Family keeps the postman busy with Birthday cards to employees and members of their families. Greetings went out last week to Robert (Bobby) Vines, son of Mrs. Helen Vines, who is employed in the Ace-Saxon office, and John William Hayter, company routeman.

United County' Fair is doing a whale of a job, according to Eli Ross, sales manager at Taran Dis-tributing. . . . Sonny Lomberg is temporarily in charge of Taran's new record department which is reported off to a good start. . . Mangone & Mangone have the most artistic truck in the business. On each of the vehicle's doors is a plywood replica of the Seeburg 100 phonograph.

Taran Distributing has set up a new shop at 2022 N. W. Miami Court where the company will rebuild and revamp shuffle alleys, which includes replacing plywood tops with formica and converting the alleys to two or four-player operation.

Lenny Baitler postponed his departure to Santiago de Cuba to take charge of the new Taran branch there, in order to be pres-ent at the Taran-Lieber wedding at Miami Beach. Baitler was slated to fly to Cuba November 7. . Taran Distributing is expecting the new AMI 80-selection Model D any day.

### Milwaukee

Head man of West Allis Vendors, Nick Novasic, was slated to appear on a panel discussion group at the convention of the NAMA in Cleveland. Nick headed a trio exploring the headaches involved in the new cigarette tax and the vending price.

Premium merchandise continues to expand the total sales volumes of the Herman Paster outlet. Manager Sam Cooper reports a growing interest among local and up-State ops in all sorts of quality prize goods. Deliveries of new AMI's, informs Cooper, has been a tender subject in the office due to the snail's pace the fac-tory has been forced to accept due to material shortages. A big back-log of orders exists, and Sam says operators have been patiently waiting thus far.

Recovering from some recent surgery on one of his eyes, Wis-consin Novelty's Mike Rischmann

and many distinguished out-of | days. Suffering from a rather | necessitating less work on his rare eye condition, Mike reports part. Business, however, he adsuch as John Haddock, president that his eyesight is not up to par,

Your Authorized Distributor for KEENEY, WILLIAMS, ROCK-OLA, EXHIBIT

We have available for immediate delivery the following new games and music:

New 1952 Rock-Ola SUPER ROCKET PHONOGRAPH
Williams SPARK PLUG—new type 5 Ball Game
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Exhibit PONY EXPRESS—Small Galloping Horse
Keeney 6 PLAYER SHUFFLE GAME
Keeney 4 WAY BOWLER Shuffle Board Attachment
Bally BRITE SPOT—S Ball Bingo Game
Bally BROADWAY Binge Came, 5¢, 10¢ or 25¢
Genco 8 PLAYER Shuffle Game
United DE LUXE 6 PLAYER
Chicago Coin 6 PLAYER Shuffle Game
Gottlieb GLOBE TROTTER—New S Ball Game

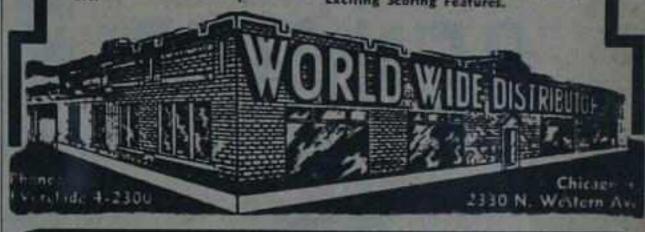
#### WORLD WIDE

We also have available for immediate delivery at special low prices the following reconditioned games:

Bally BRIGHT LIGHTS
Bally TURF KING
Bally CHAMPION
Exhibit SIX SHOOTER
And many others. Write or wire for further information.

Also the finest line of fully reconditioned 5. Ball Games, Shuffle Games, Arcade Equipment. Phonographs. ATTENTION . . . Just Released! Jeannie 4-Way BOWLER CONVERSION

For all Shuffle Bowlers. Puck return escalator. Exciting Scoring Features.



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Bally-BRIGHT SPOT

New WINNERS FUTURITY TURF KINGS

KEENEY ELECTRIC CIGARETTE VENDORS with Changer

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Genco-SHUFFLE TARGET ONE BALLS WINNERS

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SHUFFLE ALLEYS

NEW

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United-6 PLAYER

Chi. Coin-6 PLAYER

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1423 Spring Garden Street Philadelphia, Pennsylvania Rittenhouse 6-7712

# Coinmen You Know

thing under control.

Coinman Nick DaQuisto was blessed with an addition to his family Wednesday (31). Newcomer from his office, Vic Manhardt is is a girl.

according to reports, will be made ever. early so as to attract bigger turn-

Ads placed in the local daily newspapers seem to be producing town was tied up for a day or so. results for the Game Room in the main lines of transportation al-Plankinton Arcade, according to Arnold Jost. Ads, usually spotted on the sports pages, seem to inspire attendance of nice week-end crowds at the town's largest Arcade. Jost reports a considerable boost in play during the weekend of the recent teachers' convention.

Hilltop Coin activities have all been switched to the new headquarters at 1211 North Fourth

his crew of route men have every- has about half again as much State to school some newly hired space for warehousing than the maintenance crews.

Making up for time lost away a busy man these days. Manhardt has just returned from a four-Regular monthly gathering of week vacation in Los Angeles and Milwaukee Phonograph Operators' Association, scheduled this week at Joe Deutsch's, was called off due to the snowstorm. Info coming from members indicates recent surgery for a bone the trade group needs a bit of pep- infection in his leg. His health, ping up. Plans for coming sessions, he reports, is now better than

> Operators report that heavy snows did not affect their busilowed the population to move about.

> Services Appeal drive for funds.

Ruth Bender, owner of the Kwik-Kafe firm, is on a swing thru the East, combining business and pleasure. Following a short stay in Philly and New York, Ruth plans to take in the NAMA sessions in Cleveland before returning. In charge of affairs while Mrs. Bender is on the road, Howard Lemke reports he is anxiously awaiting delivery of the new Bantam Kwik-Kafe models for several important locations.

Wisconsin Department of Taxation Division of Beverage and Cigarette Taxes recently reported that the collections for the year thru October hit \$19,396,185 compared with a take of \$19,250,450 for the same period in 1950.

Milwaukee cigarette venders have been warned by Clem Kaive lage, local OPS director, that complaints have been made of some operators raising their prices few coin routes have in effec raised their prices to a quarte by eliminating the 2 pennies in the package wrapper. This, he points out, is a violation of the OPS laws. Continued violations he warned, would be met by stric enforcement measures.

Welch Candy Company sale representative, Al Vogel, drove in from the Windy City last wee to attend the Halloween party o the Badger Candy Club at th Ambassador Hotel. . . . Miley Gra ham, D. L. Clark Candy Compan drummer in the Midwest State is spending a couple of week away from home, calling on open ators in his Illinois territory.

Callers at the Major Distribu tors to replenish their stocks hit wax for their music machine were Herb Wagner, of G. & V. Novelty; Vince Waters; Clyd Nelson, General Novelty, an George Jaber, of Fond du Lac.

Max Rogers, of Rogers Bro Distributors, Montford, Wis., mad a 150-mile motor trip into the Be City in spite of bad weather ar icy roads. Rogers mission was buying trip to the Hastings fire goods.

Bad weather, according to Sa Hastings, did cut down the vis of up-State ops, altho business general remained at a good lev-Another coinman who braved t elements to make the rounds coin distributors here this we was Wilbur Lang, of Columbus.

According to Dorothy Jonas. Metro Amusements, incleme weather cut down on music a game receipts the past week. . Bulk of activity at the P. & Distributors' warehouse and pla these days is confined to reco ditioning of route equipment. Pelligrino insists on complete furbishing job on each machine it is taken out of location switching to a new spot. Clair it pays off in big dividends.

Bad weather is keeping Unit Inc.'s Harry Jacobs Jr. close to home these days. Projected trip thru the Northern Wisconsin ter-thru the Northern Wisconsin ter-thru has been temporarily called United off. Don Jacobs, continuing his program of individual training two Status (Williams).... chine operators, made a quickie Twin Shuffle-Cade (United). www.americanradiohistory.com

mits, has been fair, inasmuch as estimates that the new building trip to the northern part of the

tended the recent Packer-Ram gridiron tiff as the guest of their boss, Art Cohen, Group of nine staffers have labeled themselves as the "Packer-Backers" Club.

Los Angeles

Ivan Wilcox, of Visalia, in town following his return from a trip East. He took his father to Mayo's in Minnesota for a check up and on the return trip the party Entire shipping and receiving visited friends en route. . . . Carl force of Badger Tobacco firm at- Johnson, mechanic at Paul Lay-

215.00(2)

24.50 25.00 24.50 25.00 24.50 25.00(2) 28.50

234.50 234.50

275.00 \* 275.20(2)

## THE BILLBOARD Index of Advertised Used Machine Prices

## Shuffle Games

Hymie Friedman, of Friedman Indicated below. All advertised used machines and prices are listed. Where more than one firm Tobacco Company, is an active advertised the same equipment at the same price, frequency with which the price occurred is member of the Special Gifts Com- indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, mittee of the B'nai B'rith Special only the single machine price is listed. Any price obviously depends on condition of the equipment,

III EES	, time on location, territory			artisamente la	this irone
Fo	r this week's prices co	nsult the used	machine adv	ertisements in	THIS ESSUEL
		liste of	Nov. 3. \$65.00 69.50	1stue of Oct. 27 \$65.00 69.50	Oct. 20 \$65.00 69.50
1000	C Sowier Oceancy)	300.00	295.00 350.00	65.00 290.00 375.00	85.00 375.00
1	C (United)	99.50	365.00 99.50	99.50	99.50
Rat	seball (Nationwide) League Bowler (Keener)		295.00	34.50 295.00	34.50
Bir	League Bowler, 4 Piayer (Keeney)	310.00	310.00		35.00
Box	wi-a-Matic (Exhibit)	425.00	425.00	425.00 24.50 39.00	- 24.50 34.50
80	wlette (Gattlieb)	24.50 29.50 39.50 55.00 89.50	24.59(2) 55.00 69.50	55.00 69.50	39.00 50.00 55.00 64.50 49.50 55.00
50	wiling Alley (Chicago Coin)	49.50 55.00 79.50	49.50 55.00 79.50	49.50 55.00 79.50 135.00 139.50	79.50
Ba	nwiling Classic (Chicago Coin)	125.00 135.00 139.50 150.00	105.00 125.00 135.00 139.50 145.00 150.00	145.00(2) 150.00	145.00 150.00
	rading League (Genco)	24.50 35.00	24.50 35.00	24.50 35.00 50.00	24.50 35.00 50.00 45.00 49.50
D	eluxe Bowler (Williams)	45.00 49.50	45.00 44.50	45.00 49.50 65.00	45.00 49.50 65.00
D	eluxe Twin Rebound (Universal)			195.00 135.00(2)	195.00
W Bas	ouble Bowler (Keenty)	135.00(2) 175.00	125.00 135.00 175.00		124.50
0	ouble Header (Williams)	75.00 99.50 125.00(2)	125.00(3) 129.00	125.00(3) 129.50 139.50	125.00(2)
1 0	ouble Shuffle Alley (United)	129.50 79.30	79.50	75.00 79.50	75.00 79.50
D	outle Shuffle Alley Ex-	179.50 229.50	179.50 229.50	229.50	229.50
	ive Player Shuffle Alley (United)	295.00 315.00 345.00	295.00 315.00 345.00(2)		
5	our Player Shuffle Alley (United)	240.00 285.00 295.00	240.00 285.00 295.00 305.00	285.00	285.00
alm	Hider (Genco)	30.00(2) 39.50 175.00	30.00(2) 39.50 175.00	30.00(2) 39.50 175.00(2) 275.00(3)	30.00(2) 39.50 185.00 275.00(2)
e	look Bowler (Bally)	265.00 275.00(2)	265.00 275.00(3) 295.00	275.00031	
2011 193	eague Bowler (Keenny)	285.00 265.00(2)	245 00/2) 280.00	265.00(2) 275.00	265.00(2)
19	eague Bowler (4-Player Rebound) (Keenty)	244.50 265.00	275.00(2)	275.00 280.00	275.00
1	Lucky Strike (Keenny)	275.00(2) 75.00 24.50	75.00 24.50	75.00 24.50 45.00	75.00 24.50 45.00
	Shuffle Alley (United)	19.50 24.50 29.00	24.50 29.00 32.50	24.50 29.00 39.50(2)	24.50 28.50 29.00 35.00 39.50(3)
S.		39.00w/p 39.50(2)	39.50#/s 39.50(2)	45.00w/p 59.00w/p	45.00w/p 59.50w/p
	Shuffle Alley Express	29.00 39.00w/p	59.50w/p	199.50	199.50
	2 Player (United) Shuffle Alley Express (United)	69.50 74.50	199.50 49.50 69.00 69.50 74.50 129.50	49.50 50.00 69.00 69.50	49.50 50.00 69.00 69.50 74.50 129.50
le	Shuffle Baseball (Chi. Colo)			95.00	
	Shuffle Bowl (Ezhibit) Shuffle Bowler (Bally)	24.50 29.50 44.50 45.00	24.50 44.50 45.00	24.50 44.50	44.50 45.00 49.50(2)
m	Shuffle Bowler (United)		The second		24.50 245.00
	Shuffle Cade (United) Shuffle Champs (Bally)		65.00 80.00	85.90 89.00	65.00 89.00
ts	Shuffle Horseshoes (Chicago Coin)		250.00	39.50	35.00 39.50
in el.	Shuffle Lane (Rock-Ola) Shuffle Lane (United)	24.50	24.50	24.50	25.00
ne of	Shuffle Pin (California) Shuffle Slugger (United)	125.00 129.50	125.00 129.50 135.00	235,00	129.50 135.00
ek	Shuffle Target (Genco) Single Bowler (Williams) Single Shuffle Alley	225.00 255.00	255.00		28.50 149.00 199.50
of nt	Rebound (United) Skee Alley (United)	149.00 149.50 95.00 189.50		149.00 199.50	69.50 100.00 189.50
nd P.	Speed Bowler (Bally)	54.50 59.00	59.00 79.50	45.00 49.50 54.50 59.00 79.50	64.50 79.50
nt n-	Strike (Exhibit)		99.50	99.50 125.00	99.50 125.00
oe e-	(United)				49.50 115.00 135.00
as for	Super Twin Bowler (Universal	125.00 135.00(2 139.50 145.00	135.00(3)	135,00(2)	139.50 145.00
ms	Ten Pins (Keeney)	24.5	24.50 145.00(2	24.50 145.00(2)	24,50(2) 145.00 149.50
eđ,	Tele Bowler (Universal)	160 X	149.50 160.00	49.30 63.00	89.50 65.00 89.50 129.50
to	Will say the s	89.50 129.50*/	45,000	100 50-16-	

275.00



AMERICAN FOUNDATION FOR THE BLIND

mon's, returned from a two-week out, was scheduled to visit Leuenencation. He enjoyed the time in hagen's Monday (11). Itah, where he got in plenty of fishing.

erator, is following the football garden, Ray Bauduc and Jess team of Oregon State much Stacy, met the operators at closer than the average grid fan. Leuenhagen's The Delta Kings The reason for the intense inter-est is that his son, Hugh Jr., is "Jersey Bounce," that is claimone of the star players. . . . Niles ing attention. . . . Dorothy and Smith. Oildale music operator in Jack Leonard, he of the Badger town for equipment and repairs Sales Company parts department, to some machines damaged in an off to Palm Springs for the weekaccident.

ports that music is going good in with a Bel-Air. the Latin spots in the San Bernardino area. Noreiga specializes Appleton, Wis. in music and Latin spots. . . . Ray Hernandez in town from

drove into the city in his new Ed Wilkes, of Paul Laymon's, shown but distributors were equal reports that Bally's Bright Spot to the task. Cohen had a hand in is claiming a lot of interest.

Arlene Early, auditor at Laymon's left Tuesday for Minnesota to attend her grandmother's funeral. Accompanying Mrs. Early was her daughter, Barbara. Chuck Cabot, band leader, and Leon Rene, composer, visited

Pud Brown, who handles the sax with the Delta Kings, which Hugh McElhenny, Compton op- includes Jack and Charley Teaend. . . Al Silberman, of Badger Sales, now has a car for himself. Milton Noreiga, of Colton, re- He presented Mrs. Silberman

Joe Cohen, Ristaucrat, Inc., was wearing a broad smile last week despite the weather. Re-Lloyd Barrett, of Pomona, ports coming in from all over the country indicated play on the promoting the hit "Chances Are" by Bud Conney of near-by Ripon, Wis. It is on the Capitol label with Jan Garber and his orches-

#### Detroit

Levenhagen's Record Bar in the of Temprite Products Company, interest of "Rag, Rag, Raggedy makers of carbonators for cup Moon," a tune Rene wrote and venders, held a special sales Cabot recorded for Class Records. meeting of the company's repre- association, is confined in Dunham . . . Penny (Blondie) Singleton, sentatives from various territorwhose recordings of "Daddy's les at the new plant in Birming-Comin' Home" and "I Give It ham last week-end, prior to the Back to You" on Society are now national refrigeration show.

David U. Farlow, vending machine operator in Lincoln Park, who now operates under the name of The Penny Shopper, reports vending machines promise to continue good. Farlow, a former theater manager and legitimate producer-director, is applying ideas of showmanship in his own operation.

Sam J. Weisser, one of the veterans of the coin machine field here, is disposing of his miscellaneous amusement equipment and concentrating on shuffleboard operation.

Fred E. Turner, district manager for the Nik-O-Lok Company here, is convalescing at his home following a serious illness. . . .

### Cincinnati

Automatic Phonograph Owners' Association's Christmas party S-45 was mounting all the time. committee met with the record distributors of Greater Cincinnati in the association offices November 8. All distributors present agreed to go along with the association as associate members. They also agreed to help make the Christmas party a success.

Regular monthly meeting of the association will be held Wednes-J. J. Goodwin, sales manager day (14) at the Hotel Sheraton Gibson in Parlor E at 9 p.m.

> Max Moeskel, a member of the Hospital and will remain there for six months. . . . All members who have not sent in their reservations for the Christmas party to be held December 11 are asked to do so as soon as possible.

## New Distaff Op

TORONTO, Nov. 10. - New operator, the second woman operator in the district, is Loretto Andrews. She has started a route out of Hamilton.

Onder FROM YOUR

KEENEY

DISTRIBUTOR

1941 R.C. Special. 579

1422

Playmaster ..... 69

with the "FAMOUS DAVIS" & Point Guarantee SPEAKER INSPECTED MECHANISM OVERHAULED TONEHEAD RENEWED WORN PARTS REPLACED CABINET REFINISHED AMPLIFIER RECONDITIONED PROFESSIONALLY WURLITZER 1100 .....\$369 SEEBURG 1015 ...... 199 AIREON 1475 ..... 189 500 Coronet with Tunar ... 5159 146M ..... 179 ROCK-OLA H148M Hideaway ..... 229 H246M Hideaway ...... 199 1428 ..... 319 H146M Hideaway ..... 179 1950 50 Selection ..... 650

Phonographs Listed Below Available in Complete and Good Working Order at Law Prices Quated-or With Davis & Point Guarantee for \$35 Additional Per Machine. ROCK-OLA WURLITZER \$109

750 .... \$109

Colonel 59 Major 59	800	MILLS Empress \$39
Hightone 59 Classic 59 Regal 49	500 49 600K 49 600R 49	Deluxe '46 \$49
Gem 49	LL BOX SPECI	Manhattan 76 \$149
Seeburg DS20-1Z, 5c, 3 Seeburg WS-2Z, 5c, W	Wire reless Vireless, Refinished	\$ 5.95 5.95
Seeburg 3W2-L56, 1c.	Wire Refinished	

Rock-Ola 1532, 5¢ .....

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

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Wurlitzer "500"	
Rock-Ola "40" Master	. 49.50

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W4-L56\$35.00	3020\$39.50 3025 12.50
3W7-L56 49.50	3045 12.50
	219 Stepper 25.00
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I've Got That Feeling

I Ain't in the Mood

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Heartbreaker

strong pup. Disking goold stir action.

mold make a mark with this effort.

BETTE McLAURIN (Eddie Wilcox Ork)

JOE BLACK (Boogie Woogie Boys)

niscent of the Hampton killer dillers.

Dinah Washington and the carries the performance.

Lover Come Back to Me

Juke attraction

Tyree's Boogie

MEMPHIS SLIM

Train Time

THT TIBBLE

VARETTA DILLARD

Love and Wine

Cocoa Moe Joe

Material is first rute.

Please Come Back to Me

by the band, which swings hard.

GIVE TO THE

That's What Makes Me Love You So

Another beatful navelty with a slight lyric gets a lively go.

Blue Evening

Flag Wavin' Boogie

r.Att. trade, the Johnny Ray has a his jump.

Every Time

## Rhythm & Blues Record Reviews

JOAN SHAW (Billy Ford Ork)

82--82--82--82 Longtome for My Baby ABBEY 3030-Mits Shaw is lained by warbler Billy Ford on a bines duet with a warking riff figure under a hard-playing alto in back Both the singing and the orking are townstch. Side has sleeper

pensibilities.

73--73--72--74

Citally Ford Material is premiting-a good-rector-and combo works up a head of strong but thrush takes it too planidly,

COIN MACHINES



Money Doesn't Grow on Trees . . . Try the Next Best Thing . . . FIRST-Class Equipment!!

AVAILABLE AGAIN Reeney's 4 PLAYER CONVERSION for 22' Shuffle Board

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KEENEY

LEAGUE BOWLER . \$265 DOUBLE BOWLER . 135 LUCKY STRIKES . 75 ABC BOWLER . . . 65

BALLY

HOOK BOWLER ..... \$275 SHUFFLE CHAMP ... 89 ... 89 SPEED BOWLER SHUFFLE BOWLER

Satisfaction

CHICAGO COIN TROPHY BOWL .... \$145 BOWLING CLASSIC .. 135 BOWLING ALLEY .... \$5

13-Way GRIP 69 CHICKEN SAM 75 HI SCORE BOWLER \$175 SUPER TWIN BOWLER 35 TWIN BOWLER .... 65 DALE GUN, late 85 QUIZZER W/Film 89 SKYFIGHTER 95 GOALEE ..... 95 BOWL A-RAY SHUFFLE TARGET ... \$255 GLIDER ..... 35 DRIVEMOBILE. 95

MERCURY.

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GLIDER \$ 30 TUMBLER ... 45 BOOMERANG 45 TEN STRIKE 65

AIR RAIDER .. 110

BAG-A-BUNNY 115

W/Film ..... 115

TEAMHOCKSEY 115

CHAMP .... 199

95

WILLIAMS DOUBLE HEADER, late \$125 TWIN SHUFFLE .... 25 GOTTLIES BOWL-

UNIVERSAL

GENCO

ETTE, 63" ..... 55 SIX SHOOTER, 205 TERMS: 1/3 Deposit, Balance Sight Draft.

TELEQUIZ

BASKETBALL

ARTIST LABEL AND NO.

ATLANTIC WS1-One of the all-time greats retorms to was auspiciously

with a fusty warble of an exceptional song. Tune could stack up as a

Miss Seem's know-how provides her with an advantage for a splendid selling jet on a melodic blues with a winning catch-please.

DEECA 48258-Thronh patks wallop into a close-up, personal rendition of what it shaping up as a sleeper hit. This sersion, with much feeling,

could do biz. Gal has a warm, big woice with an appealingly youthful

Movette blues in medium drag tempo has thrush an heavy etho piping a

V 20-4327-Schmultz warble of a real corn ballad could register.

Group has the elements comiced of the r. & b. market these days and

The vocal group tries to build comething odd and exotic out of a

DERSY. 725-Miss McLaurin, currently a hot entity, does a satisfying job

with the fast riting pay builded. Her rendition should grab some of the

The thrush hamfs the standard a medium beat reading, about prove a

CORAL 60067-Clean, driving boogle woogle instrumental featuring plano

Bary, Hampish sibes spotlighted in a losse, free-swinging riffer remi-

MERCURY 8251-Slim and unbitled thrush duet on a winning slow blues,

with superlative blues plane going on in back. Gal sounds very much like

Southern chanter does a so-so slow blues; combo features suck blues

SAVOY 322-Medium jump novelty blues is done briskly by gal and craw.

Thrush shows a good lingering, note-bending style on a so-so blues ballad.

VICTOR 47-4311 - Novelty material has fluor quality - a fast

tempo bit with Tribale chanting the fragmentary lyrics between solos

and bary sax sules. Much drive and heat in this fine performance.

LITTLE DONNA HIGHTOWER (H. Henderson Ork)

sock lark with an effective tag. This one could also hit.

TUNES COMMENT

80--81--80--80

79--80--79--79

60--60--60

78--78--78

78--78--75--80

78--78--78

78--79--77--78

70--70--70

78--78--78

67--67--67

77--77--76--78

72--82--70--74

Classical

B2--85--80--80

VIVALOT: JUDITHA THIUMPHANS-Solointo, Cherus and Ork of the Sounds 81--83--80--80 Veneziana-Angela Epnelkian, Cond.

(3-12") Period (33) SPLP-533

r this era of LP, a period of research and investigances on part of waters to come up with unproal and anused repertains. Period has anearthed something of a gem in this Vivaida cratorio. Its precious espects lie ant so much be the actual content of the lengthy work at it does 80-80-80-80 in the permissi music ideas and patterns expen in this modern-day reading of a work which was first performed in 1716. In its few touches of programatic probestration and in the formation of teveral of the arias, the work anticipates to a great extent the development of the operatio form. Moreover, Vivald's orthogral moments at times ratend to a symphonic complexity which, along with the Italian's other writings, unquestionably had an establive influence on the writing of J. S. Bach. This is an eminestly satisfying recording with imports balance between the selects and orthettra; the choral work could have been sharper, particularly with regard to diction. Ephritian conducts the whole with an apparent deep understanding of Viyaldi. The soloists are generally good with Maria Amadim at times superb as Judith, Marcello Cortis a fluent Helofernes, Guillano Ferrein an expressive Ozias; Rocanna Guaccila and Emilia Crivilnelli are the other coloints. The Symphony Orchestra of the Scuala Veneziana and the chorus of the La Fenice Theater mund out the participants. Should prove a valuable addition to the recorded collection of light century matic. A most interesting conjectly. Fire obles and libretto in 75--75--75 Latin and English included.

> RESPIGNI: TRITTICO BOTTICELLIANO AND LUCATELLI: CONCERTO DA CAMERA-Vimna State Opera Drk and Vienna Challiber Ork, Franz Litschauer, Cond. (1-12")

Vanguard 1331+VRS 418

Respirate, since LP has searched out a good dealof repertory that might otherwise have continued unnoticed by disk buyers, is rapidly attaining his rightful place here as a great contemporary. The "Trittica Botticelliano" (Botticelli Trystych) & a musical interpretation of three paintings by the Italian Renaissance painter; Respight in taking paintings as his models continues in a tradition set by Hindemith and Moussorgsky. His approach is light, delicate and evocative, comparable to some of the fragilities of Debutty. But the muric it nevertheless quite substantial and rewarding, imhaved with a cool lyricism and feeling for nature. The other side is given to a concerto grasso by another well-known Italian-the 18th century composer, Pietro Locatelli. For string prchestra and piano, it is graceful and courtly, with a subdued charm.

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I-player conv. for shufflebd, \$199.50

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Mercury 114.50

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Shantvtown 109.50 Trinidad 49.50
South Pacific 109.50 Shanghai 49.50
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United Skee Allay 189.50
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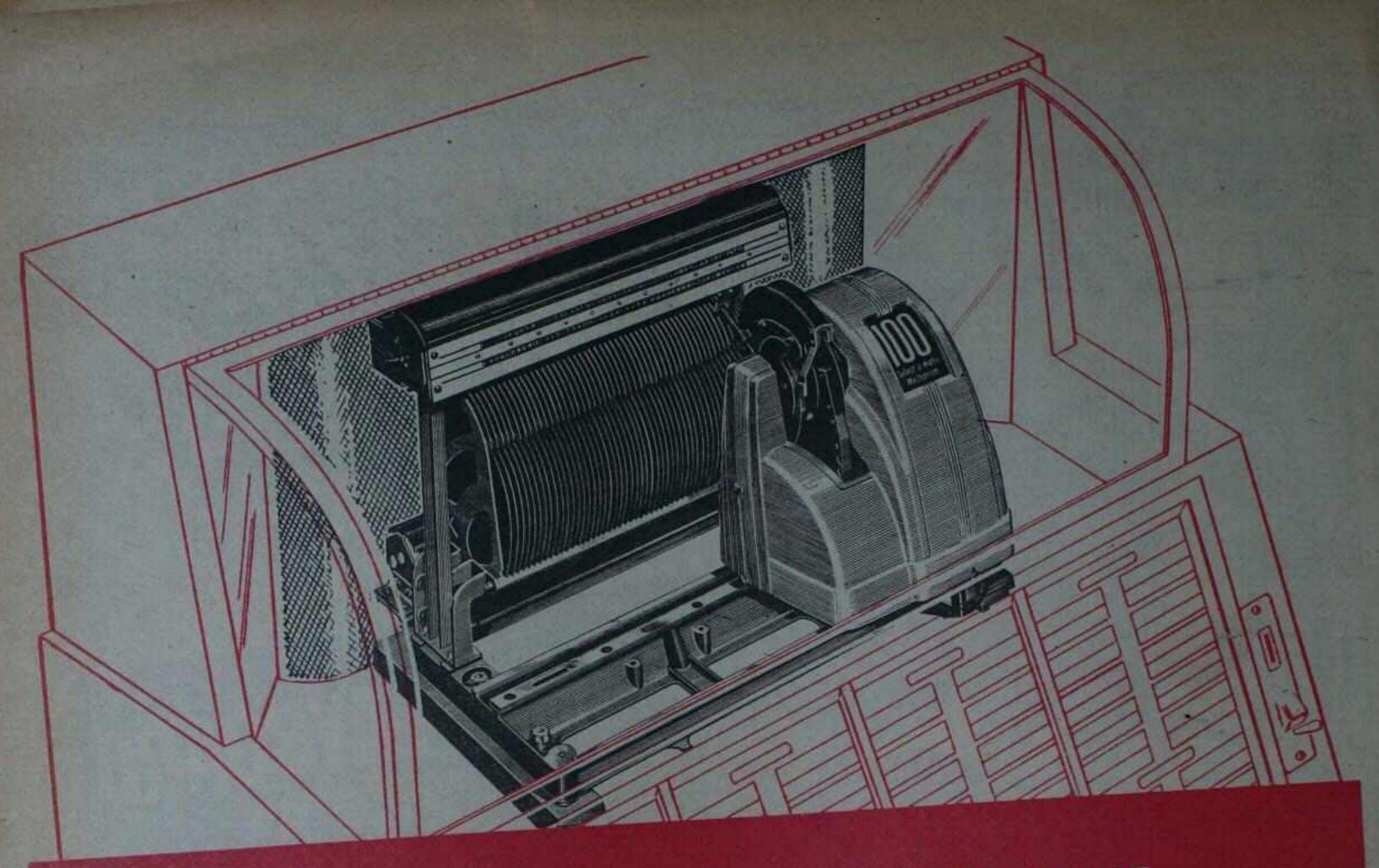
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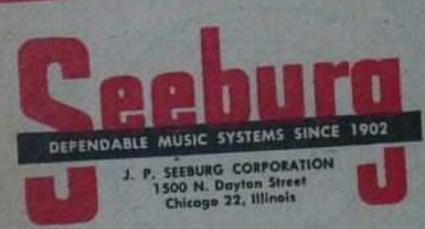


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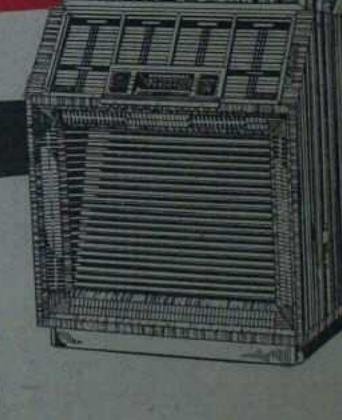
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